

UNIVERSITY DEPARTMENTS
ANNA UNIVERSITY: : CHENNAI 600 025
REGULATIONS - 2013
MBA – TOURISM MANAGEMENT FULL-TIME (SS)
I TO IV SEMESTERS CURRICULA & SYLLABI
SEMESTER – I

SL.NO.	CODE NO.	COURSE TITLE	L	T	P	C
THEORY						
1.	BA8101	Accounting for Management	3	1	0	4
2.	BA8102	Economic Analysis for Business	4	0	0	4
3.	BA8103	Legal Aspects of Business	3	0	0	3
4.	BA8104	Organizational Behaviour	3	0	0	3
5.	BA8105	Principles of Management	3	0	0	3
6.	BA8106	Statistics for Management	3	1	0	4
7.	BA8107	Total Quality Management	3	0	0	3
8.	BA8108	Written Communication	3	0	0	3
TOTAL			25	2	0	27

SEMESTER – II

SL.NO.	CODE NO.	COURSE TITLE	L	T	P	C
THEORY						
1.	TM8201	Financial Management in Tourism	3	0	0	3
2.	TM8202	Hospitality Management	3	0	0	3
3.	TM8203	Human Resource Management	3	0	0	3
4.	TM8204	Research Methodology	3	0	0	3
5.	TM8205	Services Operations Management	3	0	0	3
6.	TM8206	Tourism Marketing	3	0	0	3
7.	TM8207	Tourism Principles and Practices	3	0	0	3
PRACTICAL						
8.	TM8211	Information Technology and communication of Tourism	0	0	4	2
TOTAL			21	0	4	23

SUMMER SEMESTER (4 WEEKS)

Summer Training – Chronological Diary needs to be maintained and submitted within the first week of the reopening date of 3rd Semester. The training report along with the company certificate should be submitted.

SEMESTER – III

SL.NO.	CODE NO.	COURSE TITLE	L	T	P	C
THEORY						
1.	TM8301	Accommodation and House Keeping Management	3	0	0	3
2.	TM8302	Culture and Heritage	3	0	0	3
3.	TM8303	Strategic Management	3	0	0	3
4.	TM8304	Tourism Geography	3	0	0	3
5.	TM8305	Tourism Products in India	3	0	0	3
6.	TM8306	Travel Management	3	0	0	3
7.		Elective I	3	0	0	3
8.		Elective II	3	0	0	3
PRACTICAL						
9.	TM8311	Summer Training	0	0	2	1
TOTAL			24	0	2	25

SEMESTER – IV

SL.NO.	CODE NO.	COURSE TITLE	L	T	P	C
THEORY						
1.	TM8401	International Tourism	3	0	0	3
2.	TM8402	Travel Media and Public Relations	3	0	0	3
3.		Elective III	3	0	0	3
PRACTICAL						
4.	TM8411	Project Work	0	0	24	12
TOTAL			9	0	24	21

TOTAL NO. OF CREDITS = 96

LIST OF ELECTIVES

Semester III						
SL.NO.	CODE NO.	COURSE TITLE	L	T	P	C
1.	TM8001	Destination Planning and Management	3	0	0	3
2.	TM8002	Event Management	3	0	0	3
3.	TM8003	French I	2	0	2	3
4.	TM8004	Tour Operations	3	0	0	3

The students need to choose two electives from the above list.

LIST OF ELECTIVES

Semester IV						
SL.NO.	CODE NO.	COURSE TITLE	L	T	P	C
5.	TM8005	Entrepreneurship in Tourism	3	0	0	3
6.	TM8006	French II	2	0	2	3
7.	TM8007	Leisure and Recreation Management	3	0	0	3

The students need to choose one elective from the above list.

COURSE OBJECTIVES :

- Acquire a reasonable knowledge in accounts
- Analysis and evaluate financial statements

UNIT I FINANCIAL ACCOUNTING 12

Introduction to Financial, Cost and Management Accounting- Generally accepted accounting principles, Conventions and Concepts-Balance sheet and related concepts- Profit and Loss account and related concepts - Introduction to inflation accounting- Introduction to human resources accounting.

