UNIT-1

INTRODUCTION:
Concept of Finance and Accounting function. Types of financial decisions, importance, objectives, organization and responsibilities of finance function. Role and status of financial executive in organization structure.
UNIT-II  PATTERNS OF FUNDS REQUIREMENTS:
Short-term, medium-term, and long-term financial planning, Capitalization, Types of securities and their evaluation from income, Risk and Control point of view.

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

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

UNIT-V  WORKING CAPITAL MANAGEMENT:

SUGGESTED READINGS:

MBA(TA)-202  MARKETING MANAGEMENT -I

UNIT-I  INTRODUCTION:
Marketing - Definition, Concept, Company's orientation towards marketplace, Process, Marketing Mix.

UNIT-II  ANALYZING MARKETING OPPORTUNITIES:
Marketing Research : Definition, Significance, Procedure and Scope.
Marketing Environment : Introduction to Micro and Macro environment, Scanning the major macro environment.

UNIT-III  FORECASTING MARKET DEMAND AND MARKET SEGMENTATION:
Market Segmentation: Patterns of market segmentation, Procedure, Bases for segmenting consumer markets.
Product Differentiation and Product Positioning.
UNIT-IV  PRODUCT, PRICING AND DISTRIBUTION STRATEGIES:

Product: Concept, Classification, Product Life Cycle (PLC), Branding and Packaging.
Distribution: Channel management, Retailing, Wholesaling and Physical distribution.

UNIT-V  COMMUNICATION AND PROMOTION STRATEGIES:

Communication: Process, Barriers in effective communication, Channels of communication.
Promotion: Advertising, Sales promotion, Personal selling, Direct marketing.

SUGGESTED READING:

2. McCarthy/Perreault, Basic Marketing.
3. Grashof, Brogowies, McCarthy, Reading in Basic Marketing.

MBA(TA)-203

BUSINESS RESEARCH AND QUANTITATIVE TECHNIQUES

Maxi. Marks - 100
External  - 70
Internal   - 30

UNIT-I  CONCEPT OF RESEARCH & RESEARCH PROBLEM:
Concept, Nature of Research, Types of Research, Research Process, Significance of Research; Concept of Research Problem, Selection and formulation of a Research Problem.

UNIT-II  RESEARCH DESIGN AND DATA COLLECTION:
Research Design: Concept and types.
Survey and its Methods: Universe Census method, Sample Method, Types of Sampling Technique, Types of Universe.
Data Collection: Primary data—a concept, direct personal investigation, Indirect oral investigation, local report, schedules and questionnaires, Drafting of questionnaire; measuring and scaling techniques;
Secondary data—Source of secondary data, editing and scrutinizing Of secondary data.
UNIT-III   HYPOTHESIS : TEST OF SIGNIFICANCE:
Hypothesis: Concept, types of hypothesis, formulation of hypothesis. Test of significance in large sample (z-test), test of significance in small sample (t-test), test of significance in more than one sample (F-test), Meaning and uses of chi-square test, standard error.

UNIT-IV   FUNDAMENTALS OF STATISTICS:
Averages as a measure of central tendency. Mathematical averages: Arithmetic mean, weighted mean. Mode, Median, Standard Deviation, Mean Deviation.

UNIT-V   CORRELATION AND REGRESSION ANALYSIS:
Concept and importance of correlation, types of correlation, co-efficiency Of correlation method by Karl Pearson; Regression Analysis.

SUGGESTED READINGS:
1. S.P. Gupta & Kapoor, Statistical Methods, Sultan Chand
2. N.K. Sharma, Statistical Techniques, Mangal Deep, Pub, Jaipur
3. Curisine & Slater, Quantitative Methods for Business Decision
5. Dr. S. Sachdeva : Quantitative Techniques.

MBA(TA)-204   FOREIGN LANGUAGE (FRENCH)
Maxi. Marks -100
External   - 70
Internal   - 30

UNIT-I   Translation of simple sentences from French into English.
UNIT-II   Translation of simple sentences from English into French.
UNIT-III  Questions based on grammar of unit 1, unit 2 and unit 3 of the prescribed book.
UNIT-IV   Questions on the lessons of unit 1, unit 2 and unit 3 of the prescribed book.
UNIT-V    Dialogue writing on a topic taken from the first 3 units of the prescribed book.

BOOK PRESCRIBED :
1. Jacky Girardet, Jean-Marie Crislig, Panorama (Part - I) - Unit 1, Unit 2 and Unit 3.
2. Initial - Part-I
3. Bonne Route
4. Sans Frontiere - Part I
COMPUTING & INFORMATION SYSTEMS IN TOURISM

Max Marks : 100
External : 50
Practical : 20
Internal : 30

UNIT-I MANAGEMENT INFORMATION SYSTEM

UNIT-II INTERNET & E-MAIL:
Introduction, Internet Services - Feature, Internet Addressing, Internet Protocols, World Wide Web (WWW), Internet / Web Browsing, Electronic Mail (e-mail).

UNIT-III TRAVEL BUSINESS & INFORMATION TECHNOLOGY, AGENCY MANAGEMENT & FOREIGN EXCHANGE SYSTEMS:

UNIT-IV RESERVATION & NETWORKING SYSTEMS:
Central Reservation Systems for Air Travel, Rail, Road Transport, Hotel etc.

UNIT-V PNR, FLIGHT AVAILABILITY, E-TICKET, INTELLIGENT TICKET, TOURISM PRODUCTION SYSTEM (TPS).

SUGGESTED READING:
1. Gorden, B. Devis
2. Marrethe, H. Oisov
3. Ross and Murdock
4. Kante, Jerome
5. Gary, Inkpen
6. Dennis, P. Curtin
   Kim, Foly
   Kunal Sen
   Kathleen Morin

 Management Systems Conceptual
 Foundation Structure and Development.
 Information System for Modern Management.
 Management Information Systems Management
 Information Technology for Travel & Tourism
 Information Technology
UNIT-I
INTRODUCTION:
Definition of Travel Agent and Tour Operators and distinction between
The two. History of travel agency system in India since the institution of
Pandas to the present age. Changing status of travel agents and tour
Operations. Rights, duties and nature of their activities. Role of Travel
Agents and Tour Operators in the 21st century.

UNIT-II
FUNCTIONS AND SERVICES:
Functions of Travel Agents and Tour Operators. Detailed study of the
following services:
(i) Planning of sight-seeing and shopping.
(ii) Preparation of Itineraries.
(iii) Ticketing- Rail reservations and Airline reservations.
(iv) Marketing of Tourism packages.
(v) Transportation, Accommodation and other auxiliary services.
(vi) Providing professional knowledge and experience, foreign
currency exchange, train schedules, airline tariff, Hotel rates and
documentary requirements.
Economies of Travel agency, Business and need for professional
guidance. How to “sell” travel.

UNIT-III
ORGANISATIONAL STRUCTURE AND LINKAGES:
Organizational structure of travel Agents and Tour operators. How to
form a Travel Agency & Linkages of the Travel Agents and Tour
Operators with—(I) transporters (II) Accommodation providers
(III) Rail and Airlines (IV) National and International Travel
Associations. Job training for Guides etc.