

**DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY
LUCKNOW**



Evaluation Scheme & Syllabus

for

MBA(TOURISM MANAGEMENT) First Year

On

Choice Based Credit System

(Effective from the Session: 2016-17)

MBA (TOURISM MANAGEMENT)

SEMESTER-I

S. No.	Code	Course Title	Subject Area	Credit
1	RMT101	Management Concepts and Applications	General Management	3
2	RMT102	Managerial Economics	General Management	3
3	RMT103	Financial Accounting for Managers	Finance	4
4	RMT104	Business Statistics	General Management	4
5	RMT105	Organisational Behaviour	General Management	3
6	RMT106	Marketing Management	Marketing	4
7	RMT107	Business Communication	General Management	3
8	RMT108	Computer Application & Management Information System	IT	3
	TOTAL			27

SEMESTER-II

S. No.	code	Course Title	Subject Area	Credit
1	RMT201	Business Environment	General Management	3
2	RMT202	Human Resource Management	HRM	3
3	RMT203	Business Research Methods	General Management	3
4	RMT204	Financial Management	Finance	3
5	RMT205	Management Accounting & Control	Finance	3
6	RMT206	Tourism Concept and Impacts	Tourism Management	3
7	RMT207	Tourism Resources	Tourism Management	4
8	RMT208	Travel Agency and tour Operators	Tourism Management	3
9		Comprehaensive Viva		2
	TOTAL			27

Semester I

MANAGEMENT CONCEPTS AND APPLICATION

Course Objectives:

1. The purpose of this course is to expose the student to the basic concepts of management in order to aid the student in understanding how an organization functions, and in understanding the complexity and wide variety of issues managers face in today's business firms.
2. Discuss the various concepts of planning, Decision making and controlling to help solving managerial problems
3. Study and understand management concepts and styles in Global context.
4. Familiarising the students with the contemporary issues in management.

Course Credit: 3

Contact Hours: 36 hours

UNIT-1

Management practices from past to present, Different levels of management, Managerial skills, Roles & Functions, Manager and Business environment. (7 hours)

UNIT-2

Planning- Objective of planning, planning process, Types of planning, Types of plans, Corporate planning, Management by Objective, Decision-making- types, process & techniques, making decision effective. (7 hours)

UNIT-3

Organising & staffing- Meaning of organization, types of organization, Organization structure, Span of management, Line and staff relationship, Departmentation, Delegation-Centralization and decentralization of authority, Meaning of staffing, Recruitment, selection & placement, Training & development. (8 Hours)

UNIT-4

Directing & Controlling- Principle of directing, Essence of coordination, Basic control process, Different control techniques, Management by exception.

UNIT-5

International Perspective: Contemporary issues and international perspective of management. Benchmarking, TQM, 5S. (7 Hours)

Course Outcomes: After completing the course student will be able to understand and explain

1. The concept of management and its managerial perspective.
2. It subject will equip students to map complex managerial aspect arise due to ground realities of an organization.
3. They will Gain knowledge of contemporary issues in Management principles and various approaches to resolve those issues.

Employable Skills	Measuring Tools
Ability to identify and apply the	Exercise

knowledge of subject practically in real life situations	Workshop Quiz Classroom Discussions
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Text Books:

1. L. M. Prasad- Principles and Practices of Management, Sulatn Chand & Sons, 7th edition, 2007.

Reference Books:

9. Koontz Harold & Wehrich Heinz – Essentials of management (Tata Mc Graw Hill, 5th Edition ,2008)
10. Robbins & Coulter - Management (Prentice Hall of India, 9th Edition)
11. Robbins S.P. and Decenzo David A. - Fundamentals of Management: Essential. Concepts and Applications Pearson Education, 6th Edition.
12. Wehrich Heinz and Koontz Harold - Management: A Global and Entrepreneurial Perspective.
13. James F. Stoner, et al, Management, Pearsons Education Delhi, 2008
14. Principles of Management, George R. Terry & S.G. Franklin, AITBS, Delhi.

MANAGERIAL ECONOMICS:

Course Objective:

1. Understand the relative importance of Managerial Economics
2. Know how the application of the principles of managerial economics can aid in achievement of business objectives
3. Understand the modern managerial decision rules and optimization techniques.
4. Be equipped with the tools necessary in analysis of consumer behavior as well as in forecasting product demand
5. Understand and be able to apply latest pricing strategies
6. Understand and analyse the macro environment affecting the business decision making.

Course Credit: 3

Contact Hours: 36 hours

UNIT –I

Basic Concepts and principles: (6 Hrs)

Definition, Nature and Scope of Economics-Micro Economics and Macro Economics. Managerial Economics and its relevance in business decisions. Fundamental Principles of Managerial Economics - Incremental Principle, Marginal Principle, Opportunity Cost Principle, Discounting Principle, Concept of Time Perspective. Equi-Marginal Principle. Utility Analysis. Cardinal Utility and Ordinal Utility.

UNIT –II

Demand and Supply Analysis : (8Hrs)

Theory of Demand. Types of Demand. Determinants of demand , Demand Function ,Demand Schedule , Demand curve , Law of Demand, Exceptions to the law of Demand , Shifts in demand curve , Elasticity of Demand and its measurement. Price Elasticity. Income Elasticity. Arc Elasticity. Cross Elasticity and Advertising Elasticity. Uses of Elasticity of Demand for managerial decision making , Demand forecasting meaning, significance and methods.(numerical Exercises)

Supply Analysis; Law of Supply, Supply Elasticity; Analysis and its uses for managerial decision making.

Price of a Product under demand and supply forces

UNIT –III

Production and cost Analysis: (10Hrs)

Production concepts & analysis; Production function, Types of production function ,Laws of production : Law of diminishing returns , Law of returns to scale.

Cost concept and analysis: Cost , Types of costs, Cost output relationship in the short-run. Cost output relationship in the Long-run.

Estimation of Revenue. Average Revenue, Marginal Revenue

UNIT –IV

Market structures : (8Hrs)

Perfect and Imperfect Market Structures , Perfect Competition, features, determination of price under perfect competition. Monopoly: Feature, pricing under monopoly, Price Discrimination. Monopolistic: Features, pricing under monopolistic competition, product

differentiation. Oligopoly: Features, kinked demand curve, cartels, price leadership. Pricing Strategies; Price determination, full cost pricing, product line pricing, price skimming, penetration pricing

UNIT –V National Income; Concepts and various methods of its measurement, Inflation, types and causes, Business (8Hrs)

Expected Course outcome:

1. This course would provide students with the knowledge , tools and techniques to make effective economic decisions under conditions of risk and uncertainty
2. Micro economic principles would equip the students with tools and principles which are applied for analyzing the ever changing demand and supply conditions
3. The students would be able to apply the basic macroeconomic concepts to analyze the volatility in the business world.

