VISION

To be an iconic management institute with a goal of developing competent and socially conscious management professionals

MISSION

- To focus on developing holistic and highly specialized management graduates.
- To collaborate with industries and institutions to train and to be trained in contemporary practices
- To be a socially responsive management institute.
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.

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

PROGRAM OUTCOMES (POS):
1. Knowledge about the hospitality and tourism industry practices.
2. Ability to understand the process and apply specific practices to improve effectiveness and productivity in tourism operations.
3. Ability to develop a framework for research in the tourism domain.
4. The capability to hypothesize and test specific tourism related concepts using statistical tools
5. Ability to update to current practices followed globally in hospitality and tourism and to customize the same to the Indian context.
6. Ability to derive visions of business from the social needs.
7. Ability to understand one’s own ability to set achievable targets and complete them.
8. Ability to pursue life long learning.
9. To have a fulfilling business career.
10. Ability to have financial literacy.
11. Ability to fulfil social outcome.
12. Ability to understand business analytics.

MAPPING OF PEOS WITH POS:

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## CURRICULUM AND SYLLABI I TO IV SEMESTERS

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**NOTE:** In the second Semester

Students need to choose one elective from the Non-Functional stream

Summer internship – minimum of 4 weeks of internship Training diary has to be submitted
### III SEMESTER

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# In third semester Students need to choose Six electives to be chosen from the Tourism Specialization

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## Program Elective Courses (PEC)

### Tourism Electives

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OBJECTIVES:
- To comprehend the conceptual dimensions of tourism industry
- To understand the dynamics of tourism businesses and its impacts

UNIT I  INTRODUCTION
Tourist/ Visitor/ Traveler/ Excursionist, Early and Medieval Period of Travel: Renaissance and Its Effects on Tourism - Birth of Mass Tourism, Old and New Age Tourism, Concept of Tourism: Nature - Scope - Characteristics - Components - Significance of Tourism - Tourism System: Interdisciplinary Approaches - Motivations and Deterrents to Travel - Emerging Areas and Practices.

UNIT II  FORMS OF TOURISM

UNIT III  TOURISM INDUSTRY

UNIT IV  TOURISM THEORY
Leiper’s Geo-Spatial Model - Mill-Morrison’s Tourism Policy Model - Mathieson & Wall’s Travel Buying Behaviour Model - Butler’s Tourism Area Life Cycle (TALC) Model - Doxey’s Irridex Model – Crompton’s Push and Pull Theory - Stanley Plog’s Psychographic Model - Gunn’s Tourism Planning Model

UNIT V  TOURISM ORGANIZATIONS
UNWTO, IATA, ICAO, WTTC, IHA, TAAI, FHRAI, ITDC, ICPB, IATO, IRCTC, State Tourism Development Corporations, Airport Authority of India, Archaeological Survey of India, Ministries of Tourism and Culture, Director General of Civil Aviation, Government of India.

TOTAL: 45 PERIODS

OUTCOMES:
CO1 Students will learn the nature and concept of tourism.
CO2 Understand the various forms of tourism and its demand.
CO3 Understand the primary structures, functions and operations of tourism industry.
CO4 Students will explore the various theories of tourism.
CO5 Understand the various organizations involved in tourism.

REFERENCES:

Attested
OBJECTIVES:

- 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.

- To acquaint the students with the fundamentals of managing business and to understand individual and group behaviour at work place so as to improve the effectiveness of an organization. The course will use and focus on Indian experiences, approaches and cases.

UNIT I  NATURE AND THEORIES OF MANAGEMENT

- Evolution of management Thought-Classical, Behavioral and Management Science Approaches
- Management- meaning, levels, management as an art or science, Managerial functions and Roles, Evolution of Management Theory- Classical era- Contribution of F.W.Taylor, Henri Fayol, Neo-Classical-Mayo & Hawthorne Experiments. • Modern era – system & contingency approach
- Managerial Skills.

UNIT II  PLANNING AND ORGANISING

- Planning - Steps in Planning Process - Scope and Limitations - Forecasting and types of Planning
- Characteristics of a sound Plan - Management by Objectives (MBO) - Policies and Strategies
- Scope and Formulation - Decision Making - Types, Techniques and Processes.

Organisation Structure and Design - Authority and Responsibility Relationships - Delegation of Authority and Decentralisation - Interdepartmental Coordination - Impact of Technology on Organisational design - Mechanistic vs Adoptive Structures - Formal and Informal Organisation.

UNIT III  INDIVIDUAL BEHAVIOUR


UNIT IV  GROUP BEHAVIOUR

- Groups and Teams: Definition, Difference between groups and teams, Stages of Group Development, Group Cohesiveness, Types of teams, Group Dynamics - Leadership - Styles - Approaches - Power and Politics - Organisational Structure - Organisational Climate and Culture,

- Conflict: concept, sources, Types, Stages of conflict, Management of conflict Organisational Change and Development.

UNIT V  EMERGING ASPECTS OF ORGANIZATIONAL BEHAVIOUR

- Comparative Management Styles and approaches - Japanese Management Practices
- Organisational Creativity and Innovation - Organizational behavior across cultures - Conditions affecting cross cultural organizational operations, Managing International Workforce, Productivity and cultural contingencies, Cross cultural communication, Management of Diversity.

TOTAL: 45 PERIODS
OUTCOMES:
On completion of course, Students will develop
CO1 Understanding of various management concepts and skills required in the business world
CO2 In-depth knowledge of various functions of management in a real time management context
CO3 Understanding of the complexities associated with management of individual behavior in the organizations
CO4 Develop the skillset to have manage group behaviour in Organizations
CO5 Insights about the current trends in managing organizational behaviour

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OBJECTIVE:

- Acquire a reasonable knowledge in accounts analysis and evaluate financial statements.

UNIT I  
FINANCIAL ACCOUNTING  
9

UNIT II  
ANALYSIS OF FINANCIAL STATEMENTS  
9
Financial ratio analysis, Interpretation of ratio for financial decisions - Dupont Ratios – Comparative statements - common size statements. Cash flow (as per Accounting Standard 3) and Funds flow statement analysis – Trend Analysis.

