



**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) (5YDC) Integrated Programme**

**Academic Session : 2018-23**

## 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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<b>Dr. Prerna Kumar, Lecturer,</b> PhD, MBA(Mktg)	<b>Mr. Naresh Dembla, Lecturer</b> ME (Comp Sc Engg), MBA, BE	<b>Dr Shikha Pandey, Lecturer</b> Ph D, MBA(Tourism)
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<b>MrYogendra Singh Bawal, Network Administrator</b> Incharge, Administrative Officer M Sc(CS), M Sc. ( Elex & Comm.), CCNA	<b>Dr. Gaurav Purohit,</b> Incharge Placement officer (Tourism) Ph D , MBA (Tourism)
<b>Dr. Kapil Jain, Ph.D.(Mgt),MBA(Fin), M Phil, M Com.</b> Program Officer, National Service Scheme (NSS) Coordinator, Red Ribbon Club, MPSACS Warden, JN Boy's Hostel	<b>Dr. Sujata Parwani, Ph.D. (Economics), M.A., M.Phil,</b> Program Officer, National Service Scheme (NSS)

## *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) 5 Years Programme**

MBA (T) 5 years is an integrated five years program of IIPS. Tourism is the world's largest industry and one of the objectives of tourism development is economic gain. Tourism is the temporary short-term movement of people to destinations outside the places where they normally live and work, together with their activities and experiences during these journeys. Journeys are for pleasure, entertainment, culture, business, conferences,

visiting friends and relatives, adventure, shopping, dining, challenge and self development, or for a combination of these reasons. Tourism has become one of the world's largest and fastest growing industries, because of several factors, such as rising levels of income, improvements in transportation and the introduction of low-cost airline services, easier access to destinations by tourists and the diversification of the industry with new market niches, such as cultural tourism, ecotourism and adventure tourism.

MBA (Tourism) 5 years programme is designed with the following objectives:

1. To train professionals capable of applying the following skills in the exercise of a profession:
  - Management activities
  - Advice
  - Designing policies and tourism plans
2. To train professionals capable of developing the aforementioned activities:
  - In an organization as a whole
  - In any of its functional areas
  - In the management of territories and tourist destinations

Graduates must know how all these functional areas operate within the general context of tourism, and within the global context of the economy. They must likewise be able to contribute to the smooth running of a business and to the improvement of its turnover.

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

## **NAME OF THE PROGRAMME: MBA (T) (5YEARS) INTEGRATED PROGRAMME**

### **Programme Specific Outcomes**

- PSO1: Explain the role of and apply economics, accounting, financial management, human resource management and marketing knowledge and skills in decision making and management of tourism organisations.
- PSO2: Recognise the potential impact of local and global economic conditions and events, with emphasis on the Asia Pacific region, on the operations and strategic management of organisations.
- PSO3: Apply sound financial management techniques and analytical skills to authentic operations and strategic management issues of organisations.
- PSO4: Apply contemporary strategic management practices compatible with organisational sustainability, ethical behaviour and effective workforce relations.
- PSO5: Describe a range of research methods useful in the conduct of industry and organisation based projects, and discuss their benefits and limitations.
- PSO6: Work both individually and in groups to conduct business research and critically evaluate the findings to solve business related problems.
- PSO7: Present theoretical concepts and complex ideas in both written and verbal formats appropriate for a range of stakeholder audiences.
- PSO8: Relate and apply their knowledge and skills to the tourism industry.

**International Institute Of Professional Studies**  
**Devi Ahilya Vishwavidhyalaya( DAVV)**  
**MBA (T), 5 Years: Sem-I**  
**Curriculum for MBA (Tourism) 5 Years: I-Semester**

<b>Subject Code</b>	<b>Subject Name</b>
TM-101	Fundamentals of Management
TM-102	Introduction to Tourism
TM-103	Language Proficiency-English
TM-104	Indian History
TM-105	IT For Tourism
TM-106	Individual and Interpersonal behavior
TM-107	Comprehensive Viva-Voce

**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***

## **TM-101 Fundamentals of Management**

### **Course Outcomes:**

- CO1: Discuss and communicate the management evolution and how it will affect future managers.
- CO2: Observe and evaluate the influence of historical forces on the current practice of management.
- CO3: Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues.
- CO4: Explain how organizations adapt to an uncertain environment and identify techniques managers use to influence and control the internal environment.
- CO5: Practice the process of management's four functions: planning, organizing, leading, and controlling.
- CO6: Identify and properly use vocabularies within the field of management to articulate one's own position on a specific management issue and communicate effectively with varied audiences.
- CO7: Evaluate leadership styles to anticipate the consequences of each leadership style.
- CO8: Gather and analyze both qualitative and quantitative information to isolate issues and formulate best control methods.

