Curriculum Framework and Syllabi for
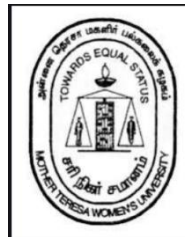
Master of Business Administration –Tourism Management (MBA)

(For the candidates to be admitted from the academic year 2019-2020)

(UNDER CHOICE BASED CREDIT SYSTEM-CBCS)

DEPARTMENT OF HISTORICAL STUDIES AND TOURSIM MANAGEMENT

MOTHER TERESA WOMEN'S UNIVERSITY ATTUVAMPATTI, KODAIKANAL, TAMIL NADU 624101

PRELUDE

Considering the need for revising and updating the Syllabi from time to time, and as per the UGC/TANSCHE guidelines, the Department of Historical Studies and Tourism Management has conducted the Board of Studies meeting revised few contents and updated the references. The semester pattern and credit system are retained.

The course contains 18 papers that includes three elective papers with choices one field visit, two internships and one project each with five credits. Field visits give wider exposure and knowledge of different tourist products. Internships give industrial exposure and first hand information. The project in the final semester enhances student's research attitude and prepares them for Pre-Doctoral Research.

VISION

To be a center of excellence offering quality education and research where young girl students from the most backward section of the society can achieve full potential in their academic and social development and become empowered citizens with social responsibility

MISSION

- To be sincere and dedicated
- Educating and empowering women
- Enhancing and enriching knowledge
- Providing with liberal environment to the staff and students to enable their free thinking and action
- Providing sustainable living and environment friendly campus
- Creating professionals needed to the tourism industry
- Equipping students with needed skills to make them entrepreneurs.

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

The Post Graduates of MBA Programme will be able to

PEO1: Able to rremember the subject and iinterpret different concepts and products

PEO2:
Equip with nnecessary industrial exposure and gain practical knowledge in the field of tourism

PEO3: Acquire ethical, professional, managerial, interpersonal and communication skill sets to work productively

PEO4: Gain interest and knowledge in Tourism Research

PROGRAMME OUTCOMES (PO)

At the end of the MBA programme, the students will be able to

PO1: **Destination Knowledge**
Apply the knowledge in preparation of itineraries, travel blogs and travel consultations.

PO2: **Problem Analysis**
Ability to analyze and design applications by solving problems in the field of tourism.

PO3: **Design and Development of Solution**
Design practical solutions in tourism industry for any specific needs from societal and environmental aspects that exhibits the tourism resources in global market

PO4: **Conduct investigations of complex problems**
Investigate and apply technical skills to solve complex problems

PO5: **Modern tool usage**
Create, select, adapt and apply appropriate techniques, resources, and modern computing tools to obtain solutions in terms of tourism marketing and promotions

PO6: **Communication**

Communicate effectively and present tourism information using national and foreign languages both in oral and written form.

PO7: **Individual and team work**

Function competently as an individual and as a leader in a team project

PO8: **Link with society & Ethics**

Work in professional environment by adhering professional ethics and involved in perennial learning in the context of social, economic and cultural aspects

PROGRAMME SPECIFIC OUTCOMES (PSO)

PSO 1: Understand different concepts in tourism

PSO 2: Identify and describe the features of tourism products

PSO 3: Ddemonstrate a command of spoken Hindi/ French, welcome and receive foreign tourists

PSO 4: Aanalyze the complex interrelationships between traditional marketing and online marketing

PSO 5: Write well in a variety of formats, including essays, research papers and projects

SEM	COU	TITLE	HRS	CRE	INT	EXT	TOT
		MOTHER TERESA WOMEN'S UNIVERSITY					
		MASTER OF BUSINESS ADMINISTRATION(TOURISM)					
		STRUCTURE 2019 -2020					
I	PTMT 11	Tourism Phenomenon	6	5	25	75	100
	PTMT 12	Managerial Concept and Organizational Behavior	6	5	25	75	100
	PTMT 13	Tourism Geography	6	5	25	75	100
	PTMT 14	Tourism Destination Visit(Practical) *	6	5	25	75	100
	PTME 11	Communication and Public Relations or Accountancy and Finance for Tourism	6	5	25	75	100
		TOTAL	**30**	**25**			**500**
II	PTMT 21	Tourism Products of India	6	5	25	75	100
	PTMT 22	Human Resource Management	6	5	25	75	100
	PTMT 23	Tourism Marketing	6	5	25	75	100
	PTMT 24	Internship in a Travel Agency /Tour Operator/Money Exchanger (6 weeks) (Viva voce)#	6	5	25	75	100
	PTME 22	Conversational skill in Hindi or French*	6	5	25	75	100
		TOTAL	**30**	**25**			**500**
III	PTMT 31	Destination Management and Tourism Legislations	6	5	25	75	100
	PTMT 32	Research Methodology	6	5	25	75	100
	PTMT 33	Hospitality Management	6	5	25	75	100
	PTMT 34	Internship in a Star Hotel /Resort (4 to 6 weeks)*	6	5	25	75	100
	PTME 33	1,E-Tourism 2,Event Management and Disaster Management 3,Customer Care and Front Office Management	6	5	25	75	100
		TOTAL	**30**	**25**			**500**

SEM	COU	TITLE	HRS	CRE	INT	EXT	TOT
IV	PTMT41	Tourism Policies and Planning	6	5	25	75	100
	PTMT42	Air Ticketing and Itinerary Planning	6	5	25	75	100
	PTMD41	Project *	18	5	25	75	100
		TOTAL	**30**	**15**			**300**

AVERAGE PERCENTAGE OF THE COURSES HAVING FOCUS ON SKILLS

Courses	Employability	Skill	Ent*	Knowledge
Tourism Phenomenon				Y
Managerial Concept and Organizational Behavior		Y		Y
Tourism Geography	Y	Y		Y
Tourism Destination Visit(Practical) *	Y	Y	Y	
Communication and Public Relations or Accountancy and Finance for Tourism	Y		Y	
Tourism Products of India	Y			Y
Human Resource Management		Y		Y
Tourism Marketing		Y		
Internship in a Travel Agency /Tour Operator/Money Exchanger (6 weeks) (Viva voce)#	Y		Y	Y
Conversational skill in Hindi or French*	Y		Y	
Destination Management and Tourism Legislations	Y			
Research Methodology		Y		Y
Hospitality Management	Y	Y		
Internship in a Star Hotel /Resort (4 to 6 weeks)*			Y	Y
1,E-Tourism 2,Event Management and Disaster Management 3,Customer Care and Front Office Management	Y		Y	
Tourism Policies and Planning		Y		Y
Air Ticketing and Itinerary Planning	Y	Y		
Project *	Y	Y		
Core Courses –Total	11	10	6	9

*Ent: Entrepreneur Skill

Assessment Pattern of Internal and External

Internal Theory:

CIA Test	15 Marks
Assignments (2)CUM Seminars	10 Marks
Total	25 Marks

External Theory: **75 marks**
Question Paper Pattern for Internal and External Assessment:

Section A: 10 Questions x 2 Marks = 20 Marks

(Objective type - Two Questions from each unit)

Section B: 5 Questions x 5 Marks = 25 Marks

(Either or , one pair of question from each unit)

Section C: 3 Questions x 10 Marks = 30 Marks

(Essay type - Open choice)
Maximum marks: 100
Internal **Practical : 25 marks**

External **Practical: 75 marks**

Course Code & Title	TOURISM PHENOMENON		
PTMT11	Semester I	Credits: 5	Hours: 6
Cognitive Level	K2: Understand K3: Apply K4: Analyze		
Learning Objectives	The course aims ➢ To understand the fundamentals of tourism ➢ To know about Travel Agency Operations ➢ To understand the emerging trends in tourism ➢ To equip to get jobs		

PREREQUISITE:

None

UNIT -- I:

Historical Development of Tourism: Factors responsible for the growth and development of Tourism (Roman Period, Age of Renaissance, Industrial Revolution) **Modern Structure of Tourism** : Post – World War II Scenario- Basic Components of Tourism – A+A+A+A+A – Travel Motivators – Pull and Push factors- Characteristic-Sun lust-wanderlust;Allocentric – Midcentric – Psychocentric tourists.

UNIT -- II:

Definition and types of Tourism: Tourist - Visitor – Traveler- Excursionist – Elements of Tourism – Emerging Concepts – VFR/ Eco - Rural - Agri - Farm - Green - Wilderness - Country side - Special interest tourism - Tribal - Urban Tourism- Medical - Space - Sustainable Tourism - Eco resorts - Theme parks -Concept of Adventure.

UNIT -- III:

    Travel Management: Travel agencies operation – Regulation for setting up of travel agency- functions – IATA approval – Travel documents – Government formalities– Tour operator –Travel Itinerary.

UNIT -- IV:

Transportation : Types-**Air Transportation:** The Airline industry- Present policies - Practices - Functioning of Indian Carriers - Air Corporation Act - Air Charters –**Land Transport:** Road and Rail- Rent a Car Scheme and Coach-Bus Tour-Fare Calculation - Transport & Insurance documents - All India Permits - **Rail Transport:** Major Railway Systems of World (Euro Rail and Amtrak) -General information about Indian Railways- Types of Rail tours in India – Place-on-Wheels and Royal Orient - Deccan Odessy- Toy Trains – Golden Chariot- Mahaparinirvan Express- Nilgiri Express-Ramesvaram Express-Inrail Pass - **Water Transport:** Historical past - Cruise ships – Ferries –Hovercrafts - River and Canal boats –

Fly-cruise.

