# JAI HIND COLLEGE AUTONOMOUS

# Syllabus for T.Y. BVOC

# Course: BVoc-Travel and Tourism Management

# Semester    : V

*Credit Based Semester & Grading System*

*With effect from Academic Year 2019-20*

# List of Courses

**Course: BVoc-Travel and Tourism Management  Semester V**

| Semester <V> | | | |
|---|---|---|---|
| **Course Code** | **Course Title** | **Credits** | **Lectures /Week** |
| CBTT501 | Strategic Management | 3 | 3 |
| CBTT502 | Multimedia I | 3 | 3 |
| CBTT503 | Entrepreneurship | 3 | 3 |
| CBTT504 | Managerial Economics | 3 | 3 |
| CBTT505 | International Tourism & Trends | 3 | 3 |
| CBTT506 | Niche Tourism | 4 | 3 |
| CBTT507 | Tour Manager Operations | 4 | 3 |
| CBTT508 | Event Management | 3 | 3 |
| CBTT509 | Internship credits | 4 | 120 hours in industry |
| | TOTAL CREDITS | 30 | |

| Course Code: CBTT501 | Strategic Management | (Credits:03 Lectures/Week:03) |
|---|---|---|
| **Learning Objectives** | ➢ To introduce students to the subjects of Strategic Management<br>➢ To give them fair understanding of strategy formulation, implementation, monitoring and evaluation<br>➢ To familiarize students to corporate strategies, functional strategies and global strategies<br>➢ To develop capabilities of the students to analyze cases and develop strategic solutions | |
| **Course description** | **This course aims to build the understanding of students into how managers employ the formal and informal relationships that exist between firms in an industry, devise solutions to the externally focused questions facing a company, and effectively formulate and implement an organization's key strategies, the results of which shapes the structure and functioning of an organization. The course aims to training eligible candidates to develop functional and managerial skills, foster relationships with companies, facilitating recruitments in corporate management and strategy. It enables students to learn various corporate strategies and provoke their critical thinking skills.** | |
| | **THEORY** | **(45 lectures)** |
| **Sub Unit** | **Unit – I: Introduction to business policy& Environmental Scanning** | **10 lectures** |
| **1.** | a) Strategic management<br>   i. Definitions & nature<br>   ii. Scope & significance<br>   iii. Elements and processes | |
| **2.** | a) Ben and Jerry's Ice Cream: Case Study<br>   i. Mission & Goals<br>   ii. Objectives<br>   iii. Company report analysis | |
| | **Unit – II: Evaluation and Control** | |
| **1.** | a)<br>   i. Analyzing the External & Internal Environment of the Firm<br>   ii. Michael Porter's Five Forces Model<br>b) Kirin Beer: Case Study, SWOT Analysis | |
| **2.** | a)<br>   i. SWOT Analysis<br>   ii. Recognizing a Firm's Intellectual Assets<br>b) Ali-baba: Case Study (not assessed) Group | |

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|---|---|---|
| **3.** | a)<br>    i.    Project: Preparation and Guidance | |
| | **Unit – III: Strategic Formulation and Implementation** | **15 lectures** |
| **1.** | a)<br>    i.    Corporate, Business levels functional stages<br>    ii.    Strategic implementation | |
| **2.** | a)<br>    i.    Cultural aspect of strategic choice<br>    ii.    Functional strategies<br><br>    b)  Strategic Implementation | |
| | **Unit – IV: Theory of Constraints &Corporate Level Strategies** | **10 lectures** |
| **1.** | **a)**<br>    **i.**    Corporate level strategy- Samsung: Case Study<br>    **ii.**    Business level strategy- Foxconn: Case Study<br><br>    **b)**  International strategy: Zara case study | |
| **2.** | **a)**  Strategy implementation<br>    **i.**    Issues in implementation<br>    **ii.**    Project implementation and control procedures<br>    **iii.**    Resource allocation | |
| **3.** | **a)**<br>    **i.**    Corporate ethos<br>    **ii.**    Culture and ethics<br>    **iii.**    Management of change | |
| **ICA (Internal Continuous Assessment)** | CA 1 = 20 marks - Case study<br>CA 2 = 20 marks - Presentation.<br><br>Total CAs = 40 marks | |
| **References:** | 1. Fred R. David, (13th Ed). *Strategic Management: Concepts & Cases*, New Jersey: Prentice Hall International.<br>2. Dr. Kazmi, Azhar.(2008) *Business Policy & Strategic Management*, Mumbai : Tata McGraw Hill.<br>3. Pearce II, John A & Robinson Jr, Richard B. (2015).*Strategic Management*, Delhi: A.I.T.B.S. Publishers. | |

