

MBA (Tourism Management) Syllabus

SEMESTER – I

S.NO.	Code	TITLE OF SUBJECT	Credit Hours	Previous Credit Hrs
1.	TM-101	TRAVEL & TOURISM INDUSTRY	04	–
2.	TM-102	MARKETING FOR TRAVEL AND TOURISM	04	–
3.	TM-103	COMPUTER FUNDAMENTALS	04	–
4.	TM-104	BUSINESS COMMUNICATION	04	–
5.	TM-105	ACCOUNTING FOR MANAGERS	04	–
6.	TM-106	PRINCIPLES AND PRACTICES OF MANAGEMENT	04	–
7.	TM-107	ORGANIZATION BEHAVIOUR	04	–
Total I Sem.			28	28

SEMESTER – II

S.NO.	Code	TITLE OF SUBJECT	Credit Hours	Previous Credit Hrs
				28
1.	TM-201	FOREIGN LANGUAGE I	04	32
2.	TM-202	CARGO & AIRLINE MANAGEMENT	04	36
3.	TM-203	TOURISM PRODUCT IN INDIA	04	40
4.	TM-204	GEOGRAPHY FOR TOURISM	04	44
5.	TM-205	TRAVEL AGENCY AND TOUR OPERATION MANAGEMENT	04	48
6.	TM-206	FINANCIAL MANAGEMENT	04	52
7.	TM-207	BUSINESS STATISTICS	04	56
Total I+II Sem.			28	56

SEMESTER – III

S.NO.	Code	TITLE OF SUBJECT	Credit Hours	Previous Credit Hrs
				56
1.	TM-301	FOREIGN LANGUAGE II	04	60
2.	TM-302	INTERNATIONAL TICKETING	04	64
3.	TM-303	CONSUMER BEHAVIOUR	04	68
4.	TM-304	HOTEL OPERATIONS & MANAGEMENT	04	72
5.	TM-305	INFORMATION TECHNOLOGY FOR TOURISM	04	76
6.	TM-306	RESEARCH METHODOLOGY	04	80
7.	TM-307	MARKETING STRATEGIES	04	84
Total I+II+III Sem.			28	84

SEMESTER – IV

S.NO.	Code	TITLE OF SUBJECT	Credit Hours	Previous Credit Hrs
				84
1.	TM-401	EVENT MANAGEMENT	04	88
2.	TM-402	ENTERPRENEURSHIP	04	92
3.	TM-403	SERVICE MARKETING	04	96
4.	TM-404	FOREIGN EXCHANGE MANAGEMENT	04	100
5.	TM-405	HUMAN RESOURCE MANAGEMENT IN TOURISM	04	104
6.	TM-406	ECONOMICS FOR TOURISM	04	108
7.	TM-407	MAJOR RESEARCH PROJECT	04	112
8.	TM-408	COMPREHENSIVE VIVA VOCE	04	116
Total I+II+III+IV Sem.			32	116

[Signature]
13/08/2018

[Signature]
Sangeetha
13/08/18

[Signature]
13/08/18

[Signature]
13/08/18
PKT

EXAM SCHEME OF MBA (Tourism Management)

2 Years Regular Programme

SEMESTER – I

S.NO.	Code	SUBJECT	Max.Marks			Min. Passing Marks
			Internal	External	Total	
1	TM-101	TRAVEL & TOURISM INDUSTRY	20	80	100	40
2	TM-102	MARKETING FOR TRAVEL AND TOURISM	20	80	100	40
3	TM-103	COMPUTER FUNDAMENTALS	20	80	100	40
4	TM-104	BUSINESS COMMUNICATION	20	80	100	40
5	TM-105	ACCOUNTING FOR MANAGERS	20	80	100	40
6	TM-106	PRINCIPLES AND PRACTICES OF MANAGEMENT	20	80	100	40
7	TM-107	ORGANIZATION BEHAVIOUR	20	80	100	40
Total					700	

Note: Minimum 50% aggregate Marks are compulsory for passing (i.e. 350/700).

