MOTHER TERESA WOMEN'S UNIVERSITY
KODAIKANAL

DEPARTMENT OF MANAGEMENT

MBA TOURISM

SYLLABUS TO BE IMPLEMENTED FROM THE ACADEMIC

YEAR

2021-2022

(CHOICE BASED CREDIT SYSTEM)

MOTHER TERESA WOMEN'S UNIVERSITY
KODAIKANAL-624 101

MBA (Tourism)

REGULATIONS AND SYLLABI
(Under Choice Based Credit System)
[2021–22 onwards]

1. About the Programme

The MBA (Tourism) Programme is designed to help the students to learn and acquire theoretical knowledge as well as practical skills in Tourism, Travel, and Hospitality sectors and allied disciplines. The Programme aims at improving the competencies and standards of the learners. The duration of MBA (Tourism) is two academic years spreading over four semesters. The Programme has a total number of 25 courses that include 16 core courses, 4 open electives, 1 non-major elective, 3 supportive courses for skill development and a Major Project. The Programme provides Destination / Field visit to any tourism destinations, travel or hospitality organizations for a short duration of one week to get exposure in the field. Further the students shall undergo Internship at reputed tourism and travel organizations for practical training. This Programme helps the students to get placed in Tourism, Travel, Hospitality sectors, and related organizations.

2. Programme Educational Objectives (PEOs)

PEO1: To enhance the knowledge of the students in Tourism and Business management

PEO2: To equip the students with the knowledge of the subject and interpret tourism concepts and products

PEO3: To provide necessary industrial exposure and gain practical knowledge through destination visits and internship in tourism and travel industry

PEO4: To fortify skills in the field of leadership, entrepreneurship, travel agency management, event management, hospitality and transportation management

PEO5: To analyze multilateral and transnational organizations including an evaluation of their impacts involved in international tourism and travel management

3. Eligibility

Any Bachelor's degree with 50% of marks from a recognized University.

4. General Guidelines for PG Programme
  i. **Duration:** The Programme shall extend through a period of 4 consecutive semesters and the duration of a semester shall normally be 90 days or 450 hours. Examinations shall be conducted at the end of each semester for the respective subjects.

ii. **Medium of Instruction:** English

iii. Evaluation: Evaluation of the candidates shall be through Internal Assessment and External Examinations.

	Theory		Practical	
	Min	Max	Min	Max
Internal	13	25	13	25
External	38	75	38	75

- **Internal (Theory): Test (15) + Assignment (5) + Seminar/Quiz (5) = 25**
- **External Theory: 75**

- **Question Paper Pattern for External examination for Core and Elective Papers**

Max. Marks: 75   **Time: 3 Hrs.**

S.No.	Part	Type	Marks
1	A	**10*1 Marks=10** Multiple Choice Questions - 2 Questions from each Unit	**10**
2	B	**5*4=20** (2 questions from each Unit with Internal Choice (Either/or)	**20**
3	C	**3*15=45** (Open Choice) (Any three Questions out of 5 - one Question from each Unit)	**45**
		Total Marks	**75**

* Minimum credits required to pass   - 90
- **Project Report**

    A student should select a topic for the Project Work at the end of third semester itself and submit the Project Report at the end of the fourth semester. The Project Report shall not exceed 75 typed pages in Times New Roman font with 1.5 line space.

- **Project Evaluation**

    There is a Viva Voce Examination for Project Work. The Guide and an External Examiner shall evaluate and conduct the Viva Voce Examination. The Project Work carries 100 marks (Internal: 25 Marks, External (Viva Voce): 75 Marks)

5. Conversion of Marks to Grade Points and Letter Grade
(Performance in a Course/ Paper)

Range of Marks	Grade Points	Letter Grade	Description
90 – 100	9.0 – 10.0	O	Outstanding
80-89	8.0 – 9.0	D+	Excellent
75 – 79	7.5 – 7.9	D	Distinction
70 – 74	7.0 – 7.4	A+	Very Good
60 – 69	6.0 – 6.9	A	Good
50 – 59	5.0 – 5.9	B	Average
40 – 49	4.0 – 4.9	C	Satisfactory
00 – 39	0.0	U	Re-appear
ABSENT	0.0	AAA	ABSENT

6. **Attendance**

Students must have earned 75% of attendance in each course for appearing for the examination, Students with 71% to 74% of attendance must apply for condonation in the prescribed form with the prescribed fee. Students with 65% to 70% of attendance must apply for condonation in the prescribed form with the prescribed fee along with the Medical Certificate. Students with less than 65% attendance are not eligible to appear for the examination and they shall re-do the semester(s) after completion of the course, with the prior permission of the Controller of the Examination, and The Registrar of the University.

7. **Maternity Leave –** The student who avails maternity leave may be considered to appear for the examination with the approval of Staff i/c, Head of the Department, Controller of Examination and The Registrar.

8. **Any Other Information**

In addition to the above mentioned regulations, any other common regulations pertaining to the PG Programmes are also applicable for this Programme

M.B.A Tourism Management

Paper No.	Course Code	Course Title	Credits	Hours		CIA	ESE	Total
				T	P			
SEMESTER - I								
1	P21TMT11	Core - I Management Process and Organizational Behaviour	4	5	-	25	75	100
2	P21TMT12	Core - II Fundamentals of Tourism	4	5	-	25	75	100
3	P21TMT13	Core - III Tourism Products of India	4	5	-	25	75	100
4	P21TMT14	Core - IV Accounting and Financial Management	4	6	-	25	75	100
5	P21TMT15	Core - V Managerial Economics in Tourism	4	5	-	25	75	100
6	P21TMS11	Supportive Course I (Skill-Practical): Executive Communication	2	-	4	25	75	100
		Total	**22**	**30**		**-**	**-**	**600**
SEMESTER - II								
7	P21TMT21	Core - VI Travel and Tour Operations Management	4	4	-	25	75	100
8	P21TMT22	Core - VII Tourism Marketing	4	4	-	25	75	100
9	P21TMT23	Core -VIII Foreign Exchange Management	4	5	-	25	75	100
10	P21TMT24	Core - IX Human Resource Management for Tourism	4	4	-	25	75	100
11	P21TMT25	Core - X Business Statistics	4	5	-	25	75	100
12		Non Major Elective	4	4	-	25	75	100
13	P21CSS22	Supportive Course II (Skill): Computer Skills for Web Designing and Video Editing	2	-	4	25	75	100
		Total	**26**	**30**		**-**	**-**	**700**
SEMESTER - III								
14	P21TMT31	Core - XI Tourism Policies and	4	4	-	25	75	100

		Planning						
15	P21TMT32	Core - XII Business Research Methods	4	5	-	25	75	100
16	P21TMT33	Core - XIII CRM & Social Media Marketing	4	4	-	25	75	100
17	P21TMT34	Core - XIV Destination Planning & Development	4	5	-	25	75	100
18	P21TMT35	Core - XV Itinerary Air Fares & Air Ticketing	4	5	-	25	75	100
19	P21TMT36	Core - XVI Tourism Laws & Ethics	4	5	-	25	75	100
20	P21WSS33	Supportive Course III: Women Empowerment	2	2	-	25	75	100
		Total	**26**	**30**				**700**
SEMESTER - IV								
21	P21TME411/ P21TME412	Elective-I: 1.Tourism and Travel Geography 2. Travel Pattern and TouristBehaviour 3. Any MOOC Course[$]	4	4	-	25	75	100
22	P21TME421/ P21TME422	Elective II: 1. E-Tourism 2. Hospitality, Hotel &Hoteliering 3. Any MOOC Course[$]	4	4	-	25	75	100
23	P21TMR41	Project	8	-	22	25	75	100
		Total	**16**	**30**				**300**
Total			**90**	**120**				**2300**

NON MAJOR ELECTIVE(NME)

NMEI- P21TMN21-**Front Office Management**

Additional Credit Courses (Mandatory)
1. **P21TMV11** - Value Added Program I-Two Credits(First Semester) – Conversational Hindi
2. **P21TMI21 -** Internship/Tourism Destination Visit – Two Credits (Second Semester)
3. **P21TMO31** - Online Courses – Two Credits (Third Semester)
4. **P21TMV42** - Value Added Program II-Two Credits (Fourth Semester) – Event Management

* Those who have CGPA 9 and want to do the project in industry institution during 4th semester may opt these two papers in third semester.
$ The students can take one 4 credit course in MOOC as elective or two 2 credit courses in
MOOC as elective with the approval of Department committee.

Outside class hours
- Health, Yoga and Physical Fitness
- Library Information access and utilisation
- Employability Training

10. PROGRAM OUTCOMES (POs)
On successful completion of the MBA (Tourism & Travel Management) program, students would have
PO1:acquired comprehensive knowledge of key management concepts and principles in tourism management.
PO2:obtained skills in planning, developing and sustaining tourism products.
PO3:widened their critical thinking ability and analytical skills for effective decision-making in the tourism and hospitality management.
PO4:imbibed entrepreneurial qualities and risk-taking abilities to successfully manage and attract the tourists
PO5:developed their creativity and innovation skills specifically in the field of tourism and Travel.
PO6:moulded themselves as leaders who can manage teams in diverse environments.
PO7:prepared themselves to face future challenges to sustain the practice of tourism in the local and global context

11. PROGRAM SPECIFIC OUTCOMES (PSO)
Upon completion of this Programme, the students would have
PSO1: acquired analytical and quantitative skills to analyze and formulate
business decisions in the tourism and travel industry.
PSO2:been able to apply leadership principles to manage in a diverse and global
business environment.
PSO3:developed the skills to demonstrate their ability to define, identify, and evaluate ethical
business practices.
PSO4:been exposed to real business situations through destination visits and projects in
Tourism, Travel, and Hospitality sector.
PSO5:acquired the spirit to continuously learn, improvise, adapt, energize, excel and shine
in their career/profession.

SEMESTER - I

Course Code	P21TMT11	MANAGEMENT PROCESS AND ORGANISATIONAL BEHAVIOUR	L	T	P	C
CORE I			5	-	-	4

Cognitive Level	K1: Recall K2: Understand K4: Analyze K5: Evaluate
Course objectives	The Course aims to 1. introduce students to the basic principles and practices of management. 2. elaborate on the managerial functions. 3. present new perspectives in management 4. enable students learn the core concepts of organisational behaviour. 5. discuss the foundations of individual behaviour, group behaviour and organisational dynamics.

UNIT 1- Management

Definition – Evolution of management thought – Goal – Functions of Management - Management skills – Levels of Management – Modern management. **Planning:** Nature and importance of planning - Planning process– Components of planning – Planning premises - Strategic planning - Decision-making – Meaning – Types and process.

UNIT 2 –Organizing

Nature, purpose and kinds of organisation structure – Principles and theories of organisation – Departmentation.**Staffing:** Nature – Scope – Functions – Selection, Training and Development.

UNIT 3 -Directing

General principles, importance and techniques – Leadership: Theory, Styles – **Controlling**: Objectives and process of control –control techniques. **New Perspectives in Management**: Strategic alliances and joint ventures – Core competence – Business process reengineering – Total quality management – Bench marking – Cross culture management.

UNIT 4 - OrganisationalBehaviour

: Meaning – Elements – Need and importance – Approaches – Models – Levels**.**
Individual Behaviour: Individual differences – Ability - Personality: Meaning – Personality types - Attitudes: Components – Formation.

UNIT 5 -Group Dynamics

Group: Definition – Reasons – Types – Formation and development – Group Norms: Meaning – Types - Group Cohesiveness: Meaning – Advantages – Group Conflict: Meaning – Reasons – Management of group conflict. **Organisational Dynamics**: Organisational Effectiveness: Meaning – Approaches – Factors contributing effectiveness – Organisational Change: Meaning – Nature – Causes of change – Resistance to change – Management of change.

