

# IITTM

This Handbook contains courses proposed for MBA (Tourism) Programme of Indian Institute of Tourism and Travel Management, an organisation of Ministry of Tourism, Government of India, and Indira Gandhi National Tribal University, Amarkantak.

## Handbook of Courses MBA (Tourism)



## Introduction

1. Master of Business Administration (Tourism) is a joint programme of the Indian Institute of Tourism and Travel Management (IITTM) and IGNTU (Indra Gandhi National Tribal University) Amarkantak

IITTM is an organisation of Ministry of Tourism, Govt. Of India.

IGNTU is a central University established by Ministry of HRD

This programme of IITTM shall focus on **tourism and related contemporary areas**

## Objectives

2. The programme of study aims at preparing graduates for taking up employment in a business organisation, public sector companies or self employment and / or carrying forward their family businesses. The objectives of this programme of study are multiple fold-
  - i. Enable young learners develop a business sense and sensitise them to the nuances of tourism business.
  - ii. Train for managing leisure and other tourism related businesses.
  - iii. Learn principles and practice of tourism and leisure business management with a holistic perspective.
  - iv. The specialisations offered at each centre are targeted towards developing the young managers to excel in their area of operation
  - v. The programmes shall prepare level headed managers/ executives capable of
    - o Handling tours;
    - o Managing events
    - o Raising tourism enterprises to cater to needs and expectations of tourists and other consumers.
    - o Handling cargo and logistic operations

The pedagogy envisages an activity based learning with close partnering with industry leaders.

Accordingly, the programme has a large component of working in real world situations and opportunities of real time experience

## Programme Structure

3. i. This programme is a whole time programme of the Indian Institute of Tourism and Travel Management.

- ii. This is an intensive programme of study of 2 academic sessions.
- iii. The programme shall be divided into four semesters and there shall be an examination at the end of each semester.
- iv. Each semester shall comprise of courses as indicated in approved course structure each of three/ four hours per week equivalent teaching obligation and equal amount of self study. Projects, exercises and assignments are an integral part of the pedagogy.
- v. Programme envisages 6 to 8 weeks summer internship between second and third semesters. There shall be a four month on-the-job training during the fourth semester.

#### **Eligibility**

- 4. Candidates seeking admission to the MBA programme shall be required to possess a bachelor's degree in any discipline of a University or equivalent thereto with at least 50% marks ( 45% in case of SC/ST/PH candidates)

#### **Scheme of instruction**

- 5.
  - i. There shall be four semesters of taught courses including on-the-job training.
  - ii. Total credits for the programmes are equivalent to 32 courses. Each course is of 32-35 hours instruction and equal hours of self study.
  - iii. Each course of 3 to 4 hours duration (per week) is of 100 points. Each of the first three semesters is of 900 marks. The fourth semester is of 700 marks. The total marks for whole programme are 3400. This may be presented as CGPA.

#### **Evaluation**

- 6. Evaluation of student in each course would be as follows unless and otherwise mentioned specifically for a particular course

Internal evaluation	40%
External exam	60%

#### **Internal evaluation**

- 7. Each course shall be continually evaluated in part on the basis of internal assessment by the concerned teacher.

#### **External evaluation**

- 8. There shall be a semester-end external examination of 60 points unless and otherwise mentioned specifically for a particular course. External evaluation will be done by independent external examiner/ evaluator. Activity based courses may be evaluated as per scheme given in syllabus and programme structure.

<b>Practical exercises and trainings</b>	<p>9. Programme shall increasingly depend upon practical exercises and trainings as a part of pedagogy.</p> <p>i. Intervening period between second and third semester shall be used for summer internship for 6-8 weeks in an industrial/business unit.</p> <p>ii. During the fourth semester students shall learn through an On-the-job training.</p> <p>iii. They shall present a term paper in the first semester , seminar in second semester and will make a prepare a study tour report , on –the-job training report and face a comprehensive viva in the fourth semester. Besides students are expected to prepare a summer internship report in the third semester .</p>
<b>Specializations to be offered</b>	<p>10. Each programme shall offer specialisation in the second and third semester</p> <p>Institute however, depending upon its resources, shall decide whether or not to offer a particular specialisation in any academic session.</p>
<b>Attendance</b>	<p>11. Students are expected to put in as much attendance as possible as it is an integral part of learning. A minimal attendance of 75% is mandatory.</p>
<b>Minimum number of classes per week/per paper</b>	<p>12. Each of the courses shall have an obligation normally equal to or equivalent to 3 to 4 hours per week. Chairperson shall organise non-credit course, seminars, syndicated exercises, assignments, study tours, etc. as and when required.</p>
<b>Programme structure</b>	<p>13. Curriculum development is a continuous process. Course structures change in the larger interest of industry, students and profession.</p>

**ON MASTER IN BUSINESS ADMINISTRATION (TOURISM) PROGRAMME OF INDIAN INSTITUTE OF TOURISM AND TRAVEL MANAGEMENT**

Course Code	Nomenclature	Credits	Internal assessment	External assessment	Total points
<b><u>Semester- I</u></b>					
101	Tourism Concepts and linkages	3	40	60	100
102	Management Concepts	3	40	60	100
103	Tourism Geography	3	40	60	100
104	Managerial economics for tourism	3	40	60	100
105	Travel Agency Management and Tour Operations	3	40	60	100
106	Marketing for Tourism	3	40	60	100
107	Tourism products of India	3	40	60	100
108	Communication and soft skills Laboratory	3	40	60	100
109	Term Paper	3	100	--	100
	<b>Total</b>				<b>900</b>
<b><u>Semester- II</u></b>					
201	Human Resources Management	3	40	60	100
202	Accounting and Finance	3	40	60	100
203	Research methods for Tourism	3	40	60	100
204	Foreign Language –I	3	100		100*
205	Elective I	3	40	60	100
206	Elective II	3	40	60	100
207	Elective III	3	40	60	100
208	Elective IV	3	40	60	100
209	Seminar	3	100		100*
	<b>Total</b>				<b>900</b>

**Semester- III**

301	Tourism Policy, Planning and Development (sustainable Tourism )	3	40	60	100
302	Strategy for Tourism destination	3	40	60	100
303	Negotiation and Selling strategies	3	40	60	100
304	Foreign Language	3	100		100*
305	Elective V	3	40	60	100
306	Elective VI	3	40	60	100
307	Elective VII	3	40	60	100
308	E-Tourism and Digital marketing	3	40	60	100
309	Summer Internship Report and Viva – Voce	3	100		100*
<b>Total</b>					<b>900</b>

**Semester- IV**

401	Entrepreneurship and Business Plan Management	3	40	60	100
402	Indigenous Tourism	3	40	60	100
403	On-The-Job Training Report and Viva – Voce	6	100	100	200
404	Study Tour and Viva Voce	3	50	50	100
405	Comprehensive Presentation and Viva Voce	6		200	200
<b>Total</b>					<b>700</b>

**Grand total****3400*****205 - Elective I***

ITN I	Business Travel	3	40	60	100
ITG I	MICE	3	40	60	100
ITB I	Customer relationship management	3	40	60	100
TCN I	MICE	3	40	60	100
TLG I	Event Planning and management	3	40	60	100
TLN I	Event Planning and management	3	40	60	100

TTG I	MICE	3	40	60	100
TTB I	MICE	3	40	60	100
TSG I	MICE	3	40	60	100

**206- -- Elective II**

ITN II	Tourist Behavior and Cross Cultural management	3	40	60	100
ITG II	Tourist Behavior and Cross Cultural management	3	40	60	100
ITB II	Logistics and Supply Chain management	3	40	60	100
TCN II	Logistics and Supply Chain management	3	40	60	100
TLG II	Tourist Behavior and Cross Cultural management	3	40	60	100
TLN II	Tourist Behavior and Cross Cultural management	3	40	60	100
TTG II	Tourist Behavior and Cross Cultural management	3	40	60	100
TTB II	Tourist Behavior and Cross Cultural management	3	40	60	100
TSG II	Tourist Behavior and Cross Cultural management	3	40	60	100

**207 - Elective III**

ITN III	Basics of Adventure and Sports Tourism	3	40	60	100
ITG III	Travel Documentation	3	40	60	100
ITB III	Cargo Management	3	40	60	100
TCN III	Export Import Documentation	3	40	60	100
TLG III	Basics of Adventure and Sports Tourism	3	40	60	100
TLN III	Basics of Adventure and Sports Tourism	3	40	60	100
TTG III	Basics Air Fares and Calculation	3	40	60	100
TTB III	Basic Air Fares and Calculation	3	40	60	100
TSG III	Travel Documentation	3	40	60	100

**208 - Elective IV**

ITN IV	Destination of the world	3	100		100*
ITG IV	Itinerary Planning and Costing	3	40	60	100
ITB IV	Business Law and CSR	3	40	60	100
TCN IV	Itinerary Planning and Costing	3	40	60	100
TLG IV	Aqua-Based Tourism	3	40	60	100

TLN IV	Itineraries of India	3	100		100*
TTG IV	Itinerary Planning and Costing	3	40	60	100
TTB IV	Itinerary Planning and Costing	3	40	60	100
TSG IV	Itinerary Planning and Costing	3	40	60	100

### **305 - Elective V**

ITN V	FOREX Management	3	40	60	100
ITG V	FOREX Management	3	40	60	100
ITB V	FOREX Management	3	40	60	100
TCN V	Cargo Management(air)	3	40	60	100
TLG V	Management of Outdoor Recreation	3	40	60	100
TLN V	Management of Outdoor Recreation	3	40	60	100
TTG V	Airport operation and Management	3	40	60	100
TTB V	Airport operation and Management	3	40	60	100
TSG V	Medical and Wellness Tourism	3	40	60	100

### **306 - Elective VI**

ITN VI	Tour Leadership and Management	3	40	60	100
ITG VI	Tour guiding and Interpretation	3	40	60	100
ITB VI	Dangerous and Live Animal Regulations	3	40	60	100
TCN VI	Cargo management (shipping )	3	40	60	100
TLG VI	Tour guiding and Interpretation	3	40	60	100
TLN VI	Tour guiding and Interpretation	3	40	60	100
TTG VI	Tour guiding and Interpretation	3	40	60	100
TTB VI	Tour guiding and Interpretation	3	40	60	100
TSG VI	Hospitality Services	3	40	60	100

### **307-Elective VII**

ITN VII	Airfare ticketing, CRS and Documentation	3	100		100*
ITG VII	Airfare ticketing	3	40	60	100
ITB VII	EXIM Documentation	3	40	60	100
TCN VII	Airfare Ticketing and Documentation	3	40	60	100



TLG VII	Events logistics and operations	3	40	60	100
TLN VII	Events logistics and operations	3	40	60	100
TTG VII	Computerised Reservation System	3	100		100*
TTB VII	Computerised Reservation System	3	100		100*
TSG VII	Heritage Conservation and management	3	40	60	100

***Papers marked in \* have varied evaluation pattern***

<b>Code of course and semester</b>	101 /Semester I
<b>Name of course</b>	<b>Tourism Concepts and Linkages</b>
<b>Exit Level outcomes</b>	<p>This course shall introduce learner to the basics of tourism phenomenon. The course also highlights the role of tourism as an economic intervention and its significance in economy; course discusses about the constituents of tourism with a global outlook. The course appreciates the socio-economic, environmental impacts of tourism and also focuses on giving the initial ideas of tourism industry linkages. After completing this course the student should be able to:</p> <ol style="list-style-type: none"> <li>1. To realize the interrelationship between tourism and its constituent segments.</li> <li>2. To understand the stages of growth &amp; development of Tourism.</li> <li>3. To know various industry linkages through which tourism operates.</li> <li>4. To realize the socio cultural &amp; economic impacts generated out of tourism.</li> <li>5. To realize the functions of various international &amp; National Tourism Organizations and its operations</li> </ol>
<b>Text book/s</b>	<p>Holloway, J. C. (1994). <i>The Business of Tourism</i>, Pitman Publishing, London. "(L)"</p> <p>Swan, Sampad Kumar, and Mishra, Jitendra Mohan (2013). <i>Tourism Principles and Practices</i>, Oxford Higher Education. "(L)"</p> <p>Sharma, K. (2014). <i>Introduction to Tourism Management</i>, Mc Graw Hill Education. New Delhi</p> <p>Roday Sunetra, Biwal Archana and Joshi Vandana. (2013). <i>Tourism Operations and Management</i>, Oxford</p> <p>Negi, Jagmohan (2008) <i>International Tourism &amp; Travel: concepts &amp; principles</i>, S Chand, New Delhi.</p>
<b>Reference books</b>	<p>Medlik, S. (1997). <i>Understanding Tourism</i>, Butterworth Heinemann, Oxford.</p> <p>Hayward, Peter (2000). <i>Leisure and Tourism</i>, Heinemann GNVQ Intermediate, Heinemann Educational Publishers</p>
<b>Unit I</b>	<b>Conceptual framework and development of tourism:</b> Concepts, types of traveler; recreation and leisure; psychographic classification of tourist, classification of Gray's, Plog's and Cohen's; historical development of tourism; Tourism system and its nature, Leiper's model and Keyser model.
<b>Unit II</b>	<b>Tourism infrastructure and linkages:</b> Components of tourism industry; 6A framework in tourism, hospitality services, entertainment and shopping, Tourist transport

services.

<b>Unit III</b>	<b>Tourism market scenario:</b> Forms of tourism; Types of Tourism; Analysis of pattern of growth and profile of International and domestic tourist movements; Tourism Statistics, Types and methods of measurement, Case studies on India Tourism statistics, UNWTO statistics.
<b>Unit IV</b>	<b>Travel motivation and impacts:</b> Travel motivation and types, Tourist Motivation theories of McIntosh, Krapf, Witt and Wright; Impacts of Tourism, Socio- Cultural, Economic, Environment and Political Impacts, Assessment of Impacts , Social Impact Assessment, Environment Impact Assessment and Economic Impact Assessment; Environmental Auditing, Social Auditing, Tourism Satellite Accounting (TSA).
<b>Unit V</b>	<b>Tourism organizations &amp; linkages:</b> Government initiatives in India for tourism development, ITDC, ASI, TFCL; Role of Ministry of Tourism ,Ministry of Civil Aviation & Ministry of Railways in Indian Tourism development; National and International organizations/ associations in Tourism, IATO, TAAI, FHRAI, FAITH , WTO, ICAO and IATA.

<b>Code of course and semester</b>	102/Semester I
<b>Name of course</b>	<b>Management Concepts and Organizational Behaviour</b>
<b>Exit Level outcomes</b>	<p>This is a programme of business management for students of tourism who are expected to contribute to tourism businesses. They must therefore be able to appreciate all subsequent academic inputs in the context of organizing tourism activities as a business. After completing this course the student should be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the role and concept of business</li> <li>2. Appreciate business as a value adding proposition</li> <li>3. Understand how the concept of value is reflected in satisfaction for the customer ( Quality concept)</li> <li>4. Visualize how business organization is modeled</li> <li>5. What is management? The process of management and functional Management</li> <li>6. Understand the concept of organizational behavior, changing scenario of organizations in relation to individual and group behavior in the organizations.</li> </ol>
<b>Text book/s</b>	<p>Griffins, R.W.( 2011). <i>Management</i>, New Delhi: Cengage India Learning Pvt. Ltd.</p> <p>Robbins, S. (2009). <i>Organisational Behaviour</i>. New Delhi: Pearson Education. (L)</p>
<b>Reference books</b>	<p>Luthans, F. (2010). <i>Organizational Behaviour</i>. New Delhi: McGraw Hill Education, Asia.</p> <p>Stoner, Freeman and Gilbert Jr. (2008). <i>Management</i>. New Delhi: Prentice Hall of India. (L)</p> <p>Prasad, L.M.(2014). <i>Organizational Behaviour</i>. New Delhi: Sultan Chand &amp; Sons.</p>
<b>Unit I</b>	<p><b>Introduction to management concepts</b></p> <p><b>Management:</b> Managing a business- Nature, meaning and significance of management; managerial processes, functions, skills, and roles in organisation;</p> <p><b>Functions:</b> Overview of functions of planning, organising, directing and controlling; Social responsibility of business.</p>
<b>Unit II</b>	<p><b>Introduction to concept of value in business</b></p> <p>Concept of value, business as value creator, role of business; creation of value and customer satisfaction; concept of quality, service quality and TQM</p>

<b>Unit III</b>	<b>Introduction to organizational behavior- concepts and approaches</b> Concept of Organization and role of Managers in an Organization. Concept of Organization Behavior (OB), challenges and opportunities for OB. Approaches to OB: Classical, Neo Classical, Modern and OB models.
<b>Unit IV</b>	<b>Understanding and managing individual behaviour</b> Personality, perception values, attitude, learning, work motivation, individual decision making and problem solving.
<b>Unit V</b>	<b>Understanding and managing group processes</b> Interpersonal and group dynamics, group communication; application of emotional intelligence in organisation; leadership and influence process; conflict management.

<b>Code of course and semester</b>	103/ Semester I
<b>Name of course</b>	<b>Tourism Geography</b>
<b>Exit Level outcomes</b>	Geography is the basic edifice of tourism. The knowledge of geography shall give an extra edge to the students in designing the itineraries for the travelers, suggesting them various destinations to the clients for their travel etc. Knowledge of geography shall provide an insight to the students about the destinations of the world; their climates, physiographic etc. The study shall enable the students to relate the application of geography in tourism.
<b>Text book/s</b>	Lew, A., Hall, C.M. and Timothy, D. (2008). <i>World Geography of Travel and Tourism</i> . Oxford/ Burlington: Butterworth-Heinemann (L)  Shackley, Myra (2006). <i>Atlas of Travel and Tourism Development</i> . Burlington: Butterworth-Heinemann
<b>Reference books</b>	Williams, Stephen (2009). <i>Tourism Geography- A New Synthesis</i> . New York: Routledge.  Boniface, B. and Cooper, C. (2009). <i>Worldwide Destinations: The Geography of Travel and Tourism</i> . UK: Elsevier Ltd.  Burton, Rosemary (2005). <i>The Geography of Travel and Tourism</i> . UK: Pearson Education Ltd.  Other material: Encyclopaedia of World Geography Travel Information Manual, IATA, Netherlands, 2009. World Atlas.
<b>Unit I</b>	<b>Introduction:</b> Importance of geography in tourism; Geography and tourism and its relationships; Latitudes and Longitudes; Greenwich Mean Time, Time zones & Time differences; International Date Line; Time calculation; Elements of weather and climate; Climatic regions of the world in brief; Impact of weather and climate on tourists and destinations.
<b>Unit II</b>	<b>World geography- Europe and America:</b> Physical and political features of North America, South America, Central America, Caribbean and Europe with map reading and practical exercise; Major countries and their capitals.
<b>Unit III</b>	<b>World geography- Africa, Asia and Oceania:</b> Physical and political features of Africa, Asia (North Asia, South Asia, South East Asia, Middle East, Far East Asia) and Oceania with map reading and practical exercise, Major countries and their capitals.
<b>Unit IV</b>	<b>Indian geography:</b> Physical and political features of India; Climatic conditions in India The States & Capitals; Map reading and practical exercise.

