



BANGALORE UNIVERSITY

Jnanabharathi Campus, Bangalore University, Bengaluru - 560056

(According to NEP – 2020 Regulations)

SYLLABUS & REGULATIONS

OF

Bachelor of Commerce- Tourism and Travel Management

(B.Com TTM)

III & IV Semester

2021-22 Onwards

DEPARTMENT OF COMMERCE

Jnanabharathi Campus, Bangalore University, Bengaluru - 560056

www.bangaloreuniversity.ac.in

III Semester

Sl. No.	Course Code	TitleoftheCourse	Category of Courses	Teaching Hoursper Week (L+T+P)	SEE	CIE	Total Marks	Credits
1	Lang 3.1	Language-I	AECC	3+1+0	60	40	100	3
2	Lang 3.2	Language–II	AECC	3+1+0	60	40	100	3
3	B.Com TTM 3.1	CorporateAccounting	DSC	3+0+2	60	40	100	4
4	B.Com TTM 3.2	Hospitality Management	DSC	4+0+0	60	40	100	4
5	B.Com TTM 3.3	Fundamentals of Airlines Industry	DSC	4+0+0	60	40	100	4
6	B.Com TTM 3.4	ArtificialIntelligence	SEC	1+0+2	30	20	50	2
7	B.Com TTM 3.5	Sports	SEC-SB	0+0+2	-	25	25	1
8	B.Com TTM 3.6	NCC/NSS/others (if any)	SEC-VB	0+0+2	-	25	25	1
9	B.Com TTM 3.7	Travel Media and Journalism	OEC	3+0+0	60	40	100	3
Sub–Total(C)					390	310	700	25

IV Semester								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L +T+ P)	SEE	CIE	Total Marks	Credits
1	Lang 4.1	Language-I	AECC	3+1+0	60	40	100	3
2	Lang 4.2	Language–II	AECC	3+1+0	60	40	100	3
3	B.Com TTM 4.1	Advanced Corporate Accounting	DSC	3+0+2	60	40	100	4
4	B.Com TTM 4.2	Front office operations	DSC	4+0+0	60	40	100	4
5	B.Com TTM 4.3	Cargo Management	DSC	4+0+0	60	40	100	4
6	B.Com TTM 4.4	Constitution of India	AECC	2+0+0	30	20	50	2
7	B.Com TTM 4.5	Sports	SEC-SB	0+0+2	-	25	25	1
8	B.Com TTM 4.6	NCC/NSS/others (if any)	SEC-VB	0+0+2	-	25	25	1
9	B.Com TTM 4.7	Tour Leadership	OEC	3+0+0	60	40	100	3
Sub–Total(D)					390	310	700	25

Notes:

- **One Hour of Lecture is equal to 1 Credit.**
- **One Hour of Tutorial is equal to 1 Credit (Except Languages).**
- **Two Hours of Practical is equal to 1 Credit**

Acronyms Expanded

- **AECC** : **Ability Enhancement Compulsory Course**
- **DSC©** : **Discipline Specific Core (Course)**
- **SEC-SB/VB** : **Skill Enhancement Course-Skill Based/Value Based**
- **OEC** : **Open Elective Course**
- **DSE** : **Discipline Specific Elective**
- **SEE** : **Semester End Examination**
- **CIE** : **Continuous Internal Evaluation**
- **L+T+P** : **Lecture+Tutorial+Practical(s)**

Note: Practical Classes may be conducted in the Business Lab or in Computer Lab or in Class room depending on the requirement. One batch of students should not exceed half (i.e., 50 or less than 50 students) of the number of students in each class/section. 2 Hours of Practical Class is equal to 1 Hour of Teaching, however, whenever it is conducted for the entire class (i.e., more than 50 students) 2 Hours of Practical Class is equal to 2 Hours of Teaching.

