



ROYAL GLOBAL UNIVERSITY  
— GUAHATI —

Royal School of  
Hotel Management & Catering Technology  
(RSHMCT)

**SYLLABUS**  
**&**  
**COURSE STRUCTURE**

**Masters in Hotel Management (MHM)**

Name of the programme
Masters in Hotel Management

**Programme Structure**

1st semester							2nd semester								
Sl. No.	Subject Code	Names of subjects	L	T	P	C	T CP	Sl. No.	Subject Code	Names of subjects	L	T	P	C	T CP
<b>Core Subjects (please use rows as required)</b>							<b>Core Subjects (please use rows as required)</b>								
1	HMT194C101	Management Functions & Behaviour in Hospitality	4	0	0	4	4	1	HMT194C201	Revenue/Yield Management	4	0	0	4	4
2	HMT194C102	Hospitality Management	4	0	0	4	4	2	HMT194C202	Marketing Research	4	0	0	4	4
3	HMT194C103	Properties Development & Planning	4	0	0	4	4	3	HMT194C203	Equipment & Material Management	4	0	0	4	4
4	HMT194C104	Information Technology for Hospitality Managers	4	0	0	4	4	4	HMT194C204	Managing Entrepreneurship-Small & Medium	4	0	0	4	4
<b>Ability Enhancement Compulsory Course (AECC)*</b>							<b>Ability Enhancement Compulsory Course (AECC)*</b>								
			L	T	P	C	TCP				L	T	P	C	TCP
5	CEN984A 101	Communicative English - I				1	1	5	CEN984A 201	Communicative English - II				1	1
6	BHS984A 103	Behavioural Science - I				1	1	6	BHS984A 203	Behavioural Science - II				1	1
							<b>Ability Enhancement Elective Course (AEEC) (Skill Based):</b>								
							7								
							AEEC/SEC/-1*								
							2								
							2								
<b>Elective: Discipline Specific DSE</b>							<b>Elective: Discipline Specific DSE</b>								
			L	T	P	C	TCP				L	T	P	C	TCP
7	HMT194D101	Human Resource Planning	4	0	0	4	4	8	HMT194D201	Sustainable Tourism				4	4
<b>Total:22</b>							<b>Total:24</b>								
3rd semester							4th semester								
Sl. No.	Subject Code	Names of subjects	L	T	P	C	T CP	Sl. No.	Subject Code	Names of subjects	L	T	P	C	T CP
<b>Core Subjects (please use rows as required)</b>							<b>Core Subjects (please use rows as required)</b>								
1	HMT194C301	Sales Management	3	0	1	4	4	1	HMT194C401	Production & Operations Management	3	0	1	4	4



- (i) Communicative English : Four courses in all semester – Credit assigned: 1
- (ii) Developing Oral Communication & Listening Skills
- (iii) Conversation & Public Speaking
- (iv) Communication & Presentation Skills
- (v) Effective Workplace Communication

**(Subjects may be offered after consultations with Royal School of Languages and requirements of the department.)**

(b) Behavioural Science: 2 courses in 1<sup>st</sup> and 2<sup>nd</sup> semesters –Credits assigned: 1\*

- (i) Introduction to behavioural science**
- (ii) Development of Individuals and Behavioural Skills**

**(Subjects may be offered after consultations with Royal School of Behavioural & Allied Sciences and requirements of the department.)**

### III. Ability Enhancement Elective Course (AEEC) (Skill Based):

	<b>AEEC/SEC-1 (in second semester) (Choose any one)</b>	<b>AEEC/SEC-2( in third semester) (Choose any one)</b>
1	FRENCH-1	FRENCH-2
2		
3		
4		
5		
6	Any other skill based courses offered by other schools of RGU and opted by Student	Any other skill based courses offered by other schools of RGU and opted by Student

### IV. Elective: Discipline Specific DSE

	<b>FIRST SEMESTER (Select one)</b>	<b>SECOND SEMESTER (Select one)</b>	<b>THIRD SEMESTER (Select three)</b>	<b>FOURTH SEMESTER (Select three)</b>
1	<b>Human Resource Planning</b>	<b>Sustainable Tourism</b>	<b>Research Methods</b>	<b>Managing Change in Organisation</b>
2	<b>Destination Planning and Management</b>	<b>Adventure Tourism</b>	<b>International Marketing</b>	<b>Hotel &amp; Resort Management</b>
3			<b>Organizational</b>	<b>Labour Laws</b>

			<b>Behaviour</b>	
4			<b>Cultural &amp; Heritage Tourism</b>	<b>Strategic Tourism Management</b>
			<b>Computer Application in Tourism</b>	<b>Tourism Products &amp; Resources</b>

**SYLLABUS (1<sup>st</sup> SEMESTER)**

**Paper I/Subject Name:** Management Functions & Behaviour in Hospitality

**Subject Code: HMT194C101**

**L-T-P-C – 4-0-0-4**

**Credit Units:4**

**Scheme of Evaluation: (T)**

Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
<p><b>1. To make students aware of different management functions &amp; behaviour dynamics in Tourism industry</b></p>	<p>1. Lecture 2. Assignment 3. Individual and Group Presentation</p>	<p><b>On completion of the course the students will be able to:</b></p> <ol style="list-style-type: none"> <li>The students will be equipped with basic knowledge of a role of a manager</li> <li>The students will be able to define the concepts of decision-making structure</li> <li>The students will be able to describe the organization structure and processes</li> <li>The students will also be defined behavioural dynamics</li> </ol>	<p>A. Semester end examination : 70 marks</p> <p>B. Internal Assessment:30 marks (Assignment: 15, Assignment Presentation: 05, Class Participation: 05, Attendance : 05)</p>

Prerequisites: Must complete the course credit of previous semesters.

**Detailed Syllabus:**

<b>Modules</b>	<b>Topics / Course content</b>	<b>Periods</b>
<b>I</b>	<p><b>ROLE OF A MANAGER</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Task of a Professional Manager</li> <li><input type="checkbox"/> Responsibilities of a Professional Manager</li> <li><input type="checkbox"/> Management Systems and Processes</li> <li><input type="checkbox"/> Managerial Skills</li> </ul>	10
<b>II</b>	<p><b>DECISION MAKING</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Organisational Context of Decisions</li> <li><input type="checkbox"/> Decision Making Models</li> <li><input type="checkbox"/> Decision Making – Techniques and Processes</li> <li><input type="checkbox"/> Management by Objectives</li> </ul>	10
<b>III</b>	<p><b>ORGANISATIONAL CLIMATE AND CHANGE</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Organisational Structure and Managerial Ethos</li> <li><input type="checkbox"/> Management of Organisational Conflicts</li> <li><input type="checkbox"/> Managing Change</li> </ul>	10
<b>IV</b>	<p><b>ORGANISATION STRUCTURE AND PROCESSES</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Organisational Structure and Design</li> <li><input type="checkbox"/> Managerial Communication</li> <li><input type="checkbox"/> Planning Process</li> <li><input type="checkbox"/> Controlling</li> <li><input type="checkbox"/> Delegation and Inter-department Coordina</li> </ul>	10

<b>V</b>	<b>BEHAVIOURAL DYNAMICS</b>	
	<input type="checkbox"/> Analysing Interpersonal Relations <input type="checkbox"/> Leadership Styles and Influence Process <input type="checkbox"/> Group Dynamics	8
	<b>Total</b>	48

**Text Books:**

1. Saini,A.K., *Management Functions and Behaviour*, Gully Baba Publishing House.Pvt.Ltd. New Delhi,2015.
2. Koontz,H. & Donnell,O.C.,*Principles of Management:An Analysis of Managerial Functions*,McGraw Hill Inc,usa,1972.

**References:**

1. Dr.Shinde,V.S.,*Functions of Management*, Lulu.com,2011.

<b>SYLLABUS (1<sup>st</sup> SEMESTER)</b>
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**Paper I/Subject Name: Hospitality Management Subject Code: HMT194C102**

L-T-P-C – 4-0-0-4 (T)	Credit Units:4	Scheme of Evaluation:
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Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
1. To make students aware about the management aspects of the hospitality industry	1. Lecture 2. Assignment 3. Individual and Group Presentation	1. The students will be equipped with basic knowledge of Food & Beverage Management 2. The students will be able to describe the operational aspects of Accommodation Management 3. The students will be able to list the Environmental Issues 4. The students will be able to describe the Laws and Standards of the Hospitality Industry	A. Semester end examination : 70 marks  B. Internal Assessment:30 marks (Assignment: 15, Assignment Presentation: 05, Class Participation: 05, Attendance : 05)

Prerequisites: Must complete the course credit of previous semesters.

### Detailed Syllabus:

Modules	Topics / Course content	Periods
I	<b>FOOD &amp; BEVERAGE MANAGEMENT</b> <input type="checkbox"/> Managing Quality in Food & Beverage Operations o Quality – Definition and Meaning o Quality Dimension o Quality Assessment o Quality Assurance Program o Five Gap Analysis  <input type="checkbox"/> Menu Management o Menu Planning o Menu Costing	10

	<ul style="list-style-type: none"> <li>o Menu Engineering</li> <li>o Menu Merchandising</li> <li>o Menu Pricing</li>   <li><input type="checkbox"/> Budgetary Control &amp; Revenue Management</li>   <li><input type="checkbox"/> Emerging Trends</li> <li>o Fast Food Concerns</li> <li>o Work Force Issues</li> <li>o Diversity</li> <li>o Dietary Concerns</li>   <li><input type="checkbox"/> Hazard Analysis and Critical Control Point (HACCP)</li> </ul>	
<b>II</b>	<p><b>ACCOMMODATION MANAGEMENT</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Customer Relationship Management</li> <li>o CRM &amp; Hospitality defined</li> <li>o Customer expectations</li> <li>o Service Delivery</li> <li>o Wow factor</li> <li>o Future trends in service delivery</li>   <li><input type="checkbox"/> Market Segmentation</li>   <li><input type="checkbox"/> Hospitality Distribution Channels</li> </ul>	10
<b>III</b>	<p><b>MANAGING ENVIRONMENTAL ISSUES</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Features of Environmental Management</li> <li><input type="checkbox"/> Safety Standards in Hotels</li> <li><input type="checkbox"/> Security systems in hotels</li> <li><input type="checkbox"/> Role of technology in managing safety, security and energy conservation</li> <li><input type="checkbox"/> Hazard Identification and Risk Management</li> <li><input type="checkbox"/> Disaster Management</li> <li><input type="checkbox"/> Developing energy conservation programs for hotels</li> <li><input type="checkbox"/> Environmental concerns relating to hotel industry</li> <li><input type="checkbox"/> Waste Management</li> <li><input type="checkbox"/> Pollution Control</li> <li><input type="checkbox"/> Water conservation and Rain Water Harvesting</li> <li><input type="checkbox"/> Corporate Social Responsibility</li> </ul>	10
<b>IV</b>	<p><b>HOSPITALITY ENTREPRENEURSHIP</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Resort Management</li> <li><input type="checkbox"/> Event Management</li> <li><input type="checkbox"/> Recreation and Entertainment Management</li> <li><input type="checkbox"/> Wellness and Spa Management</li> </ul>	8

<b>V</b>	<p><b>LAWS AND STANDARDS RELATED TO HOSPITALITY BUSINESS</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Introduction to Laws relating to Hospitality Business</li> <li><input type="checkbox"/> Understanding Laws &amp; Procedures</li> <li>o Shops and Establishment Act</li> <li>o Apprentices Act 1961</li> <li>o The Employment Exchange Act, 1959</li> <li>o Cyber Laws – Introduction to information technology law/ cyber space law / privacy rights / current topics in IT Law; on-line access to justice / High Technology Litigation</li> <li>o Indian Contract Act 1872</li> <li>o Licenses and Permits</li> <li>o Food Safety and Standards Authority of India (FSSAI)</li> <li>o Foreign Exchange Regulations</li> </ul>	10
<b>Total</b>		48

**Text Books:**

1. Walker,R.J., *Introduction to Hospitality Management*, Pearson,USA,2017.
2. Solomon,M.,*The Heart of Hospitality*, Select Books,2016.