### **Course contents:**

**Unit 1 Management Concept and Theories:** Concept and nature of Management, Role and responsibility and functions of Manager, Managerial Skill and organization hierarchy, Evolution of Management thoughts- (Classical School, Taylor, Fayol & Weber's Conditions), Neoclassical Theory (Elton Mayo Contribution) Modern Theory (Contingency & System Approach)

**Unit 2 Planning:** Nature and purpose of planning, Types of Planning, Planning Process, Nature and Objectives, MBO; Process, benefits and limitations.

**Unit 3 Strategies, Policies and Planning:** Nature and process of planning, Strategies planning process, TOWS Matrix, Porter's Generic Competency Model, Planning and Forecasting.

**Unit 4 Organizing:** Nature and Purpose of Organizing, Organizational Structure; Departmentalization, Line/Staff Authority & De centralization, Delegation.

**Unit 5 Staffing & Directing:** Concept, Nature, Importance and Steps of Staffing and directing.

**Unit 6 Controlling:** Concept and Process of Control, Control Techniques, Human aspects of Controlling, Use of IT in Controlling.

**Unit 7 Decision Making:** Decision Making; Nature, Type & Scope of Managerial decision Making process, Model of decision making, Certainty in decision making.

### **Reference books:**

- Koontz – Principles of Management (Tata McGraw Hill, 1st Edition 2008)
- Robbins & Cautler – Management (Prentice Hall of India, 8th Edition)
- L.M. Prasad – Principles & Practices of Management (Sultanchand & Sons, New Delhi)
- Parag Diwan – Management Principles and Practices (Excel Books, New Delhi)
- Stoner, Freeman, Gilbert. Jr. – Management (Prentice Hall of India, 6th Edition)

## TM-102 Introduction to Tourism

### Course Outcomes:

- CO1: The main Outcome of this subject is to develop a practical prospective on the travel and tourism industry.  
CO2: The knowledge of this will help students understand the travel and tourism industry.

### Course contents:

**Unit-1 : Basic Concept & development of tourism:** Tourism excursion leisure and recreation; tourist visitors travelers; history and evolution of tourism; roman empire and early travel, trade routes, concept of annual holiday social(paid) tourism, grand tour, dark age, renaissance in tourism; Thomas cook & early organized travels; modern day mass tourism.

**Unit-2: Typology and forum of tourism;** international tourism, inbound outbound, inter regional, intra region, domestic, internal, national tourism, type of tourism contemporary trend in Indian tourism.

**Unit-3: Tourism Industry and its structure:** attractions, accommodation, transportation, F&B, shopping, entertainment, infrastructure hospitality, Presents trends in domestic and global tourism.

**Unit-4: Tourism system & environment:** components of tourism, distribution, inter-relation between various segment, travels industry network, elements of tourism, tourism environment, Manila Declaration.

**Unit-5: Tourism demand & Travels motivators:** Basics of tourism demand, net travel propensity, gross travels propensity case study pattern of movement of tourist to India, travel motivators, physical motivators, inter personal motivators, status & prestige.

**Unit-6: Future growth and development of Indian Tourism:** 5 T'S of brand India, major tourism schemes of govt. of India, Visa on arrival (VoA), Prasad Scheme, Hriday Scheme, travel circuits, incredible India.

**Unit-7: 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.

### Reference books:

- Manjula Chaudhaary, K.K. Kamara, Tourism Development; Impact & Strategies; Anmol Publications, 2002
- Goldener, C & Ritchie, B. Tourism Principles, Philosophy, Practices, John Wiley, New York, 2006
- J.K. Sharma, Tourism Planning and Development; A new Perspective, Kanishka Publishers, 2000
- Geoper et al, Tourism Principles 7 Practices, Pearson edn., New York, 2006
- Seth, P.N. Successful Tourism Management, Sterling Publication, New Delhi
- Negi, Jagmohan, Travel and Tourism, S.Chand & sons

## TM-103 LANGUAGE PROFICIENCY-I (ENGLISH)

### Course Outcomes:

CO1: Develop their ability to communicate in written mode with correct usage of English grammar.

CO2: Enhance their vocabulary and grammatical forms of English to use in specific communicative contexts.

