

**BACHELOR OF MANAGEMENT STUDIES (AIRLINES, TOURISM AND
HOSPITALITY)**

SEMESTER 1		Contact Hours			Marks			Credit s
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
BHOM 1-101	Basics of Tourism	4	0	0	40	60	100	4
BHOM 1-102	Geography for Tourism	4	0	0	40	60	100	4
BHOM 1-103	Indian Society and Culture	3	0	0	40	60	100	3
BHOM 1-104	Business Communication	3	0	0	40	60	100	3
BHOM 1-105	Principles of Management	3	0	0	40	60	100	3
BHOM 1-106	Accounting for Managers	3	0	0	40	60	100	3
BHOM 1-107	Event Management Report	2	0	0	100	0	100	2
Total		22	0	0	340	340	700	22

**During first semester student will organize/participate in an event field trip will be after first semester*

SEMESTER 2		Contact Hours			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
BHOM1 -208	Components of Tourism	4	0	0	40	60	100	4
BHOM1 -209	Tourism Products of India: Art and Architecture	4	0	0	40	60	100	4
BHOM1 -210	Legal Environment for Tourism	4	0	0	40	60	100	4
BHOM1 -211	Introduction of Statistics	3	0	0	40	60	100	3
BHOM1 -212	Business Economics	3	0	0	40	60	100	3
BHOM1 -213	Environment Studies	2	0	0	0	100	100	2
BHOM1 -214	Field Trip Report	2	0	0	100	0	100	2

***Leadership Development Camp (Adventure Tour) will be after second semester or during third semester*

SEMESTER 1

BASICS OF TOURISM

Subject Code: BHOM1-101

L T P C
4 0 0 4

Duration: 45 Hrs.

Course Objectives:

This course shall introduce learner to tourism's growth and development. The course also highlights the role of tourism as an economic intervention and its significance in economy; Course discusses the global nature of tourism, tourism product and emerging trends in tourism industry. It is also important to appreciate the future of tourism.

UNIT-I (12 Hrs.)

Historical Development, Transportation advances, the Concept of Tourism, Definition and meaning of tourist, traveller, visitor, excursionist & transit visitor, International tourist & Domestic Tourist, Typologies of Tourists.

UNIT-II (12 Hrs.)

Concept of demand & supply in tourism, factors affecting demand and supply in tourism. Tourism Product, Features of Tourism Product, Types of Tourism Product (TOPs, ROPs, BTEs), Difference of tourism product from other consumer products.

UNIT-III (11 Hrs.)

Tourism paradigms – Eco tourism, Green tourism, Alternate tourism, Heritage tourism, sustainable tourism, cultural tourism

UNIT-IV (10 Hrs.)

Factors inhibiting growth of tourism, travel industry in the 21st century, future tourism scenario.

Recommended Books

1. A.K. Bhatia, 'International Tourism: Fundamental and Practice', Sterling Publisher, New Delhi.
2. E.L. Hudman and D.E. Hawkins, 'Tourism in Contemporary Society: An Introductory Text, New Jersey, Prentice Hall.
3. K.K. Kamra and M. Chand, 'Basics of Tourism: Theory, Operation and Practice', Knishka Delhi.
4. D.E. Lundberg, The Tourist Business. New York: Van Nostrand.
5. Reinhold Mill, R.C. and A.M. Morrison, 'The Tourism System', Prentice Hall, New Jersey.
6. Robert McIntosh, W. Goeldner, R. Charles, 'Tourism: Principles, Practices and Philosophies, John Wiley and Sons Inc., New York, 1990.
7. P.N. Seth, 'Successful Tourism Management', Sterling Publisher, New Delhi.

GEOGRAPHY FOR TOURISM

Subject Code: BHOM1-102

L T P C
4 0 0 4

Duration: 45 Hrs.

Course Objectives:

Geography is the basic edifice of tourism. The knowledge of geography shall give an extra edge to the students in designing the itineraries for the travellers, suggesting them various destinations to the clients for their travel etc.

UNIT-I (12 Hrs.)

Importance of Geography in Tourism: Geography and Tourism Interface, Geography- Locational Aspects: Latitude, Longitude, Location of Places, Map Reading, International Date Line, Time Zones.

