



DEVI AHILYA VISHWAVIDYALAYA, INDORE

(Formerly University of Indore) , NAAC "A" Grade
State University of Madhya Pradesh, India



International Institute of Professional Studies



**I I P S
D A V V**

International Institute
of Professional Studies

Syllabus Of Master of Business Administration (Tourism Administration) (2YDC)

Academic Session : 2018-20

THE DIRECTOR DESK

Dear Scholar,

Welcome to one of the most prestigious, academic institution in central India offering professional education in Management, Computer Science and Commerce Streams. It has state of art infrastructure, pool of multi discipline faculty and devoted staff that creates a conducive environment for academic excellence and holistic development of yours, paving the way for your bright career prospects. Team IIPS looks forward to contribute towards your successful future life.

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DAVV at a Glance

There are twenty seven teaching departments offering undergraduate, post-graduate and research programs in sixteen Faculties. It is amongst the first few Universities in the country to introduce innovative and integrated courses in the area of science, engineering, technology, management, law and media. The university has 270 affiliated colleges in addition to University teaching departments and centers. The University provides and nurtures research environment for promoting high quality original research. It offers Ph.D. and M. Phil. Programs in all the subjects.

The Hon'ble Governor of the State is the Chancellor of the University. The University functions as per Act, Statutes, Ordinances and Regulations. The Registrar, Examination Controller and Finance Controller of the University assist the Vice Chancellor in administrative, examination and financial matters. The University has duly constituted bodies - Executive Council, Academic Council, Boards of Studies, Finance and other committees for decisions on major academic, administrative and financial matters.

The University is prepared to embrace future challenges, explore new horizons and keep moving ahead on the path of excellence, innovation and enlightenment.

About IIPS

International Institute of Professional Studies (IIPS), a pioneer institute under Devi Ahilya Vishwavidyalaya DAVV was established in 1991 to provide a new dimension to professional education. It has emerged as one of the best management schools of Central India. The Institute is located in the sprawling Takshashila campus of the University surrounded by lush green environment. The Institute offers following courses

1. Master of Business Administration (Management Science) (2YDC)
2. Master of Business Administration (Management Science) (5YDC) Integrated Programme
3. Master of Business Administration (Advertisement and Public Relations) (2YDC)
4. Master of Business Administration (Tourism Administration) (5YDC) Integrated programme
5. Bachelor of Commerce (Hons.) (3YDC)
6. Master of Business Administration (Entrepreneurship) (2YDC)
7. Master of Business Administration (Tourism Administration) (2YDC)
8. Master of Computer Application (6YDC) Integrated Programme
9. Master of Technology (Information Technology) (5YDC) Integrated Programme
10. Doctor of Philosophy (PhD) in Management
11. Doctor of Philosophy (PhD) in Computer Science

The lush green campus of the IIPS Includes an academic complex of classrooms, seminar room, an auditorium, a well-equipped library, computer labs and development center and administrative offices. The classrooms are spacious and well equipped.

IIPS has one of the finest computing environments among the management Institutions in Central India. The institute provides internet facility through Wi-Fi to the students in campus.

About MBA (Tourism)

MBA (T) is a two years post graduate program of IIPS. Tourism is the world's largest industry and one of the objectives of tourism development is economic gain. This is not a narrow matter of private sector providers of tourism services making a profit. In economic terms the Travel and Tourism industry is able to do three key things:

1. It gives vigor to economics
2. It offers people jobs and career prospects.
3. It stimulates development of the country.

It does this through:

1. Creating employment Direct and indirect.
2. Increasing foreign currency earnings.
3. Increasing visitor numbers and visitors spending within the local economy.
4. Increasing income for commercial operators.
5. Economic development and regeneration.

The environmental objective of Tourism is to safeguard the environment by preserving the habitat and regeneration and conservation of environment.

The socio cultural objectives of tourism is to promote the understanding of different cultures and also o provide community facilities as well as tourist facilities to the tourists coming from different areas of the world.

This course aims at fulfilling the above objectives of Tourism so that the students can have more knowledge and expertise in this particular sector.

NAME OF THE PROGRAMME: MBA (TA) 2YEARS

PSO1: Investigate the impact of tourism planning and development on economic, sociocultural and physical environments.

PSO2: Look at business from the point of view of both the consumer and the service provider.

PSO3: Explore issues that concern host-visitor relationships.

PSO4: Study the major processes within marketing through case studies and class discussion.

PSO5: Develop Tourism professional ,well worse with industry.

PSO6: Develop leadership for being future managers.

PSO7: Apply knowledge of leadership and management theories and practice to solve business problems.

PSO8: Creating Awareness about Eco –Tourism, Rural Tourism, Golf Tourism, and other upcoming fields in Tourism

PSO9: Promoting OJT for students to have a balance between industry and Academics.

PSO10: Develop an integrated view of managerial problems and perspectives in communication industry through advanced knowledge of core issues.

MBA (T) 2 Years Subject Scheme

Subject Code	Subject Name
TA-101	Fundamentals Of Tourism
TA-102B	Fundamentals Of Management
TA-103C	Quantitative and Statistical Techniques
TA-104B	Geography Of Indian Tourism
TA-106C	Principles Of Tourism Marketing
TA-109B	Fundamentals Of Computer Application
TA-112B	Accounting And Finance For Tourism
TA-114	Internship/Seminars/Presentation

Code	Subject Name
TA-201A	French- I
TA-205	Tourism Product of India
TA-211	Research Methodology
TA-213	Business Communication and Personality Development
TA-214	Geography of International Tourism
TA-215	Travel Agency Management
TA-215A	Consumer Behavior

Code	Subject Name
TA-301A	French II
TA -304	International Ticketing
TA-307	Hotel Operations and Management
TA-313	Airline Management- II
TA-314	Organizational Behavior
TA-315	Service Marketing Strategies
TA-316	Cargo Management

Code	Subject Name
TA-401	French -III
TA-404	Foreign Exchange Management
TA-408	Entrepreneurship
TA-410	Conference ,Convention and Event Management
TA-411	E- commerce for Tourism
TA-412/TA-405B	Decision Making Skills/MRP

International Institute Of Professional Studies
Devi Ahilya Vishwavidhyalaya(DAVV)
MBA (T), Sem-I

Curriculum for MBA (Tourism) I-Semester

Subject Code	Subject Name
TA-101	Fundamentals Of Tourism
TA-102B	Fundamentals Of Management
TA-103C	Quantitative and Statistical Techniques
TA-104B	Geography Of Indian Tourism
TA-106C	Principles Of Tourism Marketing
TA-109B	Fundamentals Of Computer Application
TA-112B	Accounting And Finance For Tourism
TA-114	Internship/Seminars/Presentation

Examination:

Internal Assessment: 40 marks

Internal Assessment I : 20 marks

Internal Assessment II : 20 marks

Internal Assessment III : 20 marks



Best OF Two

End- Semester Examination: 60 marks

TA-101 : Fundamentals Of Tourism

Course Outcome

- CO1) The main outcome of this course is to develop a practical prospective on the travel and tourism industry.
CO2) The knowledge of this course will help students understand the travel and tourism industry.
CO3) To Know about travel terminologies with there reference in Industry.

