

ANNA UNIVERSITY, CHENNAI
UNIVERSITY DEPARTMENTS
REGULATIONS – 2015
CHOICE BASED CREDIT SYSTEM
MBA-TOURISM MANAGEMENT FULL-TIME (SS)

Program Educational Objectives (PEOs) :

Masters degree in Business Administration (Tourism Management) is designed to facilitate the prospective managers to effectively manage the hospitality and tourism operations.

1. To have an overview about the hospitality and tourism industry globally and gain insights about the tourism practices in India.
2. To learn the qualitative and quantitative tools and techniques for effective managerial decision making.
3. To have real time industry orientation and practice.

Program Outcomes (POs) :

- a. Knowledge about the hospitality and tourism industry practices.
- b. Ability to understand the process and apply specific practices to improve effectiveness and productivity in tourism operations.
- c. Ability to develop a framework for research in the tourism domain.
- d. The capability to hypothesize and test specific tourism related concepts using statistical tools
- e. Ability to update to current practices followed globally in hospitality and tourism and to customize the same to the Indian context.

Programme Educational Objectives	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
I	√			√	√
II		√	√	√	
III	√	√	√	√	√

		Course Title	Program Outcomes				
			PO1	PO2	PO3	PO4	PO5
YEAR 1	SEM1	Tourism Principles and Practices	√				√
		Management Concepts	√	√			
		Accounting for Management		√			
		Economics		√	√	√	√
		Legal Aspects of Business		√			
		Organizational Behaviour		√			
		Statistics for Management		√	√	√	√
		Spoken and Written Communication			√	√	√
	SEM 2	Services Operations and Quality Management		√	√		
		Research Methodology		√	√	√	√
		Financial Management in Tourism		√			
		Hospitality Management		√	√		
		Human Resource Management		√	√		
Tourism Marketing			√	√			
Travel Management			√	√			
Information Technology and communication for Tourism		√	√				
YEAR 2	SEM 3	International Tourism	√	√			√
		Strategic Management		√	√		
		Tourism Geography	√				√
		Culture and Heritage	√				√
		Tourism Products in India	√				√
		Accommodation and House Keeping Management		√	√		
		Travel Media and Public Relations	√	√	√		√
		Summer Training	√	√			√

	SEM 4	Project Work	√	√	√	√	√
		Course Title Electives	Program Outcomes				
			PO1	PO2	PO3	PO4	PO5
		Destination Planning and Management	√	√	√		√
		Event Management	√				√
		Tour Operations		√	√		
		Leisure and Recreation Management	√				√
		Entrepreneurship in Tourism	√				√
		Medical Tourism	√	√	√		√
		Integral Karma Yoga & Management	√	√			√

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CHOICE BASED CREDIT SYSTEM
M.B.A TOURISM MANAGEMENT FULL-TIME (SS)
CURRICULA AND SYLLABI I TO IV SEMESTERS

SEMESTER – I

SL. NO	COURSE CODE	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
THEORY								
1.	BA7151	Accounting for Management	PC	4	4	0	0	4
2.	BA7152	Legal Aspects of Business	PC	3	3	0	0	3
3.	BA7153	Organizational Behaviour	PC	3	3	0	0	3
4.	BA7154	Statistics for Management	PC	3	3	0	0	3
5.	TM7101	Economics	PC	3	3	0	0	3
6.	TM7102	Management Concepts	PC	3	3	0	0	3
7.	TM7103	Tourism Principles and Practices	PC	3	3	0	0	3
PRACTICALS								
8.	T M7111	Spoken and Written Communication	EEC	4	0	0	4	2
TOTAL					22	0	4	24

II SEMESTER

SL. NO.	COURSE CODE	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
THEORY								
1.	TM7201	Financial Management in Tourism	PC	3	3	0	0	3
2.	TM7202	Hospitality Management	PC	3	3	0	0	3
3.	TM7203	Human Resource Management for Tourism	PC	3	3	0	0	3
4.	TM7204	Research Methodology	PC	3	3	0	0	3
5.	TM7205	Services Operations and Quality Management	PC	4	4	0	0	4
6.	TM7206	Tourism Marketing	PC	3	3	0	0	3
7.	TM7207	Travel Management	PC	3	3	0	0	3
PRACTICALS								
8.	TM7211	Information Technology and Communication for Tourism	PC	4	0	0	4	2
TOTAL					22	0	4	24

III SEMESTER

SL. NO	COURSE CODE	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
THEORY								
1.	BA7251	Strategic Management	PC	3	3	0	0	3
2.	TM7301	Culture and Heritage	PC	3	3	0	0	3
3.	TM7302	International Tourism	PC	3	3	0	0	3
4.	TM7303	Tourism Geography	PC	3	3	0	0	3
5.	TM7304	Tourism Products in India	PC	3	3	0	0	3
6.		Elective I	PE	3	3	0	0	3
7.		Elective II	PE	3	3	0	0	3
8.		Elective III	PE	3	3	0	0	3
PRACTICALS								
9.	TM7311	Summer Training	EEC	4	0	0	4	2
TOTAL					24	0	4	26

IV SEMESTER

SI. NO	COURSE CODE	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
PRACTICALS								
1.	TM7411	Project Work	EEC	24	0	0	24	12
TOTAL					0	0	24	12

TOTAL NO. OF CREDITS:86

PROFESSIONAL CORE (PC)

SL. NO.	COURSE CODE	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
1.		Tourism Principles and Practices	PC	3	3	0	0	3
2.		Management Concepts	PC	3	3	0	0	3
3.		Accounting for Management	PC	4	4	0	0	4
4.		Economics	PC	3	3	0	0	3
5.		Legal Aspects of Business	PC	3	3	0	0	3
6.		Organizational Behaviour	PC	3	3	0	0	3
7.		Statistics for Management	PC	3	3	0	0	3
8.		Services Operations and Quality Management	PC	4	4	0	0	4
9.		Spoken and written communication	PC	4	0	0	4	2
10.		Research Methodology	PC	3	3	0	0	3
11.		Financial Management in Tourism	PC	3	3	0	0	3
12.		Hospitality Management	PC	3	3	0	0	3
13.		Human Resource Management	PC	3	3	0	0	3
14.		Tourism Marketing	PC	3	3	0	0	3
15.		Travel Management	PC	3	3	0	0	3
16.		Information Technology and Communication for Tourism	PC	4	0	0	4	2
17.		International Tourism	PC	3	3	0	0	3
18.		Strategic Management	PC	3	3	0	0	3
19.		Tourism Geography	PC	3	3	0	0	3
20.		Culture and Heritage	PC	3	3	0	0	3
21.		Tourism Products in India	PC	3	3	0	0	3

PROFESSIONAL ELECTIVES (PE)

SL. NO.	COURSE CODE	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
1.	TM7001	Accommodation and House Keeping Management	PE	3	3	0	0	3
2.	TM7002	Destination Planning and Management	PE	3	3	0	0	3
3.	TM7003	Entrepreneurship in Tourism	PE	3	3	0	0	3
4.	TM7004	Event Management	PE	3	3	0	0	3
5.	TM7005	Integral Karma Yoga and Management	PE	3	3	0	0	3
6.	TM7006	Leisure and Recreation Management	PE	3	3	0	0	3
7.	TM7007	Medical Tourism	PE	3	3	0	0	3
8.	TM7008	Tour Operations	PE	3	3	0	0	3
9.	TM7009	Travel Media and Public Relations	PE	3	3	0	0	3

EMPLOYABILITY ENHANCEMENT COURSES (EEC)

S.NO	COURSE CODE	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
		Summer Training	EEC	4	0	0	4	2
		Project Work	EEC	24	0	0	24	12

OBJECTIVES :

Acquire a reasonable knowledge in accounts Analysis and evaluate financial statements

UNIT I FINANCIAL ACCOUNTING 12

Introduction to Financial, Cost and Management Accounting – Generally accepted accounting principles, Conventions and Concepts – Double Entry System – Preparation of Journal, Ledger and Trial Balance – Preparation of Final Accounts: Trading, Profit and Loss Account and Balance Sheet – Bank Reconciliation Statements – Introduction to inflation accounting – Introduction to Human Resources Accounting.

UNIT II ANALYSIS OF FINANCIAL STATEMENTS 12

Analysis of financial statements – Financial ratio analysis, Interpretation of ratio for financial decisions – Comparative statements – Cash flow (as per Accounting Standard 3) and Funds flow statement analysis – Trend Analysis.

UNIT III COMPANY ACCOUNTS 12

Meaning of Company – Issue of Shares – Issue and Redemption of debentures – Profit or loss Prior to incorporation – Final Accounts of Company.

UNIT IV COST ACCOUNTING 12

Cost Accounts – Classification of costs – Job cost sheet – Job order costing – Process costing – (excluding Interdepartmental Transfers and equivalent production) – Joint and By Product Costing – Introduction to concepts of – Activity Based Costing, Value Chain, Target Costing.

UNIT V MARGINAL COSTING 12

Management Accounting – Marginal Costing – Cost, Volume, Profit Analysis – Break Even Analysis – Decision making problems – Budgetary Control – Sales, Production, Cash flow, fixed and flexible budget – Standard costing and Variance Analysis – (excluding overhead costing)

TOTAL : 60 PERIODS

OUTCOME

Possess a managerial outlook at accounts.

TEXT BOOKS

1. T.S. Reddy & A. Murthy, Financial Accounting, Margham Publications, 2014
2. M.Y. Khan & P.K. Jain, Management Accounting, Tata McGraw Hill, 2013.
3. R.L.Gupta & M.Radhaswamy, Corporate Accounting, Sultan Chand & sons,2013.

REFERENCES

1. Jan Williams, Financial and Managerial Accounting - The basis for business Decisions, 17th edition, Tata McGraw Hill Publishers, 2014.
2. Horngren, Surdem, Stratton, Burgstahler, Schatzberg, Introduction to Management Accounting, PHI Learning, 2014
3. Stice & Stice, Financial Accounting Reporting and Analysis, 8th edition, Cengage Learning, 2015.
4. Singhvi Bodhanwala, Management Accounting – Text and cases,2nd edition PHI Learning, 2012
5. Ashish K. Battacharya, Introduction to Financial Statement Analysis, Elsevier, 2012.
6. T.S.Reddy & A. Murthy, Corporate Accounting, Vol I, Margham Publications 2014.

OBJECTIVE:

- To create the knowledge of Legal perspective and its practices to improvise the business.

UNIT I COMMERCIAL LAW**9****THE INDIAN CONTRACT ACT 1872**

Definition of contract, essentials elements and types of a contract, Formation of a contract, performance of contracts, breach of contract and its remedies, Quasi contracts - Contract Of Agency: Nature of agency, Creation and types of agents, Authority and liability of Agent and principal: Rights and duties of principal and agents, termination of agency.

THE SALE OF GOODS ACT 1930

Nature of Sales contract, Documents of title, risk of loss, Guarantees and Warranties, performance of sales contracts, conditional sales and rights of an unpaid seller - Negotiable Instruments Act 1881: Nature and requisites of negotiable instruments. Types of negotiable instruments, liability of parties, holder in due course, special rules for Cheque and drafts, discharge of negotiable instruments.

