

# **JAI HIND COLLEGE AUTONOMOUS**



## **Syllabus for T.Y.BVOC**

**Course** : Travel Tourism Management

**Semester** : VI

*Credit Based Semester & Grading System*

*With effect from Academic Year 2018-19*

# List of Courses

**Course: Travel Tourism Management**

**Semester: VI**

<b>SR. NO.</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>NO. OF LECTURES / WEEK</b>	<b>NO. OF CREDITS</b>
<b>TYBVOG (TT)</b>				
1	CBTT601	International Finance	3	3
2	CBTT602	Multimedia II	3	3
3	CBTT603	Reasoning Aptitude & Placement Orientation	3	3
4	CBTT604	Data Analytics	3	3
5	CBTT605	Quality Management in Tourism	3	4
6	CBTT606	Adventure Tourism	3	5
7	CBTT607	Tourism Law	3	5
8	CBTT608	Entrepreneurship In Tourism	3	4

## SEMESTER VI GE PAPERS

<b>Course:</b> <b>CBTT601</b>	<b>Course Title: International Finance</b> <b>(Credits :03 Lectures/Week:03)</b>	
<b>Objectives:</b> <ul style="list-style-type: none"> <li>• To integrate domestic and global business analysis and provide students with the necessary tools to understand global business principles,</li> <li>• To acquaint the student with issues associated with the international finance.</li> </ul> <p>To familiarize the students with the concepts, functions, techniques of the working of the foreign exchange markets and its influence and impact on business in a globalized business scenario.</p>		
<b>Outcome:</b> This will help student in learning the importance of international finance and the emerging issues in international finance and foreign exchange.		
<b>Unit I</b>	<b>Major concepts</b> Meaning, scope, importance of international finance Emerging issues in International finance in a globalized world economy. Relationship/ role of BOP with International finance	<b>10 L</b>
<b>Unit II</b>	<b>Brief overview of international monetary system</b> Gold standard, Bretton Woods system, Fixed and flexible exchange rates Current exchange rate regimes.	<b>15 L</b>
<b>Unit III</b>	<b>Foreign exchange Markets –</b> Meaning, functions and structure of forex markets. Types of transactions, exchange rates Meaning and factor determinants. <b>Forex quotations-</b> spot and forward and arbitrage.	<b>10 L</b>
<b>Unit IV</b>	<b>World Financial markets and institutions</b> Euro currency markets- origin Euro bonds.	<b>10 L</b>
<b>Textbook:</b> <ol style="list-style-type: none"> <li>1. Maurice Obstfeld and K. Rogoff (1996): Foundations of International Macroeconomics.MIT.</li> <li>2. F. Rivera-Batiz and L. Rivera-Batiz (1994): <i>International Finance and Open Economy Macroeconomics</i>, 2nd edition. Prentice Hall.</li> </ol> <b>Additional References:</b> <ol style="list-style-type: none"> <li>1. Apte, P.G., ,(4<sup>th</sup> Ed). <i>International Financial Management</i>, TMH Publication.</li> <li>2. Eun, &amp; Resnick.,(4<sup>th</sup> Ed). <i>International Financial Management</i>, TMH Publication.</li> <li>3. Olivier Blanchard (1996): <i>Macroeconomics</i>. Prentice Hall.</li> <li>4. Maurice Obstfeld and K. Rogoff (1996): Foundations of International Macroeconomics.MIT.</li> <li>5. F. Rivera-Batiz and L. Rivera-Batiz (1994): <i>International Finance and Open Economy Macroeconomics</i>, 2nd edition. Prentice Hall.</li> </ol>		