# Evaluation Scheme

**[A] Evaluation scheme for Theory courses**

**I. Internals: 25 marks: Test/Assignment/Presentation /Field visit**
**II. Semester End Examination (SEE)- 75 Marks**

| Course: CBTT502 | Course Title: Multimedia-I (Credit:03 Lectures/Week:03) | |
|---|---|---|
| | Objectives: To understand and create and design for print and digital media.<br><br>Outcomes: layout designs, digital illustration, color theory, typography, image manipulation, branding, packaging and advertising, pre-press, the design of symbols and logos & corporate stationery and multimedia project management with sound and video editing techniques. | |
| Unit I | Photoshop Topics<br>Navigating the Workspace<br>Working with Documents<br>Image Modes &Color Selection<br>Selections techniques<br>Layers and Mask<br>Adding and Working with Type<br>Painting Tools<br>Saving & exporting<br><br>Coreldraw Topics<br><br>Importance & Usage various Drawing tools<br>Understanding of Different Text and Alignment option<br>Importance & Usage various Interactive tool<br>How to select color from one object & fill in other object<br>To create new Shaps with Different Shaping Options<br>Difference between Duplicate & Clone<br>Use of Transformation tool | 15 L |
| Unit II | Adobe Flash<br>Drawing Toolbar introduction<br>Timeline Introduction<br>Introduction to Different Symbols, Library etc.<br>Use of Layers<br>Introduction to Classic Animation<br>Introduction to Shape Animation<br>Introduction to Frame by Frame Animation<br>Introduction to Masking Techniques in Flash etc.<br>Creating Gif Animation and export options.<br><br>Sony Sound Forge<br>Technical concepts and theory of sound<br>Introduction to Audio formats<br>Digitization and Resampling of Sound, | 15 L |

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|---|---|---|
| | Editing, Mixing, Recording of WAV audio<br>Converting sound into different formats for presentation | |
| Unit III | Adobe Photoshop Advance<br>Bitmap vs vector, RGB/CMYK theory<br>Clip mask techniques, creating artwork with Pen tool,<br>Different text and image effect using Filters,<br>Creating GIF animations using layers<br>Use of Actions, batch, liquify etc.<br>Different techniques of image color corrections, smart filters<br>Creating different Layouts as per the industry requirements<br>Adobe Illustrator<br><br>Raster and Vector theory<br>Creating Vector using Pen tool,<br>Creating & Manipulating Paths<br>Specifications RGB v CMYK,<br>Duplicating shapes & transformations<br>Organizing Artwork With Layers<br>Working With Type And Creating Corporate Stationery<br>Saving for various software and export options | 15 L |
| Unit IV | Adobe Premier<br><br>Introduction to Interface and workflow<br>Working with Video and Audio timeline<br>Cutting & Editing Video, Applying Effects etc.<br>Inserting different transitions in-between videos<br>Exporting Video in different formats for presentation<br><br>Flash Action Script<br>Basic syntax of Action Script 3.0<br>Movieclip and Button Properties syntax<br>Different Data type used in script<br>Interactive multimedia presentation commands | 15 L |
| | Textbook: --To be announced in class | |

