Suggested Readings:
Principles of Management, Dr. D.C. Sharma.

MODULE NO.: 306
FOREIGN LANGUAGE (French)

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

UNIT - II
Questions based on grammar of unit 1 and unit 2 of the prescribed book.

UNIT - III
Questions on the lesson of unit 1 of the prescribed book.

UNIT - IV
Questions on the lesson of unit 2 of the prescribed book.

UNIT - V
Simple dialogue writing on a given topic.

BOOK PRESCRIBED:
1. Initial (Part - I) - Unit 1 and Unit 2 - Sylvie Poisson-Quinton, Marina Sala.
2. Bonne Route
3. Sans Frontier - Part I

MODULE NO.: 401
Human Resource Development & Planning In Tourism

UNIT - I

UNIT - II

UNIT - III

UNIT - IV

UNIT - V
Suggested Reading

3. Practical Manpower Planning: Bramham J.

MODULE NO.: 402

ORGANISATIONAL BEHAVIOUR

UNIT - I
Introduction to Organizational behavior: its' nature & scope, Significance of O.B. in Business, Basic philosophical models - Autocratic, Custodian, Supportive, Collegial models.

UNIT - II
Influence of Socio-cultural factors on organization, management of change, organisational development.

UNIT - III
Perceptions, attitudes, values, personality, learning: Process of learning, theories.

UNIT - IV
Theories of Motivation, Need theories, Goal Theory, Expectancy theory.

UNIT - V
Transactional analysis of management, group dynamics, management of conflict

Suggested Readings:
1. Essentials of Management, Harold Koontz & Heinz Weihrich (KW)
2. Organizational Behaviour, Fred Luthans
3. Organizational Behaviour, Stephen P. Robbins
4. I am OK You are OK, Thomas Harris
5. Organisational Behaviour, Dr. S. Sachdeva.

MODULE NO.: 403

COMPUTER APPLICATIONS IN TOURISM INDUSTRY - 1

UNIT - I
Computer basics, algorithm & flowchart, simple model of computer, history & characteristics of computer, classification of computer & computer generation, Computers impact on Society.

UNIT - II
Data representation: Binary number system, Binary addition, & subtraction, Hexadecimal, Octal.

UNIT - III
Input & Output devices: Description of input devices, Description of output devices, CPU (registers, Buses, CU, ALU).

UNIT - IV
Computer storage: - Memory cells, memory units, memory classifications, RAM, ROM, EPROM, EEPROM, CACHE, VIRTUAL MEMORY, Memory storage devices (Floppy Disk, Hard disk, CD).
UNIT - V
Operating System (i.e. DOS), Windows, Introduction to Computer Languages.

Suggested Readings:
1. I.T., Dr. Deepak Bharioke, Excel Publication
2. Computer Fundamentals, V. Rajaraman
4. Computers Today, Donald H. Sanders

MODULE NO.: 404
FOREIGN LANGUAGE (French)

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

UNIT - II
Questions based on grammar of unit 3 and unit 4 of the prescribed book.

UNIT - III
Questions on the lesson of unit 3 of the prescribed book.

UNIT - IV
Questions on the lesson of unit 4 of the prescribed book.

UNIT - V
Essay writing (small paragraph):
Topics:
- Mon ami(e)
- Mon cours de fransais
- Ma ville
- Mon pays
- Un site touristique.

BOOK PRESCRIBED:

1. Initial (Part - I) - Unit 3 and Unit 4 - Sylvie Poisson-Quinton, Marina Sala.
2. Bonne Route
3. Sans Frontiere - Part I

MODULE NO.: 405
SALES & ADVERTISING MANAGEMENT IN TOURISM

UNIT - I

UNIT - II
Multitude responsibility, personal selling objectives, formulation of sales policies.

UNIT - III
Designing size of sales force, managing and motivating & supervising the sales force.
UNIT - IV
Sales forecasting & analysis, Buying motives, Sales budget.

UNIT - V
Tourism Promotion Methods: Advertising & publicity

Suggested Readings:
1. Marketing Management, Nama Kumari & Rama Swami, McMillan

MODULE NO.: 406

GEOGRAPHY AND HISTORY

Max Marks:50
External :40
Internal :10

UNIT - I
Study of Mountains and their flora and fauna.

UNIT - II
Main rivers of India and their role in the development of Indian Tourism.

UNIT - III
Geography of coastal region and their significance in the Indian Tourism.

UNIT - IV
Brief History of India upto 1200 AD with reference to Tourism.

UNIT - V
Brief History of India from 1200 AD to 1947 with reference to Tourism.

Reference Books:
1. Regional Geography of India, R.L. Singh.
2. Geography of India, Mamoria
3. Geology of India, A.K. Day
4. Geology of India, Wadia, D.N.
8. Bhartiya Sanskriti Ke Char Adhayay, Dinkar Ramdhari