SEMESTER – II

S.No.	Code	SUBJECT	Max.Marks			Min. Passing Marks
			Internal	External	Total	
1	TM-201	FOREIGN LANGUAGE I	20	80	100	40
2	TM-202	CARGO & AIRLINE MANAGEMENT	20	80	100	40
3	TM-203	TOURISM PRODUCT IN INDIA	20	80	100	40
4	TM-204	GEOGRAPHY FOR TOURISM	20	80	100	40
5	TM-205	TRAVEL AGENCY AND TOUR OPERATION MANAGEMENT	20	80	100	40
6	TM-206	FINANCIAL MANAGEMENT	20	80	100	40
7	TM-207	BUSINESS STATISTICS	20	80	100	40
Total					700	

Note: Minimum 50% aggregate Marks are compulsory for passing (i.e. 350/700).

SEMESTER – III

S.NO.	Code	SUBJECT	Max.Marks			Min. Passing Marks
			Internal	External	Total	
1	TM-301	FOREIGN LANGUAGE II	20	80	100	40
2	TM-302	INTERNATIONAL TICKETING	20	80	100	40
3	TM-303	CONSUMER BEHAVIOUR	20	80	100	40
4	TM-304	HOTEL OPERATIONS & MANAGEMENT	20	80	100	40
5	TM-305	INFORMATION TECHNOLOGY FOR TOURISM	20	80	100	40
6	TM-306	RESEARCH METHODOLOGY	20	80	100	40
7	TM-307	MARKETING STRATEGIES	20	80	100	40
Total					700	

Note: Minimum 50% aggregate Marks are compulsory for passing (i.e. 350/700).

SEMESTER – IV

S.NO.	Code	SUBJECT	Max.Marks			Min. Passing Marks
			Internal	External	Total	
1	TM-401	EVENT MANAGEMENT	20	80	100	40
2	TM-402	ENTERPRENEURSHIP	20	80	100	40
3	TM-403	SERVICE MARKETING	20	80	100	40
4	TM-404	FOREIGN EXCHANGE MANAGEMENT	20	80	100	40
5	TM-405	HUMAN RESOURCE MANAGEMENT IN TOURISM	20	80	100	40
6	TM-406	ECONOMICS FOR TOURISM	20	80	100	40
7	TM-407	MAJOR RESEARCH PROJECT	-	100	100	40
8	TM-408	COMPREHENSIVE VIVA VOCE	-	100	100	40
Total					800	

Note: Minimum 50% aggregate Marks are compulsory for passing (i.e. 400/800).

Note:

- (1) In each Semester 50% marks (i.e.350 out of 700 in I to III Sem. & 400 out of 800 in IV Sem.) are compulsory for passing.
- (2) In whole course 50% marks (i.e.1450 out of 2900) are compulsory for passing the course.

J Jawalber
13/08/2018

Sangeetha
13/08/18

[Signature]
13/8/18

[Signature]
13/08/18

TM-101: TRAVEL & TOURISM INDUSTRY

Course Objectives:

The main objective of this course is to develop a practical prospective on the travel and tourism industry. The knowledge of such will help students tounderstand the intricacies of the travel and tourism industry.

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. Growth of Travel through Ages: Concepts, Definitions & Historical development of Travel. Industrial Revolutions, Effects of the Great War on the Transport System, Advent of the Jet, Advent of High Speed Trains. Define Pleasure Travel, Accounts of Famous Travelers& the Grand Tour, Origin of Annual Holiday Concept.
2. Growth & Development of Modern Tourism: Meaning, Nature, Elements &Basic Components of tourism. Types of Tourist: Tourist, traveler, excursionist. Forms of tourism: Inbound, Domestic, International. Causes of rapid growth, Post - Second World War phenomenon.
3. Motivation for travel :Sociology of tourism, social significance of travel, factors influencing the growth of tourism, evolution of demand, role of state in promoting social tourism ,basic travel motivations ,religion as a motivator.
4. Tourism Organizations: Need, factors influencing & types of tourism organization.Rele of ITDC, State Tourism Development Corporations, ASI, Ministry of Railways & Civil Aviation in tourism development, Role and functions of Important Tourism Organizations: WTO, IATA, PATA, TAAI, WTTC, FHRAI.

Text Readings:

1. Jagmohan Nagi: Tourism & Travel: Concepts and Principles, Gitanjali Publishing House.
2. A.K. Bhatia: TourismDevelopment: Principles and Practices, Sterling Publication.