UNIT II COMPANY LAW**9**

Major principles – Nature and types of companies, Formation, Memorandum and Articles of Association, Prospectus, Power, duties and liabilities of Directors, winding up of companies, Corporate Governance.

UNIT III INDUSTRIAL LAW**9**

An Overview of Factories Act - Payment of Wages Act - Payment of Bonus Act - Industrial Disputes Act.

UNIT IV INCOME TAX ACT AND SALES TAX ACT**9**

Corporate Tax Planning, Overview of central Sales Tax Act 1956 – Definitions, Scope, Incidence of CST, Practical issues of CST, Value Added Tax – Concepts, Scope, Methods of VAT Calculation, Practical Implications of VAT.

UNIT V CONSUMER PROTECTION ACT AND INTRODUCTION OF CYBER LAWS**9**

Consumer Protection Act – Consumer rights, Procedures for Consumer grievances redressal, Types of consumer Redressal Machineries and Forums- Competition Act 2002 - Cyber crimes, IT Act 2000 and 2002, Cyber Laws, Introduction of IPR – Copy rights, Trade marks, Patent Act.

TOTAL: 45 PERIODS**OUTCOME:**

- Legal insight will be established in the business practices according to the situation of changing environment.

TEXT BOOKS

1. N. D. Kapoor, Elements of mercantile Law, Sultan Chand and Company, India, 2006.
2. P. K. Goel, Business Law for Managers, Biztantatara Publishers, India, 2008.
3. Akhileshwar Pathack, Legal Aspects of Business, 4th Edition, Tata McGraw Hill, 2009.

REFERENCES

1. P. P. S. Gogna, Mercantile Law, S. Chand & Co. Ltd., India, Fourth Edition, 2008.
2. Dr. Vinod, K. Singhania, Direct Taxes Planning and Management, 2008.
3. Richard Stim, Intellectual Property- Copy Rights, Trade Marks, and Patents, Cengage Learning, 2008.
4. Balachandran V., Legal Aspects of Business, Tata McGraw Hill, 2012
5. Daniel Albuquerque, Legal Aspect of Business, Oxford, 2012
6. Ravinder Kumar– Legal Aspect of Business.– Cengage Learning, 2nd Edition-2011.

OBJECTIVE:

- To provide an overview of theories and practices in organizational behaviour in individual, group and organizational level.

UNIT I FOCUS AND PURPOSE**5**

Definition, need and importance of organizational behaviour – Nature and scope – Frame work – Organizational behaviour models.

UNIT II INDIVIDUAL BEHAVIOUR**12**

Personality – types – Factors influencing personality – Theories – Learning – Types of learners – The learning process – Learning theories – Organizational behaviour modification. Misbehaviour – Types – Management Intervention. Emotions - Emotional Labour – Emotional Intelligence – Theories. Attitudes – Characteristics – Components – Formation – Measurement- Values. Perceptions – Importance – Factors influencing perception – Interpersonal perception- Impression Management. Motivation – Importance – Types – Effects on work behavior.

UNIT III GROUP BEHAVIOUR**10**

Organization structure – Formation – Groups in organizations – Influence – Group dynamics – Emergence of informal leaders and working norms – Group decision making techniques – Team building - Interpersonal relations – Communication – Control.

UNIT IV LEADERSHIP AND POWER**8**

Meaning – Importance – Leadership styles – Theories – Leaders Vs Managers – Sources of power – Power centers – Power and Politics.

UNIT V DYNAMICS OF ORGANIZATIONAL BEHAVIOUR**10**

Organizational culture and climate – Factors affecting organizational climate – Importance. Job satisfaction – Determinants – Measurements – Influence on behavior. Organizational change – Importance – Stability Vs Change – Proactive Vs Reaction change – the change process – Resistance to change – Managing change. Stress – Work Stressors – Prevention and Management of stress – Balancing work and Life. Organizational development – Characteristics – objectives –. Organizational effectiveness Developing Gender sensitive workplace

TOTAL: 45 PERIODS**OUTCOMES:**

- Students will have a better understanding of human behavior in organization. They will know the framework for managing individual and group performance.

TEXT BOOKS

- Stephen P. Robins, Organisational Behaviour, PHI Learning / Pearson Education, 11th edition, 2008.
- Fred Luthans, Organizational Behavior, McGraw Hill, 11th Edition, 2001.

REFERENCES

- Mc Shane & Von Glinov, Organisational Behaviour, 4th Edition, Tata Mc Graw Hill, 2007.
- Nelson, Quick, Khandelwal. ORGB – An innovative approach to learning and teaching. Cengage learning. 2nd edition. 2012
- Ivancevich, Konopaske & Maheson, Organisational Behaviour & Management, 7th edition, Tata McGraw Hill, 2008.
- Udai Pareek, Understanding Organisational Behaviour, 3rd Edition, Oxford Higher Education, 2011.
- Jerald Greenberg, Behaviour in Organization, PHI Learning. 10th edition. 2011

OBJECTIVE:

- To learn the applications of statistics in business decision making.

UNIT I INTRODUCTION

9

Basic definitions and rules for probability, conditional probability independence of events, Baye's theorem, and random variables, Probability distributions: Binomial, Poisson, Uniform and Normal distributions.

UNIT II SAMPLING DISTRIBUTION AND ESTIMATION

9

Introduction to sampling distributions, sampling distribution of mean and proportion, application of central limit theorem, sampling techniques. Estimation: Point and Interval estimates for population parameters of large sample and small samples, determining the sample size.

UNIT III TESTING OF HYPOTHESIS - PARAMETIRC TESTS

9

Hypothesis testing: one sample and two sample tests for means and proportions of large samples (z-test), one sample and two sample tests for means of small samples (t-test), F-test for two sample standard deviations. ANOVA one and two way.

UNIT IV NON-PARAMETRIC TESTS

9

Chi-square test for single sample standard deviation. Chi-square tests for independence of attributes and goodness of fit. Sign test for paired data. Rank sum test. Kolmogorov-Smirnov – test for goodness of fit, comparing two populations. Mann – Whitney U test and Kruskal Wallis test. One sample run test.

UNIT V CORRELATION AND REGRESSION

9

Correlation – Coefficient of Determination – Rank Correlation – Regression – Estimation of Regression line – Method of Least Squares – Standard Error of estimate.

TOTAL: 45 PERIODS**OUTCOME:**

- To facilitate objective solutions in business decision making under subjective conditions.

TEXT BOOKS:

- Richard I. Levin, David S. Rubin, Statistics for Management, Pearson Education, 7th Edition, 2011.
- Aczel A.D. and Sounderpandian J., "Complete Business Statistics", 6th edition, Tata McGraw Hill Publishing Company Ltd., New Delhi, 2012.

REFERENCES:

- Srivatsava TN and Shailaja Rego, Statistics for Management, Tata McGraw Hill, 2008.
- Ken Black, Applied Business Statistics, 7th Edition, Wiley India Edition, 2012.
- Anderson D.R., Sweeney D.J. and Williams T.A., Statistics for business and economics, 11th edition, Thomson (South – Western) Asia, Singapore, 2012.
- N. D. Vohra, Business Statistics, Tata McGraw Hill, 2012.

OBJECTIVES:

- To introduce the concepts of scarcity and efficiency; to explain principles of micro economics relevant to managing an organization; to describe principles of macro economics to have the understanding of economic environment of business.

UNIT I INTRODUCTION 9

The themes of economics – scarcity and efficiency – three fundamental economic problems – society's capability – Production possibility frontiers (PPF) – Productive efficiency Vs economic efficiency – economic growth & stability – Micro economies and Macro economies – the role of markets and government – Positive Vs negative externalities.

UNIT II CONSUMER AND PRODUCER BEHAVIOUR 9

Market – Demand and Supply – Determinants – Market equilibrium – elasticity of demand and supply – consumer behaviour – consumer equilibrium – Approaches to consumer behaviour – Production – Short-run and long-run Production Function – Returns to scale – economies Vs diseconomies of scale – Analysis of cost – Short-run and long-run cost function – Relation between Production and cost function.

UNIT III PRODUCT AND FACTOR MARKET 9

Product market – perfect and imperfect market – different market structures – Firm's equilibrium and supply – Market efficiency – Economic costs of imperfect competition – factor market – Land, Labour and capital – Demand and supply – determination of factor price – Interaction of product and factor market – General equilibrium and efficiency of competitive markets.

UNIT IV PERFORMANCE OF AN ECONOMY – MACRO ECONOMICS 9

Macro-economic aggregates – circular flow of macroeconomic activity – National income determination – Aggregate demand and supply – Macroeconomic equilibrium – Components of aggregate demand and national income – multiplier effect – Demand side management – Fiscal policy in theory.

UNIT V AGGREGATE SUPPLY AND THE ROLE OF MONEY 9

Short-run and Long-run supply curve – Unemployment and its impact – Okun's law – Inflation and the impact – reasons for inflation – Demand Vs Supply factors – Inflation Vs Unemployment tradeoff – Phillips curve – short-run and long-run – Supply side Policy and management – Money market – Demand and supply of money – money-market equilibrium and national income – the role of monetary policy.

TOTAL: 45 PERIODS

OUTCOMES:

- Students are expected to become familiar with both principles of micro and macro economics. They would also become familiar with application of these principles to appreciate the functioning of both product and input markets as well as the economy.

TEXT BOOKS

1. Paul A. Samuelson, William D. Nordhaus, Sudip Chaudhuri and Anindya Sen, Economics, 19th edition, Tata McGraw Hill, New Delhi, 2010.
2. William Boyes and Michael Melvin, Textbook of economics, Biztantra, 2005.
3. N. Gregory Mankiw, Principles of Economics, 3rd edition, Thomson learning, New Delhi, 2007.
4. Richard Lipsey and Alec Charystal, Economics, 12th edition, Oxford, University Press, New Delhi, 2011.
5. Karl E. Case and Ray C. Fair, Principles of Economics, 6th edition, Pearson, Education Asia, New Delhi, 2002.

OBJECTIVE:

- To familiarize the students to the basic concepts of management in order to aid in understanding how an organization functions, and in understanding the complexity and wide variety of issues managers face in today's business firms.

UNIT I INTRODUCTION TO MANAGEMENT 9

Organization- Management- Role of managers- Evolution of management thought- Organization and the environmental factors- Managing globally- Strategies for International business.

UNIT II PLANNING 9

Nature and purpose of planning- Planning process- Types of plans- Objectives- Managing by Objective (MBO) strategies- Types of strategies – Policies – Decision Making- Types of decision- Decision making process- Rational decision making process- Decision making under different conditions.

UNIT III ORGANISING 9

Nature and purpose of organizing- Organization structure- Line and staff authority- Departmentation- Span of control- Centralization and decentralization- Delegation of authority- Staffing- Selection and Recruitment- Career development- Career stages- Training- Performance appraisal

UNIT IV DIRECTING 9

Managing people- Communication- Hurdles to effective communication- Organization culture- Elements and types of culture- Managing cultural diversity.

