

MASTER OF BUSINESS ADMINISTRATION (TOURISM MANAGEMENT)

SEMESTER-1

MBATM 011: MANAGING ORGANIZATION

Course Objective: To familiarize the students with the basic concepts and principles of management. The Students should clearly understand the definitions of different areas of management. This course will facilitate students to understand and describe specific theories related to perception, motivation, leadership, job design, And organizational change. Also this will help the student to demonstrate effective teamwork behaviour by learning the concept of group dynamics and conflict management. The course will help them evaluate methods of Motivating and rewarding individuals & group and integrate individual, group, and organizational level concepts.

UNIT I (9 sessions)

Evolution of Management Thought: Scientific Management, Classical Organization Theory School, Management Science School, Behavioral School, Systems Approach and Contingency Approach

Concept of Management: Definition, Need, Concept and Nature of Management, Skills & Management Levels, Managing in Present Competitive Environment.

UNIT II (8 sessions)

Process of Management: Planning; Organizing-departmentalization, Line and Staff relationship; Directing; Coordinating & Controlling; Decision Making: Authority and Responsibility.

UNIT III (8 sessions)

Elements of Human Behavior at Work: Definition, Concept, Need, Importance and Foundations of Organizational Behaviour, Personality, Perceptual Processes, Management and Behavioral applications of Personality, and Perception.

UNIT IV (6 sessions)

Psychological Variables and Communication Technology: Learning; Values and Attitudes; Motivation; Management and Behavioral Applications of Attitude and Motivation on Performance

UNIT V (9 Sessions)

Leadership: Style and Functions of Leader, Transformational - Transactional, Charismatic Visionary Leadership, Likert's Four Systems of Leadership and Managerial Grid.

Organisational Conflict: Concept, classification process and conflict resolution strategies,

Organisational Culture: Concept, Process and Implications of Organisational Culture:

Organisational Change: Concept, Nature, Kurt Lewin Theory of Change, Implementing Change, and Managing Resistance to Change.

SUGGESTED READING:

1. VSPRAO Managing Organization (EXCEL 1 EDITION)
2. haturvedi& Saxena - Managing Organization (Himalaya Publication)
3. Stoner, Freeman & Gilbert Jr - Management (Prentice Hall of India, 6th Edition)
4. Robbins Organization Behavior -15 e Prentice hall
5. Koontz Ilarold & Wehrich Heinz - Essentials of management (Tata Mc Graw Hill, 5th Edition 2008)
6. Newstrom John W. - Organizational Behaviour: Human Behaviour at Work (Tata Mc Graw 11111.12th Edition)
7. Iuthans Fred - Organizational Behaviour (Tata Mc Graw Hill, 10th edition)
8. McShane L. Steven, Glinow Mary Ann Von & Sharma Radha R. - Organizational Behaviour chata McGraw Hill, 4th Edition)

MBATM 012: MANAGERIAL ECONOMICS

Course objective:

The basic objective of this course is to make the students aware of the various economic issues that they are expected to face as managers at the corporate level and to equip them with the tools and techniques of economic analysis for improving their decision-making skills.

UNIT-I (6 Sessions)

Introduction to Economics, Nature and Scope of Management Economics, Significance in decision-making and fundamental concepts. Objectives of a firm. Gap between theory and practice and role of managerial economist.

UNIT-II (8 Sessions)

Demand Analysis: Law of Demand, Exceptions to the law of Demand, Determinants of Demand. Elasticity of Demand- Price, Income, Cross and Advertising Elasticity; Uses of Elasticity of Demand for managerial decision making, measurement of Elasticity of Demand. Demand forecasting meaning, significance and methods.

UNIT-III (10 Sessions)

Supply Analysis; Law of Supply, Supply Elasticity: Analysis and its uses for managerial decision making. Production concepts & analysis: Production function, single variable-law of variable proportion, two variable-Law of returns to scale. Cost concept and analysis, short-run and longrun cost curves and its managerial use.

UNIT-IV (12 Sessions)

Market Equilibrium and Average Revenue Concept. Market Structure: Perfect Competition, features, determination of price under perfect competition. Monopoly: Feature, pricing under monopoly. Price Discrimination. Monopolistic: Features, pricing under monopolistic competition, product differentiation. Oligopoly: Features, kinked demand curve, cartels, price leadership. Pricing Strategies; Price determination, full cost pricing, product line pricing, price skimming, penetration pricing.

UNIT-V (6 Sessions)

National Income: Concepts and various methods of its measurement, Inflation, types and causes, Business Cycle. Profit concept and major theories of profits; Dynamic Surplus theory. Risk & Uncertainty bearing theory and Innovation theory.

Suggested Readings:

1. L.Dwivedi D.N. - Managerial Economics (Vikas Publication. 7th Edition)
2. Petersen/jain Managerial economics-4e (Prentice hall)
3. Raj Kumar-Managerial Economics(UDH PUBLISHERS, 2013 edition)
4. Damodaran Suma - Managerial Economics (Oxford 2006)
5. Atmanand- Managerial Economics (Excel Books)
6. Keats- Managerial economics-6e (Prentice hall)
7. Vanita Agarawal-Managerial Economics-Pearson
8. M.L. Jhingan & J.K. Stephan - Managerial Economics (Vrinda Publications 2nd Edition)
9. Singh- Managerial Economics (Wiley Dreamtech)
10. Hirschey Mark - Economics for Managers (Thomson, India Edition, 2007)

MBATM 013: Business Accounting

Course objective:

The main objective of this course is to acquaint the students with fundamental concepts and processes of accounting so that they are able to appreciate the nature of item presented in the annual accounts of an organisation. Further, it aims at familiarizing the student with those significant tools and techniques of financial analysis, which are useful in the interpretation of financial statements. These tools and techniques form an important part of management planning and control systems. Thus, the course does not intend to make the students expert accountant.

Unit I (6 Sessions)

Overview: Accounting concepts, conventions and principles; Accounting Equation, International Accounting principles and standards: Objectives of Accounting, Matching of Indian Accounting Standards with International Accounting Standards

Unit II (10 Sessions)

Mechanics of Accounting: Double entry system of accounting, journalizing of transactions; ledger posting and trial balance ,preparation of final accounts, Profit & Loss Account, Profit & Loss Appropriation account and Balance Sheet, Policies related with depreciation, inventory and intangible assets like copyright, trademark, patents and goodwill

Unit III(8 Sessions)

Analysis of financial statement: Ratio Analysis- solvency ratios, profitability ratios, activity ratios, liquidity ratios, market capitalization ratios; Common Size Statement; Comparative Balance Sheet and Trend Analysis of manufacturing, service & banking organizations.

Unit IV (8 Sessions)

Funds Flow Statement: Meaning, Concept of Gross and Net Working Capital, Preparation of Schedule of Changes in Working Capital, Preparation of Funds Flow Statement and its analysis;

Unit V (8 Sessions)

Cash Flow Statement: Various cash and non-cash transactions, flow of cash, difference between cash flow and fund flow, preparation of Cash Flow Statement and its analysis,

SUGGESTED READINGS

- 1)Maheshwari S.N & Maheshwari SK - A text book of Accounting for Management (Vikas, 10th Edition)
- 2)Ambrish Gupta - Financial Accounting: A Managerial Perspective (Prentice Hall, 4th Edition)

MBATM 014: MARKETING MANAGEMENT

Course Objective:

This course intends to provide an experienced-based approach to marketing theory and its practical application. The course is designed to enable the students to learn the basic of marketing. Topics of the syllabus shall be addressed and discussed from an application oriented perspective.

