

JAI HIND COLLEGE AUTONOMOUS



Syllabus for S.Y.BVOC

Course : Travel Tourism Management

Semester : IV

Credit Based Semester & Grading System

With effect from Academic Year 2018-19

List of Courses

Course: Travel Tourism Management

Semester: IV

SR. NO.	COURSE CODE	COURSE TITLE	NO. OF LECTURES / WEEK	NO. OF CREDITS
SYBVOC (TT)				
1	CBTT401	Report Writing	3	3
2	CBTT402	Green Computing	3	3
3	CBTT403	Human Resource Management	3	3
4	CBTT404	Digital Marketing	3	3
5	CBTT405	Tourism Economics	3	4
6	CBTT406	Destination Planning	3	4

SEMESTER IV GE PAPERS

Course: CBTT401	Report Writing (Credits :3 Lectures/Week: 3)	
	<p>Objectives:</p> <ul style="list-style-type: none"> • This paper examines the effective communication skills which students will use in there day to day life • Students develop a basic understanding of communication skills and explore various aspects of motivation, leadership, decision-making, careers, power and personality development. • The paper is based on a foundation of theory but incorporates a strong practical emphasis. <p>Outcomes:</p> <ul style="list-style-type: none"> • Student will be able to appreciate effective communication skills and various aspects of report writing and have a perspective on broader communications styles. • Students will be able to use this in business environment & attending a report writing can help students improve there written communication abilities in order to persuade and influence effectively within the business and externally 	
Unit I	<p>WRITING AN EFFECTIVE REPORT: Stages of Writing, Composing Business Messages, Style and Tone Five W's and one H of Report Writing, Planning and Types of Reports Creativity in written communication, use of picture & diagram in written communication</p>	10 L
Unit II	<p>ORAL COMMUNICATION: Fundamentals of Oral Communication- Public Speaking Power point presentation, body language, non-verbal & facial expressions Communication and emotional intelligence Persuasive communication Communication through organizing various events like conferences, committee meeting, press meets, seminars, fests and the like.</p>	15 L
Unit III	<p>BUSINESS COMMUNICATION: Writing Commercial Letters: Business Letter Format, Types of Letter – Routine Business Letters & Sales Letters Resume and Job Applications, Business Memos & E- Mail Messages Proposals, Technical Articles Electronic Mail, Handling Mails, Maintaining a Diary, Legal Aspects of Business Communication, Negotiation Skills.</p>	15 L
Unit IV	<p>ROUTINE CORRESPONDENCE: Circulars, drafting notices, handling complaints & evaluating interview performance</p>	10 L

	Articles, formal invitations & proforma for performance appraisal Letters of appointment, captions for advertising, Minutes of Meeting, action taken report on previous resolution	
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Textbook:

1. Bovee, Thill and Schatzman, *Business Communication Today*, Pearson

Additional References:

1. Ober, Scot. *Contemporary Business Communication*, Biztantra
3. Rao, Nageshwar. & Das, Rajendra., (2011). *Business Skills*, HPH.
4. EllenGuffy, Mary. (1993). *Business Communication*, Thomson.
5. Rizvi, M Ashraf., *Effective Technical Communication*, TMH
6. Raman, Meenakshi., & Sharma, Sangeeta., *Technical Communication*, Oxford
7. Osborn, Micheal, & Osborn, Suzanne., *Public Speaking*, Biztantra.
8. Seely, John., *Oxford Writing and Speaking*, Oxford
9. Diwan, Parag., *Business Communication*

