

## **Course Title**

### **Principles of Management**

**Course :** MBA (HT)

**Course Code :** PSMHTC 0101

**Contact Hours :** 60

**Maximum Marks :** 100

**Semester :** I

**No. of Credits :** 4

**Semester Exam :** 60

**Internal Assessment :** 40

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#### **Course Outcome:**

- *This course has been designed to familiarize the students with concepts, progresses and current issues related to Management.*
- *The emphasis would be on issues and challenges related to tourism and hospitality sector.*

#### **Unit 1**

Management - Meaning, Evolution, Process and Functions; Development of Management Thought; Levels of management; Importance of Management Skills, Planning - Meaning, Process, Nature, Importance and Steps, Types of plans, Essentials of effective Planning; Management by Objectives (MBO)- Features, Process & Benefits.

#### **Unit 2**

Corporate social responsibility; Ethics - Concept and Need; Values - Concept, Factors in Value Formation; Decision making - Meaning, Types, Process, Effective Decision Making; Organization- Meaning, Features, Importance, Types; Organizational Structure –Types of Structures, Factors affecting Organization Structure, Span of Management, Factors Affecting Span of Management; Delegation of Authority: Steps, Principles of Delegation; Decentralization: Meaning, Factors determining degree of Decentralization.

#### **Unit 3**

Direction- Meaning, Importance and Principles, Direction & Supervision; Organization Culture; Organization Change; Staffing- Factors affecting Staffing, Performance Appraisal; Controlling- Meaning, Types of Control, Management by Exception, Control Techniques.

#### **Unit 4**

Motivation- Concept, Characteristics, Motivation Theories- Maslow's Need Hierarchy, Herzberg's Motivation Hygiene Theory, McClelland Alderfer's ERG Theory, Carrot and stick approach of motivation, Need Theory, McGregor's Theory of XYZ, Contingency approach of Motivation; Leadership - Styles & Theories - Charismatic leadership Theory, Trait Theory, Behavioral Theory, Situational Theory.

### **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**

- Koontz, H., & Weihrich, H. (2015). *Essentials of Management: An International, Innovation, and Leadership Perspective*. McGraw-Hill Education.
- Stoner, J. A. F., Freeman, R. E., & Gilbert, D. R. (1996). *Administration*. Pearson Educación.
- Weirich, H., Cannice, M. V., & Koontz, H. (2008). *Management: A global and entrepreneurial perspective*. New Delhi.
- Prasad, L.M. (2013 ). *Principles and Practices of Management*. Sultan Chand & Sons.

## **Course Title**

### **Tourism Concept and Linkages**

**Course :** MBA (HT)

**Course Code :** PSMHTC0102

**Contact Hours :** 60

**Maximum Marks :** 100

**Semester :** I

**No. of Credits :** 4

**Semester Exam :** 60

**Internal Assessment :** 40

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#### **Course Outcome:**

- *This course has been designed to familiarize the students with tourism concepts and its linkages with various organizations of Tourism Industry, its impacts and to understand the various other elements of the Industry.*

#### **Unit 1**

Concept of Tourism - Definition, Approaches and evolution of Tourism; Tourist- Definition, Distinction between Traveler, Visitor, Tourist, Excursionist & Transit Visitor; Typology of Tourist; Travel Motivations; Tourism Systems-Elements, Kinds and Uses, Leiper's Geo-spatial Model, Mill-Morrison, Mathieson & Wall, Butler's Tourism Area Life Cycle (TALC)- Doxey's Irridex Index – Demonstration Effect – Crompton's Push and Pull Theory, Stanley Plog's Allo-centric and Psycho-centric Model of Destination Preference.

#### **Unit 2**

Tourism Product- Features of Tourism Product; Types of Tourism Product; Tourism Typology; Tourism Industry- Components (Tourist Destinations and Attractions); Operating Sectors of the Tourism Industry; Tourism Paradigms- Eco, Green, Farm, Rural, Soft, Alternate, Heritage, Cultural, Ethnic, Senior Citizen and Sustainable Tourism; Special Interest Tourism- Definition, Adventure, Beach and Island, Health, Wildlife and Sports Tourism.

#### **Unit 3**

Tourism Impacts: Socio-Cultural, Economic, Environmental and Political Impact Assessment; Positive and Negative Impacts of Tourism; Carrying capacity of destinations; Tourism Demand and Supply – introduction, meaning, factors affecting demand; Determinants of supply; Tourism Circuits – concept, importance and types.

