

UTTAR PRADESH TECHNICAL UNIVERSITY LUCKNOW



SYLLABUS

Master of Business Administration In Tourism Management

(Effective from Session 2014-2015)

STUDY AND EVALUATION SCHEME

COURSE: MBA (Tourism Management) Effective from Session 2014-2015 Year 1 Semester 1

S.N.	Course Code	Subject	EVALUATION SCHEME				
			SESSIONAL EXAMS			ESE	Total
			CT	TA	Total		
1.	MBTM 011	Managing Organization	30	20	50	100	150
2.	MBTM 012	Managerial Economics	30	20	50	100	150
3.	MBTM 013	Business Accounting	30	20	50	100	150
4.	MBTM 014	Business Environment	30	20	50	100	150
5	MBTM 015	Business Statistics	30	20	50	100	150
6.	MBTM 016	Marketing Management	30	20	50	100	150
7.	MBTM 017	Communication for Management	30	20	50	100	150
8.	MBTM 018	Fundamentals of Computer & Information System	30	20	50	100	150
		Total					1200

STUDY AND EVALUATION SCHEME

COURSE: MBA (Tourism Management) Effective from Session 2014-2015 Year 1 Semester II

S.N.	Course Code	Subject	EVALUATION SCHEME				
			SESSIONAL EXAMS			ESE	Total
			CT	TA	Total		
1.	MBTM 021	Managing Human Resources	30	20	50	100	150
2.	MBTM 022	Business Laws	30	20	50	100	150
3.	MBTM 023	Customer Relationship Management	30	20	50	100	150
4.	MBTM 024	Tourism Concepts & Impacts	30	20	50	100	150
5.	MBTM 025	Tourism Resources	30	20	50	100	150
6.	MBTM 026	Cost & Management Accounting	30	20	50	100	150
7.	MBTM 027	Travel Agency & Tour Operations	30	20	50	100	150
8.	MBTM 028	Research Methodology	30	20	50	100	150
9.	MBTM 029	Comprehensive Viva (CV)					100
		Total					1300

STUDY AND EVALUATION SCHEME

COURSE: MBA (Tourism Management) Effective from Session 2014-2015 Year II Semester III

S.N.	Course Code	Subject	EVALUATION SCHEME				
			SESSIONAL EXAMS			ESE	Total
			CT	TA	Total		
1.	MBTM 031	Entrepreneurship Development	30	20	50	100	150
2.	MBTM 032	Tourism Behaviour – Theory & Practice	30	20	50	100	150
3.	MBTM 033	Tour Guiding And Interpretation	30	20	50	100	150
4.	MBTM 034	Project Management	30	20	50	100	150
5.	MBTM 036	Tourism Policy, Planning & Development	30	20	50	100	150
6.	MBTM 037	Geography & International Tourism	30	20	50	100	150
7.	MBTM 038	Management of Tour Packages	30	20	50	100	150
8.	MBTM 039	Tourist Transport Management	30	20	50	100	150
9.	MBTM 035	Summer Training Project Report					150
10.	AUC-001/ AUC-002	<i>** Human Value & Professional Ethics/ Cyber Security</i>	15	10	25	50	75
		Total					1350

STUDY AND EVALUATION SCHEME

COURSE: MBA (Tourism Management) Effective from Session 2014-2015 Year II Semester IV

S.N.	Course Code	Subject	EVALUATION SCHEME				
			SESSIONAL EXAMS			ESE	Total
			CT	TA	Total		
1.	MBTM 041	Strategic Management	30	20	50	100	150
2.	MBTM 042	Itinerary Planning & Costing	30	20	50	100	150
3.	MBTM 043	Hospitality & Tourism Management	30	20	50	100	150
4.	MBTM 044	Cargo Management	30	20	50	100	150
5.	MBTM 047	Emerging Trends in Tourism	30	20	50	100	150
6.	MBTM 048	Foreign Language	30	20	50	100	150
7.	MBTM 045	Research Project Report	30	20	50	100	150
8.	MBTM 046	Comprehensive Viva (CV)					100
	AUC-002/ AUC-001	<i>** Cyber Security / Human Value & Professional Ethics</i>	15	10	25	50	75
		Total					1150
		Grand Total (Sem. 1 to 4)					5000

**MASTER OF BUSINESS ADMINISTRATION (Tourism Management)
SEMESTER-I**

MBTM 011: MANAGING ORGANIZATION

Course Objective: To familiarize the students with the basic concepts and principles of management. The Students should clearly understand the definitions of different areas of management. This course will facilitate students to understand and describe specific theories related to perception, motivation, leadership, job design, And organizational change. Also this will help the student to demonstrate effective teamwork behavior by Learning the concept of group dynamics and conflict management. The course will help them evaluate methods of Motivating and rewarding individuals & group and integrate individual, group, and organizational level concepts.

UNIT I (9 sessions)

Evolution of Management Thought : Scientific Management, Classical Organization Theory School, Management Science School, Behavioral School, Systems Approach and Contingency Approach.

Concept of Management: Definition, Need, Concept and Nature of Management, Skills & Management Levels, Managing in Present Competitive Environment.

UNIT II (8 sessions)

Process of Management: Planning; Organizing- departmentalization, Line and Staff relationship; Directing; Coordinating & Controlling; Decision Making; Authority and Responsibility.

UNIT III (8 sessions)

Elements of Human Behavior at Work: Definition, Concept, Need, Importance and Foundations of Organizational Behavior, Personality, Perceptual Processes, Management and Behavioral applications of Personality, and Perception.

UNIT IV (6 sessions)

Psychological Variables and Communication Technology: Learning; Values and Attitudes; Motivation; Management and Behavioral Applications of Attitude and Motivation on Performance.

UNIT V (9 Sessions)

Leadership : Style and Functions of Leader, Transformational -Transactional, Charismatic-Visionary Leadership, Likert's Four Systems of Leadership and Managerial Grid.

Organisational Conflict: Concept, classification, process and conflict resolution strategies; **Organisational Culture:** Concept, Process and Implications of Organisational Culture; **Organisational Change:** Concept, Nature, Kurt Lewin Theory of Change, Implementing Change, Managing Resistance to Change.

SUGGESTED READING:

1. VSP RAO-Managing Organization (EXCEL 1 EDITION)
2. Chaturvedi& Saxena -Managing Organization (Himalaya Publication)
3. Stoner, Freeman & Gilbert Jr - Management (Prentice Hall of India, 6th Edition)
- 4 Robbins-Organization Behavior -15 e Prentice hall
5. Koontz Harold & Weihrich Heinz – Essentials of management (Tata Mc Graw Hill, 5th Edition 2008)
6. Newstrom John W. - Organizational Behaviour: Human Behaviour at Work (Tata Mc Graw Hill,12thEdition)
7. Luthans Fred - Organizational Behaviour (Tata Mc Graw Hill,10th edition)
8. Mc Shane L. Steven, Glinow Mary Ann Von & Sharma Radha R. - Organizational Behaviour (Tata McGraw Hill, 4th Edition)

MBTM 012:MANAGERIAL ECONOMICS

COURSE OBJECTIVE

The basic objective of this course is to make the students aware of the various economic issues that they are expected to face as managers at the corporate level and to equip them with the tools and techniques of economic analysis for improving their decision-making skills.

UNIT-I (6 Sessions)

Introduction to Economics; Nature and Scope of Management Economics, Significance in decision-making and fundamental concepts. Objectives of a firm. Gap between theory and practice and role of managerial economist.

UNIT-II (8 Sessions)

Demand Analysis; Law of Demand, Exceptions to the law of Demand, Determinants of Demand. Elasticity of Demand- Price, Income, Cross and Advertising Elasticity; Uses of Elasticity of Demand for managerial decision making, measurement of Elasticity of Demand. Demand forecasting meaning, significance and methods.

UNIT-III (10 Sessions)

Supply Analysis; Law of Supply, Supply Elasticity; Analysis and its uses for managerial decision making. Production concepts & analysis; Production function, single variable-law of variable proportion, two variable-Law of returns to scale. Cost concept and analysis, short-run and long-run cost curves and its managerial use.

UNIT-IV (12 Sessions)

Market Equilibrium and Average Revenue Concept. Market Structure: 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 (6 Sessions)

National Income; Concepts and various methods of its measurement, Inflation, types and causes, Business Cycle, Profit concept and major theories of profits; Dynamic Surplus theory, Risk & Uncertainty bearing theory and Innovation theory.

