

MBA (TOURISM ADMINISTRATION)

FIRST SEMESTER					
Maximum Marks					
Paper	Subject	No. of hours of work	Int. Assmt.	Uni Exam	Total
TA-101	Fundamentals of Tourism Development	4	25	75	100
TA-102	Principles & Practices of Management.	4	25	75	100
TA-103	Quantitative Techniques & Business Statistics.	4	25	75	100
TA-104	Geography for Tourism.	4	25	75	100
TA-105	Business Communication & Personality Development.	4	25	75	100
TA-106	Marketing for Tourism.	4	25	75	100
TA-107	TA-107 Fundamentals of Computer	4	25	75	100
TOTAL					700
SECOND SEMESTER					
TA-201	Travel Agency & Tour Operations	4	25	75	100
TA-202	Cargo Management	4	25	75	100
TA-203	Financial & Cost Accounting	4	25	75	100
TA-204	International Tourism	4	25	75	100
TA-205	Tourism Products Of India	4	25	75	100
TA-206	E-Commerce In Tourism	4	25	75	100
TA-207	Viva-Voce	4	-	50	50
TOTAL					650

THIRD SEMESTER					
Maximum Marks					
Paper	Subject	No. of hours of work	Int. Assmt.	Uni Exam	Total
TA-301	French Language - I	4	25	75	100
TA-302	Airline & Cargo Management	4	25	75	100
TA-303	Financial Management	4	25	75	100
TA-304	International Air Ticketing & CRS	4	25	75	100
TA-305	Conference & Event Management	4	25	75	100
TA-306	Organizational Behaviour	4	25	75	100
TOTAL					600
FOURTH SEMESTER					
TA-401	French Language - II	4	25	75	100
TA-402	Marketing Strategies	4	25	75	100
TA-403	Human Resource Management	4	25	75	100
TA-404	Foreign Exchange Management	4	25	75	100
TA-405	Hotel Operations & Management	4	25	75	100
TA-406	Major Research Project	4	25	75	100
TA-407	Viva-Voce	4	-	50	100
TOTAL					650
GRAND TOTAL					2600

MANGALORE UNIVERSITY
DEPT. OF BUSINESS ADMINISTRATION

MASTER OF TOURISM ADMINISTRATION
(TWO YEAR - FULL TIME)

SYLLABUS



SEMESTER - I

TA-101	FUNDAMENTALS OF TOURISM
TA-102	PRINCIPLES & PRACTICES OF MANAGEMENT
TA-103	QUANTITATIVE TECHNIQUES & BUSINESS STATISTICS
TA-104	GEOGRAPHY FOR TOURISM
TA-105	BUSINESS COMMUNICATION & PERSONALITY DEVELOPMENT
TA-106	MARKETING FOR TOURISM
TA-107	FUNDAMENTALS OF COMPUTER



FUNDAMENTALS OF TOURISM

1. **Definition of tourist** - brief history of tourism worldwide, tourism in India, types of tourists, forms of tourism, tourist motivators.
2. **Introduction to tourism demand** - motivation of tourism demand; patterns and characteristics of tourism supply; factors influencing tourism supply.
3. **Transportation** - railways, airways, sea and road, ministry of railways and civil aviation.
4. **Accommodation** - primary accommodation and supplementary accommodation.
5. **Social significance of tourism and effect on destinations.**
6. **Economic effects of tourism** - multiplier effect; tourism statistics.
7. **National & International organisations connected to tourism** - DGCA, ICAO, PATA, UFTAA, IATA, WTO, ASTA, IATO, TAAI, Indian Airlines, FHRAI.
8. **International conventions** - Warsaw convention 1924, Chicago convention 1944, UN declaration, WTO classification of tourists, tourism bills of rights, tourism code, Manila declaration.
9. **Consumer protection law 1986 and MRTP act applicable to tourists.**
10. **National tourism organisation** - N T O, I T D C.
11. **Tourism planning** - macro and micro planning, planning for resorts, hotels & destinations.
12. **Tourism policies.**

Assignments

Cases – on Karnataka, tourist destinations, Karnataka State Tourism Development Corporation (KSTDC).