UNIT II COMPANY ACCOUNTS 12

Meaning of Company -Maintenance of Books of Account-Statutory Books- Profit or Loss Prior to incorporation- Final Accounts of Company- Alteration of share capital- Preferential allotment, Employees stock option- Buy back of securities.

UNIT III ANALYSIS OF FINANCIAL STATEMENTS 12

Analysis of financial statements – Financial ratio analysis, cash flow (as per Accounting Standard 3) and funds flow statement analysis.

UNIT IV COST ACCOUNTING 12

Cost Accounts - Classification of manufacturing costs - Accounting for manufacturing costs. Cost Accounting Systems: Job order costing - Process costing- Activity Based Costing- Costing and the value chain- Target costing- Marginal costing including decision making- Budgetary Control & Variance Analysis - Standard cost system.

UNIT V ACCOUNTING IN COMPUTERISED ENVIRONMENT 12

Significance of Computerised Accounting System- Codification and Grouping of Accounts- Maintaining the hierarchy of ledgers- Prepackaged Accounting software.

TOTAL: 45+15 = 60 PERIODS**COURSE OUTCOME**

- Possess a managerial outlook at accounts.

TEXT BOOKS

1. M.Y.Khan & P.K.Jain, Management Accounting, Tata McGraw Hill, 2011.
2. R.Narayanaswamy, Financial Accounting – A managerial perspective, PHI Learning, New Delhi, 2011.

REFERENCES

1. Jan Williams, Financial and Managerial Accounting – The basis for business Decisions, 15th edition, Tata McGraw Hill Publishers, 2010.
2. Horngren, Surdem, Stratton, Burgstahler, Schatzberg, Introduction to Management Accounting, PHI Learning, 2011.
3. Stice & Stice, Financial Accounting Reporting and Analysis, 8th edition, Cengage Learning, 2010.
4. Singhvi Bodhanwala, Management Accounting -Text and cases, PHI Learning, 2009.
5. Ashish K. Battacharya, Introduction to Financial Statement Analysis, Elsevier, 2009

COURSE OBJECTIVES:

- To introduce the concepts of scarcity and efficiency; to explain principles of micro economics relevant to managing an organization; to describe principles of macro economics to have the understanding of economic environment of business.

UNIT I INTRODUCTION 8

The themes of economics – scarcity and efficiency – three fundamental economic problems – society's capability – Production possibility frontiers (PPF) – Productive efficiency Vs economic efficiency – economic growth & stability – Micro economies and Macro economies – the role of markets and government – Positive Vs negative externalities.

UNIT II CONSUMER AND PRODUCER BEHAVIOUR 13

Market – Demand and Supply – Determinants – Market equilibrium – elasticity of demand and supply – consumer behaviour – consumer equilibrium – Approaches to consumer behaviour – Production – Short-run and long-run Production Function – Returns to scale – economies Vs diseconomies of scale – Analysis of cost – Short-run and long-run cost function – Relation between Production and cost function.

UNIT III PRODUCT AND FACTOR MARKET 13

Product market – perfect and imperfect market – different market structures – Firm's equilibrium and supply – Market efficiency – Economic costs of imperfect competition – factor market – Land, Labour and capital – Demand and supply – determination of factor price – Interaction of product and factor market – General equilibrium and efficiency of competitive markets.

UNIT IV PERFORMANCE OF AN ECONOMY – MACRO ECONOMICS 13

Macro-economic aggregates – circular flow of macroeconomic activity – National income determination – Aggregate demand and supply – Macroeconomic equilibrium – Components of aggregate demand and national income – multiplier effect – Demand side management – Fiscal policy in theory.

UNIT V AGGREGATE SUPPLY AND THE ROLE OF MONEY 13

Short-run and Long-run supply curve – Unemployment and its impact – Okun's law – Inflation and the impact – reasons for inflation – Demand Vs Supply factors – Inflation Vs Unemployment tradeoff – Phillips curve – short-run and long-run – Supply side Policy and management- Money market- Demand and supply of money – money-market equilibrium and national income – the role of monetary policy.

TOTAL: 60 PERIODS**COURSE OUTCOMES:**

- Students are expected to become familiar with both principles of micro and macro economics. They would also become familiar with application of these principles to appreciate the functioning of both product and input markets as well as the economy.

