

Sacred Heart College (Autonomous)

Department of Commerce Self Finance

B. COM TRAVEL AND TOURISM (S/F)

Course plan

Academic Year: 2016 - 2017

Semester III

COURSE PLAN

PROGRAMME	UG COMMON COURSE 3	SEMESTER	3
COURSE CODE AND TITLE	15U3CCENG06: INDIA RETOLD: READINGS ON INDIAN POLITY, SECULARISM AND SUSTAINABILITY	CREDIT	4
HOURS/WEEK	3	HOURS/SEM	54
FACULTY NAME	S SUMY		

COURSE OBJECTIVES

- To understand the mechanics of English language and elucidate the meaning of Indian Polity, Secularism and Sustainability
- To comprehend the cultural moorings of a globalized society through the fundamental reading of literary texts
- To interpret the secular and pluralistic traditions of Imperial India
- To Create awareness about the evolution of a sustainable environment in a globalized world
- To evaluate the evolving condition of a politically acclaimed world, concerning ecological and anthropological conditions.
- To respond to the problematic scenarios concerning politics, environment and ideology through literary devices in the form of research papers.

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
MODULE I				
1	On the Constitution of India	PPT/Lecture	video	
2	On the Constitution of India	PPT/Lecture	video	
3	On the Constitution of India	Lecture		
4	A Dialogue on Democracy	PPT/Lecture	video	
5	A Dialogue on Democracy	PPT/Lecture		
6	A Dialogue on Democracy	Lecture		
7	The Choice Before Us	PPT/Lecture	video	
8	The Choice Before Us	PPT/Lecture		
9	The Choice Before Us	Lecture		
10	Signs of Change	PPT/Lecture	video	
11	Signs of Change	PPT/Lecture		
12	Signs of Change	Lecture		
13	Heaven of Freedom	PPT/Lecture	video	
14	Heaven of Freedom	PPT/Lecture		
15	Heaven of Freedom	Lecture		
16	Brother Abdul Rahman	PPT/Lecture	video	
17	Brother Abdul Rahman	Lecture		
18	Revision			
	CIA – I			
MODULE II				
19	Secularism in India	PPT/Lecture		
20	Secularism in India	Lecture	video	
21	Secularism in India	Lecture		
22	Deep Roots	PPT/Lecture		
23	Deep Roots	Lecture	video	
24	Deep Roots	Lecture		
25	The Idea of India	PPT/Lecture		
26	The Idea of India	Lecture	video	
27	The Idea of India	Lecture		
28	Can You Make Out	PPT/Lecture		
29	Can You Make Out	Lecture	video	
30	Can You Make Out	Lecture		
31	Roots	PPT/Lecture		
32	Roots	Lecture	video	
33	Roots	Lecture		
34	Roots	Lecture		
35	Presentation	Lecture	Quiz	
36	Revision			
MODULE III				
37	Deep Ecology	PPT/Lecture		
38	Deep Ecology	Lecture	video	
39	Deep Ecology	Lecture		
40	A Different Kind of Perspective	PPT/Lecture		

41	A Different Kind of Perspective	Lecture	video	
42	A Different Kind of Perspective	Lecture		
43	Earth's Carrying Capacity	PPT/Lecture		
44	Earth's Carrying Capacity	Lecture		
45	Earth's Carrying Capacity	Lecture		
46	What the Elements have taught me?	PPT/Lecture		
47	What the Elements have taught me?	Lecture	video	
48	What the Elements have taught me?	Lecture		
49	What the Elements have taught me?	Lecture		
50	In the Flood	PPT/Lecture		
51	In the Flood	Lecture	video	
52	In the Flood	Lecture		
53	In the Flood	Lecture		
54	Revision			

INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	2/8/2016	Presentations
2	28/8/2016	Role Plays

GROUP ASSIGNMENTS/ACTIVITIES – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	12/9/2016	Group Discussions
2	20/9/2016	Performances

References

India Retold: Readings on Indian Polity, Secularism and Sustainability

COURSE PLAN

PROGRAMME	BCOM. TRAVEL AND TOURISM (S/F)	SEMESTER	3
COURSE CODE AND TITLE	15U3CRCOM6: MARKETING MANAGEMENT	CREDIT	4
HOURS/WEEK	5	HOURS/SEM	90
FACULTY NAME	Dr.K.T.PETER		

COURSE OBJECTIVES

- To understand the Meaning and need of marketing in business/trade.
- To comprehend the elements of marketing mix and its strategies
- To understand the pricing policies in the industry and the pricing strategies
- To understand the changes in the marketing environment.