UNIT III  
COST ACCOUNTING  
9

UNIT IV  
MARGINAL COSTING  
9
Marginal Costing and profit planning – Cost, Volume, Profit Analysis – Break Even Analysis – Decision making problems - Make or Buy decisions - Determination of sales mix - Exploring new markets - Add or drop products - Expand or contract.

UNIT V  
BUDGETING AND VARIANCE ANALYSIS  
9
Budgetary Control – Sales, Production, Cash flow, fixed and flexible budget – Standard costing and Variance Analysis – (excluding overhead costing) - Accounting standards and accounting disclosure practices in India.

TOTAL : 45 PERIODS

OUTCOMES:
1. A thorough grounding of financial accounting concepts
2. Preparation of financial statement analysis
3. Understand the management and cost accounting techniques
4. Apply the management and cost accounting techniques for decision making
5. Assess the accountancy standards of practices in India

REFERENCES:
7. Singhvi Bodhanwala, Management Accounting – Text and cases, 2nd edition PHI Learning, 2012
OBJECTIVE:
- To introduce the concepts of scarcity and efficiency; to explain principles of microeconomics relevant to managing an organization; to describe principles of macroeconomics 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

OUTCOMES:
1. To introduce the concepts of scarcity and efficiency;
2. To explain principles of microeconomics relevant to managing an organization
3. To describe principles of macroeconomics
4. To have the understanding of economic environment of business.
5. To study about the policies that regulate economic variables

TOTAL: 45 PERIODS
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BA5153 LEGAL ASPECTS OF BUSINESS

OBJECTIVE:
➢ The objective of this course is to familiarize the students with various laws that will help them to refine their understanding of how law affects the different aspects of business.

UNIT I COMMERCIAL LAW

THE INDIAN CONTRACT ACT 1872


UNIT II COMPANY LAW AND COMPETITION ACT

COMPANY ACT 1956&2013 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. 

Competition Act 2002 - Introduction, Definitions, Enquiry into Certain Agreements and Dominant Position of Enterprise and Combinations.

UNIT III INDUSTRIAL LAW

UNIT IV  CORPORATE TAX & GST
Corporate Tax Planning, Corporate Taxes and Overview of Latest Developments in Indirect tax Laws relating to GST; An introduction including constitutional aspects, Levy and collection of CGST & IGST, Basic concept of time and value of supply, Input tax credit, Computation of GST Liability, Registration, Tax Invoice, Credit & Debit Notes, Electronic Way bill, Returns, Payment of taxes including Reverse Charge

UNIT V  CONSUMER PROTECTION ACT AND INTRODUCTION OF CYBER LAWS

TOTAL: 45 PERIODS

OUTCOMES:
CO1 Understand the fundamental legal principles in developing various contracts and commercial laws in the business world
CO2 Identify the common forms of business associations and elements of Corporate Governance
CO3 Develop insights regarding the laws related to industrial environment
CO4 Ability to understand the fundamentals of corporate tax and GST
CO5 Understand the role of consumer rights and cyber laws in the modern business environment

REFERENCES :
5 Text Book of Indirect Tax – Sinha P.K Dr. Vinod Singhania, Taxman Publication, New Delhi

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DIRECTOR
Centre for Academic Courses
Anna University, Chennai-600 025
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

UNIT V  CORRELATION AND REGRESSION  9

TOTAL: 45 PERIODS

OUTCOMES:
- To facilitate objective solutions in business decision making.
- To understand and solve business problems
- To apply statistical techniques to data sets, and correctly interpret the results.
- To develop skill-set that is in demand in both the research and business environments
- To enable the students to apply the statistical techniques in a work setting.

REFERENCES :
OBJECTIVES:
- To study the flow of activities and functions in today’s Hotel operation.
- To establish the importance of various departments and its role 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

OUTCOMES:
CO1 Understand why service has become such an important facet of the hospitality industry.
CO2 Understand hotel ownership and developments via hotel franchising and management contracts.
CO3 Students will learn the different characteristics of chain and independent restaurants.
CO4 Explore the areas of housekeeping department.
CO5 Understand the relationship of recreation and leisure to wellness.

REFERENCES:
OBJECTIVES:
- To enable the learners in understanding of the basic concepts of Indian Ethos and familiarise about ethical behaviour and value systems at work.
- To enable the learners to have exposure on business ethics and ethical business perspectives.

NOTE:
- The following is the list of topics suggested for preparation and presentation by students twice during the semester.
- This will be evaluated by the faculty member(s) handling the course and the final marks are consolidated at the end of the semester. No end semester examination is required for this course.
  1) Indian Ethos and Personality Development
  2) Work ethos and values for Professional Managers
  3) Indian Values, Value Systems and Wisdom for modern managers
  4) Management Lessons from the Vedas, Puranas, Indian religions
  5) Spirituality in Business Management
  6) Individual Culture and Ethics
  7) Ethical codes of conduct and value Systems
  8) Loyalty and Ethical Behaviour
  9) Ethical business issues and solutions
  10) Social Responsibilities of Business

OUTCOMES:
- The learners are able to apply the basic concepts of Indian ethos and value systems at work.
- The learners can handle issues of business ethics and offer solutions ethical perspectives

TOTAL: 60 PERIODS

COURSE OUTCOMES:
After the completion of the course, the students will be able to:
CO1. The learners are able to apply the basic concepts of Indian ethos and value systems at work.
CO2. The learners can handle issues of business ethics and offer solutions in ethical perspectives
CO3. The learners are professionally efficient and skilful in value systems and culture
CO4. The learners are capable in ethically manage business towards well being of the society.
CO5: The learners can be socially effective in undertaking business responsibilities

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TOTAL: 60 PERIODS
OBJECTIVES:
- To help the students to acquire some of the necessary skills to handle day-to-day managerial responsibilities, such as - making speeches, controlling one-to-one communication, enriching group activities and processes, giving effective presentations, writing letters, memos, minutes, reports and advertising, and maintaining one’s poise in private and in public,

UNIT I  INTRODUCTION AND TYPES OF BUSINESS COMMUNICATION

UNIT II  BUSINESS COMMUNICATION WRITING MODELS AND TOOLS
Business letters, Routine letters, Bad news and persuasion letters, sales letters, collection letters, Maintaining a Diary, Resume/CV, job application letters, proposals. Internal communication through - notices, circulars, memos, agenda and minutes, reports. Case Studies. Exercises on Corporate Writing, Executive Summary of Documents, Creative Writing, Poster Making, Framing Advertisements, Slogans, Captions, Preparing Press Release and Press Notes

UNIT III  EFFECTIVE PRESENTATIONS
Principles of Effective Presentations, Principles governing the use of audiovisual media.

