



गोंय विद्यापीठ

ताळगांव पठार

गोंय - ४०३ २०६

फोन: +९१-८६६९६०९०४८



(Accredited by NAAC)

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GU/Acad –PG/BoS -NEP/2023/102/43

Date: 04.07.2023

**CIRCULAR**

The University has decided to implement the UGC Curriculum and Credit Framework for the Undergraduate Programme (CCFUP) of **Bachelor of Business Administration (Travel and Tourism)** under the National Education Policy (NEP) 2020 from the Academic Year 2023-2024 onwards.

The approved Syllabus for Semesters I and II of the **Bachelor of Business Administration (Travel and Tourism)** Programme is attached.

Principals of Affiliated Colleges offering the **Bachelor of Business Administration (Travel and Tourism)** Programme are requested to take note of the above and bring the contents of this Circular to the notice of all concerned.

(Sanket Gaude)

Offg. Assistant Registrar – Academic-PG

To,

1. The Principals of Affiliated Colleges offering the Bachelor of Business Administration (Travel and Tourism) Programme.

Copy to:

1. The Director, Directorate of Higher Education, Govt. of Goa.
2. The Dean, Goa Business School, Goa University.
3. The Vice-Deans, Goa Business School, Goa University.
4. The Chairperson, BOS in Hospitality, Travel and Tourism Studies.
5. The Controller of Examinations, Goa University.
6. The Assistant Registrar, UG Examinations, Goa University.
7. Directorate of Internal Quality Assurance, Goa University for uploading the Syllabus on the University website.

**Goa University**

**Bachelor of Business Administration (Travel and Tourism)  
w.e.f AY 2023-24**

**Objectives of the Programme:**

1. Prepare students to take up entry-level managerial positions in the tourism industry.
2. Enhance students' knowledge and skills in the field of tourism and management.
3. Encourage ethical and value-based behavior among students.
4. Provide students with exposure to service-based organizations.

**Programme specific Outcomes:**

Students will be able to

1. Work in tourism and business organizations.
2. Communicate and provide solutions to problems in the field of tourism and management.
3. Exhibit ethical and moral behavior in their conduct.
4. Handle service-based processes in organizations.



	<p><b>MGT-204</b> Entrepreneurship in Tourism (4)</p> <p><b>MGT-205</b> Travel Agency and Tour Operations (2)</p>									
V	<p><b>MGT-300</b> Event Management (4)</p> <p><b>MGT-301</b> Sustainable Tourism (4)</p> <p><b>MGT-302</b> Destination Management (4)</p> <p><b>MGT-303</b> Airline Management (2)</p>	<p><b>MGT-321</b> Internship II (4)</p>				<p><b>MGT-361</b> Internship III (2)</p>				
VI	<p><b>MGT-304</b> Tourism Planning and Policies (4)</p> <p><b>MGT-305</b> International Tourism Management (4)</p> <p><b>MGT-306</b> Global Distribution System (4)</p> <p><b>MGT-307</b></p>	<p><b>MGT-322</b> Internship VI (4)</p>								

	<b>Integrated Marketing Communication in Tourism (4)</b>									
<b>VII</b>	<b>MGT-400</b> <b>Management of Transport Operations (4)</b>  <b>MGT-401</b> <b>Emerging Trends in Tourism (4)</b>  <b>MGT-402</b> <b>Business Research Methods (4)</b>  <b>MGT-403</b> <b>Sales Management (4)</b>	<b>MGT-411</b> <b>Case Writing and Analysis (4)</b>								
<b>VIII</b>	<b>MGT-404</b> <b>Product Management in Tourism (4)</b>  <b>MGT-405</b> <b>Performance Management (4)</b>  <b>MGT-406</b> <b>Customer Relationship Management (4)</b>  <b>MGT-407</b> <b>Learning and Development (4)</b>	<b>MGT-412</b> <b>Ethical, Legal and Regulatory Aspects of Tourism (4)</b>								

\* List of Exit Courses along with the syllabus will be provided separately.