Employable Skills	Measuring tool
Ability to forecast demand	Exercise + Workshop
Ability to analyse various market structures	Exercise + Workshop
Ability to appreciate the role of various monetary policy tools in controlling inflation	Exercise + Workshop

Text Books:

1. Managerial Economics ,D.N.Dwivedi, Vikas Publication, 7th Ed

Reference Book :

2. Managerial Economics, GEETIKA, McGraw-Hill Education 2nd Ed.
3. Managerial Economics: Concepts and Applications (SIE), THOMAS & MAURICE, McGraw-Hill Education, 9th Ed
4. Managerial Economics, H.L Ahuja, S.Chand, 8th Ed
5. Managerial Economics – Theory and Applications, Dr.D.M.Mithani, Himalaya Publications, 7th Ed.

FINANCIAL ACCOUNTING FOR MANAGERS

COURSE OBJECTIVE:

1. To provide a comprehensive treatment of accounting principles, technique and practices.
2. To get the students acquainted with fundamental concepts and processes of accounting so that they are able to appreciate the nature of item presented in the annual accounts of an organization.
3. To have a basic understanding of significant tools and techniques of financial analysis, which are useful in the interpretation of financial statements.
4. To have a brief knowledge about international accounting standards as to have a global competence.

Course Credit: 4

Contact Hours: 40 hours

Unit I (6Hrs)

Meaning and Scope of Accounting : Overview of Accounting, Users of Accounting, Accounting Concepts Conventions, Book keeping and Accounting, Principles of Accounting, Basic Accounting terminologies, Accounting Equation , Overview to Deprecation (straight line and diminishing method) .

Unit II(6Hrs)

Accounting Standards and IFRS : International Accounting Principles and Standards; Matching of Indian Accounting Standards with International Accounting Standards, Human Resource Accounting, Forensic Accounting.

Unit III (10 Hrs)

Mechanics of Accounting : Double entry system of Accounting, Journalizing of transactions; Ledger posting and Trial Balance ,Preparation of final accounts, Profit & Loss Account, Profit & Loss Appropriation account and Balance Sheet, Excel Application to make Balance sheet, Case studies and Workshops.

Unit IV(10 Hrs)

Analysis of financial statement: Ratio Analysis- solvency ratios, Profitability ratios, activity ratios, liquidity ratios, Market capitalization ratios; Common Size Statement; Comparative Balance Sheet and Trend Analysis of manufacturing, Service & banking organizations, Case Study and Workshops in analyzing Balance sheet.

Unit V (8 Hrs)

Funds Flow Statement :Meaning, Concept of Gross and Net Working Capital, Preparation of Schedule of Changes in Working Capital, Preparation of Funds Flow Statement and its analysis; Cash Flow Statement: Various cash and non-cash transactions, flow of cash, difference between cash flow and fund flow, preparation of Cash Flow Statement and its analysis.

Expected Course Outcome:

1. Subject will provide an insight to the concepts and principles for their routine monetary transaction.
2. Prepare financial statements in accordance with Generally Accepted Accounting Principles and its excel application.
3. Employ critical thinking skills to analyze financial data as well as the effects of differing financial accounting methods on the financial statements.
4. Effectively define the needs of the various users of accounting data and demonstrate the ability to communicate such data effectively, as well as the ability to provide knowledgeable recommendations.
5. Recognize circumstances providing for increased exposure to fraud and define preventative internal control measures.

Employable skills

Ability to apply excel techniques for Balance Sheet and Profit and Loss Preparation	Exercise Workshop	+
Ability to analyze balance sheet	Exercise	
Knowledge about Indian and International Accounting Standards	www.icai.org	

SUGGESTED READINGS :

Text Books :

Maheshwari S.N & Maheshwari S K – A text book of Accounting for Management (Vikas, 10th Edition)

Essentials of Financial Accounting (based on IFRS), Bhattacharya (PHI,3rd Ed)
Ramachandran Kakani- Financial Accounting for Management(TMH ,3rd Edition).

1. PC Tulsian- Financial Accounting (Pearson, 2016)
2. Dhamija - Financial Accounting for managers: (Prentice Hall, 2nd Edition).

Reference Books

- Narayanswami - Financial Accounting: A Managerial Perspective (PHI,5th Ed)
- Dhaneshk Khatri- Financial Accounting (TMH,2015)
- Ambrish Gupta - Financial Accounting: A Managerial Perspective (Prentice Hall, 4th Edition)
- Ramchandran & Kakani - Financial Accounting for Management (TMH, 2nd Edition).
- Mukherjee - Financial Accounting for Management (TMH, 2nd Edition).

BUSINESS STATISTICS

Course Objectives

4. To compute and understand the measures of central tendency, symmetrical and asymmetrical distribution, patterns.
5. To understand the time series analysis and to compute index number.
6. Performing Correlation & Compute the equation of simple regression line from a sample data and interpret the slope and the intercept of the equation
7. To understand the probability concepts and perform probability theoretical distributions
8. Use Sampling Theory and Hypothesis Testing concepts & perform various parametric and non parametric tests.

Course Credit: 4

Contact Hours: 40 hours

Unit I (10 Sessions): Descriptive Statistics

Scope, functions and limitations of statistics, Measures of Central tendency – Mean, Median, Mode, Percentiles, Quartiles, Measures of Dispersion – Range, Interquartile range, Mean deviation, Mean Absolute deviation, Standard deviation, Variance, Coefficient of Variation. Measures of shape and relative location; Skewness and Kurtosis; Chebyshev's Theorem.

Unit II (8 Sessions): Time Series & Index Number

Time series analysis: Concept, Additive and Multiplicative models, Components of time series, Trend analysis: Least Square method - Linear and Non- Linear equations, Applications in business decision-making.

Index Numbers:- Meaning , Types of index numbers, uses of index numbers, Construction of Price, Quantity and Volume indices:- Fixed base and Chain base methods.

Unit III (6 Sessions): Correlation & Regression Analysis

Correlation Analysis: Karl Pearson's Coefficient & Rank Method of Correlation and Properties of Correlation.

Regression Analysis: Fitting of a Regression Line and Interpretation of Results, Properties of Regression Coefficients and Relationship between Regression and Correlation.

Unit IV (8 Sessions): Probability Theory & Distribution

Probability: Theory of Probability, Addition and Multiplication Law, Baye's Theorm **Probability Theoretical Distributions:** Concept and application of Binomial; Poisson and Normal distributions.

Unit V (8 Sessions) Inferential statistics

Sampling Theory; Hypothesis Testing: Null and Alternative Hypotheses; Type I and Type II errors; Testing of Hypothesis: Large Sample Tests, Small Sample test, (t, F, Z Test and Chi Square Test)

Course Outcome

1. Students should be able to calculate and interpret measures of central tendency, symmetrical and asymmetrical distribution, patterns.
2. To estimate the time series analysis by least square method and to calculate, understand the significance and usage of index number.
3. To calculate and interpret correlation coefficients & Formulate regression line by identifying dependent and independent variables.
4. Students should understand basic concepts of probability and perform probability theoretical distributions.
5. Understand Sampling Theory and to develop understanding of hypothesis testing concepts & perform various parametric and non parametric tests.