Text Reading

- Tourism and travel: Concepts and Principles – Jagmohan Negi
- Tourism and travel – Jagmohan Negi
- Tourism Development – Bhatia
- Successful Tourism management – Pran Nath Seth

PRINCIPLES AND PRACTICES OF MANAGEMENT

1. **Concept of Management** – functions and responsibilities of managers, Fayol's principles of management; management thought – the classical school, the human relations school, systems theory, contingency management.
2. **Planning** – the nature and purpose of planning, principles of planning, types of planning, advantages and limitations of planning.
3. **Concept and nature of objective** – types of objectives; importance of objectives, management by objectives.
4. **Strategies and policies** – concept of corporate strategy, formulation of strategy, types of strategies, types of policies, principles of formulation of policies, decision making, decision making process.
5. **Organizing** – nature and purpose of organizing; basis of departmentation span of management, determinants of span of management, line and staff relationship, line and staff conflicts, bases of delegation, delegation and decentralization, methods of decentralization.
6. **Directing** – directing and problems in human relationship, motivation, communication and leadership, coordinating.
7. **Controlling** – concept and process of control, control of overall performance, human aspect of control.

Assignments

Cases

Text Reading

- Essentials of Management – Harold Koontz and Heinz Weihrich
- Organization and Management – R.D. Agarwal

QUANTITATIVE TECHNIQUES & BUSINESS STATISTICS

1. **Measures of Central Tendencies** – arithmetic mean, median, mode, partition values, quartiles, deciles and percentiles.
2. **Standard deviation and skewness**
3. **Probability** – definition, sample space and events; basic rules probability, permutations and combinations and its probability further rules of probability; the Bayes' theorem.
4. **Sampling & sampling distributions** - census vs. sampling method, some fundamental definitions, simple random sampling, stratified and systematic sampling.
5. **Testing of hypothesis** - basic concepts to the hypothesis testing; type I and type II errors, test for equality of populations means, testing the equality of variances of two normal populations, chi Square as a test of goodness of fit, chi-square as a test of independence.
6. **Correlation, regression & multivariate analysis** – bivariate frequency distribution, scatter diagram, correlation analysis, linear regression analysis.
7. **Time series analysis** – variation in time series, trend analysis, cyclical variation, seasonal variation, irregular variation.
8. **Index numbers** – constructing index numbers (using relatives), constructing index numbers (using aggregates), test for ideal index number, problems in using index numbers.
9. **Linear programming** – formulation of LP problem, characteristics of LP problem, examples of LP problems, solution by graphical method, simplex method.
10. **Waiting line** – examples of real queuing systems, basic structure of Queuing models, single channel Poisson arrivals with exponential service rate (M/M/1), multi-channel queuing models.

Assignments

Text Reading

- Descriptive Statistics – Gupta & Kapoor
- Statistics for management – Levin & Rubin

GEOGRAPHY FOR TOURISM

- 1. Importance of Geography in tourism** – different climatic regions of the world, how to read a map.
- 2. Physical and political features of all continents**
- 3. Latitude** – longitude, international date line, time zones and calculation of time, time differences, GMT variations, flying time, standard time and summer time (daylight saving time)
- 4. Impact of weather and climate on tourist destinations**
- 5. Location of major tourist destination in India**

Assignments

Cases

Text Reading

- Geography for Tourism – Philip G.Davidoff CTC, Doris s.Davidoff CTC, J.Douglas Eyre



BUSINESS COMMUNICATION & PERSONALITY DEVELOPMENT

COMMUNICATION

1. **Meaning of communication** – definitions, process of communication, models of communication, features of communication factors responsible for importance of communication, purpose of internal & external communication.
2. **Dimensions of communication** – introduction, downward communication, upward communication, lateral or horizontal communication, diagonal or crosswise communication, grapevine, consensus.
3. **Objectives of communication** – information, order, advice, suggestions, motivation, persuasion, warning, education, raising morale, conflict & negotiation, group decision making.
4. **Media of communication** – verbal – oral, written, non verbal – kinesics, proxemics, chronemics, paralanguage, sign language
5. **Barriers to communication** – language & semantic barriers, organizational barriers, physical barriers, physio-psychological barriers.
6. **The essentials of effective communication**
7. **Listening**
8. **Communications and customer relations**
9. **Presentations and interviews**
10. **Speeches – prepared and impromptu**
11. **Business correspondence** – layout of a business letter, planning the letter kinds of business letters, inquiries & replies, complaints & follow – up, circulars, good will letters, applications for employment
12. **Professional use of the telephone**
13. **Selling skills**
14. **Recruitment**
15. **Appraisals**

