


M.B.A. (TOURISM ADMINISTRATION)
(TWO YEARS FULL TIME PROGRAMME)



2019-2021

**SCHOOL OF STUDIES IN TOURISM AND TRAVEL
MANAGEMENT,
JIWAJI UNIVERSITY
GWALIOR-474011**


Centre for
Jiwaji University
Gwalior-474011

A)-101

CONCEPTUAL FRAMEWORK OF DOMESTIC & INTERNATIONAL TOURISM

Theory: 60
Internal: 40
(Credit : 03)

- 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 TYOLOGY 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:

1. Bhatia, A.K. : Tourism Development :Principles and Practices.
2. Bhatia, A.K. : International Tourism :Fundamentals and Practices.
3. Negi, Jagmohan : Tour and Travel :Concepts and Principles.
4. Seth, Pran Nath : Successful Tourism Management.

MBA(TA)-102

DEVELOPING TOURISM PRODUCTS

Theory: 60
Internal: 40
(Credit : 03)

- 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.

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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 fares 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.
- (d) Water Transport Systems – Growth and development, Cruise Ships, Ferries, River & Canal Boats, Fly cruise – prospects of future growth of water transport in India.

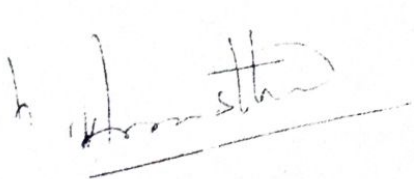
UNIT-V

SHOPPING FACILITIES:

Souvenirs, Handy Crafts of J& K, Rajasthan, U.P. & Delhi. Authorized shopping, Emporiums and outlets at major tourist places like Agra, Delhi & Jaipur.

SUGGESTED READINGS:

1. Basha A.J. : The wonder that was India. Rupa & Co. Calcutta, 1992
- Brown. Percy : Indian Architecture (Buddhist and Hindu Period)
Taraporevala Sons & Co Pvt. Lt. Bombay.
2. Cravem, R.C. : A concise history of Indian Art. Vikas Publishing House.
New Delhi, 1979.
3. Khokar, M. : Splendors of Indian Dance. Himalayan Books.
New Delhi, 1988.
4. Murison, Alister : Hospitality and Travel Marketing. Delmar Publishing
INC. New York, 1979.





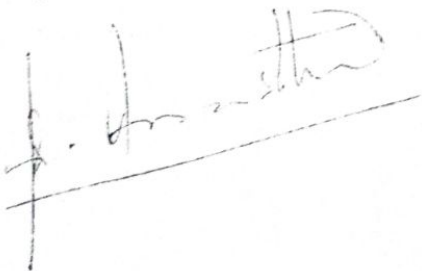
MANAGERIAL PROCESS AND ORGANISATIONAL BEHAVIOUR

Theory: 60
 Internal: 40
 (Credit : 03)

- NIT-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.
2. Dr. C.B. Gupta. Management Concepts and Practices.
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.





ECO-TOURISM : TRENDS & PROSPECTS

Theory: 60
Internal: 40
(Credit : 03)

- 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.
- UNIT-III Sustainable ecotourism development – introduction, concept, definitions, global and local significance. Global warming and tourism, poverty alleviation through ecotourism. Responsible tourism.
- UNIT-IV Ecotourism market – nature and channelisation. Ecotourism development guidelines, code of conducts. Ecotourism accommodations. Local people's participation and job opportunities. Ecotourism policy of India and Madhya Pradesh.
- UNIT-V Eco-tourism Organizations – International and National ecotourism opportunities and prospects in Madhya Pradesh, Rajasthan, Kerala, Skkim, J & K, Goa, Lakshadweep, Andaman and Nicobar.