Suggested Readings:

1. Chuck Y. Gee, James C. Makens & Denter J.L. Choy: The Travel industry, John Wiley & Sons.
2. William C. Gartner: Tourism Development: Principles Processes and Policies, John Wiley & Sons.
3. PranNath Seth: Successful Tourism- Fundamentals of Tourism, Sterling Publishers Pvt. Ltd.
4. J.K. Sharma: Tourism Planning and Development- A new perspective, Kanishka Publishers.
5. Cooper C, Fletcher John, and Gilbert D, Alan Fyall & Wanhill S: Tourism- Principles & Practices

JS
S
13/8/18
13/8/18

TM-102: MARKETING FOR TRAVEL AND TOURISM

Course Objectives:

The objective of the course is to provide an understanding of the Principles of Marketing concepts and their applications in the Tourism Industry. The course provides students with a customer-oriented approach to Marketing in the Tourism Industry.

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. Understanding marketing & the marketing process: Concept & Scope of Marketing, Marketing Challenges in the Digital Age, Customer Value, Satisfaction & Retention, Philosophies of marketing management.
2. Developing marketing opportunities: Marketing Planning, Marketing Environment, Marketing Information System, Market Research, Consumer Buying Behavior: Model and Factors affecting, Segmentation, Targeting & Positioning
3. Developing the marketing mix:
 - (i) Product & Service - Nature & Classification, Branding, New-Product Development & Product Life Cycle
 - (ii) Price - Pricing Considerations & approaches; Initiating & Responding to price changes
 - (iii) Marketing Channels –Different types & Channel Design
 - (iv) Promotion - Advertising, Sales Promotion, Personal Selling, Direct Marketing, Public Relations
4. Managing marketing: Creating Competitive Advantage, The Global Marketplace, Internet Marketing, Communication process. Building customer relationship through satisfaction, value and retention.

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

Text Readings:

1. Morrison A.M. : Hospitality and Travel Marketing , Delmar Thomson Publishing
2. Kotler Philip and Armstrong G. : Principles of Marketing, PHI Publishing House.
3. Bainer Paul ,Marketing, Oxford University
4. Winer, Rass ,Marketing Managers, Pearson Publication

Suggested Readings:

1. Philip Kotler, Kevin Lane Keller: Marketing Management, Pearson Education India Publication.
2. Stanton, Willam J.: Fundamentals of Marketing, McGraw Hill Publication.
3. Ramaswamy, V.S. and Namakemari, S.: Marketing Management, McMillan Publication.
4. Bhattacharya K. Sisir: Marketing Management, National Publishing House.
5. Dalrymple, J.D. and Parson, J.L: Marketing Management Strategy and Gases, John Wiley and Sons.

[Handwritten signatures and initials]
13/08/18

TM -103: COMPUTER FUNDAMENTALS

Course Objectives:

Objective of this course is to understand the basic concepts of computer & its applications and acquire the knowledge to use computer for making effective decisions of tourism industries.

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:

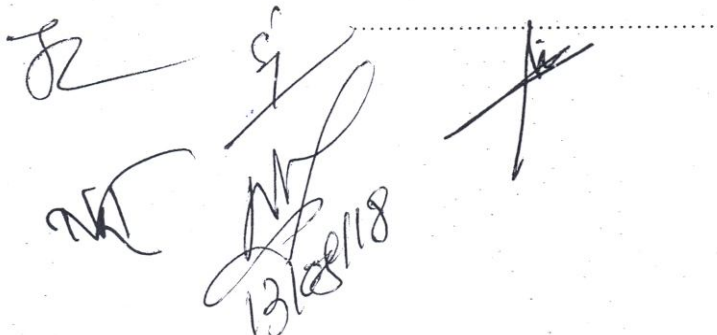
1. Introduction to Computer: Computer Hardware: Input / Output Devices, Storage Devices and Memory, Computer Software: System software and application software, Types of Computers: Mainframe Computers, Minicomputers, Microcomputers, Portable Computers, Computer Application in the Hospitality Industry.
2. Number System: Introduction to number system, binary, decimal, octal, hexadecimal and their inter conversions, number system uses in computer system.
3. Data Processing: Introduction to Data, Types Of Data, Fundamentals of Data Processing, Need for Data Processing, Data Processing Cycle and Function, Component of Data Processing, Manual Data Processing, Electronic Data Processing, Advantages of Electronic Data Processing.
4. Computer Network: Introduction to computer network, types of network, hardware required for network, computer network application.
5. Internets: Introduction of internet, types of internet connection, internet hardware components, the Hospitality Industry Internet Application, World Wide Web.

