

**INSTITUTE OF MANAGEMENT IN KERALA (IMK)
SCHOOL OF BUSINESS MANAGEMENT AND
LEGAL STUDIES
UNIVERSITY OF KERALA**



MBA PROGRAMME (TOURISM)

SCHEME AND SYLLABUS

**(UNDER CREDIT AND SEMESTER SYSTEM WITH EFFECT
FROM 2017 ADMISSION ONWARDS)**

Programme objectives:

- Students will be able to understand the theory and practice gap in the field of general management and Tourism
- Students will develop professional skills that will prepare them to perform effectively as employee and also as an entrepreneur
- Students will understand ethical, legal, financial, marketing, human resources and social issues and responsibilities
- Students will be able to solve real problems through effective team work, communication and critical thinking
- Students will be able to adapt to the ever changing environment and will be receptive to new skills and new competencies.
- Students will be given assignments and seminars which will mould their leadership capabilities, professional ethics and subject insights.
- Students will be able to effectively communicate both in written and oral business communication.

Structure of the MBA (Tourism) Programme (Under Credit and Semester System w.e.f. 2017 admissions)

Semester No.	Course Code	Name of the Course	Number of Credits
I	Core courses: MGT-C-411	PRINCIPLES OF MANAGEMENT AND ORGANISATIONAL BEHAVIOUR	3
	MGT –C-412	MANAGERIAL ECONOMICS	3
	MGT –C-413	ACCOUNTING FOR MANAGERS	3
	MGT- C-414	QUANTIATIVE TECHNIQUES	3
	MGT –C-415	OPERATIONS MANAGEMENT	3
	MGT- C-416	BUSINESS ENVIRONMENT AND CORPORATE ETHICS	3
	MGT- C-417	ENVIRONMENTAL MANAGEMENT	3
II	Core courses MGT- C-421	LAWS FOR BUSINESS	3
	MGT –C-422	RESEARCH METHODS FOR MANAGEMENT	3
	MGT- C-423	HUMAN RESOURCE MANAGEMENT	3
	MGT- C-424	MARKETING MANAGEMENT	3
	MGT –C-425	FINANCIAL MANAGEMENT	3
	MGT- C-426	COMMUNICATION SKILLS	3
	MGT- C-427	BUSINESS PLANNING AND ENTREPRENEURSHIP	3
	MGT –C-428	OPERATIONS RESEARCH	3
III	Core courses MGT- C-431	ORGANISATIONAL STUDY	3
	MGT -C-432	MANAGEMENT INFORMATION SYSTEMS	3
	Internal electives MGT –E-433	TOURISM PRINCIPLES & E- TOURISM	2
	MGT- E-434	TOURISM PRODUCTS OF INDIA	2
	MGT –E-435	HOSPITALITY & CUSTOMER RELATIONSHIP MANAGEMENT	2
	MGT –E-436	AIRLINES & TRAVEL AGENCY MANAGEMENT	2
	MGT –E-437	TOURISM GEOGRAPHY AND DESTINATION PLANNING	2
	MGT-E-438	INTERNATIONAL BUSINESS ENVIRNMENT	2

IV	Core course MGT- C-441	STRATEGIC MANAGEMENT	3
	Internal Electives		
	MGT- E-442	SALES AND DISTRIBUTION MANAGEMENT	2
	MGT –E-443	INTERNATIONAL BUSINESS & TOURISM LAW	2
	MGT-E-444	ECO TOURISM\	2
	MGT-E-445	SERVICE MARKETING	2
	MGT- D-445	DISSERTATION	5

Extra Departmental Elective Courses

Semester No.	Course Code	Name of the Course	Number of Credits
I	MGT-X-411	TEAM BUILDING	2
	MGT-X-412	MANAGING RURAL MARKETS	2
II	MGT-X-421	CAREER MANAGEMENT	2
	MGT-X-422	MANAGING DIVERSITY IN WORKPLACE	2
III	MGT-X-431	ECOTOURISM	2
	MGT-X-432	BASICS OF RETAILING	2
IV	MGT-X-441	SIX SIGMA	2
	MGT-X-442	RESPONSIBLE TOURISM	2

Credit Structure of the MBA (General) Programme (Under Credit and Semester System w.e.f. 2017 admissions)

Semester No.	Course Code	Name of the Course	Number of Credits
I	MGT-C-411	PRINCIPLES OF MANAGEMENT AND ORGANISATIONAL BEHAVIOUR	3
	MGT –C-412	MANAGERIAL ECONOMICS	3
	MGT- C-413	ACCOUNTING FOR MANAGERS	3
	MGT –C-414	QUANTIATIVE TECHNIQUES	3
	MGT –C-415	OPERATIONS MANAGEMENT	3
	MGT –C-416	BUSINESS ENVIRONMENT AND CORPORATE ETHICS	3
	MGT –C-417	ENVIRONMENTAL MANAGEMENT	3
II	MGT –C-421	LAWS FOR BUSINESS	3
	MGT –C-422	RESEARCH METHODS FOR MANAGEMENT	3
	MGT –C-423	HUMAN RESOURCE MANAGEMENT	3
	MGT- C-424	MARKETING MANAGEMENT	3
	MGT –C-425	FINANCIAL MANAGEMENT	3
	MGT- C-426	COMMUNICATION SKILLS	3
	MGT- C-427	BUSINESS PLANNING AND ENTREPRENEURSHIP	3
	MGT- C-428	OPERATIONS RESEARCH	3
III	MGT –C-431	ORGANISATIONAL STUDY	3
	MGT- C-432	MANAGEMENT INFORMATION SYSTEMS	3
	Internal electives 1.		2

	2 3. 4. 5. 6.		2 2 2 2 2
IV	MGT –C-441 Internal Electives 1. 2. 3. 4. MGT- D-541	STRATEGIC MANAGEMENT DISSERTATION	3 2 2 2 2 5

Extra Departmental Elective Courses

Semester No.	Course Code	Name of the Course	Number of Credits
I-1V	1. 2.		2 2

Total Credits

83

SEMESTER : I
COURSE CODE : MGT- C - 411
COURSE TITLE : PRINCIPLES OF MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR
CREDITS : 3

AIM: The aim of this course is to provide a fundamental exposure to the students on the theories in management and the practice and the nuances of organizational behavior.

OBJECTIVES: The course introduces the student to the history of management, management process, organizational behavior, decision making, communication and leadership

COURSE CONTENT:

Module I History of scientific management – pioneers, Mary Follet, Fredrick.W.Taylor, Gilbreth, Henry Fayol etc. and their contributions – Schools of Management thought – the behavioural science school, quantitative school, scientific management school etc. – comparison.

Module II Process of management – planning – types of plans – organizing – organization design – structure & process – line & staff – delegation – centralization and decentralization – directing and controlling – control techniques. Functions of management in the context of globalization and opening up of economy – Coping with economic downturns – Future of management.

- Module III Contributing disciplines to the understanding of OB – Historical evolution of OB – contemporary applications and challenges of OB – Developing a comprehensive and holistic of OB – Theoretical perspectives of human behavior: Perception, Learning, Motivation and Personality.
- Module IV Decision Making: Decision making models – Reasoning and problem solving – Factors affecting decision making – Communication: Communication process – Factors affecting communication – Channels of communication – barriers to effective communication – Improving interpersonal and organization communication..
- Module V Interpersonal dynamics: Developing interpersonal awareness – Johari Window – Transaction analysis – Empathy and Assertiveness Groups: Definition and classification of groups – Development of groups – groups structure – Roles, norms, and status – Group decision making.
- Module VI Teams – Developing high performance teams. Leadership – Power and Politics – Conflicts – Negotiation – Developing negotiating skills – Organizational culture – Change Management.

REFERENCES:

1. Essentials of Management 7th Edition – Harold Koontz & Heinz Weihrich, the McGraw-Hill Companies, 2012.
2. Management 6th Edition James A F Stoner, R Edward Freeman & Daniel R Gilbert, Pearson Education, 1989.
3. Management challenges for the 21st Century, Peter Drucker, Harper Collins, 1999.
4. Organizational Behaviour – Concepts Controversies and Applications, 15th edition, Stephen P. Robbins, Pearson, 2016.
5. Organizational Behaviour, 12th edition, Fred Luthans, Mc Graw Hill education, 2011.
6. Behaviour Organization, 6th edition, Jerald Green Berg and Robert A. Baron, Prentice Hall, 1996
7. Fundamentals of Organizational Behaviour, Michael R. Carrel et al, Prentice Hall, 1997.

ADDITIONAL RESOURCES: www.amazon.com, <https://www.mheducation.co.in>, www.swlearning.com, www.pearsoned.co.in

SEMESTER	:	I
COURSE CODE	:	MGT- C- 412
COURSE TITLE	:	MANAGERIAL ECONOMICS
CREDITS	:	3

AIM: The aim of this course is to develop an understanding of the basic concepts, tools and techniques of economics and their application to various areas of corporate decision making. This course also helps the students to appraise business around him and to develop skills relate corporate decision on the future prospects of business.

OBJECTIVES: The course offers the role of economics in business, production function, pricing, national income and money and taxation.

COURSE CONTENT:

- Module I Relevance of Economics for business decisions – Role of Managerial Economist and Business decision making – Demand Analysis – Demand curve and demand function – Elasticity of demand and its estimation – Demand Forecasting.
- Module II Production and cost of production – production function – cost function in the short run and in the long run – cost concepts – practical applications of cost functions – cost volume profit Analysis – Break even chart – Economics of scale and scope.