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: CBTT402	Green Computing (Credits :3 Lectures/Week: 3)	
	Objectives: <ul style="list-style-type: none"> • The aim of this subject is to teach students the goal of green computing which is to attain economic viability and improve the way computing devices are used • It includes the development of environmentally sustainable production practices, energy efficient computers and improved disposal and recycling procedure Outcomes: <ul style="list-style-type: none"> • students will be able to learn how to use green computing practically in there day to day life • It helps students to learn the importance of green computing information technology, sustainable use of the technology and minimize the use of electricity and reduce the environmental dissipation while using the computers 	
Unit I	<p>Introduction to environment, key elements of a safety and health management system</p> <p>Policy & commitment, initial safety and health management system, review safety and health policy developing a workplace safety and health policy.</p> <p>Safety consultation. Fire, change of state and latent heat, thermal expansion of solids, liquids and gases, transmission of heat, combustion, fire tetrahedron, and combustible solid, liquids and gases.</p> <p>Classification of fire and different fire extinguishing methods, portable fire extinguishers</p>	10 L
Unit II	<p>FUNDAMENTALS</p> <p>Green IT Fundamentals: Business, IT, and the Environment & Green computing: carbon footprint, scoop on power Green IT Strategies: Drivers, Dimensions, and Goals Environmentally Responsible Business: Policies, Practices, and Metrics.</p> <p>GREEN ASSETS AND MODELING</p> <p>Green Assets: Buildings, Networks, and Devices Green Business Process Management: Modeling, Optimization, and Collaboration Green Enterprise Architecture: Environmental Intelligence, Green Supply Chains Green Information Systems: Design and Development Models.</p>	10 L
Unit III	<p>GREEN COMPLIANCE</p> <p>Socio-cultural aspects of Green IT, Green Enterprise Transformation Roadmap Green Compliance: Protocols, Standards, and Audits Emergent Carbon Issues: Technologies and Future.</p> <p>Green Hardware and Software: Green Hardware, Introduction, Life Cycle of a Device or Hardware, Reuse, Recycle and Dispose, Green Software, Introduction Energy-Saving Software Techniques, Changing the way we work, Going</p>	10 L

	Paperless	
Unit IV	<p>Green Data Center: Data Centre IT Infrastructure, Data Centre Facility Infrastructure Implications for Energy Efficiency, IT Infrastructure Management & Green Data Centre Metrics.</p> <p>Green Data Storage: Introduction, Storage Media Power Characteristics & Energy Management Techniques for Hard Disks, System-Level Energy Management</p>	10 L
<p>Textbook:</p> <ol style="list-style-type: none"> 1. Mark G. O'Neill, GREEN IT FOR SUSTAINABLE BUSINESS PRACTICE, An ISEB Foundation Guide. 2. Jason Harris, Green Computing and Green IT Best Practices <p>Additional References:</p>		

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: CBTT403	Human Resource Management (Credits :3 Lectures/Week: 3)	
	<p>Objectives:</p> <ul style="list-style-type: none"> • This paper examines the effective skills requires for HRM which students will be using in their professional career • Students develop a basic understanding of Management skills and explore various aspects of leadership, decision-making, careers, power and personality development. • The paper is based on a foundation of theory but incorporates a strong practical emphasis. <p>Outcomes:</p> <ul style="list-style-type: none"> • Student will be able to appreciate the values of HRM and incorporate in their professional life. • Students will learn various aspects and have a perspective on organizational behaviour 	
Unit I	<p>Overview of HRM Field- Meaning and scope of human relations Management Organisation of Personnel functions Organizational Theories & Human Resources- Taylor's principles of scientific management, Fayol's staff management theories&the two types of managers</p>	10 L
Unit II	<p>Staffing in Organizations– The hiring process, staff selection methods&job bidding Employee turnover and absenteeism, employee termination Employee training programs Job Analysis and Design- Job enrichment and enlargement, job rotation Job specifications and descriptions, job evaluation methods</p>	15 L
Unit III	<p>Performance Appraisals– Administrative and developmental uses of performance appraisals, Common appraisal methods& management by objective Types of compensation systems- compensation equity Mandatory and voluntary benefits, incentives</p>	10 L
Unit IV	<p>Labor Relations– The National Labor Relations Board, collective bargaining and unionizing processes Bargaining strategies&Executive Order 10988 Current Issues and Trends in HRM– Affirmative action, cultural and age diversity, Gender diversity, workplace violence&alternative work arrangements</p>	10 L
<p>Textbook:</p> <ol style="list-style-type: none"> 1. Dessler, Gary. (2014).(14th ed)<i>Human Resource Management..</i> Upper Saddle River, NJ: Prentice Hall, 2. Mathis, Robert L., &Jackson,John H., (2014). (14th ed).<i>Human Resource Management.</i> Stamford, CT: Cengage Learning. <p>Additional References:</p> <ol style="list-style-type: none"> 1. Sharma, A. M. (2005). <i>Personnel & HRM</i>, Pune: Himalaya Publishing House. 2. Monappa, Arun&Saiyadin, Mirza,. (1985).<i>Human Resource Management</i>, New York: 		