TEXT BOOKS

- Paul A. Samuelson, William D. Nordhaus, Sudip Chaudhuri and Anindya Sen, Economics, 19th edition, Tata McGraw Hill, New Delhi, 2010.
- William Boyes and Michael Melvin, Textbook of economics, Biztantra, 2005.
- N. Gregory Mankiw, Principles of Economics, 3rd edition, Thomson learning, New Delhi, 2007.
- Richard Lipsey and Alec Charystal, Economics, 12th edition, Oxford, University Press, New Delhi, 2011.
- Karl E. Case and Ray C. fair, Principles of Economics, 6th edition, Pearson, Education Asia, New Delhi, 2002.

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DIRECTOR

COURSE OBJECTIVE:

- To create the knowledge of Legal perspective and its practices to improve the business.

UNIT I COMMERCIAL LAW**9****THE INDIAN CONTRACT ACT 1872**

Definition of contract, essentials elements and types of a contract, Formation of a contract, performance of contracts, breach of contract and its remedies, Quasi contracts - Contract Of Agency: Nature of agency, Creation and types of agents, Authority and liability of Agent and principal: Rights and duties of principal and agents, termination of agency.

THE SALE OF GOODS ACT 1930

Nature of Sales contract, Documents of title, risk of loss, Guarantees and Warranties, performance of sales contracts, conditional sales and rights of an unpaid seller - Negotiable Instruments Act 1881: Nature and requisites of negotiable instruments. Types of negotiable instruments, liability of parties, holder in due course, special rules for Cheque and drafts, discharge of negotiable instruments.

UNIT II COMPANY LAW**9**

Major principles – Nature and types of companies, Formation, Memorandum and Articles of Association, Prospectus, Power, duties and liabilities of Directors, winding up of companies, Corporate Governance.

UNIT III INDUSTRIAL LAW**9**

An Overview of Factories Act - Payment of Wages Act - Payment of Bonus Act - Industrial Disputes Act.

UNIT IV INCOME TAX ACT AND SALES TAX ACT**9**

Corporate Tax Planning, Overview of central Sales Tax Act 1956 – Definitions, Scope, Incidence of CST, Practical issues of CST, Value Added Tax – Concepts, Scope, Methods of VAT Calculation, Practical Implications of VAT.

UNIT V CONSUMER PROTECTION ACT AND INTRODUCTION OF CYBER LAWS**9**

Consumer Protection Act – Consumer rights, Procedures for Consumer grievances redressal, Types of consumer Redressal Mechanisms and Forums- Competition Act 2002 - Cyber crimes, IT Act 2000 and 2002, Cyber Laws, Introduction of IPR – Copy rights, Trade marks, Patent Act.

TOTAL: 45 PERIODS**COURSE OUTCOME:**

- Legal insight will be established in the business practices according to the situation of changing environment.

TEXT BOOKS

1. N. D. Kapoor, Elements of mercantile Law, Sultan Chand and Company, India, 2006.
2. P. K. Goel, Business Law for Managers, Biztantatara Publishers, India, 2008.
3. Akhileshwar Pathack, Legal Aspects of Business, 4th Edition, Tata McGraw Hill, 2009.

REFERENCES

1. P. P. S. Gogna, Mercantile Law, S. Chand & Co. Ltd., India, Fourth Edition, 2008.
2. Dr. Vinod, K. Singhania, Direct Taxes Planning and Management, 2008.

Attested
Sobhan
DIRECTOR
Centre For Academic Courses
Anna University, Chennai-600 025.

3. Richard Stim, Intellectual Property- Copy Rights, Trade Marks, and Patents, Cengage Learning, 2008.
4. Balachandran V., Legal Aspects of Business, Tata McGraw Hill, 2012
5. Daniel Albuquerque, Legal Aspect of Business, Oxford, 2012
6. Ravinder Kumar– Legal Aspect of Business.– Cengage Learning, 2nd Edition-2011.

BA8104

ORGANIZATIONAL BEHAVIOUR

**LT P C
3 0 0 3**

COURSE OBJECTIVE:

- To provide an overview of theories and practices in organizational behavior in individual, group and organizational level.

