



International Institute of Professional Studies

Devi Ahilya University, Indore

MBA (TA) SEM. I

(JULY – DEC. 2008)

ORGANIZATION BEHAVIOUR

Objectives:

An organization is a living organism whose basic component is the individual. The students are required to gain the intricacies of individual behavior in order to function effectively and efficiently in the organization and also avoid potential sources of conflicts which will make their careers interesting and enjoyable.

Course Contents:

1. Introduction to Organization Behavior, Definition, Model, Variables.
2. Foundation of Individual Behavior: Biographical characteristics, ability, personality
3. Perception: Definition, Factors affecting perception, process, social perception, perceptual barriers
4. Values & Attitudes: (i) Value importance, source types (ii) Attitudes- source, types, and theory
5. Motivation: Definition, process, process Theories, Content theories, Motivation Applied- MBO, OB Mod, Goal Setting & Job Design.
6. Learning: Meaning, Definition, Types, Theories of learning, Reinforcement, Techniques, of Reinforcement, Punishment
7. Job Satisfaction: Meaning, Factor Affecting JS & Outcomes of JS
8. Group Dynamics: definition, types, Reason for joining groups, group Development, Group Structure
9. Power & Policies: Definitions, Social Influence, and Tactics of SI. Individual Power, Bases Of Power
10. Interactive Behavior & conflict:
 - A: Intra-Individual conflict- Conflict due to frustration, Goal conflict, Role conflict
 - B: Interpersonal conflict- transactional Analysis, Johari Window
 - C: Inter-group Behavior
 - D: Managing conflict
11. Job Stress: Meaning, Causes, Effect and Coping Strategies
12. Organization Culture: definition, Type, Creating& Sustaining
13. Organization Change & Development: Reason for Change, OD Technique

Books Recommended:

1. Organization Behavior-Stephen Robbins
2. Organization Behavior-Fred Luthans

Reference Books:

1. Management of Organization Behavior-Paul Hersey & K.H. Blanchard
2. Organization Behavior-Nelson & Quick



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TA- 109

FUNDAMENTALS OF COMPUTER APPLICATIONS

Course Objectives:

The objectives of this course are to introduce the students to the basic concepts of computer. Special emphasis will be laid on helping students acquire a high degree of proficiency in Windows based applications in various functional areas of management.

Examination:

Internal Assessment I-	20 marks
Internal Assessment II-	20 marks
End- Semester Examination	60 marks

Course Contents:

1. Introduction: Course overview and administration. Scope and contents of syllabus. Discussion of assignments, tests and marks criteria.
2. Fundamentals of Computer: Block diagram of the computer Input devices, Output devices.
3. Operating systems: Introduction to operating system, Types of the Operating System, MS-DOS - DOS Features, External and Internal Commands, Working with Files, Working with Directories, Managing Disks, Advanced Command Techniques.
4. WINDOWS: windows operation, File management, Resource location, Managing icons and location, Control manager, Accessories of windows
5. MS – Word (Word Processing): Introduction, Working with Word, Typing and Editing, Formatting Text, Page design and layout, Adding Tables, Using styles, templates and themes, Merging Data and documents, Using Graphs, Advanced features of Word.
6. MS – Excel (Worksheet): Introduction, Working with Excel, Entering Data, Advanced worksheet formatting, Customizing Workplace, Calculation in Worksheets, Adding Charts, Working with lists databases and pivot table, Advanced features of Excel.
3. MS – PowerPoint (Presentation): Introduction, Working with PowerPoint, Adding Text, Expert presentation – building technique, Including Multimedia, graphics and special effects, Customize PowerPoint.
8. MS –Access: Access essentials, Creating and customizing tables, Linking Multiple tables, Using Queries to find and filter data, Designing and using forms, Presenting Data with reports
9. Basic Programming Techniques: Algorithms, Flowchart, Program generation

Text Books

- 01 Computer and commonsense, Roger Hunt and John Shelly
- 02 Using MS- office 2000, Woody Leonhard
- 03 The Computer Guide to MS – Office, Ron Monsfield
- 04 The Complete ref, office 2000, Stephen L. Nelson
- 05 Learn DOS in a Day, Stulz



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TA – 106B
MARKETTING FOR TRAVEL AND TOURISM

Course Objective:

The objective of the course is to provide an understanding of the Principles of Marketing concepts and their applications in the Tourism Industry. The course provides students with a customer-oriented approach to Marketing in the Tourism Industry.

Examination:

Internal Assessment I-	20 marks
Internal Assessment II-	20 marks
End- Semester Examination	60 marks

Course Contents:

1. UNDERSTANDING MARKETING & THE MARKETING PROCESS: Concept & Scope of Marketing, Marketing Challenges in the Digital Age, Customer Value, Satisfaction, & Retention, Philosophies of marketing management.
2. DEVELOPING MARKETING OPPORTUNITIES: Marketing Planning, Marketing Environment, Marketing Information System, Market Research, Consumer Buyer Behavior: Model and Factors affecting, Segmentation, Targeting, & Positioning
3. DEVELOPING THE MARKETING MIX:
 - (i) Product & Service – Nature & Classification, Branding, New-Product Development & Product Life Cycle
 - (ii) Price – Pricing Considerations & approaches; Initiating & Responding to price changes
 - (iii) Marketing Channels – Channel Design
 - (iv) Promotion – Advertising, Sales Promotion, Personal Selling, Direct Marketing, Public Relations
4. MANAGING MARKETING: Creating Competitive Advantage, The Global Marketplace, Internet Marketing, Communication process. Building customer relationship through satisfaction, value and retention.

Books Recommended:

Principles of Marketing – Philip Kotler
Hospitality Marketing – Wearne & Morrison

Reference Books:

1. Marketing Management by Philip Kotler
2. Doyle, P. (1995), "Marketing in the new millennium", Journal of Marketing.



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TA-105

PRINCIPLES AND PRACTICES OF MANAGEMENT

Objectives:

The basic objective of this course is to provide an opportunity for the participants to understand the various methods of management techniques and eventually to develop skills in problem solving and decision making.

Examination:

Internal Assessment I- 20 marks

Internal Assessment II- 20 marks

End- Semester Examination 60 marks

Course Contents

1. Introduction–What is Management, Definition of management, Functions of Management, Principles of Management, Is management Art or Science?
2. Management Thoughts – The Classical School, the Human relation School, the Decision Theory School, The Management Science School, The System Theory School, The Contingency Theory School
3. Planning – The Concept, Nature, Type, Steps and Principles of Planning, Instruments of Planning, Strategies Rules, Procedures, Methods, Standards, Projects and Budgets.
4. Decision Making- Nature, Theories, Types, Process of Decision Making, Group Decisions.
5. Organizing & Directing Organization and Organization Structure, Line Staff & Lateral Relation, Directing or Actuating.
6. Motivation and Communication Need Concept, theories of Motivation, , Process, Strategies for Communication.
7. Leadership- Tasks of Leaders, Meaning, Approaches
8. Coordination & Control Concept, Nature, Types, Methods of Coordination, Management Control, Types, Principles, Techniques of Controlling

Text Readings



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1. Harold Koontz, O'Donnell and Heinz Weihrich, "Essentials of Management", New Delhi, Tata McGraw Hill, 1992.