UNIT IV  INTERVIEW SKILLS
Mastering the art of giving interviews in - selection or placement interviews, discipline interviews, appraisal interviews, exit interviews, web/video conferencing, tele-meeting.

UNIT V  REPORT WRITING

Note: The emphasis of the entire subject should be on practical aspects.

Practical: Module 1-This module introduces both written and spoken communication skills to students to build their confidence in delivering clear and logical messages to their audience. They will develop written communication skills through crafting business messages such as business letters, emails, and meeting minutes. In addition, students will work through presentations and simulated meetings to refine their spoken communication skills, discussion techniques and people skills.

Practical - Module 2-This module builds on the foundation of Business Communication 1 and creates opportunities for students to strengthen their oral and written communication. Students will be required to enhance their presentation skills through impromptu speeches. Students will also learn how to prepare a formal business report. Job hunting and employment skills will be introduced to prepare students for a positive start to their careers. Students will be taught to write application letters and resumes. Additionally, students will learn job interview techniques through role-plays and simulations.
Practical - Module 3 - This practical module aims to help students be persuasive in the business world. Students will learn listening and data gathering skills to better understand their target audience’s needs and requirements and persuasive skills to convince the audience to accept a new policy/suggestion/product through role-playing a boardroom presentation. Students will also be taught business networking skills including conversation techniques, dining etiquette and personal branding through role-plays and simulations.

TOTAL : 60 PERIODS

OUTCOMES:
CO1: Develop good managerial communication skills
CO2: Ability to excel in different forms of written communication required in a business context
CO3: Develop good presentation skills
CO4: In-depth understanding of interview skills
CO5: Ability to prepare Business reports

REFERENCES:
5. C. S. Rayadu, Communication by, HPH, 2015

WEBSITES:
www.businesscommunicationskills.com
www.kcitraining.com
www.mindtools.com
www.businesscommunication.org
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

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 – Conjoint Analysis – Application of statistical software for data analysis.

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

OUTCOMES:
- Students will understand and appreciate scientific inquiry
- Students would know to write research proposals
- The students would be able to undertake a systematic outlook towards business situations for the purpose of objective decision making, and the method of conducting scientific inquiry to solve organizational problems
- Students would be able to analyze data and find solutions to the problems.
- Students could prepare research reports

REFERENCES:
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

UNIT II SOURCES OF LONG TERM FINANCE AND THEIR VALUATION

UNIT III INVESTMENT DECISIONS

UNIT IV FINANCING DECISIONS

UNIT V FINANCING OF TOURISM PROJECTS
Financing of Tourism Projects – National Financial Policies and Rule of Public and Private Sectors; Tourism Finance Corporation of India: Aims, Objectives and Functions - International Funding – Types – Conditions

TOTAL :45 PERIODS

OUTCOMES:
1. Students will gain an understanding of the financial markets and instruments in India
2. Recognize the time value of money
3. Assess and evaluate various long-term sources of finance
4. Ability to comprehend the technique of making decisions relating to investment and finance functions
5. Gain an in-depth knowledge about the funding and appraisal of tourism projects in India

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BA5251  HUMAN RESOURCE MANAGEMENT  L T P C  3 0 0 3

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  9

UNIT II  HUMAN RESOURCE PLANNING AND RECRUITMENT  9

UNIT III  TRAINING AND DEVELOPMENT  9

UNIT IV  EMPLOYEE ENGAGEMENT  9

UNIT V  PERFORMANCE EVALUATION AND CONTROL  9

TOTAL: 45 PERIODS

OUTCOMES:
➢ Students would have gained knowledge on the various aspects of HRM
➢ Students will gain knowledge needed for success as a human resources professional.
➢ Students will develop the skills needed for a successful HR manager
➢ Students would be prepared to implement the concepts learned in the workplace.
➢ Students would be aware of the emerging concepts in the field of HRM

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DIRECTOR Centre for Academic Courses Anna University, Chennai-600 025
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TM5202  TOURISM MARKETING  L  T  P  C
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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

OUTCOMES:
On successful completion of the course students will be able to:
CO1. Understand tourism marketing principles and contemporary marketing practices,
CO2. Understand marketing principles and contemporary marketing practices
CO3. Understand the tourist buying behaviour
CO4. Access, examine and assess the effectiveness of marketing strategies applied to tourism
by using tourism marketing mix elements.
CO5. Work independently and as a team member to collect and analyse information to guide
your problem solving and decision making

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

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OBJECTIVE:
To learn the philosophies and tools of services operations and quality.

UNIT I  UNDERSTANDING SERVICES  9
Services – Importance, Role and Nature of services – Service Strategy – competitive environment, generic strategies, winning customers- competitive role of information in services.

UNIT II  DESIGNING THE SERVICE FIRM  9

UNIT III  MANAGING SERVICE OPERATIONS  9
Managing capacity and demand – Managing Waiting Lines – Queuing systems – Essential features, psychology of waiting – Managing for growth- expansion strategies, franchising, globalization;

UNIT IV  INTRODUCTION TO QUALITY MANAGEMENT  9

UNIT V  CONCEPTS OF SERVICES QUALITY  9

OUTCOMES:
- Appreciation of nature of service operations
- Ability to design services
- ability to manage service operations
- Understanding of total quality management
- Ability to inculcate quality in service design and delivery

REFERENCES:
4. Valarie A Zeithmal and Parasuraman, Service Quality, Marketing Science Institute, Massachusetts.
OBJECTIVE:
➢ To enable the students to enhance the skills and knowledge on travel industry and its types.

