

University of Mumbai



No. UG/164 of 2019-20
MUMBAI-400 032
28th November, 2019

To,
The Principal
Kelkar Education Trust's,
Vinayak Ganesh Vaze College of
Arts, Science & Commerce,
Mulund (E),
Mumbai - 400 081.

Sir,

I am to invite your attention to the ordinances, Regulations and Syllabus relating to the B.Voc. (Travel and Tourism) Programme (Sem I to VI) and to inform you that the proposed resolution passed by the Board of Deans, its meeting held on 24 December, 2018 have been accepted by the Academic Council at its meeting held on 26th July, 2019 vide item No. 4.71 and subsequently approved by the Management Council at its meeting held on 13th September, 2019 vide item No. 16 and that in accordance therewith, in exercise of the powers conferred upon the Management Council under Section 74(4) of the Maharashtra Public Universities Act, 2016 (Mah. Act No. VI of 2017) the Ordinances No. 6506 & 6507, Regulations No. 9250, 9251 and the syllabus of B.Voc. (Travel and Tourism) Programme (Sem I to VI) has been introduced as the said course has been sanctioned by the U.G.C., New Delhi, under NSQF be accepted as per appendix and the same have been brought into force with effect from the academic year 2018-19 accordingly. (The same is available on the University's website www.mu.ac.in).

MUMBAI - 400 032

28th November, 2019

A.C/4.71/26/07/2019

M.C/16/13/09/2019


(Dr. Ajay Deshmukh)
REGISTRAR

No. UG/164 -A of 2019

MUMBAI-400 032

28th November, 2019

Copy forwarded with Compliments for information to:-

- 1) The Chairman, Board of Deans,
- 2) The Director, Board of Examinations and Evaluation,
- 3) The Director, Board of Students Development,
- 4) The Co-ordinator, University Computerization Centre,


(Dr. Ajay Deshmukh)
REGISTRAR

Ordinance No. 6506	Title	B. Voc (Travel & Tourism)
Ordinance No. 6507	Eligibility	The Eligibility condition for admission to B.Voc. programme shall be 10+2 or equivalent, in any stream.
Regulation No. 9250	Duration	3 years
Regulation No.	Intake Capacity	-
Regulation No. 9251	Fees Structure	Student fee should be decided as per the prevalent mechanism for fee fixation for aided courses in the university/College.
Regulation No.	Standard of Passing	-



The Kelkar Education Trust's
Vinayak Ganesh Vaze College of Arts, Science & Commerce

Mithagar Road, Mulund East, Mumbai-400081, India

Phones :022-21631421, 221631423, 221631004 Fax : 022-221634262, e mail :
vazecollege@gmail.com

Colleges with Potential for Excellence



Application for B. Voc. in Travel & Tourism

Submitted by

The Kelkar Education Trust's
Vinayak Ganesh Vaze College of Arts, Science and Commerce
Mithagar Road, Mulund (East) Mumbai-400081. Maharashtra, India.

Tel: 022-21631004, Fax: 022-21634262

E-mail: vazecollege@gmail.com

Website : www.vazecollege.net

B. Voc. (Travel & Tourism)			
Semester I			
PAPER I			
Course Name: Communication Skills in English (45 lectures)		Course Code	
Periods per week (1 period 50 minutes)			
Credits			
Evaluation System		Hours	Marks
	Theory Examination	2½	75
	Theory Internal		25
			No. of lectures
Unit I	Listening and Speaking (in the Language Laboratory) 1. Awareness of International variants of English 2. Conversation techniques: at the counter, on phone and personalized interaction 3. Sounds of English: Correct pronunciation, stress and intonation 4. Comprehension of continuous oral discourse		15
Unit II	Reading 1. Comprehension of Tourism related literature <ul style="list-style-type: none"> • Reading with fluency and speed • Skimming and scanning • Identifying relevant information 2. Map reading <ul style="list-style-type: none"> • Interpreting maps and geographical projections 		15
Unit III	Grammar and Paragraph Writing 1. Verbs and time expressions 2. Articles and Prepositions 3. Correct Sentence construction 4. Correction of common errors 5. Writing a paragraph : using appropriate linking devices: Cohesion and Coherence etc. 6. Email: Inquiry, Thank you, Persuasion, Polite Refusal and Apology		15

Project: (For the internals)

1. Situation based Role Play
2. Situation based writing task/s

Examination Pattern for Semester 1

a) Theory examination of 75 marks: Duration - 2 1/2 Hours

- Q1. Listening Comprehension from Unit 1 : (10 marks)
- Q2. Comprehension from Unit 2 : (15 marks)
- Q3. Map Reading : (15 marks)
- Q4. Grammar : (15 marks)
- Q5.(a) Paragraph writing (one out of two) : (10 marks)
- Q5.(b) Email writing (one out of two) : (10 marks)

Suggested Reading

1. Bellare, Nirmala. *Reading Strategies*. Vols. 1 and 2. New Delhi. Oxford University Press, 1998.
 2. Bhasker, W. W. S & Prabhu, N. S.: *English through Reading, Vols. 1 and 2*. Macmillan, 1975.
 3. Blass, Laurie, Kathy Block and Hannah Friesan. *Creating Meaning*. Oxford: OUP, 2007.
 4. Doff, Adrian and Christopher Jones. *Language in Use (Intermediate and Upper Intermediate)*. Cambridge: CUP, 2004.
 5. Doughty, P. P., Thornton, J. G, *Language in Use*. London: Edward Arnold, 1973.
 6. Freeman, Sarah: *Written Communication*. New Delhi: Orient Longman, 1977.
 7. Maley, Alan and Alan Duff. Second Edition. *Drama Techniques in Language Learning*. Cambridge: CUP, 1983.
 8. Mohan Krishna & Banerji, Meera: *Developing Communication Skills*. New Delhi: Macmillan India, 1990.
 9. Mohan Krishna & Singh, N. P. *Speaking English Effectively*. New Delhi: Macmillan India, 1995.
 10. Narayanaswami, V. R. *Organised Writing, Book 2*. New Delhi: Orient Longman.
 11. *Reading & Thinking in English*, Four volumes, (vol. 1 for the lowest level, vol. 4 for the highest level). The British Council Oxford University Press, 1979-1981.
 12. Sasikumar, V., Kiranmai Dutt and Geetha Rajeevan. *A Course in Listening and Speaking I & II*. New Delhi: Foundation Books, Cambridge House, 2006.
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Semester I			
PAPER II			
Course Name: Basic Communication Skills in French (45 lectures)		Course Code	
Periods per week (1 period 50 minutes)			
Credits			
Evaluation System		Hours	Marks
	Theory Examination	2½	75
	Theory Internal		25
Objectives: <ul style="list-style-type: none"> ➤ To acquire basic knowledge of the vocabulary and grammatical structures in French. ➤ To familiarize them with various sounds of the foreign language. ➤ To acquire the necessary communication skills required for day to day social interaction ➤ To introduce them to tourist attractions in France and French speaking countries. 			
Expected Outcomes <ul style="list-style-type: none"> ➤ Understanding conversation in simple familiar day to day situations. ➤ Expressing of ideas coherently and logically in simple sentences. ➤ Reading notices, advertisements, news headlines, road signs etc. ➤ Ability to handle oral and written communication situations effectively. 			
			No. Of lectures
Unit I	Ecouter et Parler <ol style="list-style-type: none"> 1. Se présenter 2. Donner des informations sur soi. 3. Aborder quelqu'un 4. Demander le renseignement 		15
Unit II	Lecture <ol style="list-style-type: none"> 1. Découvrir une ville 2. S'orienter 3. Connaitre les endroits dans la carte. 4. Décrire un itinéraire 		15
Unit III	Ecrire <ol style="list-style-type: none"> 1. Les articles, les noms et les prépositions 2. Les phrases (3 formes) 3. Les verbes et la conjugaison. 4. Présenter une famille. 		15

Project: (For the internals)

1. Se débrouiller en français
2. Présenter une famille.

Examination Pattern for Semester 1

- Q1. Les questions générales : (10 marks)
 Q2. La grammaire : (20 marks)
 Q3. Le vocabulaire : (15 marks)
 Q3. La compréhension : (10 marks)
 Q4. La Traduction : (10 marks)
 Q5. Ecrire un courriel : (10 marks)
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Suggested Reading :

1. Tendances - méthode de français A1 (CLE International) 2016
 2. Tendances – Cahier d’activités A1 (CLE International) 2016
 3. Grammaire française facile (Easy French Grammar for beginners) Paul Chinnapan
 4. Get Ready – Writing skills – Rashmi Varma, Diego A. Agundez
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Semester I				
PAPER III				
Course Name: Introduction to Computer		Course Code		
Periods per week (1 period 50 minutes)		5		
Credits		2		
Evaluation System		Hours	Marks	
		Theory Examination	1½	50
		Theory Internal		25
Unit I	<p>Introduction: What is Computer? Software, Hardware, Operating system, Software Applications, Computer Terminology, Starting and stopping computer, Using mouse, Working with files and directories, Working with windows environment, introduction to LAN and Internet</p> <p>Microsoft Word: Introduction to MSWord, Menus shortcuts</p> <p>Working with documents : opening (new and existing) and saving file, editing file, inserting and deleting(text, symbols etc) cut copy paste undo redo, find search replace, using toolbars ruler, using help</p> <p>Formatting Document: setting font style, setting paragraph style, setting page style</p> <p>Creating tables: inserting tables, borders alignments, merging, splitting, sorting ,insertion and deletion of rows and columns</p> <p>Drawing and tools : inserting pictures, cliparts and wordart, formatting and editing pictures, cliparts and wordart, word completion, spell check, mail merge</p>		10	

Unit II	<p>Microsoft Excel:Introduction: Opening and saving files, Menus and toolbars, using help, Shorcuts</p> <p>Working with Spreadsheets: setting margins, Rows , columns and cells, referring cell and selecting cell, entering and editing cell data, cut copy paste undo redo, find search replace, filling continuous rows and columns, inserting column, row and spreadsheet, setting formula, Finding total in a row or column, Mathematical operations(addition, subtraction, multiplication , division , exponentiation)</p> <p>Formatting Spreadsheets: Formatting cell, row, column: alignment, font border</p> <p>Worksheets : sheet name, row, column headers, row height, column width</p> <p>Working with sheets: Sorting, filtering, subtotal, validation</p> <p>Creating charts: Selecting charts, Formatting charts, label, scaling etc.. printing worksheets</p> <p>Microsoft Acces: Introduction: Database concepts</p> <p>Opening and saving the database files: Creating and modifying tables, Entering data into table, importing data</p> <p>Creating Queries: Simple SQL statements for inserting deleting, updating and displaying information.</p> <p>Creating forms: GUI, Forms</p>	10
Unit III	<p>Microsoft PowerPoint: Introduction: Opening and saving presentation(new / old),Selecting presentation layout, setting background, presentation templates</p> <p>Creating Presentation: Adding text to presentation, setting the font and style</p> <p>Formatting Presentation: Adding style, gradient fill,headers and footers, Setting background, slide layout</p> <p>Adding Graphics to Presentation: adding pictures movies, tables to presentation.</p> <p>Adding effects to Presentation: Setting animation effects</p> <p>Internet: What is internet? Browsers, Email, Electronic commerce, search engines, GPS and its uses</p>	10