Text Readings

1. E.Balagurusamy: Fundamentals of Computer, TataMacGrawHill Publication.
2. Deepak Bharihoke: Fundamentals of Information Technology,Excel Books Publication.
3. Manish Mahajan, Shikha Gupta:IT Infrastructure &Management,Excel Books Publication
4. RashiAgarwal: ComputerOrganization and Design, ACME learning Pvt. Ltd Publication.
5. Tanenbaum, Andrew S.,Computer Networks, Pearson

Suggested Readings:

1. GoelAnita : Computer Fundamentals, Pearsons Publishing House.
2. Comer, Douglas: Computer Networks & Internets, Pearsons Publishing House.
3. Martin James: Computer data- base Organization, PHI Publication.

Handwritten signatures and dates at the bottom of the page. There are three distinct signatures. The central signature is the most prominent and includes the date '13/08/18' written below it. To the left and right are other signatures, some with horizontal lines extending from them.

TM-104: BUSINESS COMMUNICATIONS

Course Objectives:

The objective of the course is to help the students to acquire the basics of interpersonal communication, corporate communication and soft skills, so as to improve their communication skills and ability to understand others along with the personality development as per the requirement of the corporate 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 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: Defining Communication, Process of communication, Principles of effective communication, importance of business communication, and importance of feedback, evaluation of communication effectiveness.
2. Role of communication in organization: Channels, Types and Forms of communication: Verbal, Non-verbal, Formal, Informal, Internal & External .Communication networks & effects of changing technology.
3. Factors affecting communication: Perception and reality, Physical, Mechanical and Psychological barriers to communication, Effective listening - Types and Essentials of effective listening.
4. Management Communication: Definition & importance, Modern Means of Communication, Employment Messages, Reports and Proposals.

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

Text Readings:

1. Penrose: Business Communication for Managers, Cengage Learning, India Publication.
2. P.D. Chaturvedi: Business Communication Concepts Cases & Applications, First Edition, Pearson Education.
3. Debashish & Das: Business Communication, PHI Publication.
4. Bovee, Courtland L., Business Communication Today, Pearson
5. Kaul, Asha, Business Communication, Phi
6. Williams, Karen, Communicating In Business, Cengage Learning

Suggested Readings:

1. Asha Kaul: Business Communication, 2nd edition, 2009, PHI Learning.
2. Urmila Rai & S.M. Rai : Business Communication, 2008, Himalaya Publishing House
3. Madhukar : Business Communication, Vikas Publishing House, 2008
4. Sushil Bahl: Business Communication Today, Response Books, Reprint 2009.
5. Meenakshi Raman & Prakash Singh : Business Communication, Oxford Higher Education, 2006

.....
Handwritten signatures and date: 13/08/18

TM -105: ACCOUNTING FOR MANAGERS

Course Objective:

The objective of this course is to acquaint the students with the basic concept of Financial and Management Accounting and further to develop understanding of Accounting for Managers to Decision Making.

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 20 marks will have 4 theory questions out of which students will be required to attempt any two questions. Section B carrying 60 marks will contain five practical/numerical problem(s), out of which a candidate is required to attempt any three. These questions would require the candidates to take decision on management problems considering quantitative and non-quantitative factors both and to defend their decisions. Relevant data leading to simple calculations for arriving at relevant figures will be provided.