Employable Skills	Measuring Tools
Ability to identify and apply the knowledge of subject practically in real life situations	Exercise Workshop Quiz Classroom Discussions SPSS AND MS EXCEL

Text Book

1. Chandrasekaran & Umavarvathi-Statistics for Managers, 1st edition, PHI Learning
2. G C Beri – Business Statistics, 3rd ed, TATA McGrawHill
3. S P Gupta-Statistical Methods- Sultan chand 28th edition
4. Naval Bajpai- Business Statistics - 2nd edition Pearson

Reference Book

1. Davis , Pecar – Business Statistics using Excel, Oxford
2. Ken Black – Business Statistics, 5th ed., Wiley India
3. Levin and Rubin – statistics for Management, 7th ed., Pearson
4. Lind, Marchal, Wathen – Staistical techniques in business and economics, 13th ed, McGrawHill
5. Newbold, Carlson, Thorne – Statistics for Business and Economics, 6th ed., Pearson
6. S. C.Gupta – Fundamentals of Statistics, Himalaya Publishing
7. Walpole – Probability and Statistics for Scientists and Engineers, 8th ed., Pearson

ORGANIZATIONAL BEHAVIOR

Course Objectives:

- To enhance the understanding of the dynamics of interactions between individual and the organization. –
- To facilitate a clear perspective to diagnose and effectively handle human behavior issues in Organizations. –
- To develop greater insight into their own behavior in interpersonal and group, team, situations.

Course Credit: 3

Contact Hours: 36 hours

Unit I:

(8 Hours)

Introduction to OB: The meaning of OB, Why study organizational behaviour, Fundamentals of individual behaviour. Determinants of Personality, types of personality. Personal effectiveness. Attitudes: Meaning, Types, Components, Theory of attitude formation and attitude change.

Unit II:

(8 Hours)

Foundation of Group Behaviour: Group: Meaning, types, group dynamics, group cohesiveness, Meaning of Interpersonal Behaviour & Interpersonal skills, Transactional Analysis, Johari Window, FIRO – B, MBTI

Unit III:

(8 Hours)

Motivation: Meaning & definition, Traditional theory of Motivation: Maslow's, Herzberg's, Mc Clelland, Contemporary theories of Motivation: Self Determination Theory, Self Efficacy Theory, Vroom's Expectancy Theory, Equity Theory, Reinforcement Theory, OB MOD.

Perception: Meaning, process, principles and errors of perception, managerial & behavioural applications of perception.

Unit IV:

(8 Hours)

Leadership: What is leadership, types of leaders and leadership styles, traits and qualities of effective leader, trait theory, LSM – Leadership Situational Model, Team Building, Tuckman Model of Team Development.

Unit V:

(4 Hours)

Organizational Change: Meaning of organizational change, approaches to managing organizational change, creating a culture for change, implementing the change, Kurt Lewin Model of change.

Employable Skills	Measuring Tools
Ability to identify and apply the knowledge of subject practically in real life situations	Exercise Workshop Quiz Classroom Discussions

Course Outcomes: The degree to which one can make an individual to think beyond self is the real outcome of the course. Upon the successful completion of this course, the student will be able to:

1. Analyse the behaviour of individuals and groups in organisations
2. Assess the potential effects of organisational-level factors (such as structure, culture and change) on organisational behaviour.
3. Critically evaluate the potential effects of important developments in the external environment (such as globalisation and advances in technology) on organisational behaviour.
4. Analyse organisational behavioural issues in the context of organisational behaviour theories,

Text Book

1. Stephen P. Robbins, "Organizational Behaviour", 12th Edition, Prentice Hall

References Books:

1. Fred Luthans, "Organizational Behaviour", 12th Edition, McGraw Hill International Edition
2. Aswathappa K, "Organizational Behaviour (Text, Cases and Games)", Himalaya Publication
3. UdaiPareek, "Organizational Behavior", Oxford University Press

MARKETING MANAGEMENT

Course Objectives:

- Assess market opportunities by analyzing customers, competitors, collaborators, context, and the strengths and weaknesses of a company.
- Understand consumers' requirements and their behaviours.
- Develop effective marketing strategies to achieve organizational objectives.
- Communicate and defend your recommendations and critically examine and build upon the recommendations of your classmates both quantitatively and qualitatively.
- Develop the understanding the current global and digital aspect of marketing.

Course Credit: 4

Contact Hours: 40 hours

Unit 1(8 hours)

Introduction:Nature and scope of marketing, Evolution, Various marketing orientations, Core concepts of marketing, customer value and the value delivery process. Marketing challenges in the globalized economic scenario.

Understanding Consumer Behavior: Buying motives, factors influencing buying behavior, buying habits, stages in consumer buying decision process, types of consumer buying decisions, Businessbuying and Business buying process.

Unit 2 (8 hours)

Market segmentation, Targeting and Positioning:Meaning, Factors influencing segmentation, Market Aggregation, Basis for segmentation, Segmentation of Consumer and Industrial markets.

Targeting: Meaning, Basis for identifying target customers, Target Market Strategies.

Positioning: Meaning, product differentiation strategies, tasks involved in positioning. **Branding:** Concept of Branding, Brand Types, Brand equity, Branding Positioning.

Unit 3 (8 hours)

Product Decisions: Concept, product hierarchy, new product development, diffusion process, Product Life cycle, Product mix strategies and merchandise planning and strategies.

Packaging / Labeling: Packaging as a marketing tool, requirement of good packaging, Role of labeling in packaging

Pricing Decisions: Pricing concepts for establishing value, Pricing strategies-Value based, Cost based, Market based, Competitor based, New product pricing – Price Skimming & Penetration pricing

Unit 4 (8 hours)

Place Decision: Meaning, Purpose, Channel alternatives, Factors affecting channel choice, Channel design and Channel management decisions, Channel conflict, Distribution system, Multilevel Marketing (Network Marketing)

Advertising: Advertising Objectives, Advertising Budget, Advertising Copy, AIDA model, Advertising Agency Decisions, **Public Relation:** Meaning, Objectives, Types, Functions of Public Relations.

Sales Promotion: Sales Promotion Mix, Kinds of promotion, Tools and Techniques of sales promotion, Push-pull strategies of promotion, **Personal selling:** Concept, Features, Functions, Steps/process involved in Personal Selling,

Unit 5 (8 hours)

Direct Marketing: Meaning, Features, Functions, Growth and benefits of direct marketing, different forms, online marketing, and policy issues in Direct Marketing

Global Marketing: current scenario, Global Marketing environment, Entry strategies, Global P's of Marketing.

Expected Course Outcome:

- Explain and discuss the general concepts about marketing management and the marketing process.
- Discuss consumer and buyer behaviour models as they influence customer purchase decision-making.
- Explain the concepts of segmentation, targeting and positioning as part of a comprehensive Marketing plan.
- Develop a set of skills important to successful performance in marketing management positions, including critical thinking, working in a group environment, oral and written presentation skills.
- Explain the prospect of the global market and application of digitalization to reach there.

Employable Skills	Measuring Tools
Ability to identify and apply the knowledge of subject practically in real life situations	Exercise Workshop Quiz Classroom Discussions

TEXT BOOKS:

- 1) Marketing Management 15th Edition - Kotler (**A South Asian Perspective**)15/e, Pearson Education, 2016.
- 2) Marketing Management - Ramaswamy V. S. & Namakumar S, 5/e, McGrawHill Education Publishers, 2015.

