

**SCHEME OF EXAMINATION
& SYLLABI OF**

4- Years

**APPRENTICESHIP EMBEDDED DEGREE PROGRAMME
BACHELOR OF BUSINESS ADMINISTRATION
TOURISM, TRAVEL & EVENTS MANAGEMENT
BBA (TTEM)**

PROGRAMME

(Based on National Education Policy (NEP)-2020)

WITH EFFECT FROM THE ACADEMIC SESSION

2026-27



MAHARSHI DAYANAND UNIVERSITY ROHTAK

PROGRAMME SPECIFIC OUTCOMES

The programme specific outcomes of four years (Eight Semester) AEDP BBA (TTEM) programme are as follows:

PSO 1:	Students will develop a foundational understanding of the core concepts of business administration with specific application in tourism, travel, and event management. They will explore the evolution, types, and trends in global and Indian tourism, and gain basic knowledge of customer service, communication skills, and digital tools relevant to the industry.
PSO 2:	Students will gain specialized knowledge in areas such as Travel Agency & Tour Operations, Event Planning and Management, and Hospitality Operations. They will understand how these sectors interact within the larger tourism ecosystem and develop competencies in handling guests, logistics, and operational planning.
PSO 3:	Students will become proficient in designing itineraries, packaging tours, and handling airline reservations. They will also gain hands-on exposure to software tools such as GDS (Global Distribution System) and tour pricing strategies, preparing them to operate effectively in dynamic travel environments.
PSO 4:	Students will develop an in-depth understanding of the event industry, including planning, budgeting, vendor management, and post-event evaluation. They will also learn how to market and promote events, tourism products, and services using both traditional and digital platforms.
PSO 5:	Through two years of structured industry apprenticeship, students will gain real-time experience in leading travel companies, airlines, event management firms, or hotels. This experience will enhance their ability to apply classroom knowledge to real-world situations, improve workplace ethics, and foster professional behavior.
PSO 6:	Students will learn business operations, including financial literacy, business communication, and entrepreneurship, with a focus on tourism and event startups. They will be encouraged to develop problem-solving skills and creative thinking necessary for innovation in the tourism and event industry.
PSO 7:	Students will be sensitized to the importance of sustainable tourism, community-based tourism, and responsible event planning. They will understand environmental, cultural, and social impacts and be equipped to implement sustainable practices in real-life scenarios.
PSO 8:	Upon completion of the programme, students will be ready to work in national and international tourism and events sectors. They will have developed critical thinking, teamwork, leadership, and adaptability—essential skills for a successful career in the global travel and event management industry.

Semester wise structure and Curriculum for UG Course in BBA (TTEM)

SEMESTER-I

SEMESTER-I						
S. No	Course Code	Course Title	L	T	P	Credit
3 WEEKS COMPULSORY INDUCTION PROGRAM (UHV-I)						
1	25AETTM401DS01	Principles and Practices of Management	3	1	0	4
2	25AETTM401DS02	Fundamentals of Tourism & Hospitality	3	1	0	4
3	25AETTM401DS03	Haryana Tourism Culture Cuisine & Customs	3	1	0	4
4	25AETTM401AE01	Business Communication-I	1	1	0	2
5	Ability Enhancement Course (AEC)	Choose from the central pool of the university	1	1	0	2
6	Multidisciplinary Course (MDC)	Choose from the central pool of the university (MDC Courses)	2	1	0	3
7	Value Added Course (VAC)	Choose from the central pool of the university	2	0	0	2
Total						21

SEMESTER II

S. No	Course Code	Course Title	L	T	P	Credit
1	25AETTM402DS01	Human Behaviour and Organization	3	1	0	4
2	25AETTM402DS02	Marketing Management	3	1	0	4
3	25AETTM402DS03	Travel Agency & Tour Operations	3	1	0	4
4	25AETTM402SE01	Emerging Technologies and application in Hospitality and Tourism Industry	2	1	0	3
5	Multidisciplinary Course (MDC)	Choose from the central pool of the university (MDC Courses)	2	1	0	3
6	Value Added Course (VAC)	Choose from the central pool of the university	2	0	0	2
7	Ability Enhancement Course (AEC)	Choose from the central pool of the university				2
Total						22

After Year 1, Students are advised to take Social Responsibility & Community Engagement-encompassing Community Engagement with an NGO in the Vacation time.

An UNDER GRADUATE CERTIFICATE IN BUSINESS ADMINISTRATION will be awarded if a student wishes to exit at the end of the First Year.

The students shall have an option to exit after 1st year of Business Administration Program and will be awarded with a UG Certificate in Business Administration. Students on exit have to compulsorily complete additional 04 Credits either in a skill based subject or work based Vocational Course offered during summer term or Internship/Apprentice-ship/Social Responsibility & Community Engagement encompassing community engagement with an NGO after the second semester of minimum 08 weeks of duration as decided by the University.

The exiting students will clear the subject/submit the Internship Report as per the University Schedule.

Re-entry Criteria in to Second Year (third Semester)

The students who takes an edit after one year with an award of certificate may be allowed to re-enter in to Third Semester for completion of the BBA Program as per the University schedule after earning requisite credits in the First Year.

SEMESTER III

S. No	Course Code	Course Title	L	T	P	Credit
1	26AETTM403DS01	Tourism Geography	3	1	0	4
2	26AETTM403DS02	Tourism Product of India (Natural)	3	1	0	4
3	26AETTM403DS03	Human Resource Management	3	1	0	4
4	Multidisciplinary Course (MDC)	Choose from the central pool of the university (MDC Courses)	2	1	0	3
5	26AETTM403SE01	Accounting Skill for Tourism & Hospitality	2	1	0	3
6	Value Added Course (VAC)	Choose from the Central Pool of the University	2	0	0	2
Total						20

SEMESTER IV

S. No	Course Code	Course Title	L	T	P	Credit
1	26AETTM404DS01	Entrepreneurship and Startup Ecosystem	3	1	0	4
2	26AETTM404DS02	Tourism Product of India (Cultural)	3	1	0	4
3	26AETTM404DS03	Event Management	3	1	0	4
4	26AETTM404DS04	Business Research Methodology	3	1	0	4
5	26AETTM404DS05	Safety & Security Management	3	1	0	4
6	Value Added Course (VAC)	Choose from the Central Pool of the University				2
Total						22

