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

### SEMESTER I (Odd Semester)

<table>
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<td>HTM-101</td>
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<td>HTM -102</td>
<td>Indian Society and Culture</td>
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<td>Conceptual Framework of Domestic and International Tourism</td>
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### SEMESTER II (Even Semester)

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### SEMESTER IV (Even Semester)

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*Out of two, student may select any one Centric Elective (C.Elective).*
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
Rajputa Period: Pratihara, Pala, Rashtrakuta, Pallava, Chalukya, Chola, Chandella and Chahmana.

UNIT – IV
Sultanate Period – Slave, Khalji, Tughluq, Saiyad and Lodhi dynastics.

UNIT – V
Mughal Period and British India - Babar, Humaun, Shershah Suri, Akbar, Jangir, 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

MBA(HTM): 102
INDIAN SOCIETY AND CULTURE

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

SUGGESTED READINGS:

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.

MBA(HTM) 103
SURVEY OF INDIAN MUSEUMS AND ART GALLERIES

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

UNIT – II
National Museum and Museums of National importance such as Indian Museum. Salarjung Museum, Prince of Wales Museum.

UNIT – III
State Museums such as Bhopal, Lucknow, Raipur, Bhubaneswar and Chennai,

UNIT – IV
Site museums such as Khajuraho, Saranath, Chandi, Gwalior,

UNIT – V

SUGGESTED READINGS:

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 - III
Types of International and domestic tourism. Frontier formalities. Tourism motivations. Travel Agents and Tour Operations.

UNIT - IV
Tourism - Domestic, Adventure, 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).

SUGGESTED READINGS:
3. Tour and Travel : Concepts and Principles, By Dr. Jagmohan Nagi
4. Successful Tourism Management : By Pran Nath Seth

MBA (HTM) 105
FINANCIAL MANAGEMENT

UNIT-I
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
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
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

SUGGESTED READINGS:


MBA (HTM) 106
FUNDAMENTALS OF COMPUTER

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(), 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  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:

MBA (HTM) 107
COMMUNICATION SKILLS & PUBLIC RELATIONS

Theory: 60
Internal: 40
(Credit : 03)

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, Encyclopaedias, 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.

108 : ASSIGNMENT (Credit : 01)

109 : SEMINAR (Credit : 01)

110 : COMPREHENSIVE VIVA (Virtual Credit) (Credit : 04)
MBA (HTM) 201
RELIGION AND PHILOSOPHY OF INDIA

UNIT - I
Formation of religious ideas in early India: Vedas, Upanishadas and Puranas.

UNIT - II
Saiva, Vaishanava and Shakta cults and their religious ideas.

UNIT - III
Broad outline of Buddhism and Jainism.

UNIT - IV
Philosophical Ideas – Charwak, Sankhya and Nyaya.

UNIT - V
Philosophical Ideas - Yoga, Vaisheshika, Vedanta and Mimansa.

SUGGESTED READING:
1. R. G. Bhandarkar: Vaishnavism, Shaivism and Minor Religions System.
2. S. Radhakrishnan: Bharatiya Darshan.
5. Hiriyanna: Outline of Indian Philosophy.
6. S. Goyal: Religious History of India.

MBA (HTM) 202
UNDERSTANDING CULTURE, TRADITIONS, FESTIVALS AND FAIRS OF INDIA

UNIT - I
Indian worship traditions such as Isnan, religious marks (Tilakam), Prayer, Ringing the bell, Abhishek, Namskar, Arati, Bhog, garlanding and Tantra-Mantra.

UNIT - II
Beliefs and Superstitions, Daan and Vrata, Family value system, funeral tradition, gurudakshina, Sanskaras.

UNIT - III
Khajuraho Festival, Tansen Samaroh, Kalidas Samaroh and Bhava Bhuti Mahotsava, Kullu Dashhara, Camel Festival of Jaisalmer, Hemis Festival of Laddakh.
UNIT - IV

Ganga Sagar mela, Nagaur fair, Rath yatra, Pushkar Fair, Kumbh mela, Suraj Kunda, Handicraft fair.