Suggested Readings:

1. Dwivedi D.N. - Managerial Economics (Vikas Publication, 7th Edition)
2. Petersen/jain Managerial economics-4e (Prentice hall)
3. Raj Kumar-Managerial Economics(UDH PUBLISHERS, 2013 edition)
4. Damodaran Suma – Managerial Economics (Oxford 2006)
5. Atmanand- Managerial Economics (Excel Books)
6. Keats- Managerial economics-6e (Prentice hall)
7. Vanita Agarawal-Managerial Economics-Pearson
8. M.L. Jhingan & J.K. Stephan - Managerial Economics (Vrinda Publications 2nd Edition)
9. Singh- ManagerialEconomics (Wiley Dreamtech)
10. Hirschey Mark – Economics for Managers (Thomson, India Edition, 2007)

MBTM 013: BUSINESS ACCOUNTING

COURSE OBJECTIVE:

The main objective of this course is to acquaint the students 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 organisation. Further, it aims at familiarizing the student with those significant tools and techniques of financial analysis, which are useful in the interpretation of financial statements. These tools and techniques form an important part of management planning and control systems. Thus, the course does not intend to make the students expert accountant.

Unit I (6 Sessions)

Overview: Accounting concepts, conventions and principles; Accounting Equation, International Accounting principles and standards; Objectives of Accounting ,Matching of Indian Accounting Standards with International Accounting Standards.

Unit II (10 Sessions)

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, Policies related with depreciation, inventory and intangible assets like copyright, trademark, patents and goodwill

Unit III(8 Sessions)

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.

Unit IV (8 Sessions)

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;

Unit V (8 Sessions)

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.

SUGGESTED READINGS

- 1) Maheshwari S.N & Maheshwari S K – A text book of Accounting for Management (Vikas, 10th Edition)
- 2) Ambrish Gupta - Financial Accounting: A Managerial Perspective (Prentice Hall, 4th Edition)
- 3) Narayanswami - Financial Accounting: A Managerial Perspective (PHI, 2nd Edition).
- 4) Mukherjee - Financial Accounting for Management (TMH, 1st Edition).
- 5) Banerjee-Financial Accounting(Excel Books)
- 6) Dhamija - Financial Accounting for managers: (Prentice Hall).
- 7) Ramchandran & Kakani - Financial Accounting for Management (TMH, 2nd Edition)

MBTM 014: BUSINESS ENVIRONMENT

COURSE OBJECTIVE:

The present course aims at familiarizing the participants with various aspects of economic, social, political and cultural environment of India. This will help them in gaining a deeper understanding of the environmental factors influencing Indian business organizations.

UNIT- I (6 Sessions)

Business Environment-Meaning, Importance, Environmental Factors, Recent Political Environment, Recent Economic and Financial Environment, Planning In India-Planning Commission-Liberalisation and Planning, Industrial Policy: New trade policy-1991 onwards, Industrial Licensing in India

UNIT-II (10 Sessions)

Indian Financial System : Monetary And Fiscal Policy,Economic Trends, Price Policy,Stock Exchange Of India,Role of regulatory institutions in Indian financial system – RBI and SEBI , National Income,Role of Industry in Economic Development, Foreign Trade and Balance of Payment,Poverty in India, Unemployment in India, Inflation, Human Development, Rural Development, Problems of Growth

UNIT-III (6 Sessions)

Direct & Indirect Taxes (MODVAT),(CENVAT),Competition Act 2002 & FEMA Acts ,Business Ethics, Corporate Governance, Philosophy and strategy of planning in India.

UNIT-IV (6 Sessions)

Liberalisation, Privatization and Disinvestments, Special Economic Zone (SEZ) and their role and impact in International Business Environment,World Trade Organisation (WTO), Redefining Value Proposition to MSMEs

UNIT-V (12 Sessions)

Social Responsibility of business enterprises, New Economic Policy, Globalization, EXIM policy and role of EXIM bank, FDI policy, Multinational Corporation (MNCs) and Transnational Corporations (TNCs), Global Competitiveness, technology and competitive advantage, technology transfer - importance and types, Appropriate technology and technology adaptation.

Suggested Readings:

1. Shaikh & Saleem - Business Environment (Pearson, 2nd Edition)
2. Francis Cherunilam – Business Environment, Text and Cases (Himalaya Publishing House, 8th Edition).
3. Mittal - Business Environment (Excel Books).
4. V. Neelamegam – Business Environment (Vrinda Publications , 2nd Edition)
5. Fernando-Business Environment (Prentice hall)
6. Mishra S K & Puri V K - Economic Environment of Business (Himalaya Publishing House, 3rd Edition).
7. Paul Justin - Business Environment Text and Cases (Tata Mc Graw Hill).

MBTM 015: BUSINESS STATISTICS

Course Objective

The objective of the course is to make the students familiar with basic statistical techniques and their applications in managerial decision making.

Unit I (8 Sessions)

Role of statistics: Applications of inferential statistics in managerial decision-making; Measures of central tendency: Mean, Median and Mode and their implications; Measures of Dispersion: Range, Mean deviation, Standard deviation, Coefficient of Variation (C.V.), Skewness, Kurtosis.

Unit II (8 Sessions)

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.

Unit III (10 Sessions)

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

Correlation:- Meaning and types of correlation, Karl Pearson and Spearman rank correlation.

Regression:- Meaning, Regression equations and their application, Partial and Multiple correlation & regression :- An overview.

Unit IV (8 Sessions)

Probability: Concept of probability and its uses in business decision-making; Addition and multiplication theorems; Bayes' Theorem and its applications.

Probability Theoretical Distributions: Concept and application of Binomial; Poisson and Normal distributions

Unit V (6 Sessions)

Estimation Theory and Hypothesis Testing: Sampling theory; Formulation of Hypotheses; Application of Z test, t-test, F-test and Chi-Square test. Techniques of association of Attributes & Testing.

SUGGESTED READINGS

1. Bhardawaz-Business Statistics (Excel Books)
2. Gupta C B, Gupta V - An Introduction to Statistical Methods (Vikas 1995, 23rd Edition).
3. Black- Business Statistics (Wiley Dreamtech)
4. Sharma J K - Business statistics (Pearson education 2nd edition)
5. Render and Stair Jr - Quantitative Analysis for Management (Prentice-Hall, 7th edition)
6. Levin Rubin - Statistics for Management (Pearson 2000, New Delhi, 7th Edition).
7. Beri - Business Statistics (Tata Mc Graw Hill ,2nd Edition).
8. Chandan J S - Statistics for Business and Economics (Vikas 1998.1st Edition).

MBTM 016: MARKETING MANAGEMENT

Course Objective:

This course intends to provide an experienced-based approach to marketing theory and its practical application. The course is designed to enable the students to learn the basic of marketing. Topics of the syllabus shall be addressed and discussed from an application oriented perspective

Unit I (8 Sessions)

Core Concepts of Marketing:

Concept, Meaning, definition, nature, scope and importance of marketing, Goods – Services Continuum, Product, Market, Approaches to Marketing – Product – Production - Sales – Marketing – Societal – Relational. Concept of Marketing Myopia, Holistic Marketing Orientation, Customer Value, Adapting marketing to new liberalised economy - Digitalisation, Customisation, Changing marketing practices

Unit II (12 Sessions)

Market Analysis and Selection:

Nature and Contents of Marketing Plan, Marketing environment, Controllable and Uncontrollable factors effecting marketing decisions, Analyzing latest trends in Political, Economic, Socio-cultural and Technical Environment, Concept of Market Potential & Market Share, Concept, Characteristics of consumer and organizational markets, Buyer Behavior, 5 step Buyer decision process

Meaning and concept of market segmentation, Bases for market segmentation, Types of market segmentation, Effective segmentation criteria, Evaluating & Selecting, Target Markets, Concept of Target Market, Positioning and differentiation strategies, Concept of positioning – Value Proposition & USP, Marketing Information System, Strategic marketing planning and organization.

Unit III (6 Sessions)

Product Decision- Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labeling; Product life cycle – strategic implications; New product development and consumer adoption process.

Unit IV (6 Sessions)

Price Decision- Concept, and Meaning of Price and Pricing, Significance of Pricing Decision, Factors affecting price determination; Pricing Methods and Techniques, Pricing policies and strategies; Discounts and rebates.

Unit V (8 Sessions)

Place Decision- Nature, functions, and types of distribution channels; Distribution channel intermediaries; Channel management decisions, Marketing channel system - Functions and flows; Channel design, Channel management - Selection, Training, Motivation and evaluation of channel members; Promotion Decision- Communication Process; Promotion mix – advertising, personal selling, sales promotion, publicity and public relations; Media selection; Advertising effectiveness; Sales promotion – tools and techniques.

