

St. Joseph's College of Commerce
(Autonomous)

163, Brigade Road, Bengaluru – 560 025

Accredited with 'A++' Grade (4th Cycle) by
the National Assessment and Accreditation
Council (NAAC)

Recognized by the UGC as
“COLLEGE WITH POTENTIAL FOR
EXCELLENCE”



Bachelor of Commerce

[Travel & Tourism]

Semester III & IV

Syllabus as per State Education Policy 2024

Curriculum Framework w.e.f., 2024-2025

Academic Year 2025 – 2026

Batch 2024-2027

St. Joseph's College of Commerce (Autonomous)

Affiliated to Bengaluru City University

St. Joseph's College of Commerce (SJCC) was formerly a part of St. Joseph's College, established in the year 1882. The Commerce Department was established in the year 1949 and it became an independent college with its own building in Brigade Road in the year 1972.

The college has in its Vision a model for higher education which encourages individuals to dream of a socially just world and in its Mission a strategy to empower individuals in realizing that dream.

With an objective of imparting quality education in the field of Commerce and Management, the college has been innovating in all aspects of higher education over a long period of time. These innovations were further bolstered with the granting of autonomous status to the college by UGC in September 2005. From then on, the college has taken a lead in reforming curriculum and syllabus, examination and evaluation pattern and teaching and learning methods through the Board of Studies, the Academic Council and the Governing Council comprising of eminent academicians, industry representatives and notable alumni.

The college has undergone four cycles of NAAC accreditation starting from the year 2000 in which it secured 'five stars', next in the year 2007 an 'A' grade, in the year 2012 again an 'A' grade and recently in February 2021 an 'A++'. It is one of the very few institutions in the country to have secured A++ grade in the fourth cycle under the Revised Accreditation Framework (RAF) and the first college in Karnataka to do so. The college was declared as a 'College with Potential for Excellence' in the year 2010. In 2011, SJCC was recognized as a Research Centre by Bangalore University. The college has been ranked 55th in the National Institutional Ranking Framework (NIRF) ratings of Ministry of Education, Government of India, in 2024 and it has been the only institution from Karnataka to make it consistently to the top 100 in the country.

The college offers diverse programmes in Commerce, Business Administration Arts and Science. Under Commerce Studies it offers B.Com, B.Com (Professional-International Accounting and Finance), B.Com (BPM- Industry Integrated), B.Com (Travel and Tourism), B.Com (Analytics), B.Com (Professional - Strategic Finance), M.Com (Finance & Taxation/ Marketing & Analytics), M.Com (International Business) & M.Com (Financial Analysis). Under Business Administration it offers BBA, BBA (Entrepreneurship) and BBA (Professional- Finance and Accountancy). Under Arts it offers BA (English, Communicative English and Psychology) and Under Science it offers B.Sc (Economics, Mathematics and Data Analytics). The college also offers five one-year Post Graduate Diploma programmes.

About the Department

The B.Com Department of St. Joseph's College of Commerce has efficiently streamlined all its courses to reflect an interdisciplinary approach to understanding the contemporary business environment. Its aim is to construct a strong foundation in core subjects such as Accounting, Taxation, Economics, Statistics and Auditing along with a choice of Cost Accounting, Finance, Business Analytics, Marketing and Human Resources, studied in the fifth and sixth semester. The courses are challenging, yet, rewarding for students with high aspirations. Our students have been sought after by employers for their excellent knowledge, skills and attitude, giving them an edge over their peers from other institutions.

Objectives of the Programme

1. To provide conceptual knowledge and application skills in the domain of Commerce studies.
2. To provide knowledge in all the areas of business to be able to meet expectations of Commerce, Trade and Industry.
3. To sharpen the students' analytical and decision-making skills.
4. To provide a good foundation to students who plan to pursue professional programmes like CA, ICWAI, ACS, CFA and MBA.
5. To facilitate students to acquire skills and abilities to become competent and competitive in order to be assured of good careers and job placements.
6. To develop entrepreneurship abilities and managerial skills in students so as to enable them to establish and manage their own business establishments effectively.
7. To develop ethical business professionals with a broad understanding of business from an interdisciplinary perspective.

I. Eligibility for Admission

Candidates who have completed the two-year Pre-University course of Karnataka State or its equivalent are eligible for admission into this Programme.

II. Duration of the Programme

The duration of the programme is three (03) years of Six Semesters. A candidate shall complete his/her degree within six (06) academic years from the date of his/her admission to the first semester. Students successfully completing three (03) years of the course will be awarded Bachelor's Degree in Commerce (Travel & Tourism) – B.COM- Travel & Tourism .

III. MEDIUM OF INSTRUCTION

The medium of instruction shall be in English.

IV. ATTENDANCE

- A student shall be considered to have satisfied the requirement of attendance for the semester, if he/she has attended not less than 75% in aggregate of the number of working periods in each of the courses, compulsorily.
- A student who fails to complete the course in the manner stated above shall not be permitted to take the End Semester Examination.

V. TEACHING AND EVALUATION

M.Com/MBA/MFA/MBS/MTA graduates with B.Com, B.B.A & B.B.S as basic degree from a recognized university are only eligible to teach and to evaluate the courses including part - B courses of I and II semesters except languages, compulsory additional courses and core Information Technology related courses, Skill based, Value Based and Foundation courses, mentioned in this regulation. These courses shall be taught by the graduates as recognized by the respective Board of Studies.