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

UNIT II
TRAVEL AGENCY
Introduction to Travel Trade: Historical Background of Travel Trade, Significance of Travel Agency Business, Meaning of Travel Agency- Types of Travel Agent- Full Service Agency, Commercial Agency, Implant Agency, Group / Incentive Agency, Types of Tour Operator-Inbound, Outbound, Domestic, Ground and Specialized.

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
MODERNIZATION AND TRENDS IN TRAVEL INDUSTRY
Impact of Liberalization, Strategic trends in Travel Industry- Disinvestments, Takeovers, Consolidations, and Acquisitions in Travel Industry.

TOTAL: 45 PERIODS

COURSE OUTCOMES:
On successful completion of the course students will be able to:
CO1. Describe the management components within the organizations of transportation
CO2. Understand the foundations for marketing assessments of the tourist, travel segments and vendor products and services.
CO3. Appreciate the role of cargo management in the domain of travel management
CO4. Define tourism along with appropriate industry models.
CO5. Understand the modernization and trends in travel industry

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**TM5211 DATA ANALYSIS FOR TOURISM**

**OBJECTIVE**
- To have hands-on experience on decision making and launching a web page

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Extended experiments – 3 (Domain specific) | 15 | - | 4

- Spreadsheet Software
- Data Analysis Tools

**OUTCOMES:**
- Knowledge of spreadsheets for business decision making
- Learn about descriptive statistics
- Learn about queuing theory
- Understand risk and sensitivity analysis
- Knowledge of Launching a web page

**TOTAL: 60 PERIODS**

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OBJECTIVES:
- To provide practical opportunities for students to participate in rural community mobilization, service engagement and empowerment activities
- To promote preparation of strategies for building resilience and community responding system in nutrition including water, food safety and healthcare
- To orient the students into Village Development Plans and handling susceptibility of rural communities to impending emergencies arising out of natural and manmade disasters, climate variability

COURSE CONTENT:
1. Dynamics of Rural Society: Social, Economic, political and cultural 6
2. Community Goal setting: Inner Engineering 6
3. Participatory Learning and social mapping: Approaches and methods, community project proposal and project management, concept and steps, Thematic maps 12
4. Village development including aspects and process of preparation of village disaster management plan 6
5. Resource Mapping: Natural and Human resource mapping and management 6
6. Rural Institutions: Engagement with school/ street/ Health centre/ Panchayat/ SHGs 6
7. Community Awareness: Health & Hygiene/ Rights/ Policies & Programmes/ Corruption 6
8. Disaster Management: Disaster Preparedness- Risk reduction, Rehabilitation- Physical and Psychological aspects 6
9. Professional Intervention- Partnership with Public, Private and Non-governmental organizations 6

OUTCOMES:
CO1: Understand the social, economic, political and cultural framework of the rural society
CO2: Address the challenges with suitable solutions in the identified rural issues
CO3: Engage in rural community development programmes
CO4: Ability to create community awareness on health and hygiene and disaster management
CO5: Knowledge on establishing professional intervention

REFERENCES:
1. Common core curriculum for Rural Engagement, National council of Rural Institutes, MHRD, GOI.
4. Transforming rural India, Ministry of Rural Development, GOI.
OBJECTIVES:

- To learn the major initiatives taken by a company's top management on behalf of corporate, involving resources and performance in external environments. It entails specifying the organization's mission, vision and objectives, and to equip with skills required to manage business and non-business organizations at senior levels. The course adopts a functional approach to management 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  9

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  9

Recent Trends in Strategic Management: Introduction, Strategic Thinking, Organisational Culture and its Significance, Organisational Development and Change, Change Management, Strategic management in a new globalised economy

TOTAL: 45 PERIODS
OUTCOMES:
CO1: Ability to understand the Strategic management process and social responsibility of business organizations
CO2: In-depth understanding about the need for developing competitive advantage for organizations
CO3: Provides insights into various corporate and business level strategies
CO4: Facilitates to identify the various control systems required for organizational strategy implementation process
CO5: Enhances the cognitive knowledge about various strategic issues and development of new business models

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TM5351 EVENT MANAGEMENT

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

OUTCOMES :
1. Learning about structure and code of ethics of events
2. Exploring and getting to know about event planning and regulations
3. Understand about event marketing, planning and strategies
4. Enhance professional skills in event management
5. Analyse the safety measure of event management

REFERENCES :
2. Lynn Van Der Wagen, & Brenda R. Carlos ,Successful Event Management.
7. Shannon Kilkenny, The complete guide to successful event planning.

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OBJECTIVES:
- To understand the nuances involved in Creativity & Innovation.
- To get hands on experience in applying creativity in problem solving.

UNIT I  INTRODUCTION  12
Need for Creative and innovative thinking for quality – Essential theory about directed creativity, Components of Creativity, Methodologies and approaches, individual and group creativity, Organizational role in creativity, types of innovation, barriers to innovation, innovation process, establishing criterion for assessment of creativity & innovation.