SUGGESTED READINGS:

1. Khanna, D.P.S.: Glimpses of Indian Tribal life, Sarita Book House Delhi.
2. Negi, Jagmohan : Tourism Development and Resource Conservation, Metropolitan Pvt. Ltd. N: Delhi .
3. Negi, S.S. : Handbook of National Parks, Sanctuaries and Biospher Reserves in India, Indus Publishing Company, New Delhi.
4. Sinha, P.C.: Tourism Impact Assessment. Anmol Publications, New Delhi.
5. Singh, Tajvir & Kaur, J. : Studies in Tourism Wild Life Parks Conservation, Metropolitan Pvt. Ltd. New Delhi.

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COMPUTER APPLICATION

Theory: 60
 Internal: 40
 (Credit : 03)

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 :

CRS for Hotels Airlines, Roadways and Railways, Global Distribution, System in Tourism, E - Ticketing and I- Ticket Introduction to Galileo, Amadens, Sabre, Word span M/S in tourism, DSS, ESS, EIS, TPS, Application of Information Technology 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 data 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:

1. Saxena, Sanjay & Chopra, Prabhpreet : Computer - Applications in Management.

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INDIAN SOCIETY AND CULTURE: A TOURISM PERSPECTIVES

Theory: 60
Internal: 40
(Credit : 03)

- 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:

1. Acharya, Chatursen : Bhartiya Sanskriti ka Itihas.
2. Chatterjee and Dutta : An Introduction to Indian Philosophy.
3. Cravem, R.C. : A Concise History of Indian Arts, Vikas Publication.
4. Ghosh, G.K. : Tribal and their Culture, Vol. I,II.& III, Ashish Publication.
5. Majumdar, D.N. : Races and Cultures of India, Asia Publications.

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A)-107

COMMUNICATION RELATIONS, COMMUNICATION SKILLS AND PERSONALITY DEVELOPMENT

Theory:
Internal:
(Credit : 02)

- 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.

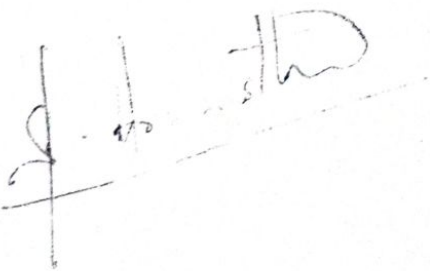
Suggested Readings:

1. Bhatti, J.R.: Dynamics of Successful Personality Development and Projection (Second Edition). Pearson Education India.

108 : ASSIGNMENT (Credit : 01)

109 : SEMINAR (Credit : 01)

110 : COMPREHENSIVE VIVA (Virtual Credit) (Credit : 04)



A)-201

FINANCIAL MANAGEMENT

Theory: 60
Internal: 40
(Credit : 03)

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:

Concepts of working capital, Management of inventory and Accounts Receivables, Tools for analysis of working capital.

SUGGESTED READINGS:

1. Pandey, I.M.: Financial Management, Vikas Publication.
2. Khan & Jain : Financial Management.
3. Chandra, Prasanna: Financial Management.

MBA(TA)-202

MARKETING MANAGEMENT -I

Theory: 60
Internal: 40
(Credit : 03)

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.

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FORECASTING MARKET DEMAND AND MARKET SEGMENTATION:

Forecasting Market Demand: Estimating current and future demands.
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.
Pricing: Objective, Selecting a Pricing Method, Promotional Pricing, Price Discounts and Allowances.
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:

1. Kotler, P., Marketing Management, Prentice Hall.
2. McCarthy/Perreault, Basic Marketing.
3. Grashof, Brogowies, McCarthy, Reading in Basic Marketing.

MBA(TA)-203

BUSINESS RESEARCH AND QUANTITATIVE TECHNIQUES

Theory: 60
Internal: 40
(Credit: 03)

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

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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-efficient of correlation method by Karl Pearson: Regression Analysis.

SUGGESTED READINGS:

1. S.P.Gupta&Kapoor. Statistical Methods,Sultan Chand
2. N.K.Sharma, Statistical Tecchniques,Mangal Deep.Pub,Jaipur
3. Curisine & Slater, Quantitative Methods for Busines Decision
4. Richard, Lewin, Statistics for Management,Prentice hall.
5. Dr. S. Sachdeva : Quantitative Techniques.
6. Dr. S. Sachdeva : Business Statistics.

