SCHEME OF EXAMINATION

&

SYLLABUS

Of

BBA (TOUR & TRAVEL MANAGEMENT)

For

First to Sixth Semester
(w.e.f. 2010 – 2011 Academic Session)

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
KASHMERE GATE, DELHI-110 006
SCHEME OF EXAMINATION

BBA (T&TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME (T & TM)

Criteria for Internal Assessment

All theory courses have internal assessment of 25 marks. For the courses related to projects, internal assessment is 50 marks and external examination is 50 marks. The courses related to Lab have 40 marks as internal assessment and 60 marks for external examination.

The internal assessment of the students (out of 25 marks) shall be as per the criteria given below:

1. Class Test-I - 10 marks
2. Class Test-II - 10 marks
3. Individual Presentation/Viva-Voce/Group Discussion - 5 marks

Record should be maintained by faculty and made available to the examination branch of the University.

MAXIMUM & MINIMUM CREDITS OF THE PROGRAM

The total number of the credits of the BBA (T&TM) Programmes is 186. Each student shall be required to appear for examinations in all courses. However, for the award of the degree a student should secure at least 178 credits.
NOTES:

I. MINOR PROJECT

Prior to the beginning of the End Semester Examination of the Second Semester the subjects on which each student shall be pursuing his / her Minor Project in relation to a business firm during Summer Vacation and the respective internal supervisors shall be finalized by the concerned Principal / Director of the Institute wherein BBA (T&TM) Programme is being run. After completion of the assigned Project a Project Report in respect of the same shall be submitted to the concerned Director/Principal within two weeks of the commencement of the Third Semester. The Minor Project shall carry 100 marks i.e., marks equivalent to one course and it shall be pursued by every student under the supervision of one internal supervisor to be appointed by the Principal / Director of the Institute from among the Faculty Members handling the various BBA courses. It shall be evaluated jointly by the Internal Supervisor and the External Examiner. The Internal Supervisor shall award marks out of 50 and the External Examiner shall award marks out of 50. The External Examiner shall be appointed by the University.

II. SUMMER TRAINING PROJECT

Each student shall undergo practical training of eight weeks during the vacations after fourth semester in an approved Travel Agencies/ Tour Operation Business, Air Lines, Travel Houses and Travel Trade Organizations and submit at least two copies of the Summer Training Report to the Director / Principal of the Institution within two weeks of the commencement of the Fifth Semester. The Summer Training Report shall Carry 100 marks. It shall be evaluated for 50 marks by an External Examiner to be appointed by the University and for the rest of the 50 marks by an Internal Board of Examiners to be appointed by the Director / Principal of the Institution. This internal Board of Examiners shall comprise of a minimum of two Internal Faculty Members.

III. FINAL YEAR PROJECT REPORT

During the sixth semester each student shall undertake a project to be pursued by him / her under the supervision of an Internal Supervisor to be appointed by the Director / Principal. Both the subject and the name of the Supervisor will be approved by the Director / Principal of the Institution. The Project Report in duplicate along with one soft copy in a floppy will be submitted at least four weeks prior to the commencement of
the End Term Examination of the Sixth Semester. Project Report shall carry 100 marks. These shall be evaluated by an External Examiner appointed by the University for 50 marks and for the rest of the 50 marks by an Internal Board of Examiners to be appointed by the Director / Principal of the Institution. This internal Board of Examiners shall comprise of a minimum of two Internal Faculty Members.
BBA (T&TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME (T & TM)
First Semester Examination

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<tr>
<td>BBA (T&amp;TM)-101</td>
<td>Principles of Management</td>
<td>4</td>
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<tr>
<td>BBA (T&amp;TM)-103</td>
<td>Business Economics-I</td>
<td>4</td>
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<tr>
<td>BBA (T&amp;TM)-105</td>
<td>Business Mathematics</td>
<td>4</td>
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<tr>
<td>BBA (T&amp;TM)-107</td>
<td>Introduction to IT</td>
<td>4</td>
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<tr>
<td>BBA (T&amp;TM)-109</td>
<td>Financial Accounting</td>
<td>4</td>
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<tr>
<td>BBA (T&amp;TM)-111</td>
<td>Personality Development and Communication Skills-I</td>
<td>4</td>
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<tr>
<td>BBA (T&amp;TM)-113</td>
<td>IT Lab</td>
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<tr>
<td>BBA (T&amp;TM)-115</td>
<td>Fundamentals of Travel and Tourism</td>
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**BBA (T&TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY**

BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME (T & TM)

Second Semester Examination

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<td>BBA (T&amp;TM)-102</td>
<td>Business Organization</td>
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<td>BBA (T&amp;TM)-104</td>
<td>Business Economics-II</td>
<td>4</td>
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<tr>
<td>BBA (T&amp;TM)-106</td>
<td>Quantitative Techniques &amp; Operations Research in Management</td>
<td>4</td>
<td>-</td>
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<tr>
<td>BBA (T&amp;TM)-108</td>
<td>Data Base Management System</td>
<td>4</td>
<td>-</td>
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<tr>
<td>BBA (T&amp;TM)-110</td>
<td>Cost Accounting</td>
<td>4</td>
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<tr>
<td>BBA (T&amp;TM)-112</td>
<td>Personality Development and Communication Skills-II</td>
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<td>BBA (T&amp;TM)-114</td>
<td>DBMS Lab</td>
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<tr>
<td>BBA (T&amp;TM)-116</td>
<td>Indian Cultural and Natural Heritage</td>
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<td>Organizational Behaviour</td>
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<td>BBA (T&amp;TM)-203</td>
<td>Indian Economy</td>
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<td>Marketing Management</td>
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<td>Computer Applications - I</td>
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<td>BBA (T&amp;TM)-209</td>
<td>Management Accounting</td>
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<tr>
<td>BBA (T&amp;TM)-211</td>
<td>Personality Development and Communication Skills-III (Minor Project Report)</td>
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<td>Computer Applications Lab -I</td>
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<td>BBA (T&amp;TM)-215</td>
<td>Management of Travel Agency</td>
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## Fourth Semester Examination

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<td>BBA (T&amp;TM)-204</td>
<td>Business Environment</td>
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<td>BBA (T&amp;TM)-206</td>
<td>Marketing Research</td>
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<td>Computer Applications - II</td>
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<td>BBA (T&amp;TM)-210</td>
<td>Business Laws</td>
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<td>BBA (T&amp;TM)-212</td>
<td>Taxation Laws</td>
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<td>BBA (T&amp;TM)-214</td>
<td>Computer Applications Lab - II</td>
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<td>BBA (T&amp;TM)-216</td>
<td>Ecology, Environment &amp; Tourism</td>
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### Fifth Semester Examination

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<td>Values &amp; Ethics in Business</td>
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<td>BBA (T&amp;TM)-303</td>
<td>Sales Management</td>
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<td>Management Information System</td>
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<td>BBA (T&amp;TM)-309</td>
<td>Financial Management</td>
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<tr>
<td>BBA (T&amp;TM)-311</td>
<td>Summer Training Report &amp; Viva-Voce</td>
<td>-</td>
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<tr>
<td>BBA (T&amp;TM)-313</td>
<td>Computer Application Project</td>
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<tr>
<td>BBA (T&amp;TM)-315</td>
<td>Marketing in Service Industry- Airlines, Travel, Tours and Hotel</td>
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BBA (T&TM)  
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY  
BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME (T & TM)  

Sixth Semester Examination

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<tr>
<td>BBA (T&amp;TM)-302</td>
<td>Trends in Travel &amp; Tourism &amp; Laws</td>
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<td>BBA (T&amp;TM)-304</td>
<td>Project Planning &amp; Evaluation</td>
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<td>Entrepreneurship Development</td>
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<td>BBA (T&amp;TM)-308</td>
<td>International Business Management</td>
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<td>BBA (T&amp;TM)-310</td>
<td>Project Report &amp; Viva-Voce</td>
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<td>BBA (T&amp;TM)-312</td>
<td>Foreign Language-II (French-II)</td>
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<tr>
<td>BBA (T&amp;TM)-314</td>
<td>Air Ticketing and Foreign Exchange Management</td>
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w.e.f. Academic Session 2010-2011
FIRST SEMESTER
BBA (T&TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (T&TM) 101: Principles of Management

L-4 T/P-0 Credits-4

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives: The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management.