Unit I (8 Sessions)

Core Concepts of Marketing: Concept, Meaning, definition, nature, scope and importance of marketing, Goods - Services Continuum, Product Market, Approaches to Marketing - Product - Production - Sales - Marketing - Societal - Relational. Concept of Marketing Myopia, Holistic Marketing Orientation, Customer Value, adapting marketing to new liberalised economy - Digitalisation, Customisation, Changing marketing practices

Unit II (12 Sessions)

Market Analysis and Selection: Nature and Contents of Marketing Plan. Marketing environment. Controllable and Uncontrollable factors effecting marketing decisions, Analyzing latest trends in Political, Economic, Socio-cultural and Technical Environment, Concept of Market Potential & Market Share, Concept, Characteristics of consumer and organizational markets. Buyer Behavior, 5 step Buyer decision process.

Meaning and concept of market segmentation, Bases for market segmentation, Types of market segmentation, Effective segmentation criteria. Evaluating & Selecting, Target Markets, Concept of Target Market, Positioning and differentiation strategies, Concept of positioning - Value Proposition & USP, Marketing Information System, Strategic marketing planning and organization.

Unit III (6 Sessions)

Product Decision- Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labeling; Product life cycle - strategic implications: New product development and consumer adoption process.

Unit IV (6 Sessions)

Price Decision- Concept, and Meaning of Price and Pricing. Significance of Pricing Decision, Factors affecting price determination: Pricing Methods and Techniques, Pricing policies and strategies; Discounts and rebates.

Unit V (8 Sessions)

Place Decision- Nature, functions, and types of distribution channels; Distribution channel intermediaries: Channel management decisions, Marketing channel system - Functions and flows; Channel design, Channel management - Selection, Training, Motivation and evaluation of channel members;

Promotion Decision- Communication Process; Promotion mix - advertising, personal selling, sales promotion, publicity and public relations; Media selection; Advertising effectiveness: Sales promotion - tools and techniques.

Suggested Readings

1. Philip Kotler-Agnihotri : Principle of marketing 13 e, Pearson Education
2. Ramaswamy V.S. and Namakumari S - Marketing Management: Planning, Implementation and Control (Macmillan, 3rd Edition).
3. Rajan Saxena: Marketing Management, Tata McGraw Hill.
4. R Kumar & Goel - Marketing Management (UDH Publishers, edition 2013).
5. Tapan Panda : Marketing Management, (ExcelBooks)
6. Stanton William J - Fundamentals of Marketing (TATA Mc Graw Hill)
7. Etzel M.J. Walker B.J. and Stanton William J - Marketing concept & Cases special Indian Edition (Tata Mc Graw Hill, 13th Edition).

MBATM 015: COMMUNICATION FOR MANAGEMENT

Course Objective:

This course intends to develop good communication skills in students for their future jobs and endeavours in the corporate world so that they can gain a cutting edge over their other counterparts within the country and across the globe.

UNIT I (6 Session)

INTRODUCTION: Definition and classification of communication purpose of communication, process of communication, importance of communication in management. communication structure in organization, barriers & gateway in communication. 7 C's of communication, Impact of cross cultural communication.

UNIT II (8 Session)

EMPLOYMENT COMMUNICATION: Writing CVs & Application Letter. Group discussions, interview, types of interview, candidates preparation, Interviewers preparation; Impact of Technological Advancement on Business Communication, Communication networks, Intranet. Internet, teleconferencing, videoconferencing

ORAL COMMUNICATION: What is oral Communication, principles of successful oral communication, two sides of effective oral communication, effective listening, non-verbal communication, Body language, Paralanguage.

UNIT III (8 Session)

WRITTEN COMMUNICATION: Purpose of writing, pros & cons of written communication, clarity in writing, principles of effective writing, writing technique.

BUSINESS LETTERS AND REPORTS: Introduction to business letters, Types of business letter, Layout of business letter, Reports: definition & purpose, types of business reports, reports writing

UNIT IV (10 Session)

GROUP COMMUNICATION- Meetings: need, importance & planning of Meetings, drafting of notice, agenda, minutes & resolutions of Meeting, writing memorandum, press release, press conference, Business etiquettes - netiquettes, telephonic & table etiquettes.

PRESENTATION SKILLS: What is a presentation: elements of presentation, designing a presentation, advanced visual support for Business presentation types of visual aid, appearance & posture, practicing delivery of presentation.

UNIT V (8 Session)

CORPORATE COMMUNICATION: Definition, scope, importance & components of corporate communication, professional communicator responsibilities, corporate communication & Public Relation, role of social media in communication.

RECOMMENDED BOOKS:

1. Lesikar RV & Pettit Jr. JD - Basic Business Communication: Theory & Application (Tata Mc Grow Hill, 10th Edition).
2. Bisen & Priya - Business Communication (New Age International Publication)
3. Kalkar, Suryavanshi, Sengupta - Business Communication (Orient Blackswan)
4. M.K. Sehgal & V. Khetrapal - Business Communication (Excel Books).
5. P.D. Chaturvedi - Business Communication (Pearson Education, 3rd Edition 2006).
6. Sharma R.C., Mohan Krishna - Business: Correspondence and Report Writing (Tata McGraw Hill, 3rd Edition)
7. Rajendra Pal - Business Communication (Sultan Chand & Sons Publication).

MBATM 016: FUNDAMENTALS OF COMPUTERS & INFORMATION SYSTEM

Course objective:

The objective of this course is to acquaint the students with the application of computers in understanding latest trends in information technology. This course will also provide an orientation about the increasing role of management information system in managerial decision making with the help of computers and how information is processed, stored and utilized.

Unit I (10 Sessions)

Hardware: (a) Input devices - keyboard, printing devices, voice speech devices, scanner, MICR, OMR, Bar code reader, digital camera etc. (b) Output devices - Visual Display Unit, printers, plotters etc.(c) Storage Devices - Magnetic storage devices, Optical storage devices, Flash Memory etc.

Software: Introduction: Types of software with examples; Introduction to languages, compiler. interpreter and assembler.

Operating System: Definition, Functions, Types and Classification, Elements of GUI based operating system- Windows- Use of menus, tools and commands of windows operating system.

Unit II (10 Sessions)

Use of MS-Office: Basics of MS-Word, MS-Excel and MS-PowerPoint; MS Access: Overview of MS-Access. Creating tables, queries, forms and reports in MS-Access.

Computer Networks: Overview of Computer Network, Types of computer networks (LAN, WAN and MAN), Network topologies,

Internet: Overview of Internet, Architecture & Functioning of Internet, Basic services over Internet like WWW, FTP, Telnet, Gopher etc., IP addresses, ISPs, URL, Domain names, Web Browsers, Internet Protocols. Search engines, e-mail. Web browsing, searching, downloading & uploading from Internet. Applications of Information Technology & upload Internet DP Teln. Archit

Unit III (8 Sessions)

MIS Introduction: Concept of Data and Information, Information Systems, Classification, Operations Support System (OSS), Management Support System(MSS), Transaction Processing System(TPS), Process Control System(PCS), Enterprise Collaboration System(ECS), Management Information System(MIS), Decision Support System(DSS).

Artificial Intelligence (AI), Applications Of Artificial Intelligence: Neural Networks, Fuzzy Logical Control System, Virtual Reality Expert System(ES), Executive Information System(EIS), Cross Functional Information Systems,

Unit IV (6 Sessions)

Developing MIS Systems: System Development Life Cycle. Investigation Phase. Prototyping, Feasibility Analysis, System Analysis (DFD and ER Diagram), System Design, Implementing Business Systems. Testing, Documenting, Training. Conversion and Maintenance

Unit V (6 Sessions)

Applications: Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), Security and Ethical Challenges of IT, Ethical Responsibility - Business Ethics, Technology Ethics: Cyber Crime and Privacy Issues.

