# M.B.A. (TOURISM ADMINISTRATION)
## (FOUR SEMESTER PROGRAM)
### (CBCS - 2015-2016)

### SEMESTER I (Odd Semester)

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<tr>
<td>TA-101</td>
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### SEMESTER II (Even Semester)

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### SEMESTER III (Odd Semester)

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<td>TA-302</td>
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*Out of two, student may select any one Centric Elective (C. Elective).

### SEMESTER IV (Even Semester)

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MBA(TA)-101
CONCEPTUAL FRAMEWORK OF DOMESTIC & INTERNATIONAL TOURISM

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

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

UNIT-III TYPOLOGY AND FRONTIER FORMALITIES:
Types of International and domestic tourism. Frontier formalities. Tourism motivations. Travel Agents and Tour Operators.

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

UNIT-V TOURISM ORGANISATION:
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 (IAT0), Organizational structure of Department of tourism in India.

SUGGESTED READINGS:


MBA(TA)-102
DEVELOPING TOURISM PRODUCTS

UNIT-I TOURISM PRODUCTS:
Conceptual meaning of tourism products, Difference between Tourism and Consumer Products, Elements and characteristics of Tourism Products, Tourism Production systems, Typology of Tourism products.
UNIT-II  BACKGROUND OF TOURISM ELEMENTS:

(a) Natural Attraction – Jim Corbett Tiger Resort, Bharatpur Bird Sanctuary, Kanha National Park and Sundarban Biosphere Reserve, Sea beaches (Goa and Kerala).

(b) Man Made Attraction: Tourism Circuits, Buddhist circuit, Desert circuit, Golden Triangle, Taj Mahal, Red Fort of Delhi & Forts & Palace of Jaipur.

(c) Socio-Cultural Attraction – Kullu Dushara, Camel Festival of Jaisalmer, Nehru Boat Race of Kerala, Regional festivals including Durgapuja of West Beagal and Hemis Festival of Laddhak.

UNIT-III  ACCOMMODATION:
Classification of hotels, types of hotels, food plans, National and International Hotel choice of India and emergence of Heritage Hotels.

UNIT-IV  TRANSPORTATION:
Various modes of transportation –
(a) Airline Transportation- Air transport facilities, Control of fairs and tariffs, Role of ICAO, IATA, IAAI, and Domestic Air Transport.

(b) Surface Transport System – Travel agency and Tour operators, State and inter State bus and coach network, Tourist Coaches and Tourist cars. Connected documentation namely Regional Transport Authority, Insurance and Road Taxes.

(c) Rail Transport Network – Rail Transport facilities, various steps taken by Railways to promote tourism, special schemes of packages available, palace on wheels & Royal orient. Facilities provides – Rail Yatri Niwas, Tourist Police, Railway Tourist Guides.


UNIT-V  SHOPPING FACILITIES:

SUGGESTED READINGS:

1. Basha, A.L. : The wonder that was India, Rupa & Co, Calcutta, 1992
MBA(TA)-103

MANAGERIAL PROCESS AND ORGANISATIONAL BEHAVIOUR

UNIT-I
INTRODUCTION:
Meaning, scope and functions of management, process of management, schools of management thought – classical, neo-classical, human behaviour approach, decision, theory approach systems approach contingency approach.

UNIT-II
PLANNING, ORGANIZING, DIRECTING & CONTROLLING:
Concept, Objectives, Nature, Process of planning concept, nature, process of organizing, concept, nature, principles and techniques of direction concept, objectives, nature and process of control, charts and manuals.

UNIT-III
ORGANISATIONAL BEHAVIOUR:
Concept and nature of organisation, concept and nature of organisational behaviour, interpersonal behaviour dynamics – transaction analysis and Johri Windows, individual differences, concept factors causing individual differences.

UNIT-IV
DETERMINANTS OF INDIVIDUAL BEHAVIOR:
Attitudes and values, concept, types sources of formation, perception, definition, major influences of the perception process. Personality, concept, types factors contribution to personality learning concept theories of learning, Organisational buying behaviour.

