

BBA ID/MD2 – Mental Health & Stress Management

Credit: 3

Max Marks: 50

Course Objective/Course Description

Stress has become a global issue which is affecting people in all aspects of life. The intention of this course is to explore definitions of stress and approaches to managing it. The course is designed to foster coping mechanisms and reduction techniques. It is also to provide a clear understanding of how a variety of factors interact and affect in the dynamic process of creating a healthy environment.

Course Outcome:

CO1: Demonstrate a personal approach to stress management by applying techniques learned in class

CO2: Describe physiological responses to stress and how they can be affected by stress reduction techniques

CO3: Students will be proficient at how stress affects their personal health, and will know how to better manage their own stress

Course Content:

Unit 1: Introduction to Stress

Introduction to stress: Meaning, Definition, Eustress, Distress, - Types of stress: Acute stress, Episodic Acute stress and chronic stress, signs and Symptoms

Unit 2: Sources of Stress & Response

Psychological, Social, Environmental, Academic, Family and Work stress - 'Fight or Flight' Response, Stress warning signals

Unit 3: Impact of Stress

Physiological Impact of stress: Autonomic Nervous System Changes, Changes in Brain, General adaptive syndrome (GAD), Quality of sleep, Diet and Health effects - Psychological Impact of stress - Impaired Mental functions, Poor memory - Social Impact of stress: Stressful Life Events, Social support and health

Unit 4: Stress and Coping and Stress Reduction Technique

Coping Mechanisms: Appraisal focused, Emotional focused and Problem focused

Reduction Technique: Autogenic Training, Biofeedback, Relaxation & Yoga and Meditation

Unit 5: Mental Care

Care of the Self: Nutrition and Other Lifestyle Issues: Time management; Exercise; Relaxation techniques; yoga; meditation.

Suggested Readings:

1. Greenberg J.S (2008), Comprehensive Stress Management, McGraw Hill, USA
2. Stress Management by Heena T. Bhagtani, Himlaya Publishing House, 2018

3. Batra ,P., (1997): Simple Ways To Manage Stress. Think Inc. New Delhi
4. Pestonjee, D.M., (1 992): Stress and Coping - The Indian Experience. Sage Publications, New Delhi.
5. Lazarus, R.S., & Folkman., (1984): Stieess, Appraisal And Coping. Springer, New York

BBA ID/MD3: Tourism Management

Credit: 2

Max Marks: 50

Course Objective/Course Description:

This course has been introduced to highlight the prospects of Tourism industry in India. The intent of the course is to familiarise the students with tourism in India. It is also to develop students with inputs to adapt to the requirements of the changing tourism industry and analyse the various components of this industry.

- To understand the various components of tourism
- To grasp the various forms and types of tourism
- To be acquainted with the tourism business.
- To identify the emerging trends in tourism industry

Course Outcome:

CO1: Interpret and evaluate tourism as a phenomenon and as a business system.

CO2: Contextualise tourism within broader dimensions of society

CO3: Identify and assess the impact and the emerging trend in tourism industry

Course Content:

Unit 1: History of Tourism

Meaning and Definition, Objectives, Historical development of Tourism, Nature and Significance of Tourism Industry

Unit 2: Concepts of Tourism

Concept of Tourist/ Visitor/ Traveller/ Excursionist - Forms and types of Tourism - Five A's Framework of Tourism

Unit 3: Tourism Business in India

Nature of Tourism business, segments of Tourism business, factors contributing growth of Tourism business, Push and Pull factors of tourism,

Unit 4: Future of Tourism in India

New issues and challenges in Tourism business, steps taken by Indian Government, Future of Tourism business in India - Incredible India Campaign - Latest tourism policies (National and State)

Unit 5: Impact of Tourism

Positive and Negative Impacts of Tourism industry - Economic impacts, Environmental impacts, Socio Cultural impacts, Political Impacts - Emerging trends in Tourism industry, the role of Technology in Tourism industry.

Suggested Reading:

1. Goeldner, C., & Ritchie, J.R. (2011). Tourism, Principles, Practices, Philosophies. New Jersey: John Wiley.

2. Gee, Chuck Y., James C. Makens, and Dexter J.L. Choy. (1997). *The Travel Industry*, Van Nostrand Reinhold, New York.
3. Roday. S, Biwal. A & Joshi. V. (2009). *Tourism Operations and Management*, Oxford University Press, New Delhi.
4. Andrews, S. (2007). *Introduction to tourism and hospitality industry*. Tata McGraw-Hill.