



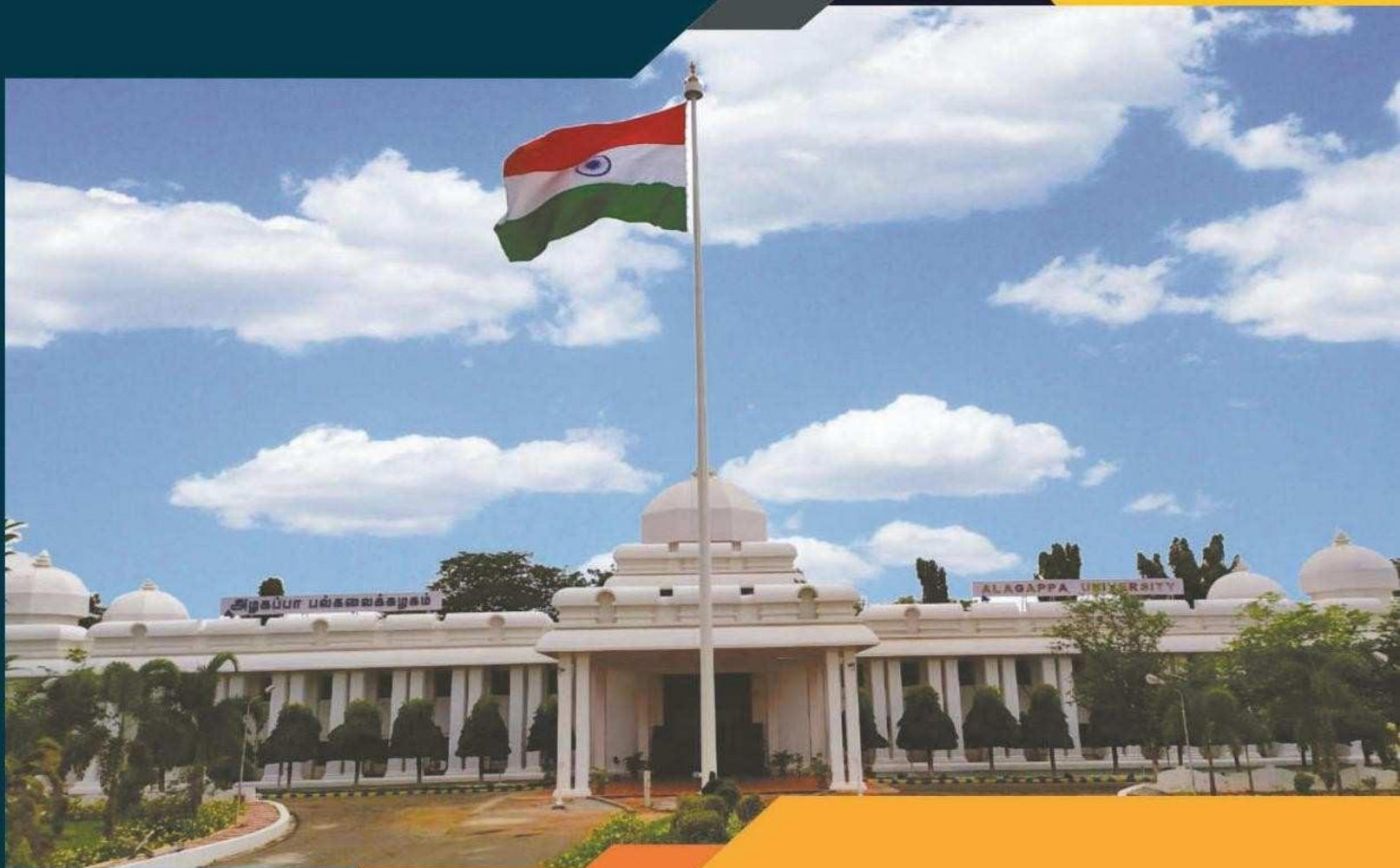
ALAGAPPA UNIVERSITY

(A State University Established in 1985)
Karaikudi - 630003, Tamil Nadu, India



2017 Accredited with A+ Grade by NAAC (CGPA : 3.64)	2018 MHRD Govt. of India UGC University Grants Commission Graded as Category - 1 & Granted Autonomy	2018 MHRD GOVERNMENT OF INDIA Swachh Campus Rank : 4	2019 NIRF NATIONAL INSTITUTIONAL RANKING FRAMEWORK Rank : 26	2019 QS India Rank : 28 BRICS Rank : 164 Asia Rank : 216
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DEPARTMENT OF TOURISM AND HOTEL MANAGEMENT



M.B.A., TOURISM MANAGEMENT

[Choice Based Credit System (CBCS)]

[For the candidates admitted from the academic year 2019 -2020]

MBA (TOURISM MANAGEMENT)
Regulations and syllabi
(2019-2020 onwards)

Programme mode	: MBA (Tourism Management) is a Full -time Programme offered in the regular mode.
Duration	: The duration of the Programme is Two Academic Years consisting of four semesters.
Eligibility	: Any degree from a recognized University in the 10+2+3 pattern or equivalent.
Pattern	: Semester Pattern
Medium of instruction	: English only
Admission Procedure	: The eligible candidates have to apply and have to take up Entrance examination conducted by the University. After successful completion the eligible candidate has to attend group discussion and personal interview for gaining admission to MBA (Tourism Management). The admission procedure may be changed Upon as per University administration decision time to time.

MBA (TOURISM MANAGEMENT)

Programme Objectives

The tourism and hospitality industry is one of the largest divisions under the services sector of the Indian economy. Tourism in India is a key growth driver and an important source of foreign exchange earnings. In India, the sector's direct contribution to gross domestic product (GDP) is expected to grow at 7.8 per cent per annum during the period 2013-2023. Tourism is responsible for the movement of many millions of people each year, travelling for a variety of reasons, including holidays, business, education, health, and visiting friends and relatives. The MBA (Tourism Management) programme has been designed to meet the growing demand for skilled and professional managers in the fast-expanding tourism industry. The Business Organizations that manage tourism facilities as well as those who provide essential services such as transport, accommodation and travel related advices are set to expand exponentially in the future. The graduates entering this industry should require sound knowledge in the general tourism business aspects and also acquire specific working skills to mould themselves as a better professional in this demanding industry. This programme also caters to provide a strong foundation in tourism business and at the same time provides scope for the development of specialist tourism knowledge so as to shape a successful career in tourism management. The programme of study aims at preparing graduates for taking up employment in a business organization or self employment and / or carrying forward their businesses. Masters degree in Business Administration (Tourism Management) is designed to facilitate the prospective managers to effectively manage the hospitality and tourism operations.

Programme Specific Objectives

1. To have an insight on the hospitality and tourism industry globally and understand the various tourism practices in India and World.
2. To learn the qualitative and quantitative tools and techniques for effective managerial decision making with a specific focus on Tourism and Hospitality Industry
3. To have hands on training and real time industry orientation & practice.

Programme Outcomes

Learners would understand the need for different management approaches for different types of tourism; discuss the role of tourism as an agent for cultural change and understanding; and, assess the specific characteristics and trends in emerging specialist areas of the tourism industry (e.g. festivals, events, heritage, wellness tourism and other new markets). Subsequently they will be working in, or aspire to, careers in all aspects of the international tourism industry, which may include government tourism agencies, tour operators, airlines, cultural heritage, festival, wellness and / or other specialist tourism operations.

Program Specific Outcomes

The Students at the end of the program will behave a sound Knowledge about the hospitality and tourism industry practices.

Ability to understand the process and apply specific professional practices to improve effectiveness and productivity in tourism operations.

Ability to develop a framework for research in the tourism domain in order to suggest innovative ideas to develop the tourism business.

Ability to update the recent and current strategies followed globally in hospitality and tourism and to adopt the same to the Indian context professionally.

Programme Structure

First Year: All students in the first year of the programme have to take all the core courses offered as listed in the Programme Structure. All the students have to take up an Educational Tour during II Semester for 5-7 days as part of curriculum and to submit a report for evaluation.

Second Year: The participants are required to take-up the core and elective courses scheduled during the III and IV Semesters of MBA (Tourism) programme besides a Summer Training Programme in the III Semester as given in the programme Structure and a project work in the IV semester.

Choice Based Credit System (CBCS)

Each student should take 90 credits to complete the programme.

Attendance

Normally, the student must have earned 75% of attendance in each course for appearing for the examination.

Students who have earned 70% to 74% of attendance have to apply for condonation in the prescribed form with the prescribed fee.

Students who have earned 60% to 69% of attendance have to apply for condonation in the prescribed form with less than 75% of the prescribed fee along with the Medical Certificate.

Students who have secured below 60% attendance are not eligible to appear for the examination and they have to redo the courses.

Redoing of the Courses

A student who has been debarred from the ESE for lack of attendance must repeat the Course at a later semester, paying the prescribed fees for the course. Students interested in redoing of course(s) have to get prior official permission for the same by applying to the Registrar through the HOD on or before 5th June (for redoing of Odd Semester Courses) or 5th November (for redoing Even Semester Courses) every year.

No student will be permitted to repeat a course or reappear for a CIA test or an ESE **just for improvement of Grade Points**. A student who has failed in a CIA / ESE need take only the CIA / ESE in that course when it is offered next. Such students need to pay the prescribed fee.

Break of Study

A student may be permitted to break his/her study on valid grounds. Such break of study shall be entertained only if the student has completed at least two semesters of study. For availing break of study, the students have to apply to the Registrar along with the recommendations of the Class Advisor and the Head of the Department in the format prescribed by enclosing documentary evidence(s) as a proof for his/her claim for break of study and after paying the prescribed fee. Unauthorized break of study will not be permitted under any circumstances.

Break of study will be permitted subject to the formalities of readmission as well as the availability of courses to be completed and the examination norms.

Assessment

Assessment of the students' assignment will be two- fold consisting of Continuous Internal Assessment (CIA) and End Semester Examination (ESE). The ratio between CIA and ESE will normally be 25-75 (as prescribed by the TANSICHE). The students who secure not less than 40% in each component (CIA and ESE) and a cumulative 50% of the total shall be declared to have passed the course.

Continuous Internal Assessment (CIA)

The CIA marks shall be awarded based on the following:

Marks for the two CIA tests	15
Marks for the Seminar /Quiz/Assignments/Class works / Attendance / Unannounced tests etc.	10
Total	25

Pattern of Question Paper For End-Semester Examinations

The question paper will have the following sections and scoring pattern

Maximum Marks: **75**

Duration: **Three Hours**

Part A (5 X 3 = 15 Marks)

Answer All Questions from Q No: 1 to 5, each carrying 3 marks. One Question from Each Unit will have to be asked.

Part B (5 X 10 = 50 Marks)

Answer All Questions from Q. No: 6 to 10 with built-in choices a and b in either or type, each carrying 10 marks. Two questions from each Unit in the either or type need to be asked.

Part C (1 X 10 = 10 Marks)

Answer One Compulsory Question Q No: 11 carrying 10 marks. The Question has to be in the form of case study or problem solving.

Classification of Candidates

A candidate who obtains not less than 50% of total marks in each paper shall be declared to have passed in that paper. A candidate who secures 50% or more but less than 60% of aggregate marks shall be placed in Second Class. A candidate who secures 60% and more of aggregate marks shall be placed in First Class.

Failed Candidates

A candidate who fails in any paper/ papers may appear again in that paper/ those papers as per the university rules in force from time to time.

Completion of the Programme

The students have to complete their programme within 3 years from the completion of the duration of programme, failing which their registration will stand automatically cancelled and they have to register afresh, if they want to pursue the programme.

Award of Degree

A student will be declared to be eligible for the award of a Degree if he/she has:

Registered for and undergone all the courses under the different parts of the curriculum of his/her programme.

No dues to the University, Hostel, NSS, Library Clubs, Associations etc.

No disciplinary action pending against him/her.

Other Regulations

Besides the above, the common regulations of the University shall also be applicable to this programme.

MBA (Tourism Management)**SEMESTER –I**

Sl.No	Course Code	Course	Credits	Hrs	Maximum Marks		
					Internal	External	Total
1.	645101	Management Concepts	3	3	25	75	100
2.	645102	Tourism – Principles & Practices	3	4	25	75	100
3.	645103	Financial Reporting and Analysis	3	4	25	75	100
4.	645104	Organizational Behaviour	3	3	25	75	100
5.	645105	Managerial Economics	3	3	25	75	100
6.	645106	Tourism and Hospitality Law	3	3	25	75	100
7.	645107	Tourism Resources of India	2	2	25	75	100
8.	645601	Soft Skill Development I	2	2	25	75	100
		Library	-	2	-	-	-
		Yoga	-	2	-	-	-
		Case Discussion	-	2	-	-	-
Total			22	30	-	-	800

SEMESTER –II

Sl.No	Course Code	Course	Credits	Hrs	Maximum Marks		
					Int	Ext	Total
1.	645201	Business Research Methodology	3	4	25	75	100
2.	645202	Global Tourism Geography	3	3	25	75	100
3.	645203	Tourism Strategic Marketing	3	4	25	75	100
4.	645204	Human Resource Management	2	3	25	75	100
5.	645205	Travel Agency & Tour Operation	3	3	25	75	100
6.	645206	Tourism Products and Services	2	3	25	75	100
7.		(NME – I)	2	3	25	75	100
8.	645602	Soft Skill Development II	2	2	25	75	100
9.	645207	IT Skills of Tourism	1	2	25	75	100
10.	645208	Destination Tour & Report	1		25	75	100
		Library	-	1	-	-	-
		Yoga	-	2	-	-	-
		MOOCS	-	-	-	-	-
Total			22	30	-	-	1000

SEMESTER –III

Sl.No	Course Code	Course	Credits	Hrs	Maximum Marks		
					Internal	External	Total
1.	645301	Strategic Management	3	4	25	75	100
2.	645302	Eco- Tourism	3	4	25	75	100
3.	645303	Destination Planning & Management	3	4	25	75	100
4.	645304	Tourism French	3	3	25	75	100
5.		(NME – II)	2	3	25	75	100
6.	645777	Summer Training Report & Viva Voce	2		25	75	100
7.	645603	Soft Skill Development – III	2	2	25	75	100

Elective (Choose any two from the list of electives given in Stream 1 and Stream 2)							
Stream 1 – Tourism Management							
	645501	a. Tourist Behaviour & Cross Cultural Management	3	3	25	75	100
	645502	b. Event Planning & Management	3	3	25	75	100
	645503	c. Logistics and Supply Chain Management	3	3	25	75	100
	645504	d. Cargo Management for Tourism	3	3	25	75	100
Stream 2 - Hotel Management							
	645505	a. Front Office Operation	3	3	25	75	100
	645506	b. Accommodation Operation	3	3	25	75	100
	645507	c. Hospitality Marketing Management	3	3	25	75	100
	645508	d. Services Operations and Quality Management	3	3	25	75	100
		Library	-	2	-	-	-
		Yoga	-	2	-	-	-
		MOOCS	-	-	-	-	-
Total			24	30	-	-	900

***Note: Elective will be offered when at least minimum of 10 number of students opting for it and the decision is with HOD to offer based on the availability of Faculty and Students interest from time to time.**

SEMESTER – IV

Sl.No	Course Code	Course	Credits	Hrs	Maximum Marks		
					Internal	External	Total
1.	645401	Hotel Administration	3	5	25	75	100
2.	645402	Travel Media & Public Relation	3	5	25	75	100
3.	645403	Tourism Business Innovations and Entrepreneurship in Tourism	3	5	25	75	100
4.	645604	Soft Skill Development – IV	2	3	25	75	100
5.	645999	Project Work Viva Voce	5		25	75	100
Elective (Choose any two from the list of electives given from Stream 1 and Stream 2)							
Stream 1 – Tourism Management							
	645509	a. Online Tourism Services	3	3	25	75	100
	645510	b. Customer Relationship Management	3	3	25	75	100
	645511	c. Foreign Exchange Management	3	3	25	75	100
	645512	d. Airport Operations	3	3	25	75	100
Stream 2 - Hotel Management							
	645513	a. Facility Management	3	3	25	75	100
	645514	b. Materials Management and Purchase System	3	3	25	75	100
	645515	c. Food and Beverage Management	3	3	25	75	100
	645516	d. Allied Hospitality Services	3	3	25	75	100
		Library	-	2	-	-	-
		Yoga	-	2	-	-	-
		Group Discussion	-	2	-	-	-
Total			22	30	-	-	700
Grand Total			90	120			3400

Non-Major Elective Course

S.No	Semester	Course	Credits	Hrs	Internal	External	Total
1	II	(NME – I) Introduction to Tourism	2	3	25	75	100
2	III	(NME – II) Hospitality Management	2	3	25	75	100

Semester -I			
Course Code:645101	Management Concepts	Credits : 3	Hours:3
Objectives	The purpose of this course is to expose the student to the basic concepts of management. To impart basic understanding of how an organization functions, and in understanding the complexity and wide variety of issues managers face in today's business firms.		
Unit I	Management: Definition – Nature – Scope and Functions – Evolution of Management thought – Contributions of F.W Taylor, Henri Fayol, Elton Mayo, Roethlisberger, H.A.Simon and Peter F Drucker- Approaches to the Study of Management-Universality of Management – Relevance of management to different types of organization – MBO and MBE – (Relevant One or Two Case Studies)		
Unit II	Planning and Decision Making: Nature, importance and planning process – Planning premises – Components of Planning as Vision, Mission, Objectives, Goals, Policies, Strategies, Procedures, Methods, Rules, Projects and Budgets – Decision-making – Meaning – Types – Decision-making Process under Conditions of Certainty and Uncertainty – (Relevant One or Two Case Studies).		
Unit III	Organizing: Nature, purpose and kinds of organization – Structure – Principles and theories of organization – Departmentalization – Span of control – Line and staff functions – Authority and responsibility – Centralization and decentralization – Delegation of authority – Committees – Informal organization –Joint Ventures and Strategic Alliances – (Relevant One or Two Case Studies).		
Unit IV	Staffing and Directing: General Principles of Staffing- Importance and techniques of Directing- Motivation – Meaning – Importance – Theories: Maslow, Herzberg, McGregor (X&Y), Ouchi (Z), Vroom, Porter-Lawler, McClelland and Adam – Communication: Meaning – Types – Process – Barriers; Leadership: Significance, Types Styles and Theories- Trait, Contingency, Situation, Path-Goal, Tactical, Transactional and Transformational Leadership- Leadership Grid – (Relevant One or Two Case Studies).		
Unit V	Coordination and Controlling: Coordination: Concept, Need and techniques; Controlling: Objectives and Process of control – Devices of control – Integrated control – Special control techniques- Contemporary Perspectives in Management: Strategic alliances – Core competence – Business process reengineering – Total quality management – Six Sigma- Benchmarking- Balanced Scorecard.		
Unit VI	Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned – Practical: Studying Management styles of two Indian institutions in the lime-light. Mini Projects on Leadership and Motivation in the locally reputed firms in your Local – Visiting the web-sites of MNCs and top Indian concerns.		

