Department of Business Administration
Sarojini Naidu College for Women

Name of the Academic Program: B.B.A. (Hons.) in Travel, Tourism and Aviation

Course code:BTHACOR01T Course title:Principles & Practice of Management	
After completion of this course successfully, the students will be able to	
CO1	Understand the CONCEPTS OF MANAGEMENT such as various CLASSICAL AND NEO-CLASSICAL SCHOOL OF THOUGHTS OF Taylor, Fayol etc.
CO2	Explain the significance of PLANNING, DIRECTION AND STAFFING IN management
CO3	Learn important THEORIES OF MOTIVATION namely MCGREGOR, MASLOW and HERZBERG
CO4	Understand the concepts of ORGANIZING and CO-ORDINATION including the techniques, steps and tools.

Course code: BTHACOR02T Course title: Fundamentals of Tourism Management	
CO1	Exemplify the concept of TOURISM including DEFINITIONS, TERMINOLOGY and various tINTERDISCIPLINARY APPROACHES
CO2	Summarise the HISTORICAL BACKGROUND OF TOURISM including History of transport, development of hotels, travel and tourism through ages
CO3	Classify the TOURISM SYSTEMS, TYPES AND SCOPE including the Structure and Components Emerging areas of tourism as well as different theories such as Push and Pull Theory, Mathieson and Wall Model, Leiper's Model, Stanley Plog's Model of Destination Preferences etc.
CO4	Classify the Role and Functions of different TOURISM ORGANIZATIONS AND ASSOCIATIONS worldwide.

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Course code:BTHACOR03T	
Course title: Financial Accounting	
CO1	Compare the CONCEPT OF FINANCIAL ACCOUNTING including qualitative and quantitative Characteristics of Accounting Information, Basic understanding of DOUBLE ENTRY SYSTEM
CO 2	Summarise the Methods of DETERMINING THE BUSINESS INCOMES INCLUDING the concepts inventory, revenue recognition, methods of depreciation, Reserve and Provision.
CO 3	Learn the ACCOUNTING STANDARDS AND THEORIES, Accounting procedure of special sales transactions such as Consignment, Sectional And Self Balancing Ledger And Insurance Claim for loss of stock.
CO 4	Execute the FINANCIAL STATEMENTS of trading, non-profit organization and incomplete records
Course code: BTHACOR04T Course title: Fundamentals of Aviation and Hospitality	
CO 1	Learn the PRINCIPLES OF AVIATION including the Growth drivers, Evolution, Challenges
CO 2	Understand the of AIRPORT FUNDAMENTALS Layout of an Airport, Ground Handling & types, IATA Airline & Airport Codes, National & International Airlines, Types of Aircrafts etc.
CO3	Interpret the AIRPORT OPERATIONS & AIRLINE TERMINAL MANAGEMENT including issues such as Reservation and Ticketing, Issue of Boarding Pass, Immigration Formalities
CO 4	Summarise the concepts of HOSPITALITY INDUSTRY & ACCOMMODATION OPERATIONS
Course code: BTHACOR05T Course title: MARKETING MANAGEMENT AND HUMAN RESOURCE MANAGEMENT	
CO 1	Interpret MARKETING Management including nature, scope and definition of selling ,Traditional & Modern Concept of marketing, Micro & Macro Marketing Environment, Marketing Mix etc
CO 2	Explain PRODUCT & PRICING which also incorporates Classification of Product Mix. Product life Cycle, Price

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	& Pricing, Pricing methods & policies, Factors to be considered in pricing of a product, PHYSICAL DISTRIBUTION & PROMOTION including Distribution Channels, Types, determinants, Promotion and Promotion Mix
CO 3	Summarise the CONCEPTS AND FUNDAMENTALS OF HRM
CO 4	• Explain various aspects of ACQUISITION, DEVELOPMENT AND MAINTENANCE OF HUMAN RESOURCE

Course code: BTHACOR06T

Course title: BUSINESS LEGISLATIONS & BUSINESS ENVIRONMENT

CO1	• Explain the Legal Environment of Business including THE INDIAN CONTRACT ACT,1872, THE SALES OF GOODS ACT, 1930, THE PARTNERSHIP LAW, 1932 etc.
CO 2	Interpret the concept of THE NEGOTIABLE INSTRUMENT ACT, 1881, and THE CONSUMER PROTECTION ACT, 1986
CO 3	analyse he emerging issues related to Electronic commerce and its various consequences through a brief study of ELECTRONIC COMMERCE ACT, 1998
CO 4	Check the importance and scope of legal environment of business

Course code: BTHACOR07T

Course title: Tourism, Aviation & Hospitality: Products & Services

CO 1	understand Approaches to environmental history and its multi-disciplinary orientations
CO 2	Analyse Various issues in relation to Resource control (Water, Forest) and the environmental factors associated with city including disasters and vulnerability
CO 3	Evaluate National And Regional Cultures in order to exploring the philosophy of ' unity in diversity'
CO 4	• Summarise Cultural Heritage Sites of India and policy, regulations for protection and conservation of cultural heritage of India

Course code: BBAASEC01M

Course title : Fundamentals of Computer for Tourism, Aviation & Hospitality

CO 1	understand the concepts, components and operating system of Computer
CO 2	• Summarise the concept of Networks and Internet and Office Applications, use of MS-Excel and MS-PowerPoint
CO 3	Implement various computing aspects in tourism, Aviation and hospitality industry