UNIT - V

Pongal, Sankranti, Shivaratri, Holi, Diwali, Mahavir Jayanti, Good Friday, Roza, Gudi Padva, Buddha Purnima, Id - Ul - Fitr, Onam, Muharram, Navaratri, Christmas Durga Pooja of West Bengal, Ganesh Mahotasava of Maharashtra.

SUGGESTED READING:

1. A.L. Basham : The wonder that was India.

MBA (HTM) 203

TRAVEL AGENCY AND TOUR OPERATIONS

Theory: 60
Internal: 40
(Credit: 03)

UNIT - I

Definition of Travel Agent and Tour operators and difference 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 operators. Rights, duties and nature of their activities. Role of Travel Agents and Tour operators in the 21st century.

UNIT - II

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 reservation 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

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 of Travel Agents. Difficulties of Travel Agents.
UNIT - V
Important activities of the Central and State Government for building. The infrastructure of Tourism Industry with Special reference to the objectives, management and future prospects of: (I) ITDC (II) STDC.

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

MBA (HTM) 204
TOURISM POLICY AND PLANNING

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

UNIT - II
National and International Tourist Organizations and planning for Tourism components.

UNIT - III
International Tourism – Growth, characteristics, Problems, Processes and factors effecting International Business.

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 READING:
1. Jagmaohan Negi: Travel Agency & Tour Operation.

MBA (HTM) 205
COMPUTING AND INFOEMATION SYSTEM 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 : Information Technology
   Kim, Foly Kunal Sen : Information Technology and Society.
   Kathleen Morin
   Nick Heap,
   Ray Thomas,
   Geogg Elion,
   Robin Mason,
   Hughie Mackey
7. Glee Harrah Cady : Mastering The Internet
   Pat McGregor
8. Andrew S. Tanebaum : Computer Networks
10. Tay Vaughan : Multimedia making it Work. (IV Ed.)
    Internet Complete : BPB Publications.
UNIT-I
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

UNIT-IV

UNIT-V
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

207: ASSIGNMENT (Credit: 01)

208: SEMINAR (Credit: 01)

209: COMPREHENSIVE VIVA (Virtual Credit) (Credit: 04)
UNIT – I
A survey of Indian dance and music, Hindustani music and Carnatak music.

UNIT – II
Classical dance: Bharatnatyam, Kathak, Kathakali, Mohiniyattam, Kuchipudi, Manipuri, Chhau, Odissi.

UNIT – III
Folk Dance: Choi dance, Garba dance, Bhangra dance, Manipuri dance, Lavani Dance, Bihu dance, Dandiya.

UNIT – IV
India Music Instruments: Sitar, Sarod, Sarangi, Tanpura, Santoor, Violin, Tabla, Mridanga, Dholaka, Flute, Shahanai.

UNIT – V
Qawwali, Folk music, Gazal, Classical music.

SUGGESTED READING:
1. Enakshi Bhavani : Dance on India.
2. O.Goswami : Story of Indian music its growth and synthesis.

MBA (HTM) 302
INDIAN HANDICRAFTS

UNIT – I
History of Indian Handicrafts and Textiles: literary and archaeological references, Malmal, Tie-Dye fabric, Bandhani, Banarasi and Chanderi Saris.

UNIT – II
Metal crafts: Metal ware, Bidri work, Swamimalai work of south India, Handicrafts of Copper and Bronzes.

UNIT – III
Brief history of Jewellery on the basis of literary works and Jewellery hoards.
UNIT – IV
Beads, Ivory, Wood-work, Bamboo craft, Jute Handicrafts.

UNIT – V
Folk art, painted relief, Palm leaves, Paper, Leather and terracotta.

