File Ref.No.22749/GA - IV - E3/2014/CU

UNIVERSITY OF CALICUT

Abstract

Faculty of Commerce & Management Studies-Regulations, Scheme and Syllabus of B.Com, BCom with(Islamic Finance),BBA,BHA(Bachelor of Hotel Adminstration),BTHM (Bachelor of Tourism and Hotel Management) Programmes under CUCBCSS(UG) 2014- Approved- Implemented- Orders Issued-

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G & A - IV - E

U.O.No. 6747/2014/Admn Dated, Calicut University.P.O, 15.07.2014

Read:-(i) U.O No:GAIV/J/5180/2014/Admn dt-29.05.2014(CUCBCSS UG Revised Regulations)

(ii) Minutes of the meeting of the BOS in Commerce(UG) held on 03.07.2014, Item No: I and 2

(iii) Minutes of the meeting of the BOS in Management studies(UG) held on 14.05.2014,Item No:I

(iv) Minutes of the meeting of the BOS in Hotel Management held on 20.05.2014,Item No:I

(v) Minutes of the meeting of the Faculty of Commerce and Management studies held on 20.06.2014,vide Item No :II & III

(vi) Orders of the Hon'ble Vice Chancellor in File even No:dt.14.07.2014

ORDER

As per reference read first above,the Revised Regulations for CUCBCCS(2014) has been implemented and the BOS in Commerce(UG),Management studies(UG) and Hotel Management have prepared the syllabi for the UG courses in tune with the revised Regulations.

As per reference read second above,the BOS in Commerce(UG) at its meeting held on 03.07.2014 vide Item No :I has finalised and approved the syllabi for B.Com course and also vide Item No: 2 approved the syllabi of BCom with Islamic Finance as Specialisation, which was finalised and approved by the BOS in Islamic Finance, under CUCBCSS scheme w.e.f 2014 admission onwards.

As per reference third above, the meeting of the BOS in Management studies(UG) held on 14.05.2014 vide Item No:I has finalised and approved the syllabi for BBA course under CUCBCSS scheme w.e.f 2014 admissiononwards.

Vide reference fourth above,the meeting of the BOS in Hotel Management held on 20.05.2014 vide Item No.I has finalised and approved the syllabi for BHA and BTHM course under CUCBCSS scheme w.e.f 2014 admission onwards

The Faculty of Commerce and Management studies at its meeting held on 20.06.2014,vide item No:II,III, has approved the minutes of the meeting of the BOS in Management studies(UG) and Hotel Management held on 14.05.2014,20.05.2014 respectively.The syllabi for B.Com course and BCom with specialisation Islamic Finance has been approved by the Dean Faculty of Commerce and Management studies on behalf of the Faculty.

Considering the exigency of the matter,the Hon'ble Vice Chancellor in exercising the powers of the Academic Council, has approved the minutes of the meeting of the BOS in Commerce(UG),Management studies(UG),Hotel Management and Faculty of Commerce and Management studies, read as 2nd to 5th above,subject to ratification by the Academic Council.

Sanction is therefore accorded to implement the Regulations,Scheme and Syllabus of B.Com,BBA,BHA,BTHM courses under CUCBCSS scheme w.e.f 2014-2015 admission onwards subjet to ratification by the Academic Council.

Orders are issued accordingly

(**Syllabi of B.Com,BBA,BHA,BTHM courses are appended**)

Muhammed S
Deputy Registrar

To

The Principals of all affiliated colleges/The Controller of Examinations,Copy to:PS to VC/PA to PVC/PA to Registrar/PA to CE/EX sections/EG I section/DR/AR-B Com,BBA,Hotel Management Tabulation sections/GA I F section/Enquiry/PRO- System Administrator-with a request to upload the syllabi in the university website.

Forwarded / By Order

Section Officer

UNIVERSITY OF CALICUT

REGULATIONS GOVERNING BACHELOR OF COMMERCE DEGREE PROGRAMME UNDER CUCBCSSUG 2014 EFFECTIVE FROM THE 2014 BATCH

B.Com ADMISSIONS

1.0 Title of the Programme

This DEGREE shall be called BACHELOR OF COMMERCE (B.Com).

2.0 Eligibility for admission

Any candidate who has passed the Plus Two of the Higher Secondary Board of Kerala or Pre Degree of Calicut University or that of any other University or Board of Examinations in any state recognized as equivalent to the Plus Two of the Higher Secondary Board in Kerala, with not less than 45% marks in aggregate is eligible for admission, However, SC/ST, OBC and other eligible communities shall be given relaxation as per University rules.

3.0 Duration of the programme

The duration of the B.Com programme of study is three academic years with six semesters.

4.0 Medium of Instruction

The medium of instruction and examination shall be English.

5.0 Courses of study

Total number of courses for the whole B.Com Programme is 31. It is divided in to courses namely:-

1. Common courses
2. Core courses
3. Complementary courses and
4. Open courses

The course of study leading to the award of B.Com shall comprise the following :-

5.1

Semester I

Course	Title	Contact Hours	Credits	Internal	External	Total Marks
Common	BC1A01	4	4	20	80	100
Common	BC1A02	5	3	20	80	100
Common	BC1A07	5	4	20	80	100
Core	BCIB01 Management Concepts and Business Ethics	6	4	20	80	100
Compl.	BCIC01 Managerial Economics	5	4	20	80	100
	Total	25	19	100	400	500

Semester II

Course	Title	Contact Hours	Credits	Internal	External	Total Marks
Common	BC2A03	4	4	20	80	100
Common	BC2A04	5	3	20	80	100
Common	BC2A08	5	4	20	80	100
Core	BC2B02 Financial Accounting	6	4	20	80	100
Compl.	BC2C02 Marketing Management	5	4	20	80	100
	Total	25	19	100	400	500

Semester III

Course	Title	Contact Hours	Credits	Internal	External	Total Marks
Common	BC3A11 Basic Numerical Skills	5	4	20	80	100
Common	BC3A12 General Informatics	5	4	20	80	100
Core	BC3B03 Business Regulations	4	4	20	80	100
Core	BC3B04 Corporate Accounting	6	4	20	80	100
Compl.	BC3C03 E- Commerce Management	5	4	20	80	100
	Total	25	20	100	400	500

Semester IV

Course	Title	Contact Hours	Credits	Internal	External	Total Marks
Common	BC4A13 Entrepreneurship Development	5	4	20	80	100
Common	BC4A14 Banking and Insurance	5	4	20	80	100
Core	BC4B05 Cost Accounting	6	4	20	80	100
Core	BC4B06 Corporate Regulations	4	4	20	80	100
Compl.	BC4C04 Quantitative Techniques for Business	5	4	20	80	100
	Total	25	20	100	400	500

Semester V

Course	Title	Contact Hours	Credits	Internal	External	Total Marks
Core	BC5B07 Accounting for Management	4	4	20	80	100
Core	BC5B08 Business Research Methods	4	4	20	80	100
Core	BC5B09 Human Resource Management	4	4	20	80	100
Core	BC5B10 Course in Specialisation	5	4	20	80	100
Core	BC5B11 Course in Specialisation	5	4	20	80	100
Open	BC5D01 Open Course (For students from other Departments)	3	2	10	40	50
	Total	25	22	110	440	550

Semester VI

Course	Title	Contact Hours	Credits	Internal	External	Total Marks
Core	BC6B12 Income Tax Law and Practice	6	4	20	80	100
Core	BC6B13 Auditing	5	4	20	80	100
Core	BC6B14 Course in Specialisation	5	5	20	80	100
Core	BCSB15 Course in Specialisation	5	5	20	80	100
Core Project	BC6B16 (PR) Three Weeks Project and Viva-Voce	4	2	10	40	50
	Total	25	20	90	360	450

Core Courses in the area of Specialization:

A. Finance

1. Financial Markets and Services
2. Financial Management
3. Financial Derivatives
4. Fundamentals of Investments

B. Banking and Insurance

1. Banking Services Management
2. Insurance Management
3. Foreign Exchange Management
4. Risk Management and Insurance

C. Co - operation

1. Co-operative Theory and Practice
2. Legal Environment For Co-operatives
3. International Co-operative Movement
4. Co-operative Management and Administration

D. Computer Applications

1. Business Applications of Computers
2. Business Information Systems
3. Office Automation Tools
4. Computerised Accounting with Tally

E. Travel and Tourism

1. Tourism Principles And Practices
2. Tourism Product And Promotion
3. Tourist Transport And Tour Operation
4. Hospitality Management

F. Islamic Finance

1. Fundamentals of Islamic Finance

2. Islamic Business Law And Commerce
3. Islamic Financial Institutions
4. Islamic Banking Products

Open Courses (For students from other departments)

1. E- Commerce
2. Basics of Entrepreneurship and Management
3. Basic Accounting

5.2 **Four Common Courses** (BC3A11 Basic Numerical Skills, BC3A12 General Informatics, BC4A13 Entrepreneurship Development BC4A14 Banking and Insurance), all the Core Courses, Complementary and Open Courses for B.Com Programme shall be taught by Commerce Faculty. However, the core courses under the specialization Islamic Finance shall be taught by Commerce Faculty or teachers having M.A Islamic Finance or M.A Islamic Economics or M.A Economics with Islamic Finance qualifications.

6.0 Attendance

A candidate shall attend at least a minimum of 75% of the number of classes actually held for each of the courses in a year to be eligible for appearing for examination in that course. If the candidate has shortage of attendance in any course in a year he shall not be allowed to appear for any examination in that year. However the University may condone shortage if the candidate applies for it as laid down in University procedures and if the Vice Chancellor is satisfied with the reasons cited by the candidate for his absence in classes.

7.0 Internal Assessment

All courses shall have internal assessment as specified in the common regulations for CUCBCSSUG 2014. Provisions of the clause 9.2 and 9.3 of the common regulation are applicable in the case of internal assessment.

8.0 External Examination.

8.1 The University shall conduct semester examinations as specified in the common regulations for CUCBCSSUG 2014. The duration of examination shall be three hours for each course, Provisions of clause 9.5, 9.6, 9.7 and 9.8 of the common regulation for CUCBCSSUG 2014 will be applicable for external examinations.

9.0 Project Report

9.1 During the sixth semester every student shall do a project .The student may choose any topic from the subjects he/she has studied .

9.2 The candidate shall prepare and submit a project report to the Department.

9.3 The report shall be in English with not less than 30 pages, printed or typed (A4 size paper, 1.5 line spacing, Times New Roman font , font size 14) and spiral bound.

The project report should be submitted to the Head of the Department one week before the last working day of the sixth semester, duly certified by the Guide.

9.4 Project work shall have the following stages:

- □ Project proposal presentation
- □ Field work and data analysis
- □ Report writing
- □ Draft project report presentation
- □ Final project report submission

9.5 The project can be done individually or as a group of two students. But the project report should be in different areas. In no case the project reports of two students shall be identical. The work of each student shall be guided by one Faculty member.

9.6 The candidate shall prepare at least two copies of the report; one copy for submission to the Department and one copy for the student which he/she has to bring with him/her at the time of viva voce. More copies may be prepared If the organization or the guide or both ask for.

9.7 Duration of project work

The duration for project work is 3 weeks.

9.8 A certificate showing the duration of the project work shall be obtained from the supervising teacher or from the organization for which the project work was done and it shall be included in the project report.

9.9 Structure of the report

Title page

Certificate from the organization (for having done the project work)

Certificate from guide

Acknowledgements

Contents

Chapter I : Introduction (Organization profile, Research problem, Objectives of the study, Research methodology etc.)

Chapter II : Review of Literature

Chapters III and IV : Data Analysis (2 or 3 chapters)

Chapter V : Findings, Suggestions and Conclusion.

Appendix : (Questionnaire, specimen copies of forms, other exhibits etc.)

Bibliography : (books, journal articles etc. used for the project work).

9.10 Evaluation of project report

The project report shall be subject to internal and external evaluation. The internal evaluation shall be carried out by the supervising teacher and external evaluation done jointly by the internal examiner and the external examiners appointed by the University inclusive of Viva-voce examination. The marks should be awarded on the basis of the following :-

1. Evaluation of the Project Report shall be done under Mark System.

Marks secured for the project will be awarded to candidates, combining the internal and external Marks

2. The internal to external components is to be taken in the ratio 1:4. Assessment of different components may be taken as below.

Internal (20% of total)	
Components	% of Marks
Punctuality	20
Use of Data	20
Scheme/Organization of Report	30
Viva-Voce	30

External (80% of Total)	
Components	%of Marks
Relevance of the Topic, Statement of Objectives, Methodology (Reference/ Bibliography)	20
Presentation, Quality of Analysis/Use of Statistical tools, Findings and recommendations	30
Viva-Voce	50

3. Submission of the Project Report and presence of the student for viva are compulsory for internal evaluation. No marks shall be awarded to a candidate if she/he fails to submit the Project Report for external evaluation.
4. The student should get a minimum of 40 % marks in the aggregate and 40% separately for external for pass in the project.
5. There shall be no improvement chance for the Marks obtained in the Project Report.
6. In an instance of inability of obtaining a minimum of 40% marks, the project work may be re- done and the report may be re-submitted along with subsequent exams through the department, as per the existing rule of the University examinations.

10.0 Viva Voce

At the end of sixth semester candidate shall attend a comprehensive viva voce. The external evaluation of 12 to 15 students per day is to be conducted with one external examiner and one internal examiner. The examiners shall consult each other and award the grades according to the same criteria specified in 9.10 for the award of marks.

11.0 **Requirement for passing the course**

For a pass in each course the student has to secure aggregate 40% marks or E grade in internal and external. An aggregate of 40% marks (E grade with 120 credits)is required for a pass in the B.Com degree programme.

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12.Fourth /fifth semester students of regular colleges shall be taken under the supervision of faculty members to business or industrial units so as to enable them to have first hand knowledge about location, layout ,managerial functions,,H R management or any area of study as per curriculum. Study tour to an industrial/business centre will form part of curriculum. The report submitted by the student in this respect shall be kept in the teaching department.

13.0 **In all other matters regarding the conduct of B.Com Programme in the affiliated colleges under Calicut University under Choice Based Credit Semester System which are not specified in this regulation ,the common regulation CUCBCSSUG 2014 will be applicable.**

UNIVERSITY OF CALICUT

SYLLABUS OF BACHELOR OF COMMERCE DEGREE PROGRAMME UNDER

CUCBCSS UG 2014 EFFECTIVE FROM THE 2014 BATCH B.COM ADMISSIONS

CORE COURSES

BCIB01 MANAGEMENT CONCEPTS AND BUSINESS ETHICS

Lecture Hours per week: 6 **Credits: 4**

Internal : 20, External : 80

Objectives:

- To understand the process of business management and its functions.
- To familiarize the students with current management practices.
- To understand the importance of ethics in business.
- To acquire knowledge and capability to develop ethical practices for effective management.

Module I

Nature and Scope of Management: Evolution of Management - Schools of management thought - F.W.Taylor and Henry Fayol - Principles of Management - Management as a science and an art - Management process.

15 Hours

Module II

Functions of Management: Planning: Types of plan - Planning process – Organizing: Span of control - Line and staff functions - Centralization and decentralization – Delegation - Staffing: Manpower planning: Recruitment - Selection and placement - Directing: Principles of direction – Co-ordinating and controlling.

30 Hours

Module III

Manager Vs Leader: Leadership and motivation: leadership styles -Theories of motivation - MBO - Management of performance - Understanding and managing group processes -

Characteristics of work group - Work group behaviour and productivity - Team creation and management.

15 Hours

Module IV

Ethics, Culture and Values: Importance of culture in organizations - Indian ethos and value systems - Model of management in the Indian socio political environment - Work ethos - Indian heritage in production and consumption.

15 Hours

Module V

Business Ethics : Relevance of values in management – Holistic approach for managers in decision making - Ethical Management: Role of organisational culture in ethics - structure of ethics management - Ethics Committee.

15 Hours

Reference Books:

1. Boatwright. John R: Ethics and the Conduct of Business, Pearson Education, New Delhi.
2. Sathish Modh: Ethical Management, Macmillan.
3 Koontz, H and Wechrick, H: Management, McGraw Hill Inc, New York.
4 Drucker, Peter, F., Management: Tasks, Responsibilities and Practices, Allied Publishers, New Delhi.
5. L.N Prasad : Principles of Management.
6. R.S Davar; Management Process
7. Rustum & Davan, Principles and Practice of Management.
8. Srinivasan & Chunawalla, Management Principles and Practice.
9. S. V. S. Murthy. Essentials of Management.

BC2B02 FINANCIAL ACCOUNTING

Lecture Hours per week : 6 **Credits: 4**

Internal : 20, External : 80

Objectives:

- To enable the students to acquire knowledge of preparing financial statements.
- To equip the students with the skill of preparing accounts for various type of organizations.
- To enable the students to acquire knowledge about Accounting Standards and to understand corporate accounting methods.

Module I

Conceptual Frame Work for Preparation of Financial Statements: Capital and revenue expenditure - Capital and revenue receipts - Accounting Standards - Object of Accounting Standards - Accounting Standard Board of India – Functions - Indian Accounting Standards - International Financial Reporting Standards - Final accounts of sole trader and non-profit organizations.

20 Hours

Module II

Final Accounts From Incomplete Records - Limitations of single entry - Calculation of profit or loss from single entry books - Statement of affairs method - Conversion method - Total debtors and creditors account - Missing items - Memorandum trading account - Preparation of Trading and Profit and Loss Account and Balance Sheet**.**

20 Hours

Module III

Accounting for Hire Purchase and Installment System – Meaning - Features of hire purchase agreement - Distinction between hire purchase and sale - Interest calculation - Recording transactions in the books of both parties - Default and repossession -Installment system – Features - Distinction between hire purchase and installment system

15 Hours

Module IV

Departmental Accounts – Meaning – Objects – Advantages - Accounting procedure Allocation of expenses and income – Inter-departmental transfers - Provision for unrealized profits - Branch accounts – Features – Objects - Types of branches – Dependent branches - Accounting systems - Stock and Debtors System - Independent branches – Features - Preparation of Consolidated Profit and Loss Account and Balance Sheet.

20 Hours

Module V

Accounting for Hotels and Restaurants – Introduction – Features - Revenue earning and non-revenue earning departments - Heads of revenue and heads of expenditure - Preparation of Trial Balance and final accounts : Trading Account - Profit and Loss Account and Balance Sheet.

15 Hours

Reference Books :

1. M.C. Shukla, T.S. Grewal and S. C. Gupta, Advanced Accounts, S. Chand & Co., New Delhi.
2. S.N. Maheswari and S.K. Maheswari, Financial Accounting.
3. R.L. Gupta and Radhaswamy, Advanced Accounting, Sultan Chand & Sons, New Delhi.
4. R.K. Malhotra, Financial Management in Hotels and Restaurant Industry, Anmol Publishers.
5. Dr. Goyal V.K., Financial Accounting, Excel Books, New Delhi.
6. Ashok Sehgal and Deepak Sehgal, Advanced Accounting , Volume I , Taxmann, New Delhi.
7. Jain and Narang, Financial Accounting.
8. B.S. Raman, Advanced Accountancy.
9. P.C. Tulasian, Introduction to Accounting, Pearson Education.

BC3BO3 BUSINESS REGULATIONS

Lecture Hours per week : 4 **Credits : 4**

Internal : 20, External : 80

Objective:

- To familiarise the students with certain statutes concerning and affecting business organizations in their operations.

Module I

Business Laws : Introduction – Nature of Business Law – Meaning and definition -Indian Contract Act, 1872: Contract – Definition – Essentials of valid contracts - Classification of contracts – Offer and acceptance – Consideration – Capacity to contract – Free consent –Coercion – Undue influence – Misrepresentation – Fraud – Mistake – Void agreements – Discharge of contract – Breach of contract and remedies – Contingent contracts - Quasi contracts.

25 Hours

Module II

Special Contracts: Contract of Indemnity: Meaning - Nature – Right of indemnity holder and indemnifier – Contract of Guarantee : Meaning – Nature - Rights and liabilities of surety – Discharge of surety from liability – Contract of Bailment and Pledge: Rights and duties of bailor and bailee, pledger and pledgee – Contract of Agency – Creation of agency – Delegation of authority - Duties and liabilities of principal and agent – Termination of agency.

12 Hours

Module III

Sale of Goods Act 1930 : Contract for sale of goods – Essentials of a contract of sale – Conditions and Warranties – Caveat emptor – Sale by non owners – Rules as to delivery of goods – Un paid seller and his rights .

08 Hours

Module IV

The Consumer Protection Act 1986: Objects and scope – Definition of consumer and consumer dispute – Complaint – Goods - Service - Unfair trade practices – Restrictive trade practices - Rights of consumers – Consumer Protection Council – Consumer Disputes Redressal Agencies.

10 Hours

Module V

The Information Technology Act 2000: Scope and extent – Digital signature – Digital signature certificate – Electronic records and governance – Certifying authorities – Cyber crimes – Offences and penalties under IT Act, 2000.

05 Hours

Reference Books:

1. Singh Avtar, The Principles of Mercantile Law , Eastern Book Company, Lucknow.
2. Kuchal M.C, Business Law , Vikas Publishing House, New Delhi
3. Kapoor N.D, Business Law , Sultan Chand & Sons, New Delhi.
4. Chandha P.R , Business Law.
5. S.S. Gulshan, Business Laws.
6. B. Sen and Mitra, Business and Commercial Laws.
7. Chandha P.R, Business Law, Galgotia, New Delhi.
8. Balchandani , Business Laws.
9. Relevant Bare Acts.
10. Government of India, Information Technology Act, 2000
11. Desai T.R. , Indian Contract Act, Sale of Goods Act and Partnership Act , S.C. Sarkar & Sons Pvt. Ltd. Kolkata.

BC3BO4 CORPORATE ACCOUNTING

Lecture Hours per week : 6 **Credits: 4**

Internal : 20, External : 80

Objective :

- To help the students to acquire conceptual knowledge of the fundamentals of the corporate accounting and the techniques of preparing the financial statements.

Module I

Accounting for Share Capital : Issue, forfeiture and reissue of forfeited shares – Redemption of preference shares including buy-back of equity shares – Issue and redemption of debentures.

15 Hours

Module II

Final Accounts of Limited Liability Companies: Preparation of Profit and Loss Account – Profit and Loss Appropriation Account and Balance Sheet in accordance with the provisions of the existing Companies Act (excluding managerial remuneration).

15Hours

Module III

Accounting for Amalgamation of Companies with reference to Accounting Standards issued by the Institute of Chartered Accountant of India (excluding inter-company

transactions and holdings) – Accounting for Internal Reconstruction (excluding preparation of scheme for internal reconstruction

20 Hours

Module IV

Bank Accounts : General information relating to bank accounts – Legal requirements affecting final accounts – Concept of Non Performing Assets (NPA) - Preparation of Profit and Loss Accounts – Asset classification – Preparation of Balance Sheet.

20 Hours

Module V

Insurance Companies: Book maintained by insurance companies – Explanation of special terms peculiar to insurance business – Accounts for life insurance business – Types of policies – Annuity business – Surrender value – Paid up policy – Life assurance fund – Valuation balance sheet - Preparation of final accounts of life and general insurance business (as per the provisions of IRDA Act).

20 Hours

(Theory and Problems may be in the ratio of 30% and 70% respectively)

Reference Books:

1. M.C. Shukla , T.S. Grewal and S.C. Gupta : Corporate Accounting , S. Chand and Co., New Delhi.
2. R.L. Gupta and M. Radhaswamy : Corporate Accounting, Sultan Chand and Sons, New Delhi.
3. Ashok Sehgal and Deepak Sehgal : Advanced Accounting, Volume II, Taxmann, New Delhi.
4. S. P. Jain and K.L. Narang : Financial Accounting , Kalyani Publishers, New Delhi.
5. S.N. Maheswari and S.K. Maheswari : Corporate Accounting , Vikas Publication, New Delhi.
6. Dr. V.K. Goyal, Corporate Accounting , Excel Books , New Delhi.
7. Nirmal Kumar Gupta : Corporate Accounting , Sahitya Bhawan , Publishers and Distributors.

BC4B05 COST ACCOUNTING

Lecturer Hours per week : 6 **Credits : 4**

Internal : 20, External : 80

Objectives :

- To familiarise the students with the various concepts and elements of cost.
- To create cost consciousness among the students.

Module I

Introduction : Definition – Meaning and scope – Objectives – Functions –Merits and Demerits – Cost Accounting and Financial Accounting – Cost classification – Elements of cost – Cost units – Cost centre – Types - Methods and Techniques of Costing .

15 Hours

Module II

Materials : Importance of Material cost control – Purchase Procedure – Store control – Types of Store - Stores Records – Perpetual Inventory – ABC Analysis - VED Analysis – JIT Inventory – Stock levels – EOQ - Issue of materials – FIFO , LIFO , Simple and Weighted Average methods.

15 Hours

Module III

Labour and Overheads : Importance of Labour cost control – Time Keeping and Time Booking – Idle Time – Over Time – Computation of Labour cost - Remuneration Systems and Incentive Schemes.

Overheads : Definition – Overhead Allocation – Apportionment – Re-Apportionment – Direct distribution - Step Ladder – Reciprocal Service methods – Repeated Distribution and Simultaneous Equation methods – Absorption of overheads – Methods of Absorption - Labour Hour Rate and Machine Hour Rate .

25 Hours

Module IV

Methods of Costing : Unit Costing – Job Costing – Contract Costing – Process Costing – Process Losses – Service Costing (only Transport)

15 Hours

Module V

Cost Control Techniques : Budgetary Control and Standard Costing : Budget and Budgetary Control – Need and Importance – Types of Budgets –Preparation of Financial Budget – Flexible Budget and Fixed Budget – ZBB – Programme and Performance Budgets .

15 Hours

(Theory and Problems may be in the ratio of 40% and 60% respectively)

Reference Books :

1. N.K. Prasad : Cost Accounting
2. Nigam & Sharma : Cost Accounting
3. Khanna Pandey & Ahuja : Cost Accounting
4. M.L. Agarwal : Cost Accounting
5. Jain & Narang : Cost Accounting
6. S.P. Iyengar : Cost Accounting
7. S.N. Maheswari : Cost Accounting
8. Horngren : Cost Accounting : A Managerial Emphasis.
9. M.N. Arora : Cost Accounting
10. Dutta : Cost Accounting

BC4BO6 CORPORATE REGULATIONS

Lecture Hours per week : 4 **Credit:4**

Internal : 20, External : 80

Objective :

- To familiarise the students with corporate law and to make them aware of the importance of corporate governance in the management of organisations.

Module I

Introduction to Companies Act 2013: Objects of the Act – Salient features of the Act - Meaning and definition of company – Features – Kinds of companies – Private company - Public company – Associate company – Dormant company - One person company – Small company - Government company - Lifting of corporate veil.

05 Hours

Module II

Formation of Companies : Promotion – Role of promoters – Incorporation – Capital subscription – Commencement of business – Pre-incorporation and provisional contracts. Document of companies: Memorandum of Association – Definition - Contents and alteration - Doctrine of Ultravires – Articles of Association – Definition - Contents and alteration – Distinction between Memorandum and Articles - Constructive notice of Memorandum and Articles – Doctrine of Indoor management – Prospectus – Contents – Statement in lieu of prospectus – Liabilities for misstatement.

20 Hours

Module III

Share Capital : Shares – Kinds of shares – Public issue of shares – Book building - Allotment of shares - Irregular allotment – Issue prices of shares – Listing of shares - Employees stock option scheme - Sweat equity shares - Right shares – Bonus shares - Shares with differential rights – Share certificate and share warrant - Calls - Forfeiture – Surrender of shares – Buyback of shares – De materialisation and re materialisation of shares – Transfer and transmission of shares – Transfer under Depository system.

15 Hours

Module IV

Management of Companies : Board and Governance – Directors: Appointment – Position – Powers - Rights - Duties and liabilities – Qualification – Disqualification – Removal of directors – Key Managerial Personnel – Introduction to Corporate Governance – Need and importance of Corporate Governance – Corporate social responsibility. Securities and Exchange Board of India Act 1992 – Object – Establishment and management of SEBI – Powers and functions of SEBI – Securities Appellate Tribunal (SAT).

20 Hours

Module V

Company Meetings and Winding up : Requisites of a valid meeting – Statutory meeting – Annual general body meeting – Extra ordinary meeting – Board meetings – Resolutions – Types - Company Secretary : Qualification – appointment – duties - Winding up : Meaning – Modes of winding up – Winding up by Tribunal - Members' voluntary winding up – Creditors' voluntary winding up – Liquidator: Powers - Duties and liabilities – Consequences of winding up.

15 Hours

Reference Books:

1. M.C. Shukla & Gulshan :Principles of Company Law.
2. N.D. Kapoor : Company Law and Secretarial Practice.
3. Mannual of Companies Act, Corporate Laws and SEBI Guidelines", Bharat Law House, New Delhi.
4. M.C. Bhandari : Guide to Company Law Procedures.
5. Tuteja :Company Administration and Meetings.
6. S.C. Kuchal :Company Law and Secretarial Practice.
7. Dr. P.N. Reddy and H.R. Appanaiah : Essentials of Company Law and Secretarial Practice, Himalaya Publishers.
8. M.C. Kuchal : Secretarial Practice.
9. Ashok Bagrial : Secretarial Practice.

BC5B07 ACCOUNTING FOR MANAGEMENT

Lectures Hours per week : 4 **Credits : 4**

Internal : 20, External : 80

Objectives :

- To enable the students to understand the concept and relevance of Management Accounting.

- To provide the students an understanding about the use of accounting and costing data for planning, control, and decision making.

Module I

Management Accounting : Nature and Scope - Difference between cost Accounting, Financial accounting and Management accounting - Recent trends in Management Reporting.

05 Hours

Module II

Analysis and Interpretation of Financial Statements : Meaning - Types and Methods of Financial Analysis – Comparative Statements - Trend Analysis – Common size Statements (a general discussion only).

05 Hours

Module III

Ratio Analysis : Meaning - Nature - uses and limitations of Ratios - Liquidity, Profitability , Turnover, Solvency, Leverage. Market test Ratios. Construction of Financial Statements from ratios - Judgment of financial stability through ratios - (Focus to be given to problems solving and Interpretation skills)

25 Hours

Module III

Fund Flow and Cash Flow Analysis :

A. Fund Flow Statements: Meaning and concept of Fund - Current and Non Current Accounts - Flow of fund - Preparation of Fund Flow statement - Uses and Significance.

B. Cash Flow Statement: Difference between Fund flow Statement and Cash flow Statement - Preparation of Cash Flow Statement as per AS - 3 Norms - Direct and Indirect methods (Stress to be given to Problems).

20 Hours

Module-V

Managerial Decision making with the help of CVP Analysis : Marginal Costing - Fixed Cost - Variable Cost - Contribution - P/V Ratio - Break Even Analysis - Algebraic and Graphic presentation - Decision making : Fixation of Selling Price - Exploring new markets - Make or Buy - Key Factor - Product Mix - Operate or Shutdown.

20 Hours

(Theory and Problems may be in the ratio of 40% and 60% respectively)

Reference Books :

1. Dr. S.N. Maheswari : Management Accounting.
2. Saxena : Management Accounting.
3. Made Gowda : Management Accounting.
4. Dr. S. N. Goyal and Manmohan : Management Accounting.
5. B. S. Raman : Management Accounting.
6. R.S.N. Pillai and Bagavathi : Management Accounting.
7. Sharma and Gupta : Management Accounting.
8. J. Batty : Management Accounting.
9. Foster : Financial Statement Analysis , Pearson Education.
10. P.N. Reddy & Appanaiah : Essentials of Management Accounting.

BC5B08 BUSINESS RESEARCH METHODS

Lecture Hours per week : 4 **Credits: 4**

Internal : 20, External : 80

Objective:

- To enable students for acquiring basic knowledge in business research methods and to develop basic skills in them to conduct survey researches and case studies.

Module I

Business Research: Meaning and definition - Features of business research - Theory building -Induction and Deduction Theory - Concept - Operational definition - Variable - Proposition –Hypothesis - Types of business research: Basic and applied – Exploratory - Descriptive and causal - Phases of business research.

10 Hours

Module II

Exploratory Research: Objectives - Methods - Experience survey - Secondary data analysis - Case study - Pilot study by focus group interview - Process of problem definition - Understand background of the problem - Determination of unit of analysis -

Determine the relevant variables and state the research questions - Hypothesis and research objectives.

10 Hours

Module III

Meaning of Research Design: Methods of descriptive and causal research - *S*urvey - Experiments - Secondary data studies and observation - Sampling design: Simple random sampling - Restricted random sampling – Stratified - Cluster and systematic – Non random sampling - Convenient and judgment sampling - Sampling error and non sampling error.

10 Hours

Module IV

Measurement and Scaling: Nominal - Ordinal - Interval and ratio scale - Criteria for good measurement - Reliability and validity - Designing questionnaire - Means of survey data collection - Personal interview - Telephonic mail and internet.

10 Hours

Module V

A. Data Processing: Pocessing stages - Editing - Coding and data entry - Descriptive analysis under different types of measurements - Percentages - Frequency table - Contingency table - Graphs - Measures of central tendency and index number - Interpretation.

B. Preparation of Research Report: Format - Report writing stages - Gathering material and data - Make overall format - Make detailed outline - Write first draft – Re write - Final word processing and publishing.

20 Hours

Reference Books:

1. Donald R.Cooper and Pamela S, Schindler: Business Research Methods. Latest Edition, Irwin McGraw- Hill International Editions, New Delhi.
2. John Adams, Hafiz T.A. Khan Robert Raeside, David white: Research Methods for Graduate Business and Social Science Students, Response Books. New Delhi - 110044.
3. Neresh K. Malhotra: Marketing Research, Latest edition. Pearson Education.
4. William G. Zikmund, Business Research Methods, Thomson
5. Wilkinson T.S. and Bhandarkar P.L.: Methodology and Techniques of Social Research, Himalaya.

6. S N Murthy &. U Bhojanna: Business Research Methods, Excel Books, New Delhi.
7. Jan Brace: Questionnaire Design, Kogan Page India
8. Michael V.P. Research Methodology in Management, Himalaya.
9. Dipak kumar Bhattacharyya. Research Methodology. Excel Books, New Delhi.
10. R. Paneerselvan: Research Methodology, Prentice-Hall of India
11. Ajai S Gaur & Sanjaya S Gaur: Statistical Methods for Practice &. Research, Response Books, New Delhi.
12. Kultar Singh: Quantitative Social Research Methods. Response Books, New Delhi.

BC5B09 HUMAN RESOURCES MANAGEMENT

Lecture Hours per week : 4 **Credits : 4**
Internal : 20, External : 80

Objectives :

- To familiarize the students with the different aspects of managing human resources in a organization.
- To equip the students with basic knowledge and skills required for the acquisition, development and retention of human resources.

Module I

Introduction to Human Resource Management : Concept – Scope – Importance – Objectives and functions of Human Resource Management – Personnel Management Vs Human Resource Management - Human resource planning, Recruitment and Selection : Man power planning – Concept and objectives – Process of manpower planning – Methods of manpower planning – Conventional Vs Strategic planning – Recruitment : Meaning – Sources of recruitment – Modern trends in recruitment - Selection : Meaning and importance – Steps in selection procedure – Interviews – Types of interview – Test – Types of test – Induction – Job changes – Transfer – Promotion – Demotion – Separation.

20 Hours

Module II

Human Resource Development: Training – Concept – Need for training – Objectives – Approaches – Methods of training – Training environment – Areas of training – Training evaluation – Executive development – Process and techniques .

15 Hours

Module III

Performance Appraisal and Career Planning : Need and importance – Objectives – Process – Methods and problems of performance appraisal – Concept of career planning – Features – Methods – Uses – Career development .

15 Hours

Module IV

Compensation Management : Compensation planning – Objectives – Wage systems – Factors influencing wage system – Components of employee remuneration – Basic wage – Dearness Allowance – Bonus – Fringe benefits and incentives

15 Hours

Module V– Grievance redressal : Meaning and causes of grievances – Procedure of grievance handling – Absenteeism – Discipline – Essentials of good discipline system.

10 hours

Reference Books :

1. Bernardin. John H, Human Resource Management. Tata McGraw Hill. New Delhi.
2. Arthur M, Career Theory Handbook, Prentice Hall Inc. Englewood Cliff.
3. Belkaoui, A.R. and Belkaoui J.M, Human Resource Valuation: A Guide to Strategies and Techniques, Quarum Books, Greenwood, 1995.
4. Dale, B, Total Quality and Human Resources: An Executive Guide. Blackwell, Oxford.
5. Greenhaus, J.H.. Career Management, Dryden, New York.
6. Mabey, C and Salama, G., Strategic Human Resource Management. Blackwell. Oxford.
7. Aswathappa, K., Human Resource Management
8. Subba Rao, Human Resources Management.
9. Michael Porter. HRM and Human Relations
10. Garry Dessler & Biju Varkkey, Human Resource Management, Pearson, 2012.
11. Amstrong'sHand book of Human Resource Management ,Kogan Page, 2012.

BC6B12 INCOME TAX LAW AND PRACTICE

Lecture Hours per week: 6 **Credits: 4**

Internal : 20, External : 80

Objective:

- To impart basic knowledge and equip students with application of principles and provisions Income - tax Act, 1961 amended up to date.

Module I

Basic Concepts: Income - Agricultural income - Person - Assessee - Assessment Year - Previous Year - Gross total income - Total income - Maximum marginal rate of lax - Residential status - Scope of total income on the basis of residential status - Exempted income under section 10.

10 Hours

Module II

Computation of Income Under Different Heads: Salaries - Allowances - Perquisites - Profit in lieu of salary - Gratuity - Pension - Income from house property: Annual Value of House property - Computation under different circumstances - Deduction from annual value.

25 Hours

Module III

Profits and Gains of Business or Profession: Definition - Computation - Allowable expenses and not allowable expenses - General deductions - Provisions relating to Depreciation.

15 Hours

Module IV

Capital Gains: Definition of Capital Assets - Long term and Short term - Transfers - Cost of acquisition - Cost of improvement - Exempted Capital gains. Income from Other Sources: Definition - Computation - Grossing up - Deductions and other relevant provisions.

20 Hours

Module V

Total Income and Tax Computation: Income of other persons included in assessee's total income - Aggregation of income and set- off and carry forward of losses - Deductions from gross total income - Computation of Total Income of individuals.

20 Hours

(Theory and problems may be in the ratio of 40% and 60%respectjvely .Only simple problems are to be expected)

Reference Books :

1. Dr. Vinod K. Singhania : Direct Taxes - Law and Practice, Taxman publication.
2. B.B. Lal : Direct Taxes, Konark Publisher (P) ltd.
3. Bhagwathi Prasad : Direct Taxes - Law and Practice. Wishwa Prakashana.
4. Dr. Mehrotra and Dr. Goyal : Direct Taxes - Law and Practice, Sahitya Bhavan Publication.
5. Dinakar Pagare : Law and Practice of Income Tax. Sultan Chand and sons
6. Gaur & Narang : Income Tax.

BC6B13 AUDITING

Lecture Hours per week : 5 **Credits : 4**

Internal : 20, External : 80

Objective:

- To impart knowledge about auditing principles, procedures and techniques in accordance with current legal requirements and professional standards.

Module I

Introduction : Meaning – Objects - Basic principles - Auditing and Investigation - Auditing and Assurance Standards and Techniques - Classification of audit – Audit planning – Qualities of an auditor - Advantages and limitations of an audit.

10 Hours

Module II

Internal Control , Internal Check and Internal Audit : Introduction – Necessity – Definitions - Internal check : Definitions - Difference between internal check and internal control - Fundamental Principles of internal check - Difference between internal check and internal audit

20 Hours

Module III

Audit Procedures : Vouching – Definition – Features - Examining vouchers - Vouching of cash book - Vouching of trading transactions - Verification and

valuation of assets and liabilities: Meaning - Definition and objects - Vouching v/s verification – Verification -Valuation of different assets and liabilities

15 Hours

Module IV

Audit Approach : EDP and mechanical systems - Use of computers - Nature of EDP -Internal control in EDP - Evaluating internal control in an EDP system - Auditing with the aid of computers - Audit of limited companies: Company auditor - Qualification and disqualification – Appointment – Removal – Remuneration – Rights - Duties and liabilities - Audit committee - Auditor's Report - Contents and types - Auditors certificates.

20 Hours

Module V

Special Areas of Audit : Tax audit and Management Audit - Recent trends in auditing - basic considerations of Audit in EDP environment.