### Evaluation Scheme

[A] Evaluation scheme for Theory courses

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

## II. Semester End Examination (SEE)- 75 Marks

<b>Course:</b> <b>CBTT602</b>	<b>Course Title: Multimedia II</b> <b>(Credits :03 Lectures/Week:03 )</b>	
	<b>Objectives:</b> <ul style="list-style-type: none"> <li>• To integrate graphic design software analysis and provide students with the necessary tools to understand photoshop and coreldraw</li> <li>• To acquaint the student's with latest software of Corel draw and Photoshop and there filters and tools for creative design</li> </ul> <b>.Outcomes:</b> <ul style="list-style-type: none"> <li>• Students will develop skills of graphic designing softwaressuh as corel draw, photoshop</li> <li>• Students will be able to use this software for creative logos and advertisement.</li> </ul>	
<b>Unit I</b>	<b>BASICS OF CORELDRAW</b> Introduction-Getting Started-Creating A New File - Title Bar-Menu Bar-Work Area-Printable Page-Property Bar-Page Counter Bar-Colour Palette-Toolbox-Status Bar-Drawing Figures-Lines-Ellipse-Circles-Rectangle-Square-Polygon-Saving-Closing-Opening-Views-Normal View-Preview-Wire Frame View-Draft View-Zoom-View Manager-Creating a View. <b>DRAWING</b> Introduction - Toolbox-Selecting an Object-Resizing an Object-Moving an Object-Changing the Shape-Combining Two Objects-Skewing-Welding the Objects-Blending-Curve Lines-Straight Lines-Continuing a Line-View Mode-Changing-Media Tool-Rotating An Object-Grouping-Fill Tool Fly Out-Filling-Spray Mode.	<b>10 L</b>
<b>Unit II</b>	<b>TEXT</b> Introduction-Text Tool-Entering Artistic Text-Entering Paragraph Text-Converting Text-Formatting Text-Changing the Font Size-Arranging Objects-Ordering The Objects-Changing the Font-Bullets-Decorating the Text-Webdings-Text Editor-Opening-Changing the Alignment-Type Style-Spell Checking-Grammer-Searching Synonyms-Find-Replace-Editing-Kerning-Formatting Characters. <b>IMAGE</b> Bitmap Images-Vector Image-Resizing-Rotating-Skewing-Moving-Cropping-Importing Images-Adding Special Effects-Converting to Bitmap-Exporting Images.	<b>15 L</b>
<b>Unit III</b>	<b>ADOBE PHOTOSHOP</b> <b>INTRODUCTION TO ADOBE PHOTOSHOP:</b> About Photoshop, Navigating Photoshop, Menus and panels, Opening new files, Opening existing files <b>Getting Started with Photoshop:</b> Exploring the Toolbox The New CS4 Applications Bar & the Options Bar, Exploring Panels & Menus, Creating & Viewing a New Document ,Customizing the Interface, Setting Preferences, <b>Working with Images, resizing&amp; cropping images</b>	<b>10 L</b>

Unit IV	Video making to be including in the syllabus	
<b>Textbook:</b> (1) An Introduction to Adobe Photoshop by Steve Bark, (2) Basics of Photoshop by Adam Dachis, (3) CorelDraw For Dummies, (4) CorelDraw 10 Step by Step		

## Evaluation Scheme

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

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



<b>Course:</b> <b>CBTT603</b>	<b>Course Title: Reasoning Aptitude &amp; Placement Orientation</b> <b>(Credits :03 Lectures/Week:03)</b>	
<b>Objectives:</b> 1.To enable students for reasoning aptitude questions 2.To prepare students in data interpretation 3.To hone skills in Syllogism, verbal ability and comprehension 4.To prepare students in critical problem solving 5.To check General awareness 6. Group discussion and Interview		
<b>Outcomes:</b> Students will learn how to implement their knowledge and skills in professional industry and learn various aspects of placement orientation		
<b>Unit I</b>	<b>PICTURE REASONING-</b> In this section, a series of pictures are given which may consist of picture series, picture analogy or picture classification, <b>STATEMENT REASONING-</b> In this section, sequence questions like seating arrangement or money distribution or height arrangement are given. A set of five questions are based directly on the statements given.	<b>10 L</b>
<b>Unit II</b>	<b>DATA INTERPRETATION</b> -This section consists of a direct sequence of 5 questions based on the data which is provided in the form of table charts, bar charts, pie charts or line charts. <b>DATA SUFFICIENCY-</b> Here a set of two statements are given followed by 5 options which satisfy the answer for the statements. You have to decide which option best suits the answer	<b>15 L</b>
<b>Unit III</b>	<b>ANALYTICAL PROBLEMS-</b> This section will have case studies and you need to mark options from the given solutions and provide analysis for the appropriate solution. <b>RELATION PROBLEM</b> - This section consists of questions which are similar to the sets and relations like students with biology, maths, physics and chemistry, maths and biology, only physics, etc., and questions related as such	<b>10 L</b>
<b>Unit IV</b>	<b>SYLLOGISM</b> -This section consists of statement followed by two conclusions. We need to pick out from 5 options which suits the best answer. <b>COMPREHENSION &amp; TECHNICAL WRITING-</b> In this section questions will test your comprehension and understanding of technical reports	<b>10 L</b>
<b>Textbook:</b> Goleman, D. (1996) <i>Emotional Intelligence: Why it Can Matter More Than IQ</i> , Bloomsbury Publishing <b>Additional References:</b> 1. Goleman, D. (2007) <i>Social Intelligence: The New Science of Human Relationships</i> , Arrow. 2. Meah, M. (2011) <i>Competency Questions Made Easy</i> , Sapere Media. 3. Povah, N. & Povah, L.,(UK edn) (2009). <i>Succeeding at Assessment Centres for Dummies</i> , John Wiley & Sons.		