Course Contents

Unit I
Introduction: Concept, Nature, Process and Significance of Management; Managerial Levels, Skills, Functions and Roles; Management vs. Administration; Coordination as essence of Management; Development of Management Thought: Classical, Neo-Classical, Behavioral, Systems and Contingency Approaches.

Unit II
Planning: Nature, Scope and Objectives of Planning; Types of plans; Planning process; Business forecasting; MBO: Concept, Types, Process and Techniques of decision-making; Bounded Rationality.
Organizing: Concept, Nature, Process and Significance; Principles of an Organization; Span of Control; Departmentation; Types of an Organization; Authority-Responsibility; Delegation and Decentralization; Formal and Informal Organization.

Unit III
Staffing: Concept, Nature and Importance of Staffing.
Motivating and Leading: Nature and Importance of Motivation; Types of Motivation; Theories of Motivation: Maslow, Herzberg, X, Y and Z; Leadership: Meaning and Importance; Traits of a leader; Leadership Styles – Likert’s Systems of Management, Tannenbaum & Schmidt Model and Managerial Grid.

Unit IV
Controlling: Nature and Scope of Control; Types of Control; Control Techniques – Traditional and Modern; Effective Control System.

Text Books

Reference Books
BBA (T&TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA(T&TM) 103: Business Economics-I

INSTRUCTIONS TO PAPER SETTERS

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

MAXIMUM MARKS: 75

Objectives: The objective of this subject is to give understanding of the basic concepts and issues in business economics and their application in business decisions.

Course Contents

Unit I

Unit II

Unit III
Theory of Production: Meaning and Concept of Production, Factors of Production and Production function, Fixed and Variable Factors, Law of Variable Proportion (Short Run Production Analysis), Law of Returns to a Scale (Long Run Production Analysis) through the use of ISOQUANTS.

Unit IV

Text Books
Reference Books
Objectives: This course aims at equipping student with a broad based knowledge of mathematics with emphasis on business applications.

Course Contents
Unit I

Unit II
Matrix Algebra: The Inverse of a Matrix. Properties of the Inverse Solution to a System of Equations by:
(i) The Adjoint Matrix Methods.

Unit III
Differential Calculus: Optimization Using Calculus, Point of Inflexion Absolute and Local- Maxima and Minima, Optimization in Case of Multi Variate Function. Lagrangian Multipliers, Derivative as a Rate Measure, Applications in Business.

Unit IV
Integral Calculus & Differential Equations: Business Application, Consumer's or Producer's Surplus, Learning Curve; Differential Equations – Variable, Separable and Homogeneous type - Business applications.

Textbooks:

References:
**Objectives:** This is a basic paper for Business Administration students to familiarize with computer and its applications in the relevant fields and expose them to other related papers of IT.

**Course Contents**

**Unit I**  

**Data Representation:** Different Number System (Decimal, Binary, Octal and Hexadecimal) and their Inter Conversion (Fixed Point Only), Binary Arithmetic (Addition, Subtraction, Multiplication and Division)

**Unit II**  
**Computer Software:** Types of Software, Compiler and Interpreter, Generations of languages, **Computer Memory:** Primary Memory (ROM and its Type – PROM, EPROM, EEPROM, RAM) Secondary memory- SASD, DASD Concept, Magnetic Disks – Floppy disks, Hard disks, Magnetic Tape, Optical Disks – CD ROM and its type (CD ROM, CD ROM-R, CD ROM-EO, DVD ROM, Flash Memory.

**Unit III**  
**Operating System Concept:** Introduction to Operating system; Function of OS, Types of operating systems, Booting Procedure, Start-up Sequence, Details of Basic System Configuration, Important Terms like Directory, File, Volume, Label, Drive name, etc.

**Introduction to GUI using Windows Operating System:** All Directory Manipulation: Creating directory, Sub directory, Renaming, Coping and Deleting the directory

**File Manipulation:** Creating a file, deleting, coping, Renaming a file

**Unit IV**  
**Concept of Data Communication and Networking:** Networking Concepts, Types of Networking (LAN, MAN AND WAN), Communication Media, Mode of Transmission (Simplex, Half Duplex, Full Duplex), Analog and Digital Transmission. Synchronous and Asynchronous Transmission, Different Topologies Introduction to MS-Word, Spread Sheets and Graphical Solutions.

**Text Books:**
Reference Books
INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives: The primary objective of the course is to familiarize the students with the basic accounting principles and techniques of preparing and presenting the accounts for user of accounting information.

Course Contents

Unit I  
Lectures:-16
Meaning and Scope of Accounting: Objectives and nature of Accounting Accounting, Definition and Functions of Accounting, Book Keeping and Accounting, Interrelationship of Accounting with other Disciplines, Branches of Accounting, Limitation of Accounting, Accounting Equation.
Accounting Principles and Standards: Accounting Principles, Accounting Concepts and Conventions, Accounting cycle system of accounting Introduction to Accounting Standards Issued by ICAI.
Journalising Transactions: Journal, Rules of Debit and Credit,

Unit II  
Lectures:-8
Capital and Revenue: Classification of Income, Classification of Expenditure, Classification of Receipts, Difference between Capital Expenditure & Capitalized, Expenditure, Revenue Recognition.

Unit III  
Lectures:-10
Inventory Valuation: Meaning of Inventory, Objectives of Inventory Valuation, Inventory Systems, Methods of Valuation of Inventories, Accounting Standard 2 (Revised).

Unit IV  
Lectures:-18
Shares and Share Capital: Introduction to Joint Stock Company, Shares, Share Capital, Accounting Entries, Under subscription, Oversubscription, Calls in Advance, Calls in

w.e.f. Academic Session 2010-2011
Arrears, Issue of Share at Premium, Issue of Share at Discount, Forfeiture of Shares, Surrender of Shares, Issue of two classes of Shares, Right Shares, Re-issue of shares.


**Company Final Accounts**: Books of Account, Preparation of Final Accounts, Profit & Loss Account, Balance Sheet, Requirements of Schedule VI

**Text Books**

**Reference Books**
INSTRUCTIONS TO PAPER SETTERS

Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.

Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives

1. To develop the skills of the professional undergraduate students for proper self expression, social communication, spoken English, correct pronunciation, voice modulation and business etiquettes.

2. The students should improve their personality, communication skills and enhance their self-confidence.

Course Contents

Unit-I

Fundamental of Grammar and their Usage: How To Improve Command Over Spoken and Written English with Stress on Noun, Verb, Tense and Adjective. Sentence Errors, Punctuation, Vocabulary Building to Encourage the Individual to Communicate Effectively, Common Errors in Business Writing.

Unit-II

Introduction to Business Communication: Basic Forms of Communication, Process of Communication, Principles of Effective Business Communication, 7Cs; Media of Communication: Types of Communication: Barriers of Communication (Practical exercise in communication)

Unit-III


Unit-IV

Business Etiquettes and Public Speaking:
Business Manners. Body Language Gestures, Email and Net Etiquettes, Etiquette of the Written Word, Etiquettes on the Telephone, Handling Business Meetings; Introducing Characteristic, Model Speeches, Role Play on Selected Topics with Case Analysis and Real Life Experiences.