VI. SCHEME OF EXAMINATION

ACADEMIC EVALUATION UNDER STATE EDUCATION POLICY (SEP)
(EFFECTIVE FROM ACADEMIC YEAR 2024-2025)

The academic evaluation of both undergraduate (UG) and postgraduate (PG) programmes consists of two components: Continuous Internal Assessment (Formative Assessment) and End-Semester Examination (Summative Assessment).

Assessment for UG Students under SEP will be as follows:

Type of Assessment	Assessment Component	Allotted Marks
Continuous Internal Assessment / Formative Assessment	CIA I (Test)	10 Marks
	CIA II (Skill-based Assessment)	10 Marks
	Mid-Term Exam	20 Marks
Total	40 marks (scaled down to 20 marks)	
End-Semester Examination / Summative Assessment	End-Semester Examination (For three hours duration)	80 Marks
TOTAL		100 Marks

A. Additional Details

- **Mid-Term Exam:** The mid-term exam covers at least 40-50% of the syllabus

and has duration of one hour.

- **Continuous Internal Assessment (CIA) Activities:** CIA activities are designed with clear objectives, modalities, assessment rubrics, and outcomes.

B. CIA improvement

There is **no provision for enhancing CIA marks** for UG students once the semester ends.

Attendance requirement for taking ESE

- The University Grants Commission (UGC) mandates a minimum of 75% attendance in each course to be eligible to write the End Semester Examinations (ESE).
- There is no provision for condonation of attendance under the UGC Act.

VII. Minimum for a pass

- **Minimum Pass Marks in Final Examination:** A minimum of 40 percent is required in each course in the End Semester Exams. The student must score at least 32 marks out of 80 in the End Semester Examination (ESE).
- **Overall Pass Requirement:** The aggregate of Continuous Internal Assessment (CIA) and End Semester Examination (ESE) should also be a minimum of 40 percent. Out of 100 marks, a student must secure at least 40 marks in each course to qualify as passed inclusive of minimum 32 marks out of 80 in End Semester Exam.

VIII. Grading System For Choice Based Credit System (CBCS)

The modalities and operational details are given below:

- **Grade Points:** The College adopts a ten-point grading system. The papers are marked in a conventional way for 100 marks. The marks obtained are converted to grade point according to the following table. If a student is absent for the paper the grade point assigned is 0.

% Marks	95 - 100	90 - 94	85 - 89	80 - 84	75 - 79	70 - 74	65 - 69	60 - 64	55 - 59	50 - 54	45 - 49	40 - 44	Below 40
Grade Point	10	9.5	9	8.5	8	7.5	7	6.5	6	5.5	5	4.5	0

Credits: Credits are assigned to courses based on the following broad classification:

Courses Category	Instruction Hours/week	Credits
Languages	3 Hours	3
Major Core	4 Hours	4
Skill Enhancement Courses	1-4 Hours	1-4
Compulsory Courses	1-2 Hours	1-2

Grade point calculation

- **Semester Grade Point Average (SGPA):** The SGPA is calculated as the sum of the product of the credits and the grade points scored in all courses, divided by the total credits.

$$\text{SGPA} = \frac{\text{Total of (Credits Earned X Grade Points)}}{\text{Total of Corresponding Credits}}$$

- Minimum SGPA required for a pass is 4.5.
- If a student has not passed in all courses or is absent, the SGPA is not assigned.
- Cumulative Grade Point Average (CGPA): The CGPA is the weighted average of all the courses taken by a student across all semesters of a programme.

$$\text{CGPA} = \frac{\sum \text{Total Credits in the Semester} \times \text{SGPA}}{\text{Total Credits of the Courses}}$$

Note: SGPA and CGPA will be rounded off to two decimal places.

Interpretation of SGPA/CGPA and Classification of Final Result

Grade Points	% of Marks	Grade	Result/Class Description
9.00-10.00	85 - 100	O	Outstanding
8.00-8.99	75 - 85	A+	First Class Exemplary
7.00-7.99	65 - 75	A	First Class Distinction
6.00-6.99	55 - 65	B+	First Class
5.50-5.99	50 - 55	B	High Second Class
5.00-5.49	45 - 50	C	Second Class

4.50 -4.99	40 - 45	P	Pass Class
Below 4.5	Below 40	RA	To Re-Appear

IX. PATTERN OF ESE QUESTION PAPER UNDER SEP

The End Semester Examination (ESE) question paper under SEP will include questions that assess both Lower Order Thinking Skills (LOTS) and Higher Order Thinking Skills (HOTS). The difficulty level of the question paper will be distributed as follows: 40% easy, 30% difficult, and 30% very challenging.

- **Duration:** 3 Hours
- **Maximum Marks:** 80

The question paper pattern will be as follows:

Sections	Marks per Question	Number of Questions	Total Marks
Section A	2 marks	5 questions (out of 7)	10 Marks
Section B	5 marks	4 questions (out of 6)	20 Marks
Section C	12 marks	3 questions (out of 5)	36 Marks
Section D	14 marks	1 question (Case Study)	14 Marks
Total			80 Marks

X. REVALUATION AND RETOTALING

Requests for **revaluation**, **retotalling**, and **photocopies of the answer book** for the End-Semester Examination (ESE) must be submitted to the Controller of Examination along with the prescribed fee within two weeks from the declaration of results.

