

**Dr. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY,
LUCKNOW**



**Evaluation Scheme & Syllabus
For
MBA (Tourism Management)
Second Year**

AS PER AICTE MODEL CURRICULUM

(Effective from the Session: 2019-20)

Summer Training Project Report

At the end of the second semester examination, it is mandatory for every student of MBA to undergo on-the-job practical training in any manufacturing, service or financial organization. The training will be of 6 to 8 weeks duration. The college/institute will facilitate this compulsory training for students.

2. During the training, the student is expected to learn about the organization and analyze and suggest solutions to a live problem. The objective is to equip the students with the knowledge of actual functioning of an organization and problems faced by them for exploring feasible solutions.

3. During the course of training, the organization (where the student is undergoing training) will assign a problem/project to the student.

4. The student, after the completion of training will submit a report to the College/Institute which will form part of the third semester examination. However, the report must be submitted by the end of September 30.

5. The report (based on training and the problem/project studied) prepared by the student will be known as Summer Training Project Report. The report should ordinarily be based on primary data. It should reflect in depth study of a micro problem, ordinarily assigned by the organization where the student undergoes training. Relevant tables and bibliography should support it. One comprehensive chapter must be included about the organization where the student has undergone training. This should deal with brief history of the organization, its structure, performance products/services and problem faced. This chapter will form part 1 of the report. Part 2 of the report will contain the study of micro research problem. The average size of report ordinarily will be of minimum 100 pages in standard font size (12) and double spacing. Two neatly typed (one sided only) and soft bound copies of the report will be submitted to the College/Institute. The report will be typed on A-4 size paper.

6. The report will have three certificates, one by the Head of the Department, another by the Faculty guide and third one from reporting officer of the organization where the student has undergone training. These three certificates should be attached in the beginning of the report.

7. The Summer Training Project Report will carry 150 marks and will be evaluated by two examiners (external and internal). The evaluation will consist of (1) Project Report evaluation (2) Project Presentation and Viva Voce.

The Project Report evaluation will comprise of 50 sessional marks and would be evaluated by internal project guide. The Presentation and Viva Voce would comprise of 100 marks and would be evaluated by two examiners (1 external and 1 internal). The average of the marks awarded by the 2 examiners will be taken into account for the results. In case the difference in the awards given by the examiners is 30 or more marks, the project report will be referred to a third examiner. Only such person will evaluate the project report who has minimum three years of experience of teaching MBA classes in a College/University. Experience of teaching MBA classes as guest faculty shall not be counted.

8. The parameters on which external evaluation would be carried out are as under:

Project Report Evaluation:

Evaluation Criteria	Understanding of Objectives with topic (20)	Understanding Of Reliance of topic (20)	Interpretation & Analysis (20)	Presentation (20)	Query handling (20)
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9. It is mandatory that the student will make presentation in the presence of teachers and students. The student is expected to answer to the queries and questions raised in such a meeting.

10. The student shall prepare the Summer Training Project Report as per the format given in the Summer Training Manual as prescribed by the University

Research Project Report (RPR)

In fourth semester, the candidates will have to submit a Research Project Report on a problem/topic (from the specialization areas) to be assigned by the MBA department under the supervision of a core faculty member of the department. The Research Project Report will carry 300 marks. The evaluation of the project report will be done by two examiners (external & internal). The evaluation will consist of (1) Evaluation of Project Report (2) Presentation and Viva Voce. The evaluation of Project Report will comprise of 50 marks and would be evaluated by the internal guide. The evaluation of Viva Voce of Project would comprise of 200 marks and would be evaluated by two examiners (1 external and 1 internal). The average of the marks awarded by the 2 examiners will be taken into account for the results. In case

the difference in the marks given by the examiners is 30 or more, the project report will be referred to a third examiner. In such cases the average of two closer awards (given by three examiners) will be taken into account for the results. The report will contain the objectives and scope of the study. Research Methodology, use and importance of the study, analysis of data collected, conclusions and recommendations. It will contain relevant charts, diagrams and bibliography. A certificate of the supervisor and the Head of the MBA program certifying the authenticity of the report shall be attached therewith. The student will submit two copies of the report to the Head of MBA program. The number of pages in the report will be minimum 75 or more. The report should be typed in A-4 size paper. The parameter on which both evaluation (1 & 2) would be carried on would be on the basis of:

The scheme of evaluation for Project Report

Criteria	Relevance of Objectives with topic (20)	Relevance of Research Methodology(40)	Interpretation & Analysis (40)	Total (100)
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The scheme of evaluation of Viva voce

Evaluation Criteria	Understanding of Objectives with topic (40)	Understanding of the relevance of Research (40)	Interpretation & Analysis (40)	Presentation & Communication skills (40)	Query Handling (40)	Total (200)
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The student shall prepare the Research Project Report as per the format given in the Research Project Report Manual as prescribed by the University.