## Evaluation Scheme

**[A] Evaluation scheme for Theory courses**

**III.   Internals: 25 marks: Test/Assignment/Presentation /Field visit**

**IV.   Semester End Examination (SEE)- 75 Marks**

| Course Code:<br>CBTT503 | Entrepreneurship | (Credits:03<br>Lectures/Week:03) |
|---|---|---|
| Learning<br>Objectives | ➢ **Teaches students to think outside the box and nurtures unconventional talents and skills**<br>➢ **It creates opportunity, ensures social justice, instills confidence and stimulates the economy**<br>➢ **To understand the steps and processes in the process of becoming and entrepreneur** | |
| Course<br>description | **This course aims to promote and develop entrepreneurship. It teacheshow to conduct research and provide consultancy for entrepreneurship development, analyses the entrepreneurial growth in India and various success stories and how to develop an idea.** | |
| | **THEORY** | **(45 lectures)** |
| Sub Unit | **Unit – I: Introduction: The Entrepreneur** | **10 lectures** |
| 1. | a)<br>i. Definition & Characteristics of a successful entrepreneur<br> ii. Entrepreneurial scene in India<br> b) Analysis of entrepreneurial growth in different<br> communities | |
| 2. | a)<br>i. Case histories of successful entrepreneurs<br> ii. Concept & development of Social Entrepreneurship in<br> India. | |
| 3. | a)<br>i. Role of Entrepreneurship in economic development<br> ii. Start ups | |
| | **Unit – II: Role of Innovation in Business and Idea Generation** | **10 lectures** |
| 1. | a)<br>i. Types of Innovation<br> ii. Creating and Identifying<br>iii. Opportunities for Innovation | |
| 2. | a)<br> i. The Technological Innovation Process & Creating New<br> ii. Technological Innovation and Intrapreneurship<br> iii. Licensing & Patent, Innovation in Indian Firms. | |
| 3. | a)<br> i. Idea Generation and Opportunity Assessment, | |

| Sub Unit | | |
|---|---|---|
| | ii. Sources of New Ideas & Techniques for generating ideas<br>iii. Opportunity Recognition | |
| **Sub Unit** | **Unit – III: Business Plan Preparation** | **15 lectures** |
| **1.** | a)<br>i. Elements of the Business Plan<br>    ii. Developing a Business Plan<br>    iii. Guidelines for preparing a Business Plan | |
| **2.** | a)<br>i. Financial Market Analysis & Technical Feasibility<br>    ii. Feasibility Analysis: Technical Feasibility of Products and Services<br>    iii. Marketing Feasibility: Marketing Methods, Pricing Policy and Distribution Channels | |
| **3.** | a)<br>i. Estimating project cost<br>    ii. Incorporation of Business<br>    iii. Forms of Business organizations | |
| | **Unit – IV: Entrepreneurial Venture and Marketing (Project Based)** | **10 lectures** |
| **1.** | a)<br>i. Methods& Channel of Marketing<br>    ii. Marketing Institutions & Assistance<br>    iii. Business Model Canvas | |
| **2.** | a)<br>i. New trends in entrepreneurship & E-entrepreneurship<br>    ii. Role of e- commerce and M commerce<br>    iii. Ethical considerations | |
| **3.** | a)<br>i. Life cycle of an entrepreneurial venture<br>    ii. Role of entrepreneur during various transition stages<br>    iii. Dynamics of small business environment<br><br>  b) Causes for failure & success factors for small business | |
| **References:** | 1. Kumar, Arya. (2012). *Entrepreneurship*, Delhi: Pearson.<br>2. Poornima M.CH. (2009). *Entrepreneurship Development – Small Business Enterprises*, Delhi: Pearson.<br>3. Michael H. Morris, ET. al. (2011). *Entrepreneurship and Innovation*, New Delhi: Cen gage Learning. | |

|  | 4. Anil Kumar, S., ET.al. (2011). *Entrepreneurship Development*, New Delhi: New Age International Publishers.<br>5. Bedi, Kanishka. (2009). *Management and Entrepreneurship*, Delhi: Oxford University Press. |  |
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## Evaluation Scheme

**[A] Evaluation scheme for Theory courses**

**V.     Internals: 25 marks: Test/Assignment/Presentation /Field visit**

**VI.    Semester End Examination (SEE)- 75 Marks**

| Course Code: CBTT504 | Managerial Economics | (Credits:03 Lectures/Week:03) |
|---|---|---|
| **Learning Objectives** | ➢ To familiarize the students with macro concepts and macro policies in economics <br> ➢ To help them to understand how these policies affect business decisions. <br> ➢ To effectively use economic analysis while framing business policies. | |
| **Course description** | **This course aims to introduce students to basics of economic terms which is an essential part to understanding the international economy as well of the country which will help them maneuver in the real world. It teaches them management of economy, concepts of demand, supply, revenue, cost, inflation, deflation etc.** | |
| | **THEORY** | **(45 lectures)** |
| **Sub Unit** | **Unit – I: Introduction** | **10 lectures** |
| **1.** | a) <br> i. Managerial Economics: Definition <br> ii. Relevance <br> iii. National Income | |
| **2.** | a) <br> i. Fundamental Concepts of Revenue & Cost & Profit <br> ii. Production & Consumption & Distribution <br> iii. Money demand & Supply | |
| **3.** | a) <br> i. Concepts of inflation deflation <br> ii. recession & depression <br> iii. HDI, Monetary policy & taxes | |
| **Sub Unit** | **Unit – II: Market system and Equilibrium** | **10 lectures** |
| **1.** | a)Economic System | |
| **2.** | a) Market Structure | |
| **Sub Unit** | **Unit – III: Markets and Pricing** | **15 lectures** |
| **1.** | a)Demand and Supply Curves | |
| **2.** | a) Pricing Strategies | |
| **Sub Unit** | **Unit – IV: Demand and Price elasticities** | **10 lectures** |
| **1.** | a) Consumer Demand and Consumer Behavior | |
| **2.** | a)Price Elasticity of Supply | |

