

# TM-401: EVENT MANAGEMENT

## Course Objectives:

The purpose of this course is to acquire an in-depth knowledge about the Mice Management and to become familiar with the techniques and approaches for successful MICE 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:

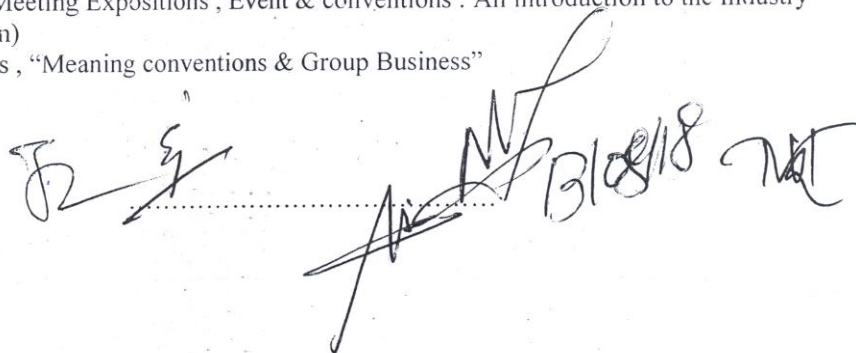
1. Introduction to MICE & EVENT Industry: History and structure of Industry, Growth of Industry, Types of MICE & EVENT, Impact of Industry on stakeholders, Latest trend in Industry, Case study of major events
2. Pre and post planning of organizing Events Event Managers and their Qualities, Resources & Logistics Required for Conducting Events, Individual Events & Corporate Events, Conference & Convention Centers, Types of Venues for Conducting Events, Selection, Location, Theme, Layout of Events, Application of Management Principles in Event Management, Steps Required to Conduct An a Successful Event, Event Budget, Legal Issues Related With Events.
3. Business Tourism & Event as a Tourism Product Classification & Significance, Nature of Business Tourism & Types, Structure Of Business Tourism, Incentive Travel, Demand & Supply of Business Tourism Relationship between Events & Tourism Industry, Relevance & Applications of Event Technology – Video Conferencing, Tele Conferencing, LCD Projectors, Internet, Fax, E-Mail
4. Players in Event Business ICBP, ICCA. Historical & Heritage Sites, Classification of Events, Tourism Events & Events Characteristics, Impacts & Limitations of Events
5. Risk & Security Management Security Issues, Crowd Management, Major Risk, Emergency Planning, Incident Reporting & Emergency Procedures

## Text Reading:

1. Coleman, Lee & Frankle (1991), Powerhouse Conferences. Educational Institute of AH & MA.
2. Hoyle, Dorf & Jones (1995), Meaning conventions & Group business. Educational institute of AH & MA.
3. Montgomery, R.J. 1994, "Meeting, Conventions and Expositions : VNR, New York
4. Hoyle, L.H., TJA Jones (1995) "Managing Conventions and Group Business", Educational Institute of AM & MA

## Suggested Readings:

1. Anton Shone & Bryan Parry , "Successful Event Management" Thomson Learning; Auflage
2. George G Fenich, "Meeting Expositions , Event & conventions : An introduction to the Industry" (International Edition)
3. Hoyle , Dorf & Jones , "Meaning conventions & Group Business"

Handwritten signatures and date: 3/10/18

# TM-402: ENTREPRENEURSHIP

## Course Objectives:

The purpose of this course is to acquire in-depth knowledge about the entrepreneurship Development and to become familiar with the techniques and approaches required for a successful entrepreneur.

## 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. Entrepreneur & Entrepreneurship: Definition and Theories; Entrepreneurship environment – Socio-economic, Cultural, Political & Natural, Characteristics of Entrepreneur & Entrepreneurial Behaviour.
2. Ownership structure and organizational framework of small scale enterprises in Tourism and Travel Business- Venture Creation and Management.
3. Preparation of business plan and managerial process in small scale enterprise. Entrepreneurial performance assessment. Managing family enterprises in Tourism industry. Promotional agencies for SMEs in India Opportunity Identification – Business Plan - Feasibility Report – Funding options
4. Tourism industry and business ideas; business strategy- understanding customers and analysing competition, Forms of organisation and legal considerations; networking and collaboration; good business practices
5. Financial requirements and sources of finance , operations, people, etc.
6. Setting up a tourism enterprise- steps, procedures, licenses, registration etc.