Suggested Readings

1. Philip Kotler-Agnihotri : Principle of marketing 13 e, Pearson Education
2. Ramaswamy V.S. and Namakumari S - Marketing Management: Planning, Implementation and Control (Macmillian, 3rd Edition).
3. Rajan Saxena: Marketing Management, Tata McGraw Hill.
4. R Kumar & Goel-Marketing Management(UDH Publishers, edition 2013).
5. Tapan Panda : Marketing Management, (ExcelBooks)
6. Stanton William J - Fundamentals of Marketing (TATA Mc Graw Hill)
7. Etzel M.J., Walker B.J. and Stanton William J - Marketing concept & Cases special Indian Edition (Tata Mc Graw Hill, 13th Edition).

MBTM 017: COMMUNICATION FOR MANAGEMENT

Course Objective

This course intends to develop good communication skills in students for their future jobs and endeavors in the corporate word so that they can gain a cutting edge over their other counterparts within the country and across the globe.

UNIT I (6 Session)

INTRODUCTION: Definition and classification of communication, purpose of communication, process of communication, importance of communication in management, communication structure in organization, barriers & gateway in communication, 7 C's of communication, Impact of cross cultural communication.

UNIT II (8 Session)

EMPLOYMENT COMMUNICATION: Writing CVs & Application Letter, Group discussions, interview, types of interview, candidates preparation, Interviewers preparation; Impact of Technological Advancement on Business Communication; Communication networks, Intranet, Internet, teleconferencing, videoconferencing
ORAL COMMUNICATION: What is oral Communication, principles of successful oral communication, two sides of effective oral communication, effective listening, non-verbal communication, Body language, Paralanguage.

UNIT III (8 Session)

WRITTEN COMMUNICATION: Purpose of writing, pros & cons of written communication, clarity in writing, principles of effective writing, writing technique.
BUSINESS LETTERS AND REPORTS: Introduction to business letters, Types of business letter, Layout of business letter, Reports: definition & purpose, types of business reports, reports writing.

UNIT IV (10 Session)

GROUP COMMUNICATION- Meetings: need, importance & planning of Meetings, drafting of notice, agenda, minutes & resolutions of Meeting, writing memorandum, press release, press conference, Business etiquettes – netiquettes, telephonic & table etiquettes.
PRESENTATION SKILLS : What is a presentation: elements of presentation, designing a presentation, advanced visual support for business presentation, types of visual aid, appearance & posture, practicing delivery of presentation.

UNIT V (8 Session)

CORPORATE COMMUNICATION : Definition, scope, importance & components of corporate communication, professional communicator responsibilities, corporate communication & Public Relation, role of social media in communication.

RECOMMENDED BOOKS:

1. Lesikar RV & Pettit Jr. JD – Basic Business Communication : Theory & Application (Tata Mc Grow Hill, 10th Edition).
2. Bisen & Priya – Business Communication (New Age International Publication)
3. Kalkar, Suryavanshi, Sengupta-Business Communication (Orient Blackswan)
4. M.K. Sehgal & V. Khetrpal - Business Communication (Excel Books).
5. P.D. Chaturvedi – Business Communication (Pearson Education, 3rd Edition 2006).
6. Sharma R.C., Mohan Krishna – Business : Correspondence and Report Writing (Tata McGraw Hill, 3rd Edition).
7. Rajendra Pal - Business Communication (Sultan Chand & Sons Publication).

MBTM 018: Fundamentals of Computers & Information System

COURSE OBJECTIVE:

The objective of this course is to acquaint the students with the application of computers in understanding latest trends in information technology. This course will also provide an orientation about the increasing role of management information system in managerial decision making with the help of computers and how information is processed, stored and utilized.

Unit I (10 Sessions)

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 etc. (c) Storage Devices – Magnetic storage devices, Optical storage devices, Flash Memory etc.

Software: Introduction; Types of software with examples; Introduction to languages, compiler, interpreter and assembler.

Operating System: Definition, Functions, Types and Classification, Elements of GUI based operating system- Windows-Use of menus, tools and commands of windows operating system.

Unit II (10 Sessions)

Use of MS-Office: Basics of MS-Word, MS-Excel and MS-PowerPoint; MS Access: Overview of MS-Access. Creating tables, queries, forms and reports in MS-Access. Computer Networks: Overview of Computer Network, Types of computer networks (LAN, WAN and MAN), Network topologies, Internet: Overview of Internet, Architecture & Functioning of Internet, Basic services over Internet like WWW, FTP, Telnet, Gopher etc., IP addresses, ISPs, URL, Domain names, Web Browsers, Internet Protocols, Search engines, e-mail, Web browsing, searching, downloading & uploading from Internet. Applications of Information Technology.

Unit III (8 Sessions)

MIS Introduction: Concept of Data and Information, Information Systems, Classification, Operations Support System (OSS), Management Support System(MSS), Transaction Processing System(TPS), Process Control System(PCS), Enterprise Collaboration System(ECS), Management Information System(MIS), Decision Support System(DSS).

Artificial Intelligence(AI) , Applications Of Artificial Intelligence : Neural Networks, Fuzzy Logical Control System, Virtual Reality , Expert System(ES), Executive Information System(EIS), Cross Functional Information Systems.

Unit IV (6 Sessions)

Developing MIS Systems: System Development Life Cycle. , Investigation Phase, Prototyping, Feasibility Analysis, System Analysis (DFD and ER Diagram), System Design, Implementing Business Systems, Testing, Documenting, Training, Conversion and Maintenance

Unit V (6 Sessions)

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

Suggested Readings

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)

**MASTER OF BUSINESS ADMINISTRATION (Tourism Management)
SEMESTER-II**

MBTM 021: MANAGING HUMAN RESOURCES

Objectives: The objective of this course is to endow the student with a broad perspective on themes and issues of Human Resource Management along with their relevance and application in the Indian prospect. It will help the students to build up and refine decision making skills so that they can help organizations effectively conduct personnel management and employee relations.

UNIT I (6 Sessions)

Human Resources Management (HRM) : Meaning, Nature and Scope, Difference between HRM and Personnel Management, HRM functions and objectives, Evolution of HRM environment – external and internal.

UNIT II (8 Sessions)

Human Resources Development in India: evolution and principles of HRD, HRD Vs. Personnel functions, Role of HR managers. Strategic Human Resource Management : Nature of Strategies and Strategic Management, Strategic Management Process – Environmental Scanning, Strategy Formulation, implementation and evaluation.

Human Resources planning: Definition, purposes, processes and limiting factors; Human Resources Information system (HRIS): HR accounting and audit.

UNIT III (10 Sessions)

Job Analysis – Job Description, Job Specification. The systematic approach to recruitment: recruitment policy, recruitment procedures, recruitment methods and evaluation. The systematic approach to selection: the selection procedure, the design of application form, selection methods, the offer of employment, and evaluation of process.

Training and Development: Purpose, Methods and issues of training and management development programmes.

UNIT IV (8 Sessions)

Performance Appraisal: Definition, Purpose of appraisal, Procedures and Techniques including 360 degree Performance Appraisal, Job Evaluation. Compensation Administration: Nature and Objectives of compensation, components of pay structure in India,

Wage Policy in India – Minimum Wage, Fair Wage and Living Wage. Incentive Payments : Meaning and Definition, Prerequisites for an effective incentive system, Types and Scope of incentive scheme, Incentive Schemes in Indian Industries, Fringe Benefits.

UNIT V (8 Sessions)

Discipline and Grievance Procedures: Definition, Disciplinary Procedure, Grievance Handling Procedure. Industrial Relations: Nature, importance and approaches of Industrial Relations.

Promotion, Transfer and Separation: Promotion – purpose, principles and types; Transfer – reason, principles and types; Separation – lay-off, resignation, dismissal, retrenchment, Voluntary Retirement Scheme.

Suggestion Readings :

1. Bhattacharyya – Human Resource Management, Text and Cases (Excel Books, .),
2. Aswathappa K - Human Resource and Personnel Management (Tata McGraw Hill, 5th Ed.).
3. Decenzo- Human Resource Management (Wiley Dreamtech)
4. Dessler – Human Resource Management (Pearson Education, 13th Ed.)
5. Ivancevich – Human Resource Management (Tata McGraw Hill, 10th Ed.)
6. Mondy – Human Resource Management (Prentice hall, 10th Ed.)
7. Bernardi – Human Resource Management (Tata McGraw Hill, 4th Ed.)
8. Singh. Nisha - Human Resource Management (Himalaya Publication)

MBTM 022: BUSINESS LAWS

Course Objective:

The present course aims at familiarizing the participants with various legal aspects of business. It aims at providing a rich fund of contemporary knowledge, time tested principles, basic concepts, emerging ideas, evolving theories, latest technique, ever changing procedures & practices in the field of Law in a comprehensive way.