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
MODULE I				
1	Introduction to marketing	PPT/Lecture	video	
2	Evolution of marketing, concepts of marketing	PPT/Lecture		
3	Definition ,needs, wants and demand of marketing.	PPT/Lecture		
4	Features, importance ,scope and limitations of marketing.	PPT/Lecture		
5	Objectives, marketing utilities, functions	PPT/Lecture		
6	Marketing process, market - definitions	PPT/Lecture	video	
7	Levels of market, features of market	PPT/Lecture		
8	Types of market	PPT/Lecture		
9	Types of market	PPT/Lecture		
10	Difference between market and marketing , difference between selling and marketing	PPT/Lecture		
11	Marketing Mix – definition, features	PPT/Lecture		
12	Elements of marketing mix, factors influencing marketing mix.	PPT/Lecture	video	
13	Marketing management – definition, features, objectives, function	PPT/Lecture		
14	Market segmentation – definition, features, importance	PPT/Lecture		

15	Market segmentation- benefits, limitations and process	PPT/Lecture		
16	Prerequisites and bases for effective segmentation	PPT/Lecture		
17	Target market, target marketing and market targeting.-difference between all, process, types	PPT/Lecture		
18	Consumer behaviour - definition, features, benefits.	PPT/Lecture		
19	Consumer behaviour-factors influencing, types.	PPT/Lecture		
MODULE II				
20	Introduction to module -2	PPT/Lecture		
21	Product – definitions, features	PPT/Lecture		
22	Levels of products, difference between product and services.	PPT/Lecture		
23	Types of product, product development-need	PPT/Lecture		
24	Stages in product development, factors to be considered.	PPT/Lecture		
25	Product innovation- definition, need and importance	PPT/Lecture		
26	Product mix- dimensions, strategies	PPT/Lecture	Q & Ans Session	
27	Product line, product life cycle – advantages, limitations.	PPT/Lecture		
28	Branding – objectives, need and importance, types.	PPT/Lecture		
29	Brand equity – key elements, brand loyalty	PPT/Lecture		
30	Trademark –need and importance, product standardisation	PPT/Lecture		
31	Packaging – functions, characteristics	PPT/Lecture		
32	Labeling – functions, types.	PPT/Lecture	Quiz	
33	Revision			
34	Viva /Test			
CIA-1				
MODULE III				
35	Introduction to module -3	PPT/Lecture		
36	Pricing – definitions, features	PPT/Lecture		
37	Objectives of Pricing	PPT/Lecture		
38	Role of Pricing In Marketing Strategy	PPT/Lecture		
39	Factors affecting pricing decision.	PPT/Lecture	Q & Ans Session	
40	Steps in formulating pricing/process of pricing.	PPT/Lecture		
41	Pricing Methods / Policies / Approaches	PPT/Lecture		

42	Types of Pricing Methods – Cost oriented pricing policy – Value based pricing policy- Demand oriented pricing policy – Competition oriented pricing policy	PPT/Lecture		
43	Pricing Strategies – New Product pricing strategies	PPT/Lecture		
MODULE IV				
44	Introduction to module -4	PPT/Lecture		
45	Physical Distribution – definitions, features	PPT/Lecture		
46	Importance of Physical distribution	PPT/Lecture	Video	
47	Logistics – Definition - Features	PPT/Lecture		
48	Elements of Logistics/ Logistics Mix	PPT/Lecture		
49	Process of Logistics	PPT/Lecture		
50	Introduction to Supply chain Management – Definition - Features	PPT/Lecture		
51	Channels of Distribution – Introduction - Importance	PPT/Lecture		
52	Types of Channels	PPT/Lecture	quiz	
53	Functions of various intermediaries in the distribution channels	PPT/Lecture		
54	Factors affecting the choice of channel of distribution	PPT/Lecture		
55	Revision			
56	Viva/Test			
	CIA - II			
MODULE V				
57	Introduction to module -4	PPT/Lecture		
58	Promotion Decision – definitions, features	PPT/Lecture		
59	Marketing Mix – Definition – Features – objectives - importance	PPT/Lecture		
60	Types of sales promotion	PPT/Lecture	Group discussion	
61	Sales promotion strategies	PPT/Lecture		
62	Promotion Mix - Elements	PPT/Lecture		
63	Sales promotion campaign – Steps	PPT/Lecture		
64	Types of Advertising – objectives – features - importance	PPT/Lecture		
65	Types of Advertisement	PPT/Lecture		
66	Effectiveness of Advertising	PPT/Lecture		
67	5 Ms of Advertising – Process of Advertising	PPT/Lecture		
68	Personal Selling – Definition – Features	PPT/Lecture		
W69	Types of personal selling – Types	PPT/Lecture		
70	Principles of personal selling	PPT/Lecture		

