I TO IV SEMESTERS CURRICULA & SYLLABI

SEMESTER – I

<table>
<thead>
<tr>
<th>SL.NO.</th>
<th>CODE NO.</th>
<th>COURSE TITLE</th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>THEORY</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>BA8101</td>
<td>Accounting for Management</td>
<td>3</td>
<td>1</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>2.</td>
<td>BA8102</td>
<td>Economic Analysis for Business</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>3.</td>
<td>BA8103</td>
<td>Legal Aspects of Business</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>4.</td>
<td>BA8104</td>
<td>Organizational Behaviour</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>5.</td>
<td>BA8105</td>
<td>Principles of Management</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>6.</td>
<td>BA8106</td>
<td>Statistics for Management</td>
<td>3</td>
<td>1</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>7.</td>
<td>BA8107</td>
<td>Total Quality Management</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>8.</td>
<td>BA8108</td>
<td>Written Communication</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>25</td>
<td>2</td>
<td>0</td>
<td>27</td>
</tr>
</tbody>
</table>

SEMESTER – II

<table>
<thead>
<tr>
<th>SL.NO.</th>
<th>CODE NO.</th>
<th>COURSE TITLE</th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>THEORY</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>TM8201</td>
<td>Financial Management in Tourism</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>2.</td>
<td>TM8202</td>
<td>Hospitality Management</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>3.</td>
<td>TM8203</td>
<td>Human Resource Management</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>4.</td>
<td>TM8204</td>
<td>Research Methodology</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>5.</td>
<td>TM8205</td>
<td>Services Operations Management</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>6.</td>
<td>TM8206</td>
<td>Tourism Marketing</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>7.</td>
<td>TM8207</td>
<td>Tourism Principles and Practices</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>21</td>
<td>0</td>
<td>4</td>
<td>23</td>
</tr>
</tbody>
</table>

PRACTICAL

<table>
<thead>
<tr>
<th>SL.NO.</th>
<th>CODE NO.</th>
<th>COURSE TITLE</th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.</td>
<td>TM8211</td>
<td>Information Technology and communication of Tourism</td>
<td>0</td>
<td>0</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>21</td>
<td>0</td>
<td>4</td>
<td>23</td>
</tr>
</tbody>
</table>

SUMMER SEMESTER (4 WEEKS)

Summer Training – Chronological Diary needs to be maintained and submitted within the first week of the reopening date of 3rd Semester. The training report along with the company certificate should be submitted.
## SEMESTER – III

<table>
<thead>
<tr>
<th>SL.NO.</th>
<th>CODE NO.</th>
<th>COURSE TITLE</th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>THEORY</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>TM8301</td>
<td>Accommodation and House Keeping Management</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>2.</td>
<td>TM8302</td>
<td>Culture and Heritage</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>3.</td>
<td>TM8303</td>
<td>Strategic Management</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>4.</td>
<td>TM8304</td>
<td>Tourism Geography</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>5.</td>
<td>TM8305</td>
<td>Tourism Products in India</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>6.</td>
<td>TM8306</td>
<td>Travel Management</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>7.</td>
<td></td>
<td>Elective I</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>8.</td>
<td></td>
<td>Elective II</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>PRACTICAL</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9.</td>
<td>TM8311</td>
<td>Summer Training</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td></td>
<td>24</td>
<td>0</td>
<td>2</td>
<td>25</td>
</tr>
</tbody>
</table>

## SEMESTER – IV

<table>
<thead>
<tr>
<th>SL.NO.</th>
<th>CODE NO.</th>
<th>COURSE TITLE</th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>THEORY</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>TM8401</td>
<td>International Tourism</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>2.</td>
<td>TM8402</td>
<td>Travel Media and Public Relations</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>3.</td>
<td></td>
<td>Elective III</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>PRACTICAL</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>TM8411</td>
<td>Project Work</td>
<td>0</td>
<td>0</td>
<td>24</td>
<td>12</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td></td>
<td>9</td>
<td>0</td>
<td>24</td>
<td>21</td>
</tr>
</tbody>
</table>