Examination Pattern for Semester 1

Evaluation System		Hours	Marks	
		Practical Examination	2	25
		Practical Internal	-	-
1.	<p>Create a word document and perform following</p> <p>i. Add some text to it ii. Format the text iii. Change the font and colour of the text iv. Change the alignment v. Insert a picture vi. Illustrate cut, copy, paste vii. Change paragraph setting viii. Illustrate find and replace</p>			
2.	<p>Create a word document and do the following</p> <p>i. Insert table ii. Add data to table iii. Illustrate - Adding new row / column, Deleting row /column, merging rows/columns iv. Illustrate - Splitting row /column v. Illustrate sorting</p>			

3.	<p>Create a Excel document and perform the following</p> <p>i. Add student data like name, address, email marks of 5 subjects etc ii. Change the name of the sheet to Student iii. Add new sheet and change its name to college iv. Add college information to college sheet (name, address, phone number, courses offered) v. Sort the data of college sheet by college name in chronological order. vi.in students sheet use formula to calculate the percent of student and store it in separate column. vii. Illustrate filtering. viii. add some relevant data to excel sheet and illustrate the creation of charts from these data. ix. Illustrate various mathematical operations. x. Change the font and colour of the text contained in cells.</p>
4.	<p>Create a employee database containing three tables employee, salary, Department Employee(eno, name, email, phone, deptno) Salary(eno, basic,ta,da,special_allowance) Department(deptno, name)</p> <p>i. Insert few records into each table. ii. Fire few insert queries. iii. Fire few select queries. iv. Create a form for getting employee data.</p>
5.	<p>Create a presentation which illustrate animation, use of pictures, videos etc.</p>

Evaluation Scheme:

1. Internal Evaluation (25 Marks).

i. Test: 1 Class test of 20 marks.

Attempt any four of the following (four out of six) : (20 marks)

ii. 5 marks: Active participation in the class, overall conduct, attendance.

2. External Examination: (50 marks Theory)

	All Questions are compulsory	Marks
Q.1	Fill in the blanks Covering whole syllabus	5
Q.2	Attempt any three of the following (Unit 1)	15
a		
b		
c		
d		
e		
f		
Q.2	Attempt any three of the following (Unit 1)	15
a		
b		
c		
d		
e		
F		
Q.3	Attempt any three of the following (Unit 1)	15
a		
b		
c		

d		
e		
f		

3. External Examination: (25 marks Practical)

Certified copy journal is essential to appear for the practical examination.

1.	Practical question 1	15
2.	Journal	5
3.	Viva	5

Books and References:

1. MS-OFFICE 2010 Training Guide ; Prof. Satish Jain, M. Geetha, Kratika, BPB Publication
 2. Microsoft office 2010 All in One for dummies Peter Weverka, Wiley Publications
 3. Microsoft Office Professional 2010 step by step Joyce Cox, Joan Lambert, Curtis Frye
Microsoft Press
 4. Introduction to Information Technology V. Rajaraman
 5. Introduction to GPS Ahmed El-Rabbany
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Semester I				
PAPER IV				
Course Name: Foundation Course I : General Awareness and Etiquette (45 lectures)			Course Code	
Periods per week (1 period 50 minutes)				
Credits			03	
Evaluation System			Hours	Marks
	Theory Examination		2½	75
	Theory Internal			25
Objectives of the Course:				
<ul style="list-style-type: none"> ➤ To create general awareness amongst the students about the nation and the world. ➤ To help the students to understand the nature of Indian society ➤ To develop an understanding of the issues faced by the world ➤ To develop the students' personality to make them ready to enter the employability market. 				
			No. Of lectures	
Unit I	Module I: Overview of Indian Society		15	
	1. Multi-cultural nature of Indian Society: Regional, linguistic and religious diversities 2. Understanding Disparities: Gender, Urban - Rural divide and Tribal society 3. Globalization and Indian Society: Concepts of Liberalization, Privatization and Globalization, Impact of Globalization on industry, employment and migration			

Unit II	Module II: Global Perspectives <ol style="list-style-type: none"> 1. Environmental Awareness: Definition, Meaning and Functioning, relations between Man and environment 2. Cultural Systems and Beliefs: Understanding the various cultural systems and beliefs of the world, inter- continental belief systems 3. Language and Communication Techniques: Verbal and Non-verbal communication in major regions of the world 	15
Unit III	Module III: Workplace Etiquette <ol style="list-style-type: none"> 1. Professionalism, Attire and Voice Modulation 2. Body language, Posture, Meeting and Greeting 3. Table Manners and meal etiquette. 	15

Project: (For the internals) : 25 marks

Examination Pattern for Semester - 1 : 75 marks

Q 1. Answer any 2 of the following: (Based on Module I) : (20 marks)

- A)
- B)
- C)

Q 2. Answer any 2 of the following: (Based on Module II) : (20 marks)

- A)
- B)
- C)

Q 3. Answer any 2 of the following: (Based on Module III) : (20 marks)

- A)
- B)
- C)

Q 4. Write short notes on any three (out of six) of the following : (15 marks)

- A) and B) Based on Module I
- C) and D) Based on Module II
- E) and F) Based on Module III

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B. Voc. (Travel & Tourism)				
Semester II				
PAPER I				
Course Name:		Communication Skills in English (45 lectures)	Course Code	
Periods per week (1 period 50 minutes)				
Credits		03		
Evaluation System			Hours	Marks
	Theory Examination		2½	75
	Theory Internal			25
				No. of lectures
Unit I	Theory of Business Communication 1. Communication cycle 2. Barriers to communication and how to overcome them a. Socio-psychological barrier b. Cultural barrier c. Language barrier 3. Negotiation skills 4. Business Ethics			15
Unit II	Workplace Interactions 1. Conduct of meetings and Minute writing 2. Presentations 3. Interviews			15
Unit III	Writing Skills 1. Reports a. Business b. Destination Profiles 2. Brochures and Flyers 3. Advertisement 4. Sales Letters			15

a) Examination Pattern for Semester II

b) Theory examination of 75 marks: Duration - 2 1 /2 Hours

- Q1. Essays from Unit 1, one out of 3 options : (15 marks)
 Q2. Short notes from Unit 2, two out of 3 options : (20 marks)
 Q3. Essays or Short notes from Unit 3, one out of 3 options : (15 marks)
 Q4. Report writing one out of 2 options : (15 marks)
 Q5. Writing of Publicity material one out of 2 options : (10 marks)

b) Internal evaluation: tasks based on the prescribed unit for projects : (25 Marks)

Suggested Reading :

1. Ashley,A(1992) *A Handbook Of Commercial Correspondence*, Oxford University Press.
2. Bahl,J.C. and Nagamia,S.M. (1974) *Modern Business Correspondence and Minute Writing*.
3. Balan,K.R. and Rayudu C.S. (1996) *Effective Communication*, Beacon New Delhi.
4. Bangh, LSue, Fryar,Maridell and Thomas David A. (1998) *How to Write First Class Business Correspondence*, N.T.C. Publishing Group USA.
5. Banerjee, Bani P (2005) *Foundation of Ethics in Mangement* Excel Books
10.Businessworld Special Collector's Issue: Ethics and the Manager
6. Barkar, Alan(1993) *Making Meetings Work*, Sterling Publications Pvt. Ltd., New Delhi.
7. Basu,C.R.(1998) *Business Organisation and Management*, T.M.H.New Delhi.
8. Benjamin, James (1993) *Business and Professional Communication Concepts and Practices*, Harper Collins College Publishers, New York.
9. Bhargava and Bhargava(1971) *Company Notices, Meetings and Regulations*
10. BoveeCourtland,L and Thrill, John V(1989) *Business Communication*, Today McGraw Hill, New York, Taxman Publication.
11. Ecouse Barry, (1999), *Competitive Communication: A Rhetoric for Modern Business*, OUP.
12. Frailley, L.E. (1982) *Handbook of Business Letters*, Revised Edn. Prentice Hall Inc.
13. French, Astrid (1993) *Interpersonal Skills*. Sterling Publishers, New delhi.
14. Fritzsche, David J (2005) *Business Ethics: A Global and Managerial Perspective* McGraw Hill
15. Gartside, L.E. (1980) *Modern BusinessCorrespondence*, McDonald and Evans Ltd. Plymouth.
16. Ghanekar,A(1996) *Communication Skills for Effective Management*. Everest Publishing House, Pune.
17. Graves, Harold F. (1965) *Report Writing*, Prentice Hall, New Jersey.
18. Gupta, Anand Das (2010) *Ethics, Business and Society: Managing Responsibly* Response Books 32.

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Semester II				
PAPER II				
Course Name: Advanced Communication Skills in French (45 lectures)			Course Code	
Periods per week (1 period 50 minutes)				
Credits			03	
Evaluation System			Hours	Marks
	Theory Examination		2½	75
	Theory Internal			25
				No. of lectures
Unit I	Raconter un voyage 1. Organiser un voyage. 2. Rencontrer des difficultés 3. Visiter une région.			15
Unit II	Faire des achats 1. Choisir un cadeau 2. Choisir des vêtements 3. Visiter les attractions touristiques.			15
Unit III	Ecrire les messages 1. Comprendre un message spécifique. 2. Comprendre un message téléphonique 3. Exprimer son intérêt. 4. Faire une brochure de tourisme.			15

Project: (For the internals) (25 Marks)
 Situation based role play (at the counter, at the tourist spot, while shopping)

Examination Pattern for Semester II

Theory examination of 75 marks: Duration - 2 ½ Hours

Q1. Les questions générales	:	(10 marks)
Q2. La grammaire	:	(10 marks)
Q3. Le vocabulaire	:	(10 marks)
Q4. Ecrire une brochure	:	(10 marks)
Q5. Ecrire un dialogue	:	(10 marks)
Q6. La traduction	:	(10 marks)
Q7. Ecrire un rapport	:	(15 marks)

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Semester II			
PAPER III			
Course Name: Principles of Management (45 lectures)		Course Code	
Periods per week (1 period 50 minutes)			
Credits		3	
Evaluation System		Hours	Marks
	Theory Examination	2½	75
	Theory Internal		25
<p><u>Objectives :</u></p> <ul style="list-style-type: none"> ➤ The students will learn about the development of Management principles and how it will affect future. ➤ Units are design to teach students the fundamentals of management as they are practiced today. 			
Unit I	1. Evolution of Management theories and approaches historical background. School of Management thoughts. 2. Traditional and modern management. 3. Contemporary management thoughts. 4. Management processes and practices.	10	
Unit II	1. Planning: concept, importance, process, decision making, MBO 2. Organizing concepts, significance, centralization, decentralization, departmentation, structures. 3. Staffing: sources, selection process. 4. Directing: meaning, steps. 5. Motivation: concept, theories. 6. Coordination: communication, budgeting, and controlling.	10	
Unit III	Leadership 1. Leadership concept: qualities, styles of leadership. 2. Leadership and its effects on business. 3. Practical application.	10	

Examination Pattern for Semester II :

