

Draft UGCF B.Com Honours Programme with Multi-disciplinary Courses vide approval of structure at the Meeting of the Undergraduate Board of Studies in Commerce, WBSU, held on 24.06.2023. and as resolved at the Workshop held on 17.07.2023. and 27.09.2023. and also as per UG BOS Meeting Workshop held on 17.07.2023. and 27.09.2023. also as per UG BOS Meeting held on



WEST BENGAL STATE UNIVERSITY

**Bachelor of Commerce (Honours)
B.Com (4 Years' Honours With Multidisciplinary Courses)
In Travel & Tourism Management**

(Effective from Academic Year 2023-24)

Draft UGCF B.Com Honours Programme with Multi-disciplinary Courses vide approval of structure at the Meeting of the Undergraduate Board of Studies in Commerce, WBSU, held on 24.06.2023. and as resolved at the Workshop held on 17.07.2023. and 27.09.2023. and also as per UG BOS Meeting Workshop held on 17.07.2023. and 27.09.2023. and also as per UG BOS Meeting held on

SYLLABUS COMMITTEE DETAILS

Chairperson

Professor Pranam Dhar

Professor & Head, Department of Commerce,
West Bengal State University

Members of the Advisory Committee

Professor Dhrubaranjan Dandapat

University of Calcutta

Professor Ashish Kumar Sana

University of Calcutta

Professor Kiranjit Sett

West Bengal State University

Dr. Rajib Lahiri

Derozio Memorial College

Dr. Kallol Saha

Barrackpore Rastraguru Surendranath College

Dr. Mijarul Islam

Barasat College

Members of the Syllabus Committee

Dr. Sk. Abdul Hannan

Gobardanga Hindu College

Prof. Goutam Basu

Gobardanga Hindu College

*****The department is indebted to all the teachers of all the affiliated colleges for their continuous help and support in framing this syllabi under NEP 2020 UGCF. Further, the department expresses gratitude to all the institutions, including, UGC, from whom syllabi, had been consulted for finalisation.***

Draft UGCF B.Com Honours Programme with Multi-disciplinary Courses vide approval of structure at the Meeting of the Undergraduate Board of Studies in Commerce, WBSU, held on 24.06.2023. and as resolved at the Workshop held on 17.07.2023. and 27.09.2023. and also as per UG BOS Meeting Workshop held on 17.07.2023. and 27.09.2023. and also as per UG BOS Meeting held on

CONTENTS

Section-A	Preamble and Structure	Page- 04
Section-B	Detailed Syllabus	Page- 10
Section-C	Advisory for Evaluation	Page- 62
Section-D	Question Pattern	Page- 65

Draft UGCF B.Com Honours Programme with Multi-disciplinary Courses vide approval of structure at the Meeting of the Undergraduate Board of Studies in Commerce, WBSU, held on 24.06.2023 and as resolved at the Workshop held on 17.07.2023 and 27.09.2023. and also as per UG BOS Meeting Workshop held on 17.07.2023 and 27.09.2023 and also as per UG BOS Meeting held on

Section-A

Preamble

The objective of any programme at a Higher Education Institution is to create for its students a sound foundation for their character development which directly contributes to the well-being of a nation. West Bengal State University envisages all its programmes in the spirit of its overall motto which is to inspire the youth to show steadfastness and devotion in a fearless pursuit of truth. The Undergraduate Curriculum Framework (UGCF) aims at preparing young minds for constructive and productive character development by honing their creative and humanistic skills for their own betterment as well as for the greater good of the society. In order to provide an opportunity to students to discover a method of thinking which will help them realise their true potential, the University offers an Undergraduate Curriculum Framework-2023 for all its Under-Graduate programmes.

The Undergraduate Curriculum Framework-2023 underlines the historical perspective, philosophical basis, and contemporary realities of higher education as enshrined in the National Education Policy 2020 (NEP 2020) including LOCF (Learning Outcome Curriculum Framework) & CBCS (Choice Based Credit System) and endeavours to synchronize these cornerstones while charting the road ahead for the state of higher education. West Bengal State University, a young but established higher education institution, fit for teaching, learning, and research in higher education, acclaimed nationally and internationally, has nurtured the quest for reaching the peak in every sphere of education, in its true sense, in the process of its contribution to the nation-building. Being one of the leading State-aided universities in West Bengal, mandated to act as the torchbearer in expanding the horizons of human resource development through expansion of higher education, it has always paid adequate premium towards constructive and meaningful innovation as a regular feature in its undergraduate curriculum development over the years.

The focus of UGCF of Commerce and Business Education is aimed at improving the students' abilities and helping them to become a competent business leader who can contribute in nation building. Commerce education is not related only with knowing how to organize and apply skills related to business, trade, commerce, industry, and economy, but it further accelerates the process of thinking in a pragmatic manner about nation building through effective utilization of skills, resources, manpower, and one's abilities.

One essential aspect of UGCF is to develop a commerce graduate who can meet the present and the future requirements of industry and economy. UGCF emphasizes on developing the competent persons who can work as the contemporary and future leaders of the industry and business. The education system in the emerging scenario demands to enrich the personality of the students so as to develop a holistic personality. Therefore, the focus of UGCF is based on the four pillars of education which are learning to know, learning to do, learning to live together, and learning to be.

Another focus of UGCF is to build a set of requisite social and ethical values that will meet the expectations of modern society. It shall also promote ideals of universal brotherhood and cooperation. The core basis of UGCF is to emphasize cultivating the ideology which promotes sustainable economic system and encourages eco-friendly fair business practices. The emphasis of this exercise is to provide a right understanding to the students about objective

Draft UGCF B.Com Honours Programme with Multi-disciplinary Courses vide approval of structure at the Meeting of the Undergraduate Board of Studies in Commerce, WBSU, held on 24.06.2023 and as resolved at the Workshop held on 17.07.2023 and 27.09.2023. and also as per UG BOS Meeting

Workshop held on 17.07.2023 and 27.09.2023 also as per UG BOS Meeting held on and transparent system of governance. This would bring a desired change in the system of administration and quality of governance of all the institutions.

The present situation of business education requires total over-hauling and restructuring in the light of changed socio-economic scenario of the global economy in the context of Industry 4.0. The dynamic nature of global business demands a pool of competent human capital for which relevant education is essential in terms of timeliness, speed, flexibility, and dynamism. There is a need to provide students with appropriate skills and knowledge inputs which would make them globally competent and empower them to work in the changing business environment. Therefore, the focus of the UGCF in Commerce is to introduce globally acknowledged choice-based credit system which will offer numerous opportunities to learn various core subjects and also explore additional avenues of learning beyond the routine and standardized framework. The sole purpose of this exercise is to provide opportunities for holistic development of the students.

Thus, the UGCF can help in bringing uniformity in curricula on the one hand and empower the student on the other hand to choose the career options making it more relevant and globally acceptable which would create new benchmark in the world.

Abbreviations

- **AEC** indicates Ability Enhancement Course
- **B.Com** indicates Bachelor of Commerce Programme
- **CBCS** indicates Choice Based Credit System
- **DSC** indicates Discipline Specific Core Course
- **NEP** indicates National Education Policy
- **SEC** indicates Skill Enhancement Course
- **UGCF** indicates Undergraduate Curriculum Framework
- **VAC** indicates Value Addition Course
- **DS:** Discipline-specific core course,
- **MA:** Minor discipline-1,
- **MB:** Minor discipline-2.

Definitions

1. **Academic Credit** - An academic credit is a unit by which the course work is measured. It determines the number of hours of instructions required per week. One credit is equivalent to one hour of teaching (lecture or tutorial) or two hours of practical work/field work per week.
2. **Courses of Study** - Courses of study indicates pursuance of study in a particular discipline. Every discipline shall offer three categories of courses of study, viz. Discipline Specific Core courses (DSCs) - sub-divided into Major and Minor Courses, Ability Enhancement Courses (AECs), Skill Enhancement Courses (SECs) and Value-added Courses (VACs).
 - a. **Ability Enhancement course (AEC), Skill Enhancement Course (SEC) & Value Addition Course (VAC):** These three courses shall be a pool of courses offered by all the Departments in groups of odd and even semesters from which students can choose.

Draft UGCF B.Com Honours Programme with Multi-disciplinary Courses vide approval of structure at the Meeting of the Undergraduate Board of Studies in Commerce, WBSU, held on 24.06.2023 and as resolved at the Workshop held on 17.07.2023 and 27.09.2023. and also as per UG BOS Meeting

Workshop held on 17.07.2023 and 27.09.2023 also as per UG BOS Meeting held on

- i. **AEC courses** are the courses based upon the content that leads to knowledge enhancement through various areas of study. They are Language and Literature subjects which will be mandatory for all disciplines.
- ii. **SEC courses** are skill-based courses in all disciplines and are aimed at providing hands-on-training, competencies, skills, etc. SEC courses may be chosen from a pool of courses designed to provide skill-based instruction and is offered by the Department of Commerce, West Bengal State University. The details, combination and related instruction is duly mentioned in the Admission Advisory issued in this regard, by the university authority.
- iii. **VAC courses** are value-based courses which are meant to inculcate ethics, culture, constitutional values, soft skills, sports education and such similar values to students which will help in all round development of students. The valued-added courses are to be taken from the fixed options provided by the university.

3. Major discipline

- a. A student pursuing four-year undergraduate programme in a specific discipline (Core course) shall be awarded appropriate Honours degree with Major in a Discipline on completion of VIII Semester, if he/she secures in that Discipline at least 50% of the total credits i.e., at least 90 credits in that Discipline out of the total of 180 credits. He/she shall study 20 Major courses in eight semesters. For instance, a student who pursues B.Com. (Honours) shall earn the minimum 100 credits from 20 DSCs in order to get Major in Commerce.

4. Minor discipline

- a. A student for the above-mentioned award, will be considered to be graduate, on completion of VIII Semester, if he/she earns minimum 40 credits from eight Minor courses of that discipline.

DS: Discipline specific core course,

MA: Minor discipline 1,

MB: Minor discipline 2,

SM: Special Minor courses from the same discipline, either MA or MB but of higher level.

Credit distribution:

(a) Lab-based Courses: L = 3, T/P = 2,

(b) Non-Lab based Courses: L = 4, T/P = 1 ;

(c) field-based courses: P = 5,

(d) Music as a Major/Minor discipline, credit distribution: L = 1/2, P = 4/3

Draft UGCF B.Com Honours Programme with Multi-disciplinary Courses vide approval of structure at the Meeting of the Undergraduate Board of Studies in Commerce, WBSU, held on 24.06.2023. and as resolved at the Workshop held on 17.07.2023.

COURSE STRUCTURE FOR THE 4 YEARS' UNDERGRADUATE HONOURS PROGRAMME WITH MAJOR COURSES 7

Sub_Code	Sub_Name	Credit	Marks Distribution				Nature of Course
SEMESTER-1			External	Internal	Attendance	TOTAL	
BTMDSC101T	History of Tourism-I	5	50	40	10	100	DS-1
BTMMIN101T	Principles and Practice of Management	5	50	40	10	100	MA-1
BTMMIN102T	Marketing Management and Human Resource Management	5	50	40	10	100	MB-1
BTMMDC101T	To be taken from the Pool	3				50	MD-1
BTMAEC101T	To be taken from the Pool	3				50	AECC-1
BTMHSE101T	Computer Application in Tourism	3				50	SEC-1
BTMVAC101T	To be taken from the Pool	3				50	VAC-1
SEM.1 TOTAL		27				500	
SEMESTER-2							
BTMDSC202T	Fundamentals of Tourism Management	5	50	40	10	100	DS-2
BTMMIN203T	Consumer Behaviour	5	50	40	10	100	MA-2
BTMMIN204T	Sales Management	5	50	40	10	100	MB-2
BTMMDC202T	To be taken from the Pool	3				50	MD-2
BTMHAE202T	To be taken from the Pool	3				50	AECC-2
BTMHSE202T	Graphics Designing and Product Photography in Tourism	3				50	SEC-1
BTMVAC202T	To be taken from the Pool	3				50	VAC-2
INTERN201M	NCC/NSS/Any other Internship	4**				50	Internship
SEM.2 TOTAL		27				500+50	
EXIT WITH CERTIFICATE [4**+ 54]							
SEMESTER-3							
BTMDSC303T	History of Tourism-II	5	50	40	10	100	DS-3
BTMMIN305T	Product & Pricing Management in Tourism & Travel Services	5	50	40	10	100	MA-3
BTMMIN306T	Advertising in Tourism-I	5	50	40	10	100	MB-3
BTMMDC303T	To be taken from the Pool	3				50	MD-3
BTMHAE303T	To be taken from the Pool	3				50	AECC-3
BTMHSE303T	Geography in Tourism	3				50	SEC-3
SEM.3 TOTAL		24				450	
SEMESTER-4							
BTMDSC404T	Profile of Modern Tourism	5	50	40	10	100	DS-4
BTMDSC405T	Public Relations & Publicity in Tourism	5	50	40	10	100	DS-5
BTMDSC406T	Financial Accounting in Tourism	5	50	40	10	100	DS-6
BTMDSC407T	Legal Aspects in Tourism	5	50	40	10	100	DS-7
INTERN401M	NCC/NSS/Any other Internship	4**				50	Internship
SEM.4 TOTAL		20				400+50	
EXIT WITH DIPLOMA [4**+ 98]							

Draft UGCF B.Com Honours Programme with Multi-disciplinary Courses vide approval of structure at the Meeting of the Undergraduate Board of Studies in Commerce, WBSU, held on 24.06.2023. and as resolved at the Workshop held on 17.07.2023.