PERSONALITY DEVELOPMENT FOR WORK

1. **Self esteem and your personality**
2. **Self improvement**
3. **Developing positive attitudes**
4. **Fitting in and getting along**
5. **Working with co-workers**
6. **Getting along with supervisors**
7. **Self motivation**
8. **Work habits**
9. **Managing stress**
10. **Standards of conduct**
11. **Getting the job, keeping the job and moving ahead in your career.**

Exercises / Assignments

Text Reading

- Business Communication – Sinha
- Effective Communication – M.V. Rodrigues
- The Art of Effective Communication - Margerson

MARKETING FOR TOURISM

- 1. Marketing and its application** – Introduction to marketing; marketing environment, tasks and philosophies of marketing management, differences between product and services.
- 2. Market targeting** – market segmentation, identifying market segments and selecting target market, eight P's of marketing; marketing mix.
- 3. Product** – different types of products; life cycle and new product development, Branding and packaging decision, Positioning & marketing strategies.
- 4. Price** – factors affecting price, pricing policies, practices and strategies.
- 5. Promotion** – advertising and sales promotion, personal selling and publicity.
- 6. Distribution** and marketing applications – distribution channels, marketing destinations, Attractions, Accommodation.

Assignments

Cases

Text Reading

- Principles of Marketing – Kotler and Armstrong
- Tourism marketing – P.C. Sinha
- Tourism Today: Structure, Marketing and Profile – Ratandeep Singh



FUNDAMENTALS OF COMPUTER

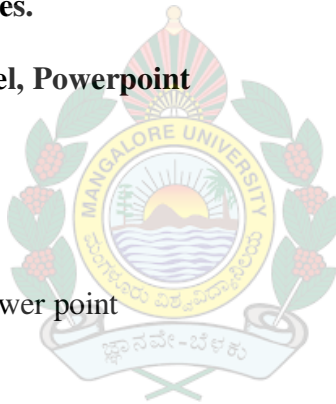
- 1. Computer systems, generation of computer systems, classification of computer systems, memory – RAM, ROM, EPROM, PROM etc., computer unit function, Input & output devices, Storage devices.**
- 2. Role of information technology and computer systems in modern society.**
- 3. Binary and hexadecimal number systems, ASCII**
- 4. Systems software & application software – uses and application**
- 5. Computer languages and their uses.**
- 6. Operating systems and its role.**
- 7. DOS commands and its uses.**
- 8. MS office – Ms-word, Excel, Powerpoint**

Assignments

- Letters prepared on word
- Presentation prepared on power point

Text Reading

- Rapidex Computer Course
- Fundamentals of Computer – V.Rajaraman
- PC Software Made Simple – R.K. Taxali
- A first course of computers – Sanjay Saxena.



SEMESTER - II

TA-201 TRAVEL AGENCY & TOUR OPERATIONS

TA-202 CARGO MANAGEMENT

TA-203 FINANCIAL & COST ACCOUNTING

TA-204 INTERNATIONAL TOURISM

TA-205 TOURISM PRODUCTS OF INDIA

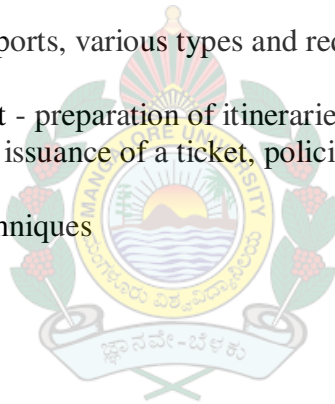
TA-206 E-COMMERCE IN TOURISM

TA-207 VIVA-VOCE



TRAVEL AGENCY & TOUR OPERATIONS

1. What is travel agency and a tour operation business, history of tourism and travel agencies, types of travel agencies and tour operators based on the nature and volume of business, interrelationship, travel agents and tour operators, travel agents and tour operators and principle suppliers.
2. How to set up a travel agency, market research and provision of investment, IATA rules and regulations, basis for approval of a travel agency, approvals from various government bodies, ministry of tourism, external affairs, railways, civil aviation etc.
3. **Types of organisations:** Proprietorship, partnership and corporate.
4. **Organisational structure of a travel agency and staffing.**
5. **Functions of a travel agency -**
 - a) travel information
 - b) Documentation passports, various types and requirements, visas-various types and requirements
 - c) Product development - preparation of itineraries, planning and costing of tours.
 - d) Domestic ticketing - issuance of a ticket, policies regarding air travel, sales report
 - e) Tour operational techniques
 - f) Client service
 - g) Product promotion
 - h) Cruises
 - i) Rail travel



