

ଉତ୍କଳ ସଂସ୍କୃତି ବିଶ୍ୱବିଦ୍ୟାଳୟ
UTKAL UNIVERSITY OF CULTURE
Sanskriti Vihar, Madanpur, Bhubaneswar-752054



**SYLLABUS (NEP-2020) OF
BACHELOR IN TOURISM AND TRAVEL
MANAGEMENT (BHTTM)
FROM THE ACADEMIC SESSION 2024-25**

Salient Features of the New Curriculum Design

- i) Multiple entry and exit. Exit can be after 1styr/2ndyr/ 3rdyr and 4th yr.
- ii) 4yr. Degree Hons Program is of two types with or without research. Those with research are now eligible to appear to NET UGC and can directly join Ph.D. Program if they qualify in NET.
- iii) 4 yr. Degree Program with Research will be available with universities offering both PG & UG Program (Like Ravenshaw University, Gangadhar Meher University, Rama Devi Women's University, Khallikote University, Dharani Dhar University and Vikram Dev University etc.) Besides other colleges with PG Department in concerned subject having at least 50% sanctioned faculty members with Ph.D. University have to recognize such colleges for UG 4yr Research Program.
- iv) The following shall be the types of courses as per UGC Guideline.
 - ✓Core 1 (Major/Hons)
 - Core II (Minor/Pass)
 - Core III (Minor/.Pass)
 - ✓ Ability Enhancement Course
 - ✓ Skill Enhancement Course
 - ✓Multi-Disciplinary Course
 - ✓ Value Added Course
 - ✓ Vocational Course (To be offered in summer vacation 1 & 2)

- v) The Minimum Credit Prescribed are as follows

Credits

a) Three years with single major with 2 minors	126
b) Three years with double major	150
c) Three years three minors (without major)	126
d) Four years with Research/without Research	166

Students may acquire additional credit under Value added / Multi-Disciplinary/Swayam etc. The additional credit shall not be taken into account for Division/Grade/ Rank etc. They shall not count for admission into higher program.

- vi) The level of the course has been defined as per UGC/ National Credit Framework etc.
- vii) The Division between internal Assessment/Term End University Exam shall be 40:60

Credit System Syllabus According to NEP-2020 Guideline

Credit	Theory	Lecture/ Tutorial	Practical/ Field Work
1	1 Hour	1 Hour	2 Hour

- 1 Class= 1 Hour
- 1 credit = Minimum 15 Hours for Theory in one Semester
- 1 credit = Minimum 30 Hours for Practical in one Semester

Guidelines to Awarding UG Certificate, UG Diploma, and Degrees:

1. UG Certificate: Students who opt to exit after completion of the first year and have secured 44 credits will be awarded a UG certificate if, in addition, they complete one vocational course of 4 credits during the summer vacation of the first year. These students are allowed to re-enter the degree programme within three years session of exit and complete the degree programme within the stipulated maximum period of seven years.
2. UG Diploma: Students who opt to exit after completion of the second year having secured 86 credits will be awarded the UG diploma if, in addition, they complete one vocational course of 4 credits during the summer vacation. These students are allowed to re-enter within a period of three years and complete the degree programme within the maximum period of seven years.
3. 3-year UG Degree: Students who wish to undergo a 3-year UG programme will be awarded UG Degree in the Major subject after successful completion of three years, securing at least 126 credits and satisfying the minimum credit requirement as given in the. The discipline or faculty shall be decided on the basis of the first Major, i.e Bachelor in Hotel Management.
4. 4-year UG Degree (Without Research): A four-year UG degree in the major discipline will be awarded to those who complete a four-year degree programme with at least 166 credits and have satisfied the credit requirements as given in 2nd Semester Table.
5. 4-year UG Degree (With Research): Students who secure 7.5 CGPA and above in the first six semesters and wish to undertake research at the undergraduate level can choose a research stream in the fourth year. They should do a research project or dissertation under the guidance of a faculty member of the institution who is a recognized Ph.D. Supervisor of the affiliating University or who holds a Ph.D. Degree. The research project/dissertation will be in the major discipline. The students, who secure 166 credits, including 12 credits from a research project/dissertation, are awarded UG Degree.