SEMESTER V

S. No	Course Code	Course Title	L	T	P	Credit
1	26ETTM405DS01	Training / Project	0	0	20 Weeks	20

SEMESTER VI

S. No	Course Code	Course Title	L	T	P	Credit
1	26ETTM406DS01	Training / Project	0	0	20 Weeks	20

SEMESTER VII

S. No	Course Code	Course Title	L	T	P	Credit
1	26ETTM407DS01	Training / Project	0	0	20 Weeks	20

SEMESTER VIII

S. No	Course Code	Course Title	L	T	P	Credit
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1	26ETTM408DS01	Training / Project	0	0	20 Weeks	20
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Note: As the programme has last two years allotted to its apprenticeship with industry, the candidates will be engaged in practical training in the industry during last two years i.e Semester V, VI, VII & VIII. The evaluation for these semesters will be based on following criteria

Evaluation Criteria: Total 500 Marks (Internal Assessment 150 + External Assessment 350)

Internal Assessment: 150 Marks

A. Marks by establishment-75 Marks

B. Marks by faculty mentor-75 Marks

External Assessment : 350 Marks

C. Marks through Presentation based Viva Voce-350 Marks

Semester - 1

25AETTM401DS01 - PRINCIPLES AND PRACTICES OF MANAGEMENT

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives:

1. To understand the nature and functions of management, evolution of management thinking and recent trends in management thought in Hospitality and Tourism Industry.
2. To make the students understand planning and types of plans, decision making process, MBO and forecasting.
3. To acquaint the students with principles of organizing, delegation and organizational structure and its forms.
4. To make students understand the concept of motivation and its theories, concept of communication, leadership styles and skills and controlling.

Learning Outcomes:

After the completion of the course students will be able to:

1. Gain the knowledge regarding concept, functions and level of management and also will be able to learn the history and evolution of management thought.
2. Apply the knowledge pertaining to planning, decision making process and forecasting.
3. Acquire knowledge pertaining to organizing, delegation and its benefits and various forms of organizational structure.
4. Apply the knowledge regarding motivating employees, communication with employees and leadership skills and styles.

Unit – I: Fundamentals and Evolution of Management

Concept and Nature of Management: Concept & Definitions, Features of Management, Management As Science, Art & Profession, Levels of Management, Nature of Management Process, Classification of Managerial Functions, Evolution of Management Thought Approaches To Management (Classical, Behavioural, Quantitative Contingency), Contribution of Leading Thinkers, Recent Trends In management Thought.

Unit – II: Planning and Decision-Making in Management

Planning - Process and Types, Decision Making Process, Management By Objectives (MBO), Forecasting

Unit – III: Organizing and Organizational Structure

Organizing: Nature & Principles of Organization, Span of Management, Authority & Responsibility, Delegation and Decentralization, Forms of Organization Structure, Line & Staff Authority Relationships

Unit – IV: Motivation, Communication, Leadership, and Control

Motivation - Concept and concept and content theories, Communication - Process, Barriers and types, Leadership - concept, styles and skills, Coordination, Controlling: Nature & Process of Controlling

Suggested Readings:

- Chandra Bose/ Principles of Management & Administration, Prentice Hall of India
- Essential of Management Koontz & Wrihrich Tata McGraw - Hill Publishing Co. Ltd.
- Essentials of Management – Chatterji and by Koontz & O'donnel
- Fundamentals of Management – J.S. Chandran Principles of Mgt.- P.N, Reddy
- Management – Stoner & Freeman
- Management and Organization – M. Louis Allen Management Theory and Practice- Earnest Dale
- Management Stoner, Freeman & Gilbert Prentice Hall of India Pvt Ltd
- Management Tasks – Peter F Drucker Management Process – Davar R
- Management Theory & Practice C.B. Gupta (CBG) Sultan Chand & Sons
- Management Today: Principles and Practice – Burton, Jene, Tata McGraw Hill Publishing Co. Ltd

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

25AETTM401DS02- FUNDAMENTALS OF TOURISM & HOSPITALITY

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. This course aims at creating a basic understanding on the nature of Tourism business, meaning, type, elements and component of tourism
2. To enable the students to understand the growth and development of tourism and various factors which are influencing it
3. To develop the understanding regarding impacts on various aspects of life along with different service providers which are very important for the growth of tourism
4. To help students get acquainted with problems and prospects of tourism in future.

Learning Outcomes

After the completion of the course the students will be able to:

1. Describe the history and structure of travel and hospitality industry
2. Appraise the positive and negative impacts of tourism destination development
3. Analyze arrangement of tourist needs and motivations to travel
4. Discuss the development and distribution of tourism products

Unit - I : Introduction to Tourism

Meaning, definition, characteristics and Types of Tourism, History of Tourism through ages, components of Tourism, Tourism as an industry.

Unit - II : History & Impacts of Tourism

Travel Motivation, Pull and Push Forces in Tourism, Transportation: types and relevance in tourism, Accommodation: types and relevance in Tourism, Concept of Tourism Chain: Vertical and Horizontal integration in Tourism chain.

Unit - III : Tourism Organizations

Tourism Organizations: Origin, Organization and Function of WTO, IATA as International Organizations while TAAI, IATO and ITDC as Domestic Organizations

Unit - IV : Various Terms related to Tourism

Explaining of the terms-Tours, Tourist, and Visitor, traveller, Excursionist, Resource, Attraction, W.T.O. classification of Tourists and its significance. Problem and Prospects of Tourism

Suggested Readings:

- Anand, M.M., Tourism and hotel Industry in India, Prentice Hall, New Delhi, 1976
- Bhatia, A. K., International Tourism, Sterling Publishers, New Delhi
- Bhatia, A. K., Tourism development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi
- McIntosh, Robert, W. Goldner, Charles, Tourism: Principles, Practices and Philosophies, John Wiley and Sons Inc. New York, 1990 (9th edition)
- Mill, Robert Christie and Alastair M. Morrison, The Tourism System, Englewood Cliffs, N.J., Prentice Hall, 1985
- Negi, J.M.S., Tourism and Travel- Concepts and principles, Gitanjali Publishing House, New Delhi, 1990
- Robinson, H.A., Geography of Tourism, Me Donald and Evans, London, 1976

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

25 AETTM401DS03- HARYANA TOURISM CULTURE CUISINE & CUSTOMS

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives:

1. To gain a comprehensive understanding of Haryana's geography, history, culture, and various forms of tourism.
2. To delve into Haryana's cultural tourism potential, including its people, traditions, and tourism resources.
3. To learn about Haryana's transportation and accommodation sector, and gain knowledge about traditional cuisine.
4. To familiarize with Haryana's tourism policy, hospitality education, and key tourist attractions.

Learning Outcomes:

1. Upon completion, students will be able to articulate an understanding of Haryana's history, culture, and various forms of tourism.
2. Students will be able to discuss and analyze Haryana's cultural tourism resources and potential.
3. Students will be able to explain Haryana's transportation, accommodation options, and traditional cuisine.
4. Students will be able to evaluate Haryana's tourism policy, hospitality education, and identify key tourist attractions.