Course Contents:

1. **Concepts, definitions, origin and development.** Types of tourism, Forms of tourism: domestic, international, regional, inbound, outbound, Tourism net work and components of tourism, Tourist motivators, Classification of tourism and travelers
2. **Tourism Industry and its structure:** attractions, accommodation, transportation, F&B, shopping, entertainment, infrastructure hospitality, Presents trends in domestic and global tourism.
3. **Assessment of tourism impact on destinations:** Economic, socio- cultural and ecological. Concept of carrying capacity, sustainable tourism development. Emerging areas of tourism: rural, eco, medical, pilgrimage, bollywood, golf etc.
4. **Social and Economic Benefits of tourism:** Benefits, Multiplier Effect, and Factors governing the benefits.
5. **Tourism organizations:** World Tourism Organization (WTO), Pacific Area Travel Association (PATA), World Tourism & Travel Council, (WTTC) Role and function of Ministry of Tourism, Govt. of India, ITDC, FHRAI, IHA, IATA. National and International Organizations related to travel and tourism.
6. **International conventions** held for the development and Planning of travel and tourism
7. **Overview of five year plans** with special reference to 10th & 11th five year plan for tourism development and promotion, National Action Plan- 1992, National Tourism Policy-2002. Threats and Obstacles to tourism

Text References:

- a. Manjula Chaudhaary, K.K. Kamara, Tourism Development; Impact & Strategies; Anmol Publications, 2002
 - b. Goldener, C & Ritchie, B. Tourism Principles, Philosophy, Practices, John Wiley, New York, 2006
 - c. J.K. Sharma, Tourism Planning and Development; A new Perspective, Kanishka Publishers, 2000
 - d. Geoper et al, Tourism Principles 7 Practices, Pearson edn., New York, 2006
 - e. Gellas & Bechenel, International Tourism, Macmillan, London, 2004
 - f. Seth, P.N. Successful Tourism Management, Sterling Publication, New Delhi
 - g. Bhatia, A.K. Tourism developments.
 - h. Negi, Jagmohan, Travel and Tourism, S.Chand & sons
 - i. Dixit, M. Profiles of Indian Tourism, Royal Book House, Lucknow.
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TA-102B: Fundamentals Of Management

Course Outcomes:

- CO1) Gain an understanding of the functions and responsibilities of the manager and providing them with necessary tools and techniques to be used in the performance of managerial job.
- CO2) Examine the management theory with corresponding opportunities for application of these ideas in real world situations.
- CO3) Understand the managerial functions of Assessing, Planning, Organizing and Controlling. Both traditional and edge approaches are introduced and applied.
- CO4) Understand the ethical implications of managerial action and inaction.
- CO5) This will help the students in understanding of the dimensions of the management and Human Resource with particular reference to management aspects in India.
- CO6) Efforts will also be directed towards developing communication and decision-making skills through case discussions, group discussion, role-playing, presentation and live and theoretical projects and assignments.

Course Contents:

- 1. Introduction to Management:** Definition, nature, importance, evolution of management thought, contribution made by Taylor and Fayol, Is managing a science or art? Functions of manager, ethics in managing and social responsibility of managers.
- 2. Functions of Management:** Basic functions of management, POSDCORB. McKinsey's 7's Approach MBO.
- 3. Strategies and Policies:** Basic Strategies and policies in Management, TOWS, Portfolio matrix, Porter's strategies.
- 4. HR Aspect in Management:** Definitions, concept, Nature and Scope, roles and functions of HR, challenges and latest trends in HR.
- 5. Human Resource Planning:** Meaning of Human Resource Planning, Features, Methods and steps in Human Resource Planning, Job Analysis, Job Description, Job Specification, Job Compensation, Recruitment and Selection, Induction and Placement.
- 6. Performance Appraisal:** Concept of Performance appraisal, Trends and methods of performance appraisal, potential and performance appraisal.
- 7. Training and Development:** Concept, methods, implications of training and development Latest trends in HR, E- HRM.

Text References:

- 1-Koontz – Principles of Management (Tata McGraw Hill, 1st Edition 2008)
2. Robbins & Cautler – Management (Prentice Hall of India, 8th Edition)
3. L.M. Prasad – Principles & Practices of Management (Sultan Chand & Sons, New Delhi)
4. Parag Diwan – Management Principles and Practices (Excel Books, New Delhi)
5. Stoner, Freeman, Gilbert. Jr. – Management (Prentice Hall of India, 6th Edition)
6. Koontz, Weihrich – Essentials of Management (TMH, 5th Edition)
- 7-Human Resource Management Principles and Practice, P.G. Aquinas, ISBN : 8125918097. Publication Year : 2011, Edition: First Reprint

TA-103C : Quantitative and Statistical Techniques

Course Outcomes:

BY Understanding BUSINESS STATISTICS, students are able to learn, apply the principle and concepts of statistics commercially and are able to take decisions and are able to find:

- CO1: How to calculate and apply measures of central tendencies (Mean, median, mode) and measures of dispersion (standard deviation and mean deviation) -- grouped and ungrouped data
- CO2: How to apply discrete and continuous probability distributions to various business problems.
- CO3: Perform Test of Hypothesis as well as calculate confidence interval for a population parameter for single sample and two sample cases. Understand the concept of p-values.
- CO4: Learn parametric (t-test and z-test and also perform ANOVA and F-test) and non-parametric test such as the Chi-Square, kruskalwallis test for Independence as well as Goodness of Fit.
- CO5: Compute and interpret the results of Simple and Bivariate Regression and Correlation Analysis, for forecasting

Course Contents:

PART I – BUSINESS STATISTICS

1. **Introduction to Statistics:** Meaning and Definition of Statistics, Scope and Limitations of Statistics, Role of Statistics in Management Decisions.
2. **Introduction to Central Tendencies and dispersion:** Introduction to Mean, Median, Mode, Quartile, percentile, deciles, Mean Deviation , standard deviation, standard error and its applications. Sample and Parameter, Difference between Sample and population Mean
3. **Probability Theory and Probability Distributions:** Introduction to Probability and its business applications , Baye's Theorem, Binomial, Poisson and Normal distributions- their characteristics and applications
4. **Correlation, Regression and Time Series :** Correlation (Karl Pearson's and Spearman's Coefficient), Methods of computing simple correlation and Regression equations, Time Series methods and its application in Business Forecasting .

PART II – MATHEMATICAL AND QUANTITATIVE TECHNIQUES

Course Outcome:

- CO1: Apply the most widely used quantitative techniques in decision making.
- CO2: Grasps the wide applicability of quantitative techniques.
- CO3: Apply mathematics to technical problems in business management.
- CO4: Appreciate the value of mathematical reasoning and analysis in daily life situation.
- CO5: Realize the Importance of certain mathematical techniques in getting the best possible solution to a problem involving limited resources.
- CO6: Apply quantitative techniques to solve a variety of business problems for cost-benefit analysis
- CO7: Use various Operations Research models like LPP, Network analysis, game theory, transportation and assignment models to solve business problems
- CO8: Able to take better decisions in their organizations by applying concepts and methodology of various quantitative techniques.

- 1. Mathematical Techniques for Business:** Introduction and Business Applications of Arithmetic Progression, Geometric Progression, Harmonic Progression, Simple Interest, Compound Interest, Percentage, Averages, Commission and Ratio and Proportion. Numerical Problems.
- 2. Applications of Differentiation, Integration and Matrices:** Applications of differentiation in problems like Maxima and Minima. Applications of Integration in consumer surplus and producer surplus, Solution of simultaneous linear equations using inverse method of matrices, input/output analysis.
- 3. Introduction to Quantitative Techniques:** QT-OR Models, Methodology, Role, Scope and its Applications.
- 4. Applications of Basic Quantitative Techniques:** LPP and its Elementary Solution by Graphical and Simplex method, Queing Theory; Arrival and service rates (littles formulas L_s , L_q , W_s , W_q) , : Introduction to CPM,PERT, Game Theory and their applications, Assignment Problem and its solution by Hungarian Method, travelling salesman problem, Introduction to Simulation and its Applications.

Text References:

1. J. N. Kapur and H. C. Saxena. “**Mathematical Statistics**”, New Delhi, Sultan Chand and Company Ltd., 20th ed., 2001
 2. Business Mathematics by Bannerjee, Bs Publications
 3. D. C. Sancheti and V. K. Kapoor, “**Statistics: Theory, Methods and Applications**”, New Delhi: Sultan Chand and Sons., 2001
 4. D.N. Elhance, Veena Elhance and B. M. Aggrawal, “**Fundamentals of Statistics**”, Allahabad: Kitab Mahal, 1996
 5. R. K. Ghosh and S. Saha, “**Business mathematics and statistics**”.
 6. Richard I. Levin and D.S. Rubin, “**Statistics for Management**”, New Delhi: Prentice Hall of India, 2000
 7. S. C. Gupta, “**Statistical Methods**”
 8. D. C. Sancheti and V. K. Kapoor, “**Statistics: Theory, Methods and Applications**”, New Delhi: Sultan Chand and Sons., 2001
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TA-104B: Geography Of Indian Tourism

Course Outcome

CO1) Understand the basic concepts of physical and human geography.

CO2) Create awareness of all important tourist destinations across the various states of India.

CO3) Preparing Itinerary using the knowledge of city and destination.