UNIT-II (10 Hrs.)

Geography-Physical and Human Aspects: Relief, Climate, Flora & Fauna, Economy, Population, Transportation & Communication.

UNIT-III (12 Hrs.)

Case Studies of selected Indian States: Himachal Pradesh, Rajasthan, Uttar Pradesh and North Eastern Hill States (Relief, Climate, Natural Vegetation, Wildlife, Economy, Transportation, Fairs & Festivals, Important Tourist Centres of each State).

UNIT-IV (11 Hrs.)

Case Studies of selected Indian States: Madhya Pradesh Orissa, Kerala & Tamil Nadu (Relief, Climate, Natural Vegetation, Wildlife, Economy, Transportation, Fairs & Festivals, Important Tourist Centres of each State).

Recommended Books

1. B.G. Boniface and Chris Cooper, 'The Geography of Travel and Tourism Oxford', Butterworth Heinemann.
2. C.M. Hall and J. Page Stephen, 'The Geography of Tourism and Recreation: Environment, Place & Space', Routledge, London.
3. Pearce Douglas, 'Tourism Today: A Geographical Analysis', Longman, New York.
4. R.L. Singh, 'India- A Regional Geography', Varanasi: National Geographical Society of India.
5. N.P. Seth, 'Successful Tourism Management', Sterling Publisher, New Delhi.
6. Sarina Singh et. al., 'India', Lonely Planet Publications.

INDIAN SOCIETY AND CULTURE

Subject Code: BHOM1-103

L T P C
3 0 0 3

Duration: 40 Hrs.

Course Objectives:

It is the Indian society and culture, which is the main tourist product of India. A thorough knowledge about this is required for any tourism professional, so that it can be utilised in future. This course will brief learner about the core understanding of Indian society, culture and various religions in India

UNIT-I (10 Hrs.)

Structure of Indian Society, Dharma, Varnashrama, development of caste system in India, Rites and Rituals, Multiplicity of Indian culture, unity in diversity, main characteristics of Indian culture

UNIT-II (10 Hrs.)

Major Religions of India

1. Hinduism, Buddhism, Jainism
2. Islam, Christianity and Sikhism

UNIT-III (10 Hrs.)

Fairs and Festivals of India

1. Ganapati-puja, Diwali, Holi, Dussehra, Puja-Navaratra, Pongal, Onam, Id, Muharram, Gurpurab, Christmas
2. Kullu-Dussehra, Maghi Mela, Baisakhi, Pushkar, Kumbh-Haridwar, Allahabad, Kurukshetra-Solar Eclipse

UNIT-IV (10 Hrs.)

1. Indian Cuisine, Traditional Dresses and Ornaments.
2. Dance and Music of India.

Recommended Books

1. V.S. Agrawal, 'The Heritage of Indian Art', Govt. of India Publication.
2. A.L. Basham, 'The Wonder that was India', Tapling Publishing Co., New York.
3. Tadgell Christopher, 'The History of Architecture in India', Penguin, New Delhi.
4. Daljeet and P.C. Jain, 'Indian Miniature Paintings', Brijwasi Art Press.
5. Dalmia Yashodhra, 'Contemporary Indian Art: Other Remedies', Marg Publisher, Mumbai.
6. Jagannathan Shankutala, 'Hinduism-An Introduction', Vakils, Feffer and Simon, Mumbai.
7. Keay John, 'India: A History', Harper Collins.
8. Pattanaik Devdutt, 'A Handbook of Hindu Mytholog', Penguin Global.
9. Thapar Romila and Percival Spear, 'History of India', Orient Longman, New Delhi.

BUSINESS COMMUNICATION

Subject Code: BHOM1-104

L T P C
3 0 0 3

Duration: 40 Hrs.

Course Objectives:

The primary objective of Business Communication is to introduce the student to various forms of written and oral communication that are necessary in real-life business situations, perfecting verbal and non-verbal communication skills. Further this course will try to develop overall personality of students

UNIT-I (10 Hrs.)

Meaning, types, barriers and mechanism of communication, Non-verbal communication, organizational setting of business communication, Face to face conversation.

UNIT-II (10 Hrs.)