UNIT V CONTROLLING 9

Process of controlling- Types of control- Budgetary and non-budgetary control techniques- Managing productivity- Cost control- Purchase control- Maintenance control- Quality control- Planning operations.

TOTAL: 45 PERIODS**OUTCOMES:**

- The students should be able to describe and discuss the elements of effective management, ii) discuss and apply the planning, organizing and control processes, iii) describe various theories related to the development of leadership skills, motivation techniques, team work and effective communication, iv) communicate effectively through both oral and written presentation.

TEXT BOOKS:

- Andrew J. Dubrin, Essentials of Management, Thomson Southwestern, 9th edition, 2012.
- Samuel C. Certo and Tervis Certo, Modern management: concepts and skills, Pearson education, 12th edition, 2012.
- Harold Koontz and Heinz Wehrich, Essentials of management: An International & Leadership Perspective, 9th edition, Tata McGraw-Hill Education, 2012.
- Charles W.L Hill and Steven L McShane, 'Principles of Management, McGraw Hill Education, Special Indian Edition, 2007.

REFERENCES:

- Don Hellriegel, Susan E. Jackson and John W. Slocum, Management- A competency-based approach, Thompson South Western, 11th edition, 2008.
- Heinz Wehrich, Mark V Cannice and Harold Koontz, Management- A global entrepreneurial perspective, Tata McGraw Hill, 12th edition, 2008.
- Stephen P. Robbins, David A. De Cenzo and Mary Coulter, Fundamentals of Management, Prentice Hall of India, 2012.

OBJECTIVE:

- To provide an overview of the various elements of Tourism Management and to realize the potential of tourism industry in India.

UNIT I RESPONSIBLE TOURISM**9**

Tourism; an overview: Elements, Nature and Characteristics - Typology of Tourism – Emerging areas of tourism - Rural, Eco, Medical, MICE, Literary, Indigenous, Wellness, Film, Golf – Ideals of Responsible Tourism – Cape Town Declaration 2002 – Definition and Characteristics - Alternate Tourism – Classification of Tourists - Interdisciplinary approaches to tourism - Historical Development of Tourism

UNIT II TOURISM INDUSTRY**9**

Tourism Industry - Structure, Components, Sub sectors of Tourism Industry - Attractions – Accommodation – Activities – Transportation - F&B – Shopping - Entertainment - Infrastructure and Hospitality - Relocations Management – Tourism stakeholders -Tourism Distribution Systems-Travel Intermediaries-Wholesalers-Retailers – Innovations in Tourism Industry.

UNIT III TOURISM DIMENSIONS**9**

Motivation for Tourism- Major motivations and deterrents to travel. Pleasure, education, cultural, Ethnic, Social, Historical Religious, health, sports, Business. Demand and Supply in tourism - Tourism consumer behavior- Measurement of Tourism- Need for Measurement- Methods of Measurement.

UNIT IV SOCIO, ECONOMIC & ENVIRONMENTAL ASPECTS OF TOURISM**9**

Socio Economic Aspects of Tourism : Employment generation, earnings of Foreign exchange, National Integration, Regional Development, Patronage to local handicrafts, Cultural Exchange, Development of Human relations, International understanding and World Peace - Political & Environmental impacts of Tourism- EIA, Carrying Capacity- different types.

UNIT V TOURISM POLICIES**9**

Overview of Five Year Plans with special reference to Tourism Development and Promotion, National Action Plan, State Government and National Government Tourism Policy - Code of conduct for safe and honorable Tourism for India – Global Sustainable Tourism Criteria.

TOTAL: 45 PERIODS**OUTCOMES:**

- Students will learn the practices and ways to promote the tourism industry.

TEXT BOOKS

- Charles R. Goeldner & Brent Ritchie, J.R., Tourism, Principles, Practices, Philosophies, Wiley India Pvt Ltd., Tenth edition, 2007
- Bhatia A.K, International Tourism Management, Sterling Publishers, New Delhi. Sterling Publishers Pvt.Ltd; 3rd Revised edition, 2006

REFERENCES

- Cooper C., Fletcher J., Fyall A., Gilbert D and Wanhill S., Tourism: Principles and Practice, Pearson, 5th edition, 2013.
- Stephen J. Page, Paul Brunt, Graham Busby, Jo Connell, Tourism- A Modern Synthesis, Thomson Learning, 2007
- Ghosh Bishwanath, Tourism and Travel Management, Vikas Publishing House, New Delhi, 2008
- Renu Malra, Tourism Principles Practices Concepts And Philosophies, Anmol Publications Pvt. Ltd., 2013
- Sampad Kumar Swain and Jitendra Mohan Mishra, Tourism: Principles and Practices, Oxford University Press, 2011

OBJECTIVES :

- To familiarize learners with the mechanics of writing
- To enable learners to write in English precisely and effectively.
- To enable learners to speak fluently and flawlessly in all kinds of communicative contexts with all nationalities.

UNIT I PERSONAL COMMUNICATION 12

Day-to-day conversation with family members, neighbours, relatives, friends on various topics, context specific - Journal writing, mails/emails, SMS, greeting cards, situation based – accepting/declining invitations, congratulating, consoling, conveying information, oral reports, extempore.

UNIT II EMPLOYABILITY SKILLS 12

Interview skills – HR and technical – Types of interview, preparation for interview, mock interview, Group Discussion – Communication skills in Group Discussion, Structure of GD, GD process, successful GD techniques. Time management and effective planning – identifying barriers to effective time management, time management techniques, relationship between time management and stress management.

UNIT III WORK PLACE COMMUNICATION 12

e-mails, minutes, reports of different kinds – annual report, status report, survey report, proposals, memorandums, presentations, interviews, profile of institutions, speeches, responding to enquiries, complaints, resumes, applications, summarizing, strategies for writing.

UNIT IV RESEARCH WRITING 12

Articles for publication (Journals), developing questionnaire, writing abstract, dissertation, qualities of research writing, data (charts, tables) analysis, documentation.

UNIT V WRITING FOR MEDIA AND CREATIVE WRITING 12

Features for publication (Newspapers, magazines, newsletters, notice-board), case studies, short stories, travelogues, writing for children, translation, techniques of writing.

TOTAL: 60 PERIODS

Note: It is an activity based course. Student individually or as a group can organize event(s), present term papers etc. This will be evaluated by the faculty member(s) handling the course and the consolidated marks can be taken as the final mark. No end semester examination is required for this course.

OUTCOMES :**Learners should be able to**

- Get into the habit of writing regularly.
- Express themselves in different genres of writing from creative to critical to factual writing.
- Take part in print and online media communication
- Read quite widely to acquire a style of writing and
- Identify their area of strengths and weaknesses in writing.
- Speak confidently with any speakers of English, including native speakers.
- Speak effortlessly in different contexts – informal and formal.

REFERENCES :

1. Raymond V Lesikar, John D Pettit, and Mary E Flatly, 2009. Lesikar's Basic Business Communication, 11th ed. Tata McGraw-Hill, New Delhi.
2. E.H. McGrath, S.J. 2012, Basic Managerial Skills for All. 9th ed. Prentice-Hall of India, New Delhi.

Management books

Robin Sharma - The greatness guide
Steven Covey - 7 Habits of Effective people
Arindham Chaudhuri- Count your chickens before they hatch
Ramadurai - TCS Story

Blogs : Seth Godwin, Guy Kawasaki, Kiruba Shankar

Review : Harvard Business review

Reports : Deloitte Netsis

Magazines : Bloomberg Businessweek, Economist

3. Richard Denny, 'Communication to Win; Kogan Page India Pvt. Ltd., New Delhi, 2008.

TM7201

FINANCIAL MANAGEMENT IN TOURISM

L T P C

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OBJECTIVES:

Facilitate student to

- Understand the operational nuances of a Finance Manager
- Comprehend the technique of making decisions related to finance function

UNIT I FOUNDATIONS OF FINANCE

9

Introduction to finance- Financial Management – Nature, scope and functions of Finance, organization of financial functions, objectives of Financial management, Major financial decisions – Time value of money – features and valuation of shares and bonds – Concept of risk and return – single asset and of a portfolio.

UNIT II INVESTMENT DECISIONS

9

Capital Budgeting: Principles and techniques - Nature of capital budgeting- Identifying relevant cash flows - Evaluation Techniques: Payback, Accounting rate of return, Net Present Value, Internal Rate of Return, Profitability Index - Comparison of DCF techniques - Concept and measurement of cost of capital - Specific cost and overall cost of capital.

UNIT III FINANCING AND DIVIDEND DECISION

9

Leverages - Operating and Financial leverage – measurement of leverages – degree of Operating & Financial leverage – Combined leverage, EBIT – EPS Analysis- Indifference point.
Capital structure – Theories – Net Income Approach, Net Operating Income Approach, MM Approach – Determinants of Capital structure. Dividend decision- Issues in dividend decisions, Importance, Relevance & Irrelevance theories – Walter's – Model, Gordon's model and MM model. – Factors determining dividend policy – Types of dividend policies – forms of dividend.

UNIT IV WORKING CAPITAL MANAGEMENT

9

Principles of working capital: Concepts, Needs, Determinants, issues and estimation of working capital - Accounts Receivables Management - Inventory management – Cash management - Working capital finance : Trade credit, Bank finance and Commercial paper.

UNIT V LONG TERM SOURCES OF FINANCE

9

Indian capital market- New issues market- Secondary market - Long term finance: Shares, debentures and term loans, lease, hire purchase, venture capital financing, Private Equity.

TOTAL: 45 PERIODS

OUTCOMES:

- Possess the techniques of managing finance in an organization

TEXT BOOKS

1. I M. Pandey Financial Management, Vikas Publishing House Pvt. Ltd., 11th edition, 2015
2. M.Y. Khan and P.K.Jain Financial management, Text, Problems and cases Tata McGraw Hill, 7th edition, 2014.

REFERENCES

1. Aswat Damodaran, Corporate Finance Theory and practice, John Wiley & Sons, 2011.
2. James C. Vanhorne –Fundamentals of Financial Management– PHI Learning, 13th Edition, 2014.
3. Brigham, Ehrhardt, Financial Management Theory and Practice, 13th edition, Cengage Learning 2013.
4. Prasanna Chandra, Financial Management, 9th edition, Tata McGraw Hill, 2014.
5. Srivatsava, Mishra, Financial Management, Oxford University Press, 2011

TM7202

HOSPITALITY MANAGEMENT

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OBJECTIVE:

- To enlighten the students about the major functions in the hospitality industry.

UNIT I INTRODUCTION TO HOSPITALITY & TOURISM

9

Hospitality & Tourism - Origin, Growth and Importance – Industries related to Tourism – Evolution and Growth of Hotels – Evolution of Tourism – Factors Affecting Hospitality and Tourism Industry – Employment Opportunities in Hospitality & Tourism.