SUGGESTED READING:

1. C. Keith Wilbur: Indian Handicrafts.
2. Norbet Beihoff: Ivory; Sculpture thought the Ages.
3. J. Brijbhushan: Masterpieces of Indian Jewellery.

MBA (HTM) -303
PILGRIMAGES OF INDIA

UNIT – I
Chardham such as Badrinath, Baijnath, Rameshwaram and Dwarka.

UNIT – II
Other Pilgrimage places of Hindus such as Puri, Amarnath, Vaishno Devi, Twelve-Jyotirlinga.

UNIT – III
Bodhgaya, Saranath, Nalanda, Sravanabelgola, Palitana, Ranakpur and Sonagiri.

UNIT – IV
Golden Temple, Hemkund Sahib, Ajmer Sharif and Jama Masjid.

UNIT – V
Churches of South India and Goa, Lotus Temple, Shirdi Sai Baba and Swaminarayan Temples.

SUGGESTED READING:

1. A.L. Basham: The Wonder That was India.
3. ASI Publications
MBA (HTM) -304
HERITAGE TOURISM PLANING AND MANAGEMENT

UNIT – I
Introduction to Heritage Tourism Planning: objectives, methods and steps.

UNIT – II
Role of Central Government in Planning and Management of Heritage Tourism

UNIT – III
Role of State Government in Heritage Tourism Planning and Management.

UNIT – IV
Role of Local bodies, NGO and Private Participants in Heritage Tourism Planning and Management.

UNIT – V
Planning for new thrust areas in Heritage Tourism: process, catalysts and hindering factors.

SUGGESTED READING:

1. M.P. Bezbaruah: Indian Tourism beyond the millennium
3. A. Clare: Tourism Planning.

MBA (HTM) -305
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 Frontier - Part I

MBA (HTM) -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 organizing 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, complains 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 organized 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 (HTM) -306

ACCOMMODATION MANAGEMENT

UNIT – I
Introduction to Hotel industry, historical background, present trends, future prospects. Hotel industry in India, FHRAI and its role, government participation in and contribution to hospitality industry, classification of hotels; Indian standards.

UNIT – II
Hotel typology, Organization chart and hierarchy, Handling customers: a hotelier orientation, Attributes of a good hotelier. Problems facing the hotel industry: a) Human, b) Technological, c) Social, d) Political, e) Financial.

UNIT – III
Front office, House Keeping, Food & Beverage Production and Service, Maintenance and engineering department, Safety & security department, Finance and audit department, Sales and Marketing, Control departments, Organizational structure of departments of the hotel. Coordination and linkages between departments of the hotel.

UNIT – IV
Principles of Hotel Management, methods, Components, tools & techniques, Rules & Regulations applicable to a Hotel Guests, Duties & Responsibilities of a Hotel towards its guest, Hotel law (Indian & International), Licenses & Permits necessary for opening and operating a hotel.

UNIT – V
Manpower planning, obstacle to effective manpower planning, influence of unions, Indian scenario. Training institutes in India and Abroad.

Suggested Readings:

307 : STUDY TOUR REPORT (Credit : 04)

308 : COMPREHENSIVE VIVA (Virtual Credit) (Credit : 04)
MBA (HTM) 401

UNDERSTENDING INDIAN ART AND ARCHITECTURE

UNIT – I
Definition of Art and Architecture, their origin and development through the ages.

UNIT – II
Development of Indian Sculptures: Harappan, Mauryan, Sunga, Gupta, Chandella.

UNIT – III
A general Survey of Indian Painting: Prehistoric, Ajanta, Bagha, Pala, Rajaput, Mughal.

UNIT – IV
Survey of Indian Architecture such as Rock-Cut and Monoliths, Architecture: Sanchi, Amaravati, Bhaja, Ajanta, Ellora, Mahabalipuram, Khajuraho, Tanjore and Kanaks.