Name of the Programme: BBA (Travel & Tourism)

Course Code: MGT-100

Title of the Course: Fundamentals of Tourism

Number of Credits: 4

Effective from AY: 2023-24

<b>Pre-requisites for the Course:</b>	Nil	
<b>Course Objectives:</b>	At the end of the subject, the student will be able to deal with Tourism as a System rather than as a set of separate entities or processes.	
<b>Content:</b>	<b>Unit I: Overview of Tourism</b> Tourism: Definition, Components of Tourism and Tourism Management. Basic Approach to the Study of Tourism, Economic Importance, Benefits and Costs of Tourism Tourism through the Ages: Early Beginnings, Early tourist attractions, The first travel agents, Historic Transportations Career Opportunities: Job forecasts, job requirements, career possibilities, Career paths in Tourism <b>Practical:</b> <b>Debates on tourism</b> <b>Exercise on career planning in tourism</b>	No of hours 15 hours
	<b>Unit II: Organization of Tourism</b> International Organizations, Development Organizations, Regional Organizations Passenger Transportation: Airline Industry, Rail Industry, Motor Coach Industry, Automobile, Cruise Industry, Other modes. Hospitality and Related Services: The Lodging Industry, The Food Service Industry, Meeting Planners Organizations in the Distribution Process: Travel Agents, The Internet, Consolidators, The Tour Wholesaler, Specialty Channelers Attractions, Entertainment, Recreation: Introduction, Attractions, Gaming, Recreation, Entertainment, Festivals and Events, Shopping, Education, Publishing, Marketing and Publicity Organizations. <b>Practical:</b> <b>Field study on passenger transportation, hospitality services, travel agencies and tour operators, and other tourist attractions.</b>	15 hours
	<b>Unit III: Tourism Supply and Demand</b> Tourism Components and Supply: Supply Components, Natural Resources, Built Environment, Operating Sectors, Spirit of Hospitality and Cultural Resources, Matching Supply with Demand Measuring and Forecasting Demand: Why Demand Is Important, Demand to a Destination, Measuring Demand, Projection Methodology Tourism's Economic Impact, Optimization, Economic Multipliers <b>Practical: Field study</b>	15 hours
	<b>Unit IV: Understanding Travel Behavior and Tourism Policy, Planning and Development</b> Cultural and International Tourism for Life's Enrichment: Developmental and Promotional Measures, Types of Destinations as Travel Experiences, Other Tourist Appeals, Travel experiences Sociology of Tourism: Effects on the Individual, Effects on the Family, Effects on Society, Life Characteristics and Travel, Emergence of Group Travel Patterns, Social (Subsidized) Tourism,	15 hours

	<p>Summary of the Principal Social Effects of Tourism, Barriers to Travel</p> <p>Tourism Policy: A Definition, The Focus of Tourism Policy: The Competitive/Sustainable Destination, The Major Parameters of Tourism Destination Management, Tourism Policy: Structure, Content, and Process, The Process of Tourism Policy Formulation</p> <p>Tourism Planning, Development, and Social Considerations: Planning for a Competitive/Sustainable Destination, The Nature of Tourism Planning, Relating Tourism Planning to Tourism Policy, Why Tourism Planning Is Necessary, The Planning Process, Goals of Tourism Development, Political Aspects of Tourism Development</p> <p><b>Practical: Field study</b></p>	
<b>Pedagogy:</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. C. R. Goeldner, J. B. Ritchie, Tourism principles, practices, philosophies, John Wiley and Sons, 2017.</li> <li>2. B. I. Kastarlak, B. Barber, Fundamentals of planning and developing tourism, Pearson New International Edition, 2013.</li> <li>3. C. Cooper, Essentials of Tourism, SAGE Publication, 2020</li> <li>4. S. K. Swain, J. M. Mishra, Tourism: Principles and Practices, Oxford University Press, 2011.</li> <li>5. P.N Acha-Anyi, Fundamentals of Tourism, Van Schaik Publishers, 2020</li> </ol>	
<b>Course Outcomes:</b>	<p>At the end of the course the student will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand and identify evolution, importance of travel and tourism for the economy.</li> <li>2. Analyze various sectors and its role in the growth of tourism industry.</li> <li>3. Identify the reasons for the growth of famous tourist attractions and analyze its impact on tourism industry.</li> <li>4. Analyze the importance of tourism planning, and tourism policy formulation for competitive and sustainable development of destinations.</li> <li>5. Evaluate the importance of tourism industry as a system</li> </ol>	