MBA (Tourism Management) Scheme of Teaching & Evaluation For Session 2019-20

Semester III

S. No.	Code	Course Title	Periods			Evaluation Scheme					Credit
						Sessional Exams			ESE	Total	
			L	T	P	CT	TA	Total			
1	KMT301	Strategic Management	4	0	0	30	20	50	100	150	3
2	KMT302	International Tourism	4	0	0	30	20	50	100	150	3
3	KMT303	Tourism Behaviour: Theory and Practice	4	0	0	30	20	50	100	150	3
4	KMT304	Tourism Policy, Planning and Development	4	0	0	30	20	50	100	150	3
5	KMT305	Emerging trends in Tourism	4	0	0	30	20	50	100	150	3
6	KMT306	Geography of International Tourism	4	0	0	30	20	50	100	150	3
7	KMT307	Foreign Language : French-I	4	0	0	30	20	50	100	150	3
8	KMT308	Summer Training Project Report & Viva Voce	2	0	0			50		150	3
		TOTAL							800	1200	24

MBA (Tourism Management) Scheme of Teaching & Evaluation For Session 2019-20

Semester IV

S. No.	Code	Course Title	Periods			Evaluation Scheme					Credit
						Sessional Exams			ESE	Total	
			L	T	P	CT	TA	Total			
1	KMT401	Domestic and International Ticketing	4	0	0	30	20	50	100	150	3
2	KMT402	Entrepreneurship Development	4	0	0	30	20	50	100	150	3
3	KVE401	Universal Human Values and Professional Ethics	4	0	0	30	20	50	100	150	3
4	KMT403	MICE and Hospitality Management	4	0	0	30	20	50	100	150	3
5	KMT404	Itinerary Planning, costing and Tour Packaging	4	0	0	30	20	50	100	150	3
6	KMT405	Foreign Language : French-II	4	0	0	30	20	50	100	150	3
7	KMT406	Research Project Report and Viva Voce	2	0	0			100	200	300	6
		TOTAL							800	1200	24

Semester-III

Strategic Management

Code: KMT301

Credits: 3

Teaching Hours: 36

Course Objectives

1. A clear understanding of the key concepts and principles of strategic management
2. A set of useful analytical skills, tools and techniques for analyzing a company strategically
3. To provide a basic understanding of the nature and dynamics of the strategy formulation and implementation processes.
4. To encourage students to think critically and strategically.
5. The ability to identify strategic issues and design appropriate courses of action.

UNIT 1 (6 Hours)

Introduction: meaning nature, scope, and importance of strategy; and strategic management, Introduction to Business policy, Strategic decision-making, Process of strategic management and levels at which strategy operates, strategic intent: Vision, Mission, Business definition, Goals and Objectives

UNIT 2 (8 hours)

Environmental Scanning : Factors considered, approaches, External environment analysis: PESTEL Analysis, EFE matrix (External Factor Evaluation): Porter's Five Forces Model methods and techniques used , Internal Appraisal – The internal environment, Organizational Capability Factors, organizational appraisal- factors affecting, approaches, methods & techniques Resource Based View (RBW) Analysis, VRIO Framework, Value Chain Analysis, IFE matrix (Internal Factor Evaluation).

UNIT 3 (8 hours)

Strategy Formulation: Corporate, Business, Functional strategy, Concentration Strategies, Integration Strategies: Horizontal & Vertical Diversification: Related & Unrelated, Internationalization , Porters Model of competitive advantage of nations, Cooperative: Mergers & acquisition Strategies, Joint Venture, Strategic Alliance , Digitalization Strategies

.Unit 4 (8 hours)

Strategy Analysis: Process, Analysing Strategic alternative, Evaluating and choosing among Strategic Alternative, Tools & Techniques of strategic Analysis,

Strategic Choice. BCG Matrix, Ansoff Grid, GE Nine Cell Planning Grid, McKinsey's 7'S framework

Strategy implementation: Resource allocation, Projects and Procedural issues. Organisation structure and systems in strategy implementation. Leadership and corporate culture, Values, Ethics and Social responsibility. Operational and derived functional plans to implement strategy. Integration of functional plans.