## Evaluation Scheme

[A] Evaluation scheme for Theory courses

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

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



<b>Course:</b> <b>CBTT604</b>	<b>Course Title: Data Analytics</b> <b>(Credits : 3Lectures/Week:03 )</b>	
	<b>Objectives:</b> <ul style="list-style-type: none"> <li>To optimize business decisions and create competitive advantage with Big Data analytics.</li> <li>To explore the fundamental concepts of big data analytics.</li> <li>To learn to analyse the big data using intelligent techniques.</li> <li>To understand the various research methods and visualization techniques.</li> <li>To learn to use various techniques for mining data stream.</li> <li>To understand the applications using Map Reduce Concepts.</li> </ul> <b>Outcomes:</b> <ul style="list-style-type: none"> <li>Students will be able to:</li> <li>Implement statistical analysis techniques for solving practical problems.</li> <li>Perform statistical analysis on variety of data.</li> <li>Perform appropriate statistical tests using R and visualize the outcome.</li> </ul>	
<b>Unit I</b>	Statistical Techniques Different types of data Frequency Distributions, Measures of central tendency and dispersion Basic Probability, Normal Distribution Central Limit Theorem, Hypothesis Testing	<b>15 L</b>
<b>Unit II</b>	Regression Simple and Multiple Linear Regression R <sup>2</sup> and Adj R <sup>2</sup> , ANOVA, Interpretation of coefficients Dummy Variables, Residual Analysis, Outliers, Logistic Regression Assumptions, Logistic Function, Chi-Square, -2 Log Likelihood Classification Table, Interpreting Coefficients Dependent Variable Prediction	<b>10 L</b>
<b>Unit III</b>	Forecasting (Time Series) Time Series vs. Causal Models Moving Average, Exponential Smoothing Trend, Seasonality, Cyclicity Causal modelling using linear regression, Forecast Accuracy	<b>10 L</b>
<b>Unit IV</b>	Data Mining Techniques Market Basket Analysis, Apriori, FP Growth Evaluation Methods: Lift, Kulc, IR, Chi –Square, Classification Decision Tree Induction, Bayes Methods, Rule-Based Classification Model Evaluation and Selection, Ensemble Approaches, Clustering Partitioning Methods, Hierarchical Methods, Density-Based Methods Grid-Based Methods, Evaluation of Clustering	<b>10 L</b>
<b>Textbook:</b> <ol style="list-style-type: none"> <li>Sheldon M. Ross, (4<sup>th</sup>edn)(2009). <i>Introduction to Probability and Statistics for Engineers and Scientists</i>, Academic Press.</li> <li>Madhavan, Samir.,(2015). <i>Mastering Python for Data Scienc</i>,Packt.</li> </ol> <b>Additional References:</b> <ol style="list-style-type: none"> <li>Cotton, Richard., (2013). <i>Learning</i> , O’Reilly.</li> <li>Dalgaard, Peter., (2008). <i>Introductory statistics with R</i>, Springer Science &amp; Business Media.</li> <li>Everitt, Brain S.,(Second Edition)(2014). <i>Handbook of Statistical Analysis Using R</i>, Second Edition, 4 LLC.</li> </ol>		