Course Contents:

1. Introduction: Understanding their basic history, geographical locations (w.s.r. to map reading), climatic conditions, itinerary planning, Study of Domestic Airlines, Domestic Airports, Indian Railways Road Routes.

2. North Zone –An overview of the states in the zone (Jammu & Kashmir, Laddakh, Punjab, Uttar Pradesh, Uttarakhand, Himachal Pradesh): Geographical location and condition: places of tourist interest, preparation of itineraries.

3. West Zone - An overview of the states in the zone (Gujarat, Maharashtra, Madhya Pradesh) : Geographical location and condition: places of tourist interest, preparation of itineraries .

4. South Zone –An overview of the states in the zone (Kerala, Karnataka, Tamil Nadu, Andhra Pradesh) Geographical location and condition: places of tourist interest, preparation of itineraries.

5. East Zone – An overview of the states in the zone (Odisha, Bihar, Jharkhand, Chhattisgarh, West Bengal, Sikkim, North-East States) Geographical location and condition: places of tourist interest, preparation of itineraries.

6. Emerging Tourism Destinations in India.

7. Itinerary preparation for domestic (inbound destinations) for various durations.

Text References:

1. Tourism Geography-Philip G.Davidoff. J. Doughlas Eyer.
 - 2 The 21st Century World Atlas.
 - 3 The Oxford School Atlas, 33rd Edition
 - 4 Websites of National and various State Tourism Agencies
 - 5 Travel Magazines like Lonely Planet, Outlook Traveler, National Geographic Traveler, Discover India, India Today Travel Plus, etc.
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TA-106C : Principles Of Tourism Marketing

Course Outcome

CO1) Understanding of marketing concepts, theories and practices in the context of Tourism Industry.

CO2) Understand different components of marketing; analyze marketing environment and consumer behavior; design marketing mix for Tourism.

CO3) Be introduced the aspects of marketing including strategic marketing planning, marketing research, product planning and development, promotion planning and pricing

CO4) Understand of the theories and practical application of the marketing mix variables.

Course Contents:

1 – Marketing Fundamentals: Concept, definition and significance of marketing in tourism industry; Basic concept of need and want; demand, product, service, marketing philosophies; Significance of service marketing; characteristics of service marketing and tourism marketing; marketing mix for tourism.

2- Marketing Environment: Analyzing marketing environment for tourism; Marketing environment factors; marketing planning.

3 - Marketing Research: Marketing information system (MIS); Need for research; Understanding marketing research process; Research applications in Tourism Marketing.

4 - Consumer Behaviour: Understanding consumer buying behaviour; Factors influencing the consumer behaviour; Tourist Behaviour and decision making.

5 - Marketing Planning: Market segmentation; Bases for segmenting consumers markets; targeting and positioning.

6 - Marketing Mix for Tourism Industry:

Product: Definition, levels, and types of product; Tourism products and services, Product mix; Product life cycle (PLC); Branding of a tourism product.

Pricing: Definition and factors influencing pricing decisions; major pricing strategies for products of tourism industry.

Place: Role and functions; factors influencing distribution of tourism products, distribution channels, Role of travel agency and tour operators as intermediaries of tourism industry.

Promotion: Marketing communication; IMC; Promotion mix elements - Advertising, Sales promotion, Public relation, Personal selling, Direct marketing, Event marketing.

7- Strategic Issues in Tourism Marketing: Recent trends in tourism; Digital media and tourism marketing; Challenges and opportunities in tourism marketing.

Text References:

- Kotler, P., Bowen, J. & Makens, J., Marketing for Hospitality and Tourism, Pearson Education.
 - Chaudhary, Manjula, Tourism Marketing, Oxford University Press.
 - Dasgupta, Devasish, Tourism Marketing, Pearson Education.
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TA-109B: Fundamentals of Computer Application

Course Outcome

- CO1) Understand the basic concepts of computer and its applications.
- CO2) Acquire a high degree of proficiency in Windows based applications in various functional areas of management.
- CO3: Demonstrate knowledge of generation of computer and input output devices with the block diagram of computer.
- CO4: Understanding the types of memories and operating system.
- CO5: Understanding the function of MS-Word by using different functions.
- CO6: Performing working with MS-Excel.
- CO7: Working with MS-PowerPoint including multimedia, graphics and special effect.
- CO8: Demonstrate knowledge of internet and service used in internet.

Course Contents:

1. Fundamentals of Computer: Block diagram of the computer Input devices, Output devices. Operating systems: Introduction to operating system, Types of the Operating System, MS-DOS - DOS Features, External and Internal Commands, Working with Files, Working with Directories, Managing Disks, Advanced Command Techniques, Troubleshooting in hardwares.

2. WINDOWS: windows operation, File management, Resource location, Managing icons and location, Control manager, Accessories of windows

3. MS – Word (Word Processing): Introduction, Working with Word, Typing and Editing, Formatting Text, Page design and layout, Adding Tables, Using styles, templates and themes, Merging Data and documents, Using Graphs, Advanced features of Word.

4. MS – Excel (Worksheet): Introduction, Working with Excel, Entering Data, Advanced worksheet formatting, Customizing Workplace, Calculation in Worksheets, Adding Charts, Working with lists databases and pivot table, Advanced features of Excel.

5. MS – PowerPoint (Presentation): Introduction, Working with PowerPoint, Adding Text, Expert presentation – building technique, Including Multimedia, graphics and special effects, Customize PowerPoint.

6. MS –Access: Access essentials, Creating and customizing tables, Linking Multiple tables, Using Queries to find and filter data, Designing and using forms, Presenting Data with reports

7. Introduction to Networking and Security: Internet- Definition, Services used in Internet, www, Protocols. Introduction to computer networks, Network -topologies, Network Security, Virus and its types, Issues used in Security of Data.

Text Books

- 01 Computer and commonsense, Roger Hunt and John Shelly
- 02 Using MS- office 2000, Woody Leonhard
- 03 The Computer Guide to MS – Office, Ron Monsfield
- 04 The Complete ref, office 2000, Stephen L. Nelson
- 05 Learn DOS in a Day, Stulz.

TA-112B: Accounting and Finance for Tourism

Course Objectives

CO1: Acquaint concepts of accounting and help them to acquire the ability to develop and use the accounting and system as an aid to decision making.

CO2: Develop an insight about the meaning of basic accounting terms related to accounting, business management and finance.

CO3: Identify how accounting serves as a basis for careers, and the tasks associated with various accounting occupations.

CO4: Master the ability to apply the accounting cycle for different types of businesses.

Course Contents:

1. **Fundamentals of financial accounting:** Meaning and definition of accounting, Need and functions of accounting, users of accounting information, importance and limitations of accounting, Relationship of accounting with other disciplines, Accounting Principles- Concepts and Conventions.
2. **Double entry system of accounting I:** Concept and definition, Process of Accounting, various stages of DES accounting: Journal, Concept, Rules of Journalizing, Process of Journalizing, Ledger Posting, Trial Balance, Numerical Problems.
3. **Double entry system of accounting II:** Concept of final Accounts, Preparation of Final Accounts without adjustments, Adjustments in Final A/cs., Concept and necessity, Preparation of Final a/cs. With adjustments, Numerical Problems
4. **Introduction to management accounting and financial statement analysis:** Introduction to Management Accounting, Balance sheet & related concepts, Profit/ Loss account & related concepts, Need, Importance and Limitations of Management Accounting, Difference between Management & Financial Accounting, An overview of Financial Statement Analysis, Objectives, Methods and Importance, Tools and Techniques of Financial Statement Analysis.
5. **Ratio analysis:** Concept, Importance, Assumptions and Limitations, Managerial Uses of Ratios, Numerical Problems.
6. **Fund flow analysis:** Fund Flow Statement; Concept and Importance, Managerial Uses of FFS, Sources and Application of Fund, Preparation of Fund Flow Statement, Numerical Problems.
7. **Cash flow analysis:** Cash Flow Statement; Concept and Importance, Difference between CFS and FFS, Managerial Uses of CFS, Preparation of Cash Flow Statement as per AS 3, Numerical Problems.