Internals (25 marks) :

- i) Project work ii) Field visit iii) Assignments iv) Situation based role play

External Theory Examination (75 marks) :

- a. Objective questions (based on all units) (multiple choice questions / true or false / match the column / filling the blanks) : (15 marks)
- b. Full length questions (2 out of 3 option) : (15marks)
- c. Full length questions (2 out of 3 option) : (15marks)
- d. Full length questions (2 out of 3 option) : (15marks)
- e. Short notes (3 out of 5 option) : (15marks)

Suggested Reading :

1. Essentials of Management, Koontz H and W, Mc. Graw Hill, New York
 2. Principles of management text and cases DR. M ShakhivelMulugan, New Age Publication.
 3. Principles of Management, Ramasamy, Himalaya Publication, Mumbai
 4. Management concept and OB, P S Rao and N V Shah, AjabPustakalaya
 5. Management Text and cases, VSP Rao, Excel Books, Delhi
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Semester II				
PAPER IV				
Course Name: Foundation Course II : Cultural Awareness (45 lectures)			Course Code	
Periods per week (1 period 50 minutes)				
Credits			03	
Evaluation System			Hours	Marks
	Theory Examination		2½	75
	Theory Internal			25
Objectives of the Course:				
<ul style="list-style-type: none"> ➤ To introduce the students to various cultural aspects of the world ➤ To help students study the different cultural manifestations in different parts of the world. 				
			No. of lectures	
Unit I	Module I: Introduction to Cultural Awareness <ol style="list-style-type: none"> 1. Meaning of Culture; determinants of Culture 2. Mythological and Historical Background to the development of culture 3. Cultural diversities in the World - regional, racial and religious. 		15	
Unit II	Module II: Cultural Evidences <ol style="list-style-type: none"> 1. Natural evidences of culture: Caves and other formations 2. Manmade evidences of culture: Monuments, Structures and their Architecture 3. Art: Sculptures and Paintings 		15	
Unit III	Module III: Intangible Culture <ol style="list-style-type: none"> 1. Fairs and Festivals 2. Music and Dance 3. Cuisine, Textiles and Handicrafts 		15	

Examination Pattern for Semester II

Project: (For the internals) (25 Marks)

External Theory Examination (75 Marks)

Q 1. Answer any 2 of the following: (Based on Module I) : (20 marks)

- a.
- b.
- c.

Q 2. Answer any 2 of the following: (Based on Module II) : (20 marks)

- a.
- b.
- c.

Q 3. Answer any 2 of the following: (Based on Module III) : (20 marks)

- a.
- b.
- c.

Q 4. Write short notes on any three (out of six) of the following : (15 marks)

- a) and b) Based on Module I
- c) and d) Based on Module II
- e) and f) Based on Module III

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B. Voc. (Travel & Tourism)			
Semester III			
PAPER I			
Course Name: Accounting : I (45 lectures)		Course Code	
Periods per week (1 period 50 minutes)			
Credits		03	
Evaluation System		Hours	Marks
	Theory Examination	2½	75
	Theory Internal	45 min.	25
			No. Of lectures
Unit I	Accounting Overview 1. Introduction, Definition of Accounting 2. Need for Accounting, Methods of Accounting 3. Branches of Accounting – Financial Accounting, Cost Accounting & Management Accounting 4. Financial Accounting Process – Recording, Classifying, Summarizing, Interpreting the Results, Preparation of Bank Reconciliation Statement 5. Accounting Concepts and Principles		15
Unit II	Financial Statements 1. Revenue Statements 2. Balance Sheet 3. Ratio Analysis and Cash Flow		15
Unit III	Introduction to Computerized Accounting ➤ Tally		15

Internal Assessment : Class test (25 Marks)

Examination Pattern for Semester III

Theory examination of 75 marks: Duration - 2 ½ Hours

Q1. Objective Questions * (*Multiple Choice/ True or False/ Fill in the blanks) : (15 marks)

(A) Sub questions to be asked (08)

(B) Sub questions to be asked (07)

Q2. Full length Practical Question OR Full length Practical Question : (15 marks)

Q3. Full length Practical Question OR Full length Practical Question : (15 marks)

Q4. Full length Practical Question OR Full length Practical Question : (15 marks)

Q5. Short Notes (Any 3 answered out of 5 sub questions) : (15 marks)

b) Internal evaluation: Class Test: (25 Marks) Duration : 45 Min.

Q1. Objective Questions (Small sums), (Sub questions to be asked 10) : (10 marks)

Q2. Concept Based Questions, (Sub questions to be asked 05) : (05 marks)

Q3. Practical Problems or Short Questions
(Sub questions to be asked 03 and to be answered any 02) : (10 marks)

Suggested Reading :

1. Text book for Book Keeping as prescribed by Maharashtra State Board for Class XI and XII.
2. Accountancy and Financial Management I/II/III/IV- By Manan Prakashan or Sheth Publication
3. Direct Taxes – By Manan Prakashan or Sheth Publication
4. Introduction to Cost Accounting By Manan Prakashan or Sheth Publication
5. Introduction to Management Accounting By Manan Prakashan or Sheth Publication
6. Advanced Accounts Vol – I by Shukla & Grewal
7. Advanced Accounting by R. L. Gupta -S.Chand Publication
8. Advanced Accounting – Financial Accounting – Ashok Sehgal, Deepak Sehgal – Taxmann Publication
9. Indirect Taxes – By Manan Prakashan or Sheth Publication

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Semester III			
PAPER II			
Course Name:		Organizational Behaviour I (45 lectures)	Course Code
Periods per week (1 period 50 minutes)			
Credits		03	
Evaluation System			Hours
	Theory Examination		2½
	Theory Internal		25
Objectives :			
<ul style="list-style-type: none"> ➤ To facilitate understanding of the different facets in organizational behavior. ➤ To examine the major sources and outcomes of various behavioral components in work. 			
			No. Of lectures
Unit I	Introduction to Organizational Behavior <ol style="list-style-type: none"> 1. Defining Organizational Behavior 2. Theoretical framework: cognitive framework, behaviorist framework and Social Cognitive Framework 3. Diversity and Ethics: the nature of Diversity, Managing Diversity, Ethics and ethical behavior in organization. 		15

Unit II	Attitudes 1. Definition of Attitudes 2. components of Attitude 3. Antecedents of Work-related Attitudes 4. Job Satisfaction and Organizational Commitment.	15
Unit III	Motivation 1. Definition, 2. Early theories: Maslow hierarchy of Needs, Herzberg two factor theory, theory X and theory Y 3. Modern theories: goal setting theory, Equity theory and expectancy theory.	15

Examination Pattern for Semester III

Project: (For the internals) (25 Marks)

External Theory Examination (75 Marks)

Q 1. Answer any 2 of the following: (Based on Module I) : (20 marks)

- a.
- b.
- c.

Q 2. Answer any 2 of the following: (Based on Module II) : (20 marks)

- a.
- b.
- c.

Q 3. Answer any 2 of the following: (Based on Module III) : (20 marks)

- a.
- b.
- c.

Q 4. Write short notes on any three (out of six) of the following : (15 marks)

- a) and b) Based on Module I
- c) and d) Based on Module II
- e) and f) Based on Module III

Suggested Reading :

1. Fred Luthans, Organizational Behavior: McGraw-Hill International Edition, Management and Organizational Series.
2. Stephen P. Robbins, Organizational Behavior, San Diego State university, Prentice-Hall of India, New Delhi.
3. Spector, P.E (2012), Industrial and Organizational Psychology: Research and Practice. Singapore: John Wiley & Sons Pte. Ltd (Indian reprint 2015).

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Semester III			
PAPER III			
Course Name: Media and Advertising (45 lectures)		Course Code	
Periods per week (1 period 50 minutes)			
Credits		3	
Evaluation System		Hours	Marks
	Theory Examination	2½	75
	Theory Internal		25
<p><u>Objectives :</u></p> <ul style="list-style-type: none"> ➤ To familiarize the learners with the basics of media and advertising ➤ To make them aware of the roles of media and advertising in Travel and Tourism ➤ To make them understand the features of tourism related advertising ➤ To enable them to create campaigns in the relevant field <p><u>Learning Outcomes :</u></p> <ul style="list-style-type: none"> ➤ The learners are expected to understand and use the language of advertising. ➤ The learners will know the advantages and disadvantages of various media. ➤ The learners will be able to design campaigns for travel agencies, hotels, and make pamphlets promoting tourism. 			
Unit I	<p>Media: An introduction</p> <ol style="list-style-type: none"> 1. Constituents of media: Language, religion, discourse and technology 2. Types of Media: Print Media, Television, Outdoor and New Media (along with their respective advantages and disadvantages) 		15
Unit II	<ol style="list-style-type: none"> 1. Media planning, Media strategies, Media mix 2. Digital media planning: SEO, Email marketing, Mobile marketing, Social media, Travel Blogs. 		15
Unit III	<p>Advertising: An Overview</p> <ol style="list-style-type: none"> 1. Meaning, definition, objectives, functions and stakeholders of advertising 2. Creativity in Advertising: copy writing, illustrations, techniques of visualization. 		15

Examination Pattern for Semester III :

Internals (25 marks) :

- a) Students to prepare a newspaper ad or a magazine ad for Travel agency / Tourism Departments of state governments
- b) Case studies

External Theory Examination (75 marks) :

- Q1. Objective questions (MCQs, true or false, match the column etc) : (15 marks)

- Q2. Two short notes from Unit 1, out of 4 options : (15 marks)
 Q3. Two short notes from Unit 2, out of 4 options : (15 marks)
 Q4. Two short notes from Unit 3, out of 4 options : (15 marks)
 Q5. Prepare a Travel Blog in about 400 words : (15 marks)

Suggested Reading :

1. Jenkins I.R. & Jif J.J. Planning Advertising Campaign, McMillan, New Delhi
 2. Chunawalla S.A. Advertising Sales and Promotion Management, Himalaya, Mumbai.
 3. Hutson Simon. Tourism and Hospitality Marketing; A Global Perspective. London; Sage Publication, 2008
 4. Minazzi Roberto. Social Media Marketing in Tourism and Hospitality, Springer Publications, 2014
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Semester III				
PAPER IV				
Course Name: History of Tourism : India (45 lectures)		Course Code		
Periods per week (1 period 50 minutes)				
Credits		03		
Evaluation System			Hours	Marks
	Theory Examination		2½	75
	Theory Internal			25
Objectives of the Course:				
<ul style="list-style-type: none"> ➤ To create an awareness amongst the students about the various aspects of Indian tourism industry ➤ To develop an understanding of functioning of tourism in India ➤ To increase familiarity with the new trends in the tourism industry in India 				
			No. of lectures	
Unit I	Module I: Concepts of Tourism 1. Definition, Scope and importance of Tourism in India 2. Forms of Tourism 3. Factors promoting Tourism in India		15	
Unit II	Module II: Tourist Circuits in India 1. Northern, Western, Southern and Eastern circuits 2. Natural tourist destinations 3. Manmade tourist destinations		15	

Unit III	Module III: New Trends in Tourism in India 1. Agro-tourism, eco-tourism and medical tourism 2. Adventure and Gig tourism 3. Home-stays, gastro-tourism and slum tourism	15
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Examination Pattern for Semester III

Project: (For the internals) (25 Marks)

External Theory Examination (75 Marks)

Q 1. Answer any 2 of the following: (Based on Module I) : (20 marks)

- a.
- b.
- c.