Project

Assignments

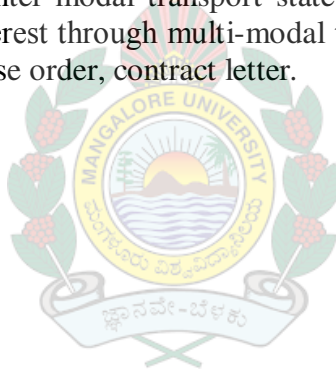
Cases standard travel agency

Text Reading

- Travel agency & tour operations - Jagmonhan Negi
- Tourism and travel - Jagmohan Negi
- Successful tourism management - Pran Nath Seth

CARGO MANAGEMENT

1. **Documents in shipping** – Bill of lading, airway bill, railway receipt and lorry receipt, SMTP, IGM, EGM, mate receipt, SOB, certificate, LCL, FCL, types of B/L's, consolidation, freight forwarding.
2. **Cargo liability and insurance** – Historical background and concept of marine insurance, categories of general cargo insurance and relevant clauses, mutual insurance and liability insurance, status of claims and procedure.
3. **Foreign trade licenses** – Licensing authority in India, import of capital goods under EPCG license scheme, DEPB license, SIL.
4. **Export / Import documentation** – Shipping bill, bill of entry, Invoice, packing lists, pre-shipment export documents, pre-clearance import documents.
5. **Transport documentation and liabilities** – Carriage of goods by sea, carriage of goods by road, legal aspects of inter-modal transport state practice for decade (1982-1992) protection of exporter's interest through multi-modal transportation of goods acts 1993. L/C, purchase letter, purchase order, contract letter.



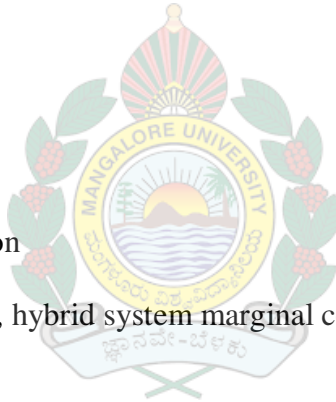
FINANCIAL ACCOUNTING AND COST ACCOUNTING

FINANCIAL ACCOUNTING

1. Overview
2. GAAP – conventions and concepts
3. Balance sheet and related concepts
4. Profit and loss accounting and related concepts
5. Accounting mechanics – basic record
6. Accounting mechanics – preparation of financial statement
7. Revenue recognition and measurement
8. Fixed assets and depreciation accounting
9. Intangible assets
10. Accounting for issue of shares and debentures
11. Legal requirements related to preparation of financial statements of limited companies
12. Corporate financial reporting in India
13. Limitations of reported financial statements
14. Inflation accounting
15. Computerized accounting

COST ACCOUNTING

1. Gathering of cost information
2. Classification costs
3. Job costing, process costing, hybrid system marginal costing
4. Marginal costing
5. Break – even analysis
6. Price, place and promotion strategies
7. Standard costing
8. Installation of cost accounting system