References:

1. Koontz, H., &Weihrich, H. Essentials of Management, Tata McGraw Hill, 2010.
2. Harold Koontz & Heinz Weihrich, Essentials of Management: An International and Leadership Perspective,McGraw Hill, 2012.
3. Prasad L. M, Principles and Practice of Management, Sultan Chand, 2019.
4. Stephen P. Robbins, Timothy A Judge and NeharikaVohra, Organisational Behaviour, Pearson India, 18th edition, 2018.
5. Fred Luthans, Organisational Behaviours, McGraw Hill Book Co., 12th edition, 2017.
6. Ashwathappa K, Organisational Behaviour, Himalaya Publishing House, 2018.

Course Outcomes

On successful completion of the course, the students will be able to,

K1	CO1	define the basic principles and practices of management.
K2	CO2	explain the managerial functions.
K4	CO3	critically comment on new perspectives in management
K2	CO4	describe the core concepts of organisationalbehaviour
K5	CO5	discuss the foundations of individual, group &organisationalbehaviour

Mapping of COs with POs& PSOs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	M	M	M	M	S	M	S	S	S
CO2	S	S	S	S	S	S	S	M	S	S	S	M
CO3	S	S	M	S	M	S	M	S	S	M	M	S
CO4	S	M	S	S	M	S	S	M	M	M	S	S
CO5	S	S	S	M	S	M	M	S	M	S	S	M

Strongly Correlating (S)	-	3 marks
Moderately Correlating (M)	-	2 marks
Weakly Correlating (W)	-	1 mark
No Correlation (N)	-	0 mark

Course Code	P21TMT12	FUNDAMENTALS OF TOURISM	L	T	P	C
CORE II			5	-	-	4
Cognitive Level	**K2:** Understand **K3:** Apply **K4:** Analyze **K5:** Evaluate					
Course objectives	**The course aims to** 1. understand the fundamentals of tourism 2. identify travel agency operations 3. critically analyse the emerging trends in tourism 4. examine the functions of tourism development organisations 5. equip students with needed knowledge and skills to compete in the job market					

UNIT- 1 Growth of Tourism:

Tourist/ Visitor/ Traveler/ 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-2 Tourism Systems & Models:

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 Behaviourmodel – Butler's Tourism Area Life Cycle (TALC) model – Doxey'sIrridex Index model – Crompton's Push and Pull Theory – Stanley Plog's Psychographic model – Gunn's Tourism Planning model – Demonstration effect.

UNIT-3 Tourism Industry:

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-4 Tourism Impact:

Economic, Social, Cultural, and Environmental–Positive and 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 AYOG – Tourism business during post liberalization andpost globalization period.

UNIT-5Tourism Organizations in Development and Promotion of Tourism:

United Nations World Tourism Organisation (UNWTO), International Air Transport Association (IATA) –International Civil Aviation Organisation (ICAO) –World Travel and Tourism Council (WTTC) –International Hotel and Restaurant Association (IHA) – The Federation of Hotel and Restaurant Associations of India (FHRAI) –Indian Tourism Development Corporation (ITDC) –Indian Convention Promotion Bureau (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 – Their role and functions.

References

1. Charles R Goeldner& Brent Ritchie J R, Tourism: Principles, Practices, Philosophies, 12thedn, Wiley, 2011.
2. Sampad Kumar Swain, Tourism: Principles and Practices, Oxford University Press, 2011.
3. Dillip Kumar Das SoumendraNathBiswas, Tourism: Concepts, Issues and Impacts, Sage Pub, 2019.
4. Stephen J Page, Tourism Management: An Introduction, 6thedn, Routledge, 2019.
5. Clare Inkson, Tourism *Management: An Introduction*, 2ndedn, Sage, 2018.

Course Outcomes

On successful completion of the course, the students will be able to

K2	CO1	understand the historical development of tourism
K3	CO2	classify the types of tourism
K4	CO3	apply the knowledge in tour operation and travel agency business
K5	CO4	analyse the emerging trends in transportation sector with real time samples
K6	CO5	examine the role and key functions of tourism organizations

Mapping of COs with POs &PSOs:

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	S	S	S	S	S	S	S	M	M	S
CO2	S	M	S	M	S	M	S	S	S	S	S	S
CO3	S	S	S	M	S	S	S	S	M	M	S	S
CO4	S	S	M	S	S	S	S	S	S	S	S	S
CO5	S	S	M	M	S	S	S	S	M	S	S	S

Strongly Correlating (S)	-	3 marks
Moderately Correlating (M)	-	2 marks
Weakly Correlating (W)	-	1 mark
No Correlation (N)	-	0 mark

Course Code	P21TMT13	TOURISM PRODUCTS OF INDIA	L	T	P	C
CORE III			5	-	-	4

Cognitive Level	K2: Understand K3: Apply K4: Evaluate

Course objectives	The course aims to
	  1. know about the various tourism products of India
	  2. create environmental awareness
	  3. enhance the knowledge of our own culture
	  4. develop new tourist attractions
	  5. evaluate the tourism circuits in India

UNIT – 1 -Tourism and Civilization

Antiquity of Ancient Indian Civilizations – Pre and Post Vedic Periods –Upanishads – Aranyakas – Medical Science of Ancient India: Ayurveda, Yoga and Meditation –Science and Technology in Ancient India – Major Religious Centers of India – Holy Places connected with Hinduism, Buddhism, Jainism, Sikhism, Islamism, Christianity, Zoroastrianism and Other Religious Sects.

UNIT – 2 -Historical Monuments of India

Jain and Buddhist Caves – Pillars –Stupas – Monasteries – Ancient, Medieval and Modern Hindu Temple Art, Architecture& Iconography – Islamic Art and Architecture: Forts, Palaces, Mosques, Masjids and Mausoleums – Colonial Art and Architecture – Major Fairs and Festivals – Classical Dances, Folk Dances – Indian Music: Different Schools – Status of Indian Music – Indian Museums, Art Galleries, Libraries – Indian Cuisines – Handicrafts of India.

UNIT – 3 -National Parks, Wildlife Sanctuaries and Biosphere Reserves of India

Locations – Accessibility – Facilities – Amenities – Uniqueness of Dachigam, Corbett, Ranthambore, Hazaribag, Similipal, Bhitarkanika, Kanha, Bandhavagarh, Mudumalli, Periyar, Gir, Sunderbans, Manas, Valley of Flowers, Hill Stations: Locations – Accessibility – Facilities – Amenities – Uniqueness of Gulmarg, Kullu&Manali, Shimla, Mussorie, Nainital, Panchmarahi, Mahabaleswar, Chikmangulaur, Coorg, Munnar, Ooty, Kodiakanal, Arakku, Darjeeling, Gangtok, Shillong, etc – Tourist Attractions of Himalayas.

UNIT – 4Adventure Sports

Adventure sports in Himachal Pradesh, Jammu & Kashmir, Uttarakhand, Leh and Ladakh – Commercial Attractions – Amusement Parks, Gaming, Shopping, Live Entertainments, Islands, Beaches, Deserts of India.

UNIT –5Major Tourism Circuits of India

Inter State and Intra-State Circuits – World Heritage Sites of India – Important places associated with the Works and Life of Legendry Figures – Mahatma Gandhi, Pt. Jawaharlal

Nehru, Dr. B.R. Ambedkar, Swami Vivekananda, Rabindranath Tagore, Subash Chandra Bose &SardarVallabhai Patel – Important places related to India's Freedom Struggle.

References
1. Hilary du Cros, Bob McKercher, Cultural Tourism, 3rdedn, Routledge, 2020.
2. James Higham& Tom Hinch, Sport Tourism Development, 3rdedn, Channel View Pub, 2018.
3. Tammie J Kaufman, Cultural and Heritage Tourism and Management, Business Expert Press, 2018.
4. Maria Alvarez, et-al, Heritage Tourism Destinations: Preservation, Communication and Development, CABI Pub, 2016.
5. Rals Buckley, Adventure Tourism Management, Taylor & Francis, 2011.

Course Outcomes

On the successful completion of the course, students will be able to

K2	CO1	know the overview of Indian Culture and Society
K2	CO2	understand the Cultural heritages of India
K4	CO3	analyze the role of different products in attracting tourists
K4	CO4	assess the varied physical features of India
K3	CO5	review the different adventurous sports and wild life

Mapping of COs with POs &PSOs:

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	S	S	S	S	S	S	S	M	M	S
CO2	S	M	S	M	S	M	S	S	S	S	S	S
CO3	S	S	S	S	M	S	S	M	S	S	S	S
CO4	S	S	M	S	S	S	S	S	M	S	S	S
CO5	S	S	M	M	S	S	S	S	M	S	S	S

Strongly Correlating (S)	-	3 marks
Moderately Correlating (M)	-	2 marks
Weakly Correlating (W)	-	1 mark
No Correlation (N)	-	0 mark

Course Code	P21TMT14	ACCOUNTING AND FINANCIAL MANAGEMENT	L	T	P	C
CORE IV			5	-	-	4

Cognitive Level	**K1:** Recall
	K2: Understand
	K3: Apply
	K4: Analyze
	K5: Evaluate
Course objectives	**The Course aims to**
	1. learn the basic accounting concepts and principles and preparation of final accounts
	2. understand the basic concepts in financial management
	3. help the students to analyze and interpret the financial statements
	4. train the students to prepare the cost sheet and various types of budgets for tourism management
	5. apply accounting techniques and finance strategies in the field of tourism activities

UNIT-1Financial Accounting

Concepts and Conventions – Double Entry System – Preparation of Journal, Ledger and Trial Balance – Users and Uses of Accounting information.

UNIT -2Preparation of Final Accounts

Trading, Profit and Loss Account and Balance Sheet –Adjustment Entries - Accounts of Non-Profit Organizations: Income and Expenditure Account – Receipts and Payments: Travel Agency & Hotel Accounting.

UNIT –3Financial Statement Analysis and Interpretation

Meaning – Types of Analysis – Objectives – Importance – Tools of Analysis, Marginal Costing – Concept, Techniques & Applications – Cost Volume Profit Relationship – Break-Even Analysis.

UNIT-4Cost Accounting

Concept – Distinction Between Costing and Cost Accounting – Elements of Cost – Preparation of Cost Sheet – Types of Costs - Establishing Cost Standard, Types of Budget, Preparation of Budget, and Zero Based Budgeting.

UNIT -5Financial Management

Scope – Objectives – Finance Functions – Major Financial Decisions – Sources of Finance: Long-Term and Short-Term – Advantages and disadvantages of different Sources of Funds, Capital Structure, Capital Budgeting, Internal Financial Control, Problems of Financial

Management Unique to Hospitality Industry, Working Capital Management, Cash Management, Opportunities and Challenges for Investments in Hotel, Aviation & Tourism Related Sectors, Role of TFCI and Other Financial Organizations.

References

1. Pandey I.M, Financial Management, 12th edn, Pearson, 2021.
2. Rustagi R P, Taxmann's Fundamentals of Financial Management, 15th edn, Taxmann Pub, 2020.
3. Khan and Jain, Financial Management: Text, Problems and Cases, 8th edn, McGraw Hill, 2018.
4. Srinivasan NP &SakthivelMurugan M, Accounting for Management, 2nd edn, S.Chand, New Delhi, 2016.
5. Shukla M.C, Grewal T.S & Gupta P.C, Advanced Accountancy, 19th edn, S.Chand, New Delhi, 2016.
6. Maheswari SN, Problems and Solutions in Cost Accounting, 13th edn, Sultanchand& Sons, New Delhi, Reprint 2014.

Course Outcomes

On successful completion of the course, the students will be able to,

K2	CO1	explain the basic accounting concepts and principles and prepare final accounts – Trading Account, Profit and Loss Account and Balance Sheet of an organisation.
K5	CO2	analyse and interpret the financial statements by application of tools – Common Size and Comparative Statements,
K4	CO3	examine the financial application of financial management in tourism and travel organizations
K3	CO4	computecost sheet and various types of budget
K5	CO5	demonstrate their knowledge, understanding and application of accounting and financial strategies in tourism and travel sectors.

