

TM-301: FOREIGN LANGUAGE – II

German/French Language

Course Objective: The objective of this paper is to impart working knowledge of one of the foreign language in the changing perspective of the global economy.

Note: Students shall select any one foreign language per semester.

Examination

The faculty member will award internal marks out of 20(8 for Tests and 12 for class participation). The semester examination carrying 80 marks which will cover 20 marks for one word type questions, fill in the blanks ,match the columns, jumbled sentences, etc. and 60 marks for descriptive type questions.

German

1. Introduction to Adjectives and their usage in different cases and Demonstrative pronouns.
2. Past perfect tense
3. Business German vocabulary building with respect to organization charts and departments.
4. Formal letter writing short description of an object, product. also reading comprehension of business case studies.

French

1. Grammar – Past tense, future tense, conjugation of irregular verbs. Adjectives – demonstrative, possessive.
2. Nouns – singular & Plural forms imperative sentences.
3. Letter writing short description of a person, an object, a product.
4. Giving directions to locate a place, dialogue writing.

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TM-302: INTERNATIONAL TICKETING

Course Objectives:

The course covers the basic and advance level learning modules related to Aviation industry & International ticketing standards which will make students familiar with internationally used terminologies.

Examination:

The semester examination carrying 80 marks will consist of eight theory questions out of which student will be required to attempt any five questions

Course Contents:

1. Aviation Geography: IATA areas, sub-areas, sub-regions. - Time calculation: GMT variation, concept of standard time and daylight saving time, calculation of elapsed time, flying time and ground time.
2. Familiarization with OAG: 3 letters city code and airport code, airline designated code, minimum connecting time, global indicator. - Familiarization with Air tariff : currency regulation, NUC conversion factors, general rules.
3. Familiarization with TIM: Passport, Visa, currency regulation, custom regulation, health regulation and airport tax. - Passenger needing special attention. - Credit Cards : Concepts, Types & Benefits, Eligibility criteria, Validity, Insurance cover. Different types of credit card.
4. Planning Itinerary by Air
5. Introduction to Fare construction - Mileage Principles - Fare Construction with Extra Mileage Allowance (EMA) - Extra Mileage Surcharge (EMS).

Text Readings:

1. OAG/ABC – IATA
2. Air-Tariff Book – IATA
3. Mahinder Chand, Travel Agency Management
4. R. Doganis, Airport Business

Suggested Readings:

1. Travel Information Manual – IATA

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TM-303: CONSUMER BEHAVIOUR

Course Objectives:

The consumer has become sovereign, a fact which has been recognized by the marketers. The students are explicitly required to acquire knowledge of such in order to develop effective strategies of influence and shape the behavior in order to achieve their organizational targets. The aim of teaching this subject is to familiarize students with buying behaviour of consumers.

Examination:

The faculty member will award internal marks out of 20 (8 for Tests and 12 for class participation). The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have 6 theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases.

Course Contents:

1. Introduction to Consumer Behavior and Consumer Research: Nature, Scope and application of Consumer Behavior and Consumer Research.
2. Consumer Decision Processes, Pre-purchase process: Information processing, Purchase Processes: Consumer Decision rules. Post Purchase processes: Framework, dissonance satisfaction / dissatisfaction.
3. Consumer Behaviour Models, Nicosia Model, Howard Sheth Model , EngelBlackwell and Miniard Model , Sheth Family Decision Making Model.
4. Individual Determinants of Consumer Behavior: Demographics Psychographics etc.
5. Environmental Influences on Consumer Behavior: Culture, Cross cultural understanding, social class, and family. Family life-cycle group and personal influence, word of mouth communication, opinion leadership. Future of consumer behaviour.

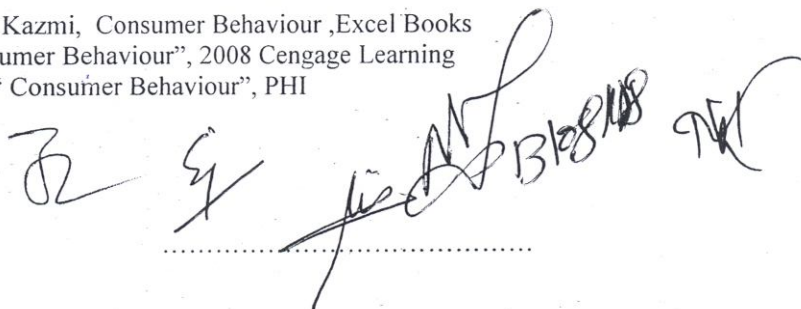
Note: Cases relevant to subject shall be discussed during class room teaching.

