

# TM-201: FOREIGN LANGUAGE – I

## 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 Germany, German, Culture, People and brief about the History and Geography.
2. Greetings, Basic pleasantries, dialogues based on situations like personal introduction, finding the way around the town, ordering food, making reservations, vocabulary building for informal communication.
3. Verbs – Regular, Irregular, Helping, Trenbar, Modal verbs
4. Nouns with gender, articles and their usage in different cases, personal and possessive pronouns, singular and Plural forms.
5. Prepositions
6. Reading comprehension and informal letter writing.

### French:

1. Articles, Nouns & Pronouns – the definite article and contraction of the definite articles, indefinite articles, nouns – regular plurals, irregular plurals, gender identification by word ending, the portative article.
2. The Interrogation – formation of question by inversion, simple tense, interrogative forms, negation – formation of negative sentences, formation of negative interrogative, Adjectives – qualifying adjectives, demonstrative adjectives, regular forms and irregular adjective, plural of adjectives.
3. Prepositions – uses of certain prepositions, prepositions to indicate location or direction, prepositions with geographical names, prepositions with modes of transport, prepositions of cause, numbers.
4. Dates, time and seasons. Verbs – Regular and irregular (I, II & III group of verbs)
5. General conversation – to present oneself and others, to greet others, to tell – time, date, season, days of the week, month of the years.

*Handwritten signature and date:*  
13/08/18

# TM-202: CARGO & AIRLINE MANAGEMENT

## Course Objectives

The primary objective of Cargo and Airline Management is to introduce the students about cargo industry of India and to impart the basic knowledge about new trends of handling cargo business & Airline Management.

## 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. Introduction of Cargo management: Export-Import (a) procedure (b) Documentation: Post and Pre Export – Import (c) Clearance (d) Bank negotiation of documents (e) Units-100% Export oriented units, free trade zone, Export Processing zones, Software Technology Park, Electronic Hardware Technology park.
2. International commercial terms: Free on board, cost, cost insurance and freight. Cargo liabilities and insurance: Marine insurance, general cargo insurance and relevant clauses, Mutual and liability insurance's claims & procedures.
3. Multimodal transportation: containerization, combined transport, Trade: classification, Problems, Distribution channels, value added chain, Logistic management: classification models, Physical infrastructure for multimodal transportation, container freight station, dry port, Packaging, palletization and storage of cargo, handling and transportation of dangerous cargo, storage and ware housing in India.
4. Foreign trade licenses: Duty exemption pass book scheme, Export promotion capital good schemes, special Import license, Duty drawback, Open general license, foreign license authority.
5. Introduction of Airline Management: Aviation, history of aviation, airline working, Airport handling, YMS-CRC, check-in formalities, Documentation, Abbreviations pertaining to airlines, phonetics and agencies related with aviation, Regulatory authorities in aviation- ICAO, IATA, DGCA, AAI- (IAD, NAD).
6. Load and trim sheet, basic understanding of weight control, Baggage handling: PIR, Lost luggage handling, Special handlings, UM, HUM, YP, WCHC. Service control, seat allocation, coupon handling, post flight documentation, Ramp equipment: trolleys, step, conveyor belt, GPU, Ramp safety and precautions.
7. Aircrafts types, maintenance scheduling, Coordination-sales, Accounts, Reservation, ATC for flight operation. Air Cargo-AWB, Dangerous goods, capacity and configuration live stocks etc.

## Text Readings:

1. Krishnaveni Muthiah, Logistics Management and sea borne trade, Himalaya publishing house.
2. C, Ramgopal, Import Export Procedure, New Age Publishing
3. Michael Allen sales, Air Cargo Management: Air Freight and the Global Supply Chain, Routledge Publication.
4. Michael Allen sales, Aviation Logistics: The dynamic Partnership of air freight and supply chain, Kogan Page Publication.
5. Gianpaolo Ghiani, Gilbert Laporte & Roberto Musmanno: Introduction to : Logistics Systems Management, Wiley- Blackwell Publication.