UNIT I FOCUS AND PURPOSE 5

Definition, need and importance of organizational behaviour – Nature and scope – Frame work – Organizational behaviour models.

UNIT II INDIVIDUAL BEHAVIOUR 12

Personality – types – Factors influencing personality – Theories – Learning – Types of learners – The learning process – Learning theories – Organizational behaviour modification. Misbehaviour – Types – Management Intervention. Emotions - Emotional Labour – Emotional Intelligence – Theories. Attitudes – Characteristics – Components – Formation – Measurement- Values. Perceptions – Importance – Factors influencing perception – Interpersonal perception- Impression Management. Motivation – Importance – Types – Effects on work behavior.

UNIT III GROUP BEHAVIOUR 10

Organization structure – Formation – Groups in organizations – Influence – Group dynamics – Emergence of informal leaders and working norms – Group decision making techniques – **Team building** - Interpersonal relations – Communication – Control.

UNIT IV LEADERSHIP AND POWER 8

Meaning – Importance – Leadership styles – Theories – Leaders Vs Managers – Sources of power – Power centers – Power and Politics.

UNIT V DYNAMICS OF ORGANIZATIONAL BEHAVIOUR 10

Organizational culture and climate – Factors affecting organizational climate – Importance. Job satisfaction – Determinants – Measurements – Influence on behavior. Organizational change – Importance – Stability Vs Change – Proactive Vs Reaction change – the change process – Resistance to change – Managing change. Stress – Work Stressors – Prevention and Management of stress – Balancing work and Life. Organizational development – Characteristics – objectives –. Organizational effectiveness
Developing Gender sensitive workplace

TOTAL: 45 PERIODS

COURSE OUTCOMES:

- Students will have a better understanding of human behavior in organization. They will know the framework for managing individual and group performance.

TEXT BOOKS

1. Stephen P. Robins, Organisational Behavior, PHI Learning / Pearson Education, 11th edition, 2008.
2. Fred Luthans, Organisational Behavior, McGraw Hill, 11th Edition, 2001.

REFERENCES

1. Mc Shane & Von Glinov, Organisational Behaviour, 4th Edition, Tata Mc Graw Hill, 2007.
2. Nelson, Quick, Khandelwal. ORGB – An innovative approach to learning and teaching. Cengage learning. 2nd edition. 2012
3. Ivancevich, Konopaske & Maheson, Organisational Behaviour & Management, 7th edition, Tata McGraw Hill, 2008.
4. Udai Pareek, Understanding Organisational Behaviour, 3rd Edition, Oxford Higher Education, 2011.
5. Jerald Greenberg, Behaviour in Organization, PHI Learning. 10th edition. 2011

BA8105

PRINCIPLES OF MANAGEMENT

**LT P C
3 0 0 3**

COURSE OBJECTIVE:

- To familiarise the students to the basic concepts of management in order to aid in understanding how an organization functions, and in understanding the complexity and wide variety of issues managers face in today's business firms.

UNIT I INTRODUCTION TO MANAGEMENT

9

Organization- Management- Role of managers- Evolution of management thought- Organization and the environmental factors- Managing globally- Strategies for International business.

UNIT II PLANNING

9

Nature and purpose of planning- Planning process- Types of plans- Objectives- Managing by Objective (MBO) strategies- Types of strategies – Policies – Decision Making- Types of decision- Decision making process- Rational decision making process- Decision making under different conditions.

UNIT III ORGANISING

9

Nature and purpose of organizing- Organization structure- Formal and informal groups/ organization- Line and staff authority- Departmentation- Span of control- Centralization and decentralization- Delegation of authority- Staffing- Selection and Recruitment- Orientation- Career development- Career stages- Training- Performance appraisal

UNIT IV DIRECTING

9

Managing people- Communication- Hurdles to effective communication- Organization culture- Elements and types of culture- Managing cultural diversity.

UNIT V CONTROLLING

9

Process of controlling- Types of control- Budgetary and non-budgetary control techniques- Managing productivity- Cost control- Purchase control- Maintenance control- Quality control- Planning operations.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

- The students should be able to describe and discuss the elements of effective management, ii) discuss and apply the planning, organizing and control processes, iii) describe various theories related to the development of leadership skills, motivation techniques, team work and effective communication, iv) communicate effectively through both oral and written presentation.