UNIT -- V:

    International Tourism Organizations and Institutions: Origin – Growth and Functions – IUOTO, UFTAA, IATO, IATA, TAAI, FHRAI, ICAO, PATA, WTO, ASTA, ABTA.

Books for Study:

1. Bhatia, A.K. *International Tourism*, (Sterling Publishers, New Delhi).

2. Jayapalan, N. *An Introduction to Tourism*,(Atlantic Publishers and distributors, Delhi, 2001)

Books for Reference:

1. Adrian Franklin, *Tourism An Introduction*, (SAGE publication, London, 2003)
2. Akshay Kumar, *Tourism Management*,(Common wealth Publication, New Delhi, 2007)
3. Batra. G.S, Chawla, A.S, **Tourism Management- A Global Perspective**, (Deep and deep publication, New Delhi, 2001)
4. Burkert and Medlik, *Tourism: Past, Present and Future*, (Heinemann)
5. Leonord J., LickorishCarson.L, Jenkins, *An Introduction to Tourism*, (Butterworth-Heinemann publication, Singapore, 1997)
6. Mill & Morrison, *The Tourism System: An Introductory Text*, Prentice Hall

Web References:

1. https://tourismnotes.com/tourism-transportation/
2. http://egyankosh.ac.in/bitstream/123456789/42320/1/TS-01-E-B1.pdf
3. https://www.youtube.com/watch?v=gdpfCG7_2e4

Course Outcomes

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

CO1: Understand the historical development of Tourism	**K2**
CO2: Understand the various definitions and Types of tourism	**K2**
CO3: Apply the managerial skills in tour operations and travel agencies	**K3**
CO4: Analyse the emerging trends in transportation sector with real time samples	**K4**
CO5: Understand the functions of tourism organizations	**K2**

Mapping of Cos with POs &PSOs:

CO	PO								PSO				
	1	2	3	4	5	6	7	8	1	2	3	4	5
CO1	S	N	W	W	S	W	S	M	S	S	W	W	W
CO2	S	N	M	M	W	M	S	M	S	W	N	W	W
CO3	S	S	S	W	S	S	S	S	S	M	N	W	W
CO4	S	S	M	W	S	S	S	M	S	M	N	W	W
CO5	S	S	M	W	S	S	S	M	S	M	N	W	W

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

Prepared By	Dr.P.Mariammal
Verified By	Dr.P.N.Premalatha

Course Code & Title	MANAGERIAL CONCEPT AND ORGANISATIONAL BEHAVIOUR		
PTMT12	Semester I	Credits: 5	Hours: 6
Cognitive Level	**K2:** Understand **K3:** Apply **K4:** Analyze		
Learning Objectives	**The course aims** ➢ To mould the students with needed skills to deal with the tourists. ➢ To create professionals with Managerial abilities to serve the tourism industry. ➢ To learn about stress management ➢ To equip with needed knowledge to get jobs		

PREREQUISITE:
      None

UNIT -- I:

 Introduction: Concept – Nature - scope and Importance of Management – Functions of

Management in Tourism Industry- Management By Objectives (MBO) Decision Making

process, tools and techniques- components of effective decision making.

UNIT -- II:

Planning and Organizing and Leading   Concepts- Objectives- Goals- Planning process-
Organizing: Concept of organizing and organization- Line and Staff Authority and
responsibility, span of control, Delegation of authority, centralization versus decentralization-
Organization Structure and design- Staffing and Selection Process- **Leading:** Leadership -
Concept, managerial styles, Successful versus effective leadership styles in travel trade and
Hospitality organizations- Concept of Controlling.

UNIT -- III:

        Managing Tourist Behavior: Understanding Tourist Behavior – Biological

foundation of Behavior-Personality Concepts- Values- attitudes - major personality

attributes influencing tourist behavior- Individual decision making and problem solving-

Emotional Intelligence -Organizational commitment- Interpersonal and group behavior-

Effective conflict management techniques.

UNIT -- IV:

Characteristics affecting Tourist Behavior: Cultural factors- Social factors – Personal factors – Psychological factors – Models of consumer behavior black box model – High commitment and low commitment consumer behavior- Measurement of Tourist Behavior.

UNIT -- V:

Stress Management : Nature of Stress-Sources of Stress-Consequences of stress- Coping Strategies

Books for Study:

1. Cole,G.A*Organizational Behaviors*, (Thomos publication, UK, 2000)
2. Apara Raj, *Tourist Behaviour- A Psychological perspective*, (Kanishka publication, New Delhi, 2004)

Books for Reference:

1. Koontz H and Wechrich*, H. Management (*New York, McGraw Hill, 1995).
2. Luthans, F. *Organizational Behavior*, (New York, McGraw Hill, 1995).
3. Peter F. Drucker, *Innovation and Entrepreneurship,* (Heinemann, New York, 1983).
4. .Ranganayakulu,K.C.S*Organizational Behaviour*,(Atlantic publication, New Delhi, 2005)
5. Shajahan,S and LinuShajahan, *Organizational Behavior,* (Text and Cases including internet Exercises and skill tests),(New Age publication, New Delhi, 2004)
6. Viar Mani. B.R., *The challenges of Indian Management,* (Response books, New Delhi, 2006).

Web References:

1. http://www.pondiuni.edu.in/sites/default/files/MANAGEMENT%20CONCEPTS%20%26%20 ORGANISATIONAL%20BEHAVIOUR.pdf

Course Outcomes

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

CO1: Understand the concept of management	**K2**
CO2: Understand the concept of planning and organizing	**K2**
CO3: Analyse the tourist behaviour	**K4**
CO4: Apply the various factors in tourism industry	**K3**
CO5: Understand the functions of stress management	**K2**

Mapping of Cos with POs &PSOs:

CO	PO								PSO				
	1	2	3	4	5	6	7	8	1	2	3	4	5
CO1	S	N	W	W	S	W	S	M	S	S	W	W	W
CO2	S	N	M	M	W	M	S	M	S	W	N	W	W
CO3	S	S	S	W	S	S	S	S	S	M	N	W	W
CO4	S	S	M	W	S	S	S	M	S	M	N	W	W
CO5	S	S	M	W	S	S	S	M	S	M	N	W	W

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

Prepared By	Dr.P.Mariammal
Verified By	Dr.P.N.Premalatha

Course Code & Title	TOURISM GEOGRAPHY		
PTMT13	Semester I	Credits: 5	Hours: 6
Cognitive Level	**K2:** Understand **K3:** Apply **K4:** Analyze		
Learning Objectives	**The course aims** ➢ **To understand the significance of geography in Tourism** ➢ **To understand about Time Zones** ➢ **To know the tourism attractions of different countries** ➢ **To equip students with needed knowledge to work in tourism industry**		

PREREQUISITE:

None

UNIT -- I:

Fundamentals of Geography: Importance of Geography in Tourism – Climatic variations

– Climatic regions of World – Study of maps – Longitude & Latitude – International Date line,

Time variations – Time difference-Time Zones-Calculation of time –GMT variation-concept

of Elapsed Time-Flying Time and Grounding Time

UNIT -- II:

IATA Traffic Conference Area one:

Physical features-North South and Central America, the Hawaiian Islands, the Bahamas,

Bermuda, Greenland, Caribbean

UNIT -- III:

Traffic Conference Area two:

Physical features-Europe, Soviet in Europe, the Islands adjacent thereto, Iceland, Azora,

Africa and the adjacent Islands, Middle East.

UNIT -- IV:

Traffic Conference Area three: Physical features-Asia, Russia to the East of Ural mountains,

the Islands of the Pacific Ocean West of the International Date Line-Australia

UNIT -- V:
International Agreements: Chicago Convention – Warsaw Convention, Open Sky Policy –

Bermuda convention – Euro Agreement (Schengen Agreement) -**Global effects of Tourism:**

Positive and Negative effect of Tourism .