REFERENCE BOOKS:

- 1) Marketing: An Introduction - Rosalind Masterson & David Pickton, 2/e, Sage Publications, 2010.
- 2) Marketing Management- Russ Winer, Ravi Bhar 4/e Pearson Education 2015.
- 3) Managing Marketing, Noel Capon, Sidharth Shekar Singh, 4/e Wiley
- 4) Marketing: Lamb, Hair, Mc Daniel, Cengage Learning 2012.
- 5) Marketing Management - Tapan Panda, 5/e, Excel Publication, 2007.
- 6) Fundamentals of Marketing Management - Etzel M. J, B J Walker & William J. Stanton, 14/e, McGrawHill Education Publishers, 2015.
- 7) Marketing: Asian Edition Paul Bainies, Chris Fill Kelly Page third edition, Oxford.

BUSINESS COMMUNICATION

Course Objectives

1: To understand business communication strategies and principles for effective communication in domestic and international business situations.

2: To understand and appropriately apply modes of expression, i.e., descriptive, expositive, narrative, scientific, and self-expressive, in written, visual, and oral communication.

3: To develop the ability to research and write a documented paper and/or to give an oral presentation.

4 : To develop the ability to communicate via electronic mail, Internet, and other technologies for presenting business messages.

5: To understand and apply basic principles of critical thinking, problem solving, and technical proficiency in the development of exposition and argument.

Course Credits 3

Hours 36 Hrs

UNIT 1: (8 hrs)

Introduction: Role of communication – defining and classifying communication – purpose of communication – process of communication – characteristics of successful communication – importance of communication in management – communication structure in organization – communication in crisis - barriers to communication.

Unit 2: (7 hrs)

Oral communication: What is oral Communication – principles of successful oral communication – what is conversation control – reflection and empathy: two sides of effective oral communication – effective listening – non – verbal communication. Written communication: Purpose of writing – clarity in writing – principles of effective writing – approaching the writing process systematically: The 3X3 writing process for business communication: Pre writing – Writing – Revising – Specific writing features – coherence – electronic writing process.

Unit 3: (7 hrs)

Business letters and reports: Introduction to business letters – writing routine and persuasive letters – positive and negative messages- writing memos – what is a report purpose, kinds and objectives of report writing. Presentation skills: What is a presentation – elements of presentation – designing a presentation. Advanced visual support for business presentation types of visual aid

Unit 4: (7 hrs)

Employment communication: Introduction – writing CVs – Group discussions – interview skills Impact of Technological Advancement on Business Communication Communication networks – Intranet – Internet – e mails – SMS – teleconferencing – video conferencing .

Unit 5: (7 hrs)

Group communication: Meetings – Planning meetings – objectives – participants – timing – venue of meetings – leading meetings. Media management – the press release press conference – media interviews Seminars – workshop – conferences. Business etiquettes.

EMPLOYABLE SKILLS

Skill	Measurement tool
Understanding of fundamentals of business communication strategies.	Presentations, Quiz
Apply suitable modes of expression.	Role Play followed by discussion
Compose accurate business documents	Group assignment/ Workshop/ Exercise.
Develop skills to use latest technology used for communication	Group project, presentations
Develop group communication skills.	Role play, Debate, Case study analysis

Course Outcomes

Upon successful completion of this course, the student should be able to:

1. Apply business communication strategies and principles to prepare effective communication for domestic and international business situations.
2. Identify ethical, legal, cultural, and global issues affecting business communication.
3. Utilize analytical and problem solving skills appropriate to business communication.
4. Participate in team activities that lead to the development of collaborative work skills.
5. Select appropriate organizational formats and channels used in developing and presenting business messages.
6. Compose and revise accurate business documents using computer technology.
7. Communicate via electronic mail, Internet, and other technologies.
8. Deliver an effective oral business presentation.

TEXT BOOKS:

1. Bovee & Thill – Business Communication Essentials A Skill – Based Approach to Vital Business English. Pearson.

REFERENCE BOOKS:

1. Bisen & Priya – Business Communication (New Age International Publication)
2. Kalkar, Suryavanshi, Sengupta-Business Communication(Orient Blackswan)
3. Business Communication : Skill, Concepts And Applications – P D Chaturvedi, Mukesh Chaturvedi Pearson Education.
4. Asha Kaul, Business Communication, Prentice Hall of India.

COMPUTER APPLICATIONS AND MANAGEMENT INFORMATION SYSTEM

COURSE OBJECTIVES:

- The course aims to provide knowledge about basic components of a computer and their significance.
- To provide hands on learning of applications of MS Office and Internet in businesses.
- To provide an orientation about the increasing role of management information system in managerial decision making to gain Competitive edge in all aspects of Business.
- To understand various MIS operating in functional areas of an organization.
- To create awareness in upcoming managers, of different types of information systems in an organization so as to enable the use of computer resources efficiently, for effective decision making.

Course Credits 3

Hours 36 Hrs

Unit I (05 hours) Introduction

Hardware: (a) Input devices - keyboard, printing devices, voice speech devices, scanner, MICR, OMR, Bar code reader, digital camera etc. (b) Output devices - Visual Display Unit, printers, plotters (c) Storage Devices – Magnetic storage devices, Optical storage devices, Flash Memory.

Software: Types of software with examples; Introduction to languages, compiler, interpreter and Assembler, Operating System Functions, Types and Classification, Elements of GUI based operating system.

Unit II (06 hours) Communication Technology

Network and Internet: Types of computer networks (LAN, WAN and MAN), Network topologies, EDI. Internet: Netiquettes, Architecture & Functioning of Internet, Basic services over Internet like WWW, FTP, Telnet, Gopher, IP addresses, ISPs, URL, Domain names, Web Browsers, Internet Protocols, Search engines, e-mail.

Unit III (12 hours) Office tools for Business

Use of MS-Office:Word: Paragraph formatting, Page formatting, Header and footer, Bullets and numbering, Finding and replacing text, Mail merge, Macros.

Cell referencing, Ranges.

Excel: Formulae, Functions, Auto sum, Copying formula, Formatting data, creating charts, creating Database, sorting data, filtering.

Power Point: Formatting text on slides, Inserting charts, adding tables, Clipping, Slide animation, Slide shows.

Unit IV (7 hours) Information System Classification

Concept of Data and Information, Operations Support System (OSS), Management Support System (MSS), Transaction Processing System (TPS), Process Control System (PCS), Enterprise

Collaboration System(ECS), Management Information System(MIS), DecisionSupport System (DSS), Executive Information System(EIS).

Artificial Intelligence (AI), Applications of Artificial Intelligence: Neural Networks, Fuzzy Logical Control System, Virtual Reality, Expert System (ES).

Unit V (06 hours) Information Systems for Business

Applications: Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), Security and Ethical Challenges Of IT, Business Ethics, Technology Ethics; Cyber Crime and Privacy Issues, Cyber Laws, IT Act 2000.