MBA(TA)-204

MADHYA PRADESH TOURISM

Theory: 60
Internal: 40
(Credit : 03)

UNIT - I

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

UNIT - II

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

UNIT - III

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

UNIT - IV

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

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.

Suggested Readings:

1. Bhattacharya, D.K. : Anciem Geography of M.P.
2. Thakur, Promila :M.P. Ek Bhugolik Adhyan.
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.
6. Sharma R.K.:M.P. ka Puratavya Sangrah Granth.
7. M.P. Tourism Policy: Reports.
8. M.P.T.D. Publications.

COMPUTING & INFORMATION SYSTEMS IN TOURISM

Theory: 60
 Internal: 40
 (Credit : 03)

- UNIT-I MANAGEMENT INFORMATION SYSTEM:
 Concept of MIS. Structure, Basic Information Systems: Marketing Information system and Personal Marketing System, Concepts of Decision Making and its Models.
- 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:
 The History of IT in Travel, Business Travel, Travel and Entertainment, Leisure, Travel, Trade Bodies, The Bank Settlement Plan (BSP), Agency Management Functions, Sabre Information Network (STIN), Agency Data System (ADS), Foreign Exchange, Foreign Currency Products, Power Point, Access.
- 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	:	Management Systems Conceptual
2. Marrethe, H. Olsov	:	Foundation Structure and Development.
3. Ross and Murdick	:	Information System for Modern Management.
4. Kante, Jerome	:	Management Information Systems Management
5. Gary, Inkpen	:	Information Technology for Travel & Tourism
6. Dennis, P. Curtis	:	Information Technology
Kim, Foly		
Kunal Sen		
Kathleen Morris-Nickerson	:	Information Technology and Society.
Ray Thomas,		
Geogg Elion,		
Robin Mason,		
Hughie Mackey,		
7. Glee Harrah Cady	:	Mastering The Internet
Pat McGregor		
8. Andrew S. Tanenbaum	:	Computer Networks
9. Nance	:	Introduction to Networking (II Edition)
10. Toy Vaughan	:	Multimedia making it Work. (IV Ed)
11. Internet Complete	:	BPB Publications.

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TRAVEL AGENCY AND TOUR OPERATIONS

Theory: 60
 Internal: 40
 (Credit : 03)

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: (1) IITDC (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)

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A(TA)-301

MANAGEMENT OF HUMAN RESOURCES

Theory: 60
Internal: 40
(Credit : 03)

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:

1. V.P Micheal, Human Resource Management & human Relations.
2. R.S.Dwivedi, Management of Human Resource
3. Dr. C.B. Gupta, Human Resource Management.

MBA(TA)-302

TOURISM MARKETING AND CONSUMER BEHAVIOUR-I

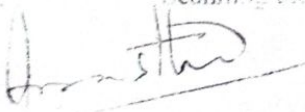
Theory: 60
Internal: 40
(Credit : 03)

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 MMS, Importance of marketing research in tourism industry, Scanning the different micro and macro tourism environment.



UNIT-III PRACTICAL IMPLEMENTATION OF TOURISM MARKETING:

Market Segmentation & Targeting - Case study. Product Levels & Product Life Cycle - Related strategies, Pricing strategies, Tourism marketing intermediaries, Effective ways for working with tourism marketing intermediaries, Promotional activities in 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:

1. Holloway, I.C. & Plant R.V. : Marketing for Tourism Pitman.
2. Lumsdom, Les : Marketing for Tourism, Macmillan.
3. Kotler P. : Marketing for Hospitality & Tourism, Prentice Hall.

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-III International Tourism - Growth, characteristics Issues, Problems, Processes and factors affecting 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 READINGS:

1. Negi, Dr.Jagmohan : Travel Agency & Tour Operation.
2. Negi, Dr.Jagmohan : Tourism & Travel Concepts and Principles.
3. Negi, Dr.Jagmohan : Tourism Development & Resource Conservation.

