Revised Evaluation Scheme & Syllabus

MBA
(Travel & Tourism)
First Year

AS PER
AICTE MODEL CURRICULUM
(Effective from the Session: 2020-21)
## MBA (TRAVEL & TOURISM) 1st Year Course Structure in accordance with AICTE Model Curriculum Effective w.e.f. Academic Session 2020-21

### SEMESTER-I

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### LAB / PRACTICALS

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### MBA – II Semester

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L/T/P – Lecture/Tutorial/Practical, CT/TA/PS- Class Test/Teachers Assessment/Practical Session, TE/PE- Term End/ Practical End
MANAGEMENT CONCEPTS AND ORGANISATIONAL BEHAVIOUR

Course Credit: 3

Course Objectives:

1. To provide basic understandings of management processes
2. To help the students understand the concepts of organizational behaviour
3. To apply the concepts of management and organizational behaviors in real world situations
4. Familiarizing the students with the contemporary issues in management.
5. Developing managerial and leadership skills among students

UNIT I (8 Lectures)
Fundamentals of Management: Management practices from past to present, Different levels of management, Managerial skills and Managerial Functions, Case Studies
Planning- Objective of planning, Planning process, Types of planning, Types of plans, Management by Objective, Decision-making- types, process & techniques., Case Studies

UNIT-II (8 Lectures)
Organising & Staffing- Types of organization, Organization structure and decentralization of authority, Meaning of staffing, Recruitment, selection & placement, Training & development..
Directing & Controlling- Principle of directing, Essence of coordination, Different control techniques, Management by exception. Case Studies

UNIT III(8 Lectures)
Fundamentals of individual behavior, Personality, types of personality, Personal effectiveness, meaning of Attitudes, Types, Components, attitude formation and attitude change. Meaning & Type of Group Behaviour, Interpersonal skills, Transactional Analysis, Johari Window,

UNIT IV (8 Lectures)

UNIT V: (8 Lectures)
Leadership: What is leadership, types of leaders and leadership styles, traits and qualities of effective leader, trait theory, LSM – Leadership Situational Model, Team Building, Tuckman Model of Team Development. Organizational Change: Meaning of organizational change approaches to managing organizational change, creating a culture for change, implementing the change, Kurt Lewin Model of change. Case Studies
## COURSE OUTCOME

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<th>Course Outcomes</th>
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<td>CO 1: Developing understanding of managerial practices and their perspectives.</td>
<td>• Knowledge (K 2)</td>
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<td>• Remembering (K1)</td>
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<td>CO2: Understanding and Applying the concepts of organizational behaviour</td>
<td>• Knowledge (K 2)</td>
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<td>• Applying (K 4)</td>
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<td>CO 3: Applying the concepts of management and analyze organizational behaviors in real world situations</td>
<td>• Applying (K 4)</td>
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<td>• Analyzing (K 5)</td>
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<td>CO 4: Comprehend and practice contemporary issues in management.</td>
<td>• Comprehending (K 3)</td>
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<td>CO 5: Applying managerial and leadership skills among students</td>
<td>• Applying (K 4)</td>
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### Suggested Readings

4. Dr. Premvir Kapoor, Principles and Practices of Management, Khanna Publishing House, Delhi
9. Aswathappa K, —Organizational Behaviour (Text, Cases and Games), Himalaya Publication
10. Udai Pareek, —Organizational Behavior, Oxford University Press
MANAGERIAL ECONOMICS KMTT102

Course Credit: 3
Contact Hours: 40

Course Objective:

1. To understand the importance of Managerial Economics in management and businesses
2. To apply the principles of managerial economics in achieving business objectives
3. Be equipped with the tools necessary in forecasting product demand
4. Understand and be able to apply latest pricing strategies
5. Understand and analyze the macro environment affecting the business decision making.

UNIT –I (6 Hours)

UNIT –II (8Hours)
Supply Analysis; Law of Supply, Supply Elasticity; Analysis and its uses for managerial decision making.
Price of a Product under demand and supply forces. Case Studies

UNIT –III (10Hours)
UNIT –IV (10Hours)
UNIT –V (6Hrs)
National Income; Concepts and various methods of its measurement, Circular flows in 2 sector, 3 sector, 4 sector economies, Inflation, types and causes, Business Cycle & its phases.
### Course Outcomes:

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<th>Course Outcomes</th>
<th>Bloom’s taxonomy</th>
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<td><strong>CO1</strong>: Students will be able to remember the concepts of microeconomics and also able to understand the various microeconomic principles to make effective economic decisions under conditions of risk and uncertainty.</td>
<td>- Knowledge (K2)</td>
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<td>- Remembering (k1)</td>
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<td><strong>CO2</strong>: The students would be able to understand the law of demand &amp; supply &amp; their elasticities, evaluate &amp; analyse these concepts and apply them in various changing situations in industry. Students would be able to apply various techniques to forecast demand for better utilization of resources.</td>
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<td>- Applying (K4)</td>
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<td>- Synthesizing (K6)</td>
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<td>- Evaluating (K7)</td>
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<td><strong>CO3</strong>: The students would be able to understand the production concept and how the production output changes with the change in inputs and able to analyse the effect of cost to business and their relation to analyze the volatility in the business world</td>
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<td>- Applying (K4)</td>
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<td>- Analyzing (K5)</td>
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<td>- Evaluating (K7)</td>
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<td><strong>CO4</strong>: The students would be able to understand &amp; evaluate the different market structure and their different equilibriums for industry as well as for consumers for the survival in the industry by the application of various pricing strategic</td>
<td>- Applying (K4)</td>
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<td>- Analyzing (K5)</td>
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<td>- Synthesizing (K6)</td>
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<td><strong>CO5</strong>: The students would be able to analyse the macroeconomic concepts &amp; their relation to microeconomic concept &amp; how they affect the business &amp; economy.</td>
<td>- Knowledge (K2)</td>
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<td>- Comprehending (K3)</td>
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### Suggested Readings

1. Managerial Economics, D.N.Dwivedi, Vikas Publication, 7th Ed
4. Managerial Economics, H.L Ahuja, S.Chand, 8th Ed
6. Sociology & Economics for Engineers, Dr. Premvir Kapoor, Khanna Publishing House
Course Objectives:

1) To understand the fundamentals, basic theory and concepts of financial accounting.
2) To have a knowledge about various Accounting Standards used in preparation of financial statements.
3) To have an understanding of preparation and presentation of financial statements.
4) To acquire knowledge about various techniques used for analysing financial statements with its application.
5) To enable students acquainted with current trends and social responsibility accounting.

UNIT I (6Hrs)

Meaning and Scope of Accounting: Evolution and Users of Accounting, Basic Accounting terminologies, Principles of Accounting, Accounting Concepts & Conventions, Accounting Equation, Depreciation Accounting.

UNIT II (6Hrs)

Mechanics of Accounting: Accounting Standards and IFRS: International Accounting Principles and Standards; Matching of Indian Accounting Standards with International Accounting Standards, Double entry system of Accounting, journalizing of transactions; Ledger posting and Trial Balance.

UNIT III (12 Hrs)

Presentation of Financial Statement: Preparation of final accounts (Profit & Loss Account and Balance Sheet) according to companies act 2013 (vertical format), Excel Application to make Balance sheet, Case studies and Workshops, Preparation of Cash Flow Statement and its analysis.

UNIT IV (10 Hrs)

Analysis of financial statement: Ratio Analysis- Solvency ratios, Profitability ratios, activity ratios, liquidity ratios, Market capitalization ratios; leverage Ratio, Detailed Analysis using excel application.

UNIT V (6 Hrs)

Financial Statement Analysis and Recent Types of Accounting: Common Size Statement; Comparative Balance Sheet and Trend Analysis of manufacturing, Service & banking organizations, Case Study and Workshops in analysing Balance sheet. Human Resource Accounting, Forensic Accounting, Accounting for corporate social responsibility.
Course Outcome:

After successful completion of this course students will be able to

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<td>CO1. Understand and apply accounting concepts, principles and conventions for their routine monetary transaction.</td>
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<td>Comprehending (K 3)</td>
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<td>CO2. Understand about IFRS, Ind AS and IAS for preparation and reporting of financial statements.</td>
<td>Knowledge (K2)</td>
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<td>Synthesizing (K6)/</td>
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<td>CO3. Create and prepare financial statements and Cash flow in accordance with Generally Accepted Accounting Principles</td>
<td>Remembering (k1)</td>
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<td>CO4. Analyse, interpret and communicate the information contained in basic financial statements and explain the limitations of such statements.</td>
<td>Analysing (K 4) / Evaluating (K7))</td>
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<td>CO5. Recognising various types of accounting and utilize the technology and social responsibility in facilitating and enhancing accounting and financial reporting processes</td>
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<td>Applying (K 4)</td>
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Suggested Readings
2. Essentials of Financial Accounting (based on IFRS), Bhattacharya (PHI, 3rd Ed)
4. PC Tulsian- Financial Accounting (Pearson, 2016)
Business Statistics & Analytics  KMTT104

Course Credit: 3    Contact Hours: 40 hours

Course Objectives

1. Understand the different basic concept / fundamentals of business statistics.
2. Understand the importance of measures of Descriptive statistics which includes measures of central tendency, Measures of Dispersion, Time Series Analysis, Index Number, Correlation and Regression analysis and their implication on Business performance.
3. Understand the concept of Probability and its usage in various business applications.
4. Understand the Hypothesis Testing concepts and use inferential statistics- t, F, Z Test and Chi Square Test
5. Understand the practical application of Descriptive and Inferential Statistics concepts and their uses for Business Analytics.

Unit I (10 Sessions): Descriptive Statistics
Meaning, Scope, types, functions and limitations of statistics, Measures of Central tendency – Mean, Median, Mode, Quartiles, Measures of Dispersion – Range, Inter quartile range, Mean deviation, Standard deviation, Variance, Coefficient of Variation, Skewness and Kurtosis.