Name of the Program: Bachelor of Commerce - Tourism and Travel
Management (B.Com TTM)

Course Code: B.Com TTM 3.1 (DSC)

Name of the Course: Corporate Accounting

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	3+0+2 Hrs.	56 Hrs.
Pedagogy: Classroom lectures, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,		
<p>Course Outcomes: On successful completion of the course, the Students will be able to</p> <ul style="list-style-type: none"> • Understand the treatment of underwriting of shares. • Understand the concepts and accounting treatment of Issue of shares under various types. • Know the valuation of intangible assets. • Know the valuation of shares. • Prepare the financial statements of companies as per companies act, 2013. 		
Syllabus		
<p>Module No. 1: ISSUE OF SHARES (10 Hrs.)</p> <p>Introduction – Meaning, features and types of shares. Issue of shares, Subscription of shares, Minimum subscription, Over subscription, Pro-Rata allotment, Book Building procedure for issue of shares. Problems related to Journal entries on issue of shares at par, premium and discount.</p>		
<p>Module No: 2 UNDERWRITING OF SHARES (10 Hrs.)</p> <p>Introduction -Meaning and need for underwriting, Advantages of Underwriting, SEBI regulations regarding underwriting, Underwriting Agreement, Under writing Commission. Underwriter, Functions of Underwriter, Types of Underwriting, Marked and Unmarked Applications, Problems on determination of liability of underwriters.</p>		
<p>Module No. 3 VALUATION OF INTANGIBLE ASSETS (As per IND AS 38) 10 (Hrs.)</p> <p>Introduction – Meaning and Kinds of Intangible Assets.</p> <p>a) Goodwill – Meaning and types, Factors influencing value of goodwill, Circumstances of valuation of goodwill, Methods of valuation of Goodwill: Simple Average Profit Method, Weighted Average Profit Method, Capitalization of Average Profit Method, Super Profit Method, Capitalization of Super Profit Method, Annuity Method-Problems.</p> <p>b) Brand – Meaning and features, Factors influencing value of brand, Circumstances of valuation of brand (Concepts and Formats only)</p> <p>c) Intellectual Property Rights (IPR) – Meaning and features, Factors influencing value of IPR, Circumstances of valuation of IPR (Concepts and Formats only) \</p> <p>d) Patents – Meaning and features, Factors influencing value of patents, Circumstances of valuation of patent (Concepts and Formats only)</p>		

Module No. 4: VALUATION OF SHARES**(10 Hrs)**

Introduction – Meaning and need for valuation of shares, Factors affecting value of shares, Methods of Valuation: Problems on Intrinsic Value Method, Yield Method, Earning Capacity Method, Fair Value of Method.

Rights Issue and Valuation of Rights Issue, Valuation of Share Warrants (concepts only)

Module No. 5: FINANCIAL STATEMENTS OF COMPANIES**(16 Hrs.)**

Statutory Provisions regarding preparation of financial statements of companies as per schedule III of companies act,2013 and IND AS-1

Problems on preparation of Statement of Profit and Loss and Balance Sheet (including necessary notes)

Skill Development Activities:

- Compile the list of Indian companies which have issued shares through IPO / FPO in the current financial year.
- Determine Underwriters' Liability in case of an IPO, with imaginary figures. ·
- Collect financial statement of a company and calculate intrinsic value of an equity share.
- Collect annual report of a Company and List out its assets and Liabilities.
- Collection of latest financial statements of a company and find out the intrinsic value of shares.
- Any other activities, which are relevant to the course.

Reference Books:

- J.R. Monga, Fundamentals of Corporate Accounting. Mayur Paper Backs, NewDelhi.
- M.C. Shukla, T.S. Grewal, and S.C. Gupta. Advanced Accounts. Vol.-II. S. Chand & Co., New Delhi.
- S.N. Maheshwari, and S. K. Maheshwari. Corporate Accounting. Vikas PublishingHouse, New Delhi.
- Ashok Sehgal, Fundamentals of Corporate Accounting. Taxman Publication, NewDelhi.
- V.K. Goyal and Ruchi Goyal, Corporate Accounting. PHI Learning.
- Jain, S.P. and K.L. Narang. Corporate Accounting. Kalyani Publishers, New Delhi.
- Bhushan Kumar Goyal, Fundamentals of Corporate Accounting, International Book House
- P. C. Tulsian and Bharat Tulsian, Corporate Accounting, S.Chand
- Amitabha Mukherjee, Mohammed Hanif, Corporate Accounting, McGraw Hill Education
- Arulanandam&Raman ; Corporate Accounting –II
- Madegowda J – Advanced corporate accounting, HPH
- Soundarajan. A & K. Venkataramana, Corporate Accounting, VBH.
- S. P. Jain and K. L. Narang – Corporate Accounting