UNIT-V
DYNAMICS OF GROUP BEHAVIOR AND KEY ISSUES IN ORGANISATIONAL BEHAVIOUR:
Concept of Group Dynamics, formation of groups, Concept and theories of Motivation, Concept and styles of Leadership, Management of change, Work measurement and standards.

SUGGESTED READINGS:

1. Peter F. Drucker, Principles of Management.
3. L.M. Prasad, Organisational Behavior.
4. Fred Luthans, Organizational Behavior.
5. Dr. S. Sachdeva, Principles and Practice of Management.
6. Dr. S. Sachdeva, Organisational Behaviour.
UNIT-I Introduction concept, origin, emergence, growth, development, definitions, types, impacts of ecotourism. Actors in ecotourism. Ecotourism as an attraction, Differentiation among ecotourism, sustainable tourism and attraction tourism.

UNIT-II Eco-Tourism Resources in Indian-National parks, Sanctuaries, Tiger Reserves, Lion and Crocodile projects, Biosphere Reserves, Wet lands, coral reefs and desert.


SUGGESTED READINGS:

UNIT -I  COMPUTER FUNDAMENTALS:
History of computers, Components of computer System, Computer Software, Number systems, block diagram, operating systems, Compiler, Assembler, Interpreter.

UNIT –II  IT IN TOURISM:

UNIT –III  MS-WORD:
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), character and paragraph formatting page design and layout, creating tables and charts, document templates and wizards.

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

UNIT –V  POWER POINT:
Presentation Package: Creating, opening and saving presentation, working in Different views, working with slides, adding and formatting text, designing Slide shows, running and controlling a slide show, printing presentation.

SUGGESTED READING:
UNIT-I Brief understanding of Indian History, Cultural heritage of India. Structure of Indian Society, Caste system in India, Ashram Vyavastha.

UNIT-II Elementary Knowledge of the chief Indian Communities and religions-Hindu, Buddhist, Jain, Muslim, Sikh, Christian, Tribes.

UNIT-III Elements of Indian Philosophy: Orthodox (astika) or six chief Philosophical systems (popularly known as sad- Darshana), namely, Mimansa, Vedanta, Sankhya, Yoga, Nyaya and Vaishesika. Heterodox (nastika) - The Charakavas, The Buddhists and the Jains.

UNIT-IV Elementary knowledge of Indian Art – Sculptures (with special reference-To the Indus Valley, Mauryan, Sunga, Mathura and Gandhar school of Art, Satavahana, Gupta, Sculptures of the other dynasties of north and south India- with special reference to the Chandellas, Kalachuris, Pallavas, Rashtrakutas, Cholas and Chalukyas). Painting- Ajanta paintings, Mughal paintings and Rajput paintings.

UNIT-V Indian rituals, Spirit of Indian culture - multiplicity, Unity in diversity.

SUGGESTED READINGS:

2. Chatterjee and Dutta : An Introduction to Indian Philosophy.
5. Majumdar, D.N. : Races and Cultures of India, Asia Publications.
UNIT-I  PUBLIC RELATION AND PUBLICITY:
Concept, definition, importance of public relation in tourism marketing.

UNIT-II  COMMUNICATION SKILL:
A) Meaning, importance, objectives, principles, forms, process of communication, barriers to effective communication and over-coming barriers.
B) Listening and speaking, group discussion and interviews.
C) Non verbal expressions - Body languages, gestures, postures, facial expressions, dress code.

UNIT-III  Presentations, meetings, seminars, telephonic conversations, advertisements, reports, business letters, applications and notices.

UNIT-IV  PERSONALITY DEVELOPMENT:
Concept of personality, definition, factors affecting personality, types. Introduction to personality development, its purpose, scope and techniques. Role of family and educational institutes in personality development.

UNIT-V  Personality grooming, physical fitness, dressing sense, formal and informal clothing, behaviour with male and female clients, behaviour in office.