## Unit V

**Aviation geography:** Factors affecting global and regional tourist movements; Leiper's tourism system; IATA Traffic Conferences/Areas; Familiarization with important Airlines; Major Airport hubs of the world; Coding and decoding of country, city, airline and airports.

<b>Code of course and semester</b>	104/ Semester I
<b>Name of course</b>	<b>Managerial Economics For Tourism</b>
<b>Exit Level outcomes</b>	Fundamental to any business is economics. This course is about making economic sense out of business practices and policies. Learners would be exposed to principles of economics and also how they can be applied to tourism businesses.
<b>Text book/s</b>	Ronila Chawla, (2004). <i>Economics of Tourism &amp; Devpt.</i> ,New Delhi: Sonali Publications Peterson, H.C. & Lewis,W.C., <i>Managerial Economics</i> , New Delhi: Prentice Hall (India) Dholakia RH & Oza. A.L., <i>Micro Economics for Management students</i> , New Delhi: Oxford University Press Varshney, R. L. & Maheswari K L,(2004) <i>Managerial Economics</i> , New Delhi: Sultan Chand Maddala, (2004) <i>Microeconomics</i> , New Delhi: TMH,
<b>Reference books</b>	Tribe, John (2004). <i>The Economics of Recreation, Leisure and Tourism</i> (4/e). Burlington: Elsevier Maier, M.H. and Nelson, J.A. (2007). <i>Introducing Economics- A Critical Guide for Teaching</i> . New York: M.E. Sharpe Inc.
<b>Unit I</b>	<b>Managerial economics:</b> Nature and scope of managerial economics; Role of Managerial Economics ; Managerial Economics for Tourism- Scope
<b>Unit II</b>	<b>Demand and supply analysis:</b> Theory and Law of Demand -Types of tourism demand, determinants of tourism demand, Measurement of tourism demand; Demand Elasticity; Demand forecasting in tourism; Theory and Law of supply.
<b>Unit III</b>	<b>Cost concepts:</b> Types of cost, cost curves, Revenue- Types, Pricing- Types of Pricing, Pricing of tourism products; Breakeven Analysis- Definition, Determination of Breakeven point, Significance; Market structure: Definition, Types, Price determination in different market Structures; Relevance of cost, revenue in Tourism
<b>Unit IV</b>	<b>Macro economics:</b> Concept of National Income, Aggregates and Measurement of National Income-Consumption and Investment function, Determination of National Income- Tourism and National income; Inflation- Definition, Types, Effect of Inflation on Tourism; Balance Of Payment- Definition, Balance of Payment Disequilibrium, causes and Effect of Disequilibrium- Methods of correcting Disequilibrium, Tourism in Balance of Payment Accounting; Economic Transition in India- Globalization and Tourism-



## Unit V

Globalization and Indian Tourism; Government's Role in Tourism

**Macro economy and tourism industry:** Economic Impact- Assessment and Methods of Measuring Economic Impact, Displacement effect, Multiplier Model; Socio -Cultural Impact; Environmental Impact.

**Case Studies:** Tourism and Local Economic Development, Evaluation of Tourism Projects – Cost Benefit Analysis, Recent Monetary Policy and Fiscal Policy and its implications on Tourism

<b>Code of course and semester</b>	105/ Semester I
<b>Name of course</b>	<b>Travel Agency Management and Tour Operations</b>
<b>Exit Level outcomes</b>	<p>After completing this course the student should be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the nature, structure and working of the Tourism Industry.</li> <li>2. Explains functional differences between travels agent and tour operators.</li> <li>3. The range of services provided by each of them and, highlights the intricacies involved in tourist services.</li> <li>4. Recent trends and changes in travel agencies and tour operations.</li> </ol>
<b>Text book/s</b>	<p>Chand, Mohinder (2009). <i>Travel Agency Management- An Introductory Text</i>, 2/e. New Delhi: Anmol Publications Pvt. Ltd. (L)</p> <p>Stevens, L. (1990). <i>Guide to Starting and Operating a Successful Travel Agency</i>. New York: Delmar Publishers Inc. (L)</p> <p>Negi, Jagmohan (1998). <i>Travel Agency and Tour Operation- Concepts and Principles</i>. New Delhi: Kanishka Publishers, Distributors. (L)</p> <p>Gee, Chuck and Makens, Y.(2000). <i>Professional Travel Agency Management</i>, New York: Prentice Hall (L).</p>
<b>Reference books</b>	<p>Syratt, Gwenda and Archer, Jane (2003). <i>Manual of Travel Agency Practice</i>, 3/e. Burlington: Butterworth-Heinemann. (L)</p> <p>Saffery Alan, Morgan, Michelle and Tulga, Otgonbaatar (2007). <i>The Business of Inbound Tour Operators</i>. USAID</p>

<b>Unit I</b>	<b>Introduction to travel intermediaries:</b> Travel and tourism industry structure and the travel Intermediaries; Travel Agency and Tour Operator-definition and differentiation, types, and importance; historical growth and development of travel intermediaries; linkages of travel intermediaries, career ladder in travel intermediaries; organisation structure and departmentation of large-scale and small scale travel intermediary. The future role of travel intermediaries.
<b>Unit II</b>	<b>Tour operations:</b> Major functions of tour operator i.e tour package formulation - pre-tour management, tour operations and post-tour management; designing and printing of tour brochure. Tour package marketing and promotion. Source of income of tour operator. The social responsibility of tour operators.
<b>Unit III</b>	<b>Travel and tourism retailing:</b> Functions of a standard travel agency- travel information and counselling; reservation; ticketing; immigration related services- passport; visa;

health regulations; currency regulations; baggage rules; travel Insurance etc.

**Travel agency as handling agencies:** Criteria for the selection of a handling agency in India; source of income- commission, service charges and mark up on tours. Space selling.

#### **Unit IV**

**Setting up of travel agency and tour operations and their approval:** Business setting procedure and process; type of organization to be incepted i.e., proprietorship, partnership, private, franchise; approval from Ministry of Tourism and IATA; various incentives available to travel trade in India.

#### **Unit V**

**Understanding the role of Govt. and other organizations in travel and trade:** Roles and contribution of PATA, ASTA, TAAI, IATO, ATAOL, ADTOI; selected case studies of Thomas Cook, Cox and Kings Ltd., Make My Trip.com, Le Passage to India and Southern Travels Pvt. Ltd.

<b>Code of course and semester</b>	106/ Semester I
<b>Name of course</b>	<b>Marketing for Tourism</b>
<b>Exit Level outcomes</b>	Marketing is the core of any business activity today. It is therefore important for a manager to understand the concepts of marketing and refer to same in managing, planning and controlling. The objective of this course is to acquaint the participants with concepts and techniques used in marketing both at micro and macro levels.
<b>Text book/s</b>	Chaudhary, Manjula (2010). <i>Tourism Marketing</i> . New Delhi: Oxford University Press. (L) Chowdhary, Nimit and Prakash, Monika (2005). <i>A Textbook of Marketing of Services</i> . New Delhi: Macmillan India Limited. (L) Dasgupta, Devashish (2010). <i>Tourism Marketing</i> . New Delhi: Pearson Education. (L)
<b>Reference books</b>	Middleton, Victor (2001). <i>Marketing in Travel and Tourism, 3/e</i> . New Delhi: Butterworth-Heinemann. (L) Kotler, Philip, Bowen, John and Makens James (2009). <i>Marketing for Hospitality and Tourism</i> . New Delhi: Prentice Hall/ Pearson Education. (L)
<b>Unit I</b>	<b>Marketing:</b> Introduction to marketing and its role in competitive business. Tourism marketing: its uniqueness. Marketing of services and its special features. Service marketing- Characteristics of services, SERVQUAL, Qualifying and vantage factors, service triangle
<b>Unit II</b>	<b>Market targeting:</b> Concept of market segmentation, targeting and positioning. Types of markets in tourism. Tourist behaviour and its types. Marketing mix for tourism.
<b>Unit III</b>	<b>Product and service issues:</b> Nature and type of tourism product. Managing the tourism product. Product / service decisions and product formulation, New product development; Branding and packaging decisions. Tourist destination life cycle
<b>Unit IV</b>	<b>Pricing, Place and promotion strategy:</b> Pricing policies and practices; Place (Service logistics): Distribution channels in travel and tourism. The meaning and importance of integrated marketing communication approach; Promotional mix
<b>Unit V</b>	<b>Process, People &amp; Physical evidence:</b> Process- service blueprinting; Physical evidence- roles of physical evidence, dominant and peripheral goods as physical evidence; Managing People and internal marketing- internal marketing at a destination

<b>Code of course and semester</b>	107 / Semester I
<b>Name of course</b>	<b>Tourism Products of India</b>
<b>Exit Level outcomes</b>	A thorough knowledge about the various product offered in tourism is a must for a tourism professional who shall be, in the future involved in providing services to the Tourists particularly in the sales and marketing of the tourism product.
<b>Text book/s</b>	<p>Babu, K. Vijaya and Jayaprakashnarayana, G. (2014) <i>Tourism in India</i>, Hyderabad: Zenon Academic Publishing</p> <p>Jacob, A. Joseph, S. and Philip A.(2007) <i>Indian Tourism Products</i> , New Delhi: Abhijeet Publications</p> <p>Gupta, SP, Lal. K, and Bhattacharya, M. (2002): <i>Cultural Tourism in India</i> ,New Delhi: DK Print</p>
<b>Reference books</b>	<p>Basham, A L (2004), <i>The Wonder that was India</i> , Picador(L) Basham, A L (2007), <i>A Cultural History of India</i>, Oxford University Press.</p> <p>Bezbaruah, M P (2003), <i>Fairs and Festivals of India</i> ( Vol 1-5),New Delhi : Gyan Publishing House</p> <p>Brown, Percy , <i>Indian Architecture ( Buddhist and Hindu)</i> Brown, Percy , <i>Indian Architecture (Islamic Period)</i></p> <p>Narayan, Shovana (2005), <i>Indian Classical Dances</i>, Gurgaon: Shubhi Publication</p> <p>O'Brien, C. (2013), <i>Food Guide to India</i>, Penguin Books,</p> <p>Punja, S (1990) , <i>Museums of India</i>, Hong Kong: Odyssey Guides</p> <p>Punja, S , <i>Great Monuments of India</i>, Hong Kong: Odyssey Guides</p> <p>Dixit, Manoj and Yadav, Charu Sheela (2006): <i>Tourism in India</i>, Lucknow: New Royal Publisher</p>
<b>Unit I</b>	<p><b>Introduction &amp; heritage tourism</b></p> <p>Tourism Products: Definition, Concept, Characteristics and Classification; difference between tourism resources and products; Heritage: Meaning, Types of Heritage Tourism, Heritage Management Organizations – UNESCO, ICOMOS, ASI, INTACH;</p>
<b>Unit II</b>	<p><b>Architecture &amp; religion</b></p> <p>Architectural Heritage of India; glimpses on the prominent architecture style flourished in different period; Different style of architecture in India: Rock-cut architecture, Buddhist architecture, Hindu temple architecture, Indo- Islamic architecture and Colonial architecture; Popular religious centres: Hindu, Buddhist, Jain, Sikh, Muslim &amp; Christian</p>

<b>Unit III</b>	<b>Nature based tourism products</b> Islands & beaches ; Deserts & Hill stations ;Protected areas: Wildlife sanctuaries, national parks & biosphere reserves ; Adventure & Eco- Tourism
<b>Unit IV</b>	<b>Special interest tourism products</b> Performing art of India: classical dances, folk dances and folk culture ; Handicrafts and textiles: important handicraft objects and centres, craft melas, souvenir industry ;Fairs and Festivals: Social, religious and commercial fairs of touristic significance ; Important Museums, art Galleries and Libraries of India
<b>Unit V</b>	<b>Emerging products &amp; cases</b> Emerging: Rural, Gastronomy, Golf, cruise, wine , dark tourism and Wellness Tourism

<b>Code of course and semester</b>	108/ Semester I
<b>Name of course</b>	<b>Communication and Soft Skills Laboratory</b>
<b>Exit Level Outcomes</b>	Interpersonal skills are a key to tourism industry especially for those who will operate in the Front. This is a laboratory designed to hone interpersonal skills of learners through a series of classroom exercises, simulations, etc.
<b>Reference books</b>	<p>Goleman, Daniel. <i>Emotional Intelligence: Why it can matter more than IQ</i></p> <p>Krogerus, Mikael <i>The Decision Book: Fifty Models for Strategic Thinking</i></p> <p>Keith, Ferrazzi <i>Never Eat Alone: And Other Secrets to Success, One Relationship at a Time</i></p>
<b>Unit I</b>	<p><b>Functional English-</b> Responding appropriately and relevantly using right body language – Role play in different situations.</p> <p><b>Listening</b> – Good and bad listening, types, listening to lectures, TV/radio/Ted talk/podcast.</p> <p><b>Reading-</b> levels, types, techniques-skimming, scanning, SQ3R reading strategy</p>
<b>Unit II</b>	<p><b>Non Verbal Communication-</b> Importance and types- Facial expression, Posture, Gestures, dressing, eye contact, Etiquettes &amp; Manners.</p> <p><b>Writing Skills-</b> Preparing professional resume and Covering letter- dos and don'ts, Report Writing, Formal Communication through Emails &amp; Social Media.</p>
<b>Unit III</b>	<p><b>Group discussion</b> – dynamics, intervention, summarizing, modulation of voice, body language, relevance, fluency and coherence.</p> <p><b>Interview Skills</b> – concept and process, pre-interview planning, opening strategies, answering strategies, interview through tele and video-conferencing.</p> <p><b>Presentation Skills-</b> Elements of effective presentation, structure, tools, Voice modulation, Audience analysis and Body language.</p>
<b>Unit IV</b>	<p><b>Self-Management-</b> evaluation, discipline, criticism, awareness. Managing ego, emotions and Pride.</p> <p><b>Motivation-</b> techniques, idealizing.</p> <p>Effective Career planning.</p>

## Unit V

**Time, stress and conflict management techniques-** Quality/Productive time management, stress inoculation trainings, game plays ; Leadership traits ; Interpersonal relations- Importance, positive attitude, empathizing, mutuality, trust and emotional bonding. Group Dynamics & Team building; Concept of Multiple intelligence- Emotional Quotient, Spiritual quotient



<b>Code of course and semester</b>	109/ Semester I
<b>Name of course</b>	<b>Term Paper</b>
<b>Exit Level outcomes</b>	<p>On completion of this module, student should be able:</p> <p>To do the exploratory study of contemporary topic he/she is interested in.</p> <p>To get guidance of expert in their respective area.</p> <p>To enhance the students to develop their area of specialization.</p>
<b>Text books/ Reference books</b>	Reference books are to be suggested by supervisor with respect to the topic selected.
<b>Broad Areas</b>	<p>Students are encouraged to develop a Term Paper on an issue of contemporary interest. These may include the following but are not restricted to the given illustrative list:</p> <p>Tourism and forms of tourism, Indian Art and Culture; Indian Monuments; Environment and Tourism; Sustainability and Tourism; History; Heritage; Architecture; Tourism Industry; Travel Writing and Photography; Monument documentation; Monument Management; Responsibility and Ethics in Tourism; Trends in Tourism; Tourism campaigns; Trends in Hospitality; Airlines Industry of India; Contemporary discussions; Failure tourism business models; Successful Tourism Entrepreneurs; Tourism Policy of India; Initiatives of MOT; Off-beat Tourism destinations in India; Destination Management – Individual/collective; Event management etc..</p>
<b>Evaluation</b>	<p>Evaluation would be as follows:</p> <p>Students should submit a hand written manuscript of 10-15 pages about the <b>introduction</b> of the topic during First Internal Exam. They may also submit a compilation of articles/ papers they have referred to. Each student must maintain a file for the purpose. Cover of the file shall carry a log of the student's consultations with his/ her supervisor. (20 points)</p> <p>Second handwritten manuscript of 10-15 pages about <b>current discussions</b> (News paper &amp; Media) on the topic along with the student's analysis of the subject should be submitted during second internal exam. (20 points)</p> <p>Final <b>class presentation</b> (30 points) and viva on their respective topics should be held before final semester examinations. At this stage the students must submit a final formal typed copy of the Term Paper (30 points).</p> <p>Best Manuscript can be selected and kept in the reference section of the library.</p>

<b>Code of course and semester</b>	201/ Semester II
<b>Name of course</b>	<b>Human Resource Management</b>
<b>Exit Level outcomes</b>	The objective of this course is to sensitize students to the various facets of managing people and to create and understanding of various policies and practices of human resource management.
<b>Text book/s</b>	Aswathappa, K. (1997). <i>Human Resources and Personnel Management</i> . New Delhi: Tata McGraw Hill
<b>Reference books</b>	Dessler, G. (2000). <i>Human Resource Management</i> . New Delhi: Prentice Hall of India
<b>Unit I</b>	<b>Introduction:</b> Concept of HRM, need and importance of HRM; Scope of HRM, strategic and functional aspects of HRM; Role of human resource management in a competitive business environment
<b>Unit II</b>	<b>Human Resource Management Process:</b> Human Resource Planning, Job analysis, Employee recruitment and selection, interviews, Induction.
<b>Unit III</b>	<b>Training and development:</b> Identification of training, need and importance of training, techniques of training; Internal mobility
<b>Unit IV</b>	<b>Performance management:</b> Concept of Performance Appraisal, Need and importance of performance appraisal, techniques of performance appraisal, Potential appraisal, Grievance handling and discipline
<b>Unit V</b>	<b>Motivation of employees:</b> Importance of motivation, Contemporary theories of motivation-Needs theory, Two Factor Theory, Achievement Motivation theory, Means of motivating employees- Quality of work life, Participation and Empowering employees

