

Course Title

Strategic Management

Course :MBA (HT)
Course Code :PSMHTC0401
Contact Hours :60
Maximum Marks :100

Semester :IV
No. of Credits :4
Semester Exam :60
Internal Assessment :40

Course Outcome:

- *To introduce the concept of strategic management and familiarize the students with the importance and relevance of strategy in improving business performance of an enterprise.*

Unit 1

Strategy – concept, relevance and benefits; Strategic Management Process, Levels of Strategy; Approaches to Strategic Decision Making; Strategic Intent – Vision, Mission, Goals and Objectives; Strategy and Corporate Governance.

Unit 2

Strategy Formulation – concept of environment, environmental sectors, environmental scanning; organizational appraisal – competence vs. capability, techniques for organizational appraisal; Industry and Competition Analysis.

Unit 3

Corporate Level Strategies; Stability Strategy – BCG portfolio model, Generic strategies; Expansion strategies – Ansoff Matrix, Integration Strategies, Diversification Strategies, Cooperative Strategies ; Retrenchment Strategies; Strategic Analysis and Choice.

Unit 4

Strategy Implementation – Nature, barriers and inter relationship; Structural Implementation; Functional and Operational Implementation; Behavioural Implementation; Strategy Evaluation and Control

Note for paper setting

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e 12 (12*5 = 60).

Suggested Readings

- *Kazmi, A. (2014). Strategic Management and Business Policy, McGraw Hill Companies*
- *Nag, A. (2011). Strategic Management – Analysis, Implementation and Control, Vikas Publishing House*
- *Kachru, U. (2005). Strategic Management – Excel Books*

Course Title
E- Tourism and Digital Marketing

Course : MBA (HT)
Course Code : PSMHTC 0402
Contact Hours : 45
Maximum Marks : 100

Semester :IV
No. of Credits : 4
Semester Exam : 60
Internal Assessment : 40

Course Outcome:

- *This course has been designed to familiarize the students with the importance of Digital marketing in E- Tourism and to make them aware about current trends, issues and changing pattern in tourism and hospitality Industry.*

Unit-1

Introduction to E-Tourism, Scope of E-Tourism, Benefits of E-Tourism, Typologies of E-Tourism, Problems of E- tourism, Future of E-Tourism, Digital Marketing overview, Principles of digital marketing, Components of Digital Marketing, Tools of Digital marketing, Digitizing Marketing Processes, Steps in digitizing marketing, Digital Marketing plan.

Unit 2

Advertising, Online advertisement, Types of advertising, rules/guidelines of online advertising E-Mail Marketing, Internet Promotion: PR, Online direct marketing, Consumer to Consumer, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Blogging, Social Media Marketing (SMM), Benefits, Social Media Strategy, Impact of Social Media on SEO, Email Marketing, Online Focus groups Web surveys, Email surveys.

Unit 3

Definition of E-Customers, Customer support: Online quality, lower costs, online publishing, electronic distribution; Virtual problem solving: inexpensive communications, online quality enhancements, online customer supports, personalization and marketing, choice assistance customization, relationship marketing, implementing personalization; Online mass customization: Transparent customization, collaborative customization, internet marketing plan.

Unit-4

Digital Marketing and the Laws, Ethical practices in digital Marketing, Strategic legal issues for marketers, Real-time legal issues for marketers, Ethical concerns with social media, Privacy, Fears and Phobias of Online Customers, cyber laws, Emerging Issues In Digital Marketing.

Note for Paper Setting:

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12*5 = 60).

Suggested Reading:

- Barwise, P., Elberse, A., & Hammond, K. (2002). *Marketing and the Internet: a research review* (pp. 01-801). London: London Business School.
- Chaffey, D., & Ellis-Chadwick, F. (2012). *Digital marketing: strategy, implementation and practice* (Vol. 5). Harlow: Pearson.
- Hanson, W. A., & Kalyanam, K. (2000). *Principles of Internet marketing*. Cincinnati: South-Western College Pub.
- Hanson, W. A., & Kalyanam, K. (2007). *Internet marketing & e-commerce*. Mason, OH: Thomson/South-Western.