Text Books


**Reference Books**

Lab would be based on the following topics:

Unit I
All commands specified in unit III using Windows

Unit II
Introduction to MS-Word:
Introduction to Word Processing, it's Features, Formatting Documents, Paragraph Formatting, Indents, Page Formatting, Header and Footer, Bullets and Numbering, Tabs, Tables, Formatting the Tables, Finding and Replacing Text, Mail Merging etc.

Unit III
Introduction to MS-Excel:
Introduction to Electronic Spreadsheets, Feature of MS-Excel, Entering Data, Entering Series, Editing Data, Cell Referencing, ranges, Formulae, Functions, Auto sum, Copying Formula, Formatting Data, Creating Charts, Creating Database, Sorting Data, Filtering etc.

Unit IV
Introduction to MS Powerpoint
PowerPoint, Features of MS PowerPoint Clipping, Slide Animation, Slide Shows, Formatting etc.
Objectives: This module is introduced to make students familiar with the subject. It provides an overview of the principle and the elements of Tourism, Travel insurance, career opportunities and the hospitality industry.

Course Contents

Unit I
Introduction to Tourism Management: Components of Tourism, Geographic Components of Tourism, Motivation for Travel, Elements of Tourism; Principles of Tourism, Form of Tourism, Travel Products, Classification of Tourists, Present Tourism Scenario

Unit II
Tourism Industry Issues - Customer Services, career opportunities in Travel Trade, Travel Insurance, Travel formalities: the passport and Visas, health certificates, Taxes, Custom and currencies.

Unit III
Hospitality Industry: Organisation of Hotel, Front Office, House Keeping, Food & Beverage Department, Types of Accommodation, classification of hotels, Domestic and International Chain of Hotels.

Unit IV
Airlines station Management, Airport Facilities, In-flight Services, Facilities provided to Special Passengers, Aviation Terminology, Airline codes, Domestic city codes, Basic Cargo Rating and Handling.

Text Books

Reference Books
2. Gill, S. Pushpinder, (2003), Tourism Planning and Management, Anmol Publications.
SECOND SEMESTER
Objectives: The course aims to provide basic concepts and knowledge with regard to a business enterprise and its various functional areas.

Course Contents
Unit I
Introduction: Concept, Nature and Scope of Business; Concept of Business as a System; Business and Environment Interface; Business Objectives; Profit Maximization vs Social Responsibility of Business; Introduction to Business Ethics and Values.

Unit II
Forms of Business Organization: Sole Proprietorship, Joint Hindu Family Firm, Partnership firm, Joint Stock Company, Cooperative Organization; Types of Companies, Choice of form of organization; Promotion of a company – Stages in formation; documentation (MOA, AOA).

Unit III
Small Business: Scope and role; Government Policies.
Government & Business Interface: Rationale; Forms of Government and Business Interface.

Unit IV
Multinationals: Concept and role of MNCs; Transactional Corporations (TNCs); International Business Risks.
Business Combinations: Concept and causes of business combinations; Chambers of Commerce and Industry in India; FICCI, CII, ASSOCHAM, AIMO, etc.
**Text Books**

**Reference Books**
Objectives: The objective of this paper is to develop the concepts on Macroeconomic variables, working of an economy, and how business decisions are affected with the influence of macro variables in business.

Course Contents

Unit I
Concepts of Macro Economics and National Income Determination:

Unit II
Macro Economic Framework:
- Investment function, Concept of Marginal Efficiency of Capital and Marginal Efficiency of Investment; National Income Determination in Two, Three and Four Sector Models; Multiplier in Two, Three and Four Sector Model.

Unit III
Analysis of Money Supply and Inflation:

Unit IV
Equilibrium of Product and Money Market:
- Introduction to IS-LM Model, Equilibrium-Product Market and Money Market, Monetary Policy, Fiscal Policy.

Text Books

Reference Books:
INSTRUCTIONS TO PAPER SETTERS

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

MAXIMUM MARKS: 75

Objectives: The objective of this paper is to develop student’s familiarity with the basic concept and tools in statistics and operations research. These techniques assist specially in resolving complex problems serve as a valuable guide to the decision makers.

Course Contents

Unit I
Statistics:
Definition, Importance & Limitation, Collection of data and formation of frequency distribution, Graphic presentation of Frequency Distribution – Graphics, Bars, Histogram, Diagrammatic; Measures of Central Tendency – Mean, Median and Mode, Partition values – quartiles, deciles and percentiles; Measures of Variation – Range, IQR, Quartile, Deciles And Percentiles, Quartile Deviation And Standard Deviation and Lorenz Curve.

Unit II
Correlation Analysis:
Correlation Coefficient; Assumptions of Correlation Analysis; Coefficients of Determination and Correlation; Measurement of Correlation- Karl Person’s Methods; Spearman’s Rank Correlation; Concurrent Deviation the Correlation Coefficient; Pitfalls and Limitations Associated with Regression and Correlation Analysis; Real World Application Using IT Tools.

Unit III
Linear Programming:
Concept and assumptions usage in business decision making, Linear programming problem: Formulation, Methods of solving: Graphical and Simplex, problems with mixed constraints: Duality; concept, significance, usage & application in business decision making.

Unit IV
Transportation and Assignment problems:
General Structure of Transportation problem, Different types methods for finding Initial Solution by North-West Corner Rule, Least Cost Method and Vogal Approximation Method and testing for Optimality; Assignment problem: Different Methods Operations, Scheduling: Scheduling problems, Shop floor control, Gantt Charts, Principles of Work Center Scheduling, Principles of Job Shop Scheduling, Personnel Scheduling.

Text Books
Reference Books
INSTRUCTIONS TO PAPER SETTERS

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives: To develop understanding of database management system and abilities to use DBMS packages.

Course Contents

Unit I

Unit II
Entity Relationship Model: Overview of Database Design, Entities, attributes, and Entity Sets, Relationships and Relationship Sets, additional features of the ER Model, Conceptual Database Design with the ER Model – Entity versus Attribute, Entity versus Relationship; Relational model: Introduction to Relational model, foreign key constraints, Enforcing Integrity constraints, Querying relational data, Logical database design: ER to Relation, Introduction to Views, Destroying/Altering Tables And Views, Codd Rules.

Unit III

Unit IV
Concept of Objects: Objects, Tables, Queries, Forms, Reports, Modules; Database Creation and Manipulation; SQL Queries: The Form of a Basic SQL Query, Union, Intersect, and Expect, Introduction to Nested Queries, Aggregate Operators, Null Values.

Text Books:
2. ITL Education Ltd., (2010), Introduction to Database System, Pearson Education.

Reference Books:
INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives: The primary objective of the course is to familiarize the students with the basic cost concepts, allocation and control of various costs and methods of costing.

Course Contents

Unit I
Lectures: 14

Unit II
Lectures: 14

Unit III
Lectures: 12

Unit IV
Lectures: 12
Process costing (including joint products and By-products and inter-process profits), Operating/Service costing. (Transport & Power House only); Reconciliation of cost and financial accounts.

Text Books

Reference Books
INSTRUCTIONS TO PAPER SETTERS

Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.

Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives
1. To develop the project writing and presentation skills of the undergraduate students.
2. The students should be able to act with confidence, should be clear about their own personality, character and future goals.

Course Contents

Unit I

Lectures:-9

Unit II

Lectures:-10
How to Make a Presentation, the Various Presentation Tools, along with Guidelines of Effective Presentation, Boredom Factors in Presentation and How to Overcome them, Interactive Presentation & Presentation as Part of a Job Interview, Art of Effective Listening.

