

<b>Name of the Program: Bachelor of Business Administration (BBA)</b> <b>Course Code: BBA 1.5 a (OEC)</b> <b>Name of the Course: BUSINESS ORGANIZATION</b>		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
3 CREDITS	3 HOURS	42 HOURS
<b>Pedagogy:</b> Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
<b>Course Outcomes:</b> On successful completion of the course, the students will be able to: a) An understanding of the nature, objectives and social responsibilities of business b) An ability to describe the different forms of organisations c) An understanding of the basic concepts of management d) An understanding of functions of management. e) An understanding of different types of business combinations		
<b>SYLLABUS:</b>		<b>HOURS</b>
<b>Module No. 1: Introduction to Business</b>		<b>12</b>
Business: Meaning, Nature, Objectives, Social responsibility of Business, Essentials of successful business; Functional areas of business. Concept of Business Organization.		
<b>Module No. 2: Forms of Business Organization</b>		<b>12</b>
Sole proprietorship: Meaning, Features, Merits and Demerits. Partnership: Meaning, Features, Merits and Demerits. Joint Stock Company: Meaning, , Features, Merits and Demerits. Co-operatives: Meaning, Features, Merits and Demerits.		
<b>Module No. 3: Public Enterprises</b>		<b>08</b>
Government Departmental Undertakings: Meaning, Features, Merits and Demerits. Public Corporations: Meaning, Features, Merits and Demerits. Government Companies: Meaning, Features, Merits and Demerits		
<b>Module No. 4: Business Combinations</b>		<b>10</b>
Meaning, Reason, Types, Forms, merits and demerits of Business Combinations, Recent Trends in Business Combinations.		

**Skill Development Activities:**

1. List out the different types of business organizations.
2. Prepare a chart showing different types of business combinations.
3. List the contents of Partnership deed.
4. List out the features of Joint Stock Company/ Cooperatives/ Government Companies/ Public Corporations.

**Books for References:**

1. C B. Gupta - Business Organisation and Management, Sultan Chand & Sons.
2. Dr. S. C. Saxena - Business Administration & Management, Sahitya Bhawan.
3. M. C. Shukla - Business Organisation and Management. S Chand & Company Pvt. Ltd.
4. S.A.Sherlekar - Business Organization, Himalaya Publishing House.
5. Y.K. Bhushan. Fundamentals of Business Organisation and Management, Sultan Chand & Sons.
6. R.K. Sharma, Business Organisation & Management Kalyani Publishers
7. Dr. I.M. Sahai, Dr. Padmakar Asthana,' Business Organisation & Administration', Sahitya Bhawan Publications Agra.

<b>Name of the Program:</b> Bachelor of Business Administration (BBA) <b>Course Code:</b> BBA 1.5 b <b>Name of the Course: OFFICE ORGANIZATION AND MANAGEMENT (OEC)</b>		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
3 CREDITS	3 HOURS	42 HOURS
<b>Pedagogy:</b> Classroom lectures, tutorials, Group discussion, Seminar, Case studies.		
<b>Course Outcomes:</b> On successful completion of the course, the students will be able to: <ul style="list-style-type: none"> <li>a) An understanding of basic knowledge of office organisation and management</li> <li>b) Demonstrate skills in effective office organisation</li> <li>c) Ability to maintain office records</li> <li>d) Ability to maintain digital record.</li> <li>e) Understanding of different types of organisation structures and responsibilities as future office managers.</li> </ul>		
<b>SYLLABUS:</b>		<b>HOURS</b>
<b>Module Do. 1: Fundamentals of Office Management</b>		<b>10</b>
<b>Introduction:</b> Meaning, importance and functions of modern office Modern Office Organisation: Meaning; Steps in office organisation; Principles of Office organisation, Organisation structure types, Nature of office services: Types of services in a modern office, Centralization and decentralization of office services, Departmentation of Office <b>Office management:</b> Meaning, Elements and major processes of Office management; Office Manager: Functions and qualifications of Office manager.		
<b>Module No. 2: Administrative Arrangement and Facilities</b>		<b>12</b>
<b>Office Accommodation:</b> Meaning and Importance: Location of Office, Choice of Location: Urban vs Suburban, Factors to be Considered in Selecting the Site, Securing OfficeSpace; <b>Office Lay-out:</b> Objectives of Office Lay-out, Principles of Office Lay-out, Steps in Lay-out Planning, Advantages of a Good Lay-out. <b>Types of offices:</b> Open Office and Private Office- advantages and disadvantages.		
<b>Module No. 3: Office Environment</b>		<b>10</b>
<b>Office Environment:</b> Meaning and Components ;Interior Decoration- Colour Conditioning, Floor Coverings, Furnishings; Furniture and Fixtures- Types of Furniture, Principles Governing Selection of Furniture; Lighting and Ventilation; Noise: Internal Noise, External Noise; Cleanliness, Sanitation and Health, Safety and Security.		