Unit I: Introduction & Overview of Haryana

- **Geographical & Historical Background:** Dive into the geographical features and historical roots of Haryana.
- **Administrative Divisions & Cultural Zones:** Explore the administrative structure and cultural diversity within the state.
- **Prominent Personalities:** Learn about influential figures from Haryana and their contribution to tourism.
- **Haryana Tourism:** Discover the popular forms of tourism prevalent in Haryana, such as Highway Tourism, Farm Tourism, Eco Tourism, Pilgrimage Tourism, Golf Tourism, MICE Tourism, and Sports Tourism.

Unit II: Cultural Tourism Potential in Haryana

- **People & Traditions:** Understand the people, traditional costumes, dances, and music of Haryana.
- **Fairs & Festivals:** Learn about key cultural events, with a special focus on Surajkund Crafts Mela, Kartik&GeetaJayantiSamaroh.

- **Tourism Resources:** Explore the state's monuments, museums, religious and pilgrimage centers like Kurukshetra, Pehowa, Jyotisar, Agroha, Pindara, Bheemeshwari Mata Beri, Mansa Devi, and Sheetla Mata.

Unit III: Transportation, Accommodation & Cuisine of Haryana

- **Transportation:** Understand the transportation network in Haryana, including highways, major railway routes, junctions, stations, and airports.
- **Accommodation:** Learn about Haryana Tourism Complexes and other major hotels like ITC Grand Bharat Gurugram, Taj Chandigarh, and The Oberoi Gurugram.
- **Cuisine:** Discover the traditional foods and culinary delights of Haryana, including popular eating joints and highway Dhabhas.

Unit IV: Tourism Policy, Education & Key Tourist Attractions of Haryana

- **Tourism Policy:** Study the tourism policy of Haryana.
- **Tourism & Hospitality Education:** Learn about Haryana's role in tourism and hospitality education, including universities, colleges, and institutes offering related programs.
- **Key Tourist Attractions:** Explore the main tourist attractions across the districts of Haryana.

Suggested Readings:

1. "Haryana: Past and Present" by Malti Malik, Publisher: Sonali Publications
2. "Haryana: Cultural Heritage Guide" by B.S. Nijjar, Publisher: Rupa Publications
3. "Traditional Indian Costumes and Textiles" by Mohinder Singh Randhawa, Publisher: Indian Council for Cultural Relations
4. "India's Railway Man: A Biography of E. Sreedharan" by Rajendra B. Aklekar (For understanding major railway junctions and routes in Haryana), Publisher: Rupa Publications
5. "Flavours of Haryana: A Food Guide" by Tarla Dalal, Publisher: Sanjay & Co/Mumbai/India

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

25AETTM401AE01- BUSINESS COMMUNICATION

Evaluation: External - 35 Marks, Internal - 15 Marks

Duration: 3 hours

Credits: 02

Learning Objectives

1. To understand the basic concept, types, and process of communication and identify barriers to effective communication.
2. To learn how to write business letters, reports, and meeting documents in a proper and professional way.
3. To develop skills for preparing and delivering speeches, presentations, and creative writing.
4. To build confidence in group communication, teamwork, and handling audience interaction during presentations.

Learning Outcomes

After the completion of the course students will be able to:

1. Students will understand different types and processes of communication and how to overcome communication barriers.
2. Students will be able to write effective business letters, reports, and meeting minutes using proper format and style.
3. Students will gain confidence in public speaking, speech writing, and personal presentation skills.
4. Students will learn how to plan and deliver group presentations effectively and respond to audience questions confidently.

Unit-I COMMUNICATION –TYPES & PROCESS

Introduction, definitions, Process of communication, Types of communication, upward, downward, horizontal, vertical and diagonal, verbal, nonverbal and oral and written. Interpersonal communication - one way/ two way, Mediums of communication, Listening, Barriers to Communication

UNIT-II WRITTEN COMMUNICATION

Business report, business representation, formal letter. Drafting effective letter, formats, style of writing, Use of jargons. Handling meetings: Types of meetings, structuring a meeting: agenda and minutes, conducting a meeting.

UNIT-III SPEECHES

Drafting, a speech, presentation, Personal grooming, Paragraphs and creative writing, Extempore

UNIT - IV GROUP PRESENTATION

Realizing the difference between a team and a group. Audience orientation, group projects. Planning a presentation - Mind Mapping, Theme, Subject, Handling question and feedback.

Suggested Reading:

- Bhaskar, W.W.S., AND Prabhu, NS., “ English Through Reading”, Publisher: MacMillan, 1978
- Business Correspondence and Report Writing” -Sharma, R.C. and Mohan K. Publisher: Tata McGraw Hill 1994
- Communications in Tourism & Hospitality- Lynn Van Der Wagen, Publisher: Hospitality Press
- BHMCT–SYLLABUS, IHTM-MDU-Rohtak 18
- Business Communication- K.K.Sinha
- Essentials of Business Communication By Marey Ellen Guffey, Publisher: Thompson Press
- How to win Friends and Influence People By Dale Carnegie, Publisher: Pocket Books
- Basic Business Communication By Lesikar & Flatley, Publisher Tata McGraw Hills
- Body Language By Allan Pease, Publisher Sheldon Press
- Business Correspondence and Report Writing", Sharma, RC. and Mohan, K., Tata McGraw Hill, 1994 "Model Business Letters", Gartside, L., Pitman, 1992
- Communications in Tourism & Hospitality, Lynn Van OerWagen, Hospitality Press

Semester - 2

25AETTM402DS01- HUMAN BEHAVIOUR AND ORGANIZATION

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. To understand the basic concepts and importance of human behavior in organizational settings.
2. To analyze individual differences and their impact on workplace relationships and performance.
3. To develop knowledge about group behavior, leadership, motivation, and teamwork.
4. To familiarize students with organizational culture, conflict, stress management, and change processes.

Learning Outcomes

After the completion of the course students will be able to:

1. Students will understand the fundamental principles of human behavior and organizational dynamics.
2. Students will be able to assess individual and group behavior within an organization.
3. Students will develop interpersonal and leadership skills for effective team management.
4. Students will apply behavioral concepts to manage stress, conflict, and organizational change.