Mapping of COs with POS & PSOs

CO/ PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	S	M	S	S	M	M	S	S	S	M	M
CO2	S	S	S	M	S	S	M	S	S	M	S	S
CO3	S	S	S	M	M	S	M	S	S	S	S	M
CO4	S	M	S	S	S	M	M	S	S	M	M	S
CO5	S	S	M	M	S	S	S	S	M	M	S	M

Strongly Correlating (S)	-	3 marks
Moderately Correlating (M)	-	2 marks
Weakly Correlating (W)	-	1 mark
No Correlation (N)	-	0 mark

Course Code	P21TMT15	MANAGERIAL ECONOMICS IN TOURISM	L	T	P	C
CORE V			5	-	-	4
Cognitive Level	K2: Understand K3: Apply K5: Evaluate K6: Create					
Course objectives	The Course aims to 1. introduce students to foundational concepts of demand & supply 2. discuss cost concepts & production function 3. provide an understanding of the market structure and its implications 4. assist students in the concept of profit and its applications 5. discuss key aspects of national income 6. know the economic impact on tourism					

UNIT-1-Economics and Tourism

Circular flow of economy – Tourism Demand: Types of tourism demand – Elasticity of demand and supply – Determinants of tourism demand – Life Cycle factors – Measurement of tourism demand – National and International Tourism demand – Tourism demand forecasting – Methods of forecasting – Law of Marginal Utility.

UNIT-2Cost Concepts

Short Run vs. Long Run Costs – Types of Cost, Production Function: Input- Output relationship – Law of Variable Proportions – Returns to Scale – Break Even Analysis.

UNIT-3-Tourism Market Structure & Competition

Product Markets –Price determination under perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly, pricing: determinants of price – Price discrimination – Degrees of price discrimination.

UNIT-4Macro Economic Environment

National Income Analysis – GDP, NNP, Per Capita Income – Business Cycle - Fiscal and Monetary Policies –Multiplier effect.

UNIT-5- Economic Impact of Tourism

Economic Transition in India, Liberalization, Privatization and Globalization - Government's Role in Tourism– Economic Transition in India: Liberalization, Privatization and Globalization – Business and Government – Public-Private Participation (PPP) – Investment: Industrial Finance – Foreign Direct Investment (FDI)–Displacement effect and tourism demonstration effect &tourism – Tourist spending – Costs and benefits of tourism to community – Environmental economics.

References:

1. PiyaliGhoshGeetika, Purba Roy Chowdhury, Managerial Economics, Tata McGraw-Hill, 2017.

2. Mehta P L, Managerial Economics, Sultan Chand and Sons, 2016.

3. D N Dwivedi, Managerial Economics, Vikas Publishing House, 2015.

4. Varshney and Maheswari, Managerial Economics, Sultan Chand and Sons, 2014.

5. Rangarajan L, Principles of Macro Economics, Tata McGraw-Hill, 2011.

Course Outcomes

On successful completion of the course, the students will be able to,

K2	CO1	explain concepts related to demand and supply
K6	CO2	discuss cost concepts and production function.
K2	CO3	describe the market structure and its implications
K3	CO4	critically comment on key aspects of national income
K5	CO5	analyse the impact of economics on Tourism

Mapping of COs with POS & PSOs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	S	M	M	S	S	S	M	M	S
CO2	S	S	M	S	S	M	M	M	S	S	S	M
CO3	S	M	S	S	S	M	S	M	S	S	M	M
CO4	S	S	S	S	M	M	M	S	M	S	S	S
CO5	S	S	M	M	S	M	S	M	S	M	S	S

Strongly Correlating (S)   -   3 marks
Moderately Correlating (M)   -   2 marks
Weakly Correlating (W)   -   1 mark
No Correlation (N)   -   0 mark

Course Code	P21TMS11	EXECUTIVE COMMUNICATION	L	T	P	C
SUPPORTIVE COURSE-I			4	-	-	2
Cognitive Level	**K2:** Understand **K3:** Apply K4: Analyze **K5:** Evaluate **K6:** Create					
Course objectives	**The course aims to** 1. make the students learn about executive communication 2. understand oral communication and presentations & speeches in business 3. give practice to the students to enable them to write business letters & reports 4. create awareness on technology in executive communication					

UNIT 1:Introduction to Executive communication

Meaning – Importance – Objectives – Principles of Communication – Forms of communication – Communication Process – Barriers to effective communication.

UNIT 2:Oral Communication

Gestures – Postures – Facial expressions – Dress codes – Listening & Speaking: Techniques of eliciting response – Probing questions – Observation – Business and social etiquettes. Presentations & Speeches: Principles of effective speech and presentations – Technical & Non-technical presentations – Speech of introduction – Speech of thanks – Occasional speech – Theme speech – Use of audio-visual aids.

UNIT 3:Written Communication

Purpose of writing – Clarity in writing – Principles of effective writing – Writing process: Pre writing – Writing – Revising – Specific writing features – Coherence – Electronic writing process. Business Letters – Types – Writing routine and persuasive letters – Positive and Negative messages.

UNIT 4:Business Reports

Types of Business Reports – Format – Checklist for compiling reports – Executive Summary – Compiling a Press Release – Organization Reports by Individual, Committee –

UNIT 5-Conducting Meetings

Procedure – Preparing Agenda, Minutes and Resolutions – Conducting Seminars and Conferences.Technology in Communication**:** Fax – Mobile Phones – Intercom – Email – Video Conferencing – Internet – Websites.

REFERENCES:

1. Rajendra Pal & J S Korlahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi. 2012.
2. RK Madhukar, Business Communication, 3rd edition, Vikas Publishing House Pvt Ltd, 2018.
3. Devaraj&Anthonysamy K.S., Executive Communication, 3rd ed., TMH, New Delhi. 2009.
4. Lesikar, Flatley, Rentz&Pande, Business Communication, 11th ed., TMH, 2010.
5. Chaturvedi P. D, &MukeshChaturvedi ,Business Communication : Concepts, Cases And Applications, 2nd ed., Pearson Education, 2011.
6. Andrea J. Rutherford, Basic Communication Skills for Technology, 2nd edition, Pearson Education Asia, New Delhi, 2010.

Course Outcomes

On successful completion of the course, the students will be able to,

K2	CO1	understand the communication process and barriers
K3	CO2	develop Presentation & speeches way of oral communication in business
K6	CO3	create knowledge on written communication in business
K5	CO4	evaluate Business letters and reports
K4	CO5	analyse uses of technology in communication

Mapping of COs with POs& PSOs

CO/ PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	M	S	S	S	M	S	M	S	M	S	S
CO2	S	M	S	S	M	S	M	S	M	S	S	S
CO3	S	S	S	M	S	M	S	M	S	S	M	S
C04	S	S	M	S	S	S	M	S	S	S	S	S
CO5	S	S	S	M	S	S	S	M	S	S	S	S

Strongly Correlating (S)   -   3 marks
Moderately Correlating (M)   -   2 marks
Weakly Correlating (W)   -   1 mark
No Correlation (N)   -   0 mark

SEMESTER- II

Course Code	P21TMT21	TRAVEL AND TOUR OPERATIONS MANAGEMENT	L	T	P	C
CORE VI			4	-	-	4
Cognitive Level		**K2:** Understand **K3:** Apply **K4:** Analyze **K5:** Evaluate				
Course objectives		The course aims to 1. know about the various concepts in tour operations management 2. enhance the knowledge on tour 3. get skills in heritage management 4. prepare travel package and costing 5. be aware of environmental problems due to tourism and thereby planning environment-friendly sustainable tourism activities				

UNIT-1:Travel Trade

Historical Perspectives - Emergence of Thomas Cook, Cox and Kings and American Express Company - Types of Tour - Types of Tour Operators - Full Service Agency, Commercial Agency, Implant Agency, Group / Incentive Agency - Wholesale and Retail Travel Agency Business - Linkages and Integration with the Principal Service Providers - Changing Scenario of Travel Trade.

UNIT-2:Travel Agency and Tour Operation Business

Functions of Travel Agency - Setting Up A Full-Fledged Travel Agency - Sources of Income of A Travel Agency - Diversification of Business - Significance of Travel Agency Business - Travel Insurance, Forex, Cargo & MICE – Documentation - IATA Accreditation - Recognition from Government.

UNIT-3:Itinerary Planning & Development

Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Don'ts of Itinerary Preparation - Tour Formulation and Designing Process - FITs & Group Tour Planning and Components - Special Interest Tours (SITs).

UNIT-4-:Tour Packaging & Costing

Importance of Tour Packaging - Classifications of Tour Packages - Components of Package Tours - Case of India's Tour Package - Case of Outbound Tour Package-Concept of Costing - Types of Costs - Components of Tour Cost - Preparation of Cost Sheet - Tour Pricing - Calculation of Tour Price - Pricing Strategies - Tour Packages of Thomas Cook, SOTC, Make My Trip and Cox & Kings.

UNIT-5:Travel Trade Organisations

Objectives, activities and functions of United Federation of Travel Agents' Association (UFTAA) –Pacific Area Travel Association (PATA) –Travel Agents Association of India (TAAI) –Indian Association of Tour Operators (IATO) – American Society of Travel Agents (ASTA) –Association of Tourism Trade Organisations of India (ATTOI) –Association of Domestic Tour Operators of India (ADTOI) –International Air Transport Association (IATA) – IATA Agents Association of India (IAAI) – Travel Agents Federation of India (TAFI).

References

1. ApsaraSaleth Mary, The Principles of Travel Agency and Tour Operation Management, White Falcon Pub, 2021.
2. Md Abu Barkat Ali, Travel and Tourism Management, PHI, 2015.
3. Negi, K.S., Travel Agency Management, Wisdom Press, 2011.
4. Goeldner, R& Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley, 2010.
5. SunetraRoday, et-al, Tourism Operations and Management, Oxford University Press, 2009.

Course Outcomes

On the successful completion of the course, students will be able to,

K2	CO1	make the students understand the significance of destination management
K2	CO2	understand various legislations pertaining to tourism
K4	CO3	explore the significance of Heritage Management
K5	CO4	evaluate the impact of travel agencies on tour operations
K3	CO5	apply the skills and enable students to get jobs

Mapping of COs with POs &PSOs:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	S	M	M	S	S	S	M	M	S
CO2	S	S	M	S	S	S	S	M	S	S	S	M
CO3	S	M	S	S	S	M	S	M	S	S	S	M
CO4	S	S	S	S	M	S	M	S	M	S	S	S
CO5	S	S	M	S	S	S	S	M	S	S	S	S

Strongly Correlating (S)   -   3 marks
Moderately Correlating (M)   -   2 marks
Weakly Correlating (W)   -   1 mark
No Correlation (N)   -   0 mark

Course Code	P21TMT22	TOURISM MARKETING	L	T	P	C
CORE VII			4	-	-	4
Cognitive Level	K1: Recall K2: Understand K4: Analyse K5: Evaluate K6: Create					
Course objectives	**The course aims to** 1. learn the marketing concepts, planning and environment and forecasting the market. 2. identify the market segments to devise strategies and to fix the target consumers for positioning the products. 3. understand the forces driving the consumer behaviour for decision-making, relationship and retention of customers. 4. familiarize the students with the contemporary marketing practices 5. provide an understanding of the elements in the tourism marketing mix and its application to create satisfied customers.					

UNIT-1:Tourism Marketing

Evolution of Marketing – The Tourism Product – Features of Tourism Marketing – Marketing Functions – Market Research – Tourism Marketing Mix.

UNIT-2:Tourism Consumer

Understanding the Market and the Consumer – Marketing Environment – Consumer Behaviour – Buyer Decision Process – Demand Forecasting - Market Segmentation – Targeting – Market Positioning.

UNIT-3:Tourism Product Mix

Product Designing – Branding and Packaging – New Product Development – Product Life Cycle.**Tourism Pricing:** Factors Influencing Pricing – Pricing Objectives – Procedure – Policies – Methods. **Tourism Place:** Logistics of tourism products – Place of ambience of site in tourism marketing – Accommodation of tourists – Online services in tourism.