UNIT – V
Survey of Forts, fortresses and Palaces: Gwalior, Kalinjara, Agra, Kumrahara, Jaipur, Jodhpur Palace.

SUGGESTED READING:
2. N.C. Mehta: Studies in Indian Paintings.

MBA (HTM) 402

VISITORS AND DESTINATION MANAGEMENT

UNIT – I
Definition of destinations in Tourism, Destinations as product elements of Tourism Destination.

UNIT – II
Influence of Tourist flows and patterns of Tourist Destinations.

UNIT – III
Importance of Destination Life Cycle & its application in Destination Planning.

UNIT – IV
UNIT – V
Man-made tourist Destinations of Northern India, Southern India, & Western India.

SUGGESTED READING:
1. A.K. Bhatia: International Tourism
2. Jagmohan Negi: Travel & Tourism
3. Gregory Ashwarth & Brain Goodall: Marketing Tourism Places
4. Ratandeep Singh: Tourism India

MBA (HTM) 403
MANAGEMENT OF HUMAN RESOURCES

UNIT – I
Definition scope, origin, philosophy. Challenges of Modern Human Resource Management: technological, economic, demographic, cultural and governmental.

UNIT – II

UNIT – III
Principles of Learning. Levels of Learning, Need for training, Training and Development Techniques, Career development programmes and management development programmes.

UNIT – IV
Wage and Salary Administration, wages structure decision, Pricing the job, financial incentive: Money and motivation, Incentive compensation, need for rational Wage policy, Employees benefit: Fringe benefit etc.

UNIT – V

SUGGESTED READING:
2. R.S. Dwivedi: Management of Human Resource
MBA (HTM) 404

MANAGERIAL PROCESS AND ORGANISATION BEHAVIOUR

UNIT – I
Meaning, scope and functions of management; Schools of management thought Classical. Neo-classical; Human Behaviour approach, decision theory approach, System approach, contingency or situational approach, operational approach, Process of management.

UNIT – II
Concepts, objective, nature, process of planning; concept, objectives of Organization, chart and manuals: concept nature principles and techniques of direction; concept, objectives, nature and process of control.

UNIT – III
Concept and nature of organization, various approaches to organization theory, Concept and nature of organizational behavior concept, factors causing individual differences.

UNIT – IV
Concept, types, sources of formation attitude and Values: definition, major Influences of the perception process concept, types, factors contributing to Personality; concept theories of learning.

UNIT – V
Concept of group dynamics, formation of groups, concept and theories of Motivation, concept and styles of leadership management of change.

SUGGESTED READING:

1. Stonier Freeman: Management.
2. F. Drucker Peter: Principles of Management.
4. L.M. Prasad: Organization behavior.

MBA (HTM) -405

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 Frontiere - Part I

MBA (HTM) -405
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 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 (HTM) 406

PRESERVATION AND CONSERVATION OF CULTURAL PROPERTY

UNIT – I
Definition of Heritage and Types of Heritage.

UNIT – II
General Principles of conservation: preventive and curative, Analysis of materials: Physical, Chemical and Biological alteration.

UNIT – III
Temperature, Humidity, Pollution, Effects of Light, Biodeterioration, Proper Environmental condition, care and handling.

UNIT – IV
Antiquarian Rules and Regulations regarding Antiquity and Heritage.

UNIT – V
Public awareness through various modes.

SUGGESTED READING:

1. J.J Plenderlauth : The conservation of antiques and work of art.
3. O.P.Agrawal : Conservation of Culture Property in India.
4. S.S. Bishvash : Protecting the Culture Heritage
5. H.Sarkar : Museum and Protection of Monuments and Antiquities in India.
6. A.P.Singh : Conservation and Museum Training

MBA (HTM) -407
INDUSTRIAL TRAINING (Credit : 08)

MBA (HTM) -408
COMPREHENSIVE VIVA (Virtual Credit) (Credit : 04)