EMPLOYABLE SKILLS

Skill	Measurement tool
Understanding fundamentals of computers	Presentations, Quiz
Learning of Skills of MS Word MS Excel	Exercises and Problems
Knowledge of MIS and applications	Group assignment/ Workshop/ Exercise.

Text Book:

Anita Goel- Computer Fundamentals (PEARSON)

Reference Books:

1. Shrivastava-Fundamental of Computer& Information Systems (Wiley Dreamtech)
2. Leon A and Leon M - Introduction to Computers (Vikas, 1st Edition).
3. ITL ESL – Introduction to Information Technology (Pearson, 2nd Edition).
- 4 ITL ESL – Introduction to Computer science (Pearson, 2nd Edition).
5. Introduction to Computers, Norton P. (TATA McGraw Hill)
6. Leon - Fundamentals of Information Technology, (Vikas)

Expected Course Outcomes:

- Have an in-depth knowledge of IT enabled competitive advantage and organizational change.
- Grasp essential of major components of Information technology and various information systems.
- Become familiar in the use of tools such as Excel, Word and power point for modelling and solving Business problems.
- Become familiar about the design and implementation issues related to the development of information systems for Business applications.

Semester II

BUSINESS ENVIRONMENT

Course Objectives:

- The basic objective of the course is to develop understanding and provide knowledge about business environment to the management students.
- To promote basic understanding on the concepts of Business Environment and to enable them to realize the impact of environment on Business.
- To provide knowledge about the Indian and international business environment.

Course Credit: 3

Contact Hours: 36 hours

Unit 1

Introduction- (8Hrs)

Business – Meaning, Definition, Nature & Scope, Types of Business Organizations , Business Environment- Meaning, Characteristics, Scope and Significance, Components of Business Environment.

Introduction to Micro-Environment – Internal Environment: Value system, Mission, Objectives, Organizational Structure, Organizational Resources, Company Image, Brand Equity External Environment: Firm, customers, suppliers, distributors, Competitors, Society, Introduction to Macro Components – Demographic, Natural, Political, Social, Cultural Economic, Technological, International and Legal) Difference between macro and micro environment.

Unit 2

Economic, Political and Legal environment (8Hrs)

Political Institutions- Legislature, Executive, Judiciary, Role of government in Business, Legal framework in India. Economic environment- economic system and economic policies. Concept of Capitalism, Socialism and Mixed Economy , Impact of business on Private sector, Public sector and Joint sector , MRTP and FEMA, Monetary and fiscal policies

Unit 3 (8Hrs)

A) Social and Cultural Environment – Nature, Impact of foreign culture on Business, Traditional Values and its Impact, Social Audit – Meaning and Importance of Corporate Governance and Social Responsibility of Business Business ethics

B) Competitive Environment – Meaning, Michael Porter's Five Forces Analysis, Competitive Strategies

Unit 4 (4 Hrs)

Natural and Technological Environment: Innovation, technological leadership and followership, sources of technological dynamics, impact of technology on globalization, transfer of technology, time

lags in technology introduction, Status of technology in India; Management of technology; Features and Impact of technology.

Unit 5

International Environment – (12Hrs)

International forces in Business Environment, SEZ, EPZ, GATT/ WTO, Globalization – Meaning , Nature and stages of Globalization, features of Globalization, Foreign Market entry strategies, LPG model. MNCs – Definition, meaning, merits, demerits, MNCs in India

Course Outcome : Upon successful completion of this course , the student will be able to:

1. Demonstrate an understanding of the forces that shape the business and economic structure
2. Explain why business ethics is an integral part of every business organization.
3. Understand the business and related factors; and business's dependency on the interactions with different environmental variables.
4. Develop analytical skills and widen the understanding of macro environmental issues by applying the knowledge of macroeconomic policies and their impact on business organization and strategy.

Employable Skills:

Employable Skill	Measurement tool
Entrepreneurial skill	Workshop on business planning
Managerial competitive skill	Assignment on swot analysis
Business acumen	Case studies

Text Books

1. Business Environment: Text and Cases , PAUL, Mc Graw Hill Education , 3rd Ed.
2. Business Environment ---Francis Cherunilam, Himalaya Publishing House

REFERENCE BOOKS:

1. V. Neelamegam – Business Environment (Vrinda Publications , 2nd Edition)
2. Shaikh & Saleem - Business Environment (Pearson, 2nd Edition)
3. International Business Environment—lan Brooks, Jamie Weatherstom and Grahm Wilkinson

HUMAN RESOURCE MANAGEMENT

Course Objectives: In this course the students will learn the basic concepts and frameworks of Human Resource Management (HRM) and understand the role that HRM has to play in effective business administration. It will provide an insight as to how to use Human Resource as a tool to implement strategies.

Course Credit: 3

Contact Hours: 36 hours

UNIT I:

(6 Hours)

Essentials of HRM: Nature of HRM, Scope, functions and importance of HRM, HRM vs.HRD, SHRM: Introduction, characteristics and scope of SHRM, SHRM vs. Conventional HRM, Barriers to strategic HRM, Linking HR strategy with business strategy, HRM linkage with TQM & productivity.

UNIT II:

(8 Hours)

Human Resource Planning and Employee Hiring : Nature of job Analysis, job design, Human Resource Planning, Demand forecasting for manpower planning, HR supply forecasting, factors influencing HRP, Employee hiring- Nature of Recruitment, Sources of recruitment, Employee selection, process of employee selection, recent trends in recruitment.

UNIT III:

(8 Hours)

Employee Training & Development: Nature and importance of Training, methods and types of training, career planning, promotion, transfer, demotion and separation, Performance Appraisal: Meaning and types of appraisal, Job Evaluation: Meaning and methods of job evaluation.

UNIT IV:

(8 Hours)

Compensation Management and Employee Relations: Introduction to compensation management, Components of employee and executive compensation, Factors affecting employee compensation, Employee incentive schemes, and recent trends in compensations management. Meaning and nature of employee relation and industrial relations.

UNIT V: (6 Hours) Employee Safety/ Health and International Human Resource Management:

Basics of

ethics and fair treatment at work, measures and policies for employee safety at work, basic principles governing International Human Resource Management and the role of culture.

Course Outcomes: After the successful completion of the course the students will be in a position to address the challenges of organizational management through and with human resources. In addition it will help in:

1. synthesize the role of human resources management as it supports the success of the organization including the effective development of human capital as an agent for organizational change.
2. demonstrate knowledge of laws that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization.
3. understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness.
4. show evidence of the ability to analyze, manage and problem solve to deal with the challenges and complexities of the practice of collective bargaining.
5. demonstrate knowledge of practical application of training and employee development as it impacts organizational strategy and competitive advantage.