BUSINESS MATHEMATICS AND STATISTICS

Objectives:

The objectives of the course are to equip the students with the mathematical and statistical techniques and their application to business problems. The emphasis will be on the concepts and application rather than derivations.

Examination:

Internal Assessment I-	20 marks
Internal Assessment II-	20 marks
End- Semester Examination	60 marks

PART I – BUSINESS MATHEMATICS

1. Theory of Equations: Introduction, Degree of an equation, Solution of an equation, Linear equation in two variables and its application, Solution of quadratic equation and its application, Linear & Quadratic simultaneous equation.
2. Differentiation concepts: Derivatives of a function, derivatives of sum, difference, product and quotient, applications of differentiation in economic and managerial problems like marginal analysis, elasticity, Maxima and Minima.
3. Integration Concepts: Elementary integration, Integration by parts, Integration by partial fractions, definite integrals, economic application, consumer surplus and producer surplus.
4. Sequences and Series: Introduction to Arithmetic, Geometric and Harmonic Progressions, introduction to Discounting, Compounding, and Annuity.
5. Determinants and Matrices with Business application: Types of matrices, operations on matrices, adjoint matrix, inverse matrix, elementary row operations. Solution of simultaneous linear equations using matrices, input/output analysis.

PART II – BUSINESS STATISTICS

1. Introduction to Statistics: Meaning and Definition of Statistics, Scope and Limitations of Statistics, Role of Statistics in Management Decisions.
2. Introduction to Measurement of Central Tendency: Types of central tendency and its application. Introduction to Measures of dispersions, Types and its application.
3. Sampling Theory: Introduction, Population, Sample, Parameter and Statistic, Types of sampling.



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4. Probability Theory and Probability Distributions: Concepts, additive, multiplicative, conditional probability rules, Baye's Theorem, Binomial, Poisson and Normal distributions- their characteristics and applications
5. Correlation & Regression: Correlation (Karl Pearson's and Spearman's Coefficient), Methods of computing simple correlation and regression.
6. Time Series: Time Series and its Components, Analysis, Models of Time Series, Methods of Studying Components of Time Series: Measurement of trend (moving average, exponential smoothing and least squares method), Measurement of seasonal variations (simple average, trend, and moving average method) Measurement of cyclic variations (residual method).

Text Reading

1. J.K. Sharma, "**Mathematics for Management and Computer Applications**", New Delhi, Galgotia Publication,
2. R. K. Ghosh and S. Saha, "**Business mathematics and statistics**", Calcutta, New Central Book Agency 9th Ed., 1999.
3. S. Saha, "**Business Mathematics and Quantitative Techniques**", Calcutta, Central Book Agency, 2000
4. Richard I. Levin and D.S. Rubin, "**Statistics for Management**", New Delhi: Prentice Hall of India, 2000
5. S. P. Gupta, "**Statistical Methods**", New Delhi, Sultan Chand and Sons, 2001

Text Reading

1. J. N. Kapur and H. C. Saxena. "**Mathematical Statistics**", New Delhi, Sultan Chand and Company Ltd., 20th ed., 2001
2. R. Jayprakash Reddy and Y. Mallikaryanna Reddy, "**A Text book of Business Mathematics**", New Delhi, Ashish Publishing House, 2002
3. K. B. Dutta, "**Matrix and Linear Algebra**", New Delhi, Printice Hall of India 1999
4. D. C. Sancheti and V. K. Kapoor, "**Statistics: Theory, Methods and Applications**", New Delhi: Sultan Chand and Sons., 2001
5. D.N. Elhance, Veena Elhance and B. M. Aggrawal, "**Fundamentals of Statistics**", Allahabad: Kitab Mahal, 1996



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GEOGRAPHY FOR TOURISM

Objectives:

To make students understands the basic concepts of physical and human geography. The main objective is to create awareness of all important tourist destination countries in the world.

Examination:

Internal Assessment I- 20 marks

Internal Assessment II- 20 marks

End- Semester Examination 60 marks

Course Contents:

01. Introduction
02. The Physical World
03. North America –An overviews of the continent : Geographical location and condition: main countries of tourist interest: referring political and physical maps.
04. Central America - An overviews of the continent : Geographical location and condition: main countries of tourist interest: referring political and physical maps:
05. South America –An overview of the continent: Geographical location and condition: main countries of tourist interest: referring political and physical maps.
06. Europe – An overviews of the continent: Geographical location and condition: main countries of tourist interest: referring political and physical maps.

Books Recommended:

1. Tourism Geography-Philip G.Davidoff. J. Doughlas Eyer.
2. The 21st Century World Atlas.



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ACCOUNTING FOR MANAGERS

Objectives:

Objective of the subject is to acquaint students with concepts of accounting and help them acquire the ability to develop and use the accounting data as an aid to decision making.

Course Contents:

1. **FUNDAMENTALS OF FINANCIAL ACCOUNTING:** Meaning and definition of accounting, Need and functions of accounting, users of accounting information, importance and limitations of accounting, Relationship of accounting with other disciplines, Accounting Principles- Concepts and Conventions, An introduction to Accounting Standards and US GAAPs
2. **DOUBLE ENTRY SYSTEM OF ACCOUNTING:** Concept and definition, Process of Accounting, various stages of DES accounting: Journal, Ledger, Trial Balance, Preparation of Final Accounts, Adjustments in Final A/cs., Preparation of Final a/cs. With adjustments, Numerical Problems
3. **FUNDAMENTALS OF COST ACCOUNTING:** Concept of Cost, Classification of Cost, Elements of Cost, Need for Cost accounting, Advantages and Limitations of Cost Accounting, Various techniques of Cost Accounting, Installation of Cost Accounting system, Cost Reduction, Cost Control and Cost Management, Components of Total Cost, Preparation of Cost Sheet, Numerical Problems
4. **INTRODUCTION TO MANAGEMENT ACCOUNTING:** Introduction to Management Accounting, Balance sheet & related concepts, Profit/ Loss account & related concepts, Need, Importance and Limitations of Management Accounting, Difference between Management, Cost & Financial Accounting.
5. **ANALYSIS OF FINANCIAL STATEMENTS:** An overview of Financial Statement Analysis, Objectives, Methods and Importance, Ratio Analysis, Funds Flow Analysis, Cash Flow Analysis, Trend Analysis, Comparative Statement Analysis. Numerical Problems
6. **COST ANALYSIS AND DECISION MAKING:** Marginal, Absorption and Differential Costing, Break Even Analysis & CVP Analysis. Budget, it's meaning & types, Fixed & Flexible Budgets, Preparation of various types of Budgets, viz: Cash Budget, Production Budget, Sales & Revenue Budget Flexible Budget, Standard Costing and Variance Analysis,