Course contents:

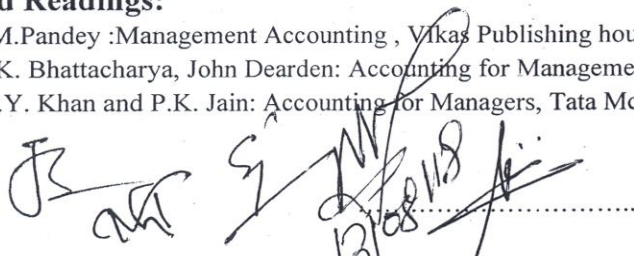
1. Fundamentals of financial accounting: Meaning, Definition, Need & Functions of accounting, users of accounting information, importance and limitations of accounting, Relationship of accounting with other disciplines, Accounting Principles- Concepts and Conventions, An introduction to Accounting Standards and US GAAPs
2. Double entry system of accounting: Concept and definition, Process of Accounting, various stages of DES accounting: Journal, Ledger, Trial Balance, Preparation of Final Accounts, Adjustments in Final A/cs., Preparation of Final a/cs. with adjustments, Numerical Problems
3. Fundamentals of cost accounting: Concept, Need, Elements & Classification of Cost, Advantages, Limitations & Various techniques of Cost Accounting, Installation of Cost Accounting system, Cost Reduction, Cost Control and Cost Management, Components of Total Cost, Preparation of Cost Sheet, Numerical Problems
4. Introduction to management accounting: Introduction to Management Accounting, Balance sheet, Profit/Loss account & related concepts. Need, Importance and Limitations of Management Accounting. Difference between Management, Cost & Financial Accounting.
5. Analysis of financial statements: An overview of Financial Statement Analysis, Objectives, Methods and Importance, Ratio Analysis, Funds Flow Analysis, Cash Flow Analysis, Trend Analysis, Comparative Statement Analysis. Numerical Problems
6. Cost analysis and decision making: Marginal, Absorption and Differential Costing, Break Even Analysis & CVP Analysis. Budget: Meaning, types; Fixed & Flexible Budgets. Preparation of various types of Budgets, viz: Cash Budget, Production Budget, Sales & Revenue Budget Flexible Budget, Standard Costing and Variance Analysis.

Text Readings:

1. Ambrish Gupta : Financial Accounting for Management ,Pearson Education Publication,
2. M.E. Tukaram Rao :Accounting for Managers , New Age Publication.
3. S. P. Gupta: Management Accounting by ,SahityaBhawan Publishing house.
4. M.N.Arora: Accounting for Management, Himalaya Publication
5. Wild .John J., Financial Accounting, Tata Mcgraw Hill
6. Shukla, S.M., Financial Accounting , SahityaBhawan Publisher

Suggested Readings:

1. I.M.Pandey :Management Accounting , Vikas Publishing house Pvt Ltd.
2. S.K. Bhattacharya, John Dearden: Accounting for Management- Text & Cases, South Asia Books.
3. M.Y. Khan and P.K. Jain: Accounting for Managers, Tata Mc Graw -Hill Publication.

Handwritten signatures and dates at the bottom of the page. The signatures are in black ink and appear to be initials or full names. Below the signatures, the date '12/08/18' is written.

TM-106: PRINCIPLES AND PRACTICES OF MANAGEMENT

Course Objectives:

The objective of this course is to help the students gain understanding of the functions and responsibilities of the manager, provide them tools and techniques to be used in the performance of the managerial job, and enable them to analyze and understand the environment of the organization.

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-What is Management, Definition of management, Functions of Management, Principles of Management, Is management Art or Science.
2. Management Thoughts - The Classical School, the Human relation School, the Decision Theory School, The Management Science School, The System Theory School, The Contingency Theory School
3. Planning - The Concept, Nature, Type, Steps and Principles of Planning, Instruments of Planning, Strategies Rules, Procedures, Methods, Standards, Projects and Budgets.
4. Organizing & Directing - Organization Structure, Line, Staff & Lateral Relation, Directing or Actuating. Decision Making: Nature, Theories, Types, Process of Decision Making, Group Decisions.
5. Motivation and Communication Need Concept, theories of Motivation, Process, Strategies for Communication. Leadership- Meaning, Theories & Tasks of Leaders.
6. Coordination & Control Concept, Nature, Types, Methods of Coordination; Management Control, Types, Principles, Techniques of Controlling

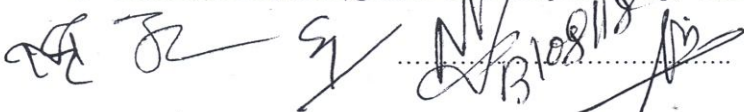
Note: Cases relevant to subject shall be discussed during class room teaching.

