



Karnataka State Higher Education Council

**BANGALORE UNIVERSITY**

**DEPARTMENT OF COMMERCE**

**Scheme of Teaching & Evaluation and  
Curriculum for the 5<sup>th</sup> and 6<sup>th</sup> Semester**

**B. Com Tourism and Travel Management  
for the Academic Year  
2023-24 (NEP - 2020)**



**A. Scheme of Teaching & Evaluation for B.Com.**

Semester V B.Com								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
36	B.COM TTM 5.1	Financial Management	DSC-13	3+0+2	60	40	100	4
37	B.COM TTM 5.2	Income Tax Law and Practice-I	DSC-14	3+0+2	60	40	100	4
38	B.COM TTM 5.3	Heritage Management	DSC-15	3+0+2	60	40	100	4
39	B.COM TTM 5.4	Global Tourism Geography	DSE-1	4+0+0	60	40	100	3
40	B.COM TTM 5.5	Front Office Management	DSE-2	4+0+0	60	40	100	3
41	B.COM TTM 5.6	A. Tour Guiding and Interpretation  B. Basic Air Fare & Ticketing	Vocational-1  Anyone to be Chosen	3+0+2	60	40	100	3
42	B.COM TTM 5.7	Cyber Security/ Employability skills	SEC - SB	2+0+2	60	40	100	3
<b>Sub -Total (D)</b>					<b>420</b>	<b>280</b>	<b>700</b>	<b>24</b>

Semester VI B.Com								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
43	B.COM TTM 6.1	Advanced Financial Management	DSC-16	3+0+2	60	40	100	4
44	B.COM TTM 6.2	Income Tax Law and Practice-II	DSC-17	3+0+2	60	40	100	4
45	B.COM TTM 6.3	Museology & Conservation	DSC-18	3+0+2	60	40	100	4
46	B.COM TTM 6.4	MICE Tourism	DSE-3	4+0+0	60	40	100	3
47	B.COM TTM 6.5	House Keeping Management	DSE-4	4+0+0	60	40	100	3
48	B.COM TTM 6.6	A. Tour Leadership & Management B. Management of Adventure Tour Operations	Vocational -2 Anyone to be chosen	3+0+2	60	40	100	3
49	B.COM TTM 6.7	Internship	I-1	3 hrs 4 to 5 weeks		Report-60 Marks Viva Voce - 40 Marks	100	3
<b>Sub -Total (D)</b>					<b>360</b>	<b>340</b>	<b>700</b>	<b>24</b>

Note:

1. Under DSE, Dual Specialization to be offered, students should choose two elective groups from the above elective groups. Same elective groups should be continued in the 6<sup>th</sup> Semester also.
2. Course contents of DSE and vocational courses increases by 10- 20% accordingly work load increase from 3 Hrs to 4 Hrs (3+0+2), 3 Hrs lecture, 0 Hrs tutorial and 2 Hrs practical equals to 1 Hr theory however credit remain the same (3). It has been approved by BOS.
3. Employability skills should be taught by commerce faculty and it has been approved by BOS.

## Guidelines for Internship

### 1. Objectives:

- a) The internship aims at enabling the students to get a practical exposure to the working/ functioning of the industry.
- b) The internship provides an opportunity to students to substantiate their classroom learning with practical experience.

### 2. Guidelines for Internship:

- 1) **Teaching hours for internship course** -Number of teaching hours is Three hours (3) on the following grounds
  - UGC Guidelines for internship for under graduate students published in 2023 clearly stated that One (1) credit of internship is equivalent to Thirty (30) hours of engagement in a semester. So an internship is Ninety (90) hours and has Three (3) Credits,
  - KSHEC in their curriculum and credit frame work for B.com and BBA has mandatorily adopted Three (3) hours of workload and stated that an internship shall be a discipline specific of Ninety (90) hours
3. **Duration of the internship**-The students of 6<sup>th</sup> semester have to undergo the internship for a minimum of 4-6 weeks (min 90 hours). The area of Internship should be only in the fields of Commerce and Management. The choice of internship is no way associated with choice of electives
4. **The choice of organization**- for Internship is restricted to business enterprises and corporate establishments only like Micro, Small, Medium, and Large-Scale organizations, Sole Proprietary and Partnership firm, Government Organizations, Government departments and local bodies, Public and private sector banks and Non- Govt. Organizations (NGOs), Development agencies co-operatives societies/Banks , Any other organizations and internships can be pursued in any location (anywhere in India or abroad.
5. **Submission of Internship Report**: On completion of the internship, a certificate from the company is to be obtained stating the period of the internship and a brief description of the nature of the internship i.e. responsibilities handled. Also, the confidential rating on various parameters (1-6) (Like Regularity to work, Attitude towards work, Professional Competence, Ability to interact with other staff/colleagues, Willingness to learn etc,) has to be obtained from the Company. A report of internship undertaken along with certificate and confidential rating will have to be submit to the Department of the concerned College.
6. **Evaluation procedure**- The internship report shall be evaluated at the college level and University authorised team will visit and inspect the procedure/ guidelines followed for preparing internship report and check the marks before uploading in the University portal 10-15 days prior to the commencement

of theory examination. The internship report shall be kept in the college as per university norms

### **Evaluation of the Report:**

- After the successful submission of the report by the students, concerned Colleges shall evaluate the report. The following is the break up used for evaluation of Internship.

Internship Report	- 60 Marks
Presentation/Viva-voce	- 30 Marks
Confidential rating by the company/business establishment	- <u>10 Marks</u>
	<u>Total= 100 Marks</u>

- The HOD/faculty members of the, Department of commerce- Concerned College shall conduct Presentation for 30 marks as per format and calendar of events notified by the University.

### **7. The Internship Report should include Four (4) chapters**

1. **Chapter-1 Introduction:-** Introduction of the organization includes - Inception, SWOC analysis, nature of business, profile, Organizational Structure, Functional Areas.
2. **Chapter-2 Design of the study:-** Objective of study, methodology adopted-source of data - technique, limitation of the study etc..
3. **Chapter -3 Discussion:-** Discussion/Analysis and Interpretation/Findings of the study, conclusions, and suggestions
4. **Chapter-4 Learning Outcomes:-** Learning Experience like Work profile and job responsibilities handled by the students during internship, their contribution and learning experience. Weekly report of work done etc.

### **8. Presentation of the Report:**

1. Typing should be done on one side of the A-4 size paper.
2. The margin left side 1.75 inches, the right, top and bottom margin should be 1 inch each.
3. Font size: Chapter heading: 14; Sub-heading: 12 (Bold) and text of the running matter: 12.
4. Fonts to be used are Times New Roman.
5. The text of the report should have 1.5 line spacing; quotations and foot notes should be in single-line space
6. The total of the report to be in the range of 70 to 80 pages
7. The report should be presented in hardbound/ Spiral (Normal binding) for report evaluation

8. The students shall also submit the hard & PDF Soft copy of the report to the HOD, Department of Commerce, Concerned College should keep the record in library
9. In case of any doubt or ambiguity in the interpretation of the guidelines mentioned in the guidelines, the decision of the Dean, Faculty of Commerce, shall be final.