SEMESTER- 1

SUBJECT CODE	COURSE NAME	CREDIT	Mid Sem	End Sem	Sessional	Practical	Full Mark
101 BTM-Core1.1 (Major Theory)	Fundamentals of Tourism	4	10	40	15	35	100
102 BTM-Core1.2 (Major Theory)	Tour & Travel Operations	4	10	40	15	35	100
103 BTM-Core2.1 (Minor Theory)	Tourism Geography	4	10	40	15	35	100
			Mid Sem	End Sem			
104 MDS (Multi-Disciplinary Subject)	Choose any one course from the Multi-Disciplinary list (Principles of Management)	3	20	80			100
105 AEC Ability Enhancement Course (AEC)	Odia	4	20	80			100
106 VAC Value Added Course (VAC)	Environmental Studies	3	20	80			100
TOTAL	PAPERS- 07	22	----		----		600

Bachelor in Tourism and Travel Management (BTM)
1st Semester, Core-1.1, Paper-101
FUNAMENTALS OF TOURISM – I, Credit-4

UNIT-I:

History of Tourism as a discipline of study- Definitions of Tourism – Meaning, Nature, Scope and importance- Components and elements of Tourism.

UNIT-II:

Types and typologies of Tourism- Forms of Tourism- Inbound, Outbound, Domestic & International- Evolution of Tourism and Travel through the ages- Types of Tourists- Emergence of modern tourism- Tourism issues and challenges.

UNIT-III :

Tourism impact- Economic impact: income & employment- Socio- cultural impacts of tourism – Cultural exchange among nations and international understanding- Impact of tourism on ecology and environment- Impacts of technology and industrialization on tourism.

UNIT-IV :

Accommodation – Types, categorization and classification of hotels- Modes of transport- Significance of transport in travel and tourism- Concept of demand and supply in tourism- Unique features of tourist demand.

UNIT-V :

Tourism System- Tourism motivations – Push and Pull factors in tourism- Multiplier Effects of tourism – Tourism as an export industry- Foreign Exchange- Need for Sustainable and Responsible Tourism and its development- Factors affecting the future growth and development of tourism.

References

P.N. Seth & S. Bhat : An Introduction to Travel & Tourism, Sterling Publishers, New Delhi
A.K. Bhatia : Tourism Development- Principles & Practices, Sterling Publishers, New Delhi.
S.N. Mishra & S.K. Sadual : Basics of Tourism Management, Excel Books, New Delhi.
Kamra & Chand : Basics of Tourism – Theory, Operation & Practice, Kanishka Publishers, New Delhi.

Bachelor in Tourism and Travel Management (BTMM)
1st Semester, Core-1.2, Paper-102
Tour & Travel Operations, Credit-4

UNIT-I:

Introduction to Tourism industry- Meaning and Structure – Travel intermediaries- Differences among types of Tourism intermediaries- Significance of tourism intermediaries – Tourism Distribution.

UNIT-II:

Tour operation- Definition & types- Role & functions of tour operators- Different products of tour operators- Tour package and its types – Marketing and sales of tour packages – Tour Brochure – Tour Executives and operations- Linkages with tourism principals / suppliers.

UNIT-III:

Travel agents- Definition & Types – Role and functions of travel agents- Travel information and documentation for tourists- Travel insurance – Travel retailing – profitability of travel agents- Commissions, service charges and mark-up.

UNIT-IV:

Organization structures of tour operation and travel agency business- Large scale and small scale Tour operators and travel agents- Approvals from Ministry of Tourism, Govt. of India and other competent Authorities – career opportunities in travel trade.

UNIT-V :

Various travel and tourism organizations – WTO, IATA, ICAO, PATA, TAAI and IATO – Functions and responsibilities- Itinerary planning & Development – Types of itineraries- reference tools for itinerary preparation – Development of effective itineraries.

References

Mohinder Chand : Travel agency Management – An Introduction, Anmol Publications, New Delhi
S.K. Swain & J.M. Mishra : Tourism- Principles & Practices, Oxford University Press, New Delhi
Kamra & Chand : Basics of Tourism – Theory , Operation & Practice, Kanishka Publishers, New Delhi.