UNIT II HOTEL INDUSTRY

9

Clarification of Hotels – Major Departments of a Hotel – Star Ratings of Hotels – Global Standards for Hotels – Managing Value Added Services – Specialty Resorts – Book Sellers – Spa – Beauty Clinics – Gymnasiums.

UNIT III FOOD SERVICE & LODGING

9

The Restaurant Business – Restaurant Operations – Restaurant Industry Organization – Competitive Foods – Issues Facing Food Industry – Onsite Food Service – Lodging – Meeting Guest Needs – Forces Shaping the Hotel Business – Competition in the Lodging Business.

UNIT IV HOUSEKEEPING & FRONT OFFICE MANAGEMENT

9

Housekeeping Department - Operations and Management – Budgeting – Changing Trends - Role of Service in Hospitality Industry – Accommodation Management – Planning – Front Office Management – Concierge - Computer Applications - Security and Control.

UNIT V HOSPITALITY AND RELATED SECTORS

9

Theme Parks – Conventions Centres – Cruises – Event Management – Recreation and leisure activities – Tourism and Hospitality in 21st century – Global gaming and Casino operations – Recent trends.

TOTAL: 45 PERIODS

OUTCOME:

- The students would be aware about the ingredients of hospitality industry.

TEXT BOOKS:

1. Clayton W. Barrows, Tom Powers and Dennis Reynolds. (2012) Introduction to Management in the Hospitality industry. Tenth Edition. John Wiley and Sons, Inc.
2. James A. Bardi (2010), Hotel Front Office Management, Fifth Edition, John Wiley and Sons, Inc

OBJECTIVE:

- To provide knowledge about management issues related to staffing, training, performance, compensation, human factors consideration and compliance with human resource requirements.

UNIT I PERSPECTIVES IN HUMAN RESOURCE MANAGEMENT 5
Evolution of human resource management – The importance of the human factor – Challenges – Inclusive growth and affirmative action -Role of human resource manager – Human resource policies – Computer applications in human resource management – Human resource accounting and audit.

UNIT II THE CONCEPT OF BEST FIT EMPLOYEE 8
Importance of Human Resource Planning – Forecasting human resource requirement –matching supply and demand - Internal and External sources. Recruitment - Selection –induction – Socialization benefits.

UNIT III TRAINING AND EXECUTIVE DEVELOPMENT 10
Types of training methods purpose benefits resistance. Executive development programmes – Common practices - Benefits – Self development – Knowledge management.

UNIT IV SUSTAINING EMPLOYEE INTEREST 12
Compensation plan – Reward – Motivation – Application of theories of motivation – Employee engagement – Career management – Development of mentor – Protégé relationships – Green HR Practices.

UNIT V PERFORMANCE EVALUATION AND CONTROL PROCESS 10
Method of performance evaluation – Feedback – Industry practices. Promotion, Demotion, Transfer and Separation – Implication of job change. The control process – Importance – Methods – Requirement of effective control systems grievances – Causes – Implications – Redressal method.

TOTAL:45 PERIODS**OUTCOME:**

- Students will learn the skills needed to be a best fit employee and be proficient as a human resources professional in the hospitality and tourism industry.

TEXTBOOKS

- Decenzo and Robbins, Human Resource Management, Wiley, 8th Edition, 2013.
- Dennis Nickson, Human Resource Management for the Hospitality and Tourism Industries, Routledge, 2013.

REFERENCES

- Malay Biswas, Human Resource Management in Hospitality, Oxford, 2012
- Michael J.Boella and Steven Goss Turner, Managing Human Resource Management in the Hospitality Industry, Routledge, 2014.
- Bernadin , Human Resource Management ,Tata Mcgraw Hill ,8th edition 2012.
- Dessler Human Resource Management, Pearson Education Limited, 2007
- Sudhir Andrews, Human Resource Management in Hospitality, Tata McGraw hill, 2012

OBJECTIVE:

- To make the students of tourism understand the principles of scientific methodology in business enquiry, develop analytical skills of business research and to prepare scientific business reports.

UNIT I INTRODUCTION**9**

Business Research – Definition and Significance – the research process – Types of Research – Exploratory and causal Research – Theoretical and empirical Research – Cross –Sectional and time – series Research – Research questions / Problems – Research objectives – Research hypotheses – characteristics – Research in an evolutionary perspective – the role of theory in research.

UNIT II RESEARCH DESIGN AND MEASUREMENT**9**

Research design – Definition – types of research design – exploratory and causal research design – Descriptive and experimental design – different types of experimental design – Validity of findings – internal and external validity – Variables in Research – Measurement and scaling – Different scales – Construction of instrument – Validity and Reliability of instrument.

UNIT III DATA COLLECTION**9**

Types of data – Primary Vs Secondary data – Methods of primary data collection – Survey Vs Observation – Experiments – Construction of questionnaire and instrument – Types of Validity – Sampling plan – Sample size – determinants optimal sample size – sampling techniques – Sampling methods.

UNIT IV DATA PREPARATION AND ANALYSIS**9**

Data Preparation – editing – Coding –Data entry – Validity of data – Qualitative Vs Quantitative data analyses – Applications of Bivariate and Multivariate statistical techniques, Factor analysis, Discriminant analysis, Cluster analysis, Multiple regression and Correlation, Multidimensional scaling – Conjoint Analysis – Application of statistical software for data analysis.

UNIT V REPORT DESIGN, WRITING AND ETHICS IN BUSINESS RESEARCH**9**

Research report –Types – Contents of report – need for executive summary – chapterization – contents of chapter – report writing – the role of audience – readability – comprehension – tone – final proof – report format – title of the report – ethics in research – Ethics in research – Subjectivity and Objectivity in research.

TOTAL : 45 PERIODS**OUTCOME:**

- The students would be able to undertake a systematic outlook towards business situations for the purpose of objective decision making.

TEXT BOOKS

- Donald R. Cooper, Pamela S. Schindler and J K Sharma, Business Research methods, 11th Edition, Tata Mc Graw Hill, New Delhi, 2012.
- Alan Bryman and Emma Bell, Business Research methods, 3rd Edition, Oxford University Press, New Delhi, 2011.
- Uma Sekaran and Roger Bougie, Research methods for Business, 5th Edition, Wiley India, New Delhi, 2012.
- William G Zikmund, Barry J Babin, Jon C.Carr, Atanu Adhikari, Mitch Griffin, Business
- Research methods, A South Asian Perspective, 8th Edition, Cengage Learning, New Delhi, 2012.

OBJECTIVE:

- To learn the philosophies and tools of services operations and quality.

UNIT I UNDERSTANDING SERVICES**12**

Services – Importance, role in economy – Nature of services – Service Strategy –Strategic service vision, competitive environment, generic strategies, winning customers; Role of information technology; Stages in service firm competitiveness.

UNIT II DESIGNING THE SERVICE FIRM**12**

Service Design Elements – Service Blueprinting –Servicescapes - Facility design – nature, objectives, process analysis – Service facility layout. Service Facility Location – considerations, facility location techniques – metropolitan metric, Euclidean, centre of gravity, retail outlet location, location set covering problem.

UNIT III MANAGING SERVICE OPERATIONS**12**

Managing capacity and demand – yield management –Managing Waiting Lines –Queuing systems – Essential features, psychology of waiting – vehicle routing - Managing for growth- expansion strategies, franchising, globalization;

UNIT IV INTRODUCTION TO QUALITY MANAGEMENT**12**

Quality – vision, mission and policy statements. Customer Focus - Part of Customer focus – customer perception of quality, Translating needs into requirements, customer retention. Dimensions of service quality. Cost of services quality.

UNIT V CONCEPTS OF SERVICES QUALITY**12**

Definitions of Service Quality and its Significance -Measuring Service Quality -Service Quality Gap Model - Service Quality Standards - Strategies for Improving Service Quality - Monitoring Service Quality. Concepts of Quality circle, Japanese 5S principles applicable to services.

TOTAL: 60 PERIODS**OUTCOME:**

- To apply services operations and quality tools and techniques in tourism sector.

TEXTBOOKS

- James A. Fitzsimmons and Mona J. Fitzsimmons, Service Management – Operations, Strategy, Information Technology, McGraw Hill Education (India) – 7th Edition 2014.
- Dale H.Besterfield, Carol Besterfield – Michna, Glen H. Besterfield, Mary Besterfield – Sacre, Hermant – Urdhwareshe, Rashmi Urdhwareshe, Total Quality Management, Revised Third edition, Pearson Education, 2011.

REFERENCES

- Shridhara Bhat K, Total Quality Management – Text and Cases, Himalaya Publishing House, First Edition 2002. REFERENCES 1. Indian standard – quality management systems – Guidelines for performance improvement (Fifth Revision), Bureau of Indian standards, New Delhi. 2. Valarie A Zeithmal and Parasuraman, Service Quality, Marketing Science Institute, Massachusetts.
- Valarie A Zeithmal and Parasuraman, Service Quality, Marketing Science Institute, Massachusetts.
- M. Raghavachari & KV Ramani, Delivering Service Quality: Managerial Challenges for 21st Century, Macmillan Publishers India, Third Edition 2011.
- Cengiz Haksever, Barry Render, Roberta S. Russell, Rebert G. Murdick, Service Management and Operations, Pearson Education – Second Edition.
- Richard Metters, Kathryn King-Metters, Madeleine Pullman, Steve Walton Successful Service Operations Management, South-Western, Cengage Learning, 2nd Edition.

OBJECTIVE:

- To expose students to Tourism marketing and Tourist behaviour. It throws focus on the right marketing mix for Tourism Industry and enlightens on the trends in Tourism Marketing.

UNIT I INTRODUCTION TO TOURISM MARKETING 9

Tourism Marketing – Nature and Process – Growth – Orientations; Tourism Product – Characteristics; Challenges in Tourism Marketing; Tourism Marketing Environment - Micro Environment - Macro Environment – Environment Analysis.

UNIT II TOURISM MARKETS & TOURIST BEHAVIOR 8

Tourism Markets – Types; Tourist Behavior – Risks Involved in Travel Purchase; Tourist Buying Process – Factors influencing Tourist Buying Behavior – Environmental Factors – Individual Factors; Tourist Decision Making Models – Schmoll Model – Mathieson & Wall Model – Moutinho Model; Market Segmentation – Targeting – Market Positioning.

UNIT III TOURISM MARKETING MIX - I 12

Tourism Product – Design – New Product Development – Destination Development – Product Life Cycle – Destination Life Cycle – Tourism Area Life Cycle; Pricing Tourism Products – Importance – Factors influencing – Methods of Price Fixation – Pricing Strategies; Tourism Distribution – Distribution Chain / Channels – Channel Design Decisions – Channels in India – Managing Channels; Tourism Promotion – Promotion Mix – Factors Affecting Promotion Mix – Components of Promotion Mix – Advertising – Public Relations – Sales Promotion – Personal Selling – Important Promotion Tools in Tourism.