Professional use of telephone, interviews, group discussion and presentations

UNIT-III (10 Hrs.)

Customer care, appropriate mannerism, handling customers, nature of complaint, handling objections, responding to a complaint & negotiation, resolving conflict

UNIT-IV (10 Hrs.)

Basic personality traits-dress, address, gestures and manners; self-evaluation and development-identification of strength & weaknesses; overcoming hesitation & fear of facing public; corrective & developmental exercises- confidence building, mock interviews, role plays.

Recommended Books

1. Lynn Vander Wagen, 'Communication, Tourism & Hospitality', Hospitality Press Pvt. Ltd.
2. M.D. Jitendra, 'Organizational Communication', Rajat Publications.
3. Jon & Lisa Burton, 'International Skills in Travel & Tourism', Longman Group Ltd.
4. Rayon, V. Lesikar, John D. Petit, J.R. Richard, D. Irwin, 'Business Communication', INC.

PRINCIPLES OF MANAGEMENT

Subject Code: BHOM1- 105

L T P C
3 0 0 3

Duration: 40 Hrs.

Course Objectives:: This is the basic introductory course for learners of business management. This course helps learners to use management skills and techniques in all routine managerial activities in all aspects of businesses effectively and efficiently. Besides, the awareness about manager's role in handling the individuals in an organization will also be the focus of course

UNIT-I (10 Hrs.)

Introduction: Concept of Management, Scope, Functions and Principles of Management, Evolution of Management Thought

UNIT-II (10 Hrs.)

Planning: Process of Planning, Objectives:, Policy & Procedures, Forecasting & Decision Making.

UNIT-III (10 Hrs.)

Organizing: Meaning, Importance, Patterns of Organization, Life & Staff relationship, Centralization & decentralization, Staffing: Nature & scope of Staffing, Manpower planning, Selection & Training, Performance & Appraisal

UNIT-IV (10 Hrs.)

Directing: Nature & scope of directing, Motivation & Leadership, Communication. Controlling: Concept of Managerial Control, Responsibilities of Managers

Recommended Books

1. R. Srinivasan and S.A. Chunawalia, 'Management Principles & Practice', Himalaya Publishing House, New Delhi.
2. L.M. Prasad, 'Principles & Practice of Management', Sultan Chand & Sons, New Delhi.
3. Koontz Harold and Heinz Weihrich, 'Management', Mc Graw Hill.
4. Burton and Thakur, 'Management Today- Principles and Practices', Tata McGraw Hill.

ACCOUNTING FOR MANAGERS

Subject Code: BHOM1-106

L T P C

Duration: 40 Hrs.

3 0 0 3

Course Objectives::

The course intends to give learners an understanding of the accounting procedures in an organization. It will help to students to understand and apply the concepts of accounting to solve business problems.

UNIT-I (10 Hrs.)

Accounting-Meaning, Objectives:, Classification, Accounting Equation, Accounting concepts and conventions, Profit and Loss Account and Balance Sheet

UNIT-II (10 Hrs.)

Finance & Financial Management: Meaning, aims, Nature, Scope, Objectives: and functions of financial management. Sources of finance, Statement of Changes in Financial position – Funds flow Analysis. Cash Flow Analysis – Ratio analysis.

UNIT-III (10 Hrs.)

Working Capital Management: Significance, Classification, Theory and Planning of Working Capital, estimating need for working capital, Techniques of Forecasting Working capital requirements.

UNIT-IV (10 Hrs.)

Cost Accounting, Cost Sheet/Tender/Marginal Costing & Break even Analysis, Budgetary Control.

Recommended Books

1. M. Pandey, Financial Management, Vikas Publishing, New Delhi.
2. M.Y. Khan, 'Financial Management', Tata Mc. Grand Hill Publishing Co. Ltd., New Delhi.
3. R.K. Sharma and Shashi K. Gupta, 'Management Accounting', Kalyani Publisher, Ludhiana.
4. R.L. Gupta, 'Booking keeping & Accounting', Sultan Chand, New Delhi.
5. T.S. Grewal, 'Introduction to Accounting', S. Chand.
6. Khan and Jain, 'Cost Accountancy', Tata McGraw Hill.