<b>Name of the Program:</b> Bachelor of Business Administration (BBA) <b>Course Code:</b> BBA 2.5 a (Open Elective Course) <b>NAME OF THE COURSE:</b> PEOPLE MANAGEMENT		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
3 CREDITS	3 HOURS	42 HOURS
<b>Pedagogy:</b> Classroom lectures, tutorials, Group discussion, Seminar, Case studies.		
<b>Course Outcomes:</b> On successful completion of the course, the students will be able to: <ul style="list-style-type: none"> <li>a) Ability to examine the difference between People Management with Human resource Management</li> <li>b) Ability to explain the need for and importance of People Management.</li> <li>c) Ability to explain role of manager in different stages of performance management process</li> <li>d) Ability to list modern methods of performance and task assessment.</li> <li>e) Ability to analyse the factors influencing the work life balance of a working individual.</li> </ul>		
<b>SYLLABUS:</b>		<b>HOURS</b>
<b>Module 1: Introduction to People Management</b>		<b>10</b>
<b>People Management:</b> Meaning, Features, Significance, Functions-Managerial and Operational; Factors influencing People Management; Qualities of People's Manager working in diversity; Reason to manage diversity, Barrier to manage diversity.		
<b>Module 2: Performance Management and Assessment</b>		<b>12</b>
<b>Performance Management:</b> Meaning, Process of Performance Evaluation, Role of a manager in the different stages of the performance management process, Methods of Performance Evaluation, Problems in Performance Evaluation, Modern tools of assessment and evaluation of tasks and performance.		
<b>Module 3: Peer Networks and Effective Teams</b>		<b>12</b>
<b>Peer Networks:</b> Meaning, Importance of peer networks in an organization; Benefits and Challenges of Peer networking;		
<b>Effective teams-</b> Meaning, Importance; Types of teams – Problem solving teams, Cross functional team, Virtual teams;		
<b>Creating effective teams-</b> Factors determining team effectiveness -Context, Composition, Process; Guidelines to enhance team performance.		

<b>Module 4: Self-Management</b>	<b>08</b>
<p>Managing Self: Meaning, Need for Managing Self, Self-awareness and Self Discipline, Guidelines for self-development.</p> <p>Stress Management: Meaning of Stress, Types, Causes for stress, Effects of stress and Measures to overcome stress.</p> <p>Work-life Balance – Meaning, Need, Importance of Work-life balance, Factors influencing Work-life Balance.</p>	
<p><b>Skill Development Activities:</b></p> <ol style="list-style-type: none"> <li>1. Analyse two cases on any of the above content indicated above.</li> <li>2. List out the modern tools to performance assessment and evaluation.</li> <li>3. Conduct a survey of work life balance of working individuals</li> <li>4. Draft a Career development of working individual in the middle level management.</li> </ol>	
<p><b>Books for References:</b></p> <ol style="list-style-type: none"> <li>1. Stephen P Robbins, Timothy A Judge, Niharika Vohra, Organisational Behaviour, Pearson</li> <li>2. McShane, Steven L. and Mary Ann Von Glinow, Organizational Behavior: Emerging Knowledge and Practice for the Real World. McGraw-Hill, latest edition, ISBN: 0-07-115113-3.</li> <li>3. Bernardin, H. John and Joyce E. A. Russell. Human Resource Management: An Experiential Approach. McGraw-Hill, 6/e. ISBN: 0078029163</li> <li>4. Argyris, C. (1974). Personality vs. Organization. Organizational Dynamics. Vol. 3. No. 2, Autumn.</li> <li>5. Blume, B. Baldwin, T. and Ryan, K. (2013). Communication Apprehension.</li> <li>6. A barrier to student's leadership, adaptability and multicultural appreciation. Academy of Management Learning &amp; Education, Jun, Vol. 12 Issue 2, p158-172.</li> <li>7. Colquitt, J.A., LePine, J.A., &amp; Wesson, M.J. (2009) Organizational Behavior: Improving Performance and Commitment in the Workplace (International edition). New York: McGraw-Hill.</li> <li>8. Goleman, D. (1998). Working with Emotional Intelligence. Bantam Books,</li> </ol>	

