



**St. Xavier's College – Autonomous,
Mumbai**

**Syllabus
Semester VI Course in**

**Tourism
(2017 onwards)**

Theory Syllabus for Course:

- A.VT.6.01 -Business Ethics**
- A.VT.6.02 -Entrepreneurship II**
- A.VT.6.03 -Applied Psychology II**
- A.VT.6.04 -Tour Planning & Promotion**
- A.VT.6.05 - Tourism and Allied Services**
- A.VT.6.06 –Project**
- Internship (6 weeks)**

BUSINESS ETHICS

Course code: A.VT.6.01

[60 LECTURES]

LEARNING OBJECTIVES:

- 1. To equip students with knowledge of ethics in creating and managing enterprises or organizations.*

UNIT –I Introduction

(15 Lectures)

- Overview of Business Ethics.
- Differentiate/Distinction between Rules/Policies/Law & Ethics & Social Responsibility.
- Evolution & Purpose of Ethics in Business.
- Elements of Business Ethics.

UNIT –II Ethical Decision Making

(15 Lectures)

- Disputes in Business Ethics. Dispute Resolution.
- Ethical Issue Intensity.
- Statutory Requirements. Cognitive Moral Development. Kohlberg's Model.
- Business Ethics Evaluation & Intentions

UNIT –III Influences and Conflicts

(15 Lectures)

- Organization Structure and Ethical Decision Making.
- Cultural differences influencing Ethics.
- Key Influences in Ethical Behaviour.
- Improving Ethical Behaviour

UNIT –IV Implementation of Business Ethics

(15 Lectures)

- Development of an Effective Ethics Program.
- Codes of Ethics.
- Ethical Compliance Audit.
- Case Studies on Business Ethics (National & International).

C.I.A

REFERENCES :

Business Ethics Decision Making & Cases OC Ferrell, John Fraedsrich, Linda Ferrell 6th Edition Houghton Mifflin. India Edition.

Business Ethics. Linda Ferrell. 4th edition. Custom Publication

A Primer on Business Ethics. Tibor R Machan & James E Chesher. Rowman & Littlefield Publishers.

Managing Business Ethics. Linda K Trevino & Katherine A Nelson. 5th Edition. John Wiley & Sons.

Essentials of Business Ethics - Creating an Organization of High Integrity and Superior Performance. Dennis Collins. 3rd Edition. John Wiley & Sons

ENTREPRENEURSHIP II

Course code: A.VT.6.02

[60 LECTURES]

LEARNING OBJECTIVES:

1. *To equip students with knowledge of creating, establishing, managing, developing or pruning Enterprises through the practice of Management.*

UNIT –I Enterprise and Entrepreneurship (15 Lectures)

- Functional areas of Management (Contexts of Finance- HR- Marketing- Manufacturing- etc.)
- Personality- Attitudes- Work Behaviour- Ability- Values- Job Performance
- Localization/Globalization
- Value-based Leadership

UNIT –II Principles of Management (15 Lectures)

- Management Ideas
- Developing Mission- Vision- Values
- P-O-L-C (Planning-Organizing-Leading-Control)
- Stakeholders interests

UNIT –III Strategizing (15 Lectures)

- Strategic Management Process- Corporate Strategy.
- SWOT - Porter's Generic Strategy.
- Value-Chain- VRIO Blocks (Value-Rarity-Inimitability-Organizational).
- 5-Forces. STEPLE. Strategy Diamond

UNIT –IV Principles of Organisation (15 Lectures)

- Goals- Objectives- MBO- Balanced Score-Card.
- Organization Structures & Change.
- Organization Culture.
- Social Networks.

C.I.A

REFERENCES :

Management Fundamentals - Management & Entrepreneurship: Concepts, Application, Skill-Development. Robert N Lussier. South-Western Cengage Learning.4th Edition.

The Oxford Handbook of Entrepreneurship – Mark Casson, Bernard Yeung, AnuradhaBasu, Nigel Wadson.Oxford University Press.

Entrepreneurship Development in India. Sami Uddin. Mittal Publications.

Dynamics of Entrepreneurial Development & Management - Vasant Desai.Himalaya Publishing House.

APPLIED PSYCHOLOGY II

Course code: A.VT.6.03

[45 LECTURES]

LEARNING OBJECTIVES:

1. *To enhance the thinking, emotions, communication and interpersonal skills of students so that they can be good at customer handling and services.*
2. *Enable them to maintain a healthy work-life balance.*

UNIT –I Understanding the Workplace (15 Lectures) **(Stress, Work schedules, Legal issues)**

- Physiological effects of stress
- Individual differences in responding to stress
- Stressors in the work environment
- Psychological and social issues at work (Sexism at work)

UNIT –II Understanding Leadership and its challenges (15 Lectures) **(Enhancing leadership skills)**

- The Role of power and expectations
- Leadership styles
- Leadership functions
- Pressures and problems of leadership

UNIT –III Understanding the Psychology of Purchase (15 Lectures) **(Enhancing one's knowledge of consumers)**

- Research Methods in Consumer Psychology
- The Mind of the Buyer
- Compliance and Conformity in Consumers
- The Art of Advertising
-

UNIT –IV Understanding the Role of Ethics (15 Lectures) **(Promoting a healthy ethical stance at work)**

- Evolution and purpose of Ethics at the Workplace
- Key Influences in Ethical behavior
- Improving Ethical Behavior
- Case studies on Business Ethics

C.I.A

REFERENCES :

Schultz.D&Schultz.S.,(2010), Psychology and Work Today, Indian Edition, Dorling Kindersley Pvt. Ltd, New Delhi, India.