Suggested Readings:


108 : ASSIGNMENT (Credit : 01)

109 : SEMINAR (Credit : 01)

110 : COMPREHENSIVE VIVA (Virtual Credit) (Credit : 04)
MBA(TA)-201

FINANCIAL MANAGEMENT

UNIT-I 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:
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, Brogowics, McCarthy, Reading in Basic Marketing.

MBA(TA)-203

BUSINESS RESEARCH AND QUANTITATIVE TECHNIQUES

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 – 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 \textbf{FUNDAMENTALS OF STATISTICS}: 

Averages as a measure of central tendency. Mathematical averages: Arithmetic mean, weighted mean. Mode, Median, Standard Deviation, Mean Deviation.

UNIT-V \textbf{CORRELATION AND REGRESSION ANALYSIS}: 

Concept and importance of correlation, types of correlation, co-effcience of correlation method by Karl Pearson; Regression Analysis.

\textbf{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.

\textbf{MBA(TA)-204 M 温州 UNIVERSITY OF TECHNOLOGY}

\textbf{MADHYA PRADESH TOURISM}

\textbf{UNIT - I}

Madhya Pradesh- Its Geography, Geology, Climate, Flora, Fauna, River, Mountain.

\textbf{UNIT - II}

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

\textbf{UNIT - III}

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

\textbf{UNIT - IV}

Infrastructure Management of Tourism in Madhya Pradesh: Transport, Accommodation, Other Facilities.

\textbf{UNIT - V}

Tourist flow in M.P. and their social and economic impact, Policy Planners & framework, role of government, private and public sector in the promotion of tourism in M.P.

\textbf{Suggested Readings:}

2. Thakur, Promila : M.P. Ek Bhugolik Adhyayan.
3. Singh R.L.: Regional Geography of India (Relevant Chapter).
4. All Districts Gazettes of M.P.
5. All the Publications of Archaeological Survey of India.
MBA(TA)-205

COMPUTING & INFORMATION SYSTEMS IN TOURISM

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:

4. Kante, Jerone : Management Information Systems Management
5. Gary, Inkpen : Information Technology for Travel & Tourism
6. Dennis, P. Curtin Kim, Foly
   Kunal Sen
   Kathleen MorinNick Heap, : Information Technology and Society.
   Ray Thomas,
   Geogg Elion,
   Robin Mason,
   Hughie Mackey
7. Glee Harrah Cady Pat McGregar : Mastering The Internet
8. Andrew S. Tanebaum : Computer Networks
10. Tay Vaughan : Multimedia making It Work. (IV Ed.)
11. Internet Complete : BPB Publications.
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.

UNIT-IV
LEGAL RESPONSIBILITIES AND INCENTIVES :
Legal responsibilities of Travel Agents. Difficulties of Travel Agents.
Incentives—Remuneration and Earning. Familiarization Trips. Important Guidelines and
literature for Travel Agency business. State and Travel agency.

UNIT-V
GOVERNMENT AND TOURISM:
Important activities of the Central and State Government for building. The infrastructure of
Tourism Industry with special reference to the Objectives, management working and future
prospects of : ( I ) ITDC ( II ) STDC.

SUGGESTED READING:
1. Chatterjee : The Indian Travel Agent.
2. Negi, Jagmohan : Travel Agent & Tour Operation.

207 : ASSIGNMENT (Credit : 01)
208 : SEMINAR (Credit : 01)
209 : COMPREHENSIVE VIVA (Virtual Credit) (Credit : 04)
MBA(TA)-301

MANAGEMENT OF HUMAN RESOURCES

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 tinge benefits, promotion, demotions, transfers, separation, absenteeism and turnover.

UNIT-IV  WELFARE OF EMPLOYEES
Human Relations - An overview, social security, work-life balance, quality of work life, separation of employees, managing employee turnover.

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

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:


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:


MBA(TA)-303

TOURISM PLANNING, POLICY AND DEVELOPMENT

Theory: 60
Internal: 40
(Credit : 03)

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. Negi, Dr.Jagmohan : Travel Agency & Tour Operation.
2. Negi, Dr.Jagmohan : Tourism & Travel Concepts and Principles.
BASIC CARGO RATINGS & DOCUMENTATIONS


UNIT-II  General Cargo Rates: Concept and rating, specific commodity rates. Valuation charges. Airway Bill. Disbursement (DB) and charges collect (CC) fees. Government documents.