10 Hours

Reference Books:

1. Jha, Aruna : "A Student's guide to Auditing", Taxmann
2. Tandon, BN, S. Sudarsanan and S. Sundarabahu, : "A handbook of practical auditing", S Chand and Co. Ltd. New Delhi.
3. Pagare , Dinkar : "Principles ad Practice of Auditing", Sultan Chand and sons, New delhi.
4. Institute of Chanrtered Accountant of India, "Auditing and Assurance Standards", ICAI New Delhi

5. Gupta, Kamal and Aok Arora : "Fundamentals of auditing", Tata MC Grew Hill Publishing Co. Ltd. New Delhi.

6. Ghatalia, SV "PRacticalAuditing", Allied Publishers PVt. Ltd. New Delhi.

Core Courses in the area of Specialisation : Finance

BC5B10 FINANCIAL MARKETS AND SERVICES

Lecture Hours per week: 5 **Credits: 4**

Internal : 20, External : 80

Objective:

- To provide basic knowledge about the structure, organization and working of financial system in India.

Module I

Financial System: Meaning and Significance - Functions of the financial system - Financial concepts - Financial Assets - Financial markets – Classification - Financial instruments -Weakness of Indian Financial System. Financial services-Meaning –Types.

15 Hours

Module II

Money Market: Definition – Features – Objectives - Features of a developed .money market -Importance of Money market - Composition of Money market - Operations and Participants -Money market Instruments - Features of Indian money market - Recent developments

12 Hours

Module III

Capital Market: New issue market – meaning – functions - methods floating new issue - intermediaries in the new issue market - Merchants bankers and their functions - Recent trends in new issue market - Stock Exchanges – Functions - Structure of Stock Exchanges

– BSE - NSE - Listing of securities - Advantages of listing - Methods of trading in stock exchanges - On line trading - Stock indices. Venture Capital-Concept and meaning.

25 Hours

Module IV

Financial Institutions: Commercial banks - Development financial institutions - Non-Banking Financial Corporations - Mutual Funds , Insurance Companies - Objectives and functions- Lease Financing-meaning- Factoring and Forfaiting (only a brief outline)

15 Hours

Module V

Regulatory Institutions - RBI - Role and Functions - The Securities and Exchange Board of India : Objectives - Functions - Powers - SEB1 Guidelines for primary and secondary market.

08 Hours

Reference Books:

1. Kohn, Meir: Financial Institutions and Markets, Tata McGraw Hill.
2. Bhole L.M: Financial Institutions and Markets, Tata McGraw Hill.
3. Desai, Vasantha: The Indian Financial System, Himalaya Publishing House.
4. Machiraju.R.H: Indian Financial System, Vikas Publishing House.
5. Khan M.Y: Indian Financial System, Tata McGraw Hill.
6. Varshney, P.M., & D. K. Mittal, D.K.: Indian Financial System, Sulthan Chand & Sons
7. Gordon E. & Natarajan K.: Financial Markets & Services, Himalaya Publishing House.
8. Pathak. V. Bharati: Indian Financial System. Pearson Education.

BC5B11 FINANCIAL MANAGEMENT

Lecture Hours per week: 5 **Credits: 4**

Internal : 20, External : 80

Objectives:

- To familiarize the students with the concepts, tools and practices of financial management.
- To learn about the decisions and processes of financial management in a business firm.

Module I

Introduction: Nature, scope and objectives of financial management - Time value of money and
mathematics of finance - Concept of risk and return.

10 Hours

Module II

Investment Decision: Capital budgeting process - Estimation of relevant cash flows - Payback Period method - Accounting Rate of Return - Net Present Value - Net Terminal Value - Internal Rate of Return - Profitability Index - Capital budgeting under rcsk - Certainty Equivalent Approach and Risk Adjusted Discount Rate.

20 Hours

Module III

Financing Decision: Cost of capital and financing decision - Estimation of components of cost of capital : Equity capital - Retained earnings - Debt and Preference capital - Weighted average cost of capital and Marginal cost of capital - Sources of long term financing - Capital structure - Operating and financial leverage - Determinants of capital structure.

20 Hours

Module IV

Dividend Decision: Relevance and irrelevance of dividend decision - Cash and stock dividends - Dividend policy in practice.

10 Hours

Module V

Working Capital Management: Meaning and nature of working capital - Determination of working capital requirement - A brief overview of Cash management, Inventory management and Receivables management.

15 Hours

(Theory and problems may be in the ratio of 50% and 50% respectively)

Reference Books:

1. Home, J.C**.** Van: "Financial Management and Policy". Prentice Hall of India , New Delhi.
2. Khan and Jain: "Financial Management Text and Problems", Tata McGraw Hill, New Delhi.
3. Pandey, I.M: "Financial Management", Vikas Publications.
4. Bhalla, V.K.: "Financial Management & Policy," Anmol Publications. Delhi.

5. Chandra, P: "Financial Management - Theory and Practice", Tata Mc Graw Hill.
6. Singh, J.K.: "Financial Management- Text and Problems". Dhanpat Rai and Company. Delhi.
7. R. S. Kulshrestha: Financial Management. Sahitya Bhawan.
8. R. P. Rastogi: Fundamentals of Financial Management, Galgotia Publications. New Delhi.
9. Ravi M Kishore: Fundamentals of Financial Management. Tax man Publications.).
10 Battacharya, Hrishikas: Working Capital Management - Strategies and Techniques, Prentice Hall of India, New Delhi.

C6B14 FINANCIAL DERIVATIVES

Lecture Hours per week : 5 **Credits : 5**

Internal : 20, External : 80

Objectives :

- To acquire knowledge about financial derivatives and their features.
- To know about various risks associated with derivatives.

Module I

Financial Derivatives: Introduction - Meaning – Types of financial derivatives : Forwards – Futures – Options – Swaps – Economic functions of derivative contracts.

10 Hours

Module II

Derivative Markets: History of financial derivative market – Participants in a derivative market – Cash market Vs derivative market – Stock market derivatives in India – Other derivatives in India – The regulatory frame work for derivatives trading in India.

15 Hours

Module III

Forward Contracts : Features – Limitations of forward markets – Introduction to Futures – Meaning and definition - Features of futures – Difference between forwards and futures – Futures terminology – Types of future contracts - Financial futures – Stock futures – Currency futures - Interest rate futures – Index futures - Commodity futures – Futures pay-offs – Trading strategies in stock futures .

20 Hours

Module IV

Options : Meaning – Definition – Need - Difference between options and futures – Fundamental option strategies – Types of options contracts - Call – Put – options – Intrinsic value Vs Time value of options - Trading strategies in stock options.

15 Hours

Module V

Swaps: Meaning – Definition - Features of swaps – Terms used in swaps – Types of swaps: Interest rate swap - Currency swap - Commodity swap - Equity swap – Difference between Swaps and Futures.

15Hours

Reference Books:

1. Hull John. C, Options , Futures and Other Derivatives , Pearson Educations Publishers , New Delhi (Latest Edition).
2. S.L.Gupta, Prentice Hall of India Private Ltd, New Delhi.
3. L.M Bhole , Financial Institutions and Markets – Structure, Growth and Innovations , Tata Mc Graw Hill Publishing Co. Ltd. New Delhi.
4. D.C. Patwari & A.Bhargava , Options and Futures, An Indian Perspective , JAICO Publishing House.
5. T.R. Venkatesa , New Financial Instruments, An Introduction — The ICFAI Books.

BC6B15 FUNDAMENTALS OF INVESTMENTS

Lecture Hours per week: 5 **Credits: 5**

Internal : 20, External : 80

Objectives:

- To familiarize the students with the world of investments.
- To provide a theoretical framework for the analysis and valuation of investments.

Module I

The Investment Environment: The investment decision process - Types of Investments - Commodities, Real Estate and Financial Assets - Security market indices - Sources of financial information - Concept of return and risk

18 Hours

Module II

Fixed Income Securities: Bond - Features - Types of bonds - Estimating bond yields - Types of bond risks - Default risk and credit rating - Bond valuation

10 Hours

Module III

Approaches to Security Analysis: Fundamental Analysis - Technical Analysis and Efficient Market Hypothesis - Dividend capitalisation models - Price Earnings Multiple Approach to equity valuation.

20 Hours

Module IV

Portfolio Analysis and Financial Derivatives: Portfolio and Diversification - Portfolio Risk and Return - Introduction to Financial Derivatives - Financial Derivatives markets in India.

17 Hours

Module V

Investor Protection: SEBI & role of stock exchanges in investor protection - Investor grievances and their redressal system - Insider trading - Investors' awareness and activism.

10 Hours

(Theory and problems may be in the ratio of 50% and 50% respectively)

Reference Books:

1. Donald E. Fisher and Ronald J. Jordan: Securities Analysis and Portfolio Management, Prentice Hall, New Delhi.
2. S. Kevin: Security Analysis and Portfolio Management.
3. Sourain. Harry; Investment Management, Prentice Hall of India.
4. Francis and Archer: Portfolio Management , Prentice Hall of India.
5. Gupta L.C.: Stock Exchange Trading in India, Society for Capital Market Research and Development, Delhi.
6. Machi Raju, H.R.: Working of Stock Exchanges in India, Wiley Eastern Ltd, New Delhi.

Core Courses in the area of Specialisation : Banking and Insurance

BC5B10 BANKING SERVICES MANAGEMENT

Lecture Hours per week : 5 **Credits:4**

Internal : 20, External : 80

Objectives:

- To help the students to understand the various provisions of Banking Regulation Act 194 9 and the reforms in the banking sector.
- To impart knowledge about different forms of banking services and the procedure for opening and operating bank accounts.

Module I

Banking Legislation and Reforms : Banking Regulation Act 1949 - Provision on capital liquidity - Powers of Reserve bank of India - Banking sector reforms in India - Classification of bank assets - Investment evaluation - Income recognition –Management of non-performing assets.

15 Hours

Module II

Innovation in Banking Services : Innovative banking - Social banking - Lead bank scheme - Differential interest rate scheme - off shore banking - Hi-tech banking -Financial services - Venture capital financing - Housing finance - Agricultural Financing - Hire purchase - Packing credits - Deficiency in services - Ways to improve the services.

20 Hours

Module III

Loans and Advances : Principles of lending – Safety – Liquidity – Profitability – Security - Repaying capacity - Project appraisal - Loan system - Advantages and limitations - Cash credit – Hypothecation – Pledge – Lien – Mortgages - Factors limiting advances - Recalling of advances - Consortium advances.

15 Hours

Module IV

Banker and Customer **:** Meaning and definition – Relationship - Obligations of a banker - Garnishee Order - General and special rights of a customer to charge a bank under Consumer Protection Act.

10 Hours

Module V

Opening and Operating of Accounts : Procedure for opening and closing an account – Savings Bank Account – Fixed Deposit Account - Current Account - NRE Account – Precautions taken by the banker to open and operate accounts for various types of customers: Minor - Married women – Agent - Joint accounts - Partnership firms - Joint stock companies – Trustees - Clubs and charitable societies – Pardanashin Women - Executors and administrators – Lunatics – Illiterate - Drunkard .

15 Hours

Reference Books:

1. Maheshwari. S.N , Banking Law and Practice.
2. Shekar. K.C, Banking Theory Law and Practice.
3. B.S Khubchandani, Practice and Law of Banking, Mac Millan India Ltd, 2000
4. Bedi. H.L & V.K Hardikar, Practical Banking.
5. K.C Nanda, Credit and Banking, Response Book, Sage Publications, 1999
6. Pannandikar & Mithami , Banking in India.
7. Radhaswamy & Vasudevan , Text Book of Banking.
8. Varshaney , Banking Law and Practice.
9. Sundram & Varshney, Banking And Financial System, Sultan Chand & Sons.
10. Dr.S.Gurusamy, Financial Services & System , Vijay Nicole imprints Pvt Ltd.

BC5B11 INSURANCE MANAGEMENT

Lecture Hours per week: 5 **Credits : 4**

Internal : 20, External : 80

Objectives:

- To impart knowledge about the insurance organizations and management.
- To help the students to understand the role of insurance intermediaries in emerging market.
- To enable the students to learn the computation of premium, bonus and claims.
- To provide knowledge about various methods of pricing of insurance products.

Module I

Insurance Organization and Management - Organisation forms in Life and Health insurance - Organisational structure - Life insurers management and office administration - Insurance documentation – Publicity - Proposal forms - Policies contracts - Premium receipts - Endorsement – Renewals.

15 Hours

Module II

Role of Insurance Intermediaries in Emerging Markets - Agency regulation - Prerequisites - Training procedures for becoming an agent - Remuneration and other benefits - Agency commission structures - Functions of an agent.

10 Hours

Module III

Underwriting and Claims - Computation of premium and bonuses - Claims - Annuities - Pensions - Claim processing and settlement - Role of surveyors - Opportunity to appeal - Considerations in deriving gross premiums - Premium rate structure - Surplus and its distribution - Annual claim costs - Premium rate variables - Need for underwriting - Principles in underwriting - Features affecting insurability.

20 Hours

Module IV

Investment Management - Objectives of investment policy - Nature of investments - Magnitude of funds - Investments of funds - Constraints of stock market- 'Non-Life' investments - Capital adequacy and capital management - Mobilising large resources – Investor or / Policyholder protection.

15 Hours

Module V

Pricing of Insurance Products - Impact of legislation and competition on pricing - Taxation and policies - Market related policies - Cost consciousness - Accounting practices - Scale of operations - Factors having impact on the demand for insurance - Rigidities in the present pricing system - Getting out of a controlled price regime - Price behaviors in a deregulated market.

15 Hours

Reference Books:

1. Kenneth Black Jr., Harold D. Skipper Jr., Life and Health Insurance, Pearson Education
2. P.S.Palande, R.S.Shah, M.L.Lunawat, Insurance in India, Response Books.
3. D.C.Srinivasan, Shashank Srivastsava , Indian Insurance Industry, New century publications.
4. Julia Holyoake & Bill Weiper, Insurance, CIB publications, Delhi.
5. Anand Ganguly, Insurance Management, New Age publications.

BC6B14 FOREIGN EXCHANGE MANAGEMENT

Lecture Hours per week : 5 **Credits : 5**

Internal : 20, External : 80

Objectives:

- To enable the students to learn the theories of foreign exchange behavior.
- To help the students to understand the different types of exchange rate risks.

Module I

Exchange Rate - History of exchange control in India - Features of Foreign Exchange Regulation Act,1973 (FERA) - Foreign Exchange Management Act, 1999 - Administrative set up of foreign exchange in India - Foreign Exchange Dealers' Association of India (FEDAI) - Functions of Foreign Exchange Department - Nostro Account - Vostro Account - Loro Account.

10 Hours

Module II

International Exchange Systems - Fixed and floating exchange rate systems - Depreciation V/s Devaluation - Exchange rate system prior to IMF - Exchange rate systems under IMF - Smithsonian Agreement - Currency exchange rate regimes - External value of rupee - Current Account convertibility and Capital Account convertibility.

20 Hours

Module III

Balance of Payments - Definition - Components of balance of payments - Disequilibrium in balance of payments – Corrections of disequilibrium.

10 Hours

Module IV

Foreign Exchange Market – Features - Participants - Settlement of Transactions - Types of Transactions – Spot - Forward - Swap and Non - deliverable forwards - Quotations in Interbank Markets – American and European quotation - Factors determining spot exchange rates - Purchasing Power Parity Theory.

20 Hours

Module V

Derivatives - Meaning and types - Forward Contracts - Features of Futures contract - Hedging with futures - currency options - Concept of interest rate risks - Exchange Risk - Transaction exposure - Translation and economic exposures.

15 Hours

Reference Books:

1. Luc Soenen: "Foreign Exchange Management", McGraw-Hill Primis Custom

Publishing.

3. Robert J. Hodrick**: "** The Empirical Evidence on the Efficiency of Forward and Futures Foreign Exchange Markets", Gordon & Breach Publishing Group.
4. Loosigian, Allan: " Foreign Exchange Futures: A Guide to International Currency", Scholarly Books,USA
5. C.Jeevanandam: " Foreign exchange, Concepts, practices & control", Sultan Chand &sons.

BC6B15 RISK MANAGEMENT AND INSURANCE

Lecture Hours per week: 5 **Credits: 5**

Internal : 20, External : 80

Objectives:

- To enable the students to understand risk, risk management process and techniques.
- To help the students to learn about risk financing.
- To understand risk management applications.

Module I

Risk: Meaning of risk - Degrees of risk - Cost of risk - Various elements of cost of risk - Sources of risk – Types of risk - Pure risk and speculative risk - Acceptable and non acceptable risks - Static and dynamic risk – Risk management - Characteristics of risk management – Significance - Principles of risk management – Objectives - Risk and risk management process - Risk identification – Evaluation – Risk management techniques - Selecting and implementing risk management techniques - Risk Management Information System - Organisation of risk management in business - Methods of risk management – Identification, measurement and control of risk - Evaluation, frequency and severity of losses - Pooling of risk - Insurance as risk pooling arrangements - Transferring of risks.

20 Hours

Module II

Commercial Risk Management Applications - Property – Liability - Commercial property insurance -Different policies and contracts - Business liability and risk management insurance - Workers' compensation and risk financing.

18 Hours

Module III

Derivatives as Risk Management Tools**:** Classification of derivatives - Features of hedging, forward, futures, options and swaps.

15 Hours

Module IV

Risk Management Applications - Loss of life - Loss of health - Retirement planning and annuities - Employee benefits - Financial and estate planning.

12 Hours

Module V

Risk Management Environment - Industry - Functions and organisation of insurers - Government regulation of insurance sector - IRDA - Privatisation of insurance business in India - Changes in Insurance Act - Insurance intermediaries - Insurance products pricing - Claim valuation - Foreign insurers in India.

10 Hours

Reference Books:

1. Rejda, George E: Principles of Risk Management and Insurance, Latest Edn, Addison Wesley Longman.
2. McNamara: Principles of Risk Management and Insurance, Addison - Wesley
3. Dorfman**:** Introduction to Risk Management and Insurance, Prentice Hall.
4. Williams: Heins, Risk Management and Insurance, McGraw Hill Pub.
5. James S.Trieschman, Sandra G. Gustavsonh, Robert E. Hoyt: Risk management and Insurance, Thomson Asia Pvt. Ltd., Singapore.
6. G. Kotheshwar Rao , Risk Management.
7. Gulati, Risk Management.
8. Dr.P.K.Gupta, Insurance and Risk Management, Himalaya Publishing House.
9. Insurance Act - Latest.
10. Sengupta Mrinal Chandra, Insurance Finance, Progressive Publishers, New Delhi

Core courses in the area of Specialisation : Co-operation

BC5B10 CO-OPERATIVE THEORY AND PRACTICE

Lecture Hours per week: 5 **Credits : 4**

Internal : 20, External : 80

Objectives:

- To provide conceptual clarity and theoretical base in co-operation.
- To provide an overall idea about important types of co-operatives.

Module I

Co-operation and its Principles: Co-operation – Meaning – Definition – Features – Importance – Benefits - Principles of Co-operation : Rochdale (first stage) - Reformulated Co-operative Principles by ICA (2nd stage) - Karve Committee in Co-operative principles (3rd stage) and Principles at the 4th stage by ICA in 1995.

25 Hours

Module II

Co-operation and Other Economic Systems, Organisations and Associations : Co-operation and economic systems : Capitalism, Socialism and Communism.

10 Hours

Module III

Co-operative Education and Training: Meaning – Importance – ICA and Co -operative movement - NCUI, VAMNICOM, NCCT, ICM, State Co-operative Unions and their role in education and training - Co-operative week – Co- operative flag - Journals on co-operation.

15 Hours

Module IV

Types of Co-operatives and Co-operative Credit :_Agricultural credit societies - Non agricultural credit societies - Non agricultural non credit societies – PACS - Service Co-operative Banks - Farmers Banks - District Co-operative Banks - State Co-operative Banks - Primary Agricultural and Rural Development Banks - Kerala State Co-operative Agricultural and Rural Development Banks.

15 Hours

Module V

NABARD and its role in co-operative movement - Consumer societies - Dairy societies - Marketing societies - SC/ST societies - Urban Cooperative Banks - Employee societies – IFFCO – KRIBCO - Fishery societies - Housing societies - Industrial societies (Weavers and Coir Societies) – NAFED – MILMA – HANTEX – MATSYAFED – MCAC - NHB and NCB - Types of Credit: Short, medium and long term - Two tier and Three tier credit structure.

25 Hours

Reference Books:

1. DubashiP.R , Principles and Philosophy of Co-operation
2. Krishnaswamy O. R &Kulandaiswamy, Co-operation Concept and Theory
3. Mathur B.S, Co-operation in India
4. Hajala.T.N , Principles, Problems and Practice of Co-operation
5. Krishnaswami. O.R, Fundamentals of Co-operation.
6. Mamoria C.B, Rural Credit & Agricultural Co-operatives
7. Bedi R.D, Theory, History & Practice of Co-operation
8. Kulkarni , Theory and Practice of Co-operation
9. Mamoria C.B. and Saxena , Co-operation in Foreign Lands

10. G.R.Madan, Co-operative Movement in India.

11. B.B.Goel , Co-operative Legislation, Trends and Dimensions.

12. Periodicals and Journals Published by NCUI

BC5B11 LEGAL ENVIRONMENT FOR CO-OPERATIVES

Lecture Hours per week : 5 **Credits: 4**

Internal : 20, External : 80

Objectives:

- To enable the students to acquire knowledge about co-operative legal frame work in India and Kerala.
- To understand the formalities for registering co-operatives and the administrative set up.

Module I

Cooperative Legislation: Features and important landmarks in the history of co-operative legislation in India - Genesis and growth of co-operative movement in India during pre-, post independence and after 1991.

10 Hours

Module II

Co-operative Legislations in India: Co-operative Credit Societies Act, 1904 – Features – Co-operative Societies Act, 1912 - Features - Kerala Co-operative Societies Act, 1969 – Features - Multistage Co-operative Societies Act, 1984 - Model Cooperative Societies Act, 1991 & 2002 – Features - Recent Trends and Developments - Vaidyanathan Committee Report.

20 Hours

Module III

Kerala Co-operative societies Act 1969-Registration of Co-operative Societies : Formalities - Bye Law - Model and its amendment – Formalities - Change of name and liability – Formalities - Membership formalities - Qualifications and disqualifications - Associate or nominal member - Qualifications and disqualifications of members of Board – Election – Procedur**e -** Settlement of disputes - Types and procedure – Enquiry – Inspection – Supervision – Surcharge - Liquidation and its formalities - Board of Directors' meeting - Annual General Body meeting – Minutes - Quorum for the meetings - Removal and expulsion of members - Restrictions on holding shares - Privileges of co-operatives.

20 Hours

Module IV

Administrative Set-up of Co-operative Department in Kerala - Delegation of powers – Audit – Procedure – Audit programme – Vouching - Audit classifications – Proceedings - State and the co-operative movement in India - Role of state in the development of co-operatives – De-officialisation of the co-operative movement - Reconstructing co-operative administration.

15 Hours

Module V

Salient Features of Banking Regulation Act 1949 (As applicable to co-operative societies) - Impact of Co-operative Law on co-operative management.

10 Hours

Reference Books :

1. G.R.Madan, Cooperative Movement in India
2. Goel B.B, Cooperative Legislation, Trends and Dimensions
3. B.S.Mathur, Co-operation in India.
4. T .N.Hajella , Principles, Problems and Practice in Co-operation.
5. Dr.V.B.Jugale and Dr. P.A.Kohli , Reasserting the Co-operative Movement
6. Co-operative Credit Societies Act ,1904
7. Co-operative Societies Act, 1912
8. Government of India, Multi State Co-operative Societies Act, 2002
9. Government of India, Report of the Committee on Model Act
10. Mohanan P.N., Co-operative Laws in Kerala
11. Bedi R.D., Co-operative Law in India
12. Calvert , The Law and Principles of Co-operation.
13. Rishpal Nainta , The Law of Co-operative Society in India, Deep & Deep Publications Pvt. Ltd., New Delhi.

BC6B14 INTERNATIONAL CO-OPERATIVE MOVEMENT

Lecture Hours per week : 5 **Credits : 5**

Internal : 20, External : 80

Objective:

- To enable the students to acquire knowledge about the evolution and development of co-operative movement in the world.

Module I

Co-operative Movement in Foreign Countries: Great Britain (Consumer) - Germany (Agricultural Credit) - Denmark (Dairy) - China (Induscos) - Japan (Multi-purpose societies) - USA (Marketing) - USSR (Collective Farms).

15 Hours

Module II

Co-operatives and Employment in Africa: Cocoa - Co-operatives in Sierra Leone - African Confederation of Co-operatives Savings and Credit Associations, (Nairobi) Kenya - Kilimanjaro Native Co-operative Union (Tanzania) - Contribution of Robert Owen, Louis Blanc, Shri V. L. Mehta and D. R. Gadgil in the sphere of co-operation.

15 Hours

Module III

International Co-operative Alliance: Objectives – Role – Membership – Governing Bodies - Regional offices - Sectoral organizations and functioning of ICA - Leading specialized organizations of ICA - International Co-operative Agricultural Organization (ICAO) - International Co-operative Banking Association (ICBA) - International Health Co-operative Organization (IHCO) - International Co-operative Fisheries Organization (ICFO) - Consumer Co-operative World-wide (CCW).

20 Hours

Module IV

Role of International Organisations in the Development of Co-operative Movement : International Labour Organization - World Bank - World Assembly of Youth - Afro-Asian Rural Reconstruction Organization .

15 Hours

Module V

Inter Co-operative Relations: Indian Farmers Fertilizers Co-operatives (IFFCO) - Anand Milk Producers Union Limited (AMUL) - National Co-operative Union of India (NCUI)

10 Hours

Reference Books :

1. G.R.Madan , Co-operative Movement in India.

2. T.N.Hajella , Principles, Problems and Practice in Co-operation.

3. Periodicals and Journals published by NCUI

4. R.D.Bedi , Theory, History and Practice of Co-operation.

5. Saxena and Mammoria , Co-operation in Foreign Lands.

6. T.N.Hajella , Principles, Problems and Practice of Co-operation.

7. I.C.A. Digest Published by I.C.A.

8. Review of International Co-operation, Official Journal of I.C.A.

BC6B15 CO-OPERATIVE MANAGEMENT AND ADMINISTRATION

Lecture Hours per week: 5 **Credits: 5**

Internal : 20 , External : 80

Objectives:

- To enable the students to acquire knowledge about the co-operative management and administration.
- To familiarize the students with accounting and auditing of co-operatives.

Module I

Management of Societies: General body – Representative general body – Election – Supersession –Privileges of co-operative societies – State and co-operatives – Properties and funds of co-operatives – Disposal of net profit – Co-operative education fund – Audit - Inquiry and supersession – Disputes – Settlement of disputes - Winding up and cancellation of registration – Execution – Appeals – Revision and Review.

20 Hours

Module II

Role of Management in the Development of Co-operative Organizations - Principles of management - Co-operative management - Unique features of co-operative management – Integrating the principles of co-operation and principles of management - Professional management for co-operatives – Meaning - Importance and evaluation criteria - Organizational structure of a co-operative - Designing organization structure for co-operatives.

15 Hours

Module III

Co-operative Leadership – Meaning – Importance – Types - Problems of leadership in co-operative organization - Path-goal theory of leadership and case studies of Cooperative leadership - Nature of management leadership - Combination of management and leadership qualities.

10 Hours

Module IV

Co-operative Accounting: Meaning – Definition - Special Features of co-operative accounting - Sources of funds - Owned and borrowed - State aid to co-operatives - Preparation of Trial Balance, Profit and Loss Account and Balance Sheet - Treatment of overdue interest – Books & registers maintained by the co-operatives – statutory

requirements – Day book and subsidiary day book – Triple column cash book – Rough cash chitta – R&D statements – Computerized accounting system.

15 Hours

Module V

Co-operative Audit – Features – Difference between co-operative audit and general audit, financial audit and administrative audit - Auditor – Duties, rights and responsibilities - Stages of audit work– Preparation of audit programs–Vouching - Verification &valuation of assets & liabilities – Auditing of reserves & provisions -Audit memorandum - Audit classification - Audit certificate - Audit fees.

15 Hours

Reference Books :

1. Dwivedi R.C, Democracy in Cooperative Movement - An Indian Profile
2. Hajela T.N, Principles, Problems and Practice of Cooperation
3. Kamat G.S, New Dimensions of Co-operative Management
4. Nakkiran S, Cooperative Management - Principles and Techniques
5. Sah A.K, Professional Management for Co-operatives
6. Desai S.S.M, Agriculture and Rural Banking in India
7 ILO, Co-operative Management & Administration
8. Goel .B.D, Co-operative Management and Administration, Deep& Deep Publications, New Delhi
9. Nakkiran.S , A Treatise on Co-operative Management, Rainbow Publications, Coimbatore
10. Sinha and Sahaya .R., Management of Co-operative Enterprises, National Council for Co-operative Training, New Delhi
11. ICA, Readings in Co-operative Management
12. Krishnaswamy O.R, Co-operative Account Keeping
13. Manikkavasakam , A Treatise on Co-operative Account eeping
14. Samiuddin , Co-operative Accounting & Auditing

Core Courses in the area of Specialisation : Computer Applications

BC5B10 BUSINESS APPLICATIONS OF COMPUTERS

Lecture Hours per week : 5 **Credits : 4**

Internal : 20, External : 80

Objectives :

- To help the students to acquire basic knowledge about computer and its applications in various areas of business.
- To enable the students to understand the modern trends and technologies in computer applications.

Module I

Computer Systems : Introduction - Types of computer systems – Data - Information – Data Processing - Data storage and Data retrieval - Importance of computers in business - Computer applications in various areas of business.

10 Hours

Module II

Operating Systems: Introduction -Types of operating systems :DOS - Internal commands - External commands - Windows - UNIX - Windows NT - Windows 98 – Windows XP – Advanced features - Linux – Linux distributions - Free software and open source software - Batch - Online - Real time system - Time sharing - Multiprogramming and Multiprocessing systems.

20 Hours

Module III

Networking : Networking basics - Sharing data anywhere, anytime - The uses of a network - Common types of networks - Hybrid networks – Structure of network – Network topologies and protocols - Network media - Network hardware - Local and Wide Area Network – E-commerce – Intranet – Extranet - E-mail and its uses - World Wide Web.

15 Hours

Module IV

Introduction to Information Technology Act - Computer ethics and security issues – System Security – Definitions - Threats to system security - Control measures - Disaster/Recovery - Ethics codes and standard of behavior - Modern trends and technologies in computer application : Mobile connectivity – Wireless delivery technology - Mobile information access devices - M-business

20 Hours

Module V

Social Communication Network System : Introduction - Types - Face book – Twitter- WhatsApp - YouTube – Skype – Google plus - Impacts of social communication networking.

10 Hours

Reference Books :

1. Rajaraman , Introduction to Information Technology, PHI
2. Rajaraman , Fundamentals of Computers 4/E, PHI
3. P. Mohan , Fundamentals of Computers, Himalaya Publishing House
4. Dennis P. Curtin , Information Technology, McGraw Hill International
5. Behrouz A. Forouzan , Data Communication and Networking 2nd edition , McGraw- Hill
6. Avi Silberschatz, Peter Galvin & Greg Gagne Willey, Operating System Concepts (Windows XP update).
7. Uyless Black , Computer Networks Protocols, Standards and Interface: Prentice Hall India Pvt. Ltd.
8. P.K.Sinha and Priti Sinha , Computer Fundamentals .
9. Basandara , Computer Today
10. Alfred Glkossbrenner , Internet 101 Computing MGH, 1996
11. Alex Leon & Mathews Leon, Fundamentals of Information Technology, Leon Techworld, 1999.
12. Vikas Gupta, Comdex Computer Kit, Wiley Dream Tech, Delhi, 2004
13. P. K. Sinha & Priti Sinha , Computer Fundamentals, BPB Public

BC5B11 BUSINESS INFORMATION SYSTEMS

Lecture Hours per week : 5 **Credits : 4**

Internal : 20, External : 80

Objective:

- To enable the students to acquire basic knowledge in the information technology and its relevance to the various areas of business.

Module I

Information Technology in Business: Business pressures - Global competition - Real-time operations - Work force customer behaviour - Technological innovation and obsolescence - Organizational responses - Strategic alliances - Office automation technologies -

Overview of information systems - IT support at different organizational levels – Managing information systems in organizations.

15 Hours

Module II

Data, Information and Knowledge: Definition of information - History of information - Quality of information - Information processing - Management decision making - IT support for management decision making - Data transformation and management - Decision Support Systems (DSS) - Characteristics and capabilities of DSS - Components and structures of DSS - Data and information analysis.

15 Hours

Module III

Information Systems for Enterprise: Information and enterprises - Information systems to support business functions - Functional information systems - Management information systems - Transaction processing information systems - Integrated information systems - Enterprise Resource Planning (ERP) - Advantages of ERP - Benefits of an ERP system - Inter-organizational information systems - Global information systems - Information as a competitive weapon.

15 Hours

Module IV

Data Base Management Systems : DBMS - Definition - Necessity of a database - Characteristics of database - Database management systems - Types of database management systems - Logical data models - Hierarchical model - Network model - Relational model - Object-oriented model - Object relational model - Deductive/inference model - Comparison between various database models.

15 Hours

Module V

Computer Software : Definition - Hardware/Software interaction - Software categories - Retail software - Public domain software - Shareware - Freeware - Cripple ware - Classification of software - Utilities - Compliers and interpreters - Word processor - Spreadsheets Presentation software - Image processors - Enterprise software.

15 Hours

Reference Books :

1. Alexis Leon, Mathews Leon, and Vijay Nicole , Introduction to Information Systems, Imprints Private Limited, Chennai, 2004.
2. Uma G Gupta, Management Information Systems, Galgotia Publications Pvt Ltd, New Delhi, 1993

3. Bob Hughes and Mike Cotterell , Software Project Management, Third Edition, , Tata McGraw- Hill Pushing Company Limited, New Delhi, 2004.

4. Henry C.Lucas, Information Technology for Management-

BC6B14 OFFICE AUTOMATION TOOLS

Lecture Hours per week : 5 **Credits : 5**

Internal : 20, External : 80

Objective:

- To enable the students to acquire basic knowledge in the various office automation tools and its applications in the various areas of business.

Module I

MS-Word : Word Basics - Starting word - Creating a new document - Opening preexisting document - The parts of a word window - Typing text - Selecting text - Deleting text – Undo - Redo - Repeat - Inserting text - Replacing text - Formatting text - Cut - Copy - Paste - Formatting Text and Documents - Auto format - Line spacing - Margins - Borders and Shading.

Headers and Footers : Definition - Creating basic headers and footers - Tables - Creating table - Adding, changing, deleting rows – Inserting, changing, deleting column – Graphics - Importing graphics - Clipart - Insert picture - Clip Art Gallery - Drawing objects - Text in drawing .

Templates : Template types - Using templates - Exploring templates - Modifying templates - Macros : Record in macros - Editing macros - Running a macro – Mail Merge: Mail Merge concept - Main document - Data sources - Merging data source and main document - Overview of word menu options - Word basic tool bar.

(Theory 15 Hours and Practical 10 Hours)

Module II

MS EXCEL : Electronic Spreadsheet - Structure of spreadsheet and its applications to accounting, finance, and marketing functions of business -Creating a dynamic / sensitive worksheet - Concept of absolute and relative cell reference - Using built in functions - Goal seeking and solver tools - Using graphics and formatting of worksheet - Sharing data with other desktop applications - Strategies of creating error- free worksheet.

(Theory 15 Hours and Practical 10 Hours)

Module III

Ms-Power Point : Power point – Basics – Terminology – Getting started – Views – Creating presentations – Using auto content wizard - Using blank presentation option - Using design template option - Adding slides Deleting a slide - Importing images from the outside world - Drawing in power point - Transition and build effects - Deleting a slide - Numbering a slide - Saving presentation - Closing.

(Theory 9 Hours and Practical 6 Hours)

Module IV

The Internet and its Basic Concepts : Internet concept - History - Development in India - Technological foundation of internet - Distributed computing - Client-server computing - Internet protocol suite - Application of distributed computing – Client-server computing –

Module V

Internet protocol suite in the internet environment - Domain Name System (DNS) - Generic Top Level Domain (g TLD) - Country Code Top Level Domain (cc TLD) - Indian - Allocation of second level domains - IP addresses - Internet Protocol - Applications of internet in business, Education, Governance, etc.

(Theory 10 Hours)

Reference Books :

1. Ron Mansfield, Working in Microsoft office, Tata Mc Graw Mill (2008)
2. Ed Bott, woody Leonard, Using Microsoft Office 2007, Pearson Education (2007)
3. R.K.Taxali, PC Software Made Simple.
4. Stephen L.Nelson , Office 2000 Complete Reference.
5. Joyce Cox ,Polly Orban, Quick course in Microsoft Office.
6. Gimi Couster , Mastering Office 2000.
7. Rajkamal, Internet and Web Technologies, Tata McGraw Hill (2007).

BC6B15 COMPUTERISED ACCOUNTING WITH TALLY

Lecture Hours per week : 5 **Credits : 5**

Internal : 20, External : 80

Objective :

- To enable the students to acquire basic knowledge in the computerised accounting systems and its applications in the area of business.

(Out of the 75 Iecture hours, the ratio between theory and practical hours shall be 3:2)

Module I

Introduction to Accounting: Accounting basis and terms -Branches of accounting - Mode of accounting - Manual accounting - Computerized accounting fundamentals.

05 Hours

Module II

Accounting with Tally : Introduction to Tally - Tally interface - f11 features - f12 configuration - Company creation - Accounting groups - Accounting ledgers - Accounting vouchers - Vouchers entry.

10 Hours

Module III

Inventory Management with Tally - Stock groups - Stock items - Stock category - Unit of measures - Godown inventory vouchers (Pure inventory and inventory vouchers).

15 Hours

Module IV

Integration of Accounting with Inventory : Bill wise details - Invoicing - Voucher entry - Cost centre - Cost category - Budget and control - Bank reconciliation - Interest calculation - Order processing - Stock valuation methods - Reorder levels - Tracking numbers - Bill of material - Inventory ageing.

15 Hours

Module V

Tax Application in Tally - Introduction to VAT - VAT activation and classification - VAT computation - Composite VAT - Input VAT on capital goods - CST introduction - Central Excise Tax - Interstate transfer - Service tax.

15 Hours

Module VI

Accounting and Inventory Reports - Trading, Profit and loss A/c - Balance Sheet - Ledgers - Cost centre and budget reports - Cash book and bank book - Inventory reports - Decision supporting tools - Ratio analysis - Cash flows - Fund flow - Budgeting system - Printing of reports - Voucher and bill printing etc.

10 Hours

Module VII

Technology Advantage of Tally - Tally audit - Tally vault - Back up, restore, merge and split of database - ODBC interface – Export and import of data - web enabled reporting – On line support of software.

10 Hours

Reference Books:

1. A.K. Nadhani and K.K. Nadhani, Implementing Tally 6.3, l/e BPB Publications, New Delhi.

2. Namrata Agarwal, Tally 6.3 , 2004 Edition , Dream Tech. , New Delhi.
3. Sridharan, , Narmadha Publications, May 2003.

Core Courses in the area of Specialisation : Travel and Tourism

BC5B10 TOURISM PRINCIPLES AND PRACTICES

Lecture Hours per week : 5 **Credits : 4**
Internal :20, External : 80

Objective:

- To enable the students to understand the basic concepts, principles and the current practices of tourism in India.

Module I

Tourism an Overview: Meaning and definition of tourism, traveler, visitor, excursionist and transit visitor - International and domestic tourist - Elements, nature and characteristics of tourism - Types and forms of tourism - Inter disciplinary approaches to tourism - Historical perspective of tourism - Major travel motivations - Tourism demand - Types of tourism demand – Evolution of tourism demand.

10 Hours

Module II

Tourism Industry and Impacts: Structure and components of tourism industry- Tourism system - Positive and negative impacts of tourism - Economic, socio- cultural, and environmental impacts - Nature of impacts - Economic and socio-cultural measures for maximising benefits and minimising costs.

15 Hours

Module III

Tourism Organizations: Role of different tourism organizations - UNWTO, WTTC, PATA, IATA, National Tourist Organizations (NTO) - Role and functions of Ministry of Tourism, Government of India, ITDC - Major public sector organisations in Kerala Tourism : DOT, Government of Kerala, KTDC and DTPCs.