Reference and Textbooks:-

Gene Burton and Manab Thakur. (2009)Management Today: Principles and Practice, TMH.
Gareth Jones and Jennifer George.(2017).Contemporary Management, (10thed.).McGraw-Hill/Irwin.

Heinz Wehrich & Harold Koontz. (2005)Management A global prospective ,(12thed.). Tata McGraw Hill New Delhi.

Harold Koontz, Cyril O'Donnell, Heinz Wehrich,(2009).Management: A Systems Approach,(6thed.). McGraw Hill.

Jim Collins.(2011).Good to Great, (1sted.). Harper Business.

Robbins, S.P. and Decenzo. (2018). D.A. Fundamentals of Management, (18thed.).Pearson Education Asia, New Delhi.

Peter F. Drucker.(2008). Management, Revised Edition.

Rao, V.S.P, (2009).Management□Concepts and Cases, Excel Books, New Delhi.

Ricky W Griffin. (2017).Management, South-Western College Publications, (12thed.).

Stephen P. Robbins and Mary Coulter,(2018). Management, (14thed.).

Outcomes	Completing this course will make the students knowledgeable on the historical, current, and future issues in management and to demonstrate the roles, skills and functions of management
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Semester -I			
Course Code: 645102	Tourism-Principles & Practices	Credits :3	Hours:4
Objectives	To comprehend the conceptual dimensions of tourism industry. To understand the dynamics of tourism businesses and its impacts. To elucidate the application of tourism theories to the pragmatic developmental agenda.		
Unit I	Introduction to Tourism; An overview: Elements, Nature and Characteristics – Typology of Tourism – Classification of Tourists – Tourism network – Interdisciplinary approaches to tourism – Historical Development of Tourism – Major motivations and deterrents to travel.		
Unit II	Tourism Industry; Structure and Components: Attractions – Accommodation – Activities – Transportation – F&B – Shopping - Entertainment – Infrastructure and Hospitality – Emerging areas of tourism – Rural, Eco, Medical, MICE, Literary, Indigenous, Wellness, Film, Golf, etc., – Ideals of Responsible Tourism – Alternate Tourism – Case Studies on International Tourism.		
Unit III	Tourism Impacts - Tourism Area Life Cycle (TALC) – Doxey’s Index – Demonstration Effect – Push and Pull Theory – Tourism System - Mathieson and Wall Model & Leiper’s Model - Stanley Plog’s Model of Destination Preferences - Demand and Supply in tourism – Tourism regulations – Present trends in Domestic and Global tourism – MNC’s in Tourism Industry.		
Unit IV	Tourism Organizations: Role and Functions of World Tourism Organization (WTO), Pacific Asia Travel Association(PATA) , World Tourism &Travel Council (WTTC) – Ministry of Tourism, Govt. Of India, ITDC, Department of Tourism, Govt. Of Tamilnadu, FHRAI, IHA, IATA, TAAI, IATO		
Unit V	Overview of Five Year Plans with special reference to Eleventh Five Year Plan for Tourism Development and Promotion, National Action Plan, National Tourism Policy – Code of conduct for safe and Sustainable Tourism for India.		
Unit VI	Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned – Practical: Impact of tourism in two Indian States in the lime-light. Mini Projects on Tourism regulations and Sustainable practices of tourism in the locally reputed firms in your Local – Visiting the web-sites of MNCs and top Indian concerns.		
Reference and Textbooks:- Bhatia A.K. (2006). International Tourism Management, (3 rd ed.).Sterling Publishers, New Delhi. Charles R. Goeldner & Brent Ritchie, J.R. (2011). Tourism, Principles, Practices, Philosophies, (12 th ed.).John Wiley and Sons, New Jersey. Ghosh Bishwanath. (2013). Tourism and Travel Management, (2 nd ed.).Vikas Publishing House, New Delhi. Page J. Stephen & Brunt Paul. (2007).Tourism- A Modern Synthesis, Thomson Publishers, London. Sunetra Roday,et al. (2009).Tourism Operations and Management, Oxford University Press.			
Outcomes	After completion of this course the student should be able to understand the various facets of Tourism industry, regulations and various agencies playing a vital role in the development of the tourism sector.		

Semester – I			
Course Code: 645103	Financial Reporting and Analysis	Credits :3	Hours :4
Objectives	To facilitate the students about the methods and techniques of financial management. To sensitize them about how to manage finance efficiently in an organization. The objective of the forecasting component is to develop student's ability to analyze financial statements and understand financial performance of an Organization.		
Unit I	Accounting Fundamentals and Statements: Definition – Accounting – Types of Accounting- Financial, Management and Cost accounting – Scope of Accounting –Financial Accounting Concepts –Uses of Accounting –Double Entry System- Preparation of journal and ledger, Subsidiary Books – Errors and Rectification – Trial Balance, Profit and Loss Account and Balance Sheet Preparation (Simple Problems only).		
Unit II	Financial Statement Analysis: Concept and Need for analysis of Financial Statements –Types and Tools of analysis: Trend analysis, Common size statements and Comparative statements- Financial Ratio Analysis- Turnover ratios – Liquidity ratios – Proprietary ratios –Profitability Ratios- Uses and limitations of Ratio analysis – (Relevant One or Two Case Studies).		
Unit III	Fund and Cash Flow: Fund Flow Concept- Preparation of schedule of changes in working capital and the fund flow statement – Managerial uses and limitation of fund flow statement- Cash Flow Concept – Preparation of cash flow statement – Managerial uses of cash flow statement – (Relevant One or Two Case Studies)		
Unit IV	Revenue and Capital Budgeting: Concept of Budget and Budgetary control – Revenue Budget Preparation – Sales and Production Budgets – Cash Budget – Master budget – Fixed and Flexible budgets – Capital Budgeting: Features and Significance – Methods of Appraisal: Payback period, ARR, NPV and IRR..		
Unit V	Accounting Theory and Standards: Concept and Classes of Accounting Theory – Their Uses – Indian Accounting Standards (Ind AS) Issued by Institute of Chartered Accountants of India as to Inventories, Depreciation, Borrowing Costs, Earnings Per Share and Impairment of Assets – Need for Convergence of Ind AS with International Financial Reporting Standards (IFRS) – (Relevant One or Two Case Studies).		
Unit VI	Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. Practical: Glance of 10 Corporate Financial Statements presented in their Annual Reports or in the Media and grasp of the reporting pattern – Working out the ratios – Visiting the websites of Ministry of Commerce and Industry and ICAI for gaining knowledge on GAAP, IFRS, Ind As.		
Reference and Textbooks:-			
Antony Atkinson and Robert S Kalplan.(2013). Management Accounting: Information for Decision Making and Strategy Execution, (6 th ed.). Prentice Hall.			
Gupta RL & Gupta VK.(2013).Principles and Practice of Accounting, Sultan Chand & Sons.			
I.M Pandey.(2018). Financial Management, (11 th ed.).			
Khan and Jain.(2017) Management Accounting: Text, Problems and Cases, (7 th ed.).			
Manmohan & Goyal.(2017). Principles of Management Accounting, Shakithabhavan Publication.			

<p>P.C. Tripathi.(2012). Principles of Management, (5thed.).</p> <p>Ravi M Kishore.(2016). Management Accounting and Financial Analysis, (6thed.).Taxmann’s,</p> <p>Rawat, DS.(2018). Accounting Standards, (33rded.).</p> <p>S.N. Maheswari.(2018).Management Accounting & Financial Accounting, (6thed.).Vikas Publishers.</p> <p>Shukla & T.S. Grewal.(2013). Advanced Accounting, S.Chand &Company.</p> <p>Web sources like the Web site of ICAI, the Web site of Ministry of Corporate Affairs, etc.</p>	
Outcomes	<p>After completing this course the students will able to</p> <p>To know Strategic financial component and to apply the conceptual framework of financial statement data to assess the strengths & weaknesses of firms, the opportunities and threats of industries, the expectations of society vis-à-vis those firms, and the values of key personnel.</p>

Semester -I			
Course Code:645104	Organisational Behaviour	Credits :3	Hours :3
Objectives	To provide an overview of theories and practices in organizational behaviour in individual, group and organizational level. To provide the students to analyse specific strategic human resources demands for future action. To enable students to synthesize related information and evaluate options for the most logical and optimal solution such that they would be able to predict and control human behaviour and improve results.		
Unit I	Organizational Behaviour: Meaning – Elements – Need and importance – Approaches – Models – Levels – Global scenario – Socio-cultural, political and economic differences and their influence on International Organizational behavior – Future of Organizational behavior – (Relevant One or Two Case Studies).		
Unit II	Foundations of Individual Behaviour: Individual differences – Personality: Meaning – Personality factors – Learning: Components of learning process – Learning theories – Values: Significance and Types- Attitudes: Components – Formation – Perception: Perceptual process – Motivation: Types – Importance – Ability: Meaning – Types – Their relevance to Organizational behavior. Stress: Meaning – Types – Sources – Impact and consequences of stress on behavior – Management of stress – (Relevant One or Two Case Studies).		
Unit III	Group Dynamics: Group: Definition – Reasons – Types – Formation and development – Group Norms: Meaning – Types – Reasons for enforcement of norms – Norm variation – Norm conformity – Group Cohesiveness: Meaning – Advantages – Group Conflict: Meaning – Reasons – Management of group conflict – Their impact on Organizational behavior- Leadership: Types and Theories – (Relevant One or Two Case Studies).		
Unit IV	Power and Politics: Power: Definition – Power vs. Authority – Types of powers – Sources – Characteristics – Effective use of power – Politics: Definition – Political behavior and Organizational politics – Factors influencing political behavior – Techniques of managing political behavior – (Relevant One or Two Case Studies).		
Unit V	Organizational Dynamics: Organizational Design – Determinants – Forms – Organizational Effectiveness: Meaning – Approaches – Factors contributing effectiveness – Organizational Culture: Meaning – Significance – Organizational Climate: Meaning – Factors influencing climate – Implications on Organizational behavior – Organizational Change: Meaning – Nature – Causes of change – Resistance to change – Management of change – Organizational Development: Meaning – Need – OD interventions – (Relevant One or Two Case Studies).		
Unit VI	Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. Practical: Studying Organizational Dynamics of two organizations in limelight – Visiting the web sites of top ranking organizations to see their organizational pattern and structure.		
Reference and Textbooks:- Fred Luthans.(2010). Organizational Behaviour, (12 th ed.). McGraw-Hill/Irwin. K.Asathappa.(2010). Organizational Behaviour, Himalaya Publishing, Mumbai. Keith Davis.(2010). Organizational Behavior: Human Behavior at Work, (9 th ed.). McGraw			

<p>Hill. Ricky W. Griffin and Gregory Moorhead.(2014). Organizational Behavior: Managing People and Organizations, (11thed.). Cengage Learning Stephen P. Robbins and Timothy A Judge.(2018) Organizational Behaviour, (18thed.).15e, Pearson.</p>	
Outcomes	<p>After completing this course students will be able to To apply problem solving and critical thinking abilities to analyze the kinds of choices available for developing alternative organizational behaviour approaches in the workplace. The students will able to demonstrate the applicability of analyzing the complexities associated with management of individual behaviour in the organization.</p>

Name of the Course Teacher: Dr. V. Sivakumar

Semester -I			
Course Code:645105	Managerial Economics	Credits :3	Hours :3
Objectives	The basic objective of this course is to make the students aware of the various economic issues that they are expected to face as managers at the corporate level. To equip them with the tools and techniques of economic analysis for improving their decision-making skills.		
Unit I	Economics & Business Decisions: Meaning, nature and scope of Managerial Economics– Relationship between Economic theory and Managerial Economics –Role of Managerial Economics in Business Decisions- Concepts of Opportunity cost, Time Value of Money, Marginalism, Equilibrium and Equi-marginalism and their role in business decision making – (Relevant One or Two Case Studies).		
Unit II	Demand and Supply Analysis: Meaning, types and determinants of demand- Law of Demand – Giffen Paradox – Elasticity of Demand: Types, Measures and Role in Business Decisions- Determinants of supply- Elasticity of Supply- Measures and Significance – (Relevant One or Two Case Studies)		
Unit III	Cost, Return and Production Function: Cost function and cost-output relationship – Economics and Diseconomies of scale – Cost control and Cost reduction- Cost Behaviour and Business Decision- Relevant costs for decision-making- Cobb-Douglas and Homogeneous and Homothetic production functions – (Relevant One or Two Case Studies).		
Unit IV	Price and Profit Function: - Pricing and output decisions under Monopoly, Duopoly, Monopolistic Competition and Perfect Competition –Penetrative and Skimming Pricing- Government control over and decontrol of pricing –Price discrimination –Concept of Profit- Types and Theories of Profit by Knight (Uncertainty), Schumpeter (Innovation), Clark (Dynamic) and Hawley (Risk)- Profit maximization – Cost volume profit analysis – Risk and Return Relationship – (Relevant One or Two Case Studies).		
Unit V	Macro-economic Factors and Managerial Decision: Business cycle –Phases and Business Decision- Factors causing Inflation and Deflation- Control measures – Balance of payment Trend and its implications in managerial decision- National Income: Measures and Sectoral and Population distribution- Utility for Business Decision making – (Relevant One or Two Case Studies).		
Unit VI	Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. Practical: Longitudinal and Cross-section Analysis of Profit, Profitability and Market Value of selected companies – Studying issues on the subject as reported in business dailies or periodicals.		
Reference and Textbooks:-			
Bradley Schiller.(2016). Essentials of Economics, (10 th ed.). McGraw-Hill/Irwin.			
Dominick Salvatore,(2016). Managerial Economics in a Global Economy, (8 th ed.).Oxford Univ. Press.			
Ivan Png and Dale Lehman.(2007). Managerial Economics, (3 rd ed.). Wiley-Blackwell.			
Mehta P L.(2016) Managerial Economics, Sultan Chand and Sons.			
Rangarajan C.(2014).Principles of Macro Economics, Tata McGraw-Hill.			
Varshney and Maheswari.(2014). Managerial Economics, (22 nd ed.). Sultan Chand and Sons.			

Outcomes	On successful completion of the course the student shall develop a good understanding about the basic concepts of economics and objectives of business. The students will comprehensively understand, interpret, compare & contrast, explain how demand and supply equilibrium is important for business and various cost and production functions and also the market structure.
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Semester - I			
Course Code: 645106	Tourism and Hospitality Law	Credits :3	Hours: 3
Objectives	To recognize types of contracts, including formation and modification of contracts To identify the concepts behind warranties and remedies To define the fundamentals of property, agency, and employment law		
Unit I	Indian Contract Act 1872 : Contract – Meaning – Essential Elements – Offer and Acceptance – Consideration – Capacity – Consent – Legality of object – Quasi contract – Discharge of Contract – Performance of Contract – Breach of Contract – Remedies –Study of Relevant case laws.		
Unit II	Special Contracts: Contract of Indemnity and Guarantee: Definition – Rights of Surety – Discharge of Surety – Bailment: Definition – Rights and Duties of Bailor and Bailee – Rights of Finder of Lost Goods – Pledge: Rights and Duties of Pawner and Pawnee – Contract of Agency: Definition of Agent and Principal – Creation of Agency – Types of Agents – Rights and Duties of Agent and Principal – Termination of Agency – Study of Relevant case laws.		
Unit III	Sale of Goods Act, 1930: Contract of Sale: Essentials – Sale and Agreement to Sell – Conditions and Warranties: Caveat Emptor – Transfer of Property: Sale by non-owners – Performance of the Contract – Delivery of Goods – Rights and Duties of the Buyer and Seller – Consumer Protection Act, 1986: Objects – Rights of Consumers –Consumer Dispute – Procedure of Filing Complaint – Procedure for redressal of Complaints – Redressal Agencies: Consumer Production Councils. Remedies – Study of Relevant case laws.		
Unit IV	Laws on Carriage of Goods: Duties, Rights and Liabilities of Common Carriers under: (i) The Carriers Act, 1865. (ii) The Railways Act, 1989, (iii) The Carriage of Goods by Sea Act, 1925, (iv) The Carriage by Air Act, 1972 and (v) The Carriage By Road Act, 2007.		
Unit V	Companies Act, 2013: Characteristics – Kinds – Incorporation of Companies – Memorandum of Association – Articles of Association – Prospectus – Disclosure Needs - Management and Administration – Director – Appointment, Powers and Duties – Meeting – Kinds – AGM and EGM – Board Meeting – Minutes and Resolutions –Women Harassment E-Filing of documents under Ministry of Corporate Affairs (MCA)21.		
Unit VI	Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. Practical: Collection, glance and Grasp of Model Documents in Transport of Goods, Memorandum of Association, Articles of Association, Prospectus, Notice, Agends, Minutes and Resolutions of companies.		
Reference and Textbooks:- Kenneth W. Clarkson, Roger LeRoy Miller, Frank B. Cross.(2010). Business Law: Text and Cases – Legal, Ethical, Global, and Corporate Environment. (12 th ed.). Cenage Learning. M.C. Kuchhal & Vivek Kuchhal.(2018). Business Laws, (8 th ed.). M.C. Shukla.(2012). Mercantile Law, (8 th ed.). S. Chand & Co., New Delhi. M.S.Pandit and Shobha Pandit. (2010).Business Law, HPH, Mumbai. N.D. Kapoor.(2018). Mercantile Law, Sultan Chand & Sons, New Delhi. Pathak.(2013).Legal Aspects of Business, (5 th ed.). TMH.			