Unit 5 (6 hours)

Strategy Evaluation & Control: Nature, Importance, Organistional systems and Techniques of strategic evaluation & control.

Course Outcome

After successful completion of this course students will be able to

S. No.	Course Outcome	Bloom's Taxonomy
1	CO1. Formulate organizational vision, mission, goals, and values.	Apply (K3)
2	CO2. Develop strategies and action plans to achieve an organization's vision, mission, and goals.	Create (K6)
3	CO3. Develop powers of managerial judgment, how to assess business risk, and improve ability to make sound decisions and achieve effective outcomes.	Create (K6)
4	CO4. Evaluate and revise programs and procedures in order to achieve organizational goals;	Evaluate (K5)
5	CO5. Consider the ethical dimensions of the strategic management process;	Analyse (K4)

Suggested Readings

1. Kazmi, Azhar; Business Policy and Strategic Management; McGraw-Hill Education. Fourth edition.
2. David, Fred; Strategic Management: Concepts and Cases; PHI Learning. Fifteenth edition.
3. Thomson, Arthur A. and Strickland, A. J.; Strategic Management: Concept and Cases; McGraw Hill Education, Eleventh edition.
4. Jauch, L.F., and Glueck, W.F.; Business Policy and Strategic Management; McGraw-Hill Education, Fifth edition.

5. Wheelen, L. Thomas and Hunger, David J.; Strategic Management and Business Policy, Crafting and Executing Strategy; Pearson Education, Thirteenth edition.

Skills	Measuring tool
Ability to scan business environment	Assignments + Case study + Workshop
Ability to draft strategic intent.	Case study + Workshop
Ability to formulate strategy and its	Assignments + Case study + Workshop
Implementation	

INTERNATIONAL TOURISM

Code: KMT302

Credits: 3

Teaching Hours: 36

Course Objectives and Outcomes: This paper aims at providing an overview of global tourism trends along with major places of tourist importance in different continents.

UNIT I: Global Tourism:

Past, Present and Future Trends: Global Tourism Trends, Tourist Arrivals, Receipts & GDP of First Ten Leading Countries , India's Position in Global Tourism, Factors Contributing to Growth of Global Tourism, Global Tourism by 2020, Diversification of Emerging Tourism Products, New Competitive Global Emerging Tourism Destinations, Changing Dimensions of Tourism Products.

UNIT II Tourism places of Asia:

Major Tourism Places of Interest in Nepal, Sri Lanka, Maldives, UAE, Singapore, Thailand, Malaysia, Hong Kong, China, Japan, Cambodia, Philippines, Indonesia and Russia.

UNIT III Tourism places of Europe:

Major Tourism Places of Interest in UK, France, Germany, Spain, Portugal, Belgium, Austria, Switzerland, Greece, and Italy.

UNIT IV Tourism places in North and South America:

Major Tourism Places of Interest in USA, Canada, Mexico, Cuba, Brazil, Argentina, Peru and Chile.

UNIT V Tourism places of Africa and Australasia:

Egypt, South Africa, Zimbabwe, Kenya, Mauritius, Seychelles, Madagascar and Australia, New Zealand.

SUGGESTED TEXT BOOKS

1. Swain, S.K. & Mishra, J.M.(2012). Tourism: Principles & Practices, Oxford University Press, New Delhi.
2. Bhatia A.K. (2011), International Tourism Management, Sterling Publishers, New Delhi

SUGGESTED REFERENCE BOOKS

1. Reisinger Y, (2009), International Tourism – Cultures and Behaviour, Butterworth-Heinemann, Oxford, UK.
2. William F. Theobald, W.F. (2013) Global Tourism, Elsevier Science, London.
3. Cochrane, J. (2008) Asian Tourism Growth and Change, Elsevier, London.
4. UN World Tourism Organization (2002). Performance Indicators for Tourism Destinations in Asia and the Pacific Region, Business & Economics.
5. Vellas François (1995). International Tourism: An Economic Perspectives. St. Martin's Press, Websites: www.ibef.orgwww.cia.gov.inCourse