<b>Code of course and semester</b>	202/ Semester II
<b>Name of course</b>	<b>Accounting and Finance</b>
<b>Exit Level outcomes</b>	<p>This course provides an introduction to the fundamentals of accounting and finance and develops an understanding of the strategic roles that financial analysis and finance play in internal management decision-making. After completing this course the student should be able to:</p> <ol style="list-style-type: none"> <li>1. To understand application of fundamental concepts of accounting and financial management in the tourism industry</li> <li>2. To read and understand the components of Income Statement and Balance Sheet</li> <li>3. To perform various financial statement analyses including horizontal and vertical analysis, and financial ratio analysis</li> <li>4. Understand various cost concepts and implement CVP analysis</li> <li>5. To prepare budgets and implement forecasting techniques</li> </ol>
<b>Text book/s</b>	<p>Maheshwari, S.N. (2008). <i>Financial Accounting</i>. New Delhi: Vikas Publication House( L)</p> <p>Chandra, Prasana (2008). <i>Financial Management</i>. New Delhi: Tata McGraw Hill. (L)</p>
<b>Reference books</b>	<p>Pandey I.M. (2004). <i>Financial Management</i>. New Delhi: Vikas Publication House. (L)</p> <p>Khan M.Y. and Jain P.K. (2008). <i>Management Accounting</i>. New Delhi: Tata McGraw Hill (L)</p>
<b>Unit I</b>	<b>Introduction to Accounting:</b> Meaning, importance and scope of financial accounting, management accounting and cost accounting. Accounting standards, concepts and principles.
<b>Unit II</b>	<b>Final Accounts:</b> Preparation of final accounts with adjustments related to Depreciation, Bad debts, prepaid and outstanding expenses, accrued and unearned income, returns.
<b>Unit III</b>	<p><b>Introduction to Cost Accounting</b> - Cost unit and Cost centre; Elements of cost, classification of costs; Cost control; Cost sheet</p> <p><b>Budgeting and Budgetary Control-</b> Functional Budgets, Production Budget, Sales Budget, Cash Budget, Master Budget; Flexible and Fixed Budgets.</p>
<b>Unit IV</b>	<b>Introduction to Financial Management:</b> Meaning, role, scope and importance of Financial Management; Job of the Financial Manager, financial goals, financial control, Organization and objectives of financial function- Managing Working Capital and Controlling cash; Financial statement analysis: ratio analysis, comparative statements, Cash Flow and Fund Flow analysis.

**Unit V**

**Marginal costing and CVP analysis:** Concepts and various decisions related to CVP analysis; **Service costing** : Transport and hotel costing

<b>Code of course and semester</b>	204/ Semester II
<b>Name of course</b>	<b>Research for Tourism</b>
<b>Exit Level outcomes</b>	<p>The purpose of this course is to enable learners conduct business research. This course will introduce the learners to the concepts of research, introduce them to tools and examine some elementary statistical concepts. Having completed this course, learners can use research to investigate problems during their summer internships/ write end of the programme technical essays. There will be inputs on MS Excel/ SPSS/ etc.</p> <p>After completing this course the students should be able to:</p> <ol style="list-style-type: none"> <li>1. Appreciate the importance of research for tourism</li> <li>2. Understand basics concepts of statistics as useful for research</li> <li>3. Understand the basic concepts of research ( theory, variables, hypothesis, etc.) and research design</li> <li>4. Understand tools of data collection like questionnaire ( designing) and case methods</li> <li>5. Understand the application of some basic statistical tools like tests- t-tests, ANOVA, chi-square tests, etc.</li> <li>6. Present results and write a report</li> </ol>
<b>Text book/s</b>	Singh Kultar (2007). <i>Quantitative Social Research Methods</i> . New Delhi: Sage Publication.
<b>Reference books</b>	<p><b>For statistics</b></p> <p>Chandan, J.S. (1998). <i>Statistics for business and economics</i>, New Delhi: Vikas Publishing House Pvt. Ltd.</p> <p><b>For SPSS/ Statistics</b></p> <p>Gaur, A.S. and Gaur, S.S. (2006). <i>Statistical methods for practice and research</i>, New Delhi: Response books.</p> <p><b>For research methods</b></p> <p>Walliman, Nicholas (2006). <i>Social Research Methods</i>. New Delhi: Sage Publications.</p> <p>Brunt, P. (2007). <i>Market Research in Travel and Tourism</i>. UK: Butterworth- Heinmann.</p>
<b>Unit I</b>	<p><b>Foundation of research:</b> Scientific method; research and theory; business research; types and methods of research.</p> <p><b>Preparing for research:</b> Review of literature; planning for research- variables and measurement, hypothesis, concepts and constructs.</p>
<b>Unit II</b>	<b>Doing research:</b> Sampling; definition, types and their importance; type of sampling designs; characteristics of different types of sample designs; sampling size and its determination
<b>Unit III</b>	<b>Data collection:</b> methods of data collection; tools of data collection including

construction of schedules and questionnaires, scales; field-work.

**Unit IV**

**Tools:** Processing and analysis of data; hypothesis testing; introduction to some common statistical tools used in business research (t-test, ANOVA, Chi-square test, etc.)

**Unit V**

**Multivariate tools:** Introduction to multivariate techniques; basic idea about- Factor Analysis, Cluster Analysis, Discriminant Analysis, Conjoint analysis; MDS (only basic idea).

**Report presentation:** Types of report; planning report writing; research report format; documentation- footnotes and bibliography; writing and typing a report.

<b>Code of course &amp; semester</b>	204/Semester II/A
<b>Name of course</b>	Foreign Language -Spanish Language
<b>Exit Level Outcome</b>	This course is designed to help students understand and learn the growing importance of Spanish language in modern world. This course will also help students to analyze and understand cultural considerations as motivators for an effective tourism support and engagements.
<b>Reference books/ materials</b>	To be provided by the instructors
<b>Unit I</b>	Spanish as a Beginner, History & Culture, Spanish reach and population, Opportunities and How it Impacts You! Efficient Learning guide & considerations Salutations & Pronunciations
<b>Unit II</b>	Continuation of Salutations & Pronunciations, Alphabets, Numbers, Audio Exercises Case Example with Class Interaction
<b>Unit III</b>	Introduction to Nouns, Introduction to Verbs, Date and time, Simple Sentences & Vocabulary Interactive AV Demo
<b>Unit IV</b>	Travel Survival Kit-I : Greetings, Modes of Travel and guides, Airport, Taxi, Accommodation, Hotels. Travel Survival Kit-II :Ordering Food, Understanding Addresses, Asking Directions, Shopping.
<b>Unit V</b>	Role Play Exercises with AV Demo Sentence Formations, Writing Small Paragraphs, Letters, emails, Student Leads on key topics Links for further studies

<b>Code of course and semester</b>	204/ Semester II/B
<b>Name of course</b>	<b>Foreign Language - French</b>
<b>Exit Level outcomes</b>	<p><b><u>French for Beginners</u></b></p> <p>The objective of the course is the acquisition of basic comprehension, communication, and writing skills. It aims to provide students a basic understanding of the French language as whole .The overview of this particular course is to give the students exposure of French being used in tourism industry by tourism professionals as a practitioner. The core objectivity of such course for beginners is to create an awareness of the language's structures, and to act as a useful introduction to French and Francophone culture.</p>
<b>Text book/s</b>	<p>Gupta, Vasanthi ., Gupta, Malini, and Ramachandran, Usha , <b><i>Bon Voyage: 1 Method de français l'hôtelier et du tourisme pour les débutants</i></b> , New Delhi : W. R. Goyal</p> <p>Girardet ,Jackey and Cridling, Jean-Marie (Vol 1 )<i>méthodes de français ; Le Nouveau Sans Frontières ,</i></p>
<b>Reference books</b>	<p>Lorousse/Collins Pocket Dictionary (Minimum 40000 Translations)</p> <p>Bhattacharya , S. and Bhalerao Um,a Shashi, <i>French for Hotel Management &amp; Tourism Industry</i> , Frank Bro &amp; CO.</p>
<b>Unit I</b>	<p><b>Introduction of the Language to first time beginner</b></p> <p>Basic introduction of French, The alphabets and their pronunciation, nature and rules of the language , The accents, The Orthographic Signs, the punctuation signs , The numbers in French 0-9 ; Cardinal and ordinal form of number , Greetings</p>
<b>Unit II</b>	<p><b>Basic Vocabularies: (Tourism Based Vocabularies)</b></p> <p>The days of the week, Months, item narration , Gender specification for the things , the country , city name , time , whether, fruits and vegetable names, the family name, body parts , colors , numbers 10-100 gradual learning ,French phonetics , professions ; all the necessary word meaning used in general and specifically by tourism professionals .</p>
<b>Unit III</b>	<p><b>Basic and Introductory Grammar</b></p> <p>The Articles, Plural forms of nouns, Gender (Masculine and feminine forms), Definite articles, indefinite articles, Subject Pronouns, verbs and their types ,Principal and auxiliary verbs in French (être and avoir), Verb's groups : First , Second and third group, rule of making ordinal numbers, verbs conjugation in present participle</p>
<b>Unit IV</b>	<p><b>Sentence and Dialogue framing</b></p>



## Unit V

The Affirmative form of the sentences using first, second and third group verbs(Only Present tense), dialogue and phrases from the text book (Situation 1 -7 ) Chapter 1 from text book, verbs Aller, The negative and interrogative form using all types of verbs,

Tourism and Tourist based vocabulary

**French *culture and self Presentation*** Introduction of France and it's culture and, basic Geo-political-economical introduction of France, French History, French (Tourist) habits and introduction of individual in French, Translations of sentences French to English and English to French.

Verbal French practice session

<b>Code of course and semester</b>	205(ITN I)/ Semester –II
<b>Name of course</b>	<b>Business Travel</b>
<b>Exit level Outcomes</b>	<ol style="list-style-type: none"> <li>1. To acquire an understanding of the role and purpose(s) of Business Travel.</li> <li>2. To acquire an understanding of the techniques and strategies required to plan, implement, conduct and promote successful business travel.</li> </ol>
<b>Main texts</b>	<p>Fenich, George (2008). <i>Meeting, Expositions, Events and Conventions: An Introduction to the Industry</i>, Pearson Education. (L)</p> <p>Swarbrooke, John and Horner, Susan (2001). <i>Business Travel and Tourism</i>. Burlington: Butterworth Heinemann. (L)</p>
<b>Other references</b>	<p>Davidson, Rob and Cope, Beulah (2003). <i>Business Travel: Conferences, Incentive Travel, Exhibitions, Corporate Hospitality, and Corporate Travel</i>. UK: Longman Group.</p> <p>Lang, J.B. (1993). <i>The American Express Guide to Corporate Travel Management</i>. AMACOM</p> <p>Reiff, A. (1994). <i>Introduction to Corporate Travel</i>. Ohio: South-Western Publishing Co.</p>
<b>Unit I</b>	<b>Introduction to Business Travel:</b> Concept; typology; historical development; structure and scale of business travel; relationship between business travel and leisure travel; benefits of business travel; latest trends in business travel.
<b>Unit II</b>	<b>Demand and Supply:</b> Demand for business travel; structure of demand; factors influencing demand; supply side of business travel- buyers, Intermediaries and specialist agencies; suppliers and ancillary services.
<b>Unit III</b>	<b>Sector Overview:</b> Meetings; conferences; trade shows and exhibitions/expositions and incentive tours. Overview of business travel industry in India.
<b>Unit IV</b>	<b>Brief Introduction to Planning and Managing Business Travel:</b> Need analysis and SMART objective; venue selection; budget; transport; accommodation; other support services; sponsors; marketing and promotion; audience; negotiations and contracts; on-site management and administration; evaluation techniques and its importance.
<b>Unit V</b>	<b>Business Travel Ecosystem:</b> Study of functioning of leading organisation in the field of Business Travel like ICPB and ICCA; leading companies in

event management and incentive travel; trade fairs like WTM and ITB; destinations like Frankfurt and Guangzhou. Latest technologies in Business Travel.

<b>Code of Course and Semester</b>	205( ITG I, TCN I, TTG I, TTB I, TSG I)/ Semester- II
<b>Name of Course</b>	<b>MICE</b>
<b>Exit Level Outcomes</b>	The purpose of this course is to give students an overview of the MICE (Meetings, Incentive, Conventions and Events/Exhibitions) sector of the tourism industry. The scope of this course is to familiarize students with an in depth knowledge about the specialized field of "MICE industry" and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events within a MICE context.
<b>Main texts</b>	Fenich ,George G, <i>Meetings, Expositions, Events, and Conventions</i> , India: Pearson Education Inc
<b>Other references</b>	Wagen, L.V.D. and Carlos, B.R.(2008). <i>Event Management</i> . Delhi: Dorling Kindersley Pvt. Ltd.
<b>Unit I</b>	<b>Introduction to MICE:</b> Evolution of MICE in India, Components of MICE, Economical and Social significance of MICE, Elements of MICE –Lodging, Food & Beverage, Transportation (Different types of transportation modalities), Attractions & Entertainment. Introduction to professional meeting planning: Definition, types and roles-associate, corporate, independent, TA's and TO's, Convention visitor Bureaus-functions, structure and funding sources. Meetings, workshops, seminars and conferences; understanding trade fairs and exhibitions; structure of MICE- players in industry.
<b>Unit II</b>	<b>Marketing &amp; Promotion of MICE:</b> Definition of conference, the components of the conference market. The nature of MICE markets and demand for conference facilities, Segmentation, Targeting and Positioning Techniques, Marketing channels, Process of MICE Marketing, The MICE Marketing mix, Sponsorship, Image/Branding, Advertising, Publicity, SWOT Analysis, DMOs and DMCs- their role and support in India.
<b>Unit III</b>	<b>Planning, Organizing, Operations and Logistics:</b> Develop a mission, Creating Meeting objectives, preparing an event proposal, Needs Analysis, Site Selection, Budgetary Concerns-Establish Goals, Identify expenses, Identify Revenue sources & Cost control, planning tools, protocols, Dress codes, Staging, Staffing, Pre-And Post Meeting Management, Registration, Onsite Registration, Evaluation, Logistics planning for MICE, Introduction to Conference facilities in India, Role and functions of ICPB and ICCA. Planning MEEC: Linkages with tourism; travel agency and hotel operations for business travelers.
<b>Unit IV</b>	<b>Risk Management for MICE:</b> Types of Risk-Legal Risk, Operational Risk, Financial Risk and HRM Risk, Technology-Related Risk, Safety and security Risk, Process of Risk Management, Incident Reporting, Standards of Risk Management.
<b>Unit V</b>	<b>Technology &amp; MICE:</b> Video Conferencing and Information Communication Technology (ICT), Factors including ICT affecting future of MICE, The impact of Internet, Virtual Trade Shows, Online Registration, E-Marketing, Pre-planning A/V Equipment, CRT Projector (Cathode Ray Tube), LCD Panel, Teleprompter

<b>Code of course and semester</b>	205(ITBI) / Semester II
<b>Name of course</b>	<b>Customer Relationship Management</b>
<b>Exit Level outcomes</b>	The objective of this course is to equip students with conceptual understanding as well as knowledge pertaining to practical application of critical skills necessary for building and managing partnering relationships with customers and suppliers.
<b>Text book/s</b>	Shainesh.G., Jagdish and Sheth,N.,(2005) <i>Customer Relationship Management Strategic Perspective</i> , Macmillan
<b>Reference books</b>	Kumar,(2007) <i>Customer Relationship Management - A Database Approach</i> , Wiley India
<b>Unit I</b>	<b>Introduction to CRM:</b> Definition and concepts of CRM, Evolution of CRM: Transactional vs Relationship Approach, CRM as a strategic marketing tool
<b>Unit II</b>	<b>Understanding Customers:</b> Customer information database, Customer profile analysis, Customer Perception, Expectations Analysis, Individual and Group customers, Customer life-time value, Profitable customer segments
<b>Unit III</b>	<b>CRM Process:</b> Objectives of a CRM Process, Customer Acquisition Strategies , Customer Retention and preventing Defection, Models of CRM, CRM for business applications
<b>Unit IV</b>	<b>CRM Planning and Implementation:</b> Strategic CRM Planning process, CRM Tools, Analytical and Operational CRM, Role of CRM Managers
<b>Unit V</b>	<b>CRM Trends:</b> e-CRM Solutions, Data Warehousing & Data Mining for CRM, CRM Software packages.