<p>Roger LeRoy Miller and Frank B Cross.(2012). Business Law, Alternate Edition: Text and Summarized Cases. (12thed.). Cengage Learning.</p> <p>Taxmann. (2015). Business Laws, Taxmann Publications.</p>	
Outcomes	<p>After completing this course at the end of the course the student will be able</p> <p>To know the inter relationship of Hotel laws with other Laws prevailing in India and its licensing throughout India, Labour laws, Environmental law protection and its effect on hotel industry, Hotel law(Insurance, and Law of contract). The students also gain knowledge about the fundamentals of property, agency, and employment law</p>

Semester I			
Course Code:645107	Tourism Resources of India	Credits :2	Hours:2
Objectives	<p>The module gives information of countries tourist places of national and international importance and it helps students to know the background elements of tourism resources.</p> <p>The Students will be exposed to various important resources in the state from point of view of Tourism.</p>		
Unit I	<p>Indian Cultural History – Early and Post Vedic period - Ancient Indian Literatures - Sacred Literature - Secular Literature - Ancient Society & Culture – Upanishad, Aranyaka , Ashramas - Varna System – Purushartha – Cultural Erosion and Inheritance of Loss of Indian Culture</p>		
Unit II	<p>Religions of India-Religious Shrines & Pilgrimage Centers - Hindu, Buddhist, Jain, Sikh, Muslim, Christian and others-Basic Tenets – Different Indian and Western Philosophy.</p>		
Unit III	<p>Non-Material Cultural Heritage: Significance and Places of Importance of Ayurveda, Yoga and Meditation - Performing Arts, Dance Forms , Music – Vocal & Instruments - Folk Arts - Indian Paintings and Sculpture- Fair and Festivals , Indian Cuisine , Traditional Arts and Crafts.</p>		
Unit IV	<p>Architectural Heritage – Significance & Places of Importance, Rock-cut Architecture - Buddhist Architecture – Gandhara & Mathura Schools of Art - Hindu Temple Architecture- IndoAryan, Dravida, Vesera, Indo-Islamic Architecture – Pillars, Tomb, Forts, Mosque, Masjid, Modern Architecture – Important Forts, Palaces and Havelies- Public Buildings, Ports, Hotels (Taj Hotel in Mumbai & Oberio Hotel in Shimla), Bridges, RastrapatiBhavan, Parliament House, India Gate, Gateway of India, - World Heritage Sites in India - Problems and Prospects of Cultural Tourism in India</p>		
Unit V	<p>Museums and Art Galleries – Significance, Types and Importance of Museums and Art Galleries- Indian Museum, Kolkata, National Museum, New Delhi, Salarjunga Museum, Hyderabad, City Mahal Museum, Jaipur, Udaipur & Jodhpur.</p>		
Unit VI	<p>Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned – Practical: Impact of tourism in two Indian States in the lime-light. Mini Projects on Tourism regulations and Sustainable practices of tourism in the locally reputed firms in your Local – Visiting the web-sites of MNCs and top Indian concerns.</p>		
<p>Reference and Textbooks:- Basham.A.L. (2004). The Wonder That Was India.Rupa and Co, (3rded.). New Delhi. Gupta, S.P. (2002). Cultural Tourism in India. Indraprastha Museum of Art and Archaeology, New Delhi. Jacob, R. (2012). Indian Tourism Products. Abhijeet publications. Sahai, S. (2007). Indian Architecture: Hindu Buddhist and Jain. Prakash Books. SenSailendraNath. (2019). Textbook of Indian History and Culture. Macmillan, New Delhi. (2015).The Gazette of India: History and Culture, Vol.2, Publication Division, Ministry of Information and Broadcasting, Government of India.</p>			
Outcomes	<p>After completing this course the students will able to To acquire knowledge over the vast tourism resources of India and can conceptualize a tour itinerary based on variety of themes.</p>		

	To have a clear understanding about the History and Cultural Heritage of India and its Significance in Tourism Resources
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Semester -I									
Course Code: 645601	Soft Skill Development - I	Credits : 2	Hours: 2						
Objectives	<p>Students are subjected to a Comprehensive Oral Examination (Viva Voce) on the Core Courses of the 1st Semester at the end of 1st Semester. A panel of examiners consisting of the faculty in charge of the course, the HOD and an External Examiner will jointly evaluate each Student and award the marks for a Maximum of 75. Conceptual understanding and overall grasp of the Courses shall be the focus of evaluation. The course is intended to develop Communication Skill, Presence of Mind, Critical, Analytical thinking and other soft skills of the Students.</p> <p>The Class Sessions allotted for the course will have workshop sessions on Oral Communication Skills. The pedagogy will include pep talks, presentations, group discussion and debate.</p>								
Evaluation	<p>The students will be evaluated for this course for a total of 100 marks. Out of this the Faculty in charge of this course will assess the students for maximum of 25 marks on the basis of the performance of the students in activities assigned to them.</p> <p>The students will appear for a comprehensive viva-Voce examination at the end of the semester in which they will be assessed for a maximum of 75 marks for their understanding as well as presentation of theoretical inputs in the III semester and current practices.</p> <p>The Viva-Voce will be conducted by a panel of 3 examiners constituted as given below. The average of the marks awarded by the three examiners will be taken for this component of evaluation.</p> <p>Panel of Examiners</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 60%;">1. The HOD</td> <td style="width: 40%;">Chairman</td> </tr> <tr> <td>2. Faculty in charge of the course</td> <td>Member*</td> </tr> <tr> <td>3. One external examiner</td> <td>Member</td> </tr> </table> <p>* If the HOD himself is the faculty in charge of the course, the faculty next to the HOD in the order of seniority will be co-opted as a member of the panel.</p>			1. The HOD	Chairman	2. Faculty in charge of the course	Member*	3. One external examiner	Member
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2. Faculty in charge of the course	Member*								
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SEMESTER –II			
Course Code:645201	Business Research Methodology	Credits : 3	Hours :4
Objectives	The objective of this course is to develop the research skills of the students in investigating into the business problems with a view to arriving at objective. To findings and conclusions and interpreting the results of their investigation in the form of systematic reports.		
Unit I	Types, Process & Design of Research: Meaning – Importance- Types of Research – Pure & Applied, Historical & Futuristic, Analytical & Synthetic, Descriptive & Prescriptive, Survey & Experimental, Qualitative & Quantitative and Case & Generic Researches – Process of research –Research problem – Identification, selection and formulation of research problem – Review of literature- Research Gaps and Techniques – Hypothesis –Types and Formulation.		
Unit II	Research design & Sampling: Meaning, Components and Use of Research Design-Census Vs Sampling- Essentials of a good sampling –Probability and non-probability sampling methods – Sample size – Factors affecting the size of the sample – Sampling and non-sampling errors.		
Unit III	Sources and Collection of Data: Primary and secondary data –Observation: Types and Techniques –Interview: Types and conduct – Preparation for an interview – Effective interview techniques – Schedule: Meaning, Essentials and kinds –Questionnaire: Meaning and types – Format of a good questionnaire– Scaling techniques: Meaning, Importance, Methods of scale construction- Validity and Reliability- Pre-testing- Pilot Study.		
Unit IV	Processing of Data: Editing, Coding, Classification and Tabulation – Analysis of Data – measures of Central Value: Arithmetic mean, Median and Mode – Measures of Dispersion: Range, Quartile Deviation, Mean Deviation and Standard Deviation – measures of Relationship: Correlation and Regression Analysis – Association of Attributes.		
Unit V	Hypothesis testing and Report Writing: Parametric tests: Testing for Means - One way and Two way ANOVA – Testing of Proportions: One and Two Populations – Chi-square Test – Non –parametric tests: Sign test and Mann Whitney test – Test Result Interpretation Report Writing: Meaning, types and contents of research reports –Steps involved in drafting reports – Principles of good report writing – Lay-out and Features of a Good Research Report- Grammatical Quality – Language flow- Data Support- Diagrammatic Elucidation- References and Annotations – Clarity and Brevity of expressions – Inputs for Stylish Report Writing.		
Unit VI	Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. Practical: Tool design, conduct of business/consumer/employee/executive surveys and reporting- Review and evaluation of Business Reports.		
Reference and Textbooks:-			
Anderson, Sweeney and Williams.(2019). Statistics for business and Economics, (14 th ed.). Cengage Learning.			
B. Burns & A. Burns. (2008).Business Research Methods and Statistics Using SPSS, Sage Publications.			
C.R.Kothari.(2013). Research Methodology: Methods and Techniques, (2 nd ed.).			

Christensen, Johnson and Turner.(2013). Research Methods, Design, and Anal.
 Earl R. BabbieRobert.(2019). The Practice of Social Research, Cengage Learning, (12thed.).
 John W Best & James V. Kahn.(2016). Research in Education, (10thed.). Allyn and Bacon.
 Wiliam G. Zikmund, Barry J Babin, et al.(2012). Business Research Methods (with Qualtrics
 Printed Access Card) Hardcover(9thed.). Cengage Learning.
 Wilkinson and Bhandarkar.(2010) Methods and Techniques of Social Research, HPH.

Outcomes	<p>After completing this course the students will enable To apply a range of quantitative and / or qualitative research techniques to business and management problems / issues. To Understand and apply research approaches, techniques and strategies in the appropriate manner for managerial decision making To Demonstrate knowledge and understanding of data analysis and interpretation in relation to the research process.</p>
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Semester - II			
Course Code:645202	Global Tourism Geography	Credits : 3	Hours: 3
Objectives	To acquaint with the interdependence between geography and tourism. To familiarize on the locales, attractions, and accessibility to major tourist Destinations across the continents. To give exposure in planning tour itineraries of various countries across time zones.		
Unit I	World Geography: Physiography, Drainage, Climate & Vegetation of North, South and Central America – Europe – Africa – Asia & Australasia.		
Unit II	Physical Geography of India: Physiography: Distribution of Rivers, Mountains, Plateaus & Plains – Climate and Vegetation.		
Unit III	Map Reading: Latitude, Longitude, International Date Line – Altitude – Direction – Scale Representation – GIS & Remote Sensing – Time Zones – Calculation of Time: GMT Variation – Concept of Elapsed Time & Flying Time.		
Unit IV	Tourism Transport Systems in the World: Air Transport; IATA Areas & Sub Areas – Global Indicators – Major Airports and Routes – Major Railway Systems and Networks – Water Transport: International Inland and Ocean Transport Networks – Road Transportation: Major Transcontinental, International and National Highways – Transport Systems in India.		
Unit V	Planning and development of Tourism in different climatic regions: Case Studies of China, Brazil, Hawaii, Madagascar, Switzerland, France, Italy, Malaysia, Maldives, Hong Kong, Sri Lanka and Papua New Guinea.		
Unit VI	Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. Practical: To understand the management practices of global tourism organizations – Studying the potentials of Indian tourism in the global market.		
Reference and Textbooks:- Boniface B. & Cooper C.(2016). Worldwide Destinations: The geography of Travel & Tourism (7 th ed.). Oxford Butterworth Heinemann. C. Michael Hall & Stephen J. (2006). The Geography of Tourism and Recreation- Environment, (3 rd ed.). Routledge, London. Michael hall. (2008). Geography of Travel and Tourism, (1 st ed.). Routledge, London. Rosemary Burton.(2011). Travel Geography Pitman Publishing, (2 nd ed.). Marlow Essex. (2009)Travel Information Manual, IATA, Netherland. World Atlas.			
Outcomes	After completing this course the students will enable to gain knowledge about to provide an overview of global tourism trends, IATA standards along with time zone differences and climatic conditions in various continents. To familiarize on the locales, attractions, and accessibility to major tourist Destinations across the continents.		

Semester - II				
Course Code: 645203		Tourism Strategic Marketing	Credits : 3	Hours: 4
Objectives	To expose the students to concepts and components of marketing. To acquaint them with tourism specific marketing skills and to familiarize them with the contemporary marketing practices			
Unit I	Evolution of Marketing – Marketing for Tourism – The Tourism Product – Features of Tourism Marketing – Marketing Functions – Market Research – Tourism Marketing Mix. Understanding the Market and the Consumer – Marketing Environment – Consumer Behaviour – Buyer Decision Process – Demand Forecasting			
Unit II	Market Segmentation –Targeting –Market Positioning. The 4 P’s of Marketing: Product Designing – Branding and Packaging – New Product Development – Product Life Cycle: Price: Strategies and Approaches.			
Unit III	Place: Channels of Distribution , Promotion: Advertising – Sales Promotion – Publicity – Personal Selling; Other P’s: People, Physical Evidence and Process. Marketing of Tourism & Related Activities – Trends in Tourism Marketing – Marketing of Destinations, Airlines, Hotels, Resorts, Travel Agencies, Events and other Tourism sub – sectors and products			
Unit IV	Developing Marketing Skills for Tourism – Self Motivation – Team Building – Personality Development – Creativity & Innovation– Innovative Products in Tourism- International Perspective and Contemporary Trends. Understanding Services: Factors influencing the growth in Services Marketing – Characteristics of Services – Managing the Customer Service-Function:			
Unit V	Measurement of Customer Service Satisfaction – GAPS Model– Service Quality – Parasuraman et al.’s SERVQUAL dimensions. Marketing of hospitality: - Perspectives of Tourism, Hotel and Travel services – Airlines, Railway, Passenger and Goods Transport – Leisure services.			
Unit VI	Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned – Practical: Impact of tourism in two Indian States in the lime-light. Mini Projects on Tourism regulations and Sustainable practices of tourism in the locally reputed firms in your Local – Visiting the web-sites of MNCs and top Indian concerns.			
Reference and Textbooks:- Cundiff, Still & Govani(1985), Fundamentals of Modern Marketing, Prentice Hall. Manjula Chaudhary. (2011),.Tourism Marketing, Oxford University Press, New Delhi. Neelamegham. S. (1998). Marketing in India: Cases & Readings, Vikas, New Delhi. Philip Kotler, Keller, Koshy & Jha.(2013). Marketing Management. Prentice Hall. Rajendra Nargundkar. (2008). Services Marketing, Tata McGraw Hill, New Delhi. Ramaswamy & Namakumari.(2009). Marketing Management, Global Perspectives. Stanton William. J. (1999). Fundamentals of Marketing, McGraw Hill, New York.				
Outcomes	The Students after completing the course will be able to understand basic marketing concepts, strategies adopted by different business houses and more specifically towards developing a marketing plan for a Tourist destination or property.			

Name of the Course Teacher: Dr. V. Sivakumar

Semester - II			
Course Code: 645204	Human Resource Management	Credits :2	Hours :3
Objectives	This course will impart knowledge about contribute to the development, implementation and evaluation of employee recruitment, selection and retention plans and processes. To evaluate the performance management program.		
Unit I	Introduction: Definitions, History of HRM, Ethical perspectives, cost benefit utility approach, multiple constituencies, political influence – MBO concept and relevance - Current and future challenges to HRM: Corporate reorganizations, corporate competitions, slower growth, increasing diversity in workforce, employee expectations’ social responsibilities, job and careers in HRM		
Unit II	Human Resource Planning: Strategic perspective models for HRP, forecasting demand for employees, internal and external supply of employees planning human resource programs - Job analysis : Definition, scope and methods of job analysis, data collection and analysis, methods, strategic view, valuation – developing a sound - Recruitment : Strategic issues, internal and external recruiting, job search, job choice, and evaluation of recruitment - Selection : Statistical methods in selection, reliability of tests, decision making selection, utility of a selection system.		
Unit III	Human Resource Development: Introduction needs assessment phase - Training phase, evaluation phase - HRD in future - Training methods, training development for executives - strategic issues.		
Unit IV	Rewarding employees: Compensation policy at national level - employee satisfaction and motivation issues in compensation design - establishment of internal equity and individual equity - job evaluation methods - administration of compensation systems, issue of comparable work - Strategic importance of variable pay, linking pay to performance - Individual and group incentives - Barriers to pay for performance success, executive compensation, perks, benefits, tax implications, issues in indirect compensation.		
Unit V	Grievance handling and discipline: Developing grievance redressal models, grievance procedure, need and concept discipline – standing orders – procedure / process of conducting domestic enquiry – natural justice. -Employees welfare and social security legislation’s- The Factories Act-ESI Act - PF Act - Gratuity Act - Bonus Act - Child Labour Act – SA 8000		
Unit VI	Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned – Practical: Impact of tourism in two Indian States in the lime-light. Mini Projects on Tourism regulations and Sustainable practices of tourism in the locally reputed firms in your Local – Visiting the web-sites of MNCs and top Indian concerns.		
Reference and Textbooks:- Alan Price.(2011).Human Resource Management, Cengage Learning ,EMEA. C.B. Mamoria, (2003) Personnel Management, Himalaya Publishing House. Dr .P. Subba Rao. (2007). Personnel and Human Resource Management, HPH, Mumbai. Edwin B. Flippo, (1983) Personnel Management, McGraw-Hill International. Gary Dessler. (2010). Human Resource Management, Prentice Hall. P.C. Tripathi, (2013) Personal Management & Industrial Relations, Sultan Chand & Sons.			

Werther William B Jr. (2010). Personnel Management and Human Resources, McGraw-Hill.