## Evaluation Scheme

[A] Evaluation scheme for Theory courses

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

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



## SEMESTER VISKILL PAPERS

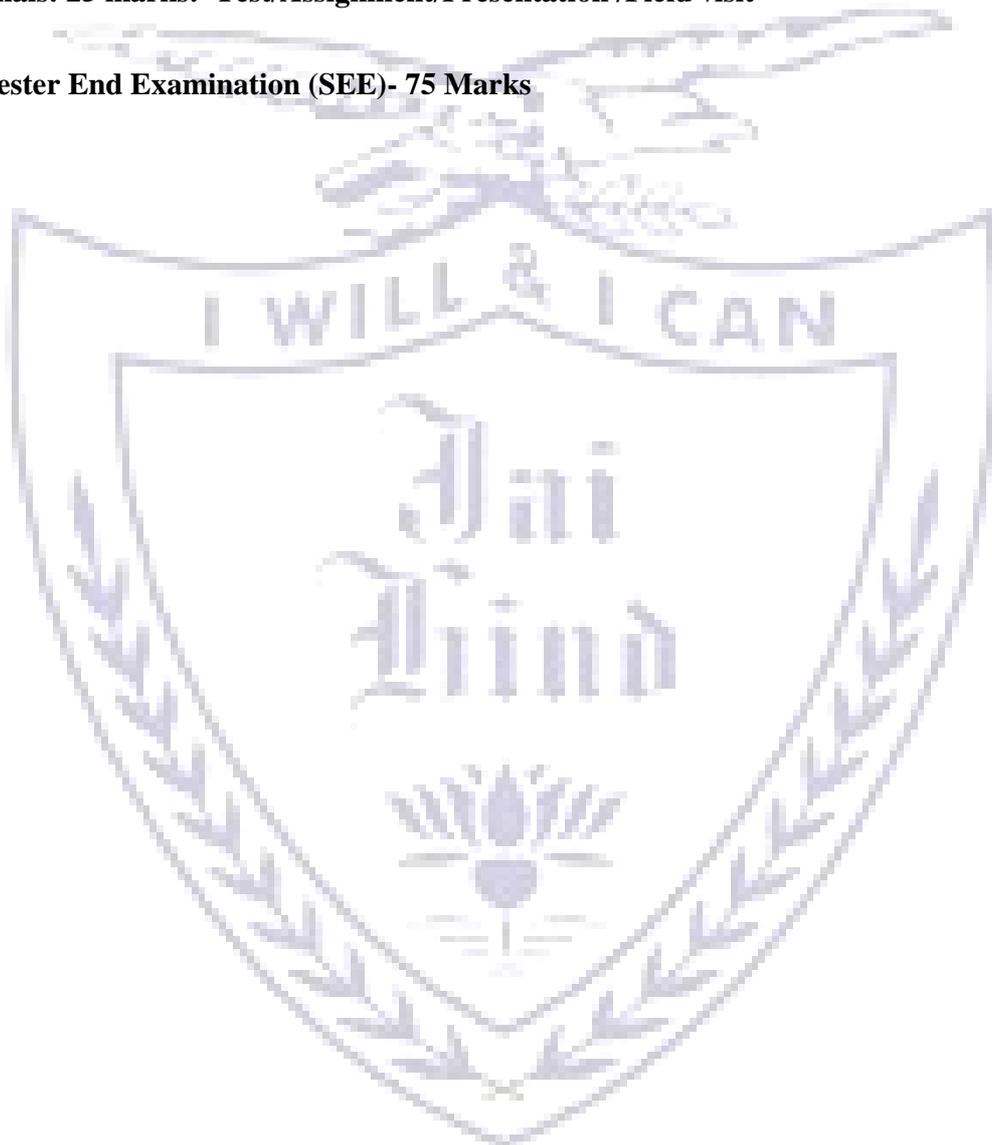
<b>Course:CBTT605</b>	<b>Course Title: Quality Management in Tourism(Credits : 4 Lectures/Week:03 )</b>	
	<b>Objectives :</b> <ul style="list-style-type: none"> <li>• This paper examines the quality management in the work environment.</li> <li>• Students develop a basic understanding of</li> <li>• The paper is based on a foundation of theory but incorporates a strong practical emphasis.</li> </ul> <b>Outcomes:</b> <ul style="list-style-type: none"> <li>• Students will learn how to improve tourist experience and provide good service to the customers</li> <li>• Students will learn how to implement quality management strategies in tourism destinations development</li> </ul>	
<b>Unit I</b>	<b>Quality Management</b> : Concept, need & importance , Quality Management in Urban Tourism Seasonality in tourism : Problems & Measurement , Total Quality Management & Tourism o ISO , Importance of quality Management in developing and tourist destination. <b>Improving the tourist experience</b> , Quality Management applied to tourist destinations, Attraction & land use management , .	<b>15 L</b>
<b>Unit II</b>	<b>Project Management</b> : Managing resources, time, Quality Project Management techniques & skills <b>Principles and applications of service quality in managing tourist destination</b> ,Tourist destination life cycle and quality management. ,	<b>10 L</b>
<b>Unit III</b>	<b>Concept of service</b> : Definitions & Meaning o Types of service o Classifications of services, <b>Growing importance of services</b> in Future Societies & impact of service in daily life <b>Role of customers in Service</b> Process of Service Quality, Productivity & quality improvement	<b>10 L</b>
<b>Unit IV</b>	<b>Management challenges in service sector</b> , Key elements of Managerial skill in Tourism & hospitality Industry, Tourism and crises Management, International trends. <b>The role of manager and management style</b> ,	<b>10 L</b>
<b>Textbook:</b> Kandampully, Jay (2007). <i>Service Management - The New Paradigm in Hospitality</i> . New Jersey: Pearson/Prentice Hall <b>Additional References:</b> Mullins, Laurie J. (2001). <i>Hospitality Management and Organisational Behaviour</i> , 4th edition. Harlow: Longman. Camison, Cesar (1996). Total quality management in hospitality; an application of the EFQM model, <i>Tourism Management</i> , Vol. 17 (3) : 191-201		