71	Publicity – Types of Publicity	PPT/Lecture		
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INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	25/06/2016	Prepare a report on the Marketing Mix selected by a particular firm and their effectiveness
2	15/08/2016	How does Marketing Utility help a firm in their success?

GROUP ASSIGNMENTS/ACTIVITIES – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	26/09/2016	To develop a product or service of their own and that product have to be marketed in the class, covering the elements of marketing mix.

References

- Kotler Philip and Koshy Abraham: Principles of Marketing, Revised edition, Pearson publication.
- Kotler Philip, Keller Lane [Keven](#), Fifteenth Edition, Pearson publication.

Web resource references:

- <https://www.enotesmba.com/2013/01/marketing-management-notes.html>

COURSE PLAN

PROGRAMME	BCOM. TRAVEL AND TOURISM (S/F)	SEMESTER	3
COURSE CODE AND TITLE	15U3CRCOM7 CORPORATE ACCOUNTING	CREDIT	4
HOURS/WEEK	5	HOURS/SEM	90
FACULTY NAME	ANJITHA K NANDANAN		

COURSE OBJECTIVES

- To understand the process of issue ,reissue and forfeiture of shares and apply in business situation
- To understand the format of final accounts of Companies and prepare final accounts as per Company's act 2013
- To determine purchase consideration in the event of amalgamation and to prepare consolidated financial statements and apply in practical situation of merger
- To understand the process of alteration and reduction of share capital

SESSIONS	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
1.	Introductory Session on Company Accounts	LECTURE		
MODULE - I				
2.	Issue of shares	LECTURE		
3.	Issue of shares	ILLUSTRATIONS	Discussion	
4.	Reissue of shares	LECTURE		
5.	Reissue of shares	ILLUSTRATIONS		
6.	Forfeiture of shares	LECTURE		
7.	Redemption of Preference shares, its conditions	LECTURE		
8.	Redemption of Preference shares, its conditions	ILLUSTRATIONS	Discussion	
9.	Redemption of Preference shares, its conditions	ILLUSTRATIONS		
10.	Redemption of Preference shares, its conditions	ILLUSTRATIONS		
11.	Issue of bonus shares	LECTURE		

12.	Issue of bonus shares	ILLUSTRATIONS		
13.	Underwriting	LECTURE		
14.	Underwriting	ILLUSTRATIONS		
15.	Accounting for Buyback Shares	LECTURE		
MODULE - II				
16.	Final accounts of Joint Stock Companies	LECTURE	Video	
17.	Final accounts of Joint Stock Companies	ILLUSTRATIONS		
18.	Final accounts of Joint Stock Companies	ILLUSTRATIONS		
19.	Final accounts of Joint Stock Companies	ILLUSTRATIONS		
20.	Final accounts of Joint Stock Companies	ILLUSTRATIONS		
21.	Final accounts of Joint Stock Companies	ILLUSTRATIONS		
22.	Final accounts of Joint Stock Companies	ILLUSTRATIONS	Notes	
23.	Final accounts of Joint Stock Companies	ILLUSTRATIONS		
24.	Final accounts of Joint Stock Companies	ILLUSTRATIONS		
25.	Final accounts of Joint Stock Companies	ILLUSTRATIONS		
26.	Final accounts of Joint Stock Companies	ILLUSTRATIONS		
27.	Final accounts of Joint Stock Companies	ILLUSTRATIONS		
28.	Final accounts of Joint Stock Companies	PPT/LECTURE		
29.	Final accounts of Joint Stock Companies	ILLUSTRATIONS		
30.	Final accounts of Joint Stock Companies	ILLUSTRATIONS		
31.	Profit prior to incorporation	LECTURE		
32.	Profit prior to incorporation	ILLUSTRATIONS		
33.	Profit prior to incorporation	ILLUSTRATIONS		
34.	Profit prior to incorporation	ILLUSTRATIONS		
35.	Profit prior to incorporation	ILLUSTRATIONS		
MODULE - III				
36.	Business combinations and Corporate Restructuring	LECTURE	Video	
37.	Business combinations and Corporate Restructuring	ILLUSTRATIONS		
38.	Amalgamation, Absorption and external reconstruction	LECTURE		