UNIT II  MECHANISM OF THINKING AND VISUALIZATION  12
Definitions and theory of mechanisms of mind heuristics and models: attitudes, Approaches and Actions that support creative thinking - Advanced study of visual elements and principles- line, plane, shape, form, pattern, texture gradation, color symmetry. Spatial relationships and compositions in 2 and 3 dimensional space - procedure for genuine graphical computer animation – Animation aerodynamics – virtual environments in scientific Visualization – Unifying principle of data management for scientific visualization – Visualization benchmarking

UNIT III  CREATIVITY  12

UNIT IV  CREATIVITY IN PROBLEM SOLVING  12
Generating and acquiring new ideas, product design, service design – case studies and hands-on exercises, stimulation tools and approaches, six thinking hats, lateral thinking – Individual activity, group activity, contextual influences. Assessing Your Personal Creativity and Ability to Innovate, Enhancing Your Creative and Innovative Abilities

UNIT V  INNOVATION  12

TOTAL: 60 PERIODS

OUTCOMES:
CO1: Provides insights about approaches to creativity and innovation
CO2: Understanding of heuristic models and its applications
CO3: Enhances the knowledge of nature of creativity
CO4: Ability to apply creativity in problem solving
CO5: Knowledge about radical and disruptive models of innovation

Note: Students will undergo the entire programme similar to a Seminar. It is activity based course. Students will undergo the programme with both theoretical and practical content. Each student will be required to come out with innovative products or services. 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

REFERENCES:
2. Geoffrey Petty," how to be better at Creativity", The Industrial Society 2012
5. CSG Krishnamacharyalu, Lalitha R Innovation management, Himalaya Publishing House 2013

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BA5071 ENTREPRENEURSHIP DEVELOPMENT L T P C 3 0 0 3

OBJECTIVES:
➢ To equip and develop the learners entrepreneurial skills and qualities essential to undertake business.
➢ To impart the learners entrepreneurial competencies needed for managing business efficiently and effectively.

UNIT I ENTREPRENEURAL COMPETENCE
Entrepreneurship concept – Entrepreneurship as a Career – Entrepreneurial Personality - Characteristics of Successful Entrepreneurs – Knowledge and Skills of an Entrepreneur.

UNIT II ENTREPRENEURAL ENVIRONMENT

UNIT III BUSINESS PLAN PREPARATION

UNIT IV LAUNCHING OF SMALL BUSINESS

UNIT V MANAGEMENT OF SMALL BUSINESS

TOTAL : 45 PERIODS

OUTCOMES:
After the completion of the course, the students will be able to:
CO1. The learners will gain entrepreneurial competence to run the business efficiently.
CO2. The learners are able to undertake businesses in the entrepreneurial environment
CO3. The learners are capable of preparing business plans and undertake feasible projects.
CO4. The learners are efficient in launching and develop their business ventures successfully
CO5. The learners shall monitor the business effectively towards growth and development.
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BA5072 CORPORATE GOVERNANCE  L T P C
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OBJECTIVES:
- This course will help to explore, recognize and understand the multiple paradoxes related to the study and application of corporate governance in organizations.
- The course will help to relate the corporate government practices of an organization to its performance, and to develop the technical skills required to evaluate the governance of a company from the perspective of an investor (individual or organizational capacity).

UNIT I FUNDAMENTAL OF CORPORATE AND GOVERNANCE
Understanding Corporate Governance: Corporate governance – an overview. History of corporate governance-Concept of corporations -Concept of extended view of corporate citizenship, Owners and stakeholders, Types of owners, Rights and privileges of shareholders (Fernando, 4), Ownership structures and corporate governance- Pyramids and Tunnelling:- Issues of corporate control and cash flow rights- Examples from restructure proposals of Vedanta group -Need for investor protection

UNIT II THEORIES AND PRACTICE OF CORPORATE GOVERNANCE

UNIT III ADMINISTRATIVE AND AUDIT MECHANISM
Board Committees and Chairman - Separation OF CEO & Board Chairman post - Nomination Committee - Board Selection - Boards Performance Evaluation- Executive Compensation - Role of Remuneration Committee - Human Side of Governance- Financial Oversight and Audit Mechanisms - Audit Committee - Disclosure mechanisms - Role of SEBI
UNIT IV GOVERNANCE METHODS AND RATING

Governance and Risk Management • Risk Management Committee - Corporate Misconduct & Misgovernment- Reasons for Corporate Misconduct - Whistle Blower’s Protection - Factors Responsible for Obstructing Effective Corporate Governance Practices- Corporate Governance Rating • Standard & Poor’s Corporate Governance Scores • Corporate Governance Rating Methodology (Crisil)

UNIT V GOVERNANCE ISSUES AND PRACTICES

Governance of Financial Organizations & PSU’s- Organizational patterns of PSU’s - Powers of PSU Boards - Governance issues in Entrepreneurial Firms - Unique issues among entrepreneurial forms- Choosing Board of Directors and Venture capitalists - Role of venture capitalists and buy-outs- Corporate Governance in Practice - Governance issues in MNC’s & Joint Ventures

OUTCOMES:
1. Demonstrate a solid understating of the purpose and nature of corporations
2. Evaluate different stakeholder’s roles and significance in relations to corporate governance
3. Explain the importance of regulation, markets and information in corporate governance
4. Understand corporate governance methods and practices
5. Critically assess governance concerns for individual corporation and their stakeholders

REFERENCES:
2. Cadbury, Adrian, Corporate Governance and Chairmanship: a personal view, Oxford University Press, 2003

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BA5073 MICRO AND SMALL BUSINESS MANAGEMENT

OBJECTIVES:
- To familiarize students with the theory and practice of small business management.
- To learn the legal issues faced by small business and how they impact operations.

UNIT I INTRODUCTION TO SMALL BUSINESS

UNIT II  SCREENING THE BUSINESS OPPORTUNITY AND FORMULATING THE BUSINESS PLAN  
Concepts of opportunity recognition; Key factors leading to new venture failure; New venture screening process; Applying new venture screening process to the early stage small firm Role planning in small business – importance of strategy formulation – management skills for small business creation and development.

UNIT III  BUILDING THE RIGHT TEAM AND MARKETING STRATEGY  
Management and Leadership – employee assessments – Tuckman’s stages of group development - The entrepreneurial process model - Delegation and team building - Comparison of HR management in small and large firms - Importance of coaching and how to apply a coaching model.

Marketing within the small business - success strategies for small business marketing - customer delight and business generating systems, - market research, - assessing market performance-sales management and strategy - the marketing mix and marketing strategy.

UNIT IV  FINANCING SMALL BUSINESS  
Main sources of entrepreneurial capital; Nature of ‘bootstrap’ financing - Difference between cash and profit - Nature of bank financing and equity financing - Funding-equity gap for small firms.