Text References:

- Financial A/c. for Management by Ambrish Gupta (Pearson Education),
 - Accounting for Managers by M.E. Tukaram Rao (New Age),
 - Accounting for Management by Vijayakumar (Tata McGraw Hill Publication)
 - Accounting for Management by Dr. Jawaharlal (Himalaya Publication House)
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Curriculum for MBA (Tourism) II-Semester

Subject Code	Subject Name
TA-201A	French- I
TA-205	Tourism Product of India
TA-211	Research Methodology
TA-213	Business Communication and Personality Development
TA-214	Geography of International Tourism
TA-215	Travel Agency Management
TA-215A	Consumer Behavior
TA-216	Seminar/Presentation/Internship

Examination:

Internal Assessment: 40 marks

Internal Assessment I : 20 marks

Internal Assessment II : 20 marks

Internal Assessment III: 20 marks



Best OF Two

End- Semester Examination: 60 marks

TA – 201A: French - I

Course Outcomes:

CO1) Outcome of this subject is to develop the Linguistic

CO2) Learn basic French grammar and vocabulary

CO3) Communication: Enable students to introduce oneself and converse spontaneously in given social settings.

CO4) Civilization: Introduce some aspects of France, its people and culture.

CO5) Outcome is to emphasize and develop four linguistic skills which further enhance the course: (I) Written and Oral expression (ii) Written and oral comprehension

Course Contents:

1. **Story:** A spring time in Paris and an adventure in Burgundy:
 - Lesson 1: Meeting and introducing each other
 - Lesson 2: Striking a friendship
 - Lesson 3: Expressing one's likes and dislikes
2. Lesson 4: Expressing agreement and disagreement
 - Lesson 5: Expressing surprise
 - Lesson 6: A country side house
 - Lesson 7: Lunch at Broussace
3. **Vocabulary:** Profession and nationalities
 - Day-to-day life and hobbies
 - Physical and psychological descriptions
 - Cardinal numbers
 - Lodging and getting food
 - Clothes and colors
4. **Grammar:** Definite and Indefinite Articles
 - Gender and no. of nouns and adjectives
 - Masculine and feminine forms
 - Interrogative and negative forms
 - Conjugation of verbs in present tense
 - Portative articles
 - Demonstrative and Possessive adjectives
5. **Phonetics**
 - Intonation
 - Linking words
 - Oral and nasalized vowel sounds
 - Semi vowels
6. **Communication**
 - Meeting and getting to know each other
 - Inviting someone and replying
 - Describe people
 - Giving order and expressing obligation
 - Requesting and ordering
7. **Civilization**
 - Paris: Monuments and Public places
 - The life of four Parisians from different professions
 - The French Region: The Burgundy
 - Daily life in countryside

TA- 205: Tourism Products of India

Course Outcomes:

CO1)The main outcome of this course is to expose students to the cultural, natural & historical heritage of India in order to widen their view towards travel and tourism.

CO2)This knowledge will help them in their future as professionals in travel & tourism trade and make India a popular tourism destination

Course Content :

1. **Indian Heritage :** Indian Architecture: Temples, Churches, stupas & mosques- their structure, distinguishing characteristics, examples, their present condition, way & means to improve & improve them, Indian Classical Music: (i) Vocal- origin, evolution, styles, ragas, gharanas, instruments, festivals & events, Indian Sculpture & paintings: Origin, history, evolution, characteristics, styles, and examples, Sacred Trees of India, Rites, Customs and Rituals.
2. **Cultures Of India:** Dances of India: Classical Dances, Folk Dances, Dance Drama- history, characteristics of each, Dance festival & events, ways & means to promote, Yoga, Meditation & Ayurved: (i)Yoga-concepts, history, asanas, benefits (ii) Ayurved- history, concepts, characteristics, uses, centers, Religion- History, evolution, (i) Hinduism (ii) Buddhism (iii) Jainism (iv) Sikhism (v) Zoroastrianism (vi) Christianity (vii) Islam.
3. **Specialties of Indian Tourism :** Fairs & Festivals of India, Indian Cuisine, Shopping & Souvenirs, Beaches of India / Beaches Tourism and Island Tourism, World Heritage Sites in India, Famous Trains of India: History, Routes, Importance, Forts and Museum
4. Adventure Sport , Wildlife Sanctuaries & National Parks OF India
5. Eco & Rural Tourism in India.
6. Tribes of India
7. Indian Habitants

Reference Text Book:

- 1) Tourism Products in India by Prof. I.C.Gupta.
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TA-211: Research Methodology

Course Outcomes:

- CO1: Understand basic concepts of research, its methodologies and Identify appropriate research topics.
- CO2: Select and define appropriate research problem and parameters.
- CO3: Prepare a project proposal (to undertake a project)
- CO4: Organize and conduct research (advanced project) in a more appropriate manner
- CO5: Identify, explain, compare, and prepare the key elements of a research proposal/report/dissertation/ industrial report.
- CO6: Demonstrate knowledge of research processes (reading, evaluating, and developing);
- CO7: Perform literature reviews using print and online databases;
- CO8: Employ American Psychological Association (APA) formats for citations of print and electronic materials;
- CO9: Compare and contrast quantitative and qualitative research paradigms.
- CO10: Describe sampling methods, measurement scales and instruments and appropriate uses of each;

Course contents:

1.Introduction to Research Methods:

Meaning and purpose of research; objective of research; types of the research; process of research; research methods v/s methodology; research proposal; limitation of research; research terminology-concepts, variables, constructs, operational definitions, propositions & hypothesis, theory, models etc.

2.Research design:

Selecting and defining research problem, Conceptualization, Theoretical framework, creating suitable research design, feature of a good research design and different research designs(exploratory, Descriptive, experimental and diagnostic research).

3.Sampling Design:

Concept of sampling; Sampling terminology; Objective and principles of sampling, Types of sampling, Sampling and non-sampling errors.

4.Data Measurement and Collection

Data type, Measurement scale, Attitude measurement scale, Questionnaire design, Validity and reliability of a research instrument; Method of collecting data and their advantages and disadvantages.

5.Data collection and data preparation: Collection, primary and secondary data, data organization, presentation, planning the data analysis- Distribution of data, Descriptive statistics, graphical representation of facts.

6.Data Analysis Tools: Introduction to SPSS (Statistical Package for the Social Sciences) application; Data Management, Preparation and descriptive analytics using spreadsheet and SPSS. Visualization, exploration and extracting data summary statistics and their interpretation, Hypothesis testing: Review of Concept, methodology, types of errors, important parametric and non parametric tests for single, two and multiple group comparison like-T-test, F-test, ANOVA, MANOVA and tools for studying cause and effects –Corelation, simple linear regression, multiple regression, factor analysis, Cluster analysis

7.Report Writing And Presentation:

Significance of report writing, Steps in report writing, Layout of report, Precaution in writing research reports, Writing bibliography.

Suggested Books:

1. Donald r Cooper and Pamela S Scheindler, Business Research Methods, Tata McGraw Hills
 2. K N Krishnaswami, A L Sivakumar and M Mathirajan, Management Research Methodology, Pearson Education.
 3. Darren George and Paul Mallery, SPSS for Windows, Pearson Education.
 4. Hair etc, Multivariate Data Analysis, Pearson Education.
 5. Panneerselvam,R., Research Methodology, Prentice Hall of India Pvt. Ltd.
 6. Kothari, C.R., Research Methodology - Methods and Technique, New Age International Publishers
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TA - 213: Business Communication & Personality Development

Course Outcomes:

- CO1: Nurture students into well balanced and positive thinking human beings. Developing students into professionals, who are capable of facing new challenges and becoming the winners in Life.
- CO2: Enhancing Communication skills by practicing functions, processes and models.
- CO3: Understanding of Effective Communication, Barriers to Effective Communication, order, advice, suggestions, motivation, persuasion, warning, education, raising morale, conflicts and negotiation, group decision making.
- CO4: Practicing of various activities using dimensions of Communication- Upward, Downward, Lateral/Horizontal, Diagonal, grapevine, consensus, Channels of Communication- Formal, Informal; Patterns of Communication; Media of Communication-Verbal, Nonverbal.
- CO5: Understanding the importance and usage of Listening skills by various interactive session developing students into a perfect personality in Interpersonal Communication like Transactional Analysis, Johari Window.
- CO6: Understanding and practicing complete knowhow of Business Correspondence its Layout, planning, inquiries and replies, complaints, follow up, circulars, notices, goodwill letters, applications for employment, Report Writing, Public Speaking: Speeches and presentations, Interviews, Professional use of the telephone.
- CO7: Understanding and practising Self Improvement, Developing positive attitudes, Self-Motivation, Time Management, Stress management, Modern Manners for developed personalities.

