

INTERNATIONAL INSTITUTE OF PROFESSIONAL STUDIES  
DEVI AHILYA VISHWAVIDYALAYA, INDORE

**M.B.A. (T) 5 Yr VII SEMESTER**

**TM-701  
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;
- CO11: Explain the rationale for research ethics.

**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:**

Selection and definition of problem, survey of literature, different research designs, feature of good research design

**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 Analysis I:** 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.



**6. Data Analysis II:** Hypothesis testing: Review of Concept, methodology, types of errors, important parametric and non parametric tests for single, two and multiple group comparison.

**7. Report Writing And Presentation:**

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

**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



**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, Rosemery
- 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 Trender Today Trav Talk, Travalog
- Travel Brochures of Airline companies and Holiday Travel companies.

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**TM-703 Tour Operations II**

**Course Objective:**

The course structure is derived from the industry standards and aim to strengthen the basics of the business requirements. This course is entirely based upon the prevailing travel patterns for International destinations and is designed to match the emerging market trends & providing an end to end solution to the travelers.

**Unit I: Understanding Package Tours**

Key components of package tours, Packaging for (GIT) & (FIT), Vendor Management system, Destination Management Companies (DMC'S), Tourism Marketing and Promotion Strategies for Package Tours.

**Unit II: Sources of Income in Travel Agency & Tour Operators**

Analysis of different sources of revenue, Linkage of profit sharing between tour operators & primary service providers, Commission from the Sale of Package Tour, Financial Benefits of Travel Agency and Tour Operator and Different Sources of Commission.

**Unit III: Market Segmentation & Trade Associations**

B2B & B2C markets, -Offline & Online markets, Repeat Clients / Niche clients & New clients, - Referral, Corporate or Friends & Relatives, -Classification of Regulatory Bodies, Popular Regulatory Bodies and Need for Organizations

**Unit IV: VISA & DOCUMENTATIONS**

Types of Visa's, Documents required for Business personnel & Service professionals, OTB, Procedure & duration of obtaining visa's for different countries and On arrival Visa & De-Boarding of guests. International Travel Counter; Services provided by International Counter; Government rules on International Travels. Reservation procedure for International and other travel related Vouchers like MCO, PTA, PSR, etc, Procedure for lost ticket, Refund and Cancellation charges.

**Unit V: To understand the South East Asia , Middle East & Island destinations based on -** Popular Routes (FIT & GIT), Delicious Cuisines, Transportation (Local & Global), Things to do (activities & sightseeing's) , Costing (Calculating the pricings) and Currency (Remittance & Telegraphic Transfers).

**Unit VI: To understand Australia & New Zealand (ANZ) and European**

Types of accommodation available, Modes of transportation and length of stay, † Concept of Tour Itinerary and Preparation of sample itinerary with the timings and mode of Air/train or by surface and details of sightseeing, types of Accommodations and other services, Tour Costing: Methodology of Quotation Preparation and preparation of sample quotation for tour operation with various plans and services.

**Suggested Readings :**

- Chand, M.. Travel Agency Management: An Introductory Text
- Seth, P. N., Successful Tourism Management
- Travel operation : South Asia Integrated Tourism Human Resource
- Development Programme ( SAITHRDP )
- Tour Guiding : SAITHRDP.



## TM-704: E-Commerce for Tourism

**Course Objectives:** Major learning in this subject is expected to be in area of use of technology in Tourism industry in present e-commerce environment. Besides covering areas like electronic payments, online marketing related to Tourism industry. One section of the syllabus would focus on 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. 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. E- payments system: Models and methods of E – payments (Debit Card, Credit Card, smart cards, e-money), digital signatures (procedure, working and legal position), payment gateways, online banking (meaning, concepts, importance, electronic fund transfer, automated clearing house, automated ledger posting etc.), and risks involved in E-payments. 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, Addis-in-Wesley, 2000 edition.
  - Ravi Kalakota and M. Robinson , E-Business : Road map for success, New Delhi, Addis-in-Wesley, 2000 edition.



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**TM 705**

**LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

**Course Outcomes**

- CO-1: Developed advance quantitative models and methods in logistics and supply chain management and its practical aspects and the latest developments in the field.  
CO-2: Understand Supply Chain Management and its relevance to today's business decision making.  
CO-3: Gain the knowledge of possibilities of efficient optimization and management of operation in Logistics Management and also the ability to apply them in the enterprise reality.