Books for Study:

1. Lloyd Hudman, Richard Jacson, *Geography of Travel and Tourism*, (Delmar Learning publication, United States, 2003)

2. Robinson. H.A, *Geography of Tourism* (Macdonald publication, London, 1979)

Books for Reference:

1. Ashworth, G. J. , *The Tourist Historic City, Retrospect and Prospect of Managing the Heritage City*, (Oxford,2000)

2. Hell, CM and Page, SJ. *The Geography of Tourism and Recreation*, (Routledge pub.)

3. Khullar. D   *India: A Compreshensive Geography*, (Kalyanikj publication, Ludhiana 2011)

4. New Inskeep, Edward, *Tourism Planning: An Integrated and Sustainable Development Approach*(VNR, New York, 1991).

5. Sharma, J.K. , *Tourism Development: Design for Ecological Sustainability* (Kaniska Publication, New Delhi,2000)

6. Stephen Williams, *Tourism Geography- A Newsynthesis,* (Rout ledge publication, New York, 2009)

Web References:

1. https://www.cukashmir.ac.in/docs/MTTM%20C106%20unit%20I.pdf

2. https://www.youtube.com/watch?v=rcCPV5Z6y5I

Course Outcomes

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

CO1: Understand the importance of Geography in Tourism	**K2**
CO2:Understand logic in the division of the world into IATA Traffic Conference Area	**K2**
CO3: Differentiate the importance of geographical division for tourism development and Appreciate the tourist attractions in different locations	**K3**
CO4: Analyse the significance of different Agreements	**K4**
CO5: Forecast the global effects of tourism	**K4**

Mapping of Cos with POs &PSOs:

CO	PO								PSO				
	1	2	3	4	5	6	7	8	1	2	3	4	5
CO1	S	M	W	W	S	W	S	M	S	S	W	W	W
CO2	S	W	M	M	W	M	S	M	S	S	W	M	W
CO3	S	W	S	W	N	W	S	S	S	M	W	M	W
CO4	S	M	S	W	N	M	S	M	S	N	N	W	W
CO5	S	M	W	W	W	W	S	M	S	M	W	W	W

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

Prepared By	Dr.P.. Mariammal
Verified By	Dr.P.N.Premalatha

Course Code & Title	TOURISM DESTINATION VISIT(Practical)		
PTMT14	Semester I	Credits: 5	Hours: 6
Cognitive Level	**K2:** Understand **K4:** Analyze		
Learning Objectives	**The course aims** ➢ To equip the students with practical knowledge. ➢ To expose them to different tourism products ➢ To get field visit experience ➢ To equip the students with needed knowledge to get job		

PREREQUISITE:
    None
UNIT -- I:

Orientation Programme/Guidance/Schedule

UNIT -- II:
   A) One day visit-1

   August Festival/Other Festival

   B) Presentation on one day visit

UNIT -- III:
   A) One Day visit-2 Trekking/Other
   B) Presentation on one day visit

UNIT -- IV:
A)One Day visit-3 Kodaikanal Lake/ Other

B)Presentation on one day visit

UNIT -- V:

Report presentation and Submission

Web References:

1. https://www.tourism-of-india.com/events-festival/
2. http://tourism.gov.in/gallery-images/81
3. http://tourism.gov.in/scheme-organizing-fair-festival-and-tourism-related-events-dpph-0

Course Outcomes

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

CO1: Understand how festivals become tourist product   **K2**

CO2: Get practical exposure   **K4**

Mapping of Cos with POs &PSOs:

CO	PO								PSO				
	1	2	3	4	5	6	7	8	1	2	3	4	5
CO1	S	N	W	W	S	W	S	M	S	S	W	W	W
CO2	S	N	M	M	W	M	S	M	S	W	N	W	W

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

Prepared By	Dr.P.Mariammal
Verified By	Dr.P.N.Premalatha

Course Code & Title	COMMUNICATION AND PUBLIC RELATIONS		
PTME11	**Semester I**	**Credits: 5**	**Hours: 6**
Cognitive Level	**K2:** Understand **K5:** Evaluate		
Learning Objectives	**The course aims to** ➢ **To improve the communication skill of the students** ➢ **To develop creativity skills.** ➢ **To develop confidence in them** ➢ **To equip students with needed skill to work in tourism industry**		

PREREQUISITE:

None

UNIT -- I:

Communication – Definition- Types-Principles of Effective Communication-Kinds of

Business Letters- Enquiry and Reply- Sales Letters- Circular Letters

UNIT -- II:

Design of Effective Communication- Impacts- Methods- Planning,

Specification of Goals- Target Audience-Specify Impacts-Devices-Out Loaning Ideas, Testing

and Revising- Communication- Evaluating the Final Communication

UNIT -- III:

Face to Face Communication-Basic Skills and Techniques for Talking to People in Business-

Telephonic Enquires- Role Play- Body Language.

Role of Technology- Fax- Email Conferencing- Internet- Public Address System-Mobile
Phones- Intercom.

UNIT -- IV:

Advertising – Printed and Audio Visual Materials-Travel Agents Manual- Travel Agency-

Familiarization Trips- Measuring Promotional Effectiveness Marketing- Objectives and

Results.

UNIT -- V:

Public Relations: Press Relations, Product Publicity, Corporate Communication, lobbying,

counseling-The Public Relations Process, Major tools in marketing PR, Public Relations

opportunities for the Service Industry - Sponsorship -Managing and developing sponsorship,

organizing events, PR at exhibitions, conferences, openings and inauguration.

Books for Study:
 1. Lehman and Dufrene**,** *Business Communication* (Cengage brain publication, USA, 2008)

Books for Reference:
 1. JIT S Chandan**,** *OrganisationalBehaviour* **(New Delhi, 2001)**
 2. Coulter,M.*Strategic Management in Action,* **2002**
 3. Deborah BrithRkoebuck, Mary Ann Mckenney, *ImprovingBusiness Communication Skills*,
 (Pearson Prentice hall publisher)
 4. Mary Ellen Guffey and Dana Loewy*, Essentials of Business Communication*,(Erin Joyner
   publisher, USA, 2010)
 5. Praveen Seth, *Business Tourism*, Rajat Publication, New Delhi, 2000
 6. Robert. E. Simmons, *Communication Campaign Management*, (Longman publication New
 York, 1990)

Web References:
 1. https://ddceutkal.ac.in/Syllabus/MA_English/Paper_21.pdf
 2. https://www.youtube.com/watch?v=FFkUl1KFdUU

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

 CO1: Understand the definitions and types of communication   **K2**

 CO2: Explain the design and impacts of effective communication   **K2**

 CO3: Evaluate the basic skills and techniques in Business Communication **K5**
 CO4: Measure the Promotional Effectiveness Marketing   **K5**
 CO5: Bring out the major tools in marketing PR   **K2**

Mapping of Cos with POs &PSOs:

CO	PO								PSO				
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**1**	**2**	**3**	**4**	**5**
CO1	S	M	W	W	S	W	S	M	S	S	W	W	W
CO2	S	M	W	M	W	M	S	M	S	M	S	S	M
CO3	S	S	S	S	S	W	S	S	S	W	S	S	M
CO4	S	M	S	S	S	W	S	M	S	M	S	S	S
CO5	S	M	M	M	S	S	S	M	S	W	S	S	S

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

Prepared By	Dr.P.Mariammal
Verified By	Dr.P.N.Premalatha

Course Code & Title	ACCOUNTING AND FINANCE FOR TOURISM		
PTME11	Semester I	Credits: 5	Hours: 6
Cognitive Level	**K2:** Understand **K3:** Apply		
Learning Objectives	**The course aims to** ➢ **To improve the knowledge in accounts** ➢ **To understand finance**		

PREREQUISITE:

None

UNIT -- I:

Nature and Scope of Tourism Accountancy - Exchange and money value- economic system- Supply demand and the fashion markets – The service sector- accountancy for economic transition.

UNIT -- II:

Pricing whether Product or Service – pricing based on cost data – Pricing decision based on market conditions – Pricing to optimize profit – using cost and market information – Pricing strategies in special situations.

UNIT -- III:

Financial transaction – the Double Entry system- Sales and cost of sales account- Batch Processing – periodic Balancing of the Books- The Trial Balance- Types of error – The correction error.

UNIT -- IV:

Currency transactions –Transfer- Pricing – Capital budgeting – Balance sheets – Income statements – Retained Earnings statements –Statement exchange in financial position

UNIT -- V:

Assets – Liabilities- Revenues- Expenses of the Industry- Foreign and Domestic Tourist arrival- international Accounting Standards Committee (IASC) Multinational Accountancy.

Books for Study:

     1. Bodan, Harish Bhah, B.S *Financial Management of Travel and Tourism*, (Common wealth Publishers, Delhi, 2007)

Books for Reference:

1. AloksatSangi, Sandeep Sharma, *Encyclopedia of Service Marketing*, (Anmol Publications, New Delhi, 2009)

2. Choi, F.D.S. and Muller, *Introduction to Multinational Accounting*, (Eaglewood Publishers, Great Britain, 1978).

3. Gareth Own A*ccount in for Hospitality Tourism Leisure,*(Pitman publishing house, London,1994)

4. Rizvi,G.A.H*Tourism in Recent Global Scenario*, Cyber Tech Publications, Delhi, 2008.

Web References:

1. https://www.indeed.com/career-advice/career-development/financial-accounting-definitions-examples

2. https://www.youtube.com/watch?v=mq6KNVeTE3A

Course Outcomes

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

CO1: **understand accounting**	**K2**
CO2: **understand financial management**	**K2**
CO3: **know Tourism Accounting**	**K2**
CO4: Apply the **Knowledge to work in tourism industry**	**K3**
CO5: Apply the knowledge and Get job	**K3**

Mapping of Cos with POs &PSOs:

CO	PO								PSO				
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**1**	**2**	**3**	**4**	**5**
CO1	S	M	W	W	S	W	S	M	S	S	W	W	W
CO2	S	M	W	M	W	M	W	M	S	M	S	S	M
CO3	S	S	S	S	S	W	W	S	M	W	S	S	M
CO4	S	M	S	S	S	W	S	M	M	M	S	S	S
CO5	S	M	M	M	S	S	S	M	S	W	S	S	S

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

Prepared By	Dr.P.Mariammal
Verified By	Dr.P.N.Premalatha

Course Code & Title	TOURISM PRODUCTS OF INDIA		
PTMT21	Semester II	Credits: 5	Hours: 6
Cognitive Level	**K2:** Understand **K3:** Apply		
Learning Objectives	**The course aims** ➢ **To Know about the various tourism products of India** ➢ **To create environmental awareness** ➢ **To enhance the knowledge of our own culture** ➢ **To get job in the tourism field**		

PREREQUISITE:

   None

UNIT -- I:

   Cultural Heritage of India : Indian Culture and Society – An Overview of Indian History – Traditions – Customs and Costumes – Life Style and Settlement patterns – Food Habits and Cuisine – Dance forms and Music – Religion – Important Pilgrim Centers- Fairs and Festivals.