Bachelor in Tourism and Travel Management (BTTM)
1ST Semester Core 2.1, Paper-103
Tourism Geography, Credits-04

UNIT-I:

Tourism and Geography- Importance of geography in Tourism- IATA Traffic Areas- Countries-Capital cities and codes- Airports and codes- Currencies and Codes.

UNIT-II:

Elements of weather and climate – Seasonality factor in travel and tourism- Factors affecting regional and global tourist movement- Tour package development strategy – Itinerary planning.

UNIT-III:

Time zones, Time Differences- GMT variations- Time calculation – Flying time and Elapsed time- International Date Line (IDL)- Making of cities on outline maps.

UNIT-IV:

Physical geography of Asia- Pacific Region – Africa and Middle East- Tourist destinations and Attractions of major countries such as India, Singapore, China, Japan, Sri Lanka, Indonesia, Thailand, Nepal, Malasiya, Australia, New Zealand, South Africa, Egypt, Mauritius, UAE, Saudi Arabia and Seychelles.

UNIT-V:

Physical geography of Europe and Americas – Tourist destinations and attractions of major Countries such as UK, USA, France, Italy, Germany, Portugal, Spain, Austria, Switzerland, Mexico, Argentina Brazil and Carillion Islands.

References

Lonely Planet

Goodman & Jackson : Geography of Travel and Tourism, Delmar

Sunil Sharma : Emerging International Tourism Markets, Rajat Publications

Lew, Hall & Timothy : world Geography of Travel and Tourism, Butterworth- Heinemann.

Bachelor in Tourism and Travel Management (BTTM)

1ST Semester, Paper-104

Principles of Management, Credits-04

UNIT-I:

Introduction to Management – Definition and concept of Management – Management as an art and Science – Levels of Management- Managerial roles and skills – Functions of Management – Evolution of Management Thoughts (classical, behavioral, systems, contingency)

UNIT-II:

Nature and importance of planning – planning process- Types of plans – Decision making process – Identifying problems- Forecasting and its applications.

UNIT-III:

Organization structure and design – Span of Control- Centralization vs Decentralization –Departmentalization- Authority and responsibility – Line and staff relationships.

UNIT-IV:

Manpower planning – Recruitment and Selection process- Training and Development – Performance Appraisal- Career planning and development.

UNIT-V:

Leadership theories (trait, behavioural, situational)- Motivation theories (Maslow's hierarchy, Herzberg's two factor)- Communication process and barriers- Group dynamics and team building.

References

Kuntz : The Essentials of Management

L.M. Prasad : Principles and practices of Management

Gupta & Mathur : Management – Principles and Applications

Tripathi, Reddy & Bajpai : Principles of Management

Bachelor in Tourism and Travel Management (BTMM)
1ST Semester, AEC, Paper-105
ODIA, Credits-04

ୟୁନିଟ୍-୧: କବିତା (ପୁସ୍ତକ: ସାହିତ୍ୟ ପ୍ରସଙ୍ଗ, ଉତ୍କଳ ସଂସ୍କୃତି ବିଶ୍ୱବିଦ୍ୟାଳୟ)

- (କ) ଯଯାତି ଉପାଖ୍ୟାନ - ସାରଳା ଦାସ
- (ଖ) ଲାବଣ୍ୟବତୀର- ଉପେନ୍ଦ୍ର ଭଞ୍ଜ
- (ଗ) କଟକନାଥ କଣାଣା- ବଳଦେବ ରଥ

ୟୁନିଟ୍-୨: ପ୍ରକ୍ଷୁଦ୍ର (ପୁସ୍ତକ: ସାହିତ୍ୟ ପ୍ରସଙ୍ଗ, ଉତ୍କଳ ସଂସ୍କୃତି ବିଶ୍ୱବିଦ୍ୟାଳୟ)