XI. Absence during End Semester Examination

If a student misses the End Semester Examination, they will be marked as "Absent" and will be required to take the supplementary examination for that course during the next available opportunity only.

XII. Malpractice

Students will be dealt severely in case if they are found guilty of any malpractices during examination. The college has zero tolerance towards any kind of ~~four~~ means adopted to secure marks in the exams.

PROGRAM EDUCATIONAL OBJECTIVES (PEOS)

Our B.Com (Regular) program will produce graduates who will:

PEO1: Be competent, creative and highly valued professionals in industry, academia, or government.

PEO2: Adapt to a rapidly changing environment with newly learnt and applied skills and competencies, become socially responsible and value driven citizens, committed to sustainable development.

PEO3: Act with conscience of global, ethical, societal, ecological and commercial awareness with sustainable values as is expected of professionals contributing to the country.

PEO4: Able to continue their professional development by obtaining advanced degrees in accounting and other professional fields.

PROGRAMME OUTCOMES (PO'S)

After the completion of the **B.Com (Regular)** Programme, the student will be able to:

PO1: Disciplinary and Inter - disciplinary Knowledge

Demonstrate the **understanding** of relevant business, management and organization knowledge, both academic and professional, in line with industry standards.

PO2: Decision making Skill

Apply underlying concepts, principles, and techniques of analysis, both within and outside the discipline to generate all the possible solutions and picks one that shows their understanding of the problem and the outcomes.

PO3: Integrated problem-solving and Research

Analyze how parts of a whole interact with each other to produce overall outcomes in complex systems by analyzing key managerial issues in a particular industry or company and propose appropriate managerial solutions to the situation

PO4 Critical thinking Skill

Evaluate evidence, arguments, claims and beliefs by using right type of reasoning as appropriate to the situation and Analyze how parts of a whole interact with each other to produce overall outcomes in complex systems

PO5 Creative thinking Skill

Develop, implements and communicates new and worthwhile ideas using both incremental and radical concepts to make a real and useful contribution to their work

PO6: Usage of Modern Technology and Tools

Use tools and technologies of digital nature, communication/networking tools and social networks appropriately to access, manage, integrate, evaluate and create information to successfully function in a knowledge economy

PO7 Leadership and team work

Develop a vision, translate that vision into shared goals, and effectively work with others to achieve these goals.

PO8 Ethical Conduct & Sustainability Practices

Act responsibly and sustainably at local, national, and global levels

PO9 Collaboration & Networking Skill

Work collaboratively and respectfully as members and leaders of diverse teams

PO10 Self-directed and Life – Long learning

Create goals and monitor progress toward them by developing an awareness of the personal, environmental and task-specific factors that affect attainment of the goals.

Programme Specific Outcomes (PSO's)

PSO11 Design / Develop Solutions

Design solutions for complex tourism related problems and develop processes that meet the requirements of the changing Travel & Tourism Industry.

PSO12 Developing Industry Related Expertise

Apply the discipline specific, particularly entrepreneurial skills required to establish a successful career in the fields of travel, tourism and hospitality.

B.COM(TRAVEL & TOURISM) - PROGRAMME							
PROGRAMME MATRIX AS PER STATE EDUCATION POLICY							
Course Category/ Semester	I	II	III	IV	V	VI	TOTAL
Part A : Languages							
Language 4 Hrs - 3 Crs	Lang I	Lang I	Lang I	Lang I	-	-	
	Lang II	Lang II	Lang II	Lang II	-	-	
Part A Credits	6 Crs	6 Crs	6 Crs	6 Crs	-	-	24
Part B: Discipline Specific Courses							
Major Core Courses 4 Hrs - 4 Crs	Financial Accounting	Corporate Accounting	Financial Management	Cost Accounting	Management Accounting	Goods And Services Tax	
	Principles of Management	Business Mathematics and Statistics	Business and Company Law	Human Resource Management	Income Tax I	Income Tax II	
	Fundamentals of Tourism	Geography and Transport in Travel planning	Hospitality Management	Travel Agency and Tour Operators	Air Cargo Management	Airline Mgt & GDS	
	Economics of Tourism	Tourism Marketing	Supply Chain Management	Operations Research		Entrepreneurs hip Development Programme	
Major Elective Courses 4 Hrs - 4 Crs	-	-	-	-	Elective 1	Elective 2	
Part B Credits	16	16	16	16	16	20	100
Part C : Skill Enhancement Courses/Activities							
Skill Based Courses /Activities 2 Crs	-	MOOCs / Swayam Course (1 Cr)	Introduction to Spreadsheets (2crs)	Data Visualisation through Power BI (2 Crs)	Research Methodology (4 Crs)	Social Internship (2 Crs)	
				MOOCs / Swayam Course (1 Cr)	Research Project (4Crs)	Corporate Internship (2Crs)	
Value Added Courses 1Cr	-	Extracurricular Activities/ Association/Sports (1Cr)	-	Extracurricular Activities/ Association/Sports (1Cr)	-	Extention Activities (1 Cr)	
Part C Credits		2 Crs	2 Crs	4 Crs	8 Crs	5 Crs	21
Part D: Foundation/ Complusory Courses							
Foundation/Compulsory Courses 2Hrs/ 2Crs	Psychological Well being (1Cr)	Constitutional Value II (2 Crs)	Environmental studies (2Crs)	-	-	-	
	Constitutional Value I (2 Crs)			-	-	-	
Part D Credits	3 Crs	2 Crs	2 Crs				7
Total Credits	25 Crs	26 Crs	26Crs	26Crs	24 Crs	25Crs	152