UNIT – I: Introduction to Human Behaviour and Organization

Meaning, nature, and importance of organizational behavior, Relationship between individual and organization, Key elements of organizational behavior – people, structure, technology, and environment, Role of managers in understanding human behavior

UNIT – II: Understanding Individual Behaviour

Personality (meaning, types, and factors influencing personality), Perception (process, importance, and perceptual errors) & Attitudes (components, formation, and change of attitudes)

UNIT – III: Group Behaviour and Team Dynamics

Meaning and types of groups in organizations, Stages of group development, Group norms, roles, and cohesiveness, Teamwork – importance, characteristics of effective teams, and team-building techniques, Leadership – meaning, styles, and theories of leadership (Trait, Behavioral, Situational), Communication – types, process, and barriers in organizations

UNIT – IV: Organizational Processes and Change

Organizational culture – meaning, features, and importance, Organizational conflict – causes, types, and conflict management, Organizational power and politics – nature and influence on behavior, Stress management – causes, symptoms, and coping strategies, Organizational change and development – meaning, need, and resistance to change

Suggested Readings

- **Organizational Behavior** – Stephen P. Robbins & Timothy A. Judge, Pearson Education
- **Human Behavior at Work: Organizational Behavior** – Keith Davis, Tata McGraw Hill
- **Organizational Behaviour** – Fred Luthans, McGraw Hill
- **Behavior in Organizations** – Jerald Greenberg & Robert A. Baron, Pearson Education
- **Organizational Behaviour** – K. Aswathappa, Himalaya Publishing House
- **Understanding Organizational Behavior** – Udai Pareek, Oxford University Press
- **Principles of Organizational Behavior** – John W. Newstrom, McGraw Hill

Instructions for External Examiner: The question paper shall be divided into two sections. Section ‘A’ shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section ‘B’ shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

25AETTM402DS02 - MARKETING MANAGEMENT

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives:

1. To make the students understand the basic concepts, philosophies and evolution of marketing and also acquaint them with service marketing.
2. To make them analyze the various environmental factors which affect the consumer buying behavior and the buyer decision making process of travelers in Tourism Industry.
3. To enable the students understand the p's of marketing product, place and price.
4. To acquaint them with the marketing communication mix with a special reference to socially responsible marketing communication.

Learning Outcomes:

After the completion of the course students will be able to:

1. To understand what service marketing is and how the present marketing management philosophy evolved.
2. Apply the knowledge regarding various environmental factors which affect the buying decisions of guests in Hospitality and Tourism Industry.
3. Gain the knowledge about the various p's and major strategies and decisions regarding these p's of marketing in Hospitality and Tourism industry.
4. Understand the various ways of communicating with the customers and also the role of socially responsible marketing communication in Hospitality and Tourism Industry.

Unit - I: Introduction to Marketing

Needs, Wants and Demands; Products and Services; Markets; Marketing; The Production Concept, The Product Concept, The Selling Concept, The Marketing Concept, The Societal Marketing Concept; The Marketing Process, Service Characteristic of Hospitality and Tourism Business

Unit - II: Marketing Environment, Consumer Markets and Consumer Buyer Behavior

Micro and Macro Environment, Characteristics, Factors Affecting Consumer Behaviour, Buying Decision Behaviour, The Buyer Decision Process.

Unit - III: Distribution Channels, Product Pricing and Services Strategy

Nature and Importance of Distribution System, Marketing Intermediaries, What is Product, Product Classification, Individual Product Decisions, Product Life Cycle, Approaches to hospitality service pricing.

Unit - IV: Public Relations, Sales Promotions and Integrated Marketing Communication

The Marketing Communications Mix, The Changing Face of Marketing Communications, Integrated Marketing Communications, Socially Responsible Marketing Communication, Advertising, Sales Promotion, Public Relations, The Public Relation Process, Personnel Selling, Direct Marketing.

Suggested Readings:

- Services Marketing – Ravishankar
- Services Marketing – Zeithaml, Bitner – A and Mary Jo Bitner Publisher: McGraw Hill
- Service Marketing - Woodruff Helen Publisher Macmillan
- Foundation and Practices Marketing of Services – Strategies for Success, Harsh V. Verma, Professional Manager's Library, Global Business Press
- Marketing Management, Philip Kotler, Prentice – Hall of India, New Delhi
- Hospitality & Travel Marketing, Alastair M. Morrison
- Strategic Hotel and Motel Marketing – Hart & Troy
- Marketing for Hospitality Industry – Robert
- Marketing Management in South Asian Perspective, Kotler, Philip, Kevin Keller, A. Koshy and M. Jha, - Pearson Education, New Delhi
- Marketing – Kerin, Hartley, Berkowitz and Rudelius, TMH, New Delhi

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

25AETTM402DS03 - TRAVEL AGENCY & TOUR OPERATIONS

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives:

1. To help students understand the meaning, concept, and significance of travel agency and tour operation business, as well as the historical growth and development of the industry.
2. To enable students to understand the organizational structure of travel agency and tour operator companies, and to familiarize them with career prospects in various departments.
3. To provide students with the knowledge necessary to start their own business in the field of travel and tourism.
4. To develop an understanding of tour package and itinerary preparation.

Learning Outcomes:

Upon completion of this course, students will be able to:

1. Understand the operation of travel and tourism and its association with various other fields of tourism.
2. Acquire the skills necessary to professionally fit into the organizational setup of travel and tourism agencies.
3. Develop the competencies necessary to start their own business in the fields of travel and tourism.
4. Apply the knowledge pertaining to the role of various associations in promoting travel and tourism business.

Unit I: Introduction to Travel Agency

- History, growth, definition, types, and present status of travel agencies
- Organizational structure and working of travel agencies
- Differentiation between travel agencies and tour operation businesses
- Process for approval of travel agencies in India

Unit II: The Role of Travel Agents

- Definition, types, rights, and duties of travel agents
- Functions: Understanding the function of travel agencies, providing travel information and counseling to tourists, itinerary preparation, travel retailing, and operations, preparation of tour packages
- Sources of income: Commission, service charges, and mark-up on tours

Unit III: Introduction to Tour Operators

- Types of tour operators, rules for recognition of tour operators, role of tour operators

- Functions: Market research and tour package formulation, assembling, processing, and disseminating information on destinations, liaison with principles, preparation of itineraries, tour operations, and post-tour management
- Practical exercise and basic requirements in setting up a travel agency and tour operation unit

Unit IV: Tour Package Management

- Concept, nature, features, and methods of tour package management
- Types of tours, tour package pricing – nature, need, and determination
- Formulation, printing, and distribution of tour package brochure
- Itinerary planning, costing, and communicating with clients and principles

Suggested Readings:

1. "The Business of Tourism" by Holloway J.C., Publisher: Mac Donald and Evans
2. "Manual of Travel Agency Practice" by Gwenda Syrratt, Publisher: Butterworth Heinemann, London
3. "Guide to Starting and Operating Successful Travel Agency" by Laurence Stevens, Publisher: Delmar Publishers Inc., New York
4. "Professional Travel Agency Management" by Chuck Gee and Y. Makens, Publisher: Prentice Hall, New York

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

25AETTM402SE01- EMERGING TECHNOLOGIES AND APPLICATION IN HOSPITALITY AND TOURISM INDUSTRY

Evaluation: External - 50 Marks, Internal - 25 Marks

Duration: 3 hours

Credits: 03

Learning Objectives:

1. To introduce students to emerging technologies shaping the hospitality and tourism industry.
2. To understand how digital tools improve operational efficiency and enhance guest experiences.
3. To explore the role of innovation in tourism promotion and sustainability.
4. To evaluate future trends, challenges, and ethical issues in adopting new technologies.