Course Title

Tourism Entrepreneurship

Course : MBA (HT)
Course Code : PSMHTC0403
Contact Hours : 60
Maximum Marks : 100

Semester : IV
No. of Credits : 4
Semester Exam : 60
Internal Assessment : 40

Course Outcome:

- *The objective of this course is to recognize and appreciate the potential opportunities of becoming an entrepreneur in tourism industry.*
- *The basic aim of the course is to expose the students to the basic concepts of entrepreneurship and small business management.*

Unit 1

Entrepreneurship: Meaning, Concept, Importance and Features; Classification of Entrepreneurship; Entrepreneurial Competencies: Entrepreneurial Traits, Characteristics & Skills; Role of Entrepreneurship in Economic Development; Barriers to Entrepreneurship; Scope of Entrepreneurship in India; Entrepreneurial Culture: Definition & Features, Steps to Change Entrepreneurship Culture.

Unit 2

Entrepreneurial Process: Identification of opportunities; Business Planning Process: concept of Business Plan, Preparing a Business Plan, Project Report Preparation; Market Plan: Market Segmentation, and Marketing Mix; Operation Plan: definition, types of layout, capacity plan, Inventory management, TQM.

Unit 3

Entrepreneurial Process: Financial Plan: Sources of Finance, Working Capital Management, Profit & Loss Account, Institutions in Aid of Entrepreneurship Development- IIE, NSIC, SIDBI, MDI, NIESBUD, EDII; Organizational Plan: Concept, staffing, organizational structure.

Unit 4

Entrepreneurship Training: Importance, Objectives & Methods for Entrepreneurship Development; Management Issues in Tourism & Hospitality Industry: Financial Management Issues, HR Issues; Managing Family Enterprises; Women Entrepreneurship; Corporate Entrepreneurship: Innovation, Creativity & Entrepreneurship.

Note for paper setting

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12*5 = 60).

Suggested Readings

- Desai, Vasant. *Entrepreneurship & Small Scale Business Management*. Himalaya Publishing House.
- Drucker, Peter. *Innovation & Entrepreneurship*. Harper Business.
- Khanna, S.S. *Entrepreneurial Development*. S. Chand & Company Ltd.
- Gupta, C.B., Srinivasan, N.P. *Entrepreneurial Development*. Sultan Chand & Sons.
- Mishra, D.N., *Entrepreneurship & Entrepreneurial Development & Planning in India*, South Asia Books.
- Lall, Madhurima, Sahai, Shikha, *Entrepreneurship*, Excel Books.
- Desai, Vasant. *The Dynamics of Entrepreneurial Development and Management*, Himalaya Publishing House.
- H. Holt David, *Entrepreneurship*, PHI Learning Private Limited

Course Title

Special Interest Tourism

Course : MBA (HT)
Course Code : PSMHTC0404
Contact Hours : 60
Maximum Marks : 100

Semester : IV
No. of Credits : 4
Semester Exam : 60
Internal Assessment : 40

Course Outcome:

- *To familiarize the students with concepts of Special Interest Tourism and its types. The emphasis would be on issues and challenges in these forms of tourism.*

Unit 1

Special interest tourism -concept, definition, importance; classification of special interest tourism; determinants of special interest tourism; trends in special interest tourism development. Culture and heritage tourism –definition, concept, benefits, challenges, forms of cultural heritage; culture and heritage tourism products; institutional framework – UNESCO, ASI, INTACH, ICCROM, ITRHD; educational tourism- definition, forms, importance and global trends.