#### **Unit 4**

Tourism Organizations-Role and Function of Tourism Organisations, WTO, ICAO, PATA, UFTAA, ASTA, FHRAI, IATO, TAAI, ITDC & JKTDC; Stakeholders in Tourism Development; Tourism Planning- Planning Process, Levels of Tourism Planning, Importance of Planning; Emerging Trends in Tourism.

## 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

- Swain, S.K. and Mishra, J.M. (2012). *Tourism Principles and Practices*. Oxford Publication.
- Chand, M. (2004). *Basics of tourism: theory, operation and practice*. Kanishka Publishers.
- Sharma, K. (2014). *Introduction to Tourism Management*. Tata McGraw-Hill Education.
- Roday, S., Biwal, A., & Joshi, V. (2009). *Tourism operations and management*. Oxford University Press.
- Walker, J. R., & Walker, J. T. (2011). *Tourism concepts and practices*. Pearson Education India.
- Bhatia, A. K. (2006). *International tourism management*. Sterling Publishers Pvt. Ltd.
- Goeldner, C.R and Ritchie, J.R (2012). *Tourism – Principles, Practices and Philosophies*, John Wiley & Sons, Inc.
- Venu Vasudevan, Vijayakumar B and by Saroop Roy B.R (2017). *An Introduction to the Business of Tourism*. Sage Publications

## **Course Title**

### **Tourism World Geography**

**Course :** MBA (HT)  
**Course Code :** PSMHTC0103  
**Contact Hours :** 60  
**Maximum Marks :** 100

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

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#### **Course Outcome:**

- *This course has been designed to familiarize the students with global geography with reference to tourism and understand the basic components of the same with respect to tourism*

#### **Unit 1**

Importance of Geography in Tourism; Earth in Space – Rotation and Revolution; Representations of Earth – Earth Shape and Size, Latitude and Longitude, Great Circles, Parallels and Meridians, International Date Line, Time Zones; World Continents and Oceans; Climatic Regions of the World.

#### **Unit 2**

Europe and Asia: Political Map of Europe and Asia: Europe - France, Germany, Italy, Spain, Switzerland, Turkey, UK; Asia – China, Malaysia, Singapore, Sri Lanka, Thailand, UAE; Major Seas and Rivers; Major Mountain Ranges; Major Deserts; Major Languages; Popular Tourist Attractions; Transportation Network with Major Airports and Ports in the above specified countries.

#### **Unit 3**

North and South America, Australia: Political Map; North America – Canada, Mexico, USA; South America – Argentina, Brazil; Australia – Australia and New Zealand; Africa – Egypt, South Africa; Major Seas and Rivers; Major Mountain Ranges; Major Deserts; Major Languages; Popular Tourist Attractions; Transportation Network with Major Airports and Ports in the above specified countries.

#### **Unit 4**

Political Geography of India – States and Territories, International Borders; Physiographic Regions – Mountain Ranges, Plateaus, Deserts, Coastal Areas, Islands; Major Rivers and Lakes in India; Wetlands in India; Climatic Regions of India, Transportation Network with Major Airports and Ports.

## **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**

- Williams, S., & Lew, A. A. (2014). *Tourism geography: Critical understandings of place, space and experience*. Routledge.
- Page, S. J., & Hall, C. M. (2014). *The geography of tourism and recreation: Environment, place and space*. Routledge.
- Brian G. Boniface, Chris Cooper, Robyn Cooper (2012) *Worldwide Destinations: The Geography of Travel and Tourism*, Routledge.
- *World and Indian Atlas*
- *Lonely Planet Series*

# Course Title

## Hospitality Management

**Course :** MBA (HT)  
**Course Code :** PSMHTC0104  
**Contact Hours :** 60  
**Maximum Marks :** 100

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

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### Course Outcome:

- *This course has been designed to introduce the students to the basics of hospitality sector and also familiarize them with the modern concepts of the industry.*

### Unit 1

Concept, overview and historical development of hotel industry - International and Indian perspective; Defining the term-Hotel, types and characteristics; Hotels organizational structure of Hotel-Small, Medium and Large; Departments of a hotel and their functions; Linkages & integrations in hotel industry; International hotel regulation; Ethical dilemmas in hospitality; Star categorization of Hotels.