## Evaluation Scheme

### [A] Evaluation scheme for Theory courses

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

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



<b>Course:</b> <b>CBTT606</b>	<b>Course Title: Adventure Tourism</b> <b>(Credits :5Lectures/Week:03 )</b>	
<b>Objectives:</b> 1.To examine the growth and historical development of adventurous activities & tourism. 2. To analyse the typologies and motivations of adventure and activity participants. 3. To appreciate the range and diversity of adventure and activity tourism environments, destinations & their unique characteristics. 4. To evaluate the role of leadership and group/team dynamics involved in adventure activities and apply the knowledge in a classbased environment. 5. To explore the key risk factors and current legislation influencing the adventure and activity tourism product. <b>Outcomes:</b> <ul style="list-style-type: none"> <li>• To build in students an ability to understand various aspects of Adventure tourism as niche segment in tourism</li> <li>• To build knowledge necessary to target niche markets in a more effective manner, according to the needs of business as well as market development</li> <li>• Interpret market trends and match and design or redesign niche tourism products appropriate to a particular destination</li> </ul>		
<b>Unit I</b>	<b>Introduction –</b> Nature and classification of Adventure Tourism/ Adventure tourism as Niche tourism, Adventure Tourism products and infrastructure Marketing and promotional strategies (a)Challenges of adventure tourism-Litter, Waste, Pollution, destruction of flora and fauna (b)Global perspective on Adventure Tourism, Prominent Adventure tourism destinations (c) GOI Guidelines for Adventure Tourism & Future trends of adventure tourism in India, <ol style="list-style-type: none"> <li>1. Adventure Tour Operator (ATO) under ministry of tourism government of India, procedures &amp; benefits of the same.</li> <li>2. Adventure Tourism Organizations and training institutes and their domain in India for e.g. Nehru Institute of Mountaineering at Uttarkashi, National Institute of water sports in Goa etc.</li> <li>3. Adventure Tourism and its scope in Schools &amp; College curriculum: CAS, IAYP etc.</li> </ol>	<b>15 L</b>
<b>Unit II</b>	<b>Land-based adventure activities:</b> (a)Mountaineering, Trekking, Rock Climbing, Safaris, Motor Rallies Etc. (b) Basic minimum standards for land based adventure tourism related activities-IMF rules for mountain expedition. ©Tools and Equipment’s used in land-based adventure tourism. Popular tourist destinations for land-based adventure activities in India (d) Adventure Tourism Safety Management System Requirements as per ISO 21101:2014	<b>10 L</b>
<b>Unit III</b>	(a) <b>Water-based adventure activities:</b> Rafting, Kayaking, Canoeing,	<b>10 L</b>

