

## STUDY AND EVALUATION SCHEME

### COURSE : M.B.A (Tourism Management ) III<sup>rd</sup> Semester

Effective From

Session 2012-13

Year 2

Semester 3

S.No.	Course Code	Subject	PERIODS			EVALUATION SCHEME				
			L	T	P	SESSIONAL EXAMS			ESE	Sub. Total
						CT	TA	Total		
1	MBA TM 031	Supply Chain Management	3	1	-	30	20	50	100	150
2	MBA TM 032	Strategic Management	3	1	-	30	20	50	100	150
3	MBA TM 033	Management Information System	3	1	-	30	20	50	100	150
4	MBA TM 034	Tourism Behaviour- Theory & Practice	3	1	-	30	20	50	100	150
5	MBA TM 035	Tourism Policy, Planning & Development	3	1	-	30	20	50	100	150
6	MBA TM 036	Geography & International Tourism	3	1	-	30	20	50	100	150
7	MBA TM 037	Management of Tour Packages	3	1	-	30	20	50	100	150
8	MBA TM 038	Tourist Transport Management	3	1	-	30	20	50	100	150
9	MBA TM 039	Summer Training Project Report								150
		Total								

### COURSE : M.B.A (Tourism Management ) IV<sup>th</sup> Semester

Effective From

Session 2012-13

Year 2

Semester 4

S.No.	Course Code	Subject	PERIODS			EVALUATION SCHEME				
			L	T	P	SESSIONAL EXAMS			ESE	Subject Total
						CT	TA	Total		
1	MBA TM 041	Entrepreneurship in Tourism	3	1	-	30	20	50	100	150
2	MBA TM 042	Event Management & MICE	3	1	-	30	20	50	100	150
3	MBA TM 043	Airlines Ticketing	3	1	-	30	20	50	100	150
4	MBA TM 044	Cargo Management	3	1	-	30	20	50	100	150
5	MBA TM 045	Hospitality Management	3	1	-	30	20	50	100	150
6	MBA TM 046	Foreign Language	3	1	-	30	20	50	100	150
7	MBA TM 047	Research Project Report								
8	MBA TM 048	Comprehensive Viva-Voce								

**LT/P: Lecture/Tutorial/Practical**

TA – Teacher Assessment

CT – Cumulative Test

Note: Duration of ESE (End Semester Examination) shall be 3 (Three) hours. \*

Details of Course Code are given in the list of Elective Papers

**Note:** - After the completion of second semester, each student is required to undergo a summer training of 6-8 weeks in a tourism organisation.

# **SUPPLY CHAIN MANAGEMENT (MBA TM 031)**

Max. Hours : 40

## **Unit I ( 8 Sessions)**

Introduction: Basic Concept & Philosophy of Supply Chain Management; Essential features, Various flows (cash, value and information), Key Issues in SCM, benefits and case examples.

## **Unit II (12 Sessions)**

*Logistics Management:* Logistics as part of SCM, Logistics costs, different models, logistics sub-system, inbound and outbound logistics, bullwhip effect in logistics, Distribution and warehousing management. *Purchasing & Vendor management:* Centralized and Decentralized purchasing, functions of purchase department and purchase policies. Use of mathematical model for vendor rating / evaluation, single vendor concept, management of stores, accounting for materials.

## **Unit III (12 Sessions)**

*Inventory Management:* Concept, various costs associated with inventory, various EOQ models, buffer stock (trade off between stock out / working capital cost), lead time reduction, re-order point / re -order level fixation, exercises –numerical problem solving , ABC, SDE / VED Analysis, Just-In-Time & Kanban System of Inventory management.

## **Unit IV (8 Sessions)**

*Recent Issues in SCM :* Role of Computer / IT in Supply Chain Management, CRM Vs SCM, Benchmarking-concept, Features and Implementation, Outsourcing-basic concept, Value Addition in SCM-concept of demand chain management.

## **SUGGESTED READINGS :-**

1. Raghuram G. (I.I.M.A.) - Logistics and Supply Chain Management (Macmillan, 1<sup>st</sup> Ed.)
2. Krishnan Dr. Gopal - Material Management, (Pearson, New Delhi, 5<sup>th</sup> Ed.)
3. Agarwal D.K. - A Text Book of Logistics and Supply chain management (Macmillan, 1<sup>st</sup> Ed.)
4. Sahay B.S. - Supply Chain Management (Macmillan, 1<sup>st</sup> Ed.)
5. Chopra Sunil and Peter Meindl - Supply chain management (Pearson, 3<sup>rd</sup> Ed.)