CO3: Develop the speaking ability in English both in terms of fluency and comprehensibility.

CO4: Develop competence in the four modes: writing, speaking, reading and listening.

CO5: Gain an understanding of script writing, various motivational, leadership and problem solving stories for application of these ideas in real world situations.

### Course contents:

**Unit-1 : Vocabulary Building:** -Antonyms, synonyms, prefixes, suffixes, article prepositions, tenses, worksheets, reading practice, hearing.

**Unit-2 : Defining and describing:** -Difference between defining and describing from the language point of view, Student will define simple day-to-day things, places, persons, devices, toot, etc and also describe them (Students will be given home assignments in vocabulary/definitions & descriptions. They will collect and past in their journal minimum 2 sample passage of style/ register and analyze, them)

**Unit-3 : Writing different types of paragraph:** -Structure of para- topic sentence, elaboration, explanation, illustrations etc., para of comparison, contrast, argumentative para, descriptive para.

**Unit-4 : Scrape book:** -Concept, usefulness and relevance, students will prepare a scrape book on a topic of their interest with the help of the teacher.

**Unit-5 : Writing script for comparing a program:** -Various functions of the college, festivals and other public functions.

**Unit-6 : Reading and review:** -Reading and review of 10 short stories (motivational, inspiring, problem solving, leadership etc. to be provided by the faculty in the beginning of the session)

**Unit-7 : Grammer & Vocabulary:** - Parts of Speech- Noun, Adjective, Verb, Adverb, Preposition, Pronoun, conjunctions, Interjections, Determiners, Articles, Phrasal Verbs, Subject & Verb Agreement, Tenses, New Words (Compound words, Aponyms. Pejorative words, Loaning), Antonyms & Synonyms, Prefixes. & Suffixes

### Reference books:

- N,Krishnaswamy, Modern English (Macmillan, India)
- Bhaskaran and Horsburgh, Strengthen Your English (OUP)
- Kane Thomos, The New Oxford Guide to Writing (OUP)
- Tikoo and Shashikumar, Writing with it purpose (OUP)



## TM-104 Indian History

### Course Outcomes:

- CO1: Understand background of our religion, customs institutions, administration and so on.  
CO2: Understand the present existing social, political, religious and economic conditions of the people.  
CO3: Analyze relationship between the past and the present is lively presented in the history.  
CO4: Develop practical skills helpful in the study and understanding of historical events.  
CO5: The study of history helps to impart moral education.  
CO6: History installs the feeling of patriotism in the hearts of the pupils.

### Course contents:

- Unit 1**        **The pre-historic period-** Indus Valley Civilization Source of Information, Vedic Period - Early and Later Vedic period. The Epic Age. Jainism, Teaching & Principles of Jainism, Contribution of Jainism to Indian Culture. Buddhism- Rise and Growth, Doctrines of Buddhism.
- Unit 2**        **Mauryan Period** - origin, growth and contribution, Sunga Dynasty, Kusana Dynasty, Gupta Period - political, religious, socio-cultural and economic development during Maurya to Gupta period. Political condition of North India, South India and Eastern India after Guptas.
- Unit 3**        **History of Medieval India 1206 - 1526 A.O.** Rise of Turks, causes of Success of Arab invasion and its impact, Slave Dynasty, Khaliji Dynasty, Tughlaq Dynasty, Sayyid Dynasty, Lodhi Dynasty. Moghuls. Babur, Humayun, Akbar, Jahangir, Aurangzeb.
- Unit 4**        **Political Condition of India in after Moghul-** Decline of Mughal emperor and its impact. Rise of Maratha Power under Shivaji. Advent of Europeans in India - Establishment of bases and trading centres of East India company and other European companies.
- Unit 5**        **Social and religious reforms movement in India-** Brahma Samaj, Arya Samaj, Rama Krishna Mission, Economic, political, religious and social development post Independence.
- Unit 6**        **Establishment of British Rule in India:** Strategies of Britishers.
- Unit 7**        **Indian Democracy:** Concept, contribution of different political parties for the development of India

### Reference books:

- Themes of Indian History- Part 1, 2, 3 - NCERT (2013)
- Basham. A.L. (2004), The wonder that was India, Picador; Indian ed edition.
- Chandra Satish (2007), A History of Medieval India, Orient Black Swan
- Chandra Bipin (2009), History of Modern India, Orient BlackSwan.
- Bipin Chandra (2000), India Since Independence, Penguin India.

## TM-105 IT For Tourism

### Course Outcomes:

CO1: Professional Competence

Explain and understand the information technology applied in operational and managerial levels to the hospitality and tourism industry.