Name of the Programme: BBA (Travel & Tourism)

Course Code: COM-111

Title of the Course: Principles and Practice of Management

Number of Credits: 4

Effective from AY: 2023-24

<b>Pre-requisites for the Course:</b>	Nil								
<b>Course Objective:</b>	Objectives of the Course are: 1. To enable the learners to describe the competitive landscape of a company using Porter's five force model. 2. To acquaint the learners with skills to interpret the relevance of delegation and decentralization of authority in an organization. 3. To acquaint the learners to recognize the various needs of an individual using Maslow's Need-Hierarchy Theory. 4. To elucidate the principles and major techniques of control and apply the principles and techniques of coordination.								
<b>Content:</b>	<table border="1"><tr><td><b>Unit 1: Introduction to Management</b> Management: Concept and Need, Managerial Functions - An overview; Coordination: Essence of Management. Evolution of Management Thought, Classical Approach - Taylor, Fayol, NeoClassical and Human Relations Approaches - Mayo, Hawthorne Experiments, Behavioural Approach, Systems Approach, Contingency Approach, MBO, Hammer and Champy- Business Process Re-engineering, Porter's Five-forces' Model.</td><td>No of hours 15 hours</td></tr><tr><td><b>Unit 2: Planning and Organising</b> Types of Plan; Strategic planning - Concept, process, Importance and limitations; Environmental Analysis and diagnosis (Internal and external environment) - Definition, Importance and Techniques (SWOT/TOWS/WOTS-UP, BCG Matrix, Competitor Analysis); Decision-making: Process and Techniques; Perfect rationality and bounded rationality. Concept and process of organizing - An overview, Span of management, Different types of authority (line, staff and functional), Decentralization, Delegation of authority; Formal and Informal Structure; Principles of Organizing; Network Organization Structure. Emerging types.</td><td>15 hours</td></tr><tr><td><b>Unit 3: Staffing and Leading</b> Staffing: Concept of staffing, staffing process. b. Motivation &amp; Leadership: Concept, Importance, extrinsic and intrinsic motivation; Major Motivation theories - Maslow's NeedHierarchy Theory; Hertzberg's Two-factor Theory, Vroom's Expectancy Theory. Leadership: Concept and importance; Leadership styles. Communication: Concept, purpose, process; Oral and written communication; Formal and informal communication networks, Barriers to communication, Overcoming barriers to communication. Emerging trends in communication.</td><td>15 hours</td></tr><tr><td><b>Unit 4: Control and Coordination</b> Concept, Process, Limitations, Principles of Effective Control, Major Techniques of control - Effective Control Systems. Coordination Concept, Importance, Principles and Techniques of Coordination, Concept of Managerial Effectiveness. Emerging issues in Management.</td><td>15 hours</td></tr></table>	<b>Unit 1: Introduction to Management</b> Management: Concept and Need, Managerial Functions - An overview; Coordination: Essence of Management. Evolution of Management Thought, Classical Approach - Taylor, Fayol, NeoClassical and Human Relations Approaches - Mayo, Hawthorne Experiments, Behavioural Approach, Systems Approach, Contingency Approach, MBO, Hammer and Champy- Business Process Re-engineering, Porter's Five-forces' Model.	No of hours 15 hours	<b>Unit 2: Planning and Organising</b> Types of Plan; Strategic planning - Concept, process, Importance and limitations; Environmental Analysis and diagnosis (Internal and external environment) - Definition, Importance and Techniques (SWOT/TOWS/WOTS-UP, BCG Matrix, Competitor Analysis); Decision-making: Process and Techniques; Perfect rationality and bounded rationality. Concept and process of organizing - An overview, Span of management, Different types of authority (line, staff and functional), Decentralization, Delegation of authority; Formal and Informal Structure; Principles of Organizing; Network Organization Structure. Emerging types.	15 hours	<b>Unit 3: Staffing and Leading</b> Staffing: Concept of staffing, staffing process. b. Motivation & Leadership: Concept, Importance, extrinsic and intrinsic motivation; Major Motivation theories - Maslow's NeedHierarchy Theory; Hertzberg's Two-factor Theory, Vroom's Expectancy Theory. Leadership: Concept and importance; Leadership styles. Communication: Concept, purpose, process; Oral and written communication; Formal and informal communication networks, Barriers to communication, Overcoming barriers to communication. Emerging trends in communication.	15 hours	<b>Unit 4: Control and Coordination</b> Concept, Process, Limitations, Principles of Effective Control, Major Techniques of control - Effective Control Systems. Coordination Concept, Importance, Principles and Techniques of Coordination, Concept of Managerial Effectiveness. Emerging issues in Management.	15 hours
<b>Unit 1: Introduction to Management</b> Management: Concept and Need, Managerial Functions - An overview; Coordination: Essence of Management. Evolution of Management Thought, Classical Approach - Taylor, Fayol, NeoClassical and Human Relations Approaches - Mayo, Hawthorne Experiments, Behavioural Approach, Systems Approach, Contingency Approach, MBO, Hammer and Champy- Business Process Re-engineering, Porter's Five-forces' Model.	No of hours 15 hours								
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<b>Unit 4: Control and Coordination</b> Concept, Process, Limitations, Principles of Effective Control, Major Techniques of control - Effective Control Systems. Coordination Concept, Importance, Principles and Techniques of Coordination, Concept of Managerial Effectiveness. Emerging issues in Management.	15 hours								