ESTD. 1885

# **STRATEGIC MANAGEMENT (MBA TM 032)**

Max. Hours : 40

## **UNIT I**

Introduction, Strategic Management, Business Policy, Corporate Strategy, Basic Concept of Strategic Management, Mission, Vision, Objectives, Impact of globalization, Basic Model of Strategic Management, Strategic Decision Making, Impact of Internet and E-Commerce, Role of Strategic Management in Marketing, Finance, HR and Global Competitiveness.

## **UNIT II**

Environmental Scanning, Industry Analysis, Competitive Intelligence ETOP Study, OCP, SAP Scanning, Corporate Analysis, Resource based approach, Value-Chain Approach, Scanning Functional Resources, Strategic Budget and Audit.

## **UNIT III**

SWOT Analysis, TOWS Matrix, Various Corporate Strategies: Growth/ Expansion, Diversification, Stability, Retrenchment & Combination Strategy. Process of Strategic Planning, Stages of corporate development, Corporate Restructuring, Mergers & Acquisitions, Strategic Alliances, Portfolio Analysis, Corporate Parenting, Functional Strategy, BCG Model, GE 9 Cell, Porters Model: 5 Force and Porters Diamond Model, Strategic Choice.

## **UNIT IV**

Strategy Implementation through structure, through Human Resource Management: through values and ethics. Mc Kinsey's 7S Model, Organization Life Cycle, Management and Control, Activity based Costing, Strategic Information System.

Case Study related to the Entire Syllabus.

## **SUGGESTED READINGS:-**

1. Lawrence R.Jauch., Glueck William F. - Business Policy and Strategic Management (Frank Brothers)
2. Pearce II John A. and Robinson J.R. and Richard B. - Strategic Management (AITBS)
3. Wheelen Thomas L., Hunger J. David and Rangaragjan Krish - Concepts in Strategic Management and Business Policy (Pearson Education, 1<sup>st</sup> Ed.)
4. Budhiraja S.B. and Athreya M.B. - Cases in Strategic Management (Tata Mc Graw Hill, 1<sup>st</sup> Ed.)
5. Kazmi Azar - Business Policy and Strategic Management (Tata Mc Graw Hill, 2<sup>nd</sup> Ed.)
6. Thomson - Strategic Management: Concepts and Cases (Tata Mc Graw Hill)
7. Cliff Bowman - Business Policy and Strategy (Prentice Hall of India)
8. Mc Carthy D.J., Minichiello Robert J., and Curran J.R. - Business Policy and Strategy (AITBS)

# **MANAGEMENT INFORMATION SYSTEM (MBA TM 033)**

Max. Hours : 40

## **Unit I**

Introduction: Concept of Data and Information, Information Systems, Classification, Operations Support System (OSS), Management Support System(MSS), Transaction Processing System(TPS), Process Control System(PCS), Enterprise Collaboration System(ECS), Management Information System(MIS), Decision Support System(DSS), Artificial Intelligence(AI) , Applications Of Artificial Intelligence : Neural Networks, Fuzzy Logical Control System, Virtual Reality , Expert System(ES), Executive Information System(EIS), Cross Functional Information Systems

## **Unit II**

Role of MIS: Strategic Advantage with MIS, Competitive Strategy Concept, The Value Chain and Strategic IS, Using IT for Strategic Advantage: Business Process Re-engineering, Creating a Virtual Company, Improving Business Quality: Total Quality Management, Becoming an Agile Company, Building a Knowledge Creating Company

## **Unit III**

Developing MIS Systems: System Development Life Cycle. , Investigation Phase, Prototyping, Feasibility Analysis, System Analysis (DFD and ER Diagram), System Design, Implementing Business Systems, Testing, Documenting, Training, Conversion and Maintenance

## **Unit IV**

Applications: Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), Security and Ethical Challenges Of IT, Ethical Responsibility - Business Ethics, Technology Ethics; Cyber Crime and Privacy Issues.