Recognize and identify the role of hospitality managers in information system development.

CO2: Critical Thinkers

Demonstrate hospitality-specific software applications to support and enhance work in the hospitality and tourism industry.

CO3: Effective Communicators

Deliver and present their innovative and strategic ideas effectively.

CO4: Innovative Problem Solvers

Evaluate the current information technology applications and discuss the future trends in the hospitality

CO5: Ethical Leaders

Understand global and ethical technology standards.

### Course contents:

**Unit 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 hardware.

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

**Unit 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.

**Unit 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.

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

**Unit 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

**Unit 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.

### Reference books:

- Computer and commonsense, Roger Hunt and John Shelly
- Using MS- office 2000, Woody Leonhard
- The Computer Guide to MS – Office, Ron Monsfield
- The Complete ref, office 2000, Stephen L. Nelson

## TM-106 Individual and Interpersonal Behavior

### Course Outcomes:

- CO1: Explain orally and in writing, how personality, emotions, values, attitudes and perception influence behavior in organizations.
- CO2: Apply theories and concepts of motivation to develop strategies for improving work performance and organizational effectiveness.
- CO3: Apply theories and concepts from the behavioral sciences to develop strategies for effective teamwork.
- CO4: Present, individually and in groups, analytical findings concerning the behaviors of groups.

### Course contents:

**Unit-1: Foundation of Individual Behavior :** Biographical characteristics, learning and learning theories, perception and its role in managerial decision making. Personality – Determination and Attributes.

**Unit-2 : Motivation :** Needs, Content and process, Maslow's hierarchy of needs, Herzberg's two factors theory. ERG theory.

**Unit-3: Foundation of Group Behavior:** Defining and Classifying groups, group structure and process, Group Behaviors process of group formation, Group decision making, group v/s teams team Effectiveness, Communication- process, fundamentals and issue.

**Unit-4: Leadership :** Trait theories, behavioral theories- ohio state studies, Michigan Studies And managerial grids; contingency theories, situational theories; Contemporary issue in leadership.

**Unit-5: Stress Management:** Stress Management – potential sources, consequences and coping strategies for stress .

**Unit-6 : Managing Change:** Organizational Change: Meaning, definition & Nature of Organizational Change, Types of organizational change, Forces that acts as stimulants to change.

**Unit-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 books:

- Human Resource Management : Gary Dessler, Pearson Education
- Managing Human Resources : David B Balkin, Pearson Education
- Organization Behavior by stephen robbins PHI
- Organization behavior by Fred Luthans, PHI

**International Institute Of Professional Studies**  
**Devi Ahilya Vishwavidhyalaya( DAVV)**  
**MBA (T), 5 Years: Sem-II**  
**Curriculum for MBA (Tourism) 5 Years: II-Semester**

<b>Subject Code</b>	<b>Subject Name</b>
TM-201	Basics Of Accounting
TM-202	Hotel operations and Management
TM-203	French-I
TM-204	Principles of Marketing Management
TM-205	Yoga and Wellness
TM-206	Business Economics
TM-207	Comprehensive Viva-Voce

**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***

**TM-201**  
**Basics of Accounting**

**Course Outcomes:**

- CO1: Develop and understand the nature and purpose of financial statements in relationship to decision making.  
CO2: Develop the ability to use the fundamental accounting equation to analyse the effect of business transactions on an organisations accounting records and financial statements.  
CO3: Develop the ability to use a basic accounting system to create (record, classify and summaries) the data needed to solve a variety of business problems.  
CO4: Develop the ability to use accounting concepts, principles and frameworks to analyse and effectively communicate information to a variety of audiences.  
CO5: Develop the ability to use accounting information to solve a variety of business problems.

**Course contents:**

**Unit 1. Introduction to Financial accounting:** Introduction, meaning of book keeping, accounting and accountancy, distinction between book keeping and accounting, accounting process, objectives of accounting, various uses of accounting information ,limitations of accounting, accounting terminologies(capital,asset,liability,expense,income,ecpenditure,revenue,debtors,creditors,stock,purchase,sales,voucher,discount,transaction,drawings),accounting concepts and conventions, accounting standards.

**Unit 2. Recording of transactions and secondary books:** classification of accounts, double entry system ,rules for debit and credit, journal entries, cash books, ledger posting, trial balance.

**Unit 3. Final accounts:** Introduction, meaning, objectives and characteristics of final accounts, adjustment entries before preparation of final accounts, closing entries, trading accounts, profit and loss accounts and balance sheet, practical problems.