UNIT 1 (10 SESSIONS)

The Indian Contract Act, 1872

Definition of a Contract and its essentials, Formation of a valid Contract - Offer and Acceptance, Consideration, Capacity to Contract, Free consent, Legality of object, Discharge of a Contract by performance, Impossibility and Frustration, Breach, Damages for breach of a contract, Quasi contracts. **Special Contracts** Contract of Indemnity and Guarantee, Contract of Bailment and Pledge, Contract of Agency.

UNIT II (08 SESSIONS)

The Indian Partnership Act, 1932

Definition of Partnership and its essentials, Rights and Duties of Partners: Types of Partners, Minor as a partner, Doctrine of Implied Authority, Registration of Firms, Dissolution of firms.

Limited Liability Partnership Act, 2000

Incorporation by registration, Relationship of members, members as agents, ex-members, designated members, Cessation of trade by Limited liability partnership, Insolvency and winding up

UNIT III (08 SESSIONS)

The Sale of Goods Act, 1930

Definition of a Contract of Sale, Conditions and Warranties, Passing of Property, Right of Unpaid Seller against the Goods, Remedies for Breach.

The Negotiable Instrument Act, 1881

Definition and characteristics, Kinds of negotiable instruments, Promissory Note, Bill of Exchange and Cheques, Holder and Holder in due course, Negotiation, Presentment, Discharge from Liability, Noting and Protest, Presumption, Crossing of Cheques, Bouncing of Cheques.

UNIT IV (06 SESSIONS)

The Companies Act, 1956

Nature and Definition of a Company, Registration and Incorporation, Memorandum of Association, Articles of Association, Prospectus, Kinds of Companies, Directors: Their powers and duties, Meetings, Winding up.

The Consumer Protection Act, 1986

Aims and Objects of the Act, Redressal Machinery under the Act, Procedure for complaints under the Act, Remedies, Appeals, Enforcement of orders and Penalties.

UNIT V (8 Sessions)

The Information Technology Act, 2000

Definition, Digital Signature, Electronic Governance, Attribution, Acknowledgment and Dispatch of Electronic Records, Sense Electronic Records and Sense Digital Signatures, Regulation of Certifying Authorities, Digital Signature Certificates, Duties of Subscribers, Penalties and Offences.

The Right to Information Act, 2005

Right to know, Salient features of the Act, obligation of public Authority, Designation of Public Information officer, Request for obtaining information, Duties of a PIO, Exemption from disclosure of information, Partial disclosure of information, Information commissions, powers of Information Commissions, Appellate Authorities, Penalties, Jurisdiction of courts.

Suggested Readings

1. Kuchhal M.C. - Business Law (Vikas Publication, 4 th Edition)
2. Gulshan S.S. - Business Law Including Company Law (Excel Books)
3. Avtar Singh - Principles of Mercantile Law (Eastern Book Company, 7th Edition).
4. N.D Kapoor & Rajni Abbi-General Laws & Procedures (Sultan Chand & Sons)
5. Durga Das Basu- Constitution of India (Prentice Hall of India)
6. Relevant Acts

MBTM 023: CUSTOMER RELATIONSHIP MANAGEMENT

Course Objective:

The paper is designed to impart the skill based knowledge of Customer Relationship Management. The syllabus encompasses almost the entire aspect of the subject. The purpose of the syllabus is to not just make the students aware of the concepts and practices of CRM in modern businesses but also enable them to design suitable practices and programs for the company they would be working.

UNIT I (8 Sessions)

Customer Relationship Management Fundamentals- Theoretical perspectives of relationship, Evolution of relationship marketing, Stages of relationship, Issues of relationship, Purpose of relationship marketing, Approach towards marketing: A paradigm shift, Historical Perspectives, CRM Definitions, Emergence of CRM practice:, CRM cycle, Stakeholders in CRM, Significance of CRM, Types of CRM, Success Factors in CRM, CRM Comprehension, CRM Implementation

UNIT II (8 Sessions)

Customer Satisfaction: Meaning, Definition, Significance of Customer Satisfaction, Components of Customer Satisfaction, Customer Satisfaction Models, Rationale of Customer Satisfaction, Measuring Customer Satisfaction, Customer satisfaction and marketing program evaluation, Customer Satisfaction Practices, Cases of Customer Satisfaction

UNIT III (8 Sessions)

Service Quality: Concept of Quality, Meaning and Definition of Service Quality, Factors influencing customer expectation and perception, Types of Service Quality, Service Quality Dimensions, Service Quality Gaps, Measuring Service Quality, Service Quality measurement Scales

UNIT IV (8 Sessions)

Customer Relationship Management: Technology Dimensions - E- CRM in Business, CRM: A changing Perspective, Features of e-CRM, Advantages of e-CRM, Technologies of e-CRM, Voice Portals, Web Phones, BOTs, Virtual Customer Representative, Customer Relationship Portals, Functional Components of CRM, Database Management: Database Construction, Data Warehousing, architecture, Data Mining. Characteristics, Data Mining tools and techniques, Meaning, Significance, Advantages, Call Center, Multimedia Contact Center, Important CRM softwares.

UNIT V (8 Sessions)

Customer Relationship Management: Emerging Perspectives: Employee-Organisation Relationship, Employee- Customer Linkage, Factors effecting employee's customer oriented behavior, Essentials of building employee relationship, Employee customer orientation, Service Failure, Service Recovery Management, Service Recovery Paradox, Customer Life time value, customer profitability, customer recall management, customer experience management, Rural CRM, , customer relationship management practices in retail industry, hospitality industry, banking industry, telecom industry, aviation industry

Suggested Readings

1. Alok Kumar Rai : Customer Relationship Management: Concepts and Cases (Second Edition)-PHI Learning
2. Simon Knox, Adrian Payne, Stan Maklan: Customer Relationship Management- Routledge Inc.
3. Bhasin- Customer Relationship Management (Wiley Dreamtech)
4. Dyche- Customer relationship management handbook prentice hall
5. Peelan-Customer relationship management prentice hall
6. Kristin Anderson, Carol Kerr : Customer relationship management, McGraw-Hill Professional
7. Chaturvedi-Customer Relationship Management(Excel Books)
8. Sheth J N, Parvatiyar A. and Shainesh G. : Customer relationship management: , Emerging Concepts, Tools, & Applications, Tata McGraw-Hill Education
9. Lumar- Customer Relationship Management (Wiley India)

MBTM 024: 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:

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

MBTM 025: 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 Vindhyachal (U.P.) Kamakhya (Assam), Vaishnavadevi, Kashi, Prayag, Gaya, Ayodhya, Mathura–Vrindavana, Allahabad, Ujjain, Hardwar, 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:

- Gupta, SP, Lal, K, Bhattacharya, M. Cultural Tourism in India (DK Print 2002)
- Dixit, M and Sheela, C. Tourism Products (New Royal Book, 2001)
- Oki Morihiro, Fairs and Festivals, World Friendship Association, Tokyo, 1988.
- Mitra, Devla, Buddhist Architecture, Calcutta.
- Michell, George, Monuments of India, Vol. 1. London.
- Davies, Philip, Monuments of India, Vol. II., London.
- Brown Percy, Indian Architecture (Buddhist and Hindu), Bombay.
- Brown Percy, Indian Architecture (Islamic period), Bombay.
- Hawkins. R.E., Encyclopaedia of Indian Natural History.
- Vatsayana, Kapila, Indian Classical Dance, New Delhi.
- Swami, Prayaganand, History of Indian Music.
- Jain, Jyotindra & Arti, Aggrawala : National Handicrafts and Handlooms Museum.
- Mode. H. & Chandra.S. : Indian Folk Art, Bombay.
- Mehta. R. J. : Handicrafts & Industrial Arts of India, New York.
- Grewal, Bikram (ed) : Indian Wildlife.

MBTM 026: COST & MANAGEMENT ACCOUNTING

COURSE OBJECTIVE:

The objective of this course is to expose the students to the applied aspect of accounting and making them familiar with the techniques of using Accounting information for decision making. Having been introduced to these techniques and having acquired the ability to understand accounting language, the students should be in a position to make effective use of accounting information in resolving the problems, which they may face as managers. Applied side of the subject will be given more emphasis and attentions compared to its conceptual aspect.