B. Com Travel & Tourism Course

COURSE STRUCTURE

CORE SUBJECTS

SEMESTER - III

Course Code	Title of the paper	Category of course	Teaching hours of week	CIA	ESE	Total Marks	Credits
C2 24 GE 301	General English	Language	3	20	80	100	3
C2 24 KN 301	Kannada	Language	3	20	80	100	3
C2 24 HN 301	Hindi						
C2 24 AE 301	Additional English						
C2 24 MC 301	Financial Management	Major Core	4	20	80	100	4
C2 24 MC 302	Business & Company Law	Major Core	4	20	80	100	4
C2 24 MC 303	Hospitality Management	Major Core	4	20	80	100	4
C2 24 MC 304	Supply Chain Management	Major Core	4	20	80	100	4
C2 24 SB 301	Introduction to Spreadsheets	Foundation / Compulsory course	2	10	40	50	2
UG 24 CC 301	Environmental Studies	Compulsory Course	2	20	30	50	2
Total Credits							26

[illegible]

Receivables Management: Meaning – Purpose – Determinants – Tools for receivables management – Ageing schedule. Inventory Management: Meaning and Importance – Cost of holding inventory–Tools – EOQ– Fixing different inventory levels – ABC analysis – FSN – VED – JIT – Periodic inventory valuation – Perpetual inventory valuation (concepts only).	
Skill Development: <i>(These activities are only indicative, the Faculty members can innovate)</i>	
1	Role Play as a Finance Manager in a given decision making situation.
2	Prepare a Capital Budget for your new Business.
3	Evaluate the NPV of an investment made in any one of the capital projects with imaginary figures for 5 years.
4	Prepare an aging schedule of debtors with imaginary figures.
5	Analyse the Capital Structure of companies in different industries.
Book for Reference:	
1	Peiris, M. S., Dewasiri, N. J., & Banda, Y. W. (2020). Book review: IM Pandey (Ed.), Financial Management.
2	Van Horne, J. C., & Wachowicz, J. M. (2009). <i>Fundamentals of financial management 13th ed.</i> Pearson.
3	Gupta, K. (2011). Khan, MY and Jain, PK, Financial Management: Text, Problems and Case. <i>Journal of Services Research</i> , 11(2).
4	Chandra, P. (2020). <i>Strategic Financial Management-Managing for value creation</i> . McGraw-Hill Education.
5	Maheshwari, S. N. (2019). <i>Financial Management: Principles & Practice</i> . Sultan Chand & Sons.

Department of Commerce Programme: BCom [Travel & Tourism]						
Semester	Course Code	Course Title	Course Duration	Course Type	Teaching Hours Per week	Credits
III	C2 24 MC 302	Business & Company Law	60	MC	4 Hrs	4
Course Objectives:	The course is designed keeping in view the knowledge level requirement for mercantile laws and their redressal mechanism.					
Course Outcomes: After completion of the course, the students will be able to:					T levels	K Levels
CO1	Explain the scope of Business Law and its implication on various Business transactions and hierarchy of courts in India				T2	K2
CO2	Explain the legal framework of Indian Contract Act and its essentials for making a valid contract				T2	K2
CO3	Illustrate the legal framework of laws of Agency and its essentials for making valid Agency contract				T3	K3
CO4	Examine the provisions Indian Companies Act of 2013 relating to formation of companies, day to day affairs of company and its liquidation				T4	K4
CO5	Examine the provisions of consumer protection Act and its practice relating to consumer protection				T4	K4
CO6	Examine the provisions of Foreign Exchange Management Act and its practice relating to Foreign exchange transaction between India and rest of world and the provisions of Cyber Laws 1999.				T4	K4
Module 1	Jurisprudence and Introduction to Law					4 Hours
Introduction to Law – Classification of Law– Hierarchy of Courts –Brief of Procedures in Courts. Meaning and Scope of Business Law Sources of Indian Business law.						
Module 2	Indian Contract Act of 1872					20 Hours
Definition – Types of contract – Essentials – Offer – Acceptance – Consideration Capacity of parties – Free consent (meaning only) – Legality of object and consideration –Various modes of discharge of a contract – Remedies for breach of contract.						
Module 3	Law of Agency					6 Hours
Essentials, kinds of agents, Rights and Duties of Agent and Principal, Creation of Agency, Termination of Agency.						
Module 4	Companies Act of 2013					18 Hours
Definition – Characteristics and kinds of companies, Steps in formation of a company. Documents to commence business-Memorandum of Association, Articles of Association and Prospectus. Shares – kinds of shares, kinds of debentures - Directors- Appointment, Power, Duties and Liabilities of Directors. Meetings and Resolutions- Types of meetings. Auditor – Appointment, Rights and Liabilities of Auditors. Winding up of a company -Modes of winding up of a company						
Module 5	Consumer Protection Act [COPRA]					6 Hours
Background - Definition of (1) Consumer; (2) Consumer Dispute; (3) Complaint; (4) Deficiency; (5) Service – Consumer Protection Council – Consumer Redressal Agencies – District Forum – State Commission and National Commission.						
Module 6	Foreign Exchange Management Act 1999 & Cyber Laws1999					6 Hours
Objectives – Scope and salient features – Offences under the Act – Differences between FERA and FEMA. Cyber Laws: Objectives – Definitions and salient features–Provisions pertaining to Piracy and Related Offences and Penalties.						
Skill Development:						