Employable Skills	Measuring Tools
Ability to identify and apply the knowledge of subject practically in real corporate situations	Exercise Workshop Quiz Classroom Discussions

Text Books

1. V.S.P.Rao, Human Resource Management (Text and Cases) Himalaya Publications, Thirtieth Edition.

References: Books:

1. Durai Praveen, Human Resource Management Pearson Publication, 2nd Edition.
2. Gary Dessler and BijuVarkkeyH uman Resource Management, Person Publication, 2013, 14th Edition.
3. Seema Sanghi, Human Resource Management, Vikas Publications, 2014, 5th Edition.
4. K. Aswathappa, Human Resource Management, McGraw Hill Education, 2013, 7th Edition.

BUSINESS RESEARCH METHODS

Course Objectives:

- To acquire skills to locate problem areas in organisational settings, and plan, organise, design, and conduct research to help solve the identified problems;
- To facilitate students in making their own research study.
- To make reader Understand and practice a good standard questionnaire.
- To learn use of statistical analysis in packages available in the market.
- To familiarize research reports; and develop skills and knowledge to prepare research reported in academic and business.

Course Credit: 4

Contact Hours: 40 hours

Unit 1

Research: – Definition, Meaning, Importance types and Qualities of Research; Research applications in functional areas of Business, Emerging trends in Business research. Research & the Scientific Method: Characteristics of scientific method. Steps in Research Process

Concept of Scientific Enquiry: – Formulation of Research Problem – Management Question
– research Question – Investigation Question

Research Proposal – Elements of a Research Proposal, Drafting a Research Proposal, evaluating a research proposal.

Unit 2

Research design: Concept, Features of a good research design, Use of a good research design; Qualitative and Quantitative research approaches, Comparison – Pros and Cons of both approaches.

Exploratory Research Design: Concept, Types: Qualitative techniques – Projective Techniques, Depth Interview, Experience Survey, Focus Groups, Observation.

Descriptive Research Designs: Concept, types and uses. Concept of Cross-sectional and Longitudinal Research

Experimental Design: Concept of Cause, Causal relationships, Concept of Independent & Dependent variables, concomitant variable, extraneous variable, Treatment, Control group.

Unit 3

Scaling & measurement techniques: Concept of Measurement: Need of Measurement; Problems in measurement in management research – Validity and Reliability. Levels of measurement – Nominal, Ordinal, Interval, Ratio.

Attitude Scaling Techniques: Concept of Scale – Rating Scales viz. Likert Scales, Semantic Differential Scales, Constant Sum Scales, Graphic Rating Scales – Ranking Scales – Paired comparison & Forced Ranking – Concept and Application.

Unit 4

Sampling: Basic Concepts: Defining the Universe, Concepts of Statistical Population, Sample, Characteristics of a good sample. Sampling Frame (practical approach for determining the sample frame expected), Sampling errors, Non Sampling errors, Methods to reduce the errors, Sample Size constraints, Non Response.

Probability Sample: Simple Random Sample, Systematic Sample, Stratified Random Sample, Area Sampling & Cluster Sampling.

Non Probability Sample: Judgment Sampling, Convenience Sampling, Purposive Sampling, Quota Sampling & Snowballing Sampling methods. Determining size of the sample – Practical considerations in sampling and sample size, sample size determination.

Unit 5

Data Analysis: Types of data and various method of collection, Editing, Coding, Tabular representation of data, frequency tables, Construction of frequency distributions, Graphical Representation of Data: Appropriate Usage of Bar charts, Pie charts, Histogram, Leaf and stem, Candle stick, Box plots.

Hypothesis: Qualities of a good Hypothesis –Framing Null Hypothesis & Alternative Hypothesis. Concept of Hypothesis Testing – Logic & Importance.

Test of Significance: Small sample tests: t (Mean, proportion) and F tests, Z test, on-parametric tests: Binomial test of proportion, Analysis of Variance: One way and two-way Classifications, Interpretation of the given data and scenario analysis is expected for appropriate managerial decision inferences to be drawn.

Expected Course Outcome:

- Reader can clearly differentiate Research and management problem.
- Students can have confident in making their own research proposal.
- Students would have a strong knowledge in preparing well structured questionnaire in all respect.
- Students would have not only theoretical/conceptual but also the knowledge in working with data selection.
- Reader would get the skill and understanding the Interpretation of managerial decision inferences.

Employable Skills	Measuring Tools
Ability to identify and apply the knowledge of subject practically in real life situations	Exercise Workshop Quiz Classroom Discussions

TEXT BOOKS:

- 1) Business Research Methods, Naval Bajpai, Pearson Education
- 2) Research Methodology, C R Kothari, New Age International.

REFERENCE BOOKS:

- 1) Methodology of Research in Social Sciences, Krishnaswamy O R, Himalaya Publishers.
- 2) Marketing Research, Paneer selvam, PHI, 2004
- 3) Research Methods for Business and Social Science, John Adams, Hafiz T A Khan, Robert Raeside , Sage Pubs, Second Edition.
- 4) Management Research Methods, Phyllis Tharenou, Ross Donohue, Brian Cooper, Monash University, Victoria, November 2007.
- 5) Research Methodology, Deepak Chawla, Neena Sondhi, Vikas Publication
- 6) Business Research Methods by Donald Cooper & Pamela Schindler, TMGH, 9th Edition.
- 7) Business Research Methods by Alan Bryman & Emma Bell, Oxford University Press, 2nd Edition.

FINANCIAL MANAGEMENT

Course Objective

- To gain an understanding on the use of basic business financial management concepts and tools of analysis such as valuation.
- To gain an insight into various types of financing available to a firm.
- To have an understanding of various factors considered in designing the capital structure.
- To acquaint the students about key areas related to investment and Working Capital Management.
- To gain an insight into various techniques of dividend and retention ratio.

Course Credit: 4

Contact Hours: 40 hours

Unit I (6 Hrs)

Concept of Finance : Finance & its scope Financial Decisions, Sources of Finance Time Value of Money ,Profit maximization vs. Wealth maximization, Functions of Finance Manager in Modern Age, Indian Financial System : Primary and Secondary Market, Concept of Risk and Return , CAPM Model.

Unit II (10 Hrs)

Investment Decision : Concept of Opportunity Cost, Cost of Debenture, Preference and Equity capital, Composite Cost of Capital ,Cash Flows as Profit and components of Cash Flows , Capital Budgeting Decisions, Calculation of NPV and IRR, Excel Application in Analyzing Projects.

Unit III(10 Hrs)

Financial Decision :Capital Structure, Relevance and Irrelevancy theory ,Leverage analysis – financial, operating and combined leverage along with its implications, EBIT EPS Analysis, Point of Indifference .

Unit IV (10 Hrs)

Dividend Relevance: Factors affecting Dividend Policy, Forms of Dividends , Types of Dividend Policies , Dividend Models :Walter and Gordon Model, Miller- Modigliani(MM) Hypothesis .

Unit V (4 Hrs)

Working Capital Management: Concepts of Working Capital and its types, Determinants of Working Capital, Adequate Working Capital, Working Capital Financing

Course Outcome : After reading this course students will be able to reach the following outcomes:

1. Apply techniques to project financial statements for forecasting long-term financial needs.
2. Explain the role of short-term financial management, and the key strategies and techniques used to manage cash, marketable securities, accounts receivable and inventory.
3. Apply future value and present value concepts to single sums, mixed streams, and annuities.
4. Identify relevant cash flows for capital budgeting projects and apply various methods to analyze projects.
5. Apply techniques for estimating the cost of each component of the cost of capital and understand how to assemble this information into a cost of capital and Capital structure.
6. Explain the concept of leverage and the benefits and costs associated with debt financing.
7. Apply techniques of dividend and retention ratio.