Unit III

Lectures:-10
Resume Writing Skills, Guidelines for a Good Resume, How to Face an Interview Board, Proper Body Posture, Importance of Gestures and Steps to Succeed in Interviews. Practice Mock Interview in Classrooms with Presentations on Self; Self Introduction – Highlighting Positive and Negative Traits and Dealing with People with Face to Face.

Unit IV

Lectures:-10

Text Books
Reference Books
BBA (T&TM)  
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY  
BBA(T& TM) 114: Data Base Management System (Practical)  
USING MS-ACCESS  
L-0, P-06, Credits: 03

Course Contents
1. Getting Familiar with Access Objects: Tables, Queries, Forms, Reports, and Modules.
2. Creating Database: Creating database using wizards, documenting the database, creating own databases.
3. Creating Tables: Working with tables in design view, setting field properties, naming fields, setting data types, setting primary key, multiple field primary keys, creating indexes, using table wizard.
4. Creating Queries: Working with query design grid, adding tables, adding fields, sorting records, setting field criteria, planning for null values, using simple query wizard – summarizing your records.
5. Creating forms: Working in design view, components of a form in design view, sections of a form, assigning form properties, modifying form properties to create a dialog box, using form templates, creating forms with a wizard, auto forms.
7. Creating Labels and Mail-Merge Documents: Using the Label wizard, using custom labels, printing multiple labels, merging access data with word documents.
INSTRUCTIONS TO PAPER SETTERS

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

MAXIMUM MARKS: 75

Objectives: This module attempts to provide an integral view of Indian culture from the perspective of the tourism sector. This gives information about the culture and the history of India.

Course Contents

Unit I

Lectures: -12

Brief Account of History and Culture: Indus Valley Civilization, Heritage of India, Indo- Islamic Architecture, Case Study of Red Fort.

Unit II

Lectures: -14

Dynasties: Mauryan Empire, Marathas, Guptas, Western and Southern, British Period, Temple Architecture; Hindu, Christian, Islamic, Jain and Sikh temples, Buddhist Tourist, Destination Management in Regard to Religion, Medical, Historical, Adventure etc.

Unit III

Lectures: -12

Tourism Products of India- I: India’s Performing and Creative Art - Paintings and Handicraft, Indian Sculptures, Indian Cuisines, Indian Fairs and Festivals, Museums of India, Indian Dances

Unit IV

Lectures: -14

Tourism Products of India- II:
Adventure Tourism, Wild life Tourism, Beach Tourism, Health Tourism, Ayurveda Yoga and Meditation Tourism, Policy issues and culture - Government, Trade, Media, Dark Tourism, Rural Tourism.

Text Books

Reference Books
THIRD SEMESTER
INSTRUCTIONS TO PAPER SETTERS

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives: The course aims to provide an understanding of basic concepts, theories and techniques in the field of human behaviour at the individual, group and organizational levels in the changing global scenario. The course must be taught using case study method.

Course Contents

Unit I
Introduction: Concept and Nature of Organizational behaviour; Contributing disciplines to the field of O.B.; O.B. Models; Need to Understand Human Behaviour; Challenges and Opportunities.

Unit II
Individual & Interpersonal Behaviour: Biographical Characteristics; Ability; Values; Attitudes-Formation, Theories, Organisation Related Attitude, Relationship between Attitude and Behavior; Personality – Determinants and Traits; Emotions; Learning-Theories and Reinforcement Schedules, Perception –Process and Errors. Interpersonal Behaviour: Johari Window; Transactional Analysis – Ego States, Types of Transactions, Life Positions, Applications of T.A.

Unit III
Group Behaviour & Team Development: Concept of Group and Group Dynamics; Types of Groups; Formal and Informal Groups; Stages of Group Development, Theories of Group Formation; Group Norms, Group Cohesiveness; Group Think and Group Shift. Group Decision Making; Inter Group Behaviour; Concept of Team Vs. Group; Types of Teams; Building and Managing Effective Teams.

Unit IV
Organization Culture and Conflict Management: Organizational Culture- Concept, Functions, Socialization; Creating and Sustaining Culture; Managing Conflict – Sources, Types, Process and Resolution of Conflict; Managing Change; Resistance to Change, Planned Change. Managing Across Cultures; Empowerment and Participation.

Text Books
Reference Books

BBA (T&TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (T& TM) 203: Indian Economy
L-4 T-0 Credit-4

<table>
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**Objectives:** Objective of this course is to acquaint students of the Indian Economy, present and future of Indian Economics, and how the Indian Economy is influencing the business environment in India context.

**Course Contents**

**Unit I**
**Lectures:-12**


**Unit II**
**Lectures:-16**


**Unit III**
**Lectures:-12**

**Indian Economy & Foreign Trade:** Concept, Significance, Foreign Exchange Reserve, Balance of Payment, Balance of Trade, Current Foreign Policy, Foreign Exchange Management Act (FEMA), Export Promotion.

**Unit IV**
**Lectures:-12**

**Indian Economy – Emerging Issues:** WTO and various agreement & Indian Economy (Emerging Areas), GATT, TRIMS, TRIPS, Foreign Direct Investment, Foreign Institutional Investment.

**Text Books**

**Reference Books:**
INSTRUCTIONS TO PAPER SETTERS

Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.

Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives:
The objective of this paper is to identify the foundation terms and concepts that are commonly used in marketing. It also identifies the essential elements for effective marketing practice. This course will give complete relationship between marketing and other management functions.

Course Contents

Unit I

Unit II

Pricing Decisions: Designing pricing strategies and programmes, pricing techniques.

Unit III
Place: Meaning & Importance, Types of Channels, Channels Strategies, Designing and Managing Marketing Channel, Managing Retailing, Physical Distribution, Marketing Logistics and Supply Chain Management.

Unit IV
Promotion: Promotion Mix, Push vs. Pull Strategy; Promotional objectives, Advertising-Meaning and Importance, Types, Media decisions, Promotion Mix, Personal Selling-Nature, Importance and Process, Sales Promotion – Purpose and Types; Publicity and Public Relations- Definition, Importance and Methods.

Text Books

References:
Objectives:
To familiarize with Front-end concept for developing various IT Applications Project.

Course Contents

Unit I

1. Introduction to GUI and Windows Programming
   1.1 GUI: Concept & Tools
      1.1.1 The Title Bar
      1.1.2. Menu System, Menus and The Menu Bar
      1.1.3. The Size Box
      1.1.4. System Menu Box
      1.1.5. Icons
      1.1.6. Cursors
      1.1.7. Scroll Bars
      1.1.8. Tool Bar
      1.1.9. Client Area

2. Introduction to Visual Basic Environment
   2.1 Features of Visual Basic
   2.2 Starting Visual Basic
   2.3 The Environment
   2.4 The Special Features of the Menu Bar
   2.5 Customizing the Visual Basic Environment

Unit II

3. Concepts in Visual Basic
   3.1 Events
   3.2 Modules
   3.3 Methods

   3.4 Procedure
      3.4.1 Function Procedures
      3.4.2 SUB Procedures
3.5 Event Procedure
   3.5.1 Creating an Event Procedure
   3.5.2 Parts of an Event Procedure
3.6 General Procedures
   3.6.1 Creating a General Procedure

4. Working with Forms
   4.1 Forms
   4.2 Controls
   4.3 Custom Controls
   4.4 Properties
   4.5 MDI Forms
      4.5.1 Create an MDI Application
      4.5.2 MDI Child Property
   4.6 Menus
      4.6.1 The Menu Editor
      4.6.2 Creating a Menu
      4.6.3 Creating Popup Menus
      4.6.4 Growing Menus
      4.6.5 Sub Menus