Importance of working capital cycle - Calculation of break-even point - Power of gross profit margin- Pricing for profit - Credit policy issues and relating these to cash flow management and profitability.

UNIT V  VALUING SMALL BUSINESS AND CRISIS MANAGEMENT  
Causes of small business failure - Danger signals of impending trouble - Characteristics of poorly performing firms - Turnaround strategies

Concept of business valuation - Different valuation measurements - Nature of goodwill and how to measure it - Advantages and disadvantages of buying an established small firm - Process of preparing a business for sale.

TOTAL: 45 PERIODS

OUTCOMES:
1. Familiarise the students with the concept of small business
2. In depth knowledge on small business opportunities and challenges
3. Ability to devise plans for small business by building the right skills and marketing strategies
4. Identify the funding source for small start ups
5. Business evaluation for buying and selling of small firms

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REFERENCES:
3. Journal articles on SME’s.
OBJECTIVE:

➢ To understand the physical infrastructure system that supports the business and society.

UNIT I  INTRODUCTION TO INFRASTRUCTURE  9
Definition of Infrastructure - various committee reports, CSO, RBI, IRDA, Income Tax Department, World Bank and Economic Survey, India as a destination for Infrastructure Investment, Basic Indicators - Growth Rate, GDP, Capital Markets, Inflation Trends, Economic Reforms.

UNIT II  INFRASTRUCTURE RISK MANAGEMENT  9

UNIT III  POWER & ENERGY SECTOR  9

UNIT IV  FDI POLICY FRAMEWORK & PPP  9
Introduction to Private sector participation, Investing in India, Public Private Partnership, Infrastructure Deficit, Challenges, Twelfth Plan Sector Share (%), Policy Challenges and Stages of PPPs, Governance Structure for PPPs Instruments of Governance, FDI Policy overview, FIPB approval, Entry Options for Foreign Investors.

UNIT V  LAW AND POLICY  9
Important Laws Governing Business, Investment Facilitation Agencies, Foreign Investment Implementation Authority (FIIA), Investment Commission, India Brand Equity Foundation (IBEF), Urban Infrastructure. Electricity Act (conservation, consumption), Existing Law and Policies (land, air, water, wildlife, forests, etc.), Regulatory Framework on Renewable Energy in India

TOTAL: 45 PERIODS

OUTCOMES:

➢ Understanding the fundamentals of infrastructure.
➢ Understanding risks management of infrastructure.
➢ Awareness of an overview of the power and energy sector.
➢ Awareness of the FDI policy and PPP.
➢ Awareness of law and policy for managing infrastructure

REFERENCES:
5. Twelfth five year plan (2012/2017)/Planning Commission, Government of India
8. The Urban Land (Ceiling & Regulation) Act, 1976, The Urban Land (Ceiling & Regulation) Repeal Act, 1999.

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TM5012   HEALTHCARE MANAGEMENT        L T P C

OBJECTIVES:
- To familiarize with the healthcare environment
- To understand the concepts of management with relevance to hospitals

UNIT I   INTRODUCTION TO PUBLIC HEALTH
Evolution of Public Health, Important Public Health Acts, Health problems of developed and developing countries, Health problems in India, Environment and Health.

UNIT II   BASIC EPIDEMIOLOGY
Epidemiology – Aims – Principles – Descriptive, Analytical and Experimental Epidemiology - Methods – Uses

UNIT III   UNDERSTANDING HEALTHCARE SYSTEMS

UNIT IV   OVERVIEW OF HEALTHCARE SECTOR IN INDIA

UNIT V   HEALTH CARE REGULATION
Health Care Regulation – WHO, International Health regulations, IMA, MCI, State Medical Council Bodies, Health universities and Teaching Hospitals and other Health care Delivery Systems

TOTAL: 45 PERIODS

OUTCOMES:
- Understanding the evolution of the importance of public health.
- Understanding the fundamentals of epidemiology.
- Understanding the systems in healthcare.
- Awareness of an overview of the Indian healthcare sector.
- Awareness of healthcare regulation.

REFERENCES:
1. Introduction To Health Care Management ,by Sharon bell and Nancy H, 2016
OBJECTIVE:
➢ To understand the components to manage the sports industry.

UNIT I FACILITIES PLANNING 9

UNIT II DEVELOPMENTS & MAINTENANCE 9
Developments & Maintenance of Sports Arena, Grounds, Indoor Stadium, Tents, Camps - Responsibilities of facilities managers - Essential knowledge and skills required for operating a sport facility: Soft Skills (interpersonal and PR skills) & Hard Skills – Crisis management: crowd and alcohol management.

UNIT III FACILITY ADMINISTRATION 9
Sport Marketing: Corporate Sponsorship, Licensing, Media’s Role, Advertising, Promotions, Endorsement of facilities managers - Essential knowledge and skills required for operating a sport facility: Soft Skills (interpersonal and PR skills) & Hard Skills – Crisis management: crowd and alcohol management.

UNIT IV MEDIA & EVENT MANAGEMENT 9

UNIT V LEGAL ISSUES & ETHICS 9

TOTAL: 45 PERIODS

OUTCOMES
1. To understand the components to manage the sports industry.
2. To identify the basic principles of sports management
3. To understand elements of sports marketing and promotions
4. To identify important social issues and possible future trends in the field of sports management
5. To gain a knowledge of careers in sports management
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TM5014 MEDIA MANAGEMENT FOR TOURISM

OBJECTIVES:
➢ To introduce the concept and process of media management
➢ To develop an understanding of the basic functions of media management.
➢ To prepare professionals interested in careers in media management, photography, Film making.

UNIT I MEDIA MANAGEMENT
Definitions of Media and Mass Media; Traditional Forms of Media; Print media- Types, Importance; Radio- Radio Broadcasting, Radio Technology, AM and FM transmission, audience and reach; Television- origin and development, functions of television; New Media- Nature and Scope of the new media, content generation, reach, online journalism, web TV, Podcasting, e - Publishing.