Unit II (8 Sessions): Time Series & Index Number
Time series analysis: Concept, Additive and Multiplicative models, Components of time series, Trend analysis: Least Square method - Linear and Non-Linear equations, Applications in business decision-making.

Unit III (6 Sessions): Correlation & Regression Analysis
Correlation Analysis: Rank Method & Karl Pearson's Coefficient of Correlation and Properties of Correlation.
Regression Analysis: Fitting of a Regression Line and Interpretation of Results, Properties of Regression Coefficients and Relationship between Regression and Correlation.

Unit IV (8 Sessions): Probability Theory & Distribution
Probability: Theory of Probability, Addition and Multiplication Law, Baye’s Theorem
Probability Theoretical Distributions: Concept and application of Binomial; Poisson and Normal distributions.

Unit V (8 Sessions) Hypothesis Testing & Business Analytics
Hypothesis Testing: Null and Alternative Hypotheses; Type I and Type II errors; Testing of Hypothesis: Large Sample Tests, Small Sample test, (t, F, Z Test and Chi Square Test)

Concept of Business Analytics- Meaning types and application of Business Analytics, Use of Spread Sheet to analyze data- Descriptive analytics and Predictive analytics.
<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Competency (K)</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO2. To compute various measures of central tendency, Measures of Dispersion, Time Series Analysis, Index Number, Correlation and Regression analysis and their implication on Business performance.</td>
<td>Remembering (K1)   &lt;br&gt; Applying (K4)</td>
</tr>
<tr>
<td>CO3. Evaluating basic concepts of probability and perform probability theoretical distributions</td>
<td>Comprehending (K3)  &lt;br&gt; Applying (K4)</td>
</tr>
<tr>
<td>CO4. To apply Hypothesis Testing concepts and able to apply inferential statistics- t, F, Z Test and Chi Square Test</td>
<td>Analyzing (K5)  &lt;br&gt; Synthesizing (K6)</td>
</tr>
<tr>
<td>CO5. To perform practical application by taking managerial decision and evaluating the Concept of Business Analytics.</td>
<td>Evaluating (K7)  &lt;br&gt; Applying (K4)</td>
</tr>
</tbody>
</table>

Suggested Readings

2. Chandrasekaran & Umaparvathi-Statistics for Managers, 1st edition, PHI Learning
TOURISM: CONCEPTS & PRACTICES

Course Objective and Outcome:
This paper will provide a clear understanding of the fundamentals of Tourism and its allied activities and also will give an overview of tourism industry and various organizations.

UNIT I (6 hours)

UNIT II (7 hours)
Tourism and Its Theories: Meaning and Definitions, Characteristics of Tourism, Need for Measurement of Tourism, Interdisciplinary Approaches, Types & Forms of Tourism, Different Tourism Systems- Leiper’s Geospatial Model, Mill-Morrison, Mathieson & Wall, Butler’s Tourism Area Life Cycle (TALC) - Doxey’s Iridex Index – Demonstration Effect – Crompton’s Push and Pull Theory, Stanley Plog’s Allo-centric and Psycho-centric Model of Destination Preferences

UNIT III (8 hours)
Travel Behaviour & Motivations: Origin of Travel Motivation, Meaning of Motivation & Behaviour, Theory of Travel Motivations, Typology of Tourists, Different Travel Motives, Tourist Centric Approach, Leisure Travel Motivations, Tourist Decision-making Process, Lifestyle Pattern, Tourism Mindedness of People, Tourism & Cultural Relationships, Cultural Exchanges, GIT, FIT & Affinity Group Travel, Bilateral & Multilateral Tourism, Relationship between Human Life and Travel, Growth of Social Tourism

UNIT IV (7 hours)

UNIT V (8 hours)
Tourism Organizations: Roles and Functions of United Nations World Tourism Organization (WTO), Pacific Asia Travel Association(PATA), World Tourism & Travel Council (WTTC) - International Hotel Association (IHA), Ministry of Tourism, Govt. of India, India Tourism Development Corporation (ITDC), Federation of Hotel and Restaurants Associations of India (FHRAI).