**Unit 4. Depreciation:** Introduction, meaning of depreciation, causes of depreciation, need for depreciation, factors affecting depreciation, methods of computation of depreciation( straight line method and written down value method)

**Unit 5. Joint stock company:** Importance, meaning and definition of a company, characteristics and kinds of companies, formation of a company.

**Unit 6. Shares and share capital:** under subscription, over subscription, calls in advance, calls in arrears, issue of shares at premium and discounts, buy back of share, surrender of shares.

**Unit 7. Debentures:** Classification, issue, terms of issue, writing of laws on issue of debentures, company final accounts; Introduction to company final accounts, profit and loss accounts, balance sheet, basics of preperation of simple company final accounts.

**Text Book:**

Maheswari S. N. and Maheswari S.K.(2013): An introduction to Accountancy, New Delhi, Vikas publishing house

**Reference books:**

- Sofat,Rajni and hero,Preeti(2014),Basic Accounting, Delhi;; PHI Learning Pvt. Ltd.
- Monga , J R and Ahuja Girish, Financial Accounting, Delhi; Mayur paper bags
- Sharma,D G Financial Accounting , New delhi;Texman Allied services Pvt Ltd.

**TM-202**  
**Hotel Operations and Management**

**Course Outcome**

- CO1. Identify different external considerations that impact upon hotel operations and the hotel sector.  
CO2. Understand how hotel operation has responded to the forces of globalization at local and international scales  
CO3. Understand the complex legal environment in which the hotel sector operates  
CO4. Evaluate the service encounter within the hotel experience  
CO5. Appreciate the interdependencies and necessary skills for successful hotel operations.

**Course contents:**

**Unit 1: Tourism & Accommodation :**Introduction to hotels, Accommodation Industry, Types , Evolution of lodging industry, Need, Importance, role of hotels, FHRAI, Star Hotels and Classification.

**Unit 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

**Unit 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

**Unit 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.

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

**Unit 6. Marketing Of Hotels :**Meaning and concept of Hospitality Marketing—importance & its future.

**Unit 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:**

- Theory of Cookery -- Krishna Arora
- Modern Cookery Vol-I & II – T.E.Philip
- Food & Beverage Service – Vijay Dhawan
- Managing Front Office Operations – Michael L Kasarana & Richard Brooks
- Operations Management – Stanley Phornco
- House Keeping Manual – Sudhir Andrews
- Introduction to Hospitality - I & II – Dennis Foster
- Marketing of Hospitality ---- Kotler , Bowen , Makens.

## TM- 203 French - I

### Course Outcomes:

CO1: Listening, reading, speaking and writing skills in French language.

CO2: Enhance the vocabulary in French.

### 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

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**TM-204**  
**Principles of Marketing Management**

**Course Outcome**

CO1-Develop an ability to understand and develop the marketing mix for an organisation

CO2-Globalisation of marketing for organisational growth.

CO3-Understand the marketing environment.

CO-4Marketing information system and customer relationship management

**Course Contents:**

1. Marketing Concepts: Customer Value and Satisfaction, Customer Delight, Orientation of Marketing Concepts: Production Concept, Product Concept, Selling Concept, Marketing Concept and Societal Marketing Concept, Value Chain.

2. Understanding the Marketing Environment: Scanning the Environment, Micro- Environment, Macro- Environment.

3. Marketing Segmentation, Targeting and Positioning: Market Segmentation, Bases of Market Segmentation, Requirements of Effective Segmentation, Evaluating the Market Segments, Market Targeting: Undifferentiated Marketing, Single Segment and Multi- Segment Structures, Concept of Positioning.

4. Consumer Behavior: Model of Consumer Behavior, Factors Influencing Buyer Behavior, Decision-Making Process in Buying.

5. Marketing Research: Meaning and Process.

6. Elements of Marketing Mix:

Product Decision: Objectives, Core, Tangible and Augmented Products, Product Classification, Product Mix, Product Life Cycle and Strategies, New Product Development Process, Introduction and Factors Contributing to the Growth of Packaging, Introduction of Labeling.

Pricing Decisions: Factors affecting Price, Pricing Methods, Price adaptation Strategies.

Distribution Decisions: Importance and Functions of Distribution Channels, Considerations in Distribution Channel Decision, Distribution Channel Members, Intensity of Distribution, Channel Conflict and Channel Management.