Text Readings

1. Kreitner: Management Theory and Applications, Cengage Learning, India,
2. Griffin: Management Principles and Applications, Cengage Learning, India.
3. Harold Koontz, O'Donnell and Heinz Weihrich :Essentials of Management, Tata McGraw Hill Publication.
4. Saxena SC, Principles of Management, Sahitya Bhawan Publisher.
5. Beali. Kamlesh, Management and Entrepreneurship, "Oxford University
6. James F Stoner, Management, PHI Learning Publication.
7. Richard L. Daft: Principles Of Management, Cengage Learning, India
8. Madhushree Nanda Agarwal, Fundamentals of Management, Pearson Education Publication.
9. Robbins Stephen P. Fundamentals of Management, Pearson Education Publication.

Suggested Readings

1. Anil Bhat & Arya Kumar: Principles Processes and Practices, Oxford Higher Education.
2. Satyaraju & Parthasarthy: Management Text and Cases, PHI Learning.
3. J.S. Chandan: Management Theory and Practice. Vikas Publishing House.
4. Kanishka Bedi, :Management and Entrepreneurship, Oxford Higher Education.



TM-107: ORGANIZATION BEHAVIOUR

Course Objectives

Objective of this course is to help students to understand human Behaviour in organizations at cross cultural level so that they improve their managerial effectiveness.

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 Organization Behavior, Definition, Model, Variables, Foundation of Individual Behavior: Biographical characteristics, ability, personality
2. Perception: Definition, Process, Factors affecting perception, Social Perception, Perceptual Barriers. Values: Importance, Source & Types. Attitudes- Source, types and theories of Attitude Formation.
3. Motivation: Definition, Process & Theories of Motivation. Motivation Applied- MBO, OB Mod, Goal Setting & Job Design.
4. Learning: Meaning, Definition, Types, Theories of learning, Reinforcement, Techniques of Reinforcement, Punishment
5. Job Satisfaction: Meaning, Factor Affecting JS & Outcomes of JS. Job Stress: Meaning, Causes, Effect and Coping Strategies.
6. Group Dynamics: Definition, Types, Reason for joining groups, Group Development Process, Types of Group Structure.
7. Power & Policies: Definitions, Social influence and Tactics of SI. Individual Power, Bases of Power
8. Interactive Behavior & conflict:
A: Intra-Individual conflict- Conflict due to frustration, Goal conflict, Role conflict
B: Interpersonal conflict- transactional Analysis, Johari Window
C: Inter-group Behaviour
D: Managing conflict
9. Organization Culture: Definition, Types of culture, Creating & Sustaining culture. Organization Change & Development: Reasons for Change & OD Techniques.

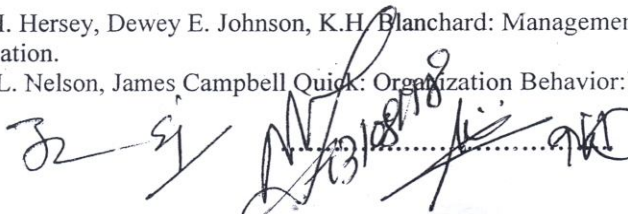
Note: Cases relevant to subject shall be discussed during class room teaching.

Text Readings:

1. David S, Decenzo and Stephen P. Robbins: "Personnel/Human Resource Management", New Delhi, Prentice Hall Publication.
2. Stephen P. Robbins: "Organizational Behaviour: Concepts, Controversies, and Applications", New Delhi* Prentice Hall Publication.
3. Fred Luthans : "Organizational Behaviour", New York, McGraw Hill.
4. Harold Knootz/Donnell and Heinz Wehrich: "Essentials of management", New Delhi, Tata McGraw Hill Publication.
5. R.D. Agrawal "Organization and Management "New Delhi, Tata McGraw Hill Publication.
6. Parikh Margie, Organisatinar Behaviour, Tata Mcgraw Hill

Suggested Readings:

1. Paul H. Hersey, Dewey E. Johnson, K.H. Blanchard: Management of Organization Behavior, PHI Publication.
2. Debra L. Nelson, James Campbell Quick: Organization Behavior: West publishing house.



Handwritten signatures and dates at the bottom of the page, including a date '20/3/18'.