Suggested Readings

- 1.Shrivastava-Fundamental of Computer& Information Systems (Wiley Dreamtech)
- 2.Leon A and Leon M - Introduction to Computers (Vikas, 1st Edition).
- 3.ITL ESL - Introduction to Information Technology (Pearson, 2nd Edition).
- 4 ITL ESL - Introduction to Computer science (Pearson 2nd Edition).
5. Introduction to Computers, Norton P(TATA McGraw Hill)
- 6.Leon - Fundamentals of Information Technology, (Vikas)

MBATM 017: TOURISM CONCEPTS & IMPACTS

Course Objective and Outcome:

This will be an introductory module giving the basis of tourism studies. This will give an overview of tourism industry and various organizations.

Unit-1

Introduction: What is Tourism? Definitions and Concepts, tourist destination, services and industry, definition and historical development, Past to 2nd world war, recent and current 1945,2002, Future from 2002 onwards. General Tourism Trends. Types of Tourists. Visitor. Traveller, and Excursionist- Definition and differentiation. Tourism, recreation and leisure, their interrelationships.

Unit - II

Tourism Products & Attraction: Nature, Characteristics and Components of Tourism Industry. Why it is different from other types of consumer product? Elements and characteristics of tourism products. Tourism product production system. Tourism Product Life Cycle, typology of tourism products

Unit -III

Types and Forms of Tourism: Inter-regional and intra-regional tourism, inbound and outbound tourism, domestic, international tourism. Forms of Tourism: religious, historical, social, adventure, health, business, conferences, conventions, incentives, sports and adventure, senior tourism, special interest tourism like culture or nature oriented, ethnic or roots" tourism and VFR

Unit - IV

Tourist Transportation: Air transportation: The airline industry presents policies, practices. Functioning of Indian carriers. Air Corporation Act, Air charters.

Surface Transport: Rent-a-car Scheme and Coach-Bus Tour, Fare Calculation. Transport & Insurance documents. All-India Permits

Rail Transport: Major Railway Systems of World, (Euro Rail and Amtrak) General information about Indian Railways, Types of rail tours in India:, Place-on-Wheels and Royal Orient, Deccan Odessy, Toy Trains. Indrail Pass.

Water Transport: Historical past, cruise ships, ferries, hovercrafts, river and canal boats, Flycruise.

Unit - V

A study of International Tourism Organizations: Origin, location and functions of WTO, IATA, PATA, ASTA, UFTAA, and ICAO.

Suggested Readings:

- Mill and Morrison. (1992), The Tourism System: An Introductory Text, Prentice Hall.
 - Cooper, Fletcher et al. (1993), Tourism Principles and Practices, Pitman.
 - Burkart and Medlik, (1981), Tourism: Past, Present and Future, Heinemann, ELBS.
- Mill, R.C., (1990), Tourism: The International Business, Prentice Hall, New Jersey.
Bhatia, A.K., - International Tourism
Seth, P.N., (1999) Successful Tourism Management (Vol 1 &2)

MASTER OF BUSINESS ADMINISTRATION (TOURISM MANAGEMENT)

SEMESTER II

MBATM 021: Human Resource Management

Course Objective:

The of this course is to endow the student with a broad perspective on themes and Issues of Human Resource Management along their relevance and application in the Indian prospect. It will help the students to build up and refine decision making skills so that they can help organizations effectively conduct personnel management and employee relations.

UNIT I

Human Resources Management (HRM): Meaning. Nature and Scope, Difference between HRM, And Personal Management, HRM functions and objectives.

UNIT II

Human Resources Development in India: evolution and principles of HRD, HRD Vs. Personnel functions, Role of HR managers. Strategic Human Resource Management Nature of strategies and Strategic Management, Strategic Management Process - Environmental Scanning, Strategy, Formulation, implementation and evaluation.

Human Resources planning: Definition, purposes, processes and limiting factors.

UNIT III

Job Analysis: Job Description, Job Specification. The systematic approach to recruitment policy. recruitment procedures, recruitment methods and evaluation.

The systematic approach to selection: the selection procedure, the design of application form. selection methods. .the offer of employment, and evaluation of process.

UNIT IV

Performance Appraisal: Definition, Purpose of appraisal, Procedures and Techniques including 360 degree Performance Appraisal, Job Evaluation, Compensation Administration and .Objectives of compensation, components of pay structure in India, Wage Policy in India -- Minimum Wage, fair age and Living Wage.

Unit V

Discipline and Grievance Procedures: Definition, Disciplinary Procedure. Grievance Handling Procedure.

Industrial Relations: Nature, importance and approaches of Industrial Relations.

Promotion, Transfer and Separation: Promotion purpose, principles and types; Transfer – reason, principles and types.

Suggestion Readings:

1. Bhattacharyya Human Resource Management, Text and Cases (Excel Books, .),
2. Aswathappa K - Human Resource and Personnel Management (Tata McGraw Hill, 5th Ed.).
3. Decenzo- Human Resource Management (Wiley Dreamtech)
4. Dessler Human Resource Management (Pearson Education. 13th Ed.)
5. 1vansevich Human Resource Management (Tata Hill- 10th Ed.)
6. Mondy -- Human Resource Management (Prentice hall, 1 0th Ed.)
7. Bernardi --- Human Resource Management (Tata McGraw Hill, 4th Ed.)
8. Singh. Nisha - Human Resource Management (Himalaya Publication)

MBA TM 022: Business Laws

Course Objective:

The course aims at familiarizing the participants various legal aspects of business. It aims at providing a rich fund of contemporary knowledge time tested principles. basic concepts. emerging ideas. Evolving theories- latest technique, ever changing procedures & practices in the field of law in a comprehensive Way.

UNIT I

The Indian Contract Act, 1872: Definition of a Contract and its essentials, Formation of a Valid Contract - Offer and Acceptance. Consideration, Capacity to Contract, Free consent. Legality of object, Discharge of a Contract by performance, Impossibility and Frustration, Breach, Damages for breach of a contract.

UNIT II

The Indian Partnership Act, 1932: Definition of Partnership and its essentials, Rights and Duties of Partners: Types of Partners. Minor as a partner, Doctrine of Implied Authority, Registration of Firms. Dissolution of firms.

Limited Liability Partnership Act, 2000

Incorporation by registration, Relationship of members, members as agents- ex- members. designated members, Cessation of trade by Limited liability partnership.

UNIT III

The sale of Goods Act, 1930: Definition of a Contract of Sale, Conditions and Warranties, Passing of Property, Right of Unpaid Seller against the Goods, Remedies for Breach.

The Negotiable Instrument Act, 1881: Definition and characteristics, Kinds of negotiable instruments, Promissory Note. Bill of Exchange and Cheques, Crossing of Cheques, Bouncing of Cheques.

UNIT IV

The Companies Act, 1956: Nature and Definition of a Company, Registration and incorporation Memorandum of Association, article of association, Prospectus, Kinds of Companies.

The Consumer Protection Act, 1980: Aims and Objects of the Act, Redressal Machinery under the Act, Procedure for complaints under the Act.

UNIT V

The Information Technology Act, 2000: Definition, Digital Signature, Electronic Governance, Attribution, Acknowledgment and Dispatch of Electronic Records, Sense Electronic Records and Sense Digital Signatures, Regulation of Certifying Authorities, Digital Signature Certificates, Duties of Subscribers, Penalties and Offences.

The Right to Information Act, 2005: Right to know, Salient features of the Act, obligation of public Authority, Designation of Public Information officer, Request for obtaining information, Duties of a PIC), Exemption from disclosure of information, Partial disclosure of information, Information commissions, powers of Information Commissions, Appellate Authorities.

Suggested Readings:

1. Kuchhal MC, - Business Law (Vikas Publication. 4 th Edition)
2. Gulshan S.S. - Business Law Including Company Law (Excel Books)
3. Avtar Singh - Principles of Mercantile Law (Eastern Book Company, 7th Edition).
4. N.D Kapoor & Rajni Abbi-General Laws & Procedures (Sultan Chand & Sons)
5. Durga Das Basu- Constitution of India (Prentice Hall of India)

MBA TM 023: Tourism Resources

Course Objectives and Outcome:

The module give information of countries tourist places of national & international importance and it helps the students to know the background knowledge of tourism resources.