- (କ) ମୁଁ କାହିଁକି ଲେଖେ- ଲକ୍ଷ୍ମୀକାନ୍ତ ମହାପାତ୍ର
- (ଖ) ଓଡ଼ିଶା ଥିଏଟର - କାଳୀଚରଣ ପଟ୍ଟନାୟକ
- (ଗ) ମୋ ଜୀବନ ଉପରେ ରୂପର ପ୍ରଭାବ - ବିନ୍ଦୁଧର ବର୍ମା

ୟୁନିଟ୍-୩: କ୍ଷୁଦ୍ରଗ୍ରନ୍ଥ (ପୁସ୍ତକ: ସାହିତ୍ୟ ପ୍ରସଙ୍ଗ, ଉତ୍କଳ ସଂସ୍କୃତି ବିଶ୍ୱବିଦ୍ୟାଳୟ)

- (କ) ଝଡ଼ - ଭଗବତୀ ଚରଣ ପାଣିଗ୍ରାହୀ
- (ଖ) ଗୀତ ମାଷର - ପ୍ରଣବକୃଷ୍ଣ କର
- (ଗ) ପେଡ଼ିଭରା ଚମ୍ପୂ - ଭୁବନେଶ୍ୱର ବେହେରା

ୟୁନିଟ୍-୪: ବ୍ୟାକରଣ ଓ ବ୍ୟବହାରିକ ଭାଷା

- (କ) ଏକ ଅନୁଲେଖ (ପାଠ୍ୟ ଅନ୍ତର୍ଗତ ଅଥବା ପାଠ୍ୟସଂହିତାରୁ) ପ୍ରଦାନ କରାଯିବ । ସେଥିରୁ ୫ ଗୋଟି ପ୍ରଶ୍ନ ଆସିବ । ୫ ଟି ଯାକ ପ୍ରଶ୍ନ ବାଧ୍ୟତାମୂଳକ ।
ପ୍ରତ୍ୟେକ ପ୍ରଶ୍ନର ମୂଲ୍ୟ ଅନ ୩ ନମ୍ବର ରହିବ ।
- (ଖ) ରୁଚି ପ୍ରୟୋଗ ମାଧ୍ୟମରେ ବାକ୍ୟଗଠନ । ପ୍ରତ୍ୟେକ ପ୍ରଶ୍ନର ମୂଲ୍ୟ ୧ ନମ୍ବର ରହିବ ।
- (ଗ) ଏକ ପଦରେ ପ୍ରକାଶ ପୂର୍ବକ ବାକ୍ୟଗଠନ । ପ୍ରତ୍ୟେକ ପ୍ରଶ୍ନର ମୂଲ୍ୟ ୧ ନମ୍ବର ରହିବ ।

ୟୁନିଟ୍-୫: ଅନୁଯାୟୀ ନମ୍ବର ବିବରଣ

ପ୍ରତ୍ୟେକ ଯୁନିଟ୍‌ର ପ୍ରଶ୍ନ ମୂଲ୍ୟ ୨୫ ନମ୍ବର ଏବଂ ପ୍ରତ୍ୟେକ ଯୁନିଟ୍ ୧୫ ଘଣ୍ଟା ପଢ଼ାଯିବ ।

ୟୁନିଟ୍-୧: ଦୀର୍ଘ ପିଣ୍ଡ ନିମ୍ନ - ୧୫ ନମ୍ବର

ସରଳାର୍ଥ ନିମ୍ନ - ୬ ନମ୍ବର

ଚୁକ୍ତି ସଂକ୍ଷିପ୍ତ ପ୍ରଶ୍ନ ନିମନ୍ତେ - ୬x୨

ୟୁନିଟ୍-୨: ଓ ଯୁନିଟ୍-୩: ନିମନ୍ତେ ମଧ୍ୟ ଏହି ବିବରଣ ବିଧି ପ୍ରଯୁଜ୍ୟ ହେବ ।

ୟୁନିଟ୍-୪:

- (କ) ଅନୁଲେଖରୁ ୫ ଗୋଟି ପ୍ରଶ୍ନ ନିମନ୍ତେ ୧୫ ନମ୍ବର ।
ପ୍ରତ୍ୟେକ ପ୍ରଶ୍ନ ପାଇଁ ୩ ନମ୍ବର
- (ଖ) ପାଞ୍ଜିଗାତି ରୁଚି ବାକ୍ୟରେ ବ୍ୟବହାର ପାଇଁ ୫ ନମ୍ବର ।
- (ଗ) ପାଞ୍ଜିଗାତି ଏକ ପଦରେ ପ୍ରକାଶ ପୂର୍ବକ ବାକ୍ୟଗଠନ ପାଇଁ ୫ ନମ୍ବର ।

Bachelor in Tourism and Travel Management (BTTM)
1ST Semester, AEC, Paper-105
Alternative English, Credits-04

UNIT-I

Prose – Pieces to be studied :

What I Believe - E.M. Foster

The One – Eyed Cat - A.G. Gardiner

Man and Environment – Indira Gandhi

The World as I see it - Albert Einstein

On Getting off to sleep – J.B. Priestley

UNIT- II

Poetry-Pieces to be studied:

To His Cry Mistress - Andrew Marvell

A Slumber Did my Spirit Seal – William Wordsworth

La Belle Dame Sans Merci - John Keats

The Listeners - Walter de La Mare

Village Song - Sarojini Naidu

UNIT-III

Short Story-Pieces to be studied:

The Happy Prince - Oscar Wilde

The Last Leaf - O' Henry

The Happy Man - Somerset Maugham

War - L. Parlandells

An Anthology of Poems, short stories and Essays – Utkal University of Culture

Bachelor in Tourism and Travel Management (BTMM)
1ST Semester, VAC, Paper-106
ENVIRONMENTAL STUDIES Credits-03

UNIT-I

Scope and Importance of environmental Studies-

Concept of Environment – Atmosphere, Hydrosphere, Lithosphere, and Biosphere

Resources and Environment – Renewable and Non- renewable conservation of natural resources

UNIT-II

Ecosystem – Structure and function of an eco- system, Food chain, Food web, Trophic Levels ecological Pyramids, Energy flow in Eco- system

Nutrients cycles- Nitrogen Cycle, Carbon- dioxide cycle, Oxygen cycle.

Aquatic (pond as a fresh water ecosystem)

UNIT-III

Bio diversity and its conservation- concept and importance of bio diversity, threat to biodiversity, man and wildlife conflict, Endangered and endemic species of India Ex- situ and In – situ conservation of bio- diversity.

Communicable diseases – Malaria, Measles, Tuberculosis, Amoebiasis, Filariasis.

Non- communicable diseases- Cancer, Cardio vascular diseases.

UNIT-IV

Environmental Pollution- Air pollution, Water Pollution, Soil Pollution, Noise Pollution, Nuclear Pollution, Thermal Pollution- cause Effect and remedies. Acid Rain, Green House Effect, Global Warming, Solid Waste Management, Waste Land reclamation.

UNIT- V

Economic Development and Environment-

Sustainable and un- Sustainable development

Human Pollution – Growth and Explosion

Urbanization- Problems, resettlement and rehabilitation of People.

Role of NGOs in Environmental Protection. Environmental Legislation in India.

SEMESTER- II

SUBJECT CODE	COURSE NAME	CREDIT	Mid Sem	End Sem	Sessional	Practical	Full Mark
201 BTM- Core2.1 (Major Theory)	Tourism & Logistics	4	10	40	15	35	100
202 BTM- Core2.2 (Major Theory)	Entrepreneurship Development & Tourism	4	10	40	15	35	100
203 BTM- Core3.1 (Minor Theory)	Multi- Disciplinary (Organizational Behaviour)	4	10	40	15	35	100
			Mid Sem	End Sem			
204 MDS (Multi- Disciplinary Subject)	Choose any one course from the Multi-Disciplinary list(Basic Accounting)	3	20	80			100
205 AEC Ability Enhancement Course (AEC)	Communicative English	4	20	80			100
206 SEC Skill Enhancement Course (SEC)	Personality Development	3	20	80			100
TOTAL	PAPERS- 07	22	----		----		600

Bachelor in Tourism and Travel Management (BTTM)
2nd Semester Core 2.1, Paper-201
Tourism & Logistics, Credits-04

UNIT-I:

Logistics : Definitions and concepts – Relationship with Supply Chain Management – Customer service as a link between Logistics and Marketing- Customer Relationship Management (CRM)in Tourism – MICE Logistics- Online booking platforms and travel portals – Global Distribution System(GDS)

UNIT-II:

Transportation Logistics – Air, Land and Sea travel options- Travel regulations – Route planning – Ground transportation management- Surface Transport : Road and Railway networks.