<b>Name of the Program:</b> Bachelor of Commerce (B.Com.) <b>TOURISM AND TRAVEL MANAGEMENT</b> <b>Course Code:</b> B.COM TTM .5.1 (DSC-13) <b>Name of the Course:</b> Financial Management		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs</b>	<b>60 Hrs</b>
<b>Pedagogy:</b> Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & fieldwork etc.,		
<b>Course Outcomes: On successful completion of the course, the students' will be able to</b> <ol style="list-style-type: none"> <li>a) Understand the role of financial managers effectively in an organization.</li> <li>b) Apply the compounding &amp; discounting techniques for time value of money.</li> <li>c) Take investment decision with appropriate capital budgeting techniques for investment proposals.</li> <li>d) Understand the factors influencing the capital structure of an organization.</li> <li>e) Estimate the working capital requirement for the smooth running of the business</li> </ol>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: Introduction to Financial Management</b>		<b>12</b>
Introduction -Meaning of Finance, Finance Function, Objectives of Finance function, Organization of Finance function -Meaning and definition of Financial Management; Goals of Financial Management, Scope of Financial Management, Functions of Financial Management, Role of Finance manager in India- Financial planning- Steps in financial Planning - Principles of a sound financial plan and Factors affecting financial plan, Financial analyst-Role of Financial analyst.		
<b>Module No. 2: Time Value of Money</b>		<b>10</b>
Introduction - Meaning of time value of money-time preference of money- Techniques of timevalue of money: Compounding Technique-Future value of Single flow, Multiple flow and Annuity -Discounting Technique-Present value of Single flow, Multiple flow - and Annuity. DoublingPeriod- Rule 69 and 72.		
<b>Module No. 3: Financing Decision</b>		<b>14</b>
Introduction-Meaning and Definition of Capital Structure, Factors determining the CapitalStructure, Concept of Optimum Capital Structure, EBIT-EPS Analysis- Problems. Leverages: Meaning and Definition, Types of Leverages- Operating Leverage, Financial Leverageand Combined Leverages. Problems.		
<b>Module No. 4: Investment Decision</b>		<b>12</b>
Introduction-Meaning and Definition of Capital Budgeting, Features, Significance - Steps in Capital Budgeting Process. Techniques of Capital budgeting: Traditional Methods - Pay Back Period, and Accounting Rate of Return - DCF Methods: Net Present Value- Internal Rate of Return and Profitability Index- Problems.		
<b>Module 5: Working Capital Management</b>		<b>12</b>

Introduction- Meaning and Definition, types of working capital, Operating cycle, Determinants of working capital needs – Estimation of working capital requirements - problems. Sources of working capital, Cash Management, Receivable Management, and Inventory Management  
(Concepts only).

**Skill Development Activities:**

1. Visit the Finance Department of any organization and collect and record the Functions and Responsibilities of Finance Manager.
2. As a finance manager of a company advise the management in designing an appropriate Capital Structure.
3. Evaluate a capital investment proposal by using NPV method with imaginary figures.
4. Illustrate with imaginary figures the compounding and discounting techniques of time value of money.
5. Estimate working capital requirements of an organization with imaginary figures.
6. Any other activities, which are relevant to the course.

**Books for reference:**

1. I M Pandey, Financial management, Vikas publications, New Delhi.
2. Abrish Guptha, Financial management, Pearson.
3. Khan & Jain, Basic Financial Management, TMH, New Delhi.
4. S N Maheshwari, Principles of Financial Management, Sulthan Chand & Sons, New Delhi.
5. Chandra & Chandra D Bose, Fundamentals of Financial Management, PHI, New Delhi.
6. B. Mariyappa, Financial Management, Himalaya Publishing House, New Delhi.
7. Ravi M Kishore, Financial Management, Taxman Publications
8. Prasanna Chandra, Financial Management, Theory and Practice, Tata McGraw Hill.
9. Moneycontrol.com

**Note: Latest edition of books may be used.**

<b>Name of the Program:</b> Bachelor of Commerce <b>TOURISM AND TRAVEL MANAGEMENT</b> <b>Course Code:</b> B.COM TTM 5.2 (DSC-14) <b>Name of the Course:</b> Income Tax Law and Practice - I		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs</b>	<b>60 Hrs</b>
<b>Pedagogy:</b> Classrooms lecture, Case studies, Tutorial classes, Group discussion, Seminar & fieldwork etc.,		
<b>Course Outcomes: On successful completion of the course, the students will be able to</b> <ol style="list-style-type: none"> <li>Understanding the legal framework.</li> <li>Understand the provisions for determining the residential status &amp; Incidence of tax of an Individual.</li> <li>Comprehend the of assessment of salary income</li> <li>Understand and assessment of taxable house property income.</li> <li>Comprehend TDS , advances tax Ruling &amp; deductions under section 80C to 80U.</li> </ol>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: Basic Concepts of Income Tax</b>		<b>12</b>
Introduction -Meaning of tax-, types of taxes, cannons of taxation. Brief history of Indian IncomeTax, legal framework of taxation, Important definitions, assessment, assessment year, previous year including exceptions, assesses, person, income, casual income, Gross total income, Total income, Agricultural income, scheme of taxation, - Exempted incomes of individuals under section 10 of the Income Tax Act, 1961 (concept only). Slab rate- Under Old tax and new tax regime 115BAC		
<b>Module No. 2: Residential Status and Incidence of Tax</b>		<b>10</b>
Introduction - Residential status of an individual. Determination of residential status of an individual. Incidence of tax or Scope of Total income. Problems on computation of Gross totalIncome of an individual.		
<b>Module No. 3: Income from Salary</b>		<b>18</b>
Introduction - Meaning of Salary -Basis of charge, Definitions-Salary, Perquisites and profits in lieu of salary - Provident Fund -Transferred balance. Retirement Benefits - Gratuity, pension and Leave salary. Deductions u/s 16 and Problems on Computation of Income from Salary.		
<b>Module No. 4: Income from House Property</b>		<b>10</b>
Introduction - Basis for charge - Deemed owners -House property: incomes exempt from tax, composite rent and unrealized rent. Annual Value -Determination of Annual Value - Deductions u/s 24 from Annual Value - Problems on Computation of Income from House Property.		
<b>Module No. 5: Tax Deduction at Sources &amp; Advance Tax Ruling</b>		<b>10</b>

Introduction - TDS Sec 192, Advance Tax: Meaning of advance tax - Computation of advance tax - Instalment of advance tax and due dates. **Deductions** under Sections 80C, 80CCC, 80CCD, 80CCG, 80D, 80DD, 80DDB, 80E, 80G, 80GG, 80TTA and 80U as applicable to Individuals.

**Skill Developments Activities:**

1. Prepare a slab rates chart for different Individual assesses.
2. Collect and record the procedure involved in filing the Income tax returns of an Individual.
3. List out exempted incomes under section 10 of an Individual as per IT Act 1961.
4. Prepare the chart of perquisites received by an employee in an organization.
5. List out required documents for filling returns of an Individual.
6. Any other activities, which are relevant to the course.

**Books for Reference:**

1. Mehrotra H.C and T.S.Goyal, Direct taxes, Sahithya Bhavan Publication, Agra.
2. Vinod K. Singhanian, Direct Taxes, Taxman Publication Private Ltd, New Delhi.
3. Gaur and Narang, Law and practice of Income Tax, Kalyani Publications, Ludhiana.
4. Bhagawathi Prasad, Direct Taxes.
5. B.Mariyappa, Income tax Law and Practice-I, Himalaya Publishing House. New Delhi.s
6. Dr. Saha, Law and Practice of Income Tax, Himalaya Publishing House.
7. Income tax department website [www.incometax.gov.in](http://www.incometax.gov.in)

**Note: Latest edition of text books may be used.**

<b>Name of the Program:</b> Bachelor of Commerce (B.Com.) <b>TOURISM AND TRAVEL MANAGEMENT</b> <b>Course Code: B.COM TTM 5.3 (DSC-15)</b> <b>Name of the Course: HERITAGE MANAGEMENT</b>		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs</b>	<b>60 Hrs</b>
<b>Pedagogy:</b> Classrooms lecture, Case studies, Group discussion, Seminar & field work etc.,		
<b>Course Outcomes: On successful completion of the course, the students' will be able to</b> a) Analyse the concept of Heritage and Heritage Management in promoting Tourism. b) Demonstrate skills and techniques pertaining to Heritage Management . c) Understand the conceptual framework of Heritage Sites and their management d) Examine the process of converting a site in to UNESCO world heritage site e) Comprehend the relevance of Heritage and culture		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: Indian Culture</b>		<b>10</b>
General Features, Sources, Components and Evolution. Ancient, Medieval, Modern and Contemporary perspective of Indian Culture		
<b>Module No. 2: Heritage- An overview</b>		<b>12</b>
What is Heritage? Meaning and concept, Criteria for selection as heritage sites, monuments and zone by UNESCO (WHC). Types of heritage property, World famous heritage sites and monument in India and abroad.		
<b>Module No. 3: Heritage Management</b>		<b>12</b>
Heritage Management: Objectives and strategies, Protection, Conservation and Preservation, Case study of one destination, Heritage Marketing, Destination development. Selected Case Study of Heritage Management ( One in Karnataka and One in India- National Perspective)		
<b>Module No. 4: Organisations involved in Heritage Management</b>		<b>13</b>
National and International Organisations : Organisations engaged in Heritage Management (UNESCO, ICOMOS, ASI, INTACH and NGOs) their role, functions and objectives. Projects undertaken by National and International Organisations. Education perspective of Heritage Management and implementation of Managing Heritage sites.		
<b>Module 5: Heritage Sites and Heritage Hotels</b>		<b>13</b>
UNESCO World Heritage Sites in India & Karnataka - Hampi and Pattadakallu. Procedure for obtaining World Heritage Site from UNESCO ( Step-by-step procedure) Important Karnataka Historical Places - Heritage Hotels and its Classification. Heritage Hotels in Karnataka( all categories)		