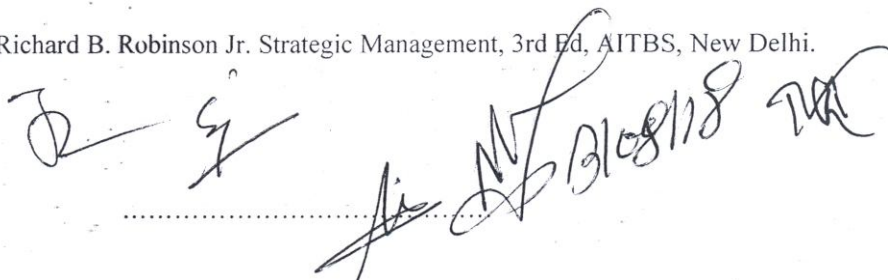
**Note:** Cases relevant to subject shall be discussed during class room teaching.

## Text Readings:

1. Srinivasan. R , Strategic Management: the Indian Concept, 2nd Ed., Prentice Hall India, New Delhi.
2. Thomson. A. A., Stick land. A.J. &Cambel. J. E., Crafting and Executing Strategy- the Quest for Competitive Advantage, Tata McGraw Hill, New Delhi.
3. Peter F. Drucker, Innovation & Entrepreneurship, Harper & Row, New York.
4. Barringer, Bruce R And Ireland, R. Duane, Entrepreneurship, Pearson Publication.
5. Kuralka D.D And Roy ,T.V., Entrepreneurship, Cenage Learning
6. Charantimate , Poornima, Entrepreneurship: Develop A Small Business Enterprises ,Pearson Publication
7. Roy, Rajeev, Entrepreneurship , Oxford University

## Suggested Readings:

1. John A. Pearce II & Richard B. Robinson Jr. Strategic Management, 3rd Ed, AITBS, New Delhi.

Handwritten signatures and a date stamp. The date stamp reads '31/08/18'. There are several illegible signatures and initials written over the date.

# TM-403: SERVICE MARKETING

## Course Objectives:

The objective of this paper is to understand the various processes of services and the related strategies for establishment of services as a successful product.

## 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. Service: Service sector and Economics growth, service concept, characteristics and classification of services, challenges in service marketing.
2. Strategic Issues in Service Marketing: Segmentation, Differentiation and Positioning of services.
3. Marketing Mix in Service Marketing: Product, Price, Place, promotion, people, physical evidence and process decisions.
4. Designing a service strategy: Service management process, internal, external and interactive marketing strategies.
5. Managing service quality and productivity: Concepts, Dimensions and process; service quality Models (Gronnos and Parsuraman) application and limitations, productivity in services.
6. Applications of service Marketing : Marketing of financial, Hospital, Health, Educational and Professional services, marketing for Non Profit Organizations and NGO's.

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

## Text Readings:

1. Ramgopal Gupta, Service Marketing, Galgotia
2. Harsh V. Verma, Services Marketing, Pearson Education, New Delhi
3. Christopher Lovelock, Jochen Wirtz, Services Marketing: People, Technology, Strategy .Prentice-Hall Series Publication.
4. Bhattacharya K. Sisir, Marketing Management, National Publishing House.

## Suggested Readings:

1. Morrison, A.M. Hospitality and Travel Marketing . Delmar Thomson Publishing
2. Kotler Philip and Armstrong, G. Principles of Marketing, PHI.
3. Stanton, Willam J. Fundamentals of Marketing, McGraw Hill.

*Jr* *sq*  
*13/08/18* *PK*

# TM-404: FOREIGN EXCHANGE MANAGEMENT

## Course Objectives:

The course will provide students an opportunity to understand concepts of FOREX and its utility in tourism industry. The course focuses on understanding FOREX Market & Trends.

## Examination:

The faculty member will award internal marks out of 20 (8 for Tests and 12 for class participation). The end semester examination will comprise 80 marks, Section A consisting of six theory question out of which a student shall attempt any four questions. And section B carries a numerical question. All questions will carry equal marks.

## Course Contents:

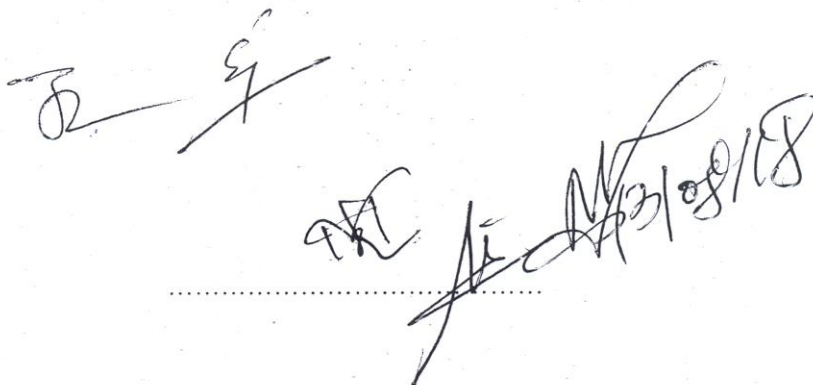
1. Theory of Foreign Exchange: Meaning & Need of Foreign Exchange, International Monetary System. International Forex Market, Risks Balance of Payment, Forex Reserves, Currency convertibility - Partial & full.
2. Indian Forex Market : Retail market, wholesale market and their activities. Administration of Forex, Market, Role of FEMA, RBI & FEDAI, Exchange Control, ADs & AMCs.
3. Exchange Rate Mechanism: Factors affecting Exchange Rate. Types of Quotation . Different types of rates quoted by ADs and their application. Forecasting exchange rates. Numerical problems on exchange rates.
4. Exchange Risk Management : Hedging through Forwards, Options. Swaps and Futures.
5. Finance of Foreign Trade: Export Finance and Import Finance. Factoring and Forfeiting
6. International Institutions and Organization IMF, IBRD. ADB, ICC, ACU. Trends in Forex Market: Concept of GDR, VDR Foreign Bonds & Euro Bonds.