<b>Pedagogy:</b>	Lectures/ tutorials/ field work/ project work/ viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. Tripathi, P. C. &amp; Reddy, P.N. (2010). Principles of Management (Fourth ed.). Tata Mc Graw Hill Education Pvt. Ltd., New Delhi.</li> <li>2. Chandan, J. S. (2004). Management, Theory &amp; Practice (Second ed.). Vikas Publishing House, New Delhi.</li> <li>3. Prasad, L. M. (2000). Principles and Practice of Management (Fifth ed.). Soutan Chand &amp; Sons.</li> <li>4. Jain, V. (2010). Management Theory &amp; Practice (First ed.). International Book House, New Delhi.</li> <li>5. Prasad, M. (2008). Management Concepts &amp; Practices. (Fourth ed.). Himalaya Publishing House, Mumbai.</li> <li>6. Subba Rao, P., &amp; Venkatram T. K. (2010). Management Theory &amp; Practice (First ed.). Himalaya Publishing House, Mumbai.</li> <li>7. Moshal, B. S. (2009). Principles of Mangement (First ed.).Ane Books Pvt. Ltd., New Delhi.</li> <li>8. Barton, G., &amp; Thakur, H. (1997). Management Today, Principle &amp; Practice (First ed.). Tata Mc Graw Hill Publishing Co. Ltd., New Delhi.</li> </ol>
<b>Course Outcomes:</b>	<p>After completion of this course, the learners will be able to:</p> <p>CO 1: Describe the competitive landscape of a company using Porter's five force model.</p> <p>CO 2: Interpret the relevance of delegation and decentralization of authority in an organization.</p> <p>CO 3: Recognise the various needs of an individual using Maslow's Need Hierarchy Theory.</p> <p>CO 4: Eucidate the principles and major techniques of control and apply the principles and techniques of coordination.</p>