Q 2. Answer any 2 of the following: (Based on Module II) : (20 marks)

- a
- b
- c

Q 3. Answer any 2 of the following: (Based on Module III) : (20 marks)

- a.
- b.
- c.

Q 4. Write short notes on any three (out of six) of the following : (15 marks)

- a) and b) Based on Module I
- c) and d) Based on Module II
- e) and f) Based on Module III

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B. Voc. (Travel & Tourism)			
Semester IV			
PAPER I			
Course Name: Accounting : II (45 lectures)		Course Code	
Periods per week (1 period 50 minutes)			
Credits		03	
Evaluation System		Hours	Marks
	Theory Examination	2½	75
	Theory Internal	45 min.	25
			No. Of lectures
Unit I	Basic Costing 1. Cost Concept, Cost Unit , Cost Centre 2. Elements of Cost – Service Industry - Cost build up 3. Marginal Costing – Breakeven point 4. Standard Costing- Variances		15
Unit II	Financial Planning 1. Sources of Finance 2. Cash Budget 3. Working Capital 4. Projected Financial Statements		15
Unit III	Introduction to Taxation 1. Direct Tax – Income Tax (Business Income) 2. Indirect Tax – Introduction to GST		15

Internal Assessment : Class test (25 Marks)

Examination Pattern for Semester IV

Theory examination of 75 marks: Duration - 2 ½ Hours

Q1. Objective Questions * (*Multiple Choice/ True or False/ Fill in the blanks) : (15 marks)

(A) Sub questions to be asked (08)

(B) Sub questions to be asked (07)

Q2. Full length Practical Question OR Full length Practical Question : (15 marks)

Q3. Full length Practical Question OR Full length Practical Question : (15 marks)

Q4. Full length Practical Question OR Full length Practical Question : (15 marks)

Q5. Short Notes (Any 3 answered out of 5 sub questions) : (15 marks)

b) Internal evaluation: Class Test: (25 Marks) Duration : 45 Min.

Q1. Objective Questions (Small sums), (Sub questions to be asked 10) : (10 marks)

Q2. Concept Based Questions, (Sub questions to be asked 05) : (05 marks)

Q3. Practical Problems or Short Questions
(Sub questions to be asked 03 and to be answered any 02) : (10 marks)

Suggested Reading :

10. Text book for Book Keeping as prescribed by Maharashtra State Board for Class XI and XII.
11. Accountancy and Financial Management I/II/III/IV- By Manan Prakashan or Sheth Publication
12. Direct Taxes – By Manan Prakashan or Sheth Publication
13. Introduction to Cost Accounting By Manan Prakashan or Sheth Publication
14. Introduction to Management Accounting By Manan Prakashan or Sheth Publication
15. Advanced Accounts Vol – I by Shukla & Grewal
16. Advanced Accounting by R. L. Gupta -S.Chand Publication
17. Advanced Accounting – Financial Accounting – Ashok Sehgal, Deepak Sehgal – Taxmann Publication
18. Indirect Taxes – By Manan Prakashan or Sheth Publication

Semester IV			
PAPER II			
Course Name: Organizational Behaviour II (45 lectures)			Course Code
Periods per week (1 period 50 minutes)			
Credits			03
Evaluation System		Hours	Marks
	Theory Examination	2½	75
	Theory Internal		25
			No. Of lectures
Unit I	Communication <ol style="list-style-type: none"> 1. Communication Media and Technology 2. Interpersonal communication 3. Interactive communication in organization 4. Communication across culture 		15
Unit II	Leadership <ol style="list-style-type: none"> 1. What is leadership? 2. The Historical important Studies of Leadership: The Iowa Leadership studies, The Ohio State Leadership Studies, The Early Michigan Leadership Studies. 3. Traditional theories of Leadership: trait theories of Leadership, Group and Exchange theories of Leadership, Contingency theory of Leadership, Path-Goal Leadership Theory. 4. Modern Theoretical Processes of Leadership: Charismatic Leadership. 5. Theories, Transformational Leadership Theory, Leadership across Cultures. 		15

Unit III	Stress and Conflict: <ol style="list-style-type: none"> 1. The Emergence of Stress, the cause of Stress, intra-individual Conflict, interactive Conflict 2. The Effects of Stress, Coping Strategies for Stress and Conflict 3. Negotiation skills: Going beyond Conflict management. 	15
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Examination Pattern for Semester IV

Project: (For the internals) (25 Marks)

External Theory Examination (75 Marks)

Q 1. Answer any 2 of the following: (Based on Module I) : (20 marks)

- a.
- b.
- c.

Q 2. Answer any 2 of the following: (Based on Module II) : (20 marks)

- a.
- b.
- c.

Q 3. Answer any 2 of the following: (Based on Module III) : (20 marks)

- a.
- b.
- c.

Q 4. Write short notes on any three (out of six) of the following : (15 marks)

- a) and b) Based on Module I
- c) and d) Based on Module II
- e) and f) Based on Module III

Suggested Reading :

4. Fred Luthans, Organizational Behavior: McGraw-Hill International Edition, Management and Organizational Series.
5. Stephen P. Robbins, Organizational Behavior, San Diego State university, Prentice-Hall of India, New Delhi.
6. Spector, P.E (2012), Industrial and Organizational Psychology: Research and Practice. Singapore: John Wiley & Sons Pte. Ltd (Indian reprint 2015).

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Semester IV				
PAPER III				
Course Name: Media and Advertising - Level 2 (45 lectures)		Course Code		
Periods per week (1 period 50 minutes)				
Credits		3		
Evaluation System			Hours	Marks
	Theory Examination		2½	75
	Theory Internal			25
Unit I	1. Brand Building in Travel and Tourism: Importance of Brand Ambassador, Consumer Review and Feedback, Promotion of Tourist Destinations, National and International Branding 2. Creation of Websites/Blogs/Brochures for Historical Sites, Sanctuaries, Religious Sites/Cultural Events/Nature Trail etc.			15
Unit II	1. Social Media for Tourism Promotion: Facebook, Twitter, WhatsApp, Instagram (essentials and their relative merits and demerits) 2. Creating tourism/travel agency campaign for the above mentioned social media.			15
Unit III	1. Essentials of Tourism and Travel Promotion through brochures, websites, emails, 2. Creation of above mentioned campaigns.			15

Examination Pattern for Semester IV :

Internals (25 marks) :

Projects based on Unit 1b, Unit 2b and Unit 3b

External Theory Examination (75 marks) :

- Q1. Objective questions (MCQs, true or false, match the column etc) : (15 marks)
 Q2. Two short notes from Unit 1, out of 4 options : (15 marks)
 Q3. Two short notes from Unit 2, out of 4 options : (15 marks)
 Q4. Two short notes from Unit 3, out of 4 options : (15 marks)
 Q5. Prepare a Social Media/Print Campaign
 Tour Package/Holiday Resorts/Travel Products : (15 marks)
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Suggested Reading :

5. Jenkins I.R. & Jif J.J. Planning Advertising Campaign, McMillan, New Delhi
 6. Chunawalla S.A. Advertising Sales and Promotion Management, Himalaya, Mumbai.
 7. Hutson Simon. Tourism and Hospitality Marketing; A Global Perspective. London; Sage Publication, 2008
 8. Minazzi Roberto. Social Media Marketing in Tourism and Hospitality, Springer Publications, 2014
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Semester IV				
PAPER IV				
Course Name: History of Tourism : World (45 lectures)			Course Code	
Periods per week (1 period 50 minutes)				
Credits			03	
Evaluation System			Hours	Marks
	Theory Examination		2½	75
	Theory Internal			25
Objectives of the Course:				
<ul style="list-style-type: none"> ➤ To understand the development of international tourism industry ➤ To develop an understanding of functioning of tourism in the world ➤ To increase familiarity with the new trends in the international tourism industry 				
			No. of lectures	
Unit I	Module I: Understanding World Tourism 1. Historical Background and Development of Modern Transport 2. Role of World Tourism in International Trade 3. World Tourist Zones: Tropical, Temperate and Arctic		15	
Unit II	Module II: Forms of World Tourism 1. Religious; Pilgrim centres 2. Entertainment and Adventure 3. Leisure		15	
Unit III	Module III: Recent Trends 1. Tourism through Sports and Trade Fairs 2. Beauty Pageants, Fashion shows and Film Festivals to promote tourism 3. Destination Weddings and Theme Parties as Tourist attractions.		15	

Examination Pattern for Semester IV

Project: (For the internals) (25 Marks)

External Theory Examination (75 Marks)

Q 1. Answer any 2 of the following: (Based on Module I) : (20 marks)

- a.
- b.
- c.

Q 2. Answer any 2 of the following: (Based on Module II) : (20 marks)

- a.
- b.
- c.

Q 3. Answer any 2 of the following: (Based on Module III) : (20 marks)

- a.
- b.
- c.

Q 4. Write short notes on any three (out of six) of the following : (15 marks)

- a) and b) Based on Module I
- c) and d) Based on Module II
- e) and f) Based on Module III

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B. Voc. (Travel & Tourism)			
Semester V			
PAPER I			
Course Name: Human Resource Management (45 lectures)		Course Code	
Periods per week (1 period 50 minutes)			
Credits		03	
Evaluation System			Hours
	Theory Examination		2½
	Theory Internal		25
			No. of lectures
Unit I	Module I : Human Resource Management 1. Human Resource Management – Meaning – Features – Significance – Functions 2. Human Resource Planning – Meaning – Steps – Job Analysis – Job Design – Scientific Recruitment & Selection – Employment Test - Modern Techniques of Interview		15
Unit II	Module II – Human Resource Development 1. Human Resource Development – Meaning – Functions 2. Training & Development – Meaning – Importance - Methods 3. Performance Appraisal – Meaning – Benefits – Limitations – techniques 4. Leadership – Traits & Styles 5. Motivation – Features & Importance- factors of motivation- Theories of motivation		15
Unit III	Module III – Current Issues & Trends in HRM 1. Challenges before HR Manager in changing business environment – Workforce Diversity – Attrition – Downsizing – Ethical Issues in HRM 2. Emotional Quotient- Spiritual Quotient 3. Crisis Management in Tour Management 4. Group Dynamics & Team building		15

Internal Assessment (25 Marks) : Project Document : (15 Marks)
 Viva Voce : (10 Marks)

Examination Pattern for Semester -V

Theory examination of 75 marks: Duration - 2 ½ Hours

- Q.1. Explain the following terms (Any Five) (5/7) : (15 marks)
 (Based on full Syllabus)
- Q.2. Attempt any two from the following (2/3) : (15 marks)
 (Based on Module I)
- Q.3. Attempt any two from the following (2/3) : (15 marks)
 (Based on Module II)

- Q.4. Attempt any two from the following (2/3) : (15 marks)
 (Based on Module III)
- Q.5. Write Short Notes (Any Three) (3/5) : (15 marks)
 (Based on full Syllabus)
-