10 Hours

Module IV

Tourism Planning and Development: Concept of tourism planning - Evolution of tourism planning - Significance, levels and types of tourism planning - Process in tourism planning

– Leadership and co-operation in tourism development plans - Role of Government, private sector and NGOs - Factors responsible for growth and development of tourism at the global and national levels - Factors inhibiting growth of tourism - Tourism scenario and future - Tourism trends at national and international levels - Five year plans and major tourism development initiatives - National and state tourism policies.

20 Hours

Module V

Tourism and Environment: Concept and types of environment in tourism - Relationship between tourism & environment - Meaning and principles of sustainable tourism development - Steps in sustainable tourism development - Environment impact assessment - Types, importance and factors influencing carrying capacity - Role of tourist and community participation in sustainable tourism - Approaches to sustainable tourism - Eco-tourism - Responsible tourism - Responsible tourism initiatives in Kerala.

20 Hours

Reference Books :

1. A.K Bhatia , International Tourism , Sterling Publishers
2. G.S Batra, Tourism in 21st Century, Anmol Publishers
3. P.C Sinha, Tourism Impact Assessment, Kaniska Publishers
4. K.C Sharma, Tourism Policies, Planning Strategies, Pointer Publishers
5. Kishan K.Kamra ,Managing Tourist Destination ,Kanishka Publishers
6. Pran Nath Seth, Sushama Seth Bhat, An Introduction to Travel and Tourism, Sterling Publishers.
7. V.Harikumar, A.S Dileep,T.Rajesh, Tourism Trends and Strategies, Sonali Publishers.
8. Kerry Godfrey and Jackie Clarke, Tourism Development Hand Book, Cassell, London.
9. Foster Douglas , Travel & Tourism Management, Mc. Millan, London
10. Cooper Fletcher, Gilbert and Wanhill , Tourism Principles and Practices, ELBS with Pitman, London
11. Page J Stephen, Brunt Paul, Connel Jo et al, Tourism A Modern Synthesis, Thomson Publishers, London
12. Charles R. Goeldner & Brent Ritchie, J.R. ,Tourism, Principles, Practices, Philosophies, John Wiley and Sons, New Jersey.

BC5B11 TOURISM PRODUCT AND PROMOTION

Lecture Hours per week : 5 **Credits : 4**

Internal : 20, External : 80

Objective:

- To enable the students to acquire knowledge about the tourism product and promotion.

Module I

Tourism Product: Meaning and definition of tourism product - Salient features of tourism product - Components of tourism product - Tourism resources as products - Categories of tourism resources: Natural, cultural, events, activities - Peter's inventory of tourist attraction - Tourism resource audit - Resource inventory and evaluation - Concept of tourist destination - Tourist and tourism product - Classification of tourists.

10 Hours

Module II

Natural Tourism Resource: Hill and mountain tourism - Himalayan and non Himalayan hill resorts in India - Role of desert, beaches, islands, rivers and lakes in Indian tourism – Wildlife tourism in India - Major wildlife circuits - Major wildlife sanctuaries and national parks in India.

15 Hours

Module III

Culture and Tourism : Culture and tourism inter-relationship - Tourism culture Vs cultural tourism in India - Elements of culture - Socio cultural tourism resources in India - Architectural heritage of India - Historical monuments : museum, art galleries and libraries - Important shrines of the Hindus, Buddhist, Jain, Sikh, Muslim, Christians and others - Classical and folk dance forms and styles in India - Classical vocal music schools - Fairs and festivals of India - Cuisines, customs, costumes and handicrafts of India - Ayurveda, yoga and meditation - Conservation of cultural heritage of India.

20 Hours

Module IV

Manmade Resources: Relationships between leisure, recreation and tourism - Urban and rural recreation - Barriers to recreation – Gender and social constraints - Range of recreation businesses - Adventure sports - Commercial attractions - Amusement parks - Gaming - Shopping - Live entertainments - House boats -Tree houses - Home stays.

15 Hours

Module V

Tourism Promotion: Concept of tourism promotion - Approaches to promote tourism product - Push and pull strategies - Dimensions of tourism promotion - Objectives – Advertisement - Process and tools - Public relation - Concept and tools - Sales promotion:

Concept and techniques - Tourist publicity - Media and types - Tourist information centres - Tourist guides.

15 Hours

Reference Books:

1. A.K Bhatia, International Tourism, Sterling Publishers
2. P.C. Sinha, Tourism Marketing, Anmol publishers
3. Ratandeep Singh, Infrastructre of Tourism in India, Kaniska
4. Ratandeep Singh , TourismMarketing , Kaniska
5. Acharya Ram, Tourism and Cultural Heritage of India, ROSA Publication
6. Ministry of Information and Broadcasting, Government of India, The Gazette of India: History and Culture, Vol.2,
7. Hussain.A.K, The National Culture of India, National Book Trust,
8 Mukerjee.R.K, The Culture and art of India ,George Allen Unwin Ltd,
9. Kishan K.Kamra, Managing Tourist destination, Kanishka
10 Pran Nath Seth ,Sushama Seth Bhat, An Introduction to Travel and Tourism Sterling.
12 Stephen Ball, Encyclopedea of Tourism Resources in India, B/H.
13. Manoj Dixit , Tourism products, New Royal Book Co.
14. Sarina Singh , Lonely Planet India.
15. Robinet Jacob, Indian Tourism Products, Abhijeet Publications,
16 George Torkildsen , Leisure and Recreation Management, Fourth Edition, E&FN Spon, London

BC6B14 TOURIST TRANSPORT AND TOUR OPERATION

Lecture Hours per week : 5 **Credits : 5**

Internal : 20, External : 80

Objective:

- To help the students to understand system of tourist transport and tour operation and to know current development and practices in these areas**.**

Module I

Tourist Transport System: Tourist transport systems in the world – Transportation and Travel evolution - Role of transport in tourism - Road, rail, water, and air transport - Role of Railways in tourism - Indian Railways and tourism - Major tourist trains in India -

Concept of cruises - Road transportation - Major transcontinental, international and National Highways - Coach travel - Role of Government in road transport in India - Car rental agency operations .

15 Hours

Module II

Air Travel **-** History of aviation - Airline terminology - Embarkation and disembarkation procedures - Major air travel routes - Airport codes - Codes of major airlines - Baggage handling - Airport security – freight - Guidelines for special handling of passengers - Role of IATA and ICAO - History and growth of airlines in India - major airports, air routes and airlines in India - An overview of ticketing - Basic elements of air Fares - Air Ticketing process - Parts of a ticket - Types of tickets - Details of an automated ticket.

20 Hours

Module III

Travel Agency: Travel agency business - Functions and types of travel agency - Linkages and integration with the principal service providers - Setting up a full-fledged travel agency - Sources of income of a travel agency - IATA and DOT rules for travel agency approval - Passport and visa – Types of visa - Preparing visa cases - Formalities required for various visas.

15 Hours

Module IV

Tour Operation: Difference between travel agent and tour operator - Types of tour operators - Package tour and its components - Types of package tours - Formulation, designing, costing and selling a tour package - Tour itinerary - Meaning and its importance - Types of itineraries - Factors affecting in designing a tour itinerary- Role of UFTAA and TAAI.

15 Hours

Module V

Information Technology in Tourism : Modern mass media techniques - Passenger reservation systems - Computer in airlines and railways - CRS Vs GDS - Use of IT in travel agency - Consumer access to travel information systems: Websites - Automated ticket machines - Information Kiosks.

10 Hours

Reference Books:

1. Jagmohan Negy, Travel Agency &Tour Operation Concepts & Principles, Kanishka
2. A.K Bhatia , International Tourism, Sterling Publishers
3. Pran Nath Seth , Sushama Seth Bhat, An Introduction to Travel and Tourism, Sterling
4. Puspinder .S. Gill, Dynamics of Tourism , Anmol Publishers.

5. Ratan Deep Singh, Infrastructure of Tourism in India , Kanishka
6. Endres Guntar ,Vital Guide, Major Airlines of the World (2nd edition), Motrbooks Intl.
7. Senguttuvan P. S, Fundamentals of Air Transport Management, Excel Books.
8. Gupta S.K, International Airfare & Ticketing Methods and Techniques, UDH Publishers.
9. Ratandeep Singh, Tourism and Transport Management :Practice and Procedures, Kanishka
10. Garg, Deepa , Travel Agency and Ticketing, Mohit Publication
11. Stephen J. Page, Transport for Tourism, Pearson Education
12. Sheldon J. Pauline, Tourism Information Technology, CABI Publishing New York.
13. Hirst Mike ,Air Transport System, Woodhead Publishing Ltd.
14. Doganis Rigas, The Airline Business (2nd edition), Routledge.

BC6B15 HOSPITALITY MANAGEMENT

Lecture Hours per week : 5 **Credits : 5**

Internal : 20, External : 80

Objective :

- To give the students a broad overview of the basic concepts of hospitality management and to help them to make use of the opportunities in this sector.

Module I

Introduction to Hospitality Industry : Definition of hotel - History of hotel industry - Economic significance - Linkage among hospitality , tourism and travel industry -

Classification of hotels on the basis of size, location, clientele, duration of stay, level of service, ownership - Alternative accommodations.

15 Hours

Module II

Hospitality Industry in India: Indian concept - History of hospitality establishments in India - Western impact - Development in the 20th century - Star rating of hotels - Major hotel chains in India - Types of ownership and management of hotels - Proprietary, franchise and management contract - Organizational structure and chart of a major hotel - Major departments of a hotel.

15 Hours

Module III

Front Office and House Keeping Functions: Sections and layout of front office - Functions of front office - Attributes of front office personnel - Methods of hotel reservations - Recording the reservations - Complaint handling – Paging - Functions of information section - Role of lobby manager - Reception office equipments - Hotel tariff plans - Types of guest rooms - Mode of settling bills of guests - Concept and areas of house keeping – Staffing pattern of house keeping department.

20 Hours

Module IV

Food and Beverage: Concept of food and beverage preparation - Methods of cooking foods - Staffing in hotel kitchen - Style of food service - Indian styles of food service - Types of menu - Planning menu - Room service and buffet service - Guest reception in restaurant.

15 Hours

Module V

Safety and Security in Hotel: Safety precautions - Major security considerations - Water quality defects and treatments - Handling of chemical hazards - Management of internal air quality of hotel.

10 Hours

Reference Books :

1. Yogendra K .Sharma, Hotel Management Educational and Environmental Aspects, Kanishka.
2. A.K Bhatia , International Tourism , Sterling Publishers
3. M.Kumar, Basics of Food and Beverage Management, Axis Publications
4. Andrews, Sudhir, Food & Beverage Service: A Training Manual, Tata McGraw Hill.

5. James A Bardi, Hotel Front Office Management, John Wiley and Sons.
6. Andrews, Sudhir, Text Book of Front Office Management & Operations, Tata McGraw Hill.
7. Jerome J Vallen, Gary K Vallan, Check in & Check out: Managing Hotel Operations, Prentice Hall.
8. George, Bobby, Food & Beverage Service, Jaico.
9. G Raghubalan & Raghubalan Smritee, Hotel House Keeping : Operations & Management, Oxford University Press, USA.
10. Singh Malini, George Jaya B. (2008), House Keeping Operations, Design and Management, Jaico.
11. Muhammed Zulfikar, Inroduction to Tourism and Hotel Industry, Vikas

Core courses in the area of specialisation : Islamic Finance

BC5B10 FUNDAMENTALS OF ISLAMIC FINANCE

Lectures Hours per week: 5 **Credits : 4**

Internal : 20, External : 80

Objectives:

- To enable the students to acquire knowledge about the fundamentals of Islamic finance in the light of the major Islamic scriptures.
- To help the students to understand basic laws and principles governing Islamic finance and the scope and practicability of Islamic finance.

Module I

Basic Principles and Concepts of Islamic Finance as Enshrined in Islamic Shari'ah Laws : Major four theories – Definition – Scope - Sources of Islamic financial system - Philosophy and features - History of Islamic finance – Origin and growth – Perspectives - Financial operation - Major aim of Islamic finance - Basic difference between capitalist and Islamic economy.

15 Hours

Module II

Nature of Islamic Economy : Ethical - Interest free– Ownership **–** Trusteeship - Private, public, joint and voluntary sectors - Core areas in Islamic finance – Role of money in Islamic economics - Position of capital in Islamic economics - Prohibitory areas in Islamic finance (Riba, Gharar and Maisir/Qimar) - Customer benefit oriented programmes - Ethics and values.

12 Hours

Module III

Islamic Banking System : History - Fundamental laws and rules – Advantages of interest free banking - Quranic perspective about monetary system – Financial system in the prophetic tradition and other major Islamic scriptures – Zakath -Sadaka - Infaque.

25 Hours

Module IV

Evolution of Islamic Financial Tools : Popularity of Islamic financial set up - Wide range of the financial operations and the growing demand for the banking products.

13 Hours

Module V

Pragmatic Dimensions of Islamic Finance : Operative methods and methodological variations in successful Islamic financial concerns.

10 Hours

Reference Books:

1. Mufti Muhammed Taqi Usmani , An Introduction to Islamic Finance, Arham Shamsi, 2004

2. S.M. Gaznafar, Medieval Islamic Economic Thought, Rotledge Cursow, London & New York, 2003
3. Safeer Reza Naqvi , History of Banking and Islamic Laws, Hayat Academy, 1993
4. Brian Kettell , Islamic Finance in a Nutshell : A Guide For Non-Specialists , John Wiley & Sons, 24 May 2010
5. Yahia Abdul Rahiman, The Art of Islamic Banking And Finance: Tools And Techniques For Community Based Banking , John Wiley & Sons INC
6. Giffari,Noor Muhammed , The Book of Finance, Adam Publishers & Distributors, New Delhi 2007.
7. Khan Muhammed Akram , Economic Teachings of Prophet Muhammed : A Select Anthology of Hadith Literature on Economics, Adam Publishers & Distributors, New Delhi 1992
8. Ismail,Syed Muhammed , Critical Analysis of Capitalisms, Socialism and Islamic Economic Order, Adam Publishers & Distributors, New Delhi 1992.
9. Dr. Muhammad Uzair , Interst Free Banking , Nusrat Ali Nasri ,Kithab Bhavan, New Delhi
10. Usmani, Dr.Muhammad I. Meezan, Bank's Guide to Islamic Banking,1st ed. DarulIshaat, 2002.

BC5B11 ISLAMIC BUSINESS LAWS AND COMMERCE

Lectures Hours per week: 5 **Credits : 4**
Internal : 20, External : 80

Objectives:

- To familiarise students with Islamic business laws and their relation to Commerce.
- To enable the students to understand Fundamental laws of Islamic Commerce and the Application of Islamic Commerce in the global marketing scenario.

Module I

Islamic Business Laws, gharar, Speculation and Interest : Definitions - Fundamental elements - Linking prevailing common business laws with Islamic financial rules, consumer behaviour, utility analysis - Comparison with conventional systems.

15 Hours

Module II

Islamic Business Methods and Techniques: Rules – Aims - Current trends and issues - Successful business managemt - Ijara and murabaha methods - Speculation - Monopolic and welfare - Perfect competition and justice.

20 Hours

Module III

Islamic Commerce : Definition - Salient features – Advantages – Demand-effective governing - Rules governing foreign trade - Islamic views on globalisation, liberalisation and privatisation.

20Hours

Module IV

Basic Rules Governing Islamic Commerce - Major regulations- Historical development- Law of contract - Rules governing Muajjal and Salam method.

10 Hours

Module V

Applicability of Islamic Commerce - Global views – Acceptance of Islamic commerce in the modern era - View of imposing discriminatory tariff - Exploitation of the poor countries by the rich one's in terms of trade.

10 Hours

Reference Books:

1. Brian Kettell , Introduction to Islamic Banking and Finance , Wiley Publishers
2. Simon Archer, Rifaat Ahmed Abdel Karim , Islamic Finance : The Regulatory Challenge , John Wiley & Sons.
3. Bill Maurer , Mutual Life, Limited: Islamic Banking, Alternative Currencies, Lateral Reason , Princeton University Press, 2005
4. Brian Kettell, Islamic Capital Markets, Harriman House Publishing, 2009
5. C.N. Ahmed Moulavi, Principles and Practices of Islamic Economy
6. Muslehuddin,M , Banking and Islamic Law, Adam Publishers & Distributors, New Delhi 2008
7. Muslehuddin,M, Insurance and Islamic Law, Adam Publishers & Distributors, New Delhi 2006

BC6B14 ISLAMIC FINANCIAL INSTITUTIONS

Lecture Hours per week: 5 **Credits : 5**

Internal : 20, External : 80

Objectives:

- To provide students with an idea of major Islamic financial institutions operating in the world and their functions.
- To enable students to acquire an in-depth knowledge of the modus operandi of the major Islamic financial institutions.
- To study factors attributable to the wide acceptance and the growing popularity of Islamic financial institutions at the global level.

Module I

The Emergence of Islamic Financial Institutions: Role of Islamic development bank – F unctions of Islamic development bank – Introduction - Working mode – Permissible investment products - Capital sources - Role of capital in Islamic financing – Services - Profit generating methods.

15 Hours

Module II

Theories of Islamic Banking : Thrust areas and key sectors of operation - Interest prohibited activities - Participation and risk sharing - Legal and Regulatory issues - Major tools of interest free banking - mmudaraba, musharaka, murabaha, muajjal, ijara, salam.

10 Hours

Module III

Prevailing Practices in the Islamic Financial Institutions: Revamping of the current order along religious lines - Adhering to scriptural norms - A model of Islamic Banking - Conventional banking and Islamic banking - comparison and contrast

10 Hours

Module IV

Structure and Pattern of Key Islamic Financial Institutions: Islamic Investment Fund - Islamic insurance - Eastern and western models - Prominent Islamic financial institutions - Performance of Islamic banking - Commercial banking and central banking in Islamic banking system.

15 Hours

Module V

Beneficiaries : Target groups of Islamic finance (Islamic financial institutions is for all individuals regardless of their religious beliefs) - Improvement of the quality and quantity of services.

25 Hours

Reference Books :

1. Angelo M. Venardos, Islamic Banking and Finance in South - East Asia , World Scientific, 01-Jan-2005

2. L.M . Bhole , Financial Institutions and Markets: Structure, Growth and Innovations., Tata Mc Graw Hill
3. Islamic Financial and Banking System Handbook: Strategic and Legal Information, IBP USA Staff, International Business Publications, USA, 07-Feb-2007
4. Meir Kohn, Financial Institutions and Markets, Tata Mc Graw Hill.
5. Gafoor,A.L.M, Abdul , Participatory Financing Through Investment Banks and Commercial Banks. Groningen, the Netherlands : Apptec Publications 1996
6. Gafoor,A.L.M, Abdul, Interest- Free Commercial Banking, Islamic Book Service, New Delhi 2009

7.Fuad al omar and Muhammed abdel haq, Islamic Finance Theory Practice and Challenges - Oxford university press, Karachi

8.Ausaf ahmed ahmed, Instruments of Regulation and Control of Islamic Banks by the Central Bank - IDB

BC6B15 ISLAMIC BANKING PRODUCTS

Lectures Hours per week: 5 **Credits: 5**

Internal : 20, External : 80

Objectives:

- To impart knowledge to the students about different Islamic banking products.
- To understand the comparative advantage of interest free banks over the traditional banks against the back drops of the current global financial set up.

Module I

Shari'ah Investment Principles: Definition - Islamic Perspective - Banking products and services - Combination of mubaraba and musharaka - murabaha and regulatory changes - marketing viability - Acceptability of the products.

15 Hours

Module II

Marketing: Islamic concepts – Strategy – Marketing products - Asset side products and liability side products - Islamic retail banking services - Bill of exchange and other negotiable instruments - Money transfers - Treasury bills - Government bonds - Central banking - Supervision and control.

10 Hours

Module III

Islamic Banking Products: Musawama, Murabaha - Interest free loan (quard) – Hire purchase (Ijara thumma bai) – Joint venture (Musharakah) – Mudaraba - Safe keeping (wadeeh) – Sukuk (Islamic Bonds) – Islamic Insurance (Takaful) - Salam and Istisna'a – Vakala - Islamic micro finance (thamveelusaheeril islami)

25 Hours

Module IV

Principles of Sharia Governing Islamic Investment Fund: Conditions for investments in shares - Commodity Fund - Equity fund - Ijara fund - Murabaha fund - Bai-al-dain fund - Mixed fund - Islamic banking product development - Growth of Islamic banking across the globe.

15 Hours

Module V

Market Ethics : Principles of justice and equity – Product promotion rules – Customer satisfaction – Trust – Loyalty – Distribution channels.

10 Hours

Reference Books :

1. Habib Ahmed , Product Development in Islamic Banks , Edinburgh University Press, 2011
2. Muhammed Ayyub, Understanding Islamic Finance, John Wiley &Sons Ltd, England, 2007
3. Aly Khorshid. RoutledgeCurzon, Islamic Insurance: A Modern Approach to Islamic Banking - 2004
4. Obaidullah Muhammed , Introduction to Islamic Microfinance, (2006) IRTI, Jeddah KSA.
5. Mufti Muhammed Taqi Usmani , An Introduction to Islamic Finance, Arham Shamsi, 2004
6. Natalie Schoon , Islamic Asset Management: An Asset Class on Its Own?, Edinburgh University Press, 2011
7. Ibrahim Warde, Islamic Finance in the Global Economy, Edinburgh University Press, 2010 (2nd edition)
8. Fara Madehah Ahmad Farid , Shariah Compliant Private Equity and Islamic Venture Capital, Edinburgh University Press, 2012

9. Siddiqui,S A, Public Finance in Islam, Adam Publishers & Distributors, New Delhi 2005.

SYLLABI FOR COMPLIMENTARY COURSES

BC1C01 MANAGERIAL ECONOMICS

Lecture Hours per week : 5 **Credits : 4**

Internal : 20, External : 80

Objectives:

- To enable the students to understand micro and macroeconomic concepts relevant for business decisions.
- To help the students to understand the Application of economic principles in business management.

Module I

Introduction - Definition of Managerial Economics - Objectives - Characteristics - Uses - Decision making and forward planning - Basic economic tools in management economics.

08 Hours

Module II

The Concept of Demand and Elasticity of Demand - Demand curve: Individual demand curve - Market demand curve - Movement along Vs shifts in the Demand curve - Elasticity of Demand: Price, Income and cross - Demand estimation and demand forecasting - Concept of Revenue: Average Revenue and Total Revenue - Marginal Revenue and Incremental Revenue.

12 Hours

Module III

Production: Fixed and Variable inputs - Production function - Total, Average and Marginal Product - Law of variable proportions - Linear homogeneous production function - Production isoquant - Marginal rate of technical substitution - Optimal combination of resources - Return to scale - Cost of production - Social and private cost of production - Difference between economic and accounting cost - Long run and short run cost of production - Economies and diseconomies of scale.

20 Hours

Module IV

Price and Output Decisions Under Different Market Structures: Price and output decisions under perfect competition, monopoly and monopolistic competition - Pricing under oligopoly - Kinked demand curve - Price leadership - Pricing under collusion.

10 Hours

Module V

A. Pricing Policies and Practices: Factors governing prices - Objectives of pricing policy - Role of cost in pricing - Demand factor in pricing - Consumer psychology and

pricing - Pricing methods: Cost-plus or full-cost pricing - Target pricing - Marginal cost pricing - Going rate pricing - Follow up pricing - Barometric pricing - Customary prices - Pricing of new products: Penetrating pricing - Price skimming.

B. Macro Economics and Business Decisions: Phases of Business cycle - Evil effects of cyclical fluctuations on business firms - Minimising effects of Business cycles - Economic Forecasting for business: Economic and Business forecasting - Uses of economic forecasts - Methods of economic forecasting - Selecting a forecast - Evaluating forecasts.

25 Hours

Reference Books:

1. R.L. Varshney and K.L. Maheswari, Managerial Economics
2. D.N. Dwivedi, Managerial Economics
3. Dr. S. Sankaran, Managerial Economics
4. DM Mithani: Business Economics
5. Seth M L Text Book of Economic Theory
6. K K Dewett: Economic Theory
7. Petersen &. "Lewis: Managerial Economics
8. Mote V L peul. S & Gupta G S: Managerial Economics
9. H. Craig Petersen & W. Cris lewis: Managerial Economics
10 Dr. P.N. Reddy and H.R, Appanaiah : Essentials of Business Economics
11 Barry Keating and J. Holton Wilson: Managerial Economics

BC2C02 MARKETING MANAGEMENT

Lecture Hours per week: 5 **Credits: 4**

Internal : 20, External : 80

Objectives:

- To provide basic knowledge about the concepts, principles, tools and techniques of marketing.
- To impart necessary knowledge which help the student to choose a career in the field of marketing.
- To expose the students to the latest trends in marketing.

Module I

Marketing: Meaning and definition - Scope and importance - Evolution of marketing concepts -Modem concept of marketing - Marketing mix - Marketing environment - Consumer behaviour -Buying motives - Consumer buying process - Factors influencing consumer buying decision -Market segmentation - Basis-target marketing - Product positioning - Importance and bases

20 Hours

Module II

Product: Meaning and importance – Classification - Concept of product mix – Packaging - Branding - Brand loyalty and brand equity – Labeling - Product life cycle - New product development – Pricing - Factors influencing product price - Pricing policies and strategies

15 Hours

Module III

Physical distribution: Meaning and importance - Levels of marketing channels - Wholesaling and retailing - Types of retailing - Factors influencing choice of distribution channel

10 Hours

Module IV

Promotion: Meaning and importance - Promotion mix – Advertising - Personal selling – Sales promotion - Public relation - Factors affecting promotion mix decisions

10 Hours

Module V

Rural Marketing : Growing importance - Unique features of rural markets - Market mix planning for rural market - Service marketing Vs. product marketing - Green marketing - Social marketing - Relationship marketing - Niche marketing

15 Hours

Module VI

E-Marketing: Traditional marketing Vs. E-marketing - Internet marketing - E- advertising - New trends in internet marketing – E-branding - E-payment systems and security features in internet.

05 Hours

Reference Books:

1. Marketing Management, S.A. Sherlakar ,. Himalaya.

2. Fundamentals of Marketing, William J Stanton, Me Graw Hill Publishing Co, New York
3. Marketing by Lamb. Hair, Me Danniel - Thomson.
4. Marketing by Evans &. Berman, 2/e, Biztantra.
5. Marketing - Concepts, strategies by William M Pride. O C Fewell. Biztantra.
6. Marketing Management, Ramaswamy & Namakumari, Macmillan.
7. Marketing Management, Arun Kumar & "Meenakshi. Vikas.
8. Principles of Marketing, Philip Kotler, Armstrong, Pearson Education.

BC3C03 E-COMMERCE MANAGEMENT

Lecture Hours per week: 5 **Credits: 4**

Internal : 20, External : 80

Objectives:

- To enable the student to understand basics of E - Commerce
- To Gain a practical orientation to E-Commerce and E- Business management

Module I

Introduction to E- commerce : Meaning and concept - E – commerce V/s Traditional Commerce - E- Business & E- Commerce - History of E - Commerce - EDI - Importance , features & benefits of E- Commerce - Impacts. Challenges & Limitations of E-Commerce - Supply Chain Management & E – Commerce

15 Hours

Module II

Business Models of E - Commerce: Business to Business - Business to customers - Customers to customers - Business to Government- Business to employee - E- Commerce strategy -Influencing factors of successful E- Commerce - E-Business Infrastructure -The internet -Intranets and Extranets - World Wide Web - Voice over IP (VoIP) - The Internet Standards - The HTTP Protocol - Audio and Video Standards - Managing E- Business Infrastructure - Web services - New access devices - Future of the internet infrastructure.

25 Hours

Module III

Marketing strategies & E- Commerce : Website - Components of website - Concept & Designing website for E- Commerce - Corporate Website - Portal - Search Engine - Internet Advertising - Emergence of the internet as a competitive advertising media - Models of internet advertising - Weakness in Internet advertising - Mobile Commerce.

15 Hours

Module IV

Electronic Payment System : Introduction - Online payment systems - Prepaid and postpaid payment systems - E- cash - E- Cheque - Smart Card - Credit Card - Debit Card - Electronic purse - Security issues on electronic payment system - Solutions to security issues - Biometrics - Types of biometrics.

15 Hours

Module V

Legal and Ethical Issues in E- Commerce: Security issues in E- Commerce - Regulatory frame work of E- commerce.

05 Hours

Reference Books:

1. Turban, Efraim, David King et. el.: Electronic Commerce: A Managerial Perspective, Pearson Education Asia, Delhi.
2. Dave Chaffey: E-Business and E-Commerce Management, Pearson Education.
3. Kalakota, Ravi: Frontiers of Electronic Commerce, Addison – Wesley, Delhi.
4. Rayport, Jeffrey F and Jaworksi, Bernard J: Introduction to E-Commerce, Tata McGraw Hill,
   New Delhi.
5. Smantha Shurety: E-Business with Net Commerce, Addison - Wesley, Singapore.
6. Rich, Jason R: Starting an E-Commerce Business, IDG Books, Delhi.
7. Laudon, Kenneth C and Carol Guercio Traver: E-Commerce Business, Technology, Society,
   Pearson Education, Delhi.
8. Stamper David A, and Thomas L.Case: Business Data Communications, Pearson Education,
   New Delhi.
9. William Stallings: Business Data Communications, Pearson Education, New Delhi.

BC4C04 QUANTITATIVE TECHNIQUES FOR BUSINESS

Lecture Hours per week : 5 **Credits : 4**

Internal : 20 , External : 80

Objective :

- To familiarize student with the use quantitative techniques in managerial decision making.

Module I

Quantitative Techniques – Introduction - Meaning and definition – Classification of QT - QT and other disciplines – Application of QT in business – Limitations.

05 Hours

Module II

Correlation and Regression Analysis : Meaning and definition of Correlation - Karl Pearson's co-efficient of correlation - Rank correlation - Regression – Types - Determination of simple linear regression - Coefficient of determination.

20 Hours

Module III

Set Theory - Probability: Concept of probability - Meaning and definition - Approaches to probability - Theorems of probability - Addition Theorem - Multiplication Theorem - Conditional probability - Inverse probability - Baye's Theorem.

15 Hours

Module IV

Theoretical Distribution: Binomial distribution – Basic assumptions and characteristics – Fitting of binomial distribution – Poisson distribution – characteristics - Fitting of Poisson distribution – Normal distribution – Features and properties – Standard normal curve.

15 Hours

Module V

Statistical Inference : Testing of hypothesis – Procedure – Error in testing – Two tail tests and one tail tests – Non parametric tests (Chi-square test only) - Parametric tests – Z test – Test of significance of large samples – Test for two sample means – Small sample mean tests – Students t test – Analysis of Variance – F test – One way ANOVA .

20 Hours

Reference Books :

1. Richard I. Levin and David S. Rubin, Statistics for Management, Prentice Hall of India, latest edition.
2. S.P.Gupta, Statistical Methods, Sultan Chand, latest edition
3. Sanchetti and Kapoor, Statistics, Sultan Chand.
4. G.C.Beri, "Statistics For Managemet",Tata Mc Graw Hill, 2003.
5. J.K. Sharma, "Business Statstics:, Pearson, 2004
6. Anderson Sweeney Williams, "Statistics for Business and Economics", Thomson.
7. R.P.Hooda, "Statistics for Business", Mc Millan.
8. Levine Krebiel & Bevenson, "Business Statistics", Pearson edition, Delhi.

SYLLABI FOR OPEN COURSES
(For Students From Other Departments)

BC5D01 E-COMMERCE

Lecture Hours per week: 3 **Credits : 2**

Internal : 10, External : 40

Objectives:

- To enable the students to understand basics of E- Commerce .
- To Gain a practical orientation to E-Commerce and E- Business management.

Module I

Introduction to E-Commerce: Meaning and concept - E-Commerce v/s Traditional Commerce - E-Business &. E-Commerce – History of E- Commerce - EDI - Importance, features & benefits of E- Commerce - Impacts, challenges & limitations of E-Commerce - Supply chain management & E-Commerce - E- Commerce infrastructure.

10 Hours

Module II

Business Models of E - Commerce: Business to business - Business to customers - customers to customers - Business to government - Business to employee - E - Commerce strategy - Influencing factors of successful E- Commerce.

10 Hours

Module III

Marketing Strategies & E – Commerce : Website - Components of website - Concept & designing website for E- Commerce - Corporate website - Portal - Search Engine - Internet advertising - Emergence of the internet as a competitive advertising media - Models of internet advertising - Weakness in internet advertising - Mobile commerce.

10 Hours

Module IV

Electronic Payment System : Introduction - Online payment systems - prepaid and postpaid payment systems - E-cash - E- cheque - Smart card - Credit card - Debit card - Electronic purse - Security issues on electronic payment system - Solutions to security issues - Biometrics - Types of biometrics.

15 Hours

Module V

Legal and Ethical Issues in E- Commerce : Security issues in E- Commerce – Regulatory frame work of E-Commerce.

05 Hours

Reference Books:

1. Turban, Efraim, David King et. el.: Electronic Commerce: A Managerial Perspective, Pearson Education Asia, Delhi.
2. Kalakota, Ravi: Frontiers of Electronic Commerce, Addison - Wesley, Delhi.
3. Rayport, Jeffrey F and Jaworksi. Bernard J: Introduction to E-Commerce, Tata Mc Graw Hill, New Delhi.
4. Smantha Shurety,: E-Business with Net Commerce, Addison - Wesley, Singapore.

5. Rich, Jason R: Stalling an E-Commerce Business, IDG Books, Delhi.
6. Laudon, Kenneth C and Carol Guercio Traver : E-Commerce business. Technology. Society,
Pearson Education, Delhi.
7. Stamper David A. and Thomas L.Case: Business Data Communications, Pearson Education, New Delhi.
8. Willam Stallings: Business Data Communications. Pearson Education, New Delhi.

BC5D02 -BASICS OF ENTREPRENEURSHIP AND MANAGEMENT

Lecture Hours per week 3 **Credits: 2**

Internal : 10, External : 40

Objective:

- To enable the students to have an understanding of the basics of entrepreneurship and organisational management .

Module I

Foundation of Business **:** Concept of business - Commerce and Industry - Basic considerations in setting up a business enterprise - Social responsibility of business - Forms of business organisations - Sole trader – Partnership - Joint-stock Companies - Co-operative organisations - State enterprises.

15 Hours

Module II

Entrepreneurship: Concept of entrepreneur - Characteristics of entrepreneur - Types and functions of an entrepreneur - Difference between entrepreneur and manager - Role and importance of Entrepreneurship Development Progrmme (EDP).

05 Hours

Module III

Management Concepts: Meaning - Nature and characteristics of management - Management as science, art and profession - Management and administration – Levels of management –Henry Fayols Principles of management.

10Hours

Module IV

Functions of Management : Meaning and importance of Planning - Steps in planning - Types of plan - Nature and purpose of Organisation - Types of organisation - Centralisation Vs decentralisation - Authority Vs responsibility - Span of control- Meaning of Directing and Leadership - Theory X and Y - Leadership styles - Concept of Control - Steps in controlling .

20 Hours

Reference Books :

1. Basu, Business Organisation and Management, Tata McGraw Hill.
2. Gupta. C.B, Modern Business Organisations, Mayur Paper Backs.
3. Mishra, N, Modern Business Organisation, Sahitya Bhawan,
4. Singh, B.P., T.N. Chhabra , Business Organisation and Management, Dhanpat Rai & Co.
5. Prasad. L.M., Principles and Practice of Management., Sultan Chand & Sons.
6. Rao. V.S.P, Narayana.P.S., Principles and Practice of Management, Sultan Chand & Sons
7. Koontz, H and Wechrick, H , Management, McGraw Hill Inc.
8. Khanka.S.S. Entrepreneurship Development , Sultan Chand
9. Vasant Desai, Small Scale Industries and Entrepreneurship, Himalaya Publishers

BC5D03 BASIC ACCOUNTING

Lecture Hours per week : 3 **Credits : 2**

Internal : 10, External : 40

Objective :

- To enable the students to acquire knowledge of Accounting Principles and Practice

Module I

Basic Accounting Concepts : Kinds of accounts – Financial Accounting Vs Management Accounting – Double Entry book keeping – Rules of debit and credit – Preparation of Journal and Ledger accounts – Problems.

10 Hours

Module II

Subsidiary Books : Cash Book – Types of Cash Book – problems – Purchase Book – Sales Book – Sales Return Book – Purchases Return Book – Journal Proper.

10 Hours

Module III

Trial Balance – Errors – Types of errors – Bank Reconciliation Statement – Simple problems.

10 Hours

Module IV

Final Accounts of sole trading concerns : Trading and Profit & Loss Account – Balance Sheet – Problems with simple adjustments.

20 Hours

(Theory and Problems may be in the ratio of 30% and 70% respectively)

Reference Books :

1. Grewal T.S., Double Entry Book Keeping
2. Jain and Narang , Advanced Accountancy.
3. Shukla and Grewal , Advanced Accountancy.
4. Gupta and Radhaswamy, Advanced Accountancy.
5. Gupta . R.L, Advanced Accountancy.

COMMON COURSES

BC3A11 BASIC NUMERICAL SKILLS

Lecture Hours per week : 5 **Credits : 4**

Internal : 20, External : 80

Objectives :

- To enable the students to acquire knowledge of Mathematics and Statistics.
- At the end of this course, the students should have understood set operations,

matrix and Mathematics of finance, Statistical tools and their applications.

Module I

Sets and Set Operation – Venn Diagrams – Elements of Co-ordinate system – Matrices – Fundamental ideas about matrices and their operational rules – Matrix multiplication – Inversion of square matrices of not more than 3rd order – Solving system of simultaneous linear equations.

15 Hours

Module II

Theory of Equations : Meaning - types of equations – Simple linear and Simultaneous equations (only two variables) eliminations and substitution method only - Quadratic equation factorization and formula method ($ax^2 + bx + c = 0$ form only) - Problems on business applications.

10 Hours

Module III

Progressions : Arithmetic Progressions - Finding the 'n'th term of an AP and also sum to 'n' terms of an AP - Insertion of Arithmetic means in given terms of AP and representation of AP - Geometric Progression : Finding 'n'th term of GP - Insertion of GMs in given GP and also representation of GP – Mathematics of Finance – Simple and compound interest (Simple problems only).

15 Hours

Module IV

Meaning and Definition of Statistics - Scope and limitations – Statistical enquiries – Scope of the problem – Methods to be employed – Types of enquiries – Presentation of data by Diagrammatic and Graphical Method – Formation of Frequency Distribution.

15 Hours

Module V

Measures of Central Tendency – Arithmetic Mean – Median – Mode - Geometric and Harmonic Mean - Measures of variation and standard, mean and quartile deviations – Skewness and Kurtosis and Lorenz curve . Analysis of Time Series : Methods of measuring – Trend and Seasonal variations – Index number – Unweighted indices – Consumer price and cost of living indices.

20 Hours

(Theory and problems may be in the ratio of 20% and 80% respectively. An over view of the topics is expected and only simple problems shall be given)

Reference Books:

1. Sundaresan and Jayaseelan – An Introduction to Business Mathematics and Statistical Methods.

2. Dr. A K Arte & R V Prabhakar - A Text Book of Business Mathematics.

3. Sanchethi and Kapoor - Business Mathematics.

4. Gupta S.P - Statistical Methods

5. Navaneethan P – Business Mathematics

6. R.S.N. Pillai, Mrs. Bhagavathi – Statistics

7. P.R. Vittal - Business Mathematics and Statistics.

BC3A12 GENERAL INFORMATICS

Lecture Hours per week : 5 **Credits : 4**

Internal : 20, External : 80

Objectives:

- To update and expand basic Informatics skills of the students.
- To equip the students to effectively utilize the digital knowledge resources for their study.

Module I

Computers and Operating Systems : Features of New Generation Personal Computers and Peripherals - Computer networks - Types of networks - Components of networks – Topology – Internet - Uses of internet - Introduction to Software – License – Open source - Overview of operating systems and major application software.

10 Hours

Module II

Basics of IT : Information – Pre-requisites and needs - IT and its components - IT and Internet – IT Applications - E-Governance - IT for National Integration - IT Applications in Health Care, Business, Commerce and Resource Management - Emerging Trends in IT: Electronic Data Inter change - Mobile Computing – SMS – MMS - Wireless Applications – Blue Tooth - Global Positional System - Infra Red Communication - Smart Card - DNA Computing - Cloud computing

15 Hours

Module III

Knowledge Skills for Higher Education : Data, Information and Knowledge - Knowledge Management - Internet as a knowledge repository - Academic search techniques - Case study of academic websites - Basic concepts of IPR – Copy rights and Patents. Introduction to use of IT in teaching and learning. Case study of educational software - Academic Service – INFLIBNET – NICENET - BRNET.