Course Outcomes(CO)	Bloom's Taxonomy
CO 1: To get an overview of the key issues and concepts of International Business.	Knowledge (K2) Comprehending (K3)

CO 2: Understand how and why the world's countries differ.	Comprehending (K 3)
CO 3: Understand the monetary framework in which international business transactions are conducted.	Comprehending (K 3) Knowledge (K 2)
CO 4: Understand the role of International Organizations and Regional Trade blocks	Knowledge (K 2) Evaluating (K7)
CO 5: Implement the decisions for international operations in a superior manner	Evaluating (K7) Applying (K 4)

Skills	Measuring tool
Understanding of principles of International Business Group assignment.	Case study analysis
Develop reasoning abilities for applying the theoretical Knowledge	Group assignment Case study analysis
Understanding of fundamentals of International Marketing, Finance & HRM	Group project Presentations
Critical thinking skills for understanding the role of International organizations and Regional Trade Blocks	Quiz, Debate, Case study analysis

TOURISM BEHAVIOUR: THEORY & PRACTICE

Code: KMT303

Credits: 3

Teaching Hours: 36

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 behavior.

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 behavior.

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 and 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”

TOURISM POLICY, PLANNING AND DEVELOPMENT

Code: KMT304

Credits: 3

Teaching Hours: 36

Course Objective and Outcome: The modules 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.

EMERGING TRENDS IN TOURISM

Code: KMT305

Credits: 3

Teaching Hours: 36

Course Objective and Outcome: This paper gives knowledge to the students about the various emerging concepts 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, Christmas, 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.

GEOGRAPHY OF INTERNATIONAL TOURISM

Code: KMT306

Credits: 3

Teaching Hours: 36

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
4. International Atlas, Penguin Publication and DK Publications

FOREIGN LANGUAGE - FRENCH – I

Code: KMT307

Credits: 3

Teaching Hours: 36

Course Objective and outcome: The objective of the course is the acquisition of basic comprehension, communication, and writing skills. It aims to provide students a basic understanding of the French language as whole .The overview of this particular course is to give the students exposure of French being used in tourism industry by tourism professionals as a practitioner. The core objectivity of such course for beginners is to create an awareness of the language's structures, and to act as a useful introduction to French and Francophone culture

UNIT-I: Introduction of the Language to first time beginner

Basic introduction of French, The alphabets and their pronunciation, nature and rules of the language , The accents, The Orthographic Signs, the punctuation signs , The numbers in French 0-9 ; Cardinal and ordinal form of number , Greetings

UNIT-II: Basic Vocabularies: (Tourism Based Vocabularies)

The days of the week, Months, item narration , Gender specification for the things , the country , city name , time , whether, fruits and vegetable names, the family name, body parts , colors , numbers 10-100 gradual learning ,French phonetics , professions ; all the necessary word meaning used in general and specifically by tourism professionals.

UNIT-III: Basic and Introductory Grammar

The Articles, Plural forms of nouns, Gender (Masculine and feminine forms), Definite articles, indefinite articles, Subject Pronouns, verbs and their types ,Principal and auxiliary verbs in French (être and avoir), Verb's groups : First , Second and third group, rule of making ordinal numbers, verbs conjugation in present participle

UNIT-IV: Sentence and Dialogue framing

The Affirmative form of the sentences using first, second and third group verbs(Only Present tense), dialogue and phrases from the text book (Situation 1 -7) Chapter 1 from text book, verbs Aller, The negative and interrogative form using all types of verbs, rism and Tourist based vocabulary

UNIT-V: French culture and self Presentation

Introduction of France and it's culture and, basic Geo-political-economical introduction of France, French History, French (Tourist) habits and introduction of individual in French, Translations of sentences French to English and English to French. Verbal French practice session

Text book/s

Gupta, Vasanthi ., Gupta, Malini, and Ramachandran, Usha ,*Bon Voyage: 1 Method de français l'hôtelier et du tourisme pour les débutants* , New Delhi : W. R. Goyal
Girardet ,Jackey and Cridling, Jean-Marie (Vol 1)*méthodes de français ; Le Nouveau Sans Frontières.*

Reference Books

Lorousse/Collins Pocket Dictionary (Minimum 40000 Translations)

Bhattacharya, S. and Bhalerao, Uma Shashi, *French for Hotel Management & Tourism Industry*, Frank Bro & CO.