UNIT-4:Tourism Promotion

Advertising: Meaning – Objectives – Deciding Advertising Budget – Advertising Copy/Layout – Media Planning, Selection and Scheduling – Measuring Advertising Effectiveness – Personal Selling: Meaning – Personal Selling Process –Sales Promotion: Methods and Strategies – Direct Marketing – Tele Marketing – Event Marketing – Public Relations – Promotion through Internet.

UNIT-5:Physical Evidence and Process in Tourism

Tourism planner – Tourism arrangement process – Procedure involved in tourism. **People in Tourism:** Employee behaviour in tourism organisations – Tourists orientation – Trends in Tourism Marketing – Marketing of Destinations, Airlines, Hotels, Resorts, Travel Agencies, Events and other Tourism sub-sectors and products.

References

1. Philip Kotler et al, Marketing for Hospitality and Tourism, 7edn, Pearson, 2016.
2. Philip Kotler, Marketing Management, 15thedn, Pearson Education India, Delhi, 2015.
3. Ramasamy VS &Namakumari, Marketing Management: Indian Context with Global Perspective, 5thedn, MacGraw Hill India, New Delhi, 2013.
4. Nilanjan Ray, Emerging Innovative Marketing Strategies in the Tourism Industry, Cengage Learning, 2015.
5. Chaudhary M, Tourism Marketing, Oxford University Press,2010.

Course Outcomes

On successful completion of the course, the students will be able to,

K1	CO1	focus on marketing concepts, planning and environment and forecast the market for healthier segmentation for targeting and positioning.
K2	CO2	understand the pulses of the consumer to build customer relationship and market share and segment the market for devising tourism marketing strategies.
K6	CO3	identify new tourism destinations, fix the price based on various methods, design the distribution channels.
K4	CO4	develop right promotional strategies through advertising, sales promotion and manage the sales force for efficient marketing and prepare tourism planner
K5	CO5	demonstrate professional interpersonal skills that will enable them to collaboratively interact with tourists to attain customer satisfaction

Mapping of COs with POs& PSOs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	M	S	M	S	S	S	M	S	S
CO2	S	M	M	S	M	S	S	M	S	M	S	S
CO3	S	M	M	S	M	M	S	S	M	S	M	M
CO4	S	M	S	M	S	S	S	S	M	S	S	M
CO5	S	S	M	S	S	M	M	S	S	S	M	S

Strongly Correlating (S)	-	3 marks
Moderately Correlating (M)	-	2 marks
Weakly Correlating (W)	-	1 mark
No Correlation (N)	-	0 mark

Course Code	P21TMT23	FOREIGN EXCHANGE AND MANAGEMENT	L	T	P	C
CORE VII			5	-	-	4
Cognitive Level	K1: Recall K2: Understand K3: Apply K4: Analyze K5: Evaluate					
Course objectives	**The course aims to** 1. impart the students with knowledge of foreign exchange markets 2. equip the students with basic knowledge on the economic fundamentals of exchange rates 3. teach the students nuances of Foreign Exchange trade 4. demonstrate the laws governing the Foreign Exchange Management in India 5. elaborate on trading on Foreign Exchange					

UNIT- 1: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- 2: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- 3: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- 4: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- 5Forex 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-

References

1. GargiSanati, Financing International Trade: Banking Theories and Applications, Sage, 2017.
2. Frederic S Mishkin& Stanley Eakins, Financial Markets and Institutions, 8[th]edn, Sage, 2017.
3. Jeevanandam C, Foreign Exchange: Practice, Concepts and Control, Sultan Chand & Sons, 2016.
4. Malabika Roy &SaikatSinha Roy, International Trade and International Finance, Sprinter, 2016.
5. Stanley Wayne, Forex: Forex Trading Strategy to Make Money in Online Trading, Kindle edn, 2016.
6. Rajwade A V & Desai H G, Foreign Exchange International Risk Management (including Derivatives), 5[th]edn, Shroff Pub, 2014

Course Outcomes

On successful completion of the course, the students will be able to,

K1	CO1	know about Foreign Exchange Management
K2	CO2	understand the economic fundamentals of Foreign Exchange Management
K3	CO3	know in detail the nuances of Foreign Exchange Trading Mechanism
K5	CO4	demonstrate the laws governing the Foreign Exchange
K4	CO5	evaluate the mechanisms of foreign exchange trade

Mapping of COs with POs& PSOs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	M	S	S	S	S	M	M	S	S	M
CO2	S	S	S	M	M	S	S	S	M	M	M	S
CO3	S	S	M	M	S	S	S	S	M	S	S	S
CO4	S	M	S	S	S	S	M	M	S	S	S	M
CO5	S	S	S	S	M	M	M	S	S	S	M	S

Strongly Correlating (S)	-	3 marks
Moderately Correlating (M)	-	2 marks
Weakly Correlating (W)	-	1 mark
No Correlation (N)	-	0 mark

Course Code	P21TMT24	HUMAN RESOURCE MANAGEMENT FOR TOURISM	L	T	P	C
CORE IX			4	-	-	4

Cognitive Level	K1: Recall
	K2: Understand
	K4: Analyze
	K5: Evaluate
Course objectives	**The course aims to**
	1. understand the evolution and functions of HRM
	2. explain the impact of environment on human resource management in Tourism Industry
	3. describe Recruitment, Selection & Induction functions
	4. give a broad overview of HRD, Appraisal and Compensation
	5. discuss the recent trends in HRM in Tourism Sector

UNIT 1Introduction to HRM

Evolution and Development of Human Resources Management – Functions – Scope — Role and Qualities of Human Resource Manager - Functions of Human Resource Management - Changing environment of Human Resource Management in Tourism Industry

UNIT 2Manpower Planning in Tourism

Job Design and Analysis – Approaches to Job Design – Process of Job Analysis – Types and Sources of Job Analysis – Information – Methods of collecting Job Analysis Information – Recent developments in Job Analysis – Human Resource Planning and Forecasting – Process – Supply and Demand Forecasting – Strategies for Manpower plan in Tourism sector

UNIT 3Recruitment & Selection

Process of Recruitment and Recruitment Policies and Procedures – Selection Process – Types of Tests – Types and Process of Interview – Placement and Induction – Placement process,– Process of Induction – Mobility : Promotion – Demotions – Transfers – Separation.

UNIT 4Human Resource Development in Tourism

Meaning – Need – Training – Types of training – Analyzing training needs – Techniques – Performance Appraisal: Steps – Methods – Potential Appraisal.

UNIT 5Trends in HRM:

Compensation: Concepts – Job Evaluation – Principles and Determinants of Compensation Recent Trends in HRM in Tourism Sector – Knowledge Management – e-HRM – Virtual Organisations– Competency Mapping – Cross-cultural Management.

References:

1. Gary Desslor, BijuVarkkey, Human Resource Management, Pearson Education 15th Edition, 2018
2. Ashwathappa, K Human Resource Management, McGraw Hill Education, 8th Edition, 2017
3. SeemaSanghi, Human Resource Management , Vikas Publishing House Pvt. Ltd., 2014
4. Sharon Pande&SwapnalekhaBasak, Human Resource Management-Test and cases, Vikas Publishing, 2nd edition, 2016
5. SubbaRao P, Personal and Human Resource Management: Text & Cases, Himalaya Publishing House, 2015

Course Outcomes

On successful completion of the course, the students will be able to,

K1	CO1	define HRM and trace the evolution of HRM
K2	CO2	explain the impact of the environment on human resource management in the Tourism Industry
K2	CO3	understand the Recruitment & Selection function
K4	CO4	examine the HRD Techniques, Appraisal and Compensation
K5	CO5	discuss the recent trends in HRM in Tourism Sector

Mapping of COs with POs& PSOs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	S	M	S	S	S	S	M	M	S
CO2	S	S	S	M	M	S	M	M	S	S	M	S
CO3	S	M	S	S	M	M	S	S	S	S	M	M
CO4	S	S	M	S	S	S	S	M	M	S	M	S
CO5	S	S	M	S	S	M	S	S	M	M	S	S

Strongly Correlating (S)   -   3 marks
Moderately Correlating (M)   -   2 marks
Weakly Correlating (W)   -   1 mark
No Correlation (N)   -   0 mark

Course Code	P21TMT25	BUSINESS STATISTICS	L	T	P	C
CORE X			5	-	-	4

Cognitive Level	K2: Understand K3: Apply K4: Analyze K5: Evaluate K6: Create
Course objectives	**The course aims to** 1. teach the students the basic concepts of Statistics 2. understand the concepts of probability and its application in decision making 3. enable the students to analyze the statistical data 4. elaborate on concepts of correlations and regression 5. demonstrate the decision-making ability by application of advanced statistical techniques

UNIT-1 Fundamentals of Statistics

Measures of Central Tendency: Mean- Median- Mode and Applications; Measures of Dispersion: Range, Mean Deviation, Standard Deviation, Coefficient of Variation (C.V.), Skewness, Kurtosis; Sample Statistics and Population; Type-I and Type-II Errors: Degrees of Freedom and Statistical Significance.

UNIT-2 Index Numbers

Types of Index Numbers, Uses of Index Numbers, Construction of Price, Quantity and Volume Indices:- Fixed Base and Chain Base Methods. Correlation:- Types of Correlation, Karl Pearson and Spearman Rank Correlation. Regression: Regression Equations and Applications, Partial and Multiple Correlation & Regression.

UNIT-3 Time Series Analysis

Concept, Additive and Multiplicative Models, Components of time series, Trend analysis: Least Square method - Linear and Non- Linear Equations, Applications in Business Decision-Making.

UNIT -4 Probability

Concept of Probability and Its Uses in Business Decision-Making; Addition and Multiplication Theorems; Baye's Theorem and Its Applications, Probability Theoretical Distributions: Concept and Application of Binomial, Poisson and Normal distributions

UNIT-5 Estimation Theory and Hypothesis Testing

Sampling Theory, Formulation of Hypotheses, Application of Z test, t-test, F-test and Chi-Square test. Techniques of association of Attributes & Testing. Non Parametric: Chi-square,

Man-Whitney, median and Kolmogorov-Smirnov - Paired Samples (Sign, Wilcoxon, McNemar and Kolmogorov-Smirnov, Binomial Phi, Cramer)

References

1. Gupta K R & Gupta M P, Business Statistics, Atlantic Pub, 2017.
2. Bowerman B, Business Statistics in Practice: Using Data, Modeling, and Analytics, McGraw-Hill, 2016.
3. Lee G, Business Statistics Made Easy, SAS Institute, 2015.
4. Newbold P, et-al, Statistics for Business and Economics, Pearson, 2012.
5. Groebner D F, et-al, Business Statistics: A Decision Making Approach, Pearson, 2011.

Course Outcomes

On successful completion of the course, the students will be able to

K2	CO1	understand the basic concepts of Statistics
K3	CO2	apply the concepts of correlation and regression in tourism decision making
K5	CO3	evaluate a time series for activities
K4	CO4	apply the concepts of probability in decision making
K6	CO5	create reports after using advanced statistical techniques

Mapping of COs with POs& PSOs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	S	M	M	S	S	S	S	M	S
CO2	S	M	S	S	S	M	S	S	M	S	S	S
CO3	S	S	S	M	S	S	S	M	S	S	S	M
CO4	S	M	S	S	S	M	M	S	S	M	S	S
CO5	S	S	S	S	M	S	S	M	M	S	S	S

Strongly Correlating (S)	-	3 marks
Moderately Correlating (M)	-	2 marks
Weakly Correlating (W)	-	1 mark
No Correlation (N)	-	0 mark

Course Code	P21TMN21	FRONT OFFICE MANAGEMENT	L	T	P	C
ELECTIVE – I (NME)			4	-	-	4
Cognitive Level		K2: Understand K3: Apply K5: Evaluate K6:Create				
Course objectives		**The course aims to** 1. understand the basic concepts of front office management 2. classify various types of hotels, tariffs and facilities 3. examine the reservation system, types, booking and payment modes in hotel accommodation 4. effectively communicate with customers and follow etiquettes 5. create front office executives with the required skills for the hotel industry				

UNIT – 1 :Structure of Front Office Department

Functional Organisation of Front office – Front Desk Layout – Layout of the front office, Different section of the front office and their importance, Qualities of Front Office staff.