UNIT -- II:

Architectural Heritages: Forts - Palaces - Temples –World Heritage Sites (Manmade and Natural) Architectural Marvels– Location and Unique features - **Travel circuits:** Some popular and important tourism circuits in India (Golden triangle, Desert circuit, Buddhist circuit, sun and sand, back waters etc)

UNIT -- III:

   Adventurous activities and related destinations :Land based for soft / hard trekking, Rock Climbing, Ice Skiing, Mountaineering, Desert Safaris, Car Rallies – **Water based:** Rafting, Kayaking, Canoeing, Surfing, Water Skiing, Scuba Diving – **Air based**: Para Sailing, Para Gliding, Ballooning, Hand Gliding and Micro lighting

UNIT -- IV:
   Wild Life Tourism and Conservation: Popular wild life species in India – National

Parks, Wild Life Sanctuaries and Biosphere Reserves - Dachigham, Corbett, Dudhwa,

Kaziranga, Kanha , Gir , Gulf of Mannar, Ranthambur , Mudumalai , Periyar,

KalakkadMundanthurai -Aanamalai, Sunderbans , Manas, Nanda Devi

,Valley of flowers.

UNIT -- V:
   Varied Physical features: Natural Heritages -Land Forms – Mountains, Hills, Deserts,

Beaches, Coastal areas, Islands, Water Bodies and biotic wealth (Flora and Fauna)

Books for Study:
   1.Robinet Jacob**, *Tourism Products of India- a National Perspective*, (Abhijeet

Publication, New Delhi, 2012)

Books for Reference:

1. Badan. B.S, *Impact of Tourism in South India,* (Common Wealth Publication, New Delhi, 2007)

2. Binani, G. D. Rama Rao, T.V*, Indian at Glance: A Comprehensive Reference Book in India*, (Longman's Publication, Delhi, 1953)

3. Dixit, M and Sheela, C *Tourism Products* (New Royal Bok, 2001)

4. Gupta, S.P, Lal, K, Bhattacharya, **M *Cultural Tourism in India* (DK Print, 2002)

5. Grewal, Bikram, *Indian Wildlife*.

6. Gupta. V.K, *Tourism in India*, (Gian publication house, New Delhi, 1987)

7. Ratandeep Singh, *National Eco Tourism and WildlifeTourism Policies and Guidelines* (Kanishka publication New Delhi, 2000)

8 .SatishBabu, A. *Tourism Development in India*, (APH Publishing corporation, New Delhi, 1998)

Web References:

1.   http://www.pondiuni.edu.in/sites/default/files/Tourism%20Products%20of%20Indiat200813.pdf
2.   https://www.youtube.com/watch?v=sfC1ArZx-Ow

Course Outcomes

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

   CO1: Know the overview of Indian Culture and Society   **K2**

   CO2: Earn their skills in Technical Writing   **K2**

   CO3: Draft effective research proposals/reports   **K2**
   CO4: Exploit the resources of English language for professional   **K2**
   development
   CO5: Develop effective introduction and conclusion   **K3**

   CO6: Master the mechanics of writing   **K2**

Mapping of Cos with POs &PSOs:

CO	PO								PSO				
	1	2	3	4	5	6	7	8	1	2	3	4	5
CO1	S	M	W	W	S	W	S	M	S	S	W	W	W
CO2	S	M	W	M	W	M	S	M	S	M	S	S	M
CO3	S	S	S	S	S	W	S	S	S	W	S	S	W
CO4	S	M	S	S	S	W	S	M	S	M	S	S	W
CO5	M	M	M	M	S	S	S	M	S	W	S	S	W

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

Prepared By	Dr.P.Mariammal
Verified By	Dr.P.N.Premalatha

Course Code & Title	HUMAN RESOURCE MANAGEMENT		
PTMT22	Semester II	Credits: 5	Hours: 6
Cognitive Level	**K2:** Understand **K3:** Apply		
Learning Objectives	**The course aims** ➢ **To Know about the various concepts in HRM** ➢ **To enhance the knowledge on HR planning**		

PREREQUISITE:

None

UNIT -- I:

Introduction: Definition – Scope – Meaning – Evolution and process – Personnel

Management and HRM – Role of a HR. Manager – Duties and responsibilities – Typical

Organization set up of HR department – Relevancy to Tourism Industry.

UNIT -- II:

Human Resource Planning: Objectives – Planning process – Man power estimation –

Job description – Recruitment – Placement and Induction

UNIT -- III:

Training and Personality Development

Orientation and Training – Training Process and Techniques – Special purposes

training – Training via internet – On the job – Off the job training-Personality Factors-

external, internal- Effective or winning personality, developing a selling personality-

Personality grooming, physical fitness, dressing sense, formal and informal clothing- behavior

with male and female clients- behavior in office.

UNIT -- IV:
Performance Appraisal and Compensation

Meaning – Objectives – Methods – Wage fixation – Job Evaluation –

Compensation – Trade union – Discipline – Grievances – Labour Welfare – Labour

legislation.

UNIT -- V:
Knowledge Management

Knowledge resources- Impact of globalization – Problems in relation to

Transnational and multinationals – Future of Human Resource Management.

Books for Study:
1. Sharma, Anuradha&Khandekar, Aradhana– *Strategic Human Resource*

   Management: An Indian perspective

Books for Reference:

1. Aswathappa**, K** *Human Resource Management* (Tata McGraw-Hill)

2. Prasad LM, *Organization Theory and Behavior* (Sultan Chand and Sons- (New Delhi-1984)

3. Rituparna Banerjee,-*Emerging Trends in Human Resource Management*

4. Robert L. Mathis, John Harold Jackson, *Human Resource Management* (2008)

Web References:
1. http://www.opentextbooks.org.hk/system/files/export/32/32088/pdf/Human_Resource_Management_32088.pdf
2. https://nptel.ac.in/courses/122/105/122105020/

Course Outcomes

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

CO1: Understand different concepts and HR Planning **K2**

CO2: Enable students to understand the methods of HRM **K2**

CO3: Understand the relevancy of HRM to tourism field **K2**
CO4: Know about knowledge management **K2**
CO5: Enable students to get jobs **K3**

Mapping of Cos with POs &PSOs:

CO	PO								PSO				
	1	2	3	4	5	6	7	8	1	2	3	4	5
CO1	S	M	W	W	S	W	S	M	S	S	W	W	W
CO2	S	M	W	M	W	M	S	M	W	M	S	S	M
CO3	S	S	S	S	S	W	W	S	S	W	S	W	W
CO4	S	M	S	W	S	W	W	M	S	M	W	W	W
CO5	M	M	M	M	S	S	S	M	S	W	S	S	W

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

Prepared By	Dr.P.Mariammal
Verified By	Dr.P.N.Premalatha

Course Code & Title	TOURISM MARKETING		
PTMT23	Semester II	Credits: 5	Hours: 6
Cognitive Level	**K1:** Knowledge **K2:** Understand **K3:**Apply		
Learning Objectives	The course aims ➢ **To Know about the various concepts in tourism marketing** ➢ **To enhance the knowledge on marketing skills** ➢ **To get job in the tourism field**		

PREREQUISITE:
        None
UNIT -- I:

Introduction of Marketing: Introduction **of Marketing**: Concept of Marketing. Approaches to Marketing-Tradition Vis-à-vis Modern.Components of Marketing Mix.Sovereignty of consumer. Difference between Product marketing and Service marketing. Nature classifications & characteristics of services and their marketing implications.

UNIT -- II:

Tourism Marketing: Nature, process and growth of tourism marketing, Issues and challenges in tourism marketing , Components of marketing mix with special reference to Tourism , Factors influencing tourist buying, Market segmentation and positioning-Forecasting Methods - Forecasting Tourism Demand.

UNIT -- III:

Tourism Product:: Concept of Product in Tourism and special issues related to marketing of Tourism products , Product Life Cycle and Destination Life Cycle, Destination Branding and Functions.

UNIT -- IV:

     Planning Tourism Marketing : Linkages in Travel and Tourism marketing between Accommodation, Transport, Travel and Tour sectors and Governments , Factors influencing tourism pricing, Pricing strategies, components of promotion mix, Important promotion tools in tourism.

UNIT -- V:

     Marketing of Tourism Services: Marketing of Airlines, Hotel, Resort, Travel Agencies and other Tourism related services – Challenges and Strategies, Using modern technology in tourism marketing, Role of Govt. and non-govt. organizations for tourism promotion- Online Marketing.