<b>Code of Course and Semester</b>	205 (TLGI, TLNI)/ Semester- II
<b>Name of Course</b>	<b>Event Planning and Management</b>
<b>Exit Level Outcomes</b>	<p>After completing this the students should be able to</p> <ol style="list-style-type: none"> <li>1. Understand the techniques and strategies required to plan an event.</li> <li>2. Understand the importance of event planning</li> <li>3. Have basic knowledge about various responsibilities of event manager.</li> </ol>
<b>Main texts</b>	<p>Robinson, P., Wale, D. &amp; Dickson, G. (2010). <i>Events Managemet</i> 'Ed'. London : CABI</p> <p>Shone, A. and Parry, B.(2008).<i>Successful Event management(2e)</i>. Canada: Cengage learning</p> <p>Hoyle, L.H., CAE and CMP, (2013). <i>Event Marketing</i>. India: Wiley India Pvt Ltd.</p>
<b>Other references</b>	Wagen, L.V.D. and Carlos, B.R.(2008). <i>Event Management</i> . Delhi: Dorling Kindersley Pvt. Ltd.
<b>Unit I</b>	<p><b>Understand event:</b> characteristics, classification of events, reason and need for events, Major event organizations- ICPB, CVB, ICCA.</p> <p><b>Introduction to MICE:</b> components, TA's and TO's as MICE planners. Introduction of PCO</p>
<b>Unit II</b>	<p><b>Event management &amp; planning:</b> introduction, importance. Planning event – determining the event purpose, event goal, understanding event audience – need analysis . Event planning process.</p> <p><b>Event budgeting:</b> introduction &amp; importance. Fixed cost &amp; variable cost, volume profit analysis, break even analysis, making the budget, do's &amp; don'ts of budgeting. Expenditure and revenue considerations of an event</p>
<b>Unit III</b>	<p><b>Event marketing:</b> introduction &amp; objectives of event marketing. Types of media and marketing, pr and its use within event management, product launches / pr events , using media, advertising campaigns , road shows and marketing campaigns, e- marketing.</p> <p><b>Event sponsorships:</b> marketing through a event. Importance of sponsorship – for event organizer, for sponsor, type of sponsorships.</p>
<b>Unit IV</b>	<p><b>Event risk management:</b> introduction, importance, objective of risk management, types - legal risks, physical risks, financial risks, moral and ethical risks. The risk management process</p> <p><b>Event evaluation:</b> its importance and problem areas, performance assessment indicators.</p>
<b>Unit V</b>	<b>Event laws &amp; permissions :</b> permissions required for holding an event, general details, police permissions, traffic police, ambulance, fire brigade, municipal corporation, indian performing rights society(iprs), phonographic performing license, entertainment tax, permissions for open ground events, license for serving liquor ;Waste management & green events

<b>Code of Course and Semester</b>	206 (ITB II, TCN II)
<b>Name of Course</b>	<b>Logistics and Supply Chain Management</b>
<b>Exit Level Outcomes</b>	Basic Understanding of Logistics and Supply Chain concepts.
<b>Main texts</b>	Chopra, S., Meindl, P., Kalra, D.V.(2010), <i>Supply Chain Management: Strategy, Planning and Operations</i> . Pearson ,.
<b>Other references</b>	<p>David Simchi-Levi, Philip Kaminsky (2003), <i>Designing and Managing the Supply Chain: Concepts, Strategies, and Case Studies</i>, 2 nd edition, Graw Hill.</p> <p>Raghuram and Rangaraj, (2003) <i>Logistics and SCM.</i>, Macmillan.</p> <p>Irwin (2001), <i>Strategic Logistics Management</i>, 4 Ed. McGraw .Hill</p> <p>Vinod V Sople, <i>Logistics Management</i> Pearson Education</p> <p>Spear Steven &amp; Bowen H.Kent, Decoding the DNA of the Toyota Production System, Havard business Review, Sept-Oct 1999.</p> <p>Coyle, Bardi and Langley (2003), <i>Thomson the Management of Business Logistics.</i>, 7<sup>th</sup> edition, Thomson Southwestern</p>
<b>Unit I</b>	<b>Logistics and supply chain management:</b> logistics- role, scope, functions and importance – integrated logistics management – concept, importance; types of supply chains and examples; process views of supply chain, supply chain drivers and metrics; strategic, tactical, and operational decisions in supply chain. Supply chain management- functions, significance, differences between logistics and supply chain management; importance of scm in tourism industry; logistics and sc network design: network design in a supply chain, network design in an uncertain environment
<b>Unit II</b>	<b>Planning demand and supply:</b> demand forecasting; managing uncertainty in supply chain- inventory management; MRP, DRP; transportation management, distribution networks; warehousing management, sourcing decisions in supply chain- third and fourth party logistics providers; purchasing and supplier management-sourcing, vender identification, selection, evaluation, development, supplier relationship management
<b>Unit III</b>	<b>Pricing and revenue management:</b> role of pricing and revenue management in a supply chain, pricing and revenue management for multiple customer segments; coordination in a supply chain: bull whip effect, lack of coordination in a supply chain, CPFR; supply chain performance measures
<b>Unit IV</b>	<b>Global logistics and SCM management:</b> international logistics and supply chain management, – importance of logistics and SCM management to international

business; designing global supply chain networks, globalisation and supply chain challenges

#### **Unit V**

**It and scm:** the applications enabling technologies for supporting logistics and supply chain decision role of it in logistics and scm; ERP; impact of internet and e-commerce, internet-enabled supply chains: e-operations, e-marketplaces, e-procurement, e-logistics, e-fulfillment, web services, supply chain automation, and supply chain integration, supply chain performance measurement system

**Case studies:** Green supply chain, Score model, Fisher framework, Hau lee framework, Ford, toyota, dell supply chain



<b>Code of course and semester</b>	207 ( ITN III, TLG III, TLN III)/ II Semester
<b>Name of course</b>	<b>Basic of Adventure and Sports Tourism.</b>
<b>Exit Level Outcomes</b>	The students will know about the various types of adventure/sports and the relation of adventure/sports in tourism industry. This will make them to work and to indulge into new Adventure/Sports Tourism Business.
<b>Main texts</b>	Buckley, Ralf, CAB International 2006, Adventure Tourisms.
<b>Other references</b>	<p>Malik, S.S., 1997, <i>Adventure Tourism</i>, New Delhi: Rahul Publishing.</p> <p>Negi, J. 2001, <i>Adventure Tourism and Sports – Part- I &amp; II</i>, New Delhi : Kanishka Publisers.</p> <p>New Som, D., Moore, S.A., Dowling, R.K. (2004), <i>Natural Area Tourism</i>, New Delhi : Viva Books.</p> <p>Russell Hoyer, Aaron Smith, Hans Westerbeek, and Bob Stewart , <i>Sport Management: Principles and Application</i>.</p> <p>Graham, Stedman., Neirotti, Lisa Delpy and Goldblatt, Joe Jeff <i>The Ultimate Guide to Sports Marketing</i></p> <p>Robinson Leigh <i>Managing Public Sport and Leisure Services</i></p> <p>Westerbeek/Smit ,<i>Managing Sports Facilities and Major Events</i></p>
<b>Unit I</b>	<b>Basic concepts of adventure and adventure tourism:</b> Its element and classifications- land based, air based and water based. Adventure tourism organizations and training institutes in India.
<b>Unit II</b>	<b>Adventure tourism ecology and landscape:</b> island, coral reefs, tropical rain forests, deserts, mountains, sea and river bodies. Scope and Future prospect of Adventure tourism in India.
<b>Unit III</b>	<b>Equipments and clothing requirements</b> for land based, air based and water based activities. Impacts of adventure tourism (environmental, socio-cultural and economic).
<b>Unit IV</b>	<b>An overview of Sports,</b> Sports tourism and sports management, purpose and scope of sports management, career opportunities and sources of employment in sports management.
<b>Unit V</b>	<b>Management of sport events</b> (opening ceremony, closing ceremony, formation of various committees and their responsibilities. Sports marketing and sponsorship. Upcoming sports destination in India.

<b>Code of course &amp; semester</b>	207 ( ITG III, TSG III)/ Semester II
<b>Name of course</b>	<b>Travel Documentation</b>
<b>What is the role of proposed learning in managing businesses?</b>	This module would enlighten the students about different travel formalities and the documents needed for their respective travel. Student would get a vast knowledge and know-how of the present travel industry documentation
<b>Reference books/ materials</b>	To be provided by the instructor
<b>Unit I</b>	<b>Brief introduction to travel documents :</b> Tour Itinerary, Passport, VISA, Entry tickets, Travel Insurance, Immigration and Emigration, Customs and Forex.
<b>Unit II</b>	<b>Passport:</b> Meaning, Definition, Types, Passport Act 1967. Citizenship, NRI, PIO (Person of Indian Origin), Dual Citizenship, Organization issuing passport, Ministry of External Affairs, Regional Passport Offices, Documents required to obtain passport.
<b>Unit III</b>	<b>VISA:</b> Meaning Definition, types of VISA, VISA on Arrival (VoA), e-VISA, Organisations issuing VISA, High Commission, Embassy, Consulate. Inner line permit, Restricted area permit (FRRO), Resident Commissioner
<b>Unit IV</b>	<b>Customs and health regulations:</b> Customs Act, Red channel and Green Channel, Prohibited and restricted articles, Emigration, ECR/ECNR, Immigration. Health Regulation, Yellow fever Vaccination, BCAS – Bureau of Civil Aviation Security. Documents required for special category of Passengers
<b>Unit V</b>	<b>Forex and hospitality:</b> Travel Insurance, Travellers’ Cheques, International Cards, Hotel Vouchers, Scanty Baggage Vouchers, Guest History Form, C-Form, e-tickets, International Rail passes – EURAIL, AMTRACK, BRITRAIL,

<b>Code of course and semester</b>	207(ITB III)/ Semester II
<b>Name of course</b>	<b>CARGO MANAGEMENT</b>
<b>Exit Level Outcomes</b>	Growing international trade calls for an understanding of cargo management and related issues. Study of cargo management is apparent in today's scenario.
<b>Reference books</b>	1. <i>Travel Industry - Chunk, James and Dexter</i> 2. <i>Tack Rule Book</i> 3. <i>OAG and the Air Cargo Tariff both Red and Green</i>

<b>Unit I</b>	<b>Growth and development of air transport industry and freight industry:</b> Relevance and importance of cargo industry, Freedoms of air, Bermuda convention, Chicago Convention, Warsaw Convention Roles and functions of DGCA, IATA and ICAO.
<b>Unit II</b>	<b>World geography:</b> IATA 3 letter codes, time differences, calculations of transportation time/flying time. IATA airlines codes, country codes, city codes, currency codes etc.OAG Air cargo guides, TACT rates & rules.Air craft cargo configuration, capacity familiarization, limitations of weight and special loads.
<b>Unit III</b>	<b>Packaging, marking, labelling:</b> Packaging, marking and labelling of consignment, acceptance of cargo, introduction to airway bill
<b>Unit IV</b>	<b>Cargo rating:</b> Rating of Published tariff-Air Cargo, G.C.R., S.C.R, C.C.R,
<b>Unit V</b>	<b>Unpublished rate:</b> Construction of Unpublished tariff -ADD ON and LCP rate structures.

<b>Code of course &amp; semester</b>	207 (TCN III)/ Semester II
<b>Name of course</b>	<b>Export Import Documentation</b>
<b>What is the role of proposed learning in managing businesses?</b>	Basic Understanding of export and import procedure and Documentation
<b>Reference books/ materials</b>	<p>C. Rama Gopal , <i>Export Import Procedures: Documentation and Logistics</i>, New Age International</p> <p>Francis Cherunilam, <i>International Trade and Export management</i></p> <p>Mahajan ,<i>A Guide on Export Policy Procedure &amp; Documentation</i>, Snow White Publications Pvt. Ltd</p> <p>Kapoor, D. C., <i>Export Management</i> ,Jain Book Depot</p> <p><i>EXIM Policy &amp; Handbook of EXIM Procedure – VOL I &amp; II</i></p> <p>Desai, H.B. <i>Indian shipping Perspectives</i>, Delhi :Anupam Publications,</p>
<b>Unit I</b>	<b>Export procedures and documentation:</b> Types of Exports, Types Of Exporters, Institutional framework for promotion of exports, Legal Framework governing exports, Need for export Procedure and Documentation.
<b>Unit II</b>	<b>Export procedures:</b> Preshipment, shipment and Post shipment Procedures.
<b>Unit III</b>	<b>Export documentation:</b> Mandatory Documents for Export- Commercial and regulatory Documents, Multimodal Transport Documentation
<b>Unit IV</b>	<b>Export incentives:</b> Overview of export incentives-EPCG, Duty drawbacks, duty exemption schemes, tax incentives; Procedures and documentation for availing incentives ; Trading Houses-Export and trading houses schemes – criteria, procedures and documentation; Policy and procedures for EOU/FTZ/EPZ/SEZ units .
<b>Unit V</b>	<b>Import procedure and documentation:</b> Types of Imports, Need for Licensing, Types of Licensing, Import Procedures and Documentation

<b>Code of course and semester</b>	207 (TTB & TTG)
<b>Name of course</b>	<b>Basic Airfre &amp; Calculations</b>
<b>Exit Level Outcomes</b>	This course is about basic aviation geography. The learner will be able to understand the nuances of airline routing, airfare construction and handling ticketing.
<b>Text book/s</b>	Gupta, S.K. (2007). <i>International Airfare and Ticketing- Methods and Techniques</i> . New Delhi: UDH Publishers and Distributors (P) Ltd.
<b>Reference books</b>	Davidoff, D.S. and Davidoff, P.G. (1995). <i>Air Fares and Ticketing</i> . New York: Prentice Hall. Foster, Dennis L. (2010). <i>Reservations and Ticketing with Sabre</i> . London: CreateSpace. Air Traffic Manuals.
<b>Unit I</b>	<b>Introduction to airline industry:</b> a brief history of aviation with special reference to India; freedoms of air and important international conventions like: Warsaw convention, Bermuda convention and Chicago convention. Management of airlines: types of airlines; airlines personnel and revenue earning; airport management, study of aircraft, the aircraft turnaround and the control tower. Airport procedure and travel documentation Latest trends in aviation in India. Problems and prospects of Indian aviation industry.
<b>Unit II</b>	<b>Familiarisation with OAG:</b> 3 letters city code and airport code, airline designated code, minimum connecting time, global indicator; familiarisation with air tariff; currency regulation, NUC conversion factors, general rules; IATA bill settlement plan.
<b>Unit III</b>	<b>Planning itinerary by air:</b> itinerary terms, journeys, fares, country and currency codes, fares and fees; introduction to fare construction, international mileage and routing systems, mileage principles, fare construction with extra mileage allowance (EMA), extra mileage surcharge (EMS).
<b>Unit IV</b>	<b>Special fare calculation:</b> higher intermediary points (HIP); circle trip minimum checks (CTM); backhaul minimum check, add-ons and open jaw, general limitations on indirect travel.
<b>Unit V</b>	<b>Documentation:</b> passport, visa, FRRO, OCI, PAR & RAP, currency regulations, custom regulations, health regulations, immigration formalities at airport for inbound and outbound tourist and timatic.

<b>Code of course and semester</b>	208( ITN IV) / Semester II
<b>Course</b>	<b>Destinations of the World (DoW)</b>
<b>Exit Level Outcomes</b>	<p>This is not a simple course on where is the destination and what is there at the destination. The Course endeavors to instill an understanding of the place in question with respect to demand and supply for tourism, features of the destinations especially its resources, products and cultural norms, access and entry requirements.</p> <p>After completing this course the student should be able to:</p> <ol style="list-style-type: none"> <li>1. Learn about popular global and domestic destinations</li> <li>2. Learn about popular circuits and</li> <li>3. Learn about important service providers and transporters at the destinations</li> <li>4. Prepare itineraries with costing</li> <li>5. Understand how to convert tourist 's idea of holiday into a tour package.</li> </ol> <p>'Activity based learning' is the key pedagogical approach that we use. Learning would be facilitated through presentations, itinerary workshops, acquiring destination specialist certifications, quizzes, etc.</p>

#### **Course Roll Out**

In this course theoretical and practical inputs related with types of itineraries, itinerary preparation and designing process, costing and pricing of itinerary, documentation preparations will be imparted.

The course is a 100 % internally evaluated course. Broadly, the activities assessed in this course are as follows:

<b>Itinerary workshops</b>	Creativity, feasibility and presentation skills will be the main criteria for evaluation of the itinerary presentation. Each itinerary has to be submitted in PowerPoint and a written assignment.	15
<b>Documentation</b>	Hotel Vouchers, Pax Docket, Visa Form and Passport Form will be prepared.	10
<b>Quiz</b>	Four quiz will be organized. Three best scores out of four will be considered. Each quiz is of 15 points	45
<b>Destination specialist certificates</b>	Every learner is strongly advised to complete and acquire as many destination specialist certificates as possible. Each such certificate is worth 4 points. In this category, the learner can earn as many as 20 points.  Learner must engage in these certifications from Semester I itself.	20
<b>Destination</b>	Lectures by embassy tourism desks/ DMCs.	10

<b>specific lectures</b>	Students must attend these lectures. Their participation in these lectures during Sem II and Sem III is worth 10 points.	
<b>Total</b>		100
<b><i>Additional points</i></b>	<i>Learners can make up some points by claiming 3 points per additional Destination Specialist Certification. There will be a capping of 15 points in this category.</i>	

<b>Code of course and semester</b>	208( ITG IV, TCN IV, TTB IV, TTG IV, TSG IV)/ Semester II
<b>Name of course</b>	<b>Itinerary Planning &amp; Costing</b>
<b>Exit Level outcomes</b>	<p>After completing this paper the student should be able to:</p> <ol style="list-style-type: none"> <li>1. Understand type of Itineraries, components and preparation of tour Itineraries- their costing and pricing and marketing strategies.</li> <li>2. Device and develop tour itinerary planning</li> <li>3. Understand the techniques of preparing good Itineraries, and importance of Itineraries for pre-tour operation, tour execution, and post-tour phase.</li> <li>4. Appreciate different tour Itineraries of major tourism industry.</li> </ol>
<b>Text book/s</b>	<p>Bhatia A.K. (2012). <i>The Business of Travel Agency and Tour Operation Management</i>, New Delhi: Sterling Publishers</p> <p>Roday. S, Biwal. A and Joshi. V. (2009). <i>Tourism Operations and Management</i>. New Delhi: Oxford University Press.</p> <p>Chand, Mohinder (2007). <i>Travel Agency Management: An Introductory Text</i>. New Delhi: Anmol publication Pvt. Ltd.</p>
<b>Reference books</b>	<p>Chaudhary, Manjula (2010). <i>Tourism Marketing</i>. New Delhi: Oxford Publication.</p> <p>Foster, D.L. (2010). <i>The Business of Travel Agency Operations and Administration</i>, Singapore: McGraw Hill.</p> <p>Gee, Chuck and Makens, Y.(2000). <i>Professional Travel Agency Management</i>, New York: Prentice Hall.</p> <p>Goeldner, R. and Ritchie. B. (2010). <i>Tourism, Principles, Practices and Philosophies</i>, London: John Wiley &amp; Sons.</p>
<b>Unit I</b>	<b>Introduction to itinerary preparation:</b> concept, need and duration; typology based on individual responsibilities and demand; custom made and readymade, seasonal, product based and all inclusive itineraries, git and fit
<b>Unit II</b>	<b>Planning and preparation:</b> do's and don'ts of itinerary; factors to be considered while preparing an itinerary, steps in developing itineraries; common constraints
<b>Unit III</b>	<b>Tour packaging:</b> definition, types, forms and components of package tour; advantages and disadvantages of package tour; liaisoning and negotiation of package tour; inclusions and exclusions
<b>Unit IV</b>	<b>The panorama of package tour:</b> product oriented package tour: health tourism, yoga, meditation and nature cure, beach holidays-rail tours in India, pilgrim tours; adventure package: soft and hard adventure, concepts and guidelines: desert safaris, mountaineering, skiing, white water rafting, and scuba diving, golf tours,