Suggested Reading :

1. Personnel Management (Management of Human Resources) by Dr. C.B. Mamoria, Himalaya Publishing House, Bombay – 1980
 2. Human Resource Management: Text and Cases (7th Edition) by K. Aswathappa by McGraw Hill Education, 2013
 3. Human Resource Management (12th Edition) by Dessler, Pearson India, 2011 Human Resource Management 1st Edition by S. S. KHANKA, S. Chand Publishing, 2003
 4. Human Resource Management: Text and Cases (14th Edition) by C. B. Gupta, Sultan Chand and Sons, 2012
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Semester V			
PAPER II			
Course Name:	Entrepreneurship - I (45 lectures)	Course Code	
Periods per week (1 period 50 minutes)			
Credits		03	
Evaluation System		Hours	Marks
	Theory Examination	2½	75
	Theory Internal		25
Objectives of the Course:			
<ul style="list-style-type: none"> ➤ Role of entrepreneurship in the context of regional, local, national and international business development through interdisciplinary approach. ➤ Understanding importance of entrepreneurship for economic success. ➤ Strategies and policy issues for successful tourism entrepreneurship. ➤ Prepare a feasible Business Plan 			

		No. Of lectures
Unit I	Fundamentals of Entrepreneurship <ol style="list-style-type: none"> 1. Concept features and functions of entrepreneurship, factors contributing to growth of entrepreneurship, entrepreneurship and economic development, scope of entrepreneurship in tourism. 2. Types of entrepreneurs, Entrepreneur and entrepreneur, women entrepreneurs. 3. Skills for successful entrepreneurship. 	15
Unit II	Enterprise Planning and Institutional Framework <ol style="list-style-type: none"> 1. Types of Business models in tourism industry, Process of a Start-up Business, preparing a Business Plan. 2. Sources of financing a Start-up Business, Financial needs of a business and Working Capital Management. 3. Government measures to promote entrepreneurship, regulatory requirements, and foreign collaborations. 	15
Unit III	Entrepreneurship and Management Functions <ol style="list-style-type: none"> 1. Human Resource Management - Organizational structure and team formation, leadership and motivation, Corporate Governance, Ethical Practices. 2. Marketing Management – Types of Market Research, Process of effective Market Research, Mapping Domestic and International Market, Advertisement and cultivating customer loyalty. 3. Generating ideas and indentifying Business Opportunities, Risk Management in Travel and Tourism, Case Studies of Start-up ventures. 	15

Examination Pattern for Semester - V

Internal assessment (25 Marks) :

Learner will submit and make a presentation of a Start- up Business Plan.

External Theory Examination (75 Marks)

Q 1. Answer any 2 of the following: (Based on Unit I) : (20 marks)

- a.
- b.
- c.

Q 2. Answer any 2 of the following: (Based on Unit II) : (20 marks)

- a.
- b.
- c.

Q 3. Answer any 2 of the following: (Based on Unit III) : (20 marks)

- a.
- b.
- c.

Q 4. Write short notes on **any three** of the following. : (15 marks)

(Six questions – two from each unit will be asked)

Suggested Reading :

1. [Alison Morrison](#) , [Michael Rimmington](#) , [Clare Williams](#) , *Entrepreneurship in the Hospitality, Tourism and Leisure Industries* 1st Edition, Routledge, New York, 1999.
2. Gordon, E., K. Natarajan, and Amishi Arora, *Entrepreneurship Development*, Himalaya Publishing House, 2009.
3. JovoAteljjevic, Stephen J. Page, *Tourism and Entrepreneurship*, Routledge, 04-Dec-2017.
4. Lawrence, Peter. *Enterprise in Action: A Guide to Entrepreneurship*, John Wiley & Sons, Incorporated, 2013.
5. Morris, Michael, *A Practical Guide to Entrepreneurship: How to Turn an Idea into a Profitable Business*, Kogan Page, Limited, 2012.
6. Saroj, Umesh, and Vaibhav Mehndiratta, *Entrepreneurship Development and Management*, Abhishek Publications, 2009.
7. Y. Venkata Rao, G. Anjaneya Swamy ed., *Tourism Entrepreneurship*, Published by Excel Books Pvt. Ltd., 2010.

Semester V			
PAPER III			
Course Name:	Tourism Geography (45 lectures)	Course Code	
Periods per week (1 period 50 minutes)			
Credits		3	
Evaluation System		Hours	Marks
	Theory Examination	2½	75
	Theory Internal		25
Objectives of the Course:			
<ul style="list-style-type: none"> ➤ To provide review of the geographical distribution of tourism and travel patterns ➤ To study relation between places, landscapes and people ➤ To describe Travel and tourism as an economic, social and cultural activity ➤ To study Spatial and temporal dynamics and interactions between the tourism resources ➤ Analyzing economic, socio-cultural and environmental data to interpret their impact on tourist destinations. ➤ To analyze the tourism impacts on the physical and local populations ➤ Developing critical thinking skills about the processes of tourism development in relation to the ethics. ➤ To orient to the logistics of tourism industry and the role of tourism in the regional development. 			

Unit I	Nature and Scope of Tourism Geography 1. Meaning and definition, importance, objectives- 2. Tourism as an engine of economic growth and as a social and cultural activity 3. Motivators of tourism – Role of environment - World and Indian case studies	15
Unit II	Factors Affecting Tourism Development 1. Tourist resource – Physical – relief, climate, vegetation, wildlife, water bodies, 2. Socio-cultural factors – religious, historical - cultural factors, economic factors , tourism infrastructure 3. Tourism resources in India and Maharashtra.	15
Unit III	Types and Forms of Tourism 1. Recent concepts- Agro tourism ,eco-tourism , Heritage tourism Adventure tourism etc – case studies and modules. 2. Impacts of tourism on economy, socio-cultural aspects, environmental impacts -case studies and modules. 3. Sustainable growth of tourism – case studies and modules -Maharashtra, India and World 4. World Tourism Organization	15

Examination Pattern for Semester -V :

Internal assessment (25 marks) :

Case study,Assignment,Field visit reports preparation,Group discussion.

External Theory Examination (75 marks) :

- Q1. Short notes (3 out of 5) : (15 marks)
 Q2. Full length question (2 out of 3) module 1 : (15 marks)
 Q3. Full length question (2 out of 3 module 2 : (15 marks)
 Q4. Full length question (2 out of 3) module 3 : (15 marks)
 Q5. Case Study : (15 marks)

Suggested Reading :

1. International Tourism : Fundamentals and practices - A.K.Bhatia
2. Tourism development-A.K.Bhatia
3. Geography of Tourism- Robinson
4. Tourism planning and development Issues- Donal
5. Leoug G.- Human and Economic Geography
6. Tourism Marketing – Manoram, Ashok
7. Tourism- Murphy, Peter E
8. Tourism Development : A new Approach – Nagapathi K
9. Tourism and Travel – Negi and Jagmohan

Semester V				
PAPER IV				
Course Name:		Marketing (45 lectures)	Course Code	
Periods per week (1 period 50 minutes)				
Credits		03		
Evaluation System			Hours	Marks
	Theory Examination		2½	75
	Theory Internal			25
			No. of lectures	
Unit I	Module I: Introduction To Marketing 1. Meaning Marketing – Features - Importance , Tourism marketing 2. Functions of Marketing , Evolution of marketing concept 3. Product Marketing Vs Service Marketing 4. Consumer Behavior – Meaning – Factors – Buying Decision Making Process 5. Marketing Information System – Meaning- features – Components 6. Marketing research- Meaning, features, Process			15
Unit II	Module II: Marketing Mix 1. Market Segmentation –Meaning- Importance - Bases 2. Market Targeting Strategies 3. Marketing Mix – Concepts - Elements/Components – Importance 4. Product-Product mix-Product Life Cycle, Branding-Service Positioning 5. Price-Meaning- Factors affecting price- Pricing methods & Strategies 6. Place- Meaning-Recent trends in distribution 7. Promotions – Meaning- elements of promotion- IMC			15
Unit III	Module III: Contemporary Practices in Marketing 1. Customer Relationship Management – Meaning – Techniques 2. Digital Marketing – Meaning – Forms 3. Social Marketing – Meaning – Significance – Concept of Green Marketing 4. Event Marketing - Meaning – Steps 5. Emerging Ethical Issues in Marketing - Importance of Ethics in Marketing .			15

Examination Pattern for Semester - V

Internal Assessment (25 Marks) : Project Document : (15 Marks)
 Viva Voce : (10 Marks)

Theory examination of 75 marks : **Duration - 2 ½ Hours**

Q.1. Explain the following terms (Any Five) (5/7) : (15 marks)
 (Based on full Syllabus)

- Q.2. Attempt any two from the following (2/3) : (15 marks)
(Based on Module I)
- Q.3. Attempt any two from the following (2/3) : (15 marks)
(Based on Module II)
- Q.4. Attempt any two from the following (2/3) : (15 marks)
(Based on Module III)
- Q.5. Write Short Notes (Any Three) (3/5) : (15 marks)
(Based on full Syllabus)
-

Suggested Reading :

1. AK Bhatia, Tourism Development
 2. Kotler Philip, Marketing Management
 3. J. Christopher Holloway, Marketing for Tourism Victor
 4. Middleton, Marketing in Travel and Tourism
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B. Voc. (Travel & Tourism)			
Semester VI			
PAPER I			
Course Name: Customer Service Management (45 lectures)		Course Code	
Periods per week (1 period 50 minutes)			
Credits		03	
Evaluation System		Hours	Marks
	Theory Examination	2½	75
	Theory Internal		25
Objectives of the Course:			
<ul style="list-style-type: none"> ➤ To understand customer service concepts and relationship between customer service and current management ➤ To get familiarized with approaches and practical aspects of key decision areas of Customer Service Management 			
			No. of lectures
Unit I	Introduction to Customer Service Management <ol style="list-style-type: none"> 1. 7 P's of services 2. Meaning Customer Service Management 3. Importance of Customer Service Management 4. Growth of Service sector 5. Societal factors affecting customer service 6. Consumer Behavior Shifts 7. The Customer Service Environment 		15
Unit II	Customer Handling <ol style="list-style-type: none"> 1. Know your customer 2. Gap Model 3. Skills required (Communication skills and Listening skills) 4. Critical Incidental Techniques 5. Services breakdown and service recovery 6. Time Management strategies 7. Create customer service policy 8. Handling challenging customers 		15
Unit III	New Horizon <ol style="list-style-type: none"> 1. Customer Service in Diverse world 2. Benchmarking 3. Customer service via Technology (Telephone and Internet) 4. Encouraging customer loyalty 5. CRM in Tourism sector 6. Case studies related to topics 		15

Internal Assessment (25 Marks) :

Case study, Assignment, Field visit reports preparation, Group discussion

Examination Pattern for Semester -VI

Theory examination of 75 marks:

Duration - 2 ½ Hours

- Q1. Short notes (3 out of 5) : (15 marks)
Q2. Full length question (2 out of 3) : (15 marks)
Q3. Full length question (2 out of 3) : (15 marks)
Q4. Full length question (2 out of 3) : (15 marks)
Q5. Case Study : (15 marks)
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Suggested Reading :

1. Customer Service, Skills for Success 6th Ed, Lucas, Robert W. (2015). McGraw-Hill, New York, NY. (ISBN: 978-0-07-354546-2)
 2. Customer relationship management research in tourism and hospitality: a state-of-the-art, Roya Rahimi
 3. Services Marketing -Valarie A. Zeithmal, MaryJo Bitner, Dwayne G. Gremler, Ajay Pandit-4th Ed. McGraw Hill
 4. Services Marketing: People, Technology and Strategy, Lovelock / Chatterjee (Author)/Jochen Wirtz- 6th Edition -Pearson
 5. Getting Things Done: The Art of Stress-Free Productivity –David Allen
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Semester VI			
PAPER II			
Course Name:	Entrepreneurship - II (45 lectures)	Course Code	
Mode of Teaching :	Internship		
Credits		03	
Evaluation System		Hours	Marks
	Theory Examination		100
	Theory Internal		
Objectives of the Course:			
➤ To develop entrepreneurial skills by giving the students hands on training in a travel and tourism firm.			

