MBA(TA)-301

MANAGEMENT OF HUMAN RESOURCES

Max. Marks: 100
External: 70
Internal: 30

UNIT-I INTRODUCTION TO HRM:
Definition, scope, objectives, functions, origin of human resource management, challenges of Modern human resource management technological, economic, demographic, cultural and governmental.

UNIT-II HUMAN RESOURCE PLANNING AND DEVELOPMENT:
Definition, process and importance, strategic human resource planning. Job analysis, description, specification, recruitment, selection, placement and induction process. Employee training, executive development, career planning and development, performance appraisal.

UNIT-III JOB COMPENSATION:
Job evaluation image and salary administration incentive plans and time benefits, promotion, demotions, transfers, separation, absenteeism and turnover.

UNIT-IV QUALITY OF WORK LIFE AND QUALITY CIRCLES:
Quality of work life and quality circles, job satisfaction and morale, social security, health and safety, employee welfare.

UNIT-V HUMAN RELATIONS:
Definition, objectives and approaches to human relations, employee grievances and discipline, participation and empowerment, collective bargaining and its process.

SUGGESTED READINGS:
2. R.S. Dwivedi, Management of Human Resource
MBA(TA)-302
TOURISM MARKETING AND CONSUMER BEHAVIOUR-II

Maxi. Marks - 100
External - 70
Internal - 30

UNIT-I INTRODUCTION:
Hospitality marketing, Tourism marketing, Service marketing,
Management strategies for service industry.

UNIT-II MARKETING INFORMATION SYSTEM AND RESEARCH:
Computer application in tourism MIS, Importance of marketing research
in tourism industry, Scanning the different micro and macro tourism
environment.

UNIT-III PRACTICAL IMPLEMENTATION OF TOURISM MARKETING:
Market Segmentation & Targeting - Case study,
Product Levels & Product Life Cycle - Related strategies, Pricing
strategies, Tourism marketing intermediaries, Effective ways for working
with tourism marketing intermediaries, Promotional activities in tourism
marketing.

UNIT-IV DESTINATION MARKETING:
Globalization of tourism industry, Management of tourist destination,
Segmenting and monitoring the tourist market, Organising and managing
tourism marketing.

UNIT-V CONSUMER BEHAVIOUR:
Concept, Models, Individual determinants of consumer behaviour,
Environmental influences on consumer behaviour, Consumer involvement
in the buying decision.

SUGGESTED READINGS:
2. Lumsdon Les, Marketing for Tourism, Macmillan.
TOURISM POLICY AND PLANNING

Max. Marks: 100
External : 70
Internal : 30

UNIT-I Planning for Tourism, H.R.D., Planning Tourism resorts, planning at Regional head, National level and International level.

UNIT-II National and International Tourist Organization planning for Tour components and problems of standards.


UNIT-IV Planning for Ecology and Environment protection, planning for youth and sports tourism.

UNIT-V International co-operation in Aviation International safety, health and hygiene, standardization of immigration procedures.

SUGGESTED READINGS:

1. Travel Agency & Tour Operation : Dr. Jagmohan Negi
2. Tourism & Travel Concepts and Principles : Dr. Jagmohan Negi
3. Tourism Development & Resource Conservation : Dr. Jagmohan Negi
MADHYA PRADESH TOURISM

UNIT I Madhya Pradesh - Its Geography, Geology, Climate, Flora, Fauna, Rivers, Mountain.

UNIT II Brief History of Madhya Pradesh - Ancient, Medieval and Modern with special reference to tourism perspective.

UNIT III Heritage, Pilgrimage, Sanctuaries, National Park and Fair and Festivals of Madhya Pradesh.

UNIT IV Transport, Accommodation, Other Facilities and Amenities available in M.P.

UNIT V Tourist flow in M.P. and their social and economic impact, role of government, private and public sector in the promotion of tourism in M.P.

Suggested Readings:

1. Ancient Geography of M.P. - Bhattacharya D.K.
2. M.P. Ek Bhagolik Adhyan - Thakur Premila
3. Regional Geography of India (Relevant Chapter) - Singh R.L.
4. All District Gazettes of M.P.
5. All the Publications of Archaeological Survey of India.
7. M.P. Tourism Policy Reports
MBA(TA)-305

FOREIGN LANGUAGE (FRENCH)

Maxi. Marks - 100
External - 70
Internal - 30

UNIT-I  Translation of a simple passage or sentences from French into English.

UNIT-II  Translation of a simple passage or sentences from English into French.

UNIT-III Questions based on the grammar of unit 4, unit 5 and unit 6 of the prescribed book.

UNIT-IV Questions on the lessons of unit 4, unit 5 and unit 6 of the prescribed book.

UNIT-V  Letter writing formal/informal.

BOOK PRESCRIBED:
1. Panorama (Part - I) - Unit 4, Unit 5 and Unit 6 - Jacky Girardet, Jean-Marie Cillard.

BOOKS RECOMMENDED:
1. Initial - Part I
2. Bonne Route
3. Sais Frontiere - Part I

MBA(TA)-306

INDUSTRIAL TRAINING

I. Viva-Voce - 30
II. Tour Report - 30
III. Presentation - 40

Total Marks - 100

Note: Candidates are to be examined by an external and an internal examiner.