- Module III Market structure and price – output decisions – pricing under perfect competition – competitive equilibrium and economic efficiency – market failures and rule of government – pricing under monopoly – monopolist’s output decision – monopoly power and its measurement – regulation in practice.
- Module IV pricing under Oligopoly – Nash Equilibrium – Cournot Model Collusion and Cartel – Indian Type of Cartel- National Income Accounting and their implication in business decision – Aggregate Demand and Supply.
- Module V Consumption, Investments, Exports, Imports, Liquidity preference, wages and profits, Employment Equilibrium of the Keynesian Model – solutions for income, employment and interest rate – Multiplier and Accelerator.
- Module VI Budget and Taxation – Concept of value Added Tax. Monetary Theory and practice – Quantity theory of money – objectives and Instrument of monetary policy – Bank Rate policy – changes in SLR, CRR, Open Market operations, Selective Credit Controls – Exchange Rate Management – Financial Markets – Indian and International.

REFERENCES:

1. Economics, 4th Edition, Joseph Stiglitz and Carl Walsh, WW Norton and Company, 2006.
2. Fundamentals of managerial economics, 8th Ed., Hirschey, Mark, South-western College Publications, South Western, 2003.
3. Managerial Economics, Joel Dean, Prentice Hall, 1951.
4. Managerial Economics, 4th edition, Peterson and Lewis, Pearson, 2006.

ADDITIONAL RESOURCES: ocw.usu.edu, www.tru.ca, www.londoninternational.ac.uk, core.csu.edu.cn

SEMESTER : I
COURSE CODE : MGT- C-413
COURSE TITLE : ACCOUNTING FOR MANAGERS
CREDITS : 3

AIM: The aim of the course is to familiarize the students with the financial accounting system which processes transactions to generate financial statements through the book keeping mechanism and to enable the students to understand the financial status and performance of the business enterprises on the basis of an analysis of the financial statements. It also seeks to develop students analytical and interpretative skills in the use of management and cost accounting information decision making, cost determination, control and budgeting.

OBJECTIVES: The course introduces the student to financial accounting, its basic concepts, analysis and interpretation and tools.

COURSE CONTENT:

- Module I Introduction to Financial Accounting – Purpose, use and role. Financial Accounting rules, concepts and conventions. Financial Accounting transactions, the process of recording, rules of book keeping and books of accounts – Double Entry book keeping, journalizing primary and secondary books of accounts.
- Module II The structure and contents of financial statements – The profit and loss account and the Balance Sheet. The need for adjusting entries – revenue recognition, accrual principle, depreciation, closing inventories and their valuation, bad debts and providing for doubtful debts, discounts, contingencies, prior year expenses etc.
- Module III The analysis of financial statements, Ratios and their uses. Types of ratios and their meaning using ratios to understand the financial status and performance of an organization.

- Module IV Funds Flow analysis, Inter firm comparisons and Trend analysis- Cost accounting and its purposes. Classification of Costs and their uses. Allocation of Costs. Cost centres.
- Module V Types (methods) of Costing, Activity Based Costing. Joint products and by-products. Relevant costs for decision making.
- Module VI Break Even and cost volume profit analysis. Budgeting, Standard Costing and Variance Analysis. Full and Direct Costing.

REFERENCES:

1. Financial statement analysis, R.L., Gupta & Radhaswamy, Sultan Chand, 1982.
2. Cost and management Accounting (A managerial emphasis), 15th edition, Charles T Horngren, Pearson, 2014.
3. Accounting for management, 3rd edition, Richard M. Lynch and Williamson, Mc Graw Hill, 2011.
4. Management and cost Accounting, 7th edition, Colin Drury, Cengage, 2007.
5. Management Accounting, 4th edition, Khan & Jain, Tata McGraw Hill, 2006.

ADDITIONAL RESOURCES: ocw.mit.edu, education-portal.com, hbsp.harvard.edu, www.imanet.org, www.open.ac.uk

SEMESTER	:	I
COURSE CODE	:	MGT- C-414
COURSE TITLE	:	QUANTITATIVE TECHNIQUES
CREDITS	:	3

AIM: To equip the students with different statistical techniques to summarize, analyse the interpret data, which are essential for decision making along with familiarize to solve statistical problems using computer packages like SPSS.

OBJECTIVES: The course creates awareness on Matrix Algebra, Calculus and Probability, Descriptive Statistics, Sampling Theory and Basic Concepts in Statistical Inference, and Statistical methods.

COURSE DESCRIPTION:

- Module I **Matrix Algebra, Calculus and Probability** : Matrix : Concept of Matrix – types of matrices Square matrix, Diagonal matrix, Scalar matrix, identity matrix, Zero matrix and symmetric matrix : Addition Subtraction and multiplication of matrices : determinants : inverse of a matrix : solving homogeneous linear equations (Gauss – Jordan methods): Solving non homogeneous equations (Matrix inverse, Cramers and Gauss Jordan methods) Problems to management application. Calculus: Concepts of limit and continuity, differentiation and integration of simple algebraic functions: Applications in Management (Problems).
- Module II **Permutations and Combinations**: Concepts only (to apply it in probability and distributions). Probability Concept of random experiment: outcomes, sample space, events disjoint events Definitions probability (Classical, frequency and axiomatic). Addition rules: Conditional probability: Multiplication theorem Bayer's theorem: Problem solving with these concepts.
- Module III **Descriptive Statistics**: Descriptive statistics: Data : primary Data, Secondary Data, Summarization of data, measures of central tendency: Arithmetic mean – combined mean – Median – Mele Measures of dispersion Variance / standard deviation – Quartile deviation – 'Coefficient of variation, Movements (first 4 moments only),
- Module IV **Descriptive Statistics**: Skewness : Karl Pearson's and moment measures of skewness, Kurtosis : moment measures of kurtosis : Problems related to management application. Probability Distributions: Random variable, probability density function, standard distributions – Binomial, Poisson and Normal Problems in Management Application.
- Module V **Sampling Theory and Basic Concepts in Statistical Inference**: Sampling probability sampling and non-probability sampling: Sampling errors and non sampling errors: Methods of sampling: Simple random sampling – Stratified sampling – Systematic sampling – Cluster Sampling – Convenient / judgment

sampling. Inference: Concept of statistical Sampling distributions, t, F and χ^2 , Estimator, Point and interval estimates (concepts only), Concepts of statistical hypothesis and testing of hypothesis.

Module VI **Statistical methods – II** : Correlation and Regression : Bivariate cases; Marginal and Conditional distributions (concepts only): Concept of correlation; Karl Pearson's coefficient of correlation , Spearman's rank correlation coefficient; Simple linear regression; Applications in management (Problems) – Time Series Analysis : Components of time series : Smoothing techniques : Moving average, Exponential smoothing, Trend analysis.

REFERENCES:

1. Statistics for management , Richard Levin & Rubin, Prentice Hall India,2002
2. Statistics Concepts and Applications, Pal. & Sankar, Prentice – Hall India,2005
3. Quantitative techniques, C.R. Kothari, Vikas Publishing House,2009
4. Quantitative Analysis for management, Render & Stair, prentice Hall of India,2005
5. Matrix and linear algebra, Dutta, prentice – Hall India,2002

ADDITIONAL RESOURCES: <http://www.statisticalassociates.com>, www.edu.plymouth.ac.uk
www.palgrave.com, www.wiley.com

SEMESTER : I
COURSE CODE : MGT- C-415
COURSE TITLE : OPERATIONS MANAGEMENT
CREDITS : 3

AIM: To introduce the students to the production and operations management function and stress its importance to the organization in the context of the increasingly competitive situation and new advancements in operations management practices.

OBJECTIVES: The course introduces the student to basic concepts, Vertical Integration, Production Planning and Control, Materials Management and Computer Based Integrated Manufacturing Systems.

COURSE CONTENT:

- Module I Production as a value addition process – its ingredients – 5 P's of operations management – Material, man and machinery – Design function. Plant location – plant layout – Economy of size – Make/ Buy mix, productivity – work methods, work measurement techniques, capacity measurements.
- Module II Vertical Integration – Quality Management, Quality control – Statistical Quality Control (including process control) TQM – ISO 9000, 14000 and SA 8000 and other international standards – Quality circles – JIT – Vendor selection and rating – quality problem solving tools- Six Sigma – Service Quality.
- Module III Production Planning and Control – Forecasting – aggregate planning – development of MPS – capacity planning – shop floor control – Master and detailed schedules, work orders, route sheets, Job cards etc – Value analysis/engineering.
- Module IV Materials Management – Stores management – maintenance management (including reliability concepts) Inventory Control – P & I system – safety stocks
- Module V ABC – VED – two Bin – EOQ – MRP – I, MRP II – Inventory records – spare parts management – Concepts of SCM & Logistics
- Module VI Computer Based Integrated Manufacturing Systems – CIM, CAM, Robotics, automated material, FMS, ERP, World class manufacturing – Project Management concepts – PERT/CPM (concepts) – Gantt Chart-Precedence

diagram – Lessons from Japanese and Chinese manufacturing – challenges due to globalization.

REFERENCES:

1. Production and Operations Management, 6th edition, Buffa, Wiley, 2007.
2. Production and Operations Management, Ebert J. Adams, Prentice Hall, 1989
3. Production and Operations Management, S.N. Chary, Tata McGraw Hill, 2004
4. Operations Management, Panneerselvam, Prentice Hall, 2012
5. Production & Operations Management, Gaither. N. & Franzier. G, Thomson Learning, 1999.

ADDITIONAL RESOURCES: <https://www.iomnet.org.uk>, www.journals.elsevier.com, www.apics.org, www.poms.org

SEMESTER	:	I
COURSE CODE	:	MGT- C-416
COURSE TITLE	:	BUSINESS ENVIRONMENT & CORPORATE ETHICS
CREDITS	:	3

AIM: To sensitize the students to the broader socio-political and economic environment within which they will operate as managers. The course seeks to examine the interaction between the economy, polity, society and ethical practices in historical perspective and enable the students to be more effective managers.