		No. Of lectures
Unit I	The student will do Internship of minimum three months in a Travel and Tourism firm. They are expected to be trained in designing of tour package and day to day operations of the firm. This will also include experience in survey of tourist destinations and being a tour escort.	15
Unit II	The student will submit a detailed report of their internship to the concerned faculty in V.G. Vaze College. A performance report by the concerned authority of the firm where the student has gained internship should be attached along with the project.	15
Unit III	Viva Voice conducted by an expert from the industry.	15

Examination Pattern for Semester - VI

ASSESSMENT PATTERN : Total 100 marks

Unit I : 60 marks after successful completion of internship

Unit II : 20 marks

Unit III : 20 marks

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Semester VI			
PAPER III			
Course Name: Sustainable Tourism (45 lectures)		Course Code	
Teaching format: Lectures, Discussions, Group Activities, Study Tours			
Credits		3	
Evaluation System		Hours	Marks
	Theory Examination	2½	75
	Theory Internal		25
Objectives of the Course:			
<ul style="list-style-type: none"> ➤ To understand notion of sustainability and its impact on regional development ➤ To study economic policies for sustainable tourism ➤ Ability to develop models for sustainable development with the help of local tourism. ➤ To plan and assess process of economic development through tourism 			

Unit I	Concept of sustainable Tourism 1. Development of sustainable tourism in the world and India 2. Impact of tourism activity on environment and culture : 3. Pollution, loss of Biodiversity, waste management - Case studies 4. Need for development of sustainable tourism.	15
Unit II	Theories and concepts of sustainable tourism Indian case studies	15
Unit III	Sustainability based marketing Planning of Sustainable Tourism	15

Examination Pattern for Semester -VI :

Internal assessment (25 marks) :

Case study, Assignment, Field visit reports preparation, Group discussion.

External Theory Examination (75 marks) :

- Q1. Short notes (3 out of 5) : (15 marks)
 Q2. Full length question (2 out of 3) module 1 : (15 marks)
 Q3. Full length question (2 out of 3 module 2 : (15 marks)
 Q4. Full length question (2 out of 3) module 3 : (15 marks)
 Q5. Case Study : (15 marks)

Suggested Reading :

1. Sustainable and Responsible Tourism – Trends , practices and Cases – Manhas, Parikshit Singh
2. Tourism in India- Sharma Vivek
3. International Tourism : Fundamentals and practices - A.K.Bhatia
4. Tourism development-A.K.Bhatia
5. Geography of Tourism- Robinson
6. Tourism planning and development Issues- Donal
7. Leoug G.- Human and Economic Geography
8. Tourism Marketing – Manoram, Ashok
9. Tourism- Murphy, Peter E
10. Tourism Development : A new Approach – Nagapathi K
11. Tourism and Travel – Negi and Jagmohan

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Semester VI				
PAPER IV				
Course Name: Crisis Management in Tourism (45 lectures)			Course Code	
Periods per week (1 period 50 minutes)				
Credits			03	
Evaluation System			Hours	Marks
	Theory Examination		2½	75
	Theory Internal			25
			No. of lectures	
Unit I	Fundamentals of Crisis Management in Tourism 1. Definition, Need for Crisis Management, Inevitability of Crisis, Features of Modern Society. 2. Types of Crisis- Organizational, Political, Natural calamities, Accidents, Conflict Situations, Terrorism, Cultural Variations, Technological, Pandemic Conditions. 3. Challenges of Crisis Management in Tourism, some legal issues in Tourism Crisis Management.			15
Unit II	Emergency Crisis Management in Tourism 1. Stages of Crisis Management, Emergency Response, Assessment and Evaluation of Crisis; Handling Media response to crisis situations, Business continuity. 2. Role of Governing Bodies and localized support system during a crisis. 3. Legal aspects, Comparative study of Eastern and Western methods of Crisis Management in Tourism.			15
Unit III	Crisis Management Strategy 1. Crisis Management Model- Avoidance, Mitigation, Recovery; Tourist Organizational Structure and Crisis Management, Influence of Tourist Destinations on Crisis Management. 2. Crisis Leadership, Planning ahead – SWOT Analysis, Research on Crisis in Tourist destinations, Forecasting Crisis within Organization and Tourist Destinations, Building Consumer Confidence by addressing Tourist concerns about personal comforts and tourist destinations. 3. Qualifications of Personnel for back office and field work in a Tourism Organization, Government regulations for Travel and Tourism Organizations with respect to Crisis Management, Tourism Laws- Indian Contract Act, Consumer Protection Act, Environmental Laws, Safety Laws, Insurance Laws, Competition Act; International Organizations and laws related to Crisis Management in Tourism and Hospitality. ❖ Note: Case Studies and Case Laws will be part of each topic in this Syllabus.			15

Examination Pattern for Semester - VI

Internal Assessment (25 Marks) :

Learner will submit and make a presentation on a Model of Crisis Management in Tourism.

External Theory Examination (75 Marks)

Q 1. Answer any 2 of the following: (Based on Unit I) : (20 marks)

- a.
- b.
- c.

Q 2. Answer any 2 of the following: (Based on Unit II) : (20 marks)

- a.
- b.
- c.

Q 3. Answer any 2 of the following: (Based on Unit III) : (20 marks)

- a.
- b.
- c.

Q 4. Write short notes on **any three** of the following. : (15 marks)
(Six questions – two from each unit will be asked)

Suggested Reading :

1. Barton, L. Crisis leadership now: *A Real World Guide to Preparing for Threats, Disaster, Sabotage, and Scandal*, McGraw-Hill, New York, 2008.
2. Beirman, D. (2003), *Restoring Tourism Destinations in Crisis*, Cambridge: CABI Publishing.
3. Campiranon, K. and Scott, N. (2007), *Factors Influencing Crisis Management in Tourism Destinations*, Wallingford, London: CAB International.
4. Chawla, Romila, *Tourism Marketing and Crisis Management*, Rajat Publications, 2008.
5. E. Laws, B. Prideaux, and K. Chon, *Crisis Management in Tourism*, CABI, 2006.
6. Gilpin, D. R. and Murphy, P. J. (2008), *Crisis management in a complex world*, Oxford: Oxford University Press.
7. Mitroff, Ian I., and Gus Anagnos. *Managing Crises Before They Happen : What Every Executive and Manager Needs to Know about Crisis Management*, AMACOM, 2000.
8. Oxelheim, Lars, and Clas Wihlborg. *Corporate Decision-Making with Macroeconomic Uncertainty: Performance and Risk Management*, Oxford University Press USA - OSO, 2008
9. Ishikawa, Akira, and Atsushi Tsujimoto. *Risk and Crisis Management: 101 Cases*, World Scientific Publishing Co Pvt Ltd, 2009.
10. Racherla, P. and Hu, C. 2009. *A Framework for Knowledge-Based Crisis Management in the Hospitality and Tourism Industry*, **Cornell Hospitality Quarterly**, 50, 4, pp. 561-577. Sage Publications. (Available on Inflightnet)
11. Susan L Slocum, Carol Kline ed., *Tourism and Resilience*, CABI, 09-Jun-2017
12. *Tourism Risk Management: An Authoritative Guide to Managing Crises in Tourism*, AICST, 2006 <https://earthcheck.org/media/7635/tourism-risk-management.pdf>

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Skill Component

Skill Component	Credits
QP code THC/Q4405 - Tour Manager	18

Note:- Separate sheet of **Skill component** syllabus is attached for semester -I to semester-VI.

List of Library Books useful for the Course: B. Voc. - Travel and Tourism

SUBJECT: COMMUNICATION SKILLS IN ENGLISH

Sr. No.	Author	Title	Publisher	Public'n. Year
1	Bhatia, Pravin S.	Professional Communication Skills	NewDelhi: Sultan Chand and Co	2003
2	Farhathulla, T M	Communication Skills for Technical Students	Chennai: Orient Longman	2002
3	IMS Publications	Communication Skills Builder	Mumbai: IMS Learning Resources Pvt Ltd	2006
4	Joshi , Poonam	Essential Of Communication Skills & Grammar	New Delhi: Adhyayan Publication	2009

5	Mohan, Krishna	Developing Communication Skills	Delhi: Macmillan India	2004
6	NA	Communication Skills in English	Madras: Oxford University Press	1990
7	Shahani, G.	Communication Skills in English	Bombay: Noble Pub House	1977

SUBJECT: FRENCH

Sr. No.	Author	Title	Publisher	Public'n. Year
1	Bertenshaw, T H.	Longmans French Course	Mumbai: Orient Longman	1972
2	Correard Marie Helene	The Pocket Hachette French Dictionary French into English	Mumbai: Jaico Pub House	1998
3	Curzon, Alfred D.	Cassell`s French-English,English-French School Dictionary	London: Cassell & Co Ltd	1956
4	Larousse, .	Larousse`s French-Eng,Eng-French Dictionary	NewYork: Pocket Books	1971
5	Menon, Prakashini G.	French Grammer in a Nutshell	Mumbai: Seigneurs French Co	1999
6	Mont, and Francis, M D.	An Outline of French Grammar	NewYork: Barnes and Noble	1950
7	Stanley and Hochman Eleanor.	Kettridges French English English French Dictionary	NewYork: New American Library	1984

SUBJECT: INTRODUCTION TO COMPUTERS

Sr. No.	Author	Title	Publisher	Public'n. Year
1	Davis, Gordon B.	Introduction to Computers 3rd edn	Tokyo: McGraw Hill Kogakusha Ltd	1977
2	Diwan, Parag.	IT Encyclopaedia.Com:Fundamentals of Information Technology Vol-I	New Delhi: Pentagon Press	2000
3	Gupta, Praveen	Information Technology	Jaipur: ABD Publishers	2003
4	Jaiswal, S.	Fundamentals of Information Technology	New Delhi: Galgotia Pub	2000