UNIT IV TOURISM MARKETING MIX – II 8

People in Tourism – Service Quality Ingredients - Service Encounters – Managing People & Encounters in Tourism Experience – CRM – Internal Marketing – Capacity Building; Process in Tourism – Elements of Process – Managing Process – Development in Service Processes – Capacity Demand Management; Role of Physical Evidence in Tourism – Functions – Service Scapes & Servuction - Components – Building Physical Evidences.

UNIT V TOURISM MARKETING STRATEGIES 8

Market Competition & Competitive Tourism Marketing Strategies; Technology in Tourism Marketing – CRS & GDS – Electronic Tourism – Using Websites; Tourism Marketing and Development – Socially Responsible Marketing – Social Marketing – Government Bodies – NGOs in Tourism

TOTAL: 45 PERIODS**OUTCOME:**

- By the end of the course, students should be able to understand marketing principles and acquire tourism specific marketing skills.

TEXT BOOKS

- Manjula Chaudhary (2010), Tourism Marketing, Oxford University Press, New Delhi.
- Philip Kotler, John T Bowen, James C Makens (2012), Marketing for Hospitality and Tourism, Pearson, New Delhi

REFERENCES:

- S.M.Jha(2011) Tourism Marketing, Himalaya Publishing house.
- Devadish Dasgupta(2011), Tourism Marketing , Pearson ,New Delhi

OBJECTIVE:

- To prepare the learners with knowledge and skills on the travel industry, its types.

UNIT I INTRODUCTION**9**

Travel Industry – modes of Travel – Air, Rail, Road, Sea, Authorities; Classification of travels- Inland & Outbound- Pilgrimage Tours

UNIT II TRAVEL AGENCY**9**

Travel Agency – Travelogues - Organisation, scope and functions, types - proprietorship, partnership, private limited; Setting up Travel Agency- procedure and formalities, Agency Recognition ; Agency Management -sources of funding; marketing, Commission Structure ;Govt rules and approval, accreditation procedures .

UNIT III COMPONENTS OF TRAVEL MANAGEMENT**9**

Market Survey and Research , A Guide to Marketing of Leisure Activities, Marketing Techniques of a Travel management - Marketing of Conferences, Congress, Conventions, Incentive Travel, Workshops, Seminars, MICE, Fare constructions and Scheduling - railway and airlines, consumer mix, Rules and regulations for registration - International Travel Formalities- Foreign Exchange Regulations, passport, visas, Clearances and other Procedures.

UNIT IV CARGO MANAGEMENT**9**

Air & Sea ,Pre-requisites, Different types of Cargo, Documentations, Cargo Rates, Loading, Manifestation, Transshipment, Handling at Destination, Regulations.

UNIT V MODERNISATION AND TRENDS IN TRAVEL INDUSTRY**9**

Impact of Liberalization, Strategic trends in Travel Industry- Disinvestments, Take Overs, Consolidations, and Acquisitions in Travel Industry.

TOTAL : 45 PERIODS**OUTCOME:**

- The learners will have a complete idea about the different concepts, trends and strategies used in this industry.

TEXT BOOKS

- Foster Dennis L., The Business Of Travel Agency Operations and Administration (1993) Macmillan / McGraw Hill, Singapore.
- Tourism Operations and Management, Sunetra Roday, Archana Biwal & Vandana Joshi, Oxford University Press, 2009.

REFERENCE

- Tourism principles and practices, Sampad Kumar Swain & Jitendra Mohan Mishra, Oxford University Press, 2011.

OBJECTIVE :

- To have hands- on experience on the functional softwares of the tourism industry
1. Creating Charts, bars using Spreadsheets
 2. Pivot table –Application of pivot table in tourism and hotel industry.
 3. Web page design - Design of Static page
 4. Searching ,building, retrieval display and cancel of PNR-Fare display-Itinerary pricing – Issue of tickets: Galileo
 5. Searching ,building, retrieval display and cancel of PNR-Fare display-Itinerary pricing – Issue of tickets: Amadeus
 6. Searching ,building, retrieval display and cancel of PNR-Fare display-Itinerary pricing – Issue of tickets: Abacus
 7. Searching ,booking, retrieval display and cancellation-Fare display-Itinerary pricing : Integrated CRS/Fidelio
 8. Build a Social Networking Page, Connect with people, Engage with audience
 9. Design on mobile applications.
 10. Use booking data and test on ANOVA

TOTAL: 60 PERIODS

OUTCOMES

Knowledge of spreadsheets and tourism software

- Spreadsheet Software and
- Tourism software

TEXT BOOKS

1. David M. Levine et al, "Statistics for Managers using MS Excel' (6th Edition) Pearson, 2010
2. David R. Anderson, et al, 'An Introduction to Management Sciences: Quantitative approaches to Decision Making, (13th edition) South-Western College Pub, 2011.
3. William J. Stevenson, Ceyhun Ozgur, 'Introduction to Management Science with Spreadsheet', Tata McGraw Hill, 2009.
4. Wayne L. Winston, Microsoft Excel 2010: Data Analysis & Business Modeling, 3rd edition, Microsoft Press, 2011.
5. Vikas Gupta, Comdex Business Accounting with Ms Excel, 2010 and Tally ERP 9.0 Course Kit, Wiley India, 2012
6. Kiran Pandya and Smriti Bulsari, SPSS in simple steps, Dreamtech, 2011

OBJECTIVE :

- To learn the major initiatives taken by a company's top management on behalf of corporates, involving resources and performance in external environments. It entails specifying the organization's mission, vision and objectives, developing policies and plan to understand the analysis and implementation of strategic management in strategic business units.

UNIT I	STRATEGY AND PROCESS	9
Conceptual framework for strategic management, the Concept of Strategy and the Strategy Formation Process – Stakeholders in business – Vision, Mission and Purpose – Business definition, Objectives and Goals - Corporate Governance and Social responsibility-case study.		
UNIT II	COMPETITIVE ADVANTAGE	9
External Environment - Porter's Five Forces Model-Strategic Groups Competitive Changes during Industry Evolution-Globalisation and Industry Structure - National Context and Competitive advantage Resources- Capabilities and competencies–core competencies-Low cost and differentiation Generic Building Blocks of Competitive Advantage- Distinctive Competencies-Resources and Capabilities durability of competitive Advantage- Avoiding failures and sustaining competitive advantage-Case study.		
UNIT III	STRATEGIES	10
The generic strategic alternatives – Stability, Expansion, Retrenchment and Combination strategies - Business level strategy- Strategy in the Global Environment-Corporate Strategy- Vertical Integration-Diversification and Strategic Alliances- Building and Restructuring the corporation- Strategic analysis and choice – Managing Growth - Environmental Threat and Opportunity Profile (ETOP) - Organizational Capability Profile - Strategic Advantage Profile - Corporate Portfolio Analysis - SWOT Analysis - GAP Analysis - Mc Kinsey's 7s Framework - GE 9 Cell Model – Distinctive competitiveness - Selection of matrix - Balance Score Card-case study.		
UNIT IV	STRATEGY IMPLEMENTATION & EVALUATION	9
The implementation process, Resource allocation, Designing organisational structure-Designing Strategic Control Systems- Matching structure and control to strategy-Implementing Strategic change-Politics-Power and Conflict-Techniques of strategic evaluation & control-case study.		
UNIT V	OTHER STRATEGIC ISSUES	8
Managing Technology and Innovation-Strategic issues for Non Profit organisations. New Business Models and strategies for Internet Economy-case study		

TOTAL: 45 PERIODS

OUTCOME :

- This Course will create knowledge and understanding of management concepts principles and skills from a people, finance, marketing and organisational perspectives the development of appropriate organisational policies and strategies within a changing context to meet stakeholder interests information systems to learn from failure key tools and techniques for the analysis and design of information systems, including their human and organisational as well as technical aspects.

TEXT BOOKS

1. Hill. Strategic Management : An Integrated approach, 2009 Edition Wiley (2012).
2. John A.Parnell. Strategic Management, Theory and practice Biztantra (2012).
3. Azhar Kazmi, Strategic Management and Business Policy, 3rd Edition, Tata McGraw Hill, 2008

REFERENCES

1. Adria H Aberberg and Alison Rieple, Strategic Management Theory & Application, Oxford University Press, 2008.
2. Lawrence G. Hrebiniak, Making strategy work, Pearson, 2005.
3. Gupta, Gollakota and Srinivasan, Business Policy and Strategic Management – Concepts and Application, Prentice Hall of India, 2005.
4. Dr.Dharma Bir Singh, Strategic Management & Business Policy, KoGent Learning Solutions Inc., Wiley, 2012.
5. John Pearce, Richard Robinson and Amitha Mittal, Strategic Management, McGraw Hill, 12th Edition, 2012

OBJECTIVES:

- To provide the background of Indian culture and heritage
- To give students a solid foundation for understanding and managing cultural diversity in the workplace.

UNIT I INTRODUCTION TO INDIAN CULTURE AND HERITAGE 9

Salient features of Indian culture – socio, ethnic historical and religious perspectives of Indian culture; Cultural transition, Indian cultural heritage.

UNIT II CULTURAL DIMENSIONS AND REFLECTIONS 10

Key elements of Indian cultural dimensions –Tangible and intangible culture- Dimensions of national cultures -Distinctiveness of Indian culture in personal life, social life and work life – languages and literature- Cultural traits under major religious background – Reflection in arts, paintings, dance, music – Ceremonies celebrations – Place of worships – Belief, attitude and perception – Museum – Special interest – Tourism

UNIT III CULTURAL MIX 9

Cultural dissimilarities across world – across nation; Major issues – challenges to hospitality industry; Influence of global culture – Relationship between national culture and organization structure; International dimensions of organizational culture; Impact on personal and work life – Impact on tourist.

UNIT IV CROSS CULTURAL MANAGEMENT 9

Frameworks of cross cultural management- Cultural shock and acculturation- Cross- cultural training- Managing multicultural teams- Cultural negotiations- Global leadership and motivational issues-Cultural differences in ethics and decision making

UNIT V GLOBAL APPROACH 8

UNESCO – criteria, fairs and festivals, funding, committee and convention, reporting and monitoring, approved heritage sites-challenges, Impact of IT, Trends.

TOTAL: 45 PERIODS**OUTCOMES:**

The students should be able to

- Describe Indian culture and heritage,
- Explain how different national cultures can influence the individuals and groups in social and business settings

TEXT BOOKS :

1. F.r. Allchin, Conservation of Indian Heritage, Cosmo publications, New Delhi.
2. David C. Thomas, Cross-cultural management- Essential concepts, Sage Publications,2008

REFERENCES :

1. S.M.Dewan, Corporate governance in public sector enterprises, Pearson Longman, 2006.
2. G. Hofstede, Culture and organizations: intercultural cooperation and its importance for survival, Harper Collins, London, 1994.
3. Rajiv Desai , Indian business culture - An Insider's guide, Butterworth and Heinemann,199
4. Ananda Das gupta , Human values in Management , Ashgate publishing limited, 2004.

OBJECTIVE:

- The course aims to provide the past, present and future perspectives of international tourism. The factors and challenges influencing the growth of international tourism will be studied. The students will study the role of international regulatory bodies.