OBJECTIVES: The course offers with concepts, external factors influencing business, business ethics and corporate governance.

COURSE CONTENT:

- Module I Business Environment: Concept, significance and factors – Environment influence on business – Environmental awareness and scanning for business planning. Social Environment of Business – Indian society – Demographic trend and social structure in India – Significance of growing middle class – social & cultural factor – inter-face between society and management – social change and development – Role of Manager in the social context.
- Module II Political Environment of Business: Business – government interface – public policy formulation – Implications for Business. Strategies followed by business influencing public policies – Economic Environment & Business : an analysis of overall development Industry, Service sectors – policy, structure and performance of various sectors – Impact of globalization.
- Module III National Income – Concepts, methods of measurement – Indicators of development. Human and physical Infra-structure for industrial development. The growth and development of public sector enterprises – Globalization – Privatization – Trends in foreign participation in Indian business – Industrial Policy – Export – Import policy – WTO, IPR, TRIPS, TRIMS –
- Module IV Technological Environment and its implications to business – New Technologies – Choice of Technologies – Appropriate technology, Trade scenario, - New areas of growth – Economic effects of technology – Social consequences of technological change – Management’s responsibility for technological change.
- Module V Introduction to ethics- Ethics and Value – Importance of ethics and business ethics- Factors affecting business ethics. Theories of ethics. Virtue, Virtue Ethics – Ethical dilemma, Ethical gap, Ethical leadership – Whistle blowing – Trade Secrets – Ethics and Business Strategy – Influence of Organizational Culture in Ethics – Ethics Committee – Ethical Audit.
- Module VI Corporate Governance: Corporate Social Audit – Ethics and Government – International Business Ethics. Corporate Board – Attributes, Duties,

Responsibilities, Emerging Trends in Corporate Governance – Relevant Indian cases.

REFERENCES:

1. Business Environment – Text and Cases, Francis Cherunilam, Himalaya, 2015.
2. Business Environment, Vivek Mittal, Excel Books, 2011.
3. Business ethics and corporate governance, Khanka SS, S.Chand and Co, 2014.
4. Perspectives in Business Ethics, Laura Hartman, Tata McGraw Hill, McGraw Hill, 2017.
5. Business Ethics and Corporate Governance, Bhatia SK, Deep and Deep, 2004
6. Indian Economy, R. Datt & KPM. Sundaram S. Chand & Sons, 2013.
7. Chakraborty, S.K., Management by Values, Oxford University press, 1998.

ADDITIONAL RESOURCES: business-ethics.com, highered.mheducation.com/sites, www.molsoncoors.com

SEMESTER : I
COURSE CODE : MGT- C-417
COURSE TITLE : ENVIRONMENTAL MANAGEMENT
CREDITS : 3

AIM: To introduce the concepts of environmental management that is becoming a major area of concern and also understand the dimensions, institutions of environmental management.

OBJECTIVES: The course introduces the student to Environment and its components, Environmental degradation, Dimensions of environmental management, Development Management and Environmental Management Institution.

COURSE CONTENT:

- Module I Environment and its components – Ecology – Forest – Wildlife – biotic and a biotic environment – Agricultural – fisheries – cycling of materials in the ecosystem – eco friendly farming – Lithosphere – atmosphere – hydrosphere – stratosphere – Food chain – Climate change – Carbon credit.
- Module II Environmental degradation – Population growth – Economic development – pollution – pollution control – sustainable development – Hazardous wastes – Energy and environment – alternate sources of energy.
- Module III Dimensions of environmental management – economic dimensions – technological dimensions – socio-cultural dimensions – ethical and moral dimensions – Participatory Environmental Management
- Module IV Integrated environmental management – managing the urban environment – managing the rural environment – environmental management systems – environmental audit.
- Module V Development Management – environment friendly – sustainable agriculture – sustainable forestry management – water resources management – industrial waste management – unclear waste management – municipal waste management – hospital waste management – air quality management – coastal and marine resources management.
- Module VI Environmental Management Institution – Environmental legislations – legal framework – national and international legislations – governmental institution for environmental management – private sector and civil society in environmental management – environmental awareness – environment friendly products – green taxes – academic and research institutions in environmental management.

REFERENCES:

1. Environmental management, Bala Krishnamurthy, Prentice Hall, 2008.
2. Environmental management, Jacob Thomas, Pearson, 2015.
3. Environmental management, NK Uberoi, Excel books, 2004.
4. Natural resources conservation and management, KK Singh, MD Publishing, 2008.
5. Urban Environmental Management, Shahab Faizal and Abhalakshmi Singh, BR Publishing, 2008.

ADDITIONAL RESOURCES: www.springer.com , www.emb.gov.ph, www.qld.gov.au, www.wyndham.vic.gov.au,

SEMESTER : **II**
COURSE CODE : **MGT- C-421**
COURSE TITLE : **LAWS FOR BUSINESS**
CREDITS : **3**

AIM: To familiarize the students with important features of law relating to business like Administrative Law, Contract Law, Company Law etc. It will also give them an exposure to laws like civil and Criminal Procedure, and their relationship to business.

OBJECTIVES: The course creates awareness on the Administrative Law, Contract Law, Company Law, Income Tax Act and Sales Tax Act and VAT and Labour Laws

COURSE CONTENT:

- Module I Administrative Law-Welfare State and Administrative Law: Delegated Legislation, Principles of Natural Justice, Constitution of India, fundamental rights and duties, Judicial Review, Suits against Government – torts and contracts – control of public undertakings.
- Module II Contract Law : General Principles – Essentials of a Valid Contract – Communication, Acceptance and revocation, void, voidable, unenforceable and illegal contracts – discharges of contracts – breach of contract and remedies.
- Module III Laws relating to partnership, Registration, Rights and Liabilities – Dissolution of a firm. Laws of Agency – Sale of goods – agreements to sell-contact for work – bailment, mortgage of goods – time purchases and relationships with sale – conditions and warranties – rights of an unpaid seller.
- Module IV Company Law: Evaluation – comparison of types of companies, incorporation, capital-kinds of shares, directors, meetings and resolutions accounts and audit, winding up different modes.
- Module V Preliminary ideas regarding Income Tax Act and Sales Tax Act and GST.
- Module VI Labour Laws – Factories Act, I D Act, Trade Union Act – Workman's Compensation Act, Law of Specific Relief, Injunctions, Civil and Criminal procedures – relating to business, Negotiable Instrument Act – Cheques, Bills of Exchange, promissory Notes.

REFERENCES:

1. Text book on Law of Contract and Specific Relief, Avtar Singh, Eastern Book Co., 2016.
2. Principles of Mercantile Law, BK Bangia, Commercial Book, 1999.
3. Elements of Mercantile Law, N.D. Kapoor, S.Chand, 2017.
4. Handbook of Labour and Industrial Law, P.K. Malik, Poonam, 2015.

5. The constitution of India: BARE Act with short notes, AR Khan, Access Publishing, 2014.

ADDITIONAL RESOURCES: www.business.govt.nz/laws, www.business.qld.gov.au,
www.findlaw.com

SEMESTER : **II**
COURSE CODE : **MGT –C-422**
COURSE TITLE : **RESEARCH METHODS FOR MANAGERS**
CREDITS : **3**

AIM: To equip the students with basic understanding of the research methodology and its application in management.

OBJECTIVES: The course introduces the student to introduction to business research, research process, Measurement of variables, Data analysis and interpretation and The research report.

COURSE CONTENT:

Module I Introduction to business research – definition – research and managers – need for Business research – type of business research – major topics for research in business – business research in the 21st century – the manager and the consultant manager – research relationship – internal vs. external consultant/researchers – advantages and disadvantages – knowledge about research and managerial effectiveness – building blocks of science in research – induction – deductive method – case study.

Module II The research process : An overview – types of research – explorative study – descriptive – causal research – influence of uncertainty on the research. Broad problem areas – preliminary data collection – nature of data to be gathered – background information of the organization. Literature survey – reasons – conduct – write up the literature review – problem definition – theoretical frame work.

Module III Measurement of variables – operational definitions – dimensions and elements – Scales – nominal – ordinal, interval, ratio scales – dimensions of operational definition and scaling. Reliability and validity – goodness of measures – item analysis – types of validity.

Module IV Data collection methods – primary sources of data – secondary sources – interviewing questionnaire – design – guidelines, other methods of data collection – observation – projective methods. Sampling – types – issues of precessions and confidence in determining sample size. Importance of sample, sampling design and sample size.

Module V Data analysis and interpretation – getting data ready for analysis – editing data – Handling blank response – code – categorization – entering data. Data analysis – Testing goodness of fit of data – reliability – Cronbach's Alpha – choosing appropriate statistical techniques – parametric and non-parametric tests – multi variant analysis – analysis of dependence – analysis of interdependence – multiple regression, discriminate analysis, factor analysis, cluster analysis – SPSS.

Module VI The research report – research proposal – characteristics of well written reports – contents – integral part of a report – oral presentation – handling questions – report format.

REFERENCES:

1. Research methods for business, Uma sekharan, John Wiley and Sons, 2015.
2. Business research methods, Donald Cooper etal, Tata McGraw Hill, 2017
3. Research methodology, methods and techniques, CR Kothari, New Age, 2014.