## Text Readings:

1. C. Jeevnandanam, Foreign Exchange and Risk Management, S Chand publication
2. Seethapathi Ksubbulakshmi V , Foreign Exchange Management, ICFAI University Press
3. B.K Chaudhary, O P Agrawal, Foreign Trade and Foreign Exchange, Himalaya Publication House.
2. Ready Reckoner & Master Circular, Guide to FEMA
3. Sinclair, M.T. and Stabler, M., 1997, The Economics of Tourism, London, Routledge.

## Suggested Readings:

1. Practitioner's Guide to Foreign Exchange Management , CA Sudha G Bhushan
2. Seethapathi ,Subbulakshmi V Seethapathi K, Foreign Exchange Management



Handwritten signatures and dates are present at the bottom of the page. One signature is dated 23/08/18. Another signature is dated 23/08/18. There is also a signature that appears to be 'S. G.' and another that appears to be 'S. K.'.

# TM-405: HUMAN RESOURCE MANAGEMENT IN TOURISM

## Course Objectives:

The objective of this course is to sensitize students to the various facets of managing people and to create an understanding of various policies and practices of human resource 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 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 HRM: Meaning and Scope - Organization and Functions of HR and Personnel department - HR structure and Strategy - HR policies - HR objectives and Functions in Tourism Organization - Role of HR Managers in Tourism.

2. HR Planning: Selection and Recruitment process in Tourism, Induction - HRM practices and Issues in Tourism Industry - Outsourcing as a strategy in Tourism MNCs - Job Analysis - Job Description - Job Specification - Job Evaluation Methods - Job Rotation - Retirement and Separation Processes in Tourism.

3. Human Resource Development: Training and Development in Tourism - Methods, Design and Evaluation of T&D Programs - Performance and Potential appraisal - Career Development in Tourism - Incentives, Promotions and Transfers in Tourism - Personnel Empowerment in Tourism.

4. Compensation: Compensation Issues and their management in Tourism - Productivity and Employee morale in Tourism - Stress Management and Quality Work Life in Tourism. Building Relationships: Trade Unions and Cooperative Societies in Tourism - Conflicts - Disciplinary procedures - Collective Bargaining - Role of Host Communities .

5. HR Trends in Tourism Industry

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

## Text Readings:

1. Dressler Human Resource Management. Prentice Hall of India, New Delhi.
2. Aswathappa, K.. Human resources and Personnel Management. Tata McGraw Hill, New Delhi

## Suggested Readings:

1. Ian Beardwell & Len Holden - Human Resource Management: A contemporary perspective, Macmillan
2. Wayne F. Cascio - Managing Human Resources: Productivity, Quality of Work Life, Profits, Tata McGraw Hill
3. M. Madhukar - Human Resource Management in Tourism , R. Publications

Handwritten signatures and dates at the bottom of the page. There are three distinct signatures. The date '13/08/18' is written in the bottom right corner.

# TM-406: ECONOMICS FOR TOURISM

## Course Objectives:

The course aims to develop the understanding about the nature of Economics in general and economics of tourism in particular, in terms of demand, supply, pricing, impacts 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 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 or numerical.