Outcomes	After completing this course the students will enable to the develop, implement and evaluate employee recruitment, selection and retention plans and processes. To develop the human resource in order to have mutual benefit to the employees and employer.
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Semester - II			
Course Code: 645205	Travel Agency and Tour Operations	Credits :3	Hours : 3
Objectives	To understand the significance of travel agency and tour operation business. To know the current trends and practices in the tourism and travel trade sector. To develop adequate knowledge and skills applicable to travel industry.		
Unit I	Travel formalities: Travel Formalities: Passport, Visa, Health requirements, taxes, customs, and currency, and travel insurance, baggage and airport information. Travel Agency and Tour Operation Business: History, Growth, and present status of Travel Agency. Definition of Travel Agency and differentiation between Travel Agency and Tour Operation business. Travel Agency and Tour Operators: Linkages and arrangements with hotels, airlines and transport agencies and other segments of tourism sector.		
Unit II	Approval of Travel Agents and Tour Operators: Approval by Department of Tourism, Government of India. IATA rules and regulations for approval of a travel agency, Approval by Airlines and Railways. Study of various Fiscal and Non – Fiscal incentives available to Travel agencies and Tour Operations business.		
Unit III	Functions of a Travel Agent: Understanding the functions of a travel agency – travel information and counselling to the tourists, Itinerary preparation, reservation, ticketing, preparation and marketing of Tour packages, handling business/corporate clients including conference and conventions. Sources of income: Commission, Service Charges. Travel Terminology: Current and popular travel trade abbreviations and other terms used in preparing itineraries.		
Unit IV	Functions of a Tour Operator: Market research and tour package formulation, assembling, processing and disseminating information on destinations, Liaisoning with principles, preparation of Itineraries, tour operation and post tour Management. Sources of income for tour operation.		
Unit V	Public and Private sector in Travel Agency Business and Tour Operation Business: Organisational Structure and various Departments of a Travel Agency. Case study of ITDC. Case study of SITA, Cox & Kings, TCI and Thomas Cook. The Indian Travel Agents and Tour Operators – an overview. National Trade Associations: IATO and TAAI		
Unit VI	Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned – Practical: Impact of tourism in two Indian States in the lime-light. Mini Projects on Tourism regulations and Sustainable practices of tourism in the locally reputed firms in your Local – Visiting the web-sites of MNCs and top Indian concerns.		
Reference and Textbooks:- Chand, M. (2007). Travel Agency Management: An Introductory Text, (2 nd ed.). Anmol Publications Pvt. Ltd., New Delhi. Chand, Mohinder. Travel Agency Management, Anmol Publication. Holloway, J.C. (2016). The Business of Tourism, McDonald and Evans, (10 th ed.). Plymouth. Negi. J. (2013). Travel Agency Operations: Concepts and Principles, (2 nd ed.). Kanishka, New Delhi. Stevens Laurence. (1990). Guide to Starting and Operating Successful Travel Agency, Delmar			

Publishers Inc., New York.	
Syratt Gwenda.(1995). Manual of Travel Agency Practice, Butterworth Heinemann, London .	
Outcomes	At the end of the course students will be able to recollect the prevalent procedures and processing style in respect of travel agency business and its management. And also the basic procedures adopted by agencies in the specific fields and focuses on the prescribed requirements by the administrative machinery looking after specific aspects of tourism and allied activities.

Semester - II			
Course Code: 645206	Tourism Products & Services	Credits :2	Hours: 3
Objectives	To develop the understanding about the conceptual and theoretical basis of various tourism products & services To conceptualize a tour itinerary based on variety of themes and to identify and manage emerging tourist destinations		
Unit I	Introduction Tourism Products: Definition, Concept, Characteristics and Classification. Cultural Heritage of India — Stages of evolution, continuity. Heritage - Types of Heritage Tourism, Heritage Management Organizations.		
Unit II	Natural Resources: Wildlife sanctuaries - National parks - Biosphere reserves – Back water Tourism - Mountain and Hill Tourist Destinations – Islands, Beaches, Caves & Deserts of India.		
Unit III	Tourism Circuits Major tourism circuits of India: Inter State and Intra-State Circuits - Religious Circuits - Heritage Circuits - Wildlife Circuits.		
Unit IV	Manmade Destinations And Theme Parks: Manmade Destinations: Locations of Adventure sports - Commercial attractions - Amusement Parks – Gaming - Shopping - Live Entertainments - Supplementary accommodation - House boats – Tree houses - Home stays - Tourism by rail - Palace on wheels. Zoological and Botanical Garden.		
Unit V	Contemporary Destinations In India: Places and Packages for Ecotourism, Rural Tourism, Golf Tourism, Camping Tourism, Medical Tourism and Pilgrimage Tourism.		
Unit VI	Dynamic Component For Continuous Internal Assessment Only: Contemporary Developments Related to the Course during the Semester concerned – Practical: Impact of tourism in two Indian States in the lime-light. Mini Projects on Tourism regulations and Sustainable practices of tourism in the locally reputed firms in your Local – Visiting the web-sites of MNCs and top Indian concerns		
Reference and Textbooks:- Manoj Dixit.(2002). Tourism products, New Royal Book Co. Lucknow. Norman Douglas. Ed. (2001). Special Interest Tourism, John Wiley & Sons, Australia. S.P. Gupta. (2003). Cultural Tourism in India, (1 st ed.). Indraprastha Museum of Art and Archaeology, New Delhi. Stephen Ball. (2007). Encyclopaedia of Tourism Resources in India, B/H.			
Outcomes	At the end of the course, various tourism products and services offered in India can be identified and the students will also be able to analyze the range of tourism products and services which emphasize the importance of tourism demand and supply.		

Semester - II			
Course Code: 645701	Non-Major Elective-I Introduction To Tourism		Credits : 2 Hours :3
Objectives	To comprehend conceptual dimensions of tourism industry and to understand dynamics of tourism business and its impact; and to explain application of tourism theories to tourism development.		
Unit I	Tourist/ Visitor/ Traveller/ Excursionist – Definitions and Differences- Early and Medieval Period of Travel- Renaissance and Its Effects on Tourism- Birth of Mass Tourism, Old and New Age Tourism- Forms of Tourism: Inbound, Outbound, National, International--Travel Motivations and Deterrents to Travel-Current Trends in Domestic and Global Tourism.		
Unit II	Nature-Scope-Characteristics of Tourism, Need for Measurement of Tourism, Interdisciplinary Approaches, Different Tourism Systems: Leiper’s Geo-Spatial Model- Mill-Morrison’s Tourism Policy Model- Mathieson & Wall’s Travel Buying Behaviour Model- Butler’s Tourism Area Life Cycle (TALC) Model - Doxey’s Irridex Index Model – Crompton’s Push and Pull Theory- Stanley Plog’s Psychographic Model- Gunn’s Tourism Planning Model, Demonstration Effect		
Unit III	Tourism Industry, Its Structure and Functions: Direct, Indirect and Support Services, Basic Components of Tourism: Transport- Accommodation- Facilities & Amenities, Horizontal and Vertical Integration in Tourism Business, Infrastructure & Superstructure.		
Unit IV	Tourism Impacts: Economic, Social, Cultural, and Environmental- Positive & Negative Impacts of Tourism- Factors Affecting Future of Tourism Business- Seasonality & Tourism, Sociology of Tourism, Role of State in Tourism Development and Promotion: Overview of Five Year Plans for Tourism Development and Promotion- National Action Plan- National Tourism Policy- Role of NITI AYOOG, Tourism Business during Post Liberalization & Post Globalization Period.		
Unit V	Role and functions of Important Tourism Organizations in Development and Promotion of Tourism - UNWTO, IATA, ICAO, , WTTC, IHA, , FHRAI, ITDC, ICPB, State Tourism Development Corporations, Airport Authority of India, Archeological Survey of India, Ministry of Tourism, Culture & Railways, Director General of Civil Aviation , Government of India.		
Unit VI	Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned – Practical: Impact of tourism in two Indian States in the lime-light. Mini Projects on Tourism regulations and Sustainable practices of tourism in the locally reputed firms in your Local – Visiting the web-sites of MNCs and top Indian concerns.		
Reference and Textbooks:- Goeldner, C. & Ritchie, J.R. (2011). Tourism, Principles, Practices, Philosophies, (12 th ed.). John Wiley and Sons, New Jersey. Jamal, T., & Robinson, M. (Eds.). (2015). The SAGE handbook of tourism studies. Sage. Moutinho, L., & Vargas-Sanchez, A. (Eds.). (2018). Strategic Management in Tourism, Tourism Texts. CABI. Tribe, J. (Ed.). (2009). Philosophical issues in tourism. Channel view publications.			

Outcomes	After completing this course the students will know about the comprehend conceptual dimensions of tourism industry, to understand dynamics of tourism business and its impact.
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Semester - II									
Course Code: 645602	Soft Skill Development –II	Credits : 2	Hours: 2						
Objectives	<p>Students are subjected to a Comprehensive Oral Examination (Viva Voce) on the Core Courses of the 2nd Semester at the end of 2nd Semester. A panel of examiners consisting of faculty members from the core course teachers, the HOD and an External Examiner will jointly evaluate each Student and award the marks for a Maximum of 100. Conceptual understanding and overall grasp of the Courses shall be the focus of evaluation. The course is intended to develop Communication Skill, Presence of Mind, Critical, Analytical thinking and other soft skills of the Students.</p> <p>The Class Sessions allotted for the course will have workshop sessions on Written Communication Skills. The pedagogy will include pep talks, presentations, group discussion and debate.</p>								
Evaluation	<p>The students will be evaluated for this course for a total of 100 marks. Out of this the Faculty in charge of this course will assess the students for maximum of 25 marks on the basis of the performance of the students in activities assigned to them.</p> <p>The students will appear for a comprehensive viva-Voce examination at the end of the semester in which they will be assessed for a maximum of 75 marks for their understanding as well as presentation of theoretical inputs in the III semester and current practices.</p> <p>The Viva-Voce will be conducted by a panel of 3 examiners constituted as given below. The average of the marks awarded by the three examiners will be taken for this component of evaluation.</p> <p>Panel of Examiners</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 60%;">4. The HOD</td> <td style="width: 40%;">Chairman</td> </tr> <tr> <td>5. Faculty in charge of the course</td> <td>Member*</td> </tr> <tr> <td>6. One external examiner</td> <td>Member</td> </tr> </table> <p>* If the HOD himself is the faculty in charge of the course, the faculty next to the HOD in the order of seniority will be co-opted as a member of the panel.</p>			4. The HOD	Chairman	5. Faculty in charge of the course	Member*	6. One external examiner	Member
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5. Faculty in charge of the course	Member*								
6. One external examiner	Member								

Semester - II			
Course Code: 645207	IT Skills For Tourism	Credits : 1	Hours : 2
Objectives	<p>IT skills for Tourism course aims at testing the students' understanding of the IT course through practical examination at the end of the semester.</p> <p>Besides this, Two Sessions per week will be devoted to several of the following activities to develop skills to effectively integrate IT based solutions into the user environment.</p> <p>To identify and analyze user need and take them into account in the selection, creation, evaluation and administration of computer based systems useful to tourism sector.</p>		
	<p>To have hands- on experience on the functional software's of the tourism industry</p> <p>1. Creating Charts, bars using Spreadsheet Pivot table –Application of pivot table in tourism and hotel industry. Web page design – Design of Static page Searching ,building, retrieval display and cancel of PNR-Fare display-Itinerary pricing –Issue of tickets: Galileo Searching ,building, retrieval display and cancel of PNR-Fare display-Itinerary pricing –Issue of tickets: Amadeus Searching ,building, retrieval display and cancel of PNR-Fare display-Itinerary pricing –Issue of tickets: Abacus Searching ,booking, retrieval display and cancellation-Fare display-Itinerary pricing :Integrated CRS/Fidelio Build a Social Networking Page, Connect with people, Engage with audience Design on mobile applications.</p>		

Semester - II			
Course Code: 645208	Destination Tour & Report	Credits : 1	
Objectives	A Short tour of 5-7 days is to be carried out by the students during the II Semester as a compulsory component. This will help them to understand the planning and organizing a tour and the pertinent issues in Tourism and Hotel Industry. Students have to submit a report at the end of the tour and will be evaluated by the faculty in-charge for tour and HOD by assigning 25 marks for internal and 75 marks for external.		

Semester – III			
Course Code: 645301	Strategic Management	Credits : 3	Hours : 4
Objectives	The present course aims at familiarizing the participants with the concepts, tools and techniques of corporate strategic management. To develop analytical and conceptual skills and the ability to look at the totality of situations. Class participation will be fundamental to the development of the skills of the students		
Unit I	Strategy: Introduction - Strategic planning and strategic management: Levels of strategic planning - Process of strategic plans - dimensions of strategic decisions - Strategic management process.		
Unit II	Environmental analysis: Environmental scanning - Industry analysis - Competitive analysis -Internal analysis: Resource Based view, SWOT / PEST / ETOP analysis, Value Analysis. Strategy formulation / alternatives: Corporate strategies: grand strategies - stability, expansion, retrenchment and combination		
Unit III	Business level strategies: acquiring core competencies – Porter’s Generic Strategies Model – Functional level strategies: Production and Operations – Finance – HR – Marketing and R & D Strategies.		
Unit IV	Strategic analysis and choice: Portfolio Analysis-BCG Growth-Share Matrix, GE Business Screen, Shell’s Directional Policy Matrix, Hofer’s Product – Market Matrix. Strategic implementation: Steps- structural issues- behavioral issues- strategic leadership.		
Unit V	Strategic evaluation and control: Balanced Score Card approach – EVA and MVA - ERP– Stake holder analysis – Systems thinking approach, Strategic control - operational control - process and techniques.		
Unit VI	Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned – Practical: Impact of tourism in two Indian States in the lime-light. Mini Projects on Tourism regulations and Sustainable practices of tourism in the locally reputed firms in your Local – Visiting the web-sites of MNCs and top Indian concerns.		
Reference and Textbooks:-			
Azhar Kazmi.(2009). Strategic Management and Business Policy, (4 th ed.). Tata Mc Graw Hill, N. Delhi.			
John Pearce, Richard Robinson.(2017).Strategic management: Formulation, Implementation and control, (12 th ed.).			
R. Srinivasan .(2007).Strategic Management (3 rd ed.). Prentice Hall India, N. Delhi.			
Thomson, Strickland and Pearson. (2005). Strategic Management, Tata Mcgraw Hill, N. Delhi.			
V.S. Ramasamy and S. Namakumari. (2006) Strategic Planning-Formulation of corporate strategy, Macmillan India Ltd., N. Delhi.			
Outcomes	After completing this course the students will gain knowledge about To acquire analytical and conceptual skills and the ability to look at the totality of situations and to develop strategy formulations, Strategy implementations, evaluation procedures, New Business Models.		

Name of the Course Teacher: Dr. V. Sivakumar

Semester - III			
Course Code: 645302	Eco – Tourism	Credits :3	Hours : 4
Objectives	To get knowledge of eco-tourism destinations and activities in India. To understand the problems of sustainable development, ecotourism and identify solutions. To acquire the knowledge on various approaches and practices of sustainable tourism development		
Unit I	Fundamentals of Ecology- Basic Laws & ideas in Ecology- Function and Management of Ecosystem-Biodiversity and its Conservation-Pollution-Ecological Foot Prints - Relationship between Tourism & Ecology.		
Unit II	Ecotourism- Evolution, Principles, Trends and Functions of Ecotourism - Mass Tourism Vs Ecotourism -Typology of Eco-tourists - Ecotourism Activities & Impacts -Western Views of Ecotourism - Qubec Declaration 2002 - Kyoto Protocol 1997 - Oslo Declaration 2007.		
Unit III	Ecotourism Development - Sustainable Ecotourism - Resource Management - Socioeconomic Development - Ecotourism Policies, Planning and Implementation - Eco-friendly Facilities and Amenities - Carrying Capacity - Alternative Tourism -Responsible ecotourism- Ecotourism Programming.		
Unit IV	Conservation of Ecotourism - Protected Area Management through Ecotourism - Stakeholder Engagement - Community Participation - Types of Participation, Issues and Challenges - Ecotourism Projects - Case Studies on Periyar National Park, Thenmala EcoProject, Similipal Ecotourism Project, Sunderban Ecotourism Project, Kaziranga National Park, Run of Kutch, Nandadevi Biosphere Reserve, Corbett National Park, Gulf of Mannar, Kruger National Park, South Africa.		
Unit V	Ecotourism Development Agencies- Role of the International Ecotourism Society - the UNWTO, UNDP, WWF - Department of Forest and Environment - Government of India, ATREE, EQUATIONS.		
Unit VI	Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned – Practical: Impact of tourism in two Indian States in the lime-light. Mini Projects on Tourism regulations and Sustainable practices of tourism in the locally reputed firms in your Local – Visiting the web-sites of MNCs and top Indian concerns.		
Reference and Textbooks:- Fennel, D. A. (2003). Ecotourism Policy and Planning, CABI Publishing, USA. Fennel, D. A. (2014). Ecotourism –An Introduction, (4 th ed.). Routledge Publication. Ralf Buckley. (2008). Environment Impacts of Ecotourism, CABI, London. Ramesh Chawla. (2006). Ecology and Tourism Development, Sumit International, New Delhi. Sukanta K Chaudhury.(2006).Cultural, Ecology and Sustainable Development, (1 st ed.). Mittal, New Delhi. Weaver, D. (2003).The Encyclopedia of Ecotourism, CABI Publication.			
Outcomes	After the completion of the course, students will be aware of the significance of sustainable tourism in the changing global scenario. The students will gain knowledge on sustainable tourism development, responsible tourism, conventions and ethics relating to sustainable tourism, etc.		