**Name of the Programme: BBA (Travel & Tourism)**

**Course Code: MGT-131**

**Title of the Course: Introduction to Tourism**

**Number of Credits: 3**

**Effective from AY: 2023-24**

<b>Pre-requisites</b>	Nil	
<b>Course Objectives:</b>	At the end of the subject, the student will deal with Tourism as a System rather than as a set of disparate entities or processes.	
<b>Content:</b>	<b>Unit I: Introduction to Tourism</b> Introduction to Tourism, Historical development of Tourism, Nature and Significance of Tourism Industry, Concept of Tourists/Visitors/Travelers/Excursionist, Forms and Types of Tourism: Inter- regional and intra – regional tourism, inbound and outbound tourism, domestic, international tourism. Forms of Tourism- Religious tourism, Medical Tourism, Historical Tourism, Social Tourism, MICE Tourism.	No of hours 15 hours
	<b>Unit II: Components of Tourism</b> Passenger Transportation: Airline Industry, Rail Industry, Motor coach Industry, The Automobile, The Cruise Industry, Other modes. Hospitality and Related Services: The Lodging Industry, The Food Service Industry, Meeting Planners Organizations in the Distribution Process: Travel Agents, The Internet, Consolidators, The Tour Wholesaler, Specialty Channelers Attractions, Entertainment, Recreation: Introduction, Attractions, Gaming, Recreation, Entertainment, Festivals and Events, Shopping, Education, Publishing, Marketing and Publicity Organizations.	15 hours
	<b>Unit III: Impact of Tourism</b> Economical Impact of Tourism, Social Impact of Tourism, and Environmental Impact of Tourism, Political Impact of Tourism, Cultural Impact of Tourism Impact of Technology in Tourism, the Impact of Tourism on Job Opportunities, Strategies to overcome the negative impact of Tourism, Tourism and International Understanding.	15 hours
<b>Pedagogy:</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
<b>References/ Readings:</b>	<ol style="list-style-type: none"><li>1. C. R. Goeldner, J. B. Ritchie, Tourism principles, practices, philosophies, John Wiley and Sons, 2017.</li><li>2. B. I. Kastarlak, B. Barber, Fundamentals of planning and developing tourism, Pearson New International Edition, 2013.</li><li>3. C. Cooper, Essentials of Tourism, SAGE Publication, 2020</li><li>4. S. K. Swain, J. M. Mishra, Tourism: Principles and Practices, Oxford University Press, 2011.</li><li>5. P.N Acha-Anyi, Fundamentals of Tourism, Van Schaik Publishers, 2020</li></ol>	
<b>Course Outcomes:</b>	At the end of the course, the student will be able to: <ol style="list-style-type: none"><li>1. Understand and identify evolution and importance of travel and tourism for the economy.</li><li>2. Analyze various sectors and their role in the growth of the tourism industry.</li><li>3. Identify the reasons for the growth of famous tourist attractions and analyze their impact on the tourism industry.</li><li>4. Analyze the importance of tourism planning and tourism policy formulation for the competitive and sustainable development of destinations.</li><li>5. Evaluate the importance of the tourism industry as a system</li></ol>	

Name of the Programme: BBA (Travel & Tourism)

Course Code: MGT-132

Title of the Course: Tourism Entrepreneurship

Number of Credits: 3

Effective from AY: 2023-24

<b>Pre-requisites for the Course:</b>	Nil	
<b>Course Objective:</b>	To acquire knowledge to develop an ability to create a business plan	
<b>Content:</b>	<b>Unit I: Idea Generation</b> Recognizing opportunities in the tourism sector and generating ideas: What is an opportunity, difference between idea and opportunity, and ways to identify opportunity? Analysis of the Business Environment in the tourism sector <b>Unit II: Planning and Feasibility Analysis</b> Procedures for registering a business, Government schemes and incentives, and sources of Finance. Feasibility Analysis: what a feasibility analysis is and why it's important? Product/Service Feasibility, Tourism Industry/Target Market feasibility, Organizational feasibility, Financial feasibility <b>Unit III: Business Plan</b> Guidelines and Components of the business plan and helping them create the business plan.	No of hours 15 hours  15 hours  15 hours
<b>Pedagogy:</b>	Lectures/ tutorials/ field work/ project work/ viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
<b>References/ Readings:</b>	1. Bruce Barringer and R. Duane Ireland, 'Entrepreneurship: Successfully Launching New Ventures', Pearson Education, latest edition 2. Tim Berry, 'Hurdle: The book on Business Planning', Palo Alto Software Inc, latest edition	
<b>Course Outcomes:</b>	At the end of the course the student will be able to: 1. Generate new business Ideas. 2. Do a feasibility study on the pliability of these ideas 3. Create a business Plan for their ideas.	