Text Readings:

1. Shri Prakash, Theory of Consumer Behaviour, Vikas Publication ,2010
2. David, Consumer Behavior , 11E Tata Mcgraw Hill Dogra,
3. Ramneek Kapoor, Consumer Behaviour: Text and Cases, Tata McGraw Hill, New Delhi
4. RamanujMajumdar, Consumer Behaviour, PHI Learning, New Delhi
5. Blackwed, Reger, Consumer Behaviour, Cenage Learning
6. Nair,Suja R, Consumer Behaviour: In Indian Perspective Text And Cases ,Himalaya Publication
7. Schiffman, Kanuk, Consumer Behaviour, PHI.
8. Suja Nair, Consumer Behaviour – Text and Cases, Himalaya publication

Suggested Readings:

1. Satish Batra and Kazmi, Consumer Behaviour ,Excel Books
2. Assel, H., "Consumer Behaviour", 2008 Cengage Learning
3. Solomon M.R., " Consumer Behaviour", PHI

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TM-304: HOTEL OPERATIONS & MANAGEMENT

Course Objectives:

The course aims at building all round awareness about hotel industry and its operation across the globe.

Examination:

The faculty member will award internal marks out of 20 (8 for Tests and 12 for class participation). The semester examination carrying 80 marks will consist of eight theory questions out of which student will be required to attempt any five questions

Course Contents:

1. Reservation & Registration: Sources and modes of reservation, Types of plans, types of room rate, Discount and allowances, Group reservation, Forecasting room reservation, Walk - in reservation, Reservation chart and guest history card, Registration of guest at reception, Guest registration card, arrival and departure register, C- Form, Lobby errand card, arrival and departure report.
2. ROOMS DIVISION: Hierarchy and Functions of front office and housekeeping department, Attributes, duties and responsibilities, Inter-departmental coordination, Departmental layout of Housekeeping, Functions of various Departments of Housekeeping and front office, yield management: concept & function.
3. RESTAURANT OPERATIONS: Restaurant equipments: Types, standard sizes, care, cleaning and Polishing of various equipments, Duties of a waiter, mise-en-scene and mise-en-place, Welcoming the guest, Rules to be observed while laying a table and waiting at a table. Different Types And Styles Of Services - Silver Service, American Service, English, French, Russian, Buffet, Counter, Cafeteria, Food Courts, Room Service and Bar Service.
4. DEPARTURE PROCEDURE: Procedure involved in checking out a guest at front-office, Procedure involved in checking - out a guest at housekeeping department, Group Check-out procedures. Arrival & Departure formalities for both domestic & international Tourists.
5. HOTEL OPERATIONS IN INDIA: Leading multinational hotel chains operating in India, Public sector in Hotel Business – Role, Contribution & Performance, Time share establishments.

Note: Cases relevant to subject shall be discussed during class room teaching.

Text Readings:

1. Travel Agency & Tour Operations, Foster D; Conducting Tours,
2. Deliers; Travel Agency and Tour Operation, JM Negi; Travel Agency
3. Management, M.N.Chand; Tour operations and Tour Guiding, J.N. Negi.

Suggested Readings:

1. S.K.Bhatnagar, Front Office Management, Frank brother Publisher
2. Sudhir Andrews Front Office Training Manual, Tata Mcgraw Hill
3. Sudhir Andrews, Hotel H. K. Training Manual, Tata Mcgraw Hilt
4. Manoj Madhukar, Professional House Keeping-Rajat Publications

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TM-305:INFORMATION TECHNOLOGY FOR TOURISM

Course Objectives:

Objective of this course is to understand the basic concepts of E-commerce and its applications. And acquire the knowledge to use e-commerce for tourism for making effective decision.