EVENT MANAGEMENT REPORT

Subject Code: BHOM1-107

L T P C
3 0 0 3

Duration: 40 Hrs.

Course Objectives::

The objective of this course is to enable students to

- a) Develop and relate theory to practice
- b) Help themselves in making an informed career choice after exposure to the actual work environment
- c) Observing the systems, processes, interactions and human relations

Evaluation: Student presentations would be organised based on their reports. Presentations would be organized according to a predetermined schedule. A panel of teachers would evaluate the presentations, draft reports and participations. They would give students feedback on their reports. Based on feedback, students would submit a final report which would be evaluated by an internal examiner, nominated by the University, out of 50 points.

SEMESTER 2

COMPONENTS OF TOURISM

Subject Code: BHOM1-208

L T P C
4 0 0 4

Duration: 45 Hrs.

Course Objectives::

This course will brief learners about the various components of tourism, enabling them to understand the concept of tourism in detail. In this course learner will try to relate tourism with its core sectors. This knowledge will be helpful in shaping a future tourism professional.

UNIT-I (12 Hrs.)

Approaches to study tourism: Product, Institutional, Managerial, Geographical and Economic Approach; Concept of interdisciplinary approach to study tourism; Travel Motivation: Categorization of tourists according to their motive of travel; S.C. Plog's Psychographic classification of tourist Motivations. Components of the tourism System.

UNIT-II (12 Hrs.)

Tourism Product; Tourism market- a basket of goods and services; Various types of Tourism Attractions; Linkages between the major components of Tourism Industry.

UNIT-III (11 Hrs.)

Transport as a Component of Tourism, Different types of transportations (Rail, Road, Water and Air); Travel Business through the ages.

UNIT-IV (10 Hrs.)

Accommodations Industry, Meaning of Accommodation, Types of Accommodation; Accommodation industry through the ages.

Recommended Books

1. R.A. Cook, L.J. Yale and J.J. Marqua, 'Tourism: The Business of Travel, New Jersey', Prentice Hall of India.
2. S. Medlik, 'Managing Tourism', Oxford, Butterworth Heinemann.
3. R.C. Mill and A.M. Morrison, 'The Tourism System', New Jersey, Prentice Hall of India.
4. J.R. Walker, 'Introduction to Hospitality', New Jersey, Prentice Hall of India.
5. P.N. Seth, 'Successful Tourism Management', Sterling Publisher, New Delhi.

TOURISM PRODUCT OF INDIA: ART AND ARCHITECTURE

Subject Code: BHOM1-209

L T P C
4 0 0 4

Duration: 45 Hrs.

Course Objectives::

A thorough knowledge about the various product offered in tourism is a must for a tourism professional who shall be, in the future involved in the product development and in product sales & marketing.

UNIT-I (10 Hrs.)

Elements of Indian Art; (Dance, Music, Literature, Cinema, Handicrafts).

UNIT-II (11 Hrs.)

Indian Sculptures- Ancient, Medieval and Modern; Evolution through the ages; Main tourist centres in India.

UNIT-III (12 Hrs.)

Indian Architecture- Ancient, Medieval and Modern; growth and development through the ages; Different style of architecture in India - Hindu, Buddhist and Islamic.

UNIT-IV (12 Hrs.)

Indian Paintings - Ancient, Medieval and Modern; Various schools of Paintings; Important Museums, Art Galleries and Libraries of India.

Recommended Books

1. V.S. Agrawal, 'The Heritage of Indian Art', Govt. of India Publication.
2. A.L. Basham, 'The Wonder that was India', Tapling Publishing Co., New York.
3. Tadgell Christopher, 'The History of Architecture in India', Penguin, New Delhi.
4. Daljeet and P.C. Jain, 'Indian Miniature Paintings', Brijwasi Art Press.
5. Dalmia Yashodhra, 'Contemporary Indian Art: Other Remedies', Marg Publisher, Mumbai.
6. Jagannathan Shankutala, 'Hinduism-An Introduction', Vakils, Feffer and Simon, Mumbai.
7. Keay John, 'India: A History', Harper Collins.
8. Pattanaik Devdutt, 'A Handbook of Hindu Mythology', Penguin Global.
9. Thapar Romila and Percival Spear, 'History of India', Orient Longman, New Delhi.