Books for Study:

1.ManjulaChaudhary, Tourism Marketing, (New Delhi, Oxford press,2010)

Books for Reference:

1.   AjlanFyall and Brian Garod, *Tourism Marketing- a Collaborative Approach*, (Cannel view publication, Canada, 2005)

2.   Basotia,G.Ran d N.K Sharma, *Advertising, Marketing and Sales Management*, (Mangaldeep Publication, Jaipur, 1998)

3.   Bansal S.P.**,** *Marketing Management***(Kalyani Publication)**

4.   Jha.S.M, *Tourism   Marketing*, (Himalaya publication, New Delhi, 1995)

5.   Kaul.R.N, *Dynamics of Tourism; A Trilogy*, vol, 3. Transportation and Marketing, (Sterling Publication, New Delhi, 1985)

6.   Kotler, Philip , *Marketing Management ,***Hospitality and Tourism Marketing**

7.   Prasad, L.M., *Principles of Management*

8.   Praveen Seth, *Nature and Scope of Tourism*.

9.   Robert. T. Reilly, *Travel and Tourism Marketing Techniques,* (Delmar publication,New York, 1988)

10. Stonier Freeman, *Management*, Prentice Hall.

11. Shaw S. *Airline Marketing and Management* (3rd Edition, Pitman, London)

12. Sinha, P.C , *Tourism Marketing*

13. Travel Information Manual (TIM)

Web References:
1. https://www.327digital.com/tourism-marketing/020/
2. https://kundoc.com/pdf-tourism-marketing-.html
3. https://www.routledgehandbooks.com/doi/10.4324/9781315858265

Course Outcomes

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

CO1: Learn various concepts	**K1**
CO2: Understand the difference between product marketing and service marketing	**K2**
CO3: Understand the linkages in Travel and Tourism marketing between Accommodation, Transport, Travel and Tour sectors and Governments	**K2**
CO4: Help students gain knowledge in conventional and online marketing	**K2**
CO5: Apply the skills and enable students to get jobs	**K3**

Mapping of Cos with POs &PSOs:

CO	PO								PSO				
	1	2	3	4	5	6	7	8	1	2	3	4	5
CO1	S	M	W	W	S	W	S	M	S	S	W	W	W
CO2	S	M	W	M	W	M	M	M	S	M	S	M	M
CO3	S	S	0	S	S	W	S	S	M	W	S	M	W
CO4	S	M	S	S	0	W	S	M	M	M	S	M	S
CO5	M	M	M	M	S	S	S	M	S	W	S	S	S

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

Prepared By	Dr.P.Mariammal
Verified By	Dr.P.N.Premalatha

Course Code & Title	INTERNSHIP IN A TRAVEL AGENCY/TOUR OPERATOR/MONEY EXCHANGER		
PTMT24	Semester II	Credits: 5	Hours: 6
Cognitive Level	K2: Understand K3: Apply		
Learning Objectives	The course aims to ➢ To Know about the various sectors in tourism ➢ To enhance the practical knowledge ➢ To get job in the tourism field		

PREREQUISITE:
 None

UNIT -- I: Theory classes

UNIT -- II: Internship

UNIT -- III: Report preparation

UNIT -- IV: Power Point Presentation and Viva

Web References:
1. https://www.goabroad.com/intern-abroad/search/tourism/internships-abroad-1
2. https://www.adventuretravel.biz/about/atta-internship-program/

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

 CO1: Get practical exposure   **K3**

 CO2: Equip students with needed knowledge to work in Tourism industry   **K2**

Mapping of Cos with POs &PSOs:

CO	PO								PSO				
	1	2	3	4	5	6	7	8	1	2	3	4	5
CO1	S	M	W	W	S	W	S	M	S	S	W	W	S
CO2	S	M	W	M	W	M	M	M	S	M	S	M	S

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

Prepared By	Dr.P.Mariammal
Verified By	Dr.P.N.Premalatha

Course Code & Title	CONVERSATION IN FRENCH		
PTME22	Semester II	Credits: 5	Hours: 6
Cognitive Level	K2: Understand K3: Apply		
Learning Objectives	The course aims ➤ To Know about the importance of language ➤ To enhance the conversation in French ➤ To get job in the tourism field		

PREREQUISITE:
 None
UNIT -- I:

1. Salutations greetings

   Gender and number, nouns and adjectives

2. Premiers contacts meeting people Numbers to 69, some verbs

3. On fait conaissance getting to know someone Family, work likes and dislikes

4. Un voyage en bateau a boat trip Prepositions, numbers to 101

5. On visite la vieille visiting the ld town Adjecatives, the imperative

UNIT -- II:

6. Oustationer?Where to Park? Asking questions, the time

7. I, hebergemetnt accommodation More verbs

8. a I' hotel at the hotel Du,de, la, des, spelling

9. unesijolie petite ville such a kpretty little town

10. choisir un reslaurant choosing a restaurant

expressingopininons

UNIT -- III:

11. la pluie et le bean temps rain and shine the future tense

12. au restaurant at the restaurant venir de, the perfect tense

13. sur la route on the road ilfaut, y and en

14. on cherche un appartement looking for a flat pronouns,, present participle

15. dans les grandes surfaces at shopping centres comparisons

UNIT -- IV:

16.   a la maison du people at the community centre

17.   on cherche du travail looking for work the imperfect tense

18.   on prend le TGV catching the high –speed train prepositions and the infinitive, the subjunctive

19.   Al' hospital at the hospital Indirect object pronouns

20.   On prend le metro caching the metro Agreement with the direct object

UNIT -- V:

21.   Si on gagnait le gros lot… if we won the jackpot…..the conditional tense

22.   Les greves strike Possessive adjectives and pronouns

23.   La vie de famille family life the pluperfect tense

24.   Un repas familial a family meal Relative pronous, aui and que

25.   Si on achetaitunemaison? What if we Bought a house? The order of pronouns

Web References:
1. https://www.youtube.com/watch?v=gd4TwRdlMxM
2. https://www.youtube.com/watch?v=0SUPeXLQsxY

Course Outcomes

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

  CO1: To develop communication skill in French   **K3**

  CO2: To enable to guide the tourists knowing only French Language   **K2**

Mapping of Cos with POs &PSOs:

CO	PO								PSO				
	1	2	3	4	5	6	7	8	1	2	3	4	5
CO1	S	M	W	W	S	W	S	M	S	S	W	W	S
CO2	S	M	W	M	W	M	M	M	S	M	S	M	S

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

Prepared By	Dr.P.Mariammal
Verified By	Dr.P.N.Premalatha

Course Code & Title	CONVERSATION IN HINDI		
PTME22	Semester II	Credits: 5	Hours: 6
Cognitive Level	**K2:** Understand **K3:** Apply		
Learning Objectives	The course aims ➤ To Know about the importance of language ➤ To enhance the conversation in Hindi ➤ To get job in the tourism field		

PREREQUISITE:
   None

UNIT -- I: Welcoming Tourists

UNIT -- II: Narrating about Tourism attractions-

KanyaKumari- Kodaikanal- Chennai- Marina beach- Sittanavasal

UNIT -- III: Telling about Tamil culture- food- dress

UNIT -- IV: About Transport   - Air – Train and buses to important places. Thanking the tourists

Web References:
 1. https://www.youtube.com/watch?v=1lrz11BbqCA
 2. https://www.youtube.com/watch?v=LShN9mRlVY0
 3. https://www.learning-hindi.com/

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

   CO1: Communicate with the tourists from other states   **K3**

   CO2: Equip the students with conversational skill in our national language   **K2**

Mapping of Cos with POs &PSOs:

CO	PO								PSO				
	1	2	3	4	5	6	7	8	1	2	3	4	5
CO1	S	N	W	W	S	W	S	M	S	S	W	W	S
CO2	S	N	M	M	W	M	S	M	S	M	M	M	S

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

Prepared By	Dr.P.Mariammal
Verified By	Dr.P.N.Premalatha

Course Code & Title	DESTINATION MANAGEMENT AND TOURISM LEGISLATIONS		
PTMT31	Semester III	Credits: 5	Hours: 6
Cognitive Level	**K2:** Understand **K3:** Apply		
Learning Objectives	**The course aims** ➢ **To Know about the various concepts in destination management** ➢ **To enhance the knowledge on tourism legislations** ➢ **To get job in the tourism field**		

PREREQUISITE:

None

UNIT -- I:

An introduction to Destination Management:Dynamics of destination development- Factors influencing Destination Development- Understanding the Destination: Trends & Competition- Planning of Destinations.

UNIT -- II:

Destination branding -Destination Competitiveness- Destination Marketing-Events in destination management-Events and competitive advantage- Crises management--factors affecting destination's competitiveness

UNIT -- III:

Heritage Management, objectives and strategies, Protection, Conservation and Preservation- Criterions for selection as heritage sites, monuments and zone by UNESCO (WHO)- Types of heritage property- Heritage Marketing,- Case study of one destination-National and International Organizations engaged in Heritage Management (UNESCO, ICOMOS, ASI, INTACH and NGOs),

UNIT -- IV:

 Tourism Related Laws

Laws relating to accommodation- Travel Agency- Airways- and Surface Transport-

Tourist related Laws: Passport- Visa- Foreigner's Registration and Customs Acts-

Consumer Protection Act - Environment and Wild Life Related Acts &Law

Consumer Protection Act 1986 - Ancient Monuments Preservation Act 1904 -

Ancient Monuments & Archaeological Site and Remains Act 1972 -Foreign

Exchange Regulation Act 1973 -Passport Act 1967 .