**Skill Development Activities:**

1. Visit to Heritage sites of Karnataka
2. Visit to Heritage Hotels of Karnataka
3. Heritage Management Plan and implementation at Destination.
4. Identify the UNESCO World Heritage Sites in India and Karnataka
5. Organogram of National and International Organisations involved in Heritage Management
6. Heritage Management and Marketing skills.

**Books for Reference:**

1. Allchin, B., Allchin, F.R. et al. (1989) Conservation of Indian Heritage, Cosmo Publishers, New Delhi.
2. New Inskip, Edward, Tourism Planning: An Integrated and Sustainable Development Approach (1991) VNR, New York
3. Ashworth, G. J. (2000), the Tourist Historic City. Retrospect and Prospect of Managing the HeritageCity, Pergamon, Oxford
4. UNESCO-IUCN (1992) Eds. Masterworks of Man and Nature, Pantoga, Australia.

**Note: Latest edition of books may be used.**

<b>Name of the Programme: Bachelor of Commerce ( B.Com)</b> <b>TOURISM AND TRAVEL MANAGEMENT</b> <b>Course Code: B.COM TTM 5.4 ( DSE-1 )</b> <b>Name of the Course: GLOBAL TOURISM GEOGRAPHY</b>		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No of Teaching Hours</b>
<b>3 Credits</b>	<b>4 Hrs</b>	<b>60 Hrs</b>
<b>Pedagogy:</b> Lectures in the Classroom, Reading and analysis of annual reports of listed companies; writing assignment, seminar presentation, group discussion.		
<b>Course Outcomes:</b> On successful completion of the course, the students' will be able to <ol style="list-style-type: none"> <li>Understand the knowledge of Geography.</li> <li>Prepare the timings ( IDL, GMT as per the location)</li> <li>Comprehend the importance of Geography in Tourism</li> <li>Understand various tourist destinations across the continents</li> </ol>		
<b>Syllabus</b>		<b>Hours</b>
<b>Module No. - 1 Introduction</b>		<b>10</b>
Introduction to Geography: Elements of Geography, Branches of Geography, Importance of Geography in Tourism, World's Climatic Zones, Latitude & Longitude		
<b>Module No. 2 - Geography and Components related to IATA</b>		<b>12</b>
IATA Areas, Code and GMT Time: Areas, Sub Areas and Sub-Regions As per International Air Transport Organization (IATA), IATA Three Letter City Code, Two Letter Airlines and Airport Code, International Date Line, Time Zones, Greenwich Mean Time, Calculation of Local Time, Flying Time, Grounding Time, Elapsed Time, Daylight Saving Time		
<b>Module No. - 3 Geography of North and South America</b>		<b>12</b>
North & South America: Physical Geography, Topography, Climatic Regions, Transport Network, Countries in the Continent		
<b>Module No. 4 : Geography of Europe and Africa</b>		<b>12</b>
<b>Europe &amp; Africa:</b> Physical Geography, Topography, Climatic Regions, Transport Network, Countries in the Continent. Tourist destinations of Europe and Africa.		
<b>Module No. 5 Geography of Asia and Australia</b>		<b>14</b>
Asia & Australia: Physical Geography, Topography, Climatic Regions, Transport Network, Countries in the Continent, Case Study of USA, Brazil, UK, South Africa, China, India, Australia		

**Skill Development Activities:**

1. Determination of World Climatic Zones and Time
2. Calculation of GMT and DST
3. Calculation of Local Time and IDL
4. Marking of Tourist destinations of Different continents in the world map and continent wise.
5. Identification of World famous tourist destinations and their importance.

**Books for Reference:**

1. Burton, R. (1995). Travel Geography. Pitman Publishing, Marlow Essex.
2. Boniface B. & Cooper, C. (2009). Worldwide Destinations: The Geography of Travel & Tourism. Oxford Butterworth Heinemann, London.
3. Hall, M (1999), Geography of Travel and Tourism, Routledge, London.
4. C. Michael Hall & Stephen J. Page (2006). The Geography of Tourism and Recreation-Environment, Place and Space. Third Edition, Routledge, London.
5. Robinson H.A. (1976), Geography of Tourism. Mac Donald & Evans Ltd,
6. Travel Information Manual, IATA, ( Latest Edition)
7. World Atlas ( Latest Edition)

**Note:** Latest edition of books may be used

<b>Name of the Program:</b> Bachelor of Commerce (B.Com.) <b>TOURISM AND TRAVEL MANAGEMENT</b> <b>Course Code:</b> B.COM TTM 5.5 ( DSE-2 ) <b>Name of the Course:</b> FRONT OFFICE MANAGEMENT		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>3 Credits</b>	<b>4 Hrs</b>	<b>60 Hrs</b>
<b>Pedagogy:</b> Classrooms lecture, Case studies, Group discussion, Seminar & field work etc.,		
<b>Course Outcomes: On successful completion of the course, the students' will be able to</b> <ol style="list-style-type: none"> <li>a) Understand the structure of Front office Department in a 5 Star hotel</li> <li>b) Comprehend the various activities of Front Office Department</li> <li>c) Understand the functions and role of Front Officer in Customer Satisfaction</li> <li>d) Analyse the various sections/ units of Front Office in a hotel.</li> <li>e) Understand the different types of services offered by Front Office Dept.</li> </ol>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: Introduction</b>		<b>10</b>
Introduction to Hotel Industry - Definition, History & Evolution of Hotel industry - Types of Hotels (Categorization of Hotel) - Organization Structure of Front Office - Lay out of the Front Office - Guest Cycle, Front Desk Equipment, Front office forms - Front office Communications & Coordination with other Departments.		
<b>Module No. 2: An Over View of Front Office</b>		<b>10</b>
Front Office Terminology, Functions, Competencies of Front Office Professional - Competencies (Smile, Grooming & Hygiene, Basic Etiquettes - Attitude, Self-Discipline, Courtesy), Room Rates & Plans, Types of Rooms, Room Rate Methodologies.		
<b>Module No. 3: Reservation and Registration</b>		<b>13</b>
Reservation - Sources & Types, The Reservation Chart, Manual System of Reservation, Central Reservation System, Reception, Registration- Procedure, Assignment of Rooms, Modes of Payment, VIP Procedure.		
<b>Module No. 4: Concierge Service</b>		<b>12</b>
Concierge Service, Limousine Service, Scanty Baggage, Left Luggage Procedure, Foreign Currency Exchange Procedure, Handling Mail, Handling Messages ,Qualities of Telephone Operator, Wake-up Call Procedure.		
<b>Module No. 5: Front Office - Round the Clock Services</b>		<b>15</b>
Front Office Cashier - Duties and Responsibilities, Records & Ledgers Maintained by the Cashier, Night Audit - Procedures, Functions, Reports, Night Shift Reception Procedure, Understanding Customer Expectation.		

**Skill Developments Activities:**

1. Enlist the functions of Front Office Department
2. Identify the various section of Front Office Department
3. Various forms and formats used in Front Office department
4. Visit to a Front Office department of a Star hotel.
5. Learn about the attributes required for the Front office Staff of a hotel.