TEXT BOOKS:

1. Andrew J. Dubrin, Essentials of Management, Thomson Southwestern, 9th edition, 2012.
2. Samuel C. Certo and Tervis Certo, Modern management: concepts and skills, Pearson education, 12th edition, 2012.
3. Harold Koontz and Heinz Weihrich, Essentials of management: An International & Leadership Perspective, 9th edition, Tata McGraw-Hill Education, 2012.
4. Charles W.L Hill and Steven L McShane, 'Principles of Management, McGraw Hill Education, Special Indian Edition, 2007.

REFERENCES:

1. Don Hellriegel, Susan E. Jackson and John W. Slocum, Management- A competency-based approach, Thompson South Western, 11th edition, 2008.
2. Heinz Weihrich, Mark V Cannice and Harold Koontz, Management- A global entrepreneurial perspective, Tata McGraw Hill, 12th edition, 2008.
3. Stephen P. Robbins, David A. De Cenzo and Mary Coulter, Fundamentals of management, Prentice Hall of India, 2012.

BA8106

STATISTICS FOR MANAGEMENT

**LT P C
3 1 0 4**

COURSE OBJECTIVE:

- To learn the applications of statistics in business decision making.

UNIT I INTRODUCTION

12

Statistics – Definition, Types. Types of variables – Organising data - Descriptive Measures. Basic definitions and rules for probability, conditional probability independence of events, Baye's theorem, and random variables, Probability distributions: Binomial, Poisson, Uniform and Normal distributions.

UNIT II SAMPLING DISTRIBUTION AND ESTIMATION

12

Introduction to sampling distributions, sampling distribution of mean and proportion, application of central limit theorem, sampling techniques. Estimation: Point and Interval estimates for population parameters of large sample and small samples, determining the sample size.

UNIT III TESTING OF HYPOTHESIS - PARAMETIRC TESTS

12

Hypothesis testing: one sample and two sample tests for means and proportions of large samples (z-test), one sample and two sample tests for means of small samples (t-test), F-test for two sample standard deviations. ANOVA one and two way.

UNIT IV NON-PARAMETRIC TESTS

12

Chi-square test for single sample standard deviation. Chi-square tests for independence of attributes and goodness of fit. Sign test for paired data. Rank sum test. Kolmogorov-Smirnov

Attested

– test for goodness of fit, comparing two populations. Mann – Whitney U test and Kruskal Wallis test. One sample run test, rank correlation.

UNIT V CORRELATION, REGRESSION AND TIME SERIES ANALYSIS 12

Correlation analysis, estimation of regression line. Time series analysis: Variations in time series, trend analysis, cyclical variations, seasonal variations and irregular variations, forecasting errors.

TOTAL: 60 PERIODS

COURSE OUTCOME:

- To facilitate objective solutions in business decision making under subjective conditions

TEXT BOOKS:

1. Richard I. Levin, David S. Rubin, Statistics for Management, Pearson Education, 7th Edition, 2011.
2. Aczel A.D. and Sounderpandian J., “Complete Business Statistics”, 6th edition, Tata McGraw – Hill Publishing Company Ltd., New Delhi, 2012.

REFERENCES:

1. Srivatsava TN and Shailaja Rego, Statistics for Management, Tata McGraw Hill, 2008.
2. Ken Black, Applied Business Statistics, 7th Edition, Wiley India Edition, 2012.
3. Anderson D.R., Sweeney D.J. and Williams T.A., Statistics for business and economics, 11th edition, Thomson (South – Western) Asia, Singapore, 2012.
4. N. D. Vohra, Business Statistics, Tata McGraw Hill, 2012.

BA8107

TOTAL QUALITY MANAGEMENT

**LT P C
3 0 0 3**

COURSE OBJECTIVE:

- To learn the quality philosophies and tools in the managerial perspective.

UNIT I INTRODUCTION 9

Quality – vision, mission and policy statements. Customer Focus – customer perception of quality, Translating needs into requirements, customer retention. Dimensions of product and service quality. Cost of