Semester-IV**DOMESTIC AND INTERNATIONAL TICKETING****Code: KMT401****Credits: 3****Teaching Hours: 36**

Course Objectives and outcome: The main aim of this paper is to develop skills among students about domestic and international ticketing.

Unit I

Air Travel Process and Practices. Air Travel International Carriers, Domestic Carriers, Air Transport Regulations, Five Freedom of Air, Airport Handling Procedure. Reservation Practices, Children and infants, Restricted and disabled Passengers, Changes Alterations in Schedules, Stand by Travel Passenger Check in, Cancellation and Delays, Checked Baggage. The weight /Piece system, Excess Baggage Charge, Special Charge, Pet Transport Policy, Special Meals, Excess Mileage Percentage.

Unit II

Basic Elements of Air Fares and Constructions: Class of Service, Fare basis customs user Fees, Airport Taxes, Miscellaneous Charges, Fare Rules, Calculation, Special Air Fares, Ticket Issuance, Travel Related Terminology, Mileage Percentage

Unit III:

Air Ticketing Techniques -Domestic & International : - Airline Tickets, Tickets coupons, Air ticket information, Air Ticket related traffic documents PTA, REN, Chartered and Group travel. Ticket revalidation, Booking a tour, How to Procure traffic documents Tour order, Ticket exchange notice, Cash refund notice, Credit card refund notice Reservation sheets /cards, Airline Reservation

Unit IV:

Foreign Exchange Management - Forex Management for Enterprise, Familiarization Travel related Foreign exchange regulations, currency conversions FEMA Act 2000, Tariff Terminology, FDI in Tourism Industry. Global Distribution System- Display Airlines Schedules & Availability- Display Fares- Display Complete Hotel Description & Availability- Decode & Encode Countries, Cities & Airports, Aircrafts, Airlines- Display Exchange Rates, Maps- Airline Seat Maps, Local Times- Online Portals

Unit V:

Fare Construction with extra mileage allowance and extra mileage Principle, highest Intermediates Point {HIP}, circle trip minimum {CTM}, Back Haul Check, Add on , Fare Construction Terminology, Fare calculation on a hand ticket, Sector mileages, Basic Principles of international air fares and ticketing. How to use neutral unit constructions to calculate fares.

References:

1. Negi, Jagmohan, Air Travel / Ticketing Fare Construction “ {Kanishka Publishers 2004, New Delhi Sethi, Praveen.

2. Strategies For Future of Travel & Tourism, {Rajat Publication, 1999, New Delhi ABC World wide Airways Guide {Red /Blue} FEMA Act 2000
3. ABC World wide Airways Guide (Red & Blue)
4. Air Tariff Book 1, World wide Fares.
5. Air Tariff Book 1, World wide Rules, IT Fares etc.
6. Air Tariff Book 1, World Wide Maximum Permitted Mileage
7. Travel Information Manual (TIM)
8. IATA Ticketing Hand Book.
9. Chand, Mohinder, Travel Agency Management

ENTREPRENEURSHIP DEVELOPMENT

Code: KMT402

Credits: 3

Teaching Hours: 36

COURSE OBJECTIVES

- The purpose of this course is to expose the student to the basic concepts of entrepreneurship and Common myths to becoming an entrepreneur. Students will be exposed to the functions of entrepreneurs, and problems faced by them in the real world.
- To impart understanding of Entrepreneurial Finance, Assistance and role of entrepreneurial development agencies
- To provide insights to students in converting an Idea to an opportunity and develop understanding of various funding sources for a startup.
- Familiarizing the students on Developing a Business Plan and to provide basic understanding of Launching a New Venture

Unit 1

Introduction: Meaning, definition and concept of entrepreneur, entrepreneurship and entrepreneurship development. The entrepreneurial mind-set. Common myths to becoming an entrepreneur and how to overcome them. Corporate entrepreneurship. Concepts of intrapreneurship, types of entrepreneurs, functions of entrepreneur. Family Business, Women entrepreneurship, social and rural entrepreneurship.