| References: | 1. Gupta, G.S. (2017). *Managerial Economics*, New York: McGraw Hill Education.<br>2. Dwivedi, D.N. (2010). *Managerial Economics,* New Delhi: S.Chand (G/L) & Company Ltd. | |

# Evaluation Scheme

**[A] Evaluation scheme for Theory courses**

**VII. Internals: 25 marks: Test/Assignment/Presentation /Field visit**

**VIII.Semester End Examination (SEE)- 75 Marks**

| Course Code: CBTT504 | International Tourism & Trends | (Credits:03 Lectures/Week:03) |
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| **Learning Objectives** | ➢ It helps students understand the current international trends in tourism. <br> ➢ It prepares them for to step into international tourism market. | |
| **Course description** | **This course aims to introduce students to the international trends of travel & tourism industry with regards to the outbound and inbound traveling of the tourists. It makes them understand this through the case studies of various travel companies in Indian and world market.It also teaches them about the international tourism bodies.** | |
| | **THEORY** | **(45 lectures)** |
| Sub Unit | **Unit – I: International Tourism growth Forces and factors influencing growth of international tourism** | **10 lectures** |
| **1.** | a) Trends in tourists' arrivals and receipt in international tourism | |
| **2.** | a) Measurement of International Tourism | |
| **3.** | a) Methods and their Merits and Demerits | |
| | **Unit – II: Regional Distribution of International Tourism-I** | **15 lectures** |
| **1.** | a) International Tourism (inbound tourism) trends in Europe with special reference to French, Spain, Italy, and United Kingdom. | |
| **2.** | a) International tourism (inbound tourism) trends in Americas with special reference to USA, Mexico, Caribbean, Islands and Brazil. | |
| Sub Unit | **Unit – III: International tourism (inbound tourism) trends in** | **10 lectures** |
| **1.** | a) International tourism (inbound tourism) trends inAsia-Pacific region with special reference to China, Thailand, Singapore, India, Australia and New Zealand. | |
| **2.** | a) International tourism (inbound tourism) trends in Africa and Middle East with special reference to South Africa, Kenya and Egypt. | |
| | **Unit – IV: International Tourism Organizations** | **10 lectures** |
| **1.** | a) <br>   i. Role in tourism development and promotion <br>   ii. UNWTO-membership and objectives | |

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|---|---|---|
| | iii.    World Travel &Tourism Council (WTTC) | |
| **2.** | a)<br>   i.    Role in tourism development and promotion<br>   ii.   Membership and objectives of Pacific Asia Travel Association (PATA) | |
| **3.** | a)<br>   i.    Role in tourism development and promotion<br>   ii.   Membership and objectives of International Air<br><br>     Transports Association (IATA) | |
| **References:** | 1. Horner, Susan & Swarbrooke, John (2012).*International Cases in Tourism Management* , London: Routledge.<br>2. O'Grady R. (1981) (6th edition).*Tourism principles, Practices & Philosophies*, New York : John Wiley & Sons Inc.<br>3. Shackley,Myra.(2012)*Atlas of Travel and Tourism Development* , London: Routledge. | |