## **SUGGESTED READINGS :-**

1. Laudon K C and Laudon J P - Management Information Systems: Managing the Digital Firms (Prentice Hall, 1<sup>st</sup> Ed.)
2. O'Brien James - Management Information System (Tata Mc Graw Hill, 12<sup>th</sup> Ed.)
3. Jawedkar W S - Management Information System (Tata Mc Graw Hill, 3<sup>rd</sup> Ed.)
4. Arora Ashok, Bhatia Akshaya – Management Information System (Excel, 1<sup>st</sup> Ed.)
5. Davis & Olson – Management Information System (TMH, 2<sup>nd</sup> Ed.)
6. Murdick, Ross, Claggett – Information System For Modern Management (PHI, 3<sup>rd</sup> Ed.)
7. Stair & Reynolds – Fundamentals of Information Systems (Thompson, 2<sup>nd</sup> Ed.)

ESTD. 1885

## **TOURISM BEHAVIOUR - THEORY & PRACTICE (MBA TM 034)**

### **UNIT – I**

Understanding travel & Tourism Behaviour, Characteristics affecting consumer behaviour cultural factors, social factors, personal factors, psychological factors, group factors, models of consumer behaviour – economic man, passive man, cognitive man, emotional man, black box model, high commitment & low commitment consumer behaviour.

### **UNIT – II**

Examination of tourist forms & types & their characteristics: - activities, interests & opinions of tourism market segment their buying decision behaviour.

Buyer decision process – need recognition, information search, evaluation of alternatives, purchase decision, post purchase behaviour.

### **UNIT – III**

Tourist as an individual – tourist behaviour, tourist perception, learning and attitudes – concepts, process important theories and application of the concepts do tourist behaviour.

### **UNIT – IV**

Specific consideration of host guest-interaction & their impact on physical, social & cultural environments, cross-cultural impacts. Management implication- consideration of the implications for tourism management, communication, promotion, tourist guide interactions.

### **SUGGESTED READINGS:-**

1. Mansfeld, Yoel & Pizam, Abraham, "Consumer Behaviour in Travel & Tourism"
2. Pearce, L. Philip, "Tourist Behaviour – Themes & Conceptual Schemes"
3. Pearce, L. Philip, "Tourist Behaviour & The Contemporary World"
4. Swarbrooke, J. & Susan, H., "Consumer Behaviour in Tourism"

## **TOURISM POLICY, PLANNING & DEVELOPMENT (MBA TM 035)**

### **UNIT – I**

Concept, need, objective, institutional framework of public tourism policy. The role of govt., public and private sector in formulation of tourism policy. Policy making bodies and its process at national levels.

### **UNIT – II**

An outline of L.K. Jha Committee – 1963, National Tourism Policy – 1982, National Committee Report – 2002, National Action Plan on Tourism – 1992, The latest Policy Document of Tourism. Opportunities for investment in hotel sectors and tourism related organisations. Incentives & concessions extended for tourism projects and sources of funding.

### **UNIT – III**

Background & Process of tourism Planning. Techniques of Plan Formulation. Planning for Tourism Destinations – Objectives, methods and factors influencing planning. Destination life cycle concept.

### **UNIT – IV**

Tourism Planning at International, national, regional, state and local level. Tourism and Five-year Plans in India with special reference to 11<sup>th</sup> Five-year Plan. Agents and typologies of tourism development.

### **UNIT – V**

Ecotourism Planning and Development. Design considerations for eco-Tourism facilities. Community participation in tourism planning.

### **REFERENCE BOOKS:-**

1. Indian Tourism Beyond the Millennium – Bezbaruah M.P. (New Delhi).
2. Tourism : Past Present & Future : Burkart A.J. and Medlik (London, Heinemann)
3. Essays on Tourism: Chib, Som Nath (New Delhi, Cross Section Publication)
4. Travel Industry: Gee, Chunk Y., James C & Dexter J.L. Choy (New York, Van Nostrand Reinhold)
5. Tourism Planning: Gunn. Clare A (New York, Taylor & Francis)
6. Tourism Dimensions: S.P. Tiwari (New Delhi)
7. Tourism: A Community Approach – Murphy, Peter E. (New York, Methuen)
8. Tourism Planning : An integrated and Sustainable Approach – Inskeep E.
9. National & Regional Tourism Planning: Inskeep E (London, routledge)
10. Ecotourism: A case guide for planners and managers – Ecotourism Society.
11. Report of Adhoc Committee on Tourism – 1963.