Feldman.R.,(2016), Understanding Psychology ,Tenth Edition, McGraw Hill Education Pvt. Ltd, India.

Aamodt.M. ,(2013), Industrial/Organization Psychology: An Applied Approach, Cengage Learning, USA.

Tracy.B.,(2006), The Psychology of Selling, Thomas Nelson Publishers, USA.

Ferrell.O. &Fraedsrich.J.,(2011), Business Ethics Decision Making & Cases, 8th Edition South Western CengageLearning,USA.

SKILL COMPONENT

TOUR PLANNING & PROMOTION

Course code: A.VT.6.04

[45 LECTURES]

LEARNING OBJECTIVES:

2. *To understand Tour Planning & Promotion*
3. *Detailed study of Domestic / International Itineraries*
4. *Practical Approach & Application of Tour Packages*

UNIT –I Introduction to Tour Planning

(05 Lectures)

- Classifications & category of tours ,FIT/independent/Inclusive
- Package Tours /Advantages/Disadvantages.
- Types of Package Tours.

UNIT –II MAJOR DOMESTIC CIRCUITS

(20 Lectures)

- Jammu & Kashmir
- Himachal Pradesh
- Uttrakhand
- Rajasthan
- Maharashtra
- Kerala

UNIT –III MAJOR INTERNATIONAL CIRCUITS

(20 Lectures)

- Europe
- South East Asia
- Australia/New Zealand
- South Africa
- East Coast USA
- West Coast USA
-

UNIT –IV Itinerary Theory + Costing

(15 Lectures)

- Itinerary detailed explanation/importance/need.
- Costing examples
- Terminology
- Resources for planning itineraries

Evaluation: Circuits Plotting & Routing

C.I.A

REFERENCES :

TOURISM AND ALLIED SERVICES

Course code: A.VT.6.05

[45 LECTURES]

LEARNING OBJECTIVES:

- 1. To understand the importance of hospitality in India*
- 2. Explain the relationship of infrastructural needs in a destination*
- 3. To project the importance of allied /accommodation tourism services .*
- 4. To project the importance of electronic communication*

UNIT –I Introduction

(20 Lectures)

- Definition of Infrastructure
- Airport Terminals/road network/parking & toll facilities
- Water & Electricity / Food & Beverage /
- Waste disposal & Sewage treatment
- Health facilities /Security
- Shopping malls & Entertainment

UNIT –II Accommodation Industry

(15 Lectures)

- Types-Primary & Ancillary, Supplementary
- Reservations/Gradation//Category
- Automation /Terminology

UNIT –III Importance of Print and Electronic Communication(25 Lectures)

- Print media: Newspaper & display boards
- Radio Television
- Internet /Video conferencing
- Telephone booths: Calling cards

UNIT –IV Essential Components Under Allied Services (10 Lectures)

- Customer service skills
- Importance of customer care & satisfaction
- Good customer relation
- Sales process
- Handling customer complaints

C.I.A

REFERENCES :

PROJECT

Course code: A.VT.6.06

[45 LECTURES]

LEARNING OBJECTIVES:

1. *To provide an in-depth research based project that could be beneficial to the travel industry*
2. *To enable the creation of a professionally done project accompanied by a presentation*

INSTRUCTIONS

- The project has to be developed in sync with the decided theme
- A **Professional Proposal** has to be made with the complete title of the project based on a tourist circuit, where stress must be made on the procedure /process of the research.
- The destination within the circuits should be clearly defined as it gives guidance in the construction of the research.

1. Countries applicable.

- Content/Introduction.
- Fact File /capital /currency /language/ IATA Area location
- Map - Political/Physical/Tourism

2. Countries applicable

- History
- Culture
- Heritage Sites

3. Position of each country

- Current Scenario
- Position in Tourism
- Tourist inflow. Statistics

4. 6A's

- Accessibility –Air/Rail/Road /Water (cruise)
- Attraction –location & description (known & unknown)
- Accommodation –variety of Category
- Amenities
- Activities
- Affordability-Tour Packages

5. Documentation

- Consulates location in India
- VISA –Form & Process
- Health Requirements.
- Forex-- Credit Card formalities & procedure.

6. Itineraries

- Tourist Circuits & the type of tours (FIT & GIT)

7. Market Research, Survey and Analysis

- INTERVIEWS (OPEN ENDED QUESTIONS) -This must be from the travel agency or related organization.
- PUBLIC SURVEY (CLOSED ENDED QUESTIONS) This is the general public who knows about the topic. This is for statistical data. (Minimum 50 to 100)
- Analytical report through pie charts & Graphs

8. Sustainability of the Destination.

- Positive Factors
- Negative Factors
- Political/Social/Economic Impact

9. Promotion & Future Destination Planning

- Role of the Tourism Board –Campaign
- Tourism Policy
- Different media used for Promotion /Advertisement tools/
- Social Media/Website

10. Conclusion

- The future & the importance of the countries in tourism globally.
- A CD of the final project and presentation must be submitted.

MARKS –100 (40M- Internal evaluation, 60M- External evaluation)