Unit III

5. Programming in Visual Basic
   5.1 Data Types
   5.2 Variables
   5.3 Constants
   5.4 Operators in Visual Basic
      5.4.1 Arithmetic Operations
      5.4.2 Comparison Operators
      5.4.3 Logical Operators
   5.5 Array and the various Types
   5.6 Control Arrays
      5.6.1 Setting up the control Array
      5.6.2 To remove a control Array
      5.6.3 To add and delete controls at run time
   5.7 User Defined Data Types
   5.8 Control Structures
   5.9 Unconditional Branch Statement

   5.10 The With Statement
   5.11 The Built-in Procedures of Visual Basic
      5.11.1 Conversion procedure
      5.11.2 String Manipulation

Unit IV

6. Creating an Application
6.1 Defining the Problem
6.2 Designing the User Interface
6.3 Designing the Main Form
6.4 Writing the Code

7. Data Access
   7.1 Data Access Overview
   7.2 The Jet Database Engine
   7.3 Bound Data Controls
   7.4 Connectivity through DAO, RDO and ADO
   7.5 Retrieving Data Using Structured Query Language (SQL)
   7.6 Querying a Database

Text Books:

Reference Books:
INSTRUCTIONS TO PAPER SETTERS

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- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

MAXIMUM MARKS: 75

Objectives: The objective of the course is to familiarize the students with the basic management accounting concepts and their applications in managerial decision making.

Course Contents

Unit I
Management Accounting: Nature and Scope, Financial Accounting, Cost Accounting and Management Accounting, Advantages and Limitations of Management Accounting, Role of Management Accountant.

Unit II


Unit III
Budgets and Budgetary Control: Concept of Budgets and Budgetary Control, Advantages and Limitations of Budgetary Control, Establishing a System of Budgetary Control, Preparation of Different Budgets, Fixed and Flexible Budgeting, Performance Budgeting and Zero Base Budgeting, Concept of Responsibility Accounting – Types of Responsibility Centres.


Unit IV
Marginal Costing and Profit Planning: Marginal Costing Differentiated from Absorption Costing, Direct Costing, Differential Costing, Key Factor, Break-even Analysis, Margin of Safety, Cost-Volume-Profit Relationship, Advantages, Limitations and Applications of Marginal Costing.

Decisions Involving Alternative Choices: Concept of Relevant Costs, Steps in Decision Making, Decisions regarding Determination of Sales Mix, Exploring new
Markets, Discontinuance of a Product Line, Make or Buy, Equipment Replacement, Change Versus Status Quo, Expand or Contract and Shut-down or continue.

**Text Books**

**Reference Books**
Objectives: The student will have the opportunity to explore the current management literature so as to develop an individual style and sharpen his skills in the area of leadership communication, decision making, motivation and conflict management.

Minor Project and Presentation
Minor projects are tasks that add to the knowledge of the students. A topic shall be given to each student in the beginning of the semester in various areas of management. The Presentation Project comprises of either of the following:

- Project Presentation
- OR
- *Case Study Presentation

Suggested Topics for Minor Project

1. Goals of an organization.
2. Work Values
3. Character Ethics
4. Working Conditions
5. Decision making Strategies
6. Goal Setting
7. Customer Satisfaction

*Case study can be chosen by the students in their respective areas of interest.*

Text Books

Reference Book
The Computer Applicable Lab. will be based on Computer Applicable-I Course (BBA 207)
INSTRUCTIONS TO PAPER SETTERS

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- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives
This course has been designed to familiarize the learners about the working of travel agency, its organization and management as well as different operations carried out by it.

Course Contents
Unit I

Unit II
Organisation and management of the Travel Agency–main departments, ticketing and reservations, information, tours, transport, administration.
Tour Operation Business: Itinerary Preparation, Tour Costing, Hotel/ Transportation Booking, and Ground Arrangement.

Unit III
Organization of a travel agency for sale of complete travel services. Managing Promotion, Public Relations. Prospection, planning and promotion of new travel destination. Maintenance of up-to-date travel information about domestic and international travel destinations, schedules, time and fare tables of all networks of carriers by sea, land and air, weather conditions, currency exchange restrictions, passport, visa, health and immigration regulations

Unit IV
Organization, role and functions of (i) World Travel Organisation (WTO), (ii) Pacific Area Travel Association (PATA), (iii) Universal Federation of Travel Agent (UFTA), (iv) Indian Association of Tour Operator (IATO) (v) Travel Agents Association of India (TAAI), (vi) International Civil Aviation Organisation (ICAO) (vii) International Air Transportation Association (IATA)

Text Books:

Reference Books:
FOURTH SEMESTER
BBA (T&TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA(T& TM) 202: Human Resource Management
L-4, T-0, Credits: 04

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Objectives: The objective of the course is to familiarize students with the different aspects of managing Human Resources in the organization through the phases of acquisition, development and retention.

Course Contents

Unit I
Introduction:
Concept, Nature, Scope, Objectives and Importance of HRM; Evolution of HRM; Challenges of HRM; Personnel Management vs HRM; Strategies for the New Millennium: Role of HRM in Strategic Management; Human Capital; Emotional Quotient; Mentoring; ESOP; Flexi-time; Quality Circles; Kaizen; TQM and Six Sigma.

Unit II
Acquisition of Human Resources:
HR Planning; Job analysis – Job Description and Job Specification; Recruitment – Sources and Process; Selection Process – Tests and Interviews; Placement and Induction; Job changes – Transfers, Promotions/Demotions, Separations.

Unit III
Training and Development:
Concept and Importance of Training; Types of Training; Methods of Training; Design of Training Programme; Evaluation of Training Effectiveness; Executive Development – Process and Techniques; Career Planning and Development.

Unit IV
Compensation and Maintenance:
Compensation: Job evaluation – Concept, Process and Significance; Components of Employee Remuneration – Base and Supplementary; Performance and Potential appraisal – Concept and Objectives; Traditional and Modern methods, Limitations of Performance Appraisal methods, 360 degree Appraisal technique; Maintenance: Overview of Employee Welfare, Health and Safety, Social security.

Text Books:

Reference Books:
OBJECTIVES: The basic objective of this course is to familiarize the students with the nature and dimensions of evolving business environment in India to influence managerial decisions.

Course Contents
Unit I

Unit II

Unit III

Unit IV
Natural and Technological Environment: Innovation, Technological Leadership and Followership, Sources of Technological Dynamics, Technology Transfer, Time Lags in Technology Introduction, Status of Technology in India. Management of Technology, Features and Impact of Technology.

Text Books

Reference Books
Objectives:
The objective of this paper is to understand the various aspects of marketing research, identify the various tools available to a marketing researcher. Marketing research can help the marketing manager in decision making.

Course Contents
Unit I
Introduction of Marketing Research: Define Marketing Research, Aims and Objectives of Marketing Research. Applications of Marketing Research, Marketing Information System, Evaluation and Control of Marketing Research, Value of Information in Decision Making, Steps in Marketing Research.


Unit II
Sample and Sampling Design: Some basic terms, Advantages and Limitation of Sampling, Sampling process, Types of Sampling, Types of Sample Designs, Determining the Sample Size, Sampling Distribution of the Mean.

Scaling Techniques: The concept of Attitude, Difficulty of Attitude Measurement, Types of Scales, Applications of Scaling in Marketing Research.

Unit III
Data Collection:: Secondary Data, Sources of Secondary Data, Primary Data, Collection of Primary Data, Methods of Data Collection- Observation, Questionnaire, Designing of Questionnaire.

Data Processing and Tabulation: Editing, Coding and Tabulation.

Unit IV
Text Books


Reference Books

Objectives: To familiarize the students with various Web based packages to develop customize web site.