**Course Contents**

- 1. Introduction to logistics & Supply Chain Management;** Definition, Importance & Scope; Operational objectives of logistics; Logistics functions; Difference between Logistics & SCM; Logistics interface with production and marketing & Value added role of Logistics.
- 2. Transportation systems.:** Functions & Principles of Transportation; Participants in Transportation Decision making, Elements in transportation Infra structure, Transportation Planning Parameters (Components of Transportation Decision), Modes of transportation, Modal characteristics & Comparison. Transportation Practices across different modes. Concept of Multimodal Transportation & Containerization
- 3. Warehousing and distributing centers & Inventory Control:-** Evolution of strategic warehousing their location; Functions of Warehouse, Economic & Service benefits of warehouse, Principles of Warehouse Design, Warehousing alternatives, Warehousing Strategy (Location, Type, No of warehouses), Inventory management decisions;
- 4. Packaging and materials handling:-** Material handling importance & scope, Material Handling Principles, Types of Material Handling Equipments, Unitization & Palletization, Packaging & Labelling, Importance & scope, Types of Packaging, Functions of Packaging.
- 5. Innovations in Logistics (Use of Information Technology In Logistics & Supply Chain Management & Logistics future directions ):-** Information Functionality in Logistics & SCM, Use of Information Technology in Transportation, Warehousing & Material Handling, Automated Storage / Retrieval Systems, Information Directed Systems.  
  
Dispatch and routing decisions :- Challenges posed by routing, Principles of proper routing plan. Routing Decisions & Analysis.
- 6. Legal Aspects in Logistics:-** Legal Aspects pertaining to Road, Rail, Water & Air Transport.
- 7. International logistics management:** Documentation & Procedures, Logistics system analysis and design; Logistics audit and control, Supply Chain Integration.



1. Bowersox, Closs, Cooper “**Supply Chain Logistics Management**”. The McGraw- Hill Company
2. Bhattacharyya S.K. “**Logistics Management**” . S.Chand& Company.
3. Ballau, Renald H, “**Business Logistics Management**”. Englewood Cliffs, New York: Prentice Inc, 1992.
4. Beal K. “**A Management Guide to Logistics Engineering**”. U. S. A. Institute of Production Engineering, 1990.
5. Benjamin S. B. “**Logistics Engineering and Management**”. Englewood Cliffs, New York: Prentice Hall Inc., 1996.
6. Bowersox, D J and Closs, D. J. “**Logistics Management: A system Integration of Physical Distribution**”, New York: MacMillan, 1986.
7. Christopher, M. “**Logistics and Supply Chain Management: Strategies for Reducing Costs and Improving Services**”. London: Pitsman, 1992.

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## M.B.A. (T) 5 Yr VII SEMESTER

TM-706

## HUMAN RESOURCE DEVELOPMENT

**COURSE OUTCOMES:**

- CO1: Develop capabilities of all individuals working in an organization in relation to their present role  
 CO2: Develop capabilities of all such individuals in relation to their future role  
 CO3: Develop coordination among different units of an organization  
 CO4: Develop organizational health by continuous renewal of individual capabilities; keeping pace with the technological changes

**COURSE CONTENT**

**I. CONCEPT OF HRD:-** Evolution of Human Resources Development, objectives of HRD, Goals of HRD, Importance of HRD. A framework for the HRD process, HRD functions, Role of a HRD professional

**II. ORIENTATION:-** Company Orientation. Department Orientation. Orientation kit, Orientation Length and Timing.

**III. TRAINING:-** Defining Training, Objectives of Training, Types of training, Systematic approach to training, training methods

**IV. PERFORMANCE APPRAISAL:** Performance Appraisal Methods, Errors in performance appraisal

**V. CARRIER PLANNING AND DEVELOPMENT:** Coaching- Role of Supervisor and managers in coaching, Coaching to improve poor performance, process of employee coaching

**VI. Counseling and Mentoring:** Objectives of Employee Counseling, Employee counseling skills, functions of Employee counseling, Concept of mentoring, characteristics of Mentoring Principles of mentoring, Qualities of good mentor and mentee, importance of good mentoring, Role of mentor, Mentoring process, benefits of mentoring

**VII. HRD STRATEGIES:** -Formulation and Implementation of HRD Strategies, Creating a World Class Organization.

**References:**

1. Jerry W Gilley and Stevens A. England, "Principles of HRD", USA., Addison Wesley, 1989.
2. Lloyd L. Byars, Leslie W Rue, "HRM, Third Eddition"
3. T.V.Rao, "HRD Audit", New Delhi, Sage Publications, 1999.
4. "HRD", Randy Desimone, Jon M.Aner, David M.Harris
5. "Managing People", V.S.P, Rao, Excel Book, New Delhi.
6. "Human Resource Planning", Deepak Kumar Bhattacharya.
7. "Studies in HRD", H.L Verma, BS Bhatia, MC Garg