UNIT -- V:

Impacts of Tourism

Economic and Environmental impact- Environment impact Assessment,
Approach to evaluating Impacts and Control Measures- Measuring Economic
Costs and Benefits.

Books for Study:

1.Praveen Seth, *Tourism planning and Development*,(Rajat publication, New Delhi,1999).

Books for Reference:

1.   Ashworth, G. J*The Tourist Historic City, Retrospect and Prospect of Managing the*

Heritage City, (Pergamon, Oxford,2000).

2.   Christopher Holloway, J.*The Business of Tourism* (Fourth Edition, 1990)

3.   Dixit. M**., Tourism *Products*, (Royal Publishers).

4.   Hell, CM and Page, SJ. *The Geography of Tourism and Recreation***,**(Routledge pub.)

5.   Pearce, D.G and Butler, R.W**. *Contemporary issues in Tourism Development,*
(Routledge pub.)

6.   Yashodhara Jain, *Tourism Development – Problems and Prospects*, A.P.H

Publication, New Delhi, 1998.

Web References:

1. https://www.unwto.org/policy-destination-management
2. https://www.glion.edu/blog/destination-management-tips-visiting-lecturer-doug-lansky/

Course Outcomes

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

CO1: Make the students understand the significance of destination management	**K2**
CO2: Know about the various legislations pertaining to tourism	**K2**
CO3: Know the significance of Heritage Management	**K2**
CO4:**Understand the impact of tourism**	**K2**
CO5: Apply the skills and enable students to get jobs	**K3**

Mapping of Cos with POs &PSOs:

CO	PO								PSO				
	1	2	3	4	5	6	7	8	1	2	3	4	5
CO1	S	W	W	W	S	W	S	M	S	S	W	W	W
CO2	S	N	M	M	W	M	S	M	S	N	W	M	W
CO3	M	W	W	N	M	M	W	S	M	W	W	M	W
CO4	S	W	M	N	W	W	W	M	M	W	M	M	W
CO5	M	M	M	W	M	M	W	M	M	M	W	M	W

Strongly Correlating(S)   -   3 marks
Moderately Correlating (M)   -   2 marks
Weakly Correlating (W)   -   1 mark

No Correlation (N)   -   0 mark

Prepared By	Dr.P.Mariammal
Verified By	Dr.P.N.Premalatha

Course Code & Title	RESEARCH METHODOLOGY		
PTMT32	**Semester III**	**Credits: 5**	**Hours: 6**
Cognitive Level	**K2:** Understand **K3:** Apply		
Learning Objectives	**The course aims** ➢ **To Know about the various concepts in research methodology** ➢ **To enhance the knowledge in research**		

PREREQUISITE:

None

UNIT -- I:

Introduction to Research- Nature, Scope and Significance of Research - the Art and Science

of Knowing Ontology and Epistemology - Theoretical Development - Deductive and

Inductive Research - Variables, Construct and Relationship - Reliability and Validity -

Methodology and Research Methods - Propositions and Hypothesis.

UNIT -- II:

Identifying Research Problems- Review of Literature - Research Questions - Item

Generation - Scale Development - Scale Evaluation - Questionnaire Design - Sampling

Methods - Sample Error - Grounded Theory.

UNIT -- III:

Qualitative Techniques- Ethnography and Case Study - Experimentation, In-depth Interviews

- Focused Group Technique, Delphi Technique, Participant Observations - Projective

Technique - Content Analysis, Pilot Study, Historical Analysis - Preparation of Field Notes.

UNIT -- IV:

Quantitative Techniques- Measures of Central Tendency and Dispersion - Normal

Distribution - Correlation, Regression Analysis - Testing of Hypothesis - Parametric and

Non- Parametric Test - Multivariate Analytical Techniques - Use of SPSS.

UNIT -- V:

Data Collection & Presentation- Methods & Sources of Data Collection - Communicating the Research Findings - Written & Oral Presentation - Report Writing Tips - Scientific Writing Styles - Structure and Steps of Preparing Research Proposal - the Art of Writing Research Paper - Art of citing references.

Books for Study:

1.Kothari,K.N. *Research Methodology*(Vishwaprakashana India,2002).

2. NareshMalhotra, John Hall, Mike Shaw &Peter ,*Market Research*(Second Edition, entice Hall,2002).

Books for Reference:

3. BlaikieN.*Designing Social Research, Polity Press,* 2000(Cantebury, UK,2000)

4. Marshall. L, Rossman B. *Designing Qualitative Research(* 3rd Edition, Sage Publications, New Delhi,1999).

5. David de Vaus, *AnalyzingSocial Sciences Data*(Sage Publication, New Delhi,2002)

6. Malhotra.N.K. *Marketing Research, An applied Orientation*(Fifth Edition, Pearson Education,2007).

7. Babbie. E *The Practice of Social Research*(9th Edition, Wardworth, and Thomson Learns, USA,2001)

8. Joseph F, Haur, Robert & David. J ,*Market Research*(McGraw Hill, New Delhi,2004)

9. Donald R Cooper & Pamela S Schindler, *Business Research Methods*(McGraw Hill, New Delhi,2006)

Web References:
1. https://www.youtube.com/watch?v=ze5bS-DNERk
2. https://www.open.edu/openlearn/money-management/understanding-different-research-perspectives/content-section-8

Course Outcomes

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

CO1: Equip the students with proper methodology for research   **K2**

CO2: Enable the students to carryout research pertaining to tourism   **K2**

                                                                            K2
CO3: Create research interest in tourism field.

 CO4:**Pursue M.Phil or Ph.Dprogramme**   **K3**
 CO5: Apply the skills and enable students to get jobs   **K3**

Mapping of Cos with POs &PSOs:

CO	PO								PSO				
	1	2	3	4	5	6	7	8	1	2	3	4	5
CO1	S	N	W	W	S	W	S	M	S	S	W	W	W
CO2	S	N	M	M	W	M	S	M	S	N	W	M	M
CO3	S	N	W	N	W	W	M	S	M	W	N	M	W
CO4	S	N	W	W	M	W	W	M	N	M	N	W	M
CO5	S	N	W	N	M	M	W	M	N	N	N	M	S

Strongly Correlating(S)   -   3 marks
Moderately Correlating (M)   -   2 marks
Weakly Correlating (W)   -   1 mark

No Correlation (N)   -   0 mark

Prepared By	Dr.P.Mariammal
Verified By	Dr.P.N.Premalatha

Course Code & Title	HOSPITALITY MANAGEMENT		
PTMT33	Semester III	Credits: 5	Hours: 6
Cognitive Level	**K2:** Understand **K3:** Apply		
Learning Objectives	**The course aims** ➢ **To Know about the various concepts in hospitality management** ➢ **To enhance the knowledge in hotel organization and yield management**		

PREREQUISITE:

None

UNIT -- I:

Introduction to Hospitality Industry: Classification of Hotels - Star Rating of Hotels - Classification on the basis of size, Location, Clientele, Duration of stay, level of Service - Classification on the basis of ownership - Alternative Accommodations - Hotel Tariff Plans - Types of Guest Rooms.

UNIT -- II:

Hotel Organization: Need for Organization - Organizational charts, major departments of a hotel - Front Office, Housekeeping, Food and Beverage Service Departments, Food Production, Engineering and Maintenance, Accounts, Human Resource, Security, Sales and Marketing, Purchase etc.

UNIT -- III:

Room Reservations: Registration - Allotment of rooms - Stay, Departure - Handling FIT – GIT - Guest Services - Various Guest Services - Handling guest mail - Message Handling - Custody and control of keys - Guest paging - Safe deposit locker, left luggage handling, wake up call, Handling Guest Complaints.

UNIT -- IV:

Evaluating Hotel Performance: Methods of Measuring Hotel performance - Occupancy ratio - Average Daily rate, Average Room rate per guest - Market share Index - Evaluation of Hotel by Guest.

UNIT -- V:

Yield Management: Elements of Yield Management, Measuring yield in the Hotel industry, benefits of Yield Management, Challenges or problems in Yield Management.

Books for Study:

1. JagmohanNegi*, Professional Hotel Management*(S. Chand, New Delhi , 1997)
2. *Raghubalan,G.&SmriteeRagubalan: Hotel Housekeeping Operations and Management.*

Books for Reference:

1. Arthur &Gladwell, *Hotel Assistant Manager* (London communicate, Barril, Jenkins)
2. JagmohanNegi, *Hotels for Tourism Development*(S. Chand, New Delhi)
3. Jatashankar R Tewari,*HotelFront Office Operations and Management*(Oxford publication New

   Delhi,2009).
4. Gray and Ligouri (2000), *Hotel and Motel Management and Operations*(PHI, New Delhi).
5. Sudheer Andrews (2009), *Hotel Front Office Training Manual*(Tata McGraw Hill, Bombay).
6. John Cousins David Foskett&Cailein Gillespie, *Food and Beverage Management*,

   (Pearson Education, England, 2002).

