

Course Title
Tourism Resources of India

Course : MBA (HT)
Course Code : PSMHTC0201
Contact Hours : 60
Maximum Marks : 100

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

The syllabus is for the examination to be held in Dec ^{Nov} 2018, 2019, 2020, 2021

Learning Objective

This course has been designed to familiarize the students with various Tourism Resources, Heritage, Culture and various other Natural Resources in India. Students should be able to understand the significance of tourism products and develop adequate knowledge applicable in travel industry.

Unit 1

Tourism Resources: Concept, definition and classification; difference between tourism resources and products; Culture– definition and components; Heritage – meaning and types; Philosophies of different religions of India; Popular religious centers – Hinduism (Char Dham, Jyotirlinga Yatra, Mathura – Vrindavan, Haridwar, Tirupati, Vaishno Devi), Islam (Ajmer Sharif, Haji Ali Dargah, Nizamuddin Dargah), Buddhism (Lumbini, Bodhgaya, Sarnath, Kushinagar, Sanchi), Jainism (Dilwara Temples, Vaishali), Christianity (Churches of Goa), Sikhism (Golden Temple, Patna Sahib).

Unit 2

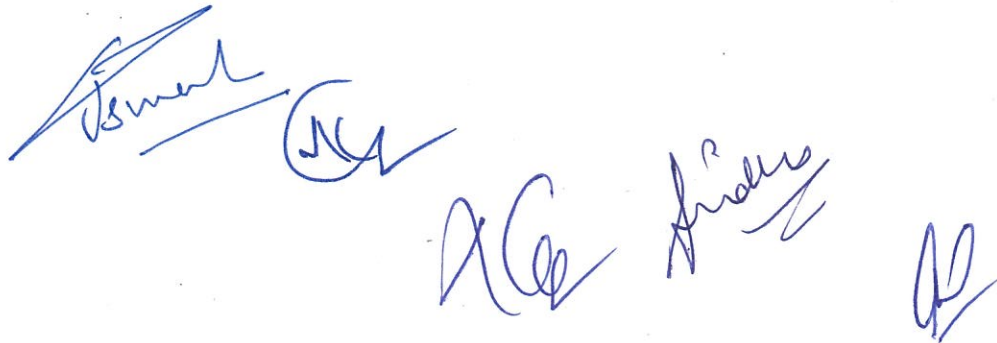
World Heritage Sites in India - Monuments (Mahabalipuram, Khajurao, Hampi), Forts (Red Fort, Amer Fort,); Caves (Ajanta, Ellora, Elephanta); Others (Taj Mahal, Sun Temple); Museums – meaning, classification, major museums of India; Palaces (Mysore, Laxmi – Vilas, City Palace – Jaipur); Excavated Sites in India (Nalanda, Ambaran, Dholavira).

Unit 3

Living Culture in India - Fairs, festivals (national, regional, religious, harvest and seasonal); Performing arts: music (Classical and Folk), dances (Classical and Folk) and theatre; Handicrafts; Regional cuisines of India; Amusement Parks and Shopping Centers.

Unit 4

Natural Resources in India – National Parks and Wildlife Sanctuaries, Biosphere Reserves; Major Hill Stations, Beaches, Waterfalls, Major Treks; Botanical and Zoological Gardens.



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

- Robinet Jacob, Mahadevan P. and Sindhu Joseph, *Tourism Products of India : A National Perspective*, Abhijeet Publication, New Delhi, 2012
- Dixit, Manoj, *Tourism Products*, New Royal Book Co., Lucknow. 2007
- Sajnani, M., *Encyclopedia of Tourism Resources in India*, Volume 1-2, Kalpaz Publication, Delhi, 2011
- Gupta, K.R And Amita Gupta Ed., *Encyclopedia OF India: Natural And Cultural Tourist Destinations*, Atlantic Publications, Delhi, 2012
- Dallen J. Timothy, *Managing Heritage and Cultural tourism Resources*, Routledge, England, 2007.
- *India Travel Guide*, Lonely Planet










Course Title
Travel Agency and Tour Operations

Course : MBA (HT)

Course Code : PSMHTC0202

Contact Hours : 60

Maximum Marks : 100

Semester : II

No. of Credits : 4

Semester Exam : 60

Internal Assessment : 40

The Syllabus is for the examination to be held in May 2019, 2020, 2021

Learning Objective

This course has been designed to familiarize the students about the working of travel agency, its organization and management as well as different operations carried out by it which will help them to develop adequate knowledge and skills required in the sector.

Unit 1

Travel Agency - meaning, concept, importance; Evolution of travel agency business; functions of travel agency; types of travel agents – full service agency, commercial agency, implant agency, group / incentive agency; sources of Income of a travel agency; skills and competencies for Travel agency; Tour Operations – meaning, concept, importance; difference between travel agency and tour operator; types of tour operators – inbound, outbound, domestic, specialized; organizational structure – departments and their functions.