SEMESTER-5							8
BTMDSC508T	Tourism Marketing	5	50	40	10	100	DS-8
BTMDSC509T	On the Job Training and Project Report	5	50	40	10	100	DS-9
BTMDSC510T	Communications in Tourism	5	50	40	10	100	DS-10
BTMDSC511T	Entrepreneurship and Small Business in Tourism	5	50	40	10	100	DS-11
SEM.5 TOTAL		20				400	
SEMESTER-6							
BTMDSC612T	Field Study and Project Viva	5	50	40	10	100	DS-12
BTMDSC613T	Introduction to Business Research	5	50	40	10	100	DS-13
BTMDSC614T	Globalization, Conservation and Preservation of Nature and Culture	5	50	40	10	100	DS-14
BTMDSC615T	Recent Trend and Issues in Trade and Frontier Formalities	5	50	40	10	100	DS-15
INTERN601M	NCC/NSS/Any other Internship	4**				50	Internship
SEM.6 TOTAL		20				400	
EXIT WITH MAJOR AFTER 3 YEARS [4**+ 138]							
SEMESTER-7							
BTMDSC716T	Eco-Tourism and Sustainable Development	5	50	40	10	100	DS-16
BTMDSC717T	Corporate Laws and Culture in Indian Subcontinent	5	50	40	10	100	DS-17
BTMHSM701T	Business Communication and e-commerce	5	50	40	10	100	SM-1
BTMHSM702T	Ethics in Tourism	5	50	40	10	100	SM-2
SEM.7 TOTAL		20				400	
SEMESTER-8							
BCMDSC818T	Adventure Tourism	5	50	40	10	100	DS-18
BCMDSC819T	Air Ticketing and Transportation in Tourism (Road, Rail & Air)	5	50	40	10	100	DS-19
BCMDSC820T	Introduction to Package Tours Operations Management	5	50	40	10	100	DS-20
BCMDSC821T	Food Tourism	5	50	40	10	100	DS-21
SEM.8 TOTAL		20				400	
GRAND TOTAL		178+4**				3500	

UG Certificate: Students who opt to exit after completion of the first year and **have secured 54 credits** will be awarded a UG certificate **if, in addition, they complete one vocational course of 4 credits or a 4-credit work-based learning/internship/apprenticeship** during the summer vacation of the first year. These students are allowed to re-enter the degree programme within three years and complete the degree programme within the stipulated maximum period of seven years.

UG Diploma: Students who opt to exit after completion of the second year and **have secured 98 credits** will be awarded the UG diploma **if, in addition, they complete one vocational course of 4 credits or a 4-credit work-based learning/internship/apprenticeship** during the summer vacation of the second year. These students are allowed to re-enter within a period of three years and complete the degree programme within the maximum period of seven years.

Draft UGCF B.Com Honours Programme with Multi-disciplinary Courses vide approval of structure at the Meeting of the Undergraduate Board of Studies in Commerce, WBSU, held on 24.06.2023.and as resolved at the Workshop held on 17.07.2023.

3-year UG Degree: Students who wish to undergo a 3-year UG programme will be awarded UG Degree in the Major discipline after successful completion of three years, **securing 142 credits which includes 4-credit of summer internship/apprenticeship.** 9

4-year UG Degree (Honours): Students who wish to undergo a 4-year UG programme (Honours) will be awarded UG degree (Honours) after successful completion of a four year degree programme with **182 credits (Table 1) which includes 4-credit of summer internship/apprenticeship.**

.....

Section-B

DETAILED SYLLABUS

SEMESTER-1

Sub Code	Sub Name	Credit	Marks Distribution				Nature of Course
			External	Internal	Attendance	TOTAL	
<u>SEMESTER-1</u>							
BTMDSC101T	History of Tourism-I	5	50	40	10	100	DS-1
BTMMIN101T	Principles and Practice of Management	5	50	40	10	100	MA-1
BTMMIN102T	Marketing Management and Human Resource Management	5	50	40	10	100	MB-1
BTMMDC101T	To be taken from the Pool	3				50	MD-1
BTMHAE101T	To be taken from the Pool	3				50	AECC-1
BTMHSE101T	Computer Application in Tourism	3				50	SEC-1
BTMVAC101T	To be taken from the Pool	3				50	VAC-1

HISTORY OF TOURISM – I

Paper 1 : Semester 1

Core Discipline Course Total Number of Credits : 5

COURSE CODE : BTMDSC101T

Total Marks: 100 Internal Assessment: 50 marks Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]

Unit-1

[30 L]*

History of Tourism as a new discipline, Evolution of Tourism as an academic subject, Tourism and other social sciences, Methodology for History of Tourism, Primary and secondary sources for studying History of Tourism, Chronological Division of History of Tourism, Travellers and Travelogues of Ancient and Medieval World. Tourism – basic concepts: Tourism- Definition, types and determinants, Difference between travel and tourism, Concepts of excursion, holiday, sightseeing, tourists and mass tourism, Tourism Products - definition and Characteristics.

Unit-2

[30 L]

Ancient Civilization, Social conditions and Tourism: Egypt, Mesopotamia, India, China, Rome, Greece Middle Ages: Rise and fall of early empires, Byzantine, Christian and Islamic Civilizations. Tourism activity in the ancient and medieval world: Seven Wonders of the World Tourism. Pilgrimage (Hindu, Buddhist, Jain, Christian and Islamic), Tourism and Spectator Sports (Olympics, chariot races and gladiator fights), Resorts and Spas, Tramping Royal Tourism and Educational tours

Unit-3

[15 L]

Concept of Discovery, Urbanization- Rome and Varanasi, Trade Routes- Silk Route and Spice Route, Sea Voyages- Columbus and Vasco de Gama, Rise of Nationalism- Japan and China, Grand Tour: Classical, Romantic Tour to the East.

Unit-4

[15 L]

Four major dimensions of tourism. Factors necessary for the development of travel and tourism. Development of spas. Growth of seaside resorts. Tourism today.

Suggested Readings

- A Farouqui “Early Social Formations”- Manak, Delhi-2001.
- A.L. Rouse “The Use of History”- 1971

Draft UGCF B.Com Honours Programme with Multi-disciplinary Courses vide approval of structure at the Meeting of the Undergraduate Board of Studies in Commerce, WBSU, held on 24.06.2023. and as resolved at the Workshop held on 17.07.2023.

- Burkhardt and Madlik "Tourist Past, Present and Future"-Butterworth Heinemann, several editions Collingwood "The Idea of History"-Oxford, 1073
- Franck and Brwonstone "The Silk Road, A history.
- Gilbert Sigeauxz "History of Tourism".
- Herbert "Heritage Tourism and Society".
- J. Christopher Holloway "The Business of Tourism.
- Maisels "Early Civilisations of the Old World"- Business Books Communica, 1978
- McIntosh, Goldner, Ritchie "Tourism: Principles, Practices, Philosophy"- John Wiley, New York, 1995
- Nisbet "Social Change and History"- Oxford University Press, 1972
- Nora Starr. "Viewpoint"- Prentice Hall, 1997
- Ratnagar "Trading Ecounters"- OxfordUniv. New Press, 2004
- Roger Housden "Sacred Journeys in a Modern World"- Simon & Schuster, New York, 1979
- T. Walter Wallbank "Civilisations Past and Present"- Scott Foresman, London, 1978

*L = 1 Hour.

PRINCIPLES & PRACTICE OF MANAGEMENT

Paper 2: Semester 1

Paper Code: BTMMIN101T

Full Marks: 100

[Internal assessment – 50 Marks; Semester-end Examination – 50 Marks]

Total Credits: 5 [75 Hours]

TOTAL CLASS HOURS: 75 [LECTURE HOURS-60 & TUTORIAL HOURS-15]

[Internal assessment – 50 Marks; Semester-end Examination – 50 Marks]

Unit-1: Introduction

[20L]*

Management-Concept, Importance, Functions; Management as profession; Management as Science and Art, Universality of management; Levels of management; Different Schools of Management Thought: Classical School-Contributions of Taylor and Fayol; Neo-classical School---Human Relations approach and Behavioural Science approach.

Unit-2: Planning

[15L]

Concept, Importance, Types, Steps, Barriers to effective planning and remedial measures; Strategic Planning---Concept; Forecasting---Concept, Techniques

Unit-3: Organizing

[15L]

Concept, Importance, Principles, Principles; Delegation of Authority-Elements, Steps, Barriers; Centralization and Decentralization o Authority; Span of Management-Concept and determining factors.

Unit-4: Directing and Staffing

[10L]

Concept of directing, Importance, Leadership: Concepts, Importance, Types, Leadership Traits, Tannenbaum & Schmidt's Model, Blake & Mouton Model, Staffing: Concept & importance.

Unit-5: Motivation, Coordination and Control

[15L]

Motivation: Concepts, Importance, McGregor, Maslow and Herzberg theory of motivation, Coordination: Concepts, Significance, Principles, Techniques. Control: Concepts, Importance and tools.

Suggested Readings

Koontz and Weirich, Essentials of Management, Tata McGrawHill, New Delhi.
Drucker, PF, Management Challenges for the 21st Century, Butterworth, Oxford.
Luthans, F, Organizational Behavior, McGrawHill, New York.
Allen, LA, Management and Organisation, Tokyo.
Stoner and Freeman, Management, PHI, New Delhi.
Griffin, RW, Management, Houghtan Mifflin, Boston.
Tripathy, PC, Reddy, PN, Principles of Management, Tata McGrawHill, New Delhi.
Ravichandran, K, Nakkiran, S, Principles of Management, Avinash Paperbacks, Delhi.
Jwalkar, Ghanekar & Bhivpathaki, Principles & Practice of Management, Everest Publishing House
Chatterjee, Chatterjee & Chattopadhyay, Principles of Management, Success Mantra Publications

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

.....

**MARKETING MANAGEMENT AND HUMAN RESOURCE
MANAGEMENT**

Subject Code: BTMMIN102T

Paper 3: Semester 1

Full Marks-100

Total Credits: 5 [75 Hours]

**TOTAL CLASS HOURS: 75 [LECTURE HOURS-60 & TUTORIAL HOURS-15]
[Internal assessment – 50 Marks; Semester-end Examination – 50 Marks]**

Module-I: Marketing Management

Unit-1: Introduction to Marketing Management [15 L]*

Marketing Management: Definition, Nature & Importance. Distinction between selling & marketing. Traditional & Modern Concept of marketing. Concept of Marketing Environment: Micro & Macro environment of marketing. Marketing Mix: Concept & Elements. Consumer Behaviour: Meaning, Nature & Importance. Consumer decision making Process. Market Segmentation: Concept, Definition & Importance. Bases of Market segmentation.

Unit-2: Product & Pricing [15 L]

Product: Meaning & importance, Classification, Product Mix. Product life Cycle: Definition, Stages, Marketing Strategies in each stage. New product Development Process. Concept & Importance of Branding, Packaging, labeling. Price & Pricing: Concept & importance, Pricing methods. Factors to be considered in pricing of a product.

Unit-3: Physical Distribution & Promotion [10 L]

Distribution Channels: Meaning and Importance, Types of Distribution Channel. Factors determining choice of Distribution Channel. Promotion: Meaning & Importance, Promotion Mix-Elements. Concepts of Advertising, Salesmanship, Sales promotion & Publicity. Functions of advertising, essential qualities of Good salesmen.

Module-II : Human Resource Management

Unit-4: Fundamentals of HRM

[10 L]

Meaning and concept of HRM. Nature, objectives, importance, scope and functions of HRM, Human resource planning-Definition, features, objectives and needs. Levels of Human resource planning. Process of Human resource planning in an organization.

Unit-5: Acquisition & Development of Human Resource

[10 L]

Recruitment of Human resources–Sources (internal & external). Selection of Human resources – Definition and steps involved in selection process. Needs of Training and Development. Different Training Methods. A brief idea of staff welfare programmes and fringe benefits.

Unit-6: Maintenance of Human Resource

[15 L]

Job evaluation, Job Description, Job Analysis, Job Specification-Definition & Concept, Performance Appraisal-Meaning, objectives, methods of appraisal (brief concept of all traditional and modern methods along with their advantages and disadvantages). Industrial Relations-definition, features & objectives, Factors influencing industrial relations. Conditions for sound industrial relations. Importance of industrial relations.

