MBA (HTM) – 101

EXPLORING INDIA THROUGH HISTORICAL PERIOD

UNIT-I
A general survey of Pre-historic and Proto-historic Age, Sixteen Mahajanpadas and Mauryan Empire.

UNIT-II
Early history: Indo – Greek, Saka, Parthian, Shunga, Kushana, Gupta and Vardhana.

UNIT-III
Rajaputas: Pratihara, Pala, Rashtrakuta, Pallavas, Chalukya, Chola, Chandella and Chahmana.

UNIT-IV
Sultunate Period – Slave, Khalji, Tughluq, Saiyad and Lodhi.

UNITV
Mughal Period British India – Babar, Humaun, Shersah Suri, Akbar, Jahangir, Marathas, Aurangzeb, Shahajahan and a brief history of British India.

SUGGESTED READING:

1. H.C. Ray Chaudhary: Political History of Ancient India.
2. Romila Thapar: Ancient India.
3. Vidya Bhavan Series
INDIAN SOCIETY AND CULTURE

Max. Marks = 100
External = 70
Internal = 30

UNIT-I A panoramic view of Indian society through the different stages of evolution such as Varnashram. India’s images overseas, how to project India’s correct images.

UNIT-II Structure of Indian society: Marriage, Family, Sanskar, Purushartha, Caste and Class.

UNIT-III Communities of faith: Hindu, Muslim, Sikh, Christian, Jain, Buddhist, Tribals.

UNIT-IV Indian Culture and Value Systems: Spiritualism, materialism, humanism and universalism.

UNIT-V Comparison of Indian Culture with western culture, the unity of culture and diversity of people.

SUGGESTED READING:

2. A.L. Basham: The Wonder that was India.
4. S.A. Hussain: National Culture of India.
5. J.L. Nehru: Discovery of India.
6. Romesh Thaper: Tribes, Caste and Religion in India.
SURVEY OF INDIAN MUSEUMS AND ART GALLERIES

Max. Marks – 100
External – 70
Internal – 30

UNIT-I Definition, Scope and development of Museums and Art galleries types of Museums.

UNIT-II National Museum and Museums National importune such as Indian Museum, Salarjung Museum, Prince of Wales Museum.

UNIT-III State Museum such as Bhopal, Lucknow, Raipur, Bhuvneswar and Chennai.

UNIT-IV Sites museums such as Khajuraho, Saranath, Chanderi, Gwalior.


SUGGESTED READING:

1. G. Morley : Museum Today
2. Smita J. Buxy & Dwivedi : Modern Museum
3. M.L. Nigam : Museum in India
MBA (HTM) – 104

CONCEPTUAL FRAMEWORK OF DOMESTIC & INTERNATIONAL TOURISM

Max. Marks  - 100
External      - 70
Internal      - 30

UNIT-I  Tourism concepts, definition, nature and scope, Relationship with other disciplines with reference to History, Archaeology, Economics, Sociology, Geography, Ecology and Environment.

UNIT-II Brief History and Development of tourism in India and abroad, Significance of tourism. Domestic and International. Role of Government.


UNIT-IV Tourism – Domestic, Advent and Religious and Tourism Sectors: Economic and Operating characteristics of sectors, Current Trends and Developments in main sectors.

UNIT-V Tourism and Travel Organizations: National and International Department of Tourism, Government of India (G.O.I), World Tourism Organization (WTO), International Air Transport Association (IATA), Pacific Asia Travel Association (PATA), Indian Association of Tour Operator (IATO), Organization structure of Department of tourism in India.

SUGGESTED READINGS:

3. Tour and Travel : Concepts and Principles, By Dr. Jagmphan Nagi
4. Successful Tourism Management : By Pran Nath Seth
FINANCIAL MANAGEMENT

Max. Marks - 100
External   - 70
Internal   - 30

UNIT-I Concept of Finance and Accounting function. Types of financial decisions, importance decisions, importance, objectives and responsibilities of finance function. Role and status of financial executive in organization structure.

UNIT-II Short-term, medium-term and long-term financial planning, capitalization, Types of securities and their evaluation from income, Risk ad Control point of view.

UNIT-III Approaches to capital structure objectives and determinants of optimum capital structure, Cost of capital, operating and financial leverage analysis.

UNIT-IV Process and methods of ranking, investment proposal management of corporate debt capacity, dividend, decisions and dividend policy.

UNIT-V Concepts of working capital, Management of inventory and accounts, receivables, Tools for analysis of working capital.

SUGGESTED READING:

1. I.M. Pandey : Financial Management, Vikas Publication

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UNIT-I History of Computers, components of computer system, computer software, number system, block diagram, operating system, compiler, assembler interpreter.

UNIT-II Introduction to DOS, directory and file, displaying the list of file with DIR, making and changing directory, coping files, Internal and External DOS commands date and time, format, types del/erase, remove directory, hidden files, path, rename, disk-copy, print, x-copy, check-disk, made, tree, backup and restore.

UNIT-III MS-word processing concept; creating, saving, closing and opening document, selecting text, editing text, finding & replacing text, printing documents, creating and printing merge documents (mail-merge), charter & paragraph formatting, page design & layout, creating tables and charts, document templates and wizard.

UNIT-IV Spreadsheet & Presentation Package: concepts, creating, saving closing and editing worksheets, entering date in cell formulae, handling operators in formulae, functions, Round (), Sort (), Average (), Max (), Min (), Count (), Sumo (), If (), Sumif (), Abs (), Roman (), Upper (), Lower (), Cell (), Today (), Now (), Formatting cells, changing data alignment, changing font, chart and graphs-creating, previewing, modifying.

UNIT-V Presentation package: Creating opening & saving presentation, working in different views working with slides, adding & formatting text, designing slide shows, running & controlling a slide show, printing presentation.

SUGGESTED READING:
COMMUNICATION SKILLS & PUBLIC RELATIONS
(Non credit paper but passing marks are compulsory)

Max. Marks 100
External 70
Internal 30

UNIT-I Comprehension: Reading – one Act – Play, Pronunciation, Vocabulary.

UNIT-II Verbal communication skill: Formal and informal conversation-greetings, Dealing with guests, colleagues, workers, presentation, meetings, seminars, reading of reports etc. telephone conversations.

UNIT-III Composition: Business letters, application, notices, advertisement, reports.

UNIT-IV Consulting Dictionaries, Encyclopedias, maps-good reading habits, general awareness, group discussion, personal grouping-dress, etiquette.

UNIT-V Public Relation and Publicity – definition, public relation in tourism marketing.

SUGGESTED READING:

1. Lan Vander Wagen : Communication, Tourism and Hospitality.