UNIT I THE GLOBAL ENVIRONMENT 9

Globalization- scope of international tourism- types, Cultural diversity- Intercultural theories-cultural practices-impact on tourism. Cultural influences on intercultural communication- social interactions.

UNIT II INTERNATIONAL TOURISM GROWTH 9

Economic determinants-forces and factors influencing growth of international tourism, trends - regional, domestic and global tourist movements, methods and measurements in determining future trends. Arrivals – receipts, foreign exchange, emerging trends in international travel, sustainable tourism, experiential tourism, social responsible tourism – Ethics – Emerging threats in International Tourism.

UNIT III REGIONAL DISTRIBUTION OF INTERNATIONAL TOURISM 9

International Tourism (inbound and outbound tourism) trends in : Europe -France, Spain, Italy, and United Kingdom, USA, Mexico, Caribbean, Islands and Brazil, China, Thailand, Singapore, Australia, and New Zealand, South Africa, Kenya and Egypt.

UNIT IV INTERNATIONAL TRENDS 9

Tourism bills of Rights, tourism code, Manila declaration, International conventions: Warsaw convention 1924, Chicago convention 1944, Brussels convention 1961 and 1966, Athens convention 1974, Helsinki accord 1974, IATA conditions of carriage (passage and baggage). World travel laws.

UNIT V ROLE OF GOVERNMENT AND INTERNATIONAL TOURISM BODIES/ ORGANISATIONS 9

Tourism Bodies :Need for Tourism organizations, Functions, Administrative set up: National Tourism Organization (NTO).

Tourism Organizations : Role of United Nations World Tourism Organization (UNWTO); World Travel & Tourism Council (WTTC); Pacific Asia Travel Association (PATA) : International Air Transports Association (IATA): International Union of Official Travel Organisation (IUOTO); UFTAA, WATA, International Civil Aviation Organisation(ICAO), Travel industry fairs – advantages of participation. Travel Mart – WTM, ITB, KTM and FITUR.

TOTAL: 45 PERIODS**OUTCOME:**

- The students will be able to comprehend the importance of international tourism, trends, formalities. They will know the importance of regulatory bodies in international tourism.

TEXT BOOKS:

- Yvette Reisinger, International Tourism- Cultures and Behavior, Taylor & Francis, 2011.
- A. K. Bhatia, International Tourism Management, Sterling Publishers Private Limited, 2011.

REFERENCES

- Roland Conrady and Martin Buck, Trends and Issues in Global Tourism, Springer Science & Business Media, 2012
- Myra Shackley, Atlas of Travel and Tourism Development, Routledge, 2006.
- Sarah M. Lyon and E. Christian Wells, Global Tourism: Cultural Heritage and Economic Encounters, Lanham, MD, AltaMira Press, 2012.

4. John Burkart, S. Medlik, Tourism: Past, Present and Future, Helnemann, 1981.
5. TejVir Singh, H. Leo Theuns and Frank M. Go, Towards Appropriate Tourism: The Case of Developing Countries, European University Studies, Series 11, 1989.
6. Robert Christie Mill and Alastair M. Morrison, The Tourism System: An Introductory Text, Prentice-Hall, 1992.

TM7303

TOURISM GEOGRAPHY

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OBJECTIVE:

- To introduce students to the various geographical locations of tourist places, weather climate and distances, the different routes between them and the different characteristics of places which are important for tourism.

UNIT I FUNDAMENTALS

9

Definition, scope and importance of Tourism geography, Climatic variations, Natural and climatic regions of world, Impact of weather and climate on Tourist destinations. Study of maps, longitude & latitude, international date line, time variations, time difference, GMT variations, concepts of elapsed time, flying time, ground time. Standard time and summer time (day light saving time).

UNIT II FACTORS OF TOURISM DEVELOPMENT

9

Geographical Determinants: Diversities and disparities, Typology of area and Linkages, flows and orientation. Physical Factors – Relief, Climate, Vegetation, wildlife, Water Bodies. Socio-cultural factors -Religion, Historical, Sports, and Settlements. Economic factors.

UNIT III POLITICAL AND PHYSICAL FEATURES OF INDIAN GEOGRAPHY

9

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

UNIT IV POLITICAL AND PHYSICAL FEATURES OF AMERICAS AND EUROPE

9

Destinations in North America - United States of America: New York, Washington DC, Florida, Los Angeles, Las Vegas, San Francisco, Orlando, Dallas. Canada: Ontario, Ottawa, Montreal, British Columbia. Central America - Costa Rica, Panama, Nicaragua, Guatemala, Honduras, Belize. South America: Peru, Ecuador, Venezuela, Chile, Bolivia, Chile, Brazil. Europe - England, France, Italy, Spain, Ireland, Turkey, Spain, Netherlands, Czech Republic, Austria, Germany, Greece, Switzerland, Russia, Ukraine

UNIT V POLITICAL AND PHYSICAL FEATURES OF AFRICA, ASIA AND THE PACIFIC

9

Africa: Kenya, Zimbabwe, Zambia, Egypt, Mali, South Africa, Morocco, Ethiopia, Uganda, Rwanda, DRC, Tanzania, Mauritius, Gambia. Middle East: United Arab Emirates, Israel, Saudi Arabia, Iran, Syria, Lebanon, Jordan. Asia: China, Mongolia, Japan, Korea, Thailand, Philippines, Singapore, Malaysia, Bangladesh, Maldives, Nepal, Pakistan, Sri Lanka

TOTAL: 45 PERIODS

OUTCOMES:

- General knowledge of worldwide tourism flows
- Ability to Plan a trip to a tourism destination

TEXT BOOKS:

1. Lloyd E. Hudman, Richard H. Jackson, Geography of Travel and Tourism, Cengage Learning, 4th Edition, 2003.
2. P. C. Sinha, Geography And Structure Of Tourism And Travel, Anmol Publications, 2003

REFERENCES:

1. Alan A. Lew, Colin Michael Hall, Dallen J. Timothy, World Geography of Travel and Tourism: A Regional Approach, Butterworth-Heinemann, 2008.
2. Robinson H.: A Geography of Tourism, Mac Donald & Evans London, 1978
3. Douglas Pearce, Topics in Applied Geography, Tourism Development, Longman Scientific Technical, New York, 1995.
4. Majid Husain, Geography of India, Tata McGraw Hill, 2012.

TM7304

TOURISM PRODUCTS IN INDIA

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OBJECTIVE:

- To enable the students to understand the tourist resources in India, prepare a theme based tour itinerary and manage the tourist destinations travel.

UNIT I INTRODUCTION

9

Tourism Products: Definition, Concept, Characteristics and Classification. Cultural Heritage of India — Stages of evolution, continuity. Heritage - Types of Heritage Tourism, Heritage Management Organizations.

UNIT II NATURAL RESOURCES

9

Natural resources: Wildlife sanctuaries - National parks - Biosphere reserves – Back water Tourism - Mountain and Hill Tourist Destinations – Islands, Beaches, Caves & Deserts of India.

UNIT III TOURISM CIRCUITS

9

Major tourism circuits of India: Inter State and Intra-State Circuits - Religious Circuits - Heritage Circuits - Wildlife Circuits.

UNIT IV MANMADE DESTINATIONS AND THEME PARKS

9

Manmade Destinations: Locations of Adventure sports - Commercial attractions - Amusement Parks – Gaming - Shopping - Live Entertainments - Supplementary accommodation - House boats – Tree houses - Home stays - Tourism by rail - Palace on wheels. Zoological and Botanical Garden.

UNIT V CONTEMPORARY DESTINATIONS IN INDIA

9

Places and Packages for Ecotourism, Rural Tourism, Golf Tourism, Camping Tourism, Medical Tourism and Pilgrimage Tourism.

TOTAL: 45 PERIODS

OUTCOME:

- The students would be able to understand the needs of the tourists and manage their destination requirements.

TEXTBOOKS :

1. S.P. Gupta (2002), Cultural Tourism in India, Indraprastha Museum of Art and Archaeology, New Delhi.

REFERENCES :

1. Stephen Ball (2007), Encyclopedea of Tourism Resources in India,B/H.
2. Manoj Dixit (2002), Tourism products, New Royal Book Co. Lucknow.
3. Norman Douglas. Ed. (2001), Special Interest Tourism, John Wiley & Sons, Australia.

OBJECTIVE :

- To study the flow of activities and functions in today's lodging operation. To make the learner to understand about the operation and the management of front office and Housekeeping departments in hotels,

UNIT I INTRODUCTION**9**

Hotel Industry – Classification of hotels – Other types of lodging – Types of rooms – Tariff Plans – Duties & Responsibilities of front office personnel – Inter-department coordination.

UNIT II FRONT OFFICE MANAGEMENT**9**

Room Reservation – Types of reservation – Front office accounting – Registration – Lobby and well desk operations – Guest Services – Settlements – Safety & Security – Night Audit - Yield Management – Budgetary Control.

UNIT III HOUSE KEEPING MANAGEMENT**9**

Importance of housekeeping – Departmental Structures – Coordination with other departments – Duties & Responsibilities of Executive housekeeper, Asst. Executive house keeper, floor supervisor, room attendant – House Keeping Control desk.

UNIT IV HOUSE KEEPING FUNCTION**9**

Linen & Uniform – Laundry: Equipment, detergents, Stain removal, Laundry Process flow – Sewing – Cleaning Practice: Equipment, Cleaning agents, cleaning methods – Pest Control – Public area cleaning and maintenance.

UNIT V INFRASTRUCTURE MANAGEMNET & OTHER SOURCES**9**

Elements of Interior Decoration & Design – Colours – Furniture – Floor – Lighting – Floral art – Textiles – Carpets – Innovative ideas – Catering Services – Wellness & Fitness Services – Leisure & Travel Services – Business Services – Concierge services.

TOTAL: 45 PERIODS**OUTCOME :**

- The student shall be competent for handling Front Office and Housekeeping management operations. The student will be equipped with knowledge on a wide range of front office and housekeeping tasks and situations in a commercial environment.

TEXT BOOKS :

1. Sudhir Andrews, Hotel House Keeping Training Manual, Tata Mc Graw Hill Publishers, New Delhi, Edition 2, 2005.
2. James , Hotel Front Office Management, 5th Edition, Wiley, 2014.
3. Sudhir Andrews. Text book of Hotel Housekeeping Management & Operations, Tata Mcgraw Hill, 2008.

REFERENCES :

1. Jatashankar R.Tiwari, Hotel Front office & Operations management, Oxford University Press, 2009.
2. Anutosh Bhakta. Professional Hotel Front Office Management. Tata McGraw Hill 2012.
3. Casado, M. Housekeeping Management. John Wiley and Sons, Inc. 2000.
4. Ahmed Ismail. Front Office Operations and Management. Cengage Learning.
5. David Allen, Accommodation & Cleaning Services, Volume I & II, Hutchinson.
6. G.Raghubalan and Smritee Raghubalan. Hotel Housekeeping Operations and Management. Second Edition. Oxford 2007.