<b>Name of the Program:</b> Bachelor of Business Administration (BBA) <b>Course Code:</b> BBA 2.5 b (OEC) <b>Name of the Course:</b> RETAIL MANAGEMENT		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>3 Credits</b>	<b>3 Hrs.</b>	<b>45 Hrs.</b>
<b>Pedagogy:</b> Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.		
<b>Course Outcomes: On successful completion Student will demonstrate ;</b> a) An understanding of the types and forms of Retail business. b) Ability to examine Consumer Behaviour in various environment. c) Ability to analyse various Retail operations and evaluate them. d) Ability to analyse various marketing mix elements in retail operations. e) An understanding of Information Technology in retail business.		
<b>Syllabus</b>		<b>Hours</b>
<b>Module No. 1: INTRODUCTION TO RETAIL BUSINESS</b>		<b>08</b>
Definition – functions of retailing - types of retailing – forms of retail business ownership. Wheel of Retailing – Retail life cycle. Retail business in India: Influencing factors – Present Indian retail scenario.		
<b>Module No. 2: RETAIL OPERATIONS</b>		<b>10</b>
Factors influencing location of Store - Market area analysis – Trade area analysis – Rating Plan method - Site evaluation. Retail Operations: Stores Layout and visual merchandising, Stores designing, Space planning, Inventory management, Merchandise Management, Category Management.		
<b>Module No. 3: RETAIL MARKETING MIX</b>		<b>14</b>
Introduction -Product : Decisions related to selection of goods – Decisions related to delivery of service. Pricing : Influencing factors – approaches to pricing – Price sensitivity - Value pricing – Markdown pricing. Place : Supply channel – SCM principles – Retail logistics – replenishment system. Promotion : Setting objectives - promotional mix.		
<b>Module No. 4: INFORMATION TECHNOLOGY IN RETAILING</b>		<b>08</b>
Non store retailing (e-retailing) - The impact of Information Technology on retailing - Integrated systems and networking – EDI, Bar coding, Electronic article surveillance, Electronic shelf labels (concepts only), customer database management system		
<b>Skill Developments Activities:</b>  1. Draw a retail life cycle chart and list the stages. 2. Draw a chart showing a retail store operation. 3. List out the major functions of a store manager. 4. List out the current trends in e-retailing. 5. List out the Factors Influencing in the location of a New Retail outlet.		
<b>Books for Reference:</b>  1. Suja Nair; Retail Management, HPH 2. Karthic – Retail Management, HPH		

3. S.K. Poddar& others - Retail Management, VBH.

4. R.S Tiwari ; Retail Management, HPH

**Name of the Program:** Bachelor of Business Administration (BBA)

**Course Code:** BBA 3.5 a

**Name of the Course:** SOCIAL MEDIA MARKETING (OEC)

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	42 Hrs.

**Pedagogy:** Classroom lectures, Tutorials, and Case study method.

**Course Outcomes:** On successful completion of the course, the students will able to:

- Understand social media marketing goals for successful online campaigns.
- Analyze the effective social media marketing strategies for various types of industries and businesses.
- Design social media content and create strategies to optimize the content's reach to the target audience.
- Appraise the reach and track progress in achieving social media objectives with a variety of measurement tools and metrics.
- Design a suitable social media campaign for the business goals.

**Syllabus:**

**Hours**

**Module No. 1: Social Media Introduction** **12**

Introduction to social media, how to build a successful Social Media Strategy, Goal setting, Overview of Global E-Marketing Issues, Country and Market Opportunity Analysis, User engagement on social networks; Social advertising; Social, media analytics; Impact of online reputation; Social Technology and its marketing influence in India.

**Module No. 2: Search Engine Optimization** **10**

Search Engine Optimisation (SEO) Introduction, Understanding SEO, User Insights, Benefits and Challenges, Content Marketing, Traditional Media v/s Social Media, Recent trends and challenges in Social Media marketing.

**Module No.3: Facebook -Instagram Marketing** **10**

Exploring the use of a Facebook page, Facebook Ad campaign, Facebook groups, Hashtags, Instagram, creating automation for Instagram, Audience Insights, page Insights, exploring the various IG content types, setting a theme and flow on Instagram, and generating Leads.