12. National Tourism Policy – 1982
13. National Committee Report – 2002
14. National Action – 1992
15. Draft of Tourism Policy – 1997

## **GEOGRAPHY & INTERNATIONAL TOURISM (MBA TM 036)**

### **UNIT – I**

Importance of geography in Tourism: Latitude, Longitude, international date time. Times zone. Time differences, GMT variations. Major landforms as tourist resources. Elements of weather and climate. Climatic regions of the world in brief. Impact of weather and climate on tourists and destinations. Map Reading and Practical Exercise.

### **UNIT – II**

Factors affecting global and regional tourist movements; demand and origin factors, destinations and resource factors. Contemporary trends in international tourist movements.

### **UNIT – III**

Aviation Geography: IATA Traffic conferences. Important tourist circuits and popular itineraries of Middle East, Far East, Asia Pacific and Europe.

### **UNIT – IV**

Case studies of selected countries like China, Singapore, Malaysia, Thailand, France and USA.

### **UNIT – V**

Important Tourist Circuits of India. Case studies of selected Indian states like Rajasthan, Kerala, Goa, Madhya Pradesh, Orissa and North Eastern region.

### **SUGGESTED READINGS :-**

1. A Geography of Tourism – Ronbinson, HA
2. The Geography of Travel and Tourism – Burton, rosemary
3. Geography of Travel and Tourism – Boniface B and Cooper C.
4. Encyclopaedia of World Geography
5. India – Lonely Planet Publication
6. Country Reports of EIU

## **MANAGEMENT OF TOUR PACKAGES (MBA TM 037)**

### **UNIT – I**

Meaning, definition, development, types components and significance of tour packages with relation to tourists, destinations and tour companies, role and input of public and private sector tourism organizations in promotion of tour packaging business.

### **UNIT – II**

Tour Formulation – Influencing factors, stages involved in tour formulation – initial research (destination and market), itinerary development, negotiations, confidential tariff, costing & pricing marketing strategies. Brochure designing, Printing and distribution.

### **UNIT – III**

Defining the concept of tour cost, components of tour cost – fixed and variable costs, direct and indirect tour cost. Factors affecting tour costs. Tour cost sheet – meaning and significance, costing procedure for independent foreign tours (FITs) group inclusive tours and conference and convention packages. Calculation of tour pricing, pricing strategies.

### **UNIT – IV**

Tourists activities based on Mountains, Deserts, Forests and Wildlife, White Water, Marinas, Aero sport etc. and cultural and pilgrimage i.e. place of religions, historical archaeological, architectural and monumental significance, fairs and festivals, conference and conventions and special events, Case studies of Tour Packages offered by government & private sectors and Thomas Cook and SITA etc.

### **SUGGESTED READINGS:-**

Negi, J.M.S., Tourism and Travel -Concepts and Principles, Gitanjali Publishing House, New Delhi, 1990.

Sevlam, M. Tourism Industry in India, Himalaya Publishing House, Mumbai.

Seth, P.N. Successful Tourism Planning and Management, Cross Section Publications



Foster, D.L., The Business of Travel Agency Operations & Administration, Mc Graw Hill, Singapore, 1990.

Holloway, J.C., The Business of Tourism, Mc Donald and Evans, Plymouth.

IATA Manual

## **TOURIST TRANSPORT MANAGEMENT (MBA TM 038)**

### **UNIT – I**

Evolution of tourist transport system – importance of transport in tourism. Making of passenger transportation: Patterns of demand for tourist transportation, characteristics of supply and marketing strategies. Transport mode selection methods.

### **UNIT – II**

International air transport regulations including freedoms of air, Functions ICAO, IATA, DGCA, AAI and Open Sky Policy in India. Indian aviation – case studies of Air India, Jet Airlines, Sahara airlines and Air Deccan. Legal environment for air taxi operations, air charters in India. Forces likely to affect the future of air transport industry.

### **UNIT – III**

Surface Transport System: Approved tourist transport operators, car hire companies including Rent-a-car and tour coach companies, Regional Transport Authority. Road transport documentation and insurance. Contract carriage, state carriage, all India permit, maxi cab, motor car etc.

