

## INDEX

### FACULTY OF COMMERCE – CBCS

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**B. Com – Semester IV****Group II Elective1****Tourism Management****Objectives:**

- To understand the basic concept of tourism
- To study different types of tourism
- To understand the dimensions of tourism
- To study organization of tourism

**Pedagogy:** class room lecture, seminars, assignments, group discussions, case studies

**Syllabus:****Unit 1: Introduction to Tourism:****(10 Hours)**

Definition of Tourism, Historical background of tourism, Types and forms of Tourism, Factors motivating travel. Tourism Industry- Nature and Characteristics – components – Tourism Industry in India

**Unit 2: Tourism Planning and Development****(10 Hours)**

Planning for tourism; Conceptual meaning of tourism planning; coordination in planning; the planning process; tourist demand and supply; Levels and types of Tourism Planning, Public and Private sector role in Tourism Development.

**Unit 3: Tourism organizations****(10 Hours)**

World Tourism Organization (WTO), International Civil Aviation Organization (ICAO), International Air Transport Association(IATA), Pacific Asia Travel Association (PATA), Universal Federation of Travel Agents Association(UFTAA), Travel Agents Association of India (TAII), Indian Association of Tour Operators (IATO), Ministry of Tourism-Govt. Of India, India Tourism Development Corporation (ITDC)

**Books for study and reference:**

- A K Bhatia, Tourism Development – Principles and Practices; Sterling Publishers Private Limited, New Delhi
- Krishna K Kamra, Mohinder Chand; Basics of Tourism – Theory, Operation and Practice; Kanishka Publishers, Distributors, New Delhi
- Sharma, J. K. (2014), Tourism Development. Design for ecological sustainability, Kaniska Publication, New Delhi.
- Jagmohan Negi (2013). Travel Agency and Tour Operations
- Mohinder Chand (2015). Travel Agency and Tour Operations: An Introductory Text, Anmol Publication Pvt. Ltd. New Delhi.
- Dennis L Foster (2014). Introduction to Travel Agency Management
- Laurence Stevens (2010). Guiding to Starting and Operating Successful Travel Agency, Delmar Publishers
- Manual of Travel Agency Practice – Butterworth Heinemann Pub, London (2013)
- Betsy Fay (2012) Essentials of Tour Management , Prentice Hall
- Pond KL (2014), Professional Guide: Dynamics of Tour Guiding, John Wiley & Sons Publications.

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**B. Com – Semester IV****Group II Elective 2****EVENT MANAGEMENT****OBJECTIVE:**

- To provide students with a conceptual framework of Event Management
- Learn about Event Services
- Conducting Event and Managing Public Relations

**Unit: 1- INTRODUCTION TO EVENT MANAGEMENT****10 Hours**

Event – meaning; event management- need - analysis of event, scope of event, decision makers- event manager, technical staff- establishing of policies & procedure- developing record keeping systems.

**Unit: 2-EVENT MANAGEMENT PROCEDURE****10 Hours**

Principles for holding an event, general details, permissions- policies, government and local authorities, - phonographic performance license, utilities- ambulance, catering, electricity, water, taxes applicable; precautions to be taken on managing an event.

**Unit: 3-CONDUCT OF AN EVENT****10 Hours**

Preparing a planning schedule, assigning responsibility, communication and budget of event- checklist, computer aided event management– roles & responsibilities of event managers for different events. Corporate events; planning of corporate event, job responsibility of corporate events organizer, arrangements, budgeting, safety of guests and participants, creating blue print, need for entertainment in corporate events and reporting.

**Skill Development**

- Preparation of Event Plan for Wedding, Annual general body Meeting of an MNC.
- Preparing Budget for conduct of National level intercollegiate sports events.
- Preparation of Event Plan for College day Celebrations
- Preparation of Budget for Conducting inter collegiate Commerce Fest.

**Book References:**

1. Event Entertainment and Production – Author: Mark Sondern CSEP Publisher: Wiley & Sons, Inc.
2. GhouseBasha – Advertising & Media Mgt, Vikas Book House.
3. Anne Stephen – Event Management, Himalaya Publishing House.
4. K. Venkataramana, Event Management, SHBP.
5. Special Event Production – Doug Matthews – ISBN 978-0-7506-8523-8
6. The Complete Guide to successful Event Planning – Shannon Kilkenny
7. Human Resource Management for Events – Lynn Van der Wagen (Author)
8. Successful Team Management (Paperback) – Nick Hayed (Author)
9. Event Management & Public Relations by Savita Mohan – Enkay Publishing House
10. Event Management & Public Relations By Swarup K. Goyal – Adhyayan Publisher – 2009

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## B. Com – Semester IV

### Group II elective 3                  Personal Tax Planning

#### Objective:

- Enable learners to assess income tax on individual income
- Offer knowledge on tax saving avenues under Income Tax Law

#### Unit 1: Assessment of Income of Individuals    (10 Hours)

Income from Salary, Rental income, Business / Professional income, capital gains, other sources. Illustrations.

#### Unit 2: Assessment of Tax of Individuals    (10 Hours)

Investments, savings, payments and incomes deductible while computing taxable income;

Income Tax rates applicable to individuals including Senior Citizens and Super Senior Citizens. Illustrations on computation of Taxable income and income tax payable

#### Unit 3: Filing of IT Returns    (10 Hours)

IT returns by individuals, Due dates of return, PAN, Assessment Procedure.

#### Books for Reference:

- 1 Vinod K Singhanian and Monica Singhanian, Students' Guide to Income Tax, University Edition, Taxmann Publications Pvt. Ltd., New Delhi.
- 2 Girish Ahuja and Ravi Gupta, Systematic Approach to Income Tax, Bharat Law House, Delhi.
- 3 Dinkar Pagare, Law and Practice of Income Tax, Sultan Chand and Sons, New Delhi.
- 4 B.B Lal, Income Tax Law and Practice, Konark Publications, New Delhi.
- 5 T.N Manoharan, Direct Taxes, Snow White Publications, Mumbai.  
H.C Mehrotra, Income Tax Law and Accounts, Sahitya Bhavana

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