**References:**

1. Wood,C.R.,*Hospitality Management:A Brief Introduction* ,Sage Publications Ltd,2015.

**SYLLABUS (1<sup>ST</sup> SEMESTER)**

**Paper I/Subject Name: Properties Development & Planning      Subject Code: HMT194C103**

**L-T-P-C – 4-0-0-4**

**Credit Units: 04**

**Scheme of Evaluation: (T)**

<b>Course Objectives</b>	<b>Teaching Learning Process</b>	<b>Learning Outcomes</b>	<b>Course Evaluation</b>
1. To make students aware of the planning and development of hotel properties	2. Lecture 3. Assignment 4. Individual and Group Presentation	1. The students will be equipped with basic knowledge of technical requirements of property development 2. The students will be able to describe the concepts of facilities and design analysis of property development 3. The students will be able to illustrate the environmental issues 4. The students will be able to describe the requirements of different types of guest.	A. Semester end examination : 70 marks  B. Internal Assessment:30 marks (Assignment: 15, Assignment Presentation: 05, Class Participation: 05, Attendance : 05)

**Prerequisites:** Must complete the course credit of previous semesters.

**Detailed Syllabus:**

Modules	Topics & Course Contents	Periods
<b>I.</b>	<p><b>TECHNICAL REQUIREMENTS AS ESTABLISHED BY LAW AND NEED</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Introduction</li> <li><input type="checkbox"/> Developing Business Profile</li> <li><input type="checkbox"/> Project selection</li> <li><input type="checkbox"/> Feasibility Report</li> <li><input type="checkbox"/> Constitution of the Establishment – Type of Business i.e. Sole Proprietorship, Partnership, Companies etc.</li> <li><input type="checkbox"/> Specific Clearances – Land Conversion, Building Approval, Trade Licenses (essential licenses/permits etc.)</li> <li><input type="checkbox"/> Infrastructure requirements – specific clearances from civic bodies</li> <li><input type="checkbox"/> Financial Assistance/Aid</li> <li><input type="checkbox"/> Fire Safety</li> <li><input type="checkbox"/> Pollution Control Board</li> </ul>	<b>12</b>
<b>II.</b>	<p><b>FACILITIES DESIGN &amp; ANALYSIS</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Overview of Project Design</li> <li><input type="checkbox"/> Design Consideration – Architectural, Building, etc.</li> <li><input type="checkbox"/> Systematic Layout Planning – Flow of Guest/Staff Movement – Diagrams</li> <li><input type="checkbox"/> Analysis of Areas – Operational, Functional, Administrative</li> <li><input type="checkbox"/> Design of Areas – Overview, Cost Considerations</li> <li><input type="checkbox"/> Star Classification Criteria – Committees &amp; Composition thereof – State/Centre</li> <li><input type="checkbox"/> Facilities Design for other Hospitality Areas e.g., Hostels, Hospitals, Industrial Canteens, Flight Services (including costs &amp; controls)</li> </ul>	<b>12</b>
<b>III.</b>	<p><b>GLOBAL GREEN INITIATIVE</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> International and Global Accreditation</li> <li><input type="checkbox"/> Incentives</li> </ul>	<b>12</b>
<b>IV</b>	<p><b>PLANNING FOR SPECIAL GUESTS</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Special Guests – Meaning and Types</li> <li><input type="checkbox"/> Planning considerations</li> <li><input type="checkbox"/> International Planning guidelines</li> </ul>	<b>12</b>
<b>TOTAL</b>		<b>48</b>

**Textbooks:**

1. RANSLEY, J. & Ingram, I. ,*Developing Hospitality Properties and Facilities*, ButterworthHeinemann: Oxford,2000.
2. Wilkinson ,S. & Reed, R., *Property Development*, Routledge (2008)

**Reference Books:**

1. Penner.H.R., Adams,L. & Robson,A.K.S., *Hotel Design Planning & Development*, W.W.Norton & Company (2012)

**Paper I/Subject Name: Information Technology for Hospitality Managers****Subject Code: HMT194C104****L-T-P-C – 4-0-0-4****Credit Units:4****Scheme of****Evaluation: (T)**

<b>Course Objectives</b>	<b>Teaching Learning Process</b>	<b>Learning Outcomes</b>	<b>Course Evaluation</b>
<b>1. To make students aware of the different components and importance of information technology for hospitality operators.</b>	1. Lecture 2. Assignment 3. Individual and Group Presentation	1. The students will be equipped with basic knowledge of managerial application of computers 2. The students will be able to describe the importance of Management information systems in decision making 3. The students will be able to demonstrate computer programming techniques.	A. Semester end examination : 70 marks  B. Internal Assessment: 30 marks (Assignment: 15, Assignment Presentation: 05, Class Participation: 05, Attendance : 05)

Prerequisites: Must complete the course credit of previous semesters.

**Detailed Syllabus:**

<b>Modules</b>	<b>Topics / Course content</b>	<b>Periods</b>
<b>I</b>	<b>MANAGERIAL APPLICATIONS OF COMPUTERS</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Spreadsheet Software and Managerial Applications</li> <li><input type="checkbox"/> Computer and Management Functions</li> <li><input type="checkbox"/> Computer Based Financial Systems</li> <li><input type="checkbox"/> Computer Based Inventory Systems</li> <li><input type="checkbox"/> Computers in Human Resource Management</li> </ul>	10
<b>II</b>	<b>COMPUTERS AND DECISIONAL TECHNIQUES</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Operations Research and Management Decision Making</li> <li><input type="checkbox"/> Linear Programming – Problem Formulation and Graphical Method</li> <li><input type="checkbox"/> Linear Programming – The Simplex Method</li> </ul>	10
<b>III</b>	<b>ADVANCED DECISIONAL TECHNIQUES</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Transportation Models</li> <li><input type="checkbox"/> Assignment Models</li> <li><input type="checkbox"/> PERT/CPM</li> </ul>	10
<b>IV</b>	<b>MANAGEMENT INFORMATION SYSTEM</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> An MIS Perspective</li> <li><input type="checkbox"/> Information Needs and its Economics</li> <li><input type="checkbox"/> Management Information and Control Systems</li> </ul>	10
<b>V</b>	<b>SYSTEMS ANALYSIS AND COMPUTER LANGUAGES</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> System Analysis and Design</li> <li><input type="checkbox"/> Computer Programming</li> <li><input type="checkbox"/> Programming Languages Application</li> </ul>	8
<b>Total</b>		48

**Textbooks:**

1. Connor, O.P., *Using Computers in Hospitality*, Cengage Learning Business Press, 2008.
2. Tesone, V.D., *Hospitality Information Systems & E-commerce*, Wiley, 2005.

**References:**

1. Connor, O.P., *Handbook of Hospitality Operations & IT*, Routledge, 2008.



**SYLLABUS (1<sup>st</sup> SEMESTER)**

**Paper I/Subject Name:Human Resource Planning Subject Code :- HMT194D101**

**L-T-P-C – 4-0-0-4  
Evaluation: (T)**

**Credit Units:4**

**Scheme of**

<b>Course Objectives</b>	<b>Teaching Learning Process</b>	<b>Learning Outcomes</b>	<b>Course Evaluation</b>
1. To make students aware about the various fundamentals associated in Human Resource Planning	2. Lecture 3. Assignment 4. Individual and Group Presentation	<p><b>On completion of the course the students will be able to:</b></p> <ol style="list-style-type: none"> <li>The students will be able to know about the basic human resource planning</li> <li>The students will be able to describe the various job evaluation methods</li> <li>The students will be able to define action areas of human resource</li> </ol>	<p>A. Semester end examination : 70 marks</p> <p>B. Internal Assessment:30 marks (Assignment: 15, Assignment Presentation: 05, Class Participation: 05, Attendance : 05)</p>

		<p style="text-align: center;">management</p> <p>4. The students will be able to describe the various corporate social responsibilities of an organization</p>	
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Prerequisites: Must complete the course credit of previous semesters.

**Detailed Syllabus:**

<b>Modules</b>	<b>Topics / Course content</b>	<b>Periods</b>
<b>I</b>	<p><b>BASICS OF HUMAN RESOURCE PLANNING</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Macro Level Scenario of Human Resource Planning</li> <li><input type="checkbox"/> Concepts and Process of Human Resource Planning</li> <li><input type="checkbox"/> Methods and Techniques – Demand Forecasting</li> <li><input type="checkbox"/> Methods and Techniques – Supply Forecasting</li> </ul>	10
<b>II</b>	<p><b>JOB EVALUATION</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Job Evaluation – concepts, Scope and Limitations</li> <li><input type="checkbox"/> Job Analysis and Job Description</li> <li><input type="checkbox"/> Job Evaluation Methods</li> </ul>	10
<b>III</b>	<p><b>ACTION AREAS – ISSUES AND EXPERIENCES</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Selection and Recruitment</li> <li><input type="checkbox"/> Induction and Placement</li> <li><input type="checkbox"/> Performance and Potential Appraisal</li> </ul>	10

	<input type="checkbox"/> Transfer, Promotion and Reward Policies <input type="checkbox"/> Training and Retraining	
<b>IV</b>	<b>MEASUREMENTS IN HUMAN RESOURCE PLANNING</b>  <input type="checkbox"/> Human Resource Information System <input type="checkbox"/> Human Resource Audit <input type="checkbox"/> Human Resource Accounting <input type="checkbox"/> Career Planning <input type="checkbox"/> Employee Counselling <input type="checkbox"/> Discipline, Suspension, Retrenchment And Dismissal <input type="checkbox"/> Employee Grievance Handling <input type="checkbox"/> Compensation & Salary Administration <input type="checkbox"/> Laws & Rules Governing Employee Benefit And Welfare	10
<b>V</b>	<b>CORPORATE SOCIAL RESPONSIBILITIES</b>	8
<b>Total</b>		48

**Text Books:**

1. Nickson, D., *Human Resource Management for Hospitality and Tourism Industries*, Elsevier (Butterworth-Heinemann), 2007.
2. Dessler, G., *Human Resource Management*, Pearson, New Delhi, 2008.

**Reference:**

1. Ashwathappa, K., *Human Resource and Personnel Management*, Tata Mc Graw Hill, New Delhi, 3<sup>rd</sup> Ed. 2004.
2. Madhukar M., *Human Resource Management in Tourism*, Rajat Publishing, New Delhi, 2000.

**SYLLABUS (1<sup>st</sup> SEMESTER)**

**Paper I/Subject Name: DESTINATION PLANNING AND MANAGEMENT**

**Subject Code: HMT19D102**

**L-T-P-C - 4-0-0-4**

**Credit Units:4**

**Scheme of Evaluation: (T)**

<b>Course Objectives</b>	<b>Teaching Learning</b>	<b>Learning Outcomes</b>	<b>Course Evaluation</b>
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	<b>Process</b>		
1. To make students aware about the various fundamentals associated in Destination Planning and Management	2. Lecture 3. Assignment 4. Individual and Group Presentation	<b>On completion of the course the students will be able to:</b>  1. The students will be able to know about the various forms of Destinations 2. The students will be able to describe the various levels of Tourism Planning and Development 3. The students will be able to define the 6 A's framework for Tourist Destinations 4. The students will be able to design strategies for Destination Promotion and Publicity.	A. Semester end examination : 70 marks  B. Internal Assessment: 30 marks (Assignment: 15, Assignment Presentation: 05, Class Participation: 05, Attendance : 05)

Prerequisites: Must complete the course credit of previous semesters.

**Detailed Syllabus:**

<b>Modules</b>	<b>Topics / Course content</b>	<b>Periods</b>
<b>I</b>	Introduction to tourism destination, Its types- Natural and man-made, Various forms of destinations, Characteristics of tourism destinations, Understanding destination as a core product of tourism, Primary destination, Secondary destination, Destination Life Cycle (Butler's product life cycle model), Concept of destination management-its need and importance for sustainable growth of destination and its business.	8

<b>II</b>	<p>Planning- Levels of tourism planning and development, Tourism Master Plan, Assessment of tourism potential.</p> <p>Carrying Capacity- The concept of destination carrying capacity, Physical Vs. Psychological carrying capacity.</p> <p>Planning a sustainable destination- WTO Guidelines for tourism planning.</p>	8
<b>III</b>	<p>Destination Uniqueness: Understanding the USP of a destination, Applicability of marketing theory in destination management, Market scanning, Segmenting, Targeting, and Positioning. Importance of authenticity in destination planning, Involvement of local people in destination planning and management;</p> <p>Image Management: Development of a destination image, Measurement of destination image, Branding and rebranding of the destinations, Web based destination branding, Role of User Generated Content in destination image.</p>	8
<b>IV</b>	<p>Managing quality of the destination Vis-a-vis tourism facility and activities planning, Condition of health &amp; hygiene, Sanitation system, Reuse and use of renewable resource, Natural resource, Ancillary services development, etc.</p>	8
<b>V</b>	<p>6 A's framework for tourism destinations, Tourism stakeholders- Dynamic nature of tourism stakeholders, Host population, Tourism enterprises, Government and local bodies, Destination partnership and importance of team work.</p> <p>Destination marketing mix, Development of destination as a product, Destination competitiveness.</p> <p>Distribution channels- traditional channels and modern channels based on ICT.</p>	8
<b>VI</b>	<p>Destination Promotion and publicity: Promotional Mix for destination, Role of advertisement and publicity, Media Familiarization, Travel Writer Tours and Visiting Journalist Programmes</p> <p>Sales promotion, Role of fairs, Festivals and exhibitions in destination promotion.</p> <p>Case studies on destination promotion.</p>	8
<b>Total</b>		<b>48</b>

**Text Book:**

1. Pearce, D. G., & Butler, R., *Contemporary Issues in Tourism Development*, Psychology Press. 1999.

**Reference Books:**

1. Morrison, A. M., *Marketing and Managing Tourism Destination*, Routledge, 2013.

2. Harrill, R., *Guide to Best Practices in Tourism and Destination Management*, Educational Institute of the American Hotel and Lodging Association, 2011.