5	Kumar, R Sarvana and Others	A Textbook of Information Technology	Delhi: S Chand and Co	2003
6	Lucas, Henry C.	Information Technology for Management	New Delhi: Tata McGraw Hill	2000
7	Norton, Peter	Introduction to Computers 6th ed	New Delhi: Tata McGraw Hill	2006
8	Oka, Milind M.	Elements of Information Technology	Pune: Everest Pub House	2000
9	Samuel T M And Samuel Maria	Encyclopaedia of Information Technology : Introduction to Information Technology Vol -1	New Delhi: Commonwealth Publishers	2008
10	Samuel, Maria	Introduction to Information Technology	New Delhi: CommonWealth Publication	2008
11	Saxena, Sanjay	Introduction to Computers and MS Office	New Delhi: Vikas Pub House	2002
12	Singh, Brijnath	Information Technology and Developmental Communication	New Delhi: Dominant Publishers	2000
13	Subramanian, N.	Introduction to Computers: Fundamentals of Science Vol-I	New Delhi: Tata McGraw Hill	1995
14	Trehan, Rajesh	Information Technology Handbook	Delhi: Cyber Tech Pub	2002
15	Turban, Efraim and Others	Introduction to Information Technology	New York: John Wiley and Sons	2000
16	Yadav, D S.	Foundations of Information Technology	New Delhi: New Age International	2000

SUBJECT: FOUNDATION COURSE: (GENERAL AWARENESS and ETIQUETTE, AND CULTURAL AWARENESS)

Sr. No.	Author	Title	Publisher	Public'n. Year
1	Basham, A L	A Cultural History of India	New Delhi: Oxford University Press	2007
2	Bhagheeyavalle, Saraj	Cultural Values of Adolescents	Udaipur: Shaheed Prakashan	1991
3	Chakraborty, S K.	Management by Values Towards Cultural Congruence	New Delhi: Oxford University Press	2001
4	Hall, Gary and Birchall, Clare	New Cultural Studies : Adventures in theory	Hyderabad: Orient Blackswan Pvt. Ltd	2009
5	Khan, Yasmin	Cultural Reorientation in Society	New Delhi: Mittal Pub	2001
6	Mazzei, George	The New Office Etiquette	New York: Poseidon	n.d.

			Press	
7	Mehra Shital Kakkar	Business Etiquette	New Delhi: Harper Collins India	2012
8	Monaghan John	Social and Cultural Anthropology: A Very Short Introduction	New Delhi: Oxford University Press	2000
9	Parekh, Bhikhu	Rethinking Multiculturalism Culture Diversity and Political Theory	New York: Palgrave	2000
10	Prakash, R.	Encyclopaedia of General Knowledge and General Awareness	New Delhi: Asian Book Private Ltd	2002
11	Reddy Krishna K and Laxmikanth M.	General Awareness and Current Affairs	New Delhi: Tata McGraw Hill	2012

SUBJECT: BUSINESS COMMUNICATION

Sr. No.	Author	Title	Publisher	Public'n. Year
1	Aggarwal Rohini	Taxmann's Business Communication and Organisation and Management	New Delhi: Taxmann Allied Services Ltd.	2004
2	Bovee, Courtland & Thill, John V.	Business Communication Today	New York: McGraw Hill Inc	1989
3	Ghanekar, Anjali	Business Communication Skills	Mumbai: Everest Publishing House	2009
4	Herekar, Prakash M.	Modern`s Business Communication	Mumbai: Modern Publishers	2003
5	Lesikar, Raymond V	Basic Business Communication	New Delhi: Tata McGraw Hill	2002
6	Monippally, Muthukutty M.	Business Communication Strategies	New Delhi: Tata McGraw Hill	2004
7	Murphy, Herta A and Others	Effective Business Communications 7th ed	Boston: McGraw Hill Books	1997
8	Penrose, John M.	Advanced Business Communication	Australia: Thomson Learning	2002
9	Rai, Urmila	Business Communication	Mumbai: Himalaya Pub House	2003
10	Raman, Meenakshi And Singh, Prakash	Business Communication	New Delhi: Oxford University Press	2006

SUBJECT: PRINCIPLES OF MANAGEMENT

Sr. No.	Author	Title	Publisher	Public'n. Year
1	Gupta, N S.	Essentials of Management	New Delhi: Anmol Pub	1998
2	Gupta, R N	Principles of Management	New Delhi: S Chand and Co	2001
3	Koontz, Harold And Weihrich Harold	Essentials of Management 5th ed	New Delhi: Tata McGraw Hill	1990
4	Smarth, M W.	Fundamentals of Management	New Delhi: S Chand and Co	2001
5	Tripathi P C And Reddy P N	Principles of Management 3rd ed	New Delhi: Tata McGraw Hill	2006

SUBJECT: ACCOUNTANCY

Sr. No.	Author	Title	Publisher	Public'n. Year
1	Gupta, M P and Agarwal, B M.	Grewals Accountancy	New Delhi: S Chand and Company	2012
2	Gupta, R L.	Advanced Accountancy 8th rev.edn Vol.I,II,III,IV	New Delhi: S Chand and Co	1990
3	Gupta, R L. & Gupta, V K.	Fundamentals of Accounting	New Delhi: Sultanchand & Sons	1994
4	Link, A N and Woelfel, Charles J	The Complete Encyclopaedia of Accounting, Finance, Investing, Banking and Economics	New Delhi: Probus Pub	1995
5	Mukherjee Amitabha And Hanif M	Modern Accountancy Vol -1 & 2	New Delhi: Tata McGraw Hill	2009
6	Patil, V A and Others	Modern`s Accountacy and Financial Management	Kolhapur: Modern Pub	2003
7	Shukla, M C and Others	Advanced Accounts Vol-I 15th ed	New Delhi: S Chand and Co	2003

SUBJECT: ORGANIZATIONAL BEHAVIOUR

Sr. No.	Author	Title	Publisher	Public'n. Year
1	Aswathappa, K.	Organisational Behaviour	Bombay: Himalaya Pub House	1991

2	Blanchard, Kenneth H.	Management of Organizational Behaviour: Utilizing Human Resource 2nd ed	New Delhi: Prentice Hall of India	1965
3	Davis, Keith	Organizational Behaviour: Human Behaviour at Work 9th ed	New Delhi: Tata McGraw Hill	1993
4	Deka G C.	Organizational Behaviour	New Delhi: Kanishka Pub	1999
5	Dwivedi, R S.	Human Relations and Organizational Behaviour: A Global Perspective 4th ed	Delhi: Macmillan India Ltd	1997
6	Harsey, Paul & Blanchard, K H.	Management of organizational behaviour	New Delhi: Prentice Hall of India	1992
7	Khanka S S	Organisational Behaviour: Text And Cases	New Delhi: S Chand and Co	n.d.
8	Kinicki, Angelo & Kreitner, Robert	Organizational Behaviour: Concepts Skills and Practices 2nd ed	New Delhi: Tata McGraw Hill	2006
9	Kreitner, Robert	Organizational Behaviour: Concepts Skills and Practices 2nd ed	New Delhi: Tata McGraw Hill	2006
10	Kumar, Pradeep and Thakur, K S.	Textbook of Organisational Behaviour	Delhi: Wisdom Publishers	2011
11	Narayan, C Surya	Contemporary Studies in Organisational Behaviour	New Delhi: Discovery Pub	1991
12	Newstrom, John W And Devis Keith	Organizational Behaviour: Human Behaviour at Work 11th ed	New Delhi: Tata McGraw Hill	2002
13	Pareek, Udai	Organisational Behaviour Processes	Jaipur: Rawat Pub	1988
14	Paul Hersey and Blanchard K	Management of Organisational Behaviour Utilizing Human Resources	New Delhi: Prentice Hall of India	1985
15	Robbins Stephen P., Judge Timothy A./Sanghi Seema	Organizational Behaviour	Delhi: Pearson Education	2009
16	Robbins, Stephen P.	Organizational Behaviour 10th ed	New Delhi: Prentice Hall of India	2003
17	Saiyadain, Mirza S	Organizational Behaviour	New Delhi: Tata McGraw Hill	2003

SUBJECT: MEDIA AND ADVERTISING

Sr. No.	Author	Title	Publisher	Public'n. Year
1	Arens, William	Contemporary Advertising	New Delhi: Tata McGraw Hill	2008
2	Bagga, Bhoomika	Encyclopadia of Mass Media	New Delhi: Anmol Publications	2006
3	Banik, G C	P R & Media Relations	Mumbai: Jaico Publication	2006
4	Belch, George E.	Advertising and Promotion: An Integrated Marketing Communications Perspective	New Delhi: Tata McGraw Hill	2010
5	Bhatia, Arun	Media and Communication Ethics	New Delhi: Akansha Publications	2005
6	Chakravarty, Suhas	Press and Media The Global Dimensions	New Delhi: Kanishka Publishers	1997
7	Clare, John	The Handbook For Media Handling	New Delhi: Infinity Book	2004
8	Clow, Kenneth E and Baack, Donald.	Integreted Advertising: Promotion and Marketing Communications	New Delhi: Pearson Education	2009
9	Day, Alvin Louis	Ethics in Media Communication	Canada: Thomson	2006
10	Gandhi, Ved Prakash	Electronic Media Communication and Management: Elements and Areas	New Delhi: Kanishka Publishers	2007
11	Gunter, Barrie	Media Research Methods	New Delhi: Sage Publication	2000
12	Gupta, A S	Advertising & Sales Promotions : Concept	Mumbai: Everest Publishing House	n.d.
13	Gupta, D K.	Media and Society	New Delhi: Rajat Pub	2003
14	Gupta, Ruchi	Advertising Principles And Practice	New Delhi: S Chand and Co	n.d.
15	Jefkins, Frank	Dictionary of Marketing Advertising	London: International Text book	1983
16	Jefkins, Frank	Advertising Today	London: International Textbook	1984
17	Jethwaney, Jaishri and Jain, Shruti	Advertising Management	New Delhi: Oxford University Press	2011
18	Joshi, Uma	Text Book of Mass Communication & Media	New Delhi: Anmol Publication	2005

19	Kazmi, S H H and Batra, Satish K.	Advertising and Sales Promotion	New Delhi: Excel Books	2010
20	Kumar, Arvind	Media Management and Social Issues Vol-I & II	Lucknow: Institute of Sustainable Development	2006
21	Lee, Monie And Carla, Johnson	Principles Of Advertising	New Delhi: Viva Book Center	2007
22	Malhrotra, Uma	Effective Advertising	Aurangabad: Chinmay Prakashan	2006
23	Mankad, Neeraj	Reinventing Advertising : The New Reality	Hyderabad: ICFAI University	n.d.
24	Mishra, M N.	Sales Promotion and Advertising Management	Mumbai: Himalaya Pub House	1996
25	Mohan, Manendra	Advertising Management	New Delhi: Tata McGraw Hill	2007
26	Ponigraphy, Dibakar Ed.	Media Management In India	Delhi: Kanishka Pub House	1993
27	Rathor, B S.	Advertising Management	Bombay: Himalaya Pub House	1984
28	Rayudu, C S	Media Communication Management	Mumbai: Himalaya Publication	2003
29	Sahay, Deepak	Media in New Era	New Delhi: Pearl Book	2008
30	Shamsi N Afaque	Media Organisation and Management	New Delhi: Anmol Publications	2006
31	Singh S P.	Media Psychology	Jaipur: Sublime Publications	2005
32	Spurgeon, Christina	Advertising and New Media	London: Routledge	2009
33	Srivastava, Anand Prakash	Educational Technology For Mass Media Development	Allahabad: Chugh Pub	1991
34	Tellis, Gerard	Effective Advertising	New Delhi: Response Books	2007
35	Watson, James and Hill, Anne	A Dictionary of Communication and Media Studies	New Delhi: Universal Book Stall	1989
36	Watson, James.	Media Communication 2nd ed	New York: Palgrave Macmillan	2003
37	Wells, William	Advertising: Principles and Practice	New Delhi: Pearson Education	2009
38	Wimmer Roger. and Dominick, Joseph	Mass Media Research	Singapore: Thomson	2003