Examination:

The faculty member will award internal marks out of 20 (8 for Tests and 12 for class participation).The semester examination carrying 80 marks will consist of eight theory questions out of which student will be required to attempt any five questions.

Course Contents:

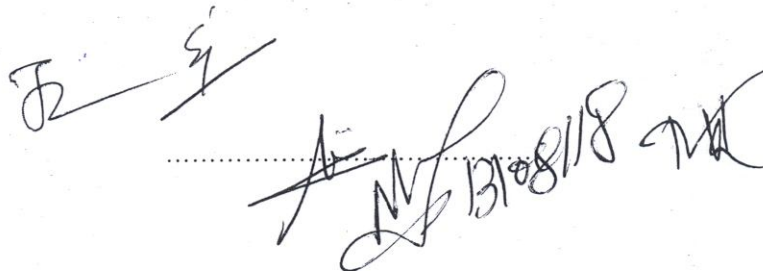
1. Understanding the Hardware: Bit and related measuring terms, I/O and storage devices;components of desktop; buying a computer Lab; demonstrate on open computer and explain its components.
2. Operating systems: Basic functions and types of an operating systems; comparative illustrations from popular operating systems
3. Communication and Protocols; working knowledge of Internet protocols; application of electronic communication tools in business; collaborative tools.
4. Understanding database basic terminology; types of databases Lab; creating and relating tables in a microdatabase; basic queries for data analysis; import / export of data in different formats; link with other products like word processors, database, spreadsheets etc.
5. Electronic commerce-Overview-Business to Government, Business to consumers, Business to business, consumers to consumers, online Stock trading & Market Features, Capabilities and Limitations.

Text Readings:

1. P.K Sinha, Computer Fundamentals, BPB Publications.
2. N. Shrivastava, Computer Application in Management, Dream Tech Press
3. Laudon, K.C & Laudon, Jane P.management Information System

Suggested Readings:

1. Zhou Zongqing, "E-Commerce & Information Technology in Hospitality &Tourism"
2. Jeannine Langer, "E-Commerce: The Internet and its Influence on the Travel Industry"

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TM-306: RESEARCH METHODOLOGY

Course Objective

The objective of the course is to equip the students with the concept and methods of Business Research. The students will be able to plan, design and carry out business research using scientific methods.

Examination

The faculty member will award internal marks out of 20 (12 for Tests and 8 for class participation). The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have 6 theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more Numerical.

Course Contents

1. Introduction: Business Research, Meaning and methods of research. Research Process, Identification and formulation of Research Problem.
2. Research Design: Variables and types of variables, Hypothesis, Types and formulation of Hypothesis, Research Design and Types of research designs, Need for Research Design Features of a good research design and, Different research design-- Exploratory, Descriptive. Experimental and Diagnostic and Survey Research
3. Measurement Methods: Interviews and Surveys. Observation, Content Analysis and Measurement Scales, Techniques of Developing Scales, Reliability and Validity of scales.
4. Data Analysis: Data analysis using statistical Packages, Hypothesis Testing, Parametric and Non-Parametric Tests, Analysis of Differences between a Single Sample and a Population, Analysis of Differences between Two or More than Two Levels of an Independent Variable, Analysis of Designs with More than One Independent Variable, Analysis of relationships, statistical inferences for one or two samples. Chi-square tests, Analysis of Covariance (ANCOVA) and Use of Multivariate Analysis in Business Research.
5. Sharing the Results. Reporting Research, Types of reports and Characteristics of a research report.

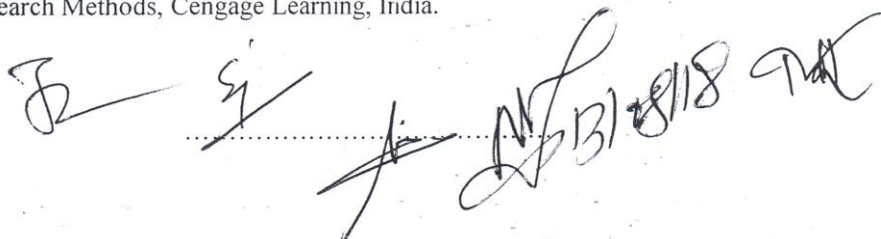
Note: Cases relevant to subject shall be discussed during class room teaching