SUGGESTED TEXTBOOKS

SUGGESTED REFERENCE BOOKS
DESIGN THINKING

Course Credit: 2  
Contact Hours: 20

Course Objectives:
1. How to transform creative thinking into design thinking in every stage of your problem
2. How to apply design thinking to your real life problems / situations in order to evolve an innovative and workable solutions

Lecture Sessions on Design thinking (16 hours)

Unit 1- Innovation & Creativity: Meaning of Innovation and creativity. Difference between innovation and creativity, and its role in Industry and organizations, dynamics of creative thinking, Process of Design Thinking, implementing the process in driving innovation, Case Study

Unit 2- An exercise in design thinking & implementing design thinking through a workshop & exercise case studies in design thinking, design thinking process. Case Study

Unit 3- Design Thinking in Various Sectors (Health sector, Finance, Education, Infrastructure) Design thinking case studies in retail, design thinking case studies in banking, design thinking case studies in management decisions

<table>
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<tr>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>CO1. Gain in depth knowledge about creative thinking and design thinking in every stage of problem</td>
<td>Knowledge (K2)</td>
</tr>
<tr>
<td>2</td>
<td>CO2. Applying design thinking to your real life problems / situations in order to evolve an innovative and workable solutions</td>
<td>Applying (K4)</td>
</tr>
<tr>
<td>3</td>
<td>CO3. Understand and implement design thinking to your real life problems / situations in order to evolve an innovative and workable solutions</td>
<td>Synthesizing (K6)</td>
</tr>
</tbody>
</table>

Books are recommended for the subject design Thinking

1. Design Thinking by Michael G Luchs, K Scott Swan, Abbie Griffin (WILEY)
2. The Design Thinking by Patrick, Michael Lewrick, Larry Leifer (WILEY)
3. The Art of Creative Thinking by Rod Judkins
4. Design Thinking - Strategic innovations by IRIS
Course Credits: 3

Course Objectives
1. To understand business communication strategies and principles for effective communication in domestic and international business situations.
2. To understand and appropriately apply modes of expression, i.e., descriptive, expositive, narrative, scientific, and self-expressive, in written, visual, and oral communication.
3. To develop the ability to research and write a documented paper and/or to give an oral presentation.
4. To develop the ability to communicate via electronic mail, Internet, and other technologies for presenting business messages.
5. To understand and apply basic principles of critical thinking, problem solving, and technical proficiency in the development of exposition and argument.

UNIT I: (8 Hours)
Introduction: Role of communication – defining and classifying communication – purpose of communication – process of communication – characteristics of successful communication – importance of communication in management – communication structure in organization – communication in crisis barriers to communication. Case Studies

UNIT II: (8 Hours)

UNIT III: (8 Hours)

UNIT IV: (8 Hours)

UNIT V: (8 Hours)

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

<table>
<thead>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>CO1. Apply business communication strategies and principles to prepare effective communication for domestic and international business situations.</td>
<td>Applying (K4)</td>
</tr>
<tr>
<td>2</td>
<td>CO2. Analyse ethical, legal, cultural, and global issues affecting business Communication.</td>
<td>Analyse (K5)</td>
</tr>
<tr>
<td>3</td>
<td>CO3. Develop an understanding of appropriate organizational formats and channels used in business communications</td>
<td>Knowledge (K2)</td>
</tr>
<tr>
<td>4</td>
<td>CO4. Gaining an understanding of emerging electronic modes of communication.</td>
<td>Comprehending(K3)</td>
</tr>
<tr>
<td>5</td>
<td>CO5. Developing effective verbal and non verbal communication skills.</td>
<td>Remembering(K1)/Applying (K4)</td>
</tr>
</tbody>
</table>

Suggested Readings:
2. Kulbhushan Kumar & R.S. Salaria, Effective Communication Skills, Khanna Publishing House, Delhi
5. Varinder Bhatia, Business Communications, Khanna Publishing House
Course Objectives

1. To provide knowledge about the functioning of computers and its uses for managers
2. To provide hands on learning on Internet and its applications
3. To provide hands on learning on Word processing software
4. To provide hands on learning of applications on Spreadsheet software
5. To provide hands on learning on Presentation software

UNIT I (05 hours) Conceptual Framework

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

Software: Types of software with examples; Introduction to languages, compiler, interpreter and Assembler, Operating System Functions, Types and Classification, Elements of GUI based operating system. Network and Internet: Types of computer networks (LAN, WAN and MAN), Netiquettes, Basic services over Internet like WWW, FTP, Telnet, Gopher, URL, Domain names, Web Browsers, Multimedia and its applications: Concepts of Text, Graphics, Animation, Audio, Images, Video. Multimedia Application in Education, Entertainment, Marketing. Names of common multimedia file formats,

UNIT II : Windows and Users Interface (Lab Work)- 7 hours


UNIT III: Word Processor Software (Lab Work) – 8 hours


UNIT IV: Spreadsheet Software (Lab Work) – 10 hours


UNIT V: Presentation Software (lab Work) – 8 hours

Course Outcomes

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

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<tbody>
<tr>
<td>1</td>
<td>CO1. Gain in depth knowledge about the functioning of computers and its uses for managers</td>
<td>Knowledge (K2)</td>
</tr>
<tr>
<td>2</td>
<td>CO2. Learn to use Internet and its applications</td>
<td>Applying (K4)</td>
</tr>
<tr>
<td>3</td>
<td>CO3. Understand and implement Word processing software</td>
<td>Synthesizing (K6)</td>
</tr>
<tr>
<td>4</td>
<td>CO4. Learn applications on Spread sheet softwares</td>
<td>Applying (K4)</td>
</tr>
<tr>
<td>5</td>
<td>CO5. Analyse and learn Presentation software</td>
<td>Analyse (K5)</td>
</tr>
</tbody>
</table>

**Suggested Readings**

2. Shrivastava-Fundamental of Computer & Information Systems (Wiley Dreamtech)
5. Introduction to Computers, Norton P. (TATA McGraw Hill)
7. Satish Jain-BPB's Computer Course Windows 10 with MS Office 2016 (BPB)
Course Credit -2

Course Objective-
1. To develop an innovative idea for product or services in form of a project report.
2. To understand importance and relevance of innovative idea, its feasibilities and detail descriptions.