Unit I (8 Sessions)

Introduction: Accounting for Management, Role of Cost in decision making, Comparison of Management Accounting and Cost Accounting, types of cost, cost concepts, Elements of cost - Materials, Labour and overheads and their Allocation and Apportionment, preparation of Cost Sheet, Methods of Costing, Reconciliation of Cost and Financial Accounting.

Unit II (8 Sessions)

Marginal Costing: Marginal Costing versus Absorption Costing, Cost-Volume-Profit Analysis and P/V Ratio Analysis and their implications, Concept and uses of Contribution & Breakeven Point and their analysis for various types of decision-making like single product pricing, multi product pricing, replacement, sales etc.

Unit III (10 Sessions)

Differential Costing and Incremental Costing: Concept, uses and applications, Methods of calculation of these costs and their role in management decision making like sales, replacement, buying etc.

Budgeting: Concept of Budget, Budgeting and Budgetary Control, Types of Budget, Static and Flexible Budgeting, Preparation of Cash Budget, Sales Budget, Production Budget, Materials Budget, Capital Expenditure Budget and Master Budget, Advantages and Limitations of Budgetary Control.

Unit IV (8 Sessions)

Standard Costing: Concept of standard costs, establishing various cost standards, calculation of Material Variance, Labour Variance, and Overhead Variance, and its applications and implications.

Neo Concepts for Decision Making: Activity Based Costing, Cost Management, Value Chain Analysis, Target Costing & Life Cycle Costing : concept, strategies and applications of each.

Unit V (6 Sessions)

Responsibility Accounting & Transfer Pricing: Concept and various approaches to Responsibility Accounting, concept of investment center, cost center, profit center and responsibility center and its managerial implications, Absorption Costing.

SUGGESTED READINGS:

1. Pandey I M - Management Accounting (Vikas, 2004, 3rd Ed.)
2. Vij-Management Accounting (Excel Books)
3. Balakrishnan _ Managerial Accounting (Wiley Dreamtech)
4. Alex –Cost Accounting (Pearson)
5. Khan and Jain - Management Accounting (Tata McGraw-Hill, 2000)
6. Sinha- Accounting and Costing for Management (Excel Books)
7. Horngren et al - Introduction to Management Accounting (Prentice hall, 2002, 12th edition)

MBTM 027: TRAVEL AGENCY AND TOUR OPERATIONS

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:

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

MBTM 028 :RESEARCH METHODOLOGY

COURSE OBJECTIVE: The objective of this course is to develop the research skills of the students in investigating into the business problems with a view to arriving at objective findings and conclusions and interpreting the results of their investigation in the form of systematic reports.

UNIT I (8 Sessions)

Introduction: Concept of Research and Its Application in Various Functions of Management, Types of Research, Types of Business Problems Encountered by the Researcher, Problems and Precautions to the Researchers.

UNIT II (6 Sessions)

Process of Research: Steps Involved in Research Process. Research Design : Various Methods of Research Design, Collection of Data.

UNIT III (8 Sessions)

Concept of Sample, Sample Size and Sampling Procedure, Various Types of Sampling Techniques, Determination and Selection of Sample Member, Types of Data: Secondary and Primary, Various Methods of Collection and Data, Preparation of Questionnaire and Schedule, Types of Questions, Sequencing of Questions, Check Questions, Length of Questionnaire, Precautions in Preparation of Questionnaire and Collection of Data.

UNIT IV (10 Sessions)

Analysis of Data: Coding, Editing and Tabulation of Data, Various Kinds of Charts and Diagrams Used in Data Analysis: Bar and Pie Diagrams and their Significance, Use of SPSS in Data Analysis, Application and Analysis of Variance (ANOVA). Measurement and Central Tendency, Measure of Dispersion and their Advantages.

UNIT V (8 Sessions)

Report Preparation: Types and Layout of Research Report, Precautions in Preparing the Research Report. Bibliography and Annexure in the Report : Their Significance, Drawing Conclusions, Suggestions and Recommendations to the Concerned Persons.

Suggested Readings:

- 1.Kothari C R – Research Methodology Methods & Techniques (New Age International Publishers)
- 2 Saunders - Research Methods for Business students (Prentice hall, 2nd Edition, 2007)
2. Cooper and Schindler - Business Research Methods (Tata Mc Graw Hill, 9th Edition)
3. C. Murthy- Research Methodology (Vrinda Publications)
4. Bhattacharyya-Research Methodology(Excel Books)
5. Panneer Selvam - Research Methodology (Prentice Hall of India, Edition 2008)
6. Gravetter - Research Method for Behaviourial Sciences (Cengage Learning)

**MASTER OF BUSINESS ADMINISTRATION (Tourism Management)
SEMESTER-III**

MBTM 031: ENTREPRENEURSHIP DEVELOPMENT

Objective: The objective of the section is to develop conceptual understanding of the topic among the students and comprehend the environment of making of an Entrepreneur. Specific topics to be covered in the section are as follows:

Unit I (8 Sessions)

Meaning, Definition and concept of Enterprise, Entrepreneurship and Entrepreneurship Development, Evolution of Entrepreneurship, Theories of Entrepreneurship. Characteristics and Skills of Entrepreneurship, Concepts of Intrapreneurship, Entrepreneur v/s Intrapreneur, Entrepreneur Vs. Entrepreneurship, Entrepreneur Vs. Manager, Role of Entrepreneurship in Economic Development, Factors affecting Entrepreneurship, Problems of Entrepreneurship

Unit II (6 Sessions)

Meaning and concept of Entrepreneurial Competency, Developing Entrepreneurial Competencies, Entrepreneurial Culture, Entrepreneurial Mobility, Factors affecting Entrepreneurial mobility, Types of Entrepreneurial mobility. Entrepreneurial Motivation: Meaning and concept of Motivation, Motivation theories, Entrepreneurship Development Program: Needs and Objectives of EDPs, Phases of EDPs, Evaluation of EDPs

Unit III (10 Sessions)

Role of Government in promoting Entrepreneurship, MSME policy in India, **Agencies for Policy Formulation and Implementation:** District Industries Centers (DIC), Small Industries Service Institute (SISI), Entrepreneurship Development Institute of India (EDII), National Institute of Entrepreneurship & Small Business Development (NIESBUD), National Entrepreneurship Development Board (NEDB), **Financial Support System:** Forms of Financial support, Long term and Short term financial support, Sources of Financial support, Development Financial Institutions, Investment Institutions

Unit IV (8 Sessions)

Women Entrepreneurship: Meaning, Characteristic features, Problems of Women Entrepreneurship in India, Developing Women Entrepreneurship in India, Concept of Social Enterprise and Social Entrepreneurship, Social Entrepreneurs, Sustainability Issues in Social Entrepreneurship, Rural Entrepreneurship, Family Business Entrepreneurship, Concepts of Entrepreneurship Failure, Issues of Entrepreneurial failure, Fading of Entrepreneurial success among once leading corporate groups, Entrepreneurial resurgence, Reasons of Entrepreneurial Failure, Essentials to Avoid Unsuccessful Entrepreneurship.

Unit V (8 Sessions)

Forms of Business Ownership, Issues in selecting forms of ownership, Environmental Analysis, Identifying problems and opportunities, Defining Business Idea, Planning Business Process, **Project Management:** Concept, Features, Classification of projects, Issues in Project Management, Project Identification, Project Formulation, Project Design and Network Analysis, Project Evaluation, Project Appraisal, Project Report Preparation, Specimen of a Project Report

Suggested Readings:

1. Lall & Sahai: Entrepreneurship (Excel Books 2 edition)
2. Couger, C- Creativity and Innovation (IPP, 1999)
3. Kakkar D N - Entrepreneurship Development (Wiley Dreamtech)
4. A.K.Rai – Entrepreneurship Development, (Vikas Publishing)
5. Sehgal & Chaturvedi-Entrepreneurship Development (UDH Publishing edition 2013)
6. R.V. Badi & N.V. Badi - Entrepreneurship (Vrinda Publications, 2nd Edition)
7. Holt - Entrepreneurship : New Venture Creation (Prentice-Hall) 1998.
8. Barringer M J - Entrepreneurship (Prentice-Hall, 1999)
9. Nina Jacob, - Creativity in Organisations (Wheeler, 1998)

MBTM 032 : TOURISM BEHAVIOUR - THEORY & PRACTICE

Course Objective and Outcome: The module helps to understand the key dimensions, processes and influences upon tourist behaviors at the level of individual and the group in the context of Travel and tourism.