39.	Amalgamation, Absorption and external reconstruction	LECTURE		
40.	Amalgamation, Absorption and external reconstruction	ILLUSTRATIONS		
41.	Amalgamation, Absorption and external reconstruction	ILLUSTRATIONS		
42.	Amalgamation, Absorption and external reconstruction	ILLUSTRATIONS		
43.	Amalgamation, Absorption and external reconstruction	ILLUSTRATIONS		
44.	Amalgamation, Absorption and external reconstruction	ILLUSTRATIONS		
45.	Amalgamation in the nature of merger-purchase	LECTURE		
46.	Amalgamation in the nature of merger-purchase	ILLUSTRATIONS		
	Amalgamation in the nature of merger-purchase	ILLUSTRATIONS		
47.	Calculation of purchase consideration (all methods)	LECTURE		
48.	Calculation of purchase consideration (all methods)	ILLUSTRATIONS		
49.	Calculation of purchase consideration (all methods)	ILLUSTRATIONS		
50.	Calculation of purchase consideration (all methods)	ILLUSTRATIONS		
51.	Calculation of purchase consideration (all methods)	ILLUSTRATIONS		
52.	Entries in the books of transferor and transferee companies	LECTURE		
53.	Entries in the books of transferor and transferee companies	ILLUSTRATIONS		
54.	Entries in the books of transferor and transferee companies	ILLUSTRATIONS		
55.	Entries in the books of transferor and transferee companies	ILLUSTRATIONS		
56.	Revised Balance Sheet	LECTURE	Video	
57.	Revised Balance Sheet	ILLUSTRATIONS		
58.	Revised Balance Sheet	ILLUSTRATIONS		
59.	Revised Balance Sheet	ILLUSTRATIONS		
60.	Revised Balance Sheet	ILLUSTRATIONS		
61.	Revised Balance Sheet	ILLUSTRATIONS		
62.	Revised Balance Sheet	ILLUSTRATIONS		
63.	Revised Balance Sheet	ILLUSTRATIONS		
64.	Revised Balance Sheet	ILLUSTRATIONS		
65.	Revised Balance Sheet	ILLUSTRATIONS		

MODULE - IV:

66.	Internal reconstruction and capital reduction	LECTURE	Notes	
67.	Internal reconstruction and capital reduction	ILLUSTRATIONS		
68.	Internal reconstruction and capital reduction	ILLUSTRATIONS		
69.	Internal reconstruction and capital reduction	ILLUSTRATIONS		
70.	Accounting treatment and Revised Balance Sheet.	LECTURE		
71.	Accounting treatment and Revised Balance Sheet.	ILLUSTRATIONS		
72.	Accounting treatment and Revised Balance Sheet.	ILLUSTRATIONS		
73.	Accounting treatment and Revised Balance Sheet.	ILLUSTRATIONS		
74.	Accounting treatment and Revised Balance Sheet.	ILLUSTRATIONS		
75.	Accounting treatment and Revised Balance Sheet.	ILLUSTRATIONS		
76.	MODULE – V			
77.	Liquidation Accounts	LECTURE		
78.	Meaning	LECTURE		
79.	Types	LECTURE		
80.	Contributories	LECTURE		
81.	Preferential Creditors	LECTURE		
82.	Preparation of liquidator's final statement of accounts.	LECTURE		
83.	Preparation of liquidator's final statement of accounts.	LECTURE		
84.	Preparation of liquidator's final statement of accounts.	ILLUSTRATIONS		
85.	Preparation of liquidator's final statement of accounts.	ILLUSTRATIONS		
86.	Preparation of liquidator's final statement of accounts.	ILLUSTRATIONS		
87.	Preparation of liquidator's final statement of accounts.	ILLUSTRATIONS		
88.	Revision			
89.	Revision			
90.	Revision			

	Date of completion	Topic of Assignment	Nature of assignment
1	2/8/2016	AMALGAMATION	Problem
2	28/9/2016	LIQUIDATION	Problem Solving