Project/Practical work / Seminar
In first semester, the students are required to develop an innovative idea for product or services and a project report to be prepared on that idea under the guidance of faculty member. Report will be prepared individually and this report will consist of importance and relevance of innovative idea, its feasibilities and detail descriptions. The report will be evaluated by one external examiner appointed by university. Student has to present his output through a seminar.

<table>
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<tbody>
<tr>
<td>1</td>
<td>CO1. Gain in depth knowledge on innovative idea for product or services in form of a project report.</td>
<td>Knowledge (K2)</td>
</tr>
<tr>
<td>2</td>
<td>CO2. To apply innovative idea, its feasibilities and detail descriptions.</td>
<td>Applying (K4)</td>
</tr>
</tbody>
</table>
Course Objective and Outcome:
This course is about booking of tickets through CRS and constructing airfares. The course will extend hands on training to standard CRS packages like Amadeus. Course with learners expected to do a system based laboratory work in the offline on any training CRS packages.

Unit I: (8 hours)
Computerized reservation system- CRS (Computerized Reservation Systems), terms specification, basic principles and structure of reservation systems in air transport. Basic hardware & software requirements for CRS installation; GDS (global distribution systems), functioning of GDS and Characteristics of particular (Amadeus/ Galelio/ Sabre) systems in the tourism market in the light of their supply and market share. Practical Sessions.

Unit II: (8 hours)

Unit III: (6 hours)
Business models - Business to Business (B2B) - Business to Consumer (B2C) - Consumer to Business (C2B) - Consumer to consumer (C2C) - Business to Employees (B2E) - & Business to Government (B2G). Impact of internet development on GDS formation (e-ticketing). Hotel chains and their reservation systems, list of local hotel systems products.

Unit IV: (6 hours)
Payment Gateway - Billing and Settlement Plan (BSP) - Security Issues and Certification -Future of E-tourism - Travel Blogs - E-marketing and promotion of Tourism Products - Challenges for conventional business models & Competitive strategies..

Unit V: (8 hours)

SUGGESTED TEXTBOOKS

3. Travel Information Manual – IATA
4. OAG/ABC – IATA
5. Air-Tariff Book – IATA
7. R. Doganis, *Airport Business* 
8. K. Skidder , *All You Wanted to Know about Air lines Functions*
SUGGESTED REFERENCE BOOKS
Course Objectives: In this course the students will learn the basic concepts and frameworks of Human Resource Management (HRM) and understand the role that HRM has to play in effective business administration. It will provide an insight as to how to use Human Resource as a tool to implement strategies.

UNIT I: (7 Hours)
Essentials of HRM: Functions of HRM, HRM vs.HRD, Strategic HRM: Meaning and Roles in Strategy formulation and implementation, Barriers to strategic HRM, Linking HR strategy with business strategy, Roles of HR Manager, roles of HR in merger and acquisitions, Technology & HR and changing roles of HR due to technology, HRM linkage with TQM & productivity. Case Studies

UNIT II: (8 Hours)

UNIT III: (8 Hours)
Employee Training & Development: Meaning importance of Training, types and methods and types of training, career planning, promotion, transfer, demotion and separation, Performance Appraisal: Meaning and types of appraisal, Job Evaluation: Meaning and methods of job evaluation. Case Studies

UNIT IV: (9 Hours)
Compensation Management and Employee Relations: Introduction to compensation management, Components and structure of employee compensation, Factors affecting employee compensation, Employee incentive schemes, and recent trends in compensations management, Meaning of employee relation and industrial relations. Case Studies

UNIT V: (8 Hours)
Employee Safety/ Health and International Human Resource Management: Needs and leagal provision of employee health, measures to promote employee health, purpose of employee safety, accidents: causes & prevention, effective safety management, legal provisos. basic principles governing International Human Resource Case Studies
### Course Outcome

<table>
<thead>
<tr>
<th>S. No.</th>
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<th>Bloom’s Taxonomy</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>CO1. Synthesize the role of human resources management as it supports the success of the organization including the effective development of human capital as an agent for organizational change.</td>
<td>K6 Synthesizing</td>
</tr>
<tr>
<td>2</td>
<td>CO2. Demonstrate knowledge of laws that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization.</td>
<td>K2 Knowledge</td>
</tr>
<tr>
<td>3</td>
<td>CO3. Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness.</td>
<td>K3 Comprehending</td>
</tr>
<tr>
<td>4</td>
<td>CO4. Show evidence of the ability to analyze, manage and problem solve to deal with the challenges and complexities of the practice of collective bargaining.</td>
<td>K5 Analysing</td>
</tr>
<tr>
<td>5</td>
<td>CO5. Demonstrate knowledge of practical application of training and employee development as it impacts organizational strategy and competitive advantage.</td>
<td>K2 Knowledge, K4 Applying</td>
</tr>
</tbody>
</table>