Unit 2

Types and Classification of Tours – Independent tour, escorted tour, hosted tour, incentivized tour, packaged tours, specialized tours with case studies from leading international and national tour operators; Inbound and Outbound Tours; Tour planning - market research, negotiation with suppliers and vendors, costing, financial evaluation and pricing, marketing (brochures, advertising and sales promotion, trade & publicity), execution of a tour, post tour management ; Accreditation and approval agencies

Unit 3

Airline Reservations – carrier and airline IATA codes; elements of air fares; IATA traffic conference areas; Types of airlines; Hub and Spoke System; IATA bill settlement plan; International Sales Indicators – SITI, SITO, SOTI, SOTO; Computerized Reservation Systems (CRS) – Amadeus and Galileo; Railway Reservation – types of classes, booking, cancellation, concessions, refund rules; Accommodation and Hotel reservations.

Unit 4

Documentation : Passport , Citizenship, Types of passport, Procedure to apply for Passport, Procedure for new and duplicate passport, Tatkal scheme, documents to pass a port, VISA; Concept and definition, Travel Information manual, Types of VISA, VISA Requirements for popular tourism destination countries, Health Regulation for International Travel, Custom regulations, Foreign Exchange (Buying and Selling rates), Tax paid by travelers, Travel Insurance.

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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

- Negi, Jagmohan (2006). *Travel Agency and Tour Operation- Concepts and Principles*. New Delhi: Kanishka Publishers, Distributors.
- Chand, Mohinder (2009). *Travel Agency Management- An Introductory Text, 2/e*. New Delhi: Anmol Publications Pvt. Ltd.
- Gee, Chuck and Makens, Y. (2000). *Professional Travel Agency Management*, New York: Prentice Hall.
- Syrratt, Gwenda and Archer, Jane (2003). *Manual of Travel Agency Practice, 3/e*. Burlington: Butterworth-Heinemann.
- Bhatia, A.K. (2017). *The Business of Travel Agency and Tour Operations Management*, Sterling Publishers



Course Title

Marketing for Hospitality and Tourism

Course : MBA (HT)

Course Code : PSMHTC0203

Contact Hours : 60

Maximum Marks : 100

Semester : II

No. of Credits : 4

Semester Exam : 60

Internal Assessment : 40

Learning Objective

This course has been designed to familiarize the students about the Marketing for Hospitality and Tourism which will enable the Students to understand the significance of Marketing, know the current trends and practices in the tourism and hospitality sector and develop adequate knowledge and skills applicable in industry.

Unit 1

Marketing: concept, definition, importance, process; core marketing concepts – needs, wants, demand, customer value, customer satisfaction, quality, relationship marketing; core marketing philosophies; marketing environment - macro-environment and micro-environment.

Unit 2

Marketing Information System and Marketing Research; Marketing Intelligence; Market Segmentation – levels of segmentation, bases of segmentation, effective segmentation criterion; Market Targeting - meaning, evaluating and selecting market segments; Market Positioning - meaning, choosing and implementing a positioning strategy; Differentiation – concept and approaches; Competitor Analysis.

Unit 3

Marketing Mix - meaning and definition; Product Decision - product levels, new product development, product life cycle (PLC) strategies, and branding strategies; Pricing Decisions - factors to consider while setting prices; general pricing approaches, Pricing Strategies; Promotion Decisions - integrated marketing communication process, major decisions in advertising, public relations process, sales promotion techniques; Distribution Channels – nature, types and importance, channel decisions.

Unit 4

Services Marketing – concept, characteristics; service quality GAPS Model; Extended marketing mix; Service failure and Service Recovery; Service Guarantees; Service Blueprint.

The Syllabus is for the examination to be held May 2019, 2020, 2021.

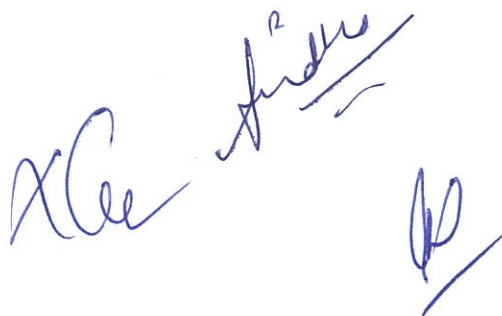
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Note for paper setting

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

- Kotler, P., Bowen, J., & Makens, J. (2009). *Marketing for Hospitality and Tourism*. 4th Ed., Prentice Hall / Pearson Education: New Delhi.
- Bowie, D. et al. (2017). *Hospitality Marketing*. 3rd Ed., Routledge: New York.
- Lovelock, C., Wirtz, J. & Chatterjee, J. (2011). *Services Marketing: People, Technology, Strategy*, 7th Ed., Pearson India.
- Zeithaml, V. A., et al. (2008). *Services Marketing*. 4th Ed., Tata McGraw-Hill, India.
- Shanker, R. (2002). *Services Marketing – The Indian Perspective*. Excel Books: New Delhi.