4. Social Research methods, 5th Edition, Alan Bryman, Oxford, 2016.
5. Research methods, Ram Ahuja, Rawat, 2001.

ADDITIONAL RESOURCES: www.socialresearchmethods.net, www.thomsonreuters.com, processresearchmethods.org

SEMESTER : **II**
COURSE CODE : **MGT –C-423**
COURSE TITLE : **HUMAN RESOURCE MANAGEMENT**
CREDITS : **3**

AIM: To provide the student the basic knowledge about the management of human resources and industrial relations. The focus is on organization or enterprise issues in the management of human resources and the changing role of Human Resource and Industrial Relations.

OBJECTIVES: The course provides with importance of HRM, its functions, Decision Making Process, Industrial Relations and Collective Bargaining.

COURSE CONTENT:

- Module I Human Resource Management in Organizations – Definition – Functions – Changing Role of HR Management in India – HR Manager – role & functions. Analysis and Designing of Jobs – Human Resource Planning – Human Resource Recruitment – Recruitment and Selection – Induction and Placement – Training and Development – Transfers and Promotions – Changing role of HRD in Management of Organization.
- Module II Performance Appraisal – Designing of Effective Performance Appraisal Systems – Wages and Salary Administration – Theories of Wages
- Module III Job Evaluation and merit rating – occupational health, safety and social security – Discipline Employee grievance and their redressal.
- Module IV Participation of Decision Making Process – Quality Circles – TQM – Role of Quality Circles in TQM – Personnel Management and Technological Change – Management of Change – Changing Role of Personnel Manager – Current Trends in Human Resources Management.
- Module V Industrial Relations – IR system in the Indian environment – ILO and Tripartite Bodies in India – Trade Union Movement in India – Recognition – Problems – management of Trade Unions – Industrial Laws India – Trade Union Act – Industrial Employment Standing Order Act – Industrial Disputes Act.
- Module VI Collective Bargaining – Industrial Relations in Public and Private Sector Organizations – Workers Participation in Management – Experience in different countries – Indian experience – Industrial Relations in the Present era – Role of Employees/ Employers in the changing business scenario.

REFERENCES:

1. Human Resource Management, Aswathappa, McGraw Hill, 2017
2. Human Resource Management, 14th edition, Dressler Gary, Prentice Hall of India, 2015.
3. Personnel/Human Resources management, DeCenzo David A and Robbins Stephen P, Prentice hall of India, 2013.
4. Essentials of Human Resource Management, P Subba Rao, Himalaya, 2013.
5. Personnel management and Human resources, CS Venkatrathanam, Mc Graw Hill, 2004.

ADDITIONAL RESOURCES: www.humanresources.org , www.workforce.com , www.ihrim.org, www.humanresourcesiq.com

SEMESTER : **II**
COURSE CODE : **MGT- C-424**
COURSE TITLE : **MARKETING MANAGEMENT**
CREDITS : **3**

AIM: To introduce the fundamental concepts and theories in the area of marketing and to assist the students in gathering, analyzing and presenting information for marketing decision making.

OBJECTIVES: The course introduces the student to concepts, Market segmentation, Customer satisfaction, Pricing and service marketing.

COURSE CONTENT:

- Module I Marketing – Importance, Scope – Evaluation of Marketing concept – Marketing environment – Marketing and its allied functions
- Module II Market segmentation – strategies and process – Positioning : strategies, positioning of services, perceptual mapping – Differentiation and Market targeting – Consumer behavior : Individual and industrial – Marketing Research.
- Module III Customer satisfaction – Customer Relationship management – Product management – product portfolio analysis – New product management – Brand Management.
- Module IV Pricing : Pricing methods, factors influencing pricing, pricing strategies – Channel management : Retailing, supply chain management, logistics management –
- Module V Integrated marketing communication : Advertising, sales promotion, Personal selling, publicity and public relations.
- Module VI Services marketing – Rural marketing – International marketing – Marketing warfare – online marketing – e-commerce – green marketing – viral marketing – social marketing – innovations in marketing.

REFERENCES:

1. Marketing Management, 15th edition, Philip Kotler etal, Pearson Education,2015
2. Marketing – Text and cases, KS Chandrasekar, Vijay Nicole/McGraw Hill education,2013.
3. Marketing Management – Planning, Implementation and Control- Indian context, V.S. Ramaswamy and S. Namakumari, Macmillan,2009.
4. Marketing, 14th edition, Stanton, Walker & Etzel, Tata McGraw Hill, 2017.
5. Marketing management, Rajan Saxena, McGraw Hill, 2009.

ADDITIONAL RESOURCES: www.salesandmarketing.com, www.prontomarketing.com, www.marketingprofs.com

SEMESTER : **II**
COURSE CODE : **MGT- C-425**
COURSE TITLE : **FINANCIAL MANAGEMENT**
CREDITS : **3**

AIM: To make the student understand various concepts in Corporate Finance, to familiarizes them with techniques in financial management and focus on the institutional framework of Corporate Finance.

OBJECTIVES: The course provides the concepts in Corporate Finance, Source of Funds, Investment decisions, Finance decisions, and Dividend decisions.

COURSE CONTENT:

Module I **Business Finance** : Finance function – meaning and scope – objective of financial management – Financial forecasting – Financial planning – steps in financial planning – Estimating financial requirements, Role of financial market and financial institutions in India.

Module II **Source of Funds** : long term – short term and medium term – Equity shares – preference shares – Debentures and Bonds – Retaining Earnings. Institutional borrowings – Public Deposits – Lease financing – Venture capital – Commercial paper – Factoring.

Module III **Working capital Management** : Management of cash, Management of the receivables and inventory – Inventory Management – Bank financing of working capital.

Module IV **Investment decisions:** Capital budgeting process – Selection of projects – Estimation of cash flows – Project evaluation techniques – Payback period – Accounting rate of return – NPV method – IRR – Capital rationing – project selection under rationing.

Module V **Finance decisions:** meaning – structure planning – optimum capital structure – capital structure theories – Net income approach – Net operating income approach – MM approach – Traditional approach – Cost of capital – meaning – methods of computing cost of debt, equity and preference shares – weighted average cost of capital.

Module VI **Dividend decisions:** Factors influencing dividend policy – stable dividend policy – cash dividend – stock dividend – stock split – Dividend models – Walter’s model – Gordon’s Model – MM Irrelevance Approach.

REFERENCES:

1. Financial Management: Theory and Practice, Prasanna Chandra, McGraw Hill, 2017.
2. Financial Management: Principles and practice, S.N. Maheswari, S.Chand, 2014.
3. Financial Management, C Parameswaran and T Subramanian, New Age, 2008
4. Financial management, IM Pandey, Vikas, 2016.
5. Financial Management, 7th edition, Khan & Jain, McGraw Hill, 2014

ADDITIONAL RESOURCES: www.exinfm.com, fmsfindia.org.in, www.fma.org, managementhelp.org/businessfinance

SEMESTER	:	II
COURSE CODE	:	MGT- C-426
COURSE TITLE	:	COMMUNICATION SKILLS
CREDITS	:	3

AIM: To familiarize the students with the basic concepts of business communication in the organizational backdrop and the application for the extension of communication in business.

OBJECTIVES: The course introduces the student to basic concepts, verbal communication and non verbal communication.

COURSE CONTENT:

- Module I Nature and purpose of communication; Process and Elements – Classification of communication – interpersonal, interpersonal, written, verbal, non verbal, visual etc; Barriers to communication; principles of effective communication; Business communication – Role, Importance, types; Deductive & inductive logic.
- Module II Written communication, Principles of effective writing; business letters – types, layout, Application letter – resume – references; Appointment order. Letter of resignation; Business enquiries – offers and quotations, Order – execution and cancellation of orders; Letters of complaint; Case Analysis.
- Module III Persuasive communication – Circulars, Publicity material, news, letters, Notices and advertisements, Leaflets, Initiation; Internal communication – memoranda, meeting documentation, Reports, Types of reports, Writing of reports.
- Module IV Oral communication – Skills and effectiveness, principles. Planning a talk, presentations, Extempore speech, Group discussions, Interviewing skills – Appearing in interviews, conducting interviews;
- Module V Chairing, attending meetings, conferences, seminars; Negotiation skills, conversation control – Etiquettes that include: etiquettes in social as well as office settings, email etiquettes, telephone etiquettes etc.
- Module VI Non-verbal communication, body language, kinetics, proxemics, paralanguage, NLP; Listening – principles of effective listening, Visual communication – use of AVAs, Technology and communication – Communicating digitally – Fax, Electronic mail, Teleconferencing, Video conferencing.

REFERENCES:

1. Communication skills for Professionals, Konar N, Prentice Hall, 2011.
2. Communication skills, Sanjay Kumar and Pushpa Lata, Oxford, 2015.
3. Communication skills, Sen and Leena, Prentice Hall, 2007.
4. Business Communication, Meenakshi Raman and Prakash Singh, Oxford, 2012.
5. Developing communication skills, Krishan mohan, Laxmi, 2009.

ADDITIONAL RESOURCES: www.businesscommunication.org, www.researchgate.net, www.allstream.com

SEMESTER : **II**
COURSE CODE : **MGT- C-427**
COURSE TITLE : **BUSINESS PLANNING & ENTREPRENEURSHIP**
CREDITS : **3**

AIM: To familiarize the students with the process of entrepreneurship and the institutional facilities available to an entrepreneur in India.

OBJECTIVES: The course offers introduction, Feasibility Planning, Acquiring an Established venture, Financing a new venture, and Life cycle of an entrepreneurial venture.

COURSE CONTENT:

- Module I Small Business : meaning – role – Strengths and weaknesses – Defining an entrepreneur – entrepreneurial traits - Developing entrepreneurs – New ventures and Business Plan : Need for a Business plan – steps in the preparation of business plan – Need for marketing research – Operating plans and financial plans – Dynamics of small business environment – Causes for small business failure – Success factors for small business.