UNIT-III:

Accommodation Logistics – Hospitality industry – Accommodation types – Types of hotel classification - Hotel booking systems- Types of hotel reservation: process and procedure – Central Reservation System (CRS).

UNIT-IV:

Tour Operations Logistics – Developing tourism packages- Itinerary development – Group management- Itinerary customization – GIT and FIT- Tour activity coordination – Tour escorting- Guiding services.

UNIT-V:

Specialized Tourism Logistics- Adventure Tourism: Planning for adventure activities and equipment management – Eco- Tourism Logistics: Environmental consideration and sustainable practices in Tourism operations – Medical Tourism Logistics: Medical facility arrangements and patient transport.

References

M.R. Dileep : Tourism- concepts, Theory & practice, Wiley
Ganapathi & Nandi : Logistics Managements, Oxford University press.
Saikumari & Purushothaman : Logistic & supply Chain Management, Sultan Chand & Sons
Mangan, Lalwani, etal : Global Logistics & Supply Chain Management, Wiley

Bachelor in Tourism and Travel Management (BTTM)
2nd Semester Core 2.2, Paper-202
Entrepreneurship Development in Tourism, Credits-04

UNIT-I:

Introduction to entrepreneurship and tourism- Definition and characteristics of an entrepreneur- Entrepreneurial mindset and skills- Leadership: Risk taking, Decision-making and Business planning.

UNIT-II:

Tourism industry overview- trends and challenges- Tourism market segmentation and customer analysis – Feasibility analysis for tourism ventures- SWOT analysis for tourism business.

UNIT-III:

Entrepreneurial behavior – Entrepreneurship Development Programme (EDP)-Role, relevance and role of Government in organizing EDPs- Business planning for tourism enterprises Business plan components and structure.

UNIT-IV:

Role of an entrepreneur in economic growth- Forex earnings- Generation of employment opportunities – Operations management in tourism business- Marketing and promotion strategies for tourism trade.

UNIT-V:

Eco-tourism entrepreneurship- Adventure tourism business development- Sustainable tourism practices-Community engagement in tourism development- Environmental impact assessment in tourism business.

References :

Vasant Desai : Entrepreneurial Development, HPH
Gupta & Srinivasan : Entrepreneurial Development, Sultan Chand & Sons
Chandra & Biswas : Entrepreneurship Development, Tee Dee Publications
D.F. Kuratko : Entrepreneurship – Theory, Process, Practice, Cengage.

Bachelor in Tourism and Travel Management (BTTM)
2nd Semester Core 3.1, Paper-203
Organizational Behaviour, Credits-04

UNIT-I:

Concept, nature and Scope of organizational behavior (OB)- Organization structure and design-Types of organization structure- Line and staff – Functional, Divisional, Matrix and Network.

UNIT-II:

Personality- Determinants and theories of personality- Matching personality with job – Learning : process and theories – Attitude : Formation and components – Characteristics and measurement of attitude.

UNIT-III:

Motivation : concept and process – Theories of Motivation (Maslow, Herzberg, McClelland and Vroom)- Organization culture and climate- Organizational ethos.

UNIT-IV:

Group dynamics – Formation of groups- Group development- Types of group – Group norms- Conflict and Conflict resolution- Team building- Group decision- making.

UNIT-V:

Management of stress – Work commitment and job satisfaction-Leadership : Concept and scope- Leader vs. Manager- Types of leadership- Leadership styles- Leadership traits- Theories of Leadership (Behavioural, and Contingency) – Basic skills for Team Leader.