## Suggested Readings:

1. Peter S. Morrell: Moving Boxes by Air: The Economics of International Air Cargo, Ashgate Publishing, Ltd.
  2. Gagandeep Khillan: International Marketing Logistics, Gullybaba Publishing.
  3. V. V. Sople: Logistics Management, Pearson publication house.
  4. Chunk, James and Dexter, "Travel Industry".
  5. TACT Rule Book
  6. OAG and the Air Cargo Tariff both Red and Green
  7. Travel Information Manual – IATA
- [Handwritten signatures and dates: 13/08/18, 2/11]*

## TM-203: TOURISM PRODUCT IN INDIA

### Course Objectives

The main objective of this course is to expose students to the cultural, natural and historical heritage of Indian order to widen their view towards travel and tourism. This knowledge will help them in their future as professionals in travel & tourism trade and make India a popular tourism destination.

### 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:

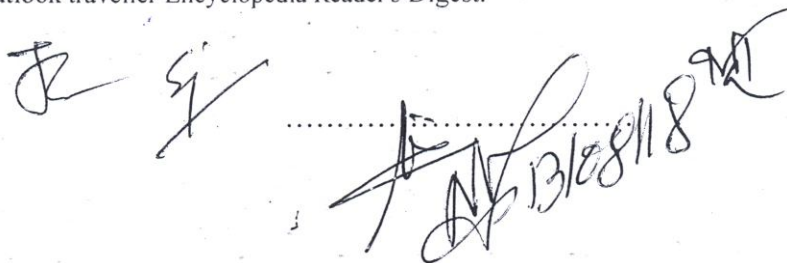
1. Introduction: Defining Tourism Products, their characteristics & types in India
2. Indian Architecture: Temples, Churches, stupas & mosques-their structure, distinguishing characteristics, examples, their present condition, way & means to improve & promote them.
3. Indian Classical Music: (I) Vocal- origin, evolution, styles, ragas, gharanas, instruments, festivals& events. (ii) Instrumental- origin, evolution, styles, ragas, gharanas, instruments, festivals& events.
4. Indian Sculpture & paintings: Origin, history, evolution, characteristics, styles, and examples.
5. Dances of India: Classical Dances Folk dances, Dance Drama- history, characteristics of each, dance festival & events, ways & means to promote.
6. Yoga, Meditation & Ayurveda: Yoga-concepts, history asanas, benefits (ii) Ayurved-history, concepts characteristics, uses, centers
7. Religion: History, evolution, (i) Hinduism (ii) Buddhism (iii) Jainism (iv) Sikhism (v) Zoroastrianism (vi) Christianity (vii) Islam.
8. Wildlife of India: National parks, Sanctuaries, game Reserves- Setup, Fairs and Festivals of India, Indian Cuisine, Shopping & Souvenirs, Adventure Sports in India / Adventure Tourism, Famous Museums & Art Galleries, Famous Forts & palaces of India, Indian Mythology, World Heritage Sites in India.
9. Famous Trains of India: History, Routes, importance, Eco-tourisms & Rural tourism, Beaches of India/ beaches tourism & Island tourism.

### Text Readings:

1. Manoj Dixit, Charu Sheela: Tourism Products ,New Royal Book Company.
2. L.K. Singh: Indian Cultural Heritage Perspective for Tourism. Isha Books Publication.
3. L.K. Singh: Fundamental of Tourism & Travel, Isha Book Publication.
4. PranNath Seth & Sushma Seth Bhat: An introduction to Travel and Tourism, Sterling Publishers Pvt. Ltd.

### Suggested Readings:

1. Prakash Talwar, Travel and Tourism Management, Isha Book Publication.
2. Tourism product of India- Dr L.C. Gupta & Dr.S. Kasbekar
3. Outlook traveller Encyclopedia Reader's Digest.

Handwritten signatures and dates. The date '13/08/18' is written in the center. To the left, there are two signatures. To the right, there is a large signature and the date '13/08/18'.

## TM-204: GEOGRAPHY FOR TOURISM

### Course Objectives

To make students understand the basic concepts of physical geography. The main objective is to create awareness of all important tourist destination countries in the world.