Semester - III			
Course Code: 645303	Destination Planning and Management	Credits :3	Hours : 4
Objectives	To facilitate the assessment of the tourism potential of a destination and prepare tourism development plan as well as marketing techniques and to familiarize with the destination branding practices. The students will be exposed to advanced analysis and research in the field of destination development.		
Unit I	Introduction: Tourists destination-concepts/ notions; Destination- Elements of Tourists Destination - Characteristics of successful destination- Uniqueness of destination management- stakeholders in destination management- destination governance- destination management organization (DMO)-		
Unit II	Tourism Destination Planning: Tourists destination development; planning and development of tourism; Traditional and contemporary approaches to destination planning- History & Influence on planning- Factors affecting the planning process-Environment Analysis, Resource Analysis, Regional Environment analysis. Market analysis, competitor's analysis, Regional analysis. Stages in destination planning- Benefits of strategic plans- Outcome of destination planning - formulation of master plan, implementation of plan; resort development – Economic impact of Tourism.		
Unit III	Tourism Destination Management: Partnership and Team-building – Leadership and Coordination- Community Relations – Tourists Destination – Destination Products –Destination Branding- Destination Mix Destination Integrated Marketing Communications - Destination Information and Communication Technologies - Future of Destination Management		
Unit IV	Sustainable Tourism Destination Development: Sustainable Tourism Development: Meaning- Principles-Sustainable Employee Practices - Sustainable Tourism Destinations – Impacts of Sustainable Tourism – Sustainable Tourism Development Policy – Environmental Laws.		
Unit V	Emerging Trends In Destination Management: Environmental Management Systems -Integrated Coastal Zone Management- Eco-friendly Practices -Water Conservation- Energy Efficiency - Waste Management - Commoditisation- Community Participation– Responsible tourism - Space Tourism - Recent Trends - Best Practices.		
Unit VI	Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned – Practical: Impact of tourism in two Indian States in the lime-light. Mini Projects on Tourism regulations and Sustainable practices of tourism in the locally reputed firms in your Local – Visiting the web-sites of MNCs and top Indian concerns.		

Reference and Textbooks:-

Alastair Morrison.(2013).Marketing & Managing Tourism Destination, Routledge Publications.

C.Gunn. (2002). Tourism Planning: Basic, Concepts and Cases, (4th ed.). Cognizant Publication.

<http://envfor.nic/legis/legis.html> .The Environment (Protection) Act, 1986, amended 1991.

Krishan K. Kamra.(2007). Managing Tourist Destination: Development, Planning, Marketing & Policies, Kanishka Publishers.

Middleton, V.T.C and Hawkins, R. (1998). Sustainable Tourism: A Marketing Perspective, Butterworth – Heinemann, Oxford.

Nigel Morgan, Annette Pritchard & Roger Pride. (2001). Destination branding: Creating the Unique Proposition, Butterworth and Heinemann .

(2007). A practical guide to Tourism Destination Management, World Tourism Organization Publications.

Outcomes

The learners shall be competent for analyzing how the destinations are segmented and handle a destination on their own. The learners shall be familiarizing with destination branding practices.

Semester - III			
Course Code:645304	Tourism French	Credits : 3	Hours : 3
Objectives	<p>The aim of the course is to provide students with a good foundation in both oral and written contemporary French and to allow them to go further in their understanding of the language and civilization. The communicative skill in foreign language will go a long way in the job prospects of MBA students. The one semester course will focus on Development of listening, speaking, reading and writing skills in French.</p> <p>Interactive classroom sessions, which include group activities, role-plays and innovative language games.</p>		
Unit I	<p>Here you are / Hello / Good Morning Situations - Reception / Coach / Airports / Bar Know - how- Greeting / Showing something / Thanking / Introducing oneself / Receiving clients Grammar - Possessive adjectives, Present tense Cultural information - To greet a person / Names /- French tourists abroad / India as seen by the French / French Visitors in India</p>		
Unit II	<p>I have a ... Situations - Reception / Travel Agency / Travel Exchange / Tourist spots Know - how- Receiving / Communicating Grammar- Present tense / Alphabets Cultural information - Hotels in France</p>		
Unit III	<p>A room for ... Situations - Reception / Bar / Travel Agency Know how - Receiving / allotting a room Grammar - Conditional Present Tense Cultural information - Air conditioning / Noise / Swimming Pool</p>		
Unit IV	<p>There's only... Situations - Reception / Travel Agency / Travel Exchange / Shop Know- how- Receiving / Giving Rates Grammar - How much? / How many etc? Cultural information - Tariffs of hotel rooms in France</p>		
Unit V	<p>Can you ...? Situations - Reception / Travel Exchange / Bar / Restaurant Know - how - Helping with formalities Grammar - Numbers / Gender & number of possessive adjectives Cultural information- Formalities for checking in / foreign currency</p>		
Reference and Textbooks:-			
Rajeswari Chandrasekar, Rekha Hangal et al.(2002). <i>A Votre Service I</i> ,(L1-6; W.R. Goyal, New Delhi.			
Outcomes	After completion of this course the students are familiarized with the listening, speaking and reading skills in French.		

Semester - III			
Course Code: 645702	Non Major Elective - II Hospitality Management	Credits : 2	Hours : 3
Objectives	To study the flow of activities and functions in today's Hotel operation; To familiarize with Hotel and resort management; and To establish the importance of various departments and its role in the Hospitality industry.		
Unit I	Hospitality Industry: Distinctive Characteristics: Inflexibility- Intangibility- Perish ability- Fixed Location, Relatively Large Financial Investment etc., Concepts of Atithi Devo Bhavah, Types of Hotels and Hotel Departments: Classification of Hotels- Chain Operations, E- Hospitality, Types of Accommodation, Activities in Accommodation Management: Front office – Housekeeping – Bar and Restaurant - Supporting services, Fiscal and Non-Fiscal Incentives Offered to Hotel Industry in India, Ethical and Regulatory Aspects in a Hotel, International Hotel Regulations.		
Unit II	Hotel Organization Structure: Organizational Charts, Major Departments of A Hotel - Front Office- Housekeeping- Food and Beverage Service, Food Production, Engineering and maintenance, accounts, human resource. Food production organization, kitchen, buffets, beverages operation, functions, outlets of f & b, types of meal plans, types of restaurant-menu, room service, catering services-food service for the airlines, banquette, corporate, mice, retail food market, business/industrial food service, healthcare food service, club food services - trends in lodging and food services. Food & beverage department of a hotel: hierarchy, duties & responsibilities of staff.		
Unit III	Front Office: Roles & Functions- Duties and Responsibilities of Staff, Hierarchy Reservation & Registration- Types of Room, Types of Bedding, Meal Plans, Room Assignments, Check-In, Methods of Payment, Type of Hotel Guests, Factors Affecting the Price of Accommodation, Liaison with Other Departments, Room Supplies, Bed Making and Related Types of Service		
Unit IV	Housekeeping: Roles & Functions, Duties and Responsibilities of Staff- Hierarchy- Departure - Handling FIT – GIT - Guest Services- Various Guest Services - Handling Guest Mail - Message Handling - Custody and Control of Keys - Guest Paging - Safe Deposit Locker, Left Luggage Handling, Wake Up Call, Handling Guest Complaints.		
Unit V	Evaluating Hotel Performance: Methods of Measuring Hotel Performance - Occupancy Ratio - Average Daily Rate, Average Room Rate Per Guest - Rev PAR - Market Share Index - Evaluation of Hotel by Guest. Yield Management: Elements of Yield Management, Measuring Yield in the Hotel Industry, Benefits of Yield Management - Challenges or Problems		
Unit VI	Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned – Practical: Impact of tourism in two Indian States in the lime-light. Mini Projects on Tourism regulations and Sustainable practices of tourism in the locally reputed firms in your Local – Visiting the web-sites of MNCs and top Indian concerns.		
Reference and Textbooks:- Gray and Ligouri. (2002). Hotel and Motel Management and Operations, (4 th ed.). PHI, New Delhi. Negi, J, S. Chand. (2002). Professional Hotel Management, (2 th ed.). New Delhi.			

<p>Raghubalan, G. & Ragubalan, S. (2015). Hotel Housekeeping operations and Management, (3rd ed.).</p> <p>Rutherford, D. G., & O'Fallon, M. J. (2010). Hotel management and operations. (5th ed.). John Wiley & Sons.</p> <p>Tewari, J.R. (2009). Hotel front office operations and Management, Oxford publication, New Delhi.</p>	
Outcomes	<p>After completion of this course, students gain insights on International Hotel Regulations and understand the duties and responsibilities of staff</p> <p>Students also got familiar with Front Office, Housekeeping and other services related to hospitality.</p>

Semester - III			
Course Code: 645777	Summer Training Report & Viva Voce	Credits :2	
Objectives	<p>Students will have to take up a project work for 6 to 8 weeks at the end of the II semester. A report of the project work should be submitted to the Institute within 30 days after completing the project work. Thereafter the students will appear for a Viva Voce conducted by a Panel consisting of the HOD, faculty guide, and an external examiner.</p>		
Unit I	<p>The performance of students under this course will be assessed by the Faculty Guide and the report submitted by the students will be evaluated by the Faculty Guide and an External Examiner for 75 marks. A Viva-Voce will be conducted by a panel consisting of an External Examiner, HOD and the Faculty Guide jointly for 25 marks. The students who secure not less than 40% in each component and a cumulative 50% of the total shall be declared to have passed the course.</p> <p>If a student fails to complete the project and / or fails to submit the project report in time, he / she has to redo the project in the ensuing semester or academic year as decided by the Department.</p> <p>If a student scores less than 40 % (i.e., less than 30 marks) in the Project Report Valuation, he / she has to redo the project in the ensuing semester or academic year as decided by the Department.</p> <p>If a student scores 40 % or above in the Project Report, but scores less than 40 % (10 marks) in the Viva Voce, he / she has to reappear for the Viva Voce in the ensuing semester or academic year as decided by the Department.</p> <p>When a faculty guide is not present on the date of the Viva Voce, the HOD will nominate some other faculty to the Panel.</p>		

Semester - III									
Course Code: 645603	Soft Skill Development – III	Credits : 2	Hours : 2						
Objectives	<p>The Soft skill development III course aims at testing the students' understanding of the third semester courses through an oral examination at the end of the semester.</p> <p>Besides this, Two Sessions per week will be devoted to several of the following activities to develop Report Writing skills of the students:</p> <p>Academic Project Reports: Contents – Styles of report Writing. Reference and citation styles: APA and MLA style Project Feasibility Report: Contents – Preparation of Model Report for a SME business. Other Reports: Internal Audit Report – Preparation of Press Note – Committee Reports</p>								
Evaluation	<p>The students will be evaluated for this course for a total of 100 marks. Out of this the Faculty in charge of this course will assess the students for maximum of 25 marks on the basis of the performance of the students in activities assigned to them.</p> <p>The students will appear for a comprehensive viva-Voce examination at the end of the semester in which they will be assessed for a maximum of 75 marks for their understanding as well as presentation of theoretical inputs in the III semester and current practices.</p> <p>The Viva-Voce will be conducted by a panel of 3 examiners constituted as given below. The average of the marks awarded by the three examiners will be taken for this component of evaluation.</p> <p>Panel of Examiners</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 60%;">7. The HOD</td> <td style="width: 40%;">Chairman</td> </tr> <tr> <td>8. Faculty in charge of the course</td> <td>Member*</td> </tr> <tr> <td>9. One external examiner</td> <td>Member</td> </tr> </table> <p>* If the HOD himself is the faculty in charge of the course, the faculty next to the HOD in the order of seniority will be co-opted as a member of the panel.</p>			7. The HOD	Chairman	8. Faculty in charge of the course	Member*	9. One external examiner	Member
7. The HOD	Chairman								
8. Faculty in charge of the course	Member*								
9. One external examiner	Member								
<p>Reference and Textbooks:- http://www.apa.org http://www.mla.org http://owl.english.purdue.edu/ http://www.leeds.ac.uk/ics/study3.html</p>									

Semester - III			
Course Code:645501	Stream I Tourism Management (A)Tourist Behaviour and Cross-Cultural Management	Credits :3	Hours : 3
Objectives	To develop the understanding about the conceptual and theoretical basis of tourist behaviour To conceptualize the impact of cultural theories on tourist behaviour		
Unit I	Introduction To Tourist Behaviour And Culture: The Global environment globalization, tourism and culture; introduction to cultural diversity; Concept of tourist behaviour; importance of tourist behaviour; factors affecting tourist behaviour; models of Tourism behaviour (Nicosia model; Um and Crompton; Woodside and Lysonski; Mayo and Jarvis; etc.); Indian outbound travel market.		
Unit II	Theoretical Framework: Introduction to cultural theories and practices; basics of culture; intercultural theories; Motivators & Determinants of Tourist behavior; models of purchase decision-making process (Mathieson and Wall; Stimulus- Response model (Middleton); etc.)		
Unit III	Typologies Of Tourist Behaviour: typologies and their critique; marketing applications of typologies; tourism-specific Market segmentation Tourism demand and markets: Global pattern of tourism demand; nature of demand in tourism market; consumer behavior and markets in different sectors of tourism.		
Unit IV	Consumer Behavior And Marketing: Marketing mix and tourist behavior; the emergence of new markets and changes in tourist demand; quality and tourist satisfaction; trends. Host-guest interactions and their impacts: physical, social, cultural, environmental; tourist-guide interaction and its impact.		
Unit V	Culture: Cultural practices and tourism impacts on culture; cultural differences; cultural variability-sources of differences; culture and values. Cross cultural comparisons: concepts and challenges; cultural influences on tourist behaviour, social interactions; cultural shock; influence on services; cultural influences on ethics; differences among international societies like Asia, Australia, India etc.; multicultural competence.		
Unit VI	Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned – Practical: Impact of tourism in two Indian States in the lime-light. Mini Projects on Tourism regulations and Sustainable practices of tourism in the locally reputed firms in your Local – Visiting the web-sites of MNCs and top Indian concerns.		
Reference and Textbooks:- Abbael.(2012). Consumer behavior: A strategic approach ,Wiley. Assel.(2008). Consumer Behavior - A Strategic Approach, Biztranza. Bowen, D. and Clarke, J. (2009). Contemporary Tourist Behaviour: Yourself and Others and Tourists. Cambridge: Cambridge University Press. Das Gupta.(2012). Consumer behavior, Wiley. Frank R. Kardes.(2001). Consumer Behaviour and Managerial Decision Making, (2 th ed.). Hed, Hoyer. (2012).Consumer behavior, (6 th ed.).			

<p>Horner, Susan, and Swarbrooke, John. (2016). Consumer Behaviour in Tourism, (3rded.). Burlington: Butterworth-Heinemann. (L).</p> <p>Leon G.Schiffman and Leslie Lasar Kanuk,(2002) Consumer Behavior, Pearson Education, India.</p> <p>Paul Peter et al. (2005).Consumer Behavior and Marketing Strategy, (7th ed.). Tata McGraw Hill.</p> <p>Shri Prakash. (2012).Theory of Consumer behavior, (1st ed.). Vikas.</p>	
Outcomes	<p>After doing this course, student will be able to understand the motivators and deterrents of tourist behaviour and the trends in tourism market on tourist behaviour.</p> <p>Understanding the importance of culture and cross-cultural linkages in tourism.</p>

Semester - III			
Course Code: 645502	<u>(B) Event Planning and Management</u>	Credits : 3	Hours:3
Objectives	To enrich the level of knowledge about management of different types of events; To help the students understand different aspects and functions of events and To provide sufficient opportunities to use knowledge and skill in event business.		
Unit I	Understand Event- characteristics, classification of events, reason and need for events, Major event organizations- ICPB, CVB, ICCA. Introduction to MICE: components, TA's and TO's as MICE planners. Introduction of PCO		
Unit II	Event Management & Planning – Introduction, Importance. Planning event – Determining the purpose of your event, what is the Goal of Your Event? Understanding Your Event's Audience – Need Analysis. Event Planning Process. Event Budgeting: Introduction & Importance. Fixed Cost & Variable Cost, Volume Profit Analysis, Break Even Analysis, Making the budget, Do's & Don'ts of budgeting. Expenditure and Revenue considerations of an event		
Unit III	Event Marketing- Introduction & Objectives of event marketing. Types of media and marketing, PR and its use within event management, Product launches / PR events , Using media, Advertising campaigns , Road shows and marketing campaigns, e- marketing. Event Sponsorships – marketing through a event. Importance of sponsorship – for event organizer, for sponsor, Type of sponsorships.		
Unit IV	Event Risk Management: Introduction, Importance, Objective Of Risk Management, Types - Legal Risks, Physical Risks, Financial Risks, Moral And Ethical Risks. The Risk Management Process Event Evaluation: its importance and problem areas, performance assessment indicators.		
Unit V	Event Laws & Permissions: Permissions required for holding an event, general details, police permissions, traffic police, ambulance, fire brigade, municipal corporation, Indian Performing Rights Society(IPRS), Phonographic Performing License, Entertainment Tax, Permissions for open ground events, license for serving liquor Waste Management & Green Events.		
Unit VI	Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned – Practical: Impact of tourism in two Indian States in the lime-light. Mini Projects on Tourism regulations and Sustainable practices of tourism in the locally reputed firms in your Local – Visiting the web-sites of MNCs and top Indian concerns.		
Reference and Textbooks:- Allison. The Event Marketing Handbook: Beyond Logistics & Planning. G.A.J. Bowdin.(2010). Events Management , (3 rd ed.). Elsevier Butterworth. guide to successful event planning. John Beech, Sebastian Kaiser & Robert Kaspar. (2014).The Business of Events Management, Pearson Publication. Judy Allen.(2014).Event Planning (2 th ed.). Wiley & Sons, Canada. Judy, (2014).Event Planning Julia Rutherford Silvers. Professional Ethics and Etiquette: A Principled Approach to the			

<p>Business of Special Event Management.</p> <p>Lynn Van Der Wagen, & Brenda R. Carlos.(2009). Successful Event Management, (2th ed.).</p> <p>Lynn Van Der Wagen.(2014). Event Management for Tourism, Cultural Business & Sporting Events, (4th ed.). Pearson Publications.</p> <p>Robincon, P., Wale, D. & Dickson, G. (2010). Events Managemet 'Ed'. (3rd ed.). London : CABI .</p> <p>Shannon Kilkenny. (2011)The complete Event Coordination, The Wiley Even Management Series.</p> <p>Shone, A. and Parry, B.(2008).Successful Event management, (5th ed.). Cengage learning.</p>	
Outcomes	<p>Acquisition of skills in organizing all types of events individually or in groups.</p> <p>Understand the techniques and strategies required to plan an event.</p> <p>Understand the importance of event planning</p> <p>Have basic knowledge about various responsibilities of event manager.</p>

Semester - III			
Course Code:645503	(c) Logistics and Supply Chain Management	Credits : 3	Hours:3
Objectives	To help understand the importance of and major decisions in supply chain management for gaining competitive advantage. To ability to evaluate different alternatives and selections to be implemented. The ability to analyze structure and discuss situations to identify problems in the field of LSCM and evaluate their complexity.		
Unit I	Logistics Management And Supply Chain Management: Definition, Evolution, Importance. The concepts of logistics. Logistics relationships. Functional applications – HR, Marketing, Operations, Finance, IT. Logistics Organization - Logistics in different industries		
Unit II	Logistics Activities: functions, objectives, solution. Customer Service, Warehousing and Material Storage, Material Handling, order processing, information handling and procurement Transportation and Packaging. Third party and fourth party logistics - Reverse Logistics - Global Logistics		
Unit III	Fundamentals of Supply Chain and Importance, Development of SCM concepts and Definitions Supply chain strategy, Strategic Supply Chain Management and Key components. Drivers of Supply Chain Performance – key decision areas – External Drivers of Change.		
Unit IV	Modeling logistics systems - Simulation of logistic systems - Dimensions of Logistics & SCM – The Macro perspective and the macro dimension – Logistic system analysis strategy, Logistical Operations Integration, Customer service – Supply Chain Relationships		
Unit V	Framework and Role of Supply Chain in e-business and b2b practices. Value of information in logistics & SCM - E-logistics, E-Supply Chains - International and global issues in logistics - Role of government in international logistics and Principal characteristics of logistics in various countries and regions		
Unit VI	Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned – Practical: Impact of tourism in two Indian States in the lime-light. Mini Projects on Tourism regulations and Sustainable practices of tourism in the locally reputed firms in your Local – Visiting the web-sites of MNCs and top Indian concerns.		
Reference and Textbooks:- Bowersox.(2009)..Logistical Management, (3 rd ed.). Mc-Graw Hill. Coyle, Bradi&Longby, (2002).The Management of Business Logistics, (3 rd ed.). West Publishing Co. Reguram G, Rangaraj N, (2015).Logistics and Supply Chain Management Cases and Concepts, Macmillan India Ltd., New Delhi. Sahay B S, (2012).Supply Chain Management for Global Competitiveness, Macmillan India Ltd., New Delhi.			
Outcomes	After completing this course the students will gain knowledge about ability to build and manage a competitive supply chain using strategies, models, techniques and information technology. The students will acquire knowledge about understand the importance of major decisions in supply chain management for gaining competitive advantage.		