Suggested Readings:

- *Kotler & Keller, Marketing Management, Pearson.*
- *Venugopal, P., Marketing Management, Sage.*
- *Bhagwati, Pillai, Marketing Management, S.Chand.*
- *Ramaswamy and Namakumari, Marketing Management, McMillan.*
- *Pranam Dhar, Monalisa Maity, Bidhan Baidya, Arjun Gope, Fundamentals of Marketing Management & Human Resource Management, Success Mantra Publications.*
- *Sushil Mukherjee & Kallol Saha, Marketing Management & Human Resource Management, B.B.Kundu Grandsons.*
- *A.K. Ghosh: Human Resource Management (with cases):Manas Publications.*
- *C.B.Mamoria & S.V.Gankar:Human Resource Management: McGrawHill*
- *V.S.P.Rao: Human Resource Management:(Excel Books)*
- *K.Aswathappa, Human Resource Management, Himalaya Publishing House.*

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

.....
COMPUTER APPLICATION IN TOURISM

Paper Code: BCMHSE101T

Paper 4: Semester 1

Full Marks: 50

[Internal assessment- Marks; Semester-end Examination- Marks]

Total Credits:3 [45 Hours]

TOTAL CLASS HOURS: 45 [LECTURE HOURS 30 & TUTORIAL HOURS 15]

Unit-1 : Information Systems

[15 L]**

Concepts of data, information and computer based information system, Types of Information Systems – Office Automation Systems (OAS), Transaction Processing Systems (TPS), Management Information System (MIS), Decision Support System (DSS), Knowledge Management System (KMS), and their implementations at operational, tactical and strategic managerial levels.

Unit-2 : I.T. Application Project / Practical using Advanced EXCEL

[05T + 10P]

Development of a excel based software (preferably with automation features created by Excel Functions, References and Formula) on any one functional area of business (like Payroll Management, Educational Cluster Management, Inventory Management, Portfolio Management, PF/ESI/TDS Management, E-Tender & Security Deposit Management, etc.).

Suggested Tutorial on Advanced Excel

[Customizing common options in Excel, Absolute and relative cells, Protecting and un-protecting worksheets and cells, Working with Functions, VLOOKUP, MATCH, INDEX, Data validations, Working with templates, Sorting and Filtering Data, Working with Reports, Creating Pivot tables & Charts, Consolidating data from multiple sheets and files using Pivot tables, Date and time functions, Using conditional formatting option for rows, columns and cells, Use of Relative & Absolute Macros, WhatIf Analysis, Goal Seek, Data Tables, Scenario Manager, Formatting Charts, Auto modification/ updation].

Spreadsheet Functions: *Mathematical [SUM, SUMIF, SQRT, SUBTOTAL, SUMPRODUCT etc.], Statistical [AVERAGE, MAX, MIN, ROUND, COUNT, COUNTIF, STDEV, VAR, etc.], Financial [PMT, RATE, PV, FV, NPV, IRR, NPV, Data Table Etc.] Logical [AND, OR, IF, NOT,], DATE, TIME, CONCATENATE, UPPER, LOWER], CountIf, CountIFS, SumIF, SumIFS].*

Unit-3: Preparing Presentations

[05T + 10P]

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

Unit-4: Spreadsheet and Computerised Accounting

[05T + 10P]

Using Tally ERP Software.

Suggested Readings

Thareja, IT & Application, Oxford.

Dhar, P., Fundamental of IT and Its Application in Business, Abhijay Publishing House.

Rajaraman, V. (2004). Introduction to Information Technology. PHI.

Heathcote, P.M, Successful Projects in Excel, BPB Publication.

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

.....

SEMESTER-2

BTMDSC202T	Fundamentals of Tourism Management	5	50	40	10	100	DS-2
BTMMIN203T	Consumer Behaviour	5	50	40	10	100	MA-2
BTMMIN204T	Sales Management	5	50	40	10	100	MB-2
BTMMDC202T	To be taken from the Pool	3				50	MD-2
BTMHAE202T	To be taken from the Pool	3				50	AECC-2
BTMHSE202T	Graphics Designing and Product Photography in Tourism	3				50	SEC-1
BTMVAC202T	To be taken from the Pool	3				50	VAC-2
INTERN201M	NCC/NSS/Any other Internship	4**				50	Internship
SEM.2 TOTAL		27				500+50	
EXIT WITH CERTIFICATE [4**+ 54]							

FUNDAMENTALS OF TOURISM MANAGEMENT

Paper 1 : Semester 2

Core Discipline Course

Total Number of Credits : 6

COURSE CODE : BTMDSC202T

Total Marks : 100

Internal Assessment: 50 marks

Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]

Unit 1 – Concepts and Significance of Tourism

[15 L]*

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

[15 L]

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

[30 L]

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/definitions.

Unit 4 – Tourism Organizations and Associations

[30 L]

Role and Functions of International Organizations World Tourism Organization (WTO), Pacific Asia Travel Association (PATA), World Tourism & Travel Council (WTTC), National Tourism

Draft UGCF B.Com Honours Programme with Multi-disciplinary Courses vide approval of structure at the Meeting of the Undergraduate Board of Studies in Commerce, WBSU, held on 24.06.2023. and as resolved at the Workshop held on 17.07.2023.

Organizations Ministry of Tourism, Govt. of India, ITDC, State Tourism Departments of 17 Tourism, FHRAI, IH & RA, IATA, TAAI, IATO, UFTAA.

Suggested Readings:

- Bhatia A.K. (2001), *International Tourism Management*, Sterling Publishers, New Delhi.
- Sunetra Roday, et al (2009), *Tourism Operations and Management*, Oxford University Press.
- 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.
- Michael M. Coltman (1989), *Introduction to Travel and Tourism- An International Approach*, Van Nostrand Reinhold, New York.

* L = 1 Hour.

CONSUMER BEHAVIOUR

Paper-2 : Semester-2

Paper Code: BTMMIN203T

Full Marks: 100

Total Credits:5 [75 Hours]

TOTAL CLASS HOURS: 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]

[Internal assessment – 50 Marks; Semester-end Examination – 50 Marks]

Unit-1: Consumer Behaviour – Concept and Overview

(25 L)*

Concept of Consumer Behaviour, model of consumer decision-making -- input, process, output. Steps in the process – need identification, information search, evaluation of alternatives, purchase decision, post-purchase behaviour.

Unit-2: Factors Affecting Consumer Behaviour

(25 L)

Internal: Needs and motives, perception, learning, attitudes, personality and lifestyle.
External: Family, Reference groups, social class and culture.

Unit-3: Consumer Versus Organisational Buying Behaviour

[25 L]

Characteristics, Consumer versus organizational buying behavior, factors affecting Organisational buying behaviour, factors affecting consumer behaviour, SERQUAL Model.

Suggested Readings

- *Consumer Behaviour – Schiffman & Manuk, PHI.*
- *Consumer Behaviour – Solomon, PHI.*
- *Consumer Behaviour – Loudon & DellaBitta, TMH*
- *Cundiff, Still and Govoni, Sales Management, PHI, New Delhi.*
- *Smith, R., Sales Management, PHI, New Delhi.*

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

.....

SALES MANAGEMENT

Paper Code: BTMMIN204T

Paper-3 : Semester-2

Full Marks: 100

[Internal assessment- 50 Marks; Semester-end Examination- 50 Marks]

Total Credits: 5 [75 Hours]

TOTAL CLASS HOURS: 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]

[Internal assessment – 50 Marks; Semester-end Examination – 50 Marks]

Unit-1: Sales Management Process

[25 L]

Nature and Importance; Personal Selling as a Career; Steps in Personal Selling –Prospecting, Pre-approach and qualifying. Methods of Approaching a Customer; Presentation – Planning, Process and Styles; Handling Customer Objections; Types of Objections; Negotiations- Bargaining approaches, Bargaining Strategies and Tactics during Negotiation.

Unit-2: Sales Force Management

[25 L]

Objectives, Strategies, Structure, Size of Sales Force; Compensation of Sales Force. Recruitment, Selection, Placement, Transfer, Training and Development, and Grievance, Handling of Sales Force; Motivating, Leading and Communicating with the Sales Force; Performance Evaluation of Sales Force.

Unit-3: Salesmanship and Buyers' Behaviour

[25 L]

Functions and Qualities of a Salesman; Understanding Buyer Behaviour and Buyer-Seller Interactions; Product knowledge; Customer Knowledge; Relationship Management, Types of Selling; Effective Sales Process; Executing and Following up of Sales Order.

Suggested Readings

- *Consumer Behaviour – Schiffman & Manuk, PHI.*
- *Consumer Behaviour – Solomon, PHI.*
- *Consumer Behaviour – Loudon & DellaBitta, TMH*
- *Cundiff, Still and Govoni, Sales Management, PHI, New Delhi.*
- *Smith, R., Sales Management, PHI, New Delhi.*

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

.....

GRAPHIC DESIGN AND PRODUCT PHOTOGRAPHY IN TOURISM

Paper Code: BTMHSE202T

Paper-4 : Semester-2

Full Marks: 50

Total Credits: 3 [45 Hours]

TOTAL CLASS HOURS: 45 [LECTURE HOURS 30 & TUTORIAL HOURS 15]

Unit-1. Sketching and Drawing

[10 L]**

- a. Sketching of natural and man-made objects and environment: To enhance observation and sketching skills among students.
- b. Construction Drawing: Understand the structure of the object and construct drawing based on the structure to be able to draw different orientations of the object.

Draft UGCF B.Com Honours Programme with Multi-disciplinary Courses vide approval of structure at the Meeting of the Undergraduate Board of Studies in Commerce, WBSU, held on 24.06.2023. and as resolved at the Workshop held on 17.07.2023.

- c. Representational Drawing: Representation drawing will help in understanding the characteristics of the objects, its material and texture including colour and form. 19
- d. Simplification Drawing: Drawing complete details to represent a particular object but reduce/ simplify the complex character of the object to make the perception simpler.

Unit-2. Calligraphy & Typography Calligraphy [10 L]

Practice of writing by hand on the basis of study of traditional way of hand writings and scripts like Indian manuscripts, Persian, Chinese, Japanese and roman etc.

Unit-3. Society and Articulation Study [10 L]

Interact, observe and document the socio-cultural, prejudices and beliefs to form clear understanding of the role of motif and place in communication system.

Unit-4. Introduction to Computer: Creation, Modification and Presentation [15 L]

- a. Expression of aesthetic and artistic skills using different suitable software for producing simple digital images.

Suggested Readings

- *Consumer Behaviour – Schiffman & Manuk, PHI.*
- *Consumer Behaviour – Soloman, PHI.*
- *Consumer Behaviour – Loudon & DellaBitta, TMH*
- *Cundiff, Still and Govoni, Sales Management, PHI, New Delhi.*
- *Smith, R., Sales Management, PHI, New Delhi.*

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

.....

SEMESTER-3

BTMDSC303T	History of Tourism-II	5	50	40	10	100	DS-3
BTMMIN305T	Product & Pricing Management in Tourism & Travel Services	5	50	40	10	100	MA-3
BTMMIN306T	Advertising in Tourism-I	5	50	40	10	100	MB-3
BTMMDC303T	To be taken from the Pool	3				50	MD-3
BTMHAE303T	To be taken from the Pool	3				50	AECC-3
BTMHSE303T	Geography in Tourism	3				50	SEC-3
	SEM.3 TOTAL	24				450	

HISTORY OF TOURISM – II

Paper 1 : Semester 3

Core Discipline Course

Total Number of Credits : 5

COURSE CODE : BTMDSC303T

Total Marks : 100

Internal Assessment: 50 marks

Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]

Unit – I

[15 L]*

Major Social Movements: Renaissance, Reformation, French Revolution, Industrial Revolution, Imperialism, National Movements, Socialism in Europe and Russia, social Tourism and Middle class Tourism

Unit – II

[15 L]

1841 – 1914: Rise of International Tourism, World Cruises, Automobile and Coach Tours, Resort Tourism, Role of Infrastructure, Tourism as an Industry, 1914 – 1950: Tourist boom between the World Wars, Tourism and Economy and Crises, Social Changes, Transport and Technological Advances, Women and Tourism, Politics and Tourism, League of Nations, IUOTO, Bermuda Agreement, IATA, Emergence of Tourism Services, Organizations and Civil Aviation.

Unit – III

[15 L]

1950 – 2000: Tourism Phenomenon: Long Hauls, Thomas Cook and Package Tours Charters, Role of escorts and guides, Social Reforms and Tourism, Tourism in Newly Independent Countries, Tourism and Globalization, Emergence of Tourism Organizations and Standardization of services.

