

TM-801: ENTREPRENEURSHIP

Course Objectives:

With the increase in demand of conferences and exhibitions, a need for trained professionals for this field has been recognized. This subject aims at preparing students to successfully plan and execute Entrepreneurship skills in the market.

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 & Equipment, 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

Recommended Readings:

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



TM-802: CARGO MANAGEMENT

Course objectives:

To 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.

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 Readings:

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



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TM-803: CONSUMER BEHAVIOUR

Course objectives:

This course aims at sensitizing the marketing management students to the tremendous impact of shifts in consumer behavior to the fortunes of the marketing organization. Even the subtle changes in the consumer buying behavior can open a world of opportunities or pose tremendous challenges to the marketers. A better understanding of the consumer decision making process and the various factors influencing the same can help the budding marketer to better focus their efforts and resources to ensure the success of the organizations that they shall work for or create. Small companies and huge corporations alike can tremendously benefit from understanding how and why their customers buy. 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:

1. **Leon G. Sciffman and Lusic Lazer Kanuk:** Consumer Behavior
2. **James F. Engel, Roger D. Blackwell, Paul W. Miniard:** Consumer Behavior
3. **William L. Wilkie:** Consumer Behavior
4. **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**



TM-804: ECO TOURISM

Course Outcome:

CO1: Understand the concept of Eco Tourism with environmental awareness.

CO2: Develop knowledge, and appreciation of environmentally responsible travel to relatively undisturbed natural areas that promotes biodiversity.

CO3: Develop knowledge and understanding of resource, products, management practices and opportunities in the ecotourism sector.

Course Content:

1. Ecotourism: Definition, Meaning & Concept
2. India's Wildlife: Introduction, wildlife conservation and management, values of wildlife.
3. Protected areas & protected area network in India: National Parks, wildlife sanctuaries & biosphere reserves (meaning & characteristics). Special conservation programmes.
4. Important national parks & sanctuaries in India: Dachigam National Park, Corbett National Park, Kaziranga National Park, Manas Tiger Reserve, Kanha National Park, Gir National Park, Ranthambore National Park, Keoladeo Ghana National Park, The Sunderbans National Park. Madumalai sanctuary, Periyar National Park, Wild Ass Sanctuary.
5. Developing an ecotourism product: Identifying products, developing partnerships, tapping local knowledge, incorporating research, zoning, developing policies and guidelines, educating, marketing
6. Contribution to conservation, culture respect & benefits of local communities. Customer Satisfaction & responsible marketing. Ecotourism links recreation and sustainability.
7. Role of stakeholders in ecotourism industry. Role of local people & their cultural diversity in ecotourism.
8. Environmental awareness through ecotourism. Convention on Biological Diversity, Millennium Development Goals. Do's & Dont's in eco-travel.

Recommended Readings:

1. Sustainable Tourism and The Millennium Development Goals, Ed.: bricker K.S – Black R. – Cottrell S. Johns and Bartlett Learning, Burlington, MA, 2013.
2. Explorer Travelers and Adventure Tourism, Laing J.-Frost W., Channel View Publications, Bristol-Buffalo-Toronto, 2014.
3. Marketing and Management of Tourism in Natural Protected Areas. (Ed.: Jandala, Cs. 2008. ITACA, Project No. 5D045.

CO2: Identify tourism resources in rural areas with their economic benefits of local community

CO3: Develop a Business plan for rural tourism along with sustainable tourism which create employment and entrepreneurial opportunities

Course Content:

1. Introduction to the concept of Rural Tourism: Rural areas potential as a tourism product. Countryside as a primary tourism product – Displaying rural life, art, culture and heritage.
2. Rural tourism development with benefits and costs. Impact of Rural tourism on the local community. Historical development of rural tourism in the society. Challenges of rural tourism.
3. Marketing for rural tourism: Applying the marketing concepts in the countryside. Public & private sector roles in marketing. Problems faced during marketing of rural tourism. Trends of the tourism market for Agro and Rural tourism.
4. Rural Tourism Business Plan: Feasibility and Execution. Infrastructure, Accessibility, Marketing, Finance Assistance requisites. Intervention of Professional Agencies – Linkages for development of rural tourism.
5. The concept of sustainable tourism: Sustainable rural tourism development. Community involvement in rural tourism. Partnership in rural tourism development. Visitor Management.
6. Handicrafts: Significance of Artworks and Handicrafts in India. Various Handicrafts from all over India. Globalization with the Indian Handicraft Industry. Handicrafts interpret India's Past.
7. Measures to promote welfare and safety of the artisans and craftsmen. Problems experiencing the handicrafts and the craftsmen. Schemes for the growth and development of handicrafts.
8. Entrepreneurial role towards the contribution of the handicraft sector. Comprehensive analysis of the market trend of Indian Handicrafts. Challenges experienced by micro, small and medium sized firms of a traditional handicraft industry.



Recommended Readings:

1. R. Thandavan and Revathy (2005). Tourism Product Volume I & II, Dominant Publishers, New Delhi.
2. V.P. Sati (2004). Tourism Development in India, Pointer Publication, Jaipur.
3. Rabindra Seth and Om Gupta (2005). Tourism in India, Kalpaz Publications, New Delhi.
4. Jagmohan Negi (2001). Adventure Tourism and Sports, Kanishka Publishers, New Delhi.
5. K.Mittal (1990). Political and Cultural History of India, Sahitya Bhawan, Agra.
6. Edith Tomory (1982). A History of Fine Arts in India and the West, Orient Longman.
7. Percy Brown (2003). Indian Architecture, D.B. Taraporevala Sons & Co Pvt. Ltd
8. Rajkumar (2003). Essays in Indian art and Architecture, Discovery Publishing House, Pvt. Ltd., New Delhi.
9. L. Basham (2002). Cultural History of India, Oxford University Press.
10. Satish Grover (1981). The Architecture of India: Islam, Vikas Publishing House, Pvt. Ltd, New Delhi.
11. Ram Acharya (1980). Tourism and Cultural Heritage of India, RBSA Publication, Jaipur,
12. Lavkush Mishra (2000). Religious Tourism in India, New Delhi.
13. Ratandeeep Singh (1996). Tourist India, Kanishka Publishers, New Delhi.



TM-806: TOURISM LAW

This paper will help the student of known about the different Act and regulation that have bearing on tourism and learn about various recommendation that have been made in this regard.

Unit - I : Tourism related laws and policies in India :

- National and state level policies to promote tourism.
- Role of government and non-government agencies in promoting tourism in India.

Unit - II : Tourism and the environmental laws :

- Major laws and policies pertaining to tourism & environment.
- Development of sustainable tourism concept (major international conventions pertaining to tourism & environment).
- Natural disaster and tourism.
- Man made disaster and tourism.
- Tourism and five year plans in India.

Unit - III : Protection of tourist and Health :

- Indian penal code.
- Consumer protection act.
- Prevention of food adulteration act.
- Department of tourism regulation for categorization of hotel.

Unit - IV : Custom & currency regulation :

- Passport Act.
- Travel insurance, passport, visa etc.

Unit - V : Monument Act :

- Regulation made by the archaeological survey of India.
- Guidelines issued by the ministry of culture and Natural heritage.
- The ancient monument act.

Unit - VI : MRTP Act - Applicable tourism as consumer. (Monopolistic restrictive trade practice).

Unit - VII : Foreign Exchange Management Act, 1999

Recommended Readings:

- The Business of Travel agency operation and administration - D.L. Forter.
- The Indian Travel agent - Malik, Harish & Chandra.
- Legal aspects of Business - Akhilesh Pathak.