TEXT BOOKS: Financial A/c. for Management by Ambrish Gupta (Pearson Education), Accounting for Managers by M.E. Tukaram Rao (New Age) and Management Accounting by S. P. Gupta (Sahitya Bhawan, New Delhi)

REFERENCES BY: 1. I.M. PANDEY

2. S.K. BHATTACHARYA

3. KHAN & JAIN

4. LATEST ANNUAL REPORTS OF LISTED COMPANIES

JOURNALS:

1. "THE MANAGEMENT ACCOUNTANT" (ICMA, LONDON)



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2. “THE CHARTERED

ACCOUNTANT” (ICAI, NEW DELHI)

TA-10

FUNDAMENTALS OF TOURISM

Objectives:

The main objective of this course is to develop a practical prospective on the travel and tourism industry. The knowledge of such will help students understand the intricacies of the travel and tourism industry.

Examination:

Internal Assessment I- 20 marks

Internal Assessment II- 20 marks

End- Semester Examination 60 marks

Course Contents:

1. Introduction: Historical evolution of travel and tourism. Understanding tourism. Definitions of tourism. Models of tourism, Tourism as a system. Types of tourism. Tourist motivators.
2. Classification of tourism and travelers
3. Transportation: History, Types, Various national and international organizations related to transportation.
4. Accommodation: Introduction, Bases of classification, Primary and supplementary accommodation, Ratings, Accommodation related national and international organizations.
5. Social and Economic Benefits of tourism: Benefits, Multiplier Effect, Factors governing the benefits.
6. National and International Organizations related to travel and tourism
7. International conventions held for the development and Planning of travel and tourism
8. National Tourism Acts and National Tourism Policies along with State tourism policies
9. Impact of tourism: Economic impact: Social impact: Environmental impact and political impact.
10. Threats and Obstacles to tourism

Books Recommended:

Tourism & Travel: Concepts and Principles- Dr. Jagmohan Nagi
Tourism Development –Bhatia

References:

Travelers



Outlook Travel

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TA 201:FRENCH LANGUAGE I

Objective of course

1. Our first objective consist of the following:
Linguistic: to learn basic French grammar & vocabulary
Communication: to enable students to introduce oneself & converse spontaneously in given social settings
Civilization: to introduced some aspect of France its people & culture
2. Our second objective is to emphasize & develop four linguistic skills which further enhance the course: (1) Written & Oral expression (2) Written & Oral Comprehension

Story: A spring time in Paris and an adventure in Burgundy.

Lesson 1	meeting and introducing each other
Lesson 2	Striking a friendship
Lesson 3	Expressing one's likes and dislikes
Lesson 4	Expressing agreement and disagreement
Lesson 5	Expressing surprise
Lesson 6	A countryside house
Lesson 7	Lunch at Broussac

Vocabulary

Professions and nationalities
Day to day life and hobbies
Physical and psychological descriptions
Cardinal numbers
Lodging and getting food
Clothes and colors

Grammar

Definite and indefinite articles
Gender and number of nouns and adjectives
Masculine and feminine forms
Interrogative and negative forms
Conjugation of verbs in the present tense
Portative articles
Demonstrative and possessive adjectives

Phonetics

Intonation
Linking words
Oral and nasalized vowel sounds
Intonation
Semi vowels



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Communication

Meeting and getting to know each other
Inviting someone and replying
Describe people
Giving order and expressing obligation
Requesting and ordering

Civilization

Paris: Monuments and public places
The life of four Parisians from different professions
A French region: The Burgundy
Daily life in countryside



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TA 202: Cargo Management

Objective of the course

To enhance the knowledge of tourism students about the cargo movement (Import-Export) and their legal formalities so as to successfully deal cargo along with passengers in all modes of transportation.

Hrs	Contents	Activities
03	I. Introduction of Cargo management Export-Import (a) procedure.	
04	<u>(b) Documentation: Post and pre Export-Import</u> (c) Clearance (d) Bank negotiation of documents (e) Units-100% Export oriented units, free trade zone, Export Processing zones, software technology park, electronic hardware technology park	Exercise
04	II. International commercial terms: Free on board, cost insurance and freight, cost and freight, etc.	Presentation
Class test (I, II)		
03	III. Cargo liabilities and insurance: Marine insurance, general cargo insurance and relevant clauses, Mutual and liability insurance's claims & procedures.	
04	IV. Multimodel transportation: containerization, combined transport, Trade: classification, Problems. Distribution channels, value added chain. Logistic management: classification models	Exercise
03	Physical infrastructure for multimodel transportation, container freight station, dry port	Assignment
03	Packaging, palletization and storage of cargo, handling and transportation of dangerous cargo, storage and ware housing in India	Exercise
Class test (III, IV)		
04	V. Introduction Foreign trade licenses: Duty exemption pass book scheme, Export promotion capital good schemes, special Import license, Duty drawback, Open general license, foreign license authority	Presentation
04	<u>Transport liabilities: multimodel transportation of goods act,</u> <u>Inter model transport state practice, carriage of goods by sea,</u>	Assignment



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	<u>air, waterways and road.</u> Warsaw convention, Hague convention, Hague-visby rule, Hamburg rule	
04	Sea-air cargo, documents in three modes (Airways bill, Railway Receipt, lorry receipts, etc.) General terms (less than container load, full container load, consolidation, freight forwarding, etc.) Electronic data Interchange in Transport management.	Exercise
Class test (v)		

Recommended Reading: EXIM (magazine)



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TA 205: Tourism Product in India

Objective of the course

The main objective of this course is to expose students to the cultural, natural and historical heritage of Indian order to widen their view towards travel and tourism. this knowledge will help them in their future as professionals in travel & tourism trade and make India a popular tourism destination.

Class Exercise

Students will be allotted rigorous assignments and exercises on topics. Students have to submit write-up and/or make presentation on topics as required. They are advised to be regular and pay attention to the environment.