BASIC REFERENCES

Jain.S.P and Narang.K.L : Advanced Accountancy

Maheswari.S.N and MaheswariS.K : Advanced Accounting

Paul.K.R : Corporate Accounting

Dr. S.M.Shukla and Dr.S.P.Gupta : Advanced Accounting

McShukla and T.S.Grewal : Advanced Accounts

Rawat.D.S : Accounting

Nirmal Gupta and ChhaviSharma : Corporate Accounting Theory and Practice

COURSE PLAN

PROGRAMME	BCOM. TRAVEL AND TOURISM (S/F)	SEMESTER	3
COURSE CODE AND TITLE	15U3COCOM3 E-COMMERCE AND GENERAL INFORMATICS	CREDIT	4
HOURS/WEEK	4	HOURS/SEM	72
FACULTY NAME	SHANMUGHADAS K G		

COURSE OBJECTIVES

- To familiarize the fundamental concepts, terms and the main activities of E-Commerce.
- To understand about the various components of E-Commerce, its models, strategies, Ecommerce security
- To logically observe and experience online shopping and dealings in the Electronic market.
- To learn about how to develop an E-commerce website
- To identify the usage of different electronic payment systems.
- To equip the students with modern technologies especially internet & related medium

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
MODULE I				
1	Overview of Electronic Commerce	PPT	video	
2, 3	Introduction to E-commerce	PPT/Lecture		
4, 5	Concepts, features and functions	PPT/Lecture		
6,7	Operation of e-commerce	Discussion	e-resource	
8, 9	Infrastructure for E-commerce	PPT/Lecture		
9, 10	Application of E-Commerce in Direct Marketing and Selling	PPT/Lecture		
11, 12	Value Chain Integration, Supply chain management	Discussion	e-resource	
13	Corporate Purchasing,	PPT/Lecture		
	Financial and Information Services			
MODULE II				
14,15,16	E-Commerce Models and Strategies	PPT/Lecture		

17,18	B2B, B2C, C2C C2B	Lecture		
19, 20	Business Models for E-Commerce	Lecture		
21, 22	Brokerage Model, Aggregator Model, Info-mediary model	Practical	e-resource	
23,24	Electronic Data Interchange	Lecture		
25,26	Value chain model, Manufacturer model	Lecture		
	Community Model, Value chain model, Manufacturer model, Advertising Model	Discussion	e-resource	
22,23	Mobile Commerce and Web Commerce	PPT/Lecture		
24, 25, 26	Introduction to ERP-	PPT/Lecture		
27, 28	Components- Meaning, purpose, advantages and disadvantages of transacting online	PPT/Lecture		
29	CIA-1			
MODULE III				
30, 31	Electronic Payment Systems	PPT/Lecture		
32, 33, 34	Overview of Electronic Payment Systems	PPT/Lecture		
	Cybercash (Customer to Merchant Payments, Peer to Peer Payments, Security	PPT/Lecture		
35, 36, 37				
	Smart Card (Card Types, Closed or Open Security, Privacy, Card Costs, Non Card Costs	Lecture	Discussion	
38				
39, 40, 41, 42	Electronic Banking,	Lecture	Q & Ans Session	
43, 44, 45, 46	Electronic Fund Transfers	PPT/Lecture		
47, 48, 49	Electronic Fund Transfers	Practical	e-resource	
50	revision	Discussion		
MODULE IV				
	E-Commerce Security-Introduction to Security Passwords	PPT/Lecture		
51, 52				
53,54	Viruses, and Firewalls	PPT/Lecture		
55	Encryption (PGP, HTTPS, and SSL)	PPT/Lecture	e-resource	
	digital signature digital certificate, the e-commerce security environment	PPT/Lecture		
56				
57	threats in the E-commerce environment	PPT/Lecture		
	security intrusions and breaches attacking methods, sniffing	Discussion	e-resource	
58				
59	cyber-vandalism	PPT/Lecture		
60	technology solutions	PPT/Lecture	e-resource	
MODULE V				
	Setting up of E-Commerce Business	PPT/Lecture		
61,62				
62, 63	Web development Promotion of the web sites	PPT/Lecture		
63, 64	Trust building, Loyalty building	Discussion	e-resource	

65, 66	Online transactions Management and control	PPT/Lecture		
67, 68	Marketing and branding	PPT/Lecture		
69, 70	Product delivery Settlement	Discussion	e-resource	
71	Revision	PPT/Lecture		
72	CIA - II			

INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc.)
1	4/7/2016	Recently developed ecommerce models
2	28/9/2016	Developing a website of your own

GROUP ASSIGNMENTS/ACTIVITIES – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc.)
1	4/10/2016	Product delivery Settlement
2	28/8/2016	Electronic Payment Systems

References

- E-Commerce, the Cutting Edge of Business: Kamallesh K Bajaj and Debjani Nag, TMH
- E-Commerce: Schneider, Thomson Publication
- Business on the net: An Introduction to the whats and hows of e-commerce: Agarwala and Lal, Macmillan India Ltd
- E-Commerce: An Indian Perspective, P.T.Joseph, S.J., PHI
- Doing Business on the Internet E-Commerce (Electronic Commerce for Business) S. Jaiswal, Galgotia Publications.
- Lesikar, R.V. & Flatley, M.E. Basic Business Communication Skills for Empowering
- Internet Generation. Tata, McGraw Hill Publishing Company Ltd, New Delhi.
- Web Commerce Technology handbook: Daniel Minoli and Emma Minoli

Web resource references:

- <https://en.wikipedia.org/wiki/>

COURSE PLAN

PROGRAMME	BCOM. TRAVEL AND TOURISM (S/F)	SEMESTER	3
COURSE CODE AND TITLE	15U3CRCOM08: BUSINESS MANAGEMENT	CREDIT	3
HOURS/WEEK	3	HOURS/SEM	54
FACULTY NAME	ALEENA VARGHESE		

COURSE OBJECTIVES

- To ensure students' knowledge enhancement on business management and relevant management concepts
- To understand and comprehend Fayol and Taylor's contributions
- To understand various management functions, concepts of MBO, MBE and CSR.
- To make students familiar with the topics of motivation, leadership and relevant related theories
- To appreciate Human Resource Management and related concepts apart from learning performance appraisal and its techniques
- To evoke interest in pursuing higher studies in management field

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
MODULE I				
1	MANAGEMENT Introduction	PPT	video	
2	Meaning	PPT/Lecture		
3	Characteristics	PPT/Lecture		
4	Characteristics	PPT/Lecture		
5	Management Functions (POSD CORB)	PPT/Lecture	e-resource	
6	Management Functions (POSD CORB)	PPT/Lecture		
7	Management as a Science	PPT/Lecture		
8	Management as, Art	Lecture		
9	Management as profession	Lecture		
10	Fayol's Management Principles	Lecture		
11	CSR	Lecture		
12	CSR- IMPORTANCE	PPT/Lecture		
13	Management as administration	PPT/Lecture		
14	Comparison of Fayol and Taylor	PPT/Lecture		
15	CSR			
MODULE II				

16	PLANNING – Introduction	PPT/Lecture		
17	Nature – Importance	CSR		
18	Steps in Planning	Lecture		
19	Planning Premises	Lecture		
20	Types of Plan	Lecture		
21	Types of Plan	PPT/Lecture		
22	Strategic Planning	PPT/Lecture		
23	MBO	PPT/Lecture		
24	Revision	PPT/Lecture		
25	Revision	Lecture		

CIA-1

MODULE III

26	HRM	PPT/Lecture		
27	Introduction	PPT/Lecture		
28	Importance	PPT/Lecture		
29	HRP	Lecture	Quiz	
30	HRP Benefits	Lecture	Q & Ans Session	
31	HRP steps	PPT/Lecture		
32	HRD - Recruitment – Meaning – Sources – I	PPT/Lecture		
33	Internal and External Sources	PPT/Lecture		
34	Merits and demerits	PPT/Lecture		
35	Selection	Lecture		
36	Process	PPT/Lecture		
37	Training	PPT/Lecture		
38	Types of training	PPT/Lecture		
39	Training / development	PPT/Lecture		
40	Placement and induction	PPT/Lecture		
41	Performance Appraisal	PPT/Lecture		
42	Methods	PPT/Lecture		
43	Merit	PPT/Lecture		
44	Seniority based promotion	PPT/Lecture		
45	Comparison	PPT/Lecture	Video	

MODULE IV

46	Motivation and leadership	PPT/Lecture		
47	Motivation – meaning	PPT/Lecture		
48	Types	PPT/Lecture PPT/Lecture		
49	Techniques	PPT/Lecture		
50	Importance	PPT/Lecture		
51	Motivation v/s morale	PPT/Lecture		
52	Theories of motivation	PPT/Lecture		
53	Maslow’s Need Hierarchy Theory	PPT/Lecture		
54	Herzberg’s Two Factor Theory	PPT/Lecture		
55	– McGregor’s Theory X and Theory Y	PPT/Lecture		