**Books for Reference:**

1. Manoj Kumar Yadav (2010), "Textbook of Hotel Front office: Management and Operations", Aman Publishers, New Delhi.
2. Sudhir Andrews, (2005), "Hotel Front Office Training Manual", Tata Mc. Graw Hill Publishers, New Delhi
3. Bhatnagar, S.K (2011), "Front Office Management", Frank Brothers Co. Ltd., Daryaganj, New Delhi.
4. David, M. Allen (1983), "Accommodation and Cleaning Services", Hutchinson Publications, London.
5. Jag Pradeep, Murari Lal, & Sons (2008), "Hotel Management", Kanishka Publishers, New Delhi

**Note: Latest edition of books may be used.**

<b>Name of the Program:</b> Bachelor of Commerce (B.Com.) <b>TOURISM AND TRAVEL MANAGEMENT</b> <b>Course Code:</b> B.COM TTM 5.6 (A) ( VOCATIONAL - 1 ) <b>Name of the Course:</b> TOUR GUIDING AND INTERPRETATION		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>3 Credits</b>	<b>(3+0+2) 4 Hrs</b>	<b>60 Hrs</b>
<b>Pedagogy:</b> Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar& field work etc.,		
<b>Course Outcomes: On successful completion of the course, the students' will be able to</b> <ol style="list-style-type: none"> <li>Understand the scope of Tour guiding and tour escorting</li> <li>Comprehend the process of practical experience of tour guiding in real life situations</li> <li>Analyse the importance of tour guiding and its impact in attracting tourist</li> <li>Understand the nitty-gritty of this profession and to deliver the key skills.</li> </ol>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: Introduction</b>		<b>08</b>
Introduction to tour guiding and tour escorting, the difference between tour guiding and tour escorting, the role of a tour guide; Tour guiding in India; Characteristics of a tour guide, steps to becoming a tour guide; Presenting yourself; making sense of cultural differences.		
<b>Module No. 2: Tour Guiding Techniques</b>		<b>10</b>
Understanding the dynamics of tour guiding, practical tips, mechanics of tour guiding; tools of the trade.		
<b>Module No.3 Practical Aspects</b>		<b>15</b>
Practical Guiding: Guiding at a monument, guiding at a religious site, guiding at a museum, guiding on an archaeological site, guiding on a nature walk, guiding on walking tours, guiding on a coach, designing and conducting heritage walks.		
<b>Module No.4: Situation Handling</b>		<b>12</b>
Handling difficult tourists, handling questions, handling emergencies, searching for information, responsible guiding; designing and conducting heritage walks.		
<b>Module No. 5: Management of Tour Guiding Business</b>		<b>15</b>
How to plan an itinerary, partners in business, setting up a tour guiding business, Code of Conduct for tour guides in India (MoT).		

**Skill Development Activities:**

1. Role Play like Tourist Guide at different types of Destination
2. Duties and Responsibilities of Tour Guide
3. Attributes of Tour Guide.
4. Language Interpretation of Tour Guide – Bilingual Concept
5. Identification of various Heritage Walks and their history

**Books for Reference:**

1. Chowdhary, Nimit (2013). Handbook for Tour Guides. New Delhi: Matrix Publishers.
  2. Mitchell, G.E. (2005). How to Start a Tour Guiding Business. Charleston: The GEM Group Ltd.
  3. Pond, K.L. (1993). The Professional Guide. New York: Van Nostrand Reinhold.
- Note: Latest edition of text books may be used.**

<b>Name of the Program: Bachelor of Commerce (B.Com.)</b> <b>Course Code: B.COM TTM 5.6 (B) (VOCATIONAL-1)</b> <b>Name of the Course: BASIC AIR FARES AND TICKETING</b>		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	(3+0+2) 4 Hrs	60 Hrs
<b>Pedagogy:</b> Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,		
<b>Course Outcomes: On successful completion of the course, the students' will be able to</b> <ol style="list-style-type: none"> <li>Gain knowledge on Air Fares.</li> <li>Understand Ticketing Procedure</li> <li>Gain skills on Fare Calculation</li> <li>Gain knowledge on Itinerary By Air</li> <li>Gain knowledge on Documentation related to Air Travel.</li> </ol>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: Introduction</b>		<b>08</b>
Introduction to the airline industry. Important international conventions: Warsaw convention, Bermuda convention and Chicago convention. Freedoms of air. IATA Traffic conference areas and sub-areas. Management of airlines: types of airlines; airlines personnel and revenue earning; airport management. Latest trends in aviation in India. Problems and prospects of Indian aviation industry.		
<b>Module No. 2: Familiarization with OAG</b>		<b>10</b>
Familiarization with OAG: 3 letters city code and airport code, airline designated code, minimum connecting time, global indicator; familiarization with air tariff; currency regulation, NUC conversion factors, general rules; IATA bill settlement plan.		
<b>Module No. 3: Planning Itinerary by Air and Fare Calculation</b>		<b>15</b>
Planning itinerary by air: itinerary terms, journeys, fares, country and currency codes, fares and fees; introduction to fare construction, international mileage and routing systems, mileage principles, fare construction with extra mileage allowance (EMA), extra mileage surcharge (EMS).		
<b>Module No. 4 Fare Calculation</b>		<b>15</b>
Fare calculation: higher intermediary points (HIP); circle trip minimum checks (CTM); backhaul minimum check (BHC), add-ons, general limitations on indirect travel, special fares.		
<b>Module No. 5: Documentation</b>		<b>12</b>
Documentation: Travel information manual, passport, visa, currency regulations, customs regulations, health regulations, immigration formalities at the airport for inbound and outbound tourist.		

**Skill Development Activities:**

- List out the various Freedoms of Air
- Identify the various Traffic Conference Areas and subareas
- List out the types of Airlines
- Step by step Itinerary by Air
- Fare Calculation Steps
- Types of Fares with calculations

**Books for Reference:**

1. Gupta, S.K. (2007). International Airfare and Ticketing- Methods and Techniques. New Delhi: UDH Publishers and Distributors (P) Ltd.
2. Davidoff, D.S. and Davidoff, P.G. (1995). Air Fares and Ticketing. New York: Prentice Hall.
3. Foster, Dennis L. (2010). Reservations and Ticketing with Sabre. London: CreateSpace.
4. Air Traffic Manuals and IATA Manuals

**Note: Latest edition of text books may be used.**

## VI SEMESTER

<b>Name of the Program:</b> Bachelor of Commerce (B.Com.)- <b>TOURISM AND TRAVEL MANAGEMENT</b> <b>Course Code:</b> B.COM TTM 6.1 ( DSC-16 ) <b>Name of the Course:</b> Advanced Financial Management		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs</b>	<b>60 Hrs</b>
<b>Pedagogy:</b> Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,		
<b>Course Outcomes: On successful completion of the course, the students' will be able to</b> <ol style="list-style-type: none"> <li>a) Understand and determine the overall cost of capital.</li> <li>b) Comprehend the different advanced capital budgeting techniques.</li> <li>c) Understand the importance of dividend decisions.</li> <li>d) Evaluate mergers and acquisition.</li> <li>e) Understand the ethical and governance issues in financial management.</li> </ol>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: Cost of Capital and Capital Structure Theories</b>		<b>14</b>
<b>Cost of Capital:</b> Meaning and Definition – Significance of Cost of Capital – Types of Capital – Computation of Cost of Capital – Specific Cost – Cost of Debt – Cost of Preference Share Capital – Cost of Equity Share Capital – Weighted Average Cost of Capital – Problems. <b>Theories of capital structures:</b> The Net Income Approach, The Net Operating Income Approach, Traditional Approach and MM Hypothesis – Problems.		
<b>Module No. 2: Risk Analysis in Capital Budgeting</b>		<b>14</b>
Risk Analysis – Types of Risks – Risk and Uncertainty – Techniques of Measuring Risks – Risk adjusted Discount Rate Approach – Certainty Equivalent Approach – Sensitivity Analysis - Probability Approach - Standard Deviation and Co-efficient of Variation – Decision Tree Analysis – Problems. .		
<b>Module No. 3: Dividend Decision and Theories</b>		<b>14</b>
Introduction - Dividend Decisions: Meaning - Types of Dividends – Types of Dividends Policies – Significance of Stable Dividend Policy - Determinants of Dividend Policy; Dividend Theories: Theories of Relevance – Walter's Model and Gordon's Model and Theory of Irrelevance – The Miller-Modigliani (MM) Hypothesis - Problems.		
<b>Module No. 4: Mergers and Acquisitions</b>		<b>10</b>
Meaning - Reasons – Types of Combinations - Types of Merger – Motives and Benefits of Merger – Financial Evaluation of a Merger - Merger Negotiations – Leverage buyout, Management Buyout Meaning and Significance of P/E Ratio. Problems on Exchange Ratios based on Assets Approach, Earnings Approach and Market Value Approach and Impact of Merger on EPS, Market Price and Market capitalization.		
<b>Module No. 5: Ethical and Governance Issues</b>		<b>08</b>

Introduction to Ethical and Governance Issues: Fundamental Principles, Ethical Issues in Financial Management, Agency Relationship, Transaction Cost Theory, Governance Structures and Policies, Social and Environmental Issues, Purpose and Content of an Integrated Report.