Tata McGraw Hill Publishing Co.

3. Pattanayak, Bisvrajeet,. (2005).*Human Resource Management*, Delhi: Prentice - Hall India.
4. Decenzo, David A., & Robbins, Stephen P., (1994).*Human Resource Management*, New York: John Wiley & Son. Inc.
5. Michael, V. P.,(1998).*Human Resource Management and Human Relations*, Pune: Himalaya Publishing House.

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II. Semester End Examination (SEE)- 75 Marks



Course: CBTT404	Digital Marketing (Credits :3 Lectures/Week: 3)	
	Objectives: This subject helps students to learn various aspects of digital marketing and social media marketing, various SEO, Google analytic and google webmaster tool Outcomes: <ul style="list-style-type: none"> • Students will be able to create advertisements and learn how to promote it through google analytics and social media • Analyse the behaviour of social media and technooogy in terms of the key factors that influence marketing and promotions. • Analyse media planning and marketing analysis 	
Unit I	Social media marketing- Types of social media and how it influences customers- Facebook-creating Facebookpage, Creating FAN page for Business Marketing, You Tube Ads, Twitter, Linked in& slide share, Search engine optimization- rank webpage on top of search, ORM &Google webmaster tool, . Google Analytics- Analyse, measure and improve performance of online campaigns	10 L
Unit II	Freelancer affiliate Marketing, Google Ad-words & Create advertising campaigns on Google Email marketing, Mobile marketing & Online reputation management, Google webmaster Tools- Info-graphics Content marketing, DigitalMarketing strategy & E commerce Business marketing Top E – Commerce Websites around the world, E – Commerce Scenario in India &How to do SEO of an E – Commerce Website Why you need a solid E – Commerce marketing strategy, Formulating right e – commerce marketing strategy Using affiliate marketing to promote your e – commerce business Hash-tag, Viral Market, Webinar Marketing, WhatsApp marketing, Creating a blog, Instagram Marketing.	15 L
Unit III	Marketing analysis – (annual reports, news articles, government resources) Target Audience analysis (Simmons Market Research Bureau, Mediamark Research) Competitive analysis (Bureau of Advertising Research, Leading National Advertisers) Media planning The function of media planning in advertising	10 L
Unit IV	Role of media planner, Challenges in media planning Media planning process Deciding the ideal media mix and communications mix.	10 L

Textbook:

1. Sissors, Jack Z., & Surmanek, Jim., (1976). *Advertising Media Planning*-Crain books.
2. Adams, James R., (1977). *Media Planning*-Business books.
3. Rossister, John R., (1998). *Advanced Media Planning*, Kluwer Academic publications.
4. Advertising M.P. , Jack Z Sissors, McGraw Hill 6th Edition.

Additional References:

1. Sharma, A. M. (2005). *Personnel & HRM*, Pune: Himalaya Publishing House.
2. Monappa, Arun & Saiyadin, Mirza., (1985). *Human Resource Management*, New York: Tata McGraw Hill Publishing Co.
3. Pattanayak, Bisvrajeet., (2005). *Human Resource Management*, Delhi: Prentice - Hall India.
4. Decenzo, David A., & Robbins, Stephen P., (1994). *Human Resource Management*, New York: John Wiley & Son. Inc.
5. Michael, V. P., (1998). *Human Resource Management and Human Relations*, Pune: Himalaya Publishing House.