Learning Outcomes:

After the completion of the course the students will be able to:

1. Students will gain foundational knowledge of key emerging technologies in hospitality and tourism.
2. Students will be able to identify and analyse technological applications in hotel and tourism operations.
3. Students will develop the ability to assess how digital innovation enhances customer satisfaction and sustainability.
4. Students will demonstrate awareness of future trends, challenges, and ethical considerations in technology adoption.

UNIT I – Introduction to Emerging Technologies in Hospitality and Tourism

Concept and definition of technology in hospitality and tourism, Evolution of technology in the service industry, Importance and role of technology in improving efficiency and guest experience, Emerging technology domains: Artificial Intelligence (AI), Internet of Things (IoT), Robotics, Big Data, and Cloud Computing

UNIT II – Digital and Smart Applications in Hospitality Operations

Property Management Systems (PMS): OPERA, eZee, and Cloud-based PMS, Point of Sale (POS) systems in F&B operations, Contactless check-in/check-out and digital key systems, Mobile apps and online reservation platforms, Use of Chatbots, virtual concierges, and AI-driven guest interaction tools, Smart rooms and IoT applications in hotels (energy efficiency, automation, personalization)

UNIT III – Emerging Technologies in Tourism Management

Virtual Reality (VR) and Augmented Reality (AR) in travel planning and destination marketing, Blockchain and its role in travel booking and payments, Big Data analytics and customer relationship management (CRM) in tourism, Social media, influencer marketing, and digital storytelling, Use of drones in tourism photography and destination promotion, Sustainable tourism and technology-enabled eco-initiatives

UNIT IV – Future Trends, Challenges, and Ethical Considerations

Future of Artificial Intelligence and automation in hospitality and tourism, Data privacy, cybersecurity, and digital ethics, Human-robot collaboration and workforce transformation, Impact of technology on employment and service quality, Sustainable digital transformation and green technology adoption, Case studies of technology implementation in leading hotel chains and tourism organizations

Practical:

- Exploring Property Management and Guest Interaction Systems
- Digital Tools and Emerging Technologies in Tourism Marketing

Suggested Readings

- Information Technology for Management – Turban, Rainer & Potter, Publisher: Wiley
- Hospitality Information Technology: Learning How to Use It – Ahmed, K., & Lockwood, A., Publisher: Pearson
- Technology Application in Hospitality and Tourism Industry – Kandampully, J., Publisher: Routledge
- E-Tourism: Information Technology for Strategic Tourism Management – Buhalis, D., Publisher: Pearson Education
- Digital Transformation in the Hospitality Industry – Xiang, Z., & Fesenmaier, D., Publisher: Springer
- Emerging Technologies and the Digital Transformation of Tourism – Gretzel, U., Sigala, M., Xiang, Z., Publisher: Springer
- Smart Hospitality: Managing Service Robots and AI – Ivanov, S., & Webster, C., Publisher: Emerald Publishing

Semester - 3

26AETTM403DS01 - TOURISM GEOGRAPHY

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning objective :

1. To help the students get acquainted with the fundamentals of Geography, climatic regions of world and International Date Line.
2. To enable the students to understand the relationship of geography and Tourism and to make aware the students about various Tourism Models.
3. To provide the students the first-hand knowledge about Political and Physical features of World Geography
4. To develop the understanding regarding the Indian Geography including Physical and Political features of Indian Subcontinent and to enlighten them about climatic conditions prevailing in India

Learning Outcomes:

1. Student will be able to understand fundamentals of Geography, climatic regions of world and International Date Line.
2. To understand the importance and scope of geography in tourism.
3. Get awareness about the Political and Physical features of World Geography
4. Students will be able to acquire the knowledge about Physical and Political features of Indian Geography and to apply the knowledge of climatic conditions prevailing in India in designing tour itineraries.

Unit I : Introduction to Tourism Geography

Fundamentals of geography, climatic regions of the world, study of maps, Latitude, longitude, International Date Line.

Unit II :Importance of Tourism Geography

Importance of Geography in Tourism, definition, scope and contents of geography of Tourism, Tourism Models.

Unit III :Political and Physical Features of World Geography

Political and Physical features of World Geography: America, South America, Europe, Asia, Africa and Australia.

Unit IV :Political and Physical Features of Indian Geography

Physical and Political features of Indian Subcontinent, climatic conditions prevailing in India, Some important locations prevailing in famous for international tourism.

Suggested Readings:

- Robinson, HA, 'A Geography of Tourism'
- Burton, Rosemary, 'The Geography of Travel & Tourism'
- Boniface B. and Cooper C, 'Geography of Travel and Tourism'
- McDonalds and Evans, 'A geography of Tourism'
- Encyclopedia of World Geography
- India, Lonely Planet Publication
- Travel Information Manual, IATA, Netherland, 2006
- ATLAS
- Blue and Red OAG, IATA, Geneva, 2006
- Michael Hall, 'Geography Travel & Tourism', Routledge, London, 1999

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

26AETTM403DS02 - TOURISM PRODUCT OF INDIA (NATURAL)

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives:

1. To gain a broad understanding of India's geographical, climatic, and natural features, and their impact on tourism.
2. To delve into the tourism significance of the Northern Mountain ranges, including religious, hill station, and adventure tourism.
3. To investigate the cultural, religious, and adventure tourism aspects of the deserts and central plains.
4. To comprehend the tourism relevance of the Indian Peninsula and coastal regions, including religious, cultural, and beach tourism.

Learning Outcomes:

1. Upon completion, students will be able to articulate an understanding of India's diverse geography, climate, vegetation, wildlife, and tourism appeal.
2. Students will be able to discuss and analyze the tourism significance of the Northern Mountain ranges.
3. Students will be able to explain the tourism aspects of the deserts and central plains.
4. Students will be able to evaluate the tourism relevance of the Indian Peninsula and coastal regions.