**Skill Development Activities:**

1. Visit an organization in your town and collect data about the financial objectives.
2. Compute the specific cost and Weighted average cost of capital of an Organization, you have visited.
3. Case analysis of some live merger reported in business magazines.
4. Meet the financial manager of any company, discuss ethical issues in financial management.
5. Collect the data relating to dividend policies practices by any two companies.

**Books for Reference:**

1. I M Pandey, Financial management, Vikas publications, New Delhi.
2. Abrish Guptha, Financial management, Pearson.
3. Khan & Jain, Basic Financial Management, TMH, New Delhi.
4. S N Maheshwari, Principles of Financial Management, Sulthan Chand & Sons, New Delhi.
5. Chandra & Chandra D Bose, Fundamentals of Financial Management, PHI, New Delhi.
6. B. Mariyappa, Advanced Financial Management, Himalaya Publishing House, New Delhi.
7. Ravi M Kishore, Financial Management, Taxman Publications
8. Prasanna Chandra, Financial Management, Theory and Practice, Tata McGraw Hill.
9. Moneycontrol.com

**Note:** Latest edition of text books may be used

<b>Name of the Program:</b> Bachelor of Commerce (B.Com.) <b>TOURISM AND TRAVEL MANAGEMENT</b> <b>Course Code:</b> B.COM TTM 6.2 (DSC-17) <b>Name of the Course:</b> Income Tax Law & Practice – II		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs</b>	<b>60 Hrs</b>
<b>Pedagogy:</b> Classrooms lecture, Case studies, Tutorial classes, Group discussion, Seminar & field work etc.,		
<b>Course Outcomes: On successful completion of the course, the students' will be able to</b> <ol style="list-style-type: none"> <li>Understand the procedure for computation of income from business and Profession.</li> <li>Understand the provisions of capital gains.</li> <li>Comprehend the sources of income under the income from other source.</li> <li>Demonstrate the computation of total income of an Individual.</li> <li>Comprehend the assessment procedure and to know the power of income tax authorities.</li> </ol>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: Profits and Gains of Business and Profession</b>		<b>20</b>
Introduction-Meaning and definition of Business, Profession and Vocation. - Expenses Expressly allowed - Expenses Expressly Disallowed - Allowable losses - Expressly disallowed expenses and losses, Expenses allowed on payment basis. Problems on computation of income from business of a sole trading concern - Problems on computation of income from profession: Medical Practitioner - Advocate and Chartered Accountants.		
<b>Module No. 2: Capital Gains</b>		<b>10</b>
Introduction - Basis for charge - Capital Assets - Types of capital assets - Transfer - Computation of capital gains - Short term capital gain and Long term capital gain - Exemptions under section 54, 54B, 54EC, 54D, 54F, and 54G. Problems covering the above sections.		
<b>Module No. 3: Income from other Sources</b>		<b>10</b>
Introduction - Incomes taxable under Head income other sources - Securities - Types of Securities - Rules for Grossing up. Ex-interest and cum-interest securities. Bond Washing Transactions - Computation of Income from other Sources.		
<b>Module No. 4: Set Off and Carry Forward of Losses &amp; Assessment of individuals.</b>		<b>10</b>
Introduction - Provisions of Set off and Carry Forward of Losses (Theory only) - Computation of Total Income and tax liability of an Individual under old tax regime and new tax regime 115BAC		
<b>Module No. 5: Assessment Procedure and Income Tax Authorities:</b>		<b>10</b>
Introduction - Due date of filing returns, Filing of returns by different assesses, E- filing of returns, Types of Assessment, Permanent Account Number -Meaning, Procedure for obtaining PAN and transactions where quoting of PAN is compulsory. Income Tax Authorities their Powers and duties.		

**Skill Development activities:**

1. Visit any chartered accountant office and identify the procedure involved in the computation of income from profession.
2. List out the different types of capital assets and identify the procedure involved in the computation of tax for the same.
3. List out the steps involved in the computation of income tax from other sources and critically examine the same.
4. Identify the Due date for filing the returns and rate of taxes applicable for individuals.
5. Draw an organization chart of Income Tax department.

**Books for Reference:**

1. Mehrotra H.C and T.S.Goyal, Direct taxes, Sahithya Bhavan Publication, Agra.
2. Vinod K. Singhanian, Direct Taxes, Taxman Publication Private Ltd, New Delhi
3. Gaur and Narang, Law and practice of Income Tax, Kalyani Publication Ludhiana.
4. Bhagawathi Prasad, Direct Taxes.
5. B.Mariyappa, Income tax Law and Practice-II, Himalaya Publishing House. Delhi.
6. Dr. Saha, Law and Practice of Income Tax, Himalaya Publishing House.
7. Income tax department website: [www.incometax.gov.in](http://www.incometax.gov.in)

Note: Latest edition of text books may be used.

<b>Name of the Program:</b> Bachelor of Commerce (B.Com.) <b>TOURISM AND TRAVEL MANAGEMENT</b> <b>Course Code:</b> B.COM TTM 6.3 (DSC-18) <b>Name of the Course:</b> MUSEOLOGY AND CONSERVATION		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs</b>	<b>60 Hrs</b>
<b>Pedagogy:</b> Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,		
<b>Course Outcomes: On successful completion of the course, the students' will be able to</b> <ol style="list-style-type: none"> <li>Demonstrate the significance of Museums in Tourism industry.</li> <li>Analyse and interpret Museum Architecture and Administration.</li> <li>Understand the various conservation methods and techniques involved in Museum</li> <li>Understand the relationship between Museums and Tourism</li> </ol>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: Introduction to Museology</b>		<b>10</b>
Introduction to Museology: Definition of Museum, History of Museum, History of Museum in Indian Context, History of Museums in Karnataka.		
<b>Module No. 2: Museum Architecture</b>		<b>12</b>
Museum Architecture: Planning a Museum – old Building – new building, Components of a good building for a Museum, Museum Buildings, Main requirements of a Museum. Kinds of Museum, List of Museum in India( in Numbers), Museum Functions. Security and Storage in Museum.		
<b>Module No. 3: Museum Administration</b>		<b>10</b>
Museum Administration: Staff, Personnel Management, Financial Management, E-Governance. Museum Education and Research, Museum Publication. Museum Studies and Public Relations.		
<b>Module No. 4: Museum Conservation</b>		<b>13</b>
Museum Conservation: Methods and Techniques, Packing and Transportation of Museum Objects, Museum Related Organisations – International and National. Museum Library, Reproduction of Museum Objects. Museum Legislative Measures.		
<b>Module No. 5: Museums and Tourism</b>		<b>15</b>
Museums and Tourism : Museums in the promotion of Tourism, Museum Problems, Museum Marketing. Study of Selected Museums of India ( Chatrapathi Shivaji Museum, Mumbai, National Museum, Delhi, Government Museum, Chennai, Visveswaraya Industrial and Technological Museum, Bangalore, Salarjung Museum, Hyderabad, Indian Museum, Kolkata, Victoria Memorial Hall, Kolkatta, Manipur State Museum, Museum of Mankind, Bhopal)		

**Skill Development Activities:**

1. Visit to Museum ( atleast 5 types )
2. Preparation of Objects and Artefacts available in different Museum
3. Estimation of staffs at the Museums( District Level, Regional and National Level)
4. List of Publications available for Tourists in Museum
5. Entry charges of various categories of Museums( National and International)
6. Enlist of various Catalogues available in Museums.
7. List out the Services and Facilities available for Tourists at Museums.