<b>SYLLABUS (2<sup>nd</sup> SEMESTER)</b>
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<b>Paper I/Subject Name: Revenue/Yield Management</b>
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<b>Subject Code: HMT194C201</b>
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<b>L-T-P-C – 4-0-0-4</b>
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<b>Credit Units:4</b>
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<b>Scheme of Evaluation: (T)</b>
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<b>Course Objectives</b>	<b>Teaching Learning Process</b>	<b>Learning Outcomes</b>	<b>Course Evaluation</b>
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<p>1. <b>To make students aware of the revenue generation and yield management aspects of the hospitality industry.</b></p>	<p>2. Lecture 3. Assignment 4. Individual and Group Presentation</p>	<p>1. The students will be equipped with basic knowledge of concepts of revenue management 2. The students will be able to demonstrate the measurement of yield. 3. The students will be able describe the elements of revenue management</p>	<p>A. Semester end examination : 70 marks  B. Internal Assessment:30 marks (Assignment: 15, Assignment Presentation: 05, Class Participation: 05, Attendance : 05)</p>
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Prerequisites: Must complete the course credit of previous semesters.

**Detailed Syllabus:**

Modules	Topics / Course content	Periods
<p><b>I</b></p>	<p><b>The Concept of Revenue Management</b> □ Hotel Industry Applications  - Benefits of the techniques/Areas where this concept is applied/How the concept is applied</p>	<p>8</p>
<p><b>II</b></p>	<p><b>Measuring Yield</b> □ Yield Statistic/Determination of Potential Revenue/Potential Average Single Rate/Potential Average Double Rate/ Multiple Occupancy Percentage/Rate Spread/Potential Average Rate/ Room Rate Achievement Factor/Identical Yields/Equivalent Occupancy/Required Non-Room Revenue per Guest</p>	<p>8</p>

<b>III</b>	<b>Elements of Revenue Management</b> <input type="checkbox"/> Group Room Sales/Transient Room Sales/Food & Beverage Activity/Local and Area-Wide Activities/Special Events	8
<b>IV</b>	<b>Using Revenue Management</b> <input type="checkbox"/> Potential High and Low Demand Tactics <input type="checkbox"/> Implementing Revenue Strategies/Availability Strategies	8
<b>V</b>	<b>Revenue Management Computer Software</b> <input type="checkbox"/> Works performed by Revenue Management Software <input type="checkbox"/> Working of the software/system <input type="checkbox"/> Advantages of computerized revenue management <input type="checkbox"/> Reports generated	8
<b>VI</b>	<b>Revenue Management Team</b> <input type="checkbox"/> Composition of Revenue Management Team <input type="checkbox"/> Role of Revenue Management Team	8
<b>Total</b>		<b>48</b>

**Textbooks:**

1. Hereter,G., *Introduction to Revenue Management for Hotels*, CreateSpace Independent Publishing Platform ,2017.
2. Ingold,A.,Yeoman,I. & Beattie,M.U.,*Yield Management*,Cengage Learning EMEA,2000

**References:**

1. Talluri,T.K.&Ryzin,V.J.G., *The Theory & Practice of Revenue Management*, Springer,2006.



**SYLLABUS (2<sup>nd</sup> SEMESTER)**

**Paper I/Subject Name: Marketing Research**

**Subject Code:HMT194C202**

**L-T-P-C – 4-0-0-4**

**Credit Units:4**

**Scheme of Evaluation: (T)**

<b>Course Objectives</b>	<b>Teaching Learning Process</b>	<b>Learning Outcomes</b>	<b>Course Evaluation</b>
<b>1. To make students aware of the concepts and design of marketing research.</b>	<ol style="list-style-type: none"> <li>1. Lecture</li> <li>2. Assignment</li> <li>3. Individual and Group Presentation</li> </ol>	<ol style="list-style-type: none"> <li>1. The students will be equipped with basic concepts of marketing research.</li> <li>2. The students will be able to design the structure of data collection.</li> <li>3. The students will be able describe the data processing and analysis.</li> <li>4. The students will be able to demonstrate the multivariate analysis.</li> <li>5.</li> </ol>	<p>A. Semester end examination : 70 marks</p> <p>B. Internal Assessment:30 marks (Assignment: 15, Assignment Presentation: 05, Class Participation: 05, Attendance : 05)</p>

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Prerequisites: Must complete the course credit of previous semesters.

**Detailed Syllabus:**

<b>Modules</b>	<b>Topics / Course content</b>	<b>Periods</b>
<b>I</b>	<b>MARKETING RESEARCH CONCEPTS AND DESIGN</b> <input type="checkbox"/> Marketing Research Meaning and Importance, Research Process <input type="checkbox"/> Organisation of Marketing Research in India <input type="checkbox"/> Research Design	12
<b>II</b>	<b>DATA COLLECTION</b> <input type="checkbox"/> Data Collection <input type="checkbox"/> Sampling <input type="checkbox"/> Questionnaire Design and Development <input type="checkbox"/> Attitude Measurement and Scaling	12
<b>III</b>	<b>DATA PROCESSING AND ANALYSIS</b> <input type="checkbox"/> Qualitative Research – Meaning, Scope and Methodology <input type="checkbox"/> Data Processing – Coding, Tabulation Data Presentation <input type="checkbox"/> Description and inference from Sample Data <input type="checkbox"/> Analysis of Association	12

<b>IV</b>	<b>MULTIVARIATE ANALYSIS</b>  <input type="checkbox"/> Regression Analysis, Discriminant Analysis and Factor Analysis <input type="checkbox"/> Conjoint Analysis <input type="checkbox"/> Cluster Analysis and Multi-dimensional Scaling <input type="checkbox"/> Applications of Marketing Research in India – Some Case Studies	12
<b>Total</b>		48

**Textbooks:**

1. Malhotra, K.N., *Marketing Research: An Applied Orientation*, Pearson, USA, 2019.
2. Gupta, L.S., *Marketing Research*, Excel Books, India, 2004.

**Reference:**

1. Hair, J., Ortinau, D. & Harrison, E.D., *Essential of Marketing Research*, Mc Graw Hill, 2019.

## SYLLABUS (2<sup>nd</sup> SEMESTER)

**Paper I/Subject Name: Equipment & Material Management**

**Subject Code: HMT194C203**

**L-T-P-C – 4-0-0-4**

**Credit Units:4**

**Scheme of Evaluation: (T)**

Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
<p><b>1. To make the students aware of the dynamics and importance of equipment and material management.</b></p>	<p>1. Lecture 2. Assignment 3. Individual and Group Presentation</p>	<ul style="list-style-type: none"> <li>The students will be equipped with the knowledge of material management.</li> <li>The students will be able to define the structure of quality control.</li> <li>The students will be able describe the operations of maintenance management.</li> <li>The students will able to illustrate the dynamics of packaging and distribution management.</li> </ul>	<p>A. Semester end examination : 70 marks</p> <p style="text-align: center;">B. Internal Assessment:30 marks (Assignment: 15, Assignment Presentation: 05, Class Participation: 05, Attendance : 05)</p>

Prerequisites: Must complete the course credit of previous semesters.

### Detailed Syllabus:

Modules	Topics / Course content	Periods
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<p style="text-align: center;"><b>I</b></p>	<p><b>Material Handling</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Introduction and Meaning</li> <li><input type="checkbox"/> Objectives of Material Handling</li> <li><input type="checkbox"/> Principles of Material Handling</li> <li><input type="checkbox"/> Selection of Material Handling Equipments</li> <li><input type="checkbox"/> Evaluation of Material Handling System</li> <li><input type="checkbox"/> Guidelines For Effective Utilisation Of Material Handling Equipments</li> <li><input type="checkbox"/> Relationship between operational layout and Material Handling Equipments</li> </ul>	<p style="text-align: center;">8</p>
<p style="text-align: center;"><b>II</b></p>	<p><b>MATERIALS MANAGEMENT</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Introduction and Meaning</li> <li><input type="checkbox"/> Functions of Material Management</li> <li><input type="checkbox"/> Material Planning and Control <ul style="list-style-type: none"> <li>o Techniques of material Planning</li> </ul> </li> <li><input type="checkbox"/> Purchasing <ul style="list-style-type: none"> <li>o Practical Purchasing Skills - theory, practice and techniques</li> <li>o Strategic Procurement Skills</li> <li>o Supplier Relationships: The Total Management Process</li> </ul> </li> <li><input type="checkbox"/> Logistic Management <ul style="list-style-type: none"> <li>o Logistic Analyst</li> <li>o Store Management</li> <li>o Advanced Materials Storage Management - Policy and Process</li> <li>o Identifying and Implementing Business Process Improvements</li> </ul> </li> <li><input type="checkbox"/> Inventory Control <ul style="list-style-type: none"> <li>o Integrated Inventory Management</li> <li>o Managing Risk</li> <li>o How to Reduce Inventory Levels - Some Practical Solutions</li> </ul> </li> <li><input type="checkbox"/> Standardisation, Codification and Variety Reduction</li> <li><input type="checkbox"/> Value Analysis</li> <li><input type="checkbox"/> Ergonomics</li> <li><input type="checkbox"/> Just In Time (JIT) <ul style="list-style-type: none"> <li>o Seven Wastes</li> <li>o Benefits of JIT</li> </ul> </li> </ul>	<p style="text-align: center;">8</p>
<p style="text-align: center;"><b>III</b></p>	<p><b>Work Study</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Advantages of Work study</li> <li><input type="checkbox"/> Method study</li> <li><input type="checkbox"/> Motion Study</li> <li><input type="checkbox"/> Work Measurement</li> <li><input type="checkbox"/> Time study</li> </ul>	<p style="text-align: center;">8</p>

<b>IV</b>	<b>Quality Control</b> <input type="checkbox"/> Introduction <input type="checkbox"/> Fundamental Factors Affecting Quality <input type="checkbox"/> Need for controlling quality <input type="checkbox"/> Types of Inspection <input type="checkbox"/> Types of quality Control <input type="checkbox"/> Steps in quality Control <input type="checkbox"/> Tools for quality control	8
<b>V</b>	<b>Maintenance Management</b> o Objectives of Maintenance o Types of Maintenance <input type="checkbox"/> Break Down <input type="checkbox"/> Preventive <input type="checkbox"/> Predictive o Maintenance Planning & Scheduling o Repair, Upkeep and Maintenance o Best Maintenance Practices o Computer Aided Maintenance	8
<b>VI</b>	<b>Waste Management</b> o Introduction and Meaning o Reasons for generation and accumulation-obsolete and surplus o Taxonomy of Waste o Waste and Productivity o Functional Classification of Waste o Control of Waste o Recycling of Waste o Disposal of Waste o Treatment of Waste in Cost Accounts  <b>Packaging and Distribution Management</b> <input type="checkbox"/> Packaging <input type="checkbox"/> Transport <input type="checkbox"/> Physical Distribution <input type="checkbox"/> Information And Technology Integration in Materials Management	8
<b>Total</b>		48

**Textbooks:**

1. Mishra, R., *Material Management*, Excel Books, India, 2009.
2. Dr. Singh, K.A., *Material Management*, Firewall Media, 2008.

**Reference:**

1. Gopalakrishnan, P.&Haleen , A., *Handbook of Material Management*, PHI Learning Pvt Ltd, 2015

**SYLLABUS (2nd SEMESTER)**

**Paper I/Subject Name: \_\_\_\_\_ MANAGING ENTREPRENEURSHIP, SMALL AND MEDIUM BUSINESS PROPERTIES**

**Subject Code: HMT194C204**

**L-T-P-C – 4-0-0-4**

**Credit Units: 4**

**Scheme of Evaluation: (T)**

Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
<b>1. To make students aware of the role of entrepreneurship in small and medium scale businesses</b>	1. Lecture 2. Assignment 3. Individual and Group Presentation	<p><b>On completion of the course the students will be able to:</b></p> <ul style="list-style-type: none"> <li>• The students will be able to concepts of entrepreneurship.</li> <li>• The students will be able to describe the establishing structures of small and medium scale businesses.</li> <li>• The students will be able to define the operational structures of small scales industries.</li> <li>• The students will be able to describe about the appraisal and growth strategies of these kind of businesses.</li> </ul>	<p>A. Semester end examination : 70 marks</p> <p>B. Internal Assessment:30 marks (Assignment: 15, Assignment Presentation: 05, Class Participation: 05, Attendance : 05)</p>

Prerequisites: Must complete the course credit of previous semesters.