UNIT-III  Shipping Bill & other Export/Import formalities, including Customs formalities.


SUGGESTED READING:

1. The Air Cargo Tariff (TACT) Rates Book (bi-annual) Rate Books worldwide (Published every two months) Rate Books North America (Published every two Months)
2. AITA live Animals Regulations manual (Annual)
3. AITA special Loads Manual (annual)

FOREIGN LANGUAGE (FRENCH)*

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 Cridlig, Panorama (Part - I) - Unit 1, Unit 2 and Unit 3.
2. Initial - Part-I
3. Bonne Route
4. Sans Frontiere - Part I

MBA(TA)-305

FOREIGN LANGUAGE (ENGLISH)*

UNIT-I
Basics of English communicating skill, need of communication skill for managers, aids to correct English speaking, correct pronunciation, clear articulation, developing reading skill, predicting guessing, correcting writing aids, characteristic of correct English writing organising and structuring of ideas, sounds of English.

UNIT-II
Comprehension, application, essays, general letters, notice, messages.

UNIT-III
Communication ethics, common ethical pitfalls in communication, ethics in resumes, ethics in sales messages, ethics in persuasion, effective communication - completeness, conciseness, consideration courtesy, correctness, questions assessment.

UNIT-IV
Layout, mechanical structure and part of letter, different kinds of letters, style and format, enquiries and replies - offers and quotations, specimen letters, circular letters, sales letters, complaints and adjustments.

UNIT-V
Meetings, minutes personal interviews, group discussions, personality development and grooming.

Note:-

1. The students are requested to identify topics of interest and make oral presentations in front of teachers. The course instructors should evaluate the presentation skill and suggests methods of improvement.

2. The report is evaluated on various dimensions of written communication, suggestions for improvement will be offered.

3. Group discussions for effective communication and improving English language will also be organised by course instructor and evaluated in which students has to perform.

SUGGESTED READINGS:

Basic Business Communication - Robert Maarcher
Effective Business Communication - Murhy
Excellence in Business Communication - Thrill
Essentials of Business Communication - Rajendra Pal & J.S.K.
MBA(TA)-306

MEETINGS, INCENTIVES, CONFERENCES AND EXHIBITIONS (MICE)

UNIT-I Introduction to Meetings, Incentives, Conventions, and Exhibitions (MICE). Definitions of conference and the components of the conference market. Introduction to the convention venues.


UNIT-IV New product development to serve the corporate market. Trade shows and exhibitions: Principle purposes, types of shows, benefits, major participants, organization and membership, evaluation of attendees. Convention / Exhibition facilities, benefits of convention facilities, inter-related venues. Project planning and development, meeting planners / convention manager, organization and planning events, major attributes of meeting planners, types of meeting planners, convention and visitors bureau, bureau structure and funding.

UNIT-V Contract Negotiations, the Law and meeting professionals, meeting & convention check lists. Development of convention hotel sales and marketing plans. Hotel convention service management. Transportation: group fares, airline negotiations, extra services, cargo transportation. Food and beverage planning and operation management. Incentive tours: major incentive market in the world. Basic infrastructure requirements for organizing incentive tours.

SUGGESTED READINGS:


307: FIELD STUDY (Credit : 04)
308: COMPREHENSIVE VIVA (Virtual Credit) (Credit : 04)
UNIT-I Definition, Scope, trends and Opportunities in Adventure Tourism. Beginning of Adventure tourism in India.

UNIT-II Wild life Tourism, National Parks, Sanctuaries, Biosphere Reserves, Marine Parks, Safaris.

UNIT-III Mountaineering, Trekking, Sea Beach, and Island Tourism, Concept of carrying capacity and impact Assessment.

UNIT-IV Winter-sports, water-sports, Zero- sports, Youth Tourism, Sport Tourism and other avenues of Adventure Tourism and Wild – life Tourism.