**Books for Reference:**

1. Alexander E.P. 1979 :Museums in Motion : An Introduction to History and Function of Museums.Nashville.
2. Alexander , E.P.(ed.) 1995 : Museum Masters: Their Museums and their influence, New Delhi
3. Ambrose, T. :Museum Basics, ICOM, London & NewYork. & C. Paine, 1993
4. Belcher, M. 1991 :Exhibition in Museums Washington D.C.
5. Brawne, M. 1965. : The New Museum : Architecture and Display. New York

**Note: Latest edition of text books may be used.**

<b>Name of the Programme: Bachelor of Commerce ( B.Com)</b> <b>TOURISM AND TRAVEL MANAGEMENT</b> <b>Course Code: B.COM TTM 6.4 (DSE-3)</b> <b>Name of the Course: MICE TOURISM</b>		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No of Teaching Hours</b>
<b>3 Credits</b>	<b>4 Hrs</b>	<b>60 Hrs</b>
<b>Pedagogy:</b> Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & fieldwork etc.,		
<b>Course Outcomes: On successful completion of the course, the students' will be able to</b> <ol style="list-style-type: none"> <li>Understand the role and purpose of events and special events</li> <li>Understand the techniques and strategies required to plan successful special events</li> <li>Acquire the knowledge and competencies required to promote, implement and conduct special events</li> <li>Comprehend the process of successful event management</li> <li>Analyse the requirement of Special events</li> </ol>		
<b>Syllabus</b>		<b>Hours</b>
<b>Module-1 Conceptual Foundations of Events</b>		<b>13</b>
Major characteristics, Five C's of event management- Conceptualization, Costing, Canvassing, Customization, Carrying out; Advantages of events- to the organizer, event planner, participants, economy and society; Broad classification of Events.		
<b>Module No. 2 Introduction to MICE</b>		<b>15</b>
Evolution of MICE industry; Components of MICE; Economic and social significance of MICE; Introduction to professional meeting planning- definition, types and roles; associate, corporate & independent meeting planners; TA's and TO's as meeting planner; Convention Visitor Bureaus (CVB) - functions, structure and sources of funding		
<b>Module No. 3 Events Venues</b>		<b>12</b>
Concept and types; Conference venues- facilities, check-in and check-out procedures, requirements; conference room layouts; Convention manager; inter-related venues; project planning and development. Introduction to conference facilities in India. Role and functions of ICPB and ICCA.		
<b>Module No. 4 Trade Shows and Exhibitions</b>		<b>10</b>
Trade shows and exhibitions/expositions: types of shows, benefits of exhibitions, participant decision-making process. Contract negotiations – principles; negotiation with hotels, airlines and ground handlers.		
<b>Module No. 5 Incentive Tours</b>		<b>10</b>
Incentive tours: Characteristics, its organising and special requirements. Latest meeting technologies - Video conferencing and Information Communication Technology (ICT). Factors including ICT affecting future of events business.		

**Skill Development Activities:**

1. Visit any type of event and understand the process of event management.
2. Visit any MICE activity based organization to understand the process of Special Events
3. Identify various stake holders in the Event Management and importance of them in successful of an event.
4. Enlisting the Pre-event, During Event and Post Event Activities.

**Books for Reference:**

1. Fenich, G.G. (2005). Meetings, Expositions, Events and Conventions- An Introduction to the Industry. New Delhi: Pearson/Prentice Hall. (L)
2. Montgomery, R.J. and Strick, S.K. (1995). Meetings Conventions and Expositions- AnIntroduction to the Industry. New York: Van Nostrand Reinhold. (L)
3. Weirich, M.L. (1992). Meetings and Conventions Management. New York: Delmar PublishersInc. (L)
4. Study Materials of IGNOU – Diploma in Event Management Course.

**Note:** Latest edition of text books may be used

**Name of the Program:** Bachelor of Commerce (B.Com.)

**TOURISM AND TRAVEL MANAGEMENT**

**Course Code:** B.COM TTM 6.5 (DSE-4)

**Name of the Course:** House Keeping Management

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>3 Credits</b>	<b>4 Hrs</b>	<b>60 Hrs</b>

**Pedagogy:** Classrooms lecture, Case studies, Group discussion, Seminar & field work etc.,

**Course Outcomes: On successful completion of the course, the students' will be able to**

- a) Understand the importance of Housekeeper in a Star Hotel
- b) Comprehend the functioning of Housekeeping department in a Hotel.
- c) Underline the skills that are required by Housekeeping staff in a Hotel.
- d) Demonstrate the various skills that are required to work in Housekeeping department of a star hotel.

<b>Syllabus:</b>	<b>Hours</b>
<b>Module No. 1: Introduction</b>	<b>10</b>
Introduction about House Keeping Department in the Hotel and Catering Industry - Importance of House Keeping Department, Organization Chart of House Keeping department and Hotel Industry - Non Commercial Establishment and other Domestic Sectors - The Layout of House Keeping Department.	
<b>Module No. 2: Housekeeping department &amp; Personnels</b>	<b>15</b>
The Staffing of the Department - Job Description - Job Specification of the House Keeping Personnels - Aims and Attributes of House Keeper - Co-ordination with other Departments, Qualities of House Keeping Staff.	
<b>Module No. 3: Linen and Laundry Management</b>	<b>13</b>
Linen & Laundry - Linen type & sizes, Laundering procedure - linen & guest laundry, Linen room layout & record. Procedures to be followed on - Rooms and Floors - Routine Methods of work Knowledge of Rooms - Guest Floors - Maids Cart - Room Report - Room Cleaning.	
<b>Module No. 4: Cleaning Procedures</b>	<b>12</b>
Cleaning Equipment and Agents - Routine Methods of Work - Contracts - Room Status Report and Room Assignments - Inspection - Types of Room Cleaning Services - Budgeting and Buying.	
<b>Module No. 5 - Ancillary Services of Housekeeping</b>	<b>10</b>
Lost and Found Procedure - Maids Report - House Keepers Report - Handover Records - Guests Special Request Register - Records of Special Cleaning - Attendance Record, Stock Record, Pest Control.	

**Skill Development Activities:**

1. Visit to the Housekeeping department of a Star Hotel
2. Illustrate the Layout of Housekeeping department of a star Hotel
3. Format for Job Description and Job Specification of Housekeeping Staffs/Personnels
4. Preparation of Linen Room Checklist
5. Laundry process - (In-house and Contract)
6. Various forms and Formats used in House Keeping department
7. Special services and procedures adopted by Housekeeping department

**Books for Reference:**

1. Sudhir Andrew., (2008), "Hotel, Housekeeping Training Manuel", Tata Mc. Graw Hill Ltd., NewDelhi.
2. Joan Brown, (1998), "Hotel, Hostel, Hospital Housekeeping", ELTS Publishers (Book Power)
3. Medelin Schneider, and Georgenta, (1998), "The Professional Housekeeper", JohnWiley and SonsLtd., United States