Unit I

Natural Resources: wildlife Sanctuaries, National Parks and Natural reserves in India (Corbett National Park, Bharatpur Bird Sanctuary, Valley of flowers, Kanha, Kajiranga, Sasan gir, Dachigam, Ranthambhur and keoladeo ghana) Hill Stations attractions & their environs with case studies of mussoorie, Nainital, Munnar& Ooty.

Beaches and Islands: Beaches in Goa, Kerala, Orissa. Andaman Nicobar & Lakshadweep island.

Unit II

Popular Tourist Resources: Delhi, Agra, Jaipur. Varanasi, Khajoraho, Chennai, Bangalore, Hyderabad. Mahabalipuram. Madurai. Thajour, Hampi, Ellora, Elephenta, Konark and Fatehpur Sikri. Monuments- Qutub Minar- Atala Mosque (Jaunpur), Kirti stambh.(Chittor), Sher Shah Suri's Tomb, Sikandara, Red fort (Delhi), Taj Mahal- (Golden Temple (Amritsar), Hawa Mahal (Jaipur), Bara Imambara (Luck now).

Unit III

Pilgrimage Destinations: Hindu- Charo Dham yatra, .Jyotirlinga Yatra, Devi Yatra Vindhyachal (U.P.) Kamakhya (Assam), Vaishnovadevi, Kashi, Prayag, Gaya, Ayodhya, Mathura, Vrindavana, Allahabad, Ujjain, Haridwar, Nasik, Ganga Sagar.

Buddhist: Lumbini, Bodhgaya, Sarnath, Kushinagar, Sharavasti, Sankisa, Vaishali, Rajgriha, Kapils astu- Nalanda, Sanchi, Ajanta.

Jain: Kashi, Pavapuri, Shatrunjaya, Girnar, Mt. Abu, Sharavanbelgola.Palitana.

Muslim: Ajmer Sharif, Nizamuddin (Delhi), Fatehpur Sikri, and some important Mazars.

Sikh: Patna,Nanded, Guru-ka-Tal (Agra), Amritsar.

Saint: Kabir, Tulsi. Raidas, Sankatacharya.

Unit IV

Fairs and Festivals: Kumbha, Pushkar, Sonapur, Dadari, Tarnetar, Chhatha, Pongal, Maakrsankrati, Vaishakhi, Meenakshi Kalyanam, Holi, Gangaur, Onam, Durga Pooja, Ram leela, Diwali, Kartik Purnima (Dev Deepawali, Guru Parb), Dashahara (Kullu), Rath Yatra, Nag- Nathaiya (Varanasi), Bhrawafat, Id-ul- Fitr, Easter, Christmas, Carnival (Goa), Burwha Mangal (Varanasi), Ganga Mahotsava, Taj Mahotsava, Khajuraho Mahotsava and Desert Festivals.

Unit V

Handicrafts and Handlooms, History of Dance Styles and main Gharanas of North Indian Music,History of Drama in India and its present scenario..

Suggested Readings:

1. •Gupta, sp Lai, 1k, Bhattacharya, M. Cultural Tourism in India (DK Print 2002)
2. •Dixiu M and Sheela, C. Tourism Products (New Royal Book, 2001)
3. •Oki Morihiro- Fairs and FestixaÄls, World Friendship Association, Tokyo, 1988.
4. •Mitra, DevTa- Buddhist Architecture, Calcutta.
5. •Michell, George, Monuments of India, Vol. I . London.
6. •Davies. Philip. Monuments of India, Vol. II.,London.
7. •Brown Percy, Indian Architecture (Buddhist and Hindu),Bombav.
8. •Brown Percy, Indian Architecture (Islamic period), Bombay.
9. •Hawkins. R.E., Encyclopaedia of Indian Natural History.
10. •Vatsayana, Kapila. Indian Classical Dance, New Delhi.
11. •Swami, Prayaganand, History of Indian Music.
12. •Jain, Jyotindra & Arti, Aggrawala : National Handicrafts and Handlooms Museum.

13. •Mode. H. & Chandra.S. : Indian Folk Art, Bombay.
14. •Mehta. R. J. : Handicrafts & Industrial Arts of India, New York.
15. •Grewal, Bikram (ed) : Indian Wildlife.

MBA TM 024: (Cost & Management Accounting)

The objective of this course is to expose the students to the applied aspect of accounting and making them familiar with the techniques of using Accounting information for decision making having been introduced to these techniques and having acquired the ability to understand accounting language- the students should be in a position to make effective use of accounting information in resolving the problems, which they may face as managers.

Unit I (8 Sessions)

Introduction: Accounting for Management, Role of Cost in decision making. Comparison of Management Accounting and Cost Accounting, types of cost, cost concepts, Elements of cost Materials, Labour and overheads and their Allocation and Apportionment, preparation of Sheet, Methods of Costing, Reconciliation of Cost and Financial Accounting.

Unit II (8 Sessions)

Marginal Costing: Marginal Costing versus Absorption Costing, Cost-Volume-Profit Analysis and P/V Ratio Analysis and their implications, Concept and uses of Contribution & Breakeven Point and their analysis for various types of decision-making like single product pricing, multi product pricing, replacement, sales etc.

Unit III (10 Sessions)

Differential Costing and Incremental Costing: Concept, uses and applications. Methods of calculation of these costs and their role in management decision making like sales, replacement, buying etc. Budgeting: Concept of Budget, Budgeting and Budgetary Control, Types of Budget, Static and Flexible Budgeting, Preparation of Cash Budget, Sales Budget, Production Budget, Materials Budget, Capital Expenditure Budget and Master Budget. Advantages and Limitations of Budgetary Control.

Unit IV (8 Sessions)

Standard Costing: Concept of standard costs, establishing various cost standards. calculation of Material Variance, Labour Variance, and Overhead Variance, and its applications, implications.

Neo Concepts for Decision Making: Activity Based Costing, Cost Management. and Value Chain Analysis, Target Costing & Life Cycle Costing applications of each..

Unit V (6 Sessions)

Responsibility Accounting & Transfer Pricing: Concept and various approaches Responsibility Accounting, concept of investment center, cost center, profit center responsibility center and its managerial implications. Absorption Costing.

Suggested Readings:

1. Pandey I - Management Accounting (Vikas) (Atd)
2. Vij – Management Accounting (Excel Books)
3. alakrishnan Managerial Accounting (Wiley I)
4. Alex -Cost Accounting (Pearson)
5. Khan and Jain – Management Accounting (Tata McGraw – Hill 2000)

6. Sinha- Accounting and Costing for Management (Excel Books)
7. Introduction to Management Accounting (Prentice hall,12th edition)

MBA TM025: TRAVEL AGENCY AND TOUR OPERATIONS

Course Objectives and Outcome:

The students will understand the conceptual meaning and differentiation between travel agency and Tour operation. Further they understand formalities and documentation needed to set up these units.

Unit I

Travel formalities: Travel Formalities: Passport, Visa, Health requirements, taxes, customs, currency- travel insurance, baggage and airport information. History of Travel Agency and Tour Operation Business: History, Growth, and present status of Travel Agency. Definition of Travel Agency and differentiation between Travel Agency and Tour Operation business. Travel Agency and Tour Operators: Linkages and arrangements with hotels, airlines and transport agencies and other segments of tourism sector.

Unit II

Approval of Travel Agents and Tour Operators: Approval by Department of Tourism, Government of India. IATA rules and regulations for approval of a travel agency, by Airlines and Railways. Study of various Fiscal and Non Fiscal incentives available to travel agencies and Tour Operations business.