## Evaluation Scheme

**[A] Evaluation scheme for Theory courses**

**IX.  Internals: 25 marks: Test/Assignment/Presentation /Field visit**

**X. Semester End Examination (SEE)- 75 Marks**

| Course Code: CBTT505 | Niche Tourism I | (Credits:04 Lectures/Week:03) |
|---|---|---|
| **Learning Objectives** | ➢ Tobuild in students an ability to understand the niche segments in tourism.<br>➢ To build knowledge necessary to target niche markets in a more effective manner, according to the needs of business as well as market development<br>➢ Interpret market trends and match and design or redesign niche tourism products appropriate to a particular destination<br>➢ Find, evaluate, use and appropriately refer to relevant information | |
| **Course description** | **This course aims to introduce students to the niche and specialized types of tourism. It gives them an understanding on niche concepts in tourism, its framework and product development, special interest tourism, culture &events-based tourism and activity-based tourism.** | |
| | **THEORY** | **45 lectures** |
| **Sub Unit** | **Unit – I: Niche Tourism - Introduction** | **10 lectures** |
| **1.** | a)<br>i. Niche Tourism Concept<br>ii. From Niche Marketing to Niche Tourism<br>iii. Niche Tourist Profiling | |
| **2.** | a)<br>i. Niche Tourism Framework & Product Development<br>ii. Special Interest Tourism: The Roots of Niche | |
| **3.** | a) Destination Development through Niche Tourism | |
| **Sub Unit** | **Unit – II: Special interest tourism** | **10 lectures** |
| **1.** | a)<br><br>i. Culinary Tourism<br><br>ii. Geotourism<br><br>iii. Youth tourism | |
| **2.** | a)<br><br>i. Photographic tourism<br><br>ii. Film Tourism<br><br>iii. Wellness | |

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|---|---|---|
| **3.** | a) <br><br> i. Dark Tourism <br><br> ii. Medical Tourism <br><br> iii. Wine Tourism | |
| **Sub Unit** | **Unit – III: Culture, Tourism Products & Event based Tourism** | **15lectures** |
| **1.** | a) <br><br> i. Tribal Tourism <br><br> ii. Religious Tourism <br><br> iii. Yoga Tourism | |
| **2.** | a) i. Heritage Tourism | |
| **3.** | a)i. Event Tourism | |
| **Sub Unit** | **Unit – IV: Activity-based tourism** | **10lectures** |
| **1.** | a) Sports Tourism | |
| **2.** | a) Adventure Tourism | |
| **3.** | a) Wildlife Tourism | |
| **References:** | 1. Ahluwalia H.P.S. and Manfred Garner. ( 1985). *Himalayas: A Practical Guide*, Delhi: Himalayan Books. <br> 2. Singh, R.L.(ed) (1989) India : *A Regional Geography,*Varanasi: National Geographical Society of India. <br> 3.Chand Gian and Manohar Puri. (1989). *Trekking*, New Delhi : International publisher India. <br> 4. Smith, M., Puczko, L. (2008). *Health and Wellness Tourism*, Butterworth-Heinemann. | |

## Evaluation Scheme

**[A] Evaluation scheme for Theory courses**

**XI.   Internals: 25 marks: Test/Assignment/Presentation /Field visit**

**XII.  Semester End Examination (SEE)- 75 Marks**

| Course Code: CBTT506 | Tour Manager Operations | (Credits:04 Lectures/Week:03) |
|---|---|---|
| **Learning Objectives** | ➢ Based on the Qualification Pack 'Tour Manager'<br>➢ Helps students learn the qualities and skill needed to become a Tour Manager. | |
| **Course description** | **This course aims to train tourism students to be a successful Tour Manager. It is based on the QP document developed by Tourism & Hospitality Skill Council. It teaches them overall particular qualities required in Tour manager and how to cultivate them. It gives an understanding on role and scope of the work.** | |
| | **THEORY** | **(45 lectures)** |
| **Sub Unit** | **Unit – I: Fundamentals of Tour Manager Operations** | **10 lectures** |
| **1.** | a) Tour Operating Industry in India | |
| **2.** | a) Global Perspective – TMO- Any two case studies | |
| **3.** | a) Understanding Tour Manager's role and responsibilities overall-Personal attributes required | |
| | **Unit – II-Responsibilities as Administrator** | **11lectures** |
| **1.** | Administer the company operations | |
| **2.** | Handle the administration and staff<br><br>  i.   Managing the staffing process and setting standards<br>  ii.  Checking the work and activities performed by the staff<br>  iii.  Attending to the concerns of the staff | |
| **3.** | a) Maintain standard of etiquette and hospitable conduct<br>  i.   Following behavioral, personal and telephone etiquettes<br>  ii.  Treating customers with high degree of respect and professionalism<br>  iii.  Follow gender and age sensitive service practices | |
| | **Unit – III: Managing the Clients** | **12 lectures** |
| **1.** | Manage the client and develop business | |
| **2.** | a) Manage the client and develop business &Communicate with customer and colleagues | |

