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 teamwork, 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)

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<td>AIRLINES &amp; TRAVEL AGENCY MANAGEMENT</td>
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<td>TEAM BUILDING</td>
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Extra Departmental Elective Courses

Credit Structure of the MBA (General) Programme
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**Total Credits**: 83

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**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 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.


REFERENCES:


SEMMETER : 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 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 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.


REFERENCES:

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 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, band debts and providing for doubtful debts, discounts, contingencies, prior year expenses etc.

Module III The analysis of financial statements, Rations and their uses. Types of ratios and their meaning using ratios to understand the financial status and performance of an organization.

Module V Types (methods) of Costing, Activity Based Costing. Joint products and by-products. Relevant costs for decision making.


REFERENCES:


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 and interpret data, which are essential for decision making along with familiarize to solve statistical problems using computer packages like SPSS.


COURSE DESCRIPTION:

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 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 $\chi^2$, 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:**
4. Quantitative Analysis for management, Render & Stair, prentice Hall of India,2005
5. Matrix and linear algebra, Dutta, prentice – Hall India,2002

**ADDITIONAL RESOURCES:** [www.statisticalassociates.com](http://www.statisticalassociates.com), [www.edu.plymouth.ac.uk](http://www.edu.plymouth.ac.uk), [www.palgrave.com](http://www.palgrave.com), [www.wiley.com](http://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 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 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

REFERENCES:


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 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:

5. Business Ethics and Corporate Governance, Bhatia SK, Deep and Deep, 2004


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 IV Integrated environmental management – managing the rural environment – environmental management systems – environmental audit.


REFERENCES:

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 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.


REFERENCES:


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:


REFERENCES:
2. Business research methods, Donald Cooper etal, Tata McGraw Hill, 2017


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 II Performance Appraisal – Designing of Effective Performance Appraisal Systems – Wages and Salary Administration – Theories of Wages


REFERENCES:

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 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.


REFERENCES:


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

COURSE CONTENT:


REFERENCES:


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:


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.


COURSE CONTENT:

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 opportunities – 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.


REFERENCES:


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.


REFERENCES:


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 - 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:


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

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.


REFERENCES:
4. Tourism Information Technology; Sheldon, P. CABI, 2002.


SEMMESTER : 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.

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.


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.


REFERENCES:


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 Opportunities 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:
2. ‘Marketing & Selling of Airline products’, Victor. T.C. 2004,
3. ‘Management of Travel Agency and Tour Operation’ Chand M., Anmol, 2009

OTHER RESOURCES:
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, commModuley participation, stakeholder management.

REFERENCES:
5. Encyclopedia of World Geography


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 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

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

ADDITIONAL RESOURCES: Naval Publications and orders

SEMMESTER : 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 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.


REFERENCES:

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 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:  

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:


REFERENCES:


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 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, Ecotourism in Uttarakhand & Himachal Pradesh.

REFERENCES:


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 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:

2. Service Marketing, Helen Woodruffe, Macmillan India, 1998


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.