15 Hours

Module IV

Social Informatics : IT and society - Issues and concerns - Digital Divide - Free Software Movement – IT and industry - New opportunities and threats - Cyber ethics - Cyber crimes – Security – Privacy issues - Cyber Laws - Cyber addictions - Information overload - Health issues - Guidelines for proper usage of computers and internet - e-waste and Green Csmputing – Unicode - IT and regional languages.

15 Hours

Module V

Programmes for Office Management : Introduction to Linux - Linux systems - Linux distributions – Operating systems and Linux - History of Linux and UNIX - Open source software – Linux software - Software Repositories - Third party Linux Repositories -

Linux Office and Data base software - Internet servers - Development resources - Setting the Desktop - The GNOME Desktop environment – Using the Metacity Window Manager – Using GNOME Panels – Change in the GNOME preferences - Exiting GNOME – Working with words and images - Desktop Publishing in Linux – Using Open Office.org office suit.

20 Hours

References Books:

1. Peter Norton, Introduction to Computers, Tata McGraw Hill Private Limited, New Delhi, 2009.
2. Alan Evans, ITL ESL, Leslie Lamport, Dolores Etter, Darren George, Kenneth C Laoudon, Gary Rogers, Rainer Handel, INFORMATICS -Technology in Action, Pearson Education, Delhi, 2009.
3. V.Rajaraman, Introduction To Information Technology, PHI Learning Private Limited, New Delhi, 2009.
4. Alex Leon, The Complete Reference Linux Sixth Edition, Tata McGraw Hill Private Limited, New Delhi, 2009.
6. Christopher Mathews Leon, Fundamentals of Information technology, Leon Vikas, Chennai, 2009.
5. Richard Peterson Negus, Linux Bible, Wiley India Private Limited, 2009.
7. Mike McGrath, Linux In Easy Steps , Dream TechPress, New Delhi, 2009
8. Daniel Minoli &Emma Minoli, Web Commerce Technology Hand Book, Tata McGraw Hill, New Delhi, 2009

www.wikipedia.com
www.google.scholarr.com
www.bing.com
www.google.com
www.afk.com

www.yahoosearch.com
www.comp.os.linux.admin
www.comp.os.linux.answers

BC4A13 ENTREPRENEURSHIP DEVELOPMENT

Lecture Hours per week : 5 **Credits : 4**
Internal : 20, External : 80

Objectives :

- To familiarise the students with the concept of entrepreneurship.
- To identify and develop the entrepreneurial talents of the students.
- To generate innovative business ideas in the emerging industrial scenario.

Module I

Entrepreneur and Fundamentals of Entrepreneurship: Entrepreneurial competencies – Factors affecting entrepreneurial growth – Role of entrepreneur in economic development - Challenges of women entrepreneurs.

20 Hours

Module II

Micro, Small and Medium Enterprises: Legal Framework – Licenses – Role of promotional institutions with special reference to KINFRA , KITCO , MSME & DICs – Concessions – Incentives and subsidies.

10 Hours

Module III

Project Management: Feasibility and Viability Analysis – Technical – Financial – Network – Appraisal and evaluation - Project Report preparation.

30 Hours

Module IV

Identification of Business Opportunities in the Context of Kerala: Rate of ED Clubs – Industrial Policies – Skill development for entrepreneurs – Business Incubation : Meaning - Setting up of Business Incubation Centres.

15 Hours

Reference Books :

1. S.S. Kanka , Entrepreneurial Development , Sultan Chand.

2. Prasanna Chandra , Project Planning, Analysis, Selection, Implementation and Review, Tata McGraw Hill.
3. Vasantha Desai , Dynamics of Entrepreneurial Development, Himalaya.
4. C.B. Gupta & N.P. Sreenivasan , Entrepreneurial Development , Sultan Chand.
5. Nirmal K Gupta , Small Industry –Challenges and Perspectives, Anmol Publications.
6. Vasantha Desai , Small scale Industries and Entrepreneurship, Himalaya.

BC4A14 BANKING AND INSURANCE

Lecture Hours per week: 5 **Credits: 4**
Internal : 20, External : 80

Objectives:

- To enable the students to acquire knowledge about basics of Banking and Insurance.
- To familiarise the students with the modern trends in banking.

Module I

Introduction to Banking : Meaning and definition - Origin and development of banking – Customer of a bank - Structure of banking in India – Banks and economic development – Functions of commercial banks (conventional and innovative functions) – Central bank – RBI – Functions –Emerging trends in banking.

15 Hours

Module II

Negotiable Instruments : Definition - Characteristics – Types – Parties to negotiable instruments – Cheques – Types of cheques – Crossing of cheques – Drafts - Cheque vs. Draft - Endorsement – Significance – Regularity of endorsement – Liability of endorser – Electronic payments.

15 Hours

Module III

E-Banking – Centralised Online Real time Electronic Banking (CORE) – Electronic Clearing Service (ECS) – Electronic Fund Transfer (EFT) – Real Time Gross Settlement (RTGS) – National Electronic Fund Transfer (NEFT) – Society for Worldwide Interbank Financial Telecommunication (SWIFT) – E-cheque – Any Time Money – ATM s – Credit card – Debit card – Smart card – Internet banking – Mobile banking – Tele-banking.

15 Hours

Module IV

Introduction to Insurance : Concept - Need of insurance - Insurance as a social security tool - Insurance and economic development - Principles of insurance - various kinds of insurance – Life and General insurance (Fire, Marine, Medical, Personal Accident ,

Property and Motor Vehicles Insurance) – Features – Life Insurance Vs General Insurance.

15 Hours

Module V

Life Insurance - Law relating to life Insurance - General Principles of Life Insurance Contract; Proposal and Policy - Assignment and Nomination - Title and claims - General Insurance - Law relating to General Insurance - IRDA – Powers and functions - Insurance business in India

15 Hours

Reference Books:

1. Sheldon H.P : Practice and Law of Banking.
2. Bedi. H.L : Theory and Practice of Banking.
3. Maheshwari. S.N. : Banking Law and Practice.
4. Shekar. K.C : Banking Theory Law and Practice.
5. Pannandikar & Mithami': Banking in India.
6. Radhaswamy & Vasudevan: Text Book of Banking.
7. Indian Institute of Bankers (Pub) Commercial Banking Vol-I/Vol-II (part I& II) Vol- III.
8. Varshaney: Banking Law and Practice.
9. Dr. P. Periasamy: Principles and Practice of Insurance
   Himalaya Publishing House, Delhi.
10. Inderjit Singh, Rakesh Katyal & Sanjay Arora: Insurance Principles and Practices,Kalyani Publishers, Chennai.
11. M.N. Mishra: Insurance Principles and Practice, S. Chand & Company Ltd, Delhi.
12. G. Krishnaswamy : Principles & Practice of Life Insurance
13. Kothari & Bahl : Principles and Pratices of Insurance
14. B.S. Khubchandani, “Practice and Law of Banking”,Mac Millan India Ltd ,2000.
15. K.C. Nanda,” Credit Banking”, Response Book, Sage Publication,1999.

UNIVERSITY OF CALICUT

REGULATIONS OF BACHELOR OF BUSINESS ADMINISTRATION (BBA)

PROGRAMME UNDER DISTANCE EDUCATION UNDER CCSS MODE TO BE IMPLEMENTED WITH EFFECT FROM 2014 BY REGULAR/ SDE, UNIVERSITY OF CALICUT

1.0 Title of the programme

This DEGREE shall be called BACHELOR OF BUSINESS ADMINISTRATION (BBA).

2.0 Eligibility for admission

Any candidate who has passed the Plus Two of the Higher Secondary Board of Kerala or Pre Degree of Calicut University or that of any other University or Board of Examinations in any state recognized as equivalent to the Plus Two of the Higher Secondary Board in Kerala, with not less than 50 % marks in aggregate, is eligible for admission. However, SC/ST, OBC, and other eligible communities shall be given relaxation as per University rules.

3.0 Medium of Instruction and examination

The medium of instruction and examination shall be English.

4.0 Courses of study:

Total number of courses for the whole BBA programme is 30.
It is divided in to four groups namely-
1. Common courses
2. Core courses
3. Complementary courses and
4. Open courses

The Courses of study leading to the award of BBA shall comprise the following:

5.0 Semester I

Course	Title	Contact hours	Credits	Marks
Common	BBIA01 Common English course I	4	4	100
Common	BBIA02 Common English course II	5	3	100
Common	BBIA07 Addl. Language courses I	5	4	100
Core	BBIB01 Management Concepts and Business Ethics	6	5	100
Compl.	BBIC01 Managerial Economics	5	4	100
	Total	**25**	**20**	**500**

Semester II

Course	Title	Contact hours	Credits	Marks
Common	BBIIA03Common English course lll	4	4	100
Common	BBIIA04 Common English course IV	5	3	100
Common	BBIIA 08 Additional language course ll	5	4	100
Core	BBIIB02 Financial Accounting	6	5	100
Compl.	BBIIC02 IT for Business & Management	5	4	100
	Total	**25**	**20**	**500**

Semester III

Course	Title	Contact hours	Credits	Marks
Common	BBIIIA11 Basic numerical skills	5	4	100
Common	BBIIIA12 General Informatics	5	4	100
Core	BBIIIB03 Business regulatory frame work	5	4	100
Core	BBIIIB04 Organizational Behavior	5	4	100
Compl.	BBIIIC03 Quantitative Techniques for Business	5	4	100
	Total	**25**	**20**	**500**

Semester IV

Course	Title	Contact hours	Credits	Marks
Common	BBIVA13 Banking & Insurance	5	4	100
Common	BBIVA14 Entrepreneurship Development	5	4	100
Core	BBIVB05 Marketing Management	5	4	100
Core	BBIVB06 Financial Management	5	4	100
Compl.	BBIVC04 Management Science	5	4	100
	Total	**25**	**20**	**500**

Semester V

Course	Title	Contact	Credits	Marks

		hours		
Core	BBVB07 Accounting for management	5	4	100
Core	BBVB08 Business Research methods	4	4	100
Core	BBVB09 Emerging Trends in Management	3	4	100
Core	BBVB10 Specialization I	5	4	100
Core	BBVB11 Specialization II	5	4	100
Open.	BBVD01 Open Course (For others)	3	2	50
	Total	**25**	**22**	**550**

Semester VI

Course	Title	Contact hours	Credits	Marks
Core	BBVIB12 Operations Management	5	4	100
Core	BBVIB13 Human Resource Management	5	4	100
Core	BBVI B14 Specialization III	5	4	100
Core	BBVI B15 Specialization IV	5	4	100
Core Project	BBVI B16 Three weeks project and viva voce	5	2	50
	Total	**25**	**22**	**450**

Core courses in the area of Specialization:

A. Finance

1. Indian Financial System
2. Investment Management
3. Income Tax
4. Working Capital Management

B. Marketing

1. Services Management
2. E-Commerce
3. Consumer behavior
4. Retail Management

C**. Human Resource management**

1. Human Resource Planning and Development
2. Performance Management
3. Industrial Relations
4. Management training and development

UNIVERSITY OF CALICUT
BACHELOR OF BUSINESS ADMINISTRATION
BBIB01 MANAGEMENT CONCEPTS AND BUSINESS ETHICS

Time: 6 Hours per week Credits: 5

Course objectives:

· To understand the process of business management and its functions
· To familiarize the students with current management practices.
· To understand the importance of ethics in business, and
· To acquire knowledge and capability to develop ethical practices for effective management.

Module I

Nature and scope of Management; evolution of management- Schools of management thought; F.W.Taylor and Henry Fayol; principles of management; management as a science and an art; management process.

Module II

Functions of management- planning: types of plan; planning process; organizing: span of control , line and staff functions ; centralization and decentralization; delegation; staffing: manpower planning, recruitment, selection and placemen; directing: principles of direction; coordinating, and controlling.

Module III

Manager vs leader; leadership and motivation; leadership styles; theories of motivation. MBO; Management of performance; Understanding and managing group processes; characteristics of work group, work group behaviour and productivity; team creation and management;

Module 1V

Ethics, culture and values: Importance of culture in organisations; Indian ethos and value systems; Model of management in the Indian socio political environment; Work ethos; Indian heritage in production and consumption.

Module V

Business ethics: Relevance of values in Management; Holistic approach for managers in decision-making; Ethical Management: Role of organisational culture in ethics; structure of ethics management; Ethics Committee.

Books:

1. Boatright, John R: Ethics and the Conduct of Business, Pearson Education, New Delhi 2005.
2. Sathish Modh: Ethical Management: Macmillan.
3 Koontz, H and Wechrick, H: Management, McGraw Hill Inc, New York,1995.
4 Drucker, Peter, F: Management: Tasks, Responsibilities and Practices, Allied Publishers, New Delhi 2004.
5. Principles of management By L.N Prasad.
6. Management Process by R.S Davar

BACHELOR OF BUSINESS ADMINISTRATION
BBIIB02 FINANCIAL ACCOUNTING

Time: 6 Hours per week Credits: 5

Objectives:

- To enable the students to acquire knowledge of the financial accounting principles and practices
- To equip the students with skills for recording various kinds of business transactions
- To familiarize the students with the techniques of preparing financial statements

Module I

Introduction - Nature of financial Accounting - scope – objects –limitations – Accounting concepts and conventions- Financial accounting standards –Object of accounting standards – Accounting Standard Board of India and Indian Accounting Standards – Accounting process from recording of business transactions to preparation of Trial Balance (an overview only)

Module II

Conceptual Frame work for preparation and presentation of financial statements - Capital, Revenue and deferred revenue expenditure – Capital and revenue receipts - Final accounts of Sole Proprietor and not –for- profit organizations.

Module III

Accounting for Hire Purchase and Installment System -Meaning – Features of hire purchase agreement – Distinction between hire purchase and sale –Interest calculation – Recording of transaction in the books of both parties - Default and repossession - Installment system – Features – Distinction between hire purchase and installment

Module IV

Departmental Accounts - Meaning – Objects – Advantages - Accounting procedure – Allocation of expenses and incomes – Interdepartmental transfers – Provision for unrealized profit - Branch Accounts - Features – Objects- Types of branches – Dependent branches – Account Systems – Stock and Debtors System –Independent branch – Features – Preparation of consolidated Profit and Loss Account and Balance Sheet

Module V

Accounting for hotels and restaurants – Introduction - features - revenue earning and non revenue earning departments - heads of revenue and heads of expenditure - Working papers, journals – posting - preparation of trial balance – preparation of final statements - Trading accounts, Profit and Loss Accounts and Balance sheet

(Theory and problems may be in the ratio of 30% and 70% respectively)

Reference Books:

1. S.N. Maheswari: Financial Accounting
2. Shukla, M.C., T.S. Grewal and S.C.Gupta: Advanced Accounts S.Chand&Co., New Delhi.
3. Naseem Ahmed, Nawab Ali Khan and M.L.Gupta: Fundamentals of Financial Accounting, Ane Books Pvt. Ltd., New Delhi.
4. Grewal and Gupta: Advanced Accounting
5. Dr. Goyal V.K.., Financial Accounting, Excel Books, New Delhi.
6. Radhaswamy and R.L. Gupta: Advanced Accounting, Sultan Chand & Sons, New Delhi
7. R.K.Malhotra: Financial Management in Hotels and Restaurant Industry, Anmol Publishers
8. S.Kr. Paul: Advanced Accounting,
9. P.C. Tulasian: Introduction to Accounting, Pearson Education
10. Jain & Narang: Financial Accounting
11. Ashok Sehgal and Deepak Sehgal: *Advanced Accounting*, *Volume I*, Taxmann, New Delhi.

BACHELOR OF BUSINESS ADMINISTRATION

BBIIIB03 BUSINESS REGULATORY FRAMEWORK

Time: 5 Hours per week Credits: 4

Objectives:

- To provide students with Basic Legal Concepts and the Indian Legal Environment in which Business is carried on.
- To enable the students to understand the emerging legal issues in a digital networked environment.

Module 1:
Indian Contract Act 1872 – Contract – Nature and Classification of Contracts – offer and acceptance – consideration – capacities of parties – free consent – coercion – undue influence – misrepresentation- fraud – mistake – void agreements – discharge of contract – breach of contract and remedies- contingent contract - quasi contracts

20 Hours

Module 2:
Special Contracts – Contract of Indemnity – meaning – nature – right of indemnity holder – and indemnifier – Contract of Guarantee- Meaning – nature - and features- surety and co-surety- rights and liabilities- discharge of surety from his liabilities.

15 Hours

Module 3:
Contract of Bailment And Pledge – rights and duties of bailer and bailee – pledger and pledge – pledge by non owner – Agency – duties and liabilities of agent and principal - termination of agency.

10 Hours

Module 4:
Sale of Goods Act, 1930 – Contract of sale of goods – Meaning – Essentials of contract of sale – Conditions and warranties- caveat emptor – sale by non owners – rules as to delivery of goods – auction sale - rights of unpaid seller.

15 Hours

Module 5:
The Consumer Protection Act,1986 – Definition – consumer – complainant – goods – service – complaint – unfair trade practices – restrictive trade practices – rights and remedies for consumers - consumer protection council – consumer disputes redressal agencies.

15 Hours

Reference Books:
1. Balchandani: Business Laws
2. S.D.Geet and M.S. Patil: Business Laws
3. S.S. Gulshan: Business Laws
4. B.S.Moshal: Business & Industrial Law
5. B Sen and Mitra: Business and Commercial Laws
6. N.D.Kapoor: An Introduction to Mercantile Laws
7. N.M. Wechlakar: Business Laws
8. M.C. Kuchal: Business Laws
9. Government of India: Information Technology Act, 2000

BACHELOR OF BUSINESS ADMINISTRATION
BBIIIB04 ORGANISATIONAL BEHAVIOR

Time: 5 Hours per week Credits: 4
Objectives:

- To familiarize the students with the basic concepts of the organizational behavior and to enhance their understanding of the interaction between the individuals and the organizations.

Module I

Organizational behavior—concepts, meaning, nature, scope features of OB.OB and other disciplines 10Hours

Module II

Individual behavior—basic psychological process—personality, determinants of personality—personality traits—perception, factors affecting perception—learning, theories of learning—social learning. Motivation—theories of motivation (Maslow's, Hertzberg, Mc Greger, X and Y theory) financial and non financial motivation. 20 Hours

Module III

Group—concept of group dynamics—features of group—types of group behavior—formal and informal group behavior—stages of group development— group moral—group norms—group cohesiveness. 15 hours

Module IV

Leaderships- types—theories of leadership (Trait theory, Michigan studies and Fideler's contingency model) modern approach to leadership theories—leadership styles. 15 Hours

Module V

Stress management—meaning, types of stress—consequences of work stress—causes of stress—Conflict, types of conflicts, conflict resolution— Organisational development—meaning, need, benefits and limitations of OD—steps in OD. Organizational changes. 12 Hours

References:

1. Fred Luthans: Organisational behavior
2. Danial C. Fieldman and Hugh Arnold: Managing individual and group behavior in organization
3. Henry Mintzberg: The structure of organization
4. Edwin Gerlof: Organization theory and design
5 Robin. S. P: Organizational behavior
6. Aswathappa: Organizational Behavior
7. Jai B. Sunhat: Culture and Organisational Behavior

C

Core course

BACHELOR OF BUSINESS ADMINISTRATION

BBIVB05 MARKETING MANAGEMENT

Time: 5 Hours per week Credits: 4

Objectives:

- To acquaint the students with the marketing principles and practices, and,
- To understand the process of marketing in a business firm.

Module I

Marketing: nature and scope of marketing; marketing concepts- traditional and modern; selling and marketing; marketing mix; marketing environment; service marketing- characteristics of service. 10 Hours

Module II

Consumer behavior and market segmentation: nature, scope and significance of consumer behavior; market segmentation- concept and importance; bases for market segmentation.

15 Hours

Module III

Product: concept of product; consumer and industrial goods; product planning and development; packaging- role and functions; branding: brand name and trade mark; product life cycle; after sales service.

Price: importance of price in marketing mix; factors affecting price; discounts and rebates; pricing strategies.

15 Hours

Module IV

Promotion: promotion mix; methods of promotion; advertising: functions of advertising, characteristics of effective advertisement, advertising media-types of ad media, media planning and scheduling, legal and ethical aspects of advertising; personal selling: functions of a personal selling, characteristics of a good salesman, steps in personal selling process; publicity and public relations.

Sales promotion: meaning, nature and functions; limitations of sales promotion; sales promotion schemes: sample; coupon; price off; premium plan; consumer contests and sweep stakes; POP displays; demonstration; trade fairs and exhibitions; sales promotion techniques.

20 Hours

Module V

Distribution: physical distribution; channels of distribution-concept and role; types of channels; factors affecting choice of a particular channel; physical distribution of goods; transportation-modes; retail formats- supermarkets, hyper markets, chain stores, department stores, discount stores, margin free markets, electronic retailing.

15 Hours

References:

1. Kotler, Philip: Marketing Management; Prentice Hall, New Jersey.
2. Condiff E.W. and Still, R.R., Basic Marketing Concepts, Decisions and Strategy; Prentice Hal of India, New Delhi.
3. Stanton W.J., Etzel Michael J and Walter Bruce J; Fundamentals of Marketing; McGraw Hill, New York.
4. Rorsiter Johan R, Percy Larry: Advertising and Promotion Management; McGraw Hill, New York
5. Aaker, David and Myers Johan G, et. al,: Advertising Management; Prentice Hall of India; New Delhi.

Core course

BACHELOR OF BUSINESS ADMINISTRATION
BBIVB06 FINANCIAL MANAGEMENT

Time: 5 Hours per week Credits: 4

Objectives:

- To familiarize the students with the concepts, tools and practices of financial management, and,
- To learn about the decisions and processes of financial management in a business firm.

50% theory and 50% numerical

Module I

Financial management: meaning, nature and scope of finance; financial goals: profit maximization, wealth maximization; finance functions,- investment, financing and dividend decisions. 10 Hours

Module II

Capital budgeting: nature of investment decisions; investment evaluation criteria- net present value, internal rate of return, profitability index, payback period, accounting rate of return , NPV and IRR comparison; capital rationing; risk analysis in capital budgeting. 20 Hours

Module III

Working capital: meaning, significance and types of working capital; financing of working capital; sources of working capital; management of inventory; management of cash; management of account receivables; optimum credit policy; credit collection; factoring service; various committee reports on bank finance; dimensions of working capital management. 15 Hours

Module IV

Capital structure theories: traditional and MM hypotheses; determining capital structure in practice; Capital structure planning. Cost of capital: meaning and significance of cost of capital; calculation of cost of debt, preference capital, equity capital and retained earnings; Operating and financial leverages; measurement of leverages; effects of operating and financial leverages on profit. 20 Hours

Module V

Dividend decisions—Types of dividend- dividend models—principles of dividend policy—practical aspects of dividend. 7 Hours

References:

1. Battacharya, Hrishikas: Working Capital Management: Strategies and Techniques; Prentice Hall of India, New Delhi.
2. Chandra, Prasanna: Financial Management; Tata McGraw Hill, Delhi.
3. Pandey, I.M.: Finanical Management, Prentice Hall of India, New Delhi.
4. Khan M.Y. and Jain P.K.: Financial Management; Tata McGraw Hill, Delhi.
5. Vanhorne, J.C.: Financial Management and Policy; Prentice Hall of India, New Delhi.
6. Ravi M kishore: Fundamentals of Financial Management (Tax man)

Core course
BACHELOR OF BUSINESS ADMINISTRATION
BBV B07 ACCOUNTING FOR MANAGEMENT

Time: 5 Hours per week Credits: 4

Objectives:

- To enable the students to understand the concept and relevance of management Accounting

- To provide the students an understanding about the use of accounting and costing data for planning, control and decision taking.

Module I
Management Accounting –Nature and Scope – Difference between Cost Accounting, Financial Accounting and Management accounting – Recent Trends in Management Reporting. 05 Hours

Module II
Analysis and Interpretation of financial Statement: - Meaning- Types and Methods of Financial Analysis – Comparative statements – Trend Analysis – Common size statements (a general discussion only). Ratio Analysis: - Meaning –Nature – uses and limitations of Ratios –liquidity, profitability, Turnover ,Solvency, Leverage, Market test ratios – Constructions of Financial Statements from ratios –Judgment of financial stability through ratios –(Stress to be given to problem solving and interpretation skills) 25 Hours

Module III
Fund Flow and Cash Flow Analysis:
a. Fund Flow Statements : Meaning and concept of fund – Current and Non- Current Accounts – Flow of Fund –Preparation of Fund flow statements – uses and significance
b. Cash Flow Statement : Difference between fund flow statement and cash flow statements – Preparation of cash flow statements as per AS-3 Norms – Direct and Indirect methods.(Stress to be given to problems) 20 Hours

Module IV
Managerial decision making with the help of C.V.P. Analysis : Marginal Costing- Fixed Cost, Variable Cost, Contribution, P/V ratio, Break Even Analysis – Algebraic and Graphic presentation – Decision making: Fixation of Selling Price – Exploring new markets – make or buy-key factor – Product Mix – Operate or Shutdown 20 Hours

Module V
Responsibility Accounting –Concept – Significance – Responsibility centers- Activity Based Costing – (General outline only) 05 Hours
(Theory and problems may be in the ratio of 40% and 60% respectively)

Reference Books:
1. Dr. S.N. Maheswari: Management Accounting
2. Sexana: Management Accounting
3. Made Gowda: Management Accounting
4. Dr. S.N. Goyal and Manmohan: Management Accounting
5. B.S. Raman: Management Accounting
6. R.S.N. Pillai and Bagavathi: Management Accounting
7. Sharma and Gupta: Management Accounting
8. J. Batty: Management Accounting
9. Foster: Financial Statement Analysis, Pearson Education.
10. PN Reddy & Appanaiah: Essentials of Management Accounting.

Core course
BACHELOR OF BUSINESS ADMINISTRATION
BBV B08 BUSINESS RESEARCH METHODS

Time: 4 Hours per week Credits: 4
Objectives:
- To enable students for acquiring basic knowledge in business research methods and to develop basic skills in them to conduct survey researches and case studies

Module I

Business research – meaning and definition – features of business research – theory building-induction and deduction theory – concept – operational definition – variable – proposition – hypothesis – types of business research – basic and applied, exploratory, descriptive and causal – phases of business research. 10 Hours

Module II

Exploratory research – objectives – methods – experience survey – secondary data analysis – case study – pilot study by focus group interview – process of problem definition – understanding background of the problem - determination of unit of analysis – determine the relevant variables and state the research questions – hypothesis and research objectives.

10 Hours

Module III

Meaning of research design – methods of descriptive and causal research – survey – experiments – secondary data studies and observation – sampling design – simple random sampling – restricted random sampling – stratified, cluster and systematic - nonrandom sampling – convenient and judgment sampling – sampling error and non sampling error.

10 Hours

Module IV

Measurement and scaling – nominal - ordinal – interval and ratio scale – criteria for good measurement – reliability and validity – designing questionnaire – means of survey data collection – personal interview – telephonic, mail and internet. 10 Hours

Module V

A. Data processing – processing stages – editing – coding and data entry – descriptive analysis under different types of measurements – percentages frequency table – contingency table –graphs – measures of central tendency and index number – interpretation.

B. Preparation of research report – format – report writing stages – gathering material and data - make overall format - make detailed outline – write first draft - rewrite – final word processing and publishing. 20 Hours

Reference Books:

1. Donald R.Cooper and Pamela S. Schindler: Business Research Methods, Latest edition, Irwin McGraw-HILL International Editions, New Delhi.
2. John Adams, Hafiz T.A. khan Robert Raeside, David white: Research Methods for graduate business and social science students, Response Books, New Delhi – 110044.
3. Neresh K. Malhotra: Marketing research, latest edition, Pearson Education.
4. William G. Zikmund, Business research methods, Thomson
5. Wilkinson T.S. and Bhandarkar P.L.: Methodology and Techniques of social research, Himalaya.
6. S N Murthy & U Bhojanna: Business Research Methods, Excel Books, New Delhi.
7. Jan Brace: Questionnaire design. Kogan Page India
8. Michael V.P., Research Methodology in Management, Himalaya.
9. Dipak Kumar Bhattacharyya, Research Methodology, Excel Books, New Delhi.
10. R. Paneerselvan: Research Methodology, Prentice-Hall of India
11. Ajai S Gaur & Sanjaya S Gaur: Statistical Methods for Practice & Research, Response Books, New Delhi.
12. Kultar Singh: Quantitative Social Research Methods, Response Books, New Delhi.

Core course

BACHELOR OF BUSINESS ADMINISTRATION

BBVB 09 EMERGING TRENDS IN MANAGEMENT

Time: 3 Hours per week Credits: 2

Objectives:

- To Impart knowledge about the emerging trends of new management concepts, and
- To provide knowledge about the significance of the integration of information technology as the platform for the application of various management concepts

Module I

Supply Chain Management : Meaning and definition components/ participants of SC- concept of SCM- Objectives of SCM- SCM process : Customer relationship management, customer service management, demand management, customer order fulfillment, manufacturing flow management , Procurement management/supplier relationship management, product development & Commercialization, returns management – Factors driving the evolution of SCM – objectives of SCM – supply chain planning. (15 hours)

Module II

Logistics Management : Meaning and definition – significant of logistics – business logistics- concepts of logistics management – objectives of logistics management – elements of logistics management – logistics management v/s supply chain management – integrated logistics- operating of objectives of integrated logistics: (10 hours)

Module III

Total Quality Management : Quality – Meaning & Definition – Quality education – Efficiency v/s effectiveness – drivers of quality – quality management – internal & external customers- vision statement – Mission statement – objectives of TQM – Targets – Action Plans – Principles of QM – Total quality management : Evolution , Definition – Preparing for TQM – Stages in TQM implementation – TQM models – TQM planning – TQM software. (10 hours)

References:

1. Chopra, Meindl & Kalra,Supply Chain Management: Strategy, Planning and Operations, Pearson Education-New Delhi
2. Christopher, Logistics and supply chain Management - Pearson Education-New Delhi
3. Sople, Logistics Management- Pearson Education-New Delhi
4. Suganthi L, samuel, A Anand Total Quality Management, ,PHI, New Delhi
5. Besterfield,Total Quality Management, 3e revised -Pearson Education-New Delhi

Core course

BACHELOR OF BUSINESS ADMINISTRATION

BBVI B12 OPERATIONS MANAGEMENT

Time: 5 Hours per week Credits: 4

Objectives:

- To familiarize the students with the concepts, tools and practices of operations management, and,
- To learn about the decisions and processes of operations management in a business firm.

Module I

Operations management—meaning, definitions, scope and objectives— interaction of operations management with other areas—manufacturing and non manufacturing operations and their characteristics. 15 Hours

Module II

Facilities planning—plant location—factors determining plant location— plant layout—process layout and product layout—materials handling—MRP— Principle equipments. 12 Hours

Module III
Capacity planning—estimation of capital requirements—maintenance management—types of maintenance -work study—time and method study—work measurement, meaning, scope and importance. 15 Hours

Module IV
Operations planning and control—objectives of operations planning— planning procedure—operations planning categories (concept only) operations control—meaning , importance and objectives—techniques of operations control. 15 Hours

Module V
Quality control—Concept of quality—quality planning—statistical quality control—control charts(X chart and R chart Only)—management of quality in organizations—quality circles—TQM.
15 Hours

References:

1. Russell, Roberta S, and Bernard W.Taylor III, Operations Management, Pearson Education, New Delhi 2004.
2. Chase :Operations Management for Competitive Advantage, Tata McGraw Hill, New Delhi.
3. Buffa, E.S., 'Modern Production Management', New York, John Wiley, 1987.
4. Adam, E.E. and Ebert, R.J., 'Production and Operations Management' Prentice Hall of India, New Delhi 1995.
5. Chary, S,.N., Production and Operations Management', Tata McGraw Hill, New Delhi 1989

BACHELOR OF BUSINESS ADMINISTRATION
BBVI B 13 HUMAN RESOURCES MANAGEMENT

Time: 5 Hours per week Credits: 4
Objectives:

- To give a conceptual understanding of human resource practices in organizations.

Module I
Introduction to Human Resource Management—Importance--scope and objectives of HRM. Evolution of the concept of HRM- Approaches to HRM- Personal management Vs Human Resource Management-HRM and competitive advantage- Traditional Vs Strategic human resource management. 15 Hours

Module II
Human resource planning, Recruitment and selection—Job analysis---process of job analysis-job discretion- job specification-- methods of job analysis-- Conventional Vs strategic planning—job evaluation—Recruitment--source of recruitment-methods.. 15 Hours

Module III
Placement, Induction and Internal mobility of human resource. Training of employees—need for training-objectives- approaches --methods-training environment- areas of training- Training evaluation. 12 Hours

Module IV
Performance appraisal and career planning. Need and importance- objectives process- methods and problems of performance appraisal- . Concept of career planning –features- methods –uses career development. 10 Hours

Module V
Compensation management and grievance redressel. Compensation planning objectives- Wage systems- factors influencing wage system-. Grievance redressel procedure- discipline- approaches-

punishment-essentials of a good discipline system. Labor participation in management. 20 Hours

References:

1. Human Resource Management- Text and Cases-- VSP Rao
2. Human Resource Management—Snell, Bohlander
3. Personal Management and Human Resources—Venkata Ratnam **.**Srivasthava.
4. A Hand Book of Personnel Management Practice—Dale Yolder.

Finance specialization
BACHELOR OF BUSINESS ADMINISTRATION
BBV B10 INDIAN FINANCIAL SYSTEM

Time: 5 Hours per week Credits: 4

Objectives:

- To give a detailed idea about the Indian financial system and its broad components.

Module I

Indian financial system – an overview. Money market – call money market – commercial paper market – commercial bill market – certificates of deposits – treasury bill market – gilt edged securities market. Capital market – an overview - capital market instruments - capital market reforms –primary markets – methods of raising funds from primary market- public issue – emerging trends

Module II

Financial services- nature – characteristics – role of financial services in economic development – relevance of the study of financial services – factors influencing the growth and development of financial services industry – types of financial services

Module III

Merchant banking – historical perceptive – nature of services provided by Merchant bankers – structure of merchant banking firm – setting up and managing a merchant bank – SEBI regulations on merchant banks – under writing – stock broking – depositories – tax planning services – port folio management services – factoring services and practices – card business – credit cards and debit cards.

Module IV

Credit rating: approaches and process of rating – credit rating agencies – CRISIL and ICRA, CARE ratings for financial instruments – methodology of rating. Leasing: concepts and classification of leasing – present legislative frame work of leasing

Module V

Stock exchange business and practices – insurance – role of insurance in financial frame work – general insurance – life insurance – marine insurance and others.

References

1 L.M. Bhole: Financial Institutions and Market
2 I. Friend M Blume, J Crocket: Mutual Funds and other Institutional Investors
3 N.J.Yasaswy: Personal Investment and Tax Planning
4 Julia Holyoake, William Weipers: Insurance 4th edition
5 M.Y.Khan: Financial Services
6 Sriam. K: Hand book of leasing, Hire purchase and Factoring.
7 Bhatt. R.S : Financial system for economic development

Finance specialization
BACHELOR OF BUSINESS ADMINISTRATION

BBV B11 INVESTMENT MANAGEMENT

Time: 5 Hours per week Credits: 4

Objectives:

- To give an overall idea about different investment avenues available in financial markets and prepare them with basic skills and knowledge to manage investment.

Module I

Investment, meaning- investment and speculation- investment objectives process- avenues- financial and non financial investment. Corporate investment-return and risk—systematic and unsystematic risks- measurement of risk-Approaches to investment analysis—fundamental analysis—technical analysis—modern portfolio theory (Basic knowledge only expected)

15 hours

Module II

Capital market - meaning, structure and functions - capital market instruments - shares, debentures and bonds.- stock exchanges- role and functions - NSE , BSE - trading mechanism - online trading - script less trading and depositary system – SEBI- role and functions.

20 Hours

Module III

Mutual funds- meaning and definition- Concept of open end and close ended fund - equity, index, diversified, large cap, mid cap funds, sector fund - Benefits and limitations of MF investment - Roll and objectives of AMFI

12 Hours

Module IV

Introductions to Exchange Traded Funds – salient features – Market making by Authorised Participants – Creation Units – Portfolio deposit and cash components - Mutual Fund Vs ETFs – Relative Advantages.

10 Hours

Module V

Derivatives—concepts and meaning, features, classification of derivatives— options and features—kinds of options and features—index and currency feature. (General idea is only expected) 10 Hours

References:

1. Donald E. Fisher and Ronald J. Jordan, “Securities Analysis and Portfolio Management”, Prentice Hall, New Delhi.
2. S. Kevin: Security analysis and portfolio Management
3. Sourain, Harry, “Investment Management”, Prentice Hall of India.
4. Francis and Archer, “Portfolio Management ”, Prentice Hall of India.
5. Gupta L.C.: Stock Exchange Trading in India; Society for Capital Market Research and Development, Delhi.
6. Machi Raju, H.R.: Working of Stock Exchanges in India, Wiley Eastern Ltd, New Delhi.

Finance Specialization
BACHELOR OF BUSINESS ADMINISTRATION
BBVI B14 INCOME TAX

Time: 5 Hours per week Credits: 4

Objectives:

- To impart basic knowledge and equip students with application of principles and provisions Income-tax Act, 1961 amended up-to-date

Module I

Basic concept: Income - agricultural income – person – assessee – assessment year - previous year - gross total income - total income - maximum marginal rate of tax -Residential status - Scope of total income on the basis of residential status - Exempted income under section 10.

10 Hours

Module II

Computation of income under different heads: Salaries – Allowances – Perquisites – Profit in lieu of salary – Gratuity – Pension - Income from house property: Annual Value of House property – Computation under different circumstances – Deduction from annual value.

20 Hours

Module III

Profits and gains of business or profession: Definition - Computation – Allowable expenses and not allowable expenses – General deductions – Provisions relating to Depreciation. 10 Hours

Module IV

Capital gains: Definition of Capital Assets – Long term and Short term – Transfers – Cost of acquisition – Cost of improvement – Exempted Capital gains. Income from other sources: Definition - Computation – Grossing up – Deductions and other relevant provisions. 10 Hours

Module V

Total income and tax computation: Income of other persons included in assessee's total income - Aggregation of income and set-off and carry forward of losses - Deductions from gross total income - Rebates and reliefs - Computation of total income of individuals. 15 Hours

Note: The applicability of law for the purpose of examination would be the law in force as on 31st March immediately preceding the academic year.

References:

1. Dr. Vinod K. Singhania : Direct Taxes – Law and Practice, Taxman publication.
2. B.B. Lal : Direct Taxes, Konark Publisher (P) ltd.
3. Bhagwathi Prasad : Direct Taxes – Law and Practice, Wishwa Prakashana.
4. Dr. Mehrotra and Dr. Goyal : Direct Taxes – Law and Practice, Sahitya Bhavan Publication.
5. Dinakar Pagare : Law and Practice of Income Tax, Sultan Chand and sons.
6. Gaur & Narang : Income Tax.

Finance Specialization
BACHELOR OF BUSINESS ADMINISTRATION
BBVI B15 WORKING CAPITAL MANAGEMENT

Time: 5 Hours per week Credits: 4

Objectives:

- To understand the need for and importance of adequate working capital, and,
- To gain in-depth knowledge to manage working capital of SMEs.

Module I

Working capital: Concepts, Need for and components of working capital; Kinds of working capital; Determinants of working capital; Estimation of working capital requirements.

Module II

Working capital cycle; Working capital theories and approaches; Determining the financial mix; Financing of working capital; Sources of working capital.

Module III

Cash management- facets of cash management; Cash conservation; Cash forecasting and budgeting; Managing cash flows; methods of accelerating cash flows; Methods of slowing cash outflows; Cash management models- Baumol Model, Beranetk Model, Miller-Orr Model, Stone Model; Determining optimum cash balances; Investment in marketable securities; Types of marketable securities and criteria for selection of securities for short term investment.

Module IV

Receivables management: Determining appropriate receivable policy; Credit selection models; Formulation of suitable credit and collection policies; Collection techniques.

Module V

Inventory management: Need, objectives and techniques of inventory management. Determining optimum order quantity- EOQ approach; Safety stocks, Selective inventory controls; Role of Finance Manager in inventory management. Valuation of inventory.