UNIT – I

Understanding travel & Tourism Behaviour, Characteristics affecting consumer behaviour cultural factors, social factors, personal factors, psychological factors, group factors, models of consumer behaviour – economic man, passive man, cognitive man, emotional man, black box model, high commitment & low commitment consumer behaviour.

UNIT – II

Examination of tourist forms & types & their characteristics: - activities, interests & opinions of tourism market segment their buying decision behaviour.

UNIT-III

Buyer decision process – need recognition, information search, evaluation of alternatives, purchase decision, post purchase behaviour.

UNIT – IV

Tourist as an individual – tourist behaviour, tourist perception, learning and attitudes – concepts, process important theories and application of the concepts do tourist behaviour.

UNIT – V

Specific consideration of host guest-interaction & their impact on physical, social & cultural environments, cross-cultural impacts. Management implication- consideration of the implications for tourism management, communication, promotion, tourist guide interactions.

SUGGESTED READINGS:-

1. Mansfeld, Yoel & Pizam, Abraham, “Consumer Behaviour in Travel & Tourism”
2. Pearce, L. Philip, “Tourist Behaviour – Themes & Conceptual Schemes”
3. Pearce, L. Philip, “Tourist Behaviour & The Contemporary World”
4. Swarbrooke, J. & Susan, H., “Consumer Behaviour in Tourism”

MBTM 033 : TOUR GUIDING AND INTERPRETATION

The purpose of this course is to acquire an in-depth knowledge about the profession of tour guiding and interpretation and to become familiar with the techniques and approaches for successful presentations of the destinations to the tourists.

Unit- I

Tour Guiding: Concept –History-Dimensions and present status, Role and Responsibilities of Tour Guide-Tour Guide Code of Conduct, Personal hygiene and grooming checklist for tour guides.

Principles of Tour Guide-How to develop tour guiding skill.

Unit- II

Communication for tour guiding-Language-Posture and Presentation, Roadblocks in Communication-Speaking faults-body language for speaking, Tour commentary-Composition and Contains Microphones Technique-Sense of Humor-How to deal with awkward questions Timing and indications-Apology and Pausing.

Linking commentary with what to be seen.

Unit- III

Visitor interpretation: Concept-Principles and types, How to develop good interpretation skill-Popular understanding of a place, Principles of good interpretive practice.

Re constructive and Recreative Interpretation-Personal stereo type.

Unit- IV

Nature interpretation –Concept-perspective-Approach-Principles of nature interpretation.

Intrinsic quality of a Resource Hierarchy of interpretation.

Heritage interpretation.

Unit- V

Dealing with Emergencies- Accidents, Law and Order, Theft, Loss of documents.

First Aid: Importance-General Procedures-Evaluation of Situation.

First aid Procedure-Artificial ventilation-Bleeding Control-Treating Wounds.

Principles of bandaging- Treating Burns-Treating Snake Bite-Dealing with Fractures.

Complaint Handling.

Suggested Readings:

1. Travel Agency & Tour Operations, Foster D
2. Conducting Tours, Dellers
3. Travel Agency and Tour Operat TT-31 lion, J M Negi
4. Travel Agency Management, M.N. Chand
5. Tour Operations and Tour Guiding, J.N. Negi
6. What time is this place, David Hetchenberg.

MBTM 034 : PROJECT MANAGEMENT

Course Objective : The course is intended to develop the knowledge of the students in the management of projects, special emphasis will be provided on project formulation as also on various tools and techniques for project appraisal and control so that they are able to draft the project proposal in any area of management and evaluate the worth of projects.

Unit 1(6 Sessions)

Concept of project: Basic concepts, classification, characteristics of project, Project life cycle, Project management, Tools & Techniques of project management, project organization.

Unit II(08 Sessions)

Project identification: Identification, generation of ideas, SWOT analysis, Preliminary screening, project rating index.

Market & Demand Analysis: Collection of data, market survey, market planning, market environment, project risk analysis, demand forecasting techniques.

Unit III (08 Sessions)

Technical Analysis: selection of technology, material input and utilities, plant capacity, location & site, machinery and equipment, structures and civil work, environmental aspects, project charts and layouts.

Financial Estimation: Project cost, source of finance, cost of production.

Unit IV (08 Sessions)

Financial Analysis: Characteristics of financial statement, Working Capital, Project income statement, projected cash flow statement, projected balance sheet, projected profitability.

Investment Evaluation: Investment decision rule, techniques of evaluation, payback period, accounting rate of return, profitability index method, Net profitability index, Internal rate of return, discounted payback period.

Unit V (10 Sessions)

Social Cost Benefit Analysis: Concept of social cost benefit, significance of SCBA, Approach to SCBA, UNIDO approach to SCBA, Shadow pricing of resource, the little miracle approach,

Project Implementation: Schedule of project implementation, Project Planning, Project Control, Human Aspects of project management, team building, high performance team.

SUGGESTED READINGS

1. Marwah-Project Management(Wiley Dreamtech)
2. Chaturvedi & Jauhari-Project Management(Himalaya Publishing)
3. Chandra Prasanna - Project : Preparation ,Appraisal, Budgeting and Implementation. (TMH, 5th Ed.)
4. Mishra - Project Management (Excel Books)
5. Goyal BB – Project Management : A Development Perspective (Deep & Deep)
6. Gopalan- Project Management Core Text Book (Wiley)

MBTM 036 : TOURISM POLICY, PLANNING & DEVELOPMENT

Course Objective and Outcome: The module will expose the students about the Tourism policy of India and of a few tourism states of the country.

Unit – I

Introduction: Concept of Policy, Formulating tourism policy, Role of government, public and private sectors, Role of international multinational, state and local tourism organisations in carrying out tourism policies.

Unit – II

Tourism Policy: Study of National Tourism Policy 1982 and 2002, National Action Plan on Tourism, 1992: Special Tourism Area Development Programme. The concept of National Tourism Board, National Committee on Tourism, Case study of tourism policies of a few states (Uttar Pradesh, Rajasthan, Kerala, Madhya Pradesh,). Investment opportunities and government policy for investment in hotel/tourism industry. Sources of funding.

Unit – III

Understanding Tourism Planning: Conceptual meaning of Tourism Planning, Evolution of Tourism Planning, General Concepts of Planning, Levels and Types of Tourism Planning, Background Approach and planning scale.

Unit – IV

International Agreements: Chicago Convention, Warsaw Convention, Open Sky Policy, Bermuda Convention, Euro Agreement, Schengen Agreement

Unit-V

Public and Private sectors role in Tourism Development. Analysis of an individual Tourism Project (development of the Buddhist circuit)

Suggested Readings:

1. New Inskip, Edward, Tourism Planning : An Integrated and Sustainable Development Approach (1991) VNR, New York.
2. Ashworth, G. J. (2000), The Tourist Historic City. Retrospect and Prospect of Managing the Heritage City, Pergamon, Oxford
3. Dept. of Tourism, GOI Investment Opportunities in Tourism (Brochure).
4. Sharma, J. K. (2000), Tourism Development. Design for ecological sustainability, Kaniska Publication, New Delhi.

MBTM 037 : GEOGRAPHY & INTERNATIONAL TOURISM

Course Objective and Outcome: This course explores the basic components of geography in relation with tourism.

Unit-I

Fundamentals of Geography, Importance of Geography in tourism, Climatic variations, climatic regions of world.

Unit-II

Study of maps, longitude & latitude, international date line, time variations, time difference.

Unit-III

Indian Geography, physical and political features of Indian subcontinents. Climatic conditions prevailing in India. Tourism attractions in different states and territories of India.

Unit-IV

Political and physical features of world geography. Destinations in North America (United States of America: New York, Washington, Los Angeles, San Francisco, Orlando, Dallas. Canada: Ottawa, Montreal, Vancouver, Mexico). Central America (Costa Rica, Panama, Belize etc) Europe: France, Spain, Italy, United Kingdom, Moscow, Germany, Austria, Greece Switzerland, The Netherlands.

Unit-V

Africa: South Africa, Mauritius, Kenya. Middle East: Egypt, Morocco, Saudi Arabia, United Arab Emirates, Mecca-Madina. North & East Asia/ Pacific: China, Malaysia, Thailand, Singapore, Australia, Japan. **South Asia : SAARC Countries.**

Suggested Readings:

1. Hall, CM and Page, SJ. The Geography of Tourism and Recreation, Routledge.
2. Sinha, P.C. Tourism Geography, Anmol Publication
3. Dixit, M. Tourism Geography and Trends, Royal Publication
International Atlas, Penguin Publication and DK Publications

MBTM 038 : MANAGEMENT OF TOUR PACKAGES

Course Objective and Outcome: this course objective to explore the concepts of tourism products, tour package formulation etc.