**TOTAL NO. OF CREDITS = 96**

### LIST OF ELECTIVES

#### Semester III

<table>
<thead>
<tr>
<th>SL.NO.</th>
<th>CODE NO.</th>
<th>COURSE TITLE</th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>TM8001</td>
<td>Destination Planning and Management</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>2.</td>
<td>TM8002</td>
<td>Event Management</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>3.</td>
<td>TM8003</td>
<td>French I</td>
<td>2</td>
<td>0</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>4.</td>
<td>TM8004</td>
<td>Tour Operations</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
</tbody>
</table>

The students need to choose two electives from the above list.

#### LIST OF ELECTIVES

#### Semester IV

<table>
<thead>
<tr>
<th>SL.NO.</th>
<th>CODE NO.</th>
<th>COURSE TITLE</th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.</td>
<td>TM8005</td>
<td>Entrepreneurship in Tourism</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>6.</td>
<td>TM8006</td>
<td>French II</td>
<td>2</td>
<td>0</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>7.</td>
<td>TM8007</td>
<td>Leisure and Recreation Management</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
</tbody>
</table>

The students need to choose one elective from the above list.
COURSE 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-Balance sheet and related concepts- Profit and Loss
account and related concepts - Introduction to inflation accounting- Introduction to human
resources accounting.

UNIT II  COMPANY ACCOUNTS  12
Meaning of Company -Maintenance of Books of Account-Statutory Books- Profit or Loss
Prior to incorporation- Final Accounts of Company- Alteration of share capital- Preferential
allotment, Employees stock option- Buy back of securities.

UNIT III  ANALYSIS OF FINANCIAL STATEMENTS  12
Analysis of financial statements – Financial ratio analysis, cash flow (as per Accounting
Standard 3) and funds flow statement analysis.

UNIT IV  COST ACCOUNTING  12
Cost Accounts - Classification of manufacturing costs - Accounting for manufacturing costs.
Cost Accounting Systems: Job order costing - Process costing- Activity Based Costing-
Costing and the value chain- Target costing- Marginal costing including decision making-
Budgetary Control & Variance Analysis - Standard cost system.

UNIT V  ACCOUNTING IN COMPUTERISED ENVIRONMENT  12
Significance of Computerised Accounting System- Codification and Grouping of Accounts-
Maintaining the hierarchy of ledgers- Prepackaged Accounting software.

TOTAL: 45+15 = 60 PERIODS

COURSE OUTCOME
- Possess a managerial outlook at accounts.

TEXT BOOKS
2. R.Narayanaswamy, Financial Accounting – A managerial perspective, PHI Learning,
   New Delhi, 2011.

REFERENCES
1. Jan Williams, Financial and Managerial Accounting – The basis for business Decisions,
2. Horngren, Surdem, Stratton, Burgstahler, Schatzberg, Introduction to Management
   Accounting, PHI Learning, 2011.
   Learning, 2010.
COURSE 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 economies to have the understanding of economic environment of business.

UNIT I INTRODUCTION

UNIT II CONSUMER AND PRODUCER BEHAVIOUR

UNIT III PRODUCT AND FACTOR MARKET

UNIT IV PERFORMANCE OF AN ECONOMY – MACRO ECONOMICS

UNIT V AGGREGATE SUPPLY AND THE ROLE OF MONEY

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

UNIT I COMMERCIAL LAW

THE INDIAN CONTRACT ACT 1872

THE SALE OF GOODS ACT 1930

UNIT II COMPANY LAW
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

UNIT IV INCOME TAX ACT AND SALES TAX ACT

UNIT V CONSUMER PROTECTION ACT AND INTRODUCTION OF CYBER LAWS

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

TEXT BOOKS

REFERENCES
2. Dr. Vinod, K. Singhania, Direct Taxes Planning and Management, 2008.