Employable skills

Understanding of financial theory to enable students to enhance corporate financing decisions	Case Study
Understanding major techniques used in long term corporate investment management	Excel Analysis
Basic insight about schemes , interest rates of various sources of finance	www.bankrate.com + Newspaper

Text Books :

- 1) Khan and Jain - Financial Management (Tata McGraw Hill, 7th Ed.)
- 2) Pandey I M - Financial Management (Vikas, 11th Ed.)

Reference Books :

- 1.) Ravi.M Kishore – Financial Management (Taxman ,7th Ed)
- 2.) Fundamentals to Financial Management , Brigham & Houston, 14/e ,Cengage Learning
- 3.) Van Horne - Financial Management and Policy (Prentice hall, 2003, 12th Ed.) 4.) Horne
- 4) Wachowicz- Fundamentals of Financial Management (Pearson,13th Ed)
- 6) William HakkaBettner Carcello- Financial and Management Accounting(TM-16th Ed.)
- 7) Sheeba kapil-Fundamental of financial management (Wiley,2015)
- 5) Bark Demazo Thampy- Financial Management (Pearson,2nd Ed.)

MANAGEMENT ACCOUNTING AND CONTROL

Course Objectives:

- To have a basic understanding of various types of costs and their relevance in decision making
- To have an understanding of Marginal Costing Technique and its application in decision making
- To gain an insight into the concept of breakeven point and its applications
- To understand the concept of Variance and calculate various types of variances
- To apply the technique of budgeting in preparation of various types of budgets

Course Credit: 3

Contact Hours: 36 hours

UNIT I

Introduction : Nature and scope of cost Accounting and Management Accounting , Cost Accounting VS Management Accounting vs Financial Accounting and their interrelationships , Advantages and limitations of cost accounting , types of cost , Elements of cost - Materials, Labour and overheads, Role of Cost in decision making preparation of cost sheet, Reconciliation of Cost and Financial Accounting. (8Hrs)

UNIT II

Marginal Costing : Concept of Marginal cost ,Product and period costs, Marginal costing, Absorption Costing, Marginal Costing versus Absorption Costing, Income statement under Absorption and Marginal Costing , Applications of Marginal Costing, (4Hrs)

Cost-Volume-Profit Analysis : Concept of contribution and P/V Ratio, CVP Analysis, Break even analysis, Methods of Break Even Analysis, Graphic presentation of Break Even Analysis , Margin of safety, Multi product situations , Sales mix and Break Even Point (4Hrs)

UNIT III

Budgetary Control : Concept of Budget, Budgeting and Budgetary Control, Objectives , advantages and limitations of budgetary control, essentials of effective budgeting , Types of Budget, Static and Flexible Budgeting, Preparation of Cash Budget, Sales Budget, Production Budget, Materials Budget, Capital Expenditure Budget and Master Budget, Zero Base Budgeting (10Hrs)

UNIT IV

Standard Costing and Variance Analysis: Concept of standard costs, establishing various cost standards, Concept of standard costing , Advantages and limitations of standard costing , Standard costing vs budgetary control , Variance Analysis : calculation of Material Variance, Labour Variance, and Overhead Variance, and its applications and implications. (10Hrs)

UNIT V

Neo Concepts : Responsibility Accounting : Concept and various approaches to Responsibility

Accounting, Types of responsibility centres , Measuring divisional

performance , Transfer Pricing : concept & importance , Method of transfer pricing , Activity Based Costing, Target Costing & Life Cycle Costing (4Hrs)

Expected Course outcome:

- Demonstrate an understanding of the context within which Management Accounting is used for planning and control purposes.
- Appreciate how budgets and variances are used to control and measure performance.
- Understand the use of various costing systems and techniques
- Measure and analyse performance using appropriate variances.
- Prepare cost estimates using appropriate assumptions.
- Appreciate the impact on management information of using different costing systems and techniques.

Employable Skills	Measuring tool
Ability to Prepare budget	Exercise + Workshop
Ability to analyse cost variance	Exercise + Workshop
Ability to apply CVP analysis for different decisions	Exercise + Workshop

Text Books

- Management Accounting: Text Problems and Cases, KHAN and Jain, McGraw-Hill Education 6th Edition
- Modern Cost And Management Accounting, HANIF, McGraw-Hill Education , 1st edition
- Cost and Management Accounting, M.N.Arora, Himalaya publishing house 3rd edition
- Management Accounting, Pandey IM , Vikas Publication, 3rd edition
- Introduction to Management Accounting, Horngren et al, Prentice Hall
- Managerial Accounting, Paresh Shah, Oxford , 2nd ed.

TOURISM CONCEPTS & IMPACTS

Course Objective and Outcome: This will be an introductory module giving the basis of tourism studies. This will give an overview of tourism industry and various organizations.

Unit – I

Introduction: What is Tourism? Definitions and Concepts, tourist destination, services and industry, definition and historical development, Past to 2nd world war, recent and current 1945–2002, Future from 2002 onwards. General Tourism Trends. Types of Tourists, Visitor, Traveller, and Excursionist–Definition and differentiation. Tourism, recreation and leisure, their inter–relationships.

Unit – II

Tourism Products & Attraction: Nature, Characteristics and Components of Tourism Industry. Why it is different from other types of consumer product? Elements and characteristics of tourism products. Tourism product production system, Tourism Product Life Cycle, typology of tourism products.

Unit –III

Types and Forms of Tourism: Inter–regional and intra–regional tourism, inbound and outbound tourism, domestic, international tourism. Forms of Tourism: religious, historical, social, adventure, health, business, conferences, conventions, incentives, sports and adventure, senior tourism, special interest tourism like culture or nature oriented, ethnic or „roots“ tourism and VFR.

Unit – IV

Tourist Transportation: Air transportation: The airline industry presents policies, practices. Functioning of Indian carriers. Air Corporation Act, Air charters.

Surface Transport: Rent-a-car Scheme and Coach-Bus Tour, Fare Calculation. Transport & Insurance documents, All-India Permits

Rail Transport: Major Railway Systems of World, (Euro Rail and Amtrak) General information about Indian Railways, Types of rail tours in India:, Place-on-Wheels and Royal Orient, Deccan Odessy, Toy Trains. Indrail Pass.

Water Transport: Historical past, cruise ships, ferries, hovercrafts, river and canal boats, Fly-cruise.

Unit – V

A study of International Tourism Organizations: Origin, location and functions of WTO, IATA, PATA, ASTA, UFTAA, and ICAO.