Unit – IV

[15 L]

Tourism as a Globalized System .Early Forms of Travel and Types of Journey, Precursors of Modern Tourism .The Foundations of Modern Tourism, The Boom in Mass Tourism in the 19th Century. Holidaying Practices in the Interwar Period, The Expansion of Tourism and Globalization, Approaches to Travel and Tourism, Tourism and Five-year Plans in India, SWOT analysis of National Tourism Policy 2002.

Unit – V

[15 L]

21

Accommodations: Early inns, The grand hotels, Motels, Hotels today. The dimensions of tourism: Attraction, Facilities, Transportation, Hospitality. The role of transportation in shaping tourism.

Suggested Readings

- A Farouqui “Early Social Formations”- Manak, Delhi-2001.
- A.L. Rouse “The Use of History”- 1971
- Burkhardt and Madlik “Tourist Past, Present and Future”-Butterworth Heinemann, several editions, Collingwood “The Idea of History”-Oxford, 1073
- Franck and Brwonstone “The Silk Road, A history.
- Gilbert Sigeauxz “History of Tourism”.
- Herbert “Heritage Tourism and Society”.
- J. Christopher Holloway “The Business of Tourism.
- Maisels “Early Civilisations of the Old World”- Business Books Communica, 1978
- McIntosh, Goldner, Ritchie “Tourism: Principles, Practices, Philosophy”- John Wiley, New York, 1995
- Nisbet “Social Change and History”- OxfordUniversity Press, 1972
- Nora Starr. “Viewpoint”- Prentice Hall, 1997
- Ratnagar “Trading Ecounters”- OxfordUniv. New Press, 2004
- Roger Housden “Sacred Journeys in a Modern World”- Simon & Schuster, New York, 1979
- T. Walter Wallbank “Civilisations Past and Present”- Scott Foresman, London, 1978.

* L = 1 Hour.

PRODUCT & PRICING MANAGEMENT IN TOURISM & TRAVEL SERVICES

Paper Code: BTMMIN305T

Full Marks: 100

Total Credits: 5 [75 Hours]

TOTAL CLASS HOURS: 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]

[Internal assessment – 50 Marks; Semester-end Examination – 50 Marks]

Unit-1: Product

[20 L]*

Meaning & concept of Product, features, importance, classification, Levels of Product Service: Meaning & features. Classification of Services. Product Mix – length, width depth, consistency, BCG Matrix. PLC – concept, features and strategies, uses and limitations, different shapes of PLC.

Unit-2: New Product Development

[30 L]

New Product – Definition, stages of New Product Development, factors affecting new product development, adoption process, diffusion of industrial innovation. New Product failure-reasons, test marketing – definition, advantages and disadvantages. Meaning & functions of Packaging, packaging strategies, packing notes and packing lists, Package Aesthetics, legal & ethical aspects of packaging, features of good packaging. Concept & Importance of Branding, Brand Selection Process; strategies, brand positioning, brand repositioning strategies, leader positioning and follower positioning.

Unit-3: Pricing

[25 L]

Draft UGCF B.Com Honours Programme with Multi-disciplinary Courses vide approval of structure at the Meeting of the Undergraduate Board of Studies in Commerce, WBSU, held on 24.06.2023. and as resolved at the Workshop held on 17.07.2023.

Concept & Importance of Pricing, features of pricing, factors determining effective pricing, process of price setting, pricing objectives and methods, resale price maintenance – concept, advantages, disadvantages, importance of price in consumer buying process, various aspects of service pricing, price cartel, Pricing in Indian context, regulatory price environment. 22

Suggested Readings

- Kotler and Kellar, *Marketing Management*, Pearson.
- William and Ferrell, *Marketing*, Houghton Mifflin McGraw-Hill.
- Neelamegham, *Marketing in India: Cases and Readings*, Vikas Publishing.
- Majumder, *Product Management in India*, PHI.
- Srivastava, R. K., *product Management & New product Development*, Excel Book.
- Ramaswamy and Namakumari, *Marketing Management*, Macmillan India.
- Srinivasan *Case Studies in marketing: The India Context*, PHI.
- Batra and Myers, *Advertising Management*, Prentice Hall
- Sengupta, *Brand Positioning Strategies for Competitive Advantage*, TMH
- Cundiff, Still and Govoni, *Sales Management*, Prentice Hall
- Rossiter and Percy, *Advertising and Promotion Management*, MacGraw-Hill Sundage,
- Fryburger and Rotzoll, *Advertising Theory and Practice*, AITBS
- Belch and Belch, *Advertising and Promotion*, McGraw Hill

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

.....

ADVERTISING IN TOURISM

Paper Code: BTMMIN306T

Full Marks: 100

Total Credits: 5 [75 Hours]

TOTAL CLASS HOURS: 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]

[Internal assessment – 50 Marks; Semester-end Examination – 50 Marks]

UNIT-1

(20 L)

Introduction of advertising concepts- functions - Types of advertising - Creative advertising messages - Factors determining opportunities of a product/service/Idea

UNIT-2

(25 L)

Role of advertising agencies and their responsibilities - scope of their work and functions - Ethical issues - Identifying target groups -Laws in advertising. Advertising Statutory Bodies in India - Role of AAI (Advertising Agencies Association of India), ASCI (Advertising Standard Council of India)

UNIT-3

(20 L)

Types of advertising – Basic characteristics of a typical advertisement –Reaching target groups - Local advertising – Feedback on impact of advertisement - Business promotion.

Recommended Co-curricular Activities

[10 L]

1. Collection and segmentation of advertisements
2. Invited Lectures/skills training on local advertising basics and skills
3. Visit to local advertising agency
4. Model creation of advertisements in compliance with legal rules
5. Assignments, Group discussion, Quiz etc.

Suggested Readings

- *Bhatia. K.Tej - Advertising and Marketing in Rural India - Mc Millan India*
- *Ghosal Subhash - Making of Advertising - Mc Millan India*
- *Jeth Waney Jaishri & Jain Shruti - Advertising Management - Oxford university Press Publications of Indian Institute of Mass Communications*

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

.....

GEOGRAPHY OF TOURISM

Paper Code: BTMHSEC03T

Full Marks: 100

Total Credits: 3 [45 Hours]

TOTAL CLASS HOURS: 45 [LECTURE HOURS 30 & TUTORIAL HOURS 15]

UNIT-I: Introduction to Geography and Tourism

[10 L]**

Introduction to Geography - Geography and Tourism - Geography of Travel - Classification of Resources Conservation of Biodiversity - Tourism in Africa – Introduction - Tourism Attractions in Singapore and Indonesia

UNIT- II: Tourism Attractions in Middle East and Africa

[10 L]

Tourism Attractions in Thailand and Malaysia Tourism in Gulf Countries Tourism in Gulf countries - Tourism in South East Asia: Tourism in South East Asia: Tourist attractions and activities in Egypt - Kenya and Uganda Tourist attractions in South Africa and emerging Tourist Destinations in Africa.

UNIT - III Tourism Attractions in America, Europe and Australia

[10 L]

North America - Central & South America - Europe - Australia - New Zealand – Antarctica Cultural Geography. Outline of urban geography - Island Biogeography.

UNIT - IV Tourism in India and Sustainable Development

[05 L]

Tourism in India - Arunachal Pradesh - Assam - Geography of Goa - Geography of Gujarat. Geography of Odessa - Geography of Himachal Pradesh - Sustainable development.

Suggested Readings:

- *Milton Rafferty, Geography of World Tourism, 2nd Edition, Prentice Publisher, New Jersey, 1993. Boniface and Coopers, Worldwide destinations: The Geography of Travel and Tourism, 7th Edition, Rutledge, New Delhi, 2016.*
- *D.R Khullar, India - A comprehensive Geography, 1 st Edition, Kalyani Publications, Chennai, 2018.*

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

.....

SEMESTER-4

BTMDSC404T	Profile of Modern Tourism	5	50	40	10	100	DS-4
BTMDSC405T	Public Relations & Publicity in Tourism	5	50	40	10	100	DS-5
BTMDSC406T	Financial Accounting in Tourism	5	50	40	10	100	DS-6
BTMCOR407T	Legal Aspects in Tourism	5	50	40	10	100	DS-7
INTERN401M	NCC/NSS/Any other Internship	4**				50	Internship
SEM.4 TOTAL		20				400+50	

PROFILE OF MODERN TOURISM

Paper 1 : Semester 4

Total Number of Credits : 5

COURSE CODE : BTMDSC404T

Total Marks : 100

Internal Assessment: 50 marks Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]

Unit-1

[25 L]*

Tourism Policy and Services- Domestic Tourism, International Tourism, Transport Policy, Cultural and Heritage Policy, Commercial policy. Health and Medical Tourism. Emerging trends and new thrust area of Tourism. Five year plans and tourism. Future prospects of Tourism in India.

Unit-2

[25 L]

Seasonality-Indian Tourism Season, Tourism and Terrorism, Tourism and communalism. Fairs and festivals. Counter seasonal policy. Special interest tourism and its resources. Wild life sanctuaries and national parks, Wildlife tourism.

Unit-3

[25 L]

Motivation and Nature of consumption. Tourism Products and services, Salient features of Tourism Product. Public sector and Private Sector partnership in tourism sector. Small and medium enterprises in tourism industry. Principle of resort development. Mass Tourism and New Destinations.

Suggested readings

- *Abraham, Pizen and Yoel Mansfiel, Ed. Consumer Behaviour in Travel and Tourism*
- *Butterworth and Heineman Burkhardt and Medlik -Tourism Past Present and Future.*
- *Jones and Radcllfe” Leisure and Tourism- Longman Harlem*
- *K. Ghimire” The Native Tourist”- Earthscan, London,*
- *Pearce and Butler Ed. “ Contemporary Issues in Tourism Development- Routledge, London,*
- *Robinson- “The Geography of Tourism”*

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

.....

PUBLIC RELATIONS & PUBLICITY IN TOURISM

Paper 2 : Semester 4

Total Number of Credits : 5

COURSE CODE : BTMDSC405T

Total Marks : 100

Internal Assessment: 50 marks Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]

Unit-1

[20 L]

Public Relations – Overview, Public Relations-Meaning, Definition, Nature and Scope, Historical Background, Technological and Media Revolution and Role in Business, Government, Politics, NGOs and Industry.

Unit-2

[20 L]

Concepts of Public Relations-Press, Publicity, Lobbying, Propaganda, Advertising, Sales Promotion and Corporate Marketing Services, Tools of Public Relations Press Conferences, Meets, Press Releases, Announcements, Webcasts

Unit-3

[20 L]

Public Relations and Mass Media, Present and future of Public Relations in India, Ethics of Public Relations and Social Responsibility, Public Relations and Writing Printed Literature, Newsletters, Opinion papers and Blogs

Co-curricular Activities Suggested:

[15 L]

1. Invited lecture by local field expert/ eminent personality on Public Relations
2. Visit to Press
3. Opinion Survey, Media Survey and Feedback
4. Case Studies
5. Organising mock press conferences, exhibitions
6. Assignments, Group discussion, Quiz etc.

Suggested Readings

- *Brown, Rob, Public Relations and the Social Web, Kogan Page India, New Delhi, 2010.*
- *Cutlipscottetal, Effective Public Relations, London, 1995.*
- *Black Sam, Practical Public Relations, Universal Publishers, 1994.*
- *S.M.Sardana, Public Relations: Theory and Practice.*
- *J.V.Vilanilam, Public Relations in India: New Tasks and Responsibilities, SAGE Publications India Pvt Ltd, New Delhi2011.*
- 6. *Websites on Public relations.*

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

.....

FINANCIAL ACCOUNTING IN TOURISM

Total Number of Credits : 5

Paper 3 : Semester 4

COURSE CODE : BTMDSC406T

Total Marks : 100 Internal Assessment: 50 marks Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]

26

Unit-I:

[10 L]*

Nature of accounting: Nature of accounting and Generally accepted accounting principles. Double entry, Book Keeping – Transaction Analysis, Cash Book and Bank Transactions. Income Measurements. Preparation of Trial Balance.

Unit-II:

[20 L]

Final Accounts: Balance Sheet. Rectification of Errors, Bank Reconciliation Statement Accounting for Non- Trading Concerns. Miscellaneous Accounts : Accounting for Hotels, Depreciation Accounting, Travel Accounting, Mechanised system of accounting. Cash flow statement (AS -3 Revised)

Unit-III:

[20 L]

Meaning, Role, Scope and Importance of Financial Management: Job of the financial Manager, financial Goals, financial control, Organization & objective of financial function. Financial Planning, Capitalisation and Capital Structure: Meaning, concept of capital, Theories of capitalization, Over capitalization and under capitalization.

Unit-IV

[20 L]

Optimum capital structure, Determinant of capital structure, Financial Leverage, Debt capacity of company Debt equity ratio. Capital Budgeting and Capital Investment Decision: Management of Fixed Assets, Meaning, roles and analysis of capital investment in fixed assets.