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(TA)-304

BASIC CARGO RATINGS & DOCUMENTATIONS

Theory: 60
Internal: 40
(Credit : 03)

- UNIT-I Familiarization of Cargo Tariffs. Rules regarding cargo acceptance. Rounding of weights dimensions / currencies. Chargeable weight and principles of cargo rates.
- 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.
- UNIT-IV Aircraft Cargo configuration and capacity Familiarization. Cargo needing special attention (special Loads). Live Animals Regulations. Introduction to dangerous regulations.
- UNIT-V Cargo Agency Sales Reports. Cargo Agency Commissions. Basics of Customs Regulations & Acts with reference to Cargo.

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. IATA live Animals Regulations manual(Annual)
3. IATA special Loads Manual(annual)

MBA(TA)-305

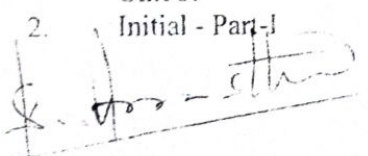
FOREIGN LANGUAGE (FRENCH)*

Theory: 60
Internal: 40
(Credit : 03)

- 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 - 1) - Unit 1, Unit 2 and Unit 3.
2. Initial - Part-I





Bonne Route
Sans Frontiere - Part I
Dictionary : Larousse, Cassels, Oxford, Collins.

MBA(TA)-305

FOREIGN LANGUAGE (ENGLISH)*

Theory: 60
Internal: 40
(Credit : 03)

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

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

UNIT-IV

Technical writing and part of letter, different kinds of letters, style and format, enquiries and replies. 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 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.
Business Communication Management - D.D. Singhal, V.K. Mittal, N.C. Garg, V.S. Vyas.

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MEETINGS, INCENTIVES, CONFERENCES AND EXHIBITIONS (MICE)

Theory: 60
Internal: 40
(Credit : 03)

- 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-II The nature of convention markets, demand for conference facilities. The growth and development of the industry. The economic and social significance of convention. The impact of conventions on local and national communities. International market perspectives
- UNIT-III The association market: future trends of trade, social and government associations. Organizational structure of associations, Financial structure of associations. International associations market.
- UNIT-IV New product development to enter the corporate market. Trade shows and exhibitions: Principle types of trade shows, their major parts, organization and membership, evaluation of attendees, location of 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:

1. Albert and Zamke (1985). Service America! Warner
2. Coleman, Lee Finkle(1991). Power house conferences, Educational institute of AH&MA.
- Hoyle, Dorf and Jones (1995). Managing conventions and group business. Educational institute of AH&MA.

307 : FIELD STUDY (Credit : 04)

308 : COMPREHENSIVE VIVA (Virtual Credit) (Credit : 04)

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A(TA)-401

ADVENTURE TOURISM OPERATIONS

Theory: 60
Internal: 40
(Credit : 03)

- 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. Mark, Vinayendra Singh : Adventure Tourism.

MBA(TA)-402

BUSINESS POLICY

Theory: 60
Internal: 40
(Credit : 03)

- UNIT-I BUSINESS POLICY-AN INTRODUCTION:
Nature, importance, purpose and objective of business policy. Various terms in business policy, Levels of strategy.
- UNIT-II AN OVERVIEW OF STRATEGIC MANAGEMENT:
Nature of strategic decision making, Patterns of strategic behavior, Process of strategic management.
- UNIT-III STRATEGY FORMULATION:
Environmental Appraisal-components, environmental scanning, environmental appraisal, Organizational appraisal – Organizational, Capability factor, organizational, appraisal, Strategic alternatives- modernization strategies, diversification strategies, integration, merger and joint venture, Strategic Choice-corporate portfolio analysis, SWOT analysis, factors in strategic choice.
- 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.