(These activities are only indicative, the Faculty members can innovate)												
1	Make a visit to the nearby Civil court, and present your observations of a case attended to the class.											
2	Develop Mock Court scenario in the class to present a latest popular case from the consumer court.											
3	Prepare and discuss the role and importance of Limited Liability Partnership in class.											
4	Analyse the Insolvency and Bankruptcy Code 2016, Bare Acts.											
5	Draft a “rent agreement incorporating all the essential features of a valid agreement.											
6	Draft an agreement to repay a loan borrowed from a bank on installment basis.											
Book for Reference:												
1	Aswathappa, K., & Ramachandra, A. (2022). <i>Business law</i> . HPH.											
2	Garg, R., Sareen, A., Sharma, P., & Chawla, N. (2021). <i>Business law</i> . Nabhi Publications.											
3	Kumar, S. (2023). <i>Business law: An introduction</i> . Kalyani Publishers.											
4	Sankaran, V. (2022). <i>Business law: Text and cases</i> . Tata McGraw-Hill Education.											
5	Mishra, R. (2021). <i>Business law in India</i> . Himalaya Publishing House.											
6	Tulsian, P. C. (2020). <i>Business law</i> . Tata McGraw-Hill Education.											
Mapping of CO and PO												
CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H	H		M	L			L		L	M	
CO2	H	H		L	L			M		L	M	
CO3	L	M	H	H				L		L	M	
CO4	L	M	H			L		M		L	M	
CO5	L	M	H			L		M		L	M	
CO6		L	H	H		L		M		L		M

Department of Commerce Programme: B. Com [Travel & Tourism]						
Semester	Course Code	Course Title	Course Duration	Course Type	Teaching Hours Per week	Credits
III	C2 24 MC 303	Hospitality Management	60	MC	4 Hrs	4
Course Objectives:	To equip students with a comprehensive understanding of the hospitality industry's structure, operations, and its interconnection with tourism, while developing analytical and managerial skills to adapt to emerging trends and sustainable practices in the sector.					
Course Outcomes: After completion of the course, the students will be able to:					T Levels	K Levels
CO1	Differentiate between various hospitality sectors and their impact on global tourism				T2	K2
CO2	Demonstrate expertise in hotel classification, accommodation, and guest service strategies.				T2	K2
CO3	Illustrate front office and housekeeping functions essential for hotel operations.				T3	K3
CO4	Examine the role of food and beverage services in hospitality management.				T3	K3
CO5	Justify the application of smart technologies and sustainability in hospitality				T3	K3
CO6	Formulate strategies for revenue management, performance analysis, and yield optimization				T4	K4
Module 1	Introduction to Hospitality Industry & Hotel Classification				10 Hours	
Definition & Scope: Hospitality and its relationship with tourism; Characteristics: Intangibility, perishability, fixed location, financial investment; History & Evolution: Development of hospitality (Global & Indian perspectives); Hotel Classification: Star ratings, boutique hotels, alternative accommodations; Ownership Models: Franchising, management contracts, chain hotels, independent properties; Hospitality Culture - Atithi Devo Bhavah, - Ethical and regulatory considerations; ; Licenses and permits necessary for opening a hotel.						
Module 2	Front Office Operations and Guest Relations				10 Hours	
Front Office Structure: Roles and responsibilities; Reservation & Registration: Check-in, check-out, guest services; Room Assignments & Meal Plans; Guest Experience Management: Complaint handling, service recovery, personalization; Property Management Systems (PMS) and Technology Integration; Performance Metrics: Occupancy Ratio, ADR, RevPAR, Yield Management.						
Module 3	Housekeeping and Accommodation Management				15 Hours	
Housekeeping Hierarchy: Roles and responsibilities; Cleaning & Maintenance: Standard operating procedures, room division management; Types of Accommodation: Standard rooms, suites, serviced apartments; Smart Room Technology & IoT in Housekeeping-Coordination with Other Departments (Front Office, F&B, Engineering).						
Module 4	Food & Beverage Operations				5 Hours	
F&B Department Structure: Roles, responsibilities, hierarchy; Restaurant Types & Service Styles: Fine dining, casual, quick service, banquet; Food Production & Kitchen Organization: Buffet, catering, menu engineering; Cost Control & Pricing Strategies: Menu pricing techniques; Emerging Trends: Vegan, organic, fusion cuisine, cloud kitchens.						
Module 5	Emerging Trends & Sustainability in Hospitality				10 Hours	
Digital Transformation: AI, VR, AR in hospitality management; Blockchain & Cybersecurity: Role in data security and transactions; E-Hospitality & Digital Marketing: Online booking systems, revenue management; Sustainable Hospitality: Green hotels, waste management, carbon footprint						