Web References:
   1. http://uru.ac.in/uruonlinelibrary/Hospitality_Management/Hospitality%20Industry.pdf
   2. https://www.revfine.com/hospitality-management/

Course Outcomes

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

CO1: Get expertise to become professionals with Managerial abilities to serve in the hospitality industry.	**K2**
CO2: Get necessary knowledge in managing operations in the hospitality industry	**K2**
CO3: Understand the emerging trends , ideas and issues relating to tourism and hospitality sector	**K2**
CO4:Get knowledge in yield management	**K2**
CO5: Apply the skills and enable students to get jobs in hotels and resorts	**K3**

Mapping of Cos with POs &PSOs:

CO	PO								PSO				
	1	2	3	4	5	6	7	8	1	2	3	4	5
CO1	S	N	W	W	S	W	S	M	S	S	W	W	W
CO2	S	N	M	M	W	M	S	M	S	W	W	M	W
CO3	S	W	W	M	W	W	W	S	M	M	M	M	M
CO4	M	M	W	W	M	M	M	M	M	W	W	W	M
CO5	M	W	W	M	W	M	M	M	W	M	W	W	S

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

Prepared By	Dr.P.Mariammal
Verified By	Dr.P.N.Premalatha

Course Code & Title	INTERNSHIP IN A STAR HOTEL/RESORT			
PTMT34	Semester III		Credits: 5	Hours: 6
Cognitive Level	K2: Understand K3:Apply			
Learning Objectives	The course aims ➢ To Know about the importance of industrial experience ➢ To enhance the practical knowledge ➢ To get job in the tourism field			

PREREQUISITE:
    None
UNIT -- I:Theory classes

UNIT -- II: Internship

UNIT -- III: Report preparation

UNIT -- IV: Power Point Presentation and Viva

Web References:
    1. https://www.spain-internship.com/en/our-services/work-abroad-employment-program/work-in-usa/hospitality-internships-jobs-usa
    2. https://www.globalexperiences.com/students/internships-abroad/hospitality-travel-and-tourism-internships/

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

CO1: Practical knowledge about hotel sector   **K3**

CO2:Understand the importance internship and industry to get jobs   **K2**

Mapping of Cos with POs &PSOs:

CO	PO								PSO				
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**1**	**2**	**3**	**4**	**5**
CO1	S	N	W	W	S	W	S	M	S	S	W	W	W
CO2	S	N	M	M	W	M	S	M	S	W	W	W	S

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

Prepared By	Dr.P.Mariammal
Verified By	Dr.P.N.Premalatha

Course Code & Title	E - TOURISM		
PTME33	Semester III	Credits: 5	Hours: 6
Cognitive Level	**K2:** Understand **K3:** Apply		
Learning Objectives	**The course aims** ➢ **To Know the various concepts in E-Tourism** ➢ **To enhance the knowledge in E-Tourism techniques**		

PREREQUISITE:

None

UNIT -- I:

Introduction to E-Tourism- Historical development- Electronic Technologies

for data processing and communication- Hardware and Software- Strategic, tactical, and

operational use of IT in tourism.

UNIT -- II:

WWW-Internet Economics-E-commerce- Starting an e-business- E-marketing of

tourism products- Typologies of e-tourism- Business models in the wired economy.

UNIT -- III:

CRS-its functioning method- CRS for Rail Transport, Hotel Bookings, Airlines: Different

packages used: Abacus, Fantasia, Amadeus, Apollo-Galileo, Sabre etc

UNIT -- IV:

Online consumer behavior- Service quality- Customer satisfaction-Loyalty-Case studies

Social networking : Meaning, importance and its impacts on tourism business. Current

debates in e-tourism- Future

UNIT -- V:

Disaster Management- Natural Calamities- Water-Fire- Terrorism- Class room shooting-

Financial problems- Rent settlement- Health problems- Domestic issues

Books for Study:

1, Buhalis,D.E. *Tourism :Information Technology for Strategic Tourism Management,(2004)*

Books for Reference:

1. Charles, Kaises and Helderlarry .E, *Tourism Planning and Development,* (CBIPublication, Massachusetts, Boston, 1998)

2. Inkpen,G. *Information Technology for Travel and Tourism* (2000)

3. Poon ,A. *Tourism Technology ,and Competitive Strategies*(cabi,1998)

Web References:
1. http://www.cs.nott.ac.uk/~pszqiu/Teaching/G53DDB/E Tourism%20Lecture%20120310.pptx
2. https://m.youtube.com/watch?v=RMTpvcnHLJw

Course Outcomes

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

CO1: Learn the basics of E-Tourism	**K2**
CO2: Learn how to use information technology effectively in tourism field.	**K2**
CO3: Learn to do E-Commerce	**K2**
CO4:Gain knowledge about disaster management	**K2**
CO5: Apply the skills and enable students to get jobs in tourism	**K3**

Mapping of Cos with POs &PSOs:

CO	PO								PSO				
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**1**	**2**	**3**	**4**	**5**
CO1	S	N	W	W	S	W	S	M	S	S	W	W	W
CO2	S	N	M	M	W	M	S	M	S	N	W	W	W
CO3	S	W	N	M	M	N	M	S	W	N	M	W	S
CO4	S	W	W	W	W	M	W	M	M	W	W	W	S
CO5	S	W	W	W	W	M	M	M	W	W	M	W	S

Strongly Correlating(S)   -   3 marks
Moderately Correlating (M)   -   2 marks
Weakly Correlating (W)   -   1 mark

No Correlation (N)   -   0 mark

Prepared By	Dr.P.Mariammal
Verified By	Dr.P.N.Premalatha

Course Code & Title	EVENT MANAGEMENT AND DISASTER MANAGEMENT		
PTME33	Semester III	Credits: 5	Hours: 6
Cognitive Level	**K2:** Understand **K3:** Apply		
Learning Objectives	**The course aims** ➢ **To Know about the various concepts in Event and disaster management** ➢ **To enhance the knowledge in event safety, security and planning**		

PREREQUISITE:

None

UNIT -- I:

Principles of Event Management: Introduction to Event Management, Concept and Type of events- Code of ethics –Dress Code.

UNIT -- II:

Event Planning: Aim of Event- Develop a mission- Establish Objectives -Preparing event proposal- Use of planning tools –Lay out of the plan-Feasibility- Keys to success-SWOT Analysis .

UNIT -- III:

Team Management: Managing team- Leadership skills- Protocols, Staging, Staffing Group development- Communication -Managing meetings- Crowd management.

UNIT -- IV:

Event Safety and Security-Security- Occupational safety- Major risks and emergency planning- Incident reporting- emergency procedures.
Event Accounting and Costing- Budget- break even point- cash flow analysis-
Profit and loss statement - balance sheet Panic payments –
Financial control systems

UNIT -- V:

Disaster Management- Natural Calamities- Water-Fire- Terrorism- Class room shooting-

Financial problems- Rent settlement- Health problems- Domestic issues

Books for Study:

1. Peter E. Tarlow, *Event Risk Management Safety*

Books for Reference:

1, Anton Shone and Bryn Parry, *Successful Event Management*(2002)
2,LeonardH.Hoyle,Jr*Event Marketing*

Web References:
1. https://www.youtube.com/watch?v=Kw4d8VzSgUc
2. http://www.pondiuni.edu.in/sites/default/files/event-mgt-260214.pdf

Course Outcomes

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

	K2
CO1: Understand about event management	
CO2: Organize events successfully	K2
CO3: Handle effectively any disaster	K2
CO4:Gain knowledge for self- employment	K3
CO5: Learn event accounting	K2

Mapping of Cos with POs &PSOs:

CO	PO								PSO				
	1	2	3	4	5	6	7	8	1	2	3	4	5
CO1	S	N	W	W	S	W	S	M	S	S	W	W	W
CO2	S	N	M	M	W	M	S	M	S	M	M	N	W
CO3	M	W	W	M	W	W	M	S	M	M	W	N	W
CO4	W	W	M	W	M	M	M	M	W	W	M	N	S
CO5	M	W	W	M	W	W	M	M	W	W	M	M	S

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

Prepared By	Dr.P.Mariammal
Verified By	Dr.P.N.Premalatha

Course Code & Title	CUSTOMER CARE AND FRONT OFFICE MANAGEMENT		
PTME33	Semester III	Credits: 5	Hours: 6
Cognitive Level	**K2:** Understand **K3:**Apply		
Learning Objectives	The course aims ❯ **To Know about the various concepts in customer care and front office** ❯ **To enhance the knowledge in guest relations and handling**		

PREREQUISITE:

None

UNIT -- I:

Front Office –Basic functions-Job descriptions-competencies-Room rates-

Budgeting-Administration- Reservations –types

UNIT -- II:

Services-Reception-Uniformed Services-Concierge services

UNIT -- III:

Guest Relations Executive-Organization of GRE-Important departments for GRE-

General Duties and Responsibilities –GRE Log Book

UNIT -- IV:

Front Office Cashier- Duties-Night audit-Task of the Night Auditor-Yield

Management- Quality Guest Service

UNIT -- V:

Managing Front Office Human Resources-Recruitment and selection-Sources of HR supply-Basic Interviewing skills-joining formalities-Orientation-training and development-interpersonal communication.