References:

1. Bhalla, V.K.: Working Capital Management: Text and Cases, Anmol, Delhi 2001.
2. Chandra, Prasanna: Financial Management, Tata McGraw Hill, New Delhi 2005.
3. Scherr, F.C.: Modern Working Capital Management, Prentice Hall, 1989.
4. Hampton, J.J. and C.L.Wagner: Working Capital Management, John Wiley & Sons, 1989.

Marketing specialization

BACHELOR OF BUSINESS ADMINISTRATION

BBV B10 SERVICES MANAGEMENT

Time: 5 Hours per week Credits: 4

Objectives :

- To familiarize the students with role of different prominent services in India and prepare them with basic skills to manage.

Module I

Services :- concept-definition-features-Growth of service sector; Role of services in economy- Classification of services- service triangle- Marketing of services- Internal and external marketing- Customer involvement in service Processes; Customer behavior in service settings.

(10 hours)

Module II

Service market segmentation; principles, bases- service marketing mix; four Ps and expanded Ps ; methods of developing CR- building customer loyalty. (10 hours)

Module III

Tourism management : Evolution of tourism – concept characteristics- components- economic, social, cultural, political and environmental impacts of tourism – Role of travel agencies and tour operators- Role of airways, railways, cruises and road transport in the development of tourism – Tourism guidance – tourist accommodation and hospitality – different types of hotels- tourism in India; growth potentials in different areas – major tourist attractions. (15 hours)

Module IV

Banking and insurance management – Banking -concept- services; traditional and new generation – universal banking- bank assurance- offshore banking- banking- retail banking- A brief insight into the current Indian banking scenario; emerging issues in Indian banking;

(15 hours)

Module V

Concept of Insurance- types of insurances; Life insurance and General insurance; Marine, Fire, Personal accident and health insurance policies – insurance business in India – IRDA – major private and public sector organisations in Indian insurance business. (7 hours)

Module VI

Services in organized retailing – Health care industry in India; Marketing E- services; Business process outsourcing (BPO); medical transcription , knowledge process outsourcing (K PO) E – learning (Indian context); (15 hours)

References:

1) Rampal. M.K & Gupta S. L , Service marketing , Galgotia Publishing, NewDelhi.
2) Kritain Anderson & Carol Kerr, Customer relationship management , Tata McGraw Hill, New Delhi.
3) Bhattacharjee , service sector management , Jaico publishing, Mumbai .
4) Lovelock, Christopher ; Services marketing- people, Technology, strategy ; Pearson. Education Asia, Delhi; First Indian Reprint, 2001.
5) Bhatia A.K International Tourism , Sterling publishers New Delhi
6) Jha S. M, tourism marketing, Himalaya, Publishers, Mumbai.
7) Sethi & Bhatia , Elements of banking and insurance PHI learning Pvt Ltd. New Delhi.
8) Sreenivasan – Service marketing PHI learning Pvt. Ltd.

Marketing specialization

BACHELOR OF BUSINESS ADMINISTRATION

BBV B11 E- COMMERCE

Time: 5 Hours per week Credits: 4

Objectives:

- To understand the importance of database systems for business management, and,
- To gain a practical orientation to database development and maintenance.

Module I

Introduction to E- commerce : Meaning and concept – E- commerce v/s Traditional Commerce- E- Business & E- Commerce – History of E- Commerce – EDI – Importance , features & benefits of E- Commerce – Impacts, Challenges & Limitations of E- Commerce – Supply chain management & E – Commerce – E – Commerce infrastructure. (15 hours)

Module II

Business models of E – Commerce: Business to Business – Business to customers – customers to customers - Business to Government – Business to employee – E – Commerce strategy – Influencing factors of successful E- Commerce. (10 hours)

Module III

Marketing strategies & E – Commerce: Website – components of website – Concept & Designing website for E- Commerce – Corporate Website – Portal – Search Engine – Internet Advertising – Emergence of the internet as a competitive advertising media- Models of internet advertising – Weakness in Internet advertising – Mobile Commerce. (15 hours)

Module IV

Electronic Payment system : Introduction – Online payment systems – prepaid and postpaid payment systems – e- cash, e- cheque, Smart Card, Credit Card , Debit Card, Electronic purse – Security issues on electronic payment system – Solutions to security issues – Biometrics – Types of biometrics. (15 hours)

Module V

Legal and ethical issues in E- Commerce: Security issues in ECommerce- Regulatory frame work of E- commerce, Cyber Laws – Information Technology Act 2000 – Digital signature – digital certificate – encryption – decryption – Public key & private key. (10 hours)

References:

1. Turban, Efraim, David King et. el.: Electronic Commerce: A Managerial Perspective, Pearson Education Asia, Delhi 2002.
2. Kalakota, Ravi: Frontiers of Electronic Commerce, Addison - Wesley, Delhi 1999.
3. Rayport, Jeffrey F and Jaworksi, Bernard J: Introduction to E-Commerce, Tata McGraw Hill, New Delhi 2003.
4. Smantha Shurety,: E-Business with Net Commerce, Addison - Wesley, Singapore 2001.
5. Rich, Jason R: Starting an E-Commerce Business, IDG Books, Delhi 2000.
6. Laudon, Kenneth C and Carol Guercio Traver : E-Commerce business. Technology. Society, Pearson Education, Delhi 2005.
7. Stamper David A, and Thomas L.Case: Business Data Communications, Pearson Education, New Delhi 2005.
8. Willam Stallings: Business Data Communications, Pearson Education, New Delhi 2004.

Marketing specialization
BACHELOR OF BUSINESS ADMINISTRATION
BBVI B14 CONSUMER BEHAVIOR

Time: 4 Hours per week Credits: 4

Objectives:

- To understand the basics of consumer decision-making processes, and,
- To understand the information needs for helping the consumer in decision making.

Module I

Consumer behaviour – concepts; nature, scope and applications of consumer behaviour; Consumer behaviour and marketing strategy; profiling consumers and their needs; Market segmentation and consumer research; psychographics and lifestyle; Consumer behaviour audit.

Module II

Consumer involvement and decision-making; Consumer decision-making process; Information search process; Evaluative criteria and decision rules.

Module III

Individual influences on buying behaviour; Consumer as an individual; Theories of personality; personality and market segmentation; consumer perception; consumer needs and motivation. Personal influences and attitude formation. Learning and consumer involvement; Communication and consumer behaviour. Reference group influence in buying decisions; opinion leadership. Family life cycle and decision-making; Social class concept and measurement

Module IV

The buying process: problem recognition and information search behaviour; information processing; alternative evaluation; Purchase process and post purchase behaviour

Module V

Culture and Consumer behaviour: Core culture and sub cultures. Role of culture in consumer buying behaviour. Profile of Indian consumers; Behavioural patterns of Indian consumers; Problems faced by Indian consumers; Consumer protection in India;

References:

1. Hawkins, Best and Coney: Consumer Behaviour, Tata McGraw Hill, New Delhi 2004.
2. Schiffman, L.G. and Kanuk, L.L.: Consumer Behaviour, Prentice Hall of India, New Delhi 1994.
3. Laudon, David L and Bitta Albert J Della: Consumer Behaviour, Tata McGraw Hill, New Delhi 2005.

4. Mowen, John C: Consumer Behaviour, Macmillan, New York 1993.
5. Assael, H: Consumer Behaviour and Marketing Action, South Western, Ohio 1995.

Marketing specialization
BACHELOR OF BUSINESS ADMINISTRATION
BBVIB15 RETAIL MANAGEMENT

Time: 4 Hours per week Credits: 4
Objective:

- To give an overview of the conceptual aspects of retail marketing management and to give some practical functional aspects of retailing.

Module I
Retailing—nature and scope—objectives and functions—retailing scenario in India— wheel of retailing—retailing life cycle—types of retailing—ownership based, store based and non store based retailing—vertical marketing system. 15 Hours

Module II
Strategic planning in retailing—retail environment and customers—design retail information system and research—location and organizational decisions—trading area analysis—site selection, organizational pattern in retailing. 15 Hours

Module III
Retail operations management—budgeting and resource allocation—store format and size decision—store layout and space allocation—store security aspects—credit management—working capital for retailing—cash collection and recovery. 10 hours

Module IV
Product assortment decision—merchandise forecasting—buying and handling merchandise—inventory management—pricing, labeling and packaging. 15 hours

Module V
Retail promotion—building retail store image—role of atmosphere—layout planning—retail promotion mix—sales promotion scheme— public relations in retailing—CRM in retailing--retail control system—financial control, merchandise control-- human resource control—operational control.

References:
1. Berman, Barry and Joel Evans: Retail Management
2. Cooper J: Strategy planning in logistics and transportation
3. Cox Roger: Retail management
4. Kotler: Marketing Management
5. Levy, Michael: Retail Management

HRM specialization
BACHELOR OF BUSINESS ADMINISTRATION
BBV B10 HUMAN RESOURCES PLANNING AND DEVELOPMENT

Time: 5 Hours per week Credits: 4
Objectives:

- To give the students a deep understanding of process of HR planning, and
- To familiarize them with the methods for HR development.

Module I

Introduction to HR planning—meaning and definition, objectives of HRP, benefits of HRP, problems of HRP, process of HRP, HR demand forecasting techniques- HR supply forecasting-skill inventories-management inventories, Micro level man power planning and labour market analysis, recruitment and succession planning.
Macro level manpower planning and labor market analysis; Organizational HR Planning; Stock taking; Workforce flow mapping; Age and grade distribution mapping. 25 Hours

Module II
Job analysis, meaning and definition, job description and job specifications, steps in job analysis, process of job analysis, method of collecting job data. Why job analysis, job design—career management and career planning- selection process. 15 Hours

Module III
Performance management: Performance planning; Potentials appraisal and career development; Tools for measuring performance. 15 Hours

Module IV
HRD climate; work culture; Quality of work life(QWL) and management of change; TQM and HRD strategies; HRD in strategic organization; 10 Hours

Module V
HR Information systems; HR Valuation and accounting; HR Audit; Culture Audit; Career assessment;-Models. 8 Hours

References:

1. Bernardin, John H: Human Resource Management, Tata McGraw Hill, New Delhi 2004.
2. Arthur M, Career Theory Handbook, Prentice Hall Inc, Englewood Cliff, 1991.
3. Belkaoui, A.R. and Belkaoui, JM, Human Resource Valuation: A Guide to Strategies and Techniques, Quarum Books, Greenwood, 1995.
4. Dale, B, Total Quality and Human Resources: An Executive Guide, Blackwell, Oxford, 1992.
5. Greenhaus, J.H., Career Management, Dryden, New York, 1987.
6. Mabey, C and Salama, G., Strategic Human Resource Management, Blackwell, Oxford, 1995.

HRM specialization
BACHELOR OF BUSINESS ADMINISTRATION
BBV B11 PERFORMANCE MANAGEMENT

Time: 5 Hours per week Credits: 4
Objectives:

- To gain an in-depth understanding of organizational and managerial performance, and,
- To gain practical knowledge in setting up team management, target setting and achievement.

Module I
Concepts of organizational performance: Vision and mission: Communicating and living shared view; Competencies and behaviors for effective performance; Establishing the skills, knowledge and attitude required for the organization's future; Performance standards and targets; Clarifying, communicating and reviewing organizational goals and targets. 15 Hours

Module II
Performance management: Meaning and importance of Managerial Performance; Critical success factors analysis for managerial performance; Business System analysis; Management styles and performance; Style of communication; Performance appraisal: Instrument for performance

appraisal; Evaluation of managerial performance. Setting performance standards & measurement of performance. 15 Hours

Module III
Management style: Relationship orientation; Task orientation; Working in teams: Team development; coaching and training; Leadership Skills and Motivation. Setting objectives and targets; Setting smart goals; chasing targets; 15 Hours

Module IV
Indicators of performance for different levels of management; Criteria for evaluating performance of junior level managers, middle level managers and top level managers; Tracking performance; Feedback management for performance improvement. 12 Hours

Module V
Organizational culture and managerial performance: Developing appropriate culture for superior performance; Focusing individual and organizational learning on improved performance; Rewards and performance - Defining appropriate reward systems; Ensuring the link between performance and rewards; Limitations and boundaries of performance related rewards.
15 Hours

References:
1. White, Alasdair: Performance Management

HRM specialization
BACHELOR OF BUSINESS ADMINISTRATION
BBVIB14 INDUSTRIAL RELATIONS
Time: 5 Hours per week Credits: 4

Objectives:
- To sensitize the students to the tasks of industrial relations, and,
- To familiarize them with the current IR practices.

Module I
Industrial relations perspectives; IR and the emerging socio-economic scenario- IR and the state-legal framework of IR; Industrial conflict and disputes. Salient features of Industrial Employment (Standing Orders) Act, 1946.

Module II
IR and Trade Unions; Role and future of trade unions; Trade union and the employee; Industrial unrest; Trade union and the management; Plant level labor relations; Works committees; Joint management committees.

Module III
Discipline and grievance management; Negotiation and collective settlements; Participative management and co-ownership; Productivity bargaining and gain sharing.

Module IV
Employee empowerment and quality management; Quality circles; Employee suggestion schemes; Industrial relations and technology management.

Module V
Role of state in IR; Labor office, labor courts and industrial tribunals; Conciliation and mediation.

References:

1. Niland J.R. et el, The Future of Industrial Relations, Sage Publications, New Delhi 1994.
2. Mamkootam, K, Trade Unionism–Myth and Reality, Oxford University Press, New Delhi 1982.
3. Papola T.S.and Rodgers,G, Labor Institutions and Economic Development in India, ILO, Geneva, 1992.
4. Ramaswamy , E.A, The Rayon Spinners The Strategic Management of Industrial Relations,
5. Oxford University Press, New Delhi 1994.
6. Virmani, B.R., Participative Management vs Collective Bargaining, Vision Books, New Delhi,1988.

HRM specialization
BACHELOR OF BUSINESS ADMINISTRATION
BBVIB15 MANAGEMENT TRAINING AND DEVELOPMENT

Time: 5 Hours per week Credits: 4

Objectives:

- To gain an in-depth understanding of the concepts, tools and techniques of management training, and,
- To learn to design and use methods for management development.

Module I

Training process an overview; Training and development; Learning and skill acquisition; Role, responsibilities and challenges to training managers- Relationship between HRD and business strategies; Skill inventory; Scanning the environment for training areas; Organizational analysis for training.

Module II

Organisation and management of training function; Learning process; Learning and Knowledge management; Various tools and models.

Module III

Training climate and pedagogy – developing training modules – training methods and techniques- facilities planning and training aids.

Module IV

Technical training – training for TQM – attitudinal training – training for management change – training for productivity – training for creativity and problem solving – training for leadership and training for trainers. Training communication- Training evaluation – evaluation methods – cost benefit analysis.

Module V

Management Development (MD): objectives of Management Development; Methods of Management Development; Various models of management development.

References:

1. Buckley R and Caple, Jim, The Theory and Practice of Training, Kogen & Page, 1995.
2. Lynton R Pareek, U, Training for Development, Vistaar, New Delhi 1990.
3. Peppar, Allan D, Managing the Training and Development Function, Gower, Aldershot, 1984.
4. Reid, M.A., et el., Training Interventions: Managing Employee Development, IPM, London, 1992.
5. Senge, P, The Fifth Discipline: The Art and Practice of Learning Organization, Century, London 1992.
6. John Patrick: Training Research and Practice.

Complementary Course
BACHELOR OF BUSINESS ADMINISTRATION
BBIVC01 MANAGERIAL ECONOMICS

Time: 5 Hours per week Credits: 4

Objectives:

- To enable the students to understand the micro and macroeconomic concepts relevant for business decisions
- To help the students to understand the application of economic principles in business management

Module I

Introduction - Definition of Managerial economics - objectives - characteristics – uses - decision making and forward planning - basic economic tools in management economics. 8 Hours

Module II

The concept of demand and elasticity of demand - Demand curve: Individual demand curve, Market demand curve, Movement along Vs shifts in the Demand curve, Elasticity of Demand: Price, Income and cross - Demand estimation and demand forecasting - concept of revenue: Average Revenue and Total Revenue – Marginal Revenue and Incremental Revenue. 12 Hours

Module III

Production: Fixed and Variable inputs, Production function, Total, Average and Marginal Product, Law of variable proportions, Linear homogeneous production function - production isoquants, marginal rate of technical substitution – optimal combination of resources - return to scale - cost of production - social and private cost of production - difference between economic and accounting cost - long run and short run cost of production - Economics and diseconomies of scale. 20 Hours

Module IV

Price and output decisions under different market structures: Price and output decisions under perfect competition, monopoly and monopolistic competition - pricing under oligopoly - kinked demand curve - price leadership - pricing, under collusion. 15 Hours

Module V

Macro Economics and Business decisions: Phases of Business cycle **-** Evil effects of cyclical fluctuations on business firms - Minimising effects of Business cycles. Economic Forecasting for business: Economic and Business forecasting - uses of economic forecasts - Methods of economic forecasting - selecting a forecast - evaluating forecasts.

15 Hours

Reference Books:

1. R.L. Varshney and K.L. Maheswari,Managerial Economics
2. D.N. Dwivedi, Managerial Economics
3. Dr. S. Sankaran, Managerial Economics
4. D M Mithani: Business Economics
5. Seth M L Text Book of Economic Theory
6. K K Dewett: Economic Theory
7. Petersen & Lewis: Managerial Economics
8. Mote V L peul. S & Gupta G S: Managerial Economics
9. H. Craig Petersen & W. Cris lewis: Managerial Economics
10. Dr. P.N. Reddy and H.R. Appanaiah: Essentials of Business Economics

11. Barry Keating and J. Holton Wilson: Managerial Economics

Complementary course
UNIVERSITY OF CALICUT
BACHELOR OF BUSINESS ADMINISTRATION
BBIIC02 IT FOR BUSINESS &MANAGEMENT

Time: 5 Hours per week Credits: 4

Course Objectives:

1. To familiarize the students with the use of IT for business and management

2. To make them proficient in using computer for routine tasks like data retrieval, data analysis, accounting and report generation.

Module I

Introduction to IT: meaning and nature-importance-applications in business and management-office automation – objectives – office automation technologies –office equipments- virtual office-office communication methods: tele, audio and video conferencing and tele-presence system.
10 Hours

Module II

Microsoft Office – components- Word processing - characteristics of word processing - MS Word for word processing – creating, formatting and printing documents in MS Word – inserting objects from other MS applications – mail merge- Microsoft PowerPoint – creating presentations in PowerPoint-applying templates – recording narration – presenting animation – inserting hyperlink – inserting slide number, date and time – inserting picture into slide – slide transition – running slide show.
15 Hours

Module III

Spreadsheet-features-advantages-packages-Ms Excel: creating, formatting and printing worksheets- functions in Excel- mathematical: SUM, PRODUCT, SQRT, ROMAN and ROUND-statistical: AVERAGE, MEDIAN, MODE, STDEV, CORREL and FORECAST, Financial: DB, SLN, SYD, PMT, NPER, and IPMT- Database: DMAX, DMIN, DAVERAGE, DCOUNT and DSUM- goal seek-scenario management. 15 Hours

Module IV

Database system– characteristics of database system- DBMS- components – relational database system - Database administrator – functions of database administrator – database security - Microsoft Access – creation of database in MS Access – designing and running tables and queries in Access, types of queries- , Creating forms – report generation in MS Access – creating report in design view - creating report using Wizard –formatting and printing of report.
15 Hours

Module V

The Internet – Internet protocol suite – domain name system – Internet and its possibilities for business communication – Internet tools –email, FTP, WWW, bulletin boards, telnet- portals – search engines – website– intranet and extranet- Electronic Data Interchange- objectives and advantages of EDI- EDI formats- business applications of EDI. 15 Hours

(Note: About half of the hours may be used for practical sessions to demonstrate the use of MS Office applications such as Word, Excel, Access and PowerPoint. A few sessions may also be used for web browsing and email communications).

Books:

1. Management Information Systems, Kenneth C. Laudon and Jane P. Laudon, Pearson Education, New Delhi, 2002.
2. Using Microsoft Office, Ed Bott and Woody Leonhard, Prentice Hall of India, New Delhi 1999.
3. Fundamental of Database Systems, Elmasri and Navathe, Adddison Wesley, New Delhi.

Complementary course
BACHELOR OF BUSINESS ADMINISTRATION
BBII1C03 QUANTITATIVE TECHNIQUE FOR BUSINESS MANAGEMENT

Time: 5 Hours per week Credits: 4

Objectives:

- To familiarize the student with the use of quantitative techniques in managerial decision making.

Module I

Quantitative techniques—introduction—meaning and definition— classification of QT, QT and other disciplines—application of QT in business— limitations 5 Hours

Module II

Probability –concept of probability—meaning and definition— approaches to probability—Theorems of probability—addition theorem— multiplication theorem—conditional probability—inverse probability—Baye's theorem. 15 hours

Module III

Theoretical distribution—binomial distribution—basic assumptions and characteristics—fitting of binomial distribution—Poisson distribution— characteristics—fitting of Poisson distribution—Normal distribution—features and properties—standard normal curve. 15 Hours

Module IV

Statistical inference—testing of hypothesis—procedure—error in testing— two tail test and one tail test—non parametric tests - Chi-Square test only - Parametric tests—Z test—test of significance of

large samples—test for two sample means—small sample mean tests—Student t test—Analysis of variance—F test—one way ANOVA and two way ANOVA tests.

20 hours

Module V

Correlation and regression analysis—meaning and definition of correlation—Karl Pearson's coefficient of correlation—rank correlation— Regression—types—determination of simple linear regression—Coefficient of determination. 17 Hours

References:

1. David M. Levine: Business statistics
2. S.P. Gupta; Statistical methods

Complementary course
BACHELOR OF BUSINESS ADMINISTRATION
BBIV C04 MANAGEMENT SCIENCE

Time: 5 Hours per week Credits: 4

Objectives:

- To provide a basic knowledge about Operations research and
- To acquaint the students some common operations Research Tools for various Business decision marketing situations.

Module I

Operations Research: Concept -- Meaning and Definition – Development of OR – Characteristics of OR – Scope & Objectives of OR – Phases of OR – Techniques of OR – OR and Modern Business Management. (15 hours)

Module II

Linear programming problem – Meaning & Objective of LP – Applications of LP – Formulation of Mathematical Model to a LPP – Objective function – Constraints – Solution to LPP (Graphical solution only) – Advantages & Disadvantages of LP. (15 hours)

Module III

Network Analysis – Meaning and Objectives – Network Techniques – Managerial applications of Network Techniques – PERT & CPM – Network diagram – activity – Event – Dummy Activity – Construction of Network diagram – Numbering of events – Activity & Event times – Float & Slack – Steps in the application of CPM – Critical activity – Finding of critical path & Estimated Duration – Time estimates in PERT – Steps involved in PERT calculations – Difference between PERT & CPM (only simple problems are expected – Crashing of activity timing not expected)

(25 hours)

Module IV

Decision Theory : Decision making situations – Decision making under certainty - Decision making under uncertainty : Payoff, Regret (Opportunity loss), Maximax criterion – Minimax criterion ,

Maximin criterion, Laplace criterion & Huurwics alpha criterion – Decision making under risk : Expected Monetary Value (EMV) , Expected Opportunity Loss (EOL) , Expected Value of perfect information (EVPI) – Decision making under competition – Game Theory (Theory only) – Decision Tree (10 hours)

Module V

Transportation Model: Structure of Transportation problem – solution for Transportation problem – North West Corner Method (NWCM) – Least Cost Method (LCM) – Vogl's Approximation method (VOM) (Simple problems only). (10 hours)

References:

1) Operation research Techniques for management – V.K Kapoor,Sulthan Chand & Sons
2) Operations Research an Introduction – Taha, Prentice hall.
3) Operations Research Theory and Application – J.K. Sharma.
4) Operations Research Problems and solutions – J.K. Sharma (Macmillan)
5) Operations Research – Paneerselvam – (Prentice hall of India).

Open course

BACHELOR OF BUSINESS ADMINISTRATION

BBV D1 E- COMMERCE

Time: 3 Hours per week Credits: 2

Objectives:

- To understand the importance of database systems for business management, and,
- To gain a practical orientation to database development and maintenance.

Module I

Introduction to E- commerce : Meaning and concept – E- commerce v/s Traditional Commerce- E- Business & E- Commerce – History of E- Commerce – EDI – Importance , features & benefits of E- Commerce – Impacts, Challenges & Limitations of E- Commerce – Supply chain management & E – Commerce – E – Commerce infrastructure. (15 hours)

Module II

Business models of E – Commerce: Business to Business – Business to customers – customers to customers - Business to Government – Business to employee – E – Commerce strategy – Influencing factors of successful E- Commerce. (10 hours)

Module III

Electronic Payment system : Introduction – Online payment systems – prepaid and postpaid payment systems – e- cash, e- cheque, Smart Card, Credit Card , Debit Card, Electronic purse – Security issues on electronic payment system – Solutions to security issues – Biometrics – Types of biometrics. Legal and ethical issues in E- Commerce : Security issues in E- Commerce- Regulatory frame work of E- commerce (25 hours)

References:

1. Turban, Efraim, David King et. el.: Electronic Commerce: A Managerial Perspective, Pearson Education Asia, Delhi 2002.
2. Kalakota, Ravi: Frontiers of Electronic Commerce, Addison - Wesley, Delhi 1999.
3. Rayport, Jeffrey F and Jaworksi, Bernard J: Introduction to E-Commerce, Tata McGraw Hill, New Delhi 2003.
4. Smantha Shurety,: E-Business with Net Commerce, Addison - Wesley, Singapore 2001.

5. Rich, Jason R: Starting an E-Commerce Business, IDG Books, Delhi 2000.
6. Laudon, Kenneth C and Carol Guercio Traver : E-Commerce business. Technology. Society, Pearson Education, Delhi 2005.
7. Stamper David A, and Thomas L.Case: Business Data Communications, Pearson Education, New Delhi 2005.
8. William Stallings: Business Data Communications, Pearson Education, New Delhi 2004.

Open course
BACHELOR OF BUSINESS ADMINISTRATION
BBV D1 HOSPITALITY MANAGEMENT

Time: 3 Hours per week Credits: 2

Objectives:

- To give a broad overview of the basic concepts of hospitality management and to equip the students to make use of the opportunities in this sector.

Module I

Introduction to hospitality industry—meaning and definition—historical development of hospitality industry—scope and significance—components of hospitality industry—Tourism industry—Hotel industry—tourism travel industry—domestic and international hospitality industry—Economic aspects of hospitality industry. 15 hours

Module II

Tourism management—tourism planning—steps in planning—organisational structure for tourism industry—directing, communicating , staffing, and controlling tourism activities. Assessing tourism demand—Environmental dimension of tourism—sustainability and conservation policy—tourism marketing—basic concepts of tourism marketing—tourism products—pricing—promotion and tourism retailing. 20 Hours

Module III

Hotel management—basic concepts of hotel management—history of hotel industry—economic significance—functions— classification of hotels--continental— European and American—major hotel chains in India--frond office management—facility and event management—service regularity frame work—housekeeping, F&B production and service 15 Hours

References:

1. Hotel front office training manual BY Sudhir Andrews
2. Principles of hotel frond office operation By Sue Baker and others

Common Course

BBIV A13 BANKING AND INSURANCE

Time: 5 Hours per week **Credits : 4**

Objectives:

- To enable the students to acquire knowledge about basics of Banking and Insurance.
- To familiarise the students with the modern trends in banking.

Module I

Introduction to Banking : Meaning and definition - Origin and development of banking – Customer of a bank - Structure of banking in India – Banks and economic development – Functions of commercial banks (conventional and innovative functions) – Central Bank – RBI – Functions – Emerging trends in banking.

15 Hours

Module II

Negotiable Instruments : Definition - Characteristics – Types – Parties to negotiable instruments – Cheques – Types of cheques – Crossing of cheques – Drafts - Cheque vs. Draft - Endorsement – Significance – Regularity of endorsement – Liability of endorser – Electronic payments.

15 Hours

Module III

E-Banking : Centralised Online Real time Electronic Banking (CORE) – Electronic Clearing Service (ECS) – Electronic Fund Transfer (EFT) – Real Time Gross Settlement (RTGS) – National Electronic Fund Transfer (NEFT) – Society for Worldwide Interbank Financial Telecommunication (SWIFT) – E-cheque – Any Time Money – ATM s – Credit card – Debit card – Smart card – Internet banking – Mobile banking – Tele-banking.

15 Hours

Module IV

Introduction to Insurance : Concept - Need of insurance - Insurance as a social security tool - Insurance and economic development - Principles of insurance - various kinds of insurance – Life and general insurance (Fire, Marine, Medical, Personal Accident, Property and Motor Vehicle Insurance) – Features – Life insurance Vs General insurance.

15 Hours

Module V

Life Insurance : Law relating to life insurance - General principles of life insurance contract - Proposal and policy - Assignment and nomination - Title and claims - General Insurance : Law relating to general insurance - IRDA - Powers and functions - Insurance business in India .

15 Hours

Reference Books:

1. Sheldon H.P : Practice and Law of Banking.
2. Bedi. H.L : Theory and Practice of Banking.
3. Maheshwari. S.N. : Banking Law and Practice.
4. Shekar. K.C : Banking Theory Law and Practice.
5. Pannandikar & Mithami': Banking in India.
6. Radhaswamy & Vasudevan: Text Book of Banking.
7. Indian Institute of Bankers (Pub) Commercial Banking Vol-I/Vol-II (part I& II) Vol- III.
8. Varshaney: Banking Law and Practice.
9. Dr. P. Periasamy: Principles and Practice of Insurance, Himalaya Publishing House, Delhi.
10. Inderjit Singh, Rakesh Katyal & Sanjay Arora: Insurance Principles and Practices,Kalyani Publishers, Chennai.
11. M.N.Mishra: Insurance Principles and Practice, S.Chand & Company Ltd, Delhi.
12. G. Krishnaswamy : Principles & Practice of Life Insurance
13. Kothari & Bahl : Principles and Pratices of Insurance
14. B.S.Khubchandani, “Practice and Law of Banking”, Mac Millan India Ltd, 2000.
15. K.C. Nanda,” Credit Banking”, Response Book, Sage Publication, 1999.

BHA – BACHELOR OF HOTEL ADMINISTRATION

(UNDER THE FACULTY OF COMMERCE AND MANAGEMENT, UNIVERSITY OF CALICUT)

CHOICE BASED CREDIT SEMESTER SYSTEM (CBCSS-2014)

RESTRUCTURED SYLLABUS FROM 2014 ADMISSION ONWARDS

I TITLE OF THE PROGRAMME

The programme is called Bachelor of Hotel Administration (BHA) under the Faculty of Commerce and Management.

II DURATION OF THE PROGRAMME

The programme shall be six semesters distributed over a period of 3 Academic years. The odd semesters (1,3,5) shall be from June to October and the even semesters (2,4,6) shall be from November to March. Each semester shall have 90 working days inclusive of all examinations.

III COURSE IN THE PROGRAMME

The total number of course in BHA programme could be 31, which may be spread through 120 credits. The main courses shall be divided into 4 categories as follows.

IV COURSES OF STUDY

Total number of courses for the whole BHA programme is 31. It is divided in to four courses namely-

1. Common courses
2. Core courses
3. Complementary courses
4. Open courses

COMMON COURSES

1.	A01	Communicative skills in English
2.	A02	Critical reasoning writing and presentation
3.	FL (F) 1A 07 (2)	Communication skills in languages other than English French)
4.	A03	Reading Literature in English
5.	A04	Indian Constitution Secularism and Sustainable environment
6.	FL (F) 2A 08 (2)	Translation and Communication in French
7.		Basic Numerical Skills
8.		General Informatics
9.		Entrepreneurship Development
10.		Banking and insurance

CORE COURSES

11.	BHA1B01	Hospitality – An Introduction

12.	BHA2B02	Front Office Operations-I (Theory & Practical)
13.	BHA3B03	Food & Beverage Production-I (Theory & Practical)
14.	BHA3B04	Food & Beverage Service-I (Theory & Practical)
15.	BHA4B05	Accommodation Operation-I (Theory & Practical)
16.	BHA4B06	Management Principles and Practices
17.	BHA5B07	Food and Beverage Management
18.	BHA5B08	Hotel Sales & Marketing
19.	BHA5B09	Front Office Operations-II (Theory & Practical)
20.	BHA5B10	Facility Planning & Event Management
21.	BHA5B11	Accommodations Operations-II (Theory & Practical)
22.	BHA6B12	Human Resource Management
23.	BHA6B13	Food & Beverage Production-II (Theory & Practical)
24.	BHA6B14	Food & Beverage Service-II (Theory & Practical)
25.	BHA6B15	Financial Management
26.	BHA6B16	Hotel Project Report (Viva voce)

COMPLEMENTARY COURSES

27.	BHA1C01	Hotel Accounting
28.	BHA2C02	Hotel Engineering/ Maintenance
29.	BHA3C03	Nutrition, Hygiene and Sanitation
30.	BHA4C04	Service Regulatory Framework

OPEN COURSE

31.	BHA6D01	Travel and Tourism

IV a. Common Courses: There shall be 10 Common courses (Total 38 Credits) for completing the programme. These Common Courses 1-6 shall be taught by the English teachers and 7-10 by the teachers of Additional Language and general courses by the teachers of departments offering core courses concerned. The additional language offered in this programme is French. The candidates will not get any chance to opt other languages as their additional language, other than French.

IV b. Core Courses: Core courses are the courses in the major subject of the programme. These are offered by the parent department. The number of core courses are 16 including Project work.

IV c. Complementary Courses: These courses cover the subjects related to the core subject and are distributed in first four semesters.

IV d. Open Courses: This Course shall be open to all students in the institution except the students in the parent department.

All the Core, Complementary and Open courses for the programme shall be taught by the Hotel Management faculties.

V SEMESTER WISE DISTRIBUTION OF COURSE

SEM – I

SL.NO	*COURSE TYPE/CODE*	*SUBJECT*	*CREDIT*	*HRS/ WEEK*	*MAX MARKS*
1	Common Course/ A01	Communication Skills in English	4	4	100
2	Common Course/ A 02	Critical Reasoning, Writing & Presentation	3	5	100
3	FL (F) 1A 07 (2)	Communication skills in languages other than English (French)	4	5	100
4	Core Course/ BHA1B01	Hospitality – An Introduction	4	6	100
5	Complementary Course/ BHA1C01	Hotel Accounting	4	5	100

SEM – II

SL.NO	*COURSE TYPE/CODE*	*SUBJECT*	*CREDIT*	*HRS/ WEEK*	*MAX MARKS*
6	Common Course/ A 03	Reading Literature in English	4	4	100
7	Common Course/ A 04	Reading on Indian Constitution, Secularism & Sustainable Environment	3	5	100
8	Common Course/ FL (F) 2A 08 (2)	Translation and communication in French	4	5	100
9	Core Course/ BHA2B02	Front Office Operations- I Theory	4	3	75
		Practical	1	2	25
10	Complementary Course/ BHA2C02	Hotel Engineering/ Maintenance	4	5	100

SEM – III

SL.NO	*COURSE TYPE/CODE*	*SUBJECT*	*CREDIT*	*HRS/ WEEK*	*MAX MARKS*
11	Common Course/	Basic Numerical Skills	4	5	100
12	Common Course/	General Informatics	4	5	100
13	Core Course/ BHA3B03	Food & Beverage Production-I (Theory)	3	4	75
		Practical	1	2	25
14	Core Course/ BHA3B04	Food & Beverage Service-I (Theory)	3	4	75
		Practical	1	2	25
15	Complementary Course/ BHA3C03	Nutrition, Hygiene and Sanitation	4	3	100

SEM - IV

SL.NO	*COURSE TYPE/CODE*	*SUBJECT*	*CREDIT*	*HRS/ WEEK*	*MAX MARKS*
16	Common Course/	Entrepreneurship Development	4	5	100
17	Common Course/	Banking and Insurance	4	5	100
18	Core Course/ BHA4B05	Accommodation Operation-II (Theory)	4	4	75
		Practical	1	2	25
19	Core Course/ BHA4B06	Management Principles and Practices	5	6	100
20	Complementary Course/ BHA4C04	Service Regulatory Framework	4	3	100

SEM – V

SL.NO	*COURSE TYPE/CODE*	*SUBJECT*	*CREDIT*	*HRS/ WEEK*	*MAX MARKS*
21	Core Course/ BHA5B07	Food and Beverage Management	4	5	100
22	Core Course/ BHA5B08	Hotel Sales & Marketing	4	3	100
23	Core Course/ BHA5B09	Front Office Operations-II(Theory)	3	3	75
		Practical	1	2	25
24	Core Course/ BHA5B10	Facility Planning & Event Management	4	3	100
25	Core Course/ BHA5B11	Accommodation Operation-II (Theory)	3	4	75
		Practical	1	2	25
26	Open Course/ BHA5D01	Travel and Tourism	2	3	50

SEM – VI

SL.NO	*COURSE TYPE/CODE*	*SUBJECT*	*CREDIT*	*HRS/ WEEK*	*MAX MARKS*
27	Core Course/ BHA6B12	Human Resource Management	4	5	100
28	Core Course/ BHA6B13	Food& Beverage Production-II (Theory)	3	3	75
		Practical	1	2	25
29	Core Course/ BHA6B14	Food & Beverage Service-II(Theory)	3	3	75
		Practical	1	2	25
30	Core Course/ BHA6B15	Financial Management	4	5	100
31	Core Course/ BHA6B16	Hotel Project Report (Viva voce)	2	5	50

VI CREDITS

Each course shall have certain credits for passing the BHA programme, the student shall be required to achieve a minimum of 120 credits of which 38(14 for common English courses + 8 for common language other than English+ 16 credits for general common courses) credits shall be from common courses, a minimum of 2 credits for project and 2 credits for open courses.62 credits from core courses, 16 credits from complimentary courses So minimum credits required for core, complimentary and open course put together are 82 (Including minimum 2 credits for each Practical, i.e., 2X4=8 credit for all the practical).
In all other matters regarding the BHA programme under Choice Based Credit Semester System which are not specified in this regulation, the common regulation CBCSS 2014 will be applicable

VII ATTENDANCE

A student shall be permitted to appear for the semester examination only if he/she secures not less than 75% attendance for theory classes and 90% of the number of practical classes actually held for each of the course in a semester. If the candidate has shortage of attendance in any course in a semester, he/she shall not be allowed to appear for any examination in that semester. However the University may condone shortage if the candidate applies for it as laid down by the University common regulations for CBCSS 2014 and if the Vice Chancellor is satisfied with the reason cited by the candidate for the absence in classes.

VIII INTERNAL ASSESSMENT

20% of the total marks in each course are for internal examinations. The components with the percentage of marks of internal evaluation of theory courses are:
Attendance -25%, Assignment/ Seminar/ Viva- 25%, and Test paper- 50%.
For practical courses:
Attendance- 25%, Record- 50% and Lab involvement- 25%.
(If a Fraction appears in internal marks, nearest whole number is to be taken).
Attendance of each course will be evaluated as below:

Above 90%	100%
85 to 89%	80%
80 to 84%	60%
76 to 79%	40%
75%	20%

IX EXTERNAL EXAMINATION

The university shall conduct semester examinations as specified in the common regulations for CBCSS-2014. The duration of the examination shall be three hours.

X PRACTICALS

There are four practical courses for the programme which are connected with the theory courses. The maximum marks for such courses are as follows:

	External	Internal	Total
Theory	40	10	50
Practical	40	10	50

The students have to maintain a record on practical attended and submit it into the department for internal evaluation. The practical shall be subject to internal and external evaluation. The internal evaluation shall be carried out by the supervising teacher and external evaluation by the examiners appointed by the University inclusive of Viva-voce examinations. The student shall get minimum E grade in practical examination for a pass.

XI INDUSTRIAL EXPOSURE TRAINING

Each student has to undergo Industrial Exposure Training of 20 weeks duration - four weeks each in the following departments of any Hotel of national or global repute.

1. Front Office
2. Housekeeping
3. F & B Production
4. F & B Service

After the completion of training the students shall immediately be submitting an industrial exposure training report within two weeks time. This Report will be evaluated internally. Each student has to have a certificate of successful completion of training.

XII AWARD OF DEGREE

The successful completion of the courses (Common, Core, Complimentary and Open courses) prescribed by the programme with E- grade (40% -after external and internal put together) shall be the minimum requirement for the award of degree.