### Suggested Readings

Course Credit: 3

Course objectives
1. Understand the concept / fundamentals of research and their types.
2. Understand the practical application of various research techniques.
3. Understand the importance of scaling & measurement techniques and sampling techniques
4. Understand the importance of coding, editing, tabulation and analysis in doing research.
5. Understanding and applying the concept of statistical analysis which includes ANOVA technique and technique of report writing.

Unit 1 (8 Sessions)
Research: – Definition, Meaning, Importance types and Qualities of Research; Research applications in functional areas of Business, Emerging trends in Business research.

Unit 2 (8 Sessions)
Research design: Concept, Features of a good research design, Use of a good research design; Qualitative and Quantitative research approaches, Comparison – Pros and Cons of both approaches.
Exploratory Research Design: Concept, Types: Qualitative techniques – Projective Techniques, Depth Interview, Experience Survey, Focus Groups, Observation.
Descriptive Research Designs: Concept, types and uses. Concept of Cross-sectional and Longitudinal Research
Experimental Design: Concept of Cause, Causal relationships, Concept of Independent & Dependent variables, concomitant variable, extraneous variable, Treatment, Control group.

Unit 3 (6 Sessions)

Unit 4 (6 Sessions)
Sampling:Basic Concepts: Defining the Universe, Concepts of Statistical Population, Sample, Characteristics of a good sample. Sampling Frame (practical approach for determining the sample frame expected), Sampling errors, Non Sampling errors, Methods to reduce the errors, Sample Size constraints, Non Response.
Probability Sample: Simple Random Sample, Systematic Sample, Stratified Random Sample, Area Sampling & Cluster Sampling.
Non Probability Sample: Judgment Sampling, Convenience Sampling, Purposive Sampling, Quota Sampling & Snowballing Sampling methods. Determining size of the sample – Practical considerations in sampling and sample size, sample size determination.

Unit 5 (8 Sessions)
Data Analysis: Editing, Coding, Tabular representation of data, frequency tables, Construction of frequency distributions, Graphical Representation of Data: Appropriate Usage of Bar charts, Pie charts, Histogram.


COURSE OUTCOME

<table>
<thead>
<tr>
<th>Course Outcomes</th>
<th>Blooms Taxanomy</th>
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</thead>
<tbody>
<tr>
<td>CO1. Knowledge of concept / fundamentals for different types of research.</td>
<td>• Knowledge (K2)</td>
</tr>
<tr>
<td>CO2. Applying relevant research techniques.</td>
<td>• Remembering (K1)</td>
</tr>
<tr>
<td></td>
<td>• Applying (K4)</td>
</tr>
<tr>
<td>CO3. Understanding relevant scaling &amp; measurement techniques and should use appropriate sampling techniques</td>
<td>• Comprehending (K3)</td>
</tr>
<tr>
<td></td>
<td>• Applying (K4)</td>
</tr>
<tr>
<td>CO4. Synthesizing different techniques of coding, editing, tabulation and analysis in doing research.</td>
<td>• Analyzing (K5)</td>
</tr>
<tr>
<td></td>
<td>• Synthesizing (K6)</td>
</tr>
<tr>
<td>CO5. Evaluating statistical analysis which includes ANOVA technique and prepare research report.</td>
<td>• Evaluating (K7)</td>
</tr>
</tbody>
</table>

Suggested Readings
1. Research Methodology, Deepak Chawla, Neena Sondhi, Vikas Publication
2. Business Research Methods, Naval Bajpai, Pearson Education
Course Credit: 3  
Contact Hours: 40 Hrs

Course Objectives: This course is intended to introduce the basic theory, concepts and practical applications in corporate finance and to enable students to analyse various corporate decisions. The course objectives are outlined below:

1) To understand the fundamentals, various models and agency problems of Corporate Finance.
2) To acquire knowledge about various techniques used for analysing various long-term projects.
3) To have an understanding about various capital structure techniques and selecting best source of finance.
4) To have an understanding of various dividend models and its applicability.
5) To acquaint students about corporate valuation in mergers and acquisitions.