Semester - III			
Course Code: 645504	(D) Cargo Management For Tourism	Credits : 3	Hours:3
Objectives	<p>This module is intended to prepare the students to enter in Cargo Handling agencies with well verse knowledge.</p> <p>This course aims to study of cargo management is apparent in today's scenario</p>		
Unit I	<p>Growth and development of air transport industry and freight industry: Relevance and importance of cargo industry, Freedoms of air, Bermuda convention, Chicago Convention, Warsaw Convention Roles and functions of DGCA, IATA and ICAO & FIATAA.</p>		
Unit II	<p>World geography: IATA 3 letter codes, time differences, calculations of transportation time/flying time. IATA airlines codes, country codes, city codes, currency codes etc.OAG Air cargo guides, TACT rates & rules. Air craft cargo configuration, capacity familiarization, limitations of weight and special loads.</p>		
Unit III	<p>Packaging, marking, labelling: Packaging, marking and labelling of consignment, acceptance of cargo, Airway bill and its completion and valuation charge.</p>		
Unit IV	<p>Cargo rating: Rating of Published tariff-Air Cargo, G.C.R., S.C.R, C.C.R,</p>		
Unit V	<p>Unpublished rate: Construction of Unpublished tariff -ADD ON and LCP rate structures.</p>		
Unit VI	<p>Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned – Practical: Impact of tourism in two Indian States in the lime-light. Mini Projects on Tourism regulations and Sustainable practices of tourism in the locally reputed firms in your Local – Visiting the web-sites of MNCs and top Indian concerns.</p>		
<p>Reference and Textbooks:- Chunk, James and Dexter.(2009). The Travel Industry, (3rd ed.). AVI Publishing Company. TACT Rule Book Official Airline Guide (OAG) and the Air Cargo Tariff both Red and Green</p>			
Outcomes	<p>After completing this course the students will gain knowledge about various conventions and regulatory bodies with respect to cargo handling.</p> <p>Students will gain practical knowledge on currency codes, airline codes and TACT rules etc,</p> <p>Students are trained to services like packaging, marking and labelling and cargo rating etc.</p>		

Semester- III			
Course Code:645505	<u>STREAM II</u> <u>Hotel Management</u> <u>Front Office Operation</u>	Credits : 3	Hours:3
Objectives	The course is aimed at familiarizing the students with various functions of front office to develop work ethics towards customer care and satisfaction. The Special efforts will be made to inculcate practical study skills		
Unit I	Focus Of Hospitality Market: Individual guest behavior Model of guest behavior - Purchase stimuli - The guest search problems - Purchase decision Purchase output - External free		
Unit II	Club Management: Background of club - Types of club - Club ownership - Club organization - Club operation		
Unit III	An Introduction To The Meeting Industry: Types of meeting - Role of civil and government organization - Where meeting are held - Meeting planning process - Meeting industry career		
Unit IV	Floating Resorts: Cruise Line Business: Early cruise - The birth of modern cruise - Cruise ship organization - Seaboards: a case study quality management. GAMING & CASINO HOTELS: The story of gaming - Casino hotels		
Unit V	Hotel Management Companies: Why management companies exist - The evolution of management companies - Management contracts. FRANCHISING BUSINESS: What is franchising? - History of franchising - Product or trade – Name franchising - Business format franchising - How franchising works - Initial investment – franchise regulation -Owning a franchise - Advantage – disadvantage - Advantage & disadvantage for franchise - Franchising issues		
Unit VI	Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned – Practical: Impact of tourism in two Indian States in the lime-light. Mini Projects on Tourism regulations and Sustainable practices of tourism in the locally reputed firms in your Local – Visiting the web-sites of MNCs and top Indian concerns.		
Reference and Textbooks:- Angelo, Rocco M, Vladimir, Andrew.(2013).Hospitality Today: an Introduction, (7 th ed.). Joe perdue, Jason koenigsfeld.(2013). Contemporary Club Management, AH&LA. Michael I. Kasavana, Richard M. (2009). Managing Front Office Operations, (8 th ed.). AH&LA. Milton T. Astroff, James R. Abbey.(2011).Convention Sales and Services, (8 th ed.). AH&LA.			
Outcomes	At the end of the course the student will be able to familiarize with the need for organization in hotels, organization of various departments, major departments of the hotel. The organization and functioning, the front office department and its function areas, Sections and lay out of front office, Duties and responsibilities of the front office employees.		

Semester - III			
Course Code:645506	Accommodation Operation	Credits : 3	Hours:3
Objectives	<p>To prepare the students to perform housekeeping operations, cleaning operations, flower arrangements and interior design etc;</p> <p>To acquire knowledge on man power planning and other training needs essential for accommodation operation.</p> <p>To identify levels of housekeeping staff and their place in the hierarchy.</p>		
Unit I	Introduction And Role: Personal Qualities of Housekeeping Personnel- Variable of commencing a housekeeping department in the project stage hotel and functioning hotel.		
Unit II	Planning And Organizing A Housekeeping Department: Hospitals- Airlines- Cruise lines- Guest house- Contract services- Multinational companies.		
Unit III	Eco Friendly Concept In Housekeeping Department: Measures to reduce the consumption- Refuse of non bio degradable products- Reuse methods- Recycle.		
Unit IV	Human Resources Management In Housekeeping: Man Power Planning, Sources- Recruiting- sources of recruiting- selection- orientation- to employees in hotels and Allocation of work and duty Rota.		
Unit V	Training And Development: Need for training- types of training- importance of training- Time, motion study- evaluation & performance- Appraisal.		
Unit VI	<p>Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned – Practical: Impact of tourism in two Indian States in the lime-light. Mini Projects on Tourism regulations and Sustainable practices of tourism in the locally reputed firms in your Local – Visiting the web-sites of MNCs and top Indian concerns.</p>		
Reference and Textbooks:-			
<p>G.Raghubalan, Smrita Raghubalan.(2016). Hotel Housekeeping Operation & Management, (3rd ed.). Oxford University Press.</p> <p>Rocco, M. Angelo, Andrews N. Vladimir.(2004).Hospitality Today and Introduction, AH&LA.</p> <p>S. K. Kaushal, S.N. Gautam.(2009)..Accommodation Operation Management, Frankbros and co. ltd.</p> <p>Sudhir Andrews.(2013). Hotel Housekeeping Management and Operation, (3rd ed.). Tata Mcgraw Hill.</p>			
Outcomes	<p>After completing this course the students will gain knowledge about trained to understand the practical application of accommodation operations after the completion of the course.</p> <p>The students will enumerate areas of coordination between housekeeping and other departments.</p>		

Semester - III			
Course Code:645507	(C) Hospitality Marketing Management	Credits : 3	Hours:3
Objectives	To study the flow of activities and functions in today's Hotel operation To familiarize with Hotel and resort management; and To establish the importance of various departments and its role in the Hospitality industry		
Unit I	Selling And Marketing Concept: Theories of selling – Types: Consumer goods selling – Industrial selling – International selling – Retail selling – Classification of sales people – Characteristics of sales people – Personal selling: Objectives, Policies, Strategies under competitive settings .		
Unit II	Selling Process: Prospecting: Steps – Pre approach: Objectives, Sources – The Approach: objectives, methods – The presentation: Preparation – Presentation and Demonstration Strategies – Handling objections: Types of objections, Specific situations and Methods of Handling – Closing: tactics, methods and issues – Post Sales Follow Up.		
Unit III	Sales Organisation: Determining the sales force profile – Determining the sales force size -Recruitment and selection: Job analysis, sources of sales recruits, problems in screening and selecting the applicants – Sales Targets: Territory and Sales Quota Planning.		
Unit IV	Training: Planning sales force training methods, content, and execution - Leadership and supervision – Compensation: Objectives, remuneration methods, incentives – Motivating the sales force – Sales meetings and Sales Contests.		
Unit V	Evaluation and control: Performance Appraisal – Determinants of sales force performance – Sales Budget – Sales Reporting: Call Report – Claims and Collections Report. Ethical and Legal Responsibilities of Sales Managers		
Unit VI	Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned – Practical: Impact of tourism in two Indian States in the lime-light. Mini Projects on Tourism regulations and Sustainable practices of tourism in the locally reputed firms in your Local – Visiting the web-sites of MNCs and top Indian concerns.		
Reference and Textbooks:- Jobber and Lancaster.(2007).Selling and Sales Management, (7 th ed.). Macmillan. Krishna Havaldar.(2011). Sales and Distribution Management, (2 nd ed.). Tata Mcgraw Hill, New Delhi. Spiro, Stanton & Rich.(2007). Management of a Sales Force, (12 th ed.). Tata Mcgraw Hill, New Delhi. Still, Cundiff et al. (2007).Sales Management – Decision, strategies and Cases. (5 th ed.). Prentice Hall of India, Newdelhi.			
Outcomes	At the end of the course, the student will have the ability to identify consumption needs of tourists, Segment tourists, Design the marketing Ps to meet the needs. To implement marketing strategies and Build long term relationship between the firm and the tourists.		

Semester - III			
Course Code:645508	(D)Services Operations and Quality Management	Credits : 3	Hours:3
Objectives	To learn the quality philosophies and tools in the services perspective. To help understand how service performance can be improved by studying services operations management		
Unit I	Understanding Services: Importance, role in economy – Nature of services – Service Strategy –Strategic service vision, competitive environment, generic strategies, winning customers; Role of information technology; Stages in service firm competitiveness.		
Unit II	Designing The Service Firm: Service Design Elements – Service Blueprinting –Services capes - Facility design – nature, objectives, process analysis – Service facility layout. Service Facility Location – considerations, facility location techniques – metropolitan metric, Euclidean, centre of gravity, retail outlet location, location set covering problem.		
Unit III	Managing Service Operations: Managing capacity and demand – yield management –Managing Waiting Lines –Queuing systems – Essential features, psychology of waiting – vehicle routing - Managing for growth- expansion strategies, franchising, globalization.		
Unit IV	Introduction To Quality Management: Quality – vision, mission and policy statements. Customer Focus - Part of Customer focus – customer perception of quality, Translating needs into requirements, customer retention. Dimensions of service quality. Cost of services quality.		
Unit V	Concepts Of Services Quality: Definitions of Service Quality and its Significance -Measuring Service Quality -- Strategies for Improving Service Quality - Monitoring Service Quality. Concepts of Quality circle, Japanese 5S principles applicable to services.		
Unit VI	Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned – Practical: Impact of tourism in two Indian States in the lime-light. Mini Projects on Tourism regulations and Sustainable practices of tourism in the locally reputed firms in your Local – Visiting the web-sites of MNCs and top Indian concerns.		
Reference and Textbooks:-			
Cengiz Haksever,(1999)Barry Render, Roberta S. Russell, Rebert G. Murdick. Service Management and Operations,(2 nd ed.). Pearson Education.			
Dale H.Besterfield, Carol Besterfield – Michna, Glen H. Besterfield, Mary Besterfield – Sacre, Hermant – Urdhwareshe, Rashmi Urdhwareshe. (2011).Total Quality Management, (3 rd ed.). Pearson Education.			
James A. Fitzsimmons and Mona J. Fitzsimmons.(2014). Service Management – Operations, Strategy, Information Technology, (7 th ed.). McGraw Hill Education (India) .			
Richard Metters, Kathryn King-Metters, Madeleine Pullman, (2007)Steve Walton, Successful			

Service Operations Management, (2nd ed.).South-Western, Cengage Learning.
Shridhara Bhat K.(2002).Total Quality Management – Text and Cases, (1st ed.).Himalaya Publishing House.

Valarie A Zeithmal and Parasuraman,.Service Quality, Marketing Science Institute, Massachusetts. M. Raghavachari & KV Ramani.(2011). Delivering Service Quality: Managerial Challenges for 21st Century, (3rd ed.). Macmillan Publishers India.

Outcomes	After the completion of the course, the students will understand the Service design elements of hospitality industry Students also understand various strategies involved in Service Operations and Quality Management.
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Semester – IV			
Course Code: 645401	Hotel Administration	Credits : 3	Hours:5
Objectives	To learn the functions of front office and house keeping To understand the accounting techniques and safety management practices		
Unit I	Evolution Of Hospitality Services: Meaning & Nature of Hospitality, Features of Hospitality Services, Structure of Accommodation Industry, Operation of Accommodation Units, Hospitality Industry Network, Determinants of Hospitality, Network Demand & Supply for Accommodation in India Types of Accommodation: Conventional, Supplementary and Customized Accommodation, Non-Commercial & Commercial Establishments, Hospitality Business Scenario		
Unit II	Functions Of Front Office Management: Organization Structure, Functions, Attributes and Skills of Manager & Executives, Reservation & Cancellation Procedures, Handling Individual and Groups, Solving Guests' Problems, Automation/ CRS in Front Office, Travel Desk		
Unit III	Functions Of House Keeping: Organization Structure, Functions, Works of Executive House Keeper- Rooms and Floor Cleaning Practices and Interior Decorations, Types of Rooms, House Keeping Control Desk, Housekeeping Supply Rooms, Uniforms, Housekeeping Practices, Co-ordination with Other Departments		
Unit IV	Food And Beverage Services: Organization Structure, Department-Food Production- Organization, Kitchen, Buffets, Beverages Operation, Functions, Outlets of F & B, Types of Meal Plans, Types of Restaurant-Menu, Room Service, Catering Services-Food Service for the Airlines, Banquette, Corporate, MICE, Retail Food Market, Business/Industrial Food Service, Healthcare Food Service, Cruise ship, Railways		
Unit V	Administration And Finance: Finance & Accounts, Sales and Marketing, Administration, Revenue Management, Yield Management, Personnel Management, Training and Development, Safety Management, Management of Distribution Channel		
Unit VI	Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned – Practical: Impact of tourism in two Indian States in the lime-light. Mini Projects on Tourism regulations and Sustainable practices of tourism in the locally reputed firms in your Local – Visiting the web-sites of MNCs and top Indian concerns.		
Reference and Textbooks:- Andrews, S. (2008).Front Office Management and Operation. TATA McGraw-Hill, New Delhi. Andrews, S.(2009). Hotel Front Office Training Manual, Tata McGraw Hill, Mumbai. Bardi, J. A. (2010). Hotel Front Office Management. John Wiley & Sons,New Jersey. Burt, D.N, Dobler, D.W. &Starling, S.L (2007).World-Class Supply Management. TATA McGraw Hill, New Delhi. Negi. J .(2014). Professional Hotel Management. Sultan Chand & Company, New Delhi. Raghubalan, G. &Ragubalan S. (2009). Hotel Housekeeping Operations and Management,			

(2 nd ed.).OUP, New Delhi. Tewari, J.R. (2009). Hotel Front Office Operations and Management, OUP Publication, New Delhi.	
Outcomes	After the completion of the course, the students will understand the features and functions of hospitality services. The students are equipped to perform all front office, housekeeping, F& B Services in Airlines, Cruise and Banquette etc.