XIII PROJECT REPORT

During the sixth semester every student shall do a project .The student may choose any topic from the subjects he/she has studied. The candidate shall prepare and submit a project report to the department. The report shall be in manuscript / typed and bound with not less than 50 A4 size pages. The project report should be submitted to the Department one month before the last working day of the sixth semester.

Project work shall have the following stages:

Project proposal presentation
Field work and data analysis
Report writing

Draft project report presentation
Final project report submission

The project should be done individually. The work of each student shall be guided by one Faculty member. The candidate shall prepare at least two copies of the report: one copy for submission to the Department and one copy for the student which he/she has to bring with him/her at the time of viva voce. More copies may be prepared if the organization or the guide or both ask for one copy each.

The duration for project work is 3 weeks. A certificate showing the duration of the project work shall be obtained from the supervising teacher or from the organization for which the project work was done and it shall be included in the project report.

Structure of the report:

Title page
Certificate from the organization (If the project work is done under an organisation)
Certificate from guide
Acknowledgements
Contents
Chapter I: Introduction (Organization profile, Research problem, Objectives of the study, Research methodology etc.)
Chapter II: Review of literature
Chapters III and IV: Data Analysis (2 or 3 chapters)
Chapter V: Summary, Findings and Recommendations.
Appendix (Questionnaire, specimen copies of forms, other exhibits etc;)
Bibliography (books, journal articles etc. used for the project work)

The project evaluation shall be conducted at the end of sixth semester. 20% of marks are awarded through internal assessment.

XIV DIVISION OF WORKLOAD OF THE PROGRAMME

As per year pattern, the workload for the BHA programme comprises 61 hours per week. This division of the subjects in the department shall continue in the Choice Based Credit Semester System also, so that the implementation of this regulation will not affect the existing/ future workload in the affiliated Colleges.

The implementation of this regulation shall not affect the workload, qualifications and conditions of service of existing teachers in the colleges offering this programme.

XV FACULTY QUALIFICATIONS

Candidates who are having graduation in Hotel Management / Hotel Administration with Masters Degree in Hotel Management with NET in that subject can teach in this Programme. (If NET is not conducted by UGC, then the UGC norms in Faculty appointment and Calicut University Order 3696/GA-1/F1-2013/CU dated 26/02/2014 will be applicable.)

Candidates who are having PhD as the basic qualification instead of NET, should have their PhD in the discipline of Tourism and/or Hotel Management

DETAILED SYLLABI

BHA1B01 HOSPITALITY – AN INTRODUCTION

Objective:

- This course aims to describe the dynamic hospitality industry and explain the various ways in which they are owned and operated.
- The syllabus aims to impart background information on clubs, the meetings industry, the cruise liners and the gaming & casino hotels
- It also intends to describe the basic goals & tasks of managers, strategies for effective leadership, the labour trends and operating strategies

Course Details:

Module I The Travel & Tourism Industry: Exploring Hospitality Careers: Service Makes the Difference

Module II Understanding The World Of Hotels: Understanding The Restaurant Industry: Club Management

Module III An Introduction To The Meetings Industry: Floating Resorts – The Cruise Line Business: Gaming & Casino Hotels

Module IV Managing & Leading Hospitality Enterprises: Managing Human Resources: Marketing Hospitality

Module V How Management Companies Manage Hotels: Franchising Business: Ethics In Hospitality Management

Reference:

- ✓ Rocco M. Angelo & Andrew M. Vladimir (2001): Hospitality Today – An Introduction. Educational Institute of the American Hotel & Lodging Association, United States of America.

- ✓ Joseph D. Fridgen. (1996): Tourism & The Hospitality Industry. Educational Institute of the American Hotel & Lodging Association, United States of America.
- ✓ Lattin G. W. (1998): The Lodging & Food Service Industry (Fourth Edition). Educational Institute of the American Hotel & Lodging Association, United States of America.

BHA2B02 FRONT OFFICE OPERATIONS-I (THEORY & PRACTICAL)

Objective:

- ➢ To classify a hotel in terms of its size, target markets, levels of service & ownership/ affiliation
- ➢ To summarize front office operations during the four stages of guest cycle
- ➢ To help a student to understand, organize, perform and evaluate front office functions that are critical to a hotel's success

THEORY

Module I The lodging industry – classifying hotels – based on size, target markets, levels of service and ownership & affiliation –classifying guests. Organizational mission-hotel organization – organization charts – classifying functional areas – front office operations – job descriptions – job specifications

Module II The guest cycle – pre arrival, arrival, occupancy, departure – front office systems – non-automated, semi-automated, automated – front office documents, functional organization of front desk – PMS. Front office communication – interdepartmental communication – guest services – guest relations – complaints

Module III Reservations – types - guaranteed, non-guaranteed – distribution channels – group reservations - reservation systems – reservation records. Telephone skills - Qualities of Telephone operator - Telephone manners – do's & don'ts - Handling mail & messages

Module IV Registration process – self registration – selling guestroom – denying accommodation – room assigning & issuing of keys. Handling of VIP - Groups & crew - C form - Emergency situation - Hotel & guest security - Different types of complaints - Safe deposit facility & lost & found

Module V Front office accounting – accounting fundamentals – ledgers – folios – vouchers – charge privileges – credit monitoring – tracking transactions – internal control – cash banks – audit controls. Check-out & account settlement – departure

procedures – methods of settlement – late check-out – express check-out – self check-out – unpaid account balances – account aging

PRACTICAL

Module I Making FIT reservation- Sending confirmation letters- Amending reservation- Cancelling reservations - with deposit and without deposit- Making group reservation

Module II Pre-registering a guest- Taking messages for guests- Checking in a reserved guest- Checking in day use- Checking in a walk-in guest

Module III Issuing the key- Making a room change- Exchanging foreign currency- Closing the cash bank at the end of the shift

Module IV Processing a guest check-out, Processing a group check-out, Creating guest history

Module V Situation handling – handling guests & internal situations requiring management tactics/strategies.

Reference:

- ✓ Managing Front Office Operations - Michael L Kasavana & Richard M Brooks – Eighth Edition
- ✓ Hotel Organization & The Front Office Management – A.P. Rastogi – First Edition
- ✓ Front Office Operations & Management – Ahmed Ismail – First Edition
- ✓ Front Office Management – S.K. Bhatnagar – Second Edition
- ✓ Hotel Front Office Management – James Bardi – Fourth Edition

BHA3B03 FOOD & BEVERAGE PRODUCTION– I (THEORY & PRACTICAL)

Objectives:

- ➢ Students gain solid experience which gives them a base to be competitive in future
- ➢ To build career skills by advance Food Production classes
- ➢ To Gain real experience and knowledge

THEORY

Module I INTRODUCTION TO COOKERY, HIERARCHY AND KITCHEN ORGANIZATION: Levels of skills and Experience - Personal Hygiene - Safety - Aims and objectives of

cooking food - Various textures - Basic Culinary terms.Classical Brigade - Modern staffing in various category hotels - Role of Executive Chef - Duties & Responsibilities of various chefs - Cooperation with other Departments. General layout of kitchen - Sections & Sub-Sections - Layout of Receiving Areas, storage Areas, service and wash up - Various Fuels used & their advantages & disadvantages

Module II BASIC MENU PLANNING & METHODS OF COOKING FOOD: Types of Menu & Menu Planning Principles: Roasting - Grilling - Frying - Baking – Broiling - Poaching - Boiling

Module III BASIC PRINCIPLES OF FOOD PRODUCTION**:** Introduction & Classification of vegetables - Effects of heat on vegetables - Cuts of vegetables - Classification of fruits - Uses of Fruit in Cookery - Salads & Salad dressing. **Stocks:** Definition - Types - Preparation - Storage - Uses - Care and Precautions in Stock Making **Soups:** Classification with examples - Basic recipes - Consommés - Garnishes and accompaniments. **Sauces:** Classification - Recipes for Mother Sauces - Derivatives **Meat:** Introduction - Cuts of Beef/Veal - Cuts of Lamb/Mutton - Cuts of Pork - Variety meats (Offal).**Fish:** Classification of fish with examples - Cuts of fish - Selection fish and & shellfish - Cooking of fish. **Egg:** Introduction of Egg Cookery - Structure of an egg - Selection of egg - Uses of egg in Cookery. **Rice:** Introduction - Classification and Identification - Cooking of rice, cereals & pulses - Varieties of rice & other cereals

Module IV BASIC COMMODITIES & USE OF HERBS AND WINES IN COOKERY: **Flour:**Types of wheat - Types of flour - Uses of flour in food production. **Shortening:** Role of shortening - Varieties - Advantages & Disadvantages - Fats & Oil-Types & varieties. **Raising agents:** Classification of raising agents - Role - Actions and reactions. **Sugar:**Importance - Types - Cooking of sugar-(various stages) - Uses. **Chocolate:** Manufacture of chocolates - Types - Tempering of chocolates - White chocolates: **Milk** Pasteurization - Homogenization - Types of milk (e.g. skimmed, condensed) - Nutritive value. **Cream:** Introduction - Processing of cream - Types of cream. **Butter:** Introdu5ction - Processing of butter - Types of butter. **Cheese:** Processing of cheese - Types of cheese - Classification - Cooking of cheese - Uses.

Module V BAKERY**:** Short Crust - Laminated - Choux - Hot Water/Rough Puff - Recipes and methods of preparation - Care to be taken while preparing pastry - Role of each ingredient -Temperature of baking pastry. **Breads:** Principles of bread making - Simple yeast breads - Role of each ingredient in bread making - Baking temperature and its importance. **Pastry Cream:** Basic pastry creams - Uses in confectionery. **Icing And Toppings: Frozen Desserts & Chocolates**

Reference:

- ✓ The Professional chef – Le Role A Polson – Fourth Edition
- ✓ Larousse Gastronomique – The Cookery Encyclopedia

- ✓ The Professional Cookery – Wayne Gissler – First Edition
- ✓ Modern Cookery – Philip E Thangam – Volume I
- ✓ The Complete Guide to the Art of Modern Cookery – Escoffier

PRACTICAL

Proper usage of a Kitchen Knife and Hand Tools. - Understanding the usage of small equipment.- Basic Hygiene practices to be observed in the Kitchen.- Safety practices to be observed in the kitchen: First Aid for cuts and burns.- Identification of Raw Materials.

INTRODUCTION TO COOKERY

1. Individual practical for students- 10 sets of menu
2. Demonstration classes & simple application by students
3. Basic Western Cuisine

I. Vegetables : Varieties of Vegetables- Classification- Cuts of Vegetables: Julienne, Jardinière, Mignonette, Dices, Cubes, Macedoine, Paysanne, Shred, Concasse, Mirepoix- Blanching of Tomatoes & Capsicum- Methods of Cooking Vegetables-Boiling (Potatoes, Beans, Cauliflower)-Frying (Aubergine, Potatoes)-Steaming (cabbage)- Baking (potatoes, turnip)- Braising (onion, leaks, cabbage)

II. Stocks: Demonstration and preparation of: White stock .Brown stock .Fish stock

III. Sauces: Demonstration & preparation of basic mother sauces and 2-3 derivatives of each. Béchamel (+ cheese sauce, Mornay, mustard sauce, parsley sauce)- Espagnole (+ lyonnaise Madeira, charcutiere) Tomato (+ Creole, Italienne, piquante)-Veloute (+supreme, allemande, normande)- Hollandaise (+ paloise, beamaise)-Mayonnaise (tartare, cocktail).

IV. Soups: Classification of soups- Preparation of basic soups-Consommé, (royale, Carmen, Clermont, ambassador, julienne)-Cream (tomato, spinach, vegetables)-Puree (lentil, peas, carrot)- Cut vegetables (Scotch Broth, Minestrone)-Veloute (creme de volaille princess, Veloute dame Blanche / marie-Iouise)-National soup (mulligatawny, French onion, ox tail)-Bisque (Prawn, Shrimp)

V. Egg Cookery: Preparation of varieties of egg dishes: Boiled (soft & hard)-Fried (sunny side up, double fried)-Poaches-Scrambled-Omelets (plain, stuffed)-En cocotte (eggs benedict)- Starch (rice, pasta, potato)

V. Fish Cookery: Identification & classification of fish e.g. flat fish (Pomfret, Black Pomfret and Sole)- Round fish (Surmai, Rawas, Mackerel)-Shellfish (Clams, Mussels,

Shrimps, Crabs, Lobsters)-Cephalopods (Squid, Cuttle, Fish)-Cuts of Fish e.g., Fillet, Dame, Troncon, Paupiette, Goujons-Preparation of simple fish Dishes such as: Saumon grille, Pomfret Meuniere, Sole Mornay, Fish Orly, Fish Colbert, Fish a l' anglaise

VII. Poultry: Types of poultry or classification of poultry- Cuts of Poultry - Preparation and jointing of Chicken- Preparation of Simple Dishes such as: Poulet roti a I' Anglaise, Poulet grille diable, Poulet saute chasseur, Poulet saute Maryland

VIII. Meat: Identification of various cuts- Preparation of Basic Cuts such as Lamb- Roast leg of Lamb- Stew

IX. Bread making: Demonstration + Preparation of Simple and enriched bread, recipes- Bread Loaf (White and Brown)- Bread Rolls (Various shapes)- French Bread- Brioche

X. Hot/Cold Desserts: Caramel Custard, Bread and Butter Pudding, Queen of Pudding, Soufflé (Lemon /Pineapple), Mousse (Chocolate, Coffee), Bavaroise, Diplomat Pudding, Apricot Pudding, Steamed Pudding (Albert Pudding, Cabinet Pudding).

Reference books:

- ✓ Practical cookery - Ronald Kinton & Victor Ceserani - Hodder Starghton.
- ✓ Theory of Catering - Ronald Kinton & Victor Ceserani - Hodder Starghton.
- ✓ Modem cookery vol- I & II for teaching and trade - Thangam E.Philip – Orient Longman.
- ✓ Theory of Catering, Mrs. K. Arora, Frank Brothers
- ✓ Herrings Dictionary of Classical & Modem Cookery, Walter Bickel
- ✓ Chef Manual of Kitchen Management, Fuller, John
- ✓ The Professional Chef (4th edition), Le Rol A. Polsom
- ✓ The Book of Ingredients, Jane Grigson

BHA3B04 FOOD & BEVERAGE SERVICE -I (THEORY & PRACTICAL)

Objective:

- ➢ To teach the operations and intricacies of Food and beverage service to hospitality students.
- ➢ To familiarize with Food and beverage service techniques and its relevance in hotel operations.

- To imbibe operational knowledge of the Food and beverage operations for effective application and implementation.

THEORY

Module I **Introduction to F&B department:** Types of F&B operations - commercial, residential, non-residential, welfare, industrial, institutional and transport- Departmental organization and staffing- organization of F&B department of a hotel, duties and responsibilities of F&B staff and attributes of F&B staff, Inter-departmental relationships- Operating equipments: Classification of crockery, cutlery, glassware, hollowware, flatware & special equipments- Ancillary departments: Pantry, still room, silver room, wash-up and hot-plate.

Module II **Menu planning & Types of Service:** Origin of the menu, menu planning objectives, basic types of menu, general menu planning, considerations and constraints- Different types of menu: Origin of menu, table d'hote menu, a la carte menu, French classical menu, Food and their usual accompaniments- Types of service: Different styles of service, advantages and disadvantages- Lounge service, Gueridon service- Types of Breakfasts – Continental, American, English & Indian

Module III **F&B Control & Menu Engineering:** Introduction & checking systems - Types of checks, copies, triplicate system and duplicate system, checking for wines & other drinks- The Bill - method of making a bill & settlement of accounts-Menu Engineering & Menu Merchandising

Module IV **Function catering:** Organization of banquet department, duties and responsibilities ; booking procedure; banquet menus, banquet protocol, staffing & duty rota- Informal banquet- reception, cocktail parties, convention, seminar, trade fair, outdoor catering- Buffet –Planning and organization, factors to plan buffets. Area requirement, sequence of food, types of buffet and checklist.

Module V **Classification of Beverages:** Types of beverages and preparation of common non-alcoholic beverages: Examples - tea, coffee, milk based drinks, juice, squash, aerated water and other non-alcoholic drinks used in dispense and main bar.

PRACTICAL

Module I Classification and familiarization of equipment-Care and maintenance of equipment

Module II A'la carte and table d hote cover- types of meals- Indian, English, American and continental breakfast setting- Laying tables for different meals and menus including laying, re-laying, table cloths and folding serviette-Restaurant reservation system, receiving the guest, methods of service- French/family, English/silver/buffet, banquet, gueridon- Special service(classical Hor's douevre - Cheese and fruit)- Tray and trolley set-ups, Mise-en-place and service of various room service items

Module III Service of tea/coffee, aerated and refreshing beverages- Service of wines, spirits and beer- Service of cigars and cigarettes

Module IV Preparation and service of cocktails/Mocktails- Service of specialty coffees

Module V Banquet layouts and set-ups- Various buffet set-ups

References:

- ✓ The steward – Peter Dias – Orient Longman -1st edition
- ✓ Master dictionary of Food & wine- Joyee Rubash -VNR -3rd edition
- ✓ Food and beverage service – Dennis Lilicrappe & Cousins- 5th edition

BHA4B05 ACCOMMODATION OPERATION-I: THEORY & PRACTICAL

Objectives:

- ➢ To enable the students to acquire knowledge of housekeeping principles and practices
- ➢ To familiarize the students with the techniques for the maintenance and upkeep of hotel
- ➢ To equip the students with skills for administering and managing the Accommodations division

THEORY

Module I Introduction - Role of Rooms Division in the Hotel Industry - Definition, importance & functions of housekeeping - Types of rooms & the significance - Personal attributes of housekeeping staff. Organizational Framework of the department - Organizational chart in small, medium and large hotel - Job description and job specification of Executive Housekeeper - Duties and responsibilities of housekeeping staff - Coordination with other departments

Module II Introduction to the Science of cleaning - Principles and reasons for cleaning - Methods of cleaning - Different types of cleaning agents, selection and purchase - Cleaning equipments, selection, care and storage - Cleaning of different areas - guest rooms (regular, weekly and spring cleaning). Making the bed, cleaning the bath room, turn down service /second service, spring cleaning procedure, weekly cleaning of rooms - Environmental hygiene of guest room and public area - Guest supplies

Module III Introduction to Housekeeping procedures - Housekeeping control desk – Role, importance and coordination - Preparing a room report - Types of keys and key handling - Paging system and methods - Duty allotment - Checking VIP rooms - Briefing and de briefing - Lost and found procedures - Handling guest complaints - Maids cart/trolley

Module IV Linen management - Layout of linen room - Types of linen - Linen sizes - Responsibilities in linen room - Equipments used in linen room - Par stock, inventory,

discard - Linen control - Functions of uniform room/tailoring room . Care and cleaning of different surfaces - Floor and floor coverings - Wall surface and wall coverings - Metals - Glass - Plastics - Leather and rexin - Soft furnishing

Module V Safety and first aid - Concept and importance of safety - Insurance and liability concern - Potentially hazardous conditions - Safety awareness - Accidents and their prevention - Steps to be taken in the event of an accident - Safety rules - First Aid - First aid remedies - Fire safety

Reference:

- ✓ Hotel Housekeeping Operations & Management – G. Raghubalan, Smritee Raghubalan.
- ✓ Accommodation Operations Management – S. K. Kaushal, S. N. Gautam
- ✓ Managing Hk Operations – Margaret M Kappa, Aleta Nitschke & Patricia B Schappert.
- ✓ Hotel Housekeeping Training Manual – Sudhir Andrews

PRACTICAL

TOPIC	METHOD
• Cleaning equipments	Demo
• Cleaning agents	Demo
• Cleaning of different surfaces	Demo
• Bed making	Practical session/Demo
• Daily cleaning of guest room	Practical session/Demo
• Polishing--brasso	Demo
• Maids cart, turn down service	Demo

BHA4B06 MANAGEMENT PRINCIPLES AND PRACTICES

Module – I Management: Concept, Nature, Process and significance of Management. Management as an art and science; Management as profession. Scientific Management-Skills and Roles of managers in organisation. Management functions: Top, Middle and Supervisory levels.

Module– II Fundamentals of Planning: Concept, Nature and importance. Types and process of Planning. Management By Objectives (MBO. Decision Making: concepts, process, and types of decisions. Guidelines for effective decision making.

Module – III Organising: Concept of organising and organisation. Organisation Structure and design. Departmentation, Span of Management, Authority and Responsibility-Delegation of authority, centralization versus decentralisation. Co-ordination- types- Techniques and essentials for effective coordination.

Module – IV Directing: Concepts and principles- Supervision- Motivation: Concept and theories in Motivation-Maslow's-Two factor theory- Need theory. Leading: Leadership - Concept- styles. Communication - Process and Types; Barriers and principle of effective communication (Horizontal and Vertical communication)

Module- V Fundamentals of Controlling- Concepts and Types- Steps in Controlling- Design of Effective Controlling System- Essentials of effective control sysytem.

Reference Books

☐ Essential of Management – Harold Koontz & Heinsz Weirich.

☐ Management – H. Koontz & Cyrill O'Donnell.

☐ Management Theory – Jungle, H. Koontz.

☐ Principles of Management – Peter F. Drucker.

☐ Management Concepts – V.S.P. Rao, Konark Publishers

☐ Principles & Practice of Management – L.M. Prasad, S. Chand.

☐ Organization & Management – R. D. Agarwal, Tata McGraw Hill.

☐ Modern Business Administration – R.C., Pitman.

☐ Human Resource Management – Railey M., Butterworth Heinemann

BHA5B07 FOOD AND BEVERAGE MANAGEMENT

Objectives:

a) To provide an *overall* idea of service department of a hotel and its functions..
b To understand the arrangement of a Food and beverage outlet for service..
c) To acquire some technical skills for serving food and beverages in hotels and its methods and styles.

Course Outline

Module I The hotel & catering industry-Introduction to the Hotel Industry and Growth of the hotel Industry in India-Role of Catering establishment in the travel/tourism industry-Types of F&B operations-Classification of Commercial, Residential/Non-residential-Welfare Catering – Industrial/Institutional/Transport such as air,road, rail, sea, etc.-Structure of the catering industry – a brief description of each

Module II Departmental organisation & staffing-Organisation of F&B department of hotel-Principal staff of various types of F&B operations-French terms related to F&B

staff-Duties & responsibilities of F&B staff-Attributes of a waiter-Inter-departmental relationships-Within F&B and other department. Preparation for service-Organising Mise-en-scene-Organising Mise en place-arrangement of side board

Module III Food service areas (f & b outlets-Specialty Restaurants-Coffee Shop-Cafeteria-Fast Food (Quick Service Restaurants)-Grill Room-Banquets-Bar-Vending Machines-Discotheque. Ancillary departments-Pantry-Food pick-up area-Store--Linen room-Kitchen stewarding. F & b service equipment-Familiarization & Selection factors of:-Cutlery-Crockery--Glassware-Flatware-Hollowware-All other equipment used in F&B Service. Non-alcoholic beverages-Classification (Nourishing, Stimulating and Refreshing beverages)-A. Tea-Origin & Manufacture-Types & Brands-B. Coffee-Origin & Manufacture-Types & Brands-Juices and Soft Drinks-Cocoa & Malted Beverages-Origin & Manufacture

Module IV Meals & menu planning-Origin of Menu-Objectives of Menu Planning-Types of Menu-Courses of French Classical Menu-Sequence-Examples from each course-Cover of each course-Accompaniments-French Names of dishes. Types of Meals-Early Morning Tea-Breakfast (English, American Continental, Indian)-Brunch-Lunch-Afternoon/High Tea-Dinner-Supper. Types of food service-Silver service-Pre-plated service-Cafeteria service-Room service-Buffet service-Gueridon service-Lounge service

Module V Sale control system-KOT/Bill Control System (Manual)-Triplicate Checking System-Duplicate Checking System-Single Order Sheet- Quick Service Menu & Customer Bill-Making bill-Cash handling equipment-Record keeping (Restaurant Cashier. Tobacco-History-Processing for cigarettes, pipe tobacco & cigars-Cigarettes – Types and Brand names-Pipe Tobacco – Types and Brand names-Cigars – shapes, sizes, colours and Brand names-Care and Storage of cigarettes & cigars

Practical Module

- Food Service areas – Induction & Profile of the areas
- Ancillary F&B Service areas – Induction & Profile of the areas
- Familiarization of F&B Service equipment
- Care & Maintenance of F&B Service equipment
- Basic Technical Skills-Task-01: Holding Service Spoon & Fork-Task-02: Carrying a Tray / Salver-Task-03: Laying a Table Cloth-Task-04: Changing a Table Cloth during service-Task-05: Placing meal plates & Clearing soiled plates-Task-06: Stocking Sideboard-Task-07: Service of Water-Task-08: Using Service Plate & Crumbing Down-Task-09: Napkin Folds-Task-10: Changing dirty ashtray-Task-11: Cleaning & polishing glassware-Tea – Preparation & Service-Coffee - Preparation & Service

Reference Books

1. Dennis R. Lillicrap, John A Cousins (1991), Food and Beverage Service, Elbs.
2. Vijay Dhawan (2000), Food and Beverage Service, Frank Bros. & Co.
3. S. Medlik (1972), Profile of the Hotel and Catering Industry, Heinemann.
4. Casado, Matt A (1994), Food and Beverage Service Manual, John Wiley & Sons.
5. Sondra J. Dahmer, Kurt W. Kahl (2002), Restaurant Service Basics, John Wiley & Sons, Inc.
6. Joseph Houston, Neil Glenesk (1982), The Professional Service of Food and Beverage, Batsford technical Ltd.
7. Sylvia Meyer, Edy Schmid (1990), Professional Table Service, John Wiley & Sons Inc.

8 Joseph Houston, Neil Glenesk (1982), The Professional Service of Food and Beverage, Batsford technical Ltd.

BHA5B08 HOTEL SALES & MARKETING

Objectives

- To familiarize the students with the concept of Sales & Marketing
- To identify and develop the concept of sales & marketing within the students
- To generate innovative ideas in product selling within the students

Module I

Introduction to hospitality industry – profile – size – uniqueness
Complementary role of hospitality industry with other industry – major participants in organized sector – key factors for success – contribution to Indian Economy – growth potential

Module II

Marketing – basic concepts – needs, wants, demand, exchange, transaction, value and satisfaction in hospitality industry – marketing process – marketing philosophies & related application of concept in hotel service industry

Module III

Marketing information system – concepts and components – internal record system result area – marketing intelligence system – scope in hospitality business
Processes and characteristics – managerial use – MIS with special reference to Rooms, restaurants – banquets and facilities- Marketing environment – a basis for needs and trend analysis and marketing Effectiveness – SWOT analysis for hospitality industry of Micro and Microenvironment

Module IV

Product – defining the hospitality products – difference between goods and services product – levels of product – generic, expected, augmented, potential tangible and intangible products– product mix in hospitality business
Branding – basic concepts – brand equity – branding of hotels.

Module V

Pricing of hospitality – concepts and methodology
Integrated marketing communication – SMMR model – steps in developing effective communication plan – communication mix – direct marketing
Telemarketing – advertising – sales promotion and publicity
Principles and practice of hospitality selling – Selling process – AIDA model ORAM – guest as sales force.

References:

- ✓ Marketing Management -, Philip Khotler – 10th Edition
- ✓ Elements Of Marketing Management – Mesheswari – 4th Edition
- ✓ Marketing Behavior -D.D.Sharma – 5th Edition
- ✓ Consumer Behavior –Batra & Mayars – 6th Edition

BHA5B09 FRONT OFFICE OPERATIONS-II: THEORY AND PRACTICALS

Objectives:

- ➢ To identify the functions of front office audit
- ➢ To describe the management process in terms of the functions Rooms Division managers perform to achieve organizational goals and maximize revenue
- ➢ To enable managers to perform the different duties as required in a Pre-opening property

Module I Foreign exchange, passports & visa- Foreign currency- Passports and other valid documents- Visa & types of visas- Different types of travel permits – landing permit/ restricted area permit/ special permits etc;

Module II Front office audit: Functions of audit- Process of audit (non-automated, semi-automated and fully automated)- System update

Module III Property Management System- Opera/ Fidelio/ Amadeus / Shawman

Module IV Planning & Evaluating Operations- Management Functions- Establishing Room Rates- Forecasting Room Availability- Budgeting For Operations-Evaluating Front Office Operations

Module V Revenue Management- The Concept Of Revenue Management- Application to Rooms Division (Capacity Management, Discount Allocation & Duration

Control)-Measuring Yield- Potential High & Low Demand Tactics-Elements Of Revenue Management- Implementing Revenue Strategies

Practical:

Module I Making FIT reservation- Amending reservation- Cancelling reservations - with deposit and without deposit- Making group reservation.

Module II Pre-registering a guest- Checking in a reserved guest- Checking in day use- Checking in a walk-in guest

Module III Making a room change- Exchanging foreign currency- Closing the cash bank at the end of the shift

Module IV Processing a guest check-out- Processing a group check-out- Creating guest history

Module V Case studies – handling guests & internal situations requiring management tactics/strategies

Reference:

- ✓ Managing Front Office Operations - Michael L Kasavana & Richard M Brooks – 8th edition
- ✓ Front Office Management – S.K. Bhatnagar – 2nd Edition
- ✓ Hotel Front Office Management – James Bardi – 4th Edition

BHA5B10 FACILITY PLANNING & EVENT MANAGEMENT

Objective:

- ➢ To educate hospitality students with the nuances of setting up hotel facilities and successfully conduct operations and managing events.
- ➢ To develop and inculcate competencies and skills of a facilities manager in the planning and developing of Hotel projects.
- ➢ To explain the process and criteria for planning and setting up of hotel facilities with improved efficacy.

Module I Hotel Design- Hotel design and design considerations , Evaluation of accommodation needs- Architectural considerations, Carpet and plinth area- Flow process and flow diagrams

Module II Star Classification process- Star classification and categories of classification- Criteria for classification- Various licenses for running hotel/catering establishments- Room tariff fixation –methods and factors for computing room tariff.

Module III Planning of areas/outlets- Planning of Kitchen, service area, rooms, ancillary areas and supporting areas- Planning of management areas-GM, Executives, EDR and offices-Planning of staff facilities-Time office, cloak room, staff cafeteria, uniform exchange area, laundry and recreation/rest area.

Module IV Event Planning &management- Introduction to events, various types of events, concept development, Event planning process, scheduling of events, Planning various types of events , case studies and projects.

Module V Laws for Events- Permission from various authorities- The Indian contract act, The Bombay shops and establishments act- Applicability of various laws, The Income tax act, Service tax act- Case studies and problems

References

- ✓ Hotels & resorts-Planning, design and refurbishment by Fred Lawson(Architectural press)
- ✓ Systematic layout planning- Richard Muther Cahners
- ✓ Food service planning- layout & equipment-Lendall H Kotschevar, Margaret E Tarell- 3rd edition
- ✓ Event management-Lynn Van Der Wagen (Pearson)- 2nd edition
- ✓ Facility Manager operations/Maintenance- Lewis- 2nd edition

BHA5B11 ACCOMMODATION OPERATION-II: THEORY AND PRACTICALS

Objectives:

- ➢ To identify the functions of front office audit
- ➢ To describe the management process in terms of the functions Rooms Division managers perform to achieve organizational goals and maximize revenue
- ➢ To enable managers to perform the different duties as required in a Pre-opening property

Module I The laundry- Types of laundries - Handling guest laundries - Laundry equipments - Valet service - Characteristics of launderable linen - Dry cleaning - Cleaning agents used in laundry - Laundry operations flow chart - Stain removal - Layout of laundry

Module II Flower arrangement- Types of flowers and containers used - Types of flower arrangements - Flower arrangement at various locations

Module III Planning / Organizing Operations and Yield Management in Housekeeping- Area Inventory List – Frequency Schedules – Performance & Productivity Standards – Time & Motion Studies – Standard Operating Manuals – Job Allocation & Work Schedules – Calculating Staff Strengths & Planning Duty Rosters – Training In HK – Inventory Level For Non-Cycled Items – Budget & Budgetary Control – The Budget Process – Planning Capital Budget – Operating Budget – Purchasing Systems – Stock Records. Yield Management – strategies & techniques – occupancy ratios – productivity activity – market share index – yield management

Module IV Contract Services and Energy conservation- Security & the lodging industry – door locks & key control – emergency procedures security & law- Contract Services – Types – Guidelines – Advantages & Disadvantages Of Contract Services- Energy & Water Conservation In Housekeeping Operations

Module V Interior Designing & Pre-opening Countdown- Interior Decoration – Elements Of Design – Colour & Its Role In Décor – Colour Schemes – Windows & Window Treatments – Lighting & Lighting Fixtures – Floor Finishes – Carpets – Furniture & Fittings – Accessories- New Property Countdown – Pre-Opening Property

PRACTICALS

TOPIC	**METHOD**
• Guest room inspection	Demo
• Flower arrangement	Demo
• Periodical cleaning and special cleaning	Demo
• Stain removal	Practical session/Demo
• Guest room inspection	Demo
• Flower arrangement	Demo

Reference:

- ✓ Hotel Housekeeping Operations & Management – G. Raghubalan, Smritee Raghubalan.
- ✓ Managing HK Operations – Margaret M Kappa, Aleta Nitschke & Patricia B Schappert.
- ✓ Accommodation Operations Management – S. K. Kaushal, S. N. Gautam
- ✓ Hotel Housekeeping Training Manual – Sudhir Andrews

BHA6B12 HUMAN RESOURCE MANAGEMENT

Module I Human Resource Management- Definitions-Importance of HRM in Service industries- Functions and objectives of HRM.

Module II Man power planning- Process of Man power planning. Job analysis- Its process- Job Description- Job Specification-Job Design- Job Enlargement- Job Enrichment- Job Engineering.

Module III Recruitment and Selection- Selection process-Sources of recruitment- Internal - External- Techniques of recruitment- Direct- Indirect-Selection process- selection Tests- Placement and Induction.

Module IV Training and Development- Concepts- Methods- Distinction between Training and development- Organisational development- Self development- Evaluation of training effectiveness.

Module V Performance appraisal- Concepts- Methods- Barriers of effective-appraisal methods-Job Evaluation- Job evaluation in Hospitality industry.

Reference Books

(1) Management Principles and Practices- L M Prasad

(2) Human Resource Management-

(3) Human Resource Management in Hospitality Industry-

BHA6B13 FOOD AND BEVERAGE PRODUCTION-II: THEORY AND PRACTICAL

Objective:

- Students gain solid experience which gives them a base to be competitive in future
- To build career skills by advance Food Production classes
- To Gain real experience and knowledge

Module I INDIAN COOKERY**: Condiments & Spices-**Introduction to Indian food - Spices used in Indian Cookery - Role of spices. **Basic Masalas:** Blending of spices and the concept of ' Masala' - Different masalas used in Indian Cookery (Wet masalas & Dry) - Composition of different masalas – Regional varieties of masalas - Special masala blends. **Thickening Agents:** Role of thickening agents in Indian cuisine - Types of thickening agents. Regional cooking styles: Andhra Pradesh, Bengal, Goa, Gujarat, Hyderabad, Karnataka, Kashmir, Kerala, Maharashtra, North Eastern States, Punjab, Rajastan & Tamil Nadu

Module II QUANTITY FOOD PRODUCTION**:** EQUIPMENT- Quality of equipment used - Specification of equipment - Care & maintenance of equipment - Heat and cold

generating equipment - Modern developments in equipment manufacturing MENU PLANNING**:**Basic menu planning recapitulation - Special emphasis on quantity food production - Planning of menus for various categories, such as; school/college students, industrial workers, hospitals, canteens, outdoor parties, theme dinners, transport/mobile catering- Parameters for quantity food menu planning. INDENTING Principles of indenting - Quantities/portions for bulk production - Translation of recipes for indenting Practical difficulties involved in indenting. COSTING: Introduction - Basic costing - Food costing - Food cost control - Problems related to food costing - Importance & relevance of food costing

Module III SANDWICHES, Appetizers and Garnishes**:** Parts, Filling, Spreads and Garnishes, types, making and storing- Classification & Examples of different appetizers & garnishes. CHARCUTIERE**:** Sausages - Forcemeats (Marinades, Cures, Brines) - Bacon, Ham, Gammon - Galantines - Pates and Terrines - Mousses and Mousselines - Chaud Froid - Aspic Jelly - Non Edible Displays

Module IV INTERNATIONAL CUISINE**:** British, Middle East, Spanish, French, Italian, Oriential and Mexican

Module V LARDER & STORE MANAGEMENT: Importance of Larder Control **-** Sections of Larder **-** Duties & Responsibilities of Larder Chef. Store Layout And Planning - Standard Purchasing - Dealing With Suppliers - Storage System - Inventory - Records & Documentation

PRACTICAL

I. FRENCH MENUS

MENU 1

Consommé Carmen

Poulet Saute Chasseur

Pommes Lorette

Haricots Verts

Salade de Betterave

Brioche

Baba au Rhum

MENU 2

Crème Dubarry

Darne de Saumon Grille

Sauce Poloise

Pommes Fondant

Petits Pois a la Flammande

French Bread

Crème Brulee

MENU 3

Barquettes Assortis

Stroganoff de Boeuf

Pommes Persilles

Salade de Chou-Cru

Garlic Rolls

Crepe Suzette

II. CHINESE MENUS

MENU I

Hot & Sour soup

Beans Szechuan

Chilli Chicken

Chinese Fried Rice

MENU 2

Sweet Corn Soup

Spring Rol1s

Stir Fried Beef & Celery

Chow Mein

III. INTERNATIONAL MENUS

MENU 1 SPAIN

Gazpacho

Pollo en Pepitoria

Paella

Fritata de Patata

Pastel de Manzana

MENU 2 ITALY

Minestrone

Ravioli Arabeata

Fettocine Carbonara

Polo alla Cacciatora

Melanzane Parmigiana

Grissini

Tiramisu

MENU 3 GERMANY

Linsensuppe

Sauerbraten

Spatzel

German Potato Salad

Pumpernickel

Apfelstrudel

MENU 4 U.K.

Scotch Broth

Roast Beef

Yorkshire Pudding

Glazed Carrots & Turnips

Roast Potato

Yorkshire Curd Tart

Crusty Bread

MENU 5 GREECE

Soupe Avogolemeno

Moussaka a la Greque

Dolmas

Tzaziki

Baklava

Harlequin Bread

IV. INDIAN REGIONAL

MENU 01 AWADH

Yakhni Pulao

Mughlai Paratha

Gosht Do Piaza

Badin Jaan

Kulfi

MENU 02 BENGAL

Ghee Bhat

Tikon Paratha

Macher Jhol

Aloo Posto

Misti Doi

MENU 03 PUNJAB

Tandoori Roti

Tandoori Murg with Pudina Chutney

Dal Makhani

Baingan ka Bhartha

Gajar ka Halwa

MENU 04 CHETTINAD

Mulligatawny soup

Coconut Rice

Chicken Chettinad

Ennai Kathirikkai

Arisi Payasam

Menu 05 HYDERABAD

Kachchi Biriyani

Kulcha

Shikampur Kebab

Mirchi Ka Salan

Double Ka Meetha

Reference:

- ✓ The Professional chef – Le Role A Polson – Fourth Edition
- ✓ Larousse Gastronomique – The Cookery Encyclopedia
- ✓ The Professional Cookery – Wayne Gissler – First Edition
- ✓ Modern Cookery – Philip E Thangam – Volume I
- ✓ The Complete Guide to the Art of Modern Cookery – Escoffier

BHA6B14 FOOD AND BEVERAGE SERVICE -II: THEORY AND PRATICAL

Objective:

- ➢ To impart relevant Food and beverage management techniques to students in order to sustain quality and profitability in F&B operations.

- To provide competencies that are required to develop operational and managerial skills in aspiring Food and service personnel.
- To inculcate and familiarize with necessary skills and resources that are required for a complete Food and beverage service staff

Module I Alcoholic beverage: Meaning, classification of alcoholic beverages. Spirit production methods - pot still and patent still. Manufacturing process of Spirits (Whisky, Rum, Gin, Brandy, Vodka and Tequila), styles and brand names.Beer: Manufacturing process, types of beer and popular brands.

Module II Wines : Common grape varieties used in making wines, factors affecting the quality of wines, Manufacturing process of table wines (red, white and rose), brand names, Wine producing regions of France, Grape varieties, popular red and white wines. Champagne : Manufacturing process of Champagne, styles, brand names and bottle sizes- Wine producing regions of Germany and Italy, grape varieties and brands.