### 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:

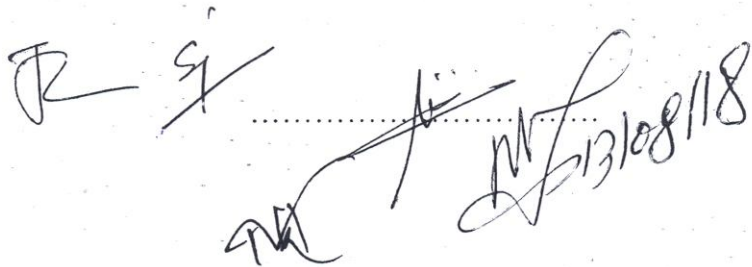
1. Introduction-Geographies of tourism, Modern tourism -domestic and international.
2. North America -An overview of the continent: Geographical location and condition: main countries of tourist interest: referring political and physical maps.
3. South America -An overview of the continent: Geographical location and condition: main countries of tourist interest: referring political and physical maps.
4. Europe - An overview of the continent: Geographical location and condition: main countries of tourist interest: referring political and physical maps
5. Asia - An overview of the continent: Geographical location and condition: main countries of tourist interest: referring political and physical maps.
6. Africa: An overview of the continent: Geographical location and condition: main countries of tourist interest: referring political and physical maps.
7. Australia and Oceania: An overview of the continent: Geographical location and condition: main countries of tourist interest: referring political and physical maps.
8. Wonders of the world- Introduction of seven famous wonders of the world.

### Text Readings:

1. Sunil Baghla: Tourism Geography, Book Enclave Publication.
2. Philip G. Davidoff, Doris S. Davidoff & J. Douglas, Tourism Geography, Prentice Hall India Publication.
3. M.Y. Khan: Tourism Geography, Wisdom Press.
4. Martin Oppermann: Geography and tourism Marketing, Routledge publication.

### Suggested Reading:

1. Dr Chaturbhuj Mamoria, Dr Komal Singh: Geography of Tourism, Paper Back Publication..
2. Geetanjali, tourism geography, Paperback Publication.
3. Geography of Travel and Tourism by The 21<sup>st</sup> Century World Atlas.

Handwritten signatures and date: 13/08/18

# TM-205: TRAVEL AGENCY AND TOUR OPERATIONS MANAGEMENT

## Course Objectives

Travel agency & tour operation are integral part of travel & tourism industry without which both the aspects would not be possible. In this the students are required to learn the ropes of the industry in order to facilitate the procedure. Many students are likely to pursue their career in this field and hence it becomes imperative for them to get acquainted with both travel agency & tour operation business.

## 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 - segments of travel industry, international travel requirements.
2. Introduction to travel agency & tour operation business: history, types of agencies, types of organization - proprietorship, partnership & corporate, organizational structure
3. Starting level agency: Market Research & provision of investment, IATA rules and regulation, IATA requirements and criteria for approval, approvals from various government and non-government bodies like ministry of tourism & transport, ministry of External Affairs, Railways, civil Aviation etc.
4. Function of a travel agency: Travel information, Documentation: (a) passport- types & requirements (b) Visas- types & requirements, Accommodation: classification, rates & terms, room categories, room rates categories, reservation,
5. Domestic Ticketing: issuance of a ticket, PTA, sales report etc, Cruises: types, procedure,
6. Rail Travel: Eurail, Britrailetc
7. Product Development: preparation of itineraries, planning & costing
8. Client Service
9. Tour Operation Techniques

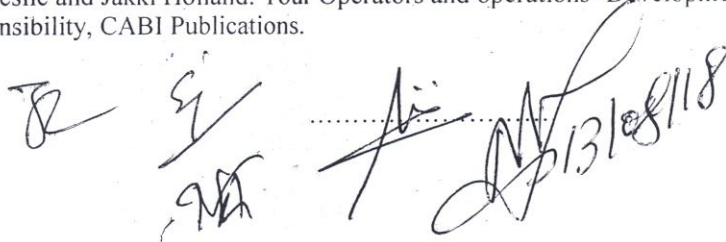
**Note:** Cases relevant to subject shall be discussed during class room teaching.