UNIT – I

Meaning, definition, development, types components and significance of tour packages with relation to tourists, destinations and tour companies, role and input of public and private sector tourism organizations in promotion of tour packaging business.

UNIT – II

Tour Formulation – Influencing factors, stages involved in tour formulation – initial research (destination and market), itinerary development, negotiations, confidential tariff, costing & pricing marketing strategies. Brochure designing, Printing and distribution.

UNIT – III

Defining the concept of tour cost, components of tour cost – fixed and variable costs, direct and indirect tour cost. Factors affecting tour costs. Tour cost sheet – meaning and significance, costing procedure for independent foreign tours (FITs) group inclusive tours and conference and convention packages. Calculation of tour pricing, pricing strategies.

UNIT – IV

Tourists activities based on Mountains, Deserts, Forests and Wildlife, White Water, Marinas, Aero sport etc. and cultural and pilgrimage i.e. place of religions, historical archaeological, architectural and monumental significance, fairs and festivals, conference and conventions and special events,

UNIT-V

Case studies of Tour Packages offered by government & private sectors and Thomas Cook and SITA etc.

SUGGESTED READINGS:-

1. Negi, J.M.S., Tourism and Travel -Concepts and Principles, Gitanjali Publishing House, New Delhi, 1990.
2. Sevlam, M. Tourism Industry in India, Himalaya Publishing House, Mumbai.
3. Seth, P.N. Successful Tourism Planning and Management, Cross Section Publications
4. Foster, D.L., The Business of Travel Agency Operations & Administration, Mc Graw Hill, Singapore, 1990.
5. Holloway, J.C., The Business of Tourism, Mc Donald and Evans, Plymouth.
IATA Manual

MBTM 039 : TOURIST TRANSPORT MANAGEMENT

Course Objective and Outcome: The students will set practical knowledge relating to tourist transport operation.

UNIT – I

Evolution of tourist transport system – importance of transport in tourism. Making of passenger transportation: Patterns of demand for tourist transportation, characteristics of supply and marketing strategies. Transport mode selection methods.

UNIT – II

International air transport regulations including freedoms of air, Functions ICAO, IATA, DGCA, AAI and Open Sky Policy in India. Indian aviation – case studies of Air India, Jet Airlines, Sahara airlines and Air Deccan. Legal environment for air taxi operations, air charters in India. Forces likely to affect the future of air transport industry.

UNIT – III

Surface Transport System: Approved tourist transport operators, car hire companies including Rent-a-car and tour coach companies, Regional Transport Authority. Road transport documentation and insurance. Contract carriage, state carriage, all India permit, maxi cab, motor car etc.

UNIT – IV

Rail transport system: Major Railway System of World (British Rail, Euro Rail, Japanese Rail and Amtrak Orient Express) and tourism, Tibetan Rail.

Introduction to Indian Railways: Past, present, future. Types of rail tours available in India, Indrail pass, special schemes and packages available, major tourist trains (Palace on Wheels, Royal Orient, Fairy Queen, Deccan Odyssey and toy trains). GSA's abroad, facilities offered like rail Yatri nivas, tourist police and railway tourist guides (Kiosks and ORIS), IRCTC.

UNIT – V

Water Transport System – An overview. Cruise ships, ferries, hovercraft and boats. Terms used in water transport, operational and marketing strategies of Star Cruise, Ocean Odyssey, Queens Mary – 2. Major water based leisure practices and their future in India.

SUGGESTED READINGS:-

- | | |
|--|---------------------------|
| 1. Travel Industry | : Chunk Y. Gee |
| 2. Transport for Tourism | : Stephen Page |
| 3. Tourism System | : Mill, R.C. and Morrison |
| 4. Successful Tourism Management | : P.N. Seth |
| 5. Ministry of Tourist/Railways/Civil Aviation | : Annual Report |
| 6. Motor Vehicle Act | |

**MASTER OF BUSINESS ADMINISTRATION (Tourism Management)
SEMESTER-IV**

MBTM 041: STRATEGIC MANAGEMENT

COURSE OBJECTIVE:

The present course aims at familiarizing the participants with the concepts, tools and techniques of corporate strategic management so as to enable them to develop analytical and conceptual skills and the ability to look at the totality of situations. Class participation will be fundamental to the development of the skills of the students.

UNIT I (6 Sessions)

Introduction, Strategic Management, Business Policy, Corporate Strategy, Basic Concept of Strategic Management, Mission, Vision, Objectives, Impact of globalization, Basic Model of Strategic Management, Strategic Decision Making.

UNIT II (8 Sessions)

Impact of Internet and E-Commerce, Role of Strategic Management in Marketing, Finance, HR and Global Competitiveness.

Environmental Scanning, Industry Analysis, Competitive Intelligence ETOP Study, OCP, SAP Scanning,

UNIT III (10 Sessions)

Corporate Analysis, Resource based approach, Value-Chain Approach, Scanning Functional Resources, Strategic Budget and Audit.

SWOT Analysis, TOWS Matrix, Various Corporate Strategies: Growth/ Expansion, Diversification, Stability, Retrenchment & Combination Strategy.

UNIT IV (8 Sessions)

Process of Strategic Planning, Stages of corporate development, Corporate Restructuring, Mergers & Acquisitions, Strategic Alliances, Portfolio Analysis, Corporate Parenting, Functional Strategy, BCG Model, GE 9 Cell, Porters Model: 5 Force and Porters Diamond Model, Strategic Choice.

UNIT V (8 Sessions)

Strategy Implementation through structure, through Human Resource Management: through values and ethics. Mc Kinsey's 7S Model, Organization Life Cycle, Management and Control, Activity based Costing, Strategic Information System.

Case Study related to the Entire Syllabus.

Suggested Reading

1. Carpenter-Strategic Management(Pearson)
2. Kazmi A. - Business Policy and Strategic Management (Tata Mc Graw Hill, 2nd Ed.)
3. Kachru - Strategic Management: (Excel Books)
4. Cliff Bowman - Business Policy and Strategy (Prentice Hall of India)
5. Trehan- Strategic Management (Wiley)
6. Mc Carthy D.J., Minichiello Robert J., and Curran J.R. - Business Policy and Strategy (AITBS)
7. Lawrence R.Jauch., Glueck William F. - Business Policy and Strategic Management (Frank Brothers)
8. Pearce II John A. and Robinson J.R. and Richard B. - Strategic Management (AITBS)

MBTM 042 : ITINERARY PLANNING AND COSTING

Objective of course:-

The purpose of this course is to acquire practical knowledge and skill about the Destination Marketing and to become familiar with the techniques and approaches for successful destinations visit.

Unit-I

- Itinerary Preparation: Concept, Typology, Duration, GIT, FIT
- Do's and don'ts of itinerary preparation-Limitations and Constraints

Unit-II

- Custom made itinerary and Readymade itinerary, Factors to be considered while Preparing an itinerary - Seasonal itinerary-Product based itinerary-All inclusive Itinerary

Unit-III

- Tour Packaging-Definition-Types-Forms and Components of Package Tour.
- Advantages and Disadvantages of Package Tour.
- Lessoning and Negotiation of Package Tour.
- Promotion of Tour Operation: Mix and Media, Types of media, Selection criteria.

Unit-IV

- Product Oriented Package tour: Health tourism, Yoga, Meditation and Nature Cure –Beach holidays-Rail journey (Tourist Trains) in India-Pilgrim Tours.
- Adventure Package: Soft and Hard adventure -Concepts and guidelines: Desert Safaris, Mountaineering, Skiing, White Water Rafting, and Scuba Diving, Golf Tours, Theme tours and Cruise.
- Special Interest Tours: MICE Tours- Eco and Wildlife tours- Ethnic tours and Architectural tours - Farm tours-Fairs and Festivals- Rural/Village tour.

Unit-V

- Costing a Tour: Components, Considerations- Types of Costs-Cost sheet, FIT Costing and Group Costing.
- Differential Tariff Plan-Accommodation Cost-Transportation Cost-Meals Plan etc.
- Pricing Strategies and Distribution Mechanism

Suggested Readings

1. Travel Agency & Tour Operations, Foster D
2. Conducting Tours, Dellers
3. Travel Agency and Tour Operation, J M Negi
4. Travel Agency Management, M.N. Chand
5. Tour Operations and Tour Guiding, J.N. Negi

Reference books

1. Travel Agency & Tour Operations, Foster D
2. Conducting Tours, Dellers
3. Travel Agency and Tour Operation, J M Negi
4. Marketing for Tourism – J. Christopher Holloway & Chris Robinson.