<table>
<thead>
<tr>
<th>BA8104</th>
<th>ORGANIZATIONAL BEHAVIOUR</th>
<th>LT P C</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>3 0 0 3</td>
</tr>
</tbody>
</table>

**COURSE OBJECTIVE:**
- To provide an overview of theories and practices in organizational behavior in individual, group and organizational level.

**UNIT I**  
**FOCUS AND PURPOSE**  

**UNIT II**  
**INDIVIDUAL BEHAVIOUR**  

**UNIT III**  
**GROUP BEHAVIOUR**  
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**  

**UNIT V**  
**DYNAMICS OF ORGANIZATIONAL BEHAVIOUR**  

**TOTAL: 45 PERIODS**

**COURSE 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

REFERENCES

BA8105 PRINCIPLES OF MANAGEMENT

COURSE OBJECTIVE:
• To familiarise 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

UNIT II PLANNING

UNIT III ORGANISING
Nature and purpose of organizing- Organization structure- Formal and informal groups/organization- Line and staff authority- Departmentation- Span of control- Centralization and decentralization- Delegation of authority- Staffing- Selection and Recruitment- Orientation- Career development- Career stages- Training- Performance appraisal

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

UNIT V CONTROLLING
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
COURSE 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:

REFERENCES:

BA8106 STATISTICS FOR MANAGEMENT

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

UNIT I INTRODUCTION

UNIT II SAMPLING DISTRIBUTION AND ESTIMATION
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 - PARAMETRIC TESTS
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

UNIT V CORRELATION, REGRESSION AND TIME SERIES ANALYSIS 12
Correlation analysis, estimation of regression line. Time series analysis: Variations in time series, trend analysis, cyclical variations, seasonal variations and irregular variations, forecasting errors.

TOTAL: 60 PERIODS

COURSE OUTCOME:
• To facilitate objective solutions in business decision making under subjective conditions

TEXT BOOKS:

REFERENCES:

BA8107 TOTAL QUALITY MANAGEMENT LT PC 3 0 0 3

COURSE OBJECTIVE:
• To learn the quality philosophies and tools in the managerial perspective.

UNIT I INTRODUCTION 9

UNIT II PRINCIPLES AND PHILOSOPHIES OF QUALITY MANAGEMENT 9

UNIT III STATISTICAL PROCESS CONTROL 9
Meaning and significance of statistical process control (SPC) – construction of control charts for variables and attributed.
Process capability – meaning, significance and measurement – Six sigma - concepts of process capability.
UNIT IV TOOLS AND TECHNIQUES FOR QUALITY MANAGEMENT 9
Quality functions development (QFD) – Benefits, Voice of customer, information organization, House of quality (HOQ), building a HOQ, QFD process. Failure mode effect analysis (FMEA) – requirements of reliability, failure rate, FMEA stages, design, process and documentation. Seven Tools (old & new). Bench marking and POKA YOKE.

UNIT V QUALITY SYSTEMS ORGANIZING AND IMPLEMENTATION 9

TOTAL: 45 PERIODS

COURSE OUTCOME:
• To apply quality philosophies and tools to facilitate continuous improvement and ensure customer delight.

TEXT BOOKS

REFERENCES
4. Indian standard – quality management systems – Guidelines for performance improvement (Fifth Revision), Bureau of Indian standards, New Delhi

BA8108 WRITTEN COMMUNICATION

COURSE OBJECTIVES:
• To familiarize learners with the mechanics of writing.
• To enable learners to write in English precisely and effectively.

UNIT I PERSONAL COMMUNICATION 9
Journal writing, mails/emails, SMS, greeting cards, situation based – accepting/declining invitations, congratulating, consoling, conveying information.

UNIT II SOCIAL COMMUNICATION 9
Blogs, Reviews (films, books), posting comments, tweets, cross-cultural communication, gender sensitivity in communication.

UNIT III WORK PLACE COMMUNICATION 9
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 I V RESEARCH WRITING 9
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 9
Features for publication (Newspapers, magazines, newsletters, notice-board), case studies, short stories, travelogues, writing for children, translation, techniques of writing

TOTAL: 45 PERIODS

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 areas of strengths and weaknesses in writing.