## Text Readings:

1. Jagmohan Negi: Travel Agency & Tour Operation, Kanishka Publishers.
2. A. K Bhatia :International Tourism Management , Sterling Publishers Pvt. Ltd.
3. P. N. Girija Prasad :Global Tourism: Principles and Practices , Adhyayan Publishers & Distributers.
4. Archana Biwal, Joshi Vandana and Sunetra Roday: Tourism operations and Management, Oxford Higher education Publication.

## Suggested Reading:

1. A. K. Bhatia, **The** Business of Travel Agency & Tour Operations Management ,Sterling Publishers Pvt. Ltd.
2. L.k. Singh: Management of Travel Agency , Gyan Publishing house.
3. David Leslie and Jakki Holland: Tour Operators and operations- Development, Management &Responsibility, CABI Publications.

Handwritten signatures and initials at the bottom of the page, including a large signature on the right and several smaller initials on the left.

# TM-206: FINANCIAL MANAGEMENT

## Course Objectives

This course is designed to enhance the understanding of the fundamental concepts of finance with basic focus on basic techniques like time value of Money, Capital Budgeting and the Cost of Capital, Working Capital Management, etc.

## 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 contain 4 theory questions and student have to attempt 2 from them, section B contain 5 Practical Questions from which student have to attempt any 3. All questions will carry equal marks

## Course Contents:

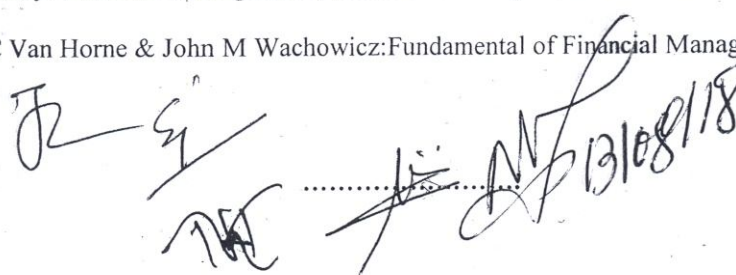
1. FINANCIAL MANAGEMENT: AN INTRODUCTION - Concept and Nature of financial management, Goals of Financial management, Finance function, Scope of Finance. Organization of Finance Function, Relationship of Finance Function with other disciplines.
2. RECEIVABLES MANAGEMENT: Objectives, costs, benefits, Credit policies. Collection policies. Numerical Problems.
3. INVENTORY MANAGEMENT: Objectives, cost & benefits of holding Inventory. Techniques: ABC system, EOQ model, Numerical problems.
4. CASH MANAGEMENT: Introduction, motives & objectives for holding cash, factors determining cash, Cash Budgeting as management tool, Numerical problems.
5. WORKING CAPITAL MANAGEMENT: Introduction, nature & concepts. Determination of financing mix, Determinants of working capital, Estimation and Calculation of Working Capital, Numerical problems.
6. LEVERAGE ANALYSIS: Concept of Leverage, Operating Leverage, Financial Leverage, and Combine Leverage. Importance of Leverages, Relationship of Leverages with Capital Structure, Numerical problems.
7. SOURCES OF LONG TERM FUNDS: Concept, Debt and Equity, Equity and Preference Shares, Debentures, Term Loans, etc. Lease, Hire purchase.
8. CONCEPT & MEASUREMENT OF COST OF CAPITAL: Introduction, Concept, Definition & Importance, Assumptions, Cost Of Debt, Cost Of Preference, Cost Of Equity, Weighted Average Cost Of Capital. Numerical Problems.
9. CAPITAL BUDGETING: Introduction, Importance, Difficulties and kinds of CB Decisions, Concept of Time Value of Money, Discounting and Compounding techniques, Basic Data Requirements- Identifying relevant cash flows, Appraisal Criteria's; DCF and Non DCF Methods for Evaluating Projects, Evaluating Mutually Exclusive and Independent Proposals. Evaluating projects with unequal life, Numerical problems.