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Commerce - Tourism and Travel
Management (B.Com TTM)

Course Code: B.Com TTM 3.2 (DSC)

Name of the Course: Hospitality Management

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4+0+0 Hrs.	56 Hrs.
Pedagogy: Classroom lectures, Case studies, Tutorial Classes, Group discussion, Seminars.		
Course Outcomes: On successful completion of the course, the Students will be able to		
<ul style="list-style-type: none"> • To provide the meaning and operations of Hospitality and its Industry. • To equip with the major sections/units of the Hospitality Industry / Hotel Industry. • An ability to describe the various types of hotels and its business. • To understand the functions of various departments at hotels. 		
Syllabus		
<p>Module No. 1: Introduction to Hospitality Industry (12 Hrs) Definitions: Hospitality and Hotel. - Link between Hospitality and Travel and Tourism Industry: Travelers at rest, Home away from Home - Hospitality culture, Athithi devobhavah, Expectations of the guest.</p>		
<p>Module No.2: Structure of Hospitality Industry (12 Hrs) Classification & Categorization of Hotels - Hotel Ownership; A brief account of Commercial Hotels, Residential Hotels, Resort Hotels, Airport hotels, Bed & Breakfast Hotels, Convention hotels, Casino Hotels, Motels, Home Stays, Tree Huts, Houseboats, Floatels, Roatels -Apartels, Caravans, Capsule hotel; Major Hotel chains in India. Bodies responsible for classification of hotels – DOT,IHM, HRACC, FHRAI & GOI</p>		
<p>Module No. 3: Major and Minor departments of a Hotel (12 Hrs) (Organization Chart – Small and Large Hotels) Major – Accommodation (Front Office, House Keeping) Major - Food and Beverage (Production and Service) Minor – Engineering and Maintenance, Accounts, Personnel, Training and Development, Sales and Marketing, Purchase, Receiving, Stores, Food and Beverage Control, Security.</p>		
<p>Module No.4: Hotel facilities and services (10 Hrs) Hotel tariff, Types of plans (AP, MAP, CP, EP) -Types of guest rooms - Inter and Intra Departmental Linkages and Coordination.</p>		
<p>Module No.5: Job description and Specification (10 Hrs) Meaning Difference between Job description and specification - Job description and specification of departmental managers. Future of Hospitality Industry, Changing trends, issue and challenges, Importance of Hospitality industry in India.</p>		

SKILL DEVELOPMENT ACTIVITIES

- Prepare various forms required for front office, housekeeping inventory etc
- Visit hotels, restaurants, various catering outlets and observe the operations and prepare records.

Reference Books

- Hospitality Today: Rocco; Andrew Vladimir, Pables E, Attn.
- Tourism and the hospitalities Joseph D. Fridgen
- Welcome to Hospitality Kye-Sung Chon, RoymondSparrowe
- Hospitality Mgt. Kevin Baker, Jeremy Hayton
- Hotels for Tourism Development Dr. JagmohanNegi
- Principles of grading and classification of hotels, tourism restaurant & resorts

Name of the Programme: Bachelor of Commerce- Tourism and Travel Management (B.Com TTM)

Course Code: B.Com. TTM 3.3 (DSC)