reduction.												
Module 6		Performance Analysis & Revenue Management									10 Hours	
Evaluating Hotel Performance: Guest satisfaction, feedback system; Revenue Management Metrics: Market Share Index, RevPAR strategies; Yield Management: Concepts, benefits, challenges, and applications; Future of Hospitality: Global trends, automation, evolving customer expectations.												
Self-Learning Topics: (If Applicable)												
1		Case Studies on Revenue Management & Hotel Performance Metrics.										
2		Impact of Artificial Intelligence on Personalized Guest Experiences										
3		Sustainability Certifications & Carbon Footprint Reduction in Hospitality.										
Skill Development: (These activities are only indicative, the Faculty members can innovate)												
1		Hospitality Business Analysis: Study different hotel ownership models, classification, and revenue generation strategies.										
2		Customer Service & Guest Relations: Role-play handling guest inquiries, complaints, and service excellence in tourism and hospitality.										
3		Tourism & Accommodation Management: Compare and analyze various types of accommodations (hotels, resorts, homestays, and alternative lodging)										
4		Digital Marketing in Hospitality: Learn SEO, social media marketing, and OTA (Online Travel Agency) management for tourism businesses.										
5		Sustainable Tourism Practices: Evaluate eco-friendly hotel operations, responsible travel initiatives, and sustainability certifications										
Book for Reference:												
1		O’Fallon, M. J., & Rutherford, D. G. (2011). <i>Hotel management and operations</i> (5th ed.). Wiley										
2		Walker, J. R. (2021). <i>Introduction to hospitality</i> (8th ed.). Pearson										
3		Andrews, S. (2013). <i>Hotel front office: A training manual</i> (2nd ed.). Tata McGraw-Hill										
4		Negi, J. (2013). <i>Hospitality and tourism: A global perspective</i> . S. Chand Publishing										
5		Bhatia, A. K. (2012). <i>The business of tourism: Concepts and strategies</i> . Sterling Publishers										
6		Kaushal, A., & Kaushik, N. (2020). <i>Hospitality and tourism management</i> . Oxford University Press										
Mapping of CO and PO												
CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H	L	M	M	L					L		M
CO2	L	M	M				L			L		H
CO3	L	L	M			L	M					H
CO4	L	M	H			M	L	L			M	
CO5	M	M	L	L		H				L		H
CO6	L	L	M				M	L				H

Department of Commerce Programme: BCom [Travel & Tourism]						
Semester	Course Code	Course Title	Course	Course	Teaching	Credits

			Duration	Type	Hours Per week	
III	C2 24 MC 304	Supply Chain Management	60	MC	4 Hrs	4
Course Objectives:	Supply Chain Management aims to develop students' understanding of SCM concepts, analyse supply chain structures, evaluate procurement strategies, implement inventory management, optimize logistics, incorporate technology, promote sustainability, manage risks, and foster collaboration among partners, equipping them for success in diverse business environments.					
Course Outcomes					T Levels	K Levels
After completion of the course, the students will be able to:						
CO1	Understand the fundamental concepts and components of supply chain management.				T2	K2
CO2	Analyse the supply chain process and its impact on business operations.				T4	K4
CO3	Evaluate different sourcing and procurement strategies.				T5	K4
CO4	Apply inventory management techniques to optimize supply chain efficiency.				T3	K3
CO5	Assess the role of technology and innovation in SCM.				T3	K3
CO6	Identify and manage risks within supply chains				T2	K2
Module 1		Introduction to Supply Chain Management			10 Hours	
Overview of Supply Chain Management. Introduction to Supply Chain Management, Definition and Importance. Components of the supply chain: suppliers, manufacturers, distributors, retailers, and customers. Supply chain flows (material, information, financial). Supply Chain Strategies. Types of supply chains (traditional versus modern). Types of tourism services and their supply chains.						
Module 2		Sourcing and Procurement			12 Hours	
Procurement Processes, Importance of procurement in the supply chain. Supplier selection and evaluation. Sourcing Strategies: Global vs. local sourcing. Cost analysis and negotiation techniques. Importance of supplier partnerships in tourism. Strategies for managing relationships and negotiating contracts.						
Module 3		Inventory Management			14 Hours	
Inventory Management, Types of inventories: raw materials, work-in-progress, and finished goods. Inventory control systems (EOQ, JIT, ABC analysis). Demand Forecasting, Techniques and methods of demand forecasting - Managing service inventory (e.g., hotel room availability, tour slots), Techniques for effective inventory control.						
Module 4		Logistics and Distribution Management			12 Hours	
Logistics Fundamentals, Key logistics functions: transportation, warehousing, and distribution. Transportation Management, Modes of transportation and their cost structures, Transportation planning and optimization. Distribution - Strategies Transportation and distribution in tourism: airlines, ground transport, etc. Challenges in tourism logistics and solutions						
Module 5		Technology and Sustainability in Supply Chains			12 Hours	
Role of Technology in SCM, Information systems (ERP, SCM software) and their impact, Big data analytics in decision-making - Block chain. Sustainable Tourism: Principles of sustainable tourism, sustainable tourism practices, Corporate social responsibility, and ethical sourcing.						
Module 6		Risk Management in Supply Chains			10 Hours	

Risk Management: Risk Management Identifying and assessing supply chain risks, Strategies for risk mitigation and crisis management.

Skill Development:

(These activities are only indicative, the Faculty members can innovate)

1	Analyze a real-world supply chain case study and present findings on challenges and strategies implemented.
2	Conduct role-playing exercises simulating negotiations between suppliers and buyers, focusing on communication techniques.
3	Utilize simulation software or board games to manage logistics, inventory, and demand in a competitive supply chain setting.
4	Conduct market research on a particular industry's supply chain trends and present findings to the class.
5	Set up a mock inventory management scenario for deciding on stock levels and order quantities.
6	Organize visits to local warehouses, distribution centers, or manufacturing plants for hands-on insights.
7	Create a visual map of a supply chain for a specific product, identifying key players and processes.
8	Propose a sustainable supply chain solution for a selected company, focusing on reducing environmental impact.