UNIT-V Existing Infrastructure for Adventure and wild life tourism. Future prospects of Adventure tourism in India. Importance of Human Resource in Adventure Tourism, Equipments and Training centers in India.

SUGGESTED READINGS:
1. Malik, Satyendra Singh : Adventure Tourism.

MBA(TA)-402


UNIT-II AN OVERVIEW OF STRATEGIC MANAGEMENT: Nature of strategic decision making, Patterns of strategic behavior, Process of strategic management.


UNIT-IV STRATEGY IMPLEMENTATION: Project and procedural implementation, Structural Implementation-structural considerations, structures, organization. Design and change. Functional Implementation-
financial/marketing/operations/personnel plans & Policy. Behavioral Implementation – leadership, corporate culture, personal values and business ethics.

UNIT-V STRATEGY EVALUATION:
Strategic Control-basic types of control. Operational control-process of evaluation and control. Role of organization system.

SUGGESTED READINGS:

1. Azhar Kazmi, Business Policy
2. P.K. Ghosh, Business Policy
3. Dr. S. Sachdeva, Business Policy

MBA(TA)-403

TOURISM IMPACTS

UNIT-I Introduction: concepts, definitions and historical development of tourism, Types of tourists: tourist, traveler, excursionists, form of tourism: inbound, outbound, domestic, international, Manila Declaration.

UNIT-II Tourism system & environment, Introduction to demand for tourism patterns. Patterns and characteristics of the supply of tourism.

UNIT-III Determents and motivations of tourism demand, Impacts of tourism at the destination, Factors affecting the future of tourism business.

UNIT-IV Emergence of mass tourism in modern world economic and other factors.


SUGGESTED READINGS:

2. Seth, Prannath : Successful Tourism Management.
6. Chattopadhyay, Kunal : Economic Impact of Tourism Development (An Indian Experience)
MBA(TA)-404

FOREIGN LANGUAGE (FRENCH)*

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. Jacky Girardet, Jean-Marie Cridlig : Panorama (Part - I) - Unit 4, Unit 5 and Unit 6.
2. Initial - Part-I
3. Bonne Route
4. Sans Frontierie - Part I

MBA(TA)-404

FOREIGN LANGUAGE (ENGLISH)*

UNIT-I
Idioms and phrases, speaking skill - vocabulary, reading, pronunciation. Writing skill - spellings, aids to correct writing, punctuation, grammatical errors, tenses, infinitives, gerunds and participles.

UNIT-II
Essays, comprehension, general student letters, applications, notice, reports.

UNIT-III
Introduction to communication, effective communication, barriers of effective communication, forms of communication, essential needs of effective communication, Clarity, completeness, conciseness, courtesy, correctness and questions for assessment.
UNIT-IV

UNIT-V
Report writing, importance of reports, special features of reports, types of business reports, meeting, and group discussions.

Note:-
1. The students are requested to identify topics of interest and make oral presentations infront of teachers. The course instructors should evaluate the presentation skill and suggests methods of improvement.
2. The report is evaluated on various dimensions of written communication, suggestions for improvement will be offered.
3. Group discussions for effective communication and improving english language will also be organised by course instructor and evaluated in which students has to perform.

SUGGESTED READINGS:
Basic Business Communication - Robert Maarcher
Effective Business Communication - Murhy
Excellence in Business Communication - Thrill
Essentials of Business Communication - Rajendra Pal & J.S.K.

MBA(TA)-405

ATTRACTION MANAGEMENT

UNIT-I  TYPES OF ATTRACTION:
Natural and Man-made, Different categories of attraction - Historical buildings, gardens, museums and art galleries etc. with emphasis on India.

UNIT-II  Attraction of wild life & other attractions, like National Parks, Zoos, Wild-Life sanctuaries, Country Parks, Leisure Parks, Visitor centers etc. Desert Safari, Hiking or Skiing, River Rafting, Mountaineering etc.