Name of the Programme: BBA (Travel & Tourism)

Course Code: MGT-141

Title of the Course: Soft Skills and Personality Development

Number of Credits: 3 (1T+2P)

Effective from AY: 2023-24

<b>Pre-requisites for the Course:</b>	Nil	
<b>Course Objectives:</b>	Objectives of the Course are: 1. To provide soft skills training and practical orientation. 2. To acquaint learners with the personality traits and self-development 3. To enable learners to place emphasis on goal setting and self-development.	
<b>Content:</b>	<b>Unit 1: Introduction to Soft Skills</b> Soft Skills: Meaning, Importance; Types: Self Management Skills, Communication Skills; Leadership Skills, Negotiation Skills, Presentation Skills; Life Skills, Time Management Skills, Social Skills; Stress Management and Creative Thinking. Practical	No of hours 5 hours  20 hours
	<b>Unit 2: Personality Development</b> Body Language- Personality Traits; Postures and Gestures; Importance of Listening; Value of Time; Team Work and Team Building- Importance of Team Work/ Group Discussion; Social and Corporate Etiquettes – Types Importance and Impact of Social and Corporate Etiquettes; Interviews and CV Writing; Developing trust and Integrity in Humans. Practical	5 hours  20 hours
	<b>Unit 3: Self-Development and Goal Setting</b> Developing potential and self-actualization; SWOC analysis, learning to maximize success using SWOC, how to do a personal SWOC; Goal Setting - Importance of goal setting; Types of goals interpersonal relationships, Understanding People; Conflict Resolution Skills – Seeking Win-Win Solutions; Emotional Intelligence. Practical	5 hours  20 hours
<b>Pedagogy:</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
<b>References/ Readings:</b>	1. Stein, S. J. & Howard, E. B. (2011). The EQ Edge: Emotional Intelligence and Your Success. Canada: Wiley & Sons. 2. Petes, S. J., & Francis. (2011). Soft Skills and Professional Communication. New Delhi: Tata McGraw-Hill Education. 3. Dorch, P. (2013). What Are Soft Skills? New York: Execu Dress Publisher. 4. Kamin, M. (2013). Soft Skills Revolution: A Guide for Connecting with Compassion for Trainers, Teams, and Leaders. Washington, DC: Pfeiffer & Company. 5. Klaus, P., Jane R., & Molly, H. (2007). The Hard Truth about Soft Skills. London: HarperCollins E-books.	
<b>Course Outcomes:</b>	After completion of this course, the learners will be able to: CO 1: Explain the different soft skills and their importance. CO 2: Identify the different personality traits and its implications. CO 3: Prepare self - SWOC analysis, planning and goal setting.	

Name of the Programme: BBA (Travel & Tourism)

Course Code: MGT-133

Title of the Course: Tourism Products of Goa

Number of Credits: 3

Effective from AY: 2023-24

<b>Pre-requisites for the Course:</b>	Nil	
<b>Course Objective:</b>	To develop the competence in students to identify and analyse various tourism products of Goa. Students will also be able to reason how to establish a tourism product keeping in mind international standards	
<b>Content:</b>	<b>Unit I: Introduction to tourism products of Goa &amp; Architectural Heritage of Goa</b> Definition, Types and unique features - Tourism resources of Goa, Differentiate tourism product from other manufactured products from a marketing view point. Identify Architectural Heritage of Goa, Gather detailed knowledge on Architectural Heritage of Goa, Design Architectural Heritage as Tourism Products. <b>Unit II : Nature based Tourism Products of Goa.</b> Identify Nature Based Tourism Resources of Goa, Gather detailed knowledge on Nature Based Tourism Resources of Goa, Understand concept such as Eco Tourism and Sustainable Tourism, Design Nature Based Tourism Resources of Goa as Tourism products. <b>Unit III : MICE Tourism in Goa &amp; Rural Tourism Products of Goa</b> Identify MICE Tourism Market of Goa, In Depth understanding of functioning of MICE Tourism market of Goa, Plan various strategies to promote MICE Tourism market of Goa in the International Market In Depth understanding of the concept Rural Tourism, Identify Rural Tourism Products of Goa, Gather detailed knowledge on Rural Tourism Products of Goa.	No of hours 15 hours 15 hours 15 Hours
<b>Pedagogy:</b>	Lectures/tutorials/field work/project work/viva/seminars/term papers / assignments / presentations / self-study/case studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
<b>References/ Readings:</b>	<ul style="list-style-type: none"><li>● S.P. Gupta, Krishna Lal and Mahua Bhattacharya, Cultural Tourism in India, Indraprastha Museum of Art and Archaeology, New Delhi, and D.K. Printworld (P) Ltd., New Delhi, 2002.</li><li>● Dixit, Manoj and Yadav, CharuSheela (2006): Tourism Products of India, Lucknow: Royal Publishers</li></ul>	
<b>Course Outcomes:</b>	At the end of the course the student will be able to: 1. Understand the concept "Tourism Products" 2. Identify Various Tourism Products of Goa 3. Comprehend significance of Tourism Products 4. Plan and Promote Tourism Products of Goa through an Itinerary	