Unit III

Functions of a Travel Agent: Understanding the functions of a travel agency - travel information and counselling to the tourists, Itinerary preparation, reservation, ticketing, preparation and marketing of Tour packages, handling business/corporate clients including conference and conventions. Sources of income: Commission, Service Charges. Travel Terminology, Current and popular travel trade abbreviations and other terms used in preparing itineraries.

Unit IV

Functions of a Tour Operator: Market research and tour package formulation, assembling, processing and disseminating information on destinations. Liaisoning with principles, preparation of Itineraries, tour operation and post tour Management. Sources of Income for tour operation.

Unit V.

Public and Private sector in Travel Agency Business and Tour Operation Business.

Organizational Structure and various Departments of a Travel : Agency. Case study of ITDC, Case SITA, Cox & Kings, TCI and Thomas Cook. The Indian Travel Agents and Tour Operators — an overview. National Trade Associations: IATO and TAAI.

Suggested Readings:

1. lolloxsay. J (1983), The Business of Tourism. McDonald and Evans, Plymouth.
2. SSI • att (ivsencia, (1995). Manual of Travel Agency Practice, Butterworth Heinmann, London
3. Stevens Lauru • nce. (1990). Guide to Starting and Operating Successful Travel Agency, a Delmar Publishers Inc., New York.
4. Chand. Mohinder. "Travel Agency Management, Anmol Publication
5. Seth, P. IN., (1992), Successful Tourism Management Vol. I & 2, Sterling Publications, Delhi
6. Foster, Douglas (1983), Travel and Tourism Management, McMillan, London

MBA TM 026: Research Methodology

Course Objective:

The objective of this course is to develop the research skills of the students in investigating into the business problems with a view to arriving at objectives, findings and conclusion and Interpreting the results of their investigation in the form systematic report.

Unit I

Introduction: Concept of Research and Its Application in various functions of management, Types of Research, Types of Business Problems encountered by researcher, Problems & Precautions to the Researchers.

UNIT II

Process of Research: Steps Involved in Research Process. Research Design: Various Methods of Research Design, Collection of Data.

UNIT III

Concept of Sample, Sample Size and Sampling procedures, Various types of sampling. Techniques, Determination and Selection of Sample Member. Types of data: Secondary & Primary. Various Methods of Collection and Data. Preparation of questionnaire & schedule, Types of Questions, Sequencing of Questions, Check Questions, length of questionnaire Precautions in Preparation of Questionnaire and Collection of data.

UNIT IV

Analysis of Data: Coding, Editing and Tabulation of data, Various kinds of charts and .Diagrams Used in Data Analysis: Bar and Pie Diagrams and their significance. Data Analysis, Application and Analysis Measurement of Tendency, Measure of Dispersion and their Advantages, SPSS, ANOVA.

UNIT V

Report Preparation: Types and Layout of Research Report. Precautions and preparing of Research Report, Bibliography and Annexure in the Report their significance, drawing conclusions, Suggestions and Recommendations to the Concerned person.

Suggested Readings:

1. Kothari C R Research Methodology Methods & Techniques (New Age Publishers), Saunders Research Methods for Business students
2. Cooper and Schindler - Business Research Methods Mc (Graw Hill. 9th Edition)
3. B.C. Murthy- Research Methodology (Vrinda Publications)
4. Bhattacharyya Research Methodology (Excel Books)
5. Panneer Selvam - Research Methodology (Prentice Hall of India, Edition 2008)
6. Gravetter - Research Method for Behaviourial Sciences (Cengage Learning)

MBA TM 027: Hospitality & Tourism Management

Course Objectives and outcomes:

The aim of the course is to provide elementary knowledge of tourism transportation, hotel, destination and future scope.

Unit I

Hospitality Management/ Industry: Introduction of hospitality industry. Origin & nature, Evolution & growth of hospitality industry, hospitality industry in today's scenario, importance of hospitality industry, training for hospitality management.

Unit II

Tourism and Hospitality: Definition of Tourism, evaluation of tourism industry, Components of tourism, concepts of domestic and international tourism. Basic travel regulation.

Significance and impacts of tourism: Socio-cultural, economic & environmental, Typologies of tourism, Travel Motivators, tourism product of India (World's heritages sites)

Unit III

Hotel Management Overview of the Accommodation industry, Hotel organisation structure. Classification of Hotels, Departments of Hotel. Hotel categories – star rating, types of hotel rooms, plans & rates. Front Office its Co-ordination with other departments

Unit IV

Food & Beverages, Organizational Chart of Housekeeping department, responsibilities, traits & Duties of House Keeping Staff, Knowledge of other Departments. Menu. The cover,

Service Equipment: Linen, Furniture, Chinaware, Glassware, table ware, briefing, banquets. Alcohol & Non Alcoholic Beverages, Conference & Convention management.

Unit V

Laws Guidelines: Recognition of Travel Agency. Tour Operator travel guide licence & Permits required for Hotels National & International Organization IATA, PATA, ICAO, WTO, UFTAA, FHRAI and TAAI.

Suggested Readings:

1. Stephen Ball- Jones Peter, Kirk Dax id and Lock ood Andrew
2. James A IBA Idi - Hotel Front Office Management
3. G. Raghubalan, Smritee Raghubalan – Hotel House Keeping (Oxford University Press)
4. Sudhir Andrews: Hotel House Keeping Training Manual (Tata Mc Graw Hill. 01st Ed.)
5. Negi Jagmohan --- Hotel and Tourism Laws (Frank
6. Michael Flynn, Caroline Ritchie Public House and Bex erage N lanayement
7. Lee-Ross Darren -- HRM in Tourism and Hospitality (C engage Learning)
8. Marketing for Hospital Kotler Philip. Bowen John and Makens James (Pearson Education, 3rd Ed.)

Course Objective: The objective of the section is to develop conceptual understanding of the topic among the students and comprehend the environment of making of an Entrepreneur. Specific topics to be covered in the section are as follows:

Unit I

Meaning, Definition and concept of Enterprise, Entrepreneurship and Entrepreneurship Development. Evolution of Entrepreneurship. Theories of Entrepreneurship. Characteristics and Skills of Entrepreneurship, Concepts of Intrapreneurship. Entrepreneur. Entrepreneur Vs. Intrapreneurship, Entrepreneur Vs. Manager, Role of Entrepreneurship in Economic Development, Factors affecting Entrepreneurship, Problems of Entrepreneurship

Unit II (6 Sessions)

Meaning and concept of Entrepreneurial Competency, Developing Entrepreneurial Competencies, Entrepreneurial Culture, Entrepreneurial Mobility, Factors affecting Entrepreneurial mobility, Types of Entrepreneurial mobility.

Entrepreneurial Motivation: Meaning and concept of Motivation, Motivation theories, Entrepreneurship Development Program: Needs and Objectives of EDPs, Phases of EDPs, Evaluation of EDPs

Unit III

Role of Government in promoting Entrepreneurship. MSME policy in India. Agencies for Policy . Formulation and Implementation: District Industries Centers (DIC). Small Industries Service Institute (SISI), Entrepreneurship Development Institute of India (EDII). National Institute of Entrepreneurship & Small Business Development (NIESBUD), National Entrepreneurship Development Board (NEDB), TFCI Financial Support System: Forms of Financial support. Long term and Short term financial support, Sources of Financial support, Development Financial Institutions, Investment Institutions.

Unit IV

Women Entrepreneurship: Meaning, Characteristic features, Problems of Women Entrepreneurship in India, Developing Women Entrepreneurship in India, Concept of Social Enterprise and Social Entrepreneurship, Social Entrepreneurs, Sustainability Issues in Social Entrepreneurship, Rural Entrepreneurship, Family Business Entrepreneurship, Concepts of Entrepreneurship Failure, Issues of Entrepreneurial failure. Fading of Entrepreneurial success among once leading corporate groups, Entrepreneurial resurgence. Reasons of Entrepreneurial Failure, Essentials to Avoid Unsuccessful Entrepreneurship.