Course Contents

UNIT-I

An Introduction to the World Wide Web: Concepts of Web Technology, Web Browsers, Internet Explorer, Netscape Navigator, Internet and Intranet, Windows NT Server (IIS) Versus Linux (Apache) as a Web Server


UNIT-II

Designing and constructing your Web site: Developing Content, Designing Individual Pages, Designing & Constructing your Web Site, Implementing your Web Site, Netscape Extensions and HTML, HTML Tools, CGI Concepts

Creating your Web Site with FrontPage: Introducing FrontPage, Editing Documents in the FrontPage Editor, Formatting Pages, Linking Pages to the World, Displaying Images in Pages

UNIT-III

HTML: What is HTML?, HTML Basics, Document Tags, Container and Empty Tags, Entering Paragraph Text on your Web page, The <BR> Tag, The Comment Tag


UNIT-IV

Graphics for web pages: Choosing the correct Graphics File Format, Color in images, Loss of image quality due to compression, Adding inline image to web page, Scaling down an image, Alternative Text for the <IMG> tag, Understanding Imagemaps

Working with Links: Working with links, Relative and absolute links, Providing links for internet services, Link tag

Tables, Frames and Forms: Creating Borderless Tables, Frames, Forms

Cascading Style sheets: What is Style Sheet, Types of Style Sheets, Using Style Sheet with HTML

Text Books:
2. HTML-4.0 Complete Reference-BPB Publication

Reference Books:
1. Internet Complete Reference- Tata McgrawHill
2. HTML-4.0 unleashed – Techmedia Publication
3. HTML,DHTML –Ivan Bayross
Note: Students are expected to have only elementary knowledge of the topics specified in the syllabus.

Objectives: To acquaint the student with a basic and elementary knowledge of the subject.

Course Contents

Unit I

Unit II

Unit III

Unit IV
The Companies Act 1956 (Basic elementary knowledge): Essential characteristics of a Company, Types of Companies, Memorandum and Articles of Association, Prospectus, Shares – Kinds, Allotment and Transfer, Debentures, Essential conditions for a valid Meeting, Kinds of Meetings and Resolutions; Directors and Remuneration, Directors, Managing Directors-their Appointment, Qualifications, Powers and Limits on their Remuneration, Prevention of Oppression and Mismanagement.

Text Books

Reference Books:
Objectives: The course aims to help students to comprehend the basic principles of the laws governing Direct and Indirect taxes. Students are expected to have only elementary knowledge of the topics specified in the syllabus.

Course Contents
Unit I
Introduction to Income Tax Act 1961
Salient Features and Basic Concepts – Previous Year, Assessment Year, Person, Gross Total Income and Agricultural Income. Residential Status and Incidence of Tax, Fully Exempted Incomes.

Unit II
Heads of Income – Salary, House Property, Business or Profession, Capital Gains, Other Sources, Clubbing of Income, Deductions Under Chapter VI (related to individuals and firms)Assessment of Individuals and Firms (simple problems).

Unit III
Relief’s, Set off and Carry Forward of Losses, Deduction of Tax at Sources. Payment of Advance Tax.

Unit IV
Service Tax (Finance Act 1994) –
Note: Assessment Year (Current) Introduction to procedure for Service Tax Return

Text Books

Reference Books
3. Government of India, Bare Acts (Income Tax, Service Tax, Excise and Customs)
BBA (T& TM)  
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY  
BBA (T& TM) 214: Computer Applications Lab - II  
L-0, T/P-4, Credits: 02

FRONT PAGE  
Orientation to the Front Page environment and building web sites

1. Create a new site. Start with a web page using Your Name to name the page. Make it the home page and view the web in navigation and folder. View record your observation.
2. On the home page, give a brief description about yourself & type the following subheading “qualification”, “Hobbies”, “Interest”, “Future Plans”, & “Address for communication”
3. Apply the most appropriate theme at the web page and the web site.
4. Apply font and color styles on to your web page and preview.
5. Create a new web page using the Front Page explorer and write your academic and professional qualification. Places a bookmark at an appropriate place and save the page as “qualification”.
6. Link the page, qualification.htm, with the sub-heading “qualification” in the home page.
7. Create a new page using the front page editor and write your hobbies and interest on it. Save the page as “Hobbies.htm”.
8. Link the page, Hobbies.htm, with the sub-heading “hobbies” & “interest” in the home page.
9. Create a new page and write a few lines on your future plans and save the page as “future plan”.
10. Link the page. Future-plan.htm, with the sub heading “future plan” in the home page.
11. Create a new page, write your address for communication & save the page as “address”.
12. Link the page, “address.htm” to the sub-heading “address” for communication page in the page.
13. Interest a navigation bar in the page.
14. Test all hyperlink in the front page editor and record your observation.

Adding Images and special feature to web

15. Import an image, if it is not available on the local drive. Use clipart on each page and use image to link to the home page.
16. Make the image brighter and lower the contrast.
17. Make the color transparent and assign alternate text with a suitable caption to the image.
18. Open the web page “future.htm” and insert a background sound file into the page.
19. Open the web page “hobbies.htm” and apply animation (as animated GIF) to the image or clipart (if inserted)

Working with tables and frame

20. Open the page, “hobbies.htm” and insert a table of at least column and fire rows, with and fire rows, with column heading as Name, Address, Phone no and date of Birth. Align the table to the center of the webpage and text flow at center.
21. Enter data into the table and adjust the font as book antiqua and font size as “12”.
22. Insert “Address Book” as caption for the table.
23. Split the column named cell phone no into two and name them as “off” and “Resi”

**Forms and connecting to the database**
24. Open the page, bearing your name and insert a form. Assign the base name as “personal details” and save the file as “personal.txt” format.
25. The form should contain the following fields as mentioned below
   - Personal Profile
     - Name:
     - Address:
     - Phone_Off:
     - Phone_Resi:
     - Mobile:
     - E_Mail:
     - Fax:
     - Passport no.:
     - Driving License No.:
     - Insurance Policy No:
     - Blood Group:
     - Credit Cards:
26. Assign a drop down menu for the credit cards fields.
27. Assign a one line text driving license No.

**Advanced Topics**
28. Open the page, bearing your name and insert marque to display the message “Welcome to my site”.
29. Open each and every page “apply suitable page transitions and animations.”
INSTRUCTIONS TO PAPER SETTERS

Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.

Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

OBJECTIVES: This course aims to sensitize students, tourists and professionals in the tourism sector to the issues pertaining to the problems of ecology and environment today. It also attempts to make students familiar with the impact of tourism on ecology of various tourism resources.

COURSE CONTENTS:

UNIT I

Environment- An Introduction: Eco Tourism & Ecology The Eco System, Environment pollution,

UNIT II

Environment issues and Tourism Development: Relationship between Environment and Development, Conceptualizing Tourism’s place in development, Preservation, Conservation and development, Sustainable Tourism - culture, social, physical, Man made; Responsible Tourism Benefits

UNIT III

Environmental Impact: Impact of Tourism on wildlife, Impact of Tourism on wetland, Island, Beaches and on Mountains, Eco Tourism, Environment, Conservation through Ages, Identifying Pressure and Understanding Threshold Areas.

UNIT IV

Environment, Community and Tourism: Access, Infrastructure and Land Use- Basic Issue, Community and Regional Assets, Multiplier Effect - Benefits and Consequences, Resort Planning.