Hour s	Contents	Assignments
02	Defining Tourism Products, their characteristics & types in India	
02	Indian Architecture: Temples, Churches, stupas & mosques-their structure, distinguishing characteristics, examples, their present condition, way & means to improve & promote them	Presentation
02	Indian Classical Music: (I) Vocal- origin, evolution, styles, ragas, gharanas, instruments, festivals& events. (ii) Instrumental- origin, evolution, styles, ragas, gharanas, instruments, festivals& events	Presentation
02	Indian Sculpture & paintings: Origin, history, evolution, characteristics, styles, and examples.	Presentation
02	Dances of India: Classical Dances Folk dances, Dance Drama- history, characteristics of each, dance festival & events, ways & means to promote	Presentation
02	Yoga, Meditation & Ayurved: Yoga-concepts, history asanas, benefits (ii) Ayurved-history, concepts characteristics, uses, centers	Presentation
02	Religion: History, evolution, (i) Hinduism (ii) Buddhism (iii) Jainism (iv) Sikhism (v) Zoroastrianism (vi) Christianity (vii) Islam	Presentation
02	Fairs and Festivals of India	Presentation



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02	Indian Cuisine	Presentation
02	Shopping & Souvenirs	Presentation
02	Beaches of India/ beaches tourism & Island tourism	Presentation
02	Adventure Sports in India / Adventure Tourism	Presentation
02	Wildlife of India: National parks, Sanctuaries, game Reserves- Setup, administration and Management, present state & promotion	Presentation
02	Famous Museums & Art Galleries	Presentation
02	Famous Forts & palaces of India	Presentation
02	Indian Mythology	
01	Sacred Trees of India	
01	Rites, Customs & Rituals	
02	World Heritage Sites in India	Presentation
02	Famous Trains of India: History, Routes, importance	Presentation
02	Eco-tourisms & Rural tourism	Presentation
01	Tribes of India	Presentation

TEXT BOOKS

Tourism product of India- Dr L.C. Gupta & Dr.S. Kasbekar

Recommended Reading

Outlook traveler
Encyclopedia
Reader's Digest

Recommended websites

www.khoj.com
www.yatra.com
www.Indiatravel.com



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BUSINESS ECONOMICS

Objectives:

To Impart Basic Knowledge Of Macro Economics, Which Is Necessary For Management Students.

Course Contents:

1. **Introduction** - Macro Economic analysis, Micro and Macro Economics, goals of macro economic policies, stock and flow variables, exogenous and endogenous variables, and EX- ANTE and EX-POST concepts.
2. **Measurement of Macro Economic Aggregates** - National Income and its variants, Real & Nominal GDP, Measures of national products and methods used, National income and Economic welfare, National income in India, its composition, trend & structural analysis.
3. **National Income Determination** - National income determination models under open and closed economy Aggregate demand and supply, Calculation of multiplier, simple investment multiplier, government expenditure, tax, balanced budget and foreign trade multiplier, Super multiplier, limitations of multiplier.
4. **Consumption & Savings function** - Keynes' psychological law of consumption, Post Keynesian income consumption hypothesis, Trends of consumption and savings in Indian economy.
5. **Investment Function** - Investment, its types, factors affecting investments, MEC and factors affecting MEC, Accelerator principle. Investment trends in Indian economy, measures to stimulate public and private sector investment in India.
6. **Theories of Employment** - Classical theory, Say's law of market, Keynesian theory, overall equilibrium in factor, goods and assets market.
7. **Money and Interest Rates** - Money and its role, measures of demand and supply of money, money multiplier, interest rate and IS- LM framework
8. **Inflation and Deflation** - Types of inflation, Inflationary gap, causes and consequences of inflation, Philips curve, Reflation, Deflation; trends and measurements of inflation in Indian Economy.
9. **Monetary and Fiscal Policies** - Objectives and Instruments of Monetary and Fiscal Policies, Analysis of the policies in Indian Economy.



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10. Basic Macro Economic concepts for Open Economy - Balance of Payments, Current and Capital account, Official reserve account, Balance in BOP, Analysis of India's BOP Position.

11. Business Cycles - Concept and phases of Business cycles, Monetary and Non Monetary theories of business cycles.

Books Recommended:

1. G. Mankiw- Macro Economics
2. Dornbusch & Fischer- Macro Economics, 9th Edition
3. Fred Gothiel – Principals Of Macro Economics
4. Edward Shapiro – Macro Economic Analysis
5. Sunil Bhaduri – Macro Economics
6. M.C. Vaish – Macro Economics

TA 207:Travel agency and Tour Operation Management

Objective of the course

Travel agency & tour operation are integral part of travel & tourism industry without which both the aspects would not be possible. In this the students are required to learn the ropes of the industry in order to facilitate the procedure. Many students are likely to pursue their career in this field and hence it becomes imperative for them to get acquainted with both travel agency & tour operation business.

Class Exercise

Students will be allotted rigorous assignments and exercises on topics. Students have to submit write-up and/or make presentation on topics as required. They are advised to be regular and pay attention to the environment.

Hours	Contents	Assignments
02	Introduction – segments of travel industry, international travel requirements	Assignments
06	Introduction to travel agency & tour operation business, history, types of agencies, types of organization – proprietorship, partnership & corporate, organizational structure	Assignments
06	Starting level agency: Market Research & provision of investment, IATA rules and regulation, IATA requirements and criteria for approval, approvals from various government and non-government bodies like ministry of tourism & transport, ministry of External Affairs, Railways, civil Aviation etc.	Assignments
01	Function of a travel agency: i. Travel information	Assignments



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02	ii.	Documentation: (a) passport- types & requirements (b) Visas- types & requirements	
03	iii.	Accommodation: classification, rates & terms, room categories, room rates categories, reservation.	
10	iv.	Domestic Ticketing: issuance of a ticket, PTA, sales report etc.	
	v.	Cruises: types, procedure	
01	vi.	Rail Travel: Eurail, Britrail etc.	
02	vii.	Product Development: preparation of itineraries, planning & costing	
05	viii.	Client Service	
01	ix.	Tour Operation Techniques	
02			

TEXT BOOKS

Travel Agency & Tour Operation: Jagmohan Negi

TA- 20

FINANCIAL MANAGEMENT

Course Objective:

This course is designed to enhance the understanding of the fundamental concepts of finance with basic focus on basic techniques like time value of Money, Capital Budgeting and the Cost of Capital, Working Capital Management, etc.

Examination

End Semester Examination	60 Marks
Internal Assessment I	20 Marks
Internal Assessment II	20 Marks

Course Contents:

1. FINANCIAL MANAGEMENT: AN INTRODUCTION – Concept and Nature of financial management , Goals of Financial management , Finance function, Scope of Finance. Organization of Finance Function, Relationship of Finance Function with other disciplines.
2. RECEIVABLES MANAGEMENT: Objectives, costs, benefits, Credit policies. Collection policies. Numerical Problems
3. INVENTORY MANAGEMENT: Objectives, cost & benefits of holding Inventory. Techniques: ABC system, EOQ model, Numerical problems
4. CASH MANAGEMENT: Introduction, motives & objectives for holding cash, factors determining cash, Cash Budgeting as management tool, Numerical problems