### **UNIT – IV**

Rail transport system: Major Railway System of World (British Rail, Euro Rail, Japanese Rail and Amtrak Orient Express) and tourism, Tibetan Rail. Introduction to Indian Railways: Past, present, future. Types of rail tours available in India, Indrail pass, special schemes and packages available, major tourist trains (Palace on Wheels, Royal Orient, Fairy Queen, Deccan Odyssey and toy trains). GSA's abroad, facilities offered like rail Yatri nivas, tourist police and railway tourist guides (Kiosks and ORIS), IRCTC.

### **UNIT – V**

Water Transport System – An overview. Cruise ships, ferries, hovercraft and boats. Terms used in water transport, operational and marketing strategies of Star Cruise, Ocean Odyssey, Queens Mary – 2. Major water based leisure practices and their future in India.

## **SUGGESTED READINGS:-**

- |  |                           |
|--|---------------------------|
| 1. Travel Industry                             | : Chunk Y. Gee            |
| 2. Transport for Tourism                       | : Stephen Page            |
| 3. Tourism System                              | : Mill, R.C. and Morrison |
| 4. Successful Tourism Management               | : P.N. Seth               |
| 5. Ministry of Tourist/Railways/Civil Aviation | : Annual Report           |
| 6. Motor Vehicle Act                           |                           |

## **ENTREPRENEURSHIP IN TOURISM (MBA TM 041)**

### **UNIT – I**

**Entrepreneurship:** Definition of Entrepreneur, Internal and External Factors. Functions of an Entrepreneur, Entrepreneurial motivation and Barriers, Classification of Entrepreneurship, Theory of Entrepreneurship, Concept of Entrepreneurship, Development of entrepreneurship; Culture, stages in entrepreneurial process.

### **UNIT – II**

**Creativity and Entrepreneurial Plan:** Idea Generation, Screening and Project Identification, Creative Performance, **Feasibility Analysis:** Economic, Marketing, Financial and technical; **Project Planning:** Evaluation, Monitoring and Control segmentation. **Creative Problem Solving:** Heuristics, Brainstorming, Synectics, Value Analysis, **Innovation.**

### **UNIT – III**

International Entrepreneurship Opportunities: The nature of international entrepreneurship, Importance of international business to the firm, International versus domestics; entrepreneurship, Stages of economic development.

Institutional support for new ventures: Supporting Organizations: Incentives and facilities. Financial Institutions and Small scale Industries, Govt. Policies for SSIs.

### **UNIT – IV**

**Family and Non Family Entrepreneur:** Role of Professionals. Professionalism vs family entrepreneurs. Role of Woman entrepreneur.

**Venture Capital:** Venture capital, Nature and Overview. Venture capital process, locating venture capitalists.

## **SUGGESTED READINGS:-**

1. Couger, C- Creativity and Innovation (IPP, 1999)
2. Nina Jacob, - Creativity in Irganisations (Wheeler, 1998)
3. Jonne & Ceserani- Innovation & Creativity (Crest) 2001.
4. Bridge S et al-Understanding Enterprise: Entrepreneurship and Small Business (Palgrave, 2003).
5. Holt- Entrepreneurship: New Venture Creation (Prentice-Hall) 1998.
6. Hunger J D and Wheelen T L – Strategic Management (Addison-Wesley, 1999).
7. Dollinger M J – Entrepreneurship (Prentice-Hall, 1999).

## **EVENT MANAGEMENT & MICE (MBA TM 042)**

### **UNIT – I**

Conceptual foundations of events; Major characteristics; Five C's of event management-Conceptualization, Costing, Canvassing, Customization, Carrying out; Advantages of events- to the Organiser, event planner, participants, economy and society; Broad classification of events.

### **UNIT – II**

Introduction to MICE; Evolution of MICE industry; Components of MICE; Economic and social significance of MICE. Introduction to professional meeting planning – definition, types and roles; associate, corporate & independent meeting planners; TA's and TO's as meeting planner; Convention visitor Bureaus functions, structure and funding sources.

### **UNIT – III**

Events venues; concept and types; Conference venues- facilities, chek-in and chek-out procedures, requirements; conference room lay-outs; Convention manager; inter-related venues; project planning and development. Introduction to conference facilities in India. Role and functions of ICPB and ICCA.