UNIT – 2:Accommodation Concept:

Size and Types of Hotel – Types of Rooms - Rate Categories – Food Plans – Basis of Charging Room Rates – Tariff Card Module-III.

UNIT – 3 :Reservation Activities

Processing of reservation request – Systems, Sources & Modes of Reservation – Types of Reservation – Systems of Reservation Amendments and cancellations procedures – Group reservation – Overbooking – Modes of Payments – Advantages and Disadvantages.

UNIT – 4:Communicate with Customer and Colleagues

Maintain standard of etiquette and hospitable conduct – Maintain customer-centric service orientation – Follow gender and age sensitive service practices Module-V.

UNIT – 5 :Pre-registration Activities

Methods of registration – Room & rates assignment – Handling registration of Foreigners – Room change procedure – Telephonic etiquettes/ manners – Need for developing the telephone skills – Personal Care & Safety: Maintain health and hygiene – Maintain safety at work place.

References

1. Camponcerro, et-al, best practices in hospitality and tourism marketing and management, springer, 2019.

2. Sudhirandrews, textbook of front office management & operations, mcgraw hill, 2017.
3. Michael l kasavana, managing front office operations, 10thedn, american hotel motel assn, 2017.
4. Jagmohannegi, hospitality reception and front office: procedures and systems, s.chand, 2013.
5. James a bardi, hotel front office management, 5thedn, wiley, 2012.
6. Anutoshbhakta, professional hotel front office management, mcgraw hill, 2011.

Course Outcomes

On the successful completion of the course, students will be able to

K2	CO1	learn the basics concepts of front office
K3	CO2	identify the types of hotels, tariff charged and facilities
K3	CO3	exercise the reservation system, booking and payment modes in hotels
K5	CO4	follow etiquettes and communicate with customers clearly
K6	CO5	apply the front office skills to get placed in star hotels

Mapping of COs with POs &PSOs:

CO/ PO	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	S	M	M	S	M	M	S	S	S	S	M
CO2	S	M	S	S	S	M	S	S	S	M	S	S
CO3	S	S	S	S	S	S	M	M	S	S	S	S
CO4	S	S	S	M	S	S	S	M	S	S	S	M
CO5	S	S	S	S	M	M	M	S	S	S	M	M

Strongly Correlating (S)   -   3 marks
Moderately Correlating (M)   -   2 marks
Weakly Correlating (W)   -   1 mark
No Correlation (N)   -   0 mark

SEMESTER- III

Course Code	P21TMT31	TOURISM POLICIES AND PLANNING	L	T	P	C
CORE - XI			4	-	-	4

Cognitive Level	K2: Understand
	K3: Apply
	K4: Analyze
	K5: Evaluate
	K6: Create
Course objectives	**The course aims to**
	1. understand the institutional framework of tourism industry
	2. describe the process of policy making bodies
	3. examine the features of National Tourism Policy 2002
	4. formulate tourism plans for destinations
	5. develop tourism planning at local level to international level and discussion on case studies of state tourism policies

UNIT – 1:Tourism Policy

Concept –Need –Objectives –Institutional framework and the principal lines of public tourism policy – The role of govt. public and private sector in formulation of tourism policy – The role of international, national, state and local tourism organizations in carrying out tourism policies.

UNIT – 2:Tourism Policy Formulating bodies

Goal of national administration and tourism policy – Policy making bodies and its process at national level – Outline of L.K.Jha Committee (Ad-hoc Committee), 1963 – National Tourism Policy, 1982 – National Committee Report, 1998 – National Action Plan on Tourism, 1992.

UNIT – 3:Administration of Tourism Policy

National Tourism Policy, 2002 – Opportunities for investments in hotel sector & Tourism related organizations – Incentives and concessions extended for tourism projects and resources of funding – Case study of TFCI 23.

UNIT – 4Tourism Planning

Background – Approaches– Process – Techniques of plan formulation – Planning for Tourism Destinations: Objectives –Methods –Steps –Factors influencing planning – Destination life cycle concept.

UNIT – 5Tourism Planning at International, National, Regional, State and Local Levels
The traditional approach – PASLOP method of tourism planning – Important feature of five year tourism plans in India – Elements – Agents – Processes and typologies of tourism development – Case study of selected state tourism policies (Tamil Nadu and Pondicherry).

References

1. DimitriosStylidis&BoopenSeetanath, Tourism Planning and Development in South Asia, CABI Pub, 2021.
2. Aleksa S Vucetic, Tourism Policy and Development, TuristickaPolitika, 2020.
3. KonstantinosAndriotis, et-al, Tourism Policy and Planning Implementation: Issues and Challenges, Routledge, 2020.
4. David Edgell&Jasan R Swanson, Tourism Policy and Planning, 3rdedn, Routledge, 2018.
5. Robin Nunkoo, & Stephen L J Smith, Trust, Tourism Development and Planning, Routledge, 2017.

Course Outcomes

On successful completion of the course, the students will be able to

K2	CO1	explain the institutional framework of the tourism industry
K3	CO2	role and description of the process of policymaking bodies
K5	CO3	examine the opportunities for investments in the tourism and hotel industry
K4	CO4	formulate the tourism plans and techniques for various destinations
K6	CO5	apply the typologies of tourism development through tourism policies

Mapping of COs with POs& PSOs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	S	S	S	M	S	M	S	S	S
CO2	S	M	M	S	S	M	S	S	S	S	S	M
CO3	S	S	S	M	S	S	M	S	S	S	S	M
CO4	S	S	S	M	S	M	S	S	M	S	S	S
CO5	M	M	S	S	S	S	M	S	S	S	S	S

Strongly Correlating (S)	-	3 marks
Moderately Correlating (M)	-	2 marks
Weakly Correlating (W)	-	1 mark
No Correlation (N)	-	0 mark

Course Code	P21TMT32	BUSINESS RESEARCH METHODS	L	T	P	C
CORE - XII			5	-	-	4
Cognitive Level		K1: Understand K3: Apply K5: Evaluate K6:Create				
Course objectives		The course aims to 1. identify the research problems and prepare a research design. 2. develop the methodology and test the research instruments for the research. 3. describe the methods of data collection and to fix the sample to collect the data 4. analyse the data by applying suitable statistical tools and interpret the results. 5. describe the mechanism of writing a good report with the required contents.				

UNIT-1 :Research

Meaning – Types of Research – Significance of Research in Business Sciences – Research Problem: Identification – Selection and Formulation – Review of Literature – Importance – Hypothesis: Meaning – Types – Characteristics – Sources – Formulation of hypotheses – Errors in hypotheses – Research Design – Components of a Research Design.

UNIT-2: Sampling

Principles of Sampling – Characteristics – Probability and Non-probability Sampling Methods – Sampling & Non-Sampling errors – **Methods of Data Collection:** Collection of Primary Data: Observation, Interview and Questionnaires – Essentials of a Good Schedule and Questionnaire – Secondary Data: Sources – Choice between Primary and Secondary Data.

UNIT-3:Scaling Techniques

Meaning – Importance – Types – Methods of their construction.**Measurement in Research:** Test of sound measurement – Techniques of developing measurement tools – Pretesting – Pilot Study.

UNIT-4 :Statistical Analysis

Univariate analysis - Interpretation of Mean, Median Mode; Standard deviation, Coefficient of Variation. Bivariate Analysis: Cross tabulations - Analysis of Variance: One way and two-way Classification –**Multivariate analysis:** Factor, Cluster, MDS, Discriminant ananlysis (theory only) – SPSS and its applications..

UNIT-5:Data Analysis and Report Writing

Processing of Data: Editing, Coding, Classification and Tabulation – Graphical Representation of Data: Appropriate Usage of Bar charts, Pie charts, Line charts, Histograms – Validation analysis and Interpretation –Report Writing: Meaning – Types – Steps in Report Writing – Layout of the Research Report – Mechanics of Writing a good Research Report – Appendix: Norms for using Index and Bibliography.

References

1. CR. Kothari, Research Methodology: Methods and Techniques, New Age Publishers, 2017.
2. Sekaran& Roger Bougie, Research Methods for Business: A Skill Building Approach, John Wiley & Sons, 2016.
3. S. Shajahan, Introduction to Business Research Methods, Jaico Publishing House, 2014.
4. Srivastava T.N &ShailajaRego, Business Research Methodology, McGraw Hill, New Delhi, 2011.
5. Deepak Chawla&NeenaSondhi, Research Methodology: Concepts & Cases, Edn2, Vikas, New Delhi, 2016.
6. SP. Gupta, Statistical Methods, Sultan Chand & Sons, 2012.

Course Outcomes

On successful completion of the course, the students will be able to,

K3	CO1	identify contemporary research problems and apply appropriate research design.
K3	CO2	construct the research methodology, and develop and test the research instruments for the research.
K6	CO3	compose data from respective sources, by fixing appropriate sampling techniques.
K5	CO4	interpret the raw data into an analytical format and assess the data by applying appropriate statistical tools and interpret the results in the prescribed format of Research Report
K6	CO5	applyresearch knowledge, skills and competencies for undertaking independent research activities.

Mapping of COs with POs& PSOs

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	M	S	S	S	S	S	M	M	S
CO2	S	M	M	S	S	M	S	S	S	S	M	M
CO3	S	M	S	S	S	S	M	S	S	S	M	M
CO4	S	M	S	S	S	M	S	S	S	M	S	M
CO5	S	M	M	S	S	S	S	S	M	S	S	S

Strongly Correlating (S)	-	3 marks	
Moderately Correlating (M)	-	2 marks	
Weakly Correlating (W)	-	1 mark	
No Correlation (N)	-	0 mark	

Course Code	P21TMT33	CRM & SOCIAL MEDIA MARKETING	L	T	P	C
CORE - XIII			4	-	-	4

Cognitive Level	K2: Understand
	K3: Apply
	K4: Analyse
	K6: Create
Course objectives	The course aims to
	1. learn the basic concepts related to customer relationship management.
	2. prepare Relationship Indices by measuring CRM with quantitative and qualitative methods.
	3. describe social media marketing- Facebook & LinkedIn marketing
	4. establish a relationship betweenInstagram and mobile marketing
	5. develop service quality in Travel & Tourism sector

UNIT- 1:Customer Relationship Management in Tourism

Customer Acquisition and Retention – Customer Loyalty - Customer Profitability and value Modeling – Customer Satisfaction Measurement - Customer Feedback and Service Recovery.

UNIT- 2:Managing and Sharing Customer Data

Customer Information Databases– Data Warehousing and Data Mining – Data Analysis – Market Basket Analysis (MBA) – Click Stream Analysis - Personalization and Collaborative Filtering.

UNIT- 3:Social Media Marketing-I: Role of Influencer Marketing, Tools & Plan

Introduction to social media platforms – Penetration and characteristics – Building a successful social media marketing strategy.**Facebook Marketing:** Business through Facebook Marketing – Creating Advertising Campaigns – Adverts – Facebook Marketing Tools.

UNIT- 4:Social Media Marketing-II: Linkedin Marketing

Introduction and Importance of Linkedin Marketing – Framing Linkedin Strategy – Lead Generation through Linkedin – Content Strategy – Analytics and Targeting.**Twitter Marketing:** Introduction to Twitter Marketing – Differentiating Twitter Marketing from other forms of digital marketing – Framing content strategy – Twitter Advertising Campaigns. **Instagram and Snapchat:** Digital Marketing Strategies through Instagram and Snapchat.

UNIT- 5:Mobile Marketing

Mobile Advertising – Forms of Mobile Marketing – Features – Mobile Campaign Development – Mobile Advertising Analytics. Email Marketing: Targeted email campaigns – e-Payments: Internet Banking – Mobile Applications – Use of smart cards – Secured payment methods.

Reference Books:

1. Seema Gupta, Digital Marketing, Mc-Graw Hill, 2ndedn, 2020.
2. Nitin C. Kamat, Mr.ChinmayNitinKamat, Digital Social Media Marketing, Himalaya, 2018
3. Jagdish N Sheth, et-al, Customer Relationship Management: Emerging Concepts, Tools and Applications, McGraw Hill, 2017.
4. Mullich N H, Customer Relationship Management, Oxford University Press, 2016.
5. Roberta Minazzi, Social Media Marketing in Tourism and Hospitality, Springer, 2015.