UNIT II WRITING FOR MEDIA

UNIT III PHOTOGRAPHY

UNIT IV FILM MAKING
Scripting, Research, Feasibility Check, Preproduction planning, budgeting, Previsualisation, Script Breakdown, Scheduling, Casting, Production Designer, Location Scouting, Costume Designer, Make up Artist, Production and Postproduction.

Attested,

DIRECTOR
Centre for Academic Courses
Anna University, Chennai-600 025
UNIT V PLACES AND PERSONS OF HISTORICAL IMPORTANCE

Identifying of Historically important persons and places – doing background research on the subject – planning for a photo shoot to get an idea for film making – relating the subject with cultural or historical importance- indirectly serve as a tourism promotion

TOTAL: 45 PERIODS

OUTCOMES:
CO1: Knowledge of media management in Tourism Industry.
CO2: Ability to develop media articles for tourism management
CO3: Enhancement of Photographic skills for travel media management
CO4: Knowledge or Film Making for content generation for travel media
CO5: Knowledge of conducting background Research on places and people of historical importance for tourism promotion

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TM5001 INTERNATIONAL TOURISM

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

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


UNIT III REGIONAL DISTRIBUTION OF INTERNATIONAL TOURISM

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

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 AviationalOrganisation(ICAO), Travel industry fairs – advantages of participation. Travel Mart – WTM, ITB, KTM and FITUR.

TOTAL: 45 PERIODS

OUTCOMES:
CO1: Ability to comprehend the importance of international tourism and impact of culture
CO2: Knowledge of factors influencing the growth of International Tourism
CO3: Understanding of the regional distribution of International Tourism
CO4: Understanding of the current international trends in tourism
CO5: Knowledge of important regulatory bodies in international tourism.

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OBJECTIVE:
- To introduce the students to the various geographical locations across the world with a tourism perspective.

UNIT I BASIC GEOGRAPHY
Definition, scope and importance of Tourism geography, 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 INDIA
Physical Factors – Relief, Climate, Vegetation, wildlife, water Bodies. Socio-cultural and economic factors influencing tourism in India - Political boundaries and major tourist attractions. Modes of travel to the places of tourism in India

UNIT III ASIA, CANADA AND EUROPE
An overview of the physical features, political boundaries, tourism destinations and best time to visit the following countries in Asia and Europe, the states in Canada, and available modes of travel to these destination countries/states from India.

Asia: China, Mongolia, Japan, Korea, Thailand, Philippines, Singapore, Malaysia, Bangladesh, Maldives, Nepal, Pakistan, Sri Lanka. Canada: Ontario, Ottawa, Montreal, British Columbia. Europe - England, France, Italy, Spain, Ireland, Turkey, Spain, Netherlands, Czech Republic, Austria, Germany, Greece, Switzerland, Russia, Ukraine

UNIT IV UNITED STATES OF AMERICA, CENTRAL AND SOUTH AMERICA
An overview of the physical features, political boundaries, tourism destinations, best time to visit the following states in USA, Central and South America and available modes of travel to these destinations from India.


UNIT V AFRICA, UAE AND AUSTRALIA
An overview of the physical features, political boundaries, tourism destinations, best time to visit the following countries in Africa, UAE and Australia and the available modes of travel to these destinations from India.


TOTAL: 45 PERIODS

OUTCOMES:
1. General knowledge of worldwide tourism flows
2. Ability to Plan a trip to a tourism destination
3. Awareness of the physical and political features of global locations
4. Knowledge of the climatic conditions and best time to travel.
5. Awareness of global position systems and the time zones.

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TM5003  CULTURE AND HERITAGE  L T P C
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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  9
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  9
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:
After the completion of the course, the students will be able to:

- CO1. The learners should be able to describe Indian culture and heritage.
- CO2. The learners are competent on the influence and different national cultures can influence
- CO3. The learners are capable to appreciate the relevance of cultural mix elements
- CO4. The learners are able to appreciate the significance of cross cultural management
- CO5. The learners are effectively able to handle issues by global approaches in culture and heritage.
REFERENCES :
1. F.r. Allchin, Conservation of Indian Heritage, Cosmo publications, New Delhi
5. Rajiv Desai , Indian business culture - An Insider’s guide , Butterworth and Heinemann,19

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TM5004 TOURISM PRODUCTS IN INDIA

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, Medical Tourism and Pilgrimage Tourism - Camping Tourism.

OUTCOMES:
On successful completion of the course students will be able to:
CO1. Appreciate the vast tourist attractions of India.
CO2. Understand the richness of culture and heritage of India.
CO3. Understand the major natural resources of India.
CO4. Understand the major manmade attractions of India.
CO5. To identify and manage emerging tourist destinations.
REFERENCES:
5. The Gazette of India: History and Culture, Vol.2
6. Incredible India website and Tourism websites of individual states like Tamilnadu, Kerala, etc.

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TM5005  ACCOMMODATION AND HOUSE KEEPING MANAGEMENT  L  T  P  C  3 0 0 3

OBJECTIVES:
- To study the flow of activities and functions in lodging operations.
- To make the learner to understand about the operation and the management of front office and Housekeeping departments in hotels.

UNIT I  INTRODUCTION  9

UNIT II  FRONT OFFICE MANAGEMENT  9

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

UNIT V  INFRASTRUCTURE MANAGEMENT & OTHER SOURCES  9

TOTAL: 45 PERIODS
COURSE OUTCOME:
The student gets to learn about
1. The basics of Hotel Industry, classifications, duties and responsibilities
2. Operations of front office management
3. Importance and structures of Housekeeping management
4. Functions of housekeeping department
5. Infrastructure management

REFERENCES:
UNIT IV  GENERAL INTRODUCTION TO PUBLIC RELATIONS  9

UNIT V  ROLE OF PUBLIC RELATIONS  9
Standard PR Tools and Most Common Travel/Tourism PR Tools, PR at Hotels and Lodging Establishments, Restaurant Public Relations, Transportation Public Relations, Destination and Tourist Attraction PR, What Travel and Tourism Employers Should Understand About PR
TOTAL: 45 PERIODS

OUTCOMES:
CO1 Understand the importance of mass media.
CO2 To know and appreciate the field of communication and within Travel Media.
CO3 Students will know how to write travel articles, magazines and newsletters.
CO4 Explore of the opportunities available in public relations profession.
CO5 Understand the role of public relations in various sectors.