Unit V

Forms of Business Ownership, Issues in selecting forms of ownership, Environmental Analysis, Identifying problems and opportunities, Defining Business Idea, Planning Business Process, Project Management: Concept, Features, Classification of projects, issues in Project Management, Project Identification, Project formulation, Project Design and Network Analysis, Project Evaluation, Project Appraisal, Project Report preparation, Specimen of a Project Report.

Suggested Readings:

- 1 . Lall & Sahai: Entrepreneurship (Excel Books 2 edition)
2. Couger, C- Creativity and Innovation (IP P, 1999)
3. Kakkar D N - Entrepreneurship Development (Wiley Dreamtech)
4. A.K. Rai Entrepreneurship Development, (Vikas Publishing)
5. Sehgal & Chaturvedi- Entrepreneurship Development (UDH Publishing edition 2013)
6. R.V. Badi & N. V. Badi - Entrepreneurship (Vrinda Publications, 2nd Edition)
7. Holt - Entrepreneurship : New Venture Creation (Prentice-Hall) 1998.
8. Barringer M J - Entrepreneurship (Prentice-Halls 1999).
9. Nina Jacob, - Creativity in Organisations (Wheeler, 1998)

MBA TM 032: Business Statistics (Theory & Practices)

Course Objective

The objective of the course is to make the students familiar with basic statistical techniques and their applications in managerial decision making.

Unit I (8 Sessions)

Role of statistics: Application of inferential statistics in managerial decision making; Measures of central tendency: Mean, Median & Mode and their implications; Measures of dispersion: Range, Mean Deviation, Standard Deviation, Coefficient of variation (C.V.), Skewness, Kurtosis.

Time series analysis: Concept, Additive and Multiplicative Models, Components

Trend analysis: Least Square method, Linear and Non-Linear

equations. Applications in business decision-making.

Unit III (10 Sessions)

Index Numbers: Meaning, Types of index numbers, uses of index numbers,

Construction Price.

Quantity and Volume indices: Fixed base and Chain base methods.

Correlation: Meaning and types of correlation, Karl Pearson and

Spearman Rank Correlation

Regression: - Meaning, Regression equations and their application,

Partial & Multiple correlation & regression: An overview.

Unit IV

Probability: Concept of probability and its uses in business decision-making: multiplication theorems; Bayes' Theorem and its applications.

Probability Theoretical distributions: Concept and application of Binomial: Poisson and Normal distribution

Unit V

Estimation Theory and Hypothesis Testing: Sampling theory; Formulation of hypothesis, Application of Z test, t-test, F-test and Chi-Square test. Techniques of association of attributes and Testing.

SUGGESTED READINGS

1. Bhardwaj - Business Statistics (Excel Books)

2. Gupta C B, Gupta V - An Introduction to Statistical Methods (Vikas 995, 23rd

rank correlation. Partial and Multiple

Addition and Theoretical distributions of Hypotheses: of Attributes & Edition) Olack- Business Statistics (Wiley Dreamtech)

5. Sharma J - Business statistics (Pearson education 2nd edition) Stair Jr Quantitative for Management (Prentice-Hall, 7th edition)

6. Levin Rubin Statistics for Management (Pearson 2000, Delhi, 7th Edition).

7. Iyer - Business Statistics (Tata NIC Hill 2nd Edition)

8. Chandan J S - Statistics for Business and Economics (Vikas 1998 1st

MBA TM 033: Tourism Policies Planning Development

Course Objective and Outcome:

The module will expose the students about the policy of India and of a few tourism states of the country.

Unit I

Introduction: Concept of Policy, Formulating tourism policy. Role of government. public and private sectors, Role international multinational. state and local tourism organizations in carrying out tourism policies.

Unit II

Tourism Policy: Study of National Tourism Policy 1982 and 2002, National Action Plan on Tourism, 1992: Special Tourism Area Development Programme. The concept of National Tourism Board, National Committee on Tourism, Case study of tourism policies of a few states (Uttar Pradesh, Rajasthan, Kerala, Madhya Pradesh). Investment opportunities and government policy for investment in hotel/tourism industry. Sources of funding.

Unit III

Understanding Tourism Planning: Conceptual meaning of Tourism Planning. Evolution of Tourism Planning, General Concepts of Planning, Levels and Types of Tourism Planning, Background Approach and planning scale.

Unit IV

International Agreements: Chicago Convention, Warsaw Convention, Open Sky Policy, Bermuda Convention, Euro Agreement, Schengen Agreement

Unit V.

Public and Private sectors role in Tourism Development. Analysis of an individual Tourism, Project (development of the Buddhist circuit)

Suggested Readings

1. New Inskip, Edward, Tourism Planning : An Integrated and Sustainable Development Approach (1991) VNR, New York,.

2. Ashworth, G. J, (2000), The Tourist Historic City. Retrospect and Prospect of the Heritage City, Pergamon, Oxford

3. Dept, of Tourism, GOI Investment Opportunities in Tourism (Brochure).

4. Sharma, J. K. (2000). Tourism Development. Design for Ecological sustainability, Kanisk Publication, New Delhi.

MBA TM 034: GEOGRAPHY & International Tourism

Course Objective and Outcome: This course explores the basic components of geography in relation with tourism.

Unit I

Fundamentals of Geography, Importance of Geography in tourism. Climatic Variations. climatic regions of World.

Unit II

Study of maps, longitude & latitude, international date line, time Variations, time difference

Unit III

Indian Geography, physical and political features of Indian subcontinents. Climatic conditions prevailing in India. Tourism attractions in different states and territories of India.

Unit IV

Political and physical features of world geography. Destinations in North America (United States of America: New York, Washington, Los Angeles, San Francisco, Orlando, Dallas, Ottawa. Montreal. Vancouver, Mexico). Central America

Europe: France, Spain, Italy, United Kingdom. Mosco. Ireland. .The Netherlands.

Unit V

Africa: South Africa, Mauritius, Kenya. Middle East, Morocco, Arab Emirates, Mecca-Madina.

North & East Asia Pacific: China, Singapore, Australia, Japan.

South Asia: SAARC Countries.

South East Asia: Malaysia

Suggested Readings:

- 1.Hall, CM and Page, SJ. The Geography of Tourism and Recreation. Rout led.
- 2.Sinha, P,C. Tourism Geography, Anmol Publication
3. Dixit. M. Tourism Geography and Trends. Royal Publication

MBA TM035: MANAGEMENT OF TOUR PACKAGES

Course Objective and Outcome: This course objective to explore the concepts of tourism products, tour package formulation etc.

Unit I

Meaning. definition, development, types components and significance of tour packages with relation to tourists, destinations and tour companies. role and input of public and private sector tourism organizations in promotion of tour packaging business.

UNIT II

Tour Formulation — Influencing factors, strategic in tour formulation Initial in search (destination and market), itinerary development, negotiations. confidential tariff. costing & pricing marketing strategies. Brochure designing, Printing and distribution.

UNIT III

Defining the concept of tour cost, components of tour cost fixed and variable costs. direct and . indirect tour cost. Factors affecting tour costs. Tour cost sheet mean I n ° and significance. .costing procedure for independent foreign tours (FITS) group inclusive tours and conference and convention packages. Calculation of tour pricing, pricing strategies.

UNIT IV

Tourists activities based on Mountains, Deserts, Forests and Marinas. .Aero sport etc. and cultural and pilgrimage i.e. place of IQ'ligions. historical archaeological. Architectural and monumental significance, fairs and festivals. conference and conventions and special events,

UNIT V

Case studies of Tour Packages offered by government & private sectors and Thomas cook and .SITA etc..