- Module II Feasibility Planning : Planning paradigm for new ventures – Stages of growth model – Fundamental of a good feasibility plan – Relevance of marketing concept to new ventures – Marketing research of pre-start-up planning – Sources of marketing research information – Implication of market research
- Module III Marketing functions that new ventures must address – Establishing marketing and sales promotion infrastructure – Concept of pricing – Growth strategies – Marketing plan.
- Module IV Acquiring an Established venture : Advantages and disadvantages of acquiring established business – considerations for evaluation business opportunity – Methods of valuing a business – Franchising and franchisee's perspective.
- Module V Financing a new venture: Financing and its effects on effective asset management – alternate methods of financing – Venture capital and new venture financing – working out working capital requirement – Government agencies assisting in financing the project.
- Module VI Life cycle of an entrepreneurial venture – Role of entrepreneur during various transition stages – growth – Requirements for successful patent grants – steps in obtaining a patent – Registration of trademark –copy right and the concept of fair use – Protection of intellectual property.

REFERENCES:

1. Innovation and Entrepreneurship, Peter Drucker, Harper Collings, 2015.
2. Entrepreneurship, Bruce Baringer, Pearson, 2015.
3. Projects: Planning, Analysis, Selection, Implementation and Review, Prasanna Chandra, Tata McGraw Hill, 2017.
4. Management and Entrepreneurship, NVR Naidu, IK International, 2008.
5. Entrepreneurship: Creating and leading and entrepreneurial organization, Arya Kumar, Pearson, 2012.

ADDITIONAL RESOURCES: www.entrepreneur.com, www.inc.com, www.nait.ca

SEMESTER : **II**
COURSE CODE : **MGT- C-428**
COURSE TITLE : **OPERATION RESEARCH**
CREDITS : **3**

AIM: To acquaint the students with applications of operations research to business and industry. Decision-making is increasingly becoming more and more complex. This course exposes the students to the significance of various scientific tools and models that are available in operations research. Use of software's in solving problems is expected.

OBJECTIVES: The course introduces the student to Decision making with O.R, Transportation Problem, PERT and CPM, Replacement Problems and Simulation.

- Module I Decision making with O.R: Nature and significance of O.R; Scientific methods in O.R., Models and relevance of modeling in O.R. Linear Programming: Formulation of the problem; Methods of solution: Graphic method, Simplex, algorithm; Degeneracy; Concept of Duality; Sensitivity analysis.
- Module II Transportation Problem : Formulation; Methods of solution (Initial solution by North-West corner Rule & Vogel's method; MODI method for final solution). Unbalanced T.P, Degeneracy.

- Module III Assignment problem: Formulation; Methods of solution: Enumeration method, Hungarian method; Multiple optimal solutions; Restrictions on assignments; Unbalanced problems; Travelling Salesman problem – Queuing Theory: M/M/1 Queue; Standard problems.
- Module IV PERT and CPM: Concepts of Network; Critical path analysis; Probability PERT Analysis; Project time cost trade off-Resource scheduling.
- Module V Replacement Problems: Replacement of items that deteriorate with time; Replacement of items that fail completely; Staffing problem- Simple Inventory Problems: Deterministic inventory with and without shortage; Single period probabilistic inventory models with and without setup cost – Game Theory: Two persons Zero-sum game- principle of dominance solutions in to linear programming.
- Module VI Simulation: Introduction to Simulation and modeling – Decision Theory: Concepts of decision making: Decision under uncertainty: Maximin criterion, Minimax criterion, Laplace criterion, Hurvicz criterion; Decision making under Risk: Expected minatory value, Expected value, of perfect information, OpportModuley loss.

REFERENCES:

1. An Introduction to OR; Hillier & Liebermann, CBS Publishers, 1967.
2. Operations Research for Management, GV Shenoy, New Age, 1986.
3. Operations Research, PK Gupta, S Chand & Co, 2014.
4. Operations Research, S.D. Sharma, Kedar Nath, Ram Nath & Co., 2013.
5. Operations Research, R Panneerselvam, Prentice Hall, 2006.

ADDITIONAL RESOURCES: www.mit.edu/~orc, www.orsi.in, www.worldscientific.com

SEMESTER : **III**
COURSE CODE : **MGT- C-431**
COURSE TITLE : **ORGANIZATIONAL STUDY**
CREDITS : **3**

AIM: Immediately on completion of the examinations to the II Semester, a student has to opt for the organizational study where the student will learn the basic managerial aspects in the organization (Preferably an organization having all the functional departments) for one month and a study report need to be submitted. In the case of students of MBA – TOURISM (CSS), the organization selected for the study should be an organization related to tourism industry.

SEMESTER : **III**
COURSE CODE : **MGT- C-432**
COURSE TITLE : **MANAGEMENT INFORMATION SYSTEMS**
CREDITS : **3**

AIM: To acquaint the student with the role, functions and development of information systems at different levels and functional areas of the organization.

OBJECTIVES: The course introduces the student to MIS, Building decision support system, Database Management System, Knowledge and information work and Development of MIS.

COURSE CONTENT:

- Module I The Competitive Business Environment - Introduction – Information Systems – Components – Resources – Classification – Organizational Foundation of Information Systems – Contemporary approach to information systems – System concept – The challenges – MIS concept – Role of MIS – impact – A tool for management process.
- Module II Building decision support system – decision making concepts – framework for developing DSS – The processes of developing DSS – Individual and Organizational Model – MIS and decision making concepts – GDSS – EDSS.
- Module III Database Management System – Logical and physical view of data – data structure, Data trends – Data Base Types – Requirements for Data base systems – Systems analysis and design – structured system design – data flow diagram – data structure.
- Module IV Knowledge and information work – knowledge – work systems – Ensuring Quality with information systems – Traditional tool and methodologies for quality assurance – new approaches.
- Module V Development of MIS – Implementation – prototype approach – lifecycle approach – system implementation success and failure – MIS application in manufacturing and service industry
- Module VI Executive information System – marketing information system – manufacturing information system – Human Resource information system – Information of Information System.

REFERENCES:

1. Management Information system, 13th edition, Kenneth C. Laudon & Jane P Laudon, Pearson Education, 2017.
2. Management Information system, James A O'Brien, Tata Mc-Graw Hill, 2006
3. Management Information system, W.S. Jawadekar, Tata Mc-Graw Hill, 2006.
4. Management Information system, Goyal, McMillan, 2009.

ADDITIONAL RESOURCES: www.jmis-web.org, www.tandfonline.com, mis.eller.arizona.edu

COURSE CODE : **MGT –E-433**
COURSE TITLE : **TOURISM – PRINCIPLES & E-TOURISM**
CREDITS : **2**

AIM: To realize the potential of tourism industry in India. To understand the various elements of Tourism management. To familiarize with the Tourism policies in the national and international context. To introduce the learner the important concepts and applications of information and communication technologies in tourism.

OBJECTIVES: The course introduces the concept of tourism, its impact, tourism through five year plans and E-tourism.

COURSE CONTENT

- Module I Concepts, definitions, origin and development. Types of tourism, Forms of tourism: domestic, international, regional, inbound, outbound, Tourism net work

and components of tourism, Interdisciplinary approaches to tourism. Tourism Industry and its structure: attractions, accommodation, transportation, F & B, shopping, entertainment, infrastructure hospitality, Presents trends in domestic and global tourism.

- Module II Assessment of tourism impact on destinations: Economic, socio-cultural and ecological. Concept of carrying capacity, sustainable tourism development. Emerging areas of tourism: beach, rural, eco, medical, pilgrimage, bollywood, backwater, adventure, golf etc.
- Module III Tourism organizations: World Tourism Organization (WTO), Pacific Area Travel Association (PATA), World Tourism & Travel Council, (WTCC) Role and functions of Ministry of Tourism, Govt. of India, ITDC, Department of Kerala Tourism, KTDC, DTPC, FHRAI, IATA.
- Module IV Overview of five year plans with special reference to 10th five year plan for tourism development and promotion, National action Plan – 1992, National Tourism Policy -2002, Destination Planning and development.
- Module V Introduction to e-tourism – Historical development – Electronic technologies for data processing and communication – Hardware and Software – Strategic, tactical, and operational use of IT in tourism. Internet and the World Wide Web-Regulatory framework – Internet economics – Using It for competitive advantage – Case studies.
- Module VI E-commerce – starting an e-business – E-marketing of tourism products – Typologies of e-tourism-Business models in the wired economy – Case studies. Online consumer behavior – Service quality – Customer satisfaction – Loyalty – Case Studies. Current debates in e-tourism – Future of e-tourism – Case studies.

REFERENCES:

1. Tourism Principles, Philosophy, Practices, Goldener, C & Ritchie, B, ' John Wiley, New York.2008
2. 'Tourism principles & practices, Geoper et a;, Pearson Edn., New York, 2006.
3. 'International Tourism', Gellas & bechenel, Macmillan, London, 2004.
4. Tourism Information Technology; Sheldon, P. CABI, 2002.
5. Information Technology for Travel and Tourism: Inkpen, G. Addison Wesley, 2000.
6. Poon A. Tourism, Technology, and Competitive strategies: CABI, 1998.
7. Internet Business Models – Text and Cases: Eisenmann, T.R. McGraw-Hill, 2002.

ADDITIONAL RESOURCES: www.inderscience.com/ijdcet, www.ifitt.org, tourism.gov.in, <https://www.keralatourism.org>

SEMESTER : **III**
COURSE CODE : **MGT- E-434**
COURSE TITLE : **TOURISM PRODUCTS OF INDIA**
CREDITS : **2**

AIM: To understand the nature of different tourism products. To develop and manage appropriate tourism products. To familiarize with tour packing & execution.