Unit V [20 L] Working Capital Management: Concept, need, determinant of working capital, estimates of working capital and financing of current assets. Financial Statements and Analysis: Meaning, Analysis – Ratio, Fund flow, Cash flow, Cost volume Analysis. Tourism Finance Corporation of India TFCI: Aims, Objectives and Functions.

Suggested readings

- *Anthony and Reece, Management Accounting Principles : Text and Cases*
- *Singh, Surrender and Kaur, Rajeev. Fundamentals of Financial Management. Book Bank International.*
- *Pandey, L.M., Management Accounting : A Planning and Control Approach, Vikas Publication.*
- *Davis D., The Art of Managing Finance, McGraw Hill.*
- *Pandey, I.M., Financial Management, Vikas Publication*
- *Van Horne, Financial Management and Policy, Prentice Hall.*

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

.....

LEGAL ASPECTS IN TOURISM

Paper 4 : Semester 4

COURSE CODE : BTMDSC407T

Total Number of Credits : 5

Total Marks : 100 Internal Assessment: 50 marks Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]

UNIT-1 : INTRODUCTION

[05 L]*

27

Meaning – Scope of business law- Sources of Indian business law. Introduction to tourism law in India.

UNIT-2 : INDIAN CONTRACT ACT-1872

[10 L]

Definition-types of contract-essentials –Offer, Acceptance, Consideration, Capacity of the parties, Free consent(Meaning only)- Legality of objects and Consideration-Variou modes of discharge of a Contract-Remedies for breach of Contract.

UNIT-3 : FEMA 1999

[15 L]

Objectives, Scope and salient features- Offences under act. Regulation and Management of Foreign Exchange: Dealing in Foreign exchange, Capital Account and Current Account transactions, Drawal for travel, Export of Goods and Services, Realisation and repatriation of foreign exchange, Authorised Person. Reserve Bank’s powers to issue directions to Authorised Person.

UNIT-4 : THE COFEPOSA ACT, 1974

[10 L]

Objectives, Scope, Definitions, salient features-Offences and penalties under the act.

UNIT-5 : FOREIGNER’S ACT, 1946

[10 L]

Objectives, Scope, Definitions and salient features- Offences and penalties.

UNIT-6 : PASSPORT ACT, 1967

[10 L]

Objectives, Scope, Definitions, Salient features- Offences and Penalties, Types of Visas

SKILL DEVELOPMENT

[15 L]

- Visit a travel agency and identify the different laws that they need to comply with.
- Describe the legislations that tourists should be aware of while travelling.
- Write a note on the laws in relation to the eco-tourism industry.

Suggested Readings

- *K. Venkataramana & N. Krishna Reddy - Business Laws, Seven Hills publishers.,2016*
- *N.D. Kapoor - Business Law, Sultan Chand & Co,2000.*
- *Ashwathappa. K & Ramachandra - Business Law, Himalaya Publication.2017*
- *M. C. Kuchal - Business Law.1996*

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

.....

SEMESTER-5

BTMDSC508T	Tourism Marketing	5	50	40	10	100	DS-8
BTMDSC509T	On the Job Training and Project Report	5	50	40	10	100	DS-9
BTMDSC510T	Communications in Tourism	5	50	40	10	100	DS-10
BTMDSC511T	Entrepreneurship and Small Business in Tourism	5	50	40	10	100	DS-11
SEM.5 TOTAL		20				400	

TOURISM MARKETING

Paper 1 : Semester 5

Total Number of Credits : 5

COURSE CODE : BTMDSC508T

Total Marks : 100

Internal Assessment: 50 marks

Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]

Unit-1

[25 L]*

Core concepts in Marketing, Needs, Wants & Demands, Products, Customer value & satisfaction, quality, exchange & transactions, markets and marketing. Segmentation of Tourism Market-concept, justification, importance and bases, Market Research methods, research problem areas, marketing research in the tourism industry, Tourism life cycle.

Unit-2

[25 L]

Tourism Marketing Mix-8 Ps. Methods of Pricing-the factors influencing the pricing decisions, pricing objectives, pricing policies. Service Characteristics of Tourism. Unique features of tourist demand and tourism product. Branding and packaging-conditions that support branding.

Unit-3

[25 L]

Destination Planning and Product Diversification, Destination, Marketing, Marketing strategy in the new digital age-E-Business, E-Commerce and E-Marketing, Complementary Marketing, Role of Media in promotion of Tourism TV/ Radio, Newspaper, Travel Magazines, Documentaries, Guide Books, Travel writers, Electronic Tourism promotion: Advertising, Public relations, sales promotion and personal selling.

Suggested Readings:

- *Kotler Philip, Marketing Management: Analysis, Planning Implementation, and Control, Prentice Hall of India, New Delhi.*
- *Brigs, Susan, Successful Tourism Marketing: A Practical Handbook, Kogan Page, London, 1997.*
- *Middleton, Victor T.C Marketing in Travel and Tourism, Oxford, 1994*
- *Brunt, Paul, Market Research in Travel and Tourism, Butterworth Heinemann, 1997.*
- *Hollway, J.C. Marketing for Tourism (Harlow: Longman, 1995)*

- *Namakumari and Rama Swami- Marketing Management.*

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

.....
ON-THE-JOB TRAINING AND PROJECT

Paper 2 : Semester 5

Total Number of Credits : 5

COURSE CODE : BTMDSC509T

Total Marks : 100

Internal Assessment: 50 marks

Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]

Objectives: to provide basic and hand on understanding of the industry.

Note: Each student of this Honours Course shall undergo Practical Internship of four weeks during the vacations after fourth semester in an approved Business/Industrial/Govt./Service organization.

The objective of this training is to make the student acquainted with the industrial / business working environment. After completion of the training they will have to submit a training report. The internship/project reports will carry 75 marks, where Dissertation/Project will carry 25 Marks and the Grand Viva-voce Examination, on the basis of Dissertation/Project submitted, including presentation, if any, will carry 50 Marks. It will be evaluated by two examiners (one internal and one external). The training report is part of the Fourth semester. It is to be submitted by the date fixed by the College.

The students will also have to submit a performance certificate from the company where he/she undertook the training. This report will also be considered while evaluating the training report by examiners.

Alternatively, if it is not possible to do industrial internship the students will prepare a project report on a topic assigned to him/ her by the college. The project report will be evaluated as above.

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

.....
COMMUNICATIONS IN TOURISM

Paper 3 : Semester 5

Total Number of Credits : 5

COURSE CODE : BTMDSC510T

Total Marks : 100

Internal Assessment: 50 marks

Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]

Unit-1: Marketing Communications

[15 L]*

30

Concept & Importance of Marketing Communication, Steps involved in the process of Communication, Barriers to Marketing Communication, Marketing Communication Mix: Concept & Elements, Concept and Importance of Advertising, Sales Promotion Personal Selling & Publicity, Advertising Media: Types. New Trends in Marketing Communication.

Unit-2: Understanding Communication Process

(15 L)

Source, Message and channel factors, Communication response hierarchy- AIDA model, Hierarchy of effect model, Innovation adoption model, information processing involvement hierarchy Consumer involvement- The Elaboration Likelihood (ELM) model, The Foote, Cone and Belding (FCB) Model.

Unit-3: Planning for Marketing Communication

(15 L)

Establishing Marketing Communications - Objectives and Budgeting for Promotional Programmes-Setting communication objectives, Sales as marcom objective, DAGMAR approach for setting ad objectives. Budgeting for marcom-Factors influencing budget, Theoretical approach to budgeting viz. Marginal analysis and Sales response curve, Method to determine marcom budget.

Unit-4: Digital Media & Advertising

(15 L)

Digital Media, Evolution of Technology, Convergence of Digital Media, E- Commerce and Digital Media, Advertising on Digital Media, Social Media, Mobile Advertising, E-PR.

Unit-5: Advertising Laws & Ethics

(15 L)

Advertising Laws & Ethics: Advertising & Law, Advertising & Ethics, Pester Power, Intellectual Property Rights, ASCI.

Suggested Readings

Kotler and Kellar, Marketing Management, Pearson.

William and Ferrell, Marketing, Houghton Mifflin McGraw-Hill.

Neelamegham, Marketing in India: Cases and Readings, Vikas Publishing.

Majumder, Product Management in India, PHI.

Srivastava, R. K., product Management & New product Development, Excel Book.

Ramaswamy and Namakumari, Marketing Management, Macmillan India.

Srinivasan Case Studies in marketing: The India Context, PHI.

Batra and Myers, Advertising Management, Prentice Hall

Sengupta, Brand Positioning Strategies for Competitive Advantage, TMH

Cundiff, Still and Govoni, Sales Management, Prentice Hall

Rossiter and Percy, Advertising and Promotion Management, MacGraw-Hill

Sundage,

Fryburger and Rotzoll, Advertising Theory and Practice, AITBS

Belch and Belch, Advertising and Promotion, McGraw Hill

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

.....

ENTREPRENEURSHIP AND SMALL BUSINESS IN TOURISM

Paper 4 : Semester 5

Total Number of Credits : 5

COURSE CODE : BTMDSC511T

Total Marks : 100

Internal Assessment: 50 marks

Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]

Unit-I

[15 L]*

Meaning, elements, determinants and importance of entrepreneurship and creative behavior. Entrepreneurship and creative response to the society's problems and at work. Dimensions of entrepreneurship: intrapreneurship, technopreneurship, cultural entrepreneurship, international entrepreneurship, netpreneurship, ecopreneurship, and social entrepreneurship.

Unit-II

[15 L]

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. Managerial roles and functions in a small business. Entrepreneur as the manager of his business. The need for and the extent of professionalisation of management of small business in India.

Unit-III

[15 L]

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-IV

[15 L]

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-V

[15 L]

Mobilising resources for start-up. Accommodation and utilities. Preliminary contracts with the vendors, suppliers, bankers, principal customers; Contract management: Basic start-up problems. Operations management: designing and redesigning business processes, layout, production planning & control, implementing quality management and productivity improvement programmes. Input-analysis, throughput analysis and output analysis. Basic awareness of inventory methods. Basic awareness about the need for and means of environment (eco-) friendliness and energy management. Organization of business office. Basic awareness of manual and computerized office systems and procedures. Introductory word processing, spreadsheet preparation and data sorting and analysis, internet browsing.

Suggested Readings

- *Kuratko and Rao, Entrepreneurship: A South Asian Perspective, Cengage Learning.*
- *Desai, Vasant. Dynamics of Entrepreneurial Development and Management. Mumbai, Himalaya Publishing House.*
- *Dollinger, Mare J. Entrepreneurship: Strategies and Resources. McGraw Hill.*
- *Holt, David H. Entrepreneurship: New Venture Creation. Prentice-Hall of India, New Delhi.*
- *Jain, Arun Kumar. Competitive Excellence: Critical Success Factors. New Delhi: Viva Books Limited*

Draft UGCF B.Com Honours Programme with Multi-disciplinary Courses vide approval of structure at the Meeting of the Undergraduate Board of Studies in Commerce, WBSU, held on 24.06.2023.and as resolved at the Workshop held on 17.07.2023.

32

- Panda, Shiba Charan. *Entrepreneurship Development*. New Delhi, Anmol Publications.
- Plsek, Paul E. *Creativity, Innovation and Quality*. (Eastern Economic Edition), New Delhi: Prentice-Hall of India.
- SIDBI Reports on Small Scale Industries Sector.
- Singh, Nagendra P. *Emerging Trends in Entrepreneurship Development*. New Delhi: ASEED.

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

.....

SEMESTER-6

BTMDSC612T	Field Study and Project Viva	5	50	40	10	100	DS-12
BTMDSC613T	Introduction to Business Research	5	50	40	10	100	DS-13
BTMDSC614T	Globalisation, Conservation and Preservation of Nature and Culture	5	50	40	10	100	DS-14
BTMDSC615T	Recent Trend and Issues in Trade and Frontier Formalities	5	50	40	10	100	DS-15
INTERN601M	NCC/NSS/Any other Internship	4**				50	Internship
	SEM.6 TOTAL	20				400	

FIELD STUDY AND PROJECT VIVA

Paper 1 : Semester 6

Total Number of Credits : 5

COURSE CODE : BTMDSC511T

Total Marks : 100

Unit – 1 : Real Field Study

[03 Credit]

Topics for the Project Work : Students have to select a topic related to any aspect of Tourism interest. The following are the areas from which the candidate may choose a topic.