Unit I: Introduction to India

- **General Overview:** Learn about India's states, capitals, physiographic units, seasons, and climatic regions, and understand their impacts on tourism.
- **Natural Vegetation & Wildlife:** Explore the diverse vegetation and wildlife of India and its significance for wildlife tourism.
- **India: A Destination for All Reasons & Seasons:** Understand the country's appeal as a year-round destination.

Unit II: The Northern Mountains

- **Introduction to the Himalayas & Other Ranges:** Learn about the Himalayas and other mountain ranges, and their significance for religious, hill station, and adventure tourism.
- **Case Studies:** Detailed study of tourism in Srinagar, Shimla, Nainital, Darjeeling, and Gangtok.

Unit III: The Central Plains

- **Introduction to Deserts & Central Plains:** Understand the role of deserts and central plains in cultural, religious, and adventure tourism.
- **Case Studies:** Detailed study of tourism in Amritsar, Jaipur, Delhi, Lucknow, and Kolkata.

Unit IV: The Peninsula and the Coastal Plains and Islands

- **Features of the Indian Peninsula:** Explore the general features of the Indian Peninsula and their significance for tourism.
- **Features of the Coastal Regions:** Understand the features of India's coastal regions, and their importance for religious, cultural, and beach tourism.
- **Case Studies:** Detailed study of tourism in Hyderabad, Bangalore, Ooty, Mumbai, Goa, and Andaman & Nicobar Islands.

Suggested Readings:

- "India: A Sacred Geography" by Diana L. Eck, Publisher: Harmony
- "India: A Travel Guide" by Michael Benanav, Publisher: Lonely Planet
- "Mountains of the God: Spiritual Ecology of Himalayan Region" by Trilochan Singh Josh, Publisher: Indus Publishing Company
- "The Plains of North India" by R. K. Gupta, Publisher: Concept Publishing Company
- "India's Western Coast - Peoples, History, Cultures" by AparnaKapadia, Publisher: Cambridge University Press

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

26AETTM403DS03- HUMAN RESOURCE MANAGEMENT

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives:

1. To help the students understand the concept of HRM, its scope and functions in Hospitality and Tourism Industry with a focus on contemporary issues in HRM
2. To accredit the students with the various functions of HRM like HRP, recruitment, selection, induction, outplacement etc. To make them learn the importance of employee welfare and maintenance.
3. To enable the students understand the various methods of training and executive development and the concept of transfer and promotion.
4. To acquaint the students with the most important functions of HRM like compensation, performance appraisal and various latest methods used for the same.

Learning Outcomes:

After the completion of the course students will be able to:

1. Understand the role and importance of Human Resource Management in Hospitality and Tourism Industry-. They will also be able to recognize the challenges faced by HRM in Hospitality and Tourism Industry.
2. Gain the knowledge about the selection and recruitment procedure used by companies in Industry and also understand the importance of induction, outplacement and welfare facilities provided by the employer to its employees.
3. Acquire the knowledge regarding training and development methods and importance of transfers and promotion.
4. To apply the knowledge pertaining to compensation and performance appraisal methods in the Industry.

Unit - I: Introduction to Human Resource Management

Concept of HRM; role of HR practitioner; managing the HR function; scope of HRM, contemporary issues in HRM

Unit - II: Human Resource Planning and Employee Management

Job, role and competence analysis; human resource planning; recruitment and selection; induction; redundancy, outplacement and dismissal; maintenance and welfare activities – employee health and safety, fatigue and welfare activities

Unit - III: Training, Development, and Career Management

Training and its methods; Executive development and its techniques Career management; transfer and promotion

Unit - IV: Compensation and Performance Management

Aims, components, factor influencing employee compensation; internal equity, external equity and individual worth; pay structure; incentive payments, performance appraisal; 360-degree feedback.

Suggested Readings:

- Human Resource Development & Management in the Hotel Industry – S.K. Bhatia, Nirmal Singh
- Principal and Techniques of Personnel Management Human Resource Management – Dr.JagmohanNegi
- Human Resource Development Practice in Travel and Tourism – S.C. Bagri

Instructions for External Examiner: The question paper shall be divided into two sections. Section ‘A’ shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section ‘B’ shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

26AETTM403SE01 - ACCOUNTING SKILLS FOR TOURISM& HOSPITALITY

Evaluation: External - 50 Marks, Internal - 25 Marks

Duration: 3 hours

Credits: 03

Learning Objectives

1. Understand fundamental accounting concepts, including business transactions, accounting functions, and principles.
2. Learn principles of the double entry system and practical application in journal entries, ledgers, and subsidiary books.
3. Analyze components of financial statements and learn preparation and presentation of final accounts.
4. Explore concepts of depreciation, reserves, provisions, and computer applications in financial statement preparation.

Learning Outcomes

After completing the course students will be able to

1. Explain fundamental accounting concepts and the importance of accounting principles.
2. Demonstrate proficiency in the double entry system and preparation of journal entries, ledgers, and subsidiary books.
3. Prepare and present basic financial statements, including trial balances and final accounts.
4. Understand and apply depreciation, reserves, and provisions, utilizing computer applications for financial statements.

Unit I: Accounting Theory

Business Transaction and Basic Terminology, Need to Study Accounting, Accounting functions, Purpose of Accounting Records, Accounting Principles – Concepts and Conventions.

Unit II: Account Records

Principles of Double Entry System, Journal Entries, Ledger, Subsidiary Books– Cash, Sales & Purchase books, Bank Reconciliation statement.

Unit III: Financial Statement

Basic Financial Statements, Trial Balance, Preparation of Final Accounts Basic Adjustments to final Accounts, Methods of Presenting Final Accounts Practical Problem,

Unit IV: Depreciation Reserves and Provisions

Meaning, basic Methods, Computer Application Preparation of Records and Financial statements.

Suggested Readings:

- Hospitality Management Accounting, Michael M Coltman
- Hotel Accountancy & Finance – S.P. Jain & K.L. Narang, First 1999 Kalyani
- Hotel Accounting Earnest B. Horwath& Luis Toth
- Uniform System of Accounts, Publisher: EIAH & LA, USA
- Hotel Accounting & Financial Control By Ozi A.D’ Cunha &Gleson O. D’
- Cunha Publisher: Dicky,sEnterprize, Kandivali, Mumbai
- Hospitality Accounting – Publisher: Prentia Hall Upper Sadde, River NewJersey
- Accounting for Management, S K Bhattacharya, Vikas Publishing House
- Hospitality Financial Accounting By Jerry J Weygandt, Publisher Wiley & sons
- Accounting in Hotel & Catering Industry – Richard Kotas- Four – 1981-
- International Textbook Company
- Comprehensive Accountancy, SA Siddiqui
- A complete Course in Accounting Volume – I, N.D. Kappor
- Double – Entry Book- Keeping, Rc. Chawla& C. Junejaq

Semester- 4

26AETTM404DS01 - ENTREPRENEURSHIP AND STARTUP ECOSYSTEM

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. To understand the concept, nature, and role of entrepreneurship in economic development.
2. To develop skills in generating and evaluating business ideas and opportunities.
3. To gain knowledge about India's startup ecosystem and institutional support mechanisms.
4. To learn how to prepare and manage a business plan for startup ventures.