Suggested Readings:

5. Mill and Morrison, (1992), The Tourism System: An Introductory Text, Prentice Hall.
6. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
7. Burkart and Medlik, (1981), Tourism: Past, Present and Future, Heinemann, ELBS.
8. Mill, R.C., (1990), Tourism: The International Business, Prentice Hall, New Jersey.
9. Bhatia, A.K., - International Tourism
10. Seth, P.N., (1999) Successful Tourism Management (Vol 1 &2)

TOURISM RESOURCES

Course Objective and Outcome: The module gives information of countries tourist places of national and international importance and it helps students to know the background elements of tourism resources.

Unit – I

Natural Resources: Wildlife Sanctuaries, National Parks and Natural Reserves in India (Jim Corbett Tiger Reserve, Bharatpur Bird Sanctuary, Valley of Flowers, Kanha, Kaziranga, Sasan Gir, Dachigam, Ranthambhore and Keoladeo Ghana) Hill Stations: Study of Hill Station attractions and their environs with case studies of Mussoorie, Nainital, Munnar and Ooty. Beaches and Islands: Beaches in Goa, Kerala, Orissa. Andaman Nicobar & Lakshadweep islands.

Unit –II

Popular Tourist Resources- Delhi, Agra, Jaipur, Khajuraho, Varanasi, Mumbai, Kolkata, Chennai, Bangalore, Hyderabad, Mahabalipuram, Madurai, Tanjore, Hampi, Ellora, Elephanta, Konark and Fatehpur Sikri. Monuments- Qutub Minar, Atala Mosque (Jaunpur), Kirtistambha (Chittor), Sher Shah Suri's Tomb, Sikandara, Red Fort (Delhi), Taj Mahal, Golden Temple (Amritsar), Hawa Mahal (Jaipur), Bara Imambara (Lucknow).

Unit-III

Pilgrimage Destinations: Hindu- Charo Dham Yatra, Jyotirlinga Yatra, Devi Yatra Vindhya (U.P.) Kamakhya (Assam), Vaishnavadevi, Kashi, Prayag, Gaya, Ayodhya, Mathura–Vrindavana, Allahabad, Ujjain, Haridwar, Nasik, Gangasagar. **Buddhist:** Lumbini, Bodhgaya, Sarnath, Kushinagar, Sharavasti, Sankisa, Vaishali, Rajgriha, Kapilvastu, Nalanda, Sanchi, Ajanta. **Jain:** Kashi, Pavapuri, Shatrunjaya, Girnar, Mt. Abu, Sharavanbelgola, Palitana. **Muslim:** Ajmer Sharif, Nizamuddin (Delhi), Fatehpur Sikri, and some important Mazars. **Sikh:** Patna, Nanded, Guru-ka-Tal (Agra), Amritsar. **Saint:** Kabir, Tulasi, Raidas, Sankaracharya.

Unit – IV

Fairs and Festivals: Kumbha, Pushkar, Sonapur, Dadari, Tarnetar, Chhatha, Pongal/Makar-Sankranti, Baishakhi, Meenakshi Kalyanam, Holi, Gangaur, Onam, Durga Puja, Ramalila, Diwali, Kartik Purnima (Dev Deepawali, Guru Parb), Dashahara (Kullu), Rathayatra, Nag Nathaiya (Varanasi), Bhrawafat, Id-ul-Fitr, Easter, Christmas, Carnival (Goa), Burhawa Mangal (Varanasi), Ganga Mahotsava, Taj Mahotsava, Khajuraho Mahotsava and Desert Festival.

Unit – V

Handicrafts and Handlooms, History of Dance Styles and main Gharanas of North Indian Music. History of Drama in India and its present scenario.

Suggested Readings:

4. Gupta, SP, Lal, K, Bhattacharya, M. Cultural Tourism in India (DK Print 2002)
5. Dixit, M and Sheela, C. Tourism Products (New Royal Book, 2001)
6. Oki Morihiko, Fairs and Festivals, World Friendship Association, Tokyo, 1988.
7. Mitra, Devla, Buddhist Architecture, Calcutta.
8. Michell, George, Monuments of India, Vol. 1. London.
9. Davies, Philip, Monuments of India, Vol. II., London.
10. Brown Percy, Indian Architecture (Buddhist and Hindu), Bombay.
11. Brown Percy, Indian Architecture (Islamic period), Bombay.

15. Hawkins. R.E., Encyclopaedia of Indian Natural History.
16. Vatsayana, Kapila, Indian Classical Dance, New Delhi.
17. Swami, Prayaganand, History of Indian Music.
18. Jain, Jyotindra & Arti, Aggrawala : National Handicrafts and Handlooms Museum.
19. Mode. H. & Chandra.S. : Indian Folk Art, Bombay.
20. Mehta. R. J. : Handicrafts & Industrial Arts of India, New York.
21. Grewal, Bikram (ed) : Indian Wildlife.

TRAVEL AGENCY AND TOUR OPERATORS

Course Objective and Outcome: The students will understand the conceptual meaning and differentiation between Travel agency and Tour operation. Further they will understand formalities and documentation needed to set up these units.

Unit – I

Travel formalities: Travel Formalities: Passport, Visa, Health requirements, taxes, customs, currency, travel insurance, baggage and airport information. Travel Agency and Tour Operation Business: History, Growth, and present status of Travel Agency. Definition of Travel Agency and differentiation between Travel Agency and Tour Operation business. Travel Agency and Tour Operators: Linkages and arrangements with hotels, airlines and transport agencies and other segments of tourism sector.

Unit – II

Approval of Travel Agents and Tour Operators: Approval by Department of Tourism, Government of India. IATA rules and regulations for approval of a travel agency, Approval by Airlines and Railways.

Study of various Fiscal and Non – Fiscal incentives available to Travel agencies and Tour Operations business.

Unit–III

Functions of a Travel Agent: Understanding the functions of a travel agency - travel information and counselling to the tourists, Itinerary preparation, reservation, ticketing, preparation and marketing of Tour packages, handling business/corporate clients including conference and conventions. Sources of income: Commission, Service Charges. Travel Terminology: Current and popular travel trade abbreviations and other terms used in preparing itineraries.

Unit–IV

Functions of a Tour Operator: Market research and tour package formulation, assembling, processing and disseminating information on destinations, Liaisoning with principles, preparation of Itineraries, tour operation and post tour Management. Sources of income for tour operation.

Unit–V

Public and Private sector in Travel Agency Business and Tour Operation Business: Organisational Structure and various Departments of a Travel Agency. Case study of ITDC. Case study of SITA, Cox & Kings, TCI and Thomas Cook.

The Indian Travel Agents and Tour Operators – an overview. National Trade Associations: IATO and TAAI.

Suggested Reading:

2. Holloway, J.C., (1983), The Business of Tourism, McDonald and Evans, Plymouth.
3. Syrratt Gwenda, (1995). Manual of Travel Agency Practice, Butterworth Heinmann, London
4. Stevens Laurence, (1990). Guide to Starting and Operating Successful Travel Agency, Delmar Publishers Inc., New York.
5. Chand, Mohinder, Travel Agency Management, Anmol Publication
6. Seth, P. N., (1992), Successful Tourism Management Vol. 1 & 2, Sterling Publications, Delhi
7. Foster, Douglas (1983), Travel and Tourism Management, McMillan, London