LEGAL ENVIRONMENT FOR TOURISM

Subject Code: BHOM1-210

L T P C
4 0 0 4

Duration: 45 Hrs.

Course Objectives::

A thorough knowledge about legal and regulatory environment for tourism is needed for any tourism professional. This knowledge is required for entrepreneurial and vocational endeavours.

UNIT-I (11 Hrs.)

Indian Contract Act, 1972, Contract of Indemnity and Guarantee, Contract of Agency; Partnership Act 1932, Sale of Goods 1930.

UNIT-II (10 Hrs.)

Companies Act 1956: Nature and Types of Companies, Formation, Memorandum and Articles of Associations Prospectus.

UNIT-III (12 Hrs.)

Negotiable Act 1881: Nature and types Negotiation and Assignment, Types of Negotiable Instrument, Cheques, Letter of Credit, Traveller letter of Credit, Commercial, Letter of Credit.

UNIT-IV (12 Hrs.)

Consumer Protection Act and Tourism, FEMA; Important regulations related with tourism and hospitality business.

Recommended Books

1. S.S. Malik, 'Ethical, Legal and Regulatory Aspects of Tourism Business', Delhi.
2. M. Rahul Sajnani, 'Indian Tourism Business – A Legal Perspective'.
3. N.D. Kapoor, 'Mercantile Law', S. Chand and Co.
4. M.C. Kuchhal, 'Mercantile Law' Vikas Publishing House.
5. V.K. Batra & Kalra, 'Mercantile Law', Tata McGraw Hill.

INTRODUCTION TO STATISTICS

Subject Code: BHOM1-211

L T P C
3 0 0 3

Duration: 40 Hrs.

Course Objectives::

The objective of this course is to make the student acquaint with the basic knowledge of statistics, enabling them to appreciate and implement this knowledge in developing business strategies. The objective of this course is also to acquaint the participants with concepts and techniques used in statistics

UNIT-I (10 Hrs.)

Statistics – Definitions, Importance, uses in Business, Conducting Statistical Enquiry, Classification & Tabulation, Graphical Presentations, Frequency Distribution; Measures of Central Tendency, Measures of Variation, Skewness.

UNIT-II (09 Hrs.)

Correlation Analysis & Regression Analysis

UNIT-III (10 Hrs.)

Theory of Index Numbers – Meaning & Uses, Methods of Construction, Test of Consistency, Fixed & Chain Base, Wholesale & Consumer price index

UNIT-IV (10 Hrs.)

Time Series Analysis – Components, Trends, Least Square Methods, Moving Average & Ratio-&-Trend Methods

Recommended Books

1. S.P. Gupta, 'Statistical Methods', Sultan Chand & Sons, New Delhi.
2. C.R. Reddy, 'Quantitative Methods for Management', Himalaya Publishing House.
3. V.K. Kapoor, 'Statistics', Sultan Chand & Sons, New Delhi.

BUSINESS ECONOMICS

Subject Code: BHOM1-212

L T P C
3 0 0 3

Duration: 40 Hrs.

Course Objectives:

Most of managerial decision making has to have economic considerations. It is therefore important for a manager to understand the concepts of economics and refer to same in managing, planning and controlling. The objective of this course is to acquaint the participants with concepts and techniques used in economics both at micro and macro levels.

UNIT-I (10 Hrs.)

Concepts of Economics: Wealth Oriented View, Welfare View, Scarcity View, Development View, Nature, Scope and Application of Managerial Economics

UNIT-II (10 Hrs.)

Economics of Consumer Analysis: Law of Diminishing Marginal utility, Law of substitution & Consumer Surplus; Demand Analysis, Law of Demand, Determinants of Demand, Elasticity of Demand, Demand forecasting.

UNIT-III (10 Hrs.)

Economics of Production Analysis: Return to scale, Law of Returns and Production Function, Concept of Profit and Break-even Analysis.

UNIT-IV (10 Hrs.)

Concept of Price determination: Price determination under perfect, imperfect, monopoly & oligopoly.