TEXT BOOKS

REFERENCE:

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

TM8201 FINANCIAL MANAGEMENT IN TOURISM LT P C
3 0 0 3

COURSE OBJECTIVE:
- To facilitate the students about the methods and techniques of financial management and to sensitize them about how to manage finance efficiently in an organization.

UNIT I FINANCIAL MANAGEMENT AND FINANCIAL MARKETS 10
Financial management – Objectives And functions – Profit Vs Wealth Maximization - Time value of money –Compounding and Discounting – Concepts of Risk And Returns - Financial

UNIT II SOURCES OF LONG TERM FINANCE AND THEIR VALUATION 10

UNIT III INVESTMENT DECISIONS 9

UNIT IV FINANCING DECISIONS 9

UNIT V FINANCING OF TOURISM PROJECTS 7

TOTAL: 45 PERIODS

COURSE OUTCOME:
- By the end of the course, students should be able to comprehend the technique of making decisions related to finance function.

TEXTBOOKS

REFERENCES
COURSE OBJECTIVE:
• To enlighten the students about the major functions in the hospitality industry.

UNIT I  INTRODUCTION TO HOSPITALITY & TOURISM  9

UNIT II  HOTEL INDUSTRY  9

UNIT III  FOOD SERVICE & LODGING  9

UNIT IV  HOUSEKEEPING & FRONT OFFICE MANAGEMENT  9

UNIT V  HOSPITALITY AND RELATED SECTORS  9

TOTAL: 45 PERIODS

COURSE OUTCOME:
• The students would be aware about the ingredients of hospitality industry.

TEXTBOOKS:

UNIT II THE CONCEPT OF BEST FIT EMPLOYEE
8

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

UNIT V PERFORMANCE EVALUATION AND CONTROL PROCESS
10

TOTAL: 45 PERIODS

COURSE 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

REFERENCES

TM8204 RESEARCH METHODOLOGY L P T C
3003

COURSE 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

UNIT II RESEARCH DESIGN AND MEASUREMENT 9

UNIT III DATA COLLECTION 9

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 – Application of statistical software for data analysis.

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

TOTAL : 45 PERIODS

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

TEXTBOOKS

TM8205 SERVICES OPERATIONS MANAGEMENT L T P C
3 0 0 3

COURSE OBJECTIVE:
- To help understand how firms can deliver excellent service while achieving business success.

UNIT I INTRODUCTION 9
Operations Management – Definition, transformation processes, differences between goods and service; Services – Importance, role in economy, service sector – nature, growth.
Evolution of Service Operations Management; Nature of services- Service classification, Service Package, open-systems view.

UNIT II SERVICE STRATEGY 9
Service Strategy – Strategic service vision, competitive environment, generic strategies, winning customers; Role of information technology; Stages in service firm competitiveness; Retail design strategies – store size – Network configuration; Internet strategies, Environmental strategies, Service Innovations.

UNIT III PROJECT MANAGEMENT AND SCHEDULING 6
Project Management – Nature, Process, Scheduling Techniques, PERT, CPM; Personnel Scheduling in Services – consecutive days off, daily work times, hourly work times.

UNIT IV SERVICE FACILITY 9
Facility design – nature, objectives, Service facility layout; Service Facility Location – considerations, facility location techniques – metropolitan metric, Euclidean, centre of gravity, retail outlet location, location set covering problem.

UNIT V MANAGING CAPACITY 12
Strategic Capacity Management - planning service capacity, sequencing and allocation of capacity; Managing Waiting Lines – Queuing systems, psychology of waiting, Queuing Theory - single and Multi-channel models – infinite number of customers and infinite calling source. Managing for growth- expansion strategies, franchising, globalization; process analysis – process flow diagram, process steps, process simulation.

TOTAL: 45 PERIODS

COURSE OUTCOME:
• Students will learn to design and operate a service business using the concepts, tools and techniques of service operations management.