Promotion Decisions: A view of Communication Process, Developing Effective Communication, Promotion Mix Elements.

7. Emerging Trends in Marketing: An introduction to Internet Marketing, Multilevel Marketing, CRM, Green Marketing, Social Media Marketing, Rural Marketing, Experiential Marketing and Event Marketing.

**SUGGESTED BOOKS:**

Philip Kotler, Principles of Marketing Management, New Delhi, Prentice Hall of India.

Ramaswamy and Namakumari, Marketing Management, Macmillan India.

Rajan Saxena, Marketing Management, Tata McGraw Hill.



**TM-205**  
**Yoga and Wellness**

**Course Outcomes:**

CO1: Demonstrate basic skills associated with yoga activities including strength and flexibility, balance and coordination.

CO2: Demonstrate an understanding of health-related fitness components.

CO3: Identify the major muscle groups and their application to yoga.

CO4: Demonstrate an understanding of sound nutritional practices as related to health and physical performance.

CO5: Demonstrate an understanding of health problems associated with inadequate fitness levels.

**Course contents:**

**Unit 1. Origin and development of wellness tourism over ages-** Health as a motivator to travel , ancient centers of healing and bath, concept , definitions and dimensions of health, wellness and wellbeing, spirituality, quality of life(QOL), typologies of health tourism, factors affecting growth of health tourism.

**Unit 2. Leisure lifestyle and tourism-** Tools for wellness; medicine, therapy; therapeutic recreation, psychology, nutrition, rehabilitation, cosmetics.

**Unit 3: Factors influencing health and wellness tourism:** forms of health tourism-medical tourism, spa tourism, ayurvedic tourism, yoga and meditation tourism, holistic tourism, spiritual tourism, Ashram tourism.

**Unit 4. Concept and Dimensions of holistic health care:** The body, mind and spirit relationship. AYUSH- Ayurveda, Yoga and naturopathy, Siddha, Unani, Homeopathy, Aroma therapy.

**Unit 5. Yoga and meditation:** Origin and development of yoga and meditation in India, Different forms of yoga and meditation,

**Unit 6. impact of yoga:** The impact of yoga and meditation in the body and mind, international yoga day, some of the important yoga centers in India.

**Unit 7. Medical tourism:** Concept, typology, evolution of medical tourism, benefits of medical tourism, economics of medical tourism, Global medical tourism scenerio, countries promoting medical tourism, Indian medical tourism- potential and problems, market size and growth.

**Text Books:**

- Vishnudevanand Swami: The complete illustrated book of Yoga.
- Kulkarni, Sonali 2008, Spa and health tourism, book enclave, Jaipur
- Pruthi, Raj 2006, Medical tourism in India, Arise Publications ,New Delhi

**Reference Books:**

- Smith M. N. Puczko, L. 2009, Health and Wellness Tourism

**TM-206**  
**Business Economic**

Course Outcome:

CO1 Apply the concept of opportunity cost

CO2 Employ marginal analysis for decision making

CO3 Analyze operations of markets under varying competitive conditions

CO4 Analyze causes and consequences of unemployment, inflation and economic growth

Course contents :

Unit 1.Economics Basics: Basic concepts, Tools and Techniques of economic analysis. Nature and Significance of Business Economics.

Unit 2 Demand Analysis: Market demand analysis, Law of Demand, Elasticity of Demand, Demand Forecasting

Unit 3 Production and Supply Analysis: Concept of production function, Attributes of production function. Laws of Production: Law of Diminishing Return, Law of Constant Return, Law of Increasing returns. Supply analysis: Law of Supply.

Unit 4 Cost Analysis and Break- Even Analysis: Types of Cost, Short run Cost and Long run Cost Analysis, meaning, usefulness, limitations and method for determining break-even point.

Unit 5 Market and their Classification: Perfect Competition , Imperfect Competition and Monopoly: price determination and Equilibrium of the firm and industry under these markets.

Unit 6 Measurements of National Income Determination: National Income and its Aggregates, methods used in calculation of national income. Importance of national income estimates. Difficulties in the measurement of national income.

Unit 7 Basic Macro Economic concepts for Open Economy : Business Cycles , Inflation and Deflation, Balance of Payments.

Text Books:

Principals of Micro Economics: Dr. H. L. Ahuja

Micro Economics theory and Application : D.N. Dwivedi

Business Economics : M. Adhikary

Business Economics: Dr. Mangal , Dr. Tanna

Macro Economics: Sunil Bhaduri

Macro Economics- Theory and Policy: H.L.Ahuja