### Unit 2

Front office operations: Introduction;Competencies of front office Personnel; Functions of front office at the arrival & departure of the guest;Front office procedure for emergencies; Guest History; Budgeting and yield management; Types of rooms and rates offered in Hotels; Guest Relations Executive.

### Unit 3

House-keeping: Layout of housekeeping department; Competencies of a housekeeping professional; Duties of an Executive Housekeeper; Duties of a Room Attendant- Rules on a guest floor, The Maids Cart, Procedure for cleaning room & bathroom; Public Area Management and Service.

### Unit 4

Food & Beverage (F&B) department and it types; Types of equipments used in F&B services & production;Functional catering and its types; Departments of a kitchen;Menu: definition, characteristics, Classification of menus, menu planning- process; Types of services; Understanding Guest Service.

## **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**

- Walker, J. R., & Walker, J. T. (2011). *Tourism concepts and practices*. Pearson Education India.
- Andrews, S. (2007). *Introduction to tourism and hospitality industry*. Tata McGraw-Hill.
- Andrews, S. (2013). *Hotel front office: A training manual*. Tata McGraw-Hill Education.
- Andrews, S. (2009). *Hotel housekeeping management*.
- Andrews, S. (2013). *Food and beverage service: A training manual*. Tata McGraw-Hill Education.
- Tewari, Jatashankar (2016). *Hotel Front Office: Operations and Management*, Oxford Higher Education
- Raghubalan, G., Raghubalan, S. (2015) *Hotel Housekeeping: Operations and Management*, Oxford University Press



# **Course Title**

## **Managerial Economics**

**Course :**MBA (HT)

**Course Code :**PSMHTC0105

**Contact Hours :**60

**Maximum Marks :**100

**Semester :** I

**No. of Credits :**4

**Semester Exam :**60

**Internal Assessment :**40

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### **Course Outcome:**

- *This course has been designed to familiarize the students to fundamental aspects of macro and micro economics with special reference to tourism.*

### **Unit 1**

Introduction to Tourism Economics - Nature and scope; Demand Analysis – Law of Demand, demand function, price, income and cross elasticity of demand, demand forecasting – concept, importance, methods; factors influencing tourism demand; Law of diminishing utility.

### **Unit 2**

Concept of Production function; Law of Diminishing Marginal Returns; Break Even Analysis – concept, determination and significance; Market Structure – definition, classification: perfect competition, imperfect competition, monopolistic competition, pure oligopoly; Pricing discrimination and Pricing strategies - price skimming, penetration pricing and loss leader pricing.

### **Unit3**

Macro Economics – concept, overview and importance; Gross Domestic Product (GDP), Gross National Product (GNP), National Income; Inflation and Deflation - Meaning and Types, Measures to control Inflation and Deflation; Business Cycles - Theories of Business Cycle - Consequences and Measures.

### **Unit 4**

Indian Monetary Policy – concept, scope, importance and measures; Indian Fiscal Policy – definition, objectives, direct and indirect taxes, concept of GST; Taxes with reference to hospitality and tourism industry; International Trade – concept, theories, trade policy.

## **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**

- Mithani, D. M. (2013). *Managerial Economics: Theory and Applications*. Himalaya Publishing House.
- Ahuja, H. L. (2007). *Managerial Economics*. Chief Patrons, 92.
- Dwivedi, D. N. (1980). *Managerial economics*. Vikas Publishing House.
- Follet, P., Likert, R., Bernard, C., McGregor, D., Drucker, P., Porter, M., & Prahalad, C. K. (1989). *Management Concepts and Applications*.
- Salvatore, D. (2012). *Managerial Economics: Principles and Worldwide Application: (adapted version)*. OUP Catalogue.
- Norbert Vanhove (2017). *The Economics of Tourism Destinations: Theory and Practice*

**Course Title**  
**Business Research Methods**

**Course :** MBA (HT)

**Course Code :** PSMHTC0106

**Contact Hours :** 60

**Maximum Marks :** 100

**Semester :** I

**No. of Credits :** 4

**Semester Exam :** 60

**Internal Assessment :** 40

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**Course Outcome:**

- *This course has been designed to familiarize and appraise the students with various statistical and research methods and their relevance and application with special reference to tourism*

**Unit 1**

Statistics and its Relevance; Data – Types, Sources; Measures of central tendency – Mean , Median , Mode; Measures of Dispersion – Range , Quartile Deviation, Standard Deviation, Coefficient of Variation ; Skewness and Kurtosis - Karl Pearson , Bowley and Kelly’s coefficient.