- Centres of Tourist Attraction: a) Religious b) Socio-Cultural c) Tradition Oriented.
- Abodes of Worship: a) Hindu Temples b) Mosques c) Churches
- Religious Institutions
- Fine Arts
- Architecture
- Monuments
- Museums/Art Galleries/ Sanctuaries
- Dams/lakes/ Water Falls
- Picnic Spots and Hill Stations
- Culinary Arts
- Fairs and Festivals
- Flora and Fauna
- Accommodation Sector
- Transportation Sector
- Promotional Activities

Unit – 2 : Viva-Voce

[02 Credit]

[Based on the Field Study Report submitted]

INTRODUCTION TO BUSINESS RESEARCH

Paper 2 : Semester 6

Paper Code: BTMDSC613T

Full Marks: 100

Total Credits: 5 [75 Hours]

TOTAL CLASS HOURS: 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]

[Internal assessment – 50 Marks; Semester-end Examination – 50 Marks]

Unit-1: Introduction to Research Methodology, Research Process and Design

Definition, Meaning, Objectives and Categories of Research, Features of good research studies, Types of Research Studies, Scientific & non scientific methods, Research Methods & Research Methodology , Research Problem formulation and statement of research objectives – definition, selection of the problem – techniques involved; Meaning, need, features of Research Design. **[15 L]**

Unit-2: Sampling Design & Measurement Scales

Some Fundamental Definitions and Need for Sampling, Different types of sampling, Basic concepts of statistic, parameter, Standard Error, Important Sampling Distributions. Concept, meaning and definition of measurement and scaling. Types of data and measurement scales- nominal, ordinal, interval and ratio. Concept of reliability and validity – Basic Concept. **[10 L]**

Unit-3: Methods of Data Collection and Data Analysis

Concept of Primary data and secondary data. Methods of Collection of Primary Data. Questionnaire Designing. Data Presentation – Tabulation, Charts and Diagrams, Concept of outlier, Detection and Prevention, Reliability and Validity of Data, Data Analysis – Basic Concept, Descriptive Statistics – Measures of Central Tendency, Measures of Dispersion, Grouped Frequency Distribution, Cross-Tabulation, uni-variate and multi-variate data analysis. **[10 L]**

Unit-4: Tests of Hypotheses

Concept of Null hypothesis, alternative hypothesis, Type-I error, Type-II error, level of significance and power of a test. Parametric tests (considering univariate single/two /three population set up), Z-test, t-test, F-test. Nonparametric tests - χ^2 test, ANOVA, Post-hoc Analysis. **[15 L]**

Unit-5: Interpretation and Report Writing

Interpretation – Meaning, techniques, precaution, significance of Report Writing, Steps in Writing Report, Layout and Types of the Research Report, Oral Presentation, Precautions, Procedure of writing Bibliography, Use of Computer & Computer Technology. **[15 L]**

Unit-6: Research and Publication Ethics

Research Ethics – Concept, Principles of Research Ethics, Components of Research Ethics, Plagiarism, Predatory Publications, role of UGC CARE and other regulatory bodies, Publication Ethics, DOAJ, DOI, Impact Factor. **[10 L]**

Suggested Readings

- *Krishnaswamy, K.N., Sivkumar, K.I., Mathirajan, M., Management Research Methodology, Pearson Education.*
- *Cooper, Donald R., Schindler Pomde S., Business Research Methods, Tata McGraw Hill.*
- *Kulkarni, M.V., Research Methodology, Everest Publishing House.*

Draft UGCF B.Com Honours Programme with Multi-disciplinary Courses vide approval of structure at the Meeting of the Undergraduate Board of Studies in Commerce, WBSU, held on 24.06.2023. and as resolved at the Workshop held on 17.07.2023.

34

- Kothari, C.R., *Research Methodology – Methods & Techniques*, New Age Intl.
- Dhar, Pranam, *Research & Publication Ethics*, Success Mantra Publications.
- Ahuja, Ram., *Research Methods*, Rawat Publications.
- Russell, Ackoff, L., *The Design of Social Research*, University of Chicago Press.
- Wilkinson, T.S. and Bhandarkar, P.L., *Methodology and Techniques of Social Research*, Himalaya Publishing House.
- Goon, A.M. Gupta, M.K. and Dasgupta, B., *Fundamentals of Statistics*, The World Press.
- Johnson, Richard A., Wicheres, Dean W., *Applied Multivariate Statistical Analysis*, Pearson Education.
- Bennet, R: *Management Research*, ILO, Geneva
- Fowler, Floyd J. Jr., *Survey Methods*, Sage Publication, New Delhi
- Fox, J.A. and P.E. Tracy: *Randomized Response: A Methods of Sensitive Surveys*, Sage Publication, New Delhi
- Gupta, S.P. *Statistical Methods*, Sultan Chand, New Delhi.
- Golden, Biddle, Koren and Karen D. Locke, *Composing Qualitative Research*, Sage Publication, New Delhi.

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

.....

GLOBALISATION, CONSERVATION AND PRESERVATION OF NATURE AND CULTURE

Paper 3 : Semester 6

Total Number of Credits : 5

COURSE CODE : BTMDSC614T

Discipline Specific Elective Course

Total Marks : 100

Internal Assessment: 50 marks Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]

Unit-I [10 L]*

Meaning and contents of globalization- First and second phases of modern economic globalization. Benefits of globalization, expansion of markets, freer movement of goods, services and factors (labour and capital).

Unit-II [10 L]

Role of globalisation in reducing inequality and poverty. Distribution of benefits of globalisation shared by developed and developing countries.

UNIT-III [10 L]

Approaches to environmental history: the emergence of a field and its multi-disciplinary orientations, Asian landscapes, Environmental thought and environmentalism, colonialism and environmental change.

UNIT-IV [10 L]

The politics of resource control and extraction over forests, Water politics, The city and its environment, Disasters and vulnerability.

UNIT-V

[10 L] 35

Defining national and regional culture, Rediscovering Religion, Tradition and Myth, Language, Literature and state, Unity in diversity.

UNIT-VI

[10 L]

Tangible and intangible Cultural Heritage, Role of Individual, Government and Private Institutions in Heritage Maintenance, Conservation and Preservation, World Heritage movement.

UNIT-VII

[15 L]

Intellectual Property Rights and Human Right, Development of International Environmental Law, Indian Environment laws.

Suggested Readings

- Arnold, David and Ramachandra Guha, eds. *Nature, Culture and Imperialism: Essays on the Environmental History of South Asia*. New Delhi: Oxford University Press, 2001.
- Mahesh Rangarajan & K.Sivaramakrishanan, eds. *India's Environmental History vol.I&II*. Prmanent Black 2012.
- Burke III, Edmund, and Kenneth Pomeranz, eds. *The Environment and World History*. Berkeley: University of California Press, 2009.
- Grove, Richard and Vinita Damodaran. 'Historiography of Environmental History.' In *Does Environmental History Matter: Shikar, Subsistence, Sustenance and the Sciences*, ed. by Ranjan Chakrabarti. Kolkata: Readers Service, 2006
- Geertz, Clifford.. *The Interpretation of Cultures*. New York, 1976
- Barbara T. Hoffman, *Art and cultural heritage: law, policy, and practice*, Cambridge.

*L = 1 Lecture Hour

** Includes Tutorial Hours

.....
RECENT TREND AND ISSUES IN TRADE AND FRONTIER FORMALITIES

Paper 4 : Semester 6

Total Number of Credits : 5

Paper 4 : Semester 6

COURSE CODE : BTMDSC615T

Total Marks : 100

Internal Assessment: 50 marks

Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]

Unit-I

[25 L]*

Tourism Policy and Services- Domestic Tourism, International Tourism, Transport Policy, Cultural and Heritage Policy, Commercial policy. Health and Medical Tourism. Emerging trends and new thrust area of Tourism. Five year plans and tourism. Future prospects of Tourism in India.

Unit-II

[25 L]

Seasonality-Indian Tourism Season, Tourism and Terrorism, Tourism and communalism. Fairs and festivals. Counter seasonal policy. Special interest tourism and its resources. Wild life sanctuaries and national parks, Wildlife tourism. 36

Unit-III

[25 L]

Motivation and Nature of consumption. Tourism Products and services, Salient features of Tourism Product. Public sector and Private Sector partnership in tourism sector. Small and medium enterprises in tourism industry. Principle of resort development. Mass Tourism and New Destinations.

Suggested Readings:

- *Abraham, Pizen and YoelMansfiel, Ed. Consumer Behaviour in Travel and Tourism*
- *Butterworth and Heineman Burkhardt and Medlik -Tourism Past Present and Future.*
- *Jones and Radcllfe” Leisure and Tourism- Longman Harlem*
- *K. Ghimire” The Native Tourist”- Earthscan, London,*
- *Pearce and Butler Ed. “ Contemporary Issues in Tourism Development- Routledge, London,*
- *Robinson- “ The Geography of Tourism”*

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

.....

SEMESTER-7

BTMDSC716T	Eco-Tourism and Sustainable Development	5	50	40	10	100	DS-16
BTMDSC717T	Corporate Laws and Culture in Indian Subcontinent	5	50	40	10	100	DS-17
BTMHSM701T	Business Communication & E-Commerce	5	50	40	10	100	SM-1
BTMHSM702T	Ethics in Tourism	5	50	40	10	100	SM-2
SEM.7 TOTAL		20				400	

ECO-TOURISM AND SUSTAINABLE DEVELOPMENT

Paper 1 : Semester 7

COURSE CODE : BTMDSC716T

Total Number of Credits : 5

Total Marks : 100

Internal Assessment: 50 marks; Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]

Unit-1:

[15 L]*

Introduction to Eco Tourism : Definition, Concept , Growth & Principles

Unit-2:

[10 L]

Emerging Concepts: Eco / rural / agri/ farm/ green/ wilderness/ country side/ special interest tourism.

Unit-3:

[10 L]

37

Tourism : Environmental Relevance

Unit-4:

[15 L]

Eco – tourism in 3rd World Countries – Problems , prospects for sustainability Concept of carrying capacity, Eco – tourism as a world wide phenomena Concept and planning of eco – tourism destinations.

Unit-5:

[10 L]

Developing and implanting Eco tourism guidelines for wild lands and neighbouring communities.

Unit-6:

[15 L]

Eco – tourism and community development, Conference, convention & declaration related to environments o Johansberg o Rio – declaration (Agenda 21) o Quebec declaration Travel & Tourism Management Syllabus (Old) 19 o Environmental Code of conduct.

Suggested Readings:

- *Global Eco Tourism Codes-Protocol & Charter Prabhas Chandra Kaniskha Publication*
- *International Eco Tourism Environment Rules & Regulation Probhas Chandra Kaniskha Publication*
- *Travel & Tourism Cottman VNR*
- *Tourism System- Introductory Text Mik & Morrivon Tourism & Sustainability Mowforth Rutledge.*

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

.....

CORPORATE LAWS & CULTURE IN INDIAN SUBCONTINENT

Paper 2 : Semester 7

COURSE CODE : BTMDSC717T

Total Number of Credits : 5

Total Marks : 100

Internal Assessment: 50 marks; Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]

Unit-I: The Indian Contract Act, 1872

[10 L]*

Contract – meaning, characteristics and kinds, Essentials of valid contract - Offer and acceptance, consideration, contractual capacity, free consent, legality of objects, Void agreements, Discharge of contract – modes of discharge including breach and its remedies, Contingent contracts, Quasi contracts.

Unit-II: The Indian Contract Act, 1872: Specific Contracts

[05 L]

Contract of Indemnity and Guarantee, Contract of Bailment, Contract of Agency.

Unit-III: The Sale of Goods Act, 1930

[10 L]

a) 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.

Unit-IV

[10 L]

38

Perceptions of visual Past and Present, Sculpture and Painting: Silpashastric normative tradition, Classicism – Narrative and Sculptural, Mural, fresco paintings, Post classicism – Pallava – Cola.

Unit-V

[10 L]

Medieval idiom –Mughal paintings, painters and illustrated texts, Modern – company school, Ravi Varma, Bengal School, Amrita Shregil and Progressive Artists.

Unit-VI

[15 L]

Popular Culture

- a) Folk Lore and Oral tradition of Kathas, narratives, legends and proverbs, Linkages of bardic and literary traditions.
- b) Festivals, fairs and fasts; Links with tirtha, pilgrimage and localities.
- c) Textile and Crafts; the Culture of Food.

Unit-VII

[15 L]

Nationalism and the issue of Culture; Institutions of Cultural Practices Colonial and Post Colonial.

Suggested Reading

Kuchhal, M.C. and VivekKuchhal, Business Law, Vikas Publishing House, New Delhi.
Dagar Inderjeet & Agnihotri Anurag “Business Law” Galgotia Publishing Company, New Delhi
Singh, Avtar, Business Law, Eastern Book Company, Lucknow.
Maheshwari & Maheshwari, Business Law, National Publishing House, New Delhi.
Goyal Bhushan Kumar and Jain Kinneri, Business Laws, International Book House
K. T. Acharya, A Historical Dictionary of Indian Food , OUP.
Banerjea J.N.: The Development of Hindu Iconography, Calcutta, 1956
Bussagli M and Srivaramamurthy C.: 5000 Years of Indian Art, New York, n.d.
History and Culture of the Indian People, Bharatiya Vidya Bhavan Series.
Huntington Susan L: The Art of Ancient India, Tokyo New York, 1985.
Kramrisch, Stella, The Art of India, Orient Book Depot. Delhi, 1987.
Miller Barbara Stoler: The Powers of Art: Patronage in Indian Culture, OUP, Delhi 1992.