Course Outcomes

On successful completion of the course, the students will be able to

K2	CO1	explain the basic concepts of customer relationship management
K4	CO2	prepare Relationship Indices by measuring CRM with quantitative and qualitative methods
K3	CO3	apply ethical decision making and consumer behaviour in digital markets
K6	CO4	design and implement a digital marketing plan to market the products in the global market
K5	CO5	analyse the use of various social media platforms in marketing tourism products/destinations and the pros and cons of digital payment methods

Mapping of COs with POs& PSOs

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	M	S	S	M	S	M	S	S	S
CO2	S	M	M	S	S	S	S	S	M	M	S	M
CO3	S	M	S	S	S	M	M	S	S	S	S	M
CO4	S	M	S	S	S	M	M	S	M	S	S	S
CO5	S	M	M	S	S	S	M	S	S	S	M	S

Strongly Correlating (S)	-	3 marks
Moderately Correlating (M)	-	2 marks
Weakly Correlating (W)	-	1 mark
No Correlation (N)	-	0 mark

Course Code	P21TMT34	DESTINATION PLANNING AND DEVELOPMENT	L	T	P	C
CORE - XIV			5	-	-	4

Cognitive Level	K2: Understand K3:Apply K4: Analyze K5: Evaluate K6: Create
Course objectives	**The course aims to** 1. understand basic concepts in destination planning 2. develop destination image 3. promote the destination through suitable communication 4. examine the institutional support for destination development 5. be aware of environmental problems due to tourism and thereby planning environment-friendly sustainable tourism activities

UNIT-1: Destination Development

Types of Destinations, Characteristics of Destinations – Destinations and Products – Destination Management Systems – Destination Planning Guidelines – Destination Selection Process – Values of Tourism.

UNIT -2:Destination Planning Process and Analysis

National and Regional Tourism Planning and Development – Assessment of Tourism Potential – Planning for Sustainable Tourism Development – Contingency Planning – Economic, Social, Cultural and Environmental considerations – Demand and Supply Match – Design and Innovations.

UNIT –3:Destination Image Development

Attributes of Destinations: Person's Determined Image, Destination Determined Image, Measurement of Destination Image – Destination Branding Perspectives and Challenges- Creating Unique Destination Proposition – Place Branding and Destination Image - Destination Image Formation Process; Unstructured Image – Product Development and Packaging - Destination Branding and Web - Case Study of Kerala as A Brand.

UNIT-4:Destination Promotion and Publicity

Six 'A's Framework for Tourism Destinations –Dynamic Wheel of Tourism Stakeholders – Destination Marketing Mix – Destination Competitiveness – Distribution Channels – Marketing Communication and Strategies.

UNIT -5:Institutional Support

Public Private Partnership (PPP): National Planning Policies for Destination Development- UNWTO Guidelines for Planners – Role of Urban Civic Bodies: Town Planning – Characteristics of Tourism Planning for Alternative Tourism – Rural, Eco, Farm, etc – Environmental Management Systems –Destination Vision- Focus of Tourism Policy: Competitive Sustainable Destination – Destination Mapping (Practical Assignment).

References

1. Steven Pike, Destination Marketing: Essentials, 3rdedn, Routledge, 2020.
2. NazmiKozak&MetinKozak, Tourist Destination Management, Springer, 2019.
3. Mark Anthony Camilleri, Tourism Planning and Destination Marketing, Emerald Pub, 2018.
4. Alastair M Morrison, Marketing and Managing Tourism Destinations, 2ndedn, Routledge, 2018.
5. Mark Anthony Camilleri, Strategic Perspectives in Destination Marketing, IGI Global Pub, 2018.

Course Outcomes

On the successful completion of the course, students will be able to

K2	CO1	make the students understand the significance of destination management
K3	CO2	develop destination image for effective tourism
K5	CO3	evaluate the institutional support for destination development
K6	CO4	create destination plans and appropriate design
K4	CO5	apply the skills and enable students to get jobs

Mapping of COs with POs &PSOs:

CO/ PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	S	M	S	S	M	M	S	S	S	S	M
CO2	S	M	S	S	S	M	S	S	S	M	S	S
CO3	S	S	S	S	S	S	M	M	M	S	S	S
CO4	S	S	S	M	S	S	S	M	M	S	S	M
CO5	S	S	S	S	M	M	S	S	S	S	M	M

Strongly Correlating (S)	-		3 marks
Moderately Correlating (M)	-		2 marks
Weakly Correlating (W)	-		1 mark
No Correlation (N)	-		0 mark

Course Code	P21TMT35	ITINERARY PLANNING, AIR FARES AND AIR TICKETING	L	T	P	C
CORE - XV			5	-	-	4

Cognitive Level	K2: Understand K3: Apply K4: Analyze K5: Evaluate K6: Create
Course objectives	The course aims to 1. understand the concepts in airfares and air ticketing 2. apply information management in airlines and travel business 3. describe the itinerary planning process 4. examine various pricing methods in airlines 5. critically analyse the functions of travel and transport institutions

UNIT -1:Ticketing
Description of Ticketing Process – Steps for Ticketing – Types of Classes – Types of Itinerary – Airline Ticket – History of an Airline Ticket – Functions of Air ticket – Types of Airline Tickets – Components of a Ticket – Types of Tickets.

UNIT -2:Automation in Airlines and Travel Business
Description about Automation – Definition of Automation – Pros and Cons of Automation – Information management – Concept of Information Management – Need for Information in Tourism – The Indian Scenario of Information Technology.

UNIT -3:Itinerary Planning and Pricing of Air Ticket
Description about Indian Scenario of Aviation – Components of travel and tourism industry – Itinerary – Itinerary by Air – Importance of Itinerary Planning – Knowledge & skills required for planning Itinerary – Familiarization with Air Tariff – Airline Prices – Factors Affecting the Price – Differentiation in Pricing – Types of Trips – Different Types of Flights of Breaks – Minimum - Connecting Time – Global Indicators.

UNIT -4:Airline and Travel technology
Basic concepts – Airline personnel – Crew members – Class of service – Technology in the field of travel – Description about travel technology –Technologies used in the field of travel – Electronic ticket – Travel website – Technology used in hotels.

UNIT -5:Operations of Travel Association
IATA (The International Air Transport Association) - Descriptions about IATA Operations – History of IATA – Advantages of IATA – General Facts and Figures Related to Air

Transport, TAAI – Objectives of TAAI – Activities of TAAI, TAFI (Travel Agents Federation of India) – Aims and Objectives – Membership – UFTAA (The United Federation of Travel Agents' Associations) – Objectives, functions and Membership.

References

1. SumeetSuseelan, Airline Airport and Tourism Management, Notion Press, 2019.
2. Mark Anthony Camilleri, Travel Marketing, Tourism Economics and the Airline Product, Springer, 2018.
3. Gerald N Cook & Bruce G Billig, Airline Operations and Management: A Management Textbook, Routledge, 2017.
4. Travel Information Manual, IATA, Netherlands, 2009.
5. Philip G Davidoff & Doris S Davidoff, Air Fares and Ticketing, 3rdedn, Person, 1995.

Course Outcomes

On successful completion of the course, the students will be able to

K2	CO1	explain the basic concepts of airfare and airticketing
K3	CO2	manage information for automation in airlines and travel business
K6	CO3	design the itinerary planning process for the travel business
K4	CO4	apply appropriate pricing methods for various travel and tourist destinations
K5	CO5	analyse the functions of travel and transport institutions for tourist welfare

Mapping of COs with POs& PSOs

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	M	S	S	M	S	M	S	S	S
CO2	S	M	M	S	S	S	S	S	M	M	S	M
CO3	S	S	S	S	S	S	M	S	S	S	M	M
CO4	S	M	S	S	S	M	M	S	M	S	S	S
CO5	S	M	S	S	S	S	M	S	S	M	S	S

Strongly Correlating (S)	-	3 marks
Moderately Correlating (M)	-	2 marks
Weakly Correlating (W)	-	1 mark
No Correlation (N)	-	0 mark

Course Code	P21TMT36	**TOURISM LAWS AND ETHICS**	L	T	P	C
CORE - XVI			5	-	-	4

Cognitive Level	**K1:** Recall
	K2: Understand
	K3: Apply
	K4: Analyze
	K5: Evaluate
Course objectives	**The course aims to** 1. introduce students to the basic concepts of law pertaining to the tourism industry 2. create an awareness of basic types of companies 3. present the laws related to foreign tourists and issues related to them 4. help students learn about the protection and conservation of resources as part of the heritage 5. make the students learn about principles of personal as well professional ethics of business

UNIT – 1 :Tourism Laws

Introduction – Law and society – General Principles of Contract Act – Breach of Contact – Indemnity - Guarantee – Bailment – Consumer Protection Act – Consumer issues in Hotels – Travel Agency – Tour Operations – Transportation – Carriage of persons with disability and reduced mobility.

UNIT – 2 :Company Law

Basic Principles – Registration of Company – Types of Companies – Types and administration of Meetings – Winding up of companies.

UNIT – 3: Citizenship

Passport – Visa – FEMA – Customs & RBI Guidelines – Foreigners Registration Act – Criminal Law: Registration of cases.

UNIT – 4 Environment Act

Environment rules – EIA guidelines – Forest Conservation Act – Wildlife Protection Act – Coastal Zone Regulation Act – Land Acquisition Act – General suggestions to improve tourism in India.

UNIT – 5 :Tourism Ethics

Significance – Application – CSR – Accessible tourism – Legal policy framework – Tourism and livelihood – Tourism and Human Rights – Environmental management ethics – Opportunities and challenges to implementation of ethical principles in the tourism sector.

References

1. SushmaArora, Taxmann's Business Laws, Taxmann Pub, 6th edn, 2021.
2. Kapoor N D, Elements of Mercantile Law, 38th Edition, Sultan Chand & Sons, 2020.
3. ShanshankGarg, Tourism Law in India: A Comprehensive Manual of Concepts, Regulations and Guidelines, 2nd edn, Lexis Nexis, 2017.
4. NishthaJaswal&Jaswal P S, Environmental Law, Allahabad Law Agency, 2017.
5. David A Fennel, Tourism Ethics, 2nd edn, Channel View Pub, 2017.
6. Kuchhal M C, Modern Indian Company Law (Under the Companies Act, 2013), 28th edn, Mahavir Pub, 2015.

Course Outcomes

On successful completion of the course, the students will be able to

K1	CO1	understand the basic concepts of laws relating to tourism in the Indian context
K2	CO2	know about the types of companies in India
K3	CO3	understand the laws related to tourism
K4	CO4	analyze the issues of protection and conservation of resources
K4	CO5	demonstrate the principles of ethics in business

Mapping of COs with POs and PSOs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	M	S	M	M	S	S	S	S	M
CO2	S	M	S	S	S	M	S	S	S	M	S	S
CO3	S	S	S	S	S	S	M	M	M	S	S	S
CO4	S	S	S	M	S	S	S	M	M	S	S	M
CO5	S	S	S	S	M	M	M	S	S	S	M	M

Strongly Correlating (S)	-	3 marks
Moderately Correlating (M)	-	2 marks
Weakly Correlating (W)	-	1 mark
No Correlation (N)	-	0 mark

SEMESTER IV

Course Code	P21TME411	CHOICE -I	L	T	P	C
ELECTIVE-I		TOURISM AND TRAVEL GEOGRAPHY	4	-	-	4
Cognitive Level		K2: Understand K3: Apply K4: Analyze K5: Evaluate				
Course objectives		The course aims to 1. understand the significance of geography in Tourism 2. examine Time Zones 3. explore the tourist attractions of different countries 4. familiarize with travel formalities to various countries 5. equip students with the needed knowledge to work in the tourism industry				

UNIT -1:Tourism Geography

Physical Geography of North, South and Central America – Europe – Africa – Asia & Australasia, Map Reading: Latitude-Longitude – International Date Line – Altitude – Direction - Scale Representation, GIS & Remote Sensing.