TEXT BOOKS


REFERENCE BOOKS

FIFTH SEMESTER
BBA (T& TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (T& TM) 301: Values & Ethics in Business

INSTRUCTIONS TO PAPER SETTERS

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

MAXIMUM MARKS: 75

Course Contents

Unit-I
Introduction: Concept of Values, Types and Formation of Values, Values and Behaviour, Values of Indian Managers, Ethical Decision Making.
Ethics: Management Process and Ethics, Ethical Decision Making, Ethical Issues, Ethos of Vadanta in Management, Relevance of Ethics and Values in Business

Unit-II
Knowledge and Wisdom: Meaning of Knowledge and Wisdom, Difference between Knowledge and Wisdom, Knowledge Worker versus Wisdom Worker, Concept of Knowledge Management and Wisdom management, Wisdom Based Management.
Stress Management: Meaning, Sources and Consequences of Stress, Stress Management and Detached Involvement.
Concept of Dharma & Karma Yoga: Concept of Karama and Kinds of Karam Yoga, Nishkam Karma, and Sakam Karma; Total Quality Management, Quality of life and Quality of Work Life.

Unit-III
Understanding Progress, and Success - Results & Managing Transformation: Progress and Results Definition, Functions of Progress, Transformation, Need for Transformation, Process & Challenges of Transformation.
Understanding Success: Definitions of Success, Principles for Competitive Success, Prerequisites to Create Blue Print for Success. Successful Stories of Business Gurus.

Unit-IV
Corporate Social Responsibility & Corporate Governance: Corporate Responsibility of Business: Employees, Consumers and Community, Corporate Governance, Code of Corporate Governance, Consumer Protection Act, Unethical issues in Business

Text Books

Reference Books:
BBA (T&TM)  
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY  
BBA (T& TM) 303: Sales Management

**Objectives:** To acquaint the students with the process of personal selling and the strategies and methods for effective sales management.

**Course Contents**

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<td>Sales Management, Evolution of</td>
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<td>Sales Management, Role and Skills</td>
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<td>of Sales Managers, Sales Objectives</td>
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<td>Sales Strategies, Emerging Trends</td>
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<td>in Sales Management</td>
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<tr>
<th>Unit II</th>
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<td>Theories of Selling, SPIN Model</td>
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<td>Types of Selling, Transactional</td>
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<td>and Relationship Selling</td>
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<td>Sales Forecasting Methods</td>
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<th>Unit III</th>
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<tr>
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<td>Design, Execution and Evaluation of</td>
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<td>Sales Force Training, Motivation</td>
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<td>and Compensation of Sales Personnel</td>
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<td>Design and Management of Sales</td>
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<td>Territories and Quotas</td>
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<th>Unit IV</th>
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<td>Sales Budgets, Sales Audits</td>
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<td>Legal and Ethical Issues in Sales</td>
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<td>Management, Role of Information</td>
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<td>Technology in Sales Management</td>
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**Text Books**


**Reference Books**

BBA (T&TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (T& TM) 305: French Language- I (Hospitality Oriented)

L-4 T/P-0 Credits-4

INSTRUCTIONS TO PAPER SETTERS  MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objective:
The main purpose of this paper is to enable the students familiar with the French language by providing basic knowledge of French.

Course Contents:
Unit-I  This unit deals with the introduction of alphabets and the accents of French language., The Alphabet (Les Alphabets), The Accent (Les accents), The other orthographic signs (Les autres signes orthographiques), Pronunciation of French (Prononciation du Francais), Punctuation marks (Les signes de punctuation)
Lectures : 12

Unit-II -  This unit deals with basic vocabulary., The days of the week (Les jours de la semaine), The months of the year (Les mois de l’année), The numbers (Les nombres) 2.4 The seasons (Les saisons), The Professions (Les professions), The family (La famille) 2.7 The face (Le visage), The body (Le corps), The places (Les lieux), The countries (Les pays), The nationalities (Les nationalités), The clothes (Les vêtements), Fruits & Vegetables (Les legumes/Fruits), The colours (Les Couleurs), Time (L'heure)
Lectures : 14

Unit III  This unit deals with grammar to enable the students to construct simple sentences., The articles (Les articles), Subject pronouns (Pronoms sujets), Introduction to all the 3 categories of the verbs (Les Verbes au Present), Conjugations (Conjugaisons) 3.5 Demonstrative adjectives (Adjectifs demonstratifs), Adjectives (Adjectifs), Possessive adjectives (Adjectifs possessifs), Prepositions (Prepositions), Pronouns after the prepositions (Pronoms apres les prepositions), Partitive articles (Articles partitifs), Imperative (Imperatif), Negatives (Negation), Interrogatives (Interogation), Comparative (Comparatif), Superlative (Superatif), Adverb (Adverbe)
Lectures : 14

Unit-IV This unit deals with written and verbal communication. : Self introduction, How to describe a person, place or a thing, Mathematical Application – Counting, Plus, Minus, Multiplication, Division., Festivals, monuments, and important cities of France.
Lectures : 12

Text Books
1. Mahitha Ranjit – Apprenons le Francais (Part 1-2)
2. Mathurin Dondo (Modern French Course)

Reference Books
2. G. Mauger – cours de langue (Part I)
3. After ego (methode de Français) (A I)
4. Larousse French grammar.
Objectives: The objective of the course is to acquaint the students about the concept of information system in business organizations, and also the management control systems.

Course Contents

Unit I


Unit II


Unit III

Information Concepts: Data and Information – Meaning and importance, Relevance of Information in Decision Making, Sources and Types of Information, Cost Benefit Analysis – Quantitative and Qualitative Aspects, Assessing Information needs of the Organization.

Unit IV


Text Books


Reference Books

Objectives: Efficient Management of a business enterprise is closely linked with the efficient management of its finances. Accordingly, the objective of the course is to acquaint the students with the overall framework of financial decision-making in a business unit.

Course Contents

Unit I


Unit II

Cost of Capital: Concept, Importance, Classification and Determination of Cost of Capital.

Leverages: Concept, Types of leverages and their significance.

Unit III

Unit IV
Dividend, Bonus and Rights: Dividend Policy, Relevance and Irrelevance Concepts of Dividend, Corporate Dividend Practices in India.

Text Books

Reference Books
Each student shall undergo practical training of eight weeks during the vacations after fourth semester in an approved business / industrial / service organization and submit at least two copies of the Summer Training Report to the Director / Principal of the Institution within two weeks of the commencement of the Fifth Semester. The Summer Training Report shall Carry 100 marks. It shall be evaluated for 50 marks by an External Examiner to be appointed by the University and for the rest of the 50 marks by an Internal Board of Examiners to be appointed by the Director / Principal of the Institution. This internal Board of Examiners shall comprise of a minimum of two Internal Faculty Members.
A group of 4 students would be allotted with any IT Application Database Project.

The Project would be based on any Front-end and Backend Concept.
BBA (T& TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (T& TM) 315: Marketing In Service Industry- Airlines, Travel, Tours & Hotel

INSTRUCTIONS TO PAPER SETTERS

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MAXIMUM MARKS: 75

Objectives: The main objective of this course is to familiarize the student with the basic concept of service marketing and equip them with tools and techniques for applications of these concepts in Travel and Tourism in Indian and global context.

Course Contents

Unit I
Definitions of Marketing, Goods and Services, Types of Services, Special characteristics in Marketing of Services and Leisure Activities.
Modern Marketing Concepts: Marketing Approaches, Difference between Sales and Marketing, Tourism Marketing: Special Features- Definitions

Unit II
Marketing Segmentations: Types of Tourists, Market Survey and Research, Tourist Demand and Forecasting, Tourist Promotions & Marketing Abroad- Role of public and private sector, Incentive and Subsidies, Profile of Tourists: Americans: Japanese: U.K., Russians, French, Domestic-N.R.I.

Unit III
Tourism Promotion- marketing Tools: Tourism Communications.
Advertising: Publicity: V.C.R: Coupons Fam Tours: Picture Post Cards

Unit IV
Marketing Techniques of a Travel Agency, Consumers Mix.