Text Reading

- Financial Accounting –T.S.Grewal
- Cost Accounting – Maheshwari & Mittal

INTERNATIONAL TOURISM

1. **Trends in international tourism** – accounting and economic indicators, world and regional tourism trends, international tourist flows and the level of economic development main destinations
2. **International tourism market in the destinations of the world –**
 - a) **International tourist demand in Europe**
 - (i) International tourist arrivals
 - (ii) Tourism receipts
 - (iii) Main European destinations
 - b) **International tourist demand in American region**
 - (i) International tourist arrivals
 - (ii) Tourism receipts
 - (iii) Main American destinations
 - c) **International tourist demand in Africa**
 - (i) International tourist arrivals
 - (ii) Tourism receipts
 - (iii) Main African destinations
 - d) **International tourist demand in Middle East**
 - (i) International tourist arrivals
 - (ii) Tourism receipts
 - (iii) Main middle eastern destinations
 - e) **International tourist demand in South Asia region**
 - (i) International tourist arrivals
 - (ii) Tourism receipts
 - (iii) Main South Asian destinations
 - f) **International tourist demand in the East Asian and Pacific region**
 - (i) International tourist arrivals
 - (ii) Tourism receipts
 - (iii) Main European destinations
3. **International tourism in industrialized countries**
4. **International tourism in developing countries**
5. **International tourism policies worldwide**
6. **Forecasts of international tourism**
 - WTO forecasts for international tourism
 - WTO forecast for European, American and East Asia and Pacific

Text Reading

- International tourism – Francois Velas & Honell Becherel

TOURISM PRODUCTS OF INDIA

1. **Tourism products** - definition, concept and classification.
2. **Indian architecture** - introduction, various structures, famous Hindu temples, Jain architecture, Buddhist architecture, Muslim architecture, modern architecture.
3. **Indian paintings and sculptures.**
4. **Religions** - Hinduism, Jainism, Buddhism, Sikhism, Christianity, Islam.
5. **Performing arts of India** - music, musical instruments, different schools of music; Classical dances and dance styles, folk dances with special tourist appeal.
6. **Tribes of India**
7. **Fairs and festivals**
8. **Beach tourism**
9. **Adventure tourism**
10. **Wildlife in India**
11. **Indian museums, libraries and art galleries**
12. **Rural tourism**
13. **Conferences & convention**
14. **Cuisine**
15. **Health tourism - Yoga/Meditation, Ayurveda**
16. **The new frontiers**



Project Assignments

Text Reading

- Tourism products of India -Dr.I.C.Gupta/ Dr.S.Kasbekar
- A cultural history of India
- The wonder that was India - S.A.A. Rizvi

E-COMMERCE IN TOURISM

1. E-commerce in tourism, lure of e-commerce, fundamentals of e-commerce, e-com models, implementing an e-com site, key aspects of implementing e-com, B2B, B2C, C2B, C2C integration, key requirements of B2B implementation, viva interne, scalability and performance, manageability, extensibility, security, ability to leverage existing corporate infrastructure, implementing 4p's on internet.
2. E-com security, authentication, digital certificate, cryptography, firewall, network file and application server, server, site server(commerce), certificate server, commerce server, directory server, catalogue server.
3. Basic working of Internet, ROUTERS, SERVERS, DNS, TCP/IP. HTTP security, web design concepts, art of web creations, using HTML and front page-98, multimedia on the web.
4. Marketing tourism destinations online, strategies for the information age, online travel distribution a historical review, the diversification of GDSs, global financial framework, case study of IATA BSP.
5. Practical sessions: We pages designs using HTML and front page 98.

Assignments

Text Reading

- E-Commerce - Parag Diwn & Sunil Sharma
- HTML for Dummies - Steve James
- HTML - Oreilly



SEMESTER - III

TA-301	FRENCH LANGUAGE - I
TA-302	AIRLINE & CARGO MANAGEMENT
TA-303	FINANCIAL MANAGEMENT
TA-304	INTERNATIONAL AIR TICKETING & CRS
TA-305	CONFERENCE & EVENT MANAGEMENT
TA-306	ORGANIZATIONAL BEHAVIOUR



FRENCH LANGUAGE – I

- 01. Nouns and Articles** – Gender and the definite article, gender identification by word endings, plural forms of nouns, regular plurals, nouns ending in –s, -x or –z, nouns ending in –au, -eau, -eu or –oeu, nouns ending in –ou, -al, -ail, irregular plurals, compound nouns, contraction of the definite article, the indefinite article, omission of the indefinite article, the partitive.
- 02. Adjectives and Adverbs** – Formation of the feminine of adjectives, regular forms and irregular adjectives ending in a vowel, pronounced consonant or mute –e, plural of adjectives, compound adjectives, position of adjectives, possessive adjectives demonstrative adjectives, formation of adverbs-regular forms & irregular adverbs, position of adverbs, comparison of adjectives and adverbs, superlative of adjectives and adverbs.
- 03. Prepositions** – uses of certain prepositions, prepositions to indicate location or direction, prepositions with geographical names, prepositions with modes of transport, prepositions with expressions of time, prepositions of cause, prepositions after indefinite pronouns, prepositions in adverbial clauses of manner.
- 04. Numbers, Dates, Time and Seasons**
- 05. Verbs** – moods and tenses, formal versus familiar forms, conjugation of verbs in various tenses, special meanings of certain verbs
- 06. Simple sentence construction, greetings etc.**