Course Title
Accounts and Financial Management

Course : MBA (HT)
Course Code : PSMHTC0204
Contact Hours : 60
Maximum Marks : 100

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

Learning Objective

To provide basic knowledge about accounting procedures and to understand the tools and techniques of financial management.

Unit-1

Accounting: Accounting Objectives, Advantages and Limitations; Accounting Terminology
Branches of Accounting; Fundamental Accounting Assumptions & Principles; Concept of
Journal, Ledger, Trial Balance.

Unit-2

Double Entry System: Features and Advantages of Double Entry System; Financial Statement:
Objectives and Importance, Preparation of Trading & Profit and Loss Account: Closing Entries,
Adjustments and Balance Sheet: Opening Entries, Limitations of Financial Statements.

Unit-3

Ration Analysis: Liquidity Ration: Current Ration, Acid Test Ration, Inventory Turnover Ratio,
Solvency Ratio: Debt Equity Ratio, Profitability Ratio: Gross Profit Margin, Operating Profit
Ratio, Return on Asset and Return on Capital Employed.

Unit-4

Financial Decision Making, Financial System: Functions, Financial Markets, Financial
Intermediaries, Regulatory Framework in India, Time Value of Money, Future Value, Sources of
Long Term Finance: Equity Capital, Internal Accruals, Preference Capital, Term Loans,
Debentures, Working Capital Management- Concept of Current Assets & Current Liabilities.

TRIN Syllabus is for the examination to be held in May 2019, 2020, 2022

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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

- Khan, M. Y., & Jain, P. K. (2000). Management accounting.
- Pandey, I. M. (1995). *Essentials of Financial Management, 4th Edition*. Vikas publishing house.
- Banerjee, B. (2015). *Fundamentals of financial management*. PHI Learning Pvt. Ltd.
- Juneja, Arora, Chawla (2012). *Elements of Book Keeping*. Kalyani Publishers.
- Rao. (2012). *Fundamentals of Accounting*. PHI Learning Pvt. Ltd.



Course Title
Human Resource Management

Course : MBA (HT)
Course Code : PSMHTC0205
Contact Hours : 60
Maximum Marks : 100

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

The Syllabus is for the examination to be held in May 2019, 2020, 2022

Learning Objective

This course has been designed to familiarize the students about the concept of Human Resource Management and its importance which will help them to manage and direct the people in the organization effectively.

Unit 1

Human Resource Management - concept, nature and scope, objectives and importance; Evolution of HRM; HRM functions; Strategic HRM; Roles of HR Manager; HRM and Environment Scanning; Challenges of HRM in Hospitality and Tourism; Human Resource Information System (HRIS); Human Resource Planning.

Unit 2

Job Analysis- Concept, Process and benefits of Job Analysis; Job Descriptions and Job Specifications; Job Designing- Concept and approaches, job enlargement and enrichment; Recruitment and Selection - sources of recruitment, procedure and evaluation; Training - significance of training, types of trainings, designing of training programs, importance; career and succession planning.

Unit 3

Compensation - Concept and elements of compensation, factors affecting compensation, methods of wage payment and incentive plans, employee benefits; Job Evaluation - concept and nature, principles of job evaluation, methods of job evaluation; Performance Appraisal - concept, objectives and importance, methods of performance appraisal; HR Audit.

Unit 4

Industrial Relations - concept, importance; salient features of various HR related laws- Trade Unions Act 1926, Payment of Wages Act 1936, Industrial Disputes Act 1947, Employee Provident Fund Act 1952; organization culture; organizational climate, Organizational change; Work life balance; talent management; managing diversity in workforce; technology and HR.

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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

- Sanghi, S. (2017). *Human Resource Management*. Vikas Publishing.
- *Human Resource Management: Concept and Issues*, T. N. CHHABRA, Dhanpat Rai & CO (2014).
- *Human Resource Management*, K Aswathapa, McGraw Hill, 7th Edition (2013).
- *Human Resource Management*, V.S.P. Rao, Excel Books, third Edition (2010).
- *A framework of HR Management*, Garry Dessler & Biju Varkkey, Person Education India, 7th Edition (2012).



Course Title
Legal Aspects of Hospitality and Tourism

Course : MBA (HT)
Course Code : PSMHTC0206
Contact Hours : 60
Maximum Marks : 100

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

Learning Objective

This course has been designed to familiarize the students about the legal Aspects of hospitality and tourism which will enable the Students to understand the significance and importance of various laws and Acts applicable to business in general and travel industry in particular.