NIT-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

Theory: 60
Internal: 40
(Credit : 03)

- UNIT-I Introduction: concepts, definitions and historical development of tourism. Types of tourists: international, domestic, form of tourism: inbound, outbound, domestic, international, Manifa Declaration.
- UNIT-II Tourism system & environment. Introduction to demand for tourism patterns. Patterns and characteristics of the supply of tourism.
- UNIT-III Determinants 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.
- UNIT-V Tourism Impact Assessment: Organisation, Research issues, Impact studies, Relationships, Economic benefits, Environmental impacts, Social- cultural impacts etc.

SUGGESTED READINGS:

1. Mill & Morisson :Tourism Systems.
2. Seth. Prannath : Successful Tourism Management.
3. Gartner. R. : Tourism Development.
4. Sharma. J.K. :Tourism Planning And Management.
5. McLontosh , R.W.: Tourism Principles And Practices.
6. Chattopadhyay, Kunal : Economic Impact of Tourism Development (An Indian Experience)
7. Sinha, P.C. : Tourism Management.



B.A(TA)-404

FOREIGN LANGUAGE (FRENCH)*

Theory: 60
Internal: 40
(Credit : 03)

- 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 :

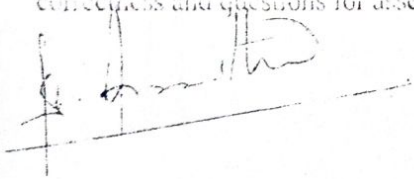
1. French Grammar - Jean Marie Lindling - Panorama - Part - 1 - Unit 4, Unit 5 and Unit 6.
 2. Initial - Part-I
 3. Bonne Route
 4. Sans Frontiere - Part I
- Dictionary : Larousse, Cassels, Oxford, Collins.

MBA(TA)-404

FOREIGN LANGUAGE (ENGLISH)*

Theory: 60
Internal: 40
(Credit : 03)

- 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

Mechanical structure and parts of letter, style, format and punctuation. Kinds of letter - business letter, sales letters, enquiries and replies. Application letters correspondence and confirmation letters.

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 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.

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Business Communication Management - D.D. Singhal, V.K. Mittal, N.C. Garg, V.S. Vyas.

MBA(TA)-405

ATTRACTION MANAGEMENT

Theory: 60
Internal: 40
(Credit : 03)

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.

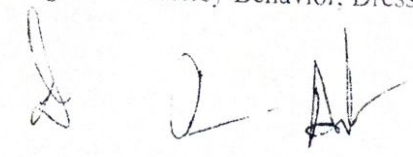
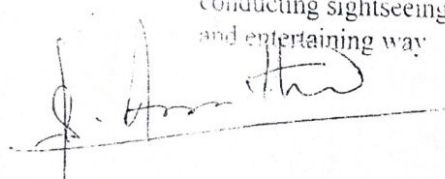
UNIT-II Attraction of wild life & other attractions. like National Parks, Zoos, Wild-Life sanctuaries, Country Parks, Leisure Parks, Visitor centers etc. Desert Safari, Hiking or Skiing, River Rafting, Mountaineering etc.

UNIT-III RESORT MANAGEMENT:

Planning and Development, Recreational activities and facilities, Personal Organizational & human relations, Front of the House management, House Keeping F&B laundry, Energy, Accounting and purchasing, Safety and Security, Resort marketing & Promotion.

UNIT-IV GUIDING SKILLS-I:

Tourist itinerary preparation, tour costing, tour co-ordination, Role and Responsibility of a tour guides. Main pre-requisites of a guide : courtesy Behavior, Dress art of conducting sightseeing tours in an informative and entertaining way



T-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
2. Boardman, R.D.: Hotel & Catering – Costing and Budgeting.
3. Kohali, M.S. : Mountaineering in India.
4. Negi, Jagmohan : Tourism and Travel – Concepts and Principles.
5. Singh, T.V. & Kaur J. : Studies in Tourism, Wild Life & Park Conservation.

and Viva-Voce

406 : INDUSTRIAL TRAINING (Credit : 05)
407 : COMPREHENSIVE VIVA (Virtual Credit) (Credit : 04)

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