39	Zachariah Aruna	Print Media Communication and Management: Elements Dimensions and Images	New Delhi: Kanishka Publishers	2006
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SUBJECT: TOURISM

Sr. No.	Author	Title	Publisher	Public'n. Year
1	Bhatia, A K.	International Tourism : Fundamentals and Practices	New Delhi: Sterling Pub Pvt Ltd	1991
2	Chawla, Romila	Ecotourism Planning and Management	New Delhi: Sonali Publications	2006
3	Manhas, Parikshit Singh.	Sustainable and Responsible Tourism: Trends Practices and Cases	New Delhi: PHI Learning	2012
4	Manoram, Ashok.	Tourism Marketing	Jaipur: Prateeksha Publications	2014
5	Murphy, Peter E.	Tourism	New York: Methuen	1985
6	Nagapathi, K S.	Tourism Development: A New Approach	Jaipur: Prateeksha Publications	2012
7	Negi, Jagmohan	Tourism And Travel	New Delhi: Gitanjali Pub House	1990
8	Sharma, K K.	Tourism and Travel Industry	New Delhi: Sarup and Sons	2000
9	Sharma, Vivek	Tourism In India	Jaipur: Arihant Pub	1991
10	Sharma, Yogeshkumar	Rural Tourism and Development	Jaipur: Pointer Pub	2005
11	Sharma, Yogeshkumar and Sharma, Pragya	Handbook of Tourism	Jaipur: Pointer Publishers	2006
12	Shelley, Leela	Tourism Development in India	Meerut: Arihant Publishers	1991
13	Singh, Anand	Tourism in Ancient India	New Delhi: Serials Pub	2005
14	Solomon, Raju & Aluri, Jacob	A Textbook of Ecotourism Ecorestoration and Sustainable Development	Kolkata: New Central Book Agency	2007
15	Young, George	Tourism: Blessing or Blight?	Harmondsworth: Penguin Books	1973

SUBJECT: HUMAN RESOURCE MANAGEMENT

Sr. No.	Author	Title	Publisher	Public'n. Year
1	Armstrong, Michael	A Handbook of Human Resource Management Practice	London: Kogan Page	2008
2	Aswathappa K.	Human Resource Management : Text and Cases	New Delhi: Tata McGraw Hill	2008
3	Aswathappa, K.	International Human Resource Management	New Delhi: Tata McGraw Hill Publishing	2008
4	Beardwell, Ian & Holden, Len	Human Resource Management: A Contemporary Perspective	Delhi: Macmillan India Ltd	1996
5	DeCenzo, David A. & Robbins, S P.	Personnel Human Resource Management	New Delhi: Prentice-Hall of India	1989
6	Ghanekar, Anjali	Human Resource Management	New Delhi: Everest Publishing House	2000
7	Hayton, James C.	Global Human Resource Management Casebook	London: Routledge	2015
8	Jain, T K and Chugh, Preeti	Human Resource Management	Jaipur: Garima Publications	2011
9	Khanna, S S.	Human Resource Management : Text and Cases	New Delhi: S Chand and Co	2010
10	Leap, Terry L. & Crino, Michael D.	Personnel/Human Resource Management	New York: MacMillan Pub Co	1989
11	Mahajan, J P.	Human Resource Management	New Delhi: Ane Books India	2011
12	Mathur, B L	Human Resource Management 2nd Edn	Jaipur: Arihant Pub	1990
13	Mckenna, Eugene & Beech, Nic	The Essence of Human Resource Management	New Delhi: Prentice Hall of India	1997
14	Parkins, Stephen J and Shortland, Susan M	Strategic International Human Resource Management	London: Kogan Page	2007
15	Pattanayak, Biswajeet & Verma, H.	A Textbook on Human Resource Management	New Delhi: Alf Wheeler and Co	1998

16	Rao, P Subba	Personnel and Human Resource Management 3rd ed	Mumbai: Himalaya Pub House	2004
17	Rao, P Subba.	Essentials of Human Resource Management and Industrial Relations	Mumbai: Himalaya Pub House	1996
18	Rao, V S P	Human Resource Management: Text and Cases	New Delhi: Excel Books	2001
19	Rao, V Suryaprakasa	Human Resource Management In Small Industry	New Delhi: Discovery Pub	1991
20	Sarma, A M.	Personnel and Human Resource Management	Mumbai: Himalaya Publishing House	2000
21	Sheikh, A M	Human Resource Management	New Delhi: S Chand and Co	n.d.
22	Tripathy, S K	Contemporary Issues in Human Resource Management Development Initiatives	Mumbai: Himalaya Publishing House	2012
23	Viswanathan, Rajesh	Strategic Human Resource Management	Mumbai: Himalaya Publishing House	2009

SUBJECT: ENTREPRENEURSHIP

Sr. No.	Author	Title	Publisher	Public'n. Year
1	Ailawadi, Satish.	Principles of Entrepreneurship	Mumbai: Everest Publishing House	2007
2	Bansal, Rashmi	Connect The Dots : The Inspiring Stories Of 20 Entrepreneurs Without An MBA Who Dared To Find Their Own Path	Ahmedabad: Eklavya Education Foundation	2010
3	Chandra, K Ravi	Entrepreneurship success	New Delhi: Sterling Pub	1991
4	Desai, Arvindrai N	Environment and Entrepreneur	New Delhi: Ashish Pub	1989
5	Desai, Vasant	Project management and Entrepreneurship	Mumbai: Himalaya Publishing House	1999
6	Deshpande, Manohar V.	Entrepreneurship Of Small Scale Industries	New Delhi: Deep and Deep	1989
7	Drucker, P F.	Innovation and Entrepreneurship Practice and Principles	London: Heinemann	1985
8	Gupta, S L and Mittal, Arun	Entrepreneurship Development	New Delhi: International Book House	2013
9	Hadimani, R N.	Dynamics of industrial entrepreneurship	New Delhi: Ashish Pub	1985

10	Hisrich, Robert D.	Entrepreneurship 5th ed	New Delhi: Tata McGraw Hill	2002
11	Holt, David H.	Entrepreneurship	New Delhi: Prentice Hall of India	2004
12	Khan, Mohd Asif A.	Entrepreneurship and Business Environment	New Delhi: Ashish Pub	1990
13	Kurup, M R.	Towards Entrepreneurship	Bombay: KET`s Vaze College	1990
14	Murthy, Bevv Narsimha	Entrepreneurship in small towns	Delhi: Mittal Pub	1989
15	Patvardhan, V S.	Growth Of Indigeneous Entrepreneurship:Part-I	Bombay: Popular Prakashan	1990
16	Prasad, Anuradha	Entrepreneurship development under Trysem	New Delhi: Concept Pub	1988
17	Prasad, Veena And Kamle, Deepali.	Business Planning & Entrepreneurial Management	Mumbai: Himalaya Publishing House	2017
18	Rao, V Lakshmana	Industrial entrepreneurshp in India	Allahabad: Vhugh Pub	1988
19	Sarwate, Dilip M .	Entrepreneurship Development & Project Management	Mumbai: Everest Publishing House	2009
20	Uddin, Sami	Entrepreneurship Development In India	Delhi: Mittal Pub	1989
21	Yadav, R J.	Women Entrepreneurship	Rajkot: Poorvi Press	1999

SUBJECT: MARKETING

Sr. No.	Author	Title	Publisher	Public'n. Year
1	Aaker, David A.	Marketing Research	New Delhi: John Wiley India	2011
2	Agarwal, Anita and others	E-Commerce Ad Digital Marketing	Mumbai: Himalaya Publishing House	2016
3	Baron, Steve.	Services Marketing: Text and Cases	Houndsmills: Palgrave Macmillan	2003
4	Belch, George E.	Advertising and Promotion: An Integrated Marketing Communications Perspective	New Delhi: Tata McGraw Hill	2010
5	Chaffey, Dave and Smith, P R.	Emarketing Excellence : Planning and Optimizing your Digital Marketing	London: Routledge	2015
6	Cherunilam, Francis	International Marketing	Mumbai: Himalaya Publishing House	2007

7	Clow, Kenneth E and Baack, Donald	Integreted Advertising: Promotion and Marketing Communications	New Delhi: Pearson Education	2009
8	Cravens, David W	Marketing Management	Delhi: Richard D Irwin	1988
9	Cundiff, Edward W. & Still, Richard R.	Fundamental of Modern Marketing	New Delhi: Prentice Hall	1982
10	Earls, Gerard & Forsyth, Patrick	Making Marketing Work	Allahabad: A H Wheeler & Co	1994
11	Fayerweather, John	International Marketing 2nd ed	New Delhi: Prentice Hall of India	1997
12	Garikaparthi, Madhavi	CRM: The New Face of Marketing	Hyderabad: ICFAI University Press	2002
13	Giles, G B.	Marketing	London: ELBS	1973
14	Graham, John	International Marketing 12th Edn	New Delhi: Tata McGraw Hill	2005
15	Gupta, Viswar Das	Marketing Mantra	New Delhi: Prentice Hall of India	1998
16	Hanspal, Savita	Advertising and Marketing Strategies: A Lifestyle Approach	Delhi: New Country Pub	2001
17	Ivanovic, A.	Dictionary of Marketing	Middlesex: Peter Collins Pub	1997
18	Jefkins, Frank.	Dictionary of Marketing Advertising	London: International Textbook	1983
19	Kotler, Philip	Marketing Management: Analysis and Planning	New Delhi: Prentice Hall of India	1985
20	Kotler, Philip	Lateral Marketing	New Jersey: John Wiley and Sons	2003
21	Kotler, Philip	Marketing Management	New Delhi: Dorling Kinderslry	2013
22	Kotler, Philip	Principles of Marketing	New Delhi: Dorling Kindersley	2011
23	Kotler, Philip	Marketing Management Analysis Planning and Control	New Delhi : Prentice Hall of India	1985
24	Kotler, Philip.	Marketing Insights from A to Z	New Jersey: John Wiley and Sons	2003
25	Kotler, Philip.	Marketing Management	New Delhi: Prentice Hall	1985
26	Krishnamurthy, K.	Marketing Planning	Mumbai: Regal Press	2004

27	Kumar, V.	International Marketing Research	New Delhi: Prentice Hall of India	2003
28	Levitt, Theodore	Innovation in Marketing: New Perspectives for Profit and Growth	London: Pan Books Ltd	1962
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