**Module No.4: YouTube Marketing** **10**

YouTube marketing, creating a YouTube channel, posting content, YouTube analytics, Google Pages for YouTube Channels, Video Flow, Verify Channel, Webmaster Tool - Adding Asset.

**Skill Developments Activities:**

- a) Prepare Facebook Page in your name.
- b) Open a YouTube channel.
- c) Create a blog and write an article on Climate change.
- d) Create a search engine optimization (SEO) dashboard.

**Books for References:**



- Annmarie Hanlon (2022), Digital Marketing Strategic Planning & Integration, 2nd Edition, SAGE Publications Ltd.
- Matt Golden (2022), Social Media Marketing, 1<sup>st</sup> Edition, Bravex Publications.
- Simon Kingsnorth (2022), The Digital Marketing Handbook: Deliver Powerful Digital Campaigns, 1st Edition, Kogan Page.
- **Melissa Barker, Donald I. Barker, Nicholas F. Bormann and Debra Zahay (2016), Social Media Marketing: A Strategic Approach, 2nd Edition, Cengage Learning.**
- Tracy L. Tuten and Michael R. Solomon, (2016), Social Media Marketing, 2nd Edition, Sage Publications India Private Limited.

**Name of the Program:** Bachelor of Business Administration (BBA)  
**Course Code:** BBA 3.5b  
**Name of the Course:** BUSINESS CORRESPONDENCE (OEC)

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	42 Hrs.
<b>Pedagogy:</b> Classroom lectures, Tutorials, and Case study method.		
<b>Course Outcomes: On successful completion of the course, the students will demonstrate</b>		
<ul style="list-style-type: none"> <li>a) Identify the importance of Business correspondence</li> <li>b) Know the rights, duties and responsibilities of Directors.</li> <li>c) Analyse the legal &amp; regulatory framework of corporate governance.</li> <li>d) Outline the importance and role of board committee.</li> <li>e) Understand the major expert committees' Reports on corporate governance.</li> </ul>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: Introduction to Business Correspondence</b>		<b>10</b>
Introduction, Meaning, Importance, Objective and Function of Business Correspondence; Essential Parts of Business Letters- Physical appearance- Meaning and aspects covered, Layout- Meaning and types, Structure- various parts of a business letter- specimen business letters.		
<b>Module No. 2: Kinds of Business letters</b>		<b>10</b>
Principal Types of Business Letters- Enquiries& replies, Offers and Quotation, Orders and their execution, Claims, complaints & adjustments, Remittance letters, Sales letters, Follow-up Letters, Circular letters, Agency Letters, Status enquiries, Collection Letters.		
<b>Module No. 3: Bank Correspondence</b>		<b>12</b>
<b>Bank Correspondence:</b> Types of Bank correspondence- Letter from customer to Banker (Letter for opening accounts, Request to stop payment, complaint on any issue, standing instruction, enquiry on dishonour of cheques, availability of safe custody facilities, Issue of letter of credit, loan against collateral); Banker's replies to the above.		
<b>Module No. 4: Business reports</b>		<b>10</b>
Meaning of Report and Reporting, Importance of Business reports; Classification of Business reports- Based on nature and number of people entrusted with writing the report; Other types- Analytical, survey and feasibility reports; Market reports- Meaning, types, function, uses and essentials; Structure of Market report- Specimens of market reports; Characteristics of a good report.		
<b>Skill Developments Activities:</b>		
<ul style="list-style-type: none"> <li>1. Draft a Quotation with imaginary content.</li> <li>2. List out the various parts of Business Letter.</li> <li>3. Draft a letter to bank manager related to any specific issue with the bank.</li> <li>4. List out the characteristics of good report.</li> </ul>		
Books for reference		
<ul style="list-style-type: none"> <li>1. B S Raman; Commercial Correspondence, UP</li> <li>2. Reddy, Appannaiah, Nagaraja, Rajarao- Essential of Business Correspondence, HPH</li> </ul>		

**Name of the Program:** Bachelor of Business Administration (BBA)

**Course Code:** BBA 4.1

**Name of the Course:** MANAGEMENT ACCOUNTING

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs.</b>	<b>56 Hrs.</b>

**Pedagogy:** Classroom lectures, Tutorials, and Problem Solving.

**Course Outcomes: On successful completion of the course, the students will demonstrate:**

- Explain the application of management accounting and various tool used
- Make inter - firm and inter- period comparison of financial statements
- Analyse financial statements using various ratios for business decisions.
- Prepare fund flow and cash flow statements
- Prepare different types of budgets for the business.