Unit 2

Medical tourism - concept, definition, benefits, trends, global scenario of medical tourism, major destinations; health and wellness tourism in India; Adventure Tourism - concept, definition, types, guidelines for adventure tourism related activities, major destinations for adventure tourism; Sports Tourism – concept, benefits, trends, classification; major sporting events and destinations.

Unit 3

Gastronomy and Culinary Tourism -definition, importance and trends; cultural dimensions of culinary tourism, Food and drink festivals, major food and wine destinations; shopping tourism- concept and importance, major shopping destinations, shopping festivals, future trends in shopping tourism; Movie inspired tourism- definition, forms and importance, government initiative and plans to promote film tourism, important film tourism destinations.

Unit 4

Dark and doom tourism - definition and types, motivation for dark and doom tourism, famous dark and doom tourism destinations; Rural tourism- definition, types, opportunities and challenges, major destinations; Avitourism - Definition, types and benefits of birding travel, top birding travel destinations.

Note for paper setting

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e 12 (12*5 = 60).

Suggested Readings

- Agarwal, S., Busby, G., & Huang, R. (Eds.). (2018). *Special Interest Tourism: Concepts, Contexts and Cases*. CABI.
- Douglas, N., & Derrett, R. (2001). *Special interest tourism*. John Wiley and Sons Australia, Ltd.
- Hall, C. (2013). *Medical Tourism: The Ethics, Regulation, and Marketing of Health Mobility*. Routledge.
- Hjalager, A. M., & Richards, G. (Eds.). (2003). *Tourism and gastronomy*. Routledge.
- Beeton, S. (2016). *Film-induced tourism*. Channel view publications.
- Timothy, D. J. (2005). *Shopping tourism, retailing and leisure*. Channel View Publications.
- Lennon, J. J., & Foley, M. (2000). *Dark tourism*. Cengage Learning EMEA.

Course Title

Tourism Transportation

Course : MBA (HT)
Course Code : PSMHTC0405
Contact Hours : 60
Maximum Marks : 100

Semester : IV
No. of Credits : 4
Semester Exam : 60
Internal Assessment : 40

Course Outcome:

- *To provide an insight into various modes of transportation and make the students aware about the recent trends in government policies, problems and management of transportation in the context of tourism industry.*

Unit 1

Nature, scope and importance of transport in tourism; modes of transportation; landmarks in the development of transport sector and the consequent socio-economic, cultural and environmental implications; marketing of passenger transportation; patterns of demand for tourist transportation; characteristic of supply and marketing strategies.

Unit 2

Air Transportation –evolution and growth of civil aviation in world and India; institutional framework – ICAO, IATA, AAI, DGCA; International protocols and treaties – Bermuda convention, Chicago convention, Beijing convention (2010), Montreal protocol (2014); open sky policy; India national civil aviation policy (2016) – salient features; Major airline alliances – Star Alliance, Sky team, One world; international airports in India.

Unit 3

Road Transport –overview and history; classification of roads – expressways, national highways, state highways; types of permits in India; major players in road transportation; Bus Rapid transit system in India; International road networks – Asian Highway network, European Road Network; Rail Transport –major railways of world, Indian railways – past, present and future, major tourist trains in India, special tourist packages, hill trains, urban rail network in India.

Unit 4

Water Transport –types (inland, coastal, oceanic); major national waterways of India; major and minor ports of India; Cruise tourism – concept, trends, types of cruises, major cruise lines in the world; Indian cruise tourism scenario.

Note for paper setting

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e 12 (12*5 = 60).

Suggested Readings

- Ratandeep Singh (2008), *Handbook of Global Aviation Industry and Hospitality services*, Kanishka Publishers, New Delhi.
- Page Stephen (2005), *Transport and Tourism: Global Perspectives*, Pearson Prentice Hall, New Delhi.
- IATA Training Manual.
- Air Cargo Tariff Manual.
- IATA live Animals Regulation Manual
- Dowling, R. K. (2006). The cruising industry. *Cruise ship tourism*, 3-17.