Semester - IV			
Course Code: 645402	Travel Media and Public Relation	Credits : 3	Hours:5
Objectives	To facilitate in the understanding of travel media and its role in tourism promotion through public relations To impart and equip the students with practical know-how on travel writing and dynamics of making of travelogues.		
Unit I	Foundations Of Travel Writing: Articles Of Travel Writing – Magazines – Travel Newsletters –Short Pieces for Books – Internet Search – Approaching Markets – Travel Books – Guide Books – Accommodation Guides – Business Travel – Coffee Table Books – Autobiographical Tales – Anthologies.		
Unit II	Electronic Media In Tourism: Electronic Media in Documenting of Destinations – Travel, Transport and Tourism Resources – Nature of Media coverage – Telecast and Webcast – Writing Travel Programme Scripts – Identification of Visual Support Points – Conducting Interviews.		
Unit III	Innovations In Tourism And Travel Media: Idea Generation for Travel Articles – Journey Pieces – Activity Pieces – Special Interest Pieces – Side Trips – Reviews – Own Travel experiences – Ideas from other Sources- Recent Trends .		
Unit IV	Public Relations: Need, Scope, Objectives and Purpose of Public Relations – Elements Of Public Relations – Public Relations Process - Public Relations as a Profession – Codes of Professional Conduct – Functions Of Public Relations Department - Policy Publicity - Product Publicity – Public Relations And Propaganda Relations With The Government- Community Relations, Shareholders Relations - Ethics And Challenges Of Public Relations.		
Unit V	Management Of Innovations In Travel Journalism: Portraying of experiences – Practical tips – Choosing appropriate words – Verbs, Adjectives and Cliches, Illustrations – The Practicality of taking photographs – Non-Photographic Illustrations – Recent Trends.		
Unit VI	Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned – Practical: Impact of tourism in two Indian States in the lime-light. Mini Projects on Tourism regulations and Sustainable practices of tourism in the locally reputed firms in your Local – Visiting the web-sites of MNCs and top Indian concerns.		
Reference and Textbooks:- Arvahame , Ketter E.(2008).Media Strategies for marketing places in crisis . ,(1 st ed.). Elsevier, UK. Dennis E. Deuschl .(2006).Travel and Tourism Public Relations: An Introductory Guide for Hospitality Managers, Elsevier Butterworth-Heinemann. Geroge E- Belch & Michael.(2014). A. Belch Advertising and Promotion, ,(10 th ed.). Tate McGraw-Hill. Janet McDonald .(2001).Travel Writing , Robert Hale , London . Kruti Shah and Alan D'souza.(2009).Advertising and Promotion, Tata McGraw –Hill,2009. Tom Duncan.(2005).Principles of Advertising and IMC, ,(2 nd ed.). Tata McGraw-Hill.			
Outcomes	Provide basic understanding about travel journalism and its role in tourism promotion. Equip the students with the practical know-how on travel writing and the dynamics of making travelogues.		

Semester - IV			
Course Code:645403	Tourism Business Innovations and Entrepreneurship In Tourism	Credits : 3	Hours:5
Objectives	To provide an insight on entrepreneurial competence and entrepreneurial environment To obtain the knowledge on management of tourism business and to support entrepreneurship traits		
Unit I	Entrepreneurial Competence: Entrepreneurship Concept – Entrepreneurship as a Career – Characteristics of Successful Entrepreneurs – Types of Entrepreneurs – Entrepreneurial Skills and Knowledge for Tourism Trade — Entrepreneurial Opportunities, Problems, and Current Trends in Tourism.		
Unit II	Entrepreneurial Environment: Business Environment - Role of Family and Society – Entrepreneurial Factors Affecting Tourism Growth - Entrepreneurship Development Training and Other Support Organisational Services – Central and State Government Industrial Policies and Regulations for Tourism – International Tourism Business Management		
Unit III	Business Plan Preparation: Sources of Product for Tourism Business – Prefeasibility Study – Product Selection Criteria – Ownership – Capital Budgeting – Project Profile Preparation – Matching Tourism Entrepreneur with the Project – Preparation of Tourism Business Plan – Evaluation Criteria for Tourism Industry.		
Unit IV	Launching Of Small Business In Tourism: Finance and Human Resource Mobilization – Operations Planning – Market Research and Channel Selection – Growth Strategies for Tourism – Tourism Product Launching – Incubation, Venture Capital, Tourism Start-ups.		
Unit V	Management Of Tourism Business: Monitoring and Evaluation of Tourism Business – Organisational Framework for Promotion and Development in Tourism – Preventing Sickness and Rehabilitation of Sick Business Units – Innovations in Tourism Business Management.		
Unit VI	Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned – Practical: Impact of tourism in two Indian States in the lime-light. Mini Projects on Tourism regulations and Sustainable practices of tourism in the locally reputed firms in your Local – Visiting the web-sites of MNCs and top Indian concerns.		
Reference and Textbooks:- Arya Kumar.(2017). Entrepreneurship, Pearson. Donald F Kuratko, T.V Rao.(2012). Entrepreneurship: A South Asian perspective, Cengage Learning. Mathew J Manimala.(2005). Entrepreneurship Theory at the Crossroads, Paradigms & Praxis, Biztrantra , 2nd Edition,2005. Prasanna Chandra.(2017). Projects –Planning, Analysis, Selection, Implementation and Reviews, Tata McGraw Hill. Rajeev Roy.(2011). Entrepreneurship, (2 nd ed.). Oxford University Press.			
Outcomes	At the completion of the course, the students are trained to create their own business plan and are able to develop and launch tourism related small business.		

Name of the course teacher: Dr. V. Sivakumar

Semester - IV									
Course Code:645604	<u>Soft Skill Development – IV</u>	Credits : 2	Hours:3						
Objectives	<p>The Soft Skill Development IV course aims at testing the students' understanding of the fourth semester courses through an oral examination at the end of the semester. Besides this, Two Sessions per week will be devoted to several of the following activities to develop Organizing and Event Management skills of the students:</p> <p>Conceiving an idea of an event, Event Planning and Budget Preparation Event Marketing and Publicity Organizing the Event as per the plan Regular in class competitions and Games like Quizzes, Ad Zaps, Aptitude Tests and Mock Interviews</p>								
Evaluation	<p>The students will be evaluated for this course for a total of 100 marks. Out of this the Faculty in charge of this course will assess the students for maximum of 25 marks on the basis of the performance of the students in activities assigned to them.</p> <p>The students will appear for a viva-Voce examination at the end of the semester in which they will be assessed for a maximum of 75 marks for their understanding as well as presentation of theoretical inputs in the IV semester and current practices. The students who secure not less than 40% in each component and a cumulative 50% of the total shall be declared to have passed the course.</p> <p>The Viva-Voce will be conducted by a panel of 3 examiners constituted as given below. The average of the marks awarded by the three examiners will be taken for this component of evaluation.</p> <p>Panel of Examiners</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 60%;">1. The HOD</td> <td style="width: 40%;">Chairman</td> </tr> <tr> <td>2. Faculty in charge of the course</td> <td>Member*</td> </tr> <tr> <td>3. One external examiner</td> <td>Member</td> </tr> </table> <p>* If the HOD himself is the faculty in charge of the course, the faculty next to the HOD in the order of seniority will be co-opted as a member of the panel.</p>			1. The HOD	Chairman	2. Faculty in charge of the course	Member*	3. One external examiner	Member
1. The HOD	Chairman								
2. Faculty in charge of the course	Member*								
3. One external examiner	Member								

Semester - IV			
Course Code:645999	Project Work Viva Voce	Credits : 5	Hours:--
Objectives	<p>Students will have to undertake on project for 6 to 8 weeks either start of the IV semester or in the middle of the semester. A report should be submitted to the Department within 15 days after completing the project. Thereafter the students will appear for a Viva-Voce examination conducted by a Panel consisting of the HoD, faculty guide, and an external examiner.</p>		
EVALUATION	<p>The performance of students under this course will be assessed by the Faculty Guide and the report submitted by the students will be evaluated by the Faculty Guide and an External Examiner for 75 marks. A Viva-Voce will be conducted by a panel consisting of an External Examiner, the HOD and the Faculty Guide jointly for 25 marks. The students who secure not less than 40% in each component and a cumulative 50% of the total shall be declared to have passed the course. If a student fails to complete the project and / or fails to submit the project report in time, he / she have to redo the project in the ensuing semester or academic year as decided by the Department. If a student scores less than 40 % (i.e., less than 30 marks) in the Project Report Valuation, he / she has to redo the project in the ensuing semester or academic year as decided by the Department. If a student scores 40 % or above in the Project Report, but scores less than 40 % (10 marks) in the Viva Voce, he / she has to reappear for the Viva Voce in the ensuing semester or academic year as decided by the Department. When a faculty guide is not present on the date of the Viva Voce, the HOD will nominate some other faculty to the Panel.</p>		

Semester - IV			
Course Code:645509	Stream I Tourism Management (A)Online Tourism Services	Credits : 3	Hours:3
Objectives	To understand emerging business models in tourism and travel industry; To study the impact of Information Technology on tourism and travel sector To explore the scope of entrepreneurship in the emerging e-tourism business.		
Unit I	Introduction to E-tourism: Historical Development - Electronic technology for data processing and communication - Strategic, Tactical and operational use of IT in Tourism.		
Unit II	Global Distribution System: History & Evolution: GDS & CRS - Levels of CRS Participation - Hotel Distribution System - Cases of Amadeus - Galileo, World Span, Sabre, Abacus - Changing Business models of GDS.		
Unit III	Typologies of E-tourism: Business models - Business to Business (B2B) - Business to Consumer (B2C) - Consumer to Business (C2B) - Consumer to consumer (C2C) - Business to Employees (B2E) - & Business to Government (B2G).		
Unit IV	Payment Systems in E-tourism: Payment Gateway - Billing and Settlement Plan (BSP) - Security Issues and Certification -Future of E-tourism - Travel Blogs - E-marketing and promotion of Tourism Products - Challenges for conventional business models & Competitive strategies.		
Unit V	Amadeus Practical: Hands on Amadeus Software - Searching – Building, Retrieval, Display & Cancel of PNR – Fare display – Itinerary pricing – Issuance of tickets.		
Unit VI	Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned – Practical: Impact of tourism in two Indian States in the lime-light. Mini Projects on Tourism regulations and Sustainable practices of tourism in the locally reputed firms in your Local – Visiting the web-sites of MNCs and top Indian concerns.		
Reference and Textbooks:- Sheldon P. (2014). Tourism Information Technology, ,(2 nd ed.). CABI. Inkpen G. (2000). Information technology for Travel and Tourism, Addison Wesley. Buhalis D. (2004).Ecotourism: Information Technology for Strategic Tourism Management, (1 st ed.). Prentice Hall India. Poon A. (1998). Tourism, Technology and Competitive Strategies, CABI. Rayport J.F. & Jaworski B.J. (2002).Introduction to Ecommerce, McGraw-Hill. Malvino A.P. (1995).Electronic Principles, McGraw-Hill.			
Outcomes	Completion of the course enables the students to familiarize with online tourism business concepts To acquaint with Ticketing Software and To give insights into E-Tourism and its payment methods		

Semester - IV			
Course Code: 645510	(B)Customer Relationship Management	Credits : 3	Hours:3
Objectives	<p>To understand how customer relations is related to other business functions and its importance to the success of the business entity.</p> <p>To understand good marketing practices and techniques and how to apply them.</p> <p>To be able to create and manage a market oriented service organization.</p>		
Unit I	<p>CRM – Definition – Evaluation – Schools of thought on CRM – Elements of CRM- CRM as a business strategy – CRM process and systems- Customer Vs consumer, customer – supplier relationship–CRM in service- Hospitality, Airlines, e-CRM in Tourism.</p>		
Unit II	<p>Excellence in Customer Care – Getting it right the first time-Service quality and customer loyalty, The Five Gap Model and its implications, Communication and Customer Care, Concept of building relationships- Individual/team/organizational body language and its impact upon customer care, Elective listening skills.</p>		
Unit III	<p>Customer Feedback and its Impact on Customer Care – Value of feedback- Feedback mechanisms, Customer Complaint resolution, Value of complaints to an organization, The 4 step process, dealing with irate customers.</p>		
Unit IV	<p>Creating Value for Customers – understanding value-Sources of customer value- Customer experience, Customer retention and development – meaning of customer retention – Economics of customer retention-Strategies and performance indicators of customer retention- Strategies for customer development. IT application in CRM, CRM softwares, Customer retention and cross selling, segmentation for CRM, Customer identification and database, Misunderstandings about CRM-Concept of the CRM Value Chain</p>		
Unit V	<p>Project work on CRM practices of an organization using 15 parameters – greeting the customer, break the ice, complement freely, calling by name, eye contact, self evaluation, listening more than the ears, polite words, assurance, smile, good telephone techniques, reach out the customer, enjoying people and their diversity, positive attitude of selling, dressing and grooming at work place.</p>		
Unit VI	<p>Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned – Practical: Impact of tourism in two Indian States in the lime-light. Mini Projects on Tourism regulations and Sustainable practices of tourism in the locally reputed firms in your Local – Visiting the web-sites of MNCs and top Indian concerns.</p>		
<p>Reference and Textbooks:-</p> <p>Christian Grönroos.(2009). Service Management and Marketing: A Customer Relationship Management Approach, ,(2nded.). Wiley Publisher.</p> <p>Macaulay, Steve; Sarah: Kogan, Cook, (1993) ,How to improve your customer service/ page limited</p> <p>Rao, Nageswara S B; Madhavi, C(2009),Customer service excellence: Trends and strategies Ed.: Kanishka publishers, Distributors, New Delhi.</p> <p>Tschohl, John; Franzmeier. Steve(1991): Achieving excellence through customer service ,Jaico Publishing House, Bombay.</p>			

Outcomes	After completing this course to use strategic customer acquisition and retention techniques in CRM. To understand how customer relations is related to other business functions and its importance to the success of the business entity.
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Semester - IV			
Course Code:645511	(C)Foreign Exchange Management	Credits : 3	Hours:3
Objectives	To impart students with knowledge of foreign exchange market To equip with basic knowledge on the economic fundamentals To develop better understanding of foreign exchange market		
Unit I	Foreign Exchange: Background of Exchange Rates System - International Monetary System - Gold Standard - Fixed Exchange Rates - Flexible Exchange Rates - Managed Float System - Fluctuations in Foreign Exchange Rate- Foreign Exchange Market: Cash and Spot Exchange Markets - Eurocurrency Markets - Role of Commercial Banks - Mechanics of Making Foreign Payment – SWIFT - Costs Associated with International Payments, Foreign Exchange Markets and Its Importance in Tourism Industry.		
Unit II	Determination of Exchange Rates: Factors Affecting Exchange Rates – International Trade – Theories of Determination of Foreign Exchange Rates – Law of One Price –Purchasing Power Parity – Interest Parity – Balance of Payment-Theory of Different Types of Exchange Rates, Merchant Rates, Restricted Operation Accounts for Tourism Agencies and Suppliers of Tourism Services.		
Unit III	Foreign Exchange Exposure Management: Forecasting Forex Rates – Forward Rate as a Short term Forecast – Technical Forecasts – Economic Model – Forecasting of Fixed Exchange Rates from Convertible Currencies - Denomination in Local Currency - Management of Foreign Exchange Reserves.		
Unit IV	Exchange Rates Arrangement in India: Foreign Direct Investment-FDI Theories on Macro Level, Micro level, Development Theories, OLI theory- Cost and Benefits of FDI, Strategy for FDI – Concept of FII. Indian Forex Market: Foreign Exchange Administration in India – Setting Up and Operating a Forex Dealership – Convertibility of Rupees on Current Account – Convertibility of Rupees on Capital Account – Pros and Cons – Foreign Exchange Control Objectives – Methods – Exchange Control in India – Role of FEDAI – FEMA 1997		
Unit V	Forex Trading: Forex Trading Infrastructure and Networks – Controls on Order Placing – Direct and Indirect Quotas – Cross Rates – Speculation – Exchange Arithmetic – Psychology of Forex Trader – Computerized Trading Programme – Information Analysis of Trading - Documents Used in Foreign Trade- Mates Receipt- Bill of Lading- Shipping Bill- Bill of Entry-Letter of Credit-		
Unit VI	Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned – Practical: Impact of tourism in two Indian States in the lime-light. Mini Projects on Tourism regulations and Sustainable practices of tourism in the locally reputed firms in your Local – Visiting the web-sites of MNCs and top Indian concerns.		

Reference and Textbooks:-

Bhardwaj, H.P. (1994). Foreign Exchange Handbook, Wheeler Publishing.

Bhole, L. M. (2004). Financial institutions and markets- structure, growth and innovation. (4th ed.). Tata Mc-Graw Hill. New Delhi.

Clark, E.(2004). International Finance, (2nd ed.). Thomson Publications.

Gandolfo, G. (2006). International Finance and Open Economy Macro Economics, Springer International Edition.

Outcomes

After completing this course the students will gain knowledge about Foreign Exchange market.
The students also acquire economic fundamentals.