Module III Fortified wines : Sherry, Port and Madeira – Production methods and styles- Cider & Perry: Meaning. - Aperitifs & Digestives: Meaning- Liqueurs: Meaning, colour, flavour & country of origin of Absinthe, Advocaat, Abricotine, Anisette, Aurum, Benedictine, Cointreau Crème de menthe, crème de moka, all curacaos, Drambuie, Glayva, Goldwasser, Grand Marnier, Kahlua, Sambuca, Tia Maria, etc

Module IV Cocktail - Meaning, types of Cocktails, methods of making cocktails, points observed while making cocktails, Recipes of Whisky, rum, Gin, Brandy, Vodka, Tequila, Champagne based cocktails. (Given in reference text only) Mocktails - Meaning and recipes of famous mocktails. Speciality coffee – Meaning and examples

Module V Types of bar, areas of bar, opening and closing duties. Bar /beverage control. Cocktails and methods of making cocktails. Tobacco - Important tobacco producing countries of the world, quality of cigars & cigarettes serviced in hotel, strength & size of cigars, service method.

PRACTICAL

Module I : Beverage order taking procedure- Service of bottled beer, canned beer and draught beer

Module II : Service of brandy- Service of whisky- Service of gin-Service of vodka- Service of rum- Service of tequila

Module III : Compiling a menu with wine suggestions- Service of red wine- Service of white wine- Service of rose wine- Service of Sherry, Port, Madeira and Marsala

Module IV : Service of liqueur coffee and spirit coffee- Service of cigar and cigarettes

Module V : Service of cocktails & mocktails- Designing & setting up a bar

References

- ✓ The steward – Peter Dias – Orient Longman -1st edition
- ✓ Master dictionary of Food & wine- Joyee Rubash -VNR -3rd edition
- ✓ Food and beverage service – Dennis Lilicrappe & Cousins- 5th edition
- ✓ Food and beverage service: Dennis R. Lillicrap, John a cousins.
- ✓ Modern restaurant service, a manual for students & practitioners - john fuller Hutchinson.
- ✓ Food & beverage service training manual- Sudhir Andrews - Tata McGraw-Hill.

BHA6B15 FINANCIAL MANAGEMENT

Module I FINANCIAL MANAGEMENT - MEANING & SCOPE: Meaning of business finance - Meaning of financial management - Objectives of financial management - Functions of Financial management - Sources of Finance

Module II FINANCIAL STATEMENT ANALYSIS AND INTERPRETATION: Meaning and types of financial statements, Techniques of financial analysis: RATIO ANALYSIS Meaning of ratio, Classification of ratios, Profitability ratios, Turnover ratios, Financial ratios, Practical Problems. FUNDS FLOW ANALYSIS:Meaning of funds flow statement, Uses of funds flow statement, Preparation of funds flow statement, Practical Problems

Module III WORKING CAPITAL MANAGEMENT: Concept of working capital, Classification of working capital, Factors determining working capital needs, Over trading and under trading, management of Working capital.

Module IV BASICS OF CAPITAL BUDGETING- Importance of Capital Budgeting, Capital Budgeting appraising methods, Payback period, Average rate f return, Net Present Value, Profitability index, Internal rate of return, Practical Problems.

Module V BREAKEVEN ANALYSIS: Marginal Costing, Marginal Cost equation, CVP Analysis, Breakeven point and breakeven analysis, Margin of Safety, Management Approach to Breakeven Analysis, Practical Problems.

References

- ✓ Financial management - I M Pandey – 8th Edition

- ✓ Management accounting – Sharma & Gupta – 7th Edition
- ✓ Financial management - Khan & Jain – 9th Edition
- ✓ Managerial finance – Maheshwari.- 6th Edition

BHA6B16 HOTEL PROJECT REPORT (VIVA VOCE)

COMPLIMENTARY COURSES

BHA2C02 HOTEL ENGINEERING/ MAINTENANCE

Objectives:

- ➢ To introduce the role & importance of maintenance department in the hotel industry with emphasis on its relation with other departments of the hotel
- ➢ To train the students in the techniques required for the maintenance and upkeep of a hotel
- ➢ To equip a student with basic understanding of the fuels used in the hotel industry and other sources of energy

MODULE I MAINTENANCE: Preventive & breakdown maintenance---comparisons- Role & importance of maintenance department in the hotel industry with emphasis on its relation with other departments of the hotel-Organization chart of maintenance department, duties and responsibilities of maintenance department

MODULE II FUELS USED IN CATERING INDUSTRY: Type of fuel used in catering industry; calorific value; comparative study of different fuels- Calculation of amount of fuel required and cost.

MODULE III FIRE PREVENTION AND FIRE-FIGHTING SYSTEMS: Classes of fire, methods of extinguishing fires- Fire extinguishers—portable and stationary- Fire detectors and alarms. Automatic fire detectors cum extinguishing devices

MODULE IV GAS: Heat terms and units; methods of transfer- LPG and its properties; principles of Bunsen burner- Gas bank, location, different types of manifolds

MODULE V WATER SYSTEMS: Water distribution system in a hotel. Hardness of water, base exchange method. Hot water supply systems in hotels. Flushing system, water taps, traps and closets.

Reference:

- ✓ The Book of Hotel Maintenance – N. C. Goyal, K. C. Arora

- ✓ Maintenance Engineering Handbook – Lindley r Higgins, R. Keith Mobley
- ✓ Managing hospitality Engineering Systems – Michael H Redlin, David M Stipanuk

BHA3C03 NUTRITION, HYGIENE AND SANITATION

Objectives:

- ➢ The students will be able to explain the role of nutrition in providing good health and the ill effects of excess /inadequate intake of these nutrients on human health.
- ➢ The students will be able to list down the beneficial and harmful effects of micro organisms in food.
- ➢ The students will be able to apply this knowledge in preserving food against contamination, food intoxication and spoilage and thus emphasize the need for creating the right attitude towards hygienic practices to be followed in food service establishments.

Module I Nutrition- Introduction-definition of nutrition, nutrients, importance of food, functions of nutrients.

Module II Carbohydrates- dietary sources, daily requirements, effects of excess and deficiency. Lipids- functions, classification- saturated and unsaturated fats, plants and animal fats, rancidity, hydrogenation. Proteins-classification based on nutritional quality, mutual supplementation to improve protein quality, dietary sources, effects of excess and deficiency. Vitamins-fat soluble vitamins-A, D, E, K- their functions, sources, deficiency. Water soluble vitamins-Thiamine, riboflavin, niacin, B 12, folic acid and vitamin C- their functions, sources, deficiency. Minerals-calcium, iron, iodine - their functions, sources, deficiency

Module III Balanced diet- definition, menu planning, factors effecting menu planning

Module IV Classification of microbes into bacteria, yeast and moulds-requirements for their growth, harmful effects of bacteria –food poisoning, food infection, food borne illness , role of micro organisms in the manufacture of fermented foods

Module V Prevention of food borne illnesses-hygiene systems to be followed-personal hygiene, work area hygiene, equipment hygiene, and commodity hygiene, methods of food preservation- cold temperature(refrigeration, freezing), heat (pasteurization, canning), dehydration, chemical preservatives.

References:

- ✓ Food Hygiene and Sanitation , Sunitra Roday, Tata Mc Graw Hill Education Private Limited, 2nd edition, 2011.
- ✓ Text Book OF Food Nutrition And Dietetics, Raheena Beegum, Sterling Publication , 3rd edition, 2008
- ✓ Food Science And Nutrition, Sunetra Roday, Oxford University Press, 2nd edition , 2007

BHA4C04 SERVICE REGULATORY FRAMEWORK

Objectives:

- ➢ This course enables the students to know the regulations of government, to setup a hotel and tourism industry.
- ➢ This course helps to create awareness among students about service industry related laws like contract act, industrial legislation, food adulteration act and tourism related laws.

Module I: Indian Contract Act **:** Definition of Contract , Proposal, Agreement, Consideration, etc- Essentials of Valid contract- Competent Parties- Types of Contracts – valid, void and voidable- Performance of Contract- Discharge of Contract- Remedies for Breach of Contract- Indemnity and Guarantee.

Module II: Consumers Protection Act: Definitions – Consumer, Complaint, Defect in goods, Deficiency in service, Unfair trade practice, Restricted trade practice- Procedure for redressal of grievances before District-Forum, State Commission, and National-Commission. Sale of Goods Act: Essentials of valid Sale- Conditions and Warranties-Rights and duties of seller and buyer.

Module III: Food Adulteration Act: Principles of food laws regarding prevention of food adulteration, definition, Authorities under the act. Shops and Establishments Act**:** Procedure relating to registration of hotel, Lodges, Eating Houses, Restaurants, and other related provisions.

Module IV: Environmental Protection Act – The Water (Prevention and Control of Pollution) Act- The Air (Prevention and Control of Pollution) Act. Licenses and permits for hotels and catering establishments – Procedure for procurement. Tourism related laws – VISA, Passport.

Module V: Factory Act - Definition of Factory, Worker, Health Safety and Welfare provisions, Industrial Disputes Act – Definition of Industry, Industrial Dispute, provisions relating to strike, lock-out, retrenchment, lay-off and Authorities for settlement of Industrial Disputes. Payment of Wages Act - Definition of Wages, Authorized deductions from the wages Workmen's Compensation Act – Definition of Dependent, Disablement, Occupational disease, liability of the employer to pay compensation and amount of compensation

Reference Books :

- ✓ Mercantile law: M.C Kunhal,
- ✓ Mercantile law: Gary and Chawla,
- ✓ Business Law : Tulsian
- ✓ Business Law: Gary and Chawla.

OPEN COURSE

BHA1D01 TRAVEL AND TOURISM

Objectives

- ➢ Familiarize students with varied aspects of tourism
- ➢ Create awareness about tourism
- ➢ Discuss about emerging trends in tourism industry

Module I

Tourism: Concept & Perspectives-Definition, Tourist, excursionist, incoming and outgoing. Tourism Product-Characteristics, Elements. Traditional and modern form – Culture (monuments, music, dance painting, handicrafts), Pilgrimage, Conventions and Conferences, Adventure, health, Social, Medical etc. Tourism and economy: Tourism as an industry. The motive of tourism as an industry, economic impact, leakages.

Module II

Tourism Constituents/ Tourism Linkages - Transportation , Accommodation, Food & Beverage, Entertainment, Intermediaries, Government Organizations- travel organizations national and international- UNWTO, UFTAA, IATO,ITDC and state TDCs ,TAAI, ,IATA, Travel Management-Air, road rail, water transportation system
Travel Agency and Tour Operator, - accommodation and basics of ticketing, packaging a tour Passport, Visa and other travel formalities .Guides & Escorts

Module III Tourism Management – Process of tourism management-Measurements of tourism, organizational structure & system in tourism- Tourism Marketing-Principles of marketing, how Tourism marketing is different form marketing of other products, how to market the tourism product, Advertising and Public Relations. Role of media. Tourism and changing communication Technology

Module IV Tourism in India : Policy and Performance-Emergence of modern tourism in India, planning and tourism National Action Plan on tourism - Role of Government , Local bodies & private sector in planning. Tourism in India-Reason of slow growth rate

in tourism in India- threats and obstacles. Tourism trends (Incoming and Outgoing)

Module V: Emerging Dimensions: India Specific- Nature Tourism, Sustainable tourism, cultural tourism, adventure tourism, health- tourism, beach tourism- Emerging Tourism Scenario- Social Cultural, Ecological & Economic impact of Tourism
Eco-friendly tourism

Reference:

- ✓ Tourism Development- A.K.Bhatia
- ✓ International Travel and Tourism – Jagmohan Negi
- ✓ Tourism Planning- Clare .A.Gunn

UNIVERSITY OF CALICUT

BTHM – BACHELOR OF TOURISM AND HOTEL MANAGEMENT

(UNDER THE FACULTY OF COMMERCE AND MANAGEMENT, UNIVERSITY OF CALICUT)

CHOICE BASED CREDIT SEMESTER SYSTEM (CBCSS-2014)

RESTRUCTURED SYLLABUS FROM 2014 ADMISSION ONWARDS

I. TITLE OF THE PROGRAMME

The programme is called Bachelor of Tourism and Hotel Management (BTHM) under the Faculty of Commerce and Management

II. DURATION OF THE PROGAMME

The programme shall be six semesters distributed over a period of 3 Academic years. The odd semesters(1,3,5) shall be from June to October and the even semesters (2,4,6) shall be from November to March. Each semester shall have 90 working days inclusive of all examinations

III. COURSE IN THE PROGRAMME

The total number of courses in Bachelor of Tourism and Hotel Management programme could be 31, which is spread through 120 credits. The main courses shall be divided into 4 categories as follows.

IV COURSES OF STUDY

Total number of courses for the whole BTHM programme is 36. It is divided in to four courses namely-

1. Common courses
2. Core courses
3. Complementary courses
4. Open courses

COMMON COURSES

1.	A01	Communication skills in English.
2.	A 02	Critical Reasoning, Writing and Presentation
3.	A 03	Reading Literature in English
4.	A 04	Readings on Indian Constitution, Secularism and Sustainable Environment.
5.	FL (F) 1A 07 (2)	Communication skill in languages other than English (French)
6.	FL (F) 2A 08 (2)	Translation and Communication in French
7.		Basics Numerical Skills
8.		General Informatics
9.		Entrepreneurship Development
10.		Banking and Insurance

CORE COURSES

1. BTH1B01 Introduction to Tourism and Hospitality industry
2. BTH2B02 Hotel Accommodation Management- Theory and Practical
3. BTH3B03 Food Production- I: Theory and Practical
4. BTH3B04 Travel Agency and Tour Operation.

5. BTH4B05 Food Production-II: Theory and Practical.
6. BTH4B06 Airport and Cargo Management.
7. BTH5B07 Air fares and Ticketing
8. BTH5B08 Food and Beverage Service- I: Theory and Practical
9. BTH5B09 Food Science and Nutrition
10. BTH5B10 Tourism Resources in India
11. BTH5B11 Food and Beverage Management
12. BTH6B12 Management Principles and Practices
13. BTH6B13 Event Management
14. BTH6B14 Food and beverage Service-II: Theory and Practical
15. BTH6B15 Emerging Trends in Tourism
16. BTH6B16 Project Report (Viva Voce)

COMPLEMENTARY COURSES

1. BTH1C01 Marketing Management
2. BTH2C02 IT in Tourism and Hospitality Industry
3. BTH3C03 Human Resource Management.
4. BTH4C04 Tourism and Hospitality Law

OPEN COURSE

01. BTH5D01 Tourism and Hospitality Management.

IV a. Common Courses: There shall be 10 Common courses (Total 38 Credits) for completing the programme. These Common Courses 1-6 shall be taught by the English teachers and 7-10 by the teachers of Additional Language and general courses by the teachers of departments offering core courses concerned. The additional language offered in this programme is French. The candidates will not get any chance to opt other languages as their additional language, other than French.

IV b. Core Courses: Core courses are the courses in the major subject of the programme . These are offered by the parent department. The number of core courses are 16 including Project work.

IV c. Complimentary Courses: These courses cover the subjects related to the core subject and are distributed in first four semesters.

IV d. Open Courses: This Course shall be open to all students in the institution except the students in the parent department.
All the Core, Complimentary and Open courses for the programme shall be taught by the Tourism and Hotel Management faculties.
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V SEMESTER WISE DISTRIBUTION OF COURSES

SEM - I

SL.NO	COURSE TYPE/CODE	SUBJECT	CREDIT	HRS/ WEEK	MAX MARKS
1	Common Course/ A01	Communication Skills in English	4	4	100
2	Common Course/ A 02	Critical Reasoning, Writing & Presentation	3	5	100
3	Common Course/ FL (F) 1A 07 (2)	Communication Skills in languages other than English (French)	4	5	100
4	Core Course/ BTH1B01	Introduction to Tourism and Hospitality industry	4	6	100
5	Complimentary Course/ BTH1C01	Marketing Management	4	5	100

SEM - II

SL.NO	COURSE TYPE/CODE	SUBJECT	CREDIT	HRS/ WEEK	MAX MARKS
6	Common Course/ A 03	Reading Literature in English	4	4	100
7	Common Course/ A 04	Reading on Indian Constitution, Secularism & Sustainable Environment	3	5	100
8	Common Course/ FL (F) 2A 08 (2)	Translation and communication in French	4	5	100
9	Core Course/ BTH2B02	Hotel Accommodation Management- Theory	3	3	75
		Practical	1	2	25
10	Complimentary Course/ BTH2C02	IT in Tourism and Hospitality Industry	4	4	100

SEM - III

SL.NO	COURSE TYPE/CODE	SUBJECT	CREDIT	HRS/ WEEK	MAX MARKS
11	Common Course	Basic Numerical Skills	4	5	100
12	Common Course/	General Informatics	4	5	100
13	Core Course/ BTH3B03	Food Production-I: Theory	3	4	75
		Practical	1	3	25
14	Core Course/ BTH3B04	Travel Agency and Tour Operation Business	4	4	100
15	Complimentary Course/ BTH3C03	Human Resource Management.	4	4	100

SEM - IV

SL.NO	COURSE TYPE/CODE	SUBJECT	CREDIT	HRS/ WEEK	MAX MARKS
16	Common Course/ BC 3A 11	Entrepreneurship Development	4	5	100
17	Common Course/ BC 4A 14	Banking and Insurance	4	5	100
18	Core Course/ BTH4B05	Food Production-II: Theory	3	4	75
		Practical	1	3	25
19	Core Course/ BTH4B06	Airport and Cargo Management	4	4	100
20	Complimentary Course/ BTH4C04	Tourism and Hospitality Law	4	4	100

SEM - V

SL.NO	COURSE TYPE/CODE	SUBJECT	CREDIT	HRS/ WEEK	MAX MARKS
21	Core Course/ BTH5B07	Air fares and Ticketing	4	4	100
22	Core Course/ BTH5B08	Food and Beverage Service-I: Theory	3	4	75
		Practical	1	2	25
23	Core Course/ BTH5B09	Food Science and Nutrition	4	4	100
24	Core Course/ BTH5B10	Tourism Resources in India	4	4	100
25	Core Course/ BTH5B11	Food and Beverage Management	4	4	100
26	Open Course/ BTH5D01	Tourism and Hospitality Management	2	3	50

SEM - VI

SL.NO	COURSE TYPE/CODE	SUBJECT	CREDIT	HRS/ WEEK	MAX MARKS
27	Core Course/ BTH6B12	Management Principles and Practices	4	5	100
28	Core Course/ BTH6B13	Event Management	4	5	100
29	Core Course/ BTH6B14	Food and beverage Service-II: Theory	4	4	75
		Practical	1	2	25
30	Core Course/ BTH6B15	Emerging Trends in Tourism	5	5	100
31	Core Project/ BTH6B16	Project Report (Viva Voce)	2	4	50

VI. CREDITS

Each course shall have certain credits for passing the BTHM programme, the student shall be required to achieve a minimum of 120 credits of which 38(14 for common English courses + 8 for common language other than English+ 16 credits for general common courses) credits shall be from common courses, a minimum of 2 credits for project and 2 credits for open courses.62 credits from core courses, 16 credits from complimentary courses So minimum credits required for core, complimentary and open course put together are 82 (Including minimum 2 credits for each Practical, i.e., 2X5=10 credit for all the practical).

In all other matters regarding the BTHM programme under Choice Based Credit Semester System which are not specified in this regulation, the common regulation CBCSS 2014 will be applicable

VII ATTENDANCE

A student shall be permitted to appear for the semester examination only if he/she secures not less than 75% attendance for theory classes and 90% of the number of practical classes actually held for each of the course in a semester. If the candidate has shortage of attendance in any course in a semester, he/she shall not be allowed to appear for any examination in that semester. However the University may condone shortage if the candidate applies for it as laid down by the University common regulations for CBCSS 2014 and if the Vice Chancellor is satisfied with the reason cited by the candidate for the absence in classes.

VIII INTERNAL ASSESSMENT

20% of the total marks in each course are for internal examinations. The components with the percentage of marks of Internal evaluation of theory courses are Attendance -25%, Assignment/ Seminar/ Viva- 25%, and Test paper- 50%. For practical courses Attendance- 25%, Record- 50% and Lab involvement- 25%. (If a Fraction appears in internal marks , nearest whole number is to be taken).
Attendance of each course will be evaluated as below

Above 90%	100%
85 to 89%	80%
80 to 84%	60%
76 to 79%	40%
75%	20%

IX EXTERNAL EXAMINATION

The university shall conduct semester examinations as specified in the common regulations for CBCSS-2014. The duration of the examination shall be three hours.

X PRACTICALS

There are five practical courses for the programme which are connected with the theory courses. The maximum marks for such courses are as follows.

External	Internal	Total

Theory	60	15	75
Practical	20	5	25

The students have to maintain a record on practical attended and submit it into the department for internal and external evaluation. The practical shall be subject to internal and external evaluation. The internal evaluation shall be carried out by the supervising teacher and external evaluation by the examiners appointed by the University inclusive of Viva-voce examinations. The student shall get minimum E grade in practical examination for a pass.

XI TRANINIG

A candidate should undergo a three months training during the programme. The training should be arranged by the student/college and it may be either in Tourism or Hotel Industry. The student can opt his/her specialisation for training. The student should produce the certificate to the department with training log book after completion of the training.

XII AWARD OF DEGREE

The successful completion of the courses (Common, Core, Complimentary and Open courses) prescribed by the programme with E- grade (40% -after external and internal put together) shall be the minimum requirement for the award of degree.

XIII PROJECT REPORT

During the sixth semester every student shall do a project .The student may choose any topic from the subjects he/she has studied .The candidate shall prepare and submit a project report to the department. The report shall be in manuscript / typed and bound with not less than 20-25 A4 size pages. The project report should be submitted to the Department one month before the last working day of the sixth semester.

Project work shall have the following stages

- Project proposal presentation
- Field work and data analysis
- Report writing
- Draft project report presentation
- Final project report submission

The project should be done individually. The work of each student shall be guided by one Faculty member. The candidate shall prepare at least two copies of the report: one copy for submission to the Department and one copy for the student which he/she has to bring with him/her at the time of viva voce. More copies may be prepared If the organization or the guide or both ask for one copy each.

The duration for project work is 3 weeks. A certificate showing the duration of the project work shall be obtained from the supervising teacher or from the organization for which the project work was done and it shall be included in the project report.

Structure of the report

- Title page
- Certificate from the organization (If the project work is done under an organisation.)
- Certificate from guide
- Acknowledgements

Contents

Chapter I :Introduction (Organization profile, Research problem, objectives of the study, Research methodology etc.)
Chapter II Review of literature
Chapters III and IV: Data Analysis (2 or 3 chapters)
Chapter V : Summary, Findings and Recommendations.
Appendix (Questionnaire, specimen copies of forms, other exhibits etc.)
Bibliography (books, journal articles etc. used for the project work).

The project evaluation shall be conducted at the end of sixth semester. 20% of marks are awarded through internal assessment.

XIV STUDY TOUR

During the six semesters, the students should undergo a study tour of less than five days. The tour destinations may be selected based on the importance of the places, tourists flow and its potentials for growth. Based on the study tour students should prepare a tour report to the department for internal evaluation.

XV DIVISION OF WORKLOAD OF THE PROGRAMME

As per year pattern, the workload for the BTHM programme comprises 61 hours per week. It is bifurcated as 35 hours for Hotel/ Hospitality Management related papers and 26 Hours for Tourism/ Tourism related papers. This division of the subjects in the department shall continue in the Choice Based Credit Semester System also, so that the implementation of this regulation will not affect the existing/ future workload in the affiliated Colleges.

The implementation of this regulation shall not affect the workload, qualifications and conditions of service of existing teachers in the colleges offering this programme.

XVI FACULTY QUALIFICATIONS

1. Candidates who are having graduation in Bachelor of Tourism and Hotel Management (BTHM) and Masters Degree in Hotel Management with NET in that subject can teach both Tourism and Hotel Management courses in this Programme. (If NET is not conducted by UGC, Then the UGC norms in Faculty appointment and Calicut University Order 3696/GA-1/F1-2013/CU dated 26/02/2014 will be applicable.)
2. Candidates who are having graduation in Bachelor of Tourism and Hotel Management (BTHM) and Masters Degree in Tourism Management/ Tourism Administration with NET in that subject can teach both Tourism and Hotel Management courses in this Programme.
3. Candidates who are having graduation in Bachelor of Tourism and Hotel Management (BTHM) and MBA in Tourism and/or Hotel Management with NET in Tourism/ Hotel Management can teach both Tourism and Hotel Management courses in this Programme. (If NET is not conducted by UGC, Then the UGC norms in Faculty appointment and Calicut University Order 3696/GA-1/F1-2013/CU dated 26/02/2014 will be applicable.)
4. Candidates who are having graduation in Hotel Management / Hotel Administration with Masters Degree in Tourism Management/ Tourism Administration with NET in that subject can teach both Tourism and Hotel Management courses in this Programme.
5. Candidates who are having Masters Degree in Tourism Management/ Tourism Administration with NET in that subject can teach only tourism Courses in this Programme
6. Candidates who are having graduation in Hotel Management / Hotel Administration with Masters Degree in Hotel Management with NET in that subject can teach only Hotel Management courses in this Programme. (If NET is not conducted by UGC, then the UGC

norms in Faculty appointment and Calicut University Order 3696/GA-1/F1-2013/CU dated 26/02/2014 will be applicable.)

Candidates who are having PhD as the basic qualification instead of NET, should have their PhD in the discipline of Tourism and/or Hotel Management

XVII SCHEME OF EXAMINATION:

1. 1-4 Common course English: Duration of each external examination is 3 Hrs. Each carries a maximum of 100 Marks (External 80 and Internal 20).

2. 5-6 Additional language: Duration of each external examination is 3 Hrs, Each carries a maximum of 100 Marks (External 80 and Internal 20).

3. 7-10 General courses: Duration of each external examination is 3 Hrs. Each carries a maximum of 100 Marks (External 80 and Internal 20).

4. Core courses without practical: Duration of each external examination is 3 Hrs. Each carries a maximum of 100 Marks (External 80 and Internal 20).

5. Core courses with practical: The core courses with practical, the duration of the theory examinations is 2 hours and 30 minutes with maximum marks of 60 for external evaluation and the maximum marks for internal evaluation is 15.

6. Practical Examination: Duration of each practical examination is 3 Hrs. For the practical courses the maximum mark for external evaluation is 20 and the for internal evaluation is 5. Each practical examinations will be invigilated by an external examiner appointed by the university. The students should keep a record for the each practical done by them and should be submitted to external examiner at the time of practical examination and it will be evaluated with a viva voce.

7. Complementary courses: Duration of each external examination is 3 Hrs. Each carries a maximum of 100 Marks (External 80 and Internal 20) .

8. Open courses: Duration of each external examination is 2 Hrs with 50 marks (External 40 and Internal 10).

BTH1B01 INTRODUCTION TO TOURISM AND HOSPITALITY INDUSTRY

Aim of the course: This course will be an introductory module giving the basics of tourism and hospitality industries. This will provide an overview of tourism and hospitality industry and its functions.

Objectives of the Course:

a) This course helps the students to study the evolution of hospitality industry.
b) This course gives an idea of hospitality industry structure.
c) This course provides the concept and history of tourism development.
b) This course enables the students to acquire the information about national and international tourism organisations.

Course Outline

Module- I. Introduction to hospitality & hotel industry-Hospitality and its origin-Hotels, their evolution and growth- Brief introduction to hotel core areas. Departments of a Hotel- and its structure. Classification of hotels- types plan - types of rooms. Organisation chart of a five star hotel.

Module-II. Front office and Housekeeping departments-Function areas-Front office and HK department hierarchies-Duties and responsibilities – inter departmental relationship between other departments. Hotel entrance, lobby and front office**-**Layout-Front office equipment Bell desk **–** Functions-Procedures and records. Introduction to guest handling.

Module III. Introduction to travel and tourism – meaning – nature – definitions –Tourism, Tourist, Visitor, Excursionist -purpose of travel- travellers and visitors-the industry-definitions followed in India-international tourism-domestic tourism-in bound tourism -out bound tourism-mass tourism -basic components of tourism- elements of tourism-future of tourism- Characteristics of Tourism. History of travel and tourism – Role of Transportation in Tourism– Air, Rail, Road, Sea-Cruises- Travels Agency and Tour Operators- Types of Tourism Products (Manmade, Natural and Symbiotic).

Module IV. Motivation to travel – definition of the term motivation – travel motivators. Tourism in India – sergeant committee – formation of ministry of tourism, department of tourism – tourism information offices in India, its functions, tourism offices overseas – its functions, criteria for opening overseas offices-Role and functions of NTO-Role and functions of ITDC and KTDC.

Module V. Organizations in tourism – World Tourism Organization (WTO), International Air Transport Association (IATA), International Civil Aviation Organization (ICAO), Pacific Area Travel Association (PATA), India Convention Promotion Bureau (ICPB), Federation of Hotel and Restaurant Association of India (FHRAI), Travel Agent Association of India (TAAI),Universal Federation of Travel Agents Association (UFTAA).

Reference Books

1. Pran Seth: Successful tourism Management (Vol. 1 & 2)
2. A.K Bhatia: International Tourism
3. A.K Bhatia: Tourism Management & Marketing.
4. Christopher.J. Hollway; Longman ; The Business of Tourism
5. Check in and Checkout- Jerome Vallen
6. Hotel front office training manual- Sudhir Andrews
7. Principles of Hotel front office operations- Sue Baker, P. Brady, J. Huyton

BTH2B02 HOTEL ACCOMMODATION MANAGEMENT- THEORY AND PRACTICAL

Aim of the course: This course aims to establish the importance of front office and Housekeeping departments and their role in Hotel industry. It also prepares the students to acquire basic knowledge and skills necessary for different tasks and aspects of front office and housekeeping departments of a hotel.

Objectives of the Course:

a) This course helps to understand functions of front office and housekeeping departments.

b) This course also helps to learn the emergencies which may happen in hotels and its remedies
c) To give an awareness on the cleaning procedures and methods used in the industry.

Course outline

Module- I. Hotel room Reservations-Importance of reservation-Modes of reservation-Channels and sources (FITs, Travel Agents, Airlines, GITs)-Types of reservations (Tentative, confirmed, guaranteed etc.) - Systems (non-automatic, semi-automatic, fully automatic) – Cancellation – rights and liabilities of hotels and travel agencies in room reservation.

Module- II. Arrivals**-**Preparing for guest arrivals at Reservation and Front Office-Receiving of guests-Pre-registration - Registration (non-automatic, semi-automatic and automatic-Relevant records for FITs, Groups, Air crews & VIPs) Check in procedure-guest handling-Scanty baggage procedure – safety locker management – wakeup call procedure. During the stay activities**-**Information services-Message and Mail Handling-Key Handling-Room selling technique-Hospitality desk-Complaints handling-Guest handling - Guest history. Check out procedures**-**Guest accounts settlement-Cash and credit-Indian currency and foreign currency-Transfer of guest accounts-Express check out

Module- III. Front office Accounting**-** Accounting Fundamentals. Calculation of Room positions. Night Auditing- Functions Front office & guest safety and security**-**Importance of security systems-Safe deposit-Key control-Emergency situations (Accident, illness, theft, fire, bomb)

Module IV Functions of housekeeping - rules on a guest floor. Maids carts – layouts of maid carts – room cleaning procedures – bathroom cleaning procedure – bed making procedure. Room keys – types of Room keys – key control procedure – lost and found procedure. Inter departmental relationship**-**With Front Office-With Maintenance-With Security-With Stores-With Accounts-With Personnel. Room layout and guest supplies – linen and uniform – linen room – storage of linen – floor linen room. Par stocks and inventory control – stocking efficiency and quality control of linen

Module V Public area cleaning – cleaning method – cleaning agent – cleaning equipment and standards – pets control – waste disposal. Laundry – laundry procedure – dry cleaning – stain removal – contract cleaning. Room interior – ceramics – glass – metal – sanitary – textile. Floral arts – interior decoration – lighting – heating – ventilation – flavours. Health and safety management – prevention of fire – first aid – health

Practical Module

1. Appraisal of front office equipment and furniture-Rack, Front desk counter & bell desk-Filling up of various Performa-Welcoming of guest-Telephone handling-Role play:
2. Reservation – Arrivals-Luggage handling-Message and mail handling-Paging
3. Check in a walk-in guest- Check in a reserved guest
4. Hands on practice of computer applications related to Front Office procedures such as
    - Reservation,

- Registration,
- Guest History,
- Telephones,
- Housekeeping,
- Daily transactions

5. Housekeeping practical

Reference Books

1. Hotel front office training manual- Sudhir Andrews
2. Principles of Hotel front office operations- Sue Baker, P. Brady, J. Huyton
3 Hotel House Keeping Training Manual- Sudhir Andrews
5. Front Office operation and administration- Dennis Forter.
6. Front office procedures and managment- Peter Abbott
7. front Office Management- SK Bhatnagar
8. Front Office procedures- Micheal.L.Kasawama.

BTH3B03 FOOD PRODUCTION- I: THEORY AND PRACTICAL

Aim of the course: Food Production is an integral part of Hospitality industry. This course prepares the student to understand the basic theory of food production. The practical helps the students to do the experiment of basic food production activities in a hotel and practice ten Indian menus from different states.

Objectives of the Course:

a) It is important to inculcate the students with sound knowledge in basic food production, so that they can be put into use in better way.
b) This course helps the student to understand the methods of cooking and different types of ingredients used for cooking

Course outline

Module I Introduction to Cookery **-** Culinary history-Origin of modern cookery. Cooking- Aims & objectives of cooking food - advantages of cooking - food constituents - effect of cooking - effect of cooking on different ingredients culinary terms - Culinary terms - Explanation with examples Indian and western. Methods of cooking food- Moist heat method - Dry heat method- Microwave Cooking -Solar Cooking. Preparation of food - Methods of mixing food - weighing and measuring –texture.

Module II Kitchen, organization and layout**.** Hierarchy area of department and kitchen**-** types of kitchen. Kitchen Equipment and Cooking Fuels – types Kitchen Equipment–Large Equipments -mechanical Equipments ,Utensils and Small Equipments- Cooking Fuel – Sources of Energy - Systems of Generating Heat for Cooking-Cooking By Open Fire - Cooking By Oil - Cooking By Gas - Cooking By Electricity - Cooking with Solar Energy. Re heating of food/ rechauffel cooking-rules of reheating food

Module III. Cooking materials - Foundation ingredients- Fats & oils– Salt - Raising agents - Liquids - Flavourings and seasonings – Sweetening – Thickenings. Stocks - Definition of stock - components of stock - Types of stock-use of stock - Preparation method of stock - Uses of stock - Preparation of bone -preparation of stock (recipe) - evaluating quality of

stock. Sauces - importance of sauces-thickening agent used in sauces - Classification of sauces. Soups– types of soup-preparation of soup-garnishing for soup-method of serving soups

Module IV Herbs, Spices – Condiments - Varieties of Herbs - Uses of Herbs -Preserving Fresh Herbs - Spices -Varieties of Spices - Uses of Spices - Condiments -Varieties of Condiments - Uses of Condiments. Cereals & pulses - Cereals - Cereal Varieties -Pulses - Varieties of Pulses -Vegetable and fruit Vegetables - Types of Vegetables - Fruits - Type of Fruits -- Nuts - Varieties of Nuts – salads - parts of salads - types of salad - salad dressing.

Module V Milk – Introduction - Processing of Milk - Pasteurization – Homogenization - Types of Milk. Yoghurts and Cream – Introduction - Yoghurt - Varieties of Yoghurts- Creams -Types of Cream - Storage of Cream. Cheese - Types of Cheese - Basics of Cheese Making - Curdling - Curd Processing - Ageing - Storage of Cheese -Preparations of Cheese Dishes - Preparation of Cheese Sauce - Preparation of Cheese Omelet. Butter - Introduction - Processing of Butter - Types of Butter. Beverages – classification - Alcoholic Beverages - Non-Alcoholic Beverages –tea - coffee – cocoa - chocolate

Practical Module

- Equipments– Identification, Description, Uses & handling
- Hygiene – Kitchen etiquettes, Practices & knife handling
- Safety and security in kitchen
- Vegetables – classification-Cuts – julienne, jardinière, macedoines, brunoise, payssane- mignonnete, dices, cubes, shred, mirepoix-Preparation of salad dressings
- Identification and Selection of Ingredients – Qualitative and quantitative measures.
- Basic Cooking methods and pre-preparations-Blanching of Tomatoes and Capsicum-Preparation of concasse-Boiling (potatoes, Beans, Cauliflower, etc)-Frying – (deep frying, shallow frying, sautéing)-Braising – Onions, Leeks, Cabbage-Starch cooking (Rice, Pasta, Potatoes)
- Stocks – Types of stocks (White and Brown stock)-Fish stock-Emergency stock-Fungi stock
- Sauces – Basic mother sauces – Béchamel – Espagnole – Veloute –Hollandaise – Mayonnaise-Tomato
- Egg cookery – Preparation of variety of egg dishes-Boiled (Soft & Hard) -Fried (Sunny side up, Single fried, Bull's Eye, Double fried)Poaches–Scrambled-Omelette (Plain, Stuffed, Spanish)
- Meat – Identification of various cuts, Carcass – demonstration-Preparation of basic cuts-Lamb and Pork-Chops , Tornado, Fillet, Steaks and Escalope
- Fish-Identification & Classification-Cuts and Folds of fish
- Identification, Selection and processing of Meat, Fish and poultry.
- Experiments of Ten Regional Indian Menu from different states

Reference Books:

1. Auguste Escoffier (1979), The Complete Guide to the Art of Modern Cookery, Heinemann.
2. Peter Barham (2001), The Science of Cooking, Springer.
3. Philip E. Thangam (1981), Modern Cookery for Teaching and the Trade, Vol I, Orient Longman.
4. Ann Seranne (1983), The Complete Book of Egg Cookery, Collier Macmillan
5. Tony Groves, *e t a l* (1996), Food Preparation and Cooking, Nelson Thornes.

6. Arora K (1982), Theory of Cookery, K.N. Gupta & Co.

BTH3B04 TRAVEL AGENCY AND TOUR OPERATION BUSINESS

Aim of the course: The student will understand the conceptual meaning and difference between travel agency and tour operation Further they will understand the formalities and documentation needed to set up these units..

Objectives of the Course:

a) This course helps the students to polish their skills and become proficient to handle all major aspects of travel agency.
b) To femiliarise the tour handling, ticket issuance and travel documents
c) To equip the students with the managerial knowledge and skill required to work in Travel Agencies. .
d) To create an awareness on tour pricing strategy and tour costing.
e) This course emphasis the students to bring professionalism in the Industry.

Course outline

Module I Travel Agency-concept, -role-functions-types of Travel agencies, Department of Travel agencies, Major activities-Income sources of travel agencies-How to set up a travel agency-organization structure-procedures of approval from IATA,DOT-Linkages with service providers-Travel Documents.

Module II Tour Operation-Meaning-definition-functions-types of tour operation-overseas, domestic, specialist-main types of tour packages-Independent, escorted, guided-FIT, GIT, inbound, outbound,– Tour operation process-research, planning, costing, costing elements, pricing –itinerary – meaning, types, preparation (prepare itinerary of assumed tour packages) – departments of tour operation, tour departure procedures.

Module III Marketing & Promotion of tour – marketing strategies of tour operation business, tour brochure, how to prepare a tour brochure, items to be included in tour brochure, tools used to market tour packages.

Module IV Guiding & Escorting: Meaning, concepts in guiding, golden rules of guiding, difference between guide & escort, skills, responsibilities of guides, interpreting sites, escorts, personal hygiene, grooming, pre, post and during tour responsibilities, check list, handling emergencies, leading a group, code of conduct- major tour operation companies (Kuoni, Cox & Kings, Thomas Cook, Carlson)

References

1. JagmohanNegi – Travel Agency and Tour Operations.
2. Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text
3. Dennis L Foster – Introduction to Travel Agency Management
4. Pat Yale – Business of Tour Operations
5. Laurence Stevens - Guiding to Starting and Operating Successful Travel Agency, Delmar Publishers (1990)
6. Manual of Travel Agency Practice – Butterworth Heinemann Pub, London (1995)
7. Betsy Fay - Essentials of Tour Management –Prentice Hall

8. Mark Mancini: Conducting tours – Delmar Thomson, New York
9. Pond KL, Professional Guide: Dynamics of Tour Guiding

BTH4B05 FOOD PRODUCTION-II: THEORY AND PRACTICAL

Aim of the course: This course is more advanced than basic food production which is taught Second semester. This course aims to provide region based speciality foods and its production. The practical helps the students to do the experiments of International menus from different countries.