TEXTBOOKS

REFERENCES
COURSE 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

UNIT II  TOURISM MARKETS & TOURIST BEHAVIOR  8

UNIT III  TOURISM MARKETING MIX - I  12

UNIT IV  TOURISM MARKETING MIX – II  8

UNIT V  TOURISM MARKETING STRATEGIES  8

TOTAL: 45 PERIODS

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

TEXTBOOKS
2. Phillip Kotler, John T Bowen, James C Makens (2012), Marketing for Hospitality and Tourism, Pearson, New Delhi

REFERENCES:
COURSE 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


UNIT II TOURISM INDUSTRY


UNIT III TOURISM DIMENSIONS


UNIT IV SOCIO, ECONOMIC & ENVIRONMENTAL ASPECTS OF TOURISM

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


TOTAL: 45 PERIODS

COURSE OUTCOMES:

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

TEXTBOOKS

REFERENCES

TM8211 INFORMATION TECHNOLOGY AND COMMUNICATION OF TOURISM

COURSE OBJECTIVE :

- To have hands-on experience on the functional softwares of the tourism industry

1. Creating Charts, bars using Spreadsheet
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

COURSE OUTCOMES
Knowledge of spreadsheets and tourism software
- Spreadsheet Software and
- Tourism software

TEXT BOOKS
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
COURSE 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  

UNIT II FRONT OFFICE MANAGEMENT  

UNIT III HOUSE KEEPING MANAGEMENT  
Importance of housekeeping – Departmental Structures – Coordination with other departments – Duties & Responsibilities of Executive housekeeper, Asst. Executive housekeeper, floor supervisor, room attendant – House Keeping Control desk.

UNIT IV HOUSE KEEPING FUNCTION  

UNIT V INFRASTRUCTURE MANAGEMENT & OTHER SOURCES  

TOTAL: 45 PERIODS

COURSE 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:


REFERENCES:

COURSE 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

COURSE 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

TEXTBOOKS:
1. F.r. Allchin, Conservation of Indian Heritage, Cosmo publications, New Delhi.

REFERENCES:
3. Rajiv Desai , Indian business culture - An Insider’s guide , Butterworth and Heinemann,199
COURSE 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

UNIT II  COMPETITIVE ADVANTAGE  9

UNIT III  STRATEGIES  10

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

COURSE 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  

REFERENCES  

TM8304 TOURISM GEOGRAPHY L T P C 3 0 0 3  
COURSE 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  
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  

UNIT III POLITICAL AND PHYSICAL FEATURES OF INDIAN GEOGRAPHY  
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  
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


TOTAL: 45 PERIODS

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

TEXT BOOKS:

REFERENCES:

TM8305 TOURISM PRODUCTS IN INDIA L T P C
3 0 0 3

COURSE 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

UNIT II NATURAL RESOURCES
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
UNIT IV MANMADE DESTINATIONS AND THEME PARKS

UNIT V CONTEMPORARY DESTINATIONS IN INDIA
Places and Packages for Ecotourism, Rural Tourism, Golf Tourism, Camping Tourism, Medical Tourism and Pilgrimage Tourism.

COURSE OUTCOME:
• The students would be able to understand the needs of the tourists and manage their destination requirements.

TEXTBOOKS:

REFERENCES:
1. Stephen Ball (2007), Encyclopedea of Tourism Resources in India, B/H.

TM8306 TRAVEL MANAGEMENT LT P C 3 0 0 3

COURSE OBJECTIVE:
• To prepare the learners with knowledge and skills on the travel industry, its types.

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

UNIT II TRAVEL AGENCY
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
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
Air & Sea ,Pre-requisites, Different types of Cargo, Documentations, Cargo Rates, Loading, Manifestation, Transhipment, 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

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

TEXT BOOKS

REFERENCE

TM8401 INTERNATIONAL TOURISM LT P C 3 0 0 3

COURSE 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

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
UNIT V  ROLE OF GOVERNMENT AND INTERNATIONAL TOURISM BODIES/ORGANISATIONS

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 Aviational Organisation(ICA0), Travel industry fairs –advantages of participation. Travel Mart – WTM, ITB, KTM and FITUR.