.SUGGESTED READINGS: -

1. Negi, J.M.S., Tourism and Travel -Concepts and Principles, Gitanjali Publishing House. New Delhi, 1990.▪
2. Sevlam, M. Tourism Industry in India, Himalaya Publishing House, Mumbai.
3. Foster, D. L.- The Business of Travel Agency Operations & Administration. Mc Graw hill Singapore- 1990.
4. J.C., The Business of Tourism, Mc Donald and Evans, Plymouth. IATA Manual.

MBA TM 036: TRANSPORTATION MANAGEMENT

Course Objectives & Outcomes: The Students will set practical knowledge relating to tourist transport operation.

Unit I

Evaluation of tourist transport system – importance of transport in tourism. Making of passenger transportation: Patterns of demand for tourist transportation, characteristics of supply and marketing strategies. Transport mode selection methods.

Unit II

. International air transport regulations including freedoms case of air Functions of Air ICAO, India. IATA, DGCA, AAI and open sky policy in india, Indian aviation- Case study of air india, jet airlines, Sahara airlines and Air Deccan. Legal environment for air taxi operations, air charters in India. Forces likely to affect the future of air transport industry.

UNIT III

Surface Transport System: Approved tourist transport operators. car hire companies including car hire companies, Rent-a-car and tour coach companies. Regional Transport Authority, Road Transport documentation and insurance. Contract carriage, state carriage. all India permit. maxi cab- motor car etc.

UNIT IV

Introduction to Indian Railways: Past, present, future, Types of rail tours available in India, Indrail pass, special schemes and packages available. major tourist trains (Palace on wheels, Royal Orient, Fairy Queen, Deccan Odyssey and toy trains). GSA"s abroad. facilities offered likerail Yatri nivas. tourist police and railway tourist guides (Kiosks and ORIS). IRCTC

Rail transport system: Major Railway System of (British Rail, EuroRail, Japanese Rail . and Amtrak Orient Express) and tourism, Tibetan Rail.

UNIT V

Water Transport System an overview. Cruise ships, terries. hovercraft and boats. Terms used in water transport, operational and marketing strategies of Star Cruise. Ocean Oddessy, Queens.Mary-2. Major water based leisure practices and their future in India.

SUGGESTED READINGS :

1. Chunk Y. Gee Travel Industry: Stephen Page
2. Transport for Tourism: Mill, R.C. and M01Tison
3. Tourism System.
4. Successful Tourism Management • P x. Seth
5. Ministry of Tourist/Railways/Civil Aviation: Annual Report
6. Motor Vehicle Act

MASTER OF BUSINESS ADMINISTRATION (TOURISM Management)

SEMESTER-IV

MBA TM 041: STRATEGIC MANAGEMENT

COURSE OBJECTIVE:

The present course aims at familiarizing the participants with the concepts- tools and techniques Of corporate strategic management so as to enable them to develop analytical and conceptual skills and the ability to look at the totality of situations. Class participation will be fundamental to the development of the skills of the students.

UNIT I

Introduction, Strategic Management, Business Policy, Corporate Strategy, Basic Concept of Strategic Management, Mission, Vision- Objectives. Impact of globalization. Basic Model of Strategic Management, Strategic Decision Making.

UNIT II

Impact of Internet and E-Commerce, Role of Strategic Management in Marketing, Finance- HR and Global Competitiveness.. Environmental Scanning, Industry Analysis, Competition Intelligence ETOP Study OCP. SAP, Scanning

UNIT III

Corporate Analysis, Resource based approach, Value-Chain Approach, Scanning Functional Resources, Strategic Budget and Audit. SWOT Analysis, TOWS Matrix, Various Corporate Strategies: Expansion. Diversification, Stability, Retrenchment & Combination Strategy.

UNIT IV

Process of Strategic Planning, Stages of corporate development, Corporate Restructuring, Mergers & Acquisitions, Strategic Alliances, Portfolio Analysis, Corporate Parenting. Functional Strategy, BCG Model, GE 9 Cell, Porters Model: 5 Force and Porters Diamond Model. Strategic Choice.

UNIT V

Strategy implementation through structure through human resources management through values & Ethics.

Mc Kinsey's 7S Model, Organization Life Cycle, Management and Control, Activity based Costing, Strategic Information System. Case Study related to the Entire Syllabus.

Suggested Reading:

1. Carpenter-Strategic Management(Pearson)
- 2.Kazmi A. - Business Policy and Strategic Management (Tata IN Ic Graw Hill. 2nd lido)
- 3.Kachru - Strategic Management: (Excel Books)
- 4.CliffBowman - Business Policy and Strategy (Prentice Hall of India)
5. Trehan- Strategic Management (Wiley)
- 6.Mc Carthy D.J., Minichiello Robert J., and Curran J.R. Business Policy and Strategy (AITBS)
- 7.Lawrence R.Jauch., Glueck William F. Business Policy and Strategic Management
- 8.Pearce Il John A. and Robinson J.R. and Richard B. - Strategic Management (AI I B S)

MBATM 042: ITINERARY PLANNING & COSTING

Objective of course: -

The purpose of this course is to acquire practical knowledge and skill about the Destination Marketing and to become familiar with the techniques and approaches for successful destinations visit.

Unit I

Itinerary Preparation: Concept, Typology Duration, GIT. FIT, Do's & Don'ts of itinerary Preparation-Limitations and Constraints

Unit II

Custom made itinerary and Readymade Itinerary Factors to be considered while Preparing an itinerary - Seasonal Itinerary- Product based Itinerary-All-inclusive Itinerary

Unit III

Tour Packaging-Definition-Types-Forms and Components of Package Tour. Advantages and Disadvantages of Package Tour. Liaising and Negotiation of Package Tour. Promotion of Tour Operation: Mix and Media. Types of media. Selection criteria.

Unit IV

Product Oriented Package tour: Health tourism, Yoga. Meditation and Nature Cure

Beach holidays: Rail journey (Tourist Trains) in India-Pilgrim Tours.

Adventure Package: Soft and Hard adventure: Concepts and guidelines: Desert Safaris. Mountaineering, Skiing, White Water Rafting, and Scuba Diving, Golf tours and Cruise.

Special Interest Tours: MICE Tours- Eco and Wildlife tours- Ethnic tours and Architectural tours - Farm tours-Fairs and Festivals- Rural/Village tour.

Unit V

Costing a Tour: Components, Considerations- Types of Costs-cost sheet. FIT and Group Costing.

Differential Tariff Plan-Accommodation Cost-Transportation Cost- Meals Plan etc.

Pricing Strategies and Distribution Mechanism

Suggested Readings:

1. Conducting Tours. Dellers – Travel Agency & Tour Operations
2. Travel Agency and Tour Operation, J M Negi
3. Travel Agency Management, M.N. Chand
4. Tour Operations and Tour Guiding, LN. Negi

Reference books

1. Travel Agency & Tour Operations, Foster D
2. Conducting Tours, Dellers
3. Travel Agency and Tour Operation, J M Negi
4. Marketing for Tourism --- J. Christopher Holloway & Chris Robinson.

MBATM 043: BUSINESS ENVIRONMENT

COURSE OBJECTIVE:

The present course aims at familiarizing the participants with various aspects of economic, social, political and cultural environment of India. This will help them in gaining a deeper understanding of the environmental factors influencing Indian business organizations.

UNIT I

Business Environment-Meaning- Importance, Environmental Factors- Recent India-Planning Political Environment-Recent Economic and Financial Environment, Planning In Commission-Liberalisation and Planning. Industrial Policy New trade policy-1991 onwards. ■ Industrial Licensing in India

UNIT II (10 Sessions)

Indian Financial System : Monetary And Fiscal Policy, Economic Trends, Price RBI Policy-Stock and SEBI

Exchange Of India, Role of regulatory institutions in Indian financial system. National Income, Role of Industry in Economic Development, Foreign Trade and Balance of Payment, Poverty in India, Unemployment in India, Inflation, Human Development, Rural Development, Problems of Growth

UNIT III

Direct & Indirect Taxes (MODVAT) Competition Act 2002 & FEMA Acts, Business Ethics, Corporate Governance, Philosophy and strategy of planning in India.