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SEMESTER IV SKILL PAPERS

Course: CBTT405	Tourism Economics (Credits :4 Lectures/Week: 3)	
	Objectives: <ul style="list-style-type: none"> • Students will learn the business economics and industrial structure and the role of public and private sector in tourism economy • Pricing sector of tourism and implementing the marketing mix in practical industry Outcomes: <ul style="list-style-type: none"> • Analyse the role of public and private sector and the market structure of Indian economy • Assess the potential effects of business economics and the industrial structure • Critically evaluate the potential effects of important developments in tourism economics in the external environment 	
Unit I	Introduction, scope and methodology, Industrial transition, Industrial development, special reference to Tourism sector Overview of Industrial structure of Indian economy-new scenario-1990 onwards Market structure -during period of globalization	10 L
Unit II	Role of Public and Private sector in Indian economy Economic planning of Tourism -integrated approach National Tourism Policy, 1997 Policy NRI & Tourism Domestic Tourism Inbound Tourism Outbound Tourism Action plan during the period of 10 th Plan	10 L
Unit III	Concept of Economics and Tourism Economics Decision making Importance of marginal concept-Macroeconomics and microeconomics Economic impact of Tourism Tourism as export industry Determinants of demand /factors affecting supply	10 L
Unit IV	Tourism Economics-production function, Economies of scale, Elasticity of supply Cost and profit Pricing strategy in Tourism sector Promotional activities-Incredible India -branding strategy Tourism Marketing Mix	15 L

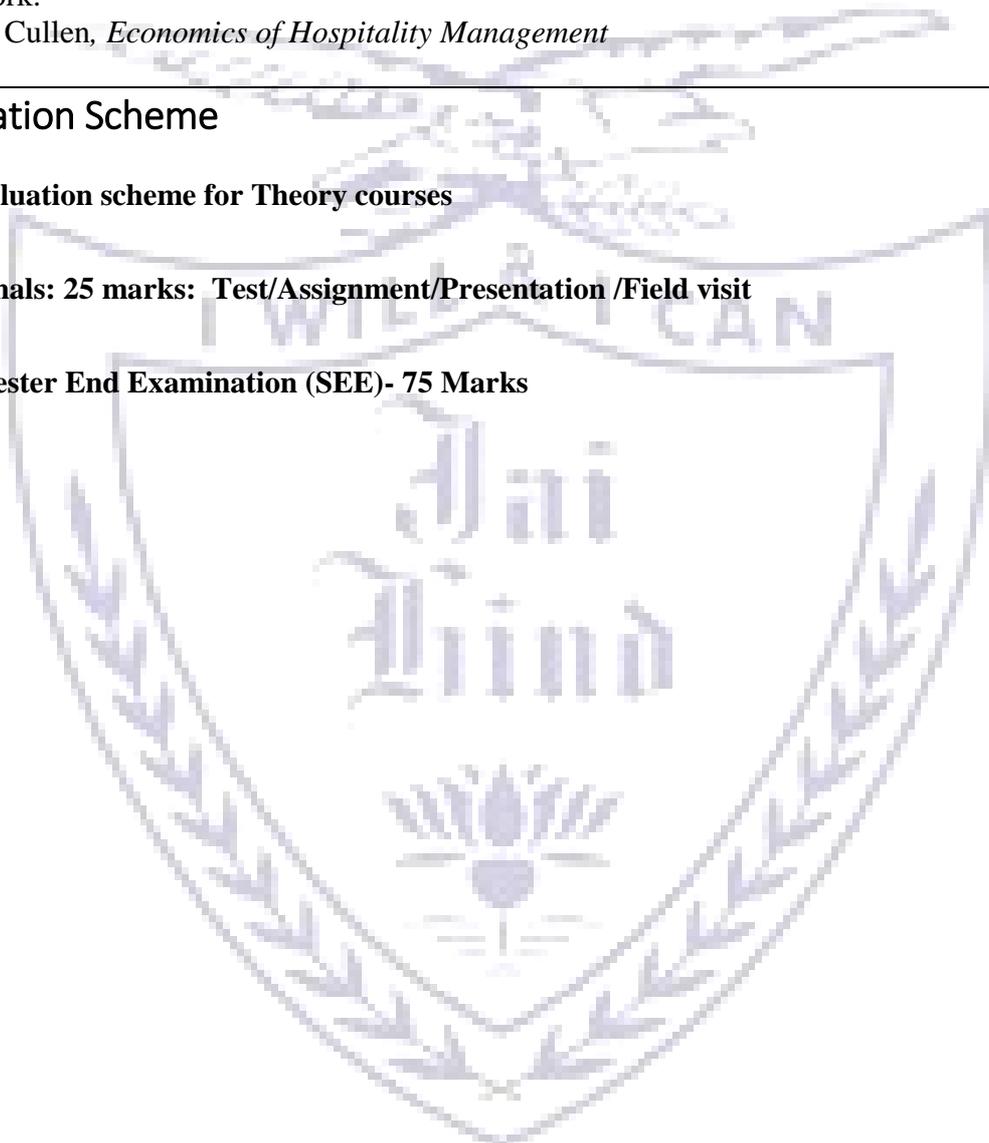
	Tourism Marketing strategies	
<p>References:</p> <ol style="list-style-type: none"> 1. Petersen, Craig H. <i>Managerial Economics</i>, New Delhi Pearson Education. 2. Mithani, D.M. <i>Managerial Economics</i>, New Delhi, Himalaya Publications. 3. Chopra, O.P. <i>Managerial Economics</i>. New Delhi Me Graw Hill. 4. Koutsoyiannis, A. <i>Modern Micro Economics</i>. New York, Macmillan. 5. M. Thea Sinclair and Mike Stabler. <i>The Economics of Tourism</i>. Rutledge, London and Yew York. 6. Peter Cullen, <i>Economics of Hospitality Management</i> 		