Books for Study:

1. Sudhir Andrews**,** *Front Office Management and Operations*(New Delhi,2008)

Books for Reference:

1.Singaravelavan, R. *Food and Beverage Service*(Oxford University Press, New Delhi, 2011)

Web References:
1. https://setupmyhotel.com/train-my-hotel-staff/front-office-training/743-front-office-introduction-operations-functions.html
2. https://www.youtube.com/watch?v=KeZMe_UlAhc

Course Outcomes

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

CO1: Understand customer service management in local and global context	**K2**
CO2: Equip to become a good Front Office Manager	**K2**
CO3: Gain knowledge for self- employment	**K3**
CO4:Understand various services in Front Office	**K2**
CO5: Get jobs in tourism related sectors	**K3**

Mapping of Cos with POs &PSOs:

CO	PO								PSO				
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**1**	**2**	**3**	**4**	**5**
CO1	S	N	W	W	S	W	S	M	S	S	W	W	W
CO2	S	N	M	M	W	M	S	M	S	W	M	W	M
CO3	S	W	W	M	W	M	W	S	M	W	W	M	W
CO4	W	S	W	W	N	W	W	M	M	M	W	W	W
CO5	S	S	W	W	W	W	W	M	W	W	W	W	S

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

Prepared By	Dr.P.Mariammal
Verified By	Dr.P.N.Premalatha

Course Code & Title	TOURISM POLICIES AND PLANNING		
PTMT41	Semester IV	Credits: 5	Hours: 6
Cognitive Level	**K2:** Understand **K3:** Apply		
Learning Objectives	The course aims ➢ **To Know about the various concepts in tourism policies and planning** ➢ **To enhance the knowledge in tourism policies and framework**		

PREREQUISITE:

None

UNIT -- I:

Concept of Policy-Formulations of Tourist policy –Role of Government and non Government- The Committee 1963-National Committee on Tourism 1988(Yunus Committee)Tourism Finance Corporation of India 1989-National Tourism Policy-National Action Plan for Tourism - New Tourism Policy of India-National Strategy for Tourism Promotion.

UNIT -- II:

Five year plans- objectives- Tourism as an industry-Training for service Providers-Incredible India campaign- Athithi Davo Bhavo (Guests are like Gods)-**Swachh Bharat Abhiyan** , Clean India Campaign

UNIT -- III:

Types of Tourism Planning- Sectoral -Spatial integrated- Complex- Centralized and

Decentralized Tourism Planning

UNIT -- IV:

Tourism Planning Process-Objective setting-Goal setting and Plan formulation-Evaluation

of tourism Project- Plan implementation- Development and Monitoring-Tourism Master

plan- Planning at Regional- National- State Level-Government of Tamilnadu and India's

Tourism Polices-Public Private Partnership (PPP)

UNIT -- V:

Tourism Statistics- Types of Tourist Statistics and their sources and limitations - Domestic

Tourism sources- methods and dimensions- International Tourism: Sources- methods-

dimension- Emerging trends- cause of variation of tourism trends.

Books for Study:

    1. Praveen Seth, ***Tourism Planning and Development*** , (Rajat publication., New Delhi,1999)

Books for Reference:

1. Colin Michael Hall and John M.Jenkins,***Tourism and Public Policy,*** (Routledge publication, USA, 2003)

2. PremnathDhar, ***International Tourism: Emerging Challenges and Future Prospect***,(Kanishka publication ,New Delhi, 2000)

3. RomilaChawla, ***Tourism Research Planning and Development***, (Sonali Publication, New Delhi, 2003).

4. Sarkar,A.K. ***Indian Tourism-Management, Motivation and Mobility***, (Rajat Publication, New Delhi,2003)

5. Yogesh Kumar, Pragya Sharma ,***Hand Book of Tourism*** ,(Pointer publication, Jaipur, 2006)

6. Cyber Sources

Web References:
    1. https://m.youtube.com/watch?v=8EhXyWL-MDQ
    2. https://pib.gov.in/newsite/printrelease.aspx?relid=169063

Course Outcomes

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

CO1: Understand the evolution of tourism in India	**K2**
CO2: Know about the various policies pertaining to tourism	**K2**
CO3: Know about the process of tourism planning	**K2**
CO4:Understand preparation of tourism statistics	**K2**
CO5: Get job in Government and private sectors pertaining to tourism	**K3**

Mapping of Cos with POs &PSOs:

CO	PO								PSO				
	1	2	3	4	5	6	7	8	1	2	3	4	5
CO1	S	N	W	W	S	W	S	M	S	S	W	W	W
CO2	S	N	M	M	W	M	S	M	S	M	M	W	M
CO3	M	W	M	W	M	W	W	S	W	W	W	M	M
CO4	M	W	W	W	W	M	M	M	M	M	W	W	W
CO5	M	W	W	W	M	M	W	M	W	W	W	W	S

Strongly Correlating(S)   -   3 marks
Moderately Correlating (M)   -   2 marks
Weakly Correlating (W)   -   1 mark

No Correlation (N)   -   0 mark

Prepared By	Dr.P.Mariammal
Verified By	Dr.P.N.Premalatha

Course Code & Title	AIR TICKETING AND ITINERARY PLANNING		
PTMT42	Semester IV	Credits: 5	Hours: 6
Cognitive Level	**K2:** Understand **K3:** Apply		
Learning Objectives	**The course aims** ❯ **To Know about the various concepts in air ticketing and itinerary planning** ❯ **To enhance the knowledge in aviation terminologies and organizations**		

PREREQUISITE:
  None

UNIT -- I:
  Airline applications-codes and definitions-Airlines as vendors –Recruitment codes-Art of flying-Hazards of flying-the crew- cabin- compartment- journeys in different classes- Special services.

UNIT -- II:

  IATA-ICAO-ABC Familiarization Trip- Air Tariffs - Review of IATA areas- 3letter city code and airport code.

UNIT -- III:

  Ticketing-Need for Fare construction –Mileage Principle- IATA/UFTAA Fare, Formula: FBP –NUC- COND- MPM- TPM -EMA-HIIP-GI- CHECK-TTL-ROE-LSF-TKT.
Flight schedules- Flying time- MPM/TPM Calculation- TIM (Travel Information Manual) consultation and rounding up.

UNIT -- IV:
  Computer Reservation system- need for CRS in travel trade- Basic System concepts- Outline of airline Package –Abacus- Sabre- Galileo- Application of computer in Tourism and Travel field- an Outline –Online Booking and Ticketing-E-ticket.

UNIT -- V:

Tour Itinerary -Introduction- Global tour packages-Tour Costing- Planning- Tour guides- Guide training- Escorted guides

Books for Study:
  1. JagmohanNehi, *Air Travel Ticketing and Fare Construction* (Delhi,2005)

Books for Reference:

1.   Jeanne Seme, Purzycki, **A Practical Guide to Fares and Ticketing**, (Delmar publication, London, 1994)

2.   Philip G. Davidoff, Doris. S. Davidoff, Cooper, Deborah, **Airfares and Ticketing** (Peas son Education publisher, Canada, 2000)

3.   PremnathDhar, Global Cargo Management Concept, Typology, Law and policy (Kanishkapublication,New Delhi, 2008)

4.   RigasDogainis , **Flying off Course- The Economics of International Airlines**, (George Allen Publication, London,1985)

5.   Cyber Sources

Web References:
1.https://www.sciencedirect.com/topics/social-sciences/aviation-industry
2.https://www.iata.org/en/training/courses/customer-service-aviation/taph99/en/

Course Outcomes

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

CO1: Learn about airline applications	**K2**
CO2: Know about computer reservation	**K2**
CO3: Learn about tour costing	**K2**
CO4:Learn about world tour itinerary preparation	**K2**
CO5: Equip students to get job in airline industry	**K3**

Mapping of Cos with POs &PSOs:

CO	PO								PSO				
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**1**	**2**	**3**	**4**	**5**
CO1	S	N	W	W	S	W	S	M	S	S	W	W	W
CO2	S	N	M	M	M	M	S	M	S	W	M	W	M
CO3	W	W	W	W	N	W	W	S	M	M	W	M	W
CO4	S	W	M	W	N	M	M	M	M	W	W	M	M
CO5	M	M	W	W	W	M	W	M	M	M	M	W	S

Strongly Correlating(S)   -   3 marks
Moderately Correlating (M)   -   2 marks
Weakly Correlating (W)   -   1 mark

No Correlation (N)   -   0 mark

Prepared By	Dr.P.Mariammal
Verified By	Dr.P.N.Premalatha

Salient Features

- As part of practical, three one day visits to be organized during the month of August, September and October
- Internship in Travel agencies
- Communication skills in Hindi
- Major Research projects in Tourism Destinations

Courses with Employability/Entrepreneurship/ Skill Development

Name of the Course	Course Code	Name of the Programme	Activities with direct bearing on Employability/ Entrepreneurship/ Skill development
Women ship	PMSE33	MBA	Entrepreneurship/ Employability
Security Analysis and Portfolio Management	PMSF32	MBA	Entrepreneurship/ Employability
Derivatives	PMSF42	MBA	Entrepreneurship/ Employability
Insurance Administration	PMSF44	MBA	Entrepreneurship/ Employability
Integrated Marketing Communication	PMSM31	MBA	Entrepreneurship/ Employability
Cutomer Relationship Management	PMSM42	MBA	Entrepreneurship/ Employability
Retail Management	PMSM43	MBA	Entrepreneurship/ Employability
Supply Chain Management	PMSM44	MBA	Entrepreneurship/ Employability
Business Analytics	PMSS31	MBA	Entrepreneurship/ Employability