<b>Syllabus:</b>	<b>Hours</b>
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<b>Module No. 1: Introduction to Management Accounting</b>	<b>8</b>
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Introduction- Meaning and Definition - Objectives - Nature and Scope-Functions- Role of Management Accountant, Relationship between Financial Accounting and Management Accounting, Relationship between Cost Accounting and Management Accounting, advantages and limitations of Management, Technique of Management Accounting (Concept Only).

<b>Module No. 2: Ratio Analysis</b>	<b>14</b>
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Introduction-Meaning and Definition of ratio, Meaning of Accounting ratio, and Ratio Analysis - Uses and Limitations -Classification of ratios- Liquidity ratios, Profitability ratios and Solvency ratios. Problems on conversion of financial statements into ratios and ratios into financial statements.

<b>Module No. 3: Cash Flow Analysis</b>	<b>12</b>
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Meaning and Definition of Cash Flow Statement - Concept of Cash and Cash Equivalents - Uses of Cash Flow Statement - Limitations of Cash Flow Statement- Provisions of Ind.AS-7. Procedure for preparation of Cash Flow Statement - Cash Flow from Operating Activities - Cash Flow from Investing Activities and Cash Flow from Financing Activities - Preparation of Cash Flow Statement according to Ind. AS-7.

<b>Module No. 4: Marginal Costing</b>	<b>10</b>
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Introduction-Meaning and definition of marginal cost, marginal costing, features of marginal costing- terms used in marginal costing - P/V ratio, BEP, Margin of Safety, Angle of Incidence and Break-Even Chart. Break Even Analysis- assumption and uses-problems.

<b>Module No. 5: Budgetary Control</b>	<b>12</b>
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Meaning and Definition of Budget and Budgetary Control, objectives of budgetary control, advantages and limitations of budgetary control, essentials of effective budgeting, Types of budget-Functional budgets, Master Budget, Fixed and Flexible Budget, Problems on Flexible budget and Cash Budget.

**Skill Developments Activities:**

- Collect the financial statement of a company and calculate important ratios.
- Collect the annual report of a company and prepare a cash flow statement.
- Prepare a Break-even-chart with imaginary figures.
- Prepare a flexible budget using imaginary figures.
- Prepare a Cash budget using imaginary figures

**Name of the Program:** Bachelor of Business Administration (BBA)

**Course Code:** BBA 4.5 a

**Name of the Course:** BUSINESS LEADERSHIP SKILLS (OEC)

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	42 Hrs.

**Pedagogy:** Classroom lectures, Tutorials, Case study Analysis, Group Discussions etc.

**Course Outcomes: On successful completion of the course, the students will able to:**

- Understand the significance of leadership skills for effective people management.
- Increase the comprehension of leadership through various leadership theories.
- Analyse different leadership styles, types, patterns and functions.
- Demonstrate an understanding of various leadership approaches for effective management of people.
- Demonstrate an awareness of ethical leadership.

Syllabus:	Hours
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<b>Module No. 1: Introduction to Business Leadership</b>	<b>08</b>
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Introduction to business leadership, Meaning of leadership, Evolution and growth of leadership; Functions and characteristics of leadership; Latest trends in business leadership.

<b>Module No. 2: Leadership from Managerial Perspective</b>	<b>12</b>
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**Leadership:** Nature and Significance of leadership, Qualities of an effective leader, Personal Values and Ethical behaviour in leadership; Leader v/s Manager; Authority v/s Leadership; Formal v/s Informal leadership; Different roles of leaders; Different levels of leadership.

**Leadership Skills:** Communication Skills, Decision Making Skills, Emotional Management Skills, Public Relation Skills, Conflict Resolution Skills;

<b>Module No. 3: Leadership -Theoretical Perspectives.</b>	<b>12</b>
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Great man theory, Trait theory, Behavioural leadership theory, Situational leadership theory, Transactional leadership theory, Transformational leadership theory, Blake and Mouton's Managerial Grid.

<b>Module No. 4: Leadership Styles</b>	<b>10</b>
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**Leadership styles:** a) Autocratic leadership, b) Bureaucratic leadership, c) Democratic leadership, d) Laissez faire leadership e) Transformational Leadership, f) Charismatic Leadership - Features, merits and demerits of each leadership style.