## Unit V

theme tours and cruise; special interest tours: mice tours, eco and wildlife tours, ethnic tours and architectural tours, farm tours, fairs and festivals, rural tours

**Costing a tour:** meaning, components and considerations; types of costs, cost sheet; fit costing and group costing; differential tariff plan: accommodation cost, transportation cost, meals plan etc.; pricing strategies and distribution mechanism

<b>Code of course and semester</b>	208 (ITB IV) / Semester II
<b>Name of course</b>	<b>Business Law &amp; CSR</b>
<b>Exit Level outcomes</b>	The objective of this course is to orient students about the legal aspects of business & to facilitate a grounding on theory through the understanding of real life situations and cases
<b>Text book/s</b>	Kapoor,N.D., <i>Business Laws</i> , Sultan Chand and Sons. Baxi ,C.V. and Prasad, Ajit , <i>Corporate Social Responsibility</i> , Excel Books
<b>Reference books</b>	Dhandapani,M. V., <i>Business Laws</i> , Sultan Chand and Sons. Gulshan and Kapoor, <i>Business Law</i> , New Age International
<b>Unit I</b>	<b>Introduction to business law:</b> introduction to Indian legal system, law, legal terminology, different legal systems of the world (brief overview), salient features of constitution of India, judiciary, hierarchy of courts
<b>Unit II</b>	<b>Contract act &amp; partnership act</b> : contract, essential elements of contract, void and voidable contract, breach of contract. Partnership act, 1932: definition of partnership, partnership deed, rights and duties of partners, types of partners.
<b>Unit III</b>	<b>Sale of goods act, consumer protection act &amp; companies act</b> : contract of sale, condition and warranties, rights of unpaid seller against the goods, remedies for breach. Consumer protection act, 1986 : aims and objectives, redressal machinery, procedure for complaints ,enforcement of orders and penalties. Companies act, 1956 : nature and definition of a company , kinds of companies, memorandum of association, articles of association, directors : power and duties.
<b>Unit IV</b>	<b>Corporate social responsibility (CSR)</b> : definition, evolution, need for CSR; theoretical perspectives; CSR in historical perspective; corporate responsibility to shareholders versus stakeholders; personal versus social responsibility; stakeholder theory; determinants of social Responsibility of individuals and social groups; role of governance system.
<b>Unit V</b>	<b>Corporate governance</b> : basic theories of corporate governance; emergence of corporate governance code; development of corporate governance code; development of Indian corporate governance.

<b>Code of course and semester</b>	208( TLN IV)/ Semester II
<b>Course</b>	<b>Itineraries of India</b>
<b>Objective of Course</b>	<p>Tourism industry always appreciates individuals who have good knowledge of tourist destinations of India. One of the basic jobs in the industry is to counsel potential customers and help them finalize a destination to visit. Visitors will often have queries regarding the destinations. A good travel professional would be able to empathize with the customers and virtually take them through the destination as if the professional has been to the destination and is conversant with every nook and corner of the destination.</p> <p>The professional during a negotiation/ discussion should appear comfortable with the place and its elements.</p> <p>This course is about making learners aware about the destinations of India. A multipronged learning approach is deployed in this course to discuss India as a destinations and their attractions.</p>
<b>Exit Level Outcomes</b>	<p>The course just not focuses on where is the destination and what is there at the destination, but it endeavors to instill an understanding of the place in question with respect to demand and supply for tourism, features of the destinations in India especially its resources, products and cultural norms.</p> <p>After completing this course the student should be able to:</p> <ol style="list-style-type: none"> <li>1. Learn about popular destinations of India</li> <li>2. Learn about popular circuits of India</li> <li>3. Learn about important service providers and transporters at the destinations</li> <li>4. Prepare itineraries for Indian destinations with costing</li> <li>5. Understand how to convert tourist 's idea of holiday into a tour package.</li> </ol> <p>'Activity based learning' is the key pedagogical approach that we use. Learning would be facilitated through presentations, itinerary workshops, quizzes, etc.</p>

### Course Roll Out

In this course theoretical and practical inputs related with types of itineraries, itinerary preparation and designing process, costing and pricing of itinerary, hotel vouchers and pax docket preparations will be imparted.

The course is a 100 % internally evaluated course. Broadly, the activities assessed in this course are as follows:

<b>Itinerary workshops</b>	Creativity, feasibility and presentation skills will be the main criteria for evaluation of the itinerary presentation. Each itinerary has to be submitted in PowerPoint and a written assignment.	20
<b>Documentation</b>	Student will prepare dummy hotel vouchers, pax docket, costing sheet, passport form etc.	15
<b>Quiz</b>	Four quiz will be organized. Three best scores out of four will be considered. Each quiz is of 15 points	45
<b>New Itinerary Development</b>	Students will develop innovative itineraries for a new attraction, new circuit, new destination in form of a consumable itinerary.	10
<b>Destination specific lectures</b>	Lectures by embassy tourism desks/ DMCs. Students must attend these lectures. Their participation in these lectures during Sem II and Sem III is worth 10 points.	10
<b>Total</b>		100

<b>Code of course and semester</b>	208 (TLG IV)/ Semester II
<b>Name of course</b>	<b>Aqua-based Tourism</b>
<b>Exit Level outcomes</b>	Water has been integral part of the leisure pastime but it has assumed new meanings in the 21 <sup>st</sup> century including in India. The inland, offshore and artificial waterbodies, water-theme parks all have now become focus of leisure and recreation; offering plenty of avenues for employment and entrepreneurship especially SMTE's. This course is structured to enable the student's understanding on the structure and composition of the sector and various opportunities.
<b>Text book/s</b>	Gössling. S, Hall. C.M and Scott. D, (2015), <i>Tourism and Water</i> , Channel View Publications Lukovic, T, (2013) (Edn.), <i>Nautical Tourism</i> , CABI Publishing Downing, R.K, (2006), Eds., <i>Cruise Ship Tourism</i> , CABI Publishing For further reading: Gayle Jennings (2006), <i>Water-Based Tourism, Sport, Leisure, and Recreation Experiences</i> , Butterworth-Heinemann Orams. M, (1999), <i>Marine Tourism: Development, Impacts and Management</i> , Routledge, London
<b>Reference books</b>	Luck, M, (2007) (Ed.), <i>Nautical Tourism: Concepts and Issues</i> , Cognizant Communication Garrod. B and Gössling. S, (2011), (Eds.), <i>New Frontiers in Marine Tourism: Diving Experiences, Sustainability, Management</i> , Taylor & Francis BREA, (2025), <i>Economic Contribution of Cruise Tourism to the Destination Economies, Volume I: Aggregate Analysis</i> , Business Research & Economic Advisors, <a href="http://www.breanet.com">www.breanet.com</a> Ministry of Tourism, (2005), <i>Cruise Tourism Potential &amp; Strategy Study</i> , Government of India
<b>Unit I</b>	<b>Introduction:</b> concepts and principles; history of water-based recreation and tourism; types of water-bodies and recreational opportunities; beach-based leisure pastimes and its spread; factors influencing the sector's growth and expansion; emerging trends in aqua-tourism and its potential.
<b>Unit II</b>	<b>Structure and major forms:</b> components of aqua-tourism industry; offshore and inland; surface-water and under-water; motorized and non-motorised; shoreline recreation; sport fishing (marine and coastal); nautical tourism; maritime tourism; cruise tourism and its potential in india.
<b>Unit III</b>	<b>Aqua-tourism products and entrepreneurship:</b> aqua-tourism product development and its challenges; entrepreneurial characteristics, opportunities and challenges in the sector; setting-up and operation of aqua-tourism business; career opportunities;

participant's behavior and bearing of it on major impacts and its types (case studies of one surface-water, under-water& beach-based each).

**Unit IV**

**Operational and safety infrastructure:** jetties; marinas and its economics; socio-economic impacts of marinas; health and safety issues; risk assessment, strategies and mitigation; major safety equipments and gears; clothing; first aid & CPR

**Unit V**

**Operations and management:** operation and management of boat-clubs; navigational aids- GPS and its usage, map reading; legal and regulatory framework for the business; CZMA and its bearing on off-shore business; major destinations for aqua- tourism in India; case studies on houseboats of Kerala, water-theme parks and scuba dive centers.

<b>Code of course &amp; semester</b>	<b>209/ Semester II</b>
<b>Name of course</b>	<b>Seminar</b>
<b>Exit Level Outcomes</b>	<p>Students will acquire an in-depth knowledge in project proposal management applied to various tourism situations. Live activities and communication sessions will give them an edge towards a fast growing Tourism Industry, not only in India, but with the ability to work and succeed overseas too. After successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>i.) Gain a basic understanding of the seminar in Tourism</li> <li>ii.) Discuss the present situation and issues of the emerging trends of tourism</li> <li>iii.) Conduct discussions or seminars on current situations of the tourism industry</li> <li>iv.) Have a better understanding of the Tourism environment</li> <li>v.) Apply the specific knowledge in professional situations</li> <li>vi.) Acquire the confidence to work in the tourism industry</li> <li>vii.) Create strategic plans to develop tourism and its products, particularly for the local community</li> </ul>
<b>Outline</b>	<p>First the students will have to get approve one of the themes identified by them preferably at the end of the third semester from the faculty of the programme.</p>
<b>Evaluation</b>	<p>Faculty of the programme in consultation with programme chairperson would organize student seminar based on their analysis of a contemporary issue. Presentations will be organized weekly according to a predetermined schedule. A panel of teachers (<i>preferably two</i>) would evaluate the presentations, draft reports and participation out of 100 points. The marks break up is as follows:</p> <ul style="list-style-type: none"> <li>i.) Presentation - 50 points</li> <li>ii.) Attendance - 10 points</li> <li>iii.) Class participation- 10 points</li> <li>iv.) Report / review- 30 points</li> </ul>

<b>Code of course and semester</b>	301/ Semester III
<b>Name of course</b>	<b>Tourism Policy, Planning and Sustainable Development</b>
<b>Exit Level outcomes</b>	<ul style="list-style-type: none"> <li>• To develop an understanding of the basic concepts of tourism policy and planning for public and private sector community;</li> <li>• To understand the tourism policy initiative taken in India;</li> <li>• To understand problems related to tourism development in India;</li> <li>• To understand the importance of sustainable tourism planning &amp; development;</li> <li>• To explore the interrelationships between resource management and tourism planning and development.</li> </ul>
<b>Text book/s</b>	<p>Inskeep, E. (1991), <i>Tourism Planning : An Integrated and Sustainable Development Approach</i>, New York: John Wiley &amp; Sons. (L)</p> <p>Murthy, E.K. (2008). <i>Tourism Planning: Concepts, Approaches &amp; Techniques</i>, New Delhi: ABD Publishers.</p>
<b>Reference books</b>	<p>Edgell, David L and Swanson, J.R. (2013). <i>Tourism Policy and Planning</i>, New York: Routledge.(L)</p> <p>Bezbaruah M.P. <i>Indian Tourism Beyond the Millennium</i>, New Delhi (L)</p> <p>Gunn. Clare A. <i>Tourism Planning</i>, New York :Taylor &amp; Francis. (L)</p> <p>Murphy, Peter E. <i>Tourism : A Community Approach</i>, New York: Methuen.</p> <p>Lindberg, K., Hawkins, D.E. (1993), <i>Ecotourism A Guide for Planners and Managers</i>, North Bennington, Vermont, USA: The Ecotourism Society.</p> <p>Dredge D. and Jenkins, J. (2006). <i>Tourism Planning and Policy</i>, Brisbane: John Wiley &amp; Sons.</p>
<b>Unit I</b>	<p><b>Introduction:</b> Concept, need, objective, institutional framework and the principal lines of public tourism policy; The role of government, public and private sector in formulation of tourism policy; Role of international, national, state and local tourism organisations in carrying out tourism policies.</p> <p>Future World Tourism Policy Issues-safety and security, impact of world's economy on tourism, utilizing e-commerce tools in tourism, emerging tourism markets, quality tourism products and experiences, partnerships and strategic alliances in tourism.</p>
<b>Unit II</b>	<p><b>Policy initiatives in India:</b> Historical background of tourism policy and planning in India- An outline of Sergeant Committee (1945), L.K. Jha Committee (1963), National Tourism Policy (1982), National Action Plan on Tourism (1992), The latest tourism policy of Ministry of Tourism, Govt. of India. Investment opportunities and government policy for investment in hotel/tourism industry. Sources of funding.</p>



- Unit III**      **Tourism planning:** Origin, concept, approaches and process of tourism planning; Techniques of plan formulation; Levels & types of Tourism Planning-International, National, Regional, Development Area Land Use Planning, Facility Site Planning, Facility Design.
- Unit IV**      **Planning for tourism destinations-** objectives, methods, steps and factors influencing planning; Tourism Planning for destinations- Cities, Rural sites, Protected Areas, Beach resorts and Mountain Resorts. Destination life cycle concept and its applicability in planning. Tourism and Five-year Plans in India with special reference to current Five Year Plan. Make in India Initiatives for Tourism.
- Unit V**      **Sustainable tourism planning and development:** Concept and Need of Sustainable Tourism Planning; Environmental and socioeconomic considerations. Tourism Carrying Capacity & Environmental Impact Assessment; Ecotourism planning and development; Design considerations for eco-tourism facilities; Community participation in tourism planning. Sustainable Tourism Criteria and Indicators for India.

<b>Code of course &amp; semester</b>	302/Semester III
<b>Name of course</b>	<b>Strategic Management for Tourism</b>
<b>Exit Level Outcomes</b>	This module helps to understand a number of distinctive characteristics of tourism business. The learners will be familiarized with holistic approach to strategic management, emphasizing the importance of establishing synergies between the external and internal tourism environments. The learners can thereby implying this generic theory which is adapted and applied as per the needs of tourism industry.
<b>Reference book/s</b>	Tribe, John. (2010). <i>Strategy for Tourism</i> . Oxford: Goodfellow Publishers Limited.  Okumus, F., Altinay, L. & Chathoth, P. (2010). <i>Strategic Management for Hospitality and Tourism</i> , UK: Butterworth Heinemann.
<b>Unit I</b>	<b>Introduction to strategy and strategic process:</b> Meaning, process, elements and importance of strategy, Levels of strategic decisions; Vision, Mission and Objectives; Concept of strategic analysis, choice and implementation.
<b>Unit II</b>	<b>Internal and external analysis:</b> Internal Analysis: Purposes and components of internal analysis; Capability analysis of competences and resources of tourism organizations; Comparative and evaluation of products offerings. External Analysis: Macro context of external analysis like STEEP analysis; Micro context of competitive and collaborative analysis for external analysis; SWOT analysis and implementation.
<b>Unit III</b>	<b>Strategic choices:</b> Porter generic strategy and other competitive strategy frameworks; Alternative strategic methods for internal and external growth; Strategic alliances like public-private partnerships, franchising, management and cooperative networks
<b>Unit IV</b>	<b>Strategic implementation and evaluation:</b> Strategic Implementation: Implementation frameworks of resources, organization culture and structure in an organization; Barriers and resistance to strategy implementation; Manage the changes in implementation. Strategic Evaluation: Identifying strategic options and applying strategic criteria; Financial and other tools for evaluation; Strategic evaluation in emergent strategies
<b>Unit V</b>	<b>Synthesis of strategic management in tourism:</b> The Challenge of Strategic Management in tourism context, The Dynamics of Content, Context, Process, and Outcome, Sustaining Competitiveness, Managing Change and Creating Learning Organizations, Case study and analysis on strategic management in tourism.

<b>Code of course and semester</b>	303/ Semester III
<b>Name of course</b>	<b>Negotiation and Selling Strategies</b>
<b>Exit Level outcomes</b>	<p>After doing this course, student will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the concept of sales and acquire and develop the competencies required to close the sales.</li> <li>2. Create win-win scenarios that have their customers coming back for more</li> <li>3. Have a plan to ensure they are set-up for success</li> <li>4. Increase their personal influence, persuasive power and charisma</li> <li>5. Defeat core buyer strategies and have robust strategies in place to deal with them</li> </ol>
<b>Text book/s</b>	<p>Jobber and Lancaster (2009). <i>Selling and Sales Management</i>, 8/e, Pearson Education.</p> <p>Still, Cundiff and Govoni (1998). <i>Sales Management: Strategies and Cases</i>. New Delhi: Prentice Hall of India.</p>
<b>Reference book/s</b>	<p>Kapoor, S.K. and Kansal, P (2003). <i>Basics of Distribution Management: A Logistical Approach</i>. New Delhi: Prentice Hall of India.</p> <p>Breithaupt, Tim (2003). <i>10 Steps of Sales Success</i>. American Management Association.</p>
<b>Unit I</b>	<b>Introduction to sales management:</b> Evolution of sales management; the selling concept; scope of selling in tourism; difference between selling and marketing; concept of personal selling; personal selling process in tourism.
<b>Unit II</b>	<b>Theories:</b> Theories of selling; concept of consumer behavior; consumer behavior and selling; essential qualities of salesman and sales manager.
<b>Unit III</b>	<b>Managing sales force:</b> Concept of branding in tourism sales; tourism sales and merchandising; management of sales force: recruiting process; selecting sales personnel; developing and conduction sales training programmes.
<b>Unit IV</b>	<b>Sales budget and control:</b> Compensation plan for sales force; motivation of sales force; sales quota; types of quota and quota setting procedures; sales budget; management of sales territories.
<b>Unit V</b>	<b>Channel management:</b> Tourism sales channels; types of channel; key issues in management of tourism sales channels; tourism channel control system.