## Text Readings:

1. M.Y. Khan & P. K. Jain: Financial Management –Text, Problems and cases, Mc Graw Hill Education Publication.
2. Prasanna Chandra: Financial Management- Theory and practice, Mc Graw Hill Education Publication.
3. Anil Kumar Dhagat: Financial Management, Dreamtech Press publication.
4. Brigham, Eugene F, Fundamentals of Financial Management, Cengage Learning
5. Vyuptakesh Sharar, Fundamentals of Financial Management, Pearson Publication
6. Agarwal, O P, International Financial Management, Himalaya Publication
7. EunCheol.S, International Financial Management, Tata Mcgraw Hill

## Suggested Reading:

1. I. M. Pandey: Financial Management, Vikash Publishing House Pvt. Ltd.
2. James C Van Horne & John M Wachowicz: Fundamental of Financial Management, Prentice hall India.

Handwritten signatures and dates at the bottom of the page. The date '13/08/18' is clearly visible.

# TM-207: BUSINESS STATISTICS

## Course Objectives

The objectives of the course are to equip the students with the mathematical and statistical techniques and their application to tourism problems. The emphasis will be on the concepts and application rather than derivations.

## 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 contain 4 theory questions and student have to attempt 2 from them, section B contain 5 Practical Questions from which student have to attempt any 3. All questions will carry equal marks.

## Course Contents:

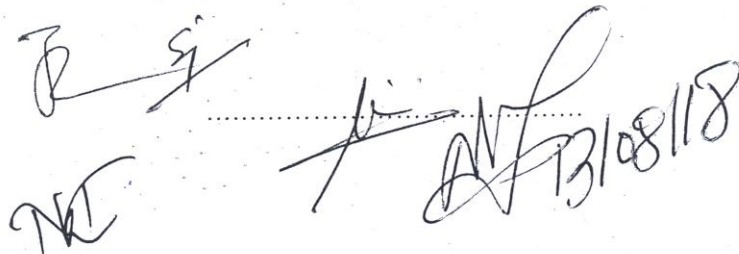
1. Introduction to Statistics: Meaning and Definition of Statistics, Scope and Limitations of Statistics, Role of Statistics in Management Decisions.
2. Introduction to Measurement of Central Tendency: Types of central tendency and its application. Introduction to Measures of dispersions, Types and its application.
3. Sampling Theory: Introduction, Population, Sample, Parameter and Statistic, Types of sampling.
4. Probability Theory and Probability Distributions: Concepts, additive, multiplicative, conditional probability rules, Baye's Theorem, Binomial, Poisson and Normal distributions- their characteristics and applications
5. Correlation & Regression: Correlation (Karl Pearson's and Spearman's Coefficient), Methods of computing simple correlation and regression.
6. Time Series: Time Series and its Components, Analysis, Models of Time Series, Methods of Studying Components of Time Series: Measurement of trend (moving average, exponential smoothing and least squares method), Measurement of seasonal variations (simple average, trend, and moving average method) Measurement of cyclic variations (residual method).

## Text Readings:

1. Richard I. Levin and D.S. Rubin, "Statistics for Management", New Delhi: Prentice Hall of India, 2000
2. S. P. Gupta, "Statistical Methods", New Delhi, Sultan Chand and Sons.
3. Bharat Jhunjhunwala: Business Statistics, S. Chand Publication.
4. S.C. Gupta, Indra Gupta: Business Statistics, Himalaya Publishing House.
5. Dr. J.K. Thukral: : Business Statistics, Taxman's Publication.
6. J.K Sharma, Business Statistics, Pearson

## Suggested Reading:

1. J. N. Kapur and H. C. Saxena. "Mathematical Statistics", Sultan Chand and Company Ltd.
2. D. C. Sancheti and V. K. Kapoor, "Statistics: Theory, Methods and Applications", Sultan Chand and Sons.
3. D.N. Elhance, Veena Elhance and B. M. Aggrawal, "Fundamentals of Statistics", Allahabad: Kitab Mahal,

Handwritten signatures and initials are present at the bottom of the page. On the left, there are initials 'J.S.' and 'NE'. In the center, there is a large signature that appears to be 'A.V.' followed by the date '13/08/18'.