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

.....

BUSINESS COMMUNICATION & E-COMMERCE

Paper 3 : Semester 7

COURSE CODE : BTMHSM701T

Total Number of Credits : 5

Total Marks : 100

Internal Assessment: 50 marks; Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]

Unit	Detailed	Hours
	<u>Module I</u> Business Communication	
1.	Introduction Definition, objectives, importance, elements, process, forms, models, principles of effective communication, barriers to communication and remedial measures.	05

Draft UGCF B.Com Honours Programme with Multi-disciplinary Courses vide approval of structure at the Meeting of the Undergraduate Board of Studies in Commerce, WBSU, held on 24.06.2023.and as resolved at the Workshop held on 17.07.2023.

2.	Types of Communication Formal and informal communication, Grapevine, Characteristics of corporate communication, Characteristics of corporate communication, Communication network	05	39
3.	Tools of Communication Emergence of communication technology, Modern Forms of communication, Fax, Email, Video Conferencing	05	
4.	Drafting Notice, Circular, Resolution & Minutes, Report, CV writing, Business letter writing- Offer letter, Quotation, Status enquiry, Confirmation, Execution, Refusal and cancellation of order, Recommendation, Credit collection, Claim, Bank loan	10	
Module II E-Commerce			
5.	Introduction E-Commerce-meaning, nature, concepts, types, Advantages of E-commerce; forces behind e-commerce, e-governance [meaning, types, significance, and real life examples].	10	
6.	E-commerce business models Concept, Type: Business to Consumer (B to C), Business to Business (B to B), Business to Government (B to G), Consumer to Consumer (C to C), Consumer to Business (C to B)	05	
7.	Digital Payment Methods of e-payments [Debit Card, Credit Card, Smart Cards, e-Money], electronic or digital wallet, digital signature (procedures, working and legal provisions), payment gateways [Core Banking Solution or CBS, Mobile Payment, UPI, NCPI, International Payments], Online banking [meaning, concepts, importance, electronic fund transfer, automated clearing house, automated ledger posting], risks involved in e-payments.	20	
8.	New Trends in E-Commerce Social Commerce-concept, definition, features; Digital Marketing-definition, objectives, methods, limitations; Advertisement in Social Media-objectives, advantages and disadvantages, procedures	15	
Total Lecture Hours		75**	

Suggested readings

- Anjane, S. & Bhavana Adhikari, *Business Communication*, TMH
- Chaturvedi & Chaturvedi, *Business Communication : Concepts, Cases and Applications*, Pearson M.K.Shegal & Vandana Khetarpal, *Business Communication*, Excel Books
- Dhar, Maity and Baidya, *Fundamentals of Business Communication & E-commerce*; International Publishing House, Kolkata; May, 2018.
- R.K.Madhukar, *Business Communication*, Vikash Publishing House Pvt. Ltd.
- Rao, Kumar & Bindu, *Business Communication*, Cengage Khanna, Puja, *Business Communication*, Vikash Raman & Sharma, *Technical Communication*, Oxford Lesikar, Flatley et al, *Business Communication*, McGraw Hill
- T. Joseph, *E-Commerce: An Indian Perspective*, PHI Learning
- Henry Chan, Raymond Lee, Tharam Dillon, Elizabeth Chang, *E-Commerce: Fundamentals and Applications*, Wiley.
- Laudon, *E-Commerce*, Pearson Education India

- Schneider G., *E-Business*, Cengage
- Bhaskar, B., *E-Commerce*, McGraw Hill

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

.....

ETHICS IN TOURISM

Paper 4 : Semester 7

COURSE CODE : BTMHS702T

Total Number of Credits : 5

Total Marks : 100

**Internal Assessment: 50 marks; Semester-end Examinations: 50 marks
[TOTAL CLASS HOURS : 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]**

Module-I : Business Ethics

Unit-1: Introduction

[15 L]*

Nature of business ethics; ethics and morality; ethics versus law; Kohlberg's six stages of moral development; teleological approach; deontological approach;

Unit-2 : Social Aspects of Business Ethics

[15 L]

Stakeholder theory; stakeholder mapping; ethical leadership; ethical leadership styles; traits of an ethical leader;

Unit-3: Managing Ethical Dilemmas

[15 L]

Meaning and nature of ethical dilemmas; the dilemma resolution process; common ethical dilemma in finance, marketing and HRM.

Module-II : Corporate Governance

Internal Assessment: 12.5 marks, Semester-end Examinations: 25 marks

Unit-1: Framework of Corporate Governance in India

[15 L]

Meaning; American, European, Japanese and Indian models of corporate governance; corporate boards and its powers, responsibilities; board committees and their functions; shareholders grievance committee; investors relation committee; risk management committee; audit committee; corporate governance reforms in the Companies Act, 2013

Unit-2: Major Corporate Scandals in India and Whistle-blowing policy

[15 L]

Case study of few Corporate Scams in India – Satyam Computers, Kingfisher Group, Punjab National Bank; The Concept of Whistle-blowing policy; types of whistleblowers; the whistleblower legislation across countries; recent developments in India

Unit 3: Corporate Social Responsibility (CSR)

[15 L]

Concept of CSR, Corporate Philanthropy; Relationship of CSR with Corporate Sustainability, CSR and Business Ethics, CSR and Corporate Governance; CSR provisions under the Companies Act 2013

Suggested Readings

- Fernando, A.C., *Business Ethics: An Indian Perspective*, Pearson Education
- Murthy, C.V.S., *Business Ethics – Text and Cases*, Himalaya Publishing House
- Fernando, A.C., *Corporate Governance: Principles, Policies and Practices*, Pearson Education
- Bajpai, G.N., *The Essential Book of Corporate Governance*, Sage
- ICSI, *Study Material of Professional Programme, Module 2, Paper 6, Ethics, Governance and Sustainability*.

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

SEMESTER-8

SEM.8							
BTMDSC718T	Adventure Tourism	5	50	40	10	100	DS-18
BTMDSC719T	Air Ticketing and Transportation in Tourism (Road, Rail & Air)	5	50	40	10	100	DS-19
BTMDSC720T	Introduction to Package Tours Operations Management	5	50	40	10	100	DS-20
BTMDSC721T	Food Tourism	5	50	40	10	100	DS-21
SEM.8 TOTAL		20				400	

ADVENTURE TOURISM

Total Number of Credits : 5

COURSE CODE : BTMDSC718T

Total Marks : 100

Internal Assessment: 50 marks

Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]

UNIT-I

[15 L]*

Adventure- Meaning-Characteristics- Adventure Tourism- Meaning- Importance of Adventure Tourism, Classification of Adventure Tourism- Elements of Adventure Tourism.

UNIT-II

[15 L]

Land Based Adventure – Meaning- Types- Equipment used to Land Based Adventure Activities, Important Land Based Adventure Activity Places in India.

UNIT-III

[15 L]

Water Based Adventure- Meaning- Types- Equipment used to Water Based Adventure Activities, Important Water Based Adventure Activity Places in India.

UNIT-IV

[15 L]

Air Based Adventure- Meaning- Types- Equipment used to Air Based Adventure Activity- Important Air Based Adventure Activity Places in India.

UNIT-V

[15 L]

Adventure Activity Training Institutes- Its Role- Safety Measures in Adventure Activity-

Future of Adventure Tourism in India.

42

Suggested Readings

Adventure Tourism- Ralf Buckley, CAB Publishing.

Adventure Tourism & Sports- Jagmohan Negi, Kanishka Publishers, New Delhi.

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

.....

AIR TICKETING AND TRANSPORTATION IN TOURISM

(Road, Rail & Air)

Total Number of Credits : 5

COURSE CODE : BTMDSC719T

Total Marks : 100

Internal Assessment: 50 marks

Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]

Unit-I

[15 L]*

Air Geography- IATA areas, sub areas, sub regions. Time calculation- GMT variation, concept of standard time and daylight saving time, calculation of elapsed time, flying time and ground Time.

Unit-II

[15 L]

Aviation organization: AAI, IATA and ICAO: Functions, Role, relevance in Aviation sector

Unit-III

[15 L]

Familiarization with OAG- 3 letters city code and airport code, airline designated code, minimum connecting time, global indicator, familiarization with air tariff: currency regulations.

Unit-IV

[15 L]

Familiarization with TIM, Passport, Visa, Custom Regulations, Health Regulations and Airport Tax, Passengers needing special attention.

Unit-V

[15 L]

Credit Cards- Concept, types, benefits and different types of credit cards Fare construction – Passenger Ticket, Embarkation and Disembarkation Process. Mixed class journey, around the world fares (RTW) special fairs.

Suggested Readings:

- *Jagmohan Negi, 'Air travel Ticketing and Fare construction', Kanishka, NewDelhi,*
- *OAG, Consultant, IATA, Geneva*
- *Air Tariff Book*
- *Stephen Shaw, 'Airlines in Shifts &Mgt', Ashgate Pub, USA*
- *R. Doganis, 'Airport Business'*
- *K. Sikdar, All you wanted to know about airlines functions*
- *Journal of Air Transport Management by Elsevier Science*
- *Joel Lech, 'Airfare secrets exposed', Powell Books, London, 2002.*

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

INTRODUCTION TO PACKAGE TOURS OPERATIONS MANAGEMENT

Total Number of Credits : 5
COURSE CODE : BTMDSC720T
Total Marks : 100

Internal Assessment: 50 marks

Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]

Unit-I

[25 L]*

Facilitation - passport, visas, immigration, customs, health requirements, travel Insurance, Airport handling. Ticketing procedures, Credit and Commissions. Alliances and Loyalty programmes. CRS and GDS. Gist and Fits.

Unit-II

[25 L]

Tourism Product and Services. New technologies. Role of Information Technology in tourism. Travel related services and business. Difference between travel agent and tour operator. Functions of travel agency. Organizational structure and various departments of a travel agency. Principles of management and its application in travel trade.

Unit-III

[25 L]

Tour operational techniques-departure, hotel procedures, aboard the coach, activities on the Bus, The driver relationship, meeting individual needs, group identification, shopping, sight seeing, special interest, free time, emergency procedures, finance & accounting. Tourism trade and consumer protection acts. Issues relating to tourism laws and legislation. International Agreements viz. GATS. Tour escorting ethics.

Suggested Readings

- Bull, A. *The Economics of Travel and Tourism*, Longman: UK.
- Jagmohan Negi-*Travel Agency & Tour Operations*
- *IATO Manuals and reports.*
- *Report of National Committee on Tourism, Know India, 1988.*
- *National Action Plan, 1992.*
- *Various Reports of United Nations World Tourism Organizations.*
- *Barbarian, M.P. Indian Tourism beyond the Millennium, Gina Publication, New Delhi, 1999.*

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

.....

FOOD TOURISM

Total Number of Credits : 5
COURSE CODE : BTMHMAJ21T
Total Marks : 100

Internal Assessment: 50 marks

Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 90 [LECTURE HOURS 75 & TUTORIAL HOURS 15]

Unit-1: Non-alcoholic beverages – classification, types, service. Cold beverages – types and service. Alcoholic beverages - definition, classification. Fermentation process. Beer introduction, ingredients used for production – types and brands -Indian and International. Other fermented and brewed beverages. **[10 L]***

Unit-2: Wines – introduction, definition, classification, methods. Sparkling, aromatized & fortified wines, wine diseases. Wines – France, Italy, Spain, Portugal, Germany, new World wines (South Africa, Australia, USA, Hungary and Indian). Categories, region, important wines with their qualities. Food and wine harmony. Storage and service of wines. Aperitifs – definition, types- wine based, spirit based. **[10 L]**

Unit-3: Introduction to spirits – distillation process, pot, still and patent still. Spirits, Whisky, Brandy, Rum, Vodka, Gin & Tequila – products, types, brands, - Indian and International. Other alcoholic beverages – Absinthe, Ouzo, Aquavit, Slivovitz, Arrack, Fenny, Grappa, Calvados, other fruit brandies. Liqueurs – types, production, brands and services, Indian and international. Tobacco – types – Cigars and Cigarettes, Cigar strengths and sizes – brands , storage and service. **[15 L]**

Unit-4: Cocktail – Introduction, history, methods of mixing, rules of mixing cocktails, classic cocktails, recipes, innovative cocktails. Mock tails – cocktails garnishes, decorative accessories, defining of other mixed drinks **[15 L]**

Unit-5: Banquets – organization structure, duties and responsibilities of banquetting staff, administrative procedure, formats maintained, banquets function prospects, types of functions (formal and informal) , seating arrangements, off premises/ outdoor catering. Airline/Railway/Sea catering – Gueridon services – origin and definition, types of trolleys and layouts. **[10 L]**

Unit-6: Practicals **[15 L]**
Taking an order – food and making a quote
Points to be remembered while setting a cover and during
Services. Service of foods (a la carte & table de hote) service of hot and cold nonalcoholic beverages
Exercise of planning different menus.

