

SRI VENKATESHWARA UNIVERSITY

TIRUPATHI

Model Syllabus for 4-Year UG Honours in B.A.

Tourism Business & Marketing

as Major in consonance with Curriculum framework w.e.f. AY 2025-26

COURSE STRUCTURE

Year	Semester	Course	Title of the Course	No. of Hrs /Week	No. of Credits
I	I	1	Principles and Practices of Tourism	4	4
		2	Business Communication	4	4
	II	3	Tourism Products of India	4	4
		4	Tourism Geography	4	4
II	III	5	Basics of Hospitality Management	4	4
		6	Travel Agency & Tour Operations	4	4
		7	Indian Culture & Heritage of Tourism	4	4
	IV	8	Tourism Economics	4	4
		9	Tourism Marketing	4	4
		10	Event Management & MICE Tourism	4	4
III	V	11	Human Resource Management in Tourism	4	4
		12 A	Eco-Tourism	4	4
		OR			
		12 B	Destination Planning & Development	4	4
		13 A	Rural & Community-Based Tourism	4	4
		OR			
		13 B	Tourism Entrepreneurship	4	4
	VI	14 A	Tourism & Travel Technology	4	4
Year	Semester	Course	Title of the Course	No. of Hrs /Week	No. of Credits
		OR			
		14 B	Airlines & Airport Management	4	4

IV		15 A	Digital Marketing for Tourism	4	4
		OR			
	VII	15 B	Air Cargo Management	4	4
		16	Strategic Management in Tourism	4	4
		17	Research Methodology in Tourism	4	4
		18	Tourism Laws & Ethics	4	4
		19 A	Cruise & Luxury Tourism	4	4
		OR			
		19 B	Tourism Resources of India	4	4
		20 A	Adventure Tourism	4	4
		OR			
		20 B	Housekeeping & Front Office Management	4	4
	VIII	21	International Tourism & Global Trends	4	4
		22	Branding & Promotion in Tourism	4	4
		23	Tourism Analytics & Data Interpretation	4	4
		24 A	Tourist Guide	4	4
		OR			
		24 B	Tourism Consultancy & Career Skills	4	4
		25 A	Wellness & Medical Tourism	4	4
		OR			
		25 B	Travel Media	4	4

Note: In the III Year (during the V and VI Semesters), students are required to select a pair of electives from one of the **Two** specified domains. **For example: if set 'A' is chosen, courses 12 to 15 to be chosen as 12 A, 13 A, 14 A and 15 A.** To ensure in-depth understanding and skill development in the chosen domain, students must continue with the same domain electives in both the V and VI Semesters.

SEMESTER-I

COURSE 2: BUSINESS COMMUNICATION

Theory

Credits: 4

4 hrs / week

Objective: The basic objective is to help the students to acquire and develop both written and oral communication skills necessary in the Travel Trade, and also to understand the basic concepts of communication in an organization.

Unit 1

ESSENTIALS OF BUSINESS LETTERS - Business Correspondence – Need – Functions – Kinds of Business Letters – Essentials of an Effective Business Letter (Layout) – Planning the Letter.

Unit 2

BUSINESS ENQUIRIES - Business Enquiries and Replies – Credit and Status Enquiries – Placing and fulfilling orders – Compliance and adjustments – Collection Letters – Sales Letters – Agency Correspondence and Goodwill Letters – Import and export correspondence.

Unit 3

PERSONNEL CORRESPONDENCE - Application for employment – References – Testimonials – Letters of appointment – Confirmation – Promotion – Retrenchment and resignation

Unit 4

SECRETARIAL CORRESPONDENCE - Intra-organizational business communication – Memorandum – Notices – Circulars – Orders – Staff suggestions and complaints – Correspondence with regional and branch offices – Agenda and minutes – Report Writing – Kinds of Reports – Tables and graphic presentation.

Unit 5

PUBLIC RELATIONS CORRESPONDENCE - External communication – press release and notices – press conference – Exhibitions – Launches – Magazines – Brochures – Advertising – Speeches – Committees and conferences – Interviews – Suggestion schemes – Listening and communication for public relations.

Reference Books

1. Rajendra Pal & Korlahalli, Business Communication, Sultan Chand & Co', New Delhi.
2. L. Gardside, Modern Business Letters, Pitman Publications, London. Mc Graw Hill, Manual of Business Letters, Mc Graw Hill, New York

4- Year UG Honours, Major
Syllabus
(2025-26)
Semester-I

Model Question Paper

Time : 3hrs

Marks:75

Part-A

Answer any Five Questions. Each Question carries 3 Marks.

5x3=15

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Answer the following questions. Each question carries 12 Marks

5x12=60

11. a) Unit-I
(Or)
b) Unit-I

12. a) Unit-II
(Or)
b) Unit-II

13. a) Unit-III
(Or)
b) Unit-III

14. a) Unit-IV
(Or)
b) Unit-IV

15. a) Unit-V
(Or)
b) Unit-V