COURSE 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:

REFERENCES

TM8402 TRAVEL MEDIA AND PUBLIC RELATIONS

COURSE 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


UNIT II  ELECTRONIC MEDIA IN TOURISM

UNIT III INNOVATIONS IN TOURISM AND TRAVEL MEDIA

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


UNIT V MANAGEMENT OF INNOVATIONS IN TRAVEL JOURNALISM


TOTAL: 45 PERIODS

COURSE 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.

TEXTBOOKS:


REFERENCES:

TM8001 DESTINATION PLANNING AND MANAGEMENT LT P C 3 0 0 3

COURSE 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

UNIT IV SUSTAINABLE TOURISM DESTINATION DEVELOPMENT 9

UNIT V EMERGING TRENDS IN DESTINATION MANAGEMENT 9

TOTAL : 45 PERIODS

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

TEXTBOOKS:

REFERENCES:
2. Nigel Morgan, Annette Pritchard & Roger Pride (2001), Destination branding: Creating the Unique Proposotion, Butterworth and Heinemann

29

TM8002 EVENT MANAGEMENT  L T P C
3 0  0  3

COURSE 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

UNIT II EVENT PLANNING & LEGAL ISSUES

UNIT III EVENT MARKETING

UNIT IV EVENT OPERATION

UNIT V SAFETY & EVENT EVALUATION

TOTAL: 45 PERIODS

COURSE 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.
TEXTBOOKS:
2. Lynn Van Der Wagen, & Brenda R. Carlos , Successful Event Management.

REFERENCES

COURSE OBJECTIVE:
- To impart preliminary knowledge about the French language and civilization.

UNIT I OTHERS AND ME 12
Vocabulary: To introduce yourself and the others - To describe someone - To use the right phrases in their social interaction - To give and to ask for information about a person - To talk about their likes and dislikes, their tastes and preferences - To talk about their family

Grammar: The present tense of verbs, Definite and in definite articles negative (ne---- pas) masculine/féminine, plural of nouns. Numbers – cardinal / ordinal - Simple interrogation (Est-ce que), negative (pas de) - Possessif adjectifs.

Civilisation: An introduction to the Francophone countries - Physical features of France, a few information about the French society - The professions, a peep into the social issues and their family life.

UNIT II LIFE STYLE 12
Vocabulary: To tell and ask for the date et time - Propose activities, Accept or refuse invitations - To ask questions and to reply to it in a given social context.

Grammar: Past and futur tense - Pronouns and their role after prepositions - Interrogation using inversion

Civilisation: The calender, a normal day, daily activities - French festivals and the seasons and the European climate and weather.

UNIT III CITY AND DOMICILE 12
Vocabulary: To explain about your locality / to ask for direction and to give it to someone / to explain the address and area of a place / to locate monumets, tourist/ sightseeing sites
Grammar: Demonstrative adjectifs - Reflexive verbes - Imperative tense -Express an obligation.

Civilisation: Main French cities and important French monuments.

UNIT IV LEISURE TIME ACTIVITIES 12
Vocabulary: To talk about their favourite activity - To ask and give the needed information to become a member of a club or an association - Ask the price and make a purchase in a shop - To ask / give information about a product that they want to buy.

Grammar: Verbes used to express their likes and dislikes, for buying things - describing things - Typical phrases/questions used to ask and give price / details about an article.

Civilisation: The different types of leisure time activities of the French, their typical entertainments, their cultural activities - Typical French commercial centers.

UNIT V GASTRONOMY 12
Vocabulary: Talk about food, ingredients - The three meals of a day - Express the quantity - To place an order in a restaurant - Ask for the menu card and discuss about a particular dish - Ask for the bill and pay.

Grammar: Partitive articles - Express a quantity using (assez de, trop de etc) time phrases (encore- toujours/ ne ----- plus)

Civilisation: French gastronomy - A typical French 3 course meal / cutlery / table articles etc.