Name of the Programme: BBA (Travel & Tourism)

Course Code: MGT-134

Title of the Course: Tourism Marketing

Number of Credits: 3

Effective from AY: 2023-24

<b>Pre-requisites for the Course:</b>	Nil	
<b>Course Objective:</b>	To acquire knowledge on different marketing tools used by tourism and hospitality organizations for implementing marketing decisions.	
<b>Content:</b>	<p><b>Unit I: Introduction</b> Introduction to Marketing for Hospitality and Tourism: Concept and definition and its significance for the tourism industry, the basic concept of need and want; demand, product, service, market, and sales. Service Characteristics of Hospitality and Tourism, Defining marketing mix: the 7 Ps of Marketing, The Marketing Environment: Internal and external factors effecting marketing.</p> <p><b>Unit II: Marketing Mix Decisions</b> Product: Meaning and classification of product. Product life cycle and marketing mix. Branding: concept, functions and qualities of good brand name. Packaging and Labelling- concept and functions; Place; Pricing: Concept, Factors affecting price of a product, Pricing strategies; Promotion: Advertising, Personal selling, sales promotion, Public relation, direct marketing; Distribution channel: Meaning, types and strategies.</p> <p><b>Unit III: Recent Trends in Marketing</b> Digital marketing: Meaning, types, Benefits. Traditional marketing v/s Digital marketing. Marketing for services: Meaning, scope and importance. Green marketing, social marketing, Rural marketing, Relationship marketing, Influencer marketing. Legal Issues in marketing- The Consumer Protection Act, 1986; Ethical issues in marketing, Consumerism and need for consumer protection.</p>	<p>No of hours 15 hours</p> <p>15 hours</p> <p>15 hours</p>
<b>Pedagogy:</b>	Lectures/ tutorials/ field work/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
<b>References/ Readings:</b>	<ol style="list-style-type: none"><li>1. P. Kotler, R. John and J. Makens, Marketing for Hospitality and Tourism, Pearson, 2018</li><li>2. P. Kotler, R. John, J. Makens and S. Balogu, Marketing for Hospitality and Tourism, Pearson, 2016</li><li>3. Kotler, Philip. (2003). Marketing Management. Prentice Hall</li><li>4. Kotler, P., Armstrong, G. and Agnihotri, P. (2018). Principles of Marketing (17th edition) Pearson Education. Indian edition.</li><li>5. Kotler, P., Keller, K.L. Koshy, A. &amp; Jha. M. (2009). Marketing Management: A South Asian Perspective. (Thirteenth Ed). Pearson Education, New Delhi.</li><li>6. Maheshwari, R.P., Jindal, Lokesh, (2011). Marketing Management Theory and Practice.</li><li>7. Gandhi, J.C. (1987). Marketing a Managerial Introduction. Tata McGraw Hill.</li><li>8. Etzel, M. J., Walker, B. J., Stanton, W. J., &amp; Pandit, A. (2010). Marketing (14th ed.). Mc Graw Hill.</li><li>9. Patni, M. (2018). Digital Marketing (1st ed.). Literature house.</li></ol>	

<b>Course</b>	After completion of this course, the learners will be able to:
<b>Outcomes:</b>	CO 1: Explain the concepts of marketing. CO 2: Develop the skills to analyze marketing mix. CO 3: Familiarize about the current trends in marketing and discuss ethical and legal issues in marketing.