Objectives of the Course:

a) To provide the knowledge of different countries cooking methods and styles.
b It provides the technical knowledge of preserving foods.
c) It also covers some speciality type preparation like Charcutierie, Larder etc
d) It also deals with different type of meat and fish

Course outline-

Module I Cuisine - Regional Indian Cuisine - Introduction to Regional Indian Cuisine- Factors that affect eating habits in different parts of the country- Cuisine and its highlights of different states/regions/communities to be discussed under: Geographic location-Historical background-Seasonal availability-Special equipment-Staple diets. International cuisine - Geographic location - Historical background - Staple food with regional Influences - Great Britain – France - Italy - Spain & Portugal – Scandinavia – Germany - Middle East – Oriental – Mexican - Arabic. Chinese - Introduction to Chinese foods - Historical background - Regional cooking styles - Methods of cooking - Equipment & utensils. French - Culinary French - Classical recipes - Historical Background of Classical Garnishes - Offals/Game - Larder terminology and vocabulary

Module II Preservation of Food - types of preservation -different methods - principle of food storage – accompaniment and garnishes. Hygiene - personal hygiene-kitchen hygiene-food hygiene-health and safety

Module III. Larder - layout & equipment - Introduction of Larder Work – Definition - Equipment found in the larder - Layout of a typical larder with equipment and various sections. Duties and responsibilities of the larder chef - Functions of the Larder - Hierarchy of Larder Staff-Sections of the Larder - Duties & Responsibilities of larder Chef. Charcutierie - Introduction to charcutierie – Sausage - Sausage – Types & Varieties - Casings – Types & Varieties - Fillings – Types & Varieties -Additives & Preservatives. Forcemeats - Types of forcemeats - Preparation of forcemeats - Uses of forcemeats. Ham, Bacon & Gammon - Cuts of Ham, Bacon & Gammon - Differences between Ham, Bacon & Gammon - Processing of Ham & Bacon - Green Bacon -Uses of different cuts. Galantines - Making of galantines - Types of Galantine - Ballotines, Pates -Types of Pate - Pate de foie gras - Making of Pate, Mouse & Mousseline - Types of mousse - Preparation of mousse - Preparation of mousseline -Difference between mousse and mousseline

Module IV Seafood Cookery - Types of Seafood - Fin Fish - White Fish - Oily Fish - Shellfish – Crustaceans - Mollusc - Invertebrates - Selecting Fish - Preparation of Fish - Fish Cuts - Cooking Fish. Meat -Mutton and Lamb -Cuts of Lamb / Mutton. Beef and Veal -Terms Used in Beef Industry -Cuts of Beef -Steaks. Porks -Cuts of Pork -Bacon, Ham and Gammon. Game -Game Varieties -Processing of Game-Cooking of Game. Poultry -Cuts of Poultry.

Chicken-Classification of Chicken-Selection of Chicken -Cutting of Chicken -Cooking of Chicken -Chicken Nutritional Facts -Safe Storage of Chicken

Module V Flour - Structure of wheat - Types of Wheat - Types of Flour - Processing of Wheat – Flour - Uses of Flour in Food Production - Cooking of Flour (Starch). Oven - types oven. Bread - types of bread - characteristics of a good loaf - function of ingredients - faults in bread and their causes. Sandwiches - Parts of Sandwiches - Types of Bread -Types of filling – classification - Spreads and Garnishes - Types of Sandwiches - Making of Sandwiches - Storing of Sandwiches. Cakes - types of cakes - function of ingredients - characteristics of good cakes - hints for baking - storing the cake - wrong quality of cake - leavening agents

Practical Module

Preview of first practical

- Practice of Ten International Menu from different countries.

Reference Books

1. Auguste Escoffier (1979), The Complete Guide to the Art of Modern Cookery, Heinemann.
2. Peter Barham (2001), The Science of Cooking, Springer.
3. Julia Child, Louisette Bertholle, Simone Beck (2001), Mastering the Art of French Cooking, Knopf Publishing Group.
4. Philip E. Thangam (1981), Modern Cookery for Teaching and the Trade, Vol I, Orient Longman.
5. Tony Groves, *e t a l* (1996), Food Preparation and Cooking, Nelson Thornes.
6. Arora K (1982), Theory of Cookery, K.N. Gupta & Co.
7. Peterson James (1998), Sauces, John Wiley & Sons.
8. K.T. Farrell (1998), Spices, Condiments and Seasonings, Springer.
9. K.V. Peter (2004), Handbook of Herbs and Spices, Woodhead Publishing.

BTH4B06 AIRPORT AND CARGO MANAGEMENT

Aim of the course: This course aims to impart the knowledge of the management aspects of Airports and Cargos .

Objectives of the Course:

1. To Understand the structure and functioning of airport and cargo industry.
2. To Study the international regulations and formalities of travel.

Course outline

Module I Role of transportation in tourism – major entry points in India – history of air transportation –Major airports in India (domestic & international) -Role of AAI and DGCA. A brief account of IATA/ICAO-Three letter city codes and airport codes.Major world cities and airports and identifying cities and countries on the map.

Module II Guidelines for airport management – airport facilities – the check-in formalities– Baggage and excess baggage checking – registered and unregistered baggage– piece & weight concept – excess baggage ticket (EBT) – pooling of baggage– free carryon– BSP- Dangerous goods- Introduction, classification and Packaging Dangerous Goods- Labelling, marking and handling live animal regulations.

Module III Travel formalities, passport, types, visa, types, health related documents required, travel documents required for a tourist to visit India and north eastern states –

emigration requirements, ECNR, documents required to get passport in India – TIM, types of information in TIM.

Module IV Cargo, meaning definition - Cargo transportation – scope of cargo business, structure of cargo industry, movement of cargo, basics of cargo rate preparation, airway bill preparation, cargo insurance and clauses. Cargo terminology-Trucking, RFS, Warehousing, Trade Free Zone, Charters.

References Books

1. Introduction to Airline Industry: IATA Study KIT
2. JagmohanNegi: Travel Agency & Tour Operation – Concepts and Principles. (Kanishka Pub, New Delhi)
3. JagmohanNegi: Air Travel and Fare Construction. - Kanishka Pub, New Delhi 2004
4. Dennis. L. Foster: The Business of Travel Agency Operations and Administration (Mc. Graw Hill)
5. Study Kit for IATA/UFTAA
6. Stephen Shaw, Airline Marketuing and Mabnagement, Ashgate
7. Airpotrt, aircraft and airline security, Kenneth C Moore, utterworthheinmann
8. Airline Business in 21st Century, Regas Doganis, Routlege

BTH5B07 AIR FARES AND TICKETING

Aim of the course: This course will helps to impart the theoretical and practical knowledge on Airline ticketing procedure

Objectives of the Course

a) To make aware of the terminologies used in Airports and Airlines.
b) To equip the students the mechanism of airfare ticketing exercise.
c) To provide a knowledge on how to calculate flying time and Air ticket fare,

Course Outline

Module I Airline Terminology – Airports and offline stations served by airlines – abbreviations used in airlines, its fleet – types of journeys (OW, CT, RT, OJ,RTW) – International sale indicators – Global indicators.

Module II Passenger ticket: Different coupons – ticketing instruction and conjunction tickets – Open tickets, E-tickets and its advantages – Miscellaneous charges order (MCO) and Prepaid Ticket Advice (PTA) – the rounding off of currencies, referring to airline time table, TIM, OAG, PAT.

Module III Types of fare – normal face (Adult, child & infant) – Special fares, discounted fares, passengers requiring special handling – passengers with medical problems – Expectant women – Unaccompanied minors – infants – VIPs/ CIPs, introduction to special fares.

Module IV Time calculation, flying time calculation, time zones, day light saving time, international date line, marking of cities on outline maps. International fare constructions based on IATA & UFTAA – Fare formula and basic steps using mileage system – OW, RT, CT – Exercises on ticketing – OW, RT,CT.

References

1. Jagmohan Negi: Travel Agency & Tour Operation – Concepts and Principles. (Kanishka Pub, New Delhi)
2. JagmohanNegi: Air Travel and Fare Construction. - Kanishka Pub, New Delhi 2004
3. Dennis. L. Foster: The Business of Travel Agency Operations and Administration (Mc. Graw Hill)
4. Study Kit for IATA/UFTAA
5. Foundation Course: - Module – I – Introduction to tourism
- Module – II – Travel Geography
- Module – III – Air Transport
- Module – IV – Air Fares &Ticketing

BTH5B08 FOOD AND BEVERAGE SERVICE- I: THEORY AND PRACTICAL

Aim of the course: This course aims to provide a comprehensive knowledge on Food and Beverage services and to develop technical skills in serving Foods and Beverages in Hotel industry. The practical helps the students to practice the basic food and beverage service activities in an service outlet of a hotel.

Objectives of the Course:

a) To provide an overall idea of service department of a hotel and its functions..
b To understand the arrangement of a Food and beverage outlet for service..
c) To acquire some technical skills for serving food and beverages in hotels and its methods and styles.

Course Outline

Module I The hotel & catering industry-Introduction to the Hotel Industry and Growth of the hotel Industry in India-Role of Catering establishment in the travel/tourism industry-Types of F&B operations-Classification of Commercial, Residential/Non-residential-Welfare Catering – Industrial/Institutional/Transport such as air,road, rail, sea, etc.-Structure of the catering industry – a brief description of each

Module II Departmental organisation & staffing-Organisation of F&B department of hotel-Principal staff of various types of F&B operations-French terms related to F&B staff-Duties & responsibilities of F&B staff-Attributes of a waiter-Inter-departmental relationships-Within F&B and other department. Preparation for service-Organising Mise-en-scene-Organising Mise en place-arrangement of side board

Module III Food service areas (f & b outlets-Specialty Restaurants-Coffee Shop-Cafeteria-Fast Food (Quick Service Restaurants)-Grill Room-Banquets-Bar-Vending Machines-Discotheque. Ancillary departments-Pantry-Food pick-up area-Store--Linen room-Kitchen stewarding. F & b service equipment-Familiarization & Selection factors of:-Cutlery-Crockery--Glassware-Flatware-Hollowware-All other equipment used in F&B Service. Non-alcoholic beverages-Classification (Nourishing, Stimulating and Refreshing beverages)-A. Tea-Origin & Manufacture-Types & Brands-B. Coffee-Origin & Manufacture-Types & Brands-Juices and Soft Drinks-Cocoa & Malted Beverages-Origin & Manufacture

Module IV Meals & menu planning-Origin of Menu-Objectives of Menu Planning-Types of Menu-Courses of French Classical Menu-Sequence-Examples from each course-Cover of

each course-Accompaniments-French Names of dishes. Types of Meals-Early Morning Tea-Breakfast (English, American Continental, Indian)-Brunch-Lunch-Afternoon/High Tea-Dinner-Supper. Types of food service-Silver service-Pre-plated service-Cafeteria service-Room service-Buffet service-Gueridon service-Lounge service

Module V Sale control system-KOT/Bill Control System (Manual)-Triplicate Checking System-Duplicate Checking System-Single Order Sheet- Quick Service Menu & Customer Bill-Making bill-Cash handling equipment-Record keeping (Restaurant Cashier. Tobacco-History-Processing for cigarettes, pipe tobacco & cigars-Cigarettes – Types and Brand names-Pipe Tobacco – Types and Brand names-Cigars – shapes, sizes, colours and Brand names-Care and Storage of cigarettes & cigars

Practical Module

- Food Service areas – Induction & Profile of the areas
- Ancillary F&B Service areas – Induction & Profile of the areas
- Familiarization of F&B Service equipment
- Care & Maintenance of F&B Service equipment
- Basic Technical Skills**-**Task-01: Holding Service Spoon & Fork-Task-02: Carrying a Tray / Salver-Task-03: Laying a Table Cloth-Task-04: Changing a Table Cloth during service-Task-05: Placing meal plates & Clearing soiled plates-Task-06: Stocking Sideboard-Task-07: Service of Water-Task-08: Using Service Plate & Crumbing Down-Task-09: Napkin Folds-Task-10: Changing dirty ashtray-Task-11: Cleaning & polishing glassware-Tea – Preparation & Service-Coffee - Preparation & Service

Reference Books

1. Dennis R. Lillicrap, John A Cousins (1991), Food and Beverage Service, Elbs.
2. Vijay Dhawan (2000), Food and Beverage Service, Frank Bros. & Co.
3. S. Medlik (1972), Profile of the Hotel and Catering Industry, Heinemann.
4. Casado, Matt A (1994), Food and Beverage Service Manual, John Wiley & Sons.
5. Sondra J. Dahmer, Kurt W. Kahl (2002), Restaurant Service Basics, John Wiley & Sons, Inc.
6. Joseph Houston, Neil Glenesk (1982), The Professional Service of Food and Beverage, Batsford technical Ltd.
7. Sylvia Meyer, Edy Schmid (1990), Professional Table Service, John Wiley & Sons Inc.
8 Joseph Houston, Neil Glenesk (1982), The Professional Service of Food and Beverage, Batsford technical Ltd.

BTH5B09 FOOD SCIENCE AND NUTRITION

Aim of the course: This course helps to understand the biological, chemical and physical structures of foods. It also helps the students to acquire the knowledge of food at micro level like its nutritive value, causes of food contamination etc.

Objectives of the Course:

a) To enable the students to acquire the knowledge of food science

b) To know the characteristics of food ingredients , its structure and nutritive value .

c) To understand how to preserve the foods.

Course outline

Module I Food Science- Introduction to food science-food groups - food in relation to health

Module II Milk and Milk Products -Composition -Physical Structure -Nutritive Value-Processing- Microorganisms- Cereals-Structure-Composition and Nutritive value- Pulses-Nutritive Value -Processing- Storage- Infestation- Nuts and Oils- Nutritive value- Toxins

Module III Sugar and Sugar related Product- Nutritive Value -Properties- Fats and Oils Composition -Nutritive Value - Spies- Beverages-Coffee -Tea-Cocoa-Fruit- Beverages and Milk based Beverages

Module IV Meat-Structure-Composition-Nutritive Value-Post Mortem changes- Egg-Composition - Preservation- Vegetable and Fruit-Composition-Nutritive value- Fungi as Food-Algae as Food

Module V Food additives-Food adulteration-Types of Food adulterants -Intentional Adulterants- Metallic Contamination-Incidental Adulterants - Food Preservation-Methods of Food Preservation- Evaluation of Food quality- Sensory Evaluation-Objective Evaluation-Evaluation Card- Types of Tests.

Reference Books

Food Science	-	B. Srilakshmi
Food Science And Nutrition	-	Malathi
Nutrition Science	-	B. Srilakshmi
Food And Nutrition	-	P.K.Jas

BTH5B10 TOURISM RESOURCES IN INDIA

Aim of the course: This course aims to provide importance of tourist resources of our Country, its speciality and historical background. By studying this course a student can work as a Tourist Escort.

Objectives of the Course:

a) To femiliarise the various tourist destinations of our country..

b To understand the relevance, importance and history of our tourist destinations.

c) It also helps to understand various types of Tourism products available in our country.

Course outline

Module I Tourism Products - meaning-definition–Types-India's rich heritage-architectural heritage, forts, palaces, monuments-World heritage sites-Museums and Art Galleries- handicrafts

Module II Culture and tradition-folklore, cuisine, costume, religions (Jainism, Islam, Hinduism, Christianity, Sikhism) Dance (Classical) and Music (instruments) - Fairs and festivals in India

Module III Natural Products of India- Mountains, hill stations ,caves, Forests, Deserts, Waterfalls, Beaches, Backwaters, islands, farms and plantations - Wildlife resources of India – national parks and wildlife sanctuaries in India – bio reserve centres – bio diversity and eco system – Wildlife Protection Act, 1972

Module IV Himalayas – Himalayan ranges, valleys, peaks, meadows, hill stations – mountaineering and adventure tourism in Himalayas- Tourism in the north-east of India - Emerging form of tourism –Eco tourism, Responsible, Alternative, Rural, Agro, Sustainable Tourism, Medical Tourism, and Village Tourism- Important tourist attractions in India

References Books:

1. India – A Travel Survival Kit by Geoff Crowther& Others. Lonely Planet Publication.
2. India – A Travellers Companion by PranNath Seth
3. Tourism Products of India – Dr. I.C. Gupta &Dr.SushamaKasbekar.
4. Tourism in India – V.K. Gupta, Gian Publishing House, Delhi – 7.
5. Cultural Tourism & Heritage Management – by Shalini Sign, Rawat Publication, Jaipur.
6. Hill Stations of India – Gillian wright, Penguin Books, New Delhi – 19.
7. Tourism in Inda – K.K. Sharma, Classic Publishing House, Jaipur.
8. Invitation to Indian Dances by SusheelaMisra Arnold Publishers, New Delhi – 29.
9. Atlas to India' wildlife – A.N. JagganathaRao T.T. Maps & Publications, Madras – 44.
10. www.incredibleindia.org
11. An Introduction to History of India – Graeme D Westlake, Indus Publishers, Delhi -2.12. Rajasthan, Agra, Delhi – a travel Guide by Philipward Penguin Books, New Delhi – 29

BTH5B11 FOOD AND BEVERAGE MANAGEMENT

Aim of the Course: This course aims to make the students to understand the importance of cost control in Hospitality industry. It also aims to give the importance of control system in the industry.

Objectives of the Course

a). This course helps the students to control the Food and Beverage cost in the industry.

b). To know how to price the Food and Beverages, controlling of costs, budgetary control, and variance analysis.

c). To understand the functions of Food and Beverage department for controlling food production.

Course Outline

Module I:- Cost dynamics-Meaning of Cost Accounting –Scope and objectives of Cost Accounting- Advantages of Cost Accounting-Limitations of cost accounting-Cost Analysis-concepts and classification-Elements of cost-cost sheet-cost concepts-cost classification.

Module II:- Variance Analysis-Standard costing-Cost variance-Material variance, Labor variance, Overhead variance, Sales variance, Profit variance. Marginal costing-Break even analysis- contribution, P/V ratio –uses, Applications of Marginal Costing

Module III:- Budgetary control-Define budget &budgetary control-Objectives-Types of budgets- Inventory control: Importance-Objectives-Methods-Pricing of commodities.

Module IV:- food menus &Beverage lists-Introduction-Basic menu criteria-Types of food menus- The content of food menus-beverage menu/list-Menu planning-factors influencing menu planning-Menu merchandising-Pricing of menu-constrains of menu planning.

Module V:- Food and Beverage control-introduction-Objectives-Problems-The essentials of control system- Food and Beverage production controlling-calculation of food cost methods of food control-calculation of Beverage cost-methods of Beverage control - Food and Beverage management in Hotel industry, quality Restaurants-fast foods functions-Caterings-Industrial catering-Institutional catering-Hospital catering

Reference Books

Cost Accounting: S.P.JAIN, K.L.NARANG

Food and Beverage Management: BERNAD DAVIS, ANDREW LOCKWOOD, SALLY STONE

BTH6B12 MANAGEMENT PRINCIPLES AND PRACTICES

Aim of the Course: This course explains meaning of management and analyses its process in modern organizations including Hotel, tourism and travel.

Objectives of the Course

a). To understand the basic Management concepts.

b) To understand the functions of Management.

c). To get an awareness of Organizing, directing and leading..

Course outline:

Module – I Management: Concept, Nature, Process and significance of Management. Management as an art and science; Management as profession. Scientific Management- Skills and Roles of managers in organisation. Management functions: Top, Middle and Supervisory levels.

Module– II Fundamentals of Planning: Concept, Nature and importance. Types and process of Planning. Management By Objectives (MBO. Decision Making: concepts, process, and types of decisions. Guidelines for effective decision making.

Module – III Organising: Concept of organising and organisation. Organisation Structure and design. Departmentation, Span of Management, Authority and Responsibility-Delegation of authority, centralization versus decentralisation. Co-ordination- types- Techniques and essentials for effective coordination.

Module – IV Directing: Concepts and principles- Supervision- Motivation: Concept and theories in Motivation-Maslow's-Two factor theory- Need theory. Leading: Leadership - Concept- styles. Communication - Process and Types; Barriers and principle of effective communication (Horizontal and Vertical communication)

Module- V Fundamentals of Controlling- Concepts and Types- Steps in Controlling- Design of Effective Controlling System- Essentials of effective control sysytem.

Reference Books

- Essential of Management– Harold Koontz & Heinsz Weirich.
- Management– H. Koontz & Cyrill O'Donnell.

- Management Theory– Jungle, H. Koontz.
- Principles of Management– Peter F. Drucker.
- Management Concepts – V.S.P. Rao, Konark Publishers
- Principles & Practice of Management– L.M. Prasad, S. Chand.
- Organization & Management– R. D. Agarwal, Tata McGraw Hill.
- Modern Business Administration– R.C., Pitman.
- Human Resource Management– Railey M., Butterworth Heinemann

BTH6B13 EVENT MANAGEMENT

Aim of the Course: The purpose of this course is to acquire an in depth knowledge about the specialized field of "event management" and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events within a sport context.

Objectives of the Course

1. To acquire an understanding of the techniques and strategies required to plan successful special events.
2. To acquire the knowledge and competencies required to promote, implement and conduct special events.
4. To acquire the knowledge and competencies required to assess the quality and success of special events.

Course Outline

Module-1 Events, their need and management , Events and Event Management : What are events, Types of event & Event Management , Understanding Events.

Module- II. Events as a communication tools. Events as a marketing tool. The Need - Growing importance of events like, exhibitions, seminars and conventions worldwide

Module -III Principles of event management planning, Creativity, Event feasibility, The competitive environment-Setting realistic objectives, Taking a brief, Time lines and budgeting.

Module -IV Marketing Event Management, The marketing mix, Branding, Market segmentation, Pricing, Advertising and marketing the event, Promotion, Market research, International marketing

Module-V Sponsorship, Core principles of sponsorship, Why companies sponsor, Elements of good sponsorship Identifying appropriate sponsors and sponsorships, Managing sponsorship relationships

BTH6B14 FOOD AND BEVERAGE SERVICE- II:THEORY AND PRACTICAL

Aim of the Course:

This course will provide to the students a comprehensive knowledge about various beverages used in Hotel industry. it will give an insight to history, manufacturing and classification of alcoholic beverages. The practical helps the students to do the experiments for cover laying for different types of Menu.

Objectives of the Course

a) To enable the students to work in F & B service department of a hotel.
b) To make an awareness on alcoholic and non-alcoholic beverages used in the industry.
c) To get knowledge about Banquets and its working procedure.

Course Outline

Module I Alcoholic beverage - Introduction and definition - Production of Alcohol - Fermentation process - Distillation process - Classification with examples

Module II Dispense bar - Introduction and definition - Bar layout – physical layout of bar - Bar stock – alcohol & nonalcoholic beverages - Bar equipment

Beer**-**Introduction & Definition-Types of Beer-Production of Beer-Storage

Module III Wines**-**Definition & History-Classification with examples-Table/Still/Natural-Sparkling-Fortified-Aromatized-Production of each classification-Old World wines (Principal wine regions, wine laws, grape varieties-production and brand names)-France-Germany-Italy-Spain-Portugal New World Wines (Principal wine regions, wine laws, grape-varieties, production and brand names)-USA-Australia-India-Chile-South Africa--Algeria-New Zealand Food & Wine Harmony-Storage of wines-Wine terminology (English & French)

Module IV Spirits**-**Introduction & Definition-Production of Spirit-Pot-still method-Patent still method-Production of-Whisky-Rum-Gin-Brandy-Vodka-Tequilla-Different Proof Spirits-American Proof-British Proof (Sikes scale)-Gay Lussac (OIML Scale)

Aperitifs**-**Introduction and Definition-Types of Aperitifs-Vermouth (Definition, Types & Brand names)-Bitters (Definition, Types & Brand names)

Liqueurs**-**Definition & History-Production of Liqueurs-Broad Categories of Liqueurs (Herb, Citrus, Fruit/Egg, Bean &-Kernel) Popular Liqueurs (Name, colour, predominant flavour & country of-origin)

Module V Banquets – organization structure – duties and responsibilities – sitting arrangements – banquet menu Off premises catering - sea catering – airline catering – railway catering- Gueridon service – origin and definition – types of trollies and lay outs

Practical Module

- Task-01: A La Carte Cover
- Task-02: Table d‟ Hote Cover
- Task-03: English Breakfast Cover
- Task-04: American Breakfast Cover
- Task-05: Continental Breakfast Cover
- Task-06: Indian Breakfast Cover
- Task-07: Afternoon Tea Cover
- Task-08: High Tea Cover

PREPARATION FOR SERVICE (RESTAURANT)

- Organizing Mise-en-scene

- Organizing Mise-en-Place
- Opening, Operating & Closing duties

PROCEDURE FOR SERVICE OF A MEAL

- Task-01: Taking Guest Reservations
- Task-02: Receiving & Seating of Guests
- Task-03: Order taking & Recording
- Task-04: Order processing (passing orders to the kitchen
- Task-05: Sequence of service
- Task-06: Presentation & Encashing the Bill
- Task-07: Presenting & collecting Guest comment cards

Reference Books

1. Dennis R. Lillicrap, John A Cousins (1991), Food and Beverage Service, Elbs.
2. Vijay Dhawan (2000), Food and Beverage Service, Frank Bros. & Co.
3. Casado, Matt A (1994), Food and Beverage Service Manual, John Wiley & Sons.
4. Anthony J. Strianese, Pamela P. Strianese (2002), Dining Room and Banquet Management, Thomson Delmar Learning.
5. Joseph Houston, Neil Glenesk (1982), The Professional Service of Food and Beverage, Batsford technical Ltd.
6. Sylvia Meyer, Edy Schmid (1990), Professional Table Service, John Wiley & Sons Inc.
7. Anthony J. Strianese, Pamela P. Strianese (2002), Dining Room and Banquet Management, Thomson Delmar Learning.
8. Joseph Houston, Neil Glenesk (1982), The Professional Service of Food and Beverage, Batsford technical Ltd.
9. Andrew Durkan, John Cousins (1995), The Beverage Book, Hodder Arnold H&S.
10. Costas Katsigris, Chris Thomas (2006), The Bar and Beverage Book, John Wiley & Sons Inc.

BTH6B15 EMERGING TRENDS IN TOURISM

Aim of the Course: This course aims to make an awareness among the students about the new trends in Tourism industry. It will discuss the new styles regarding international and national tourism and its impacts on tourists.

Objectives of the Course

a) To enrich the students with the upcoming trends in tourism industry
b) To discuss new styles in tourism.

Course Outline

Module I MICE Tourism (Meetings, Incentives, Conventions, Exhibitions) definition, importance, international conventions, incentive travel, role of employers, fiscal incentives to hotels and other tourism intermediaries, global tourism fairs, national tourism fairs such as Pushkar fair, Sura jKund craft mela, India International Trade Fair at Pragathi Maidan, Delhi etc.

Module II Space tourism – travel to outer space – international space station – space travellers – training needed for space traveller – lunar tourism- cyber tourism – tourist submarine service, oceanarium, recent advancements in adventure tourism, rural tourism,

Module III Health tourism – rejuvenation therapy in Ayurveda –kayakalpatreatment-general idea about panchakarma – oil massage, dhara, kizhi, nasyam, vasthi, rasayana, lehyam, arishta etc. Naturopathy treatments – general idea about other systems of medicine such as Homeopathy, Acupuncture, Kalari and marmachikilsa, holistic treatment like yoga & meditation. Recent advancements in medical tourism and super specialty treatments for medical tourist such as cardiac surgery, organ transplantation, keyhole surgery, cosmetic surgery, dental tourism Sidha&Unani – cost effectiveness in India.

Module IV Rural Tourism- Definition, concept and its relationship with farm, agree-green and cultural tourism. Aims and objectives to promote rural tourism -Responsible tourism – Remedial and precautionary measures against bad effects of tourism – tourism legislations – rules and regulations –benchmarking – standards in tourist services – public awareness – role of the government – tourist Guides – tourist Police.

Reference Books:

1. Tourism Development Revisited. Edited by Sutheeshna Babu & Others. Sage Publication, Response Books, New Delhi – 44
2. Sustainable Dimensions of Tourism Management Edited by M.R. Biju, Mittal Publications, New Delhi – 59.
3. Successful Tourism Management – Prannath Seth sterling Publishers, Delhi – 16.
4. Strategic Management Theory – An Integrated approch by Charles W L Hill and Gareth R. Johns. Houghton Mifflin, Boston.41
5. Managing Tourist Destinations – Krishnan K. Kamra, KanishkaPublishers, New Delhi.
6. Strategic Management in Tourism –Mountinho L. Cabi Publishing Company, UK.
7. Tourism Management – Principles and Practice –Dr. P.O. George (In press).
8. www.incredibleindia .org
9. www.keralatourism.org
10. Tourism Dimensions – S.P. Tewari, Atma Ram & Sons – Delhi – 6

COMPLEMENTARY COURSES

BTH1C01 MARKETING MANAGEMENT

Aim of the course: This course includes the techniques of Marketing. This course aims to acquire the basic knowledge of marketing principles and study the sustainability of alternative promotional approaches to formulate marketing plans.

Objectives of the Course:

a) To provide basic knowledge about the concepts, principles, tools and techniques of marketing.
b) To expose the students to the latest trends in marketing.
c) To give an idea about Service Marketing

Course outline

Module I MARKETING:-Meaning and definition- SCOPE AND IMPORTANCE OF MARKETING-EVALUTION OF MARKETING CONCEPTS-MARKETING MIX-MARKETING INFORMATION SYSTEM (MIS):- Meaning and Definition, Process of MIS (Assessment of information needs, Collection of information, Distributing information), Primary and Secondary Data collection, Customer Contact methods, Samples- CONSUMER BUYING BEHAVIOR:- Meaning, Factors affecting Consumer Buying Behaviour (Social, Cultural, Personal, Psychological), Consumer Buying Process(Need recognition, Collection of information, Evaluation of alternatives, Purchase decision, Post purchase behaviour)- MARKET SEGMENTATION:- Concept, Importance, Bases (Geographic, Demographic, Psychographic, Behavioural)- MARKETING POSITIONAING:- Meaning and methods- PRODUCT DIFFERENTIATION.

Module II MARKETING MIX:-Meaning and components-PRODUCT:- Definition, Levels (Augmented, core and supplementary),Concept of branding, New Product Development, Product Life Cycle- PRICE:- Meaning and Importance, Factors affecting pricing, Approaches and Pricing policies.

Module III PLACE-DISTRIBUTION CHANNELS:- Meaning and Definition, Levels of Channels, Functions – PROMOTION:- Meaning and importance, Promotion mix (Public Relation, Advertising-Methods, Advantages and Dis advantages, , Sales Promotion and Direct Marketing) Crisis Management.

Module IV RECENT DEVELOPMENTS IN MARKETING – online marketing – direct marketing - green marketing - relationship marketing-SERVICE MARKETING- Importance - CHARACTERISTICS OF SERVICE MARKETING -7P'S of Service Marketing Mix-MARKETING OF TRAVEL ANGENCIES, TOUR OPERATORS AND HOTELS

Reference Books:

1. Philip Kotler - Marketing Management
2. J.C. Gandhi - Marketing Management
3. William M. Pride and O.C. Ferrell – Marketing.
4. Stanton W.J. etzal Michael & Walker, Fundamentals of Management.
5. Armstrong &Kotler, Marketing : An Introduction, Pearson.
6. P N Reddy &Appanniah, Essentials of Marketing Management.
7. R.S. Davar, Marketing Management, Progressive Corporation.
8. Joel R. Evans and Barry Berman, Marketing, Biztantra publications.
9. Ramaswamy and Namakumari, Marketing Management.
10. Neelamegham, Marketing in India.

BTH2C02 IT IN TOURISM AND HOSPITALITY INDUSTRY

Aim of the course: The subject aims to give a basic knowledge of computers and its operations and enables the student to operate the computer with enough practice to get confidence.

Module 1 Computer Fundamentals. Features of Computer System, Block Diagram Hardware Input & Output Devices, CPU, RAM, ROM, Software – System, Application S/W

Networks – LAN, MAN, WAN, Topologies, Viruses – Types, Precautions, WINDOWS Features, Terminologies - Desktop, Windows, Wallpaper, Icons, XIV File, Folder, etc. Windows Explorer- (Assignment with files, folders), Accessories – Paint, Notepad, Calculator.

Module 2 MS-WORD. File Commands, Print, Page Setup, Editing - Cut, Copy, Paste, Find, Replace, etc. Formatting Commands – Fonts, Bullets, Borders, Columns, Tabs, Indents, Tables, Auto Text, Auto Correct Mail Merge, Hyperlinks

Module 3 MS-EXCEL. Features, Auto Fill, Custom Lists etc. Cell Reference – Relative & Absolute ($), Formulae, Functions (Math/Stats, Text, Date, IF)Charts – Types, Parts of the Chart. Databases (Create, Sort, AutoFilter, Sub Total). MS-POWERPOINT. Slide Layout, Slide t. ClipArt, Orgnisational Chart, Graphs, Tables. Custom Animations, Slide Timings

Module 4 INTERNET / E-MAIL. History, Pre-requisites for Internet, Role of Modem Services – Emailing, Chatting, Surfing, Blog, Search Engines, Browsers, Dial Up, Domains Broadband, Concepts of Web upload, download, Threats – Spyware, Adware, SPAM E-Commerce and ERP. Concepts of B-to-B, B-to-C. ERP concept, SAP Concepts DBMS- (Data Base Management Systems) . Definition- DBMS, Table, Data Types, Record, Field. MS-ACCESS. Table Creation, Fields, data Type. Primary Key Concept. Add, Edit, Delete records. Forms, Simple Query.

Chapter 5 ONLINE **SE**RVICES IN INDUSTRY- Online reservations of Hotel Rooms- online booking of airline tickets- railway ticket booking- online passport application- online cruise and car rental reservations- CRS and GDS- AMEDUS-GALELEO-ABACUS-WOLRD SPAN- Video Conferencing.

Reference Books

1. Computer Fundamentals – P.K. Sinha
2. A First Course In Computers – Sanjay Saxena
3. DOS Guide – Peter Norton
4. Mastering MS-OFFICE – Lonnie E. Moseley & David M. Boodey (BPB Publication)
5. Mastering FOXPRO – Charles Siegel (BPB Publication)

BTH3C03 HUMAN RESOURCE MANAGEMENT

Aim of the course: This course helps the students to get an overall idea of how to manage the human resources and its importance in Hospitality Industry.

Objective of the course

a) This course applies to personal management in hotel and tourism industries.
b) This course gives an of Human Resource Planning in hospitality industry.
c) This course helps the students to understand the need of human resource development in organisations.
d) This course enables the students how the performance evaluations are applied in organisations and it also will help to improve their performance in their industry.

Course outline

Module I Human Resource Management- Definitions-Importance of HRM in Service industries- Functions and objectives of HRM.

Module II Man power planning- Process of Man power planning. Job analysis- Its process- Job Description- Job Specification-Job Design- Job Enlargement- Job Enrichment- Job Engineering.

Module III Recruitment and Selection- Selection process-Sources of recruitment- Internal - External- Techniques of recruitment- Direct- Indirect-Selection process- selection Tests- Placement and Induction.

Module IV Training and Development- Concepts- Methods- Distinction between Training and development- Organisational development- Self development- Evaluation of training effectiveness.

Module V Performance appraisal- Concepts- Methods- Barriers of effective-appraisal methods-Job Evaluation- Job evaluation in Hospitality industry.

Reference Books

(1) Management Principles and Practices- L M Prasad
(2) Human Resource Management-
(3) Human Resource Management in Hospitality Industry-

BTH4C04 TOURISM AND HOSPITALITY LAW

Aim of the course: Knowledge of service industry laws. It is necessary for students those who have to work in environments which deal with many legal aspects.

Objectives of the Course:

a) This course enables the students to know the regulations of government, to setup a hotel and tourism industry.

b) This course helps to create awareness among students about service industry related laws like contract act, industrial legislation, food adulteration act and tourism related laws.

Course outline

Module I: Indian Contract Act **:** Definition of Contract , Proposal, Agreement, Consideration, etc- Essentials of Valid contract- Competent Parties- Types of Contracts – valid, void and voidable- Performance of Contract- Discharge of Contract- Remedies for Breach of Contract- Indemnity and Guarantee.

Module II: Consumers Protection Act: Definitions – Consumer, Complaint, Defect in goods, Deficiency in service, Unfair trade practice, Restricted trade practice- Procedure for redressal of grievances before District-Forum, State Commission, and National- Commission. Sale of Goods Act: Essentials of valid Sale- Conditions and Warranties- Rights and duties of seller and buyer.

Module III: Food Adulteration Act: Principles of food laws regarding prevention of food adulteration, definition, Authorities under the act. Shops and Establishments Act**:** Procedure relating to registration of hotel, Lodges, Eating Houses, Restaurants, and other related provisions.

Module IV: Environmental Protection Act – The Water (Prevention and Control of Pollution) Act- The Air (Prevention and Control of Pollution) Act. Licenses and permits for hotels and catering
establishments – Procedure for procurement. Tourism related laws – VISA, Passport.

Module V. Factory Act - Definition of Factory, Worker, Health Safety and Welfare provisions,

Industrial Disputes Act – Definition of Industry, Industrial Dispute, provisions relating to strike, lock-out, retrenchment, lay-off and Authorities for settlement of Industrial Disputes. Payment of Wages Act - Definition of Wages, Authorized deductions from the wages Workmen's Compensation Act – Definition of Dependent, Disablement, Occupational disease, liability of the employer to pay compensation and amount of compensation

Reference Books :

Mercantile law: M.C Kunhal,
Mercantile law: Gary and Chawla,
Business Law : Tulsian
Business Law: Gary and Chawla.

OPEN COURSE

BTH5D01 TOURISM AND HOSPITALITY MANAGEMENT

Aim of the course: The aim of this course is to provide elementary knowledge of hotel and tourism industry. The students from other departments can get an idea of the industry and if want, it will also them to start their career in these industries.

Objective of the course

a) To provide a basic idea of the tourism and hospitality industry
b) To know the history of Travel and Tourism industry.
c) To study about the hotels and its major functional departments.
d) To understand the functions of Travel agencies and Tour operations
e) To femiliarise with National and International tourism organisations.

Module I Introduction to travel and tourism:- Important phenomenon's helped the development of evolution of travel and tourism- the meaning of tourism-purpose of travel (motivations)-travellers and visitors-the industry-definitions followed in India-international tourism-world tourism statistics and ranking-basic components of tourism- elements of tourism-future of tourism-mass tourism

Module II Development of means of transport: - Road transport-Sea/Water transport-Cruise industry-Rail transport-luxury trains of India-Air transport-India and international.

Module III Tourism Products:-Types (Natural, Manmade, Symbiotic) –Eco tourism-Adventure tourism- Sustainable tourism- Responsible tourism- Nature based tourism- Green tourism- Multi sport adventures- Cultural tourism- Health tourism- Rural tourism- Ethnic tourism- Senior citizen tourism- Spiritual tourism- Golf tourism- Space tourism- Pro poor tourism- Dark Tourism etc.- Characteristics of tourism- Impacts of tourism(Economic, Environmental, Socio-cultural)

Module IV Accommodation Industry- History-Types-Departments-Categorisation in India (Star)-Room types-Travel Agency-Types and Functions-Tour Operators-Types and Functions- Travel Documents-Important organisations-IATA-WTO-TAAI-ICAO-ITDC-KTDC-AAI.

Module V Important Tourist Destinations in India and Kerala-Some popular tourist circuits in India (Golden triangle, Desert circuits, Buddhist circuits, Back Waters, Beaches and Hill areas)- Important international attractions (Eiffel Tower, Grand Canyon National Park, Yellow Stone National Park, Niagara waterfalls, The Colosseum- Leaning Tower-

Petronas Twin Tower- Angkor Wat- Borobudur, The Great Wall of China- Hagiasophia-Pyramids of Egypt-Burge Khaleef etc.)

Reference Books

1. Pran Seth: Successful tourism Management (Vol. 1 & 2)
2. A.K Bhatia: International Tourism
3. A.K Bhatia: Tourism Management & Marketing.
4. Christopher.J. Hollway; Longman ; The Business of Tourism
5. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
6. P.N. Seth: Successful Tourism Development Vol. 1 and 2, Sterling Publishers
7. Page, S: Tourism Management: Routledge, London
8. Glenn. F. Ross - The Psychology of Tourism (1998), Hospitality Press, Victoria, Australia.