Unit 2

Entrepreneurial Finance, Assistance and Entrepreneurial

Development Agencies: Estimating financial funds requirement; Sources of finance – banks, various financial institutions (including IFCI, and SIDBI), financing of small scale industries in developing countries.

Role of central government and state government in promoting entrepreneurship with various incentives, subsidies, grants, export oriented units – fiscal & tax concessions, other government initiatives and inclusive entrepreneurial growth. Overview of MSME policy of government in India.

Role of agencies assisting entrepreneurship: DICs, SSIs, NSICs, EDII, NIESBUD, NEDB, Entrepreneurship Development Institute (EDI). New initiatives taken by government to promote entrepreneurship in India at larger scale.

Unit 3

From Idea to opportunity: Idea generation- sources and methods, identification and classification of ideas. Individual creativity: idea to business opportunity, Opportunity assessment, challenges of new venture start-up, Venture capital, Angel investing, Crowd funding.

Unit 4

Developing a Business Plan: Environmental Scanning and SWOT analysis, and. The business plan as an entrepreneurial tool, Business Planning Process: elements of business planning, preparation of project plan, components of an ideal business plan – market plan, financial plan, operational plan, and, Feasibility Analysis – aspects and methods: Economic analysis, financial analysis, market-, and technological feasibility.

Unit 5

Launching a New Venture: Steps involved in launching a business (Process charts), Various Forms of business ownership, Registration of business units; start-up to going IPO; revival, exit and end to a venture.

Course Outcome

After successful completion of this course students will be able to-

S. No.	Course Outcome	Bloom's Taxonomy
1	CO 1: Developing understanding of basic concepts of entrepreneurship.	<ul style="list-style-type: none"> • Knowledge (K 2) • Remembering (K1)
2	CO2: Develop knowledge of Entrepreneurial Finance, Assistance and role of Entrepreneurial Development Agencies	<ul style="list-style-type: none"> • Applying (K 4) • Analyzing (K 5) • Evaluating (K7)
3	CO 3: Develop understanding of converting an Idea to an opportunity and develop understanding of various funding sources.	<ul style="list-style-type: none"> • Analyzing (K 5) • Evaluating (K7)
4	CO 4: Comprehend and develop skills to Develop a Business Plan.	<ul style="list-style-type: none"> • Comprehending (K3) • Synthesizing (K6)
5	CO 5: Students to have a basic understanding of Launching a New Venture	<ul style="list-style-type: none"> • Applying (K4) • Synthesizing (K6) • Evaluating (K7)

Suggested Readings

1. Entrepreneurship 10th Ed (Indian Edition) 2016 by Robert Hisrich Michael Peters Dean Shepherd, McGraw Hill
2. Khanka, S.S.; Entrepreneurial Development; S. Chand and Co.
3. Kumar, Arya; Entrepreneurship; Pearson Education.
4. Desai, Vasant; Dynamics of Entrepreneurial Development and Management; Himalaya Publishing
5. Blundel, R. and Lockett, N.; Exploring Entrepreneurship Practices and Perspectives; Oxford Publications.
6. Dollinger, M. J.; Entrepreneurship: New Venture Creation; PHI Learning.

Skills	Measuring tool
Ability to understand of basic concepts entrepreneurship, Entrepreneurial Finance, Assistance and role of Entrepreneurial Development Agencies	Assignments + Workshop
Ability to convert an Idea to an opportunity and understanding of Launching a New Venture.	Assignments + Case study +Workshop
Ability to Develop a Business Plan.	Assignments + Case study + Workshop

MICE AND HOSPITALITY MANAGEMENT

Code: KMT403

Credits: 3

Teaching Hours: 36

Course Objectives and outcome:

- To familiarize the students with the essentials of Event Management;
- To understand the potential of MICE and Event Tourism; and
- To understand about dimension of hospitality

Unit-I:

Concept of MICE, Scope - Nature and Importance – Types of Events in MICE – Unique Features and Similarities – Practices in MICE Management - Key Steps to A Successful Operation of MICE. Economic and Social Significance of MICE. Impact of conventions on communities. A typology of planned events. Role of events for promotion of tourism, Types of Events-Cultural, festivals, religious, business etc.