## Course Contents:

1. Concept of Economics in Tourism, Working of economy in tourism. Basic problems of tourism economy, Market for tourism products. Tourism and economic development- Indian perspective
2. Economics of Consumer Analysis: Law of Diminishing Marginal utility, Law of substitution & Consumer Surplus. Concepts and definitions of demand for tourism, determinants of tourism demand. Tourism demand and elasticity- price, total revenue, income and cross elasticity of Tourism demand.
3. Supply and Pricing in Tourism: The Supply of Tourism Services, Characteristics,. Factors influencing tourism supply, Price and Non Price factors, Supply and elasticity. Costing and pricing of tourism product. Concept of Price determination: Price determination under perfect, imperfect, monopoly & oligopoly.
4. The economic contribution of tourism- TSA developing measures of tourism performance. Impacts of tourism- direct, indirect, induced and negative. Regional economic models- input-output model (I-O model), Tourism multiplier impact-meaning and types (employment and income tourism multipliers), misuse of tourism multiplier. Linkage and leakages.FDI in tourism.
5. Demand forecasting: its importance in tourism, forecasting approaches. Concept of break-even point, Tourism Development and cost benefit analysis and project feasibility study. Principal sectors of Indian economy with special reference to tourism- ITDC, State tourism Development Corporation (STDC).

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

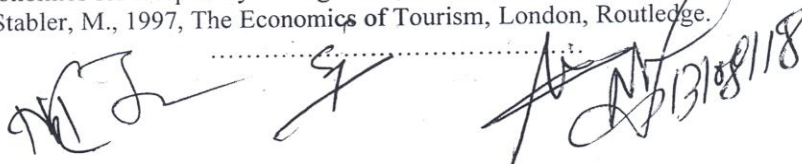
## Text Readings:

1. Dwivedi D.N. Managerial Economics, S. Chand & Sons, New Delhi
2. Mehta, P.L. Managerial Economics, Sultan Chand New Delhi.
3. Metin, Kozak and Mugla. Tourism Economics: Concepts and Practices. Nova Science Pub Incorporated
4. Stabler Mike J., Andreas, P., M. Thea, S. The economics of tourism. Routledge Pub (2nd edit)
5. Jiambalva James, Managerial Accounting, Wiley And Sons
6. Hirschey, Mark, Managerial Economics, Cenage Learning

## Suggested Readings:

1. Davis, J.R. and Chang, Simon, Principles of Managerial Economics, Prentice Hall International, New Delhi.
2. Petterson: Managerial Economics, 3rd Ed., Prentice Hall of India, Delhi.
3. Adhikary M., Managerial Economics, Khosla Pub.
4. Salvatore, Domnick, Managerial Economics in a global economy, Irwin McGraw Hill.
5. Tribe, J. 2001, The Economics of Leisure and Tourism, New Delhi, Butterworth – Heineman.
6. Cullen, P. 1997, Economics for Hospitality Management, London, International Thomson Business Press.
7. Sinclair, M.T. and Stabler, M., 1997, The Economics of Tourism, London, Routledge.

.....



Handwritten signatures and dates at the bottom of the page, including a date '13/08/18'.

## TM-407: MAJOR RESEARCH PROJECT

### Course Objective :

The objectives of Major Research Project is to develop the understanding of current problems in the Market and also to develop analytical & problem solving skills of students.

### Examination:

The Major Research Project (MRP) shall be compulsory. Students will be required to submit the final MRP Report in the hard bound form in the number specified by the University, fifteen days before commencement of IV<sup>th</sup> Semester examination.

Major Research Project (MRP) comprises a maximum of 100 marks - out of which, 50 marks will be for the report and its contents and 50 marks will be for the presentation/viva-voce. A panel of external examiner ( appointed by University) and internal examiners( appointed by the Director/Head of the Institution ) shall evaluate the student's performance and jointly award the marks.

---

## TM-408: COMPREHENSIVE VIVA-VOCE

### Objective:

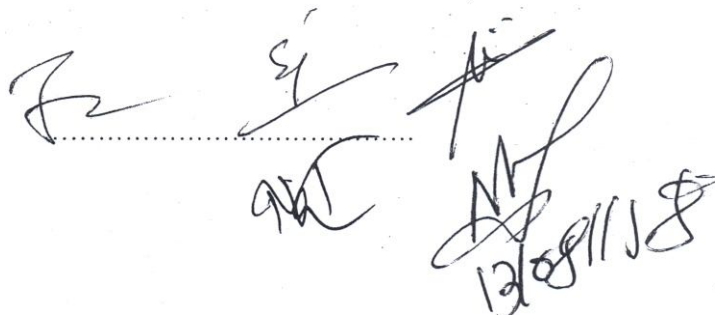
The objective of comprehensive viva-voce is to judge the overall development of the student during the MBA (TM) Programme.

### Examination:

Every student will be required to undergo comprehensive viva-voce at the end of fourth semester of MBA (TM). A panel of external and internal examiners will conduct the comprehensive viva-voce examination. The external examiner will be appointed by the University and the internal examiner will be appointed by the Director / Head of the respective institute.

### Contents:

The viva-voce shall normally cover the subjects taught in all the semesters of MBA ( TM )Programme.

Handwritten signatures and dates. The top row contains three signatures. The bottom row contains two signatures, with the date '12/08/11' written below the second signature.