Learning Outcomes

After completing the course students will be able to:

1. Students will be able to explain the fundamentals and importance of entrepreneurship.
2. Students will identify viable business ideas and evaluate their feasibility.
3. Students will understand the functioning of the Indian startup ecosystem and related policies.
4. Students will develop a basic business plan and demonstrate startup management strategies.

Unit – I: Fundamentals of Entrepreneurship

Meaning, Nature, and Scope of Entrepreneurship, Characteristics and Types of Entrepreneurs, Role and Importance of Entrepreneurship in Economic Development, Entrepreneurial Process and Functions of an Entrepreneur, Difference between Entrepreneur, Intrapreneur, and Manager, Challenges and Barriers to Entrepreneurship

Unit – II: Entrepreneurial Motivation and Idea Generation

Entrepreneurial Mindset and Creativity, Idea Generation Techniques and Opportunity Identification, Feasibility Study: Technical, Economic, and Financial Feasibility, Business Model Canvas and Value Proposition, Risk Management in Entrepreneurship

Unit – III: Startup Ecosystem and Institutional Support

Concept and Components of Startup Ecosystem, Role of Incubators, Accelerators, Angel Investors, and Venture Capitalists, Government Policies and Schemes for Startups (Startup India,

MSME Support, Atal Innovation Mission, etc.), Role of Institutions: NITI Aayog, SIDBI, NABARD, and DICs, Role of Educational Institutions in Promoting Entrepreneurship

Unit – IV: Business Plan Development and Startup Management

Meaning and Components of a Business Plan, Steps in Developing a Business Plan, Funding Sources for Startups – Bootstrapping, Crowdfunding, Venture Capital, etc., Legal and Ethical Issues in Entrepreneurship, Startup Growth and Sustainability Strategies, Case Studies of Successful Indian Startups.

Suggested Readings

- Entrepreneurship Development – S.S. Khanka (S. Chand)
- Entrepreneurship and Small Business Management – C.B. Gupta & S.S. Khanka
- Entrepreneurship Development and Project Management – P. Saravanavel
- Dynamics of Entrepreneurial Development & Management – Vasant Desai
- Innovation and Entrepreneurship – Peter F. Drucker (Harper Business)
- Startup India: The Complete Guide – Prachi Juneja
- Entrepreneurship in the New Millennium – Kuratko & Hodgetts
- Entrepreneurship: Creating and Leading an Entrepreneurial Organization – Arya Kumar (Pearson Education)
- The Lean Startup – Eric Ries (Crown Business)
- Indian Government Startup Policy Documents (Startup India Portal, NITI Aayog Reports)

Instructions for External Examiner: The question paper shall be divided into two sections. Section ‘A’ shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section ‘B’ shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

26AETTM404DS02 - TOURISM PRODUCT OF INDIA (CULTURAL)

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. To help students get acquainted with the definitions, concepts and terminologies of culture and its useful relationships with Indian tourism.
2. Students are given knowledge about various Indian Architecture attractions which are very vital in tourism development with special reference to Ajanta, Ellora, Sanchi, Khajuraho, Sun temple of Konark, temple at Thanjavur, TajMahal etc.
3. To provide the students the first- hand knowledge about the Classical Dances and classical Music of India.
4. Provides a thorough knowledge about the Major Fairs and festivals of India and their significance for tourism with special reference to Holi, Dussehra, Diwali, Baisakhi, Pongal, Bihu, Desert festival, Surajkund Craft fair, International Trade Fair etc.

Learning Outcomes

After the completion of the course the students will be able to:

1. Gain the knowledge and skills to identify cultural tourism products of India.
2. Students will be able to gain and apply the knowledge of various types of attraction based on Indian architecture.
3. Students will be able to appraise the knowledge various classical dance and music of India and its useful relationship with tourism.
4. They will be able to explore major fairs and festivals of India and their importance for promoting tourism in India.

Unit I

Introduction to Culture: Culture: Concept and its essential Features, Indian Culture: Fundamentals of Indian Culture; Indian culture through the Ages, Culture and tourism relationship with special reference to India

Unit II

Indian Architecture – I: Buddhist Architecture: Ajanta, Ellora and Sanchi, Hindu Architecture: Khajuraho temples, Sun temple of Konark, Shore Temple of Mamallapuram and Brihadisvara temple at Thanjavur, Medieval Architecture: TajMahal, Red Fort of Delhi, Fatehpur Sikri and Qutub Minar

Unit III

Dances and Music of India: Classical Dances of India, Classical Music of India

Unit IV

Major Fairs and festivals of India and their significance for tourismHoli, Dussehra, Diwali, Baisakhi, Pongal, Bihu, Desert festival – Jaisalmer, Surajkund Craft fair, International Trade Fair - New Delhi,

Suggested Readings

- Introduction to India: Culture and Traditions of India: India Guide Book Kindle Edition by Shalu Sharma
- Indian Culture & Heritage: Indian Culture, Heritage, History, Arts, Architecture & Tourism by Anurag Mathur
- Indian Cultural Heritage Perspective For Tourism By L. K. Singh
- Religious Journeys in India: Pilgrims, Tourists, and Travelers edited by Andrea Marion Pinkney, John Whalen-Bridge.
- Tourism Products by Robinet Joseph and Anoop Philip
- Cultural Tourism & Development by Romila Chawla
- Tourism Statistics at a glance 2019, Ministry of Tourism, Government of India

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

26AETTM404DS03 - EVENT MANAGEMENT

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. To help students get acquainted with the meaning, concept, types and implications of the event management and to enlighten them about the skills required for a good event planner.
2. To enable the students to understand the concept and design of event, elements of events and to make aware the students about event infrastructure and negotiating contract with event organizer.
3. To provide the students the first- hand knowledge about the nature and process of event marketing and promotion
4. To develop the understanding regarding financial management of events and to make aware the students regarding various safety and security consideration or crowd management and evacuation in events.