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Course: CBTT406	Destination Planning & Development (Credits :4 Lectures/Week: 3)	
	Objectives: <ul style="list-style-type: none"> • Through this subject student's will learn the necessary procedure for destination development with strategic foundation • Destination planning with necessary precursors to tourism development • Understanding the components of destination marketing mix and product development in regional areas Outcomes: <ul style="list-style-type: none"> • Analysis of product development with various components of marketing mix and how to manage existing tourism destination. • Students will learn the role of DMO & DMC in tourism destination planning 	
Unit I	Necessary precursors to Tourism Development Strategic foundations How CVB can serve diverse groups of customers, clients and members Importance of alliance and partnerships for DMO	10 L
Unit II	Necessary precursors to Tourism Development Strategic foundations How CVB can serve diverse groups of customers, clients and members Importance of alliance and partnerships for DMO	10 L
Unit III	Components of Destination Marketing Mix, Product Strategy – Nature & characteristics, Managing existing Tourism Products, New Product development in Regional Tourism, Pricing Strategies – Tourists Perception of Price.	15 L
Unit IV	Role of transportation services-concept of accessibility and mobility and how they are crucial to destination development	10 L
References: <ol style="list-style-type: none"> 1. Ernie Health & Geoffrey Wall, <i>Marketing Tourism Destinations</i> , John Wiley & Sons. Inc. 2. J. Christopheo Holloway & Chris Robinson, <i>Marketing for Tourism</i> 3. Philip Kotler, Jon Bower, <i>Marketing for Hospitality and Tourism</i> 		

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I. Internals: 25 marks: Test/Assignment/Presentation /Field visit

II. Semester End Examination (SEE)-75 Marks

720 HOURS OF INTERNSHIP MANDATORY