**Detailed Syllabus:**

<b>Modules</b>	<b>Topics / Course content</b>	<b>Periods</b>
<b>I</b>	<b>ENTREPRENEUR AND ENTREPRENEURSHIP</b> <input type="checkbox"/> Entrepreneurship : Small Scale <input type="checkbox"/> Enterprises (SSE) <input type="checkbox"/> Entrepreneurial Competencies <input type="checkbox"/> Institutional Interface	10
<b>II</b>	<b>ESTABLISHING SMALL SCALE ENTERPRISES</b> <input type="checkbox"/> Opportunities Scanning – Choice of Enterprise <input type="checkbox"/> Market Assessment for SSE <input type="checkbox"/> Choice of Technology and Selection of Site	10
<b>III</b>	<b>SMALL SCALE ENTERPRISES – GETTING ORGANIZED</b> <input type="checkbox"/> Financing the New/Small Enterprise <input type="checkbox"/> Preparation of the Business Plan <input type="checkbox"/> Ownership Structure and Organization Framework	10
<b>IV</b>	<b>OPERATING THE SMALL SCALE ENTERPRISE</b> <input type="checkbox"/> Financial Management Issues in SSE <input type="checkbox"/> Operations Management Issues in SSE <input type="checkbox"/> Marketing Management Issues in SSE <input type="checkbox"/> Organizational Relations in SSE	10
<b>V</b>	<b>PERFORMANCE APPRAISAL AND GROWTH STRATEGIES</b> <input type="checkbox"/> Management Performance Assessment and Control <input type="checkbox"/> Strategies for Stabilization and Growth <input type="checkbox"/> Managing Family Enterprises	8
<b>Total</b>		48

**Textbooks:**

1. Drucker, F.P., *Innovation & Entrepreneurship : Practice & Principles*, Harper Business, 1993.



2. Mariotti, S. & Glackin, C., *Entrepreneurship and Small Business Management*, Pearson, 2014.

**Reference Books:**

1. Burns, P., *Entrepreneurship & Small Business : Start up, Growth & Maturity*, Red Global Press, 2016.

<b>SYLLABUS (2nd SEMESTER)</b>
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**Paper I/Subject Name: SUSTAINABLE TOURISM**

**Subject Code: HMT194D201**

**L-T-P-C - 4-0-0-4**

**Credit Units: 4**

**Scheme of Evaluation: (T)**

Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
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<p>1. To make students aware of the importance of tourism resources sustainability so that tourism resources are not exhausted or damaged.</p>	<p>1. Lecture 2. Assignment 3. Individual and Group Presentation</p>	<p><b>On completion of the course the students will be able to:</b></p> <ul style="list-style-type: none"> <li>• The students will be able to know about the definitions and principles of Sustainable Tourism</li> <li>• The students will be able to know about the Environment and Ecosystem</li> <li>• The students will be able to list the Sustainable Tourism Initiatives</li> <li>• The students will be able to describe about the business of Ecotourism</li> </ul>	<p>A. Semester end examination : 70 marks</p> <p>B. Internal Assessment:30 marks (Assignment: 15, Assignment Presentation: 05, Class Participation: 05, Attendance : 05)</p>
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Prerequisites: Must complete the course credit of previous semesters.

**Detailed Syllabus:**

Modules	Topics / Course content	Periods
I	Definition and principles of sustainable tourism, Influence and impact of tourism in the destination- Environmental, Social, Cultural, and Economic; Concept of carrying capacity, Concept of responsible tourism.	8
II	Environment and ecosystem: Climate change – Issues and concerns, Environmental Impact Assessment, Aspects of environment management, National policy thereof, National Green Tribunal; Concept of Carbon Credit.	8

III	Disaster Risk and unsustainability of the tourism sector; Concept of disaster effect and impact; Post disaster damage - Loss of and impact on tourism sector; Base line information for assessment of disaster effect and impact on tourism sector; Case study on disaster effect and impact on tourism sector; Customs, Belief system and tradition for natural conservation.	8
IV	Concept of sustainable development, Strategies for sustainable tourism, Classification of property rights, Common property resources- Historical review of common property resources and management, Community Based Tourism, Community conservation area, Revenue distribution in community based tourism, Social audit, Community based tourism and sustainability.	8
V	Sustainable tourism initiatives: Alternative tourism –Ecotourism, Adventure Tourism, Cultural tourism; Nature base tourism, Agro-tourism and other innovative forms of sustainable tourism; Understanding the concepts of eco-camp, eco-lodge; Best practices by hospitality industry with respect to environment protection.	8
VI	Business of Ecotourism: Operational aspects of ecotourism, Forms of recreation and related activities Vs. ecological concern, Developing leisure activities in fragile ecosystem, Measurement and analysis of potential tourism related environment impact, High volume low impact tourism, Community based ecotourism.	8
<b>Total</b>		48

**Text Books:**

1. Fennell, D., (2007)*Ecotourism*, Routledge, 3<sup>rd</sup> edition,
2. Chatak, G. R., (2007)*Sustainable Tourism Codes and Guidelines*, Cyber Tech,

**Reference Books:**

1. Singha, R. K,(2006), *Tourism Strategies, Planning & Development*, Commonwealth Publishers,
2. Raj, A., (2007),*Sustainability, Profitability & Successful Tourism*, Kanishka Publishing,

**SYLLABUS (4<sup>th</sup> SEMESTER)**

**Paper I/Subject Name: ADVENTURE TOURISM**

**Subject Code: HMT19D202**

**L-T-P-C – 4-0-0-4**

**Credit Units:4**

**Scheme of Evaluation: (T)**

Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
1. The course helps in understanding the resource potential for adventure tourism in India and the existing popular destinations and activities. Impart knowledge on various aspects of Adventure Tourism	1. Lecture 2. Assignment 3. Individual and Group Presentation	<ul style="list-style-type: none"> <li>The students will be equipped with basic knowledge of adventure tourism structure</li> <li>The students will be able to know the air-based adventure activities</li> <li>The students will be able to describe the Operational aspects of infrastructures of adventure tourism</li> <li>The students will be able to know about the adventure tourism associations</li> </ul>	B. Semester end examination : 70 marks  B. Internal Assessment: 30 marks (Assignment: 15, Assignment Presentation: 05, Class Participation: 05, Attendance : 05)

Prerequisites: Must complete the course credit of previous semesters.

**Detailed Syllabus:**

Modules	Topics / Course content	Periods
I	<i>Definition, Nature and classification of adventure Tourism; Adventure tourism in context of other tourism types. Future trends of adventure tourism in India. Challenges of adventure tourism-Litter, Waste, Pollution, destruction of flora and fauna..</i>	8

<b>II</b>	<i>Land-based adventure activities: Mountaineering, Trekking, Rock climbing, safaris, motor rallies etc. Basic minimum standards for land based adventure tourism related activities-IMF rules for mountain expedition. Tools and Equipments used in land-based adventure tourism. Popular tourist destinations for land-based adventure activities in India with special reference to J&amp;K.</i>	8
<b>III</b>	<i>Water-based adventure activities: Rafting, Kayaking, Canoeing, surfing, water skiing, scuba diving etc. Basic minimum standards for water based adventure tourism related activities. Tools and Equipments used in water-based adventure tourism. Popular tourist destinations for water-based adventure activities in India with special reference to J&amp;K.</i>	8
<b>IV</b>	<i>Air -based adventure activities: Paragliding, Parasailing, ballooning, bungee jumping, hang gliding, etc. Basic minimum standards for Air based adventure tourism related activities. Tools and Equipments used in air-based adventure tourism. Popular tourist destinations for air-based adventure activities in India with special reference to J&amp;K.</i>	8
<b>V</b>	<i>Adventure Tourism products and infrastructure. Marketing and promotional strategies. Outstanding issues of adventure Tourism. Adventure Tourism Organizations and training institutes in India- Himalayan Mountaineering Institute, Nehru Institute of Mountaineering, Regional Water Sports Centre (H.P), National Institute of Water Sports, Aero Club of India, The Balloon Club of India and in J&amp;K- Jawaharlal Institute of Mountaineering and Winter Sports (JIM &amp;NIWS), Indian Institute of skiing &amp; mountaineering..</i>	8
<b>VI</b>	<i>Regional Water Sports Centre (H.P), National Institute of Water Sports, Aero Club of India, The Balloon Club of India and in J&amp;K- Jawaharlal Institute of Mountaineering and Winter Sports (JIM &amp;NIWS), Indian Institute of skiing &amp; mountaineering..</i>	8
<b>Total</b>		<b>48</b>

**Text Books**(one recommended book from each functional area):

1. Buckley.R. Adventure Tourism Management. Routledge Publishers.
2. Gupta. V.K, Tourism in India. Gian Publishing House, Delhi
3. I.C. Gupta & Kasbekar.S. Tourism Products of India.
4. Malik, S.S, Potential of adventure Tourism in India, Agam Kala Prakashan Publishers

**Reference Books:**

- 1..Negi.J. Adventure Tourism and Sports: Risks and Challenges. Kanishka Publications.
- 2..Wright.G. Hill Stations of India. Penguin Books, New Delhi

## SYLLABUS (3<sup>rd</sup> SEMESTER)

**Paper I/Subject Name: SALES MANAGEMENT**

**Subject Code: HMT194C301**

**L-T-P-C - 4-0-0-4**

**Credit Units:4**

**Scheme of Evaluation: (T)**

<b>Course Objectives</b>	<b>Teaching Learning Process</b>	<b>Learning Outcomes</b>	<b>Course Evolution</b>
<p><b>1. To make students aware of the dynamics and operational aspects of sales management.</b></p>	<p>1. Lecture</p> <p>2. Assignment</p> <p>3. Individual and Group Presentation</p>	<p>1. The students will be able to describe the sales management functions.</p> <p>2. The students will be able to demonstrate the selling skills.</p> <p>3. The students will be able to list the operational aspects of sales force management.</p> <p>4. The students will be able to design the structure of planning and control of sales efforts.</p>	<p>A. Semester end examination : 70 marks</p> <p>B. Internal Assessment: 30 marks (Assignment: 15, Assignment Presentation: 05, Class Participation: 05, Attendance: 05)</p>

Prerequisites: Must complete the course credit of previous semesters.

**Detailed Syllabus:**

<b>Modules</b>	<b>Topics / Course content</b>	<b>Periods</b>
<b>I</b>	<b>SALES MANAGEMENT FUNCTIONS</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Introduction to Sales Management</li> <li><input type="checkbox"/> Personal Selling</li> <li><input type="checkbox"/> Sales Process</li> <li><input type="checkbox"/> Computer Applications in Sales Management</li> </ul>	12
<b>II</b>	<b>SELLING SKILLS</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Communication Skills</li> <li><input type="checkbox"/> Sales Presentation</li> <li><input type="checkbox"/> Negotiation Skills</li>   <li><input type="checkbox"/> Retail Communication : Sales Displays</li> </ul>	12
<b>III</b>	<b>SALES FORCE MANAGEMENT</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Job Analysis, Recruitment and Selection</li> <li><input type="checkbox"/> Training the Sales Force</li> <li><input type="checkbox"/> Compensation and Motivation of Sales Force</li> <li><input type="checkbox"/> Monitoring and Performance Evaluation</li> </ul>	12
<b>IV</b>	<b>PLANNING AND CONTROL OF THE SALES EFFORT</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Sales Planning</li> <li><input type="checkbox"/> Sales Organization</li> <li><input type="checkbox"/> Sales Forecasting and Sales Quotas</li> <li><input type="checkbox"/> Sales Budgeting and Control</li> </ul>	12
<b>Total</b>		48

**Textbook:**

1. Kumar. A. & Tyagi. L.C., *Sales Management*, Atlantic ,2004.
2. Weinberg. M., *Sales management. Simplified*, AMACOM, 2015.

**References:**

1. Ingram. N.T., *Sales Management: Analysis & Decision Making*, Routledge, 2015

## SYLLABUS (3<sup>rd</sup> SEMESTER)

**Paper I/Subject Name: PRINCIPLES OF MARKETING MANAGEMENT**

**Subject Code: HMT194C302**

**L-T-P-C - 4-0-0-4**

**Credit Units:4**

**Scheme of Evaluation: (T)**

Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evolution
<p>1.This course explores the basic principles of marketing management.</p>	<p>1. Lecture  2. Assignment  3. Individual and Group Presentation</p>	<ul style="list-style-type: none"> <li>• The students will be to describe the evolution of marketing.</li> <li>• The students will be able to demonstrate the marketing strategies of the hospitality industry.</li> <li>• The students will be able describe the pricing &amp; promotional techniques of the hospitality industry.</li> </ul>	<p>A. Semester end examination : 70 marks  B. Internal Assessment: 30 marks (Assignment: 15, Assignment Presentation: 05, Class</p>



			Participation: 05, Attendance: 05)
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Prerequisites: Must complete the course credit of previous semesters.