COURSE OUTCOME:
- Students can understand and speak simple phrases in French.

REFERENCE
1. Annie Berthet, Emmanuelle Daill, Catherine Hugot, Véronique M. Kizirian, Monique Waendendries, Alter Ego + Méthode de Français, Hachette.

TOTAL: 60 PERIODS

TM8004 TOUR OPERATIONS LT P C
3 0 0 3

COURSE 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
UNIT II ITINERARY PREPARATION
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
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
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
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

COURSE 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.

TEXTBOOKS:

REFERENCES
TM8005  ENTREPRENEURSHIP IN TOURISM  L T P C
3 0 0 3

COURSE 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

UNIT II  ENTREPRENEURIAL ENVIRONMENT

UNIT III  BUSINESS PLAN PREPARATION

UNIT IV  LAUNCHING OF SMALL BUSINESS IN TOURISM

UNIT V  MANAGEMENT OF TOURISM BUSINESS

TOTAL : 45 PERIODS

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

TEXTBOOKS :

REFERENCES :
COURSE OBJECTIVE:

- To impart a higher knowledge about the French language and civilization.

UNIT I  FESTIVALS AND RITUALS IN FRANCE
Vocabulary: Dates and methods of celebration – the different festivals celebrated in France and Europe - to talk about traditions especially traditional dishes related to festivals.

Grammar: The present tense of verbes used for celebrations – to describe events – organisation – to ask questions by inversion method – to prepare a questionnaire.

Civilisation: Compare European festivals with their native festivals. Talk about favourite festival – to describe / compare with other festivals of the world.

UNIT II  VACATION AND VOYAGES
Vocabulary: To describe a season / climate – to understand simple indications of climate and temperature - to place events in the course of a year - organize journeys and excursions – to reserve air/train tickets – to understand train/air schedules / time tables – reserve hotel rooms – understand lodging details.

Grammar: structures / verbs to talk about the meteorology / climatic conditions of a given period – climatic terminology to describe weather / weather forecast – to ask details about flights / train journeys / hotels.

Civilisation: French seasons and the European climate and weather compared to their native climate and weather – hotels / quality / 5 star / 3 star / general lodging / native / European

UNIT III  “HAUTE COUTURE” – CLOTHES
Vocabulary: To explain about material / size – describe clothes formal / informal / casuals / day wear/ night wear / head wear / sports wear etc. To talk about fashions/ designers / accessories


Civilisation: Great / famous fashion designers/ fashion houses / shows – European / native Indian ethnic wear.

UNIT IV  RESIDENCES, LODGING, INTERIOR DECORATION.
Vocabulary: To talk about different types of houses/ appartments - To ask and give the needed information real estate dealings - Ask the price and describe the interior / landscape details of a residence – to understand / create real estate advertisements – describe houses they want to buy/ sell.

Grammar: Verbes used to express likes and dislikes on residences, in city / suburbs – advantages / diadvantages - for buying / describing real estate dealings - Typical phrases/questions used to ask and give price / details about a property / residence.

Civilisation: The different types of residence in France / native.
UNIT V  GASTRONOMY 12
Vocabulary: Recipes – menu / prepare / understand card – types of meals – traditional – commercial – fast food restaurants. 3 / 5 course dinners / dishes

Grammar: Partitive articles - Express a quantity using (assez de, trop de etc) time phrases (encore- toujours/ ne ----- plus)

Civilisation: Indian / French recipes

COURSE OUTCOME:
- Students can understand and speak the internationally acclaimed ‘Level I’ in French. Will be ready to face ‘DELF Level I’ French Embassy Exam.

REFERENCE
1. Annie Berthet, Emmanuelle Daill, Catherine Hugot, Véronique M. Kizirian, Monique Waendendries, Alter Ego + Méthode de Français, Hachette.

TM8007  LEISURE AND RECREATION MANAGEMENT  L T P C
3 0 0 3

COURSE 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

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

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

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

COURSE 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


REFERENCES