**Note: Latest edition of text books may be used.**

<b>Name of the Program:</b> Bachelor of Commerce (B.Com.) <b>TOURISM AND TRAVEL MANAGEMENT</b> <b>Course Code:</b> B.COM TTM 6.6 (A)- VOCATIONAL- 2 <b>Name of the Course:</b> TOUR LEADERSHIP AND MANAGEMENT		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>3 Credits</b>	<b>(3+0+2) 4 Hrs</b>	<b>60 Hrs</b>
<b>Pedagogy:</b> Classrooms lecture, Case studies, Group discussion, Seminar & field work etc.,		
<b>Course Outcomes: On successful completion of the course, the students' will be able to</b> a) Understand, the role of Tour Leadership and managing the tour. b) Analyze various duties and responsibilities of a Tour guide c) Comprehend the skills that are required for Tour guide and implement the same d) Identify various pre-requisite and manage the Groups e) Assess the role of Tour Guide in providing the service to the Tourists.		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: Introduction to Tour Leadership</b>		<b>10</b>
Tour Leadership: Introduction to tour leadership, Importance of a tour manager, Characteristics of tour escorting profession, the difference between tour escorting and tour guiding, Advantages and disadvantages of choosing tour escorting as a profession. Tour management in India and abroad, Skills and competencies required to be a tour manager, Challenges faced by a tour manager.		
<b>Module No. 2: Pre-Trip Duties</b>		<b>15</b>
Pre-trip Duties / Preparation: Understanding group profile, trip details, checklist at the point of departure - Familiarization with a destination - Liaison with local suppliers - Pre-tour documentation: Tour Leader's File - Travel Essentials for a tour manager		
<b>Module No. 3: On Tour responsibilities of a tour manager</b>		<b>15</b>
On-tour responsibilities of a tour manager: Responsibilities at the Airport: Meet & Greet; Airport Check-In Procedures, Customs and Immigration; Group Clearance - Luggage Responsibilities at the hotel: Check In, Check out, Rooming List, Meal requests, Making arrangements Responsibilities during sight-seeing tours On-Tour Operation / Conduct: Organizing Commentary- Commentary / Storytelling; Destination Briefing, Time Schedule; Points of Interests; Getting a "Mental Picture" of Routing & Landmarks		
<b>Module No. 4: Responsibilities On Coach</b>		<b>10</b>
Responsibilities on coach: Seat Allotment, Time management, Entertainment, Creating rapport within the group. Other responsibilities: The Professional Daily Briefing, Taking care of logistics: Dine Around, Shopping, Safety of guests, Arrival preparations: Briefing instructions and Reconfirming Flights; Tour Conclusion and feedback		
<b>Module No. 5: Group Management</b>		<b>10</b>
Group control and Setting Limits, Handling difficult tourists, Communication Skills; Typical Day-to-Day Problems; Listening Skills; Conflict Resolution; Keeping your Cool; Creativity; Tips to keep the group happy; Ethical and Professional Considerations, Tools of the trade for the tour manager, Understanding cross-cultural differences. Situation Handling: Handling emergency situations, awkward tourists, grievances		

**Skill Development Activities:**

1. Enlist the types of Skills required for Tour Manager
2. Arrangement to be made before the trip/tour
3. Duties to be performed during the tour by tour manager
4. Preparation of Checklist, Briefing and Debriefing Schedule.
5. Checklist for Logistics – tour operations
6. Model format for feedback of the tour
7. Case Study as an example of handling groups like School Students, College Students, VIPs, Business Travellers and Awkward Tourists.

**Books for Reference**

1. Chowdhary, Nimit (2013). Handbook for Tour Guides. New Delhi: Matrix Publishers.
2. Mitchell, G.E. (2005). How to Start a Tour Guiding Business. Charleston: The GEM GroupLtd.
3. Pond, K.L. (1993). The Professional Guide. New York: Van Nostrand Reinhold.

**Note : Latest Editions of the books to be referred**

<b>Name of the Program:</b> Bachelor of Commerce (B.Com.) <b>TOURISM AND TRAVEL MANAGEMENT</b> <b>Course Code: B.COM TTM 6.6 (B) VOCATIONAL - 2</b> <b>Name of the Course: Management of Adventure Tour Operations</b>		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>3 Credits</b>	<b>(3+0+2) 4 Hrs</b>	<b>60 Hrs</b>
<b>Pedagogy:</b> Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,		
<b>Course Outcomes: On successful completion of the course, the students' will be able to</b> <ol style="list-style-type: none"> <li>Understand the concept of Adventure Tourism and Management</li> <li>Identify a list of Adventure Tourist destinations in India and Abroad</li> <li>Apply best practices for Adventure Tourism Activities.</li> <li>Comprehend the Adventure Tourism activities and suggest tour plans accordingly</li> </ol>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: Managing Adventure Tours</b>		<b>12</b>
Major terms used in adventure activities (land, water and air). Illness, Injuries and First Aid (Hypothermia, Frost Bite, Altitude Illness, Snow Blindness etc). National and International Organisations (ATTA, UIAA, IMF, ATOAI, PADI, WPGA etc), its code of conduct.		
<b>Module No. 2: Planning Adventure Tourism Activities</b>		<b>14</b>
Itinerary planning considerations for different durations (land, water and air); planning for safety and emergencies. Permits (ILP, PAP and RAP) and permits to climb Himalaya in India and Nepal. Season for climbing Himalaya. Highest mountain peaks of seven continents.		
<b>Module No. 3: Group Management and Food Planning</b>		<b>12</b>
Group management: Preparing navigation routes, attitude of the State authorities, community tourists and other stakeholders, the natural history of destination-ecology, climate, fauna and flora, landform features.		
<b>Module No. 4 Food Plan</b>		<b>12</b>
Food Plan: Menu and nutrition considerations; hygiene, trail food preparation; kitchen food preparation; packaging; presentation; and hygienic sanitation.		
<b>Module No. 4: Legal Liability and Risk Management</b>		<b>10</b>
Legal liability concepts; owner and director liability; guide and leader liability; risk assessment and control; risk mitigation; risk financing and insurance.		
<b>Skill Development Activities:</b> <ol style="list-style-type: none"> <li>Enlist the Adventure Tourism Activities( Land, Water and Air)</li> <li>Enlist the organizations that are associated with Adventure Tourism and their functions</li> <li>Preparation of Itinerary for Various Adventure Tourism Activities ( based on sl.no.1)</li> <li>Sample Meal Planning pattern for Adventure Tourism</li> <li>Meal Planning based on Nutritive value for Special Adventure Tour activities</li> <li>Points that are considered for legal management of the activities involved in Adventure Tourism</li> </ol>		

**Books for Reference:**

1. Malik, S.S. (1997). Adventure Tourism, New Delhi: Rahul Publishing.
2. Negi, J. (2001). Adventure Tourism and Sports-Part- I & II, New Delhi: Kanishka Publishers.
3. New Som, D., Moore, S.A., Dowling, R.K. (2004), Natural Area Tourism, New Delhi: VivaBooks.
4. Buckley, Ralf (2006). Adventure Tourism, CABI International

**Note: Latest edition of text books may be used.**

**Name of the Program:** Bachelor of Commerce (B.Com.)

**TOURISM AND TRAVEL MANAGEMENT**

**Course Code:** B.com TTM 5.7 (SEC-VB)

Course Title	<b>Cyber Security (Theory) Formative Assessment=40 Summative =60</b>		
Course Code:	B.com TTM 5.7 (SEC-VB)	No. of Credits	<b>03</b>

**Course Outcomes (COs):** After the successful completion of the course, the student will be able to:

- CO1: After completion of this course, students would be able to understand the concept of Cyber security and issues and challenges associated with it.
- CO2: Students, at the end of this course, should be able to understand the cybercrimes, their nature, legal remedies and as to how report the crimes through available platforms and procedures.
- CO3: On completion of this course, students should be able to appreciate various privacy and security concerns on online social media and understand the reporting procedure of inappropriate content, underlying legal aspects and best practices for the use of Social media platforms.