**Detailed Syllabus:**

<b>Modules</b>	<b>Topics / Course content</b>	<b>Periods</b>
<b>I</b>	<b>Evolution of Marketing</b> <input type="checkbox"/> Meaning - Demand, Need, Desires, Wants, Goods & Services <input type="checkbox"/> Marketing planning	8
<b>II</b>	<b>Nine Principles of Marketing</b> <input type="checkbox"/> Product, Price, Place, Promotion, Packaging, Process, People, Physical Evidence, Pace	8
<b>III</b>	<b>Marketing strategy for hospitality industry</b> <input type="checkbox"/> Competitor – Types & strategies <input type="checkbox"/> STP in Hotels	8
<b>IV</b>	<b>The service quality</b> <input type="checkbox"/> Forecasting <input type="checkbox"/> Service attributers <input type="checkbox"/> USP, unique value proposition & unique buying proposition <input type="checkbox"/> Case studies	8
<b>V</b>	<b>Pricing strategies and techniques in hospitality</b>	8
<b>VI</b>	<b>Publicity and Promotion</b> <input type="checkbox"/> Advertising <input type="checkbox"/> Soft & Hard Sell <input type="checkbox"/> Role of Copy Writer & Attributes of Good Advertising <input type="checkbox"/> PR Tools <input type="checkbox"/> Functioning of Guest Relation Department	8
<b>Total</b>		48

**Textbook:**

1. Kotler ,P., Principles of Marketing, Pearson Education, 2018.
2. Kotler, P. & Armstrong, G., Principles of Marketing Management, Pearson Education, 2019

**References:**

1. Dr.Kumar, A. &Dr.Rao, J.B., Marketing Management, Sahitya Bhawan Publications,2019.

<b>SYLLABUS (3rd SEMESTER)</b>
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<b>Paper I/Subject Name: MARKETING SERVICES AND CONSUMER BEHAVIOUR</b>
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<b>Subject Code: HMT194C303</b>
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<b>L-T-P-C - 4-0-0-4</b>
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<b>Credit Units: 4</b>
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<b>Scheme of Evaluation: (T)</b>
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<b>Course Objectives</b>	<b>Teaching Learning Process</b>	<b>Learning Outcomes</b>	<b>Course Evaluation</b>
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<p><b>1. To make students aware of the concepts of marketing services and consumer behavior.</b></p>	<p>5. Lecture 6. Assignment 7. Individual and Group Presentation</p>	<p>1. The students will be able to describe the concepts and issues of marketing of services. 2. The students will be able to describe the concepts and issues of consumer behavior. 3. The students will be able to explain the aspects of buying process of the consumers 4. The students will be able to describe and explain the different buying behavior models</p>	<p>A. Semester end examination : 70 marks  B. Internal Assessment:30 marks (Assignment: 15, Assignment Presentation: 05, Class Participation: 05, Attendance : 05)</p>
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Prerequisites: Must complete the course credit of previous semesters.

**Detailed Syllabus:**

Modules	Topics / Course content	Periods
<p><b>I</b></p>	<p><b>MARKETING OF SERVICES – CONCEPTS AND ISSUES</b>  <input type="checkbox"/> Marketing of Services – Conceptual Framework  <input type="checkbox"/> Services Marketing : Basic Issues  <input type="checkbox"/> Designing Service Strategy  <b>MARKETING OF HOSPITALITY SERVICES – CONCEPTS &amp; ISSUES</b>  <input type="checkbox"/> Marketing of Hospitality and Tourism Services  <input type="checkbox"/> Management and Marketing of Tourism in India  <input type="checkbox"/> Hospitality Marketing – A special case in Services Marketing</p>	<p>8</p>
<p><b>II</b></p>	<p><b>MARKETING OF EDUCATION &amp; PROFESSIONAL SERVICES</b>  <input type="checkbox"/> Marketing of Educational Services  <input type="checkbox"/> Professional Education – Marketing of Services  <input type="checkbox"/> Marketing of Professional Support Services : Implications for Advertising Agencies</p>	<p>8</p>

	<input type="checkbox"/> Indmark – The Trade Mark Research Group (A)	
<b>III</b>	<b>CONSUMER BEHAVIOUR – ISSUES AND CONCEPTS</b> <input type="checkbox"/> Consumer Behaviour – Nature, Scope and Application <input type="checkbox"/> Consumer Behaviour and Life-style Marketing <input type="checkbox"/> Organisational Buying Behaviour <b>INDIVIDUAL INFLUENCES ON BUYING BEHAVIOUR</b> <input type="checkbox"/> Perceptions <input type="checkbox"/> Consumer Motivation and Involvement <input type="checkbox"/> Attitude and Attitude Change <input type="checkbox"/> Learning and Memory <input type="checkbox"/> Personality and Self-concept	8
<b>IV</b>	<b>GROUP INFLUENCES ON CONSUMER BEHAVIOUR</b> <input type="checkbox"/> Reference Group Influence & Group Dynamics <input type="checkbox"/> Family Buying Influences, Family Life-cycle and Buying Roles <input type="checkbox"/> Cultural and Sub-Cultural Influences	8
<b>V</b>	<b>THE BUYING PROCESS</b> <input type="checkbox"/> Problem Recognition & Information Search Behaviour <input type="checkbox"/> Information Processing <input type="checkbox"/> Alternative Evaluation <input type="checkbox"/> Purchase Process & Post-purchase Behaviour	8
<b>VI</b>	<b>MODELLING BUYER BEHAVIOUR</b> <input type="checkbox"/> Early Models <input type="checkbox"/> Howard Sheth Model <input type="checkbox"/> Recent Developments in Modelling Buyer Behaviour	8
<b>Total</b>		48

**Textbooks:**

1. Apte, G., *Services Marketing*, Oxford University Press, 2004
2. Rampal, K.M. & Gupta, L.S., *Services Marketing*, Galgotia Publishing Company, 2000.

**Reference Book:**

- Schiffman, G.L. & Wisenblit, J. & Kumar, R.S., *Consumer Behaviour*, Pearson Education, India, 2015.

<b>SYLLABUS (3<sup>rd</sup> SEMESTER)</b>
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<b>Paper I/Subject Name:</b> Research Methods
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<b>Subject Code:</b> HMT194D301
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<b>L-T-P-C - 4-0-0-4</b>	<b>Credit Units:4</b>	<b>Scheme of Evaluation: (T)</b>
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Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evolution
<b>1. To make students aware of the different components of Research Methodology</b>	1. Lecture  2. Assignment  3. Individual and Group Presentation	<ul style="list-style-type: none"> <li>• The students will be equipped with basic knowledge of Research Methods</li> <li>• The students will be able to know the Sources of Data Collection</li> <li>• The students will be able to describe the Technique of Sampling</li> <li>• The students will be able to know the Quantitative and Qualitative Data Analysis</li> </ul>	A. Semester end examination : 70 marks  B. Internal Assessment: 30 marks (Assignment: 15, Assignment Presentation: 05, Class Participation: 05, Attendance:

			05)
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Prerequisites: Must complete the course credit of previous semesters.

**Detailed Syllabus:**

<b>Modules</b>	<b>Topics / Course content</b>	<b>Periods</b>
<b>I</b>	Introduction to Research and Statistics: Role of research in business - especially in tourism business, Value of information, Cost of information, Ethics in research Research process, Decision to undertake research, Introduction to Research Design, Types of research	8
<b>II</b>	Sources of Data: Sources of secondary data in India, Quality of secondary data. Effects of changes in technology in overall research design, Use of Information Technology in tourism research.	8
<b>III</b>	Scales of Measurement, Validity and Reliability Methods of primary data collection: Questionnaire design, Components of the questionnaire, Steps in questionnaire design, Question content, Response format: Open ended question Vs. Multiple choice questions including various types for question formats. Question wordings – various principles thereof, Common blunders while designing questionnaires, Creative questionnaire design. Various types of Interviews: Mail interview, Person to person interviews, Telephonic interviews, Face to face interviews and Digital interview. Data collection through electronic interface. Observation- Various types; Criteria of selection of an ideal method in different situations, Pilot survey and how to conduct one	8
<b>IV</b>	Sampling: Population defined, Sampling Frame, Sampling Vs. Census, Steps in selecting a sample. Various types of Sampling Methods – Probabilistic: Simple Random Sampling, Stratified Random Sampling, Cluster Sampling. Non Probabilistic: Convenience Sampling, Judgment Sampling, Quota Sampling and snowball sampling. Dangers of Non Probabilistic Sampling Procedures. Sample Size determination Concepts of errors in research – Sampling and Non sampling errors and measures to reduce errors,	8

V	<p>Quantitative Data Analysis: Introduction to SPSS package; Data processing: Editing, Coding, Decoding, and data entry; Hypothesis formulation, Hypothesis Testing, Type I error, Type II error</p> <p>Univariate Data Analysis Techniques: z- test, t-test</p> <p>Bivariate Data Analysis Techniques: Chi Square, Z- test for difference between means, Paired Sample T test (t- tests for difference between means)</p> <p>Introduction to Multivariate Data Analysis Techniques</p>	8
VI	<p>Qualitative Data Analysis: Making use of literature in qualitative research, Designing qualitative research, Verbal data, Observation and mediated data. Writing qualitative research.</p> <p>Research Report Writing: The structure, major referencing styles.</p>	8
<b>Total</b>		48

**Text Book:**

1. Mishra, P.,(2015) *Business Research Methods*, Oxford University Press India,
2. Flick, U.,(2014) *An Introduction to Qualitative Research*, SAGE Publications Ltd,

**Reference:**

1. Levin, R.I. & Rubin, D.S., *Statistics for Management*, Pearson India, 7<sup>th</sup> Edition.
2. Malhotra, N. K. & Dash, S. B., *Marketing Research:An Applied Orientation*, Pearson India, 7<sup>th</sup> Edition.

**SYLLABUS)Paper I: INTERNATIONAL MARKETING(3rd SEMESTER**

**Subject Code:HMT194D302**

**Credit Units: 4**

**L-T-P-C:4-0-0-4**

**Evaluation of Students:**

- **Continuous Evaluation:** Assignments, Class Tests, Quizzes, Seminar – 10%
- **Mid-term examination:** 20%
- **End term examination:** 70 %

<b>Course Objectives</b>	<b>Teaching Learning Process</b>	<b>Learning Outcomes</b>	<b>Course Evolution</b>
1. The course aims to develop the knowledge of the students about operational aspects of the international marketing mix.	1. Lecture  2. Assignment	<b>On completion of the course the students will be able to:</b> <ul style="list-style-type: none"> <li>• Describe the operational aspects of international</li> </ul>	A. Semester end examination  : 70 marks  B. Internal



	3. Individual and Group Presentation	<p>marketing.</p> <ul style="list-style-type: none"> <li>• Define the environment of international businesses</li> <li>• Demonstrate strategies for the international marketing mix</li> </ul>	<p>Assessment: 30 marks</p> <p>(Assignment: 15, Assignment Presentation: 05, Class Participation: 05, Attendance: 05)</p>
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**Detailed Syllabus:**

Modules	Topics / Course content	Periods
I	<p><b>INTRODUCTION TO INTERNATIONAL MARKETING</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Scope and Size of International Markets</li> <li><input type="checkbox"/> Conceptual Framework</li> <li><input type="checkbox"/> Institutional Framework</li> </ul> <p><b>ENVIRONEMNT OF INTRNATIONAL BUSINESS</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Cultural and Social Environment</li> <li><input type="checkbox"/> Legal and Political Environment</li> <li><input type="checkbox"/> Trade, Monetary and Financial Environment</li> </ul>	12
II	<p><b>POLICY FRAMEWORK AND PROCEDURAL ASPECTS</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> India's Export-Import Policy</li> <li><input type="checkbox"/> Export-Import Documentation</li> </ul>	12
III	<p><b>INTERNATIONAL MARKETING MIX</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Product Policy and Planning</li> <li><input type="checkbox"/> Advertising and Promotional Management</li> <li><input type="checkbox"/> International Pricing Policy</li> <li><input type="checkbox"/> Distribution and Sales Policy</li> </ul>	12

IV	<b>INTERNATIONAL MARKETING PLANNING</b> <input type="checkbox"/> International Market Selection and Segmentation <input type="checkbox"/> International Market Research <input type="checkbox"/> International Market Planning, Coordination and Control	12
	<b>Total</b>	48

**TextBooks:**

1. Cateora, R.P., Gilly, C.M.& Graham, L.J., *International Marketing*, McGraw Hill Education, 2017.
2. Joshi, M.R., *International Marketing*, Oxford University Press, 2014

**Reference Books:**

1. Srinivasan, R., *International Marketing*, PHI Learning Private Limited, 2016.

**SYLLABUS (3<sup>rd</sup> SEMESTER)**

Paper I/Subject Name: Organizational Behavior

Subject Code: HMT194D303

L-T-P-C – 4-0-0-4

Credit Units:4

Scheme of Evaluation: (T)

Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evolution
1. The objectives of the course is to introduce students to the concept of Organizational Behavior and also understand the importance of organizational dynamics and its social perceptions	1. Lecture  2. Assignment  3. Individual and Group Presentation	<b>On completion of the course the students will be able to:</b> <ul style="list-style-type: none"> <li>• <b>explain what an organization is</b></li> <li>• <b>describe how an organization operates and its dynamics</b> <ul style="list-style-type: none"> <li>• <b>explain individuals' perceptions of an organization</b></li> <li>• <b>state organizational structure and</b></li> </ul> </li> </ul>	A. Semester end examination : 70 marks  B. Internal Assessment: 30 marks (Assignment: 15,

		<b>line and staff of an organization</b>	Assignment Presentation: 05, Class Participation: 05, Attendance: 05)
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Prerequisites: Must complete the course credit of previous semesters.