Text Reading

- French Grammar – Mary. E.Coffman Crocker
- Bienvenue En France – A.Monnerie

AIRLINE & CARGO MANAGEMENT

AIRLINE MANAGEMENT

1. **Aircraft** - types, maintenance scheduling
2. **Aircraft handling** - central space control, check in formalities, documentation.
3. **Coordination** - Govt. agencies like ATC etc., inter department like sales, accounts preservation etc.
4. **Multinational regulations affecting the travel industry** - freedom of air, open skies policy; functions and roles of ICAO, IATA, NAA (DGCA); Bermuda, Chicago and Warsaw conventions.
5. **Strategies adopted by airline companies** - mergers, acquisitions and market concentration, partner agreements, diversification, privatization
6. **Load and trim sheet** - load & movement messages
7. **Baggage handling** - regulations, mishandled baggage, types
8. **Service control** - pre flight checks, checks during flight in progress, post flight checks
9. **Handling of special cases** - UNM, coffin, pets, wheel chair etc.
10. **Rank equipment at the airport** - trolleys, step ladder, conveyer belt G.P.U. etc.
11. **Air cargo** - AWB, dangerous goods, capacity & configuration, live animal regulation.

CARGO MANAGEMENT

01. **Containerization** - definition, history of containerization, concept of multi-modal transport, different modes of movement, trade and transportation, transport logistics.
02. **Cargo & Container** – definition, packaging, palletization and storage of cargo, handling & transportation of dangerous cargo, Storage and warehousing in India.
03. **Shipping** – definition, types of ships, cargo and containers, handling of cargo on ports, shut out cargo, loading of cargo on ship, entry to port, sea and airfreight, types of shipment, CNF, CIF, FOB, documentation.
04. **Infrastructure for** – inter modal competition, infrastructure multi-modal requirement for container carriage by rail, ports, transport role in inter-modal & logistics, introduction to dry ports(ICD).
05. **Export Units** – 100% EOUs, free trade zone(FTZ), export processing zone(EPZ), software technology parks (STP), electronic hardware technological parks (EHTP).

FINANCIAL MANAGEMENT

1. **Financial ratio analysis** – nature, liquidity ratio, leverage ratio, activity ratio, evaluation of a firm's earning power, trend analysis, inter firm analysis, utility of ratio analysis.
2. **Cash, volume, profit analysis & operations** – break-even analysis, operating, leverage and risks, profit analysis, cost, volume, profit analysis.
3. **Valuation concept & investment decision** – concept of value and return, compound value, present value, present value and rates of return, present value of bonds and shares.
4. **Capital Budgeting** – cash flow analysis, cost of capital and risk analysis.
5. **Long term source of finance** – capital markets, shares and debentures, various instruments in capital marketing.

Assignments

Cases

Projects



INTERNATIONAL AIR TICKETING & COMPUTERISED RESERVATION SYSTEM

- 1. Introduction** – arrangement of tariff manuals, IATA geography
- 2. Familiarization with OAG and ABC**
- 3. Practices of air itinerary planning**
- 4. Introduction to fare construction**
- 5. Mileage principles and systems**
- 6. Add-ons**
- 7. Stopovers**
- 8. Higher intermediate points**
- 9. Fare construction**
- 10. One-way back-haul check**
- 11. Round and circle trip fares**
- 12. Journeys in different classes**
- 13. Special fares(excursion, student, seaman etc.)**
- 14. Principle of lowest combination of fares**
- 15. Round the world fares**
- 16. Currency regulations**
- 17. Passenger ticket with baggage check**
(issuance of ticket with itineraries – one- way (O/W), return (RT), circle trip(CT), mixed class special fares).
- 18. Miscellaneous charges order (MCO) and prepaid ticket advice (PTA)**
- 19. Changes to tickets**
- 20. Rerouting**
- 21. Rerouting with changes in fare**