UNIT-III  RESORT MANAGEMENT:

UNIT-IV  GUIDING SKILLS-I:
UNIT-V GUIDING SKILLS-II:
Escorting group movements, Escorting VIPs and special interest Groups. Handling Tourist complaints safety & security of tourists, First Aid.

SUGGESTED READINGS:

1. Anand, M.M. : Tourism and Hotel Industry in India

406 : INDUSTRIAL TRAINING (Credit : 08)
407 : COMPREHENSIVE VIVA (Virtual Credit) (Credit : 04)
M.B.A. (TOURISM ADMINISTRATION)
(TWO YEARS FULL TIME PROGRAMME)

2015-2017

SCHOOL OF STUDIES IN TOURISM AND TRAVEL MANAGEMENT,
JIWAJI UNIVERSITY
GWALIOR-474011
APPLICATION OF OPERATIONS RESEARCH IN TOURISM

Max. Marks: 100

External: 70
Internal: 30

UNIT-I Concept and characteristics of operation research, Models of operation research, Operation Research methodology, Linear programming formulation, Graphic method.

UNIT-II Transportation model, Assignment model - Hungarian method, Travelling salesman problem.

UNIT-III Decision analysis and theory, Queuing theory, Games and strategies.

UNIT-IV Networking scheduling by PERT/CPM, Inventory control, Goal programming.

UNIT-V Replacement problem and system reliability, Investment analysis, Information theory.

Suggested Readings:

1. S.D. Sharma: Operations Research
2. Dr. S. Sachdeva: Operations Research
MBA(TA)-107 (New)
COMMUNICATION SKILLS & PUBLICATION RELATIONS
(Non Credit Paper but Passing Marks are Compulsory)

UNIT-I PUBLIC RELATION AND PUBLICITY:
Concept, definition, importance of public relation in tourism marketing..

UNIT-II COMMUNICATION:
A) Meaning, importance, objectives, principles, forms, process of communication, barriers of
effective communication and overcoming barriers.
B) Listening and speaking, group discussion and interviews.
C) Non verbal expressions - Body languages, gestures, postures, facial expressions, dress code.

UNIT-III Presentations, meetings, seminars, telephonic conversations, advertisements, reports, business letters, applications and notices.

UNIT-IV PERSONALITY DEVELOPMENT:
Concept of personality, definition, factors affecting personality, types. Introduction to personality
development, its purpose, scope and techniques. Role of family and educational institutes in
personality development.

UNIT-V Personality grooming, physical fitness, dressing sense, formal and
informal clothing, behaviour with male and female clients, behaviour in office.

Suggested Readings:

UNIT-I

COMPREHENSION:
Reading-One Act-Play, Pronunciation, Vocabulary.

UNIT-II

VERBAL COMMUNICATION SKILL:
Formal & Informal Conversation-greetings, Dealing, Dealing with guests, Colleagues, workers, Presentations, Meetings, Seminars, Readings of Reports etc. Telephonic Conversation.
UNIT-III  **COMPOSITION:**  
Business Letters, Application, Notices, Advertisement, Reports.

UNIT-IV  Consulting Dictionaries, Encyclopedias, Maps-Good Reading Habits, General awareness, Group Discussion, Personal Grooming-Dress, Etiquette.

UNIT-V  **PUBLIC RELATION AND PUBLICITY:**  
Definition, Public Relation in Tourism Marketing.
UNIT-I  BUSINESS POLICY-AN INTRODUCTION:

UNIT-II  AN OVERVIEW OF STRATEGIC MANAGEMENT:
Nature of strategic decision making, Patterns of strategic behavior, Process of strategic management.

UNIT-III  STRATEGY FORMULATION:
UNIT-IV  STRATEGY IMPLEMENTATION:

UNIT-V  STRATEGY EVALUATION:
Strategic Control-basic types of control. Operational control-process of evaluation and control. Role of organization system.