UNIT I (6 Hrs)


UNIT II (10 Hrs)


UNIT III (10 Hrs)

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

UNIT IV (10 Hrs)


UNIT V (4 Hrs)

Course Outcome: After successful completion of this course students will be able:

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<tbody>
<tr>
<td>1.</td>
<td>CO1 Understand the different basic concept / Models of Corporate Finance and Governance</td>
<td>• Knowledge (K2)</td>
</tr>
<tr>
<td>2.</td>
<td>CO2 Understand the practical application of time value of money and evaluating long term investment decisions</td>
<td>• Remembering(K1)</td>
</tr>
<tr>
<td>3.</td>
<td>CO3 Develop analytical skills to select the best source of capital, structure and leverage.</td>
<td>• Analyzing (K5)</td>
</tr>
<tr>
<td>4.</td>
<td>CO4 Understand the use and application of different models for firm’s optimum dividend payout.</td>
<td>• Evaluating(K7)</td>
</tr>
<tr>
<td>5.</td>
<td>CO5 Understand the recent trends of mergers and acquisition and its valuation</td>
<td>• Analyzing(K5)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Synthesizing(K6)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Comprehending(K3)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Applying(K4)</td>
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<tr>
<td></td>
<td></td>
<td>• Comprehending(K3)</td>
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<tr>
<td></td>
<td></td>
<td>• Synthesizing (K6)</td>
</tr>
</tbody>
</table>

Suggested Readings
1) Khan and Jain - Financial Management (Tata McGraw Hill, 7th Ed.)
2) Pandey I M - Financial Management (Vikas, 11th Ed.)
3) William HakkaBettnerCarcello- Financial and Management Accounting (TMH-16th Ed.)
5) Prasanna Chandra - Fundamentals of Financial Management (TMH, 9th Ed.)
6) Bark DemazoThampy- Financial Management (Pearson,2nd Ed.)
7) R P Rustagi - Financial Management (Galgotia, 2000, 2nd revised ed.)
9) Ravi.M Kishore – Financial Management (Taxman, 7th Ed)
10) Fundamentals to Financial Management, Brigham & Houston, 14/e, Cengage Learning
TOURISM MARKETING

Credit-3

Contact Hours: 40 Hrs

Course Objective: The main objective of the course is to give basic idea about the theories of hospitality marketing and its application in tourism and allied tourism industries.

Unit-I: (6 hours)
Introduction to Marketing: Core Concept of Marketing, Need, Want and Demand, Product, Value, Satisfaction, Quality, Exchange and Transaction, Market and Marketing, Marketing philosophies-Service Characteristics of Tourism - The Service Marketing Triangle

Unit-II: (6 hours)
Analysis and Selection of Market: Measuring and forecasting tourism Demand-Forecasting Methods-Market Segmentation and Positioning-Marketing Mix, P’s of marketing Mix-Four C’s in Marketing Mix, Additional 3 P’s in Service marketing-Process, Physical Evidence, People

Unit-III: (8 hours)

Unit-IV: (8 hours)

Unit-V: (8 hours)
Introduction to Digital Marketing: The new digital world - trends that are driving shifts from traditional marketing practices to digital marketing practices, the modern digital consumer and new consumer’s digital journey. Acquiring & Engaging Users through Digital Channels: Understanding the relationship between content and branding and its impact on sales, search marketing, mobile marketing, video marketing, and social-media marketing. Online campaign management; using marketing analytic tools to segment, target and position; overview of search engine optimization (SEO).

References:
2. Cravens-Marketing Management
3. Crough, Marketing Research for Managers.
6. Philip Kotler, JohnBowen-Marketing for Hospitality and Tourism
7. Philip Kotler-Marketing Management Analysis, Planning and Control
9. S M Jha-Tourism Marketing
11. Sinha, P.C : Tourism marketing
12. Vearne, Morrisson Alison: Hospitality marketing
15. David Whiteley; E-Commerce: Strategy, Technologies and Applications, Mcgraw Hill Education.
Course objective

This course acquaints the student with the scope and complexity of the hospitality and tourism industry by exploring the national and global relationships.

UNIT I (8 hours)

UNIT II (6 hours)
Functions of Front Office Management: Organization Structure, Functions, Attributes and Skills of Manager & Executives, Reservation & Cancellation Procedures, Handling Individual and Groups, Solving Guests’ Problems, Automation/ CRS in Front Office, Travel Desk

UNIT III (8 hours)
Functions of House Keeping: Organization Structure, Functions, Works of Executive House Keeper- Rooms and Floor Cleaning Practices and Interior Decorations, Types of Rooms, House Keeping Control Desk, Housekeeping Supply Rooms, Uniforms, Housekeeping Practices, Coordination with Other Departments

UNIT IV (8 hours)
Food and Beverage Services: Organization Structure, Departments - Food Production - Organization, Kitchen, Buffets, Beverages Operation, Functions, Outlets of F&B, Types of Meal Plans, Types of Restaurant-Menu, Room Service, Catering Services-Food Service for the Airlines, Banquette, Corporate, MICE, Retail Food Market, Business/Industrial Food Service, Healthcare Food Service, Cruise ship, Railways

UNIT V (6 hours)
Administration and Finance: Finance & Accounts, Sales and Marketing, Administration, Revenue Management, Yield Management, Personnel Management, Training & Development, Safety Management, Management of Distribution Channel