**Detailed Syllabus:**

Modules	Topics (if applicable) & Course Contents	Periods
I.	Introduction to Organizational Behaviour: Concept of Organizational Behaviour (OB)- Importance of Organizational Behaviour <sup>2</sup> → Key Elements of Organizational Behaviour, Role of Managers in OB- Interpersonal Roles-Informational Roles- Decisional Roles, Foundations or Approaches to Organizational Behaviour, Challenges and Opportunities for OB	12
II.	<b>Introduction:</b> Meaning and forms of an organisation, Theories of Organisation, Organisational issues for twenty first century, emerging organisations,	12
III.	<b>Individual dimensions of OB:</b> Perception: Social perception, Perceiving others, Learning: Application of learning in Organization, Interpersonal and group behaviour: Analysis of Interpersonal behaviour, Transactional Analysis, Group Dynamic, Groups at work: nature, conflicts, causes and effects, Effective conflict management techniques.	12
IV	<b>Organizational Change:</b> some determinant factors, process of change, implements, planned organizational changes. Organizational Effectiveness: Concepts, factors in organizational effectiveness, Integration of individual, organizational goals and effectiveness. Design of organization structure and forms of organization structure, line and staff of an organization	12
TOTAL		48

**Textbooks:**

1. Robbins, P.S., Judge, A.T.,& Vohra, N., *Organizational Behaviour*, Pearson Education, 2018.
2. Prasad. M.L., *Organizational Behaviour*, Sultan Chand & Sons, 2014.

**Reference Books:**

1. Gupta, B.C., *A Textbook of Organizational Behaviour*, S Chand & Company, 2014

**SYLLABUS (3rd SEMESTER)**

**Paper I/Subject Name: CULTURAL & HERITAGE TOURISM**

**Subject Code:**

**L-T-P-C - 4-0-0-4**

**Credit Units:4**

**Scheme of Evaluation: (T)**

<b>Course Objectives</b>	<b>Teaching Learning Process</b>	<b>Learning Outcomes</b>	<b>Course Evolution</b>
<p><b>The main objective of the course is to provide a comprehensive view of culture- heritage tourism relationship to the students and to acquaint them with the possible impacts arising in that relationship. The Indian culture and heritage shall be taught with the purpose of application of the same into tourism sector.</b></p>	<p>1. Lecture 2. Assignment 3. Individual and Group Presentation</p>	<ul style="list-style-type: none"><li>• The students will be equipped with basic knowledge of culture &amp; heritage tourism</li><li>• The students will be able to know the structure of the religious and pilgrimage sites</li><li>• The students will be able to know about the UNESCO criteria structure</li></ul>	<p>A. Semester end examination : 70 marks B. Internal Assessment: 30 marks (Assignment: 15, Assignment Presentation: 05, Class Participation: 05, Attendance: 05)</p>

Prerequisites: Must complete the course credit of previous semesters.

**Detailed Syllabus:**

Modules	Topics / Course content	Periods
I	<b>Introduction to Indian Culture and Heritage</b> Cultural Tourism- Concept and Significance, History of Cultural & Heritage Tourism in India, <i>Glimpses of Indian cultural history – Pre and Post Vedic periods</i> , Buddhist epoch, Gupta Period, Early and Late Medieval period, Modern period. Features of Indian Cultural Heritage- preservation and conservation of monuments and Culture. <i>Cultural transition, Indian cultural heritage.</i>	10
II	<i>Religions and important pilgrimage sites: Islam, Hinduism, Buddhism, Jainism, Sikhism, and Christianity.</i> Motivations for Religious Tourism, Sacred Pilgrimage, Religious Tourism as an educational experience, <i>Religious Philosophies of India &amp; Western Religious Philosophy;</i> Pilgrimage Tourism Case Studies- Ajmer Sharif, Char Dham Yatra, Vaishnavadevi, Bodhgaya, & Mount Abu	10
III	<i>Rock cut Architecture, Buddhist Architecture, Gandhara &amp; Mathura Schools of Art, Hindu Temple Architecture, Indo-Islamic Architecture &amp; Modern Architecture, Famous Forts &amp; Palaces – Their Architecture, location and important features, Indian Paintings &amp; Dance Forms (classical and folk traditions), The Management and Marketing of Religious Tourism, Festivals &amp; Religious Events.</i>	10
IV	Sustaining Tourism Infrastructure for Religious Tourists & Pilgrimages, Local Consultation & Participation, Administrative and Regulatory issues; Planning & management approaches; the Symbiotic relationship between religious, Pilgrimage & Ethnic Tourism, <i>Protection, Conservation &amp; Preservation of Culture &amp; Heritage Sites.</i>	10
V	<i>UNESCO – criteria for World Heritage Sites, Approved heritage sites, Role of ASI, ICOMOS (International Council on Monuments and Sites) in Conservation and Preservation of Heritage Sites Impact of IT, Problems and Prospects of Cultural Tourism in India. Cultural Events Management Case Studies- Kumbha Mela, Pongal/Makar-Sankranti, Carnival (Goa), Taj Mahotsava, Khajuraho Mahotsava and Desert Festival</i>	8
VI		
<b>Total</b>		48

**Text Books**(one recommended book from each functional area):

1. Gupta, SP, Lal, K, *Bhattacharya, M. Cultural Tourism in India (DK Print 2002)*
2. Michell, George, *Monuments of India, Vol. 1.* London.
3. Davies, Philip, *Monuments of India, Vol. II.,* London.
4. Brown Percy, *Indian Architecture (Buddhist and Hindu),* Bombay

**.Reference Books:**

1. Brown Percy, *Indian Architecture (Islamic period),* Bombay.
2. Vatsayana, Kapila, *Indian Classical Dance,* New Delhi.
3. Swami, Prayaganand, *History of Indian Music.*
4. Jain, Jyotindra& Arti, *Aggrawala : National Handicrafts and Handlooms Museum.*
5. Mehta. R. J. *Handicrafts & Industrial Arts of India,* New York.

<b>SYLLABUS (3<sup>rd</sup> SEMESTER)</b>
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**Paper I/Subject Name: COMPUTER APPLICATION IN TOURISM**

**Subject Code:**

**L-T-P-C - 4-0-0-4**

**Credit Units:4**

**Scheme of Evaluation: (T)**

<b>Course Objectives</b>	<b>Teaching Learning Process</b>	<b>Learning Outcomes</b>	<b>Course Evolution</b>
<p>1. To make the students familiar with the basics of the computer skills and the application of travel and Hotel soft wares in the tourism and travel industry.</p>	<p>1. Lecture</p> <p>2. Assignment</p> <p>3. Individual and Group Presentation</p>	<ul style="list-style-type: none"> <li>• The students will be equipped with basic knowledge of computer application in tourism</li> <li>• The students will be able to know the structure of the MIS 7 Net Working</li> <li>• The students will be able describe the Operational aspects of computer software</li> </ul>	<p>A. Semester end examination : 70 marks</p> <p>B. Internal Assessment: 30 marks</p> <p>(Assignment: 15, Assignment Presentation: 05, Class</p>

			Participation: 05, Attendance: 05)
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Prerequisites: Must complete the course credit of previous semesters.

**Detailed Syllabus:**

Modules	Topics / Course content	Periods
I	<b>Introduction.:</b> Introduction to Computer: Components, Classification, Organization, Characteristics & Limitations, Operating System, Application of Computer in Tourism business.	9
II	<b>Computer Applications in Tourism Business :</b> Concept and definitions of Application and operating software and their functioning in travel business. MS Office: MS Word, Ms Excel, MS PowerPoint, Access and outlook Express and their use.	9
III	<b>MIS and Networking:</b> Management Information System for strategic advantage, Different types of typologies and networks used in networking of computers. Networking: Concept, User, Types. Introduction to Internet and www: Introduction, Evolution, Benefits, Application, Working, Hardware and Software requirements, E- mail and mail merge.	9
IV	<b>Introduction to Travel and Tourism Software:</b> Introduction, characteristics, features & usage of the software: Galileo, Amadeus, World Span, Sabre & Car rentals Software	9
V	<b>Hotel and Travel Software:</b> Introduction to hotel Software, their characteristics, features and usage. CRS, IDS, Opera, Host and Fidelio.	12
<b>Total</b>		48

**Text Books**(one recommended book from each functional area):

1. Gupta, SP, Lal, K, *Bhattacharya, M. Cultural Tourism in India (DK Print 2002)*
2. Michell, George, *Monuments of India, Vol. 1. London.*

3. Davies, Philip, *Monuments of India, Vol. II.*, London.
4. Brown Percy, *Indian Architecture (Buddhist and Hindu)*, Bombay

**.Reference Books:**

1. Brown Percy, *Indian Architecture (Islamic period)*, Bombay.
2. Vatsayana, Kapila, *Indian Classical Dance*, New Delhi.
3. Swami, Prayaganand, *History of Indian Music*.
4. Jain, Jyotindra & Arti, *Aggrawala : National Handicrafts and Handlooms Museum*.
5. Mehta. R. J. *Handicrafts & Industrial Arts of India*, New York.

<b>SYLLABUS (4<sup>th</sup> SEMESTER)</b>
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<b>Paper I/Subject Name: PRODUCTION &amp; OPERATIONS MANAGEMENT    Subject Code: HMT194C401</b>
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<b>L-T-P-C - 4-0-0-4</b>	<b>Credit Units:4</b>	<b>Scheme of Evaluation: (T)</b>
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Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evolution



<p><b>1. To make students aware of the dynamics and techniques of production &amp; operations management.</b></p>	<p>1. Lecture</p> <p>2. Assignment</p> <p>3. Individual and Group Presentation</p>	<p><b>On completion of the course the students will be able to:</b></p> <ul style="list-style-type: none"> <li>• The students will be able to explain the issues in production &amp; operations management.</li> <li>• The students will be able to describe the techniques of forecasting.</li> <li>• The students will be able to design production planning and scheduling.</li> <li>• The students will be able to demonstrate the techniques of materials planning.</li> </ul>	<p>A. Semester end examination : 70 marks</p> <p>B. Internal Assessment: 30 marks (Assignment: 15, Assignment Presentation: 05, Class Participation: 05, Attendance: 05)</p>
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Prerequisites: Must complete the course credit of previous semesters.

**Detailed Syllabus:**

Modules	Topics / Course content	Periods
<p><b>I</b></p>	<p><b>ISSUES IN PRODUCTION/ OPERATIONS MANAGEMENT</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Production/Operations Management – an overview</li> <li><input type="checkbox"/> Production System : Issues &amp; Environment</li> <li><input type="checkbox"/> Total Quality Management (TQM)</li> </ul>	<p>8</p>
<p><b>II</b></p>	<p><b>FORECASTING</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Need and Importance of forecasting</li> <li><input type="checkbox"/> Qualitative methods of forecasting</li> <li><input type="checkbox"/> Quantitative methods of forecasting</li> </ul>	<p>8</p>

<b>III</b>	<b>PRODUCTION SYSTEM DESIGN</b> <input type="checkbox"/> Capacity Planning <input type="checkbox"/> Facilities Planning <input type="checkbox"/> Work System Design <input type="checkbox"/> Managing Information for Production System	8
<b>IV</b>	<b>PRODUCTION PLANNING &amp; SCHEDULING</b> <input type="checkbox"/> Aggregate Production Planning <input type="checkbox"/> Just-In-Time (JIT) <input type="checkbox"/> Scheduling and Sequencing	8
<b>V</b>	<b>MATERIALS PLANNING</b> <input type="checkbox"/> Issues in materials management <input type="checkbox"/> Independent demand system <input type="checkbox"/> Dependent demand system	8
<b>VI</b>	<b>EMERGING ISSUES IN PLANNING / OPERATIONS MANAGEMENT</b> <input type="checkbox"/> Total productive maintenance <input type="checkbox"/> Advanced manufacturing system <input type="checkbox"/> Computers in planning/operations management	8
<b>Total</b>		<b>48</b>

**Textbooks:**

1. Paneer Selvam .R., Production & Operation Management, Prentice Hall India Learning Pvt Ltd,2012.
2. Bedi, K., Production & Operation Management, Oxford University Press, 2013.