Text Readings

1. Prasang Satrangi, Research Methodology, Taxmann
2. J. K. Sachdeva, Business Research Methodology, Himalaya Pub. House
3. Ranjeet Kumar, Research Methods, Pearson Education
4. Kothari, C.R. And Garg, Gaurav, Research Methodology: Methods And Techniques, New Age International Pub.
5. Kumar, Ranjit, Research Methodology, Sage Publication

Suggested Readings

1. Donald S. Tull, Del I. Hawkins, Marketing Research, Measurement and Methods, 6th edition, PHI Learning,
2. Naresh Malhotra and Satya Bhushan Das, Marketing Research: An applied Orientation, Pearson Education.
3. Mcburney, Research Methods, Cengage Learning, India.

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TM-307: MARKETING STRATEGIES

Course Objective

The objective of this course is to provide the students exposure to modern marketing concepts, tools, and techniques, and help them develop abilities and skills required for the performance of marketing functions.

Examination

The faculty member will award internal marks out of 20 (12 for Tests and 8 for class participation). The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have 6 theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases.

Course Contents

1. Marketing Concepts Customer Value and Satisfaction, Customer Delight, Conceptualizing Tasks and Philosophies of Marketing Management, Value Chain, Scanning the Marketing Environment, Marketing Mix Elements, Difference between marketing and Selling, Marketing and Corporate Strategy.
2. Market Segmentation, Targeting, Positioning Market Segmentations, Levels of Market Segmentations, Patterns, Procedures, Requirement for Effective Segmentation, Evaluating the Market Segments, Selecting the Market Segments, Tool for Competitive Differentiation, Developing a Positioning Strategy.
3. Product Decision Objectives, Product Classification Product-Mix, Product Life Cycle Strategies, Product Diffusion Process, Equity, Challenges, Repositioning, Branding, Packaging, Introduction of Labeling. New Product Development Process
4. Pricing Decision Pricing, Pricing Objectives, Demand Estimating, Price Elasticity, Pricing Decision framework, Factors Affecting Price, Pricing Methods and Strategies, Pricing Practices, Internet and Pricing, Transfer Pricing, High Sea Pricing
5. Distribution Decisions Importance and Functions of Distribution Channel, Design of Distribution Channel, Management of Channels, Distribution Channel Members, Vertical and Horizontal Marketing Systems, Wholesaling and Retailing, introduction to Logistics,
6. Promotion Decisions Effective Communication, Integrated Marketing Communication, Tools of IMC, Marketing Communication Process, Promotion mix, Advertising, Personal Selling, Sales Promotion and Publicity and Public Relations, Direct Marketing,
7. Marketing Strategies for Leaders, Challenges, Followers and Nichers Expanding to Market, Defining Market Share, and Expanding Market Share. Defining the Strategic Object and Openness. Choosing Goal Attacking Strategies. Market Follower Strategies.
8. Emerging Trends in Marketing An Introduction to Internet Marketing, Multi Level Marketing and Introduction of CRM, Importance of CRM, CRM Process. E-Marketing, Green Marketing, Event Marketing, Types of Events, Sponsorship, Cause Related Marketing, Concept of Rural Marketing, Global Marketing, Marketing for Non Profit Organizations

Note: Cases relevant to subject shall be discussed during class room teaching

Text Readings

1. Kotler, Keller, Koshy, Jha, Marketing Management— A South Asian Perspective, Pearson.
2. Kurtz, Principles of Marketing, Cengage Learning, India
3. S. Neelamegham, Marketing In India, 3rd Edition, Vikas publishing house
4. Biplo Bose, Marketing Management, 2008, Himalaya Publishing House.
5. Paul Baines, Chris Fill, Kelly Page, Marketing, Oxford University Press
6. Lee Kiefer And Carter, Steve, Global Marketing Management , Oxford University

Suggested Readings

1. William L. Pride and O.C. Ferrell, Marketing Concepts and Strategies, Boston, Houghton Mifflin Co.
2. Czinkota and Kotabe , Marketing Management, , Cengage Learning, India
3. West, Ford, Ibrahim, Strategic Marketing, Oxford University
4. Evans, Marketing Management Cengage Learning, India

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