Course Contents:

1. **Communication:** meaning, nature, definitions, features, processes, models, functions

Objectives of Effective Communication: information, Barriers to Effective Communication, order, advice, suggestions, motivation, persuasion, warning, education, raising morale, conflicts and negotiation, group decision making

2. **Dimensions of Communication:** Upward, Downward, Lateral/Horizontal, Diagonal, grapevine, consensus

3. **Channels of Communication:** Formal, Informal; Patterns of Communication; Media of Communication: Verbal, Nonverbal.

4. **Listening, Interpersonal Communication:** Transactional Analysis, Johari Window

5. **Business Correspondence:** Layout, planning, inquiries and replies, complaints, follow up, circulars, notices, goodwill letters, applications for employment

6. **Report Writing, Public Speaking:** Speeches and presentations, Interviews, Professional use of the telephone

7. **Personality Development Principles:** Self Improvement, Developing positive attitudes, Self Motivation, Time Management, Stress management, Modern Manners

Text Books:

- Business Communication: K.K. Sinha
Business Communication: M. V. Rodrigues
The Art of Effective Communication: Margeison

Suggested Readings:

- Effective Communication: Asha Kaul
Managing Time: David Fontana
Managing Stress: David Fontana

TA – 214: Geography of International Tourism

Course Outcomes:

CO1) The outcome of this course is to create awareness of all important tourist destination countries and their respective places of tourist interest.

CO2)The students will be exposed to the related travel knowledge like city airport codes and convenient travel routes (air, rail, surface & cruise) with distance and climatic conditions.

CO2) Geography is the basic edifice of tourism. The knowledge of geography shall give an extra edge to the students in designing the itineraries for the travelers, suggesting them various destinations to the clients for their travel etc.

CO4)Basically know ledge of geography shall provide an insight to the students about the destinations o f the world; their climates etc. The study shall enable the students to relate the application of geography in tourism.

Course Contents:

1.Importance of geography in Tourism: Latitude, longitude, international date time, Times zone, Time differences, GMT variations. Major landforms as tourist resources, Elements of weather and climate, Climatic regions of the world in brief, Impact of weather and climate on tourists and destinations, Map Reading and Practical Exercise

2.Leiper’s geographical elements of Tourism, Factors affecting global and regional tourist movements; demand and origin factors, destinations and resource factors, Contemporary trends in international tourist movements

3.Aviation Geography: Important tourist circuits and popular Itineraries of selected countries from Middle East, Far East, Asia Pacific and Europe, China and Japan.

4.Popular tourist places and Itenaries of selected countries like China, Singapore, Malaysia, Thailand, France and USA, Far-East (important tourist destinations and their connectivity)

5.Australia & New Zealand & Fiji Islands

6.Africa & South Africa,Russia

7.South Asia- Singapore, Malaysia, Thailand, Hong-Kong and surrounding countries

Suggested Readings:

- A Geography of Tourism - Ronbinson, HA
- The Geography of Travel and Tourism - Burton, Rosemary
- Geography of Travel and Tourism - Boniface B. and Cooper
- Oxford Atlas 31th edition
- Travel Publication like Outlook Traveller, India Today Travel Plus, Travel & Leisure, Lonely Planet Series, Fodder’s Travel Series, Travel Trenda Today Trav Talk, Travalog
- Travel Brochures of Airline companies and Holiday Travel companies

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Travel Agency Management

Travel Agency Management

CO1) Travel agency & tour operation are integral part of travel & tourism industry without which both the aspects would not be possible. In this the students are required to learn the ropes of the industry in order to facilitate the procedure.

CO2) The students will understand the conceptual meaning and differentiation between Travel agency and Tour operation.

CO3) Further they will understand formalities and documentation needed to set up these units.

Course contents:

Unit – I Travel formalities:

Passport, Visa, Health requirements, taxes, customs, currency, travel insurance, baggage and airport information. 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, Approval 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 counseling to the tourists, Itinerary preparation, and marketing of Tour packages, handling business/corporate clients including conference and conventions. Sources of income: Commission, Service Charges.

Unit IV-Travel Terminology: Current and popular travel trade abbreviations and other terms used in preparing itineraries.

Unit V: 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 VI: Public and Private sector in Travel Agency Business and Tour Operation Business:

Organizational Structure and various Departments of a Travel Agency. The Indian Travel Agents and Tour Operators – an overview. National Trade Associations: -Role and contribution of WTO, IATA, TAAI and IATO.

Unit VII: Accommodation: **Primary and Secondary Accommodation**

TEXT BOOK:

Travel Agency & Tour Operation: Jagmohan Negi

Suggested Reading:

Holloway, J.C., (1983), The Business of Tourism, McDonald and Evans, Plymouth.

Syratt Gwenda, (1995). Manual of Travel Agency Practice, Butterworth Heinmann, London

Stevens Laurence, (1990). Guide to Starting and Operating Successful Travel Agency, Delmar Publishers Inc., New York.

Chand, Mohinder, Travel Agency Management, Anmol Publication

TA-215A- Consumer Behavior

Course Outcomes:

- CO1: Knowledge amongst students of consumers, consumer behavior in the market place and their impact on marketing strategy with special focus on advertising arena.
- CO2: Making students learn the principal factors that influence consumers as individuals and decision makers with an application to the buying decision process.
- CO3: Understand the importance of subculture and global consumer and culture as marketing opportunities.
- CO4) Students shall understand that an increasingly aware and alert consumer is changing the dynamics of the market place. Moreover in the context of societal marketing philosophy, the ethical issues like consumer rights and deceptive advertising shall also be brought to the fore.

Course Contents:

1. **Introduction to the study of Consumer Behavior:** Nature, scope and application
2. **Environmental influence on Consumer Behavior:** Cultural, social, family, and situational influences, opinion leadership and lifestyle marketing, Characteristics of culture, cross cultural understanding, nature of social class and consumer behavior.
3. **Environmental influences on consumer behavior:** Nature and significance of personal influence, marketing implications of personal influence, significance of family in consumer behavior and family life cycle, opinion leadership forms.
4. **Consumer as an individual:** Involvement & motivation, attitude, values, personality, learning and lifestyle, Dimensions of involvement and its marketing implications, Nature and role of motive, classifying motive, characteristics, functions and source of attitudes, attitude theory and model, characteristics and classification of learning, personality theory and application.
5. **Consumer Behavior models:** Consumer economic view, passive view, cognitive view and emotional view – Nicosia, Howard; Engel Blackwell models, Family decision making model.
6. **Consumer decision processes:** Pre-purchase process: information processing purchase process: consumer decision rules post-purchase processes: dissonance, Analysis of consumer decision making process in case of service product.
7. **Organizational consumer Behavior:** Difference between consumer and organizational buying behavior, factors influencing organizational buying behavior.

Text Reading:

Leon G. Sciffman and Lustic Lazer Kanuk: Consumer Behavior

James F. Engel, Roger D. Blackwell, Paul W. Miniard: Consumer Behavior

William L. Wilkie: Consumer Behavior

Del I. Hawkins, Roger J. Best and Kenneth A. Coney: Consumer Behavior

Implication for Marketing Strategy IRWIN

Supporting Reading:

1. Brand Equity – Supplement, **Economic Times**
2. Corporate Dossier – Supplement, **Economic Times**
3. The Strategist – Supplement, **Business Standard**.
4. Advertising And Marketing (A&M), Journals Of Marketing Research, **Business Today**

MBA (T) 2 Years, Sem- III Subject list

Subject Code	Subject Name
TA-301 A	French II
TA-304	International Ticketing
TA-307	Hotel Operations & Management
TA-313	Airline Management II
TA-314	Organization Behavior
TA-315	Service Marketing strategies
TA-316	Cargo Management
TA-317	Internship/Seminar/Presentation

Examination:

Internal Assessment: 40 marks

Internal Assessment I : 20 marks

Internal Assessment II : 20 marks

Internal Assessment III: 20 marks



Best OF Two

End- Semester Examination: 60 marks

TA-301A : French-II

Course Outcomes:

CO1).Enhance the French language learnt in previous semester.