Name of the Course: Fundamentals of Airlines Industry

Course Credits	No. of Hours per week	Total No. of Teaching Hours
4 Credits	4+0+0 Hrs.	56 Hrs.
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies, field work etc.		
Course Outcomes: On successful completion of the course, the Students will be able to <ul style="list-style-type: none">• Understanding about the airline industry and its regulatory bodies,• Understanding the characteristics of Airline Industry and its characteristics,• Understanding the organizational structure of the airline industry,• Understanding the security, navigation and traffic control and Understanding the importance of safety and security.		
Syllabus		
Module No. 1: Introduction to Airline and Airport Management		(10 Hrs)
History of Aviation- Development of Air transportation in India- Major players in Airline Industry-Market potential of Indian Airline Industry— Current challenges in Airline Industry, Competition in Airline Industry.		
Module No. 2: Introduction To Aircraft Science		(12Hrs)
History of Aircraft-Difference between Aircraft and Airplane-List of Civil Aircraft Manufacturing Companies – Classification of Airplanes-Physical Description of an Aircraft- Basic Science behind the Flight-Mechanics of the Flight-Parts of an Aircraft with definitions.		
Module No. 3: Airport Management		(12 Hrs)
Types of Airports -Airport Facilities -Check-in Formalities - In-flight Services - Classes of Service and Comfort - Special Passengers - Baggage Handling – Procedures and Practices		
Module No 4. Passenger Services At Ramp		(12Hrs)
Ramp Handling Procedure, –Baggage Make up Area – Meaning – Procedure – Passenger Reconciliation - Meaning, Baggage Reconciliation - Meaning, Gate Know Show (GNS)-Procedure, Flight Cancellation and Denied Boarding Compensation Procedures – Death During Flight – Handling Procedure – Handling Procedure for Blind Passenger		
Module No. 5: Regulatory Bodies		(10Hrs)
DGCA, BCAS, ICAO, IATA - Airport and Airline Codes - World Time Zone - Land side and Airside – Areas – Terminal Building – Apron – Runway.		

Skill Developments Activities:

- Assignment- A study of Aviation History.
- Make a chart on Basic Flight Mechanics and Types of Aircrafts (Any two).
- Case study on passenger death- (Inflight/Terminal/Ramp).
- Make a PPT on Roles and Responsibilities of Terminal Staff.

Books For Reference

- Handbook on passenger air tariff, Published by IATA, Montreal, Canada.
- Hand book of IATA Published by IATA, Montreal, Canada.
- Air Transport Essentials –IATA Study Material.
- Air Fares & Ticketing – IATA Study Material.

Name of the Programme: Bachelor of Commerce- Tourism and Travel Management (B.Com TTM)
Course Code: TTM 3.7 Open Elective Course (OEC)
Name of the Course: Travel Media and Journalism

Course Credits	No. of Hours per week	Total No. of Teaching Hours
3Credits	3+0+0Hrs	42Hrs

Pedagogy: Classrooms lecture, Case studies, Group discussion & Seminar etc

Course Outcomes: On successful completion of the course, the Students will be able to

- To provide basic understanding about Travel Journalism and its role in tourism promotion;
- To equip the students with the practical know-how on travel writing and the dynamics of making travelogues;
- To expose the students to the nitty-gritty's of travel blogging and E-documentation of tourism destinations.

Syllabus

Module No. 1: Overview of Travel Writing (10 Hrs)

Articles and Short Pieces of Travel Writing, Magazines, Travel Newsletters, Short Pieces for Books – Travel journalism and the Internet - Researching and Approaching Markets -Travel Books : Guide Books, Accommodation Guides, Business Travel Guides, Coffee Table Books, Autobiographical Tales, Anthologies-FAM Tour & Press trips.

Module No. 2 : Electronic Media and Documentation of Destinations (10 Hrs)

Methodical approaches in the coverage of travel and transport, events, hospitality and special-interest tourism resources - Nature of media coverage: webcast and telecast –Travel Blogs- Script writing for travel programs - Identifying points for visual support - Conducting interviews - Virtual tourism Preparation of travel footage.

Module No. 3 : Research Topics (14Hrs)

Sources of Information - Research on the Internet - Researching on the spot - Organizing research material-The importance of specializing.

Developing Ideas for Travel Articles

Journey Pieces, Activity Pieces, Special Interest Pieces, Side-trips, Reviews - Ideas from own travel experiences - Ideas from other sources.