<b>Code of course &amp; semester</b>	304/ Semester III
<b>Name of course</b>	<b>Spanish Language - Intermediate</b>
<b>Exit Level Outcomes</b>	This course is designed to help students to read / write / describe in details in Spanish language. This course will also help students to have conversations with focus on Grammar and describe cultural variations.
<b>Reference book/s</b>	To be provided by instructor
<b>Unit I</b>	<b>Revision of basic course</b> Tense Formations : Past Tense, Present Tense, Future Tense Hobbies / Habits : Learn about different hobbies / habits of companions, Yes/no reflexive words Expressions / Definitions: Define personality, Probabilities, Expression of Excitement / Empathy / Guilt / Surprise
<b>Unit II</b>	<b>Information gathering, Vacationing:</b> Knowing places, cultures, cities, villages, , Talking about sites / services of the places available , Ask and Give information of Cultural characters, Describe variations of an information among places.
<b>Unit III</b>	<b>Grammar in Detail:</b> Past Perfect, imperfect and undefined, Verbs with Prepositions, Verbs for changes of expression, Subjective tense
<b>Unit IV</b>	<b>Grammar (Continued):</b> This / That expressions, Prepositions, Could / Should / Would
<b>Unit V</b>	<b>Conversations</b> : Time Markers, Discussion connectors, Quantifiers, Exclamations, Comparatives / Oral Constructions

<b>Code of course &amp; semester</b>	304/ Semester III
<b>Name of course</b>	<b>French Language - Intermediate</b>
<b>Exit Level Outcomes</b>	The objective of the course is to enable the students to understand basic conversation related to tourism industry. It aims to provide students a basic understanding of the French vocabularies, sentences and writing skills. The objective of this course is to create an awareness of the language structure, and to make students understand Francophone culture.
<b>Text Book/s</b>	Gupta, Vasanthi., Gupta, Malini and Ramachandra, Usha), <i>Bon Voyage: 1 Method de français l'hôtelier et du tourisme pour les débutants</i> ; New Delhi : W. R. goyal  Girardet, ,Jacky and Cridlig , Jean-Marie <i>méthodes de français ; Le Nouveau Sans Frontières Vol 1</i>  Girardet, ,Jacky and Cridlig <i>Vol 1 cahier d'exercices; Le Nouveau Sans Frontières</i> , Work book
<b>Reference book/s</b>	Lorousse/Collins Pocket Dictionary (Minimum 40000 Translations)  Jean-Paul Valette & Rebecca Valette Contacts: <i>Langue et culture françaises</i>  .Bhattacharya, S. and Bhalerao, Uma Shashi <i>French for Hotel Management &amp; Tourism Industry</i> ,Frank Bro & CO.
<b>Unit I</b>	<b>Basic Conversation</b> : Basic introduction, liaison from basic level, The Expressions of politeness (Expressions de politesse), The Orders (Les Commandes), The Expressions (Les expressions), Simple Conversation (Conversations simple).  Vocabulary in French for Continental Cuisine & Drinks – The names of Drinks (Les Vins De France),The Kitchen and its utensils(Le Materiel de Cuisine), Describing of Dishes(Description des Plats de Français)-Sweets and drinks (Desserts et Café / thé)
<b>Unit II</b>	<b>Basic Tour: (Tourism Professionals- Vocabulary):</b> On Arrival (À l'arrivée), Air Travel(Voyage en avion), Cruise Travel (Voyage de croisière), Rail travel (Voyage par le Train) , Car Travel (Voyage en Voiture)  Situation- At the hotel (À l'hôtel), At the Cash Counter (A la Caisse), The breakfast( Le petit déjeuner), Lunch in a Restaurant(Le Déjeuner dans un restaurant), At the sight seeing ( A la vue de voir) , The Telephonic Conversation (La conversation téléphonique)
<b>Unit III</b>	<b>Basic and Introductory Grammar:</b> The Adjectives and its use, Plural form of adjectives (pluriel des adjectifs) , Reflexive Verbs, Reciprocal Verbs, Adverbs, Prepositions, Negative sentences (sentences négatifs), Conjunctions ,Contracted articles, partitive articles(du, de la, de l', des )  Peculiarities of some of the first group verbs, Verbs Conjugation for – er, -ir, - re and –oir

ending verbs in Interrogative and negative format

**Unit IV**      **Speaking Skill:** Simple dialogue writing    Situation – Visiting the Place- Taj Mahal/ Delhi /Sanchi , During Travelling , at hotel , at Restaurant, at Café house , at a Travel Agency, at telephone , at Station Present oneself (Présentez-vous) in French, Introduction of Male / Female (neighbor) (Votre Voisin et Voisine), Passage reading and writing from Text book (unit 2 & Unit 3), French to English Translation, English to French Translation

**Unit V**      **Comprehension, Writing Skill & French Culture:** Writing Small letters – Formal and informal, to the friends (ami/amie), to mama/papa, Writing Passage/ Basic Content in French- Small email writing in French , Writing Resume in French, Introductory history of Republic of France (Histoire d'introduction de la République de France) - culture & history  
Verbal French practice session

<b>Code of course and semester</b>	305 ( ITN V, ITG V, IB V)/Semester III
<b>Name of course</b>	<b>Foreign Exchange Management</b>
<b>Exit Level outcomes</b>	This paper is to acquaint the students with foreign exchange markets and management in order to prepare them to operate in an increasingly global business scenario.
<b>Text book/s</b>	Jeevanandam C, <i>Foreign Exchange &amp; Risk Management</i> , New Delhi: Sultan Chand & Sons. Apte, P.G., <i>Multinational Financial Management</i> , New Delhi: Tata McGraw Hill, 1998
<b>Reference book/s</b>	Cheol S. Eun & Bruce G. Resnick, <i>International Financial Management</i> , McGraw Hill. Madura, Jeff, <i>International Corporate Finance</i> , Cengage Learning. Levi, Maurice, <i>International Finance</i> , New York: McGraw Hill Inc. RBI Guidelines on Foreign Exchange (Latest) <b>Note: Latest edition of text book may be used.</b>
<b>Unit I</b>	<b>International Monetary System:</b> Evolution of the international monetary system: Bimetallism, Gold standard, Bretton Woods system, Flexible exchange rate regime, Current exchange rate arrangements (Basic Idea).
<b>Unit II</b>	<b>Concepts and Provisions:</b> Concepts of authorized person, Categories of Authorized dealers, current account transaction, capital account transaction. Regulation and management of foreign exchange: FEMA (Main Objectives), realization and repatriation of foreign exchange.
<b>Unit III</b>	<b>Foreign Exchange Market:</b> Structure of Foreign exchange market (Global & Indian), Participants in foreign exchange market, Types of transactions & foreign exchange market: <b>Spot Market:</b> Concept of spot rate, spot rate quotations, bid-ask spreads, Trading in spot markets. <b>Forward Market:</b> Concept of forward rate, long and short forward positions, forward premium and discount.
<b>Unit IV</b>	<b>Exchange Rate:</b> Concept and its determinants, BSR and BBR, Types of Exchange Rates. Government intervention and government influence on exchange rates. <b>Buying Power:</b> Concept and its affect on Travel trends.
<b>Unit V</b>	<b>Foreign Exchange Rules in India:</b> Residents and Non-Residents Accounts in foreign currency. Import and Export of Foreign exchange, Import and Export of Indian currency, Foreign exchange facilities or restrictions in India (Basic Idea), Foreign exchange rules in India for Tourists.

<b>Code of course and semester</b>	305 (TCN V)/ Semester III
<b>Name of course</b>	<b>Air Cargo Management</b>
<b>Exit Level outcomes</b>	This course is about Basic Cargo Rating and handling to introduce the students about cargo industry of India and to give the basic knowledge and new trends of handling cargo business.
<b>Text book/s</b>	TACT Rule Book Travel industry – Chunk, James and Dexter OAG and the Air Cargo tariff Air cargo management and airport handling by Unnikrishnan
<b>Reference book/s</b>	Travel Information Manual – IATA, OAG/ABC – IATA, Air-Tariff Book – IATA, Publications of DCCA, ICOA
<b>Unit I</b>	<b>Air transport industry:</b> Growth and development, Growth of freight industry, relevance and importance of cargo industry. Freedom of air –Bermuda convention, Warsaw convention – Roles and Functions of DGCA, IATA, ICAO.
<b>Unit II</b>	<b>World geography,</b> IATA 3 letter codes, time differences, calculations of transportation time / flying time. IATA airlines code, country codes, city codes, currency codes etc., TACT rates and rules
<b>Unit III</b>	<b>Aircraft Types:</b> capacity familiarization, limitations of weight and special loads, structural and operational limitations. Domestic and international cargo documentation. Floor load limitations
<b>Unit IV</b>	<b>Packaging :</b> marking and labelling of consignment, acceptance of cargo, introduction of airway bill, cargo manifestation, security clearance, loading of cargo, cargo arrival, delivery, EXIM licence, purchase indent invoice, packing list certificate of origin, shipping bill, customs, valuation, electronic data interchange.
<b>Unit V</b>	Introduction to G.C.R., S.C.R., C.C.R., ADD ON and rate structures, rates and tariff, normal cargo rate, minimum rates, quantity rate, SCR, CCR,GCR and Bulk rates



<b>Code of course and semester</b>	305 ( TLG V, TLN V) /SemESTER III
<b>Name of course</b>	<b>Managing Adventure Tour Operations</b>
<b>Exit Level outcomes</b>	Adventure tours require expertise in terms of knowing the risk involved at the destination as well as with the type of activity undertaken. The adventure tour planning keeping in mind the risk, legalities, equipments, food, documentation etc shall be taught to students during this course.
<b>Text book/s</b>	Buckley, Ralf (2006). <i>Adventure Tourisms</i> , CABI International.
<b>Reference book/s</b>	Malik, S.S.(1997). <i>Adventure Tourism</i> , New Delhi: Rahul Publishin. Negi, J. (2001). <i>Adventure Tourism and Sports-Part- I &amp; II</i> , New Delhi: Kanishka Publisers. New Som, D., Moore, S.A., Dowling, R.K. (2004), <i>Natural Area Tourism</i> , New Delhi: Viva Books.
<b>Unit I</b>	<b>Managing Adventure Tours:</b> Major terms used in adventure activities (land, water and air). Illness, Injuries and First Aid (Hypothermia, Frost Bite, Altitude Illness, Snow Blindness etc). National and International Organizations (ATTA, UIAA, IMF, ATOAI, PADI, WPGA etc), its code of conducts.
<b>Unit II</b>	<b>Planning Adventure tourism Activities:</b> Itinerary planning considerations for different durations (land, water and air); planning for safely and emergencies. Permits (ILP, PAP and RAP) and permits to climb Himalaya in India and Nepal. Season for climbing Himalaya. Highest mountain peaks of seven continents.
<b>Unit III</b>	<b>Group management:</b> Preparing navigation routes, attitude of the State authorities, community tourists and other stakeholders, natural history of destination- ecology, climate, fauna and flora, land form features.
<b>Unit IV</b>	<b>Food Plan:</b> Menu and nutrition considerations; hygiene, trail food preparation; kitchen food preparation; packaging; presentation; and hygienic sanitation.
<b>Unit V</b>	<b>Legal Liability and Risk Management:</b> Legal liability concepts; owner and director liability; guide and leader liability; risk assessment and controlling; risk mitigation; risk financing and insurance.

<b>Code of course and semester</b>	305 (TTG V, TTB V)/ Semester III
<b>Name of course</b>	<b>Airport Operations and Management</b>
<b>Exit Level outcomes</b>	This Operational Module provides a framework of the civil airport operation in a practical context and prepares you for the following modules. Gain insight into how the civil aviation operation has responded to technological change and increased threat perception, This is an intensive module that utilizes case studies, classroom discussions and lectures, requiring both a pre-course assignment as well as case study preparation.
<b>Text Book/s</b>	Rigas Doganis,(2010) <i>Flying Off Course</i> Routledge (4th Ed. Trompenaars & Woolliams,(2006) <i>Business Across Cultures</i> , Capstone Publishing Spekman & Isabella(2000), <i>Alliance Competence</i> , Wiley Holden (2002), <i>Cross Cultural Management</i> , Pearson Stephan Holloway (2003), <i>Straight and Level: Practical Airline Economics</i> , Ashgate (2nd Ed.)
<b>Reference Book/s</b>	Diana M. Stancu, <i>AVSEC Conventions: beyond Chicago, until Beijing in Aviation Security International</i> , October 2010, Vol. 16, Issue 5 (pp. 11-13) Robert W. Poole(2008), <i>Risk Based Aviation Security</i> , Joint Transport Research Center. K. Jack Riley(2011), <i>Air Travel Security Since 9/11</i> , Rand Corporate Publication.
<b>Unit I</b>	<b>Overview of the airline industry:</b> link between Airline and transportation, Effects of technological developments and innovation on Airport operation, Effective management and leadership skills in the Airport business , The threat to civil airport, the way we are post-9/11. Threat assessment and risk management, Security management systems and culture, Passengers security, Cargo security, Security quality control
<b>Unit II</b>	<b>Standard envelopes for traffic documents:</b> Use of Standard “A” Paper Sizes for Airlines Documents, Guidelines for Establishing Aircraft Ground Times, Common Use Terminal Equipment (CUTE) Systems, Aircraft Emergency Procedures, Aircraft/Airport Security Procedures, Quality Management System, Performing Airport Handling Quality Audit, E-Invoicing Standards
<b>Unit III</b>	<b>Facilitation and security and contingency planning:</b> Passenger Handling , Class or Type of Fare , Denied Boarding Compensation, Inadmissible Passengers and Deportees, Items Removed from a Passenger's Possession by Security Personnel, Hold Loading of Duty-Free Goods , Dangerous Goods in Passenger Baggage : Fuelling with Passengers Onboard or During Embarkation/Disembarkation, Recommendations for the Handling of Passengers with Reduced Mobility (PRM), Acceptance and Carriage of Passengers with Reduced Mobility (PRM), Carriage of Passengers with Communicable Diseases, General Guidelines for Passenger Agents in Case of Suspected Communicable Disease
<b>Unit IV</b>	<b>Baggage handling:</b> Interline and On-Line Transfer Baggage, Baggage Theft and

Pilferage Prevention, ULD, Baggage Codes for Identifying ULD Contents and/or Bulk-loaded Baggage, Cargo/Mail Handling, Preparation for Loading of Cargo, Securing of Load, Collection of Sacks and Bags , Handling of Damaged Cargo, Handling of Pilfered Cargo , Handling Wet Cargo, Handling Perishable Cargo, Handling and Protection of Valuable Cargo , Handling and Stowage of Live Animals, Handling of Human Remains , Acceptance Standards for the Interchange of Transferred Unit Load Devices, Handling of Battery Operated Wheelchairs/Mobility AIDS as Checked Baggage, Handling, Mail Documents , Handling of Found Mail, Handling of Damaged Mail , Mail Security, Mail Safety, Mail Irregularity Message, Company Mail, Aircraft Documents Stowage, Special Load—Notification to Captain (General, Special Load—Notification to Captain , Special Load—Notification to Captain

## Unit V

**Cargo trends and forecasts:** Cargo operations DGR,LAR, Aircraft Handling and Loading, Provision and Carriage of Loading Accessories, Tagging of Unit Load Devices , Storage of Unit Load Devices , Continued Airworthiness of Unit Load Devices , ULD Build-up and Breakdown , ULD Transportation , ULD Operations Training and Qualification, Operating of Aircraft Doors, Aircraft Ground Stability—Tipping , Potable Water Servicing, Aircraft Toilet Servicing, Bulk Compartment Load Limitation , Handling/Bulk Loading of Heavy Items, Handling and Loading of Big Overhang Items, LOAD CONTROL , Load Control , Terms and Definitions,

<b>Code of course &amp; semester</b>	305 (TSG V)/ Semester III
<b>Name of course</b>	<b>Medical Tourism</b>
<b>Exit Level Outcomes</b>	This course is designed to help students understand the growing importance of medical tourism in contemporary world. This course will also help students to analyze and understand push pull factors as motivators for medical tourists throwing some light on AYUSH, India as medical tourism destination and its contribution to Indian tourism.
<b>Reference book/s</b>	M. Smith and L. Puczko(2009), <i>Health and wellness tourism</i> , B. Heinemann Sonal Kulkarni(2008), <i>Spa and Health Tourism</i> , Book Enclave, Jaipur. Raj Pruthi(2006), <i>Medical Tourism in India</i> , New Delhi: Arise Pub.
<b>Unit I</b>	<b>Introduction to Health Tourism:</b> Origin and development over ages - health as a motivator to travel, - Ancient centres of healing, Quality of Life (QOL)- Concept. Scope of Health Measures.  <b>Health:</b> Concept, Definitions and Importance of health to People, Business and Government.
<b>Unit II</b>	<b>Medical tourism:</b> - concept, typology Genesis and growth of Medical Tourism - benefits of medical tourism, Factors responsible for growth of health and medical tourism.  Medical Tourism Business- Global medical tourism scenario, Stakeholders, countries promoting medical tourism – Health and Medical Tourism markets at global level
<b>Unit III</b>	<b>Medical tourism product and package:</b> Factors and Steps for designing product and tour package, development, issues and considerations, Approvals and formalities, Pre-tour arrangements, tour operations and post-tour management, Health Insurance, Claiming Health Insurance
<b>Unit IV</b>	<b>Legal Aspects of Medical Tourism:</b> Certification and Accreditation in health and medical tourism, Ethical, legal, economic and environmental issues in health and medical tourism.  An Introduction to National Accreditation Board for Hospitals & Healthcare (NABH) and Joint Commission International (JCI).
<b>Unit V</b>	<b>Medical tourism in India:</b> - Centres/Destinations, Current and futuristic trends, Potentials, Issues and Challenges, Trousing the challenges, Government Support.