OBJECTIVE:

- To prepare the learners with knowledge and skills essential to understanding and manage the needs of destination

UNIT I INTRODUCTION**9**

Tourists destination-concepts/ notions; Destination- Elements of Tourists Destination - Characteristics of successful destination- Uniqueness of destination management- stakeholders in destination management- destination governance- destination management organization (DMO)-

UNIT II TOURISM DESTINATION PLANNING**9**

Tourists destination development; planning and development of tourism; Traditional and contemporary approaches to destination planning- History & Influence on planning- Factors affecting the planning process-Environment Analysis, Resource Analysis, Regional Environment analysis. Market analysis, competitor's analysis, Regional analysis. Stages in destination planning- Benefits of strategic plans- Outcome of destination planning - formulation of master plan, implementation of plan; resort development – Economic impact of Tourism.

UNIT III TOURISM DESTINATION MANAGEMENT**9**

Partnership and Team-building –Leadership and Coordination- Community Relations – Tourists Destination – Destination Products –Destination Branding- Destination Mix- Destination Integrated Marketing Communications - Destination Information and Communication Technologies - Future of Destination Management

UNIT IV SUSTAINABLE TOURISM DESTINATION DEVELOPMENT**9**

Sustainable Tourism Development : Meaning- Principles-Sustainable Employee Practices - Sustainable Tourism Destinations – Impacts of Sustainable Tourism – Sustainable Tourism Development Policy – Environmental Laws.

UNIT V EMERGING TRENDS IN DESTINATION MANAGEMENT**9**

Environmental Management Systems -Integrated Coastal Zone Management- Eco-friendly Practices -Water Conservation- Energy Efficiency - Waste Management - Commoditisation- Community Participation– Responsible tourism - Space Tourism - Recent Trends - Best Practices.

TOTAL : 45 PERIODS**OUTCOME:**

- The learners shall be competent for analyzing how the destinations are segmented to handle and design a product of their own.

TEXTBOOKS:

- C.Gunn (2002), Tourism Planning: Basic, Concepts and Cases, Cognizant Publication.
- Krishan K. Kamra, Managing Tourist Destination: Development, Planning, Marketing & Policies, Kanishka Publishers, 2005.

REFERENCES:

- Alastair Morrison, Marketing & Managing Tourism Destination, Routledge Publications, 2013.
- Nigel Morgan, Annette Pritchard & Roger Pride (2001), Destination branding: Creating the Unique Proposition, Butterworth and Heinemann
- Middleton, V.T.C and Hawkins, R. (1998), Sustainable Tourism: A Marketing Perspective, Butterworth – Heinemann, Oxford.
- Shalini Singh, Dallen J.Timothy & Ross Kingston Dowling (2003), Tourism in Destination Communities, CABI Publishing.
- The Environment (Protection) Act, 1986, amended 1991, <http://envfor.nic/legis/legis.html>
- A practical guide to Tourism Destination Management, World Tourism Organization Publications, 2007.

OBJECTIVE:

- To develop and strengthen entrepreneurial quality and motivation among students.
- To impart the basic entrepreneurial skills and understanding of opportunities to become an entrepreneur in tourism industry.

UNIT I ENTREPRENEURIAL COMPETENCE 9

Entrepreneurship Concept – Entrepreneurship as a Career – Characteristics of Successful Entrepreneurs – Types of Entrepreneurs – Entrepreneurial Skills and Knowledge for Tourism Trade — Entrepreneurial Opportunities, Problems, Current Trends in Tourism.

UNIT II ENTREPRENEURIAL ENVIRONMENT 9

Business Environment - Role of Family and Society – Entrepreneurial Factors Affecting Tourism Growth - Entrepreneurship Development Training and Other Support Organisational Services – Central and State Government Industrial Policies and Regulations for Tourism – International Tourism Business Management.

UNIT III BUSINESS PLAN PREPERATION 9

Sources of Product for Tourism Business – Prefeasibility Study – Product Selection Criteria – Ownership – Capital Budgeting – Project Profile Preparation – Matching Tourism Entrepreneur with the Project – Preparation of Tourism Business Plan – Evaluation Criteria for Tourism Industry.

UNIT IV LAUNCHING OF SMALL BUSINESS IN TOURISM 9

Finance and Human Resource Mobilization – Operations Planning – Market Research and Channel Selection – Growth Strategies for Tourism – Tourism Product Launching – Incubation, Venture Capital, Tourism Startups.

UNIT V MANAGEMENT OF TOURISM BUSINESS 9

Monitoring and Evaluation of Tourism Business – Organisational Framework for Promotion and Development in Tourism – Preventing Sickness and Rehabilitation of Sick Business Units – Innovations in Tourism Business Management.

TOTAL : 45 PERIODS**OUTCOME:**

- The students will gain knowledge and skills essential for effectively and efficiently managing business in tourism industry.

TEXT BOOKS :

1. R.D.Hisrich, Entrepreneurship, Tata McGraw Hill, New Delhi, 2001.
2. S.S.Khanka, Entrepreneurial Development, S.Chand and Company Limited, New Delhi, 2001.

REFERENCES :

1. Mathew J Manimala, Entrepreneurship Theory at the Crossroads, Paradigms & Praxis, Biztrantra , 2nd Edition,2005.
2. Prasanna Chandra, Projects –Planning, Analysis, Selection, Implementation and Reviews, Tata McGraw Hill, 1996.
3. Arya Kumar. Entrepreneurship, Pearson,2012.
4. Donald F Kuratko, T.V Rao. Entrepreneurship: A South Asian perspective. Cengage Learning, 2012.
5. Rajeev Roy ,Entrepreneurship, Oxford University Press, 2nd Edition, 2011.

OBJECTIVE :

- This course is designed to provide an introduction to the principles of event management. The course aims to impart knowledge on the various events and how these events can be organized successfully.

UNIT I EVENT CONTEXT**9**

History & Evolution – Types of events – MICE – Types of Meeting, Trade Shows, Conventions, Exhibitions- Structure of event industry – Event Management as a profession – Perspectives on event : Government, Corporate & Community – Code of Ethics.

UNIT II EVENT PLANNING & LEGAL ISSUES**9**

Conceptualizing the event – Host, sponsor, Media, Guest, Participants , Spectators – Crew – Design of concept – Theme and content development – Visualization – Event objectives – Initial planning – Budgeting – Event design and budget checklist – Preparation of functional sheets – Timing – Contracts and Agreements – Insurance, Regulation, Licence and Permits – Negotiation.

UNIT III EVENT MARKETING**9**

Role of Strategic Marketing Planning - Pricing – Marketing Communication Methods & budget – Elements of marketing communication – Managing Marketing Communication – Role of Internet – Sponsorship – Event sponsorship – Strategy – Managing Sponsorships – Measuring & Evaluating sponsorship.

UNIT IV EVENT OPERATION**9**

Site Selection – Types of location – Venue Requirements – Room, Stage, Audi-Visual, Lighting, Performers, Decors, Caterer, Photography & Videography – Protocols – Guest list – Guest demographics – Children at event – Invitation – Media – Freelance Event Operation – Road show - Food & Beverage – Entertainment – Event Logistics – Supply of facilities – Onsite logistics – Control of event logistics – Evaluation & Logistics.

UNIT V SAFETY & EVENT EVALUATION**9**

Risk assessment – Safety officer, Medical Manager – Venue, Structural safety – Food safety – Occupational safety – Fire Prevention – Sanitary facilities – Vehicle traffic – Waste Management. Event Impact – Event Evaluation Process – Service Quality - Customer Satisfaction.

TOTAL: 45 PERIODS**OUTCOME :**

- At the end of the course students can plan, develop, manage and implement an event successfully. Student can enhance their professional skills in the field of Event Management, to prepare them for successful careers in this field

TEXT BOOKS :

- Lynn Van Der Wagen, Event Management for Tourism, Cultural Business & Sporting Events, 4th Edition, Pearson Publications, 2014.
- Lynn Van Der Wagen, & Brenda R. Carlos , Successful Event Management.
- Judy Allen, Event Planning 2nd Edition, Wiley & Sons, Canada, 2014.
- G.A.J. Bowdin, Events Management , Elsevier Butterworth

REFERENCES

- John Beech, Sebastian Kaiser & Robert Kaspar, The Business of Events Management, Pearson Publication, 2014.
- Judy, Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management, 2014.
- Shannon Kilkenny, The complete guide to successful event planning.
- Julia Rutherford Silvers, Professional Event Coordination, The Wiley Event Management Series.
- Allison ,The Event Marketing Handbook: Beyond Logistics & Planning.

OBJECTIVES :

- Acquire knowledge in Karmayoga and Applications of Management.

UNIT I UNDERSTANDING OF KARMAYOGA 9

Significance of work- Understanding Perfection in Work – Teachings enunciated in the Bhagavad Gita- Understanding applications to daily life in a modern secular context -Karma, Yoga, Purusha and Gunas of prakriti.

UNIT II MOTIVATION THROUGH INTEGRAL KARMAYOGA 9

Types of motivation- Significance- Attitude towards work - Nishkama Karma, Spirit of self-consecration- Renunciation in action- Abolition of ego-sense, skill and delight in action through Integral Karmayoga.

UNIT III HOLISITIC INTEGRAL DEVELOPMENT 9

Consciousness framework - Integral Yoga of Sri Aurobindo - Understanding evolution of the inner being- Transformative actions in the outer world - Development of concentration, will, faith, aspiration, rejection, surrender, inner sensing and soul forces- Development of wisdom, power, harmony and perfection.

UNIT IV APPLICATION OF SELECTED TEACHINGS FROM ANCIENT INDIAN LITERATURE 9

Core values and ethics -Types of personalities, self-identity, emotional and social competenceManaging conflict - Leadership - Behavioural Dynamics-Mentoring, Coaching and Guidance perspectives .

UNIT V SPIRITUAL BENEFITS THROUGH HOLISITIC INTEGRAL KARMA YOGA AND MANAGEMENT 9

Cases of Personalities and events and their spiritual relevance in the me in the modern world- Spiritual Benefits to Individuals - Spiritual Benefits to Teams - Spiritual Benefits to Organisation - Benefits to the Society - Benefits to the stakeholders - Emerging Trends

TOTAL: 45 PERIODS**OUTCOME :**

- Possess Managerial Competence of Karmayoga and Management.

REFERENCES

1. Sri Aurobindo (1996), Essays on the Gita, Sri Aurobindo Ashram Publication Department, Pondicherry.
2. Mehra, A. (2000), Karmayoga – Perfection in Work, The Gnostic Centre, New Delhi
3. Sargeant, W. (2009), The Bhagavad Gita, State University of New York Press, Albany.
4. Sri Aurobindo (1920), The Renaissance in India, Sri Aurobindo Ashram Publication Department, Pondicherry;
5. Sri Aurobindo (1957), The Mother, Sri Aurobindo Ashram Publication Department, Pondicherry; Sri Aurobindo and The Mother (1987), How to Cultivate Concentration, Sri Aurobindo Society, Puducherry.
6. Bhyrappa, S.L. and Raghavendra Rao, K. (2009), Parva : A Tale of War, Peace, Love, Death, God, and Man, Sahitya Akademi, New Delhi
7. Das, G. (2012), The Difficulty of Being Good: On the Subtle Art of Dharma, Penguin Books India, New Delhi
8. Hawley, J. (2007), Reawakening the Spirit in Work: The Power of Dharmic Management, Tata McGraw Hill Education, New Delhi.
9. Devdas Menon, A Handbook of Selected Verses from Bhagawad Gita , Meenakshi Publishers, 2015

OBJECTIVES:

- To introduce the student to the broad base of study needed for understanding of the fundamentals of and issues in leisure and recreation management.