Name of the Programme: BBA (Travel & Tourism)

Course Code: MGT-142

Title of the Course: Innovation and Start-ups

Number of Credits: 3

Effective from AY: 2023-24

<b>Pre-requisites for the Course:</b>	Pass in 12 <sup>th</sup> Standard in any discipline	
<b>Course Objectives:</b>	Objectives of the Course are: 1. To develop an entrepreneurial mind-set. 2. To acquaint learners with skills to develop a business model. 3. To enable learners to explore funding and growth opportunities.	
<b>Content:</b>	<b>Unit 1: Introduction to Startups and Entrepreneurship</b> Introduction to Entrepreneurship, Factors influencing Entrepreneurship, Characteristic of Entrepreneur; Process and Phases of Entrepreneurship, Types of Entrepreneurs, Barriers to entrepreneurship, Entrepreneurship Motivation Theories, Entrepreneurship Models - Introduction to various form of business organization (sole proprietorship, partnership, corporations, Limited Liability company); Skills of an Entrepreneur, Ethics and Entrepreneurship	No of hours 5 hours
	Practical	20 hours
	<b>Unit 2: Exploring Business Opportunity, Developing a Business Model and Starting up</b> Exploring Business Opportunity: Self-Discovery, Environment Scanning for idea generation, Problem Identification and Idea Generation, Spotting Trends, Creativity and Innovation, Idea Evaluation; Developing a Business Model: Team, Market Understanding, Product/ Market Fit, Customer Validation, Business Model Canvas Preparation, Preparation of Business model and Business Plan; Translating Business Model into Startup: Business Planning (Finance, HR, Marketing, Distribution, Production Plan, Networking), Obtaining Business Licenses, Applicability of Regulations	5 hours
	Practical	20 hours
	<b>Unit 3: Startup Growth and Expansion</b> Growth Opportunities, Funding Aspects of Entrepreneurship for Growth, Retention & Expansion Strategies, Expansion model, Maximizing Profits, Exit strategies for entrepreneurs; Funding Agencies both private and government aided, types of fundings: Debt Funding, Bootstrap, Seed, Series A; Organizational Assistance by government for startup and various policies; Incubation Centres – role, support and mentorship, prototyping and stakeholder connects, startup scaling.	5 hours
	Practical	20 hours
<b>Pedagogy:</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
<b>References/ Readings:</b>	1. Ramachandran, K. (2008). Entrepreneurship Development, McGraw Hill 2. Katz, J., & Green, R. (2020). Entrepreneurial Small Business (6th Ed.), McGraw Hill	



	<p>3. Byrd, M. J., &amp; Megginson, L. C. (2012). Small Business Management an Entrepreneur's Guidebook (7th Ed.), McGraw Hill</p> <p>4. Fayolle, A., &amp; Lyon, E. M. (2007) Entrepreneurship and new value creation: The Dynamic of the Entrepreneurial Process. Cambridge University Press.</p> <p>5. Hougard S. (2005) The Business Idea: The Early Stages of Entrepreneurship. Springer</p> <p>6. Lowe, R., &amp; Mariott, S. (2006) Enterprise: Entrepreneurship &amp; Innovation. Butterworth Heinemann</p> <p>7. Dana, L. (2013). World Encyclopedia of Entrepreneurship, Edward Elgar.</p> <p>8. Akhouri, M. M. P., &amp; Mishra, S. P. Udyamita (in Hindi) MMP. By National Institute for Entrepreneurship and Small Business Development (NIESBUD), NSIC-PATC Campus, Okhla</p>
<b>Course Outcomes:</b>	<p>After completion of this course, the learners will be able to:</p> <p>CO 1: Develop an entrepreneurial mind-set by learning key skills.</p> <p>CO 2: Create and validate a business model and business plan.</p> <p>CO 3: Explore funding and growth opportunities.</p>