Text Books
Reference Books
BBA (T&TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (T& TM) 302: Trends In Travel And Tourism And Laws

INSTRUCTIONS TO PAPER SETTERS        MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives: This module is prescribed to appraise students about the emerging trends in travel and tourism and to make them to understand the regulatory laws for tourism business in India.

Course Contents
Unit I
Tourism: An Emerging Phenomenon
Eco Tourism: Concept, Need, Eco Tourism Planning, Sustainable Tourism Strategies, Social Reforms and Tourism, Tourism and Globalization

Unit II

Unit III
Regulatory Laws for Tourism Business in India-I: Need for Tourism Laws and Regulations, Legislation and Regulations for Travel Agencies, Regulations for Accommodation Sector, GATS

Unit IV

Text Books

Reference Books
1. Singh, L. K., (2008), *Trends In Travel And Tourism And Laws*, Isha Books..
BBA (T& TM)  
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY  
BBA(T& TM) -304 PROJECT PLANNING AND EVALUATION

L-4  T-0  Credits —4

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Objectives: The basic objective of this course is to familiarize the students with the various aspects of Projects and key guidelines relevant to project planning, analysis, financing, selection, implementation and review.

Course Contents

UNIT I  


Cost of Project, Estimates of Sales and Production, Cost of Production, Profitability Projections, Projected Cash Flow Statement, Projected Balance Sheet

UNIT-II  
Market and Demand Analysis: Conduct of Market Survey, Characterization of Market, Demand Forecasting, Uncertainties in Demand Forecasting, Market Planning

Technical Analysis: Manufacturing Process/ Technology, Technical Arrangements, Product Mix, Plant Capacity, Location and Site,

UNIT-III  
Project Management: Forms of Project Organization, Project Planning, Project Control, Human Aspects of Project Management,

Network Techniques: Development of Project Network, Time Estimation (Simple Practical Problem with EST, EFT, LST, LFT, Total Float), Determination of the Critical Path, Scheduling when Resources are limited, PERT Model, CPM Model (Simple Practical Problem of Crashing), Network Cost System.

Project Review and Administrative Aspects: Control of In- Progress Projects, Post Completion Audits,

UNIT IV  
Risk and Analysis Uncertainty: Using sensitivity, simulation, decision and other techniques

Text Books

**Reference Books:**

INSTRUCTIONS TO PAPER SETTERS

Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.

Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

MAXIMUM MARKS: 75

Objectives: It provides exposure to the students to the entrepreneurial cultural and industrial growth so as to prepare them to set up and manage their own small units.

Course Contents

Unit I
Introduction: The Entrepreneur: Definition, Emergence of Entrepreneurial Class; Theories of Entrepreneurship.

Unit II
Promotion of a Venture: Opportunity analysis; External Environmental Analysis Economic, Social and Technological; Competitive factors; Legal requirements of establishment of a new unit and Raising of Funds; Venture Capital Sources and documentation required.

Unit III
Entrepreneurial Behaviour: Innovation and Entrepreneur; Entrepreneurial Behaviour and Psycho-theories, Social responsibility.
Entrepreneurial Development Programmes (EDP): EDP, their role, relevance and achievements; Role of Government in organizing EDP’s critical evaluation.

Unit IV
Role of Entrepreneur: Role of an Entrepreneur in Economic Growth as an Innovator, Generation of Employment Opportunities, Complimenting and supplementing Economic Growth, bringing about Social Stability and Balanced Regional Development of Industries: Role in Export Promotion and Import Substitution, Forex Earnings.

Text Books

Reference Books
Objectives: The basis objective of this course is to provide understanding to the students with the global dimensions of management.

Course Contents

UNIT I

UNIT II

UNIT III

UNIT IV
Socio Cultural Environment- Managing Diversity within and across Cultures, Country Risk analysis, Macro Environmental Risk Assessment, Need for Risk Evaluation; Corporate governance, Globalization with social responsibility- Introduction, Social responsibility of TNC, Recent development in corporate social responsibility and policy implications.


Text Books
Reference Books:

During the sixth semester each student shall undertake a project to be pursued by him / her under the supervision of an Internal Supervisor to be appointed by the Director / Principal. Both the subject and the name of the Supervisor will be approved by the Director / Principal of the Institution. The Project Report in duplicate along with one soft copy in a floppy will be submitted at least four weeks prior to the commencement of the End Term Examination of the Sixth Semester. Project Report shall carry 100 marks. These shall be evaluated by an External Examiner appointed by the University for 50 marks and for the rest of the 50 marks by an Internal Board of Examiners to be appointed by the Director / Principal of the Institution. This internal Board of Examiners shall comprise of a minimum of two Internal Faculty Members.
INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives: The main purpose of this paper is to enable the students to speak, write and understand the French language in their Travel and Tourism operations.

Unit 1  This unit deals with usage of all categories of the verbes in different tenses.
1.1  Passe compose
1.2  Future
1.3  Passe recent
1.4  Future proche
1.5  Imparfait

Lectures- 12

Unit II  This unit deals with basic conversation in the given situation.
On the phone with a friend, taking messages on telephone, on meeting a stranger on the road, reception at hotel, asking the way, at a restaurant, travel agency, tour operation, car hire, railway station.

Lectures- 12

Unit III  Comprehension, translation (French English/English French, letter writing, message writing)

Lectures- 12

Unit IV  This purpose of this unit is to enable the students to acquire the language skills in professions dealings with French speaking clients. How to welcome a client, describe a hotel or a place, advice on places to visit or dishes to try, give information about your country, inform tourist about the itinerary for a tour, describe a monument, handle requests for room or ticket reservation.

Lectures- 16

Text Books
1. Mahitha Ranjit – Apprenons le Francais (Part 1-2)
2. Mathurin Dondo (Modern French Course)

Reference Books
2. G. Mauger – cours de langue (Part I)
3. After ego (methode de Francais) (A I)
4. Larousse French grammar.
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- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

MAXIMUM MARKS: 75

Objectives: This module is introduced to prepare the students to work within Airline or Travel Agency, where they are required to be fully aware of Air Ticketing Fare Calculation and Foreign Exchange Management.

Contents

Unit I
Air Travel Process and Practices
- Air Travel; International Carriers, Domestic Carriers, Air Transport Regulations; Five Freedom of Air, Airport Handling Procedure.
- Reservation practices- children and infants, Restricted and disable passengers, Changes alterations in Schedules, Stand by Travel, Passenger Check In, Cancellation and Delays, Checked Baggage- The weight / piece system, Excess Baggage Charge, Special Charge, Pet Transport Policy, Special Meals, Excess Mileage Percentage.

Unit II
Basic Elements of Air Fares and Constructions
- Class of Service, Fare basis customs user fees, Airport Taxes, Miscellaneous Charges, Fare Rules, Calculation, Special Air Fares, Ticket Issuance, Travel Related Terminology, Mileage Principles: Fare construction with extra mileage allowance and extra mileage principle, highest intermediates point (HIP), circle trip minimum (CTM), Back Haul Check, Addon, Fare Construction Terminology, Fare calculation on a hand ticket, Sector mileages, Basic principles of international air fares and ticketing, How to use neutral unit of constructions to calculate fares.

Unit III
Air Ticketing Techniques - Domestic & International:
- Airline Tickets, Tickets coupons, Air ticket information, Air Ticket related traffic documents PTA, REN, Charted and group travel, Ticket revalidation, Booking a tour, How to procure traffic documents, Tour order, Ticket exchange notice, Cash refund notice, Credit card refund notice, Reservation sheets/cards, Airline Reservation

Unit IV
Foreign Exchange Management:

Text Books

Reference Books
2. ABC Worldwide Airways Guide (Red/Blue)
2. FEMA Act-(2000)