UNIT I INTRODUCTION TO RECREATION 9

Recreation: an overview - Recreation & Leisure Participation and Behavior - Role in Health & Well-Being - Leisure & Culture - Mass Leisure: Popular Culture & Purple Leisure - Balancing Leisure & Work services.

UNIT II RECREATIONAL BUSINESSES 9

Recreational Resources - the Demand and Supply for Recreation and Tourism – Recreation Vehicles, parks, adventure travel, winter sports, historic sites, camping, resorts, motor coach operators, enthusiast groups, recreation product manufacturers - Recreation and leisure services

UNIT III RECREATION MANAGEMENT 9

Recreation Theories -Impact of recreation on tourism - Recreation Resource Management - Recreational and Tourist Motivation - Barriers to Recreation - Gender and Social Constraints Tourism and recreation planning and policy - Urban and rural recreation - Relationships between leisure, recreation and tourism.

UNIT IV RECREATION MARKETING 9

Marketing of Recreation: Marketing Recreation services and facilities- Customers of recreational products - Marketing plan- Marketing Mix for recreation.

UNIT V RECENT TRENDS 9

Trends in the recreation industry- Tourists and recreational demand for wilderness, National Parks and natural areas - Supply of the wilderness and outdoor recreation experience Tourism recreation and climate change - - Environmental perspectives on coastal recreation and tourism. Technology Impacts on Recreation & Leisure

TOTAL: 45 PERIODS**OUTCOMES:**

- Ability to design, conduct, promote, evaluate, and manage activities involved in the successful operation of a variety of leisure and recreation organizations and operations

TEXT BOOKS

1. George Torkildsen (2000), Leisure and Recreation Management, Fourth Edition, E&FN Spon, London
2. Daniel D. McLean and Amy R. Hurd, Kraus' Recreation and Leisure in Modern Society, Jones and Bartlett Learning, 10th Edition, 2015.

REFERENCES

1. William C. Gartner & David W. Lime (2000), Trends in Outdoor, Recreation, Leisure and Tourism, CABI, London.
2. Chris Ryan (2006), Recreational Tourism, Demands and Impacts, Viva Books, New Delhi.
3. Michael Hall.C. & James Higham (2006), Tourism, Recreation and Climate Change, Viva Books, New Delhi.
4. Charles R. Goeldner & Brent Ritchie J.R (2006), Tourism, Principles, Practices, Philosophies, John Wiley and Sons, New Jersey.

OBJECTIVE :

- To give an overview of global health care practices and strategies for marketing and communications in India with focus on international tourists.

UNIT I INTRODUCTION TO HEALTH CARE IN INDIA 9

Historical Review – Health care services: Level & Types – Disease burden - Public Services in India - Private health care sector growth: a retrospective & road ahead-- Pharmaceutical, Biotechnology - Health Insurance- Financing and delivery of health services: Issues & Challenges.

UNIT II GLOBAL HEALTH 9

Global health – Health Inequalities-Socioeconomic factors & health-Globalization and emerging Infectious diseases- Health effects and Environment- Global health payers and players.

UNIT III MACRO PERSPECTIVE 9

Effects of medical tourism in nation's economy – development of supporting services for medical tourism – role of government – Private sector – voluntary agencies in promotion of medical tourism, Medical tourism – significance- Medical tourism as an industry- Medical tourism destinations – Types and flow of medical tourists- Factors influencing choice of medical tourism destinations

UNIT IV MARKETING STRATEGY AND COMMUNICATION 9

Strategy formulation to attract and retain national and global medical tourists – Positioning of Indian medical services –Traditional and non traditional – “Wellness, Ayurvedic, Spa - Pricing of Medical Services. Integrated communication for medical tourists – Online and offline communications – Relationship management with medical tourists.

UNIT V EMERGING TRENDS 9

Understanding Medical tourist satisfaction – Protecting stakeholder's interests in medical - tourism – Ethics in Medical Tourism – Asian / Western Medical Tourism – Government Plans and Policies.

TOTAL : 45 PERIODS**OUTCOME :**

- The students will have an overview of contemporary tourism practices and global perspectives.

REFERENCES:

- Milica Z.,Bookman Karla R. Bookman, Medical Tourism in developing countries, palgrave Macmillan[™] 2007.
- Raj Pruthi , Medical Tourism in India , Arise publishers & Distributors, 2006
- RNCOS, Opportunities in Medical Tourism in India(2007), RNCOS E-Services Pvt. Ltd., 2006.
- Michael D. Horowitz Jeffrey A. Rosensweig, Medical Tourism – Health Care in The global economy (Trends), American College of Physician Executive, 2007.

OBJECTIVE:

- To make the students knowledgeable in tour operations and its related documentation. The students will study the tour preparation and marketing of the tour products. They will also study the role of guides and escorts.

UNIT I TOUR INDUSTRY 9

Tour industry, Evolution of tour operation business – definition- tour operation- types of tour, inbound outbound, escorted, guided – types of package tours and operators, factors affecting tour design and selection. Tourism intermediaries. Booking a tour, mass market package holidays, specialist tour operators, domestic & international, collaborative tourism.

UNIT II ITINERARY PREPARATION 9

Four operations process, research, planning, costing, costing elements, pricing – Holiday packages, itinerary-meaning, types preparation, starting of tour operation business, departments of tour operation, tour departure procedure, activities.

UNIT III TOUR OPERATION BUSINESS 9

Role and relevance of tour operation business. Tour operational techniques – Booking a tour-reservations, hotel booking procedures, boarding bus/coach, emergency procedures, finance details, food and beverages, transportation delays - Case studies of major tour operation companies and packages – Kuoni, Cox & Kings, Thomas Cook, Carlson.

UNIT IV MARKETING AND PROMOTION OF TOUR 9

Marketing and promotion of tour – marketing strategies of tour operation business, tour brochure, how to prepare a tour brochure, items to be included in tour brochure, tools used to market tour packages – Indian and World Tourism Day.

UNIT V GUIDING AND ESCORTING 9

Guiding and Escorting : Meaning, concepts in guiding, golden rules of guiding, difference between guide and escort, skills, responsibilities of guides, interpreting sites, escorts, personal hygiene, grooming, pre post and during tour responsibilities, check list, safety and security, insurance, first aid, handling emergencies, leading a group, code of conduct.

TOTAL: 45 PERIODS

OUTCOME:

- The students will have good learning on tour operations business. They can prepare and market tour itinerary. They will know the importance of tour operators, guides and escorts.

TEXT BOOKS:

1. K. Bhatia, Business of Travel Agency & Tour Operations Management, Sterling Publishers, 2012.
2. JagmohanNegi, Travel Agency and Tour Operation Concepts and Principles, Kanishka Publishers & Distributors, 2006.
3. Dennis L. Foster, The Business of Travel: Agency Operations and Administration, Glencoe Division, Macmillan/McGraw-Hill, 1991.

REFERENCES

1. Sunetra Roday, Archana Biwal and Vandana Joshi, Tourism: Operations and Management, Oxford University Press, 2009.
2. Lalita Sharma, Travel Agency & Tour Operation Concepts and Principles, Centrum Press, 2010.
3. Ashim Gupta, Travel Agency & Tour Operations Concepts and Principles, Centrum Press, 2011.
4. Mohinder Chand, Travel Agency Management: An Introductory Text, Anmol Publications, 2009.
5. Pat Yale, The Business of Tour Operations, Longman, 1995.
6. Laurence Stevens, Guide to Starting and Operating a Successful Travel Agency, Merton House Travel and Tourism Publishers, 1985.
7. Betsy Fay, Essentials of Tour Management, Prentice Hall, 1992.
8. Marc Mancini, Conducting Tours, Delmar Publishers, 1996.

OBJECTIVES:

- To facilitate in the understanding of travel media and its role in tourism promotion through public relations.
- To impart and equip the students with practical know-how on travel writing and dynamics of making of travelogues.

UNIT I FOUNDATIONS OF TRAVEL WRITING 9

Articles Of Travel Writing – Magazines – Travel Newsletters –Short Pieces for Books – Internet Search – Approaching Markets – Travel Books – Guide Books – Accommodation Guides – Business Travel – Coffee Table Books – Autobiographical Tales – Anthologies.

UNIT II ELECTRONIC MEDIA IN TOURISM 9

Electronic Media in Documenting of Destinations – Travel, Transport and Tourism Resources – Nature of Media coverage – Telecast and Webcast – Writing Travel Programme Scripts – Identification of Visual Support Points – Conducting Interviews.

UNIT III INNOVATIONS IN TOURISM AND TRAVEL MEDIA 9

Idea Generation for Travel Articles – Journey Pieces – Activity Pieces – Special Interest Pieces – Side Trips – Reviews – Own Travel experiences – Ideas from other Sources- Recent Trends .

UNIT IV PUBLIC RELATIONS 9

Need, Scope, Objectives and Purpose of Public Relations – Elements Of Public Relations – Public Relations Process - Public Relations as a Profession – Codes of Professional Conduct – Functions Of Public Relations Department - Policy Publicity - Product Publicity – Public Relations And Propaganda Relations With The Government- Community Relations, Shareholders Relations - Ethics And Challenges Of Public Relations.

UNIT V MANAGEMENT OF INNOVATIONS IN TRAVEL JOURNALISM 9

Portraying of experiences – Practical tips – Choosing appropriate words – Verbs, Adjectives and Cliches, Illustrations – The Practicality of taking photographs – Non-Photographic Illustrations – Recent Trends.

TOTAL: 45 PERIODS**OUTCOME:**

- The students will gain knowledge and skills essential for effectively and efficiently handling and solving travel media and public relations issues in tourism industry.

TEXT BOOKS :

1. Arvahan e , Ketter E ,Media Strategies for marketing places in crisis . Elsevier, UK, 2008.
2. Dennis E. Deuschl 'Travel and Tourism Public Relations: An Introductory Guide for Hospitality Managers, Elsevier Butterworth-Heinemann, 2006.

REFERENCES :

- 1 Geroge E- Belch & Michael. A. Belch Advertising and Promotion",Tate McGraw-Hill,Sixth Edition,2004.
3. Kruti Shah and Alan D'souza Advertising and Promotion" –Tata McGraw –Hill,2009.
4. Janet McDonald , Travel Writing , Robert Hale , London ,2000.
5. Tom Duncan, Principles of Advertising and IMC,Tata McGraw-Hill - Second Edition,2005.