### **UNIT – IV**

Trade shows and exhibitions/expositions; types of shows, benefits of exhibitions, participant decision-making process. Contract negotiations-principles; negotiation with hotels, airlines and ground handlers.

### **UNIT – V**

Incentive tour- characteristics, its organizing and special requirements. Latest meeting technologies – Video conferencing and information communication technology (ICIT). Factors including ICT affecting future of events business. Human resource requirements.

### **REFERENCE BOOKS:-**

1. Coleman, Lee & Frankle (1991), Powerhouse Conferences. Educational Institute of AH & MA.

2. Hoyle, Dorf & Jones (1995), Meaning conventions & Group business. Educational institute of AH & MA.
3. Montgomery, R.J. 1994, "Meeting, Conventions and Expositions: VNR, New York.
4. Hoyle, LH., TJA Jones (1995) "Managing Conventions and Group Business", Educational Institute of AM & MA.

## **AIRLINES TICKETING (MBA TM 043)**

### **UNIT – I**

Aviation Geography: IATA areas, sub areas, sub regions, time calculation: GMT variation, concept of standard time and daylight saving time, calculator of elapsed time, flying time and ground time, Aviation Organisation: IATA & ICAO.

### **UNIT – II**

Air Transportation: Concept of Airlines, Domestic and international airlines in India, Private sector and government airlines, types of aircraft, the hub and spoke system, interline agreements, role of DGCA, critical remarks on air transport industry of India, policies, practices.

### **UNIT – III**

Understanding of various codes: ABC codes, looking up schedules, flight connections, transfer connection, looking TIM: - Passport, visa, special permits, customs formalities and currency regulations, health regulations and Airport tax, passenger needing special attention. Minimum connecting time, global indicator, NUC conversion factor, general rules (currency conversion table and rounding up of are, different modes of payments e.g. cash, credit card etc.

### **UNIT – IV**

Introduction to fare construction:- Definition and understanding of published fares, various types, normal, child one way, return, circles, excursion etc; commissions, discounts, MCO, PTA, HIP, BHC, looking up MPM, calculating TPM, determining the fare break-up point, surcharges, excess mileage table. Ticketing- Insurance of tickets, Normal, one way, return, round the world, excursion, circle trip, child etc. reissue of tickets.

## **SUGGESTED READINGS:-**

- ABC World wide Airways Guide (Red & Blue)
- Air Tariff Book 1, World wide Fares.
- Air Tariff Book 1, World wide Rules, IT Fares etc.
- Air Tariff Book 1, World Wide Maximum Permitted Mileage
- Travel Information Manual ( TIM )
- IATA Ticketing Hand Book.
- Chand, Mohinder, Travel Agency Management

## **CARGO MANAGEMENT (MBA TM 044)**

### **UNIT – I**

Cargo History: Concepts and Common terms used in Cargo handling, Rules governing acceptance of Cargo.

### **UNIT – II**

Cargo Rating – Familiarization of Cargo Tariffs. Rounding off of the weights/Dimensions/ currencies. Chargeable weight rating-Specific commodity rates, class rate, general cargo rates, valuation charges.

### **UNIT – III**

Documentation: Air way bill, charges correction advice, irregularity report, cargo manifesto, cargo transfer Manifesto, documents concerning postal mails and diplomatic mails. Shippers declaration for dangerous goods.

### **UNIT – IV**

Handling- Cargo capacity of Air and Ships. Cargo needing special attention, introduction to dangerous goods regulations, Some important Cargo companies.

## **SUGGESTED READINGS:-**

- Air Cargo Tariff Manuals
- IATA Live Animals Regulations Manuals
- IATA Special Mail Manual.

# **HOSPITALITY MANAGEMENT (MBA TM 045)**

## **UNIT – I (8 Sessions)**

Hospitality Management/Industry: Introduction of the Hospitality Industry. Origin & Nature, Evolution and Growth of Hospitality Industry, Hospitality Industry in Today's Scenario, Importance of Hospitality Management, Training for Hospitality Management.