CONFERENCE & EVENT MANAGEMENT

- 1. Introduction** – events, conference, convention, meeting, symposium, consortium and exhibition
- 2. History of events/meeting/public gatherings**
- 3. Phases of various events** – conference, convention and meeting development
 - (i) Phase I – Group history and analysis
 - (ii) Phase II – Establishing goals, purposes and objectives of meeting.
 - (iii) Phase III – Projecting and controlling budgets
 - (a) Projecting preliminary budget
 - (b) Controlling the budget – definitions of financial terms- direct costs, indirect costs, fixed costs, variable cost, semi variable costs, total cost matrix, cost centers, tools for controlling charts of accounts, statement of income and expenses, meeting balance sheet, budget spreadsheet.
 - (iv) Phase IV – developing meeting plans –
 - (i) Checklist
 - (ii) Gantt Model
 - (iii) PERT
 - (v) Phase V – programming –
 - a) Agenda –
 - (i) Transactional loops
 - (ii) Barriers to transactions
 - (iii) Developing agendas
 - b) Pattern - Steps of Pattern development
 - (vi) Phase VI – determining space, destination and Site
 - a) Space –
 - (i) Sleeping space
 - (ii) Meeting space
 - b) Destination
 - c) Site
 - (vii) Phase VII – planning food and beverage
 - (viii) Phase VIII – developing and organizing meeting plan
 - (ix) Phase IX – planning publicity, promotion and public relations
 - (x) Phase X – on site management
 - (xi) Phase XI – post meeting evaluations
- 4. Cost Saver tips**

Assignments

Cases

Projects

Presentations

ORGANIZATIONAL BEHAVIOUR

- 1. Introduction**
- 2. Personality**
- 3. Value and attitude**
- 4. Learning**
- 5. Perception**
- 6. Communication and transactional analysis**
- 7. Group dynamics**
- 8. Conflicts, stress and climate**
- 9. Organisational climate**
- 10. Organisational development**
- 11. International context of organisational behaviour**
- 12. Motivation**
- 13. Leadership**
- 14. Teamwork**



Assignments

Cases

Text Reading

- Organisational Behaviour - S. Robbins
- Organisational Behaviour - Luthans
- Organisational Behaviour - Jit .S. Chandan

SEMESTER - IV

TA-401	FRENCH LANGUAGE - II
TA-402	MARKETING STRATEGIES
TA-403	HUMAN RESOURCE MANAGEMENT
TA-404	FOREIGN EXCHANGE MANAGEMENT
TA-405	HOTEL OPERATIONS & MANAGEMENT
TA-406	MAJOR RESEARCH PROJECT
TA-407	VIVA-VOCE



FRENCH LANGUAGE - II

01. **Interrogative words and constructions** - forming questions, interrogative forms by inversion, simple tense interrogative forms by inversion, compound, tenses interrogative adverbs and adverbial expressions interrogative pronouns.
02. **Negative words and constructions** - negation of simple tenses, negation of compound tenses, the negative interrogative, negation of infinitive, negative words and phrases.
03. **Pronouns** - subject pronouns, direct and indirect object pronouns, double object pronouns, reflexive pronouns, disjunctive pronouns, possessive pronouns, demonstrative pronouns, indefinite demonstrative pronouns.

04. French simple and advanced Vocabulary

05. Formation of Passages

06. Translation of Passages from English to French and vice versa

07. Conversation in French

08. Speeches in French

Text Reading

French Grammar - Mary E. Coffman Crocker

Bienvenue En France - A. Monnerie



MARKETING STRATEGIES

- 1. Differentiating and positioning the market offer.**
- 2. Developing testing and launching new products and services**
- 3. managing product life cycles and strategies**
- 4. Designing marketing strategies for market leaders, challengers followers and nichers**
- 5. Designing strategies for the global market place.**