Unit-II:

Important Events Organization Agencies. History & Functions of ICCA, Role of ICCA, Role and Function of ICPB. Trade Fairs: Nature, Scope and Function, Benefits of Fairs – Unique Selling Propositions of International Trade Fair Berlin (ITB), World Tourism Mart (WTM), Berlin Trade Fair (BTF), TTW, FITUR, Pacific Asia Travel Association (PATA) Travel Mart.

Unit-III:

Introduction to Event Planning, Event Planning Principles, Key Competencies. Pre-event responsibilities, Legal issues. Negotiations, the Uniform Commercial Code, the International Contractual Consideration, Ethics. Budgeting Events: Budget Preparation, Estimating fixed & variable cost. Cash flow, Measures of financial performance, financial controls, risk management. Event Operations: Registration, Seating Arrangements, Documentation, Press Relations, Audio-Visual Arrangements, Use of Films, Videos, CDs, etc.

Unit-IV:

Evolution and Growth of Hospitality Industry, Hospitality Industry in Today's Scenario, Importance of Hospitality Management. Classification of Hotels - Star Rating of Hotels - Classification on the basis of size, Location, Clientele, Duration of stay, level of Service - Classification on the basis of ownership - Alternative Accommodations - Hotel Tariff Plans - Types of Guest Rooms.

Unit-V:

Hotel Organization: Need for Organizational - Organizational charts, major departments of a hotel - Front Office, Housekeeping, Food and Beverage Service Departments, Food Production, Engineering and Maintenance, Accounts, Human Resource, Security, Sales and Marketing, Purchase etc. Room Reservations: Registration - Allotment of rooms - Stay, Departure –

Handling FIT – GIT -Guest Services - Various Guest Services - Handling guest mail – Message Handling - Custody and control of keys - Guest paging - Safe deposit locker, left luggage handling, wake up call, Handling Guest Complaints

Suggested Readings:

1. Sudhir Andrews, Front Office Training manual
2. Kasavana & Brooks, Managing Front Office Operations
3. Ahmed Ismail, Front Office - operations and management
4. Michael Kasavana & Cane, Managing Computers in Hospitality Industry
5. Watt. D.C.. Event Management in Leisure and Tourism. Pearson, UK.
6. Blatt , J.G.. Special Events- Best Practices in Modern Event Management. John Wiley and Sons, New York.
7. Coleman, Lee & Frnkle, Powerhouse Conferences, Educational Institute of AH &MA.
8. Hoyle, Dorf & J ones, Meaning Conventions & Group Business, Educational Institute of AJ MA.
9. Meetings, Conventions & Expositions - An Introduction to the Industry Rhonda Montgomery, Ph.D. & Sandra K. Strik. Publishers - Van Nostard Reinhold, An International Thomson Publishing Co.
10. Jagmohan Negi (1997), Professional Hotel Management, S. Chand, New Delhi
11. G. Raghubalan & Smritee Ragubalan: Hotel Housekeeping operations and Management.

ITINERARY PLANNING, COSTING AND TOUR PACKAGING

Code: KMT404

Credits: 3

Teaching Hours: 36

Course Objective and outcome:

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.

ITINERARY PREPARATION AND TOUR PACKAGING This paper is an attempt to help the students prepare tour itinerary and design package tours independently.

Unit I

Itinerary Planning & Development: Meaning, Importance and types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Don'ts of Itinerary Preparation

Unit II

Developing & Innovating Package Tour: Tour Formulation and Designing Process: FITs & Group-Special Interest Tours (SITs), Tour Packaging: Importance of Tour Packaging – Classifications of Tour Packages - Components of Package Tours, Pre Tour Management, Tour Operation, Post Tour Management.

Unit III

Concept of Costing - Types of Costs, Components of Tour Cost - Preparation of Cost Sheet - Tour Pricing - Calculation of Tour Price – Pricing Strategies - Tour Packages of Thomas Cook, SOTC, Cox & Kings and TCI.

Unit IV

Operation of Package Tour: Confirmation of Tour, Creation of Docket/ File, Issue of Tour Vouchers, Reconfirmation with Airlines, Hotel & Ground Service Providers, Distributing Customized Itinerary to Tour Leader, Guide, Driver & Transporter, Standard Procedures for Pickup and Drop, Check-in and Check-out in the Hotel, Sightseeing, Do's and Don'ts of Sightseeing, Crisis Management in tour, Preparation of Feedback or Guest Comment Sheet, Filling the Guest Comment Sheet, Analysis of Comments of Guest, Service providers, Tour Escorts.