OBJECTIVES: This course introduces the unique features of tourism in India. The ancient Archaeological sites and wild life parks and gardens.

COURSE CONTENT:

- Module I Unique features of Tourism Product in India – Historical perspective – Ancient, Medieval and modern – Geography of India – Physical and Political features – Astrology, Ayurveda, Naturopathy, Siddha, Yoga and Meditation – Languages and literature – Major Religions of India.
- Module II Cultural Tourism – problems and prospects – Fairs and Festivals – Dance Festivals – Performing arts – Dance and Music – Fruit and Flowers Shows –

Food Festivals – Myths and Legends – Cuisines and specialty dishes – Artifacts and Handicrafts Architecture – Mural Paintings and Sculpture.

Module III Archaeological sites – Monuments – Ancient Temples of India – Forts – Palaces and Museums – Buddhist heritage site of India, Islamic Art & Architecture, Hill stations, pilgrimage centres, Beach Resorts of India, facilities and amenities.

Module IV Wildlife sanctuaries – National parks – Botanical gardens and Zoological Parks, Biosphere reserve, facilities and amenities.

Module V Major tourism circuit of India – Emerging Tourism Destination of India – Pilgrimage tourism, ecotourism, Rural tourism, golf tourism, wine tourism, camping tourism, adventure tourism; potential & issues,

Module VI Promotional measures initiated by Ministry of Tourism, Govt. of India, State Governments and Private Tourism Agencies – recent trends. Study tour to familiarize various tourism products.

REFERENCES:

1. 'The Wonder that was India' A.L. Basham, Balaji, 2003.
2. 'A Cultural History of India', A.L. Basham, Lonely Planet Publication, 1975.
3. 'India Plan your own holiday', S. Jaganathan, Nirvanan, 1988.
4. 'Travelers India', H.K. Kaul, Oxford, 1979.
5. 'Museums of India', S. Punja, NTC Publishing, 1991

ADDITIONAL RESOURCES: www.amazon.in/marketing, www.exoticindia.com, www.tourismconcern.org, Incredibleindia.org.in

SEMESTER : **III**
COURSE CODE : **MGT- E-435**
COURSE TITLE : **HOSPITALITY & CUSTOMER RELATIONSHIP
MANAGEMENT**
CREDITS : **2**

AIM: To understand the essentials of hospitality industry. To familiarize with customer environment and relationship management. To familiarize with resort and event management.

OBJECTIVES: This course introduces the hotel industry and its impact on Tourism. It also describes the major departments in the hotels and the customer relations, resort management.

COURSE CONTENT

Module I Introduction-types of hotels-their grouping based on location, classification – categorization and forms of ownership-hotel operations and departments-front office – food and beverage – food production – supporting services – the A/C division-the hr division and the security division. Managerial issues – trends and problems, success factors, brain storming-study of working of selected hotels-seven P's of marketing in hospitality marketing (Product, Price, Place, Promotion, People, Process and Physical Evidence)

Module II Introduction to food and beverage management, different food and beverage outlets-food services in airline catering-in-flight operations-railway catering, food service in clubs, pubs and hospitals. Future trends in hospitality industry-usage of CRS in hotel industry, chain hotels, franchise, role of associations in hospitality management, function and operations.

- Module III Customer Relations Management in Tourism – Customer Acquisition and Retention – Customer Loyalty – Customer Profitability and value Modeling – Customer Satisfaction Measurement Customer Feedback and Service Recovery. Managing and Sharing Customer data – Customer information databases – Ethics and legalities of data use – Data warehousing and data mining – Data analysis – Market Basket analysis (MBA) – click stream analysis – Personalization and collaborative Filtering.
- Module IV Marketing of Services – Tourism as a Service – Characteristics of Services – Classification of Services – Building Service aspirations Consumer Behaviour in Service encounters. Marketing Mix in Services – The Seven Ps – Product – Price – Place – Promotion – People – Process – Physical Evidence – Balancing Demand and Capacity – Popular Strategies. Service Delivery – Types and Causes of Service Quality gaps – Measuring and Improving service Quality – Strategies to resolve the gaps.
- Module V Concepts of resorts management – planning – marketing – maintaining and development of resorts, Types of resorts – major players in resort industry in India – Sterling group, Mahindra group, etc., Introduction to Conventions, Exhibitions and Meetings (MICE), components of the conference market. Introduction to convention venues – Characteristics of conferences and conventions. The nature of conference markets – the demand for conference facilities. The economics and social significance of conventions. The impacts of conventions on local and national commModuleies – demographic trends – geographical distribution. An international market perspective. An introduction to planning professional meets. Management of conference at site. Role of Travel agency in the management conference.
- Module VI Contract negotiations: The law of professional Meeting and convention check list. Development of convention – hotel sales and marketing plan – hotel convention service management. Practice in Event management – Organizing and Planning events – customer care management – starting and managing event business – Event Marketing – Marketing Equipments & tools – Event coordination. Travel Industry Fairs – Benefits of Fairs - Marketing tour brochures through fairs. ITB – WTM-BTF – TTW – PATA TRAVEL MART.

REFERENCES:

1. 'Service Marketing', Zeithaml VA, McGraw Hill, London, 1996.
2. 'Hotel and motel management and operations' Gray and Ligouri: PHI, New Delhi, 2000.
3. 'Hotel front office training manual' Andrews Tata McGraw Hill, Bombay, 1980.
4. 'Hotels for Tourism Development', Negi, S. Chand, New Delhi, 1984.
5. 'Customer Relationship Management', Stancel A. Brown, John wiley & Sons, 2000.
6. 'Services Marketing – People, Technology & Strategy', Lovelock, Pearson Edn, Singapore, 2003.

ADDITIONAL RESOURCES: www.slideshare.net, www.academia.edu, www.cendyn.com

SEMESTER : **III**
COURSE CODE : **MGT- E-436**
COURSE TITLE : **AIRLINE & TRAVEL AGENCY MANAGEMENT**
CREDITS : **2**

AIM: To understand the structure and dynamics of Airline Industry. To understand the Airport and Airline Management linkages. To study the International Airfares and formalities to travel. To understand the various activities of Travel agency and Tour operations. To understand the Packaging and itinerary Planning.

OBJECTIVES: This course introduces the aviation industry since its inception and growth associated with it. Also, about airport management. The history and growth of travel agency and its services are also included.

COURSE CONTENT:

- Module I History of Aviation Industry, World organizations – IATA, ICAO, DGCA, International Conventions, Role and functions of Airport Authority of India, Management of Airlines, Airlines Personnel, Airline planning and operations, Types of Aircrafts, Aircraft parts, Cabin Components, International check-in formalities, Special Passengers, Aircraft weight and Balance, In flight services, Baggage Handling, Guidelines for the carriage of elderly and handicapped passengers.
- Module II Airport Management, Airport facilities, Airport safety & security, Airport terminal operations, Ground handling functions, flight documentation – general, Dangerous goods regulations, Major Strategic airlines alliances, Privatization and Deregulation, Linkages between Aviation and Tourism Industry, The future of airports and Airline.
- Module III Introduction to face construction, OAG, PAT, TIM, Major world cities and airports, Mileage principles, MCT, EMA, EMS, Types of journeys and global indicators, OW, RT, CT, HIP, BHC, CTM checks, Electronic ticketing – an overview, Special fares, Reservation procedure, MPD, MCO, PTA, UATP, BSP, International credit cards.
- Module IV History & Growth, emergence of travel agency and tour operations, TAAI, PATA, TAFI, UFTAA, Setting up a travel agency, Services offered by travel agency, Operations of travel agency, Travel Insurance, Cruises and International Railway Services, Itinerary Planning, Agency reporting, HR in travel agency,
- Module V Tour package-meaning, types and forms, Tour formulation and designing process, Importance of internet bookings and Cyber marketing, working as a GSA and a PSA.
- Module VI procedure for the approval and recognition of a travel agency and tour operation business from Govt. of India and IATA, Rules for accreditation and documentation, Itinerary preparation for inbound, outbound and domestic tours, Planning Costing and Organizing Group Tours Inland/International, Allied business - Sightseeing, Hotel Booking, Car Rentals, Inclusive and Package Tours, Future prospects of Business and Job OpportModuleies in the Travel Industry.

Case Study Discussion

Kingfisher, Air India, Emirates, Singapore Airlines, Lufthansa, British Airways, Thai Airways, Sir Lankan Airways, Thomas cook, Cox & Kings, ITDC.

REFERENCES:

1. 'Travel Agency Operation, Concepts and Principles' J.M.S. Negi, Kanishka, New Delhi, 2005.
2. 'Marketing & Selling of Airline products', Victor. T.C. 2004,
3. 'Management of Travel Agency and Tour Operation' Chand M., Anmol, 2009
4. 'Tourist Guide and Tour Operation: Planning & Organizing' Jagmohan Negi, Kanishka, New Delhi, 2005.
5. 'Airtravel Ticketing and Fare construction', Jagmohan Negi, Kanishka, New Delhi, 2005.
6. 'Airfare secrets exposed', Joel Lech, Powell Books, London, 2002.

OTHER RESOURCES:

www.iata.org, www.igiaindia.in, www.iitcworld.com, www.kittsedu.org

SEMESTER	:	III
COURSE CODE	:	MGT –E-437
COURSE TITLE	:	GLOBAL TOURISM GEOGRAPHY
CREDITS	:	2

AIM: To know the popular tourism destinations of the world. To study the relationship of geography with tourism and travel. To familiarize with the socio-cultural, economic and climatic conditions of the destinations.