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5. **WORKING CAPITAL MANAGEMENT:** Introduction, nature & concepts. Determination of financing mix, Determinants of working capital, Estimation and Calculation of Working Capital, Numerical problems
6. **LEVERAGE ANALYSIS:** Concept of Leverage, Operating Leverage, Financial Leverage, and Combine Leverage. Importance of Leverages, Relationship of Leverages with Capital Structure, Numerical problems.
7. **SOURCES OF LONG TERM FUNDS:** Concept, Debt and Equity, Equity and Preference Shares, Debentures, Term Loans, etc. Lease, Hire purchase
8. **CONCEPT & MEASUREMENT OF COST OF CAPITAL:** Introduction, Concept, Definition & Importance, Assumptions, Cost Of Debt, Cost Of Preference, Cost Of Equity, Weighted Average Cost Of Capital. Numerical Problems.
9. **CAPITAL BUDGETING:** Introduction, Importance, Difficulties and kinds of CB Decisions, Concept of Time Value of Money, Discounting and Compounding techniques, Basic Data Requirements- Identifying relevant cash flows, Appraisal Criteria's; DCF and Non DCF Methods for Evaluating Projects, Evaluating Mutually Exclusive and Independent Proposals. Evaluating projects with unequal life, Numerical problems.
10. An introduction to Dividend Policy

Books Recommended:

1. Financial Management by Khan & Jain

Reference Books:

1. Financial Management by I. M. Pandey
2. Fundamental of Financial Management; James C Van Horne & John M Wachowicz, Jr
3. Financial Management Text & Problems by M Y Khan & P K Jain
4. Financial Management: Prasanna Chandra
5. www.economicstimes.com, www.sebi.org.in, www.rbi.org.in



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MBA (TOURISM)

Semester II

(July – Dec. 2008)

TA- Business Communication & Personality Development

Course Objectives

The main objective of this course is to nurture students into well balanced, positive thinking human beings. The values thereof instilled will aim at developing students into professionals who are capable of facing new challenges and coming out the winners.

Examination

End Semester Examination	60 Marks
Pre Mid Term Examination	15 Marks
Mid Term Examination	15 Marks
Internal Evaluation	10 Marks

Course Contents

1. Communication: meaning, nature, definitions, features, processes, models, functions
Objectives of Effective Communication: information, order, advice, suggestions, motivation, persuasion, warning, education, raising morale, conflicts and negotiation, group decision making
2. Dimensions of Communication: Upward, Downward, Lateral/Horizontal, Diagonal, grapevine, consensus



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3. Channels of Communication: Formal, Informal

4. Patterns of Communication

5. Media of Communication: Verbal, Nonverbal

6. Barriers to Effective Communication

7. Listening

8. Interpersonal Communication: Transactional Analysis, Johari Window

9. Business Correspondence: Layout, planning, inquiries and replies, complaints, follow up, circulars, notices, goodwill letters, applications for employment

10. Report Writing, Public Speaking: Speeches and presentations, Interviews, Professional use of the telephone

11. Self Improvement, Developing positive attitudes, Self Motivation, Time Management, Stress management, Modern Manners

Text Books

Business Communication: K.K. Sinha

Business Communication: M. V. Rodrigues

The Art of Effective Communication: Margeison

Suggested Readings

Effective Communciation: Asha Kaul

Managing Time: David Fontana

Managing Stress: David Fontana



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Semester III

(July – Dec. 2008)

TA - 302

Subject- Cargo and Airline management

Course Objective

Aim of the paper is to make students aware of the policies and working of airline industry. Also keep them updated of the latest happening in aviation, government policies, agencies etc.

Examination:

End Semester Examination	60 Marks
Internal Assessment I	20 Marks
Internal Assessment II	20 Marks

Course Contents

1. Introduction-aviation, airline working, history of aviation
2. Airport handling, YMS-CRC, check-in formalities, documentation
3. Abbreviations pertaining to airlines, phonetics, agencies related with aviation
4. Regulatory authorities in aviation- ICAO, IATA, DGCA, AAI- (IAD, NAD)
5. Load and trim sheet basic understanding of weight control
6. Baggage handling-PIR, Lost luggage handling
7. Service control, seat allocation, coupon handling, post flight documentation
8. Special handlings, UM, HUM, YP, WCHC ETC
9. Ramp equipments- trolleys, step, conveyor belt, gpu. Ramp safety and precautions.
10. Air Cargo-AWB, Dangerous goods, capacity and configuration live stocks etc.
11. Aircrafts types, maintenance scheduling
12. Coordination-sales, Accounts, Reservation, ATC etc for flight operation.

Ref Books-

IATA AIRPORT HANDLING MANUAL
FLIGHT SAFETY MANUAL-IATA
AVIATION WEEKLY
JANES WEEKLY



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Semester III

(July – Dec. 2008)

TA – 301b French Language II

Course Objective

Our objective consists of the following:

- A) Linguistic: to learn basic French grammar and vocabulary.
- B) Communication: to enable students to introduce oneself and converse spontaneously in given social settings.
- C) Civilization: to introduce some aspects of France and its people and culture.

Examination

End Semester Examination	60 Marks
Internal Assessment I	20 Marks
Internal Assessment II	20 Marks

Course Contents

1. Inspector Darot's Investigation
2. A Busy Pdg.
3. The Mysterious Disappearance
4. The Investigation Begins
5. The Investigation Continues
6. A Dramatic Turn Of Events

Books: Le Nouveau sans frontiers



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Semester III

(July – Dec. 2008)

TA 304

International Ticketing

Course Objective

This subject will provide the basic skills to enable the students to accurately issue and price the most common type tickets.

Examination

End Semester Examination	60 Marks
Internal Assessment I	20 Marks
Internal Assessment II	20 Marks

Contents

- 1 International City, Airport & Airline Codes
- 2 IATA Geography, Global indicator & Air itinerary
- 3 How to refer OAG flight guide and PAT
minimum connecting time & Flight routing,
- 4 How to see fare. Fare rules & special fares
OAG & PAT book
- 5 Mileage system
MPM, TPM, HIP, Stopovers
- 6 What are International Sales indicators ?
- 7 What is PTA & MCO
- 8 Fare construction
One way, Round Trip, Round the world fares and Mix class journey
Side Trip and open jaw, Back haul check
- 9 Issuance of International Air Ticket,
Manual entry & Automated Ticket Entry
IROE & LCF-calculation. How to make changes in ticket? Reinsurance
of International AIR Tickets. ? Voluntary and Involuntary routings. With and without
changes in fare and how to do Re-routing

Text Book: Tourism and Travel by Dr. Jag Mohan Negi

Recommended Reading: OAG Flight Guide and PAT



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Semester III

(July – Dec. 2008)

TA-310

Consumer Behaviour

Course Objective :

The consumer has become sovereign, a fact which has been recognized by the marketers. The students are explicitly required to acquire knowledge of such in order to develop effective strategies of influence and shape the behavior in order to achieve their organizational targets. The aim of teaching this subject is to acquaint the student with behaviour of rural and urban consumers.