**Skill Developments Activities:**

- Collect information about the real time corporate leaders with different leadership styles & discuss them in the class room.
- List the traits of an ethical leader.
- List out the traits of an autocratic leader.
- Analyze two cases related to leadership styles.
- "What if?" This practical activity identifies how members of a team solve their problems differently?

Present the students with a workplace problem, and have each student participant

write down what they would do to solve it. Then, have each participant read their response aloud. This can help the teacher to identify the types of leadership styles that are present among the student participants and thereby highlight and discuss them in the class.

**Books for References:**

1. Northouse, P. Leadership: Theory and Practice. Sage Publications.
2. Stephen, R. P. Organizational Behaviour - Concepts, controversies and Applications. New Delhi: Printice Hall of India Ltd.
3. Subba Rao. Organizational Behaviour Himalaya Publishing House.
4. Subba Rao Personnel and Human Resource Management Bangalore: Himalaya Publishing House.
5. Daloz Parks, S., Leadership can be taught: A Bold Approach for a Complex World, Boston: Harvard Business School Press.
6. Drucker Foundation (Ed.), Leading Beyond the Walls, San Francisco: Jossey Bass.
7. Al Gini and Ronald M. Green, Virtues of Outstanding Leaders: Leadership and Character, John Wiley & Sons Inc.
8. S Balasubramanian, The Art of Business Leadership – Indian Experiences, Sage Publications

<b>Name of the Program:</b> Bachelor of Business Administration (BBA) <b>Course Code:</b> BBA 4.5 b (OEC) <b>Name of the Course:</b> TOURISM MANAGEMENT		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>3 Credits</b>	<b>3 Hrs.</b>	<b>42 Hrs.</b>
<b>Pedagogy:</b> Classroom lectures and Tutorials		
<b>Course Outcomes: On successful completion of the course, the students will able to:</b>		
a) Interpret and evaluate tourism as a phenomenon and as a business system. b) Explain the diverse nature of tourism, including culture and place, global/local perspectives, and experience design and provision. c) Understand the tourist resources and evaluate their potential. d) Promote Entrepreneurial activity in Tourism		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: Introduction to Tourism Industry</b>		<b>12</b>
Tourism - Concept and Definition; Meaning of Traveler and Tourist; Classification of Tourism; Components of tourism; Origin, Growth and Development of Tourism, Types of Tourists - Visitor, Traveller and Excursionist (Meaning and differences); Mediators of Tourism, Changing Trends in Tourism; Careers in the Tourism Industry.		
<b>Module No. 2: Tourism Products</b>		<b>12</b>
Tourism Products - Meaning, Characteristic of Tourism Product, Classification of Tourism Products, Natural , Man-Made, Symbiotic , Event Based , Site Based, and Others (Health, Eco tourism, Ethnic, Rural tourism, Spiritual tourism, Golf Tourism,		
<b>Module No. 3: Travel Formalities</b>		<b>12</b>
Role and Importance of different Modes of Travel; Travel Formalities: Passport, Visa, Health Requirements, Taxes, Customs, Currency, Travel Insurance, Baggage and Airport Information, BIO Cards.		
<b>Module No. 4: Sustainable Tourism</b>		<b>08</b>
Meaning and Definition of Sustainability; Dimensions of Sustainability - Social, Economic and Environmental; Importance of Sustainable Tourism; Principles of Sustainable Tourism; Challenges of implementing Sustainable Tourism.		
<b>Skill Developments Activities:</b>		
1. Prepare a chart showing different forms of tourism. 2. List out six tourist places of historical importance in Karnataka. 3. List out any 5 fairs and festivals of tourist attraction in India. 4. List out the documents required to obtain passport. 5. List out principles of sustainable tourism.		

**Books for References:**

1. Tourism: Principles, Practices, Philosophies – Charles Goeldner & Brent Ritchie
2. Tourism and Cultural Heritage of India – Ram Acharya
3. Tourism Planning, Policies, Processes and Relationships – Michael Hall
4. An Introduction to Hospitality – Dennis Foster
5. Tourism Planning: An Integrated and Sustainable Development Approach \_ Inskeep E, Van Nostrand Reinhold
6. Profiles of Indian Tourism – Shalini Singh
7. Tourism Today – Ratnadeep Singh
8. Dynamics of Tourism – Pushpinder Gill
9. Hotels for Tourism Development – Dr. Jagmohan Negi
10. The Competitive Destination – A sustainable Tourism perspective – Ritchie J R and Crouch I G.