UNIT-2:Transport Systems in India

Air, Water and Surface transports – Major Airports and Routes – Major Railway Systems and Networks – Water Transport – Road Transport: Major International Highways – Time Zones – Calculation of Time: GMT Variation – Concept of Elapsed Time & Flying Time.

UNIT-3:Tourist Destinations-I

Key features – Special interests and activities – Travel formalities in America – North American Destinations: Canada, the United States, Mexico, Central American Destinations: Bermuda and the Caribbean, South American Destinations: Brazil, Uruguay, Venezuela, Argentina, Peru.

UNIT-4:Tourist Destinations-II

Key features – Special interests and activities – Travel formalities in Europe – Destinations in United Kingdom, France, Italy, Spain, Switzerland, Netherlands, Germany, Monaco – Destinations in Africa: Western Africa, Eastern Africa, South Central Africa, South Africa the Egypt – Mauritius and Seychelles.

UNIT-5:Tourist Destinations-III

Key features – Special interests and activities – Travel formalities in Asia, Australia, and Oceania – South Asian Tourist Destinations: South-East Asia destinations – Far East destinations – Tourist Destinations of the Middle East and West Asia, Australia, New Zealand, Fiji, Papua New Guinea, Cook Islands, French Polynesia.

References

1. Rhonda l koster&dorisannacarson, perspectives on rural tourism geographies, springer, 2019.
2. Brian g boniface, et-al, worldwide destinations: the geography of travel and tourism, 7[th]edn, taylor&francis, 2016.
3. Lloyd e hudman, et-al, visual geography of travel and tourism, delmarcengage pub, 2014.
4. Velvet nelson, an introduction to the geography of tourism, rowman&littlefield pub, 2013.
5. Geethanjali, tourism geography, centrum press, 2010.
6. World atlas.

Course Outcomes

On the successful completion of the course, students will be able to

K2	CO1	understand the importance of Geography in Tourism
K3	CO2	examine the logic in the division of the world into IATA Traffic Conference Area
K2	CO3	understand the differentiate the importance of geographical division for tourism development and Appreciate the tourist attractions in different locations
K4	CO4	analyse the significance of different Agreements
K5	CO5	forecast the global effects of tourism

Mapping of COs with POs &PSOs:

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	S	M	M	S	S	S	M	M	S
CO2	S	S	M	S	S	M	S	M	S	S	S	M
CO3	S	M	S	S	S	S	S	M	S	S	M	S
CO4	S	S	S	S	M	S	M	S	M	S	S	S
CO5	S	S	M	S	S	M	S	M	S	M	S	S

Strongly Correlating (S)	-	3 marks
Moderately Correlating (M)	-	2 marks
Weakly Correlating (W)	-	1 mark
No Correlation (N)	-	0 mark

Course Code	P21TME412	CHOICE - II	L	T	P	C
ELECTIVE-I		TRAVEL PATTERN AND TOURISM BEHAVIOUR	4	-	-	4

Cognitive Level	K2: Understand K3: Apply K4: Analyze K6: Create
Course objectives	**The course aims to** 1. understand the concepts in tourist behaviour and culture 2. examine the cultural theories and factors influencing tourist behaviour 3. identify the pattern of tourism demand and market 4. classify the tourists into various segments 5. describe the cultural practices and their impact on tourism among national and international cultural competence

UNIT – 1: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 – 2:Theoretical Framework

Introduction to cultural theories and practices – Basics of culture – Intercultural theories; Motivators & Determinants of Tourist behaviour – Models of purchase decision-making process [Mathieson and Wall – Stimulus Response model (Middleton) etc.].

UNIT – 3:Typologies of Tourist Behavior

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 – 4:Consumer Behavior and Marketingv

Marketing mix and tourist behaviour – 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 – 5:Tourism Impact on 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.

References

1. Vinnie Jauhari, Hospitality Marketing and Consumer Behaviour, Apple Academic Press, 2021.
2. Saurab Kumar Dixit, Handbook of Consumer Behaviour in Hospitality and Tourism, Routledge, 2020.
3. Philip L Pearce, Tourist Behaviour: The Essential Companion, Edward Elgar Pub, 2019.
4. Andres Artal-Tur, et-al, Trends in Tourist Behaviour: New Products and Experiences from Europe, Springer, 2019.
5. MetinKozak&NazmiKozak, Tourist Behaviour: An Experiential Perspective, Springer, 2018.

Course Outcomes

On successful completion of the course, the students will be able to

K2	CO1	explain the basic concepts of tourist behaviour and culture
K3	CO2	apply the cultural theories which influence tourist behaviour
K5	CO3	evaluate the pattern of tourism demand and market globally
K4	CO4	classify the tourists into various segments for effective service by tourist guides
K6	CO5	critically analyse the cross-cultural practices at the national and global level

Mapping of COs with POs& PSOs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	S	S	S	M	S	M	S	S	S
CO2	S	M	M	S	S	M	S	S	S	S	S	M
CO3	S	S	S	M	S	S	M	S	S	S	S	M
CO4	S	S	S	M	S	M	S	S	M	S	S	S
CO5	M	M	S	S	S	S	M	S	S	S	S	S

Strongly Correlating (S)   -   3 marks
Moderately Correlating (M)   -   2 marks
Weakly Correlating (W)   -   1 mark
No Correlation (N)   -   0 mark

Course Code	P21TME421	CHOICE -I	L	T	P	C
ELECTIVE-II		E-TOURISM	4	-	-	4
Cognitive Level		K2: Understand K3: Apply K4: Analyze K6: Create				
Course objectives		**The course aims to** 1. understand the basic concepts in e-tourism 2. identify the functioning of the global distribution system 3. describe the typologies of e-tourism 4. examine the payment systems in e-tourism **5.** application of technology and impact of CRM on e-tourism				

UNIT- 1:E-Tourism

Introduction, Historical Development – Electronic technology for data processing and communication – Strategic, tactical and operational use of IT in Tourism.

UNIT – 2: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 – 3: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- 4:Payment Systems in E-tourism

Payment Gateway – Billing and Settlement Plan (BSP) – Security Issues and Certification – Travel Blogs – E-marketing and promotion of Tourism Products – Challenges for conventional business models – Competitive strategies.

UNIT – 5:Future of E-tourism

Problems and Prospects – ICT tools Vs industry expenditure – Multi channel strategies – Strategic implication for CRM – Principals – Intermediaries – destinations and public sectors.

References

1. Alan Fyall, et-al, Marketing for Tourism and Hospitality, Routledge, 2019.
2. Pierre Benckendorff, et-al, Tourism Information Technology, CABI Pub, 2019.
3. Yvette Reisinger, Transformational Tourism: Host Perspectives, CABI Pub, 2015.
4. Hajime Eto, New Business Opportunities in the Growing E-Tourism Industry, IGI Global Pub, 2015.
5. MitiadisLytras, et-al, Digital Culture and E-Tourism: Technologies, Applications and Management Approaches, IGI Global Pub, 2011.

Course Outcomes

On successful completion of the course, the students will be able to,

K2	CO1	explain the basic concepts of e-tourism
K3	CO2	apply the global distribution system to the changing e-tourism models
K4	CO3	prepare the business models of e-tourism
K6	CO4	design the payment systems for e-tourism and promotion methods
K5	CO5	critically examine the application of ICT tools and strategies for customer satisfaction

Mapping of COs with POs& PSOs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	S	S	S	M	S	M	S	S	S
CO2	S	M	M	S	S	S	S	S	M	S	S	M
CO3	S	S	S	S	S	S	M	S	S	S	S	M
CO4	S	S	S	S	S	M	S	S	M	S	S	S
CO5	M	M	S	S	S	S	M	S	S	M	S	S

Strongly Correlating (S)	-	3 marks
Moderately Correlating (M)	-	2 marks
Weakly Correlating (W)	-	1 mark
No Correlation (N)	-	0 mark

Course Code	P21TME422	CHOICE - II	L	T	P	C
ELECTIVE-II		HOSPITALITY, HOTEL AND HOTELIERING	4	-	-	4

Cognitive Level	**K2:** Understand **K3:** Apply **K4:** Analyze **K5:** Evaluate **K6:** Create
Course objectives	**The course aims to** 1. understand the concepts in the hospitality industry 2. describe the organisational structure and various departments in hotels 3. assess the quality and rating of hotels 4. explain the types of hotel chains and the means of handling guests 5. familiarize with the Laws and Standards of the hospitality business

UNIT – 1:Introduction to Hospitality Industry

Structure of the hospitality industry – Characteristics of the hospitality industry – History of Hospitality Industry – Hospitality Industry in India – Emerging trends in hospitality industry.

UNIT – 2:Organizational Structure of Hotel

Departments in hotel and their functions – Organizational structure of large hotel – Organizational structure of small hotel – Facilities provided in hotels – Rates and Taxes.

UNIT – 3:Rating of Hotels

Determining the star rating – Quality measurement – Quality Assessment – Minimum Entry Requirements – Eco friendly practices in hospitality – Menu Management – Menu Planning – Menu Merchandising – Menu Pricing – Budgetary Control and Revenue Management.

UNIT – 4:Hotel Industry

Hotel chains in India – The Indian Hotels Company – International Hotel Chains – ECOTELS in India – Role of hospitality industry in tourism – Customer Service in Hospitality: Customer in Hotel – Needs of Customers – Handling of Hotel Guests – Handling of Confidential Informational

UNIT – 5:Laws and Standards related to Hospitality Business:

Understanding Laws & Procedures of hospitality business – Shops and Establishment Act – Apprentices Act 1961 – The Employment Exchange Act, 1959 – Cyber Laws – Introduction to information technology law/ cyber space law / privacy rights / current topics in IT Law;

On-line access to justice / High Technology Litigation – Indian Contract Act 1872 – Licenses and Permits – Food Safety and Standards Authority of India (FSSAI) – Foreign Exchange Regulations.

References

1. Robert C Ford & Michael C Sturman, Managing Hospitality Organizations, 2nd edn, Sage, 2019.
2. Bernard Davis, et-al, Food and Beverage Management, 6th edn, Routledge, 2018.
3. Jack E Miller & John R Walker, Supervision in the Hospitality Industry, 8th edn, Wiley, 2018.
4. Roy C Wood, Hotel Accommodation Management, Routdledge, 2017.
5. John R Walker, Introduction to Hospitality Management, 5th edn, Pearson, 2016.
6. Paul R Dittmer & Desmond Keefe J, Principles of Good, Beverage and Labour Cost Controls, 9th edn, Wiley, 2008.

Course Outcomes

On successful completion of the course, the students will be able to,

K2	CO1	Explain the basic concepts of the hospitality industry
K3	CO2	Prepare organisational structure for all levels of hotels
K5	CO3	Assess of quality and rate the hotels
K4	CO4	Categorise the different models of hotel chains means of handling guests
K6	CO5	Apply the laws and standards relating to the hospitality business

Mapping of COs with POs& PSOs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	S	S	S	M	S	M	S	S	S
CO2	S	M	M	S	S	M	S	S	S	S	S	M
CO3	S	S	S	M	S	S	M	S	S	S	S	M
CO4	S	S	S	M	S	M	S	S	M	S	S	S
CO5	M	M	S	S	S	S	M	S	S	S	S	S

Strongly Correlating (S)	-	3 marks
Moderately Correlating (M)	-	2 marks
Weakly Correlating (W)	-	1 mark
No Correlation (N)	-	0 mark

Course Code	P21TMR41	PROJECT	L	T	P	C
PROJECT			-	-	22	8

Every Student of MBA (Tourism) shall carry out a project in any reputed Tourism and Travel organization for a period of 6-8 weeks during the end of *Third Semester* and report should be submitted in the beginning of fourth semester, under the guidance of a Faculty Members in the Department. Once guides are allotted to the students, the students should contact the respective guides periodically and get necessary guidance. At the end of the project period, every student shall submit a structured project report as approved by the Faculty Guide within the period specified by the Department.