56	ERG Theory	PPT/Lecture		
57	– Vroom’s Valence Expectancy Theory –	PPT/Lecture		
58	Leadership	PPT/Lecture		
59	Meaning	PPT/Lecture		
60	Styles of leadership	PPT/Lecture		
61	Revision	PPT/Lecture		
62	Managerial grid	PPT/Lecture		
63	Comparison of theories	PPT/Lecture		
64	Revision	PPT/Lecture		
65	Test			
CIA II				
MODULE V				
66	Controlling Introduction	PPT/Lecture		
67	Meaning	PPT/Lecture		
68	Steps	PPT/Lecture		
69	Essentials of good control system	PPT/Lecture		
70	MBE	PPT/Lecture		
71	Control by exception	PPT/Lecture		
72	Revision			

INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	24/8/2016	CSR – Report of any firm

GROUP ASSIGNMENTS/ACTIVITIES – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	15/10/2016	Detailing selection process

References

- P. F. Drucker-Principles and Practice of Management
- L. M. Prasad-Principles of Management
- Subbarao- Personnel and HRM
- Sharma and Gupta- Management Process and OB

COURSE PLAN

PROGRAMME	BCOM. TRAVEL AND TOURISM (S/F)	SEMESTER	3
COURSE CODE AND TITLE	FUNDAMENTALS OF TOURISM 15U30PCTT1	CREDIT	3
HOURS/WEEK	5	HOURS/SEM	90
FACULTY NAME	DR.RADHIKA.P.C		

COURSE OBJECTIVES

- To explain the evolution and growth of tourism in India
- To describe the basic concepts of tourism
- To analyse the types of tourism in India and its significance
- To understand each type of tourism based on their characteristics, their advantages and disadvantages.
- To describe Tourism products of Kerala and India
- To focus and distinguish types planning for tourism development
- To outline the tourism planning process
- To evaluate the significance and the Adversities of tourism.
- To understand the alternative tourism initiatives and the laws enacted by Government of India for the protection of tourism resources.

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
MODULE I				
1	Introduction to tourism industry-meaning and definition of tourism	Lecturing and discussion		
2	Components of tourism	PPT/Lecture		
3	Excursion- leisure and recreation, tourist – visitor- traveler	PPT/Lecture		
4	Domestic and international tourism-inbound and outbound tourism	PPT/Lecture		
5	6 A's of tourism	PPT/Lecture	e-resource	

6	Nature & scope of tourism	PPT/Lecture		
7	Significance of tourism	PPT/Lecture		
8	Different geographic components of tourism	Lecture		
9	Historical perspective of tourism industry in India	Lecture		
10	Grand tour and tourism during industrial revolution	Lecture	e-resource	
11	Growth of the Indian tourism	PPT/Lecture		
12	Five year plans and tourism	Lecture		
13	Major tourism policies enacted	Lecture		
14	Ministry of Tourism- objectives	Lecture		
15	Functions & role	Lecture	e-resources	
MODULE II				
16	Types of tourism- pilgrimage & cultural tourism	PPT/Lecture		
17	Heritage tourism	PPT/Lecture		
18	Sustainable tourism & Ecotourism- importance & objectives	PPT/Lecture		
19	Responsible tourism, Rural tourism & Agri –tourism	PPT/Lecture		
20	Adventure tourism-Types	Lecture	Video	
21	Cuisine & Monsoon-Handicraft	Lecture		
22	Community-based tourism	Lecture		
23	Domestic and international tourism- sports tourism-	Lecture		
24	Health tourism- importance	PPT/Lecture		
25	CIA-1	Test		
MODULE III				
26	Tourism products- meaning and concept	PPT/Lecture		
27	Characteristics of tourism products	PPT/Lecture		
28	Components of tourism products	PPT/Lecture		
29	Art and architecture	Lecture	e-Resources	
30	Architectural wonders of India and archaeological sites	Lecture		
31	Monuments of India	PPT/Lecture		
32	Forts and palaces of India	PPT/Lecture		
33	Museums of India	PPT/Lecture		
34	Traditions and festivals of India	PPT/Lecture		
35	Nature-based tourism products of India	Lecture		
36	Tourism products of India	PPT/Lecture		
37	Wild-life sanctuaries of India	PPT/Lecture		
38	National parks	PPT/Lecture		
39	Hill stations of India	PPT/Lecture		