Book for Reference:

1	Chopra, S., & Meindl, P. (2016). Supply chain management: Strategy, planning, and operation (6th ed.). Pearson.
2	Christopher, M. (2016). Logistics and supply chain management (5th ed.). Pearson.
3	Keenan, S. S. (2017). The supply chain revolution: How warriors, heroes, and inventors change supply chain history. Per Capita Publishing.
4	Stevenson, W. J. (2018). Operations management (13th ed.). McGraw-Hill Education.
5	Raghuram, G., & Rangaraj, N. (2010). Supply chain management: Concepts, techniques, and strategies. McGraw-Hill Education.
6	Lim, J. W., & Wadhwa, T. R. (2021). Sustainable supply chain management: Practical ideas for the next decade. Business Expert Press.
7	Rogers, D. S., & Swanson, R. A. (2017). Supply chain risk management: Minimizing disruptions in global sourcing. Auerbach Publications.
8	Ellram, L. M., & Goldsby, T. J. (2016). Fundamentals of supply chain management. Pearson.
9	Stanton, D. (2017). Supply chain management for dummies. John Wiley & Sons.

Mapping of CO and PO

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	H	H			M	M			L		L	L
CO2		H	M	M		L	H				L	L
CO3	H	H		M		M			L		L	L
CO4		M	M	H		H				L	L	L
CO5		H	M	M						H	L	L
CO6		H		M			L	L	L		M	H

Department of Commerce Programme: B.Com [Travel & Tourism]						
Semester	Course	Course Title	Course	Course	Teaching	Credits

	Code		Duration	Type	Hours Per week	
III	C2 24 SB 301	Introduction to Spreadsheets	30 Hours	Skilled based course	2	2
Course Objective: This course aims to equip students with the tools and skills needed to leverage spreadsheets effectively for making data-driven decisions in a wide variety of business contexts.						
Course Outcomes After completion of the course, the students will be able to:					T Levels	K Levels
CO1	Demonstrate proficiency in using Excel for data entry, formatting, and organizing data using workbooks, sheets, and referencing techniques.				T4	K4
CO2	Apply various Excel functions, including mathematical, statistical, string, and financial functions, to perform complex data computations and analyses.				T5	K4
CO3	Create visually appealing data representations using charts, graphs, pivot tables, and interactive dashboards to enhance data interpretation.				T4	K4
Module 1		Working with Spreadsheets			10 Hours	
Origin and Importance of Excel in Data Analysis - Workbooks and Worksheets, Ribbon tabs, Using Shortcut Menus, Working with Dialogue Boxes, Task Panes, Exploring Data Types, Modifying Cell Contents, Comparing sheets side by side, special types of cells, Paste Special dialogue box, Adding comments to cells. Formatting tools on the Home tab, Mini Toolbar, Fonts, Statistical Functions, Text Functions, other functions, Colors and Shading, Borders and Lines, conditional formatting, Working with tables, Selecting parts of a Table, Sorting and filtering a table, Converting Table into Range.						
Module 2		Mastering Advanced Spreadsheet Techniques			10 Hours	
Excel Functions - Mathematical Functions: SUM, AVERAGE, COUNT COUNTA, MIN/MAX, SQRT, POWER, LCM, COMBIN and PERMUT. String functions: LEN, LEFT, MID, RIGHT, CONCAT, TRIM, UPPER, LOWER, PROPER, Date Functions, Random number generators: RAND and RANDBETWEEN, Conditional functions: IF, NESTED IF, SUMIFS, COUNTIFS, and AVERAGEIFS, Data Handling Functions: VLOOKUP, HLOOKUP. Financial functions: PMT, PV, RATE, NPER. What if Analysis: Goal Seek, Scenario manager, and Data table (one way and two way).						
Module 3		Visualization			10 Hours	
Creating charts, Pie, Line, Bar, histogram, Boxplot, Scatter plot, data bars, waterfall charts, Area charts, Dynamic Charts, and other charts, Legends ad formatting wit charts, Labeling carts, 3D charts, Sparkline, Time series plot, Score Cards. Interactive Dashboard Development: Pivot Table, Pivot Chart and Slicers.						
Skill Development: <i>(These activities are only indicative, the Faculty members can innovate)</i>						
1	Prepare and analyse the attendance data set of your organisation.					
2	Prepare an expense tracker, analyse and present the data with visualsiation tools.					
3	Analyse a dataset in regard with company’s performance, profitability.					
Book for Reference:						
1	Jones, S., Smith, R., & Brown, M. (2023). <i>Excel Mastery: Unlocking the Potential of Excel for</i>					

	<i>Data Analysis</i> (2nd ed.). Pearson Education.											
2	White, A., Black, K., & Green, L. (2021). <i>Excel Analytics: From Basics to Advanced Techniques</i> (4th ed.). Wiley.											
3	Lee, C., Johnson, D., & Williams, E. (2022). <i>Mastering Excel: Advanced Tools and Techniques for Data Visualization and Analysis</i> (3rd ed.). McGraw-Hill Education.											
4	Garcia, M., Brown, T., & Martinez, L. (2024). <i>Excel Data Analysis: Unleashing the Power of Excel for Insights and Decision-Making</i> (5th ed.). O'Reilly Media.											
Mapping of CO and PO												
CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	M	L	L	L	M	H					H	M
CO2	M	L	L	L	M	H					H	M
CO3	M	L	L	L	M	H					H	M