	<p>surfing, water skiing, scuba diving etc.</p> <p>(b)Basic minimum standards for water based adventure tourism related activities.</p> <p>©Tools and Equipment's used in water-based adventure tourism.</p> <p>Popular tourist destinations for water-based adventure activities in India</p> <p>(d) New GR promulgated by Government of Maharashtra to regulate adventure tourism w.e.f 26.7.2018</p>	
<b>Unit IV</b>	<p><b>Air -based adventure activities:</b></p> <p>Paragliding, Parasailing, ballooning, bungee jumping, hang gliding, etc.</p> <p>Basic minimum standards for Air based adventure tourism related activities.</p> <p>Tools and Equipment's used in air-based adventure tourism.</p> <p>Popular tourist destinations for air-based adventure activities in India.</p> <p>Various conventions and events for promotion of Adventure Tourism in India and Aboard.</p>	<b>10 L</b>
<p><b>Textbook:</b></p> <p>1. Negi, J .(2001).<i>Adventure Tourism and Sports</i>, Kanishk, Delhi: Publishers Distributors.</p> <p><b>Additional References:</b></p> <p>1. Crowther, G (1990) <i>India -A Travel Survival Kit</i>, Lonely Planet Publication.</p> <p>2. Hall, M, Timothy, D et al (2006) <i>Safety and Security in Tourism</i>, Jaico Publishing House.</p> <p>3. Wright, G (1991) <i>Hill Stations of India</i>, Penguin Books, New Delhi</p> <p>4. Dixit, M (2002) <i>Tourism Products</i>, New Royal Book Co. Lucknow.</p> <p>5. Douglas, N Ed. (2001) <i>Special Interest Tourism</i>, John Wiley &amp; Sons, Australia.</p> <p>6. Singh, S (2008) Lonely Planet India.</p> <p>7. Jacob, R (2007) <i>Indian Tourism Products</i>, Abhijeet Publications, Delhi.</p> <p>8. Ball, S (2007) <i>Encyclopaedia of Tourism Resources in India</i>, B/H.</p> <p>9. Dixit, M (2002) <i>Tourism products</i>, New Royal Book Co. Lucknow.</p>		

**Workshop on Disaster Management or Emergency Response will be organised.**

## Evaluation Scheme

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

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

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

<b>Course:</b> <b>CBTT607</b>	<b>Course Title: Tourism Law</b> <b>(Credits :5Lectures/Week:03 )</b>	
<b>Objectives:</b> <ul style="list-style-type: none"> <li>The purpose of this subject is to teach students about law, basic principles, different types of law and it's practices</li> <li>Laws associated with preserving monuments and environment act and to understand the various types of law and it's implementation</li> </ul> <b>Outcomes:</b> To understand the basic principles of various Laws, Codes, roles and regulations relating to tourism for providing professional assistance and advice to tourists		
<b>Unit I</b>	<b>Introduction-</b> Law and society, Branches of Law, Commercial Law Company Law, Industrial Law & Environmental Law. General Principles of Contract Act, Essential elements of Contract Breach of Contract, Consumer Protection Act.	<b>10 L</b>
<b>Unit II</b>	Basic Principles of Company Law, Registration of Company Types of companies Types & administration of Meetings Winding up of companies.	<b>10 L</b>
<b>Unit III</b>	Citizenship, Passport, Visa, FEMA, Foreigners Registration Act Customs, RBI guidelines, Criminal Law Registration of cases. Law relating to common carrier, tour operators, travel agents & hotel <b>Air law-</b> concepts & carriage by air. <b>Law of sea-</b> concept, bill of lading and foreign travels Regulatory law for tourism Baggage concessions for tourist	<b>10 L</b>
<b>Unit IV</b>	Environment Act, Environment rules, EIA guidelines Forest Act, Forest Conservation Act, Wild life Protection Act Antiquities & Art Treasures Act The Ancient Monument & Archaeological Sites & Remains Act General suggestions to improve tourism in India	<b>15 L</b>

**Textbook:**

1. Divan, Shyam, and Rosencranz, Armin. (2008). *Environmental law and policy in India*, Oxford University Press.

2. Kuchhal. M.C. (1994). *Company Law*, Vikas Publication House, New Delhi.

**Additional References:** Contract Act - Consumer Protection Act, 1986 - Constitution of India - Criminal Procedure Code 1973 - Environmental Protection Act 1986 - Foreign Exchange Management Act - Forest Conservation Act 1980 - Negotiation Instruments Act 1881 - Prevention of Food Adulteration Act 1954 - Passports Act 1967 - RBI guidelines - Sale of Goods Act 1930 - The Pondicherry code-volume I - Wildlife Protection Act 1972.