CO2). Acquire more vocabulary words, grammar.

CO3). Communicate in French language.

CO4). Learn translations

Course Content:

1: Adventure in Bourgogne

Lesson 1:-Noise and disappearances

Lesson 2:-Disguise

Lesson 3:-Mardi Gras,a French festival

2:The enquiry of the inspector Darot

Lesson 1:-A very busy director

Lesson 2:-The mysterious disappearance.

Lesson 3:-The enquiry starts.

Lesson 4:-The enquiry continues

Lesson 5:-Theatre shot

3: Grammar

Partitive articles, Demonstrative adjective, Possessive adjective, adverb of quantity

4: Tenses

Future, Imperative, Simple past tense, past continuous tense.

5: Vocabulary

Learn to ask and order, express thanks, knows different regions, report writing etc.

TA-304:International Ticketing

Course Outcomes:

CO1) This subject will provide the basic skills to enable the students to accurately construct air fares and adopt professional ticketing practices.

CO2) Calculate airfare, to study MPM, TPM and fair calculations.

CO3) Learn commands of latest CRM present in mrket.

Course Contents:

- 1 International City, Airport & Airline Codes.
- 2 IATA Geography, Global indicators & Air itinerary planning with the help of OAG Manual.
- 3 How to see fare. Fare rules & special fares with the use of PAT manuals.
- 4 Fare construction Rules/Steps for one way, Round Trip, Mixed class journey Round the world .
- 5 Fare including side Trip and Open Jaw considerations. using the mileage system concept.
- 6 Issuance of International Air Ticket, Ticket Changes/Reissuance/Cancellations, Billing and Settlement Plan: Concept and procedures.
- 7 Voluntary and Involuntary routings with and without changes in fare.

References :

CRS Training Recommended:

- (1) Amadeus
- (2) Galileo
- (3) Abacus

Understanding Reservation Procedures on Airline / LCC Portals and travel agency portals

TA-307: Hotel Operations Management

Course Outcomes:

CO1) In this competitive environment, service sector is on boom. This course will provide the students with the knowledge of how Hotel industry can be managed.

CO2) Various organizations related to Hotels and their impact on Accommodation Industry.

CO3) Learn about the behavior to be depicted in front of customers (Body Language)

CO4) Learn working of various departments of Hotels.

CO5) Learn Hotel terminologies which are used in Hotels.

Course contents:

1: Tourism & Accommodation :

Introduction to hotels, Accommodation Industry, Types , Evolution of lodging industry, Need, Importance, role of hotels, FHRAI, Star Hotels and Classification.

2: Hotel Industry an overview :

Overview of Hotel Industry: brief history – last 70 years, Types of hotels – based on location, facility, size, clientele etc, Role of hotels for growth of Tourism Industry

3. Hotel Key Departments :

Front Office Management -- Introduction to Front Office Department, Advantages, Formalities and formats, Types of rooms and plans. Organization Chart and duties and responsibilities, Qualities of a front-office staff

4.House Keeping:

Introduction to Housekeeping, importance of housekeeping department, Organizational Chart and the duties and responsibilities. Cleaning- different equipments & agents, Daily routine systems, Laundry, Linen& Uniform, Interior Decoration & facilities, Special decorations.

5.Food & Beverage Service: Introducing to food & beverage Service, types of services, Organizational charts and duties,

6. Marketing Of Hotels :

Meaning and concept of Hospitality Marketing—importance & its future.

7. Computerization in hotel industry:

How computers help to enhance services, Software and packages available for hospitality industry, Networking – how it improves services

Reference Text Books:

1.Theory of Cookery -- Krishna Arora

2. Modern Cookery Vol-I & II – T.E.Philip

3. Food & Beverage Service – Vijay Dhawan

4. Managing Front Office Operations – Michael L Kasarana & Richard Brooks

5. Operations Management – Stanley Phornco

6.House Keeping Manual – Sudhir Andrews

7. Introduction to Hospitality - I & II – Dennis Foster

8.Marketing of Hospitality ---- Kotler , Bowen , Makens.

TA 313-Airline Management II

Course Outcomes:

CO1) The outcome of the subject is to make students aware of the policies and working of airline industry. Also keep them updated of the latest happening in aviation, government policies, agencies etc.

CO2) Dangerous goods at airport, how to deal with them.

CO3) Load and Trim sheet calculation.

Course Contents:

1. Introduction-aviation, airline working, history of aviation, Abbreviations pertaining to airlines, phonetics, agencies related with aviation Ramp equipments- trolleys, step, conveyor belt, Ramp safety and precautions.
2. Airport handling, YMS-CRC, check-in formalities, documentation, Load and trim sheet basic understanding of weight control, Baggage handling-PIR, Lost luggage handling
3. Regulatory authorities in aviation- ICAO, IATA, DGCA, AAI- (IAD, NAD)
4. Service control, seat allocation, coupon handling, post flight documentation
5. Special handlings, UM, HUM, YP, WCHC ETC
6. Air Cargo-AWB, Dangerous goods, capacity and configuration live stocks etc., Aircrafts types, maintenance scheduling
7. Coordination-sales, Accounts, Reservation, ATC etc for flight operation.

Reference Text Books:

- IATA airport handling manual
 - Flight safety manual-IATA
 - Aviation weekly
 - Janes weekly
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TA-314- Organizational Behavior

Course Outcomes:

CO1: Understand Evolution of Organizationbehavior in terms of cognitive, behavioristic and social cognitive aspects.

CO2: Understanding and application of factors affecting motivation with its theories beneficial for today's competitive environment today.

CO3: Understand factors affecting organizationalbehavior shaping Personality, Perception and Learning processes of employees.

CO4: Understand Interpersonal Processes and Behaviors, Team Development, Foundations of Group Behavior and Group Dynamics, Developing Work Teams, Team Effectiveness & Team Building for organizational benefit.

CO5: Knowhow of organizational systems and organizational change process, factors affecting change and its coping mechanism.

CO6: Understanding and application of Contemporary theories of leadership, Johari Window, Transactional Analysis and Success stories of today's Global and Indian leaders.

Course Contents:

1 Fundamentals of OB

Definition, scope and importance of OB, Evolution of OB, Theoretical framework (cognitive, behaviorist and social cognitive), Limitations of OB.

2 Individual Process and Behavior:

.Attitude: Importance of attitude in an organization, Right Attitude, Components of attitude, Relationship between behavior and attitude, Job attitude, Barriers to changing attitudes

Personality and values: Definition and importance of Personality for performance, The Myers-Briggs Type Indicator and The Big Five personality model, Significant personality traits suitable to the workplace (personality & job – fit theory), Personality Tests and their practical applications.

3 Perceptions and Motivation:

Meaning and concept of perception, Factors influencing perception, Selective perception, Attribution theory, Perceptual process, Social perception, Barriers of Perception.

Motivation: Definition & Concept of Motive & Motivation, The Content Theories of Motivation (Maslow's Need Hierarchy & Herzberg's Two Factor model Theory), The Process Theories (Vroom's expectancy Theory & Porter Lawler model), Contemporary Theories- Equity Theory of Work Motivation .

4. Interpersonal Processes and Behavior, Team and Leadership Development:

Foundations of Group Behavior: The Meaning of Group & Group behavior & Group Dynamics, Types of Groups, The Five -Stage Model of Group Development, Managing Teams: Why Work Teams, Work Teams in Organization, Developing Work Teams, Team Effectiveness & Team Building

Leadership: Concept of Leadership, Styles of Leadership, Trait Approach, Contingency leadership Approach, Contemporary leadership, Concept of transformational leadership, Contemporary theories of leadership, Johari Window, Transactional Analysis, Success stories of today's Global and Indian leaders.

5. Organization System:

Organizational Culture: Meaning & Definition of Organizational Culture, Creating & Sustaining Organizational Culture, Types of Culture (Strong vs. Weak Culture, Soft vs. Hard Culture & formal vs. Informal Culture) , Creating Positive Organizational Culture, Concept of Workplace Spirituality.

6. Managing Change:

Organizational Change: Meaning, definition & Nature of Organizational Change, Types of organizational change, Forces that acts as stimulants to change.