Unit 1

Introduction to Law and Business; Need and Scope of Laws in Tourism; Indian Contract Act, 1872 – Types of Contracts, Offer, Consideration; Sale of Goods Act 1930 – salient features, sale and agreement to sell, condition and warranty, duties of seller and buyer, breach of contracts, caveat emptor and caveat venditor; Indian Partnership Act, 1932 – salient features, definition, duties of partners, liability of partner, dissolution; The Companies Act 2013 – salient features, formation of company, memorandum and articles of association, types of companies, steps in registration of a company; MSME Act, 2006 – salient features, classification of enterprises, process of registration under MSME.

Unit 2

Salient features and importance of following Acts: Environment Protection Act 1986; Wildlife Protection Act 1972; National Green Tribunal Act, 2010; Consumer Protect Act, 1986; Special Permits - Foreigners (Protected Areas) Order 1958; Foreigners (Restricted Areas) Order, 1963.

Unit 3

Salient features and importance of following Acts: Ancient Monuments and Archaeological Sites and Remains Act, 1958; The Passport (Entry into India) Act, 1920; Registration of Foreigners Act, 1939; The Foreigners Act, 1946; Baggage Rules, 1998; Central Goods and Services Tax Act, 2017.

Unit 4

Salient features and importance of following Acts: Insurance Act, 1938 (with special reference to travel insurance); Foreign Exchange Management Act, 1999; International Perspective - Warsaw Convention 1929, Chicago Convention 1944, Manila Declaration 1980, Montreal Convention 1999.

*The Syllabus is for the examination to be held in May 2019
2020, 2021.*



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

1. *Tourism Laws in India- A comprehensive Manual of Concepts, regulations and Guidelines*, Shashank Garg, Universal Law Publishing(2017).
2. *Social-Environmental & Legal Issues in tourism*, R.K Malhotra, Anmol Publication 2007.
3. Legal aspects for hospitality and travel-tourism industry, 2012, Dr. Atul Bansal, SR publications.
4. Hospitality and hotel laws by Satish C Kaul, 2012, Axis books Pvt ltd.
5. Tourism and hospitality law, 2013, Sheikh Bilal.
6. Tourism travel and hospitality law- 2nd edition by Trevor Atherton, Trudie Atherton. Lawbook Co. Australia.
7. Hospitality law: managing legal issues in the hospitality industry- 3rd edition by Stephen Barth.



Course Title
Soft Skills for Hospitality and Tourism

Course : MBA (HT)
Course Code : PSMHTC0207
Contact Hours : 60
Maximum Marks : 100

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

*The Syllabus is for the examination to be held in May 2019
2020, 2021*

Learning Objective

This course has been designed to familiarize the students about the Soft Skills and significance of Soft Skills for Hospitality and Tourism in order to enhance an individual's interactions, job performance, and career prospects.

Unit 1

English language skills: basic grammar – sentence structures and common errors; vocabulary building, word power; pronunciation; reading comprehension; corporate dress code; value system, self-esteem, building of self-confidence; practice speaking in English.

Unit 2

Basic communication skills: listening and speaking skills, merits of being a good listener and observation, barriers; phonetics - pitch, tone, intonation, clarity of speech; public speaking; activities - JAM, debate, elocution, etc; different kinds of conversations; role play (situational).

Unit 3

Personality grooming: body language, gestures and postures, dressing up for the occasion; business etiquettes, social etiquette, corporate etiquette, telephone etiquette, basic etiquettes; body language – assessment of postures and gestures, eye contact, hand movements etc.
Time, stress and conflict management techniques: Quality/Productive time management, stress inoculation trainings, game plays.

Unit 4

Group Discussions: structure of a GD, kinds of GDs, strategies in GD, team work, mock GD;
Interview Skills: Types of interviews, formal and informal interviews- ambience and polemics, interviewing in different settings and for different purposes, required key skills, mock interview; developing resumes.
Presentation Skills: Elements of an effective presentation, presentation tools, structure of a presentation, audience analysis, body language, voice modulation. Power-point presentation skills.

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Course Title
Foreign Language - II

Course : MBA (HT)
Course Code : PSMHTC0208
Contact Hours : 30
Maximum Marks : 50

Semester : II
No. of Credits : 2
Semester Exam : 30
Internal Assessment : 20

The Syllabus is for the examination to be held in May 2019, 2020, 2021

Objective

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.



VIVA VOCE


Course :MBA (HT)

Semester :II

Course Code :PSMHTC0209

No. of Credits :2

The Viva Voce examination shall be conducted for 50 marks (2 credits). The viva shall be evaluated by one internal examiner and one external examiner.

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