40	Desert safari of India	PPT/Lecture		
41	Indian beaches	PPT/Lecture		
42	Backwaters of India	PPT/Lecture		
43	Indian folk music & dance forms	PPT/Lecture	Group discussion	
44	Culture- customs and costumes	PPT/Lecture		
45	Classical dance forms of India	PPT/Lecture		
46	Carnatic music forms of India	PPT/Lecture		
47	Waterfalls of India	PPT/Lecture		
48	Festivals of India	PPT/Lecture		
49	Fairs of India	PPT/Lecture		
50	-Revision-	PPT/Lecture		
MODULE IV				
51	Planning for tourism development. Objective-	PPT/Lecture		
52	Importance of planning	PPT/Lecture		
53	Sustainable tourism planning	PPT/Lecture		
54	Planning approaches	PPT/Lecture		
55	Levels of tourism planning- International level planning	PPT/Lecture		
56	National level & Regional level planning	PPT/Lecture		
57	Destination & Site level planning	PPT/Lecture		
58	Types of tourism planning	PPT/Lecture		
59	Planning Process-setting- selection and classification of tourism spots-	PPT/Lecture		
60	carrying capacity management- Types	PPT/Lecture		
61	Determinants of carrying capacity level	PPT/Lecture		
62	Development of basic amenities- Evaluation of tourism project- in the point of view of Residents, government & business	PPT/Lecture	Group Discussion	
63	Development and implementation of tourism master plan	PPT/Lecture		
64	Revision	Discussion		
65	Revision	Discussion		
MODULE V				
66	Adversities of tourism- issues of tourism- environmental-diverse habitat	PPT/Lecture		
67	Ecological issues of Tourism	PPT/Lecture	Group Discussion	

68	Cultural & social issues of tourism	PPT/Lecture	Group Discussion	
69	Economic impacts of tourism	PPT/Lecture	Group Discussion	
70	Impacts of tourism-overall	PPT/Lecture	Group Discussion	
71	Conservation of ecology	PPT/Lecture		
72	-Do-	PPT/Lecture		
73	Management of adversities of tourism.	PPT/Lecture		
74	Alternative tourism- concept	PPT/Lecture		
75	Nature- features and trends	PPT/Lecture		
76	Space tourism	PPT/Lecture		
77	Social tourism	PPT/Lecture		
78	Special interest tourism	PPT/Lecture		
79	Geological lodging	PPT/Lecture		
80	Government agency for intervening the issue of adversity- policy of tourism and development	PPT/Lecture		
81	Wild-life Protection Act 1972	PPT/Lecture		
82	Air (Prevention and Control of Pollution) Act 1981	PPT/Lecture		
83	Water (Prevention and Control of Pollution) Act 1974	PPT/Lecture		
84	Environmental (Protection) Act 1986	PPT/Lecture		
85	CIA-II	Test		
86	Revision			
87	Discussion of Previous year question papers			
88	Discussion of Previous year question papers			
89	Question Paper discussion			
90	Revision			

INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	16/07/2016	Types of Tourism with examples from Kerala tourism
2	12/08/2016	Indian Tourism products

GROUP ASSIGNMENTS/ACTIVITIES – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	12/09/2016	Tourism a curse to Mankind (Group Discussion)

References

- CSuddhendu Narayan Misra, Sapan Kumar Sadual, "Tourism Management", Excel Books publishers.
- Shashi Prabha Sharma(2004)" Tourism Education –Principles, Theories and Practices", New Delhi, Kanishka Publishers,
- Bishwanath Ghosh(2000),"Tourism and Travel Management", New Delhi, Vikas Publishing House PVT Ltd,
- Sunil K.Kabia(2005),"Tourism and the Developing Countries ",New Delhi, Mohit Publication
- Martin Mowforth and Ian Munt- Tourism and Sustainability.
- *Shaloo Sharma- Indian Tourism- Policies and Programmes.*
- Radhika.P.C(2019),Fundamentals of tourism, Kalyani Publishers, New Delhi

Web resource references:

- <https://www.keralatourism.org/>
- <https://tourism.gov.in/>
- <https://www.keralatourism.org/video-gallery/kumarakom-houseboat/747>
- <https://www.incredibleindia.org/>