Unit V

Travel Documentation: Familiarization with TIM (Travel Information Manual), Passport & VISA-Meaning, Types, Procedures, Validity, Necessary Information to fill the Passport and VISA Form for Issuance, Health Certificates, Currency, Travel Insurance, Credit & Debit Card,

SUGGESTED TEXT BOOKS

1. Swain, S.K. & Mishra, J.M.(2012). Tourism Principles & Practices, Oxford University Press, New Delhi. 2. Chand, M. (2002), Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd., New Delhi.

SUGGESTED REFERENCES

1. Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
2. Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279.

3. Roday. S, Biwal. A & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.
4. Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.

Foreign Language - French – II

Code: KMT405

Credits: 3

Teaching Hours: 36

Course Objective and outcome:

The objective of the course is to enable the students to understand basic conversation related to tourism industry. It aims to provide students a basic understanding of the French vocabularies, sentences and writing skills. The objective of this course is to create an awareness of the language *structure*, and to make students understand Francophone culture.

UNIT-I :Basic Conversation :

Basic introduction, liaison from basic level, The Expressions of politeness (Expressions de politesse), The Orders (Les Commandes), The Expressions (Les expressions), Simple Conversation (Conversations simple).

Vocabulary in French for Continental Cuisine & Drinks – The names of Drinks (Les Vins De France), The Kitchen and its utensils (Le Matériel de Cuisine), Describing of Dishes (Description des Plats de Français)-Sweets and drinks (Desserts et Café / thé)

UNIT-II: Basic Tour: (Tourism Professionals- Vocabulary):

On Arrival (À l'arrivée), Air Travel (Voyage en avion), Cruise Travel (Voyage de croisière), Rail travel (Voyage par le Train), Car Travel (Voyage en Voiture)

Situation- At the hotel (À l'hôtel), At the Cash Counter (A la Caisse), The breakfast (Le petit déjeuner), Lunch in a Restaurant (Le Déjeuner dans un restaurant), At the sight seeing (A la vue de voir), The Telephonic Conversation (La conversation téléphonique)

UNIT-III: Basic and Introductory Grammar:

The Adjectives and its use, Plural form of adjectives (pluriel des adjectifs), Reflexive Verbs, Reciprocal Verbs, Adverbs, Prepositions, Negative sentences (sentences négatifs), Conjunctions, Contracted articles, partitive articles (du, de la, de l', des)

Peculiarities of some of the first group verbs, Verbs Conjugation for – er, -ir, - re and –oir ending verbs in Interrogative and negative format

UNIT-IV: Speaking Skill:

Simple dialogue writing Situation – Visiting the Place- Taj Mahal/ Delhi /Sanchi, During Travelling, at hotel, at Restaurant, at Café house, at a Travel Agency, at telephone, at Station Present oneself (Présentez-vous) in French, Introduction of Male / Female (neighbor) (Votre Voisin et Voisine), Passage reading and writing from Text book (unit 2 & Unit 3), French to English Translation, English to French Translation

UNIT-V : Comprehension, Writing Skill & French Culture:

Writing Small letters – Formal and informal, to the friends (ami/amie), to mama/papa, Writing Passage/ Basic Content in French- Small email writing in French , Writing Resume in French, Introductory history of Republic of France (Histoire d'introduction de la République de France) - culture & history . Verbal French practice session

Text Book/s:

Gupta, Vasanthi., Gupta, Malini and Ramachandra, Usha), *Bon Voyage: 1 Method de français l'hôtelier et du tourisme pour les débutants* ; New Delhi : W. R. goyal
 Girardet, ,Jacky and Cridlig , Jean-Marie *méthodes de français ; Le Nouveau Sans Frontières Vol 1*
 Girardet, ,Jacky and Cridlig *Vol 1 cahier d'exercices; Le Nouveau Sans Frontières*, Work book

Reference Book/s:

Lorousse/Collins Pocket Dictionary (Minimum 40000 Translations)
 Jean-Paul Valette & Rebecca Valette Contacts: *Langue et culture françaises*
 Bhattacharya, S. and Bhalerao, Uma Shashi *French for Hotel Management & Tourism Industry*, Frank Bro & CO.