1. Singh, Avtar.(2007). *Company Law*, Eastern Book & Co., Lucknow.

2. Chandra P.R (2007), *Mercantile Law*, Galgotia Publishing House, New Delhi.

3. Tulsain P.C (2007), *Business Laws*, Tata McGraw Hill, New Delhi.

4. The Environment (Protection) Act, 1986, amended 1991, <http://envfor.nic/legis/legis.html>

5. Foreign Exchange Management Act, [http://finmin.nic.in/the\\_minister/dept\\_eco\\_affairs/america\\_canada/fema\\_acts/index.html](http://finmin.nic.in/the_minister/dept_eco_affairs/america_canada/fema_acts/index.html)

6. Foreigners Registration Act, [http://www.immigrationindia.nic.in/registration\\_](http://www.immigrationindia.nic.in/registration_)

7. SachindraShekharBishwas:: protecting the cultural Heritage

8. Sinha P.C :: International Encyclopaedia of Tourism Management

9. Malik S :: Ethical & Legal & Regulatory Aspects Tourism Business

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

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

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

<b>Course: CBTT608</b>	<b>Course Title: ENTREPRENEURSHIP IN TOURISM (Credits :4 Lectures/Week:03 )</b>	
<p><b>Objectives:</b> The general objective of this course is to introduce students to entrepreneurship and its role in tourism sector. The specific objectives are: (i) to ensure that students acquire some basic understanding about the concept, its growth and its scope for tourism sector (ii) to help students understand the importance of entrepreneurship for any economy</p> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>• students will be able to develop the entrepreneurial skills and understand the difference between entrepreneur and intrapreneur</li> <li>• students will learn about small scale and large scale industries and can inculcate entrepreneurial skills within</li> <li>• students will learn how to startup their own o basic level and understand the various stages of business development</li> </ul>		
<b>Unit I</b>	<p><b>Stages of Evolution of the Concept of Entrepreneur &amp; Entrepreneurship</b> Theories of Entrepreneurship: Schumpeter’s Theory, Peter Duckers Theory and Mc. Cleland’s Theories, Communities promoted entrepreneurship in India, Role of entrepreneurs in economics Development of a country Entrepreneurship &amp; its barriers in India.</p>	<b>10 L</b>
<b>Unit II</b>	<p><b>Role of Government agencies and financial institutions in promotion of Tourism &amp; entrepreneurship development.</b> i. DIC ii. MIDC iii. MSFC iv. MSSIDC v. SICOM vi. TFCI- Tourism Finance Corporation of India. vii. India Tourism viii. Maharashtra Tourism Development Corporation.</p>	<b>10 L</b>
<b>Unit III</b>	<p><b>Small Scale Industry (SSI)</b> Definitions, Characteristics, Need and Rationale: Objectives, Scope Role of SSI, Advantages of SSI, Different Policy of SSI Government Supports for SSI during Five-Year Plans Impact of Liberalization, Privatization, and Globalization Effect of WTO/GATT.</p>	<b>15 L</b>
<b>Unit IV</b>	<p><b>Entrepreneurship in Tourism-</b> Opportunity Identification, Business Plan Feasibility Report &amp; Funding options Organizational Framework for Promotion &amp; Development of Tourism and Travel Business Venture Creation and Management.</p>	<b>10 L</b>

**Textbook:**

1. Kanishka, Bedi. *Management & Entrepreneurship*, Oxford, New Delhi.
2. Aldrich, H.E. & Martinez, M.A. (2001). Many are called but few are chosen: An evolutionary perspective for the study of entrepreneurship. *Entrepreneurship Theory and Practice*, 25:41-56.

**References:**

1. New York: John Wiley & Sons Bird B.J. (1989). *Entrepreneurial Behavior*.
2. Caree, M. Van Stel, A. Thurik R., &Wennekers, S. (2002). Economic development and business ownership; An analysis using data of 23 OECD countries in the period 1976-1996. *Small Business Economics*, 19:271-90.
3. Cramer, J.S., Hartog, J, Jonker, N., & Van Praag, C.M. (2002). Low risk aversion encourages the choice of entrepreneurship an empirical test of a truism. *Journal of Economic Behavior and Organizing*, 48:29-36
4. Earle, J.S., & Sakova, Z. (1999). Entrepreneurship from scratch: Lessons on the entry decision into self-employment from transition economics. IZA Discussion Paper 79.
5. Evans D.S., & Leighton, L.S. (1989). Some empirical aspects of entrepreneurship. *American Economic Review*, 79:519-35.
6. Gartner, W.B. (1989). 'Who is an entrepreneurial?' is the wrong question. *Entrepreneurship Theory and Practice*, 13:47-68.

## Evaluation Scheme

### [A] Evaluation scheme for Theory courses

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

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