7. Implementing Organizational Change:

How to overcome the Resistance to Change, Kurt Lewin's- Three step model, Seven Stage model of Change & Kotter's Eight-Step plan for Implementing Change, Dealing with Individual & Group Resistance.

Reference Text Books

- Organizational Behaviour by Robins
 - Organizational Behaviour by Fred Luthans
 - Organizational Behaviour by Stephen Robins, Timothy Judge, Neharika Vohra
 - Organizational Behaviour by K Ashwathappa
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TA-315-Service Marketing Strategies

Course Outcomes:

- CO1: Equipping students with core competencies and skills sets suitable for service sector
- CO2: Create an in-depth understanding of service sector, service concept and service Characteristics
- CO3: Understand service marketing mix
- CO4: Knowledge of development of service product, pricing, promotion and distribution decisions
- CO5: Understanding service process role in service marketing mix and development of blue print
- CO6: Managing and crafting Physical environment
- CO7: Understanding the role of people in service organization and ways to maintain personnel quality
- CO8: Describe Service quality concept, dimensions and model.

Course Contents:

1. **Understanding Service Markets, Products and Customers -Services Perspective:** service concept, service marketing triangle, and evolution of service marketing, reasons for growth of service sector, difference B/w Goods & services, and I's of services, classifications of services.
2. **Segmentation. Targeting & positioning in services :** meaning and strategies
3. **Service products :** Service products: meaning of service product, service product levels, PLC, new service, service product range, process of new service development, and reasons for success or failure of new services –products, service product elimination.
4. **Pricing Services and Distributing Services:** price terminologies, costs of service incurred by customers, pricing tripod, pricing objectives, formulating pricing strategy, price tactics. Elements of distribution, methods of distributing services.
5. **Services marketing communication:** Promotional objectives, developing the promotion mix, key aspects of communication for the service marketers.
6. **Extended P's of Service marketing :** 1) Designing and managing **service processes:** service blue –print, steps in service process, self reinforcing service cycle.
2) Crafting the Service Environment: elements of **physical evidence**, kinds of physical evidence, roles of service escape, approaches for understanding services escape effects, guidelines for physical elements strategy.
3) Managing **People** for Service Environment: service personnel, service personnel quality, maintaining improving services personnel quality & performance, personnel audit, models of customer's as users of services.
7. **Implementing Profitable Service Strategies -** 1) Service quality: impact of service quality, approaches to service quality, dimensions of service quality, models of service quality, SERVQUAL instrument, service productivity.2)Designing a service strategy: internal marketing, external marketing, interactive marketing.

Books

- Zeithml, V.A. & Bitner, Mary, Jo. (2011).Services marketing. Tata- McGraw- Hill Edition.
 - Lovelock,C., Wirtz, J., Chaterjee, J. (2011).Services marketing. Pearson Prentice Hall.
 - Shankar, R. (2011). Services marketing. Excel Books.
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TA-316-Cargo Management

Course Outcomes:

CO1) Enhance the knowledge of tourism students about the cargo movement(import/export) and their legal formalities so as to successfully deal cargo along with passengers in all modes of transportation.

CO2) Understanding different types of cargos and ways of transporting them.

CO3) Understanding Muti model transport and its operational procedure.

CO4) Understanding implication of different international convocations on Export and Import policies.

Course contents:

1. Introduction of Cargo Management: Export-Import (a) Procedure(b) documentation: post and pre export import (c) clearance (d) bank negotiation of documents (e) units- 100% export oriented units, free trade zone, export processing zones, software technology park, electronic hardware technology park.

2. International Commercial Terms: Free on board, cost insurance and freight, cost and freight, etc

3. Cargo liabilities & Insurance: Marine Insurance, General Cargo Insurance and relevant clauses, mutual and Liability Insurance's claims and procedures

4. Multi-model transportation: Containerization, combined transport , Trade: classification, problems
Distribution Channels, Value added Chain

5. Introduction Foreign Trade Licenses: Duty exemption pass book scheme, Export promotion capital good schemes, special Import license, Duty drawback, Open general license, Foreign license authority

Transport Liabilities: multi-model transportation of goods act, Inter model transport state practice, carriage of goods by sea, air, waterways and roads

6. Logistic Management: classification models

Physical infrastructure for multimodal transportation, container freight station, dry port

Packaging, palletization and storage of cargo, handling and transportation of dangerous cargo, storage and warehousing in India

7. Transportation liabilities: Warsaw convention, Hague convention, Hague- visby rule, Hamburg rule

Sea-air cargo, documents in three modes (Airways bill, Railway Receipt, Lorry receipts, etc)

General Terms (less than container load, full container load, consolidation, freight forwarding, etc)

Electronic data Interchange in Transport management

Recommended Reading:

- EXIM (magazine)
- Air Cargo Management-Michael sales

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**International Institute Of Professional Studies
Devi Ahilya Vishwavidhyalaya (DAVV)
MBA (T), Sem-IV**

MBA (T) 2 Years, Sem- IV Subject list

Curriculum for MBA (T): Sem-IV

<u>Subject Code</u>	<u>Subject Name</u>
TA-401	French -III
TA-404	Foreign Exchange Management
TA-408	Entrepreneurship
TA-410	Conference ,Convention and Event Management
TA-411	e- commerce for Tourism
TA-412/TA-405B	Decision Making Skills/MRP

Examination:

Internal Assessment: 40 marks

Internal Assessment I : 20 marks

Internal Assessment II : 20 marks

Internal Assessment III: 20 marks



Best OF Two

End- Semester Examination: 60 marks

TA - 401: French III

Course Outcomes:

The outcome of the course is to develop linguistic and communication skills in French including written and oral expression and comprehension.

CO1) Linguistic: To learn basic French grammar and vocabulary

CO2) Communication: To enable students to introduce oneself and converse spontaneously in given social settings.

CO3) Civilization: To introduce some aspects of France, its people and culture.

Course Content:

1. Story:The Queen of Sands

Lesson 1: Coup de theatre

Lesson 2: Plans

Lesson 3: Breakdown

2. Lesson 4: Discovery

Lesson 5: Conflicts

Lesson 6: Towards the future

3. Vocabulary: Press and media

Cities and link roads

Weather and seasons

4. Grammar: Pronouns “en ” and “y”

Relative pronouns

Masculine and feminine forms

Conjugation and superlative forms

Conjugation of verbs in the future, present continuous, recent past.

5. Phonetics: Intonation, Complex sounds

6. Communication

Asking for permission

Forbidding

Formulating plans

Discussing and Debating

7. Civilization

Administration and regional life

Economical and ecological problems

Traditions and modernity

Reference Text Books:

- Le Nouveau sans Frontiers-I
- Apprenons le Francais-2,3

TA- 404: Foreign Exchange Management

Course outcome

CO1) This course will provide students an opportunity to understand the travel and tourism and prepare them to face challenges on the industry.

CO2) Understand and provides an insight into the foreign exchange involved in the various tourism related activities.

CO3) Understanding different types of exchange rates and the forex dealers procedures.

CO4) Learn about the currency market and international organization involved in it along with there role.

Course Content :

1. Theory of Foreign Exchange: meaning & need of foreign exchange, International Monetary system, international forex market, risks
2. Balance of payment, Forex Reserves, Currency convertibility- Partial & full
3. Indian Forex market: Retail market, wholesale market and their activities, Administration of Forex market, role of FEMA, RBI & FEDAI, Exchange Control, Ads & AMCs
4. Exchange Rate Mechanism: Factors affecting Exchange Rate, types of quotation. Different types of rates quoted by Ads and their application. Forecasting exchanges rates, numerical problems on exchange rates.
5. Exchange Risk management: Hedging through Forwards, Options, Swaps and Futures
6. Finance of Foreign Trade: Export Finance and Import Finance, Factoring and Forfeiting: International Institutions and Organization IMF, IMRD, ADB, ICC, ACU
7. Trends in Forex Market: Concept of GDR, VDR Foreign Bonds & Euro Bonds. 1. FCNR (B) RIC & accounts

Suggested Book:

- FOREX Management by Biztantra
- International Finance by P G Apte
- Business Environment by Mishra and Puri

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TA- 408: Entrepreneurship

Course Outcomes:

- CO1: Understand the concept of entrepreneur, entrepreneurship and their characteristics
- CO2: Analysis of entrepreneurship and its environment- social, cultural and technological
- CO3: Creative idea and its development into a business plan, study on sources of new ideas
- CO4: Creativity, Innovation and Idea Generation methods
- CO5: Implications of New Ventures, and Financial Management in New Ventures
- CO6: Issues of Marketing for New Ventures
- CO7: An analysis of Problems faced by new ventures, and expansion strategies for New Ventures.
- CO8: Detailed implications of the Expansion strategies for new ventures.