<b>Code of course and semester</b>	306 (ITN VI) / Semester III
<b>Name of course</b>	<b>Tour Leadership and Management</b>
<b>Exit Level outcomes</b>	The idea behind introducing this course is to orient the students about the scope of tour escorting as a career option. This course will help the students to appreciate better what the profession of tour escorting is all about by giving them a practical experience of how to practice escort in real life situations. It will also orient them to the nitty-gritty's of this profession. This course also intends to deliver key skills.
<b>Text book/s</b>	Chowdhary, Nimit (2013). Handbook for Tour Guides. New Delhi: Matrix Publishers. (L)
<b>Reference book/s</b>	Mitchell, G.E. (2005). How to Start a Tour Guiding Business. Charleston: The GEM Group Ltd.  Pond, K.L. (1993). The Professional Guide. New York: Van Nostrand Reinhold. (L)
<b>Unit I</b>	<b>Tour Leadership:</b> Introduction to tour leadership, Characteristics of tour escorting profession, difference between tour escorting and tour guiding, Advantages and disadvantages of choosing tour escorting as a profession. Tour management in India and abroad, Skills and competencies required to be a tour manager, Presenting yourself, Challenges faced by a tour manager
<b>Unit II</b>	<b>Roles and Duties :</b> Pre-trip Duties / Preparation; Understanding tour client profile, Tour Escort File- checklist at the point of departure  <b>Responsibilities at the Airport-</b> Meet & Greet; Airport Check-In Procedures, Customs and Immigration; Group Clearance- Luggage  <b>Responsibilities at the hotel-</b> Check In, Check out, Rooming List, Meal requests  <b>Responsibilities during sight-seeing tours:</b> On-Tour Operation / Conduct; Organising Commentary- Commentary / Storytelling; Destination Briefing, Time Schedule; Points of Interests; Getting a "Mental Picture" of Routing & Landmarks;  Handling microphone, Operating Instructions/ Routing, Computing Time / Distance / Routing Technology; Map Reading; Luggage Handling, Familiarisation of coach, Working with the local driver; Gratuities; Working with the Local Guide
<b>Unit III</b>	<b>Responsibilities on a train/cruise:</b> Embarkation; Initial Briefing/Duties Aboard Ship / Train; Disembarkation;
<b>Unit IV</b>	<b>Group management and situation handling</b>  Why people go on tours, Group control and Setting Limits, Handling difficult tourists, Communication Skills; Typical Day-to-Day Problems; Listening Skills; Conflict

Unit V

Resolution; Keeping your Cool; Creativity; Tips to keep group happy; Ethical and Professional Considerations, Handling emergency situations

**Other roles and responsibilities**

Other functions: The Professional Daily Briefing, Dealing with FAQ's, , Taking care of logistics: Dine Around, Shopping / Commissions / Ethics; Safety of guests,Arrival preparations: Briefing instructions and Reconfirming Flights; Tour Conclusion and feedback, Tools of the trade for the tour manager, Understanding cross cultural differences

<b>Code of course and semester</b>	306 (ITG VI, TLG VI, TLN VI, TTG VI, TTB VI)/ Semester III
<b>Name of course</b>	<b>Tour Guiding and Interpretation</b>
<b>Exit Level outcomes</b>	The idea behind introducing this course is to orient the students about the scope of tour guiding as a career option. This course will help the students to appreciate better what the profession of tour guiding is all about by giving them a practical experience of how to practice guiding in real life situations. It will also orient them to the nitty-gritty's of this profession. This course also intends to deliver key skills.
<b>Text book/s</b>	Chowdhary, Nimit (2013). Handbook for Tour Guides. New Delhi: Matrix Publishers. (L)
<b>Reference books</b>	Mitchell, G.E. (2005). How to Start a Tour Guiding Business. Charleston: The GEM Group Ltd.  Pond, K.L. (1993). The Professional Guide. New York: Van Nostrand Reinhold. (L)
<b>Unit I</b>	<b>Tour guiding:</b> Introduction to tour guiding and tour escorting, difference between tour guiding and tour escorting, role of a tour guide; Tour guiding in India; Characteristics of a tour guide, steps to becoming a tour guide; Presenting yourself; making sense of cultural differences.
<b>Unit II</b>	<b>Guiding Techniques:</b> Understanding the dynamics of tour guiding, practical tips, mechanics of tour guiding; tools of the trade.
<b>Unit III</b>	<b>Practical guiding:</b> Guiding at a monument, guiding at a religious site, guiding at a museum, guiding on an archaeological site, guiding on a nature walk, guiding on a walking tours, guiding on a coach, designing and conducting heritage walks.
<b>Unit IV</b>	<b>Situation Handling:</b> Handling difficult tourists, handling questions, handling emergencies, searching for information, responsible guiding; designing and conducting heritage walks.
<b>Unit V</b>	<b>Managing guiding business:</b> How to plan an itinerary, partners in business, setting up a tour guiding business, Code of Conduct for tour guides in India (MoT).

<b>Code of course and semester</b>	306 (TCN VI)/Semester III
<b>Name of course</b>	<b>Shipping Cargo Management</b>
<b>Exit Level Outcomes</b>	Basic Understanding of conventions, cargo handling equipments, movement of cargo, security concerns.
<b>Text book/s</b>	J. Mark Rowbotham <i>Introduction to Marine Cargo Management</i> , Lloyd's Practical Shipping Guides Prem Nath Dhar <i>Global Cargo Management: Concept, Typology, Law And Policy</i> Kanishka Publishiners Distributors
<b>Reference book/s</b>	Branch. A , (1999). <i>Elements of Shipping</i> (7 <sup>th</sup> Ed). London . Brodie P(1999). <i>Commercial Shipping Hankbook</i> Lloyds of London Press. Bes J,(1992). <i>Chartering Shipping Terms</i> . London: Barker and Howard. Packard William V(2004),. <i>Cargoes Shipping Books</i> (2 <sup>nd</sup> Ed).
<b>UNIT - I</b>	<b>Regulatory and Facilitation organizations and Role of Intermediaries:</b> Role of national and International regulatory and facilitation organizations (IMO, UNCITRAL, UNCTAD, ICC, ICU, Ministry of Shipping and Commerce, Customs & Excise, WTO) Introduction to International Trade and economics of sea Transport; Agency Role and Functions: Ship chandlers', Cargo Consolidating agents, Customs house agents, Freight Forwarders, Stevedores, Liner and Streamer agents, Charterers agents, National and International Agency associations Multi model transport operators agency Contractors .
<b>UNIT-II</b>	<b>Maritime Labour conventions and Recommendations:</b> Merchant Shipping Conventions, 1976 – Seaport Development. Indian Dock Labour Act and Regulations, Role of ILO and International Labour convention.
<b>Unit III</b>	<b>CMS and Cargo Handling Equipments: Cargo Handling Process :</b> Types of Cargo transportation systems – Dry Bulk, Break Bulk, Liquid Bulk. Cargo handling equipment: Various equipment like Cranes, Conveyor systems, Pipe lines, Liquid cargo pumping systems, Self-unloading ships, Wagon tippers, and Automated bagging machines.
<b>UNIT –IV</b>	<b>Shipping (Cargo) Regulations:</b> Merchant Shipping Carriage of Cargo Rules, 1995 – Understanding the role of the Director General of Shipping, Commerce and Customs in the Implementation of National Law like the Merchant Shipping Act Indian COGSA. Multi model Transportation goods act, Customs act, National foreign trade policy International Conventions / regulations and codes relating to - Bulk cargo – Customs procedures (Unified Customs Protocol), Indian Law of Contracts; Shipping Procedures & Shipping Procedures in India – import & Export Procedure; Customs



Procedures & Container Freight Stations – ICD, -INCO Terms – Documentation such as Bill of Lading, Proforma Invoice, Actual Invoice – Liability and Insurance

**UNIT-V**

**Hazardous Material Shipping Procedure:** International and National regulations for transportation of Hazardous material in bulk and packaged form (IMDG code), Environment protection requirements involved in transportation of Hazardous Cargo, Responsibilities of importer / exporter, shippers and agents, dangerous goods declaration, classes of dangerous goods, procedures for handling dangerous materials; Security: Port Security, Marine Security, Cargo Security, Traffic Control, Technology and Equipment used in port security, Maritime frauds

<b>Code of course and semester</b>	306 (TSG VI)/ Semester III
<b>Name of course</b>	<b>Hospitality Services</b>
<b>Exit Level outcomes</b>	This Elective course is designed for the Tourism students who would take interest in Venturing into Hospitality sectors as Guest Service Managers.
<b>Text book/s</b>	Andrews, S. (2012), <i>Front Office Manual</i> , Tata Mc Graw hill Publications.
<b>Reference book/s</b>	Vallen, Garry K & Vallen, Gerome K (2012) <i>Hotel Check in and Check out</i> , Pearson Publication.

<b>Unit I</b>	<b>The structure of hotel industry:</b> The product pattern, Market Patterns, Ownership patterns, Management patterns. Difference between modern and Traditional hotel Industry. Major Departments in a Hotel and their functions
<b>Unit II</b>	<b>The reservation process:</b> Forecasting available rooms, Global reservation technologies, Individual Reservations and Group bookings. The role of room rate
<b>Unit III</b>	<b>Guest services and rate structures:</b> Arrival, Registration, Assignment, Rooming the Guest, CRM and TQM
<b>Unit IV</b>	<b>The hotel revenue cycle:</b> Credit and the city Ledger; Credit cards, Managing credits, Mechanics of Entry. Cash Transactions; Handling cash Transactions, Cashiers Daily Report, Cash Equivalents
<b>Unit V</b>	<b>Technologies for managing hotel services:</b> Auditing Technology, Using a Property Management System, Technology in the Guest Room, Biometric Locking Systems, Communication systems and In- room entertainment Systems

<b>Code of course and semester</b>	MBA-306(ITB VI) ELECTIVE-6
<b>Name of course</b>	<b>Dangerous Goods And Live Animal Regulations</b>
<b>Exit Level outcomes</b>	Growing international trade calls for an understanding of dangerous goods and live animal regulations. Study of dangerous goods and live animal regulations is required for safe transportation dead loads.
<b>Text book/s</b>	Dangerous goods regulations – Manual (IATA)
<b>Reference book/s</b>	Live Animal Regulations – Manual (IATA)

- Unit I -      Restricted Articles:** Introduction, Historical developments, classification & packaging.
- Unit II        Dangerous goods:** labelling-significance, handling, hazard and orientation labels, marking-UN and non-UN markings.
- Unit III        Handling and documentation:** Handling and documentation of restricted articles
- Unit IV        Radioactivity:** Radioactive Materials and its handlings
- Unit V        LAR:** Live animal regulations and documentations

<b>Code of course and semester</b>	307 ( ITG VII)/ Semester III
<b>Name of course</b>	<b>Airfare Ticketing</b>
<b>Exit Level Outcomes</b>	This course is about handling ticketing through CRS and constructing airfares. The course will extend hands on training to standard CRS packages.
<b>Text book/s</b>	Gupta, S.K. (2007). <i>International Airfare and Ticketing- Methods and Techniques</i> . New Delhi: UDH Publishers and Distributers (P) Ltd.
<b>Reference book/s</b>	Davidoff, D.S. and Davidoff, P.G. (1995). <i>Air Fares and Ticketing</i> . New York: Prentice Hall. Foster, Dennis L. (2010). <i>Reservations and Ticketing with Sabre</i> . London: CreateSpace. Air Traffic Manuals.
<b>Unit I</b>	<b>Introduction to airline industry:</b> A brief History of Aviation with special reference to India; freedoms of air and important international conventions like: Warsaw Convention, Bermuda Convention and Chicago Convention.  Latest Trends in Aviation in India. Problems and prospects of Indian Aviation Industry.
<b>Unit II</b>	<b>Familiarisation with OAG:</b> 3 letters city code and airport code, airline designated code, minimum connecting time, global indicator; familiarisation with Air Tariff; currency regulation, NUC Conversion factors, general rules; IATA Bill Settlement Plan.
<b>Unit III</b>	<b>Planning itinerary by Air:</b> itinerary terms, journeys, fares, country and currency codes, fares and fees; introduction to fare construction, international mileage and routing systems, mileage principles, fare construction with Extra Mileage Allowance (EMA), Extra Mileage Surcharge (EMS).
<b>Unit IV</b>	<b>Special Fare Calculation:</b> Higher Intermediary Points (H.I.P); Circle Trip Minimum Checks (CTM); Backhaul Minimum Check, Add-ons and Open jaw, General limitations on indirect travel.
<b>Unit V</b>	<b>CRS:</b> Introduction to GDS and CRS; Major GDS. CRSs function codes, mandatory PNR codes, SSR/OSI codes. PNR queuing. Basics of manual ticketing.

<b>Code of course and semester</b>	307( ITN VII, TCN VII) / Semester III
<b>Name of course</b>	<b>Airfare Ticketing, CRS and Documentation</b>
<b>Exit Level outcomes</b>	<p>This course is about gaining understanding related with aviation geography and further handling ticketing through CRS and constructing airfares. Also necessary travel documentation required for international travel will be covered. The course will extend hands on training to standard CRS packages. This is an internal evaluation course with learners expected to do a laboratory work.</p> <p>30% evaluation by an external expert towards the end of the course.</p>
<b>Text book/s</b>	Gupta, S.K. (2007). International Airfare and Ticketing- Methods and Techniques. New Delhi: UDH Publishers and Distributors (P) Ltd.
<b>Reference book/s</b>	<p>Davidoff, D.S. and Davidoff, P.G. (1995). Air Fares and Ticketing. New York: Prentice Hall.</p> <p>Foster, Dennis L. (2010). Reservations and Ticketing with Sabre. London: Create Space.</p> <p>Air Traffic Manuals.</p>
<b>Course rollout</b>	<p>Course is essentially a laboratory work. However, during the course, following should be covered:</p> <ul style="list-style-type: none"> <li>• <b>Introduction to airline industry:</b> Growth and distribution of airlines and air traffic around the world, factors affecting airline operating costs; concept of flying time and grounding time.</li> <li>• <b>Familiarisation with OAG:</b> 3 letters city code and airport code, airline designated code, country and currency codes, minimum connecting time, global indicator; familiarisation with Air Tariff; NUC Conversion factors and general rules; IATA Bill Settlement Plan.</li> <li>• <b>Planning itinerary by Air:</b> Itinerary terms; journeys and its types; types of fares; introduction to fare construction, international mileage and routing systems, mileage principles, fare construction with Extra Mileage Allowance (EMA), Extra Mileage Surcharge (EMS). Higher Intermediary Points (H.I.P); Circle Trip Minimum Checks (CTM); Backhaul Minimum Check, and Open jaw.</li> <li>• <b>Documentation:</b> Passport, VISA, Currency Regulations, Custom Regulations, Health Regulations, Immigration Formalities at Airport and TIMATIC.</li> <li>• <b>CRS:</b> Introduction to the Amadeus GDS and its features; basic AMEDEUS commands -signing in and signing out of Amadeus, agent work areas; encode and decode cities, airports, airline names, aircraft equipment, countries; availability commands and scrolling elements; important status code ;flight information; five mandatory elements of PNR; optional elements command in PNR; other service information command; PNR retrieval &amp; display commands; PNR modifications commands; split bookings commands; elementary commands for fare quote display.</li> </ul>

<b>Code of course and semester</b>	307( ITB VII) /Semester III
<b>Name of course</b>	<b>Export Import Procedure And Documentation(EXIM)</b>
<b>Exit Level Outcomes</b>	Growing international trade calls for an understanding of export and import procedures and documentation. Study of export and import procedures and documentation is required as exports and imports are a part of any business.
<b>Reference book/s</b>	Kapoor, D.C. <i>Export Management</i> , New Delhi: Vikas Publishing House Pvt. Ltd. Ram, P. <i>Learning Export- step-by-step</i> , New Delhi: Anupam Publishers. Jeevanandam, C. <i>Foreign Exchange-Practice</i> , Concepts and Control, New Delhi: Sultan Chand & Sons.

<b>Unit I</b>	<b>EXIM trade:</b> Determinants of imports and exports, Risks in International Trade, Customs Act 1962 and provisions.
<b>Unit II</b>	<b>Import procedure:</b> Types of Imports, Licensing procedures, Custom clearance of Imported goods, Import under special scheme for exporters.
<b>Unit III</b>	<b>Export procedure:</b> Registration, Export Licenses/ Quotas, pre-shipment inspection, New Excise procedures.
<b>Unit IV</b>	<b>Export documentation:</b> Bill of Lading, Marine Insurance, Letter of Credit, Airway Bill, Certificate of Origin, Commercial Invoice, Multimodal transport documents.
<b>Unit V</b>	<b>Import documents:</b> Bill of Entry, Custom Clearance related documents, Retirement of Import documents, Understanding Foreign Exchange Rates & Protection against their adverse movement.