OBJECTIVES: This course deals with world tourism geography and the planning and development of tourism activities in different climates. Development of the various destinations and its planning are also discussed.

COURSE CONTENT:

- Module I World geography: Physical geography of North, South and Central America, Europe, Africa & Australasia, World Economic Geography; North, South and Central America, Europe, Africa, Asia & Australia, Transport, major Tourism Activities and destinations. Aviation Geography, IATA areas, sub areas & sub regions, IATA three letter city code, Airline code, latitude and longitude, International Date Line, Time Zones, calculation of time, GMT variation, concept of elapsed time, flying time and grounding time.
- Module II Planning and development of different tourism activities in different climatic regions, a case study of China, Switzerland, France, Malaysia, Maldives, Hong Kong, Sri Lanka. Travel formalities, familiarization with TIM, passport, VISA, Health Certificate, Currency Certificate, insurance, customs, credit card and traveler's cheque, money transfer.
- Module III Defining "Destination", Types of destination, characteristics of destination, Destinations and products, Development, meaning and function, goals for development, Tourism and linkage between destination and development, Destination Management Systems, Destination planning guidelines, Destination zone planning model, Scenic highways. Destination selection process, The Value of Tourism. Definitions of planning outlines the key elements of the planning process and analysis, National and Regional Tourism Planning and development hierarchy, Assessment of Tourism Potential, Coordination and Control of Tourism Development, Tourism Planning and Conservation: Policies and Procedures, Planning for Sustainable Tourism Development, Contingency Planning, economic impact, social impact, cultural impact, environmental impact, demand and supply match, sustainable development and planning approaches and indicators, design and innovations.
- Module IV Tangible and intangible attributes of destination, person's determined image, destination determined image, measurement of destination image, place branding and destination image destination image formation process, unstructured image, destination appraisal. Strategy development and planning of destinations and tourism products. Product development and packaging, culture and nature-based development. Image and image-building of products and destinations. Amalgamation of destination services.
- Module V Six 'A's framework for tourism destinations, The dynamic wheel of tourism stakeholders. Strategic marketing for destinations and strengthening their competitiveness, destination marketing mix, formulating the destination Product, Pricing the destination, Destination branding, 8Ps in Destination Marketing Destination distribution channels, Destination competitiveness.
- Module VI Public and private policy, Public Private Partnership (PPP) National Planning Policies, WTO guideline for planner, References, Role of Urban civic body, Town

planning, urban development, Environmental Management Systems, Environmental Assessment, commoditization, demonstration effect, carrying capacity, community participation, stakeholder management.

REFERENCES:

1. A Geography of Tourism', Robinson, H, McDonald and Evans, 1976.
2. The Geography of Travel & Tourism, 2nd Edition, Burton, Rosemary, Longman, 1998.
3. Geography of Travel and Tourism', Boniface B. and Cooper C, Bookbarn International, 2004.
4. A geography of Tourism, Mc Donalds and Evans, Plymouth, 1977.
5. Encyclopedia of World Geography
6. Travel Information Manual, IATA, Netherland, 2006.
7. Blue and Red OAG, IATA, Geneva, 2006.
8. Geography Travel & Tourism, Michael Hall, Routledge, London, 1999.

ADDITIONAL RESOURCES: www.geographyalltheway.com, www.grtep.com,
www.geo.nau.edu

SEMESTER : **III**
COURSE CODE : **MGT –E-438**
COURSE TITLE : **INTERNATIONAL BUSINESS ENVIRONMENT**
CREDITS : **2**

AIM: To the student the environmental issues pertaining to international business and the need to be aware of MNC's and trading blocs.

OBJECTIVES: This course deals with the business environment, regional economic co-operation, multinational corporations, foreign exchange markets and foreign investment.

COURSE CONTENT:

Module I International Business : Nature, importance and scope; Frame work for analyzing international business environment – geographical, economic, Socio-cultural, political and legal environment, International Economic Environment: World economic and trading situation; International economic institutions and agreements – WTO, UNCTAD, IMF, World Bank; Generalized system of preferences, GSTP, International commodity agreements.

Module II Regional economic Co-operation: Types and rationale of regional economic groups; Theory of customs union; EU, NAFTA, ASEAN, SAFTA and other groupings.

Module III Multinational Corporations: Conceptual Frame work of MNCs; MNCs and host and home country relations; Technology transfers – importance and types.

Module IV Foreign Exchange Markets: Determining exchange rates; Fixed and flexible exchange rate system; Participants in the foreign exchange markets; Foreign exchange market – cash and spot exchange market; Exchange rate quotes; LERMS; Factors affecting exchange rates – spot rates, forward exchange rates, forward exchange contracts;

Module V Foreign exchange and currency futures; Exchange rate arrangement in India; Overview of FEMA; Exchange dealings and currency possession; Information and communication – Foreign Exchange Risk – Management of Risk in Exchange Markets: Forex derivatives – swaps, futures, options and forward contracts.

Module VI Foreign Investment: Capital flows – types and theories of foreign investment – Foreign investment flows and barriers. Recent Developments in International Business: Ecological issues; Social aspects; IT and International Business.

References:

1. Adhikary, Global Business Management, Laxmi, 2004
2. Black and Sundaram: International Business Environment, Prentice Hall of India, 2001
3. Buckley, Ardin: The Essence of International Money, Prentice Hall of India, 2003
4. Bhattacharya, B: Going International Response Strategies for Indian Sector, Wheeler, 2014
5. Tayeb, Monis H: The Global Business Environment – An Introduction, Sage, 2011
6. Parvez Asheghian and Bahman Ebrahim; International Business; Harper Collins, London Peter H Lindert: International Economics, Richard D, Irwin, Illinois, 2005

ADDITIONAL RESOURCES: highered.mheducation.com, hbsp.harvard.edu, www.victoria.ac.nz

ADDITIONAL RESOURCES: Naval Publications and orders

SEMESTER	:	IV
COURSE CODE	:	MGT –C-441
COURSE TITLE	:	STRATEGIC MANAGEMENT
CREDITS	:	3

AIM: This course is aimed at providing the students with consistent framework across strategic analysis, strategy implementation.

OBJECTIVES: The course provides basic concepts of strategic management, Mission and business definition, Strategy formulation, Strategy Choice and Strategy review, evaluation and control.

COURSE CONTENT:

- Module I Basic concepts of strategic management – strategic management process – strategic management at the business level, functional level and corporate level – Constitution of Board – Role and functions of corporate board and top management in strategic management.
- Module II Mission and business definition – Environmental Scanning – Analysing industry and competition – internal appraisal – concepts, techniques and cases.
- Module III Strategy formulation – Types of strategies – Integration, intensive, diversification, and defensive strategies – strategic analysis – comparative cost analysis, portfolio analysis, operating and financial analysis.
- Module IV Strategy Choice-criteria and process-Routes for executing strategy. Strategy implementation
- Module V Role of organizational structure, Culture and Leadership, Strategy and Social Responsibility.
- Module VI Strategy review, evaluation and control – Auditing – Using computers to evaluate strategies; strategy for entrepreneurial ventures and small business. Strategy for non-profit organizations – Concept of Blue Ocean Strategy.

REFERENCES:

1. Strategic Management & Business Policy, 13th Edition, Wheelers & Hunger, Pearson, 2010
2. Strategic Management concepts and cases, 16th edition, Fred. R. David, Pearson Education, 2016.
3. Strategic Management-Text and cases, 6th edition, Gregory G. Dess and Alen Miller, Mc Graw Hill International, 2011.
4. Strategic Management and Business Policy, 3rd edition, Azhar Kazmi, Mc Graw Hill, 2009.
5. Competitive strategy, Porter, Free Press, 1980

ADDITIONAL RESOURCES: strategicmanagement.net, smj.strategicmanagement.net, www.csmweb.com

SEMESTER : **IV**
COURSE CODE : **MGT –E-442**
COURSE TITLE : **SALES AND DISTRIBUTION MANAGEMENT**
CREDITS : **2**

AIM: This course will offer the students the nuances of the sales management with focus on personal selling, sales force management, sales organization and also the distribution function.

OBJECTIVES: This course is aimed at creating an understanding of the concepts and techniques of sales Management and distribution and to familiarize with the dynamics of channel management; and effectively apply the techniques to tourism and sales and distribution management.

Module I Personal Selling: Types of selling – Alternative Sales structures: Network Marketing – Mail order selling – Element of direct marketing – Teleshopping – Telemarketing – Systems selling – The selling process – Strategies and Styles – Formulating sales objectives – Sales forecasting – Estimating market and Sales Potential.

Module II The Sales Force: Size of the sales force - Sales organization based on customer, geography, product and combinations and current trends – Sales training programs and motivating the sales force – Sales force compensation, sales incentives and sales force evaluation – Controlling the sales effort – Sales quotas, sales territories, sales audit.

Module III Physical Distribution: Participants in the physical distribution function – Environment of physical distribution – Channel design strategies and structures – Selecting channel members, setting distribution objectives and tasks – Target markets and channel design strategies.

Module IV Managing the Marketing Channel: Product, Pricing and Promotion issues in channel management and physical distribution – Motivating channel members – Evaluating channel member performance – Vertical marketing systems –

Module V Retail co-operatives-franchise systems -corporate marketing systems.

Module VI E-enabled selling and distribution: e-commerce and e-retailing as a channel of distribution, Electronic intermediaries, Disintermediation and Re-intermediation - e-enabled logistics management and tracking systems.