Books for Reference

- Arvaham, E. &Ketter, E. (2008), Media Strategies for Marketing Places in Crisis, UK: Elsevier.
- Brunt. P (1997), Market Research in Travel and Tourism, UK: Butterworth and Heinemann.
- Bryan Pirolli. (2016). Travel Journalism. London: Taylor and Francis.
- Clark, R.M., Wood, R.C.(1998), Researching and Writing Dissertations in Hospitality and Tourism, UK.
- Greenman, J. F. (2012). Introduction of Travel Journalism. New York: Peter Lag.
- Macdonald, J. (2000). Travel Writing, London: Robert Hale.
- Neilson, C. (2001), Tourism and the Media: Tourist Decision Making, Information and Communication, Melbourne: Hospitality Press.
- Reijnders, S. (2016). Places of the Imagination Media, Tourism, Culture. London: Routledge.

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Commerce - Tourism and Travel Management (B.Com TTM)

Course Code: B.Com TTM 4.1(DSC)

Name of the Course: Advanced Corporate Accounting

Course Credits	No.ofHoursperWeek	TotalNo.ofTeachingHours
4Credits	3+0+2Hrs	56Hrs

Pedagogy : Classroom lectures, Case studies, Group discussion & Seminar etc.,

Course Outcomes: On successful completion of the course, the students will be able to

- Know the procedure of redemption of preference shares.
- Comprehend the different methods of Mergers and Acquisition of Companies
- Understand the process of internal reconstruction.
- Prepare the liquidator's final statement of accounts.
- Understand the recent developments in accounting and accounting standards.
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Syllabus

Module No.1 REDEMPTION OF PREFERENCE SHARES (10 Hrs)

Introduction, Meaning, legal provisions, treatment of premium on redemption – creation of Capital Redemption Reserve – Fresh issue of shares – Arranging for cash balance for the purpose of redemption – minimum number of shares to be issued for redemption.

Issue of bonus shares – Problems on Journal Entries and preparation of Balance sheet after redemption. (in accordance with Schedule III to Companies Act 2013).

Module No.2 MERGERS AND ACQUISITION OF COMPANIES (16 Hrs)

Meaning of Amalgamation and Acquisition – Types of Amalgamation – Amalgamation in the nature of Merger – Amalgamation in the nature of Purchase – Meaning and Methods of Purchase Consideration (Ind AS -103) - Net asset Method – Net Payment Method, Accounting for Amalgamation (Problems on pooling of interest method and purchase method) – Journal Entries and Ledger Accounts in the Books of Transfer or Company. Journal Entries and Balance Sheet in the books of Transferee Company.

Module No. 3 INTERNAL RECONSTRUCTION OF COMPANIES (10 Hrs)

Introduction, Meaning and Need for Internal Reconstruction, Types and Objectives of Capital Reduction, Legal Provisions for Reduction of Share Capital under Companies Act, 2013. Accounting for Capital Reduction- Problems on Journal Entries, preparation of Capital Reduction Account and Reconstructed Balance sheet.

Module No.4: LIQUIDATION OF COMPANIES (12 Hrs)

Meaning of Liquidation, Meaning and Functions of **Liquidator**, Modes of Winding up, Order of payments. Liquidator's remuneration. Problems on preparation of Liquidator's Final Statement of Account.

Module No.5: EMERGING TRENDS IN ACCOUNTING**(08 Hrs)**

1. Human Resource Accounting
2. Inflation Accounting
3. Investment Accounting
4. Automated accounting process
5. Cloud based accounting
6. Data analytics and forecasting tools
7. Rise of accounting software solutions
8. Blockchain
9. Forensic Accountancy
10. Advisory Services
11. Artificial Intelligence in Accounting
12. Big Data in Accounting
13. Remote Work Setting
14. Outsourcing of Accounting of Functions
15. Changing financial standards
16. Workplace wellness accounting, etc (concepts only)

Skill Development Activities:

- List out legal provisions in respect of Redemption of Preference shares.
- Calculation of Purchase consideration with imaginary figures.
- List any five cases of amalgamation in the nature of merger or acquisition of Joint Stock Companies.
- List out legal provisions in respect of internal reconstruction.
- Any other activities, which are relevant to the course.