Recommended Books

1. O.P. Chopra, 'Managerial Economics', Tata MC Graw Hill.
2. P.L. Mehta, 'Managerial Economics', Sultan Chand, New Delhi.
3. H.S. Agarwal, 'Micro Economics', Ane Books.
4. Jeoldean, 'Managerial Economics', Prentice Hall of India.

ENVIRONMENT STUDIES

Subject Code: BHOM1-213

L T P C
2 0 0 2

Duration: 29 Hrs.

Course Objectives:

The knowledge of environmental studies is the need of hour these days. It is pre-requisite for every young professional to understand and appreciate this knowledge, so that he/she can use that knowledge in practice throughout his/her life

UNIT-I (8 Hrs.)

Environment Concept: Introduction, concept of biosphere-lithosphere, hydrosphere, atmosphere; Natural resources-their need and types; principles and scope of Ecology; concepts of ecosystem, population, community, biotic interactions, biomes, ecological succession.

Atmosphere: Parts of atmosphere, components of air; pollution, pollutants, their sources, permissible limits, risks and possible control measures.

Hydrosphere: Types of aquatic systems. Major sources (including ground water) and uses of water, problems of the hydrosphere, fresh water shortage; pollution and pollutants of water, permissible limits, risks and possible control measures.

Lithosphere: Earth crust, Soil-a life support system, its texture, types, components, pollution and pollutants, reasons of soil erosion and possible control measures.

UNIT-II (8 Hrs.)

Forests: Concept of forests and plantations, types of vegetation and forests, forests, factors governing vegetation, role of trees and forests in environment, various forestry programmes of the Govt. of India, Urban forests, Chipko Andolan.

Conservation of Environment: The concepts of conservation and sustainable development, why to conserve, aims and Objectives: of conservation, policies of conservation; conservation of life support systems-soil, water, air, wildlife, forests.

Management of Solid Waste: Merits and demerits of different ways of solid waste management-open, dumping, landfill, incineration, resource reduction, recycling and reuse, vermicomposting and vermiculture, organic farming.

UNIT-III (8 Hrs.)

Indoor Environment: Pollutants and contaminants of the in-house environment; problems of the environment linked to urban and rural lifestyles; possible adulterants of the food; uses and harms of plastics and polythene; hazardous chemicals, solvents and cosmetics.

Global Environmental Issues: Global concern, creation of UNEP; Conventions on climate change, Convention on biodiversity; Stratospheric ozone depletion, dangers associated and possible solutions.

Indian Laws on Environment: Indian laws pertaining to Environmental protection: Environment (Protection) Act, 1986; General information about Laws relating to control of air, water and noise pollution. What to do to seek redressal.

UNIT-IV (05 Hrs.)

Biodiversity: What is biodiversity, levels and types of biodiversity, importance of biodiversity, causes of its loss, how to check its loss; Hotspot zones of the world and Indian, Biodiversity Act, 2002.

Noise and Microbial Pollution: Pollution due to noise and microbes and their effects.

Human Population and Environment: Population growth and family welfare programme, Human Health, HIV/AIDS, Human rights.

Social Issues: Environmental Ethics: Issues and possible solution, problems related to lifestyle, sustainable development; Consumerisms and waste generation.

Local Environmental Issues: Environmental problems in rural and urban areas. Problem of congress grass & other weeds, problems arising from the use of pesticides and weedicides, smoking etc.

FIELD TRIP REPORT

Subject Code: BHOM1-214

L T P C
2 0 0 2

Course Objectives:

The objective of this course is to enable students to

- a) Develop and relate theory to practice
- b) Help themselves in making an informed career choice after exposure to the actual work environment
- c) Observing the systems, processes, interactions and human relations in the organization
- d) Get an opportunity to understand the expectations of industry
- e) Prepare themselves for final placements.

Evaluation: After the first semester students will undertake a trip to any popular itinerary in India and during the semester they would be submitting a report of the same. Student presentations would be organised based on their reports. Presentations would be organized according to a predetermined schedule. A panel of teachers would evaluate the presentations, draft reports and participations. They would give students feedback on their reports. Based on feedback, students would submit a final report, which would be evaluated by an internal examiner, nominated by the University, out of 100 points.