Course contents :

- 1. Entrepreneurship and its environment-** The concept of Entrepreneurship, The introduction & concept of Entrepreneur, Characteristics of an Entrepreneur, Functions of an Entrepreneur, Entrepreneurial Environment: External market, Economy, Political & Legal, Technology, Social & Cultural, Internal Materials, machines & Equipments, Processes, Capital Labors
- 2. Problems and Challenges of Organizations/Enterprises:** Economic (Capital, material and labor), Non-Economic (Social, Political and Personal)
- 3. Project Planning:** Steps in business planning, Formulation of Business Plan
- 4. Financial Management Issues,** Financial requirement and its planning, Balance sheet and income statement, Determination of cost, Cost-Volume profit Analysis
- 5. Marketing and operations Management Issues:** Functions of marketing, Concept of Product Life Cycle, Issues related to Product & its design, distribution, Promotion, Price, Operation management: Inventory management, Quality management
- 6. Human Resource Management Issues:** HR Planning, Recruitment & Selection, Training & Development, Performance Appraisal, Motivation, Compensation & Rewards, Relevant Labor Laws
- 7. Legal Issues for an Entrepreneur:** Patents, Copyrights, Trademark

Reference Text Books:

- Entrepreneurship New Venture Creation: David H. Holt
- Entrepreneurship : Peter Hirsch

TA- 410: Conference, Convention and Event Management

Course Outcomes:

CO1) With the increase in demand of conferences and exhibitions, a need for trained professionals for this field has been recognized.

CO2) This subject aims at preparing students to successfully plan and execute conferences, events and exhibitions.

Course Contents:

1. **Introduction-** Conference- sales conference, press conference: corporate presentations, Annual General Meetings, Road shows, Product Launch, Exhibitions, Seminars and Symposia.
2. **Budgeting and Programming-** group history analysis, setting the objective, Projection and Controlling Budget, agenda and Pattern, Determining space, destination and venue.
3. **Developing and Organizing Meeting Plan-** On-site Management, Post-meeting Evaluation, Checklist, GANTT, PERT
4. **Trade Shows-**
 - a. Planning- show selection, show location, analysis, pre-show planning
 - b. Coordinating show
 - c. Marketing
 - d. Post show follow up
5. **Principles of Event management-** Introduction to event Management, Size & type of event, Key element of event, Activities in event management (pre, during and post)
6. **Event planning & team management-** Aim of event, Event Team, Code of ethics, Develop a mission, Establish Objectives Preparing event proposal, Use of planning tools, Protocols, Dress codes, staging, staffing ,Leadership, Traits and characteristics
7. **Event marketing & management-**
 - a. Event as a marketing tool.
 - b. Concept of product, price, place, promotion in event.
 - c. Strategic marketing planning.
 - d. Evaluation – event performance.

Text Books:

- The complete conference organizers handbook: Robin O’Conner
- How to get the most out of Trade Shows: Steve Miller
- Event marketing and management: Sanjay Gour and Sanjay Saggere

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TA- 411: E-Commerce for Tourism

Course Outcomes:

CO1) Major learning in this subject is expected to be in area of use of technology in Tourism industry in present e-commerce environment.

CO2) Learning topics like electronic payments, online marketing related to Tourism industry and their application.

CO3) Understand the security and privacy issues in the current cyber environment.

Course Contents:

1. Introduction to e-commerce and e-business, Difference between traditional commerce and e-commerce, types of e-commerce, e-commerce framework, application and network infrastructure, e-commerce transaction type- B2B, B2C etc.
2. E-business models: Business model ingredients, B2C, B2B model with example related to Tourism industry, case study related to B2C and B2B.
3. Online Tourism Services: Introduction of Online Tourism Services, Online Tourism Market, Case study from Tourism Industry.
4. E-Payment System and its types and comparison, Token base payment, Smart card, Credit card, Debit Card, etc. design in one of payment system, Risk involved in e-payment system.
5. Electronic market place of Buyers and Sellers, Consumer behavior and markets, advertising and marketing on Internet, online marketing, online advertising and tool of advertising.
6. Security issues: Cyber laws, Cyber crimes and security issues, security concept, dimension of security, method, cryptography, encryption description.
7. Case Studies related to Tourism industry in E-commerce environment.

Suggested Books:

- E-Commerce: Business, Technology and Society by Kenneth C Loudon, Pearson Publication.
- E-business and E-commerce Management by Dave Chaffey, Pearson Publication.
- Electronic Commerce by Ravi Kalakota and B. Whinston, Frontiers of e-commerce, New Delhi, Addison-Wesley, 2000 edition.
- Ravi Kalakota and M. Robinson, E-Business : Road map for success, New Delhi, Addison-Wesley, 2000 edition.

TA-412: Decision Making Skills

Course Outcomes:

- CO1: Acquaint themselves with all the facets of Decision-Making Process in Advertising and Public Relation.
- CO2: Understand Theories of decision making, SWOC Analysis, Thompson's matrix. Porter's five forces model, Mc Kinsey 7S model. PEST model for better decision-making process.
- CO3: Identifying the need, means for deciding, possible options, tradeoffs etc. as Integrated Decision-Making Process.
- CO4: Application of Intervening variables in decision making and Internal/External Implementing Decisions with Communication, types and Acceptability of decisions, long term impact assessment
- CO5: Role of Group Decision making – Various stakeholders, collective bargaining process.

Course contents:

1. Introduction to Decision making: Types of Decisions, Art or Science.
2. Theories of Decision making: SWOC analysis, Thompson's matrix, Porter's five forces model, Mc Kinsey 7s model, PEST model
3. Integrated Decision Making process: Identifying the need, means for deciding, possible options, trade offs
4. Types of problem solving behavior
5. Intervening variables in decision making- Internal and External
6. Implementing Decisions: Communication and Acceptability of decisions, long term impact assessment
7. Group Decision Making: Various stakeholders, collective bargaining process

Suggested Books:

- Agarwal R. D.; Organization and Management, Tata McGraw –Hill Education.
- J Frank Yates, Decision Management, University of Michigan Business School, Wiley India Edition

TA- 405B: Major Research Project

Course outcomes

CO1) Major Research project is an opportunity to gain knowledge of the field while still learning.

CO 2) In this MRP, a student is required to do a live project and submit report in hard as well as soft copy .

CO3)Considerably more in-depth knowledge of the major subject/field of study, including deeper insight into current research and development work.

CO4)A capability to contribute to research and development work.

CO5)The capability to use a holistic view to critically, independently and creatively identify, formulate and deal with complex issues.

CO6)The capability to plan and use adequate methods to conduct qualified tasks in given frameworks.

CO7)The capability to critically and systematically integrate knowledge to understand and solve management issues .

CO8)The capability to clearly present and discuss the conclusions as well as the knowledge and arguments that form the basis for these findings in written form.

CO9)The capability to identify the issues that must be addressed within the framework of the specific thesis in order to take into consideration all relevant dimensions of sustainable development.

CO10)A consciousness of the ethical aspects of research and development work.

Contents:

Major Research project is an opportunity to gain knowledge of the field while still learning. In this MRP, a student is required to do a live project and submit report in hard as well as soft copy as per the guidelines mentioned below:

1.Title Page

2.Declaration by the student that work is original (given format)

3.Certificate from Guide (given format)

4.Acknowledgement

5.Table of contents

6. Abstract or summary (not more than 1 page) which includes:

- a) Brief objectives
- b) Findings
- c) Conclusion
- d) Recommendations

7. Introduction (I. Brief overview of proposed work and its importance II Brief description of topic related scenario and facts)

8. Literature review and objectives of the study

9. Research Methodology (Study design, sample design, Data collection method, research instrument, data analyzing technique etc....)

10. Findings and Discussion

11. Conclusion

12. Limitations of research

13. Scope for further research

14. Bibliography, appendix, tables etc