SUGGESTED READINGS:

4. Azhar Kazmi, Business Policy
5. P.K. Ghosh, Business Policy
Dr. S. Sachdeva, Business Policy

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 Cridlig, Panorama (Part - I) - Unit 1, Unit 2 and Unit 3.
2. Initial - Part-I
3. Bonne Route
4. Sans Frontiere - Part I
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 Cridlig, Panorama (Part - I) - Unit 1, Unit 2 and Unit 3.
2. Initial - Part-I
3. Bonne Route
4. Sans Frontierie - Part I

ENGLISH
UNIT-I
Basics of English communicating skill, need of communication skill for managers, aids to correct English speaking, correct pronunciation, clear articulation, developing reading skill, predicting guessing, correcting writing aids, characteristic of correct English writing, organising and structuring of ideas, sounds of English.
UNIT-II
Comprehension, application, essays, general letters, notice, messages.
UNIT-III
Communication ethics, common ethical pitfalls in communication, ethics in resumes, ethics in sales messages, ethics in persuasion, effective communication - completeness, conciseness, consideration courtesy, correctness, questions assessment.
UNIT-IV
Layout, mechanical structure and part of letter, different kinds of letters, style and format, enquiries and replies - offers and quotations, specimen letters, circular letters, sales letters, complaints and adjustments.
UNIT-V
Meetings, minutes personal interviews, group discussions, personality development and grooming.
ENGLISH
UNIT-I
Improving english speaking skill, correct pronunciation, english writting aids, punctuation, spellings, idioms and phrases, essentials of english vocabulary, language as a tool of communication, strategies, skimming and scanning.
UNIT-II
Comprehension, essays, general student letters, applications, notice, reports.
UNIT-III
Basics of communication, communication elements and process, needs of communication skills for managers, channels forms and dimensions of communication, barriers of communication. How to overcome them - tools of effective communication, legal aspects of communications - defamation, invasion of privacy, fraud, and other issues questions for assessment.
UNIT-IV
Needs, functions and kinds of letter, business letters, different formats, persuasive letters, appointments, retrenchments, resignation, complaints and adjustments. Circular and sales letters.
UNIT-V
Messages, meetings, group discussions, minutes, interviews, personality development and grooming.
ENGLISH
UNIT-I
Idioms and phrases, speaking skill - vocabulary, reading, pronunciation. Writing skill - spellings, aids to correct writing, punctuation, grammatical errors, tenses, infinitives, gerunds and participles.
UNIT-II
Essays, comprehension, general student letters, applications, notice, reports.
UNIT-III
Introduction to communication, effective communication, barriers of effective communication, forms of communication, essential needs of effective communication, Clarity, completeness, conciseness, courtesy, correctness and questions for assessment.
UNIT-IV
UNIT-V
Report writing, importance of reports, special features of reports, types of business reports, meeting, and group discussions.
ENGLISH
UNIT-I
Essential english vocabulary, phrases and idioms, english speaking skill, punctuation, pronunciation, phrases, idioms, spellings and aids to correct writing, presentations.
UNIT-II
Essays, comprehension, letters, notice, reports.
UNIT-III
Communication, meaning, importance of objectives, principles of communication, process of communication, types of communication, barriers of communication, techniques of effective communications, needs of essential qualities in effective communication.
UNIT-III
Business letters, need, functions and kinds of business letters, enquiries and replies, complaints and adjustments, collection letters, circular letters, sales letters, circular letters, enquiries.
UNIT-IV
Request letters, application, letters, resumes, correspondence, confirmation letters, letters of reference, letters of appointments, retrenchment, persuasive letters, and resignation.
UNIT-V
Report writing, types of reports, proposals, notification, agenda, minutes, meetings, presentations, group discussions, interviews, speeches, public notices.
Note:-
1. The students are requested to identify topics of interest and make oral presentations in front of teachers. The course instructors should evaluate the presentation skill and suggest methods of improvement.
2. The report is evaluated on various dimensions of written communication, suggestions for improvement will be offered.
3. Group discussions for effective communication and improving English language will also be organised by course instructor and evaluated in which students have to perform.

SUGGESTED READINGS:

Basic Business Communication - Robert Maarcher
Effective Business Communication - Murhy
Excellence in Business Communication - Thrill
Essentials of Business Communication - Rajendra Pal & J.S.K.