Text Books:

- Arulanandam & Raman; Corporate Accounting-II, HPH
- Anil Kumar, S. Rajesh Kumar, V and Mariyappa, B. Advanced Corporate Accounting, HPH
- Dr. Venkataraman, R – Advanced Corporate Accounting
- S.N. Maheswari, Financial Accounting, Vikas publishing
- Soundarajan A & K. Venkataramana, Advanced Corporate Accounting, SHBP.
- R. L. Gupta, Advanced Accountancy, Sultan Chand
- K. K. Verma – Corporate Accounting.
- Jain and Narang, Corporate Accounting.

Note: Latest edition of text books may be used

Name of the Program: Bachelor of Commerce- Tourism and Travel Management (B.Com TTM)

Course Code: B.Com TTM 4.2

Name of the Course: Front Office Operations

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4+0+0 Hrs	56 Hrs
Pedagogy: Classrooms lecture, Case studies, Tutorial classes, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to <ul style="list-style-type: none">• To provide the concept and practices of Front Office in a 5 Star Hotel.• To equip with the fundamental operations of Front Office department of a Hotel.		
Syllabus		
Module No 1 Organisation to Front Office and Reception (12 Hrs) Layout, Staff, duties and responsibilities of front office staff, symbols used in Front office, flow chart of Front office, Coordination of Front Office with other departments, Functions of receptions, Qualities and duties of receptionist, Communications, Preparing for guest arrivals, Check In and Checkout system, Checking of reservation correspondence, Records and formats used in receptions, Guest Activities and Guest arrival flow charts,		
Module No. 2 : Reservation (14 Hrs) Importance of reservations, Functions of reservations, Sources and modes of reservations, Reservation enquiry, - use of letter fax, telephone and e-mail, Methods of recording booking, over booking, confirming bookings, Group reservations & VIP reservations, instant reservation, instant reservation systems, Central reservation systems, Cancellation and amendments, Forms and formats used in reservation, Reservation process, Group reservation.		
Module No 3 : Registration (10 Hrs) Various types of registration and method, Documents Generated Registration process Registration procedures for Indians and Foreigners, Walk-ins, Guests with Reservations, Groups, Crews, Transit Passengers. Procedures for scanty baggage guest, Reports, forms and formats used, Registration Terminology.		
Module No. 4 : Information (10 Hrs) Functions of information section, Guest Alphabetical Index rack, Message Handing, Handing Guest Rooms keys, handling Mail, Handling Guest Parcels, Paging, Providing information to guests, Forms and formats used, Information Desk Terminology. Reception and information flow chart, specimen formats used.		
Module No. 5 : Lobby & Bell Desk Operation (10 Hrs) Role of Lobby Manager, Role of Guest Relations Executive, Functions of Bell Desk, Bell Desk Layout and equipment, staff Organization, Duty – rota, and work schedule, luggage handling procedure on guest arrival and departure, Left Luggage Procedure, Miscellaneous services: Postage, Stationery and First Aid etc. Valet car parking & Allied Guest Service, Forms and Formats used, Bell Desk Terminology.		

Skill Developments Activities:

- Draw the flow chart of front office & guest arrival.
- Prepare a reception and information flow chart.
- Draft a various types of registration and method.
- Enlist the registration procedures for Indians and Foreigners.
- Visit hotels, restaurants, various catering outlets and observe the operations and prepare records.

Books for reference

- Front office manual – Sudhir Andrews
- Front office Management – S.K.Bhatnagar
- Front office – Peter Abboll
- Front office – Khan
- Front office Management – R.K.Singh

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Commerce – Tourism and Travel Management (B.Com TTM)