Learning Outcomes

After the completion of the course the students will be able to:

1. Gain the knowledge of events and its types and their implications.
2. To acquire the skills to professionally fit into the event planner business and how to develop professionally.
3. To develop the competencies to start their own business in the field of event's organizers and to understand the process of event marketing and promotions.
4. Recognise the requirements of crowd management as well as understand the principles of safety and security consideration.

Unit I: Introduction to Events

Nature, Definition and scope, C's of Events, advantage and disadvantage of Events, Categories and Typologies, Skills required to be a good Event Planners.

Unit II: Concept and Design of Events

Key elements of Events, Event Infrastructure, core concept, core people, core talent, core structure, Set Objectives for the Event, Negotiating Contracts with event Organizers, Venue, Media.

Unit III: Marketing & Promotion of Events

Nature of Event Marketing, Process of Event Marketing, The Marketing Mix, Sponsorship. Promotion: Image/ Branding, Advertising, Publicity and Public Relation.

Unit IV: Financial Management

Financial Management of Events, Staffing, Leadership. Safety and Security: Occupational Safety and Health, Incident Reporting, Crowd Management and Evacuation.

Suggested Readings:

- Coleman, Lee & Frankle, Powerhouse Conferences. Educational Institute of AH & MA.
- Hoyle, Dorf & Jones, Meaning conventions & Group business. Educational institute of AH & MA.
- Lynn Van Der Wagen, Carlos, Event Management, Pearson, New Delhi.
- Fenich, Meetings, Exposition, Events and Convention, Pearson.
- Sanjay Singh Gaur, Sanjay V Saggere, Event Marketing Management, Vikas Publication, New Delhi

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

26AETTM404DS04 - BUSINESS RESEARCH METHODOLOGY

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. To understand the fundamental concepts and scope of business research.
2. To develop skills in data collection, sampling, and questionnaire design.
3. To learn techniques of data processing, analysis, and interpretation.
4. To prepare students for writing structured and professional business research reports.

Learning Outcomes

After the completion of the course the students will be able to:

1. Students will understand the systematic process of conducting business research.
2. Students will be able to design samples and collect relevant data effectively.
3. Students will analyze, interpret, and present data using appropriate tools.
4. Students will prepare professional and structured research reports suitable for business and academic purposes.

UNIT – I: Introduction to Business Research

Meaning, definition, and nature of research, Importance and scope of business research, Characteristics of good research, Types of business research – basic, applied, exploratory, descriptive, causal, Research process – steps involved, Formulation of research problem, Research design – meaning, importance, and types

UNIT – II: Sampling and Data Collection

Sampling – meaning, objectives, and importance, Types of sampling: probability and non-probability sampling, Sample design and its steps, Data collection – meaning and importance, Primary data – meaning, advantages, and methods: observation, interview, questionnaire, schedule, Secondary data – meaning, sources, advantages, and limitations, Questionnaire design and essentials of a good questionnaire

UNIT – III: Data Processing and Analysis

Editing, coding, classification, and tabulation of data, Graphical presentation – bar charts, pie charts, histograms, frequency polygons, Statistical tools for data analysis (basic introduction): mean, median, mode, correlation, regression, Hypothesis testing – concept and types of errors (simple overview), Interpretation of results – importance, techniques, and precautions

UNIT – IV: Report Writing and Presentation

Meaning and importance of report writing, Types of research reports – technical and popular reports, Steps in report writing, Layout of a research report – preliminary, main, and supplementary parts, Essentials of good research report writing – clarity, coherence, consistency, Bibliography, referencing, and citation styles (APA basics), Common problems and challenges in report writing

Suggested Readings

- **Business Research Methods** – Donald R. Cooper & Pamela S. Schindler, McGraw Hill
- **Research Methodology: Methods and Techniques** – C.R. Kothari & Gaurav Garg, New Age International
- **Business Research Methods** – William G. Zikmund, Cengage Learning
- **Research Methods for Business Students** – Mark Saunders, Philip Lewis & Adrian Thornhill, Pearson Education
- **Business Research Methods: A Skill-Building Approach** – Uma Sekaran & Roger Bougie, Wiley Publications
- **Methodology of Research in Social Sciences** – P.N. Mukherjee, New Central Book Agency.

Instructions for External Examiner: The question paper shall be divided into two sections. Section ‘A’ shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section ‘B’ shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

26AETTM404DS05 - SAFETY AND SECURITY MANAGEMENT

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. To provide students with an understanding of the concepts, importance, and organizational structure of hotel security.
2. To develop knowledge of first aid techniques and emergency handling procedures for various medical and safety situations in hotels.
3. To introduce students to risk management processes, safety standards, and emergency response planning in hospitality operations.
4. To create awareness of safety and security practices in rooms division and overall work environment, including accident prevention strategies.

Learning Outcomes

After the completion of the course the students will be able to:

1. Students will be able to explain hotel security concepts, identify different types of security measures, and understand their application in hotel operations.
2. Students will demonstrate knowledge of first aid procedures and effectively respond to emergencies such as burns, bleeding, fractures, heart attacks, and fire incidents.
3. Students will understand risk management processes, occupational safety standards, and be able to apply emergency response plans in hotel settings.
4. Students will be able to implement safety and security practices in rooms division and workplace environments, minimizing accidents and ensuring a safe environment for guests and staff.

Unit - I: Hotel Security

Concept, importance, Type, Organization structure, Application of security in hotels, scope and trends.

Unit - II: First Aid

The First Aid box, Handling Burns & scalds, bleeding, fainting, fractures, heart-attack, sprain, and shock. Handling Emergency procedures: Fire, Bomb threat, Theft, Death, Terrorism, and Natural Calamity.

Unit - III: Risk Management

Risk Management & Safety Security Process of risk Management and standards for Risk Management. Emergency Response plan, Occupation Safety and Health Act

Unit - IV: Safety & Security

Safety & Security in Rooms Division, Work environment safety, Job Safety Analysis, Safety Awareness & Accident Prevention, Case Studies

Suggested Reading:

- Darrell Clifton; Hospitality Security: Managing Security in Today's Hotel, Lodging, Entertainment, And Tourism Environment; CRC Press, Taylor & Francis Group.
- Yoel Mansfield & Abraham Pizam; Tourism, Security, Security and safety from theory to practice: Elsevier Publication.
- Colin Michael Hall, Dallen J. Timothy, David Timothy Duval: Safety and Security in Tourism: Relationships, Management and Marketing: Haworth Hospitality Press, 2003
- David M. Stipanuk & Raymond C. Ellis, Jr.; Security and loss Prevention Management; American Hotel & Lodging Association Institutes.

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.