Text Reading

- Marketing Management – Philip Kotler
- Strategic Marketing –



HUMAN RESOURCE MANAGEMENT

1. **Introduction to human resource management** – what is human resource management.
2. **Personal to human resource management** – important environmental influences for HRM in India context.
3. **Human resource planning** – job analysis, job description, job specification, recruitment and recruiting sources.
4. **Selection process, selection devices, socialization, induction of new employees need, objectives and methods of performance appraisal, performance appraisal systems prevailing Indian business.**
5. **Employee training and management development, identification of training more effective, concepts and practical methods of management development program.**
6. **Career development** – stages involved in a career, characteristics of an effective organizational career development programme.
7. **Salary and wage administration, concept of job evaluation, methods of job evaluation, wage/salary.**
8. **Surveys and design of salary grade structure.**
9. **Developing productive work – culture in organization.**
10. **Quality of work-life, its development and maintenance.**
11. **Participate management** – devices like quality circles, suggestion schemes, task forces etc.
12. **Implication of current trends on Indian HRM practices.**

Assignments

Cases

Text Reading

- Human Resource management – S. Robbins.
- Human behaviour at Work – Davies Keith
- Personnel Management – Mamoria

FOREIGN EXCHANGE MANAGEMENT

1. **Theory of foreign exchange** – Forex rates, determination of exchange rates, exchange rates – history. IMF system of exchange rates, exchange rates-crisis.
2. **Fluctuations in foreign exchange rates & terminology** – Indian currency system causes of fluctuation in exchange rates, effects of exchange fluctuations, factors limiting fluctuations in exchange rates.
3. **Terminology used in forex** – Forex transaction and rate mechanism, purchase and sale of forex, quotation of exchange rates, arbitrage operations.
4. **Speculation in foreign exchange** – Forward exchange, forward transactions, and determination of forward margins, forward exchange rates, cover for forward transactions, IMAP operations, booking of forward contract, foreign currency options.
5. **Exchange rate policy and exchange control** – exchange control, multiple exchange rates, devaluation/revaluation, fixed, flexible and floating exchange rates.
6. **Currency convertibility** – convertibility of rupee in India, partial convertibility, Genesis, LERMS, full convertibility.
7. **Exchange earners foreign currency account (EEFC)** – India's foreign trade & balance of payment, importance of trade, exports, foreign exchange situation in India, imports, balance of payment, external assistance, external commercial borrowings, forex reserves, external debts.
8. **Exchange control regulation and foreign trade** – broad features of exchange control, exchange control regulations (export and imports), travel etc., forward facilities, forex regulation Act.(FERA)
9. **Financing of foreign trade** –financial institutions and export trade(ECGC, etc.), post shipment export credit in foreign currency (PSCFC), rediscounting of foreign currency exchange bills abroad, reserve bank of India and financing of foreign trade, export import of bank of India (EXIM Bank), deferred payment exchanges and EXIM bank, foreign currency pre-shipment credit.
10. **International institutions** – international monetary fund, special drawing rights (SDR's), IMF monetary system, IBDR, other international financing institutions, IFC, IDA, ADB, India and the ADB, the European monetary system, the European economic community (EEC), international co-operation in trade, WTO, UNCTAD, GSP, GSTP.

Projects and Seminars

HOTEL OPERATIONS & MANAGEMENT

1. **Introduction to hospitality industry.**
2. **Accommodation – types & forms.**
3. **Classification of hotels**
4. **Hotel organization** – different departments & their functions, licenses & certificates.
5. **Front office operations** – functions & management, reception of guest, reservations, room allocation, concept of no shows, over sales, late cancellations, guest complaints.
6. **Housekeeping** – functions & management, planning & organizing housekeeping department, guest floors, facilities, service, cleaning, public area, other types of cleaning, linen room, laundry housekeeping, desk operation, beds, linens & uniforms, carpets & floors, ceilings, walls, furniture & fixtures, safety & security, managing inventories & controlling expenses, interior decorations.
7. **Food & Beverages** – functions & management, classification of F & B outlets, purchasing and stock management.
8. **Maintenance & Engineering** - functions & management, maintenance of hotel with special emphasis on air – conditioning, water supply, sanitation, heating, safety, security, legal requirement for security & sanitation.
9. **Hotel Chains** – domestic & international chains.

MAJOR RESEARCH PROJECT

A research project international tourism/domestic tourism on –

- **Transportation**
- **Accommodation**
- **Destination**
- **Event**
- **Organization**