Course Code: B.Com TTM 4.3

Name of the Course: Cargo Management

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4+0+0 Hrs	56 Hrs
Pedagogy: Classrooms lecture, Case studies, Tutorial classes, Group discussion, Seminar		
Course Outcomes: On successful completion of the course, the students will be able to) <ul style="list-style-type: none">• To provide the concept of Logistics and Cargo Management in promoting Tourism.• To equip with practices and procedures adopted by reputed organization in Cargo Management.		
Syllabus		
Module No 1 : Cargo Handling History, Definitions, common terms used in cargo handling, Airway bills/Consignment note, booking procedure, Domestic/International, Packing, Declarations, Documentation, weight, security clearance, Loading, Cargo arrival , checklist, perishable, International import & export license, Purchase intended, invoice, packing list, certificate of origin, custodian, shipping bill, customs, import of cargo, electronic data interchange.		
Module No. 2 : Type and nature of cargo General cargo, Precious cargo, live stock, Human organ, Human remains, arms and communication, dangerous goods, mail, diplomatic mail, Use of cargo guide.		
Module No 3 : Rates and tariff Normal cargo rates, minimum rates, quantity rate, specify commodity rate, class cargo rate, valuation charge, volume metric rate, cartage charge, demurrage charge, fuel surcharge, to pay charge, documentation and statistical charge.		
Module No. 4 : IATA cargo agent Role of agent, consolidation, role of other agency in cargo movement, Ground support division, security division, flight dispatch, passenger handling, accounts, customs, custodian, chamber of commerce, Export promotion council.		
Module No. 5 :Complaints and claims in cargo Human behaviour, Late receipt, short receipt, pilferage, logistics, sea cargo, bill of lading, marine insurance, inland container depot, letter of credit, bill of entry, multimode transportation, Govt. incentives.		
Skill Developments Activities: <ul style="list-style-type: none">• Draft different types of perishable products.• Identify the different types of dangerous goods.		

Reference books

- Global Cargo Management: Concept, Typology, Law and Policy Book Description by PremnathDhar, Kanishka Pub.
- Cargo Management: An International Perspective by Surabhi Srivastava Manoj Dixit, New Royal Book Company, UP.
- Air cargo tariff manual published by IATA.
- IATA live animals regulation manuals published by IATA.
- Air cargo tariff manuals published by IATA.

Latest edition of text books may be used.

Name of the Program: Bachelor of Commerce – Tourism and Travel
Management (B.Com TTM)

Course Code: B.Com TTM 4.7 (OEC)

Name of the Course: Tour Leadership

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3Credits	3+0+0Hrs	42Hrs
Pedagogy: Classroom lectures, Case studies, Group discussion & Seminar etc.,		
<p>Course Outcomes: On successful completion of the course, the students will be able to:</p> <ul style="list-style-type: none"> • To gain at thorough insights into various operations of guiding a tour; • To explain the nitty-gritty's of tour leader's profession; and • To impart knowledge on professional tour guidance & operational skills. 		
Syllabus		
<p>Module No 1: Introduction to Tour Guiding and Tour Escorting Differences- Characteristics-Role of a Tour Guide, Tour Guiding in India; Steps to become a Tour Guide: Presentation - Making Sense of Cultural Differences.</p>		
<p>Module No. 2 :Understanding the Dynamics of Tour Guiding Practical Tips, Guiding at a Monument- Religious Site- Museum- Archaeological Site- Nature Walk- Walking Tours- Coach Tour, Designing and Conducting Heritage Walks.</p>		
<p>Module No 3 : Handling Difficult Tourists Handling Questions-Handling Emergencies-Searching For Information, Responsible Guiding- Designing and Conducting Heritage Walks, How to Plan an Itinerary, Partners in Business, Setting up Tour Guiding Business, Code of Conduct for Tour Guides in India (MOT).</p>		
<p>Module No. 4 : Tour Leadership: Characteristics of Tour Escorting Profession, Differences Between Tour Escorting and Tour Guiding, Advantages and Disadvantages of Choosing Tour Escorting as a Profession. Tour Management in India and Overseas - Knowledge, Skills and Competencies to be a Tour Manager, Challenges Faced by a Tour Manager</p>		
<p>Reference Books</p> <ul style="list-style-type: none"> • Chowdhary, N. (2013). Handbook for Tour Guides, IITTM, India • E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website: Select-P-09">http://epgp.inflibnet.ac.in/ahl.php?csrno=1827>Select-P-09. • Lichty, T., & Watson, J. (1998). The Official America Online Tour Guide. USA: Coriolis. • Pond, K. L. (1993). The Professional Guide: Dynamics of Tour Guiding. New York: Van Nostrand Reinhold Company. • Weiler, B., & Black, R. (2014). Tour guiding research: Insights, issues and implications (Vol. 62). Bristol. Channel View Publications. 		