Contents	45 Hrs
<b>Module-I.</b> Introduction to Cyber security: Defining Cyberspace and Overview of Computer and Web-technology, Architecture of cyberspace, Communication and web technology, Internet, World wide web, Advent of internet, Internet infrastructure for data transfer and governance, Internet society, Regulation of cyberspace, Concept of cyber security, Issues and challenges of cyber security.	15
<b>Module-II .</b> Cyber crime and Cyber law: Classification of cyber crimes, Common cyber crimes- cyber crime targeting computers and mobiles, cyber crime against women and children, financial frauds, social engineering attacks, malware and ransomware attacks, zero day and zero click attacks, Cybercriminals modus-operandi, Reporting of cyber crimes, Remedial and mitigation measures, Legal perspective of cyber crime, IT Act 2000 and its amendments, Cybercrime and offences, Organizations dealing with Cybercrime and Cyber security in India, Case studies.	15
<b>Module III.</b> Social Media Overview and Security: Introduction to Social networks. Types of Social media, Social media platforms, Social media monitoring, Hashtag, Viral content, Social media marketing, Social media privacy, Challenges, opportunities and pitfalls in online social network, Security issues related to social media, Flagging and reporting of inappropriate content, Laws regarding posting of inappropriate content, Best practices for the use of Social media, Case studies.	15

**Pedagogy:** Problem Solving

Formative Assessment for Theory	
Assessment Occasion/type	Marks
Internal Test 2Nos	(30%40) 2=24
Assignment/Surprise Test=2 Nos	(20%40) 2=16
<b>Total</b>	<b>40 Marks</b>
<i>Formative Assessment as per guidelines.</i>	

Text/References	
1	Cyber Crime Impact in the New Millennium, by R. C Mishra , Auther Press. Edition 2010
2	Cyber Security Understanding Cyber Crimes, Computer Forensics and Legal Perspectives by Sumit Belapure and Nina Godbole, Wiley India Pvt. Ltd. (First Edition, 2011)
3	Security in the Digital Age: Social Media Security Threats and Vulnerabilities by Henry A. Oliver, Create Space Independent Publishing Platform. (Pearson , 13 <sup>th</sup> November, 2001)
4	Cyber Laws: Intellectual Property & E-Commerce Security by Kumar K, Dominant Publishers.
5	Fundamentals of Network Security by E. Maiwald, McGraw Hill.

<b>Name of the Program: Bachelor of Commerce (B.Com.)</b>			
<b>TOURISM AND TRAVEL MANAGEMENT</b>			
<b>Course Code: B.com TTM 5.7 (SEC-VB)</b>			
Course Title	<b>EMPLOYABILITY SKILLS</b>		<b>Teaching hrs=03</b>
Course Code:	B.com TTM 5.7 (SEC-VB)	No. of Credits	<b>03</b>
<b>Formative Assessment =40 marks</b>		<b>Summative Assessment =60 marks</b>	
<b>Learning Objectives:</b> the course is designed to suit the need of the outgoing students to face various competitive examination and campus interview by acquainting them quantitative aptitude, logical reasoning and analytical reasoning			
<b>Course outcomes:</b> on the successful completion of the course the students will able to understand			
<ul style="list-style-type: none"> <li>a) The basic concept of quantitative ability</li> <li>b) the basic concept of logical reasoning skill</li> <li>c) the basic concept of analytical ability</li> <li>d) acquire satisfactory competency in the use of reasoning</li> <li>e) able to solve the placement and various competitive examination papers quantitative aptitude, logical reasoning and analytical ability</li> </ul>			
<b>Contents</b>			45 hrs
<b>Unit-1 Quantitative Aptitude</b>			20 hrs
1.1 Number System, 1.2 LCM and HCF, 1.3 Decimal fraction 1.4 Square roots & Cub roots 1.5 Surds, and Indices, 1.6 Averages 1.7 Percentage 1.8 Problems on ages 1.9 Profit and Loss, 1.10 simple and compound Interest 1.11 Ratio and Proportion 1.12 Probability 1.13 Time and Work, 1.14 Time, Speed and Distance, 1.15 Permutation and Combination.			
<b>Unit-2 Logical Reasoning (Deductive Reasoning)</b>			12 hrs
2.1 Analogy 2.2 Coding and decoding 2.3 Blood Relations, 2.4 Directional series 2.5 Number and letter 2.6 calendars 2.7 clocks 2.8 Venn Diagram 2.9 Seating Arrangements 2.10 mathematical operations			
<b>Unit-3 Analytical Reasoning</b>			13 hrs
3.1 Statement and Arguments 3.2 Statements and Assumptions 3.3 Statements and conclusion 3.4 Passage and conclusion 3.5 Assertion and reason 3.6 causes and effects 3.7 simple and coded inequality 3.8 conditions and grouping 3.9 critical reasoning 3.10 syllogism			
<b>Reference books</b>			
<ol style="list-style-type: none"> <li>1. A modern Approach to verbal and Non- verbal Reasoning by R S Agarwal</li> <li>2. Analytical and Logical reasoning By Sijiwali B S</li> <li>3. Quantitative Aptitude for Competitive examination by R S Agarwal</li> <li>4. Analytical and logical reasoning for CAT and other management entrance test by Sijiwal B S</li> <li>5. Quantitative aptitude for competitive examinations by Abhijit Guha 4<sup>th</sup> edition</li> <li>6. Hand book on Employability skills by Karnataka State Higher Education Council and Karnataka Skill development corporation (download from Bangalore university website)</li> <li>7. <a href="http://orepinsta.com">http://orepinsta.com</a>.</li> <li>8. <a href="http://www.indiabix.com">http://www.indiabix.com</a></li> <li>9. <a href="http://www.javatpoint.com">http://www.javatpoint.com</a></li> </ol>			

# **Guidelines for Internship Bachelor of Commerce Tourism and Travel Management**

## **1. Objectives:**

- a) The internship aims at enabling the students to get a practical exposure to the working/functioning of the Tourism and Travel industry.
- b) The internship provides an opportunity to students to substantiate their classroom learning with practical experience.

## **2. Guidelines for Internship:**

- 1) Students of the V Semester, after completion of the End Semester Examination have to undergo the internship for a minimum of 4- 6 weeks (min 160 hours). The area of Internship can be only in the fields of Tourism and Travel Industry as given below : (anywhere in India or abroad).
  - a) Travel Agency /Tour Operator - IATA Approved/ DOT Approved/ Approval from Central / State Level.
  - b) Hotels/ Resort - 3 Star / 4 Star / 5 Star Hotel.
  - c) Event Management Company - Reputed and Leading Company
  - d) Airport ( International / Domestic)
- 2) On completion of the internship, a certificate from the company is to be obtained stating the period of the internship and a brief description of the nature of the internship i.e. responsibilities handled. Also, the Confidential rating on various parameters (1-6) (Like Regularity to work, Attitude towards work, Professional Competence, Ability to interact with other staff/colleagues, Willingness to learn etc,) has to be obtained from the Company.
- 3) A report of internship undertaken along with certificate and confidential rating will have to be submit to the Department of the concerned College.

## **3. The Internship Report should include Four (4) chapters**

Chapter-1 Introduction of the organization includes - Inception, SWOC analysis, nature of business, profile, Organizational Structure, Functional Areas, etc

Chapter –2 objective of study, methodology adopted-source of data -technique,

limitation of the study etc

Chapter -3 Discussion/ Analysis and Interpretation/ Findings of the study, and suggestions

Chapter-4 Learning Experience like Work profile and job responsibilities handled by the students during internship, their contribution and learning experience. Weekly report of work done etc.

#### **4. Evaluation of the Report:**

Internship Report shall be valued by Examiners of BOE for 60 Marks and the viva voce shall be conducted by the BOE for 40 marks and the marks shall be added in the VI Semester. (Total marks = Report (60 marks) + Viva Voce (40 marks) = 100 Marks).

#### **5. Presentation of the Report:**

1. Typing should be done on one side of the A-4 size paper.
2. The margin left side 1.75 inches, the right, top and bottom margin should be 1 inch each.
3. Font size: Chapter heading: 14; Sub-heading: 12 (Bold) and text of the running matter: 12.
4. Fonts to be used are Times New Roman.
5. The text of the report should have 1.5 line spacing; quotations and foot notes should be in single-line space
6. The total of the report to be in the range of 70 to 80 pages
7. The report should be presented in hardbound/ Spiral (Normal binding) for report evaluation
8. The students shall also submit the hard & PDF Soft copy of the report to the HOD, Department of Commerce, Concerned College should keep the record in library
9. In case of any doubt or ambiguity in the interpretation of the guidelines mentioned in the guidelines, the decision of the Dean, Faculty of Commerce, shall be final.