<b>Code of Course and Semester</b>	307( TLG VII, TLN VII)/ Semester- III
<b>Name of Course</b>	<b>Event Logistics and Operations</b>
<b>Exit Level Outcomes</b>	<p>After completing this the students should be able to</p> <ol style="list-style-type: none"> <li>4. Understand the techniques and strategies required to plan an event.</li> <li>5. Understand the technical aspects of event logistics.</li> <li>6. Identify and develop event resources.</li> </ol>
<b>Text Book/s</b>	<p>Robincon, P., Wale, D. &amp; Dickson, G. (2010). <i>Events Managemet</i> 'Ed'. London : CABI.</p> <p>Shone, A. and Parry, B.(2008).<i>Successful Event management</i>(2e). Canada: Cengage learning</p> <p>Silvers, J. R.(2012). <i>Professional Event Coordinator</i>(2e). Wiley</p>
<b>Reference Book/s</b>	<p>Wagen, L.V.D. and Carlos, B.R.(2008). <i>Event Management</i>. Delhi: Dorling Kindersley Pvt. Ltd.</p>
<b>Unit I</b>	<p><b>Event staffing</b> – Forming event team, recruitment and selection, training of staff and volunteers, staff briefing, event rehearsal.</p> <p><b>Event networks &amp; supply chain:</b> Importance, handling vendors &amp; service contractors, negotiating with vendors &amp; service contractors. Bidding for events</p>
<b>Unit II</b>	<p><b>Event venues and physical settings.</b> Determinants of site and venue selection. Types of venues. Site Inspection, Site layout and plans. Seating Plans. Protocol and VIP services, Event venue signage.</p> <p><b>Event technology:</b> LED displays, e-podiums, e-posters, webinar, Virtual Reality, Gamification, Apps, iBeacons, Near Field Communication, Cloud Computing</p>
<b>Unit III</b>	<p><b>Event registration:</b> Importance and process; pre-registration – Introduction, benefits and methods. Onsite registration -, Registration layout , payments, distribution of kits and badges etc.</p> <p><b>Events planning checklists:</b> Determinants and importance. Types</p>
<b>Unit IV</b>	<p><b>F&amp;B services:</b> Importance; major considerations- audience, price/cost, type and duration of event, changing approaches (hygiene, vegetarianism, environment etc.); types of food functions; food plan; control plan. Beverage services- common practices and emerging trends; beverage control functions.</p>
<b>Unit V</b>	<p><b>Events theme:</b> Color, Décor, Focal Points, Fabrics, Furnishing, Lighting, Audio visual</p> <p><b>Event logistics:</b> Security, Transport, Parking, Accommodation, Special needs and disabled requirements</p>

<b>Code of course and semester</b>	307( TTG VII, TTB VII) / Semester III
<b>Name of course</b>	<b>Computerized Reservation System</b>
<b>Exit Level outcomes</b>	<p>This course is about handling ticketing through CRS and constructing airfares. The course will extend hands on training to standard CRS packages.</p> <p>This is an internal evaluation course with learners expected to do a laboratory work. 30% evaluation by an external expert towards the end of the course.</p>
<b>Text book/s</b>	Gupta, S.K. (2007). International Airfare and Ticketing- Methods and Techniques. New Delhi: UDH Publishers and Distributors (P) Ltd.
<b>Reference book/s</b>	<p>Davidoff, D.S. and Davidoff, P.G. (1995). <i>Air Fares and Ticketing</i>. New York: Prentice Hall.</p> <p>Foster, Dennis L. (2010). <i>Reservations and Ticketing with Sabre</i>. London: CreateSpace.</p> <p>Jagmohan, Negi (2015). <i>Air Travel Ticketing and Fare Construction</i> (with Examination Questions)</p> <p>Garay ,Bezanilla Erika(2014)<i>Tariff Systems and E-Ticketing in Public Transport</i> (Paperback)</p> <p>Air Traffic Manuals.</p>

**Course Inputs** The course is computer based laboratory work content and will provide the understanding the functions of CRS.

- **Introduction to airline industry:** airlines around the world, growth and distribution of traffic, factors affecting airline operating costs; concept of elapsed time, flying time and grounding time, Air Travel Terminology
- **Familiarisation with OAG:** 3 letters city code and airport code, airline designated code, minimum connecting time, global indicator; familiarisation with Air Tariff; currency regulation, NUC Conversion factors, general rules; IATA Bill Settlement Plan.
- **Planning itinerary by Air:** Fares & Ticketing Terminology, journeys, fares, country and currency codes, fares and fees; introduction to fare construction, international mileage and routing systems, mileage principles, fare construction with Extra Mileage Allowance (EMA), Extra Mileage Surcharge (EMS). Check minimum-fare rules in pricing itineraries, Interrupted Travel
- **Construction Rules For Journeys:** Higher Intermediary Points (H.I.P); Circle Trip Minimum Checks (CTM); Backhaul Minimum Check, Add-ons and Open jaw, General limitations on indirect travel.



- **CRS:** Introduction ,ffunctioning of major CRS and their characteristics, CRSs function codes **Galileo /Amadeus** , PNR, queuing ,e-ticketing , ticket coupons, miscellaneous functions ,Timatic web Titmatic,

<b>Code of course and semester</b>	307 ( TSG VII)/ Semester III
<b>Name of course</b>	<b>Heritage conservation &amp; Management</b>
<b>Exit Level outcomes</b>	<p>Learners will understand the importance of conservation of historic sites, heritage material and natural heritage and analyzing their tangible and intangible factors. Understanding of conservation, preservation, restoration and management and its precincts will help our country to create a niche in the podium of world heritage. Documentation of the same will highlight heritage value of the past; act as an evidence of honor of our glorious past and pay off official recognition in the International forum.</p> <p>After completing this course the student should be able to:</p> <ol style="list-style-type: none"> <li>1. Creating awareness and induce thinking about our past, present and future condition of our heritage</li> <li>2. Understand the importance of conservation, heritage and its values</li> <li>3. Identifying tangible and intangible cultural values and recording the same with onsite data and sketches.</li> <li>4. Classifying and marking issues and challenges at site level and documenting the same.</li> </ol>
<b>Text book/s</b>	<p>J.J.Plenderlauth , <i>The conservation of antiques and work of art.</i></p> <p>O.P. Agarwal , <i>conservation of culture property of India.</i></p> <p>S.S.Bishvash : <i>Protecting the culture heritage</i></p>
<b>Reference book/s</b>	<p>Inaugural issue of INTACH Journal of Heritage Studies, INTACH</p> <p>Heritage Management Plan , INTACH</p> <p>Shyam chainani , Heritage conservation legislative and organisational policies of India , INTACH</p>
<b>Unit I</b>	<b>Introduction to heritage:</b> Heritage; Types of Heritage; Organisation of importance- ASI, UNESCO, INTACH, ICCROM, ITRHD; Heritage of National importance- UNSECO World Heritage Sites in India.
<b>Unit II</b>	<b>Conservation:</b> Introduction & Types; identification, demarcation and documentation of heritage Zone; community based heritage conservation; community engagement & stakeholder participation in heritage conservation. Uncovering the community participation through the case.
<b>Unit III</b>	<b>Conservation maintenance:</b> Preservation; Restoration; Basic conservation handlings – temperature, humidity, pollution, light, bio – deterioration, proper environmental conditions, care & handling.
<b>Unit IV</b>	<b>General principles of conservations:</b> Analysis of material; Rules & regulations

regarding antiquity & heritage; conservation policy.

**Unit V**      **Heritage Management Plan:** Introduction; significance; Steps – Hardware component and software component ; Promotion & public display of conserved site ; Analysing working of Heritage management plan through the case study of Heritage Tourism Village Raghurajpur.

<b>Code of course and semester</b>	308/ Semester III
<b>Name of course</b>	<b>E- Tourism and Digital Marketing</b>
<b>Exit level outcomes</b>	<p>The purpose of this course is to enable students to understand basics of e-tourism. This module will introduce the learners to the concepts of e-commerce and examine some elementary terms.</p> <p>After completing this module the students should be able to:</p> <ol style="list-style-type: none"> <li>1. Appreciate the importance of e-business and e-tourism.</li> <li>2. Understand basics concepts of internet, e-business, m-busienss.</li> <li>3. Understand tools of marketing of tourism products through internet/ website.</li> </ol>
<b>Text Book/s</b>	Buhalis, Dimitrios (2003), e-Tourism, Prentice Hall Pauline
<b>Reference Book/s</b>	<p>Internet Marketing ( 2011), Mary Lou Roberts, Cengage Learning , New Delhi, ISBN-81-315-0788-2</p> <p>Search Engine Marketing, Inc.: Driving Search Traffic to Your Company's Web Site (2008), Mike Moran, Bill Hunt, Pearson Education</p> <p>eMarketing excellence (2008), David Chaffey, P R Smith, Elsevier</p>
<b>Unit I</b>	<b>E-Tourism</b> : Introduction, Concepts, Evolution, E-Tourism- demand and supply, Brief outline of e-Tour Operators/e-Travel Agencies, e-Airlines, e-Hospitality
<b>Unit II</b>	<p><b>Digital marketing:</b> Introduction, Concept, Advantages, Methods : Really Simple Syndication (RSS), Blogging, Live Chat, User Generated Content, Multi-media - Video (Video Streaming, YouTube etc), Audio &amp; Podcasting Photos/Images (Flickr etc), Virtual Worlds</p> <p><b>Website</b> design and its influence on the "e-Commerce": Key elements, usability, navigability</p>
<b>Unit III</b>	<p><b>Social media for business</b> : Importance of Social Media , Leveraging Facebook, LinkedIn &amp; Twitter, Online Reputation Management (ORM), Analytics and Metrics for measuring Social Media</p> <p><b>Email marketing:</b> Introduction, Learn Email marketing with Mail chimp, Understand Email marketing analytics</p>
<b>Unit IV</b>	<b>Search engine marketing</b> : Importance, Creating a campaign, Using keyword planner for better keywords , Understand the difference between Cost per Click (CPC), Cost per Impression (CPM) and Cost per Acquisition (CPA) bid types . Understanding Google Analytics
<b>Unit V</b>	<b>Search engine optimization:</b> Search Engine basics and fundamentals of SEO, Keyword Research and Analysis, Organic and paid search, SEO Audit, SEO and Social Media, On page and Off page SEO techniques, Measuring the success of your SEO.

<b>Code of course and semester</b>	309/ Semester III
<b>Name of course</b>	<b>Summer Internship, Report and Viva Voce</b>
<b>Exit Level outcomes</b>	This course is about sharing learning during the summer internship. Learners would be expected to make a presentation of their work and learning during the summer internship. They would be partially evaluated on this.
<b>Internship outline</b>	<p>Students must earn a feel of real life working in business enterprises so that they may appreciate class room business discourses. Therefore, students must undertake a 6-8 week summer internship project with some reputed business organisation and learn the business nuances. Students must try to learn how businesses organize themselves, relate to their business contexts, and structure themselves. Students must participate and experience work cultures/ environments. Students must work on projects assigned to them as part of their internships. Students must prepare at least three copies of summer internship report and submit one to the concerned organisation, one to the institute (on dates specified by chair) and keep one for self.</p> <p>Details of the summer internship are available separately from the institute.</p>
<b>Evaluation</b>	Faculty of the programme in consultation with programme chairperson would organize student presentations based on their summer projects. Presentations would be organized weekly according to a predetermined schedule. Teachers (a panel of preferably two) would evaluate the presentations, draft reports and participation out of 50 points. They would give students feedback on their research projects. Out of these 50 points, 10 points are for attendance (attending the presentations of summer internship). Based on feedback, students would submit a final project report which would be evaluated by an external examiner, nominated by the institute, out of 50 points.

<b>Code of course and semester</b>	401/ Semester IV
<b>Name of course</b>	<b>Entrepreneurship and Business Plan Development</b>
<b>Exit Level outcomes</b>	<p>Tourism is one sector which offers plenty of opportunities for entrepreneurship. Experience at IITTM suggests that many of Alumni sooner or later take to entrepreneurship. This course will therefore help students with:</p> <ol style="list-style-type: none"> <li>1. Searching for feasible business ideas.</li> <li>2. Convert ideas into business propositions.</li> <li>3. Understand the mechanics of developing a business plan</li> </ol> <p>A tangible outcome of this course will be development of a bankable business plan.</p>
<b>Text book/s</b>	<p>Chowdhary, Nimit and Prakash, Monika. (2010). <i>Managing Small Tourism Business</i>, New Delhi: Matrix Publishers. (L)</p> <p>Prakash, Monika and Chowdhary, Nimit (2010). <i>Starting a Tourism Company</i>, New Delhi: Matrix Publishers. (L)</p>
<b>Reference book/s</b>	<p>Mohanty, Sangram Keshari (2005). <i>Fundamentals of Entrepreneurship</i>, New Delhi: Prentice Hall of India.</p> <p>Sido-online. <i>Portal of MSME</i>, Government of India (<a href="http://www.smallindustryindia.com">www.smallindustryindia.com</a>)</p> <p>Scarborough, N.M. and Zimmer, T.W. (1996), <i>Effective Small Business Management</i>, 5/e, New York: Prentice Hall, Inc.</p> <p>IGNOU MTM-8 (2005, Reprint). <i>Managing Entrepreneurship and Small Business in Tourism</i>.</p>
<b>Unit I</b>	<b>Introduction:</b> Introduction to entrepreneurship; tourism industry and business ideas; business strategy- understanding customers and analyzing competition.
<b>Unit II</b>	<b>Functional area management:</b> Tourism marketing mix; tourism marketing planning; financial planning; planning for people and operations.
<b>Unit III</b>	<b>Organisation and business:</b> Form of organisation and legal considerations; networking and collaboration; good business practices.
<b>Unit IV</b>	<b>Business plan development:</b> Feasibility; Writing a business plan- marketing, financial, operations, people, etc. planning.
<b>Unit V</b>	<b>Setting up a tourism enterprise:</b> Steps, procedures, licenses, registration etc.

<b>Code of course and semester</b>	402/Semester IV
<b>Name of course</b>	<b>Tribal Heritage of India (Indigenous Tourism)</b>
<b>Exit Level outcomes</b>	The relation of aboriginals and tourism is inseparable. Indigenous people have played a considerable role in preserving the natural flora and fauna which are vital resources of Eco-tourism. Statistics say that over 700 distinct tribal communities stay in India with unique tradition, festivals, music and different modes of artistic expressions. This immense potentiality has been neglected for centuries. Creating awareness about Indigenous Tourism through sustainability is the motto of this course.
<b>Text book/s</b>	Vidhyarthi, Rai (1985): <i>The Tribal Culture of India</i> , New Delhi: Concept Publishing Company.  Mohanty, P K (2006): <i>Encyclopaedia of scheduled tribes in India</i> , New Delhi : Isha Book House.
<b>Reference book/s</b>	Mohanty, P.K. (2004): <i>Encyclopedia of Primitive Tribes in India, Volume I</i> , New Delhi: Gyan Publishing House.  Bhartiya Tribals of India, R.R. Prasad, Gyan Publishing House.
<b>Unit I</b>	<b>Background of tribes:</b> Origin of Tribes, Types of Tribes – Indo – Aryan, Dravidian, Turkic, Mongol, Austro Asiatic, Important endangered tribes of India – Jarwa, Bonda, Gadaba, Mariya, Muria, Dongariya Kondh, Distribution of Tribes in India, Features and characteristics of Indian Tribes, Tribes Vs Primitive Tribes, Tribal Population and Literacy Rate, Indigenous and Tribal People.
<b>Unit II</b>	<b>Tribal society and culture:</b> Values and Beliefs, Prominent Tribal Languages in India, Tribal life, Art, Culture, Fairs and Festivals, Rituals, Marriage and other practices.
<b>Unit III</b>	<b>Socio – economic condition of tribes:</b> Facilities for Health, Education, Sanitation, Roads, Agriculture, Horticulture and other occupations, Village Council and Administration, Sources of Employment and Self-Employment, Government Schemes for Socio-Economic Development, Self-Help groups, Micro-Finance, Activities in Tourism for Tribes.
<b>Unit IV</b>	<b>Tribal resources for tourism development:</b> Dance, Music, Handicraft, Tribal Herbal Medicines, Traditional Medical Practices, Tribal Museums, Features and Characteristics of Tour for Tribal Culture.
<b>Unit V</b>	<b>Management of tourism in tribal areas:</b> Management of Tribal Resources, Preservation of Tribal Heritage and Culture, Practice of sustainable and responsible tourism principles, Strategies for development of Development of Tribal Areas from Tourism Perspectives, Promotion of Tourism Destinations in Tribal Areas, Commoditization of Tribal Culture, Legal Issues of Tribes in India.

<b>Code of course and semester</b>	403/ Semester IV
<b>Name of course</b>	<b>On-the-Job-Training, Report, and Viva-voce</b>
<b>Exit Level outcomes</b>	This course is about sharing learning during the on-the-job training at the end of third semester. Learners would be expected to make a presentation of their work and learning during the on-the-job training. They would be partially evaluated on this.
<b>Internship</b>	Students must earn a feel of real life working in business enterprises so that they may appreciate class room business discourses. Therefore, students must undertake at least 16 week on-the-job training project with some reputed business organisation and learn the business nuances. Students must try to learn how businesses organize themselves, relate to their business contexts, and structure themselves. Students must participate and experience work cultures/ environments. Students must work on projects assigned to them as part of their internships. Students must prepare at least three copies of summer internship report and submit one to the concerned organisation, one to the institute (on dates specified by chair) and keep one for self.
<b>Evaluation</b>	Faculty of the programme in consultation with programme chairperson would organize student Viva –voce based on their on-the-job training. Students are also expected to submit a report. Students would submit a final project report which would be evaluated by an internal and external examiner, nominated by the institute, out of 200 points.



<b>Code of course and semester</b>	404/ Semester IV
<b>Name of course</b>	<b>Study Tour and Report</b>
<b>Exit Level outcomes</b>	One of the important learning interventions at IITTM is <i>learning by doing</i> . Studies are advised to go on a study tour. Beside this, students are also advised to travel and explore as much as they can. However, such travel must be preceded by learning objectives. Every student must consciously analyze the tourism eco-system at the destination/s that he/she travels to, and reflect on the same. This should be presented as tour report. This would help learner apply the theoretical knowledge to practice. His analysis and understanding should be presented as a report. This will also help them with learn how to write a report.
<b>Evaluation</b>	<p>The study tour and report will be evaluated. The study tour will be evaluated on the performance of the candidate on activities assigned during the tour.</p> <p>Students would be evaluated internally by the mentor for 50 points on the tour report submitted by them. They would be evaluated externally for 50 points based on presentation and report.</p>

<b>Code of course and semester</b>	405/ Semester IV
<b>Name of course</b>	<b>Comprehensive Viva-voce</b>
<b>Exit Level outcomes</b>	This is the last part of the programme where learner would be evaluated for knowledge acquired and his/ her analytical abilities to synthesize learning and apply to real world situations.
<b>Evaluation</b>	<p>This course aims at testing the understanding of student of the course learnt throughout the programme with emphasis on evaluating his development of skills in analysing and interpreting practical business problems through the application of theory, concepts and techniques of management. There will be two components of this. The student will be evaluated out of 200 points:</p> <p>a) Internal assessment by a panel of two teachers nominated by the Programme Chairperson in consultation with the Nodal Officer. This evaluation of 100 marks would primarily be based on participation of the student in various learning activities, co-curricular activities, online and real-time trade related certifications obtained by them</p> <p>.</p> <p>b) The viva-voce will be conducted at the end of the programme by a board of examiners comprising of Chairperson PGDM (TT) and in his/her absence by a faculty member associated with this programme and one external expert nominated by Director. The Comprehensive Viva-voce will have a weight of 100 points.</p>