## **UNIT – II (8 Sessions)**

Tourism and Hospitality: Definition of Tourism, Evolution of Tourism Industry, Components of Tourism, Concept of Domestic & International Tourism, Basic Travel Regulation, Significance & Impacts of Tourism: Socio- Cultural, Economic & Environmental. Typologies of Tourism, Travel Motivators. Tourism products of India (Worlds Heritage Countries)

## **UNIT – III (12 Sessions)**

Hotel Management Overview of the Accommodation Industry, Hotel Organization Structure. Classification of Hotels, Departments of Hotel, Hotel Categories – Star Rating, Types of Hotel Rooms, Plans & Rates. Front Office & its Co-ordination with Other Departments.

Food & Beverages: Organization Chart of House keeping Departments, Responsibilities, Traits & Duties of House Keeping Staff, Knowledge of other Departments, Menu, The cover, Service Equipments: Linen, Furniture, Chinaware, Glassware, Tableware, Briefing, Banquets, Alcoholic & Non Alcoholic Beverages, Conference & Convention Management.

## **UNIT – IV (12 Sessions)**

Laws & Guidelines: Recognition of Travel Agency, Tour Operator and Travel Guide License & Permits required for Hotels National & International Organization: IATA, PATA, ICAO, WTO, UFTAA, FHRAI, TAAL.

Marketing for Hospitality and Tourism: Service Characteristics Segmentation, Targeting and Positioning of Hospitality Industry, Marketing Mix and Marketing Strategies for Hospitality and Tourism.

### **Suggested Reading:**

1. Stephen Ball, Jones Peter, Kirk David and Lockwood Andrew – Hospitality Operations. A System Approach (Cengage Learning, 1<sup>st</sup> ED.)
2. James A BARDI – Hotel Front Office Management (Wiley).
3. G. Raghubalan, Smritee Raghubalan – Hotel House Keeping (Oxford University Press)
4. Sudhir Andrews – Hotel House Keeping Training Manual (Tata Mc Graw Hill, 1<sup>st</sup> Ed.)
5. Negi Jagmohan – Hotel and Tourism Laws (Frank Brothers)
6. Michael Flynn, Caroline Ritchie – Public House and Beverage Management (Butterworth).
7. Lee-Ross Darren – HRM in Tourism and Hospitality (Cengage Learning, 1<sup>st</sup> Ed.)
8. Kotler Philip, Bowen John and Makens James – Marketing for Hospitality and Tourism (Pearson Education, 3<sup>rd</sup> Ed.)

# **FOREIGN LANGUAGE (MBA TM 046)**

## **(French)**

### **Unit I**

Basic Elements of Grammar lay down in the prescribed text book: French Alphabets, Accents, Vowels, Phonetic Symbols, liaison and Nasal Sounds.

Conjugation of Regular and Irregular Verbs: Both Present Tense and Past Tense

Use of Definite and indefinite articles, Singular and Plural Nouns, Verbs, Personal Pronouns, Possessive Adjectives and Regular and Irregular Adjectives.

Imperative Sentences.

### **Unit -II**

Translation from French into English: One short simple French text based on the prescribed text book or from outside, to test the ability of the student to understand the text. Questions on text to be answered in French and English.

### **Unit – III**

Grammar: Conjugation of Regular and Irregular Verbs (Future Tense)- avoir, etre, faire, lire, donner, voir, prendre, partir, entendre, aller etc.

Adverbs, Passe Simple, Imparfait, Future Proche. Change of Sentences from active voice to passive voice, Comparison of Adjectives, Conditional Tenses.

### **Unit - IV**

Written Comprehension: One short simple French text based on the prescribed text book or from outside to test the ability of the students to understand the text. Translation of French into English and English to French. Passage Explanation. Direct – Indirect narration.

### **Prescribed Course Books:**

- 1. French Made Easy (Beginners-Contact):** F. Makowsky (1-20 Lessons) + Audio Cassettes.
- 2. Teach Yourself- French:** Dr. Kiran Chaudhary (1-15 Lessons with corresponding grammar and exercises) + Audio Cassettes.
- 3. Collins French Pocket Dictionary** ( French- English ) (English – French )

### **Suggested Readings:**

- Modern French Course ( Mathurin Dondo )
- Le francais et la vie - Vol. II ( G. Mauger / M. Brueziere )
- Le francais et la vie - Vol. I (G. Mauger / M. Brueziere )