MBTM 043 : HOSPITALITY & TOURISM MANAGEMENT

Objectives and outcomes: The aim of the course is to provide elementary knowledge of tourism industry including transportation, hotel, destination and future scopes.

UNIT – I

Hospitality Management/Industry: Introduction of the Hospitality Industry. Origin & Nature, Evolution and Growth of Hospitality Industry, Hospitality Industry in Today's Scenario, Importance of Hospitality Management, Training for Hospitality Management.

UNIT – II

Tourism and Hospitality: Definition of Tourism, Evolution of Tourism Industry, Components of Tourism, Concept of Domestic & International Tourism, Basic Travel Regulation, Significance & Impacts of Tourism: Socio- Cultural, Economic & Environmental. Typologies of Tourism, Travel Motivators. Tourism products of India (Worlds Heritage Countries)

UNIT – III

Hotel Management Overview of the Accommodation Industry, Hotel Organization Structure. Classification of Hotels, Departments of Hotel, Hotel Categories – Star Rating, Types of Hotel Rooms, Plans & Rates. Front Office & its Co-ordination with Other Departments.

Food & Beverages: Organization Chart of House keeping Departments, Responsibilities, Traits & Duties of House Keeping Staff, Knowledge of other Departments, Menu, The cover, Service Equipments: Linen, Furniture, Chinaware, Glassware, Tableware, Briefing, Banquets, Alcoholic & Non Alcoholic Beverages, Conference & Convention Management.

UNIT – IV

Laws & Guidelines: Recognition of Travel Agency, Tour Operator and Travel Guide License & Permits required for Hotels National & International Organization: IATA, PATA, ICAO, WTO, UFTAA, FHRAI, TAAL.

UNIT-V

Marketing for Hospitality and Tourism: Service Characteristics Segmentation, Targeting and Positioning of Hospitality Industry, Marketing Mix and Marketing Strategies for Hospitality and Tourism.

Suggested Reading:

1. Stephen Ball, Jones Peter, Kirk David and Lockwood Andrew – Hospitality Operations. A System Approach (Cengage Learning, 1st ED.)
2. James A BArdi – Hotel Front Office Management (Wiley).
3. G. Raghubalan, Smritee Raghubalan – Hotel House Keeping (Oxford University Press)
4. Sudhir Andrews – Hotel House Keeping Training Manual (Tata Mc Graw Hill, 1st Ed.)
5. Negi Jagmohan – Hotel and Tourism Laws (Frank Brothers)
6. Michael Flynn, Caroline Ritchie – Public House and Beverage Management (Butterworth).
7. Lee-Ross Darren – HRM in Tourism and Hospitality (Cengage Learning, 1st Ed.)
8. Kotler Philip, Bowen John and Makens James – Marketing for Hospitality and Tourism (Pearson Education, 3rd Ed.)

MBTM 044 : CARGO MANAGEMENT

Course Objective and Outcome: This module is intended to prepare the students to enter in Cargo Handling agencies with well verse knowledge.

Unit- I

Cargo History, Concepts and Common terms used in Cargo handling, Rules governing acceptance of Cargo.

Unit-II

Cargo Rating- Familiarization of Cargo Tariffs. Rounding off of the weights/Dimensions/ currencies. Chargeable weight rating-Specific commodity rates, class rates, general cargo rates, valuation charges

Unit- III

Documentation: Air way bill, charges correction advice, irregularity report, cargo manifesto, cargo transfer Manifesto, documents concerning postal mails and diplomatic mails. Shippers declaration for dangerous goods.

Unit- IV

Handling- Cargo capacity of Air and Ships. Cargo needing special attention

Unit- V

Introduction to dangerous goods regulations. Some important Cargo companies.

Suggested Readings:

1. Air Cargo Tariff Manuals
2. IATA Live Animals Regulations Manuals
3. IATA Special Mail Manual.
4. Air Tariff Book 1, Worldwide Rules, IT Fares etc.
5. Air Tariff Book 1, Worldwide Maximum Permitted Mileage
6. Travel Information Manual(TIM)
7. IATA Ticketing Hand Book
8. The Air Cargo Tariff (TACT

MBTM 047 : Emerging Trends in Tourism

Unit-I: Adventure Tourism

Basic minimum standards for Adventure Tourism related activities: Land Based, Water Based, Air Based, List of recognized institution.

Unit-II: Medical Tourism

Introduction; History of Medical Tourism; Legal Issues, Ethical Issues, World Medical Tourism Countries

Unit-III: Rural Tourism

Introduction; Understanding Rural Tourism; Planning and Managing Rural Tourism; Issues in Rural tourism; Rural Tourism in India Future of Rural Tourism

Unit-IV: Religious Tourism

Ancient Indian Religious: Vedic, Jainism, Buddhism; Other Religious of India: Islam, Christianity, Sikhism; important Festivals and their Significance: Diwali, Dashhara, Holi, Christms, Id, Moharrum, Rakshabandhan, Easter, Paryushmna, Buddha-Jayanti, Papeti, Baishakhi

Unit-V: Eco-Tourism

Definition of Ecotourism, Ecotourism Resource: Identifying, listing and understanding, Ecotourism Resource Categories; (Natural, Built, and Events); Protected Areas: Definition, Categories and Roles, Identifying and describing Ecotourism Products.

Suggested Readings

1. Sharpley, R., and Sharpley, J. (1998) Rural Tourism: An Introduction Singapore: International Thomson Business Press.
2. Roberts, Lesley (2001) Rural Tourism and Recreation: Principles and Practice, Massachusetts: CABI Publishing.
3. Baird, Robert, D., Religion in Modern India
4. Basham, A.L., The Wonder That was India
5. Bose, H.A., Ritas and Geremonics of Hindu and Muslims
6. Chopra , S.K., B.N. Puri and M.N. Das, A Socio-Cultural and Economic History of India
7. Goyal, S.R., Religious History of Ancient India
8. Buckley, R. (2003). Case studies in Ecotourism Cambridge: CABI.
9. Buckley, R. ed. (2004). Environmental impacts of Ecotourism. Oxfordshire: CABI.
10. Bulbeck, C. (2005). Facing the wild: Ecotourism, Conservation, and animal encounters. London:Earthscan.
11. Ceballos-Lascurain, H. (1996). Tourism, Ecotourism, and Protected Areas. Gland: IUCN

MBTM 048 : FOREIGN LANGUAGE

(French)

Objectives and outcomes: The aim is to develop effective communication with greater emphasis on oral communication so that students can write and understand French Language most efficiently and effectively.

Unit I

Basic Elements of Grammar lay down in the prescribed text book: French Alphabets, Accents, Vowels, Phonetic Symbols, liaison and Nasal Sounds. Conjugation of Regular and Irregular Verbs: Both Present Tense and Past Tense Use of Definite and indefinite articles, Singular and Plural Nouns, Verbs, Personal Pronouns, Possessive Adjectives and Regular and Irregular Adjectives. Imperative Sentences.

Unit -II

Translation from French into English: One short simple French text based on the prescribed text book or from outside, to test the ability of the student to understand the text. Questions on text to be answered in French and English.

Unit – III

Grammar: Conjugation of Regular and Irregular Verbs (Future Tense)- avoir, etre, faire, lire, donner, voir, prendre, partir, entendre, aller etc.

UNIT-IV

Adverbs, Passe Simple, Imparfait, Future Proche. Change of Sentences from active voice to passive voice, Comparison of Adjectives, Conditional Tenses.

Unit - V

Written Comprehension: One short simple French text based on the prescribed text book or from outside to test the ability of the students to understand the text. Translation of French into English and English to French. Passage Explanation. Direct – Indirect narration.

Suggested Readings:

1. Modern French Course (Mathurin Dondo)
2. Le francais et la vie - Vol. II (G. Mauger / M. Brueziere)
3. Le francais et la vie - Vol. I (G. Mauger / M. Brueziere)
4. **French Made Easy (Beginners-Contact):** F. Makowosky (1-20 Lessons) + Audio Cassettes.
5. **Teach Yourself- French:** Dr. Kiran Chaudhary (1-15 Lessons with corresponding grammar and exercises) + Audio Cassettes.
Collins French Pocket Dictionary (French- English) (English – French)