References:-

K. Aswathapa : Organizational Behaviour, Himalaya Publishing House.
Rao & Narayan : Organizational Theory and Behaviour, Konark Publishing
Udai Pareek : Understanding organizational Behaviour, Oxford
S.P. Robbins : Organizational Behaviour, PHI

Bachelor in Tourism and Travel Management (BTTM)
2nd Semester, Paper-204
Basic Accounting, Credits-04

UNIT-I:

Definition of Accounting – Concept and objections- Benefits of accounting standards in India- Branches of accounting- Book keeping and accounting.

UNIT-II:

Types of accounts- Important accounting terms, such as, account, debit and credit- Accounting Process- Accounting Cycle- Differences between single entry and double entry system.

UNIT-III:

Preparation of financial statements- Income statement – Statement of financial position- Balance Sheet- Journal, Ledger and Subsidiary Books.

UNIT-IV:

Trial Balance – Trading Account- Profit and Loss account- Balance Sheet with adjustment- Accounting for Depreciation and its importance in decision- making.

UNIT-V:

The regulatory framework of accounting in India – Accounting of non- trading organizations – Receipts and payments- Income and expenditure- Bank reconciliation statement.

References :

S. N. Maheswari : Advanced Accounting – Vol. II Vikas Publishing
R.L. Gupta : Advanced Accounting, S. Chand & co.
Jain & Narang : Cost Accounting, Kalyani Publications
M.R. Agrawal : Basic Accounting, G.P.

Bachelor in Tourism and Travel Management (BTTM)
2nd Semester, SECC, Paper-205
Communicative English, Credits-04

UNIT- I:

Communication fundamentals – Business communication in today's world- The communication Process – Communication channels – Barriers to communication- verbal and non – verbal communication.

UNIT- II:

Oral communication- Elements of good oral communication- Speaking and listening skills- Speaking on formal and non- formal occasions – professional use of telephone- Effective presentation skill.

UNIT-III:

Written communication : Report writing and presentation- Business letters : Layout and types – Preparing Resume / CV- Application writing – Application for employment – Memo, Proposals and Legal aspect letters-Sales letters – agency correspondence.

UNIT-IV:

Customer care : effective customer care- Managing customer complaints and negotiating with customers – Handling interpersonal conflicts- Counselling skills – How to perform a wide range of language functions, such as, greeting, thanking, complaining and apologizing.

UNIT-V:

The reading process- Methods to improve reading – Strengthening vocabulary- Understanding Graphics and Visual Aids- Barrier to reading – Reading E-mails, E-books, Blogs and Web pages- Skills for speed reading.

References :

- A. Murugan : Business English and Communication, Emerald Publishers.
- Pal & Korlahalli : Business Communication, S. Chand & Co.
- L. Gardside : Modern Business Letters, Pitman Publications.
- S. Kumar & Pushpata : Communication Skills, Oxford.

Bachelor in Tourism and Travel Management (BTTM)
2nd Semester, SEC, Paper-206
Personality Development, Credits-03

UNIT-I:

Introduction to personality – dimensions of personality – Significance of personality development- Learning how personality contributes to the business world – Attitude: concept and significance – Factors affecting attitudes – positive attitude: Advantages- Negative attitude: Disadvantages.

UNIT-II:

Concept of Motivation: significance- Internal and external motives – Importance of self- motivation- Factors leading to de- motivation – Self- esteem: Symptoms and Advantages- do's and Don'ts to develop positive self – esteem – positive and negative self – esteem.

UNIT-III:

Building strong communication skill- Non-verbal communication, such as, gestures, body language, eye contact and personal appearance – Listening skills – Listening and overcoming communication barriers.

UNIT-IV:

Time management – Learning how to manage time effectively Leadership- Learning how to build teams- Learning about professional etiquette and manners.

UNIT-V:

Self – evaluation and development – Identification of strengths and weaknesses – The concept of success and failure- Overcoming hesitation and fear of facing the public- Confidence building and role plays- Learning how to practice public speaking.

References :

Sudhir Andrews : How to Succeed at Interviews TMH
S. Lucas : Art of Public Speaking, TMH
R. Heller : Effective Leadership, D.K Publishing
B. Smith : Body Language, Rohan Book Company