UNIT IV (6 Sessions)

Liberalisation, Privatization and Disinvestments, Special Economic Zone (SEZ) and their role and impact in International Business Environment, World Trade Organisation, Redefining Value Proposition to MSMEs.

UNIT V

Social Responsibility of business enterprises, New Economic Policy. Globalization, EXIM policy and role of EXIM bank, FDI policy, Multinational Corporation (MNCs) and Transnational Corporations (TNCs), Global Competitiveness, technology and competitive Advantage, technology transfer importance and types, Appropriate technology and technology adaptation

Suggested Readings:

1. Business Environment (V. L. Datta Publications 2nd Edition)
2. Fernando - Business Environment (Prentice Hall)
3. Mishra S K & Puri V K - Economic Environment of Business (Himalaya Publishing House. 3rd Edition).
4. Paul Justin - Business Environment Text and Cases (Tata Mc Graw Hill).

MBA TM 044: CARGO MANAGEMENT

Course Objective and Outcome:

This module is intended to prepare the students to enter in Cargo handline agencies with well versed knowledge

Unit- I

Cargo Concepts and Common terms used in cargo handling rules governing acceptance of Cargo.

Unit II

Cargo Rating- Familiarization of Cargo Tariffs. Rounding off of the weights/dimension/currencies. Chargeable Weight Rating-Specific commodity rates. Class rates general cargo rate, valuation charges

Unit III

Documentation: Air way bill, charges correction advice, irregularity cargo transfer Cargo Manifesto, cargo transfer, cargo transfer manifesto, documents concerning postal mails and diplomatic mails, shippers, declaration for dangerous goods.

Unit IV

Handling- Cargo capacity of Air and Ships. Cargo needing special attention

Unit V

Introduction to dangerous goods regulations. Some important cargo companies.

Suggested Readings;

Cargo Tariff Manuals

IATA Live Animals Regulations Manuals.

MATA special Mail Manual..

Air Tariff Book Worldwide Rules, IT Fares etce

Air Tariff Book Worldwide Maximum Permitted Mileage

MBA TM 045: EMERGING TRENDS IN TOURISM

Course Objective: This modules intended to introduce to the students in the field of adventure medical rural & religious & Eco tourism.

Unit I

Adventure Tourism: Basic minimum standard for adventure tourism related activities: Land based, Water based, Air based.

List of recognised institutions.

Unit II

Medical Tourism: Introduction, History of Medical Tourism; Legal Issues. Ethical Issues, World Medical Tourism Countries

Unit III

Rural Tourism: Introduction; Understanding Rural Tourism; Planning and Managing Rural Tourism; Issues in Rural tourism; Rural Tourism in India Future of Rural Tourism

Unit IV

Religious Tourism: Ancient Indian Religion: Vedic, Jainism, Buddhism; Other Religious of India: Islam, Christianity, Sikhism; Important Festivals and their Significance: Diwali, Dashehara, Holi, Christmas, Id, Moharrum, Rakshabandhan, Easter, Paryushmna, Buddha-Jayanti, Papeti, Baishakhi

Unit V

Eco-Tourism: Definition of Ecotourism, Ecotourism Resource: Identifying, listing and understanding. Ecotourism Resource Categories; (Natural, Built, and Events): Protected Areas: Definition, Categories and Roles, Identifying and describing Ecotourism Products.

Suggested Readings

1. Sharpley, R.s and Sharpley, J. (1998)
2. Rural Tourism: An Introduction Singapore: International Thomson Business Press.
3. Roberts, Lesley (2001) Rural Tourism and Recreation: Principles and Practice. Massachusetts CABI Publishing.
4. Baird, Robert, D, Religion in Modern India
5. Basham, AL., The Wonder That was India
6. Bose, H.A., Ritas and Geremonics of Hindu and Muslims
7. Goyal, S R., Religious History of Ancient India
8. Buckley, R. (2003). Case studies in Ecotourism Cambridge: CABI.
9. Buckley. R. ed. (2004). Environmental impacts of Ecotourism. Oxfordshire: CABI.
10. Bulbeck, C. (2005). Facing the wild: Ecotourism. Conservation. and animal encounters London: Earthscan.
11. Ceballos-Lascurain, H. (1996). Tourism, Ecotourism, and Protected Areas. Gland:

MBA TM 046: TOURISM BEHAVIOUR (Theory & Practices)

Course Objective and Outcome:

The module help to understand the key dimensions, processes and influences upon tourist behaviours at the level of individual and the group in the context of Travel and tourism.

Unit I

Understanding travel & tourism behaviours, Characteristics affecting consumer behaviour cultural factors. Social factors, personal factors, psychological factors, groups factors, Models of consumer behaviour Economic man, Passive man cognitive man emotional man, black box model, high commitment & low commitment consumer behaviour

UNIT II

Examination of tourist forms & types their characteristics: activities, interest & opinions of tourism market segment their buying decision behaviour

UNIT III

Buyer decision process - need recognition, information search, Evaluation of alternatives, purchase decision, post purchase behaviour.

UNIT IV

Tourist as an individual -tourist behaviours tourist perception. Learning and attitude, concepts, process important theories and application of the concepts to tourist behaviour.

UNIT V

Specific consideration of host guest-interaction their impact on physical social and culture environments, cross-cultural impacts, Management implications, Consideration of the implication for tourism management, communication, promotion, tourist guide interactions.

SUGGESTED READINGS: -

1. Mansfeld, Yoel & Pizam Abraham, "Consumer
2. Pearce, L, Philip. ••Tourist Behaviour Themes & Conceptual Scheme
3. Pearce, L, Philip, Tourist Behaviour & The Contemporary World (reneh)

MBA TM 047: Foreign Language (French)

Course Objective and outcomes:

The aim to develop elective communication with greater emphasis on oral communication so that students can and understand French most efficiently and effectively.

Unit I

Basic Elements of Grammar lay down in the prescribed text book: French Alphabets. Accents- Vowels, Phonetic Symbols- liaison and Nasal Sounds. Conjugation of Regular and Irregular

Verbs: both Present Tense and Past Tense Use of Definite and indefinite articles, Singular and Plural Nouns. Verbs, Personal Pronouns, Possessive Adjectives and Regular and Irregular Adjectives. Imperative Sentences.

Unit II

Translation from French into English: One short simple French text based on the prescribed text book or from outside, to test the ability of the student to understand the text. Questions on text to be answered in French and English.

Unit III

Grammar: Conjugation of Regular and Irregular Verbs (I- II III Q' flense)- auxiliaire. etre. faire, lire, donner, voir, prendre, partir, entendre, aller etc.

UNIT IV.

Adverbs, Passe Simple, Imparfait, Future Proche. Change of Sentences from active to passive voice, Comparison of Adjectives, Conditional tenses.

Unit V

Written Comprehension: One short simple French text based on the prescribed text book or from outside to test the ability of the students to understand the text. Translation of into English and English to French. Passage Explanation, Direct Indirect narration.

Suggested Readings:

1. Modern French Course (Mathurin Dondo)
2. Le francais et la vie - Vol. II (G. Mauger/ M. Brueziere)
3. Le francais et la vie Vol. I (G. Mauger / M. Brueziere)
4. French Made Easy (Beginners-Contact): F. Makowsky (1-20 Lessons) + Audio Cassettes.
5. Teach Yourself- French: Dr. Kiran Chaudhary (I-1 5 Lessons corresponding grammar and exercises) Audio Cassettes.
6. Collins French Pocket Dictionary (French- English) (English French)