An Overview of the Project

The project is a practical, in-depth study of a problem, issue, opportunity, technique or procedure – or some combination of these aspects of business. Typically, you will be required to define an area of investigation, carve out research design, assemble relevant data, analyse the data, draw conclusions and make recommendations. Your project should demonstrate organisational, analytical and evaluative skills, and, where appropriate, an ability to design a suitable implementation and review procedure. The project should be one of the most original piece of work which you will undertake in your post-graduate study.

Guidelines for Project Report

This section presents some of the norms associated with a project. It is recommended that you **follow these guidelines**. The final report should be presented in the following sequence:

❖ Title page
❖ Student's Declaration
❖ Supervisor's Certificate
❖ Abstract
❖ Acknowledgements
❖ Table of Contents:

   ▪ List of Tables
   ▪ List of figures
   ▪ List of Appendices

❖ **Chapter 1**. **Introduction**: This chapter includes the prologue to the study, research problem, need for study/significance of the project, objectives, hypotheses, methodology – scope, sample design, sources of information, tools and techniques of analysis, and limitations.

❖ **Chapter** *2*. **Literature Review**: This chapter should reflect the student's understanding of the relevant theoretical and empirical background of the problem. Focus should be more on the logical presentation of the empirical evolution of conceptual and methodological issues pertaining to research problem. Also highlight the methodological clues drawn through this review for your project.

❖ **Chapter 3**. In this chapter you may deal with the topic and provide information and facts confirming to the same in a descriptive mode under relevant headings. In addition, it should contain a brief historical dimension about the area of your study in the respective Company/ Organisation/ System/ Destination.

❖ **Chapter 4**. Present your data analysis and inferences in tables and graphical representations.

❖ **Chapter 5**.**Summary of Findings, Suggestions, and Conclusions**: Gives an overview of the project, conclusions, implications and recommendations. Also specify the limitations of your study. You may indicate the scope for further research.

❖ **Appendices:**
  ○ Annexure-I Questionnaire
  ○ Annexure-II Bibliography

❖ **Bibliography**: List the books, articles, websites that are referred and useful for research on the topic of your specific project. Follow Harvard style of referencing.

Length*:* The project will be 80-100 Pages exclusive of title and contents page, figures, tables, appendices and references.

General Text: Text should be one and a half spaced using printing on both sides of the pages and duly numbered. However, new chapters, sections, etc. should start from odd numbered pages.

Font: Times New Roman, Size 12, Justified (both left and right) alignment

Page Margins*:* Top: 1"; Bottom: 1"; Inside: 1.5"; Outside: 1" (Mirrored layout)

Page numbers:
  ▪ Centered at the bottom of thepage
  ▪ The main body of the text (where the Introduction) commences on Page1
  ▪ The pages included in Appendices/Annexure are to be numbered in roman numerals (i,ii,…)

Headings*:*
  ▪ Chapter Headings size 14 in bold type face (centred)
  ▪ Main Chapter headings in block capitals (centered)

- Sub-Headings size 12 in bold type face (left side)

Tables, Figures etc.
- Must be numbered according to the chapter (e.g. Table 4.1 means that it is located in Chapter 4 and that it is the first table presented and discussed in this chapter)
- Must have a title at the top and key (legend) underneath
- The table title must be set in sentence case (only first letter in capital)
- Only the Table index number should be in bold. Rest of the title should be in plaintext.

The Final Project Report and Viva-Voce Examination will be evaluated by one external examiner and one internal examiner (respective Faculty Guide). The list of external examiners is to be approved by the Controller of Examinations from a panel of external examiners to be submitted by the Head of the Department. Final Project Report will be valued for a weightage of 75 marks followed by Viva-Voce Examination for 25 marks (Total of 100 marks).

ADDITIONAL CREDIT COURSES (COMPULSORY)

Course Code	P21TMI21	INTERNSHP/ DESTINATION VISIT	L	T	P	C
SEMESTER - II			-	-	-	2

Course objectives
- To get the familiarity of eco-tourism destinations in India
- To enumerate the ecotourism activities at the destination
- To measure the sustainability of tourism activities
- To inculcate ethics of sustainable ecotourism amongst students
- To achieve the aforesaid objectives the following course plan shall be undertaken.

Guidelines

The short tour of 10-15 days is a compulsory component with a weightage of *two* credits. Out of this tour, students have to submit a comprehensive report on their first-hand learning experience out of the exposure gained from the tours. Based on the level of learning experience reflected in the report is the base for assessment and award of grade for the three credits. A dairy will be prepared and distributed among all the students to take note of their on spot feelings out of observations.

Pre-tour: Formation of Committees among all the students to look after all tour relative activities like:
- Itinerary planning
- Learning schedule preparation
- Transportation and ticket booking
- Accommodation
- Medical
- Safety & Security

Mid-tour: The students shall prepare the following records and get them signed by the accompanying faculty guide.
- Prepare and maintain a diary of daily experience
- Maintain a record of events and activities
- Conduct of in-depth interviews & surveys at the destination
- Collection of literature pertaining to the destination.

Post Tour: Students shall submit a tour report to the Department within a week of completion of the eco-tour.

Report format
- Part I –Introduction (theoretical framework on Eco-tourism)
- Part II- About tour destination –example …Ooty&Wayanad
- Part III- Mid-tour activities (observations, interactions etc.)
- Part IV- Conclusion & suggestions
- Part V- Learning experience

Presentation: Formal classroom presentation shall be arranged immediately after submission of tour report and students are advised to make presentation for 10-15 minutes before all faculty.

Scheme of assessment : Accompanying faculty shall assess Mid-tour activities for 40 marks based on the coordination, punctuality, involvement and maintenance of dairy with obtaining signature daily from the accompanying faculty.
- The faculty advisor shall assess the tour report and post tour presentation for 60 marks.
- The detailed scheme of assessment as follows
  - Introduction (10 marks)
  - About eco-tour destination – Kodaikanal/Moonar/Ooty (10 marks)
  - Mid-tour activities (40 marks)
  - Conclusion & suggestions (10 marks)
  - Learning experience (20 marks)
  - Presentation (10 Marks)

Course Code	P21TMO31	ONLINE COURSES	L	T	P	C
SEMESTER - III			-	-	-	2

Guidelines:

- Online Course is a compulsory component with 2/4 credits to complete the degree.
- Students have the option of choosing a 4 credit course as elective in Fourth semester (or) an additional 2 credit course.
- The students shall select any one Online Course offered through SWYAM portal out of their interest
- The period of study should not be less than 4 weeks.
- The Course selected should end with formal examination with award of Marks and Certificate.
- This Online Course should be completed before IV Semester and the Certificate should be submitted to the Department.
- The Certificate of clearance of Online Course will be forwarded to the Examination Section by the department to award credit and degree.

VALUE ADDED PROGRAMME

Course Code	P21TMV11	CONVERSATIONAL HINDI	L	T	P	C
SEMESTER - I				30		2
Cognitive Level		**K2:** Understand **K3:** Apply **K4:** Analyze				
Course objectives		**The course aims to** 1. understand the fundamentals of Hindi 2. know the primary level conversation 3. understand how to communicate 4. equip students with knowledge in Hindi				

Prerequisite
Note
Unit – I
Welcoming Tourists.

Unit – II
Narrating about Tourism Attractions: Kanniyakumari – Kodaikanal – Chennai – Mariana Beach – Sittathanavasal.

Unit – III
Telling about Tamil Culture – Food – Dress.

Unit - IV
About Transport – Air – Train and Buses to Important Places.

Unit – V
Thanking the Tourists.

Web References:
1. https://www.youtube.com/watch ?v=11rzIIBbqCA
2. https://www.youtube.com/watch ?v=LShN9mRIVY0
3. https://www.learning-hindi.com/

Course Outcomes

On the successful completion of the course, students will be able to

K1	CO 1	understand the importance of Hindi
K2	CO 2	understand the value of learning Hindi
K4	CO 3	know about the various places in Tamilnadu in Hindi
K2	CO 4	analyze the importance of speaking in Hindi
K5	CO5	understand the importance of learning Hindi

Mapping of COs with POs & PSOs

CO/ PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	S	S	M	M	M	S	S	S	S	M	S
CO2	S	S	M	S	S	M	S	S	M	M	S	S
CO3	S	S	M	S	S	S	M	S	S	M	S	S
CO4	S	S	M	S	M	S	S	S	M	S	S	S
CO5	S	M	S	S	S	S	M	S	S	S	M	S

Strongly Correlating (S)   -   3 marks
Moderately Correlating (M)   -   2 marks
Weakly Correlating (W)   -   1 mark
No Correlation (N)   -   0 mark

Course Code	P21TMV42	EVENT MANAGEMENT	L	T	P	C
SEMESTER – IV				30		2
Cognitive Level		**K2:** Understand **K3:** Apply **K4:** Analyze **K6:** Create				
Course objectives		**The course aims to** 1. understand the concepts in event management and its types 2. prepare layouts, designs and site maps of the selected site 3. examine planning and scheduling of events 4. evaluate bidding of events and manage logistics 5. prepare the students to take up careers in event business organisations				

UNIT – I :Event Business

Types of Events - Size of Events - Five C's of Event Management - Trends of Event Business - Scope of Event Business - Roles and Functions of Event Manager -Attributes of Technical Staff - Preparation of Operation Manual - Developing Record Keeping Systems.

UNIT – II:Selection of Event Site

Layouts and Designs - Site Map or Plan – Audiovisual - Lighting and Sound - Special Effects and Video - Event Technology, Event Laws & Regulations: Permissions Required for Holding An Event: Police Permissions - Traffic Police, Ambulance, Fire Brigade and Municipal Corporation- Indian Performing Rights Society (IPRS) - Performing License - Entertainment Tax - Permissions for Open Ground Events - License for Serving Liquor - Waste Management & Green Certification.

UNIT – III:Planning and Scheduling Events

Managing Events - Corporate Events - Trade Shows and Exhibitions - Events in Educational Institutions - Budgeting of MICE - Use of Budget Preparation - Estimating Fixed and Variable Costs - Cash Flow - Sponsorship and Subsides -Ethical Behavioral Practices in MICE industry.

UNIT – IV:Bidding for Events

Events Theme- Color, Decor, Focal Points, Fabrics, Furnishing, Lighting, Audio-visual - Event Logistics: Security, Transport, Parking, Accommodation, Special Needs and Disabled Requirements.

UNIT – V:Logistic of Events

Policy – Procedures – Performance standards – Event networks and supply chain - Handling vendors and service contractors –Negotiating with vendors and service contractors.

References

1. Dana herrwell, event planning: the ultimate guide to successful meetings, corporate events, fundraising galas, conferences, conventions, incentives and other special events, denibenati, 2020.

2. Ruth dowson&davidbassett, event planning and management: principles, planning and practice, 2ndedn, kogan, 2018.

3. Charles bladen, et-al, events management: an introduction, 2ndedn, routledge, 2017.

4. George g. Fenich, meetings, expositions, events and conventions, pearson, 2014.

5. Preston c a, event marketing: how to successfully promote events, festival, conventions and expositions, 2ndedn, wiley, 2012.

Course Outcomes

On successful completion of the course, the students will be able to

K3	CO1	identify the various types of events
K2	CO2	examine the permissions to be sought from various departments to organize different kinds of events
K6	CO3	create suitable layout and designs for each event
K5	CO4	evaluate the right kind of logistics suitable for events
K4	CO5	analyse the risk and challenges in event management

Mapping of COs with POs& PSOs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	M	M	M	S	S	S	S	M	S
CO2	S	S	M	S	S	M	S	S	M	M	S	S
CO3	S	S	M	S	S	S	M	S	S	M	S	S
CO4	S	S	M	M	M	S	S	S	M	S	S	S
CO5	S	M	M	S	S	S	M	S	S	S	M	S

Strongly Correlating (S)   -   3 marks

Moderately Correlating (M)   -   2 marks

Weakly Correlating (W)   -   1 mark

No Correlation (N)   -   0 mark

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