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TM5007 DESTINATION PLANNING AND MANAGEMENT  L T P C
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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-Sustainable Tourism Development :Meaning , Principles and Practices

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- Stages in destination planning Benefits of strategic plans- Outcome of destination planning - Strategic Plans
Environment Analysis, Resource Analysis, Regional Environment analysis. Market analysis, competitor's analysis
UNIT III DESTINATION PRODUCT DEVELOPMENT & PROMOTION

Resort development-Types, Planning and Development

UNIT IV TOURISM DESTINATION MANAGEMENT
Stakeholders in destination management- Destination governance- Destination management organization (DMO)Partnership and Team-building –Leadership and Coordination- Community Relations& Roles Tourists Destination - Destination Information and Communication Technologies - Future of Destination Management

UNIT V EMERGING TRENDS IN DESTINATION MANAGEMENT

TOTAL : 45 PERIODS

OUTCOMES:
➢ Understanding the fundamentals of managing the destination.
➢ Understanding the planning of tourism destination.
➢ Understanding the destination promotion and development.
➢ Ability to manage a tourism destination.
➢ Awareness of the emerging trends in managing destinations.

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OBJECTIVE:
➢ To make the students knowledgeable in tour operations and its related documentation. The student will study the tour preparation, marketing tour products and the role of guides and escorts in tour operations.

UNIT I   TOUR INDUSTRY
Tour operations business – definition, evolution; Types of tours – inbound, outbound, escorted, guided, types of package tours and operators; factors affecting tour design and selection; Tourism intermediaries - mass-market package holidays, specialist tour operators, domestic & international, collaborative tourism.

UNIT II   ITINERARY PREPARATION
Itinerary Preparation - meaning, types, Resources and steps of preparation, Do’s and don’ts of itinerary preparation; Tour Formulation and Designing Process - Starting of tour operations business, departments of tour operations, tour departure procedure, activities.

UNIT III   TOUR OPERATIONS BUSINESS
Tour operations process, research, planning, costing, costing elements; Tour operations business – role, relevance, tour operational techniques – Booking a tour, reservations, hotel booking procedures, boarding bus/coach, emergency procedures, finance details, travel insurance, Foreign Exchange, Cargo, documentation, food and beverages, transportation delays; Recognition - IATA Accreditation - Recognition from Government; Travel trade organizations – Objectives, activities and functions.

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; Promotion of Tour Operation - Mix and Media, Types of media, Selection criteria; Tour Pricing - Calculation of Tour Price - Pricing Strategies.

UNIT V   GUIDING AND ESCORTING
Guiding and escorting – meaning, concepts, 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, checklist, safety and security, insurance, first aid, emergency handling, leading a group, code of conduct.

OUTCOMES:
➢ Understanding of tour industry
➢ Ability to prepare tour itinerary
➢ Awareness of rules and regulations in booking tours
➢ Ability to market and promote tours
➢ Appreciate the importance of guides and tour escorts

TOTAL: 45 PERIODS

REFERENCES:
TM5009 LEISURE AND RECREATION MANAGEMENT

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 LEISURE 9
Introduction, the historical analysis of leisure, Leisure – the social context, Demand for leisure, leisure participation and leisure behavior, Supply for leisure, leisure places, spaces and environment, Planning, managing and marketing leisure.

UNIT II SECTORS IN LEISURE 9
The public, private and voluntary sectors in leisure provision, Leisure and the experience economy: the cultural industries and entertainment, Urban leisure, Coastal leisure, Rural leisure, Future of leisure.

UNIT III INTRODUCTION TO RECREATION 9

UNIT IV RECREATION MANAGEMENT 9

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:
CO1: Ability to design, conduct, promote, evaluate, and manage activities involved in the successful operation of a variety of leisure and recreation organizations and operations
CO2: Knowledge about various segments of leisure
CO3: Knowledge about the types of recreational activities and its impact on health
CO4: Understanding of factors influencing recreation management and tourism
CO5: Knowledge about the contemporary trends in Recreation Industry

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**TM5010 MEDICAL TOURISM**

**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**

**UNIT II MEDICAL TOURISM**
- Concept, typology Genesis and growth of Medical Tourism - benefits of medical tourism, Factors responsible for growth of health and medical tourism. Medical Tourism Business- Global medical tourism scenario, Stakeholders, countries promoting medical tourism – Health and Medical Tourism markets at global level.

**UNIT III MEDICAL TOURISM PRODUCT AND PACKAGE**
- Factors and Steps for designing product and tour package, development, issues and considerations, Approvals and formalities, Pre-tour arrangements, tour operations and post-tour management, Health Insurance, Claiming Health Insurance

**UNIT IV LEGAL ASPECTS OF MEDICAL TOURISM**
- Certification and Accreditation in health and medical tourism, Ethical, legal, economic and environmental issues in health and medical tourism. An Introduction to National Accreditation Board for Hospitals & Healthcare (NABH) and Joint Commission International (JCI).

**UNIT V MEDICAL TOURISM IN INDIA**

**TOTAL : 45 PERIODS**

**OUTCOMES**:
- **CO1**: The students will have an overview of contemporary tourism practices and global perspectives.
- **CO2**: Knowledge about Indian healthcare services
- **CO3**: Design of healthcare tourism products
- **CO4**: Understanding of various guiding forums that support Medical Tourism
- **CO5**: Knowledge of various futuristic opportunities

[Attested]

[Director]

Centre for Academic Courses
Anna University, Chennai-600 025
REFERENCES:
2. Raj Pruthi, Medical Tourism in India , Arise publishers & Distributors, 2006
5. Sonali Kulkarni, Medical Tourism in India, Book Enclave, 2008

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