SUGGESTED TEXTBOOKS

SUGGESTED REFERENCE BOOKS
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 (8 hours)

UNIT – II (6 hours)
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 (10 hours)

UNIT – IV (8 hours)
Fairs and Festivals: Kumbha, Pushkar, Sonepur, Dadari, Tarnetar, Chhatha, Pongal/Makar-Sankranti, Baishakhi, Meenakshi Kalyanam, Holi, Gangaur, Onam, Durga Puja, Ramalila, Diwali, Kartik Purnima (Dev Deepawali, Guru Parb), Dashahara (Kullu), Rathyatra, 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 (4 hours)
Indian Classical Dances and other form of dance & Music, Painting in different period and region, Indian Handicrafts and Handlooms; Important Rural Tourism villages of India. Fair and festivals, Handicrafts and textiles. Modern Theatre and Cinema. Indian Language and literature.
Suggested Readings:
1. Gupta, SP, Lal, K, Bhattacharya, M. Cultural Tourism in India (DK Print 2002)
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 (8 hours)
Introduction to Travel Trade: Historical Background of Travel Trade, Significance of Travel Agency Business, Meaning of Travel Agency- Types of Travel Agent- Full-Service Agency, Commercial Agency, Implant Agency, Group / Incentive Agency, Types of Tour Operator- Inbound, Outbound, Domestic, Ground and Specialized.. 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 (8 hours)
Approval of Travel Agents and Tour Operators: Operation of Travel Agency Business, Skills and Competencies for Running Travel Agency Business, Managerial Decisions, Travel Agency Business between Wholesale and Retail Agents, Future of Travel Wholesaling & Retailing; Approval by Department of Tourism, Government of India. IATA rules and regulations for approval of a travel agency, Approval by Airlines and Railways.

UNIT–III (8 hours)
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 (6 hours)
Functions of a Tour Operator: Market research and tour package formulation, assembling, processing and disseminating information on destinations, Liasoning with principles, preparation of Itineraries, tour operation and post tour Management. Sources of income for tour operator.

UNIT–V (6 hours)
Suggested Reading:
5. Seth, P. N., (1992), Successful Tourism Management Vol. 1 & 2, Sterling Publications, Delhi
Course Objective

1. To develop pivot table and understand the validating & auditing techniques
2. To understand different charting techniques in MS Excel
3. To understand different formatting techniques in MS Excel

Unit I (Lab work on spreadsheet)

Pivot Table: Developing Pivot Table, Analyzing data using goal seek and solver, Scenarios Create named scenarios. Show, edit, delete scenarios, Creating a scenario summary report. Validating and Auditing: Set, edit validation criteria for data entry in a cell range like: whole number, decimal, list, date, time, Trace precedent, dependent cells. Identify cells with missing dependents. Creating applications in Spreadsheet and Macros.

Unit II (Lab work on spreadsheet) 15 Hours

Creating and formatting Charts: Understanding chart types, column chart, bar chart, line chart, pie chart, XY Scatter chart, Area chart, surface chart, bubble chart. Create a combined chart like: column and line, column and area. Change the chart type for a defined data series, Add, delete a data series in a chart, Re-position chart title, legend, data labels. Change scale of value axis: minimum, maximum number to display, major interval. Change display units on value axis without changing data source: hundreds, thousands, millions. Format columns, bars, pie slices, plot area, chart area to display an image.

References
Excel Data Analysis: Modeling and Simulation, Hector Guerrero (Springer)

COURSE OUTCOME

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Course Outcome</th>
<th>Bloom’s Taxonomy</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>CO1. To gain knowledge of pivot table and understand the validating &amp; auditing techniques</td>
<td>Knowledge (K2)</td>
</tr>
<tr>
<td>2</td>
<td>CO2. Learn to use different charting techniques in MS Excel</td>
<td>Applying (K4)</td>
</tr>
<tr>
<td>3</td>
<td>CO3. Learn to use different formatting techniques in MS Excel</td>
<td>Synthesizing (K6)</td>
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<td>Applying (K4)</td>
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<tr>
<td></td>
<td></td>
<td>Knowledge (K2)</td>
</tr>
</tbody>
</table>
Course Credit: 2

Seminar by students

Objective –
1. To identify the issues challenge of the industry
2. To able to prepare report on the application of emerging technologies in the selected industry

In second semester, the students are required to take one industry as per his/her interest for analysis and preparing a project report. Preference should be given on the application of emerging technologies in the selected industry. It may consists of Fintech, Block chain, Financial Services, Data Science, Social Entrepreneurship or any other suitable area of interest. The report will be prepared individually. The report will be evaluated by one external examiner appointed by university.

<table>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>CO1. To gain knowledge of issues challenge of the industry</td>
<td>Knowledge (K2)</td>
</tr>
<tr>
<td>2</td>
<td>CO2. Learn to prepare report on the application of emerging technologies in the selected industry</td>
<td>Applying (K4) Synthesizing (K6)</td>
</tr>
</tbody>
</table>