**Unit 2**

Correlation Analysis – Significance, Types; Methods of Correlation - Karl Pearson coefficient, Spearman’s Rank Correlation; Coefficient of Determination; Regression Analysis – Meaning, Simple and Multiple Regression, Estimating regression equations (Y on X and X on Y).

**Unit 3**

Time series Analysis – components of time series, importance of components of time series in tourism, methods of least squares, Moving average method, Measurement of Seasonal Variation.

**Unit 4**

Sampling – Probability and Non Probability sampling methods; Hypothesis Testing – Procedure; Level of significance; Student t-distribution; Chi- square Distribution; Analysis of variance (one-way only).

**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 ( $12 \times 5 = 60$ ).

**Suggested Readings:**

- *Business Statistics*, J K Sharma, Pearson Education
- *Fundamentals of Statistics*, S C Gupta, Himalaya Publishing House
- *Statistical Methods*, S P Gupta, Sultan Chand
- *Statistics for Management*, Levin and Rubin, Pearson Education

## **Course Title**

### **Business Communication**

**Course :** MBA (HT)

**Course Code :** PSMHTC0107

**Contact Hours :** 60

**Maximum Marks :** 100

**Semester :** I

**No. of Credits :** 4

**Semester Exam :** 60

**Internal Assessment :** 40

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#### **Course Outcome:**

- *This course has been designed to develop oral and written communication skills of the students so as to enable them to present their ideas logically and effectively.*

#### **Unit 1**

Communication - Meaning, Types, Process and Importance; Characteristic of Effective Business communication. Barriers to Effective Communication; Seven C's of Communication; Active Listening Skills and their Importance in Communication, Developing Active Listening Skills; Non-Verbal Communication - Body Language, Physical Expression, Gestures, Hand Movements, and Spatial Relationships; Principles of Business Communication: Choosing Words, Developing Sentences, Forming Paragraphs; Message Formats-Letters, Envelops, Memos and E-Mail.

#### **Unit 2**

Business Messages- Positive, Neutral, and Social Business Messages, Negative and Persuasive Messages; Developing Electronic Messages; Electronic Mail-Features and Guidelines; Blogs; Web Sites and Web Pages; Writing Travelogues; News Release; Business Reports - Types, Characteristics and Components; Business Proposals - Types, Contents, and Elements; Business Letter -Types and Layout of Business Letter.

#### **Unit 3**

Introduction to Oral communication, Principles of successful oral communication; Oral communication Essentials: Enhancing Voice Quality, Using Voice Effectively; Preparing and Delivering Presentations- Types of Oral Presentations, Elements of an Effective Presentation, Audience Analysis, Structure of a Presentation, Presentation Tools; Group Communication; Meeting - Need, Importance and Planning of Meetings, Drafting of Notice, Agenda, Minutes and Resolution of Meeting, writing memorandum, Press release.

#### **Unit 4**

Employment Communication- Resume Styles, Resume Writing, Elements of an Effective Resume; Employment Messages- Following up an Application, Accepting an Interview Invitation, Following up an Interview , Accepting Employment, Resignation Letter; Job Interview- Purpose, Types; Interview Skills- Before, During and After the Interview; Interview & Corporate Dressing; Impact of Technological Advancement on Business Communication.

### **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**

- Braun, K., Locker, K. O., &Kaczmarek, S. K. *Building Critical Skills*.
- Bovee, C. L., Thill, J. V., &Schatzman, B. E. (2000).*Business communication today* .Upper Saddle River, NJ: Prentice Hall.
- A.C. Buddy Krizan, Patricia Merrier, Joyce P. Logan (2010). *Business Communication*. Cengage Learning

**Course Title**  
**Foreign Language - I**

**Course :** MBA (HT)

**Course Code :** PSMHTC 0108

**Contact Hours :** 30

**Maximum Marks :** 50

**Semester :** I

**No. of Credits :** 2

**Semester Exam :** 30

**Internal Assessment :** 20

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**Course Outcome:**

- *To orient the students with the basics of any foreign language enabling them to develop competencies to interact with international tourists.*
- *The language and the content of the course shall be proposed in consultation with language expert and approved by the DAC prior to the semester.*