Semester - IV			
Course Code:645512	(D)Airport Operations	Credits : 3	Hours:3
Objectives	<p>To provide basic understanding about the importance of the airline-airport relations</p> <p>To impart knowledge on airport ground handling models and issues</p> <p>To familiarise the concepts of baggage handling and airport security planning</p>		
Unit I	<p>Overview of the airline industry: link between Airline and transportation, Effects of technological developments and innovation on Airport operation, Effective management and leadership skills in the Airport business , The threat to civil airport, the way we are post-9/11. Threat assessment and risk management, Security management systems and culture, Passengers security, Cargo security, Security quality control</p>		
Unit II	<p>Standard envelopes for traffic documents: Use of Airlines Documents, Guidelines for Establishing Aircraft Ground Times, Common Use Terminal Equipment (CUTE) Systems, Aircraft Emergency Procedures, Aircraft/Airport Security Procedures, Quality Management System, Performing Airport Handling Quality Audit, E-Invoicing Standards</p>		
Unit III	<p>Facilitation and security and contingency planning: Passenger Handling , Class or Type of Fare , Denied Boarding Compensation, Inadmissible Passengers and Deportees, Items Removed from a Passenger's Possession by Security Personnel, Hold Loading of Duty-Free Goods , Dangerous Goods in Passenger Baggage : Fuelling with Passengers Onboard or During Embarkation/Disembarkation, Recommendations for the Handling of Passengers with Reduced Mobility (PRM), Acceptance and Carriage of Passengers with Reduced Mobility (PRM), Carriage of Passengers with Communicable Diseases, General Guidelines for Passenger Agents in Case of Suspected Communicable Disease</p>		
Unit IV	<p>Baggage handling: Interline and On-Line Transfer Baggage, Baggage Theft and Pilferage Prevention, ULD, Baggage Codes for Identifying ULD Contents and/or Bulk loaded Baggage, Cargo/Mail Handling, Preparation for Loading of Cargo, Securing of Load, Collection of Sacks and Bags , Handling of Damaged Cargo, Handling of Pilfered Cargo , Handling Wet Cargo, Handling Perishable Cargo, Handling and Protection of Valuable Cargo , Handling and Stowage of Live Animals, Handling of Human Remains , Acceptance Standards for the Interchange of Transferred Unit Load Devices, Handling of Battery Operated Wheelchairs/Mobility AIDS as Checked Baggage, Handling, Mail Documents , Aircraft Documents Stowage, Special Load—Notification to Captain (General, Special Load—Notification to Captain , Special Load— Notification to Captain</p>		
Unit V	<p>Cargo trends and forecasts: Cargo operations DGR,LAR, Aircraft Handling and Loading, Provision and Carriage of Loading Accessories, Tagging of Unit Load Devices , Storage of Unit Load Devices , Continued Airworthiness of Unit Load Devices , ULD Build-up and Breakdown , ULD Transportation , ULD Operations Training and Qualification, Operating of Aircraft Doors, Aircraft Ground Stability—Tipping , Potable Water Servicing, Aircraft Toilet Servicing, Bulk Compartment Load Limitation , Handling/Bulk Loading of Heavy Items, Handling and Loading of Big Overhang Items, LOAD CONTROL , Load Control , Terms and Definitions</p>		

Unit-VI	<p>Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned – Practical: Impact of tourism in two Indian States in the lime-light. Mini Projects on Tourism regulations and Sustainable practices of tourism in the locally reputed firms in your Local – Visiting the web-sites of MNCs and top Indian concerns.</p>
<p>Reference and Textbooks:- Rigas Doganis.(2010) .Flying Off Course Routledge (4th ed.). Trompenaars & Woolliams.(2006). Business Across Cultures, Capstone Publishing Spekman & Isabella(2000), Alliance Competence, Wiley Holden. (2002). Cross Cultural Management, (1st ed.). Pearson. Stephan Holloway. (2008). Straight and Level: Practical Airline Economics,(3rd ed.). Ashgate . Diana M. Stancu.(2010). AVSEC Conventions: beyond Chicago, until Beijing in Aviation Security International. Robert W. Poole.(2008).Risk Based Aviation Security, Joint Transport Research Center. K. Jack Riley.(2011).Air Travel Security Since 9/11, Rand Corporate Publication</p>	
Outcomes	<p>This course provides a framework for the airport operations and prepares the students to understand the aviation industry operations. After completing this course the students will gain knowledge on airport ground handling models and issues</p>

Semester - IV			
Course Code:645513	Stream II Hotel Management (A)Facility Management	Credits : 3	Hours:3
Objectives	To identify the evolving nature of facilities management functions and practice. To prepare students for responsible, educated, effective and efficient management of the physical plant demands, especially in the areas of energy, water and waste as related to impact on the environment and facilities management		
Unit I	Introduction: General Procedure of location - Factors affecting location- Location analysis- cost analysis- Space determination- Work place design- Layout techniques- Types of layout- Cost comparison.		
Unit II	Facilities Planning: The systematic layout- Planning pattern planning consideration- Flow process and flow diagram Procedure for determining space relationship- Architectural consideration- Difference between carpet area and plinth area- Approximate cost of construction estimation- Approximate operation areas in budget types/5 star types hotel- Approximate other operating areas per guest room- Approximate water/electrical load requirement- estimation		
Unit III	Facility Design: Planning and designing in Lodging industry- Site Design- Hotel design- Guest rooms suites- The Lobby – Food Beverage outlets – Function areas – Administrative office Food Production Areas – Other Back of the House Areas- Designing with environment commitment- Solid waste-management- Water conservation and preservation.		
Unit IV	Designing Of Function Areas: Receiving Area- Storage Area- The Kitchen- Dining Room- Office Space- Staircase		
Unit V	Renovation: Reasons to renovate- The life cycle of a hotel- Types of Renovation- The Renovation Process- Other Renewal Issues- Renovation budget.		
Unit VI	Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned – Practical: Impact of tourism in two Indian States in the lime-light. Mini Projects on Tourism regulations and Sustainable practices of tourism in the locally reputed firms in your Local – Visiting the web-sites of MNCs and top Indian concerns.		
Reference and Textbooks:-			
Tarun Bansal.(2010). Hotel Facility Planning, Oxford University Press.			
David M.Stipnauk(2006). Hospitality Facility Management Design, AH&LA .			
Stephen P. Robbins Mary Coulter.(2017).Management, Pearson Education, (14 th ed.). INC.			
Joseph Ransley Hadyn Ingram.(2004). Developing Hospitality Properties & Facilities, 2 nd ed.). Butterworth Heinemann.			
Outcomes	The students should be able to to explain goals and objectives of facilities and maintenance management and describe the theoretical aspects of utility systems, energy conservation, mechanical equipment and building design. To know about evolving nature of facilities management functions and practice.		

Semester - IV			
Course Code:645514	(B)Materials Management and Purchase System	Credits : 3	Hours:3
Objectives	To understand how material management should be considered for profitability. To identify purchasing activities and know the importance of purchase management. To impart concept of Materials Management and explain the relationship between Materials management department and other departments		
Unit I	Introduction: Operating environment-aggregate planning-role, need, strategies, costs techniques, approaches master scheduling-manufacturing planning and control system-manufacturing resource planning enterprise resource planning-making the production plan.		
Unit II	Materials Planning: Materials requirements planning-bill of materials-resource requirement planning-manufacturing resource planning-capacity management-scheduling orders-production activity control-codification.		
Unit III	Inventory Management: Policy Decisions-objectives-control -Retail Discounting Model, Newsvendor Model; EOQ and EBQ models for uniform and variable demand with and without shortages -Quantity discount models. Probabilistic inventory models.		
Unit IV	Purchasing Management: Establishing specifications-selecting suppliers-price determination-forward buying-mixed buying strategy-price forecasting-buying seasonal commodities-purchasing under uncertainty-demand management-price forecasting-purchasing under uncertainty-purchasing of capital equipment international purchasing		
Unit V	Warehouse Management: Warehousing functions – types - Stores management-stores systems and procedures-incoming materials control-stores accounting and stock verification-Obsolete, surplus and scrap-value analysis-material handling-transportation and traffic management -operational efficiency-productivity cost effectiveness-performance measurement		
Unit VI	Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned – Practical: Impact of tourism in two Indian States in the lime-light. Mini Projects on Tourism regulations and Sustainable practices of tourism in the locally reputed firms in your Local – Visiting the web-sites of MNCs and top Indian concerns.		
Reference and Textbooks:- J.R.Tony Arnold, Stephen N. Chapman, Lloyd M. Clive.(2012). Materials Management, Pearson. P. Gopalakrishnan.(2012). Purchasing and Materials Management, Tata McGraw Hill, 2012 A.K.Chitale and R.C.Gupta.(2013). Materials Management, Text and Cases, (2 nd ed.). PHI Learning. Ajay K Garg.(2012). Production and Operations Management, Tata McGraw Hill. Ronald H. Ballou and Samir K. Srivastava.(2007). Business Logistics and Supply Chain Management, Pearson education. S. N. Chary.(2012). Production and Operations Management, Tata McGraw Hill .			
Outcomes	Student gains knowledge on effective utilization of materials in manufacturing and service organisation.		

	To know how to identify purchasing activities and know the importance of purchase management.To acquire knowledge about Materials Management and explain the relationship between Materials management department and other departments.
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Semester - IV			
Course Code:645515	(C) Food and Beverage Management	Credits : 3	Hours:3
Objectives	To study the empirical foundations and develop a professional orientation toward the practice of food and beverage management as it applies to business, culinary arts and hospitality. It helps to prepare students to meet the challenges associated with the Food and Beverage Industry.		
Unit I	Basics Of Culinary: Culinary history- Origin of modern cookery - Aims and objects of cooking food- Objectives and importance - Various textures - Various consistencies - Techniques used in preparation.		
Unit II	Methods Of Cooking Food: Roasting -Grilling-Frying- Baking- Broiling- Poaching- Boiling- Steaming- Stewing- Braising Principles of each of the above technique- Care and precautions to be taken with each method Selection of food for each type of cooking.		
Unit III	Storage Of Foods: Principles of food storage – safe food storage techniques- introduction to refrigeration deep chilling- freezer and dry storage- Cleaning and maintenance of various equipments- Weights and measures and the recent trends in storage.		
Unit IV	Baking And Its Importance: Bakery: Flour – types- uses and storage- different types of dough used in bakery (pastry) - Methods of cake making- faults and their remedies- Bread making - role of flour- yeast in bread making- methods of bread making- faults and their remedies- Icings – types, preparation and uses. Application of sugar cookery in sweets and in baking- Effects of heat on food- Beverages(nonalcoholic) – types- uses- and preparation methods- Offals- game- Appetizers- cold cuts- Rechaufé and its effects- HACCP,		
Unit V	Cooking Methods And Importance Of Nutrition: Principles of quantity cooking, equipments- problems and adjustments in terms of cooking time and temperatures- Various Indian cuisines – their history methodology- equipment and culinary terms- Nutrition – Definitions- functions of nutrients- classification of food groups and nutrients- RDA. Invalid cookery – Planning of diet for people with special requirements-Basics of menu planning and Production control.		
Unit VI	Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned – Practical: Impact of tourism in two Indian States in the lime-light. Mini Projects on Tourism regulations and Sustainable practices of tourism in the locally reputed firms in your Local – Visiting the web-sites of MNCs and top Indian concerns.		
Reference and Textbooks:-			
Krishna Arora.(2008). Theory Of Cookery, (5 th ed.). Frank Bros & Co.			
Ronald Kinton,David Forkett, Victor Cessarani. (2008).Theory of Catering, (2 nd ed.).			
Thangam E.Philip.(2010).Modern Cookery for Teaching Trade Volume -1, (6 th ed.). Orient Black Swan.			
Welcome group Chefs.(2005).The Indian menu planner(luster), Roli Booles.			

Outcomes	After completing this course the students will understand the fundamental principles of food preparation, cooking techniques, material handling, heat transfer and professionalism. To identify a variety of managerial, production, and service positions that is typical of the food service industry and describes the roles these positions play in providing food service.
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Semester - IV			
Course Code:645516	(D) Allied Hospitality Services	Credits : 3	Hours:3
Objectives	This course aims to acquire knowledge on various catering operations To familiarise about food costing and associated operations		
Objectives	Industrial Catering – Definition – Role of subsidy – Menu planning for industrial catering – cyclic menus - Service procedures – Role of labour saving devices – Importance of nutritive value – Food costing for industrial catering		
Unit I	Transport Catering- Definition – Classification into Airline, Marine, Railway and Surface transport catering – planning of food production areas and food & beverage service areas – menu compiling for transport catering units – problems faced in transport catering – suggestive measures to overcome the problems.		
Unit II	Hospital catering – Definition – role of diet menus – planning of diet kitchen and kitchen for hospital employees and visitors – role of dietician in planning diet menus – role of nutritive value		
Unit III	Cruise liner catering – meaning – planning of kitchens in cruise liners – compiling of menus for cruise liners – service procedures in the dining areas and bars – Planning of galley for food production area and pot washing.		
Unit IV	Institutional catering – meaning – salient features of institutional catering units – compiling of menus for institutional catering. Outdoor catering – meaning – organisation of outdoor catering – role of preliminary survey in outdoor catering – factors of planning – importance of transportation – limitations of outdoor catering and suggestive measures to overcome them		
Unit V	Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned – Practical: Impact of tourism in two Indian States in the lime-light. Mini Projects on Tourism regulations and Sustainable practices of tourism in the locally reputed firms in your Local – Visiting the web-sites of MNCs and top Indian concerns.		
Reference and Textbooks:- Richard Kotas & Chandana Jayawardena . (2013). Profitable Food & Beverage Management, Hodder & Stoughton. Singaravelavan .(2017). Food and Beverage Service, Oxford University Press, New Delhi. Ronald Kinton & Cecerani. (2017). Theory of catering , Hodder & Stoughton. Richard Kotas & Bernard Davis. (2013).Food Cost Control , International Text Book Company Heineman. (2015). Food Costing & Budgeting , Boardman. David Fearn , Newnes, Butterworth. (2017). Food & Beverage Operations S.P. Jain & K.L. Narang .(2011). Cost Accounting, Principles & Practice , Kalyani Publishers. Bernard Davis & Sally Stone .(2017). Food & Beverage Management - ELBS.			
Outcomes	On Completion of the course, students can attain knowledge over the concepts like industrial, transport, hospital, cruise liner and Institutional catering Students are exposed to functions including food costing, diet kitchen and outdoor catering services etc.,		

Curriculum Vitae of Broad Based Board of Studies Members
MBA (Tourism Management)

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Educational Qualification: B.E (Agri)., MBA., M,Phil., PhD

Professional Experience:

- Teaching Experience: 22 Years
- Research Experience: 15 Years

Additional Responsibilities:

- Head In charge – Department of Tourism and Hotel Management, Alagappa University
- Coordinator – Green Campus Committee, Alagappa University

Overseas Exposure / Visits:

1. Dubai
2. Sultanate of Oman
3. Malaysia
4. Thailand

Membership in Professional Bodies:

1. Life Member of The Indian Society of Agricultural Marketing, Nagpur
2. Life Member AIMS International Management Scholars, USA

Advisory Board:

1. Reviewer, Universal Journal of Management, Horizon Research Publishing, USA.
2. Editor for Special issue of Conference Proceedings' of National Conference on Recent Trends in Management Research organised by Faculty of management, Alagappa University, February 2016.
3. Reviewer for International Conference on Innovations in Computer Science and Technology, Department of Computer Science and Engineering, Alagappa University, Karaikudi, April 4-5 2016.

Publications: 36

Cumulative Impact factor: 39.264

Total Citation: 3

h- index: 1

i10- index: 1

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Educational Qualification

- Ph.D., Universiti Teknologi MARA (2017) – Luxury Hotel Branding
- Master in Business Administration, Universiti Teknologi MARA (2006); Major – Finance in Hospitality Management
- Bachelor in Business Administration (Hons)., Universiti Teknologi MARA (2003); Major – Finance

Professional Experience: *University Level*

- **Deputy Dean (Research and Industry Linkages)**, Faculty of Hotel and Tourism Management, UiTM; September 2016 – Present
- **Acting Chairman**, Research Committee, Faculty of Hotel and Tourism Management, UiTM; September 2016 – Present
- **Member**, Ethics Committee; Universiti Teknologi MARA; September 2016 – Present.
- **Member**, Excellence Research Entity Committee; Universiti Teknologi MARA; September 2016 – Present.
- **Member**, Academic Committee, Faculty of Hotel and Tourism Management, UiTM; Januari 2017 - present
- **Member**, Research Planning Committee, UiTM; September 2016 – Present
- **Member**, Human Resource Committee and Development; Faculty of Hotel and Tourism Management; 2016 – Present

Honours and Awards

- Universiti Teknologi MARA **Emerging Researcher Award (WINNER)**, 2015
- Faculty of Hotel and Tourism Management UiTM Best Researcher (FINALIST), 2015
- Faculty of Hotel and Tourism Management UiTM Best Young Academician (FINALIST), 2015
- Silver Award (One Stop Directory Learning), National University Carnival on e-Learning 2014 (NUCeL2014)
- Gold Award (Airport Wedding Package), Invention, Innovation and Design Expo 2013 (iidex2013)

Recent Publications: 20

Cumulative Impact Factor: 5.38

Total Citation: 263

h-index: 9

i10- index: 10

Name : Dr. R. KANNAN
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Kamaraj University, Madurai
Phone : 93611 07700, 63837 92678 and 94430 20047
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Educational Qualification:

- Ph.D. (Tourism Management), M.A. (Tourism Management), M.Sc. (Hotel Management and Catering Science), M.A. (Public Admn.), M.Phil. (Public Admn.), Diploma in Hotel Management and Catering Technology, P.G.D.B.A., Post Diploma in teacher Training in Hotel Management, Diploma in French, Diploma in Food and Nutrition.

Professional Experience:

- Teaching Experience: 33 Years
- Research Experience: 12 Years
- Industry Experience: 1 Year

Honours and Awards :

- Man of the Year Award (2011) - Mother Teresa Forum and Ministry of Food Processing, Government of India.
- Best Motivator Award - Blood Donation Camp (2008 and 2011)

Recent Publications:

- Articles published in International Journals - 76
- Research Papers published in International Seminar Proceedings - 37
- Research Papers published in National Seminar Proceedings - 80
- Books published - 3
- Chapters contributed in Edited volumes - 5
- Course materials compiled for DDE, MK University - 3

Cumulative Impact factor: 150

Total Citation: 06

h- index: 02

i10- index: ---

Name : **DR. R. MAGESH**
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Educational qualification:

- B.E., (ECE)
- MBA- FT
- Ph.D –Management

Professional experience:

- 5 Yrs Industrial Experience
- 4 Yrs& 4 months worked as Lecturer in AIM, Alagappa University, Karaikudi
- 15 Yrs 9 months in DOMS, Anna University
- Presently Professor & Head, DOMS, **AU**

Honours and Awards:

- Best Scholarship Awarded by BPCL
- Won Best Papers Award

Publications: 75

Cumulative Impact factor: 85

Total Citation: 15

h- index: 12

i10- index: 04

INDUSTRIAL EXPERT

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Educational qualification:

- Bachelor of Science

Professional experience: Industrial Expert

- Front office Assistant to Senior Front Office Manager 1989 till 2008
- General Manager 2009-2015 GREAT Trails by GRT-Yercaud, Regency Madurai by GRT Hotels
- Senior General Manager 2016 onwards Managing hotels in down South

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Educational Qualification:

- M.Sc.,
- MBA.
- M.Phil.
- PGDTM.
- SET

Professional Experience:

- 2 Years of Industrial Experience
- 15 Years of Teaching Experience with various positions like Lecturer, Assistant Professor, HOD, and Principal at various colleges.
- Currently Working as Assistant Professor in Department of Tourism and Hotel Management from 30.01.2016 to till date.

Recent Publications:

- Published papers in various National and International Conferences.