Course code: BTHACOR08T

Course title: Tourism Marketing

CO 1	Outline Core concepts in Marketing, problem areas in tourism marketing, marketing research in the

	tourism industry and Tourism life cycle.
CO 2	• Demonstrate Tourism Marketing Mix-8 Ps. Methods of Pricing, pricing policies and Service Characteristics
CO 3	Explain emerging issues in tourism Marketing such as new digital age-E-Business, E-Commerce and E-Marketing, Complementary Marketing and Importance of media in promotion of tourism
CO 4	Differentiate between E-Commerce and E-Marketing, Complementary Marketing and media in promotion

Course code: BTHACOR09T
Course title: Ticketing and Transportation Management

CO 1	Explain the concepts of Air Geography, methods of time calculation, such as standard time, elapsed time, flying time and Ground time
CO 2	Summarize Different Aviation organization, Familiarization with OAG and TIM such as 3 letters city code and airport code, airline designated code, Passport, Visa, Custom Regulations, Health Regulations and Airport Tax
CO 3	• Exemplify the concept of Credit Cards including Fare construction – Passenger Ticket, Embarkation and Disembarkation Process.
CO 4	• Analyse Mixed class journey, around the world fares (RTW) special fairs

Course code: BTHACOR10T
Course title: Customer Relationship Management in Tourism, Aviation & Hospitality

CO 1	Summarize Customer Relationship Marketing including the concepts like Consumer Attitudes – Formation and Change; Consumer Values and Lifestyles – Customer Life Cycle – Using Customer touch points etc.
CO 2	Understand the concepts of STRATEGY AND

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		ORGANIZATION OF CRM covering the areas such as Dynamics of Customer Supplier Relationships – CRM strategy Customer knowledge – Relationship policy – Importance of Customer Divisibility in CRM
CO 3		• Analyse Operational CRM from the tourism' s point of view incorporating CRM Planning – Infrastructure, Information Process
CO 4		• Exemplify Technology, People – Managing quality information, Quality systems, Customer privacy
BTHASEC02M	Field Study and Project	• Study Various aspect of Tourism interest such as Centres of Tourist Attraction, Abodes of Worship, Religious Institutions, Fine Arts, Architecture etc and preparation Project on one of the aforementioned topics

Course code:BTHACOR11T Course Title: Different Aspects in Tourism, Aviation & Hospitality : Ecotourism, Medical Tourism, Adventure tourism	
CO 1	• Analyse **Medical and Food Tourism including the background of** Medical Tourism in India, Regulatory laws, Ethical issues for Medical Tourism, Indian Destinations for medical tourism.
CO 2	Evaluate Economic impact of food tourism on tourism industry and regional development
CO 3	• Summarize Various concepts of Ecotourism, Adventure Tourism and Heritage Tourism
CO 4	• Criticize the practices of Indian tourism industry

Course code: BTHACOR12T Course title: Food Services Management and Applied Nutrition	
CO 1	CATEGORIES CATERING INDUSTRY including the Significance of HYGIENE for food handlers, types of food contamination, prevention of food contamination in catering industries
CO 2	Identify the DESIGNS AND LAYOUTS of different types of kitchen such as Hospital kitchen, hostel kitchen and other institutional kitchen
CO 3	Evaluate the Concepts of MENU PLANNING in accordance

	with the requirement of nutritionally balanced meals, Calculation of nutritive value of dishes/meals.
CO 4	Understand the NEWER TRENDS IN FOOD SERVICE INDUSTRY In Relevance To nutrition And Health

Course code: BTHADSE03T
Quotes title: Secretarial Practice & Office Procedure

CO 1	• Understand the concept of secretarial practices
CO 2	• Evaluate the process of handling mails, filing and indexing
CO 3	• Summarize the process of arranging meetings and travelling arrangements
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CO 4	• Understand and evaluate the importance of banking services in tourism industry

Course code: BTHADSE01T

Quotes title: any foreign language - French

CO 1	Understand the need of learning foreign language
CO 2	Analyse the grammatical notation of the language
CO 3	Summarize the process of reading and writing
CO 4	Understand and evaluate the basic pattern of the language

Course code:BTHACOR13T
Course title:BUSINESS COMMUNICATION & E-COMMERCE

CO 1	Summarise EFFECTIVE COMMUNICATION including the Definition, objectives, importance, elements, principles and barriers
CO 2	Explain TYPES AND TOOLS OF COMMUNICATION including various METHODS OF DRAFTING Notice, Circular, Resolution & Minutes, Report, CV writing etc.
CO 3	• Evaluate the need of E-COMMERCE , understand various E-commerce
CO 4	Compare BUSINESS MODELS and methods and procedure of DIGITAL PAYMENT

Course code:BTHACOR14T
Course title:Entrepreneurship Development and Small Business in Tourism, Aviation & Hospitality

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CO1	• Understand the concept of entrepreneurship
CO2	• Evaluate the importance of entrepreneurship and its various dimensions
CO 3	• Differentiate public and private system of stimulation, support and sustainability
CO 4	• Compare the methods of mobilizing resource for startup, preliminary contracts with the vendor,suppliers, bankers, principal customers etc
Course code:BTHADSE04T Course title:Ethics in Tourism, Aviation & Hospitality	
CO1	• Understand the concept of Business Ethics morality law and we will explanation of coolbugs six stage of moral development
CO2	• Analyse different perspectives of social aspects of business ethics including stakeholders theory stakeholders mapping ethical leadership
CO3	• Explain the concept of ethical dilemmas
CO 4	• Evaluate and criticize the framework of corporate governance in India including major corporate scandals
Course code:BTHADSE06T Course title:Internship Report (Based on Industry /Govt. Institution/Field Work) & Viva-voce	
CO 1	• Role play Through practical internship of four weeks in a proved business / industrial /service organisation
CO 2	• Illustrate the hand on experience in an industrial environment
CO3	• Develop the idea of the industry
CO4	Identify various problem points and modify the pattern of job accordingly