Department of Commerce Programme: B.Com (Travel & Tourism)						
Semester	Course Code	Course Title	Course Duration	Course Type	Teaching Hours Per week	Credits
III	UG 24 CC 301	Environmental Studies	45 Hours	Compulsory Course	3	2
Course Objective: The course is structured to create awareness, enhance knowledge, and develop skills related to environmental conservation and sustainability.						
Course Outcomes After completion of the course, the students will be able to:					T Levels	K Levels
CO1	Identify the environmental factors that determine sustainable development and describe an ecosystem along with its many components.				T3	K3
CO2	Identify the various natural resources and analyse the impact of their degradation.				T3	K3
CO3	Describe the different types of environmental pollutions, causes of climate change and the various environment protections laws.				T3	K3
CO4	Analyze the impact of population growth on the environment and the various rehabilitation measures using case studies				T3	K3
Module 1	Introduction to Environmental Studies					09 Hours
Introduction to Environmental Studies: Multidisciplinary nature of environmental studies, Scope and importance; Concept of sustainability and sustainability development, SDG Goals Ecosystem: Structure and function of ecosystem; Energy flow in and ecosystem: food chains, food webs and ecological succession. Terrestrial Ecosystems: Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems; ponds, streams, lakes, rivers and oceans.						
Module 2	Natural resources: Renewable and Non-Renewable Resources					13 Hours
Land resources: Land-use and land cover change; Land degradation, Soil erosion and desertification. Forest Resources: Types and scope; Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity, and tribal populations. Water Resources: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-State Energy Resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies. Biodiversity and Conservation: Levels of biological diversity: Genetic, species and ecosystem diversity; Biogeographic zones of India Biodiversity patterns and global biodiversity hot spots. India as a mega-biodiversity nation; Endangered and endemic species of India. Threats to biodiversity: Habitat loss, poaching of wildlife, man- wildlife conflicts with case studies, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.						
Module 3	Environment Pollution					13 Hours

Environmental Pollution – Types, causes, effects and controls, Air, Water, soil and noise pollution, nuclear hazards and human health risks		
Solid waste: management and control measures urban and industrial waste with case studies		
Environmental Policies and Practices: Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture		
Environmental Laws: Environment Protection Act, Air (Prevention and Control of Pollution) Act, Forest Conservation Act, International agreements, Montreal and Kyoto protocols and Convention on Biological Diversity (CBD)		
Nature reserves, tribal population and rights and human wildlife conflicts in Indian context		
Module 4	Human Communities and Environment	10 Hours
Human population growth, Impacts on environment, human health and welfare, Resettlements and rehabilitation of project affected persons, case studies		
Disaster management: Floods, earthquake, cyclones and landslides with case studies		
Environment movements: Chipko, Silent Valley, Bishnois of Rajasthan		
Environmental Ethics: Ecological, economic, social , ethical, aesthetic and informational value. Role of Indian and other religions and cultures in environmental conservation		
Environmental communication and public awareness, case studies- CNG vehicles in Delhi		
Field work – Field report to be submitted		
Skill Development: <i>(These activities are only indicative, the Faculty members can innovate)</i>		
1	Visit to an area to document environmental assets: river/forest/flora/fauna, etc	
2	Visit to a local polluted site- urban/Rural/Industrial/ Agricultural	
3	Study of common plants, insects, birds, and basic principles of identification	
4	Study of simple ecosystems – pond, river,lake etc.	
Book for Reference:		
1	Bharucha, E. (2015). Textbook of Environmental Studies.	
2	Sengupta, R. (2003). Ecology and economics: An approach to sustainable development. OUP.	
3	Singh, J.S., Singh, S.P. and Gupta, S.R. (2014). Ecology, Environmental Science and Conservation. S. Chand Publishing, New Delhi.	
4	Sodhi, N.S., Gibson, L. & Raven, P.H. (Eds). (2013). Conservation Biology: Voices from the Tropics. John Wiley & Sons.	
5	Wilson, E. O. (2006). The Creation: An appeal to save life on Earth. New York: Norton.	
6	World Commission on Environment and Development. (1987). Our Common Future. Oxford University Press.	
7	Gadgil, M., & Guha, R. (1993). This Fissured Land: An Ecological History of India. Univ. of California Press.	
8	Gleeson, B. and Low, N. (eds.) (1999). Global Ethics and Environment, London, Routledge.	
9	Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll. (2006). Principles of Conservation Biology. Sunderland: Sinauer Associates.	
10	McCully, P. (1996). Rivers no more: the environmental effects of dams (pp. 29-64). Zed Books.	
11	McNeill, John R. (2000). Something New Under the Sun: An Environmental History of the Twentieth Century.	
12	Nandini, N., Sunitha N., & Sucharita Tandon. (2019). A text book on Environmental	

Studies (AECC). Sapna Book House, Bengaluru.												
Mapping of CO and PO												
CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1		L	L	L			M	H	M	H		
CO2		L	L	L			M	H	M	H		
CO3		L	L	L			M	H	M	H		
CO4		L	L	L			M	H	M	H		