**References:**

1. Chary, N.S., Production & Operation Management, McGraw Hill, 2019.

**SYLLABUS (4<sup>th</sup> SEMESTER)**

**Paper I/Subject Name: MANAGERIAL ECONOMICS**

**Subject Code: HMT194C402**

**L-T-P-C - 4-0-0-4**

**Credit Units:4**

**Scheme of Evaluation: (T)**

<b>Course Objectives</b>	<b>Teaching Learning Process</b>	<b>Learning Outcomes</b>	<b>Course Evolution</b>
<p><b>1. To make students aware of the concepts of managerial economics.</b></p>	<p>1. Lecture</p> <p>2. Assignment</p> <p>3. Individual and Group Presentation</p>	<ul style="list-style-type: none"> <li>• The students will be equipped with basic knowledge of management economics.</li> <li>• The students will be able to describe the structures of demand and revenue analysis.</li> <li>• The students will be able to describe the aspects of production and cost analysis.</li> <li>• The students will be able to demonstrate different pricing strategies.</li> </ul>	<p>A. Semester end examination : 70 marks</p> <p>B. Internal Assessment: 30 marks</p> <p>(Assignment: 15, Assignment Presentation: 05, Class Participation: 05, Attendance: 05)</p>

Prerequisites: Must complete the course credit of previous semesters.

**Detailed Syllabus:**

<b>Modules</b>	<b>Topics / Course content</b>	<b>Periods</b>
<b>I</b>	<b>INTRODUCTION TO MANAGEMENT ECONOMICS</b> <input type="checkbox"/> Scope of Managerial Economics (Scarcity & Choice) <input type="checkbox"/> The Firm : Stakeholders, Objectives & Decision Issues <input type="checkbox"/> Basic Techniques	10
<b>II</b>	<b>DEMAND AND REVENUE ANALYSIS</b> <input type="checkbox"/> Demand Concepts and Analysis <input type="checkbox"/> Demand Elasticity <input type="checkbox"/> Demand Estimation and Forecasting	10
<b>III</b>	<b>PRODUCTION AND COST ANALYSIS</b> <input type="checkbox"/> Production Function <input type="checkbox"/> Cost Concepts & Analysis I <input type="checkbox"/> Cost Concepts & Analysis II <input type="checkbox"/> Estimation of Production and Cost Functions	10
<b>IV</b>	<b>PRICING DECISIONS</b> <input type="checkbox"/> Market Structure (Barriers) and Condition for Optimisation <input type="checkbox"/> Pricing Under Pure Competition/Pure Monopoly <input type="checkbox"/> Pricing Under Monopolistic/Oligopolistic Competition <input type="checkbox"/> Pricing Strategies	10
<b>V</b>	<b>COMPREHENSIVE CASE</b> <input type="checkbox"/> Managerial Economic Decisions Under Current Environment	8
<b>Total</b>		48

**Textbooks:-**

1. Dwivedi, N.D., *Managerial Economics*, Vikas Publishing House, 2015.
2. Salvatore, D., *Managerial Economics*, Oxford University Press, 2016

**Reference Books:**

1. Ahuja, L.H., *Managerial Economics*, S. Chand Publishing, 2017.

## SYLLABUS (4<sup>th</sup> SEMESTER)

**Paper I/Subject Name: MANAGEMENT OF MARKETING COMMUNICATION & ADVERTISING**

**Subject Code: HMT194C403**  
**L-T-P-C - 4-0-0-4**

**Credit Units:4**

**Scheme of Evaluation: (T)**

Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
<p><b>1. The main objective of the course is to provide the students a comprehensive knowledge about the operational dynamics of marketing communication &amp; advertising</b></p>	<p>8. Lecture</p> <p>9. Assignment</p> <p>10. Individual and Group Presentation</p>	<p>1. The students will be equipped with basic knowledge of marketing communication and advertising concepts.</p> <p>2. The students will be able to describe advertising campaign planning and execution.</p> <p>3. The students will be able to demonstrate media planning concepts</p>	<p>A. Semester end examination : 70 marks</p> <p>B. Internal Assessment:30 marks                      (Assignment: 15, Assignment Presentation: 05, Class Participation: 05, Attendance : 05)</p>

Prerequisites: Must complete the course credit of previous semesters.

### Detailed Syllabus:

Modules	Topics / Course content	Periods
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<b>I</b>	<b>MARKETING COMMUNICATION AND ADVERTISING – BASIC CONCEPTS</b> <input type="checkbox"/> Marketing Communication in Marketing <input type="checkbox"/> Communication – Key Concepts <input type="checkbox"/> Indian Media Scene	10
<b>II</b>	<b>ADVERTISING CAMPAIGN PLANNING AND EXECUTION</b> <input type="checkbox"/> Planning Communication Strategy <input type="checkbox"/> Advertising Campaign Planning – Strategic Consideration, Creative Consideration <input type="checkbox"/> Advertising Creativity : Campaign Planning and Execution <input type="checkbox"/> Advertising Research – Role and Trends <input type="checkbox"/> Measuring Ad Effectiveness – Definitions and Techniq	10
<b>III</b>	<b>MEDIA PLANNING CONCEPTS</b> <input type="checkbox"/> Media Concepts, Characteristics and Issues in Media Planning <input type="checkbox"/> Media Selection, Planning and Scheduling <input type="checkbox"/> Internet as an Emerging Advertising Media	10
<b>IV</b>	<b>MARKETING COMMUNICATION FORM</b> <input type="checkbox"/> Managing Sale Promotion <input type="checkbox"/> Direct Marketing <input type="checkbox"/> Publicity and Public Relation <input type="checkbox"/> Social Marketing Communication	10
<b>V</b>	<b>STRATEGIES FOR ADVERTISING AGENCIES</b> <input type="checkbox"/> Function and Structure of Ad Agencies <input type="checkbox"/> Managing Client Agency Relationship <input type="checkbox"/> Strategies for Account Management <input type="checkbox"/> Legal and Ethical Issues in Advertising	8
<b>Total</b>		48

**Textbooks:-**

1. Belch, E.G., Belch , A.M. &Purani, K., *Advertising & Promotion : An Integrated Marketing Communications .Perspective*, McGraw Hill Education ,2017.
2. Clow, E.K. & Baack .E.D., *Integrated Advertising, Promotion and Marketing Communications*, Pearson Education ,2009.

**.Reference Books:**

1. Juska, M.J., *Integrated Marketing Communication: Advertising & Promotion in a Digital world*, Routledge , 2017.

## SYLLABUS (4<sup>th</sup> SEMESTER)

**Paper I/Subject Name: MANAGING CHANGES IN ORGANISATIONS**

**Subject Code: HMT194D401**

**L-T-P-C - 4-0-0-4**

**Credit Units:4**

**Scheme of Evaluation: (T)**

Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evolution
<p><b>1. The course helps in understanding the managing changes in an organization.</b></p>	<p>1. Lecture 2. Assignment 3. Individual and Group Presentation</p>	<ul style="list-style-type: none"> <li>• The students will be equipped with basic knowledge of managing changes in an organization.</li> <li>• The students will be able to describe the diagnosis of an organizational changes.</li> <li>• The students will be able to demonstrate different models of organizational changes.</li> <li>• The students will be able to demonstrate the approaches and skills to combat organizational changes.</li> </ul>	<p>A. Semester end examination : 70 marks B. Internal Assessment: 30 marks (Assignment: 15, Assignment Presentation: 05, Class Participation: 05, Attendance: 05)</p>

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Prerequisites: Must complete the course credit of previous semesters.

**Detailed Syllabus:**

<b>Modules</b>	<b>Topics / Course content</b>	<b>Periods</b>
<b>I</b>	<b>CONCEPT OF MANAGING CHANGE</b> <input type="checkbox"/> The Process of Organisational Change <input type="checkbox"/> Key Roles in Organisational Change <input type="checkbox"/> Culture and change <input type="checkbox"/> Managing Resistance to change <input type="checkbox"/> Effective Implementation of change	12
<b>II</b>	<b>DIAGNOSIS AND INTERVENTION</b> <input type="checkbox"/> Organisational Diagnosis: Issues and Concepts – an overview <input type="checkbox"/> Diagnostic Methodology : Salient Features <input type="checkbox"/> Diagnostic Methods : Quantitative and Qualitative <input type="checkbox"/> Intervention in Organisational Change <input type="checkbox"/> Evaluation of Organisational Change Programme	12
<b>III</b>	<b>MODELS OF ORGANISATIONAL CHANGE</b> <input type="checkbox"/> Some Models of Organisational Change <input type="checkbox"/> Why Changes May Fail: Two Case Examples <input type="checkbox"/> OD in an NGO <input type="checkbox"/> Organizational Change and Process Consultation <input type="checkbox"/> Work Redesign Model	12
<b>IV</b>	<b>CONSULTING : APPROACHES &amp; SKILLS</b> <input type="checkbox"/> Manager as Agent of Change <input type="checkbox"/> Internal change Agent <input type="checkbox"/> External Change Agent (Consultant	12
<b>Total</b>		48

**Textbooks:**

1. Sengupta,N.,Bhattacharjee,S.M.,& Sengupta,N.R., *Managing Change in Organisation*, Prentice Hall India Learning Pvt.Ltd.,2006.
2. Tiwari, V., *Managing Changes in Organizations*, Gullybaba Publishing House (P) Ltd,2019.



**Reference Books:**

1. Johnson, E., *Step up, Step Back: How to really Deliver Strategic Change in an Organization*, Bloomsbury Business, 2020.

**SYLLABUS (4<sup>th</sup> SEMESTER)****Paper I/Subject Name: Hotel & Resort Management****Subject Code: HMT194D402****L-T-P-C - 4-0-0-4****Credit Units: 4****Scheme of Evaluation: (T)**

<b>Course Objectives</b>	<b>Teaching Learning Process</b>	<b>Learning Outcomes</b>	<b>Course Evolution</b>
1. This Module is prescribed to appraise students about the important departments of a classified hotel and to teach various aspects related to accommodation Industry	1. Lecture  2. Assignment  3. Individual and Group Presentation	<b>On completion of the course the students will be able to:</b> <ul style="list-style-type: none"> <li>• state the different types of Hotels</li> <li>• explain the functioning of the different departments in a Hotel</li> <li>• describe the dynamics of Resort Planning and Management</li> </ul>	A. Semester end examination : 70 marks B. Internal Assessment: 30 marks (Assignment: 15, Assignment Presentation: 05, Class Participation: 05, Attendance: 05)

Prerequisites: Must complete the course credit of previous semesters.

**Detailed Syllabus:**

Modules	Topics / Course content	Periods
I	<p><b>Origin and Expansion:</b> Conversion of Tavern; Inns, Chalets and places into hotels, creation of private, Public and multinational hotel chains in India. Regional, National and International Hotel Associations and their operation</p> <p><b>Departments of hotel:</b> Front Office, House Keeping, Food and Beverage, Personnel and Accounts. Role and functions of different departments.</p>	12
II	<p><b>Requirements and Procedure for Constructing Classified Hotel:</b> Prescribed application form for approval of Hotel Projects. Regulatory conditions and Guide lines for approval of Hotel Projects. Star categorisation, sources of Finance, Incentives and subsidy extended to Hotels in Tourist areas, and Tourist Backward areas. Hotel Related technical words.</p>	12
III	<p><b>Resort Concept:</b> Characteristics of Resort Management as opposed to Hotel Management, Historical Perspective, Indian Scenario.</p> <p><b>Resort Planning:</b> Preliminary Consideration in Resort Planning and Development and Phases of Resort Planning and Development. Trends and factors in Developed Tourist Markets leading to growth of Resort Concept. Factors affecting rate. Basic Elements of a Resort Complex: Loading facilities, landscaping, Dinning and drinking facilities, Family Oriented Services, shops and services, Entertainment; Use of Community Resources</p>	12
IV	<p><b>Resort Management:</b> Resort Management and Sales Promotion: Research and Analysis: The environment, current market, properly analysis, Market segmentation and potential guest markets, Tools of marketing, Advertising, Promotion and Publicity.</p>	12
<b>Total</b>		48

**Text Book:**

- Dr.R.K. Raghuram, *Hotel and Resort Management*, Pacific Publication-2010
- Robert Christie Mill ,*Resort Management & Operations* , second edition, Publisher-John Wiley & Sons-2010

**Reference Books:**

Selected case studies from sterling. Delmia, Toshali and R.C.I. International will be managed from concerned organizations.