REFERENCES:

1. Sales and distribution Management, Tapan K. Panda & Sunil Sahadev Oxford University Press, 2005.

2. Basic of Distribution Management- a Logistical approach, Satish K. Kapoor & Purva Kansal Prentice-Hall India, 2003.
3. Sales and Distribution management: An Indian perspective, Pingali Venugopal, Sage. 2008.
4. Sales and Distribution management, Krishna Havaldar and Vasant Cavale, McGrawHill, 2011.
5. Richard R. Still, Edward W. Cundiff & Norman A.P. Govani: Sales Management, Prentice-Hall India,2009.

ADDITIONAL RESOURCES: en.wikipedia.org, clinchpad.com,

SEMESTER : **IV**
COURSE CODE : **MGT- E-443**
COURSE TITLE : **INTERNATIONAL BUSINESS & TOURISM LAW**
CREDITS : **2**

AIM: To understand the International management scenario. To develop skills for efficient managing of cultural differences. To understand the basic principles of various Laws, Codes, roles and to regulations relating to Tourism Administration; and to assist the tourists.

OBJECTIVES: This course will introduce the social responsibilities and the planning required. It also deals with the management across cultures and the laws relating to it.

COURSE CONTENT:

- Module I Introduction to International Business – the scope and challenge of International Business –from domestic to global business – the dynamic environment of international trade – forces (trade barriers) – Global economic groupings – The case of European Union – Globalization phenomenon. Socio – cultural dynamics, business customs, political risks, legal environment and economic environment – global economic institutions –WTO. Ethical problems – concern about bribery – social responsibility of international business.
- Module II Strategic Planning in International Management – Needs and Benefits – Approaches to formulating and implementing strategy – Strategy implementation – Ownership and Entry considerations for implementation – Role of the functional areas in implementation. International Human Resources Management – selection criteria for international assignments. Training and organizational development – forms of industrial democracy – communication effectiveness – Motivating human resources – international relevance of popular theories on workforce motivation..
- Module III Managing across cultures – Nature of culture – elements of culture – cultural values and dimensions (Hofstede’s approach) – cultural change – planned and unplanned cultural change – cultural adaptation – methods of doing international business. Comparative management – Japanese style of management – western and eastern management styles – Leadership in the International Business context.
- Module IV Introduction – Law and society Branches of Law – Commercial Law – Company Law – Environmental Law. Basic Principles of Company Law: Registration of Company – Types of companies – Administration of companies – winding up of companies. Contract Act: Essential elements of contract – Breach of Contract – Performance of Contract – Indemnity & Guarantee – Bailment – Consumer Protection Act.
- Module V Citizenship – Passport, Visa – FEMA- Foreigners Registration Act - Customs – RBI guidelines. Criminal Law : Registration of cases. Environmental Act –

Environment rules – EIA guidelines – Forest Act – Forest Conservation Act – Wild life Protection Act – General suggestions to improve tourism in India.

Module VI BARE ACTS : Contract Act – Consumer Protection Act, 1986 – Constitution of India – Criminal Procedure Code 1973 – Environmental Protection Act, 1986 – Foreign Exchange Management Act – Forest Conservation Act, 1980 – Negotiation Instruments Act, 1881 – Prevention of Food Adulteration Act, 1954 – Passport Act, 1967 – RBI guidelines – Sales of Goods Act, 1930 – The Pondicherry code – Volume I – Wildlife Protection Act, 1972

REFERENCES:

1. International management', Richard M. Hodgetts and Fred Luthans, McGraw Hill, 2011
2. Global Marketing Management', Warren J. Keegan, PHI, New Delhi, 1998.
3. Global Marketing', Czinkton, Dryden Press 1995.
4. International marketing', Phillip R. Cateora and John L. Graham, McGraw Hill, International edition 1999.
5. Text book on Law of Contract and Specific Relief, Avtar Singh, Eastern Book Co., 2016.
6. Principles of Mercantile Law, BK Bangia, Commerical Book, 1999.
7. Elements of Mercantile Law, N.D. Kapoor, S.Chand, 2017.
8. M.C. Kuchhal, 'Company Law', Vikas, 1994.

ADDITIONAL RESOURCES: www.studyinlithuania.lt/en, www.kic.org.uk,
www.masterstudies.com

SEMESTER : **IV**
COURSE CODE : **MGT- E-444**
COURSE TITLE : **ECO TOURISM**
CREDITS : **2**

AIM: To understand all aspects of ecology definition , principles ,function and development.

OBJECTIVES: This course deals about the principles, development, definition and functions of ecotourism. International eco tourism is also described.

COURSE CONTENT

- Module I Meaning and objectives of Ecology, 5 basic laws and Ecosystem, functions, basic properties, management of Ecosystem, Food cycle, Food chain, paradigm shifts in Tourism Ecology.
- Module II Human Ecology, Tourism Geography – Types of Pollution – Pollution ecology – Energy environment nexus, Ecological Foot prints – Ecological and socio-economic indicators, measures to control pollution.
- Module III Definitions, Principles & function of Ecotourism, Tourism & Ecology relationship, Eco tourism facts, trends, western views of ecotourism, ecotourism in protected areas, ecotourism activities – trekking, canoeing, rock climbing, angling, folk dance and music, ethnic cuisine.
- Module IV Development, Definition & Principles, eco-development, sustainable development – definition & principles, common properties, resource management, commModuley participation, multistakeholder participation & responsiveness towards sustainable eco-tourism, Ecotourism in different topography, carrying capacity, ecotourism & Poverty alleviations.
- Module V Eco-Tourism development agencies, The international Ecotourism society, Role of Ecotourism in WTO, UNDP, UNEP, Ministry of Tourism (GOI),

Module VI Case Studies : Nandadevi Biosphere Reserve, Sunderban national park, Periyar tiger resources Idduki & Thekkady in Kerala, Jungle & Lodges in Karnataka, Eco tourism in Uttaranchal & Himachal Pradesh.

REFERENCES:

1. Culture, Ecology and Sustainable development' Sukanta K. Chaudhury, Mittal, New Delhi, 2006.
2. Ecology and Tourism Development', Ramesh Chawala, Submit international, New Delhi, 2006.
3. Ecotourism certification, setting standards & Practices, Matha Honey, Island press, Chicago, 2002.
4. Guidelines for Human Environmental Sustainable development, Global environment law, Policy and action plan, Prabhas C Sinha, SBS publications, New Delhi, 2006.
5. Econtourism, KS Pathania and Arun Kumar, Regal, 2008.

ADDITIONAL RESOURCES: www.ecotourism-network.eu, www.ad/homestudy.co.uk, www.thenaturecorps.org, journal of ecotourism.

SEMESTER	:	III
COURSE CODE	:	MGT- E-445
COURSE TITLE	:	SERVICE MARKETING
CREDITS	:	2

AIM: To develop insights into emerging trends in the service sector and tackle issues involved in the management of services.

OBJECTIVES: The course deals with Role of service sector, Creating, delivering and performing service, Consumer behavior in services, Segmentation/positioning/ differentiation and Marketing of service products.

COURSE CONTENT:

- Module I Role of service sector – Structure and growth – Recent trends in service sector – Characteristics of services – Components and tangibility spectrum – Distinctive marketing challenges and need for separate marketing strategies, classification of services – Service Marketing mix, Expansion of marketing mix – services marketing triangle.
- Module II Creating, delivering and performing service – Basic, Articulated and Exciting Attributes – services blue prints
- Module III Pricing strategies-promotional mix and communication Efforts, Delivery of services through intermediaries, People, Process and Physical evidence.
- Module IV Consumer behavior in services – customer satisfaction – customer expectation and customer perceptions – gap analysis – quality perceptions in services – guarantee, customization of service – service recovery and problem solving – employee role of service marketing – role of technology.
- Module V Segmentation/positioning/ differentiation and retention strategies applicable to service marketing – relationship marketing - measuring customer satisfaction surveys : - design and analysis.
- Module VI Marketing of banking services, tourism, financial services, consultancy, hospital care and cure marketing, business schools, transport services, care taking etc.

REFERENCES:

1. Service Marketing, Christopher, H. Lovelock, 5th Edition, Pearson, 2004
2. Service Marketing, Helen Woodruffe, Macmillan India, 1998
3. Service Marketing, Leonard Bery & Parasuran Free Press, 1999
4. Services Marketing, Valerie Ziethmal, Mary Jo Bitner, Mcgrow Hill International Edition, 1996
5. Services Marketing, Ravi Shankar, Excel books, 2002.

ADDITIONAL RESOURCES: www.slideshare.net, www.blum.com, hbsp.harvard.edu, highered.mheducation.com

SEMESTER : **IV**
COURSE CODE : **MGT- D-445**
COURSE TITLE : **DISSERTATION**
CREDITS : **5**

After the completion of the third semester examination, the students will start the project work on their desired area and undertake the same for a period of 2 months during January-February. They will report to the department after the project for the classes for the fourth semester.

The project is an essential requirement and integral part of the curriculum for successful completion of the programme. The project aims at developing insight and capabilities in the students for in depth study, research, interpretation, and analysis on the chosen/allotted topic.

Selection of Project Topic

Project topic has to be selected with respect to the major specialization chosen by the student. Title of the project should clearly specify the objective and scope of the study. It should be specific and neither too vague nor centralistic. Project work should be either a Field Survey study, Comprehensive Case study on the functioning of a business organization, Inter-organizational study, application of optimization techniques for business decisions, computer systems development for business operations. After collecting the necessary information from primary and secondary sources, frequent visits to select companies/organizations and administering questionnaire/Interview schedules, if any, the students are advised to discuss with their Project Guides for necessary directions on how to tabulate and analyze the data, application of statistical tools, testing of hypotheses if any, etc. and then prepare a plan of chapterization to prepare the Project Report.