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|---|---|---|
| | i. Developing relationship with the clients & Managing the business <br> ii. Expanding and developing the business & Interacting with superior <br> iii. Communicating with colleagues & Communicating effectively with customers | |
| **3.** | a) Maintain customer-centric service orientation <br><br> i. Engaging with customers for assessing service quality requirements <br> ii. Achieving customer satisfaction <br> iii. Fulfilling customer requirement | |
| | **Unit – IV: IPR of organization, Hygiene and Strategies** | **12 lectures** |
| **1.** | a) Maintain IPR of organization and customers <br> i. Securing company's IPR <br> ii. Respecting customer's copyright | |
| **2.** | a) Maintain health and hygiene <br> i. Ensuring cleanliness around workplace <br> ii. Following personal hygiene practices <br> iii. Taking precautionary health measures | |
| **3.** | Professional skills required as Tour Manager | |
| **References:** | Stephen Page, (2012), Tourism Management, Routledge. <br> Alastair M. Morrison, (2013), Marketing and Managing Tourism Destinations 1st Edition, Routledge. | |

## Evaluation Scheme

**[A] Evaluation scheme for Theory courses**

**XIII. Internals: 25 marks: Test/Assignment/Presentation /Field visit**

**XIV. Semester End Examination (SEE)- 75 Marks**

| Course Code: CBTT507 | Event Management | (Credits:03 Lectures/Week:03) |
|---|---|---|
| **Learning Objectives** | ➢ It will help students to plan, organize, and execute all types and sizes of events.<br>➢ It prepares students on theoretical aspects for event Management and trains them in skills required. | |
| **Course description** | **This course aims at teaching students about the elements of event management. It introduces students to processes in event management, planning, issues in event management, HR considerations & specialized events.** | |
| | **THEORY** | **(45 lectures)** |
| **Sub Unit** | **Unit – I: Introduction to Event Management- Introduction to Events** | **10 lectures** |
| 1. | a) Concept<br>b) Definition and Frameworks<br>c) Categories and Typologies | |
| 2. | a) Characteristics of Events<br>b) Social- Economical and Developmental implications of Events. | |
| 3. | a) Market Demand and Supply for Event. | |
| | **Unit – II: Event Planning** | **10 lectures** |
| 1. | a) Concept<br>b) Process and Design<br>c) Pre- Event Research & Studying Event Feasibility. | |
| 2. | a) Legal compliances & Event Venue Finding<br>b) Logistics and Ambience<br>c) Marketing and Advertising for Events. | |
| 3. | a) PR for Events Financial Management of Events<br>b) Events Catering tips and Events decoration Entertainment planning and Speaker selection<br>c) Various Protocols in Events<br>d) Time and Cost Management in Events | |

| | Unit – III: Issues in Event Management HR Considerations | 10 lectures |
|---|---|---|
| 1. | a) The Human Resource Planning Process<br>b) Need Assessment & Policies and Procedures<br>c) Job Descriptions Recruitment and selection<br>**d) Training and development of event staff** | |
| 2. | a) Developing Leadership and Supervision skills during Events<br>b) Group development & Skills required to be a Good event planner<br>c) Safety and Security Considerations. | |
| 3. | a) Occupational Safety Health & Major Risks<br>b) Incident Reporting & Crowd Management<br>c) Evacuation: the Crowd Management plan | |
| | **Unit – IV: Specialized Events** | **10 lectures** |
| 1. | a) Types of events<br>b) Various considerations while organizing theme parties, M.I.C.E (Meeting, Incentive, Conference and Convention, Exhibitions) | |
| 2. | a) Business Meetings: Understanding the concept<br>b) Various meeting setups | |
| 3. | a) Organizing business meetings | |
| **References:** | 1. Lynn V. and Brenda R. (2002)*Event Management*, New Delhi: Pearson Publication.<br>2. S.N Bagchi, Anita Sharma. (2005). *Food and Beverage Service*, New Delhi: Aman Publication.<br>3. Lawson, F.R Congress, (1980). *Conventions and Conference: facility Supply and demand*, International Journal of tourism management.<br>4. Goldblatt, JJ (1990). *Special Events: Art and Science of Celebration*, New York: Van Nostrand Reinhold. | |

## Evaluation Scheme

**[A] Evaluation scheme for Theory courses**

**XV. Internals: 25 marks: Test/Assignment/Presentation /Field visit**

**XVI. Semester End Examination (SEE)- 75 Marks**

**INTERNSHIP MINIMUM 120 HRS COMPULSORY TO EARN 4 CREDITS**