Suggested Readings

- *Food and Beverage Service: Lillicrap & Cousin,*
- *Elbs Modern Restaurant Service: John Fuller,*
- *Hutchinson Food And Beverage Service Training Manual : Sudhir Andrews.*

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

.....

SECTION – C
DRAFT ADVISORY FOR EVALUATION OF UG PROGRAMMES
UNDER NEP 2020 (2023-24)

[NB. The student can enter within 7 years to complete the course but not in the same session after exiting. Intra-college exit will not be allowed. All disputes relating to evaluation will be resolved by the local jurisdiction.]

MAJOR & MINOR/CORE

- FOR LAB-BASED SUBJECTS: 3CR THEORY + 2 CR PRACTICAL
MARKS ALLOTTED: 50 (END SEM) + 50 (PRACTICAL+INTERNAL)
INTERNAL COMPONENT (20) BROKEN DOWN INTO—
ATTENDANCE—10; CIA—10 (EVALUATION BY COLLEGE)
PRACTICAL (30)
LAB NOTEBOOK—5; EXPERIMENT/GRAND VIVA—25 (EVALUATION BY UNIVERSITY)

** ** MODALITY OF EVALUATION WILL BE DECIDED BY THE RESPECTIVE UG-BOS.

MARKS CALCULATION: $(3X50+2X50)/5$

- FOR NON-LAB BASED SUBJECTS: 4 CR END SEM+ 1 CR INTERNAL
MARKS ALLOTTED: 50 (END SEM) + 50 (INTERNAL)
INTERNAL COMPONENT BROKEN DOWN INTO—
ATTENDANCE -10 CONTINUOUS EVALUATION: HOME ASSIGNMENT/PRESENTATION (20); WRITTEN EXAMINATION (20) MARKS

MARKS CALCULATION: $(3X50)+(2X50)/5$

- PASS MARKS-40% PER PAPER COMBINING END SEMESTER EXAM AND INTERNAL COMPONENT FOR SUBJECTS WITHOUT PRACTICAL. FOR SUBJECTS WITH PRACTICAL THE STUDENT WILL HAVE TO SECURE 40% MARKS IN PRACTICAL AND 40% IN THEORETICAL TO QUALIFY.
- **MARKS ALLOTTED FOR ATTENDANCE:**
Marks allotted for attendance: 10
75% and above--10
65%--74%--08
55%-64%--05 (to be allowed for examination with condonation fee)
Less than 55%--Barred from appearing in the university examination.
- **MDC—50 MARKS**
EVALUATION BY COLLEGE. EVALUATION PATTERN TO BE DECIDED BY UG-BOS.
** FOR BBA COURSES MDC WILL BE PROVIDED BY THE CONCERNED UG-BOS.
- **SEC—50 MARKS**
EVALUATION BY COLLEGE. EVALUATION PATTERN TO BE DECIDED BY UG-BOS. SE COURSES ARE TO BE RETAINED FROM EXISTING CBCS FOR THE BENEFIT OF THE TEACHERS. EXISTING MARKS OF 25 WILL BE DOUBLED TO PRODUCE MARKS FOR 3 CREDIT SECS OF 50 MARKS. FOR 4 YEAR HONOURS 3 DIFFERENT SEC COURSES WILL HAVE TO BE TAKEN. FOR 3 YEAR MULTIDISCIPLINARY PROGRAMME 2SECS FROM ONE DISCIPLINE AND 2 FROM ANOTHER WILL HAVE TO BE TAKEN.

** FOR BBA COURSES SEC WILL BE PROVIDED BY THE CONCERNED UG-BOS.
- **AECC—50 MARKS**

Draft UGCF B.Com Honours Programme with Multi-disciplinary Courses vide approval of structure at the Meeting of the Undergraduate Board of Studies in Commerce, WBSU, held on 24.06.2023.and as resolved at the Workshop held on 17.07.2023.

MCQ QUESTIONS TO BE SET BY UNIVERSITY.

46

• **VAC—50 MARKS**

MCQ TO BE SET BY COLLEGES IN ENGLISH.

** ALL VA COURSES ARE THEORETICAL EXCEPT YOGA & MEDITATION (2 CR THEORY + 1 CR PRACTICAL)

GUIDELINES FOR 4-CREDITS INTERNSHIP PROGRAMME/WORKBASED VOCATIONAL PROGRAMME AS PER UCCF [For 4-Years' Undergraduate Programme with Major/Research and/or for 3 Years' Undergraduate Programme with Multidisciplinary Courses]

Internship as per NEP 2020

It has been envisaged in the National Education Policy 2020 (NEP 2020) that a student shall undergo internship at the undergraduate level. This course, as enshrined in the NEP2020 will require a student to undergo “professional activity or work experience, or cooperative education activity with an entity external to the educational institution”, normally this activity will be under the supervision of an expert belonging to the external institution/agency. Such an agency maybe industry, government organizations/NGOs, commercial organization, research laboratories, crafts persons etc. Students shall also be expected to maintain daily logs detailing their day-to-day activity in details along with a 1000 words report.

Objectives of Internships

The main aim of the internship is to expose the student to “real-life” working situation or as per NEP, “on-site experiential learning”. Briefly the following objectives may be put forward:

To experience in professional environment, which otherwise cannot be simulated in a classroom.

- To explore career alternatives and obtain hands on training.
- To apply knowledge to practice
- To explore and put to test ones potentialities
- To develop respect towards a profession
- To develop integrate work culture in character
- To work in a group for a common goal
- To develop communication skills and working in a group
- To develop the art of reporting/registering/documenting an activity
- To develop self confidence and self respect

Guidelines for organizing Internship

As per present UCCF a student intended to do the internship in the fifth (5) semester, can engage herself/himself in an internship under NCC/NSS/Industrial Internship/Research Internship/ local administration as per the following schedule:

Name	Duration	Nature of Internship Project	No. of Credits
Internship Assessment through Projects	120 Hours	Intra/Inter-Institutional Activities related to NSS/NCC Or Industrial/NEO/MSME/Rural Internship/Innovation/Incubation Center/Local Administration/Research Laboratory	4

Assigning the Students for Internship

The students entitled for the Internship must be duly nominated/assigned by the HOD of the concerned Department from, choices mentioned in Table 1, and should be forwarded by the competent authority of the College.

Step-1: It is advisable that the college procure proper written agreement of the institution/agency (please refer to Table1) well in advance of the commencement of the internship. The College may take a prior survey of the student's need/interest/choice.

Step-2: There should be a proper documentation of the allocation of the internship eg. Allocation letter/ consent letter from institution/agency under which the internship will be performed. All such documentation should be preserved by the College.

Step-3: Students joining letter to the internship program issued by host institution/agency should be preserved by College.

Step-4: The host College must ensure the submission of a detailed project report (1000 words) describing the objectives, the work done during the internship and its practical/social impact. The student shall also maintain a daily log book detailing her/his daily activity. This report should also mention the total hours spent in the activity.

Step-5: After successful completion of Internship the College along with the host institution/agency (under which the internship was completed) will evaluate the students' performance.

Step-6: Certificate of completion and experience should be issued by College along with the host institution/agency (under which the internship was completed).

Important points for evaluation

The daily log book is to be signed by candidate and supervisor under whom the internship is being done. This shall serve as proof of attendance and shall be required to be submitted to the College.

Evaluation should take into account:

1. Regularity and timely attendance (maintained in log book)
2. Proper documentation (as per 1000 word report and log book)

Allocation of Marks

The total marks allocated will be 50 marks sub-divided into:

1. The Internship Mini Project Report – 30 Marks
2. Viva-voce by college 20 Marks

SECTION – D
PROPOSED QUESTION PATTERN IN THE
SEMESTER-END EXAMINATIONS

for
4-Year B.Com. Honours Programme without Research
To be effective from the Academic Session 2023-24

Sub_Code	Sub_Name	Credit	Marks in each Question	No. of Questions to be Answered	No. of Questions to be set
SEMESTER-1					
BTMDSC101T	History of Tourism-I	5	10 15	2 2	3 3
BTMMIN101T	Principles and Practice of Management	5	2 5 10	5 4 2	8 6 4
BTMMIN102T	Marketing Management and Human Resource Management	5	2 5 10	5 4 2	8 6 4
BTMMDC101T	To be taken from the Pool	3			
BTMAEC101T	To be taken from the Pool	3			
BTMHSE101T	Computer Application in Tourism	3			
BTMVAC101T	To be taken from the Pool	3			
SEM.1 TOTAL		27			
SEMESTER-2					
BTMDSC202T	Fundamentals of Tourism Management	5	10 15	2 2	3 3
BTMMIN203T	Consumer Behaviour	5	2 5 10	5 4 2	8 6 4
BTMMIN204T	Sales Management	5	2 5 10	5 4 2	8 6 4
BTMMDC202T	To be taken from the Pool	3			
BTMHAE202T	To be taken from the Pool	3			
BTMHSE202T	Graphics Designing and Product Photography in Tourism	3			
BTMVAC202T	To be taken from the Pool	3			
INTERN201M	NCC/NSS/Any other Internship	4**			
SEM.2 TOTAL		27			
SEMESTER-3					
BTMDSC303T	History of Tourism-II	5	10 15	2 2	3 3
BTMMIN305T	Product & Pricing Management in Tourism & Travel Services	5	2 5 10	5 4 2	8 6 4
BTMMIN306T	Advertising in Tourism-I	5	2 5 10	5 4 2	8 6 4

Draft UGCF B.Com Honours Programme with Multi-disciplinary Courses vide approval of structure at the Meeting of the Undergraduate Board of Studies in Commerce, WBSU, held on 24.06.2023. and as resolved at the Workshop held on 17.07.2023.

BTMMDC303T	To be taken from the Pool	3			49
BTMHAE303T	To be taken from the Pool	3			
BTMHSE303T	Geography in Tourism	3			
	SEM.3 TOTAL	24			
SEMESTER-4					
BTMDSC404T	Profile of Modern Tourism	5	10 15	2 2	3 3
BTMDSC405T	Public Relations & Publicity in Tourism	5			
BTMDSC406T	Financial Accounting in Tourism	5	10 15	2 2	3 3
BTMDSC407T	Legal Aspects in Tourism	5	2 5 10	5 4 2	8 6 4
INTERN401M	NCC/NSS/Any other Internship	4**			
	SEM.4 TOTAL	20			
SEMESTER-5					
BTMDSC508T	Tourism Marketing	5	10 15	2 2	3 3
BTMDSC509T	On the Job Training and Project Report	5	2 5 10	5 4 2	8 6 4
BTMDSC510T	Communications in Tourism	5	10 15	2 2	3 3
BTMDSC511T	Entrepreneurship and Small Business in Tourism	5			
	SEM.5 TOTAL	20			
SEMESTER-6					
BTMDSC612T	Field Study and Project Viva	5	2 5 10	5 4 2	8 6 4
BTMDSC613T	Introduction to Business Research	5	10 15	2 2	3 3
BTMDSC614T	Globalization, Conservation and Preservation of Nature and Culture	5	2 5 10	5 4 2	8 6 4
BTMDSC615T	Recent Trend and Issues in Trade and Frontier Formalities	5	2 5 10	5 4 2	8 6 4
INTERN601M	NCC/NSS/Any other Internship	4**			
	SEM.6 TOTAL	20			
SEMESTER-7					
BTMDSC716T	Eco-Tourism and Sustainable Development	5	10 15	2 2	3 3
BTMDSC717T	Corporate Laws and Culture in Indian Subcontinent	5	2 5 10	5 4 2	8 6 4
BTMHSM701T	Business Communication and e-commerce	5	2 5	5 4	8 6

Draft UGCF B.Com Honours Programme with Multi-disciplinary Courses vide approval of structure at the Meeting of the Undergraduate Board of Studies in Commerce, WBSU, held on 24.06.2023.and as resolved at the Workshop held on 17.07.2023.

			10	2	4 50
BTMHSM702T	Ethics in Tourism	5	2	5	8
			5	4	6
			10	2	4
	SEM.7 TOTAL	20			
SEMESTER-8					
BCMDSC818T	Adventure Tourism	5	10	2	3
			15	2	3
BCMDSC819T	Air Ticketing and Transportation in Tourism (Road, Rail & Air)	5	10	2	3
			15	2	3
BCMDSC820T	Introduction to Package Tours Operations Management	5	10	2	3
			15	2	3
BCMDSC821T	Food Tourism	5	Dissertation – 50	Viva-voce-50	Total - 100
	SEM.8 TOTAL	20			

.....