Andrews, Sudhir: 1985, *Hotel Front Office*, Tata M C Graw – Hill, New Delhi.

Andrews, Sudhir: *Hotel House Keeping*, Tata M C Graw – Hill, New Delhi.

Andrews, Sudhir: (1991),*Food and Beverage Service*, Tata M C Graw–Hill, New Delhi

<b>SYLLABUS (4<sup>th</sup> SEMESTER)</b>
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<b>Paper I/Subject Name: LABOUR LAWS</b>
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<b>Subject Code: HMT 194D403</b>
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<b>L-T-P-C - 4-0-0-4</b>	<b>Credit Units: 4</b>	<b>Scheme of Evaluation: (T)</b>
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<b>Course Objectives</b>	<b>Teaching Learning Process</b>	<b>Learning Outcomes</b>	<b>Course Evolution</b>
1. The objectives of the course is to explain the basic concepts of labour laws applicable in the industry.	1. Lecture  2. Assignment	<b>On completion of the course the students will be able to:</b>  • state the	A. Semester end examination

	3. Individual and Group Presentation	<p>dynamics of labour legislation</p> <ul style="list-style-type: none"> <li>• describe the industrial relation laws.</li> <li>• explain about the structures of wages and labour laws.</li> <li>• identify about the laws for labour welfare and social security</li> </ul>	<p>: 70 marks</p> <p>B. Internal Assessment: 30 marks</p> <p>(Assignment: 15, Assignment Presentation: 05, Class Participation: 05, Attendance: 05)</p>
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Prerequisites: Must complete the course credit of previous semesters.

**Detailed Syllabus:**

Modules	Topics / Course content	Periods
<b>I</b>	<p><b>INTRODUCTION TO LABOUR LEGISLATION</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Philosophy of Labour Laws</li> <li><input type="checkbox"/> Labour Laws, Industrial Relations and HRM</li> <li><input type="checkbox"/> Labour Laws : Concept, Origin, Objectives and Classification</li> <li><input type="checkbox"/> International labour Organization – International Labour Organisation and Indian Labour Legislation</li> <li><input type="checkbox"/> Indian Constitution and Labour Legislation</li> <li><input type="checkbox"/> Labour Policy, Emerging Issues and Future Trends</li> </ul>	12
<b>II</b>	<p><b>LAWS ON WORKING CONDITIONS</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> The Factories Act, 1948</li> <li><input type="checkbox"/> The Mines Act, 1952</li> <li><input type="checkbox"/> Plantation Labour Act 1951</li> <li><input type="checkbox"/> Contract Labour (Regulation and Abolition Act, 1986)</li> </ul>	12

	<input type="checkbox"/> Child Labour (Prohibition and Regulation Act, 1986)  <b>INDUSTRIAL RELATIONS LAWS</b> <input type="checkbox"/> Trade Union Act, 1926 <input type="checkbox"/> Industrial Disputes Act, 1947 – I <input type="checkbox"/> Industrial Disputes Act, 1947 – II <input type="checkbox"/> Industrial Employment (Standing Orders) Act, 1946 <input type="checkbox"/> Industrial Discipline and Misconduct <input type="checkbox"/> Domestic Enquiry	
<b>III</b>	<b>WAGES AND LABOUR LAWS</b> <input type="checkbox"/> Minimum Wages Act, 1948 <input type="checkbox"/> Payment of Wages Act, 1936 <input type="checkbox"/> Payment of Bonus Act, 1965 <input type="checkbox"/> Equal Remuneration Act, 1976	12
<b>IV</b>	<b>LAWS FOR LABOUR WELFARE AND SOCIAL SECURITY</b> <input type="checkbox"/> Social Security Legislation : An overview <input type="checkbox"/> The Workmen’s Compensation Act, 1923 <input type="checkbox"/> The Employees’ State Insurance Act, 1948 <input type="checkbox"/> The Maternity Benefit Act, 1961 <input type="checkbox"/> The Employee’s Provident Fund and Miscellaneous Provision Act, 1952 <input type="checkbox"/> The Payment of Gratuity Act, 1972	12
<b>Total</b>		48

**Textbook:**

1. Thothadri, S. & Vijayalakshmi, M., *Industrial & Labour Laws*, I.K. International Publishing House, 2017.
2. Ghosh, P. & Nandan, S., *Industrial Relations & Labour Laws*, McGraw Hill Education (India), 2015.

**Reference Books:**

1. Sundar, S. R. K., *Labour Law & Governance Reforms in India: Some Critical Perspectives*, Synergy Books India, 2015.

## SYLLABUS (4<sup>th</sup> SEMESTER)

**Paper I/Subject Name: Strategic Tourism Management**

**Subject Code:**

**L-T-P-C - 4-0-0-4**

**Credit Units: 4**

**Scheme of Evaluation: (T)**

Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
<p><b>1. This course aims to develop the understanding of strategic vision, mission of the organization and to develop strategic insights among the students regarding the organizational Objectives</b></p>	<p>1.Lecture 2.Assignment 3.Individual and Group Presentation</p>	<p><b>On completion of the course the students will be able to:</b></p> <ul style="list-style-type: none"> <li>• state the strategic vision of an organization</li> <li>• describe the external environment analysis</li> <li>• explain about the corporate level strategies</li> <li>• identify about the strategic plan implementation</li> </ul>	<p>A. Semester end examination : 70 marks</p> <p>B. Internal Assessment:30 marks (Assignment: 10, Assignment Presentation: 05, Class Participation: 05)</p>

Prerequisites: Must complete the course credit of previous semesters.

**Detailed Syllabus:**

Modules	Topics / Course content	Periods
I	<p><b>Strategy:</b>            Concept, Definition and explanation, Different levels at which strategy operates in Tourism Organization, Strategic Management - Nature &amp; scope in Tourism. Process of Strategic Management- phases &amp; elements.            Strategic Decision making in Tourism- issues and dimensions</p>	12
II	<p><b>External Environment Analysis:</b>            The General Environment Analysis (DPEST), Industry Environment Analysis - Porter's five force's model, Competitor analysis. Internal Environment Analysis: Resource Based View in Tourism industry. Functional Approach- Building core competence, Value Chain Analysis, SWOT analysis of travel/hotel industry.</p>	12
III	<p><b>Corporate Level Strategies:</b>            Grand Strategies- Stability strategies, Expansion Strategies, Retrenchment Strategies. Business Level Strategies - Generic Business Strategies. Strategic Analysis &amp; Choice- Process of Strategic Choice viz a viz            Tourism, Corporate strategic analysis through BCG matrix of a Hotel Chain.</p>	12
IV	<p><b>Strategic Implementation:</b>            Issues related to Tourism. Implementing Business Level Strategies- Cost, Differentiation &amp; Focus. Implementing Functional Strategies- Marketing, Finance, HR, and Production &amp; Technology in Tourism industry. Change and its impact on Strategic Implementation, Leadership and Strategic Implementation.</p>	12
<b>Total</b>		48

**Text Book:**

1. Azhar Kazmi, *Strategic Management & Business Policy* Tata Mc Graw-Hill Publishing,
2. Alex Miller *Strategic Management*, McGraw-Hill Companies.
3. Fred R. David, *Strategic Management: Concepts and Cases*, Prentice hall publication, edition.

**Reference Books:**

4. Luiz Moutinho, *Strategic Management in Tourism*. A CAB International Publication

5. Peter E. Murphy & Ann E. Murphy, *Strategic Management for Tourism Communities*, Bridging the Gaps,  
Channel View Publications

**SYLLABUS (4<sup>th</sup> SEMESTER)**

**Paper I/Subject Name: TOURISM PRODUCTS AND RESOURCES**

**Subject Code:**

**L-T-P-C - 4-0-0-4**

**Credit Units: 4**

**Scheme of Evaluation: (T)**

**Marks/ Credits: 100/4**

<b>Course Objectives</b>	<b>Teaching Learning Process</b>	<b>Learning Outcomes</b>	<b>Course Evaluation</b>
<p><b>1. The objective of the course is to develop the understanding about the conceptual and theoretical basis of various tourism products and resources in general and to understand the various tourism resources in India, in particular.</b></p>	<p>1.Lecture 2.Assignment 3.Individual and Group Presentation</p>	<p><b>On completion of the course the students will be able to:</b></p> <ul style="list-style-type: none"> <li>• state the dynamics of tourism products</li> <li>• describe the cultural and heritage products of India</li> <li>• explain about the wildlife national parks of India</li> <li>• identify about the religious sites of India</li> </ul>	<p>A. Semester end examination : 70 marks  B. Internal Assessment:30 marks (Assignment: 10, Assignment Presentation: 05, Class Participation: 05</p>

*Course Objective:*

Prerequisites: Must complete the course credit of previous semesters.



**Detailed Syllabus:**

Modules	Topics / Course content	Periods
I	Tourism product: Definition, Nature and Characteristics. Classification of Tourism products, Typology & Nature of Tourism resources – <i>Natural, Socio cultural, Diversities in Landform &amp; Landscape - Outstanding Geographical features - Climate, Flora &amp; Fauna.</i> Nature & Scope to tourist places in Indi	10
II	Indian culture tradition, customs and handicrafts, Architectural Heritage of India, different styles of architect in India, Music: Classical and folklore, fairs and festivals. <i>Cultural and Heritage Products of India</i>	10
III	Natural Tourism resources in India-Existing use patterns vis-a-vis potential with relation to varied landforms (mountains, deserts, beaches, coastal areas & islands), Tourism & nature conservation-Conflicts.	8
IV	Study of <i>National</i> Parks, Bird Sanctuaries & Tiger Reserves in India with case studies of Dachigam National Park, <i>Manas National Park</i> , Jim Corbett, Bharatpur Bird Sanctuary, Gir National Park. Study of Hill station attractions & their environs with case studies of Gulmarag, Pahalgam, Mussoorie, Shimla. Islands: Resources & their use patterns case studies of Goa, Andaman & Lakshadweep.	8
V	Buddhist Resources- Bodh Gaya, Kushnagar, Sarnath, Sanchi & Ajanta; Islamic resources- Delhi, Agra & Fatehpur sikri; Hindu resources-Khajuraho, Mahabalipuram, Tarupati, Madurai, Vaishno Devi, Amarnath, Important Festivals with case studies of Kumbha Mela, Dussehra, Onam, <i>Pongal</i> & Rath Yatra	12
<b>Total</b>		48

**Text Book:**

1. Gupta, SP Lal, K. Bhattacharya.M, *Cultural Tourism in India*, DK Print
2. Brown Percy, *Indian Architecture* (Buddhist and Hindu), Bombay.
3. Mishra,L. *Cultural Tourism in India*, Mohit Publications
4. Thomas F. King, *Cultural Resource Laws and Practice*, Altamira Press
5. Thomas L Bell, *Human Geography : People and Places*, Prentince Hall
6. BindiaThaper, Suparna Bhalla, Surat Kumar Manto, *Introduction to Indian Architecture*, Periplus Edition

**Reference Books:**

7. Jacob, *Tourism Products Of India*, Abhijeet Publications
8. Deva, B.C,*Musical Instruments*, National Book Trust,

## TEACHING LEARNING METHODOLOGIES (TLM)

### Teaching Learning Methodologies (TLM):

The learning Outcomes -based Approach requires that the Teaching Learning Methodologies should be instrumental in attaining the following well defined learning outcomes relating to undergraduate programme in Travel and Tourism Management

1. The outcome-based approach, especially in the context of TRAVEL AND TOURISM MANAGEMENT studies requires a significant shift from teacher-centric to learner-centric pedagogies and from one-way passive to two-way active participatory approach.

2. Both teaching and learning should be based on critical thinking.

3. Every programme of TRAVEL AND TOURISM MANAGEMENT studies should lend itself to well-structured and sequenced acquisition of knowledge and skills.

4. Practical knowledge including an appreciation of the link between theory and practical should constitute an important aspect of the Teaching Learning Methodologies.

5 Teaching Learning Methodologies guided by such a framework, should include:

- (a) Lectures supported by group tutorial work, practical and field-based learning.
- (b) The use of prescribed text-book see-learning resources and refer to other indispensable study materials.
- (c) Relevant, useful and applicable project work in which some of them may be team-based.
- (d) Activities be designed to develop generic/transferable and subject-specific skills.
- (e) Internship of media or communication-related fields.
- (f) Regular and frequent visits to field sites and industries.
- (g) Availability of primary research facilities.

### **UGC Guidelines on Adoption of Choice Based Credit System (CBCS):**