Examination

End Semester Examination	60 Marks
Internal Assessment I	20 Marks
Internal Assessment II	20 Marks

Course Contents:

- 1 Introduction to Consumer Behavior, Definition, Models
- 2 Consumer Research
- 3 Market Segmentation, Targeting & Positioning
- 4 Consumer Needs & Motivation
- 5 Consumer Involvement & Perception: Information and its processing, types of consumer involvement, Perception – process, exposure attention and comprehension, Semiotics
- 6 Consumer Learning: Meaning, Classical conditioning, Operant Conditioning & Behavioral Learning
- 7 Consumer Motivation & Affect: Meaning, concept, types and systems, theories
- 8 Consumer Beliefs, Attitudes & Behaviors: concepts & formation
- 9 Consumer Attitude, Belief & Behavior Change: Decision-making Path,
- 10 Consumer Environment: impact of culture, reference group, family, social class and situational influences of rural and urban consumers
- 11 Consumer Decision Making Process: Problem Recognition & Search, Evaluation & choice, Post acquisition process.

Text Readings:

- 1 Consumer Behaviour By Henry Assael.
- 2 Consumer Behaviour By Shiffman and Kanuk

Suggested Readings:



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- 1 Consumer Behavior – James Engel, Roger Blackwell & Paul Miniard
- 2 Consumer Behavior – Mowen & Minor

TA-307

Hotel Operations & Management

Course objective

Examination

End Semester Examination	60 Marks
Pre Mid Term Examination	15 Marks
Mid Term Examination	15 Marks
Internal Evaluation	10 Marks

Course Contents

1. **Overview of Hotel Industry : brief history – last 70 years, Types of hotels – based on location, facility, size, clientele etc, Role of hotels for growth of Tourism Industry**
2. **Organization of Hotel Operations: Revenue producing departments, Ancillary and supporting departments, Sample organization charts and roles of major designation**
3. Front Office Operations: Layout, Front Office Activities – Reservation, Registration, Information, cash, and Lobby management
Inter-departmental relationship of front office with other department
4. Food & Beverage Operations: Types of F & B Outlets, Types of meals, menus, cuisines, and set-ups, F&B Glossary of terms, Brief introduction about food production methods and equipments
5. Other areas of Hospitality operations: Housekeeping and property management, Marketing and business promotion, Administration and HRD
6. Personality skills required for hospitality operations: Personal hygiene and grooming, Communication and interpersonal skills, Sales and promotional skills
7. Computerization in hotel industry: How computers help to enhance services, Software and packages available for hospitality industry, Networking – how it improves services



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Electronic Commerce For Tourism

Teaching Methods

1. The conceptual understanding through class room studies will be imparted it will emphasized to provide the participation with the skills to cope up with challenges & problems of business decisions,
2. The discussions in the class will be carried out to identify the practice used for various business decision problems. Clarify what is observable and hypothesized as to why certain decision is taken in industry or organization.
3. Cases & discussion will be taken up as scheduled.
4. Project is to be taken up by the students as per guidelines provided.
5. Individual assignment is to be carried out by students.

Class Approach and Student Evaluation

Midterm Exam	40
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Class participation

Will be evaluated on the basis of understanding and using assigned reading and study findings, contributing to insight on analysis and action recommendation for the case or topic being discussed, and taking into account others' inputs. Excessive absence or tardiness from class or other disregard for professional behavior will adversely affect this grade. To get a good grade in participation students must verbally contribute, discuss and raise question in class. Students are encouraged to discuss material for classes & papers, but are individually responsible for all final products including examinations and the case paper. The team project is a team grade. Participation is also influenced by active contribution to the team project.

An Individual Case Study

Papers are to "mimic" regular HBS and IIPS case studies. the papers are to take into account not only the class material to that point, but also the class discussion and insights after the class. Specific criteria will be presented in class during the first two classes. Students will be provided case studies in advance in course pack itself. Students are expected to read and analyze case there own and then discuss in there groups. Submission of written report of case has to be done by group wise before the discussion in class. Details are given below. Groups for case will be declare in class.



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Describe the company's business into 25 words or less.

1. Give industry background: growth, number of firms, major players, etc.
2. Give background of company: age, size, growth, and market.
3. Analyze the porter five forces, SWOT and others relevant framework, only if appropriate
4. Investigate the competitive financial situation; ratio analysis on key operating performance measures (inventory turnover, sales/employee, ROA, etc.) compared to industry values.
5. Discuss key management challenges: today, a few year ago, a few years in the future similar class. What questions would you ask (and how would you answer them)? What would be the learning points?
6. Find major facts related to decision area in the case.
7. Find Issues involved with decision area.
8. Propose solution and strategy for implementation.

Project

Design a project in your favorite functional area that should be based on this module. Preferably project may be based on some data analysis. The objective should be detailed enough to cover all aspects of market research based decision-making. If you need data from secondary source to substantiate objectives and analysis please refer online data base sights as Indiainfoline.com or indiastate.com or any other website. Project report should cover following.

1. Introduction to problem.
2. Review of literature.
3. Objective
4. Marketing decision-making and use of technical for the same.
5. Source of data
6. Procedure for data collection if any
7. Listing of data and presentation of data
8. Justification for selecting analysis tech. And software used
9. Relevant output for analysis.
10. Interpretation of result.
11. Discussion of on above result on the context of objectives.
12. Constraints and assumptions if any

Each group would submit the project report on the **(date)**. Groups for project will be declared in the class later on

Course materials

There is no course pack for the class. All reading will be available online the detailed reading are being assembled now and links identified. Some readings may be added to te syllabus; for some cases area articles about a company will be used in lieu of case- they will be treated the same way.



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Students are expected to visit the websites of all case study & lecture reference companies prior to class discussion.

There are books for the course:

- Frontiers of electronic commerce: Ravi kalakota
- Road map success in ebusiness: Ravi kalakota

Examination and other grading material will not depend on these optional texts. These are listed so that a serious student can obtain additional material relevant to the course subjects. Other texts may be recommended during the semester.

Week of	Topics
[Week 1]	<p style="text-align: center;"><u>Introduction</u></p> <p>Course overview & administration. Scope & content of syllabus. Introduction of Instructor. Discussion of assignment, grading criteria, case paper & exams. Overview of Internet, e-comm. (EM) and e-Biz (EB), as well as other aspects of EC. Review of history of the Internet & EC/EB. role of technology in commerce and strategic systems. Key frameworks for course. Key vocabulary. Introduction to EC language & tools.</p>
[Week 2]	<p style="text-align: center;"><u>EC Sites: business perspective</u></p> <p>Discussion of sites “progressions” and typical sites, relative to a business’ intent and technology implication. The elements of a “business model” as well as the spectrum of EC business models observed will be discussed. Relation of EB/EC to value chains and extended enterprise models.</p>
[Week 3]	<p style="text-align: center;"><u>EC Sites: Technology perspective</u></p> <p>Organizing principle and major network and internet technology components, and ISPs, portals, search engines, and other features. E-comm “language.” Mechanics of creating Web pages and launching them in cyberspace. The technology, software, network connection, and business design will be discussed for several business models.</p>
[Week 4]	<p style="text-align: center;"><u>Model Components: Sell Sides, CRM, and Auctions</u></p>



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	<p>This module will discuss how various companies are positioning them to use EC/EB in their marketing and sales operation. Relevant product suites for these types of operation will be discussed. Customer relationship management (CRM) will also be discussed together with the subject of data mining. Impacts on the channels and distribution chains will also be discussed.</p>
[Week 5]	<p style="text-align: center;"><u>Model components: buy side, SCM, and integration</u></p>
[Week 6]	<p>EC/EB for tourism industry</p>
[Week 7]	<p>Impact of internet on marketing.</p>
[Week 8]	<p style="text-align: center;"><u>EC Business: Linkages with strategy</u></p> <p>How do existing business cope with the establishment of EC in their industries? What steps do mature companies take to create and implements an EC strategy? What factors are in the way? What strategic questions arise and how should they be answered? Various rules of EB Will be discussed and related to performance parameters. Performance metrics for EC/EB will also be discussed. EC/EB business will also be discussed from the shareholder and stock market perspective.</p>
[Week 9]	<p style="text-align: center;"><u>Security and other issues surrounding electronic commerce</u></p> <p>Key issues surrounding EC will be discussed. Specific focus will be on security and "hacker proof" sites, privacy, authentication, and safeguards, hence, a discussion on protection of company system and information by firewalls and security-limited access. Solutions to security problems with various hardware and software configurations will be covered. Protocols and features of EC software such as browsers that allow heightened security will also be discussed.</p>
[Week 10]	<p style="text-align: center;"><u>Knowledge management</u></p>
[Week 11]	<p style="text-align: center;"><u>EC Sites: Design Criteria and Layout</u></p> <p>What factors lead to successful EC sites? What are the various evaluation criteria? How can you become a "destination" site? Several specific areas will also be discussed relative to site design, including collaborative filtering versus structured filtering, search engine bias, and common gateway interfaces (CGI). These factors are particularly instrumental in site functionality and relative success. Aesthetic factors will also be highlighted.</p>
[Week 12]	<p style="text-align: center;"><u>Html & xml</u></p>



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[Week 13]	Html & xml
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End of Syllabus.

RESEARCH METHODOLOGY

Objectives:

1. To familiarize students with different aspects of research in the field of management.
2. To enable the students to understand research methodology and commonly used statistics.
3. To equip the students for conditioning research in the area of management.

Course Contents:

1. Introduction to enquiry /ways to knowing, nature of scientific methods, theory and facts, concepts and constructs, variables.
2. Research questions, selections and statements of problem, review of related literature, writing the objectives of research study, formulation and type of hypothesis, selection of sample.
3. Survey, historical and experimental research, qualitative and quantitative research, tools, types of tools, standardization of tools.
4. Qualitative and quantitative analysis, common statistics; frequency tables, central tendencies, measurement of variability, correlations, parametric and non parametric statistics, level of measurement.
5. Writing a research report: Structure and Organization, language, presentation, etc.

Books Recommended:

1. Kerlinger, F.N: Foundations of behavioral Research, Surjeet Publications, New Delhi, 1983.
2. Gay L R and Diehl, P L: Research methods for Business and Management, Prentice Hall international.
3. Aaker D.A. Kumar V., George S.D: Marketing Research, John Wiley & Sons Inc, 1997



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Semester III

(July – Dec. 2008)

MARKETING STRATEGIES

Course Objective

In today's competitive environment it has become difficult to build an identity for the product/brand in the market. This course aims at developing strategic thinking in students in order for them to successfully position their product/brand in the market and become successful marketing professionals.

Examination:

Examination

End Semester Examination 60 Marks

Internal Assessment I 20 Marks

Internal Assessment II 20 Marks

(2) External Assessment (60 marks)

Teaching Plan

Hrs.	Topic	Assignment
02 hrs.	Introduction to corporate plan, concept of SBU and profit center.	
02 hrs.	Marketing Analysis, SWOT.	
05 hrs.	Framework to improve marketing planning – BCG matrix, market – product grid, GE model.	
02 hrs.	Strategy, Formulation & Implementation.	
02 hrs.	Strategic marketing planning process.	
08 hrs.	Strategies for leaders, followers, nichers and challenges.	
08 hrs.	Product and new product strategies, Branding Strategies.	



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|---------|---------------------------------------|
| 05 hrs. | Pricing Strategies. |
| 04 hrs. | Physical Distribution Strategies. |
| 04 hrs. | Internet as Strategic Marketing tool. |



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MBA (TOURISM)

Semester IV

(January-May 2009)

French Language III

Course Code: TA – 40

Examination

End Semester Examination 60 Marks

Internal Assessment I 20 Marks

Internal Assessment II 20 Marks

(2) External Assessment (60 marks)

Objective of the course

1. Our first objective consists of the following:
Linguistic: to learn basic French grammar and vocabulary.
Communication: to enable students to introduce oneself and converse spontaneously in given social settings.
Civilization: To introduce some aspect of France, its people and culture.
2. our second objective is to emphasize and develop four linguistic skills which further enhance the course : (i) Written and Oral expression (ii) Written and Oral Comprehension.

Story: The Queen of Sands

- | | |
|----------|---------------------|
| Lesson 1 | Coup de theatre |
| Lesson 2 | Plans |
| Lesson 3 | Breakdown |
| Lesson 4 | Discovery |
| Lesson 5 | Conflicts |
| Lesson 6 | Towards the future. |

Vocabulary

Press and Media
Cities and link roads
Weather and Seasons

Grammar

Pronouns "en" and "y"
Relative Pronouns
Conjugation and Superlative forms
Conjugation of verbs in the future, present continuous, recent past.

Phonetics

Intonation
Complex Sounds

Communication

Asking for permission
Forbidding



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Semester IV

(January-May 2009)

Formulating plans

Discussing and debating

Civilization

Administration and regional life

Economical and ecological problems

Traditions and modernity.



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MBA (TOURISM)

Semester IV

(January-May 2009)

Conference and Convention Management

Course Code : TA – 40

Objective of the course

With the increase in demand of conferences and exhibitions, a need for trained professionals for this field has been recognized. This subject aims at preparing students to successfully plan and execute conferences and exhibitions.

Examination

End Semester Examination	60 Marks
Internal Assessment I	20 Marks
Internal Assessment II	20 Marks
(2) External Assessment (60 marks)	

Course Contents

1. Introduction: Conference – sales conference, press conference; Corporate Presentations, Annual General Meetings, Road shows, Product Launch, Exhibitions, Seminars and Symposia
2. History
3. Group History and Analysis
4. Setting the Objectives
5. Budgeting : Projection and Controlling Budget
6. Developing Meeting Plans – Checklist, GANTT, PERT
7. Programming – Agenda and Pattern
8. Determining Space, Destination and Venue
9. Developing and Organizing Meeting Plan
10. On-site Management
11. Post-meeting Evaluation
12. Trade Shows:
 - (i) Planning – show selection, show location, analysis, pre-show planning etc.



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Semester IV

(January-May 2009)

- (ii) Co-coordinating show
- (iii) Marketing
- (iv) Post show follow up.

Text Books

The Complete Conference Organizers Handbook: Robin O'Connor

How to get the most out of Trade Shows: Steve Miller

Recommended and Suggested Readings

Students are advised to search current material and cases on the internet. the sites can be accessed through the search engine – www.google.com or www.altavista.com



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MBA (TOURISM)

Semester IV

(January-May 2009)

ENTREPRENEURSHIP

Course Code : TA – 40

Examination

End Semester Examination	60 Marks
Internal Assessment I	20 Marks
Internal Assessment II	20 Marks
(2) External Assessment (60 marks)	

COURSE CONTENTS

1. Entrepreneurship : An Introduction

- The concept of Entrepreneurship
- The introduction and concept of Entrepreneur
- Characteristics of an Entrepreneur
- Functions of an Entrepreneur

2. Entrepreneurship and its environment

- External Market, Economy, Political & Legal, Technology, Social & Cultural.
- Internal Materials, Machines & Equipments, Processes, Capital Labors.

3. Problems and Challenges of Organizations / Enterprises

- Economic (Capital, material and Labor)
- Non-economic (Social, Political and Personal).

4. Project Planning

- Steps in business planning.
- Formulation of Business Plan.

5. Financial Management Issues

- Financial requirement and its planning.



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Semester IV

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- Balance Sheet and Income Statement.
- Determination of cost.
- Cost-Volume-Profit Analysis.

6. Marketing Management Issues

- Functions of Marketing.
- Concept of Product Life Cycle.
- Issues related to Product & its design, Distribution, Promotion, Price.

7. Operations Management Issues

- Location / Layout / Capacity Planning.
- Inventory management.
- Quality Management.

8. Human Resource Management Issues

- HR Planning, Recruitment & Selection, Training & Development, performance Appraisal, Motivation, Compensation & Rewards.
- Relevant Labor Laws.

9. Legal Issues

- Patents
- Copyrights
- Trademarks.



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Semester IV

(January-May 2009)

SERVICE MARKETING

Course Code : TA – 40

Course Objective

The objectives of the course are to expose students to the nature of service markets and develop ability to help them apply marketing concepts in these markets.

Course Contents

S.No.	Topics
1	Service : Service sector and Economics growth, service concept, characteristics and classification of services, challenges in service marketing.
1	Strategic Issues in service marketing: Segmentation Differentiation and Positioning of services.
3	Marketing Mix in service Marketing: Product, Price, Place promotion, people, physical evidence and process decisions.
4	Designing a service strategy: Service management process, internal, external and interactive marketing strategies.
5	Managing service quality and productivity: Concepts, Dimensions and process; service quality Models (Gronnos and Parsuraman) application and limitations, productivity in services.
6	Applications of service Marketing : Marketing of financial, Hospital, Health, Educational and Professional services, marketing for Non Profit Organizations and NGO's.
7	CASE STUDIES

Text readings

1. Christopher H. Lovelock, "**Service Marketing**" New Delhi: Prentice Hall of India, 3rd Edn., 1996.

Suggested reading

1. Ravi Shankar, "**Service Marketing**", New Delhi, Global Press, 2nd Edn., 1998.

Course Code : TA – 40

Foreign Exchange Management



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Course Objective:

This course will provide students an opportunity to understand the travel and tourism industry and prepare them to face challenges on the industry. This course in particular provides an insight into the foreign exchange involved in the various tourism related activities.

Evaluation Scheme:

- (1) Internal Assessment (40 marks) :
 - (a) Test 1-15 marks
 - (b) Test 2 – 15 marks
 - (c) Assignment, Attendance and class participation 10 marks.
- (2) External Assessment (60 marks)

Course Description:

- 02 Theory of Foreign Exchange: Meaning & Need of Foreign Exchange, International Monetary System. International Forex Market, Risks.
02. Balance of Payment, Forex Reserves, Currency convertibility – Partial & full.
- 04 Indian Forex Market : Retail market, wholesale market and their activities. Administration of Forex, Market, Role of FEMA, RBI & FEDAI, Exchange Control, ADs & AMCs.
- 12 Exchange Rate Mechanism: Factors affecting Exchange Rate. Types of Quotation. Different types of rates quoted by ADs and their application. Forecasting exchange rates. Numerical problems on exchange rates.
- 04 Exchange Risk Management : Hedging through Forwards, Options. Swaps and Futures.
- 10 Finance of Foreign Trade: Export Finance and Import Finance. Factoring and Forfeiting.
- 03 International Institutions and Organization IMF, IBRD. ADB, ICC, ACU.
- 03 Trends in Forex Market: Concept of GDR, VDR Foreign Bonds & Euro Bonds. 1: FCNR (B) RIC & accounts.

TA - 401
Human Resource Management

Course Objective

The course objective is to help the students help understanding of the dimensions of the management of Human Resource with particular reference to human resource management



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Semester IV

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policies and practices in India. Efforts will also be directed towards developing communication and decision making skills through case discussions, group discussion, role playing , presentation and live and theoretical projects and assignments.

Examination

End Semester Examination	60 Marks
Pre Mid Term Examination	15 Marks
Mid Term Examination	15 Marks
Internal Evaluation	10 Marks

Course Contents

1. INTRODUCTION TO HRM: Concept, Functions of HRM
2. HRM PLANNING: Manpower Planning, Job Analysis, Job Description & Job Specification
3. PERSONNEL POLICIES: Objective, Need, Essentials, Principles of Personnel, Policies, Formulation & Implementation of Personnel Policies
4. STAFFING PROCESS: Recruitment & Selection Process, Placement & Induction in Organization.
5. WAGE & SALARY ADMIN.: Designing & Administering the Wage & Salary Structures, Incentives & Fringe Benefits
6. APPRAISING HR: Performance & Potential Appraisals, Meaning, Concept, Methods & 360 Degree Appraisal System.
7. DEVELOPING THE HR: Training & Development of Employees, Need Steps In Training Program, Training Techniques
8. EXECUTIVE DEVELOPMENT: Purpose, Objective & Components of Executive Development Program and Transactional Analysis.
9. TRENDS IN HRM: Latest Trends In HRM

Text Readings

1. Personnel Management- Stephen Robbins.
2. Principles of personnel management – Edwin Flippo
3. Human Resource Management – Dr. C.B. Gupta
4. Personnel Management - Arun Monappa and Mirza S. Saiyadin

Suggested Readings

1. Pigors and Myers- Personnel Administration , McGraw Hill, Kogalusha.
2. Max. S. Wortman- Creative Personnel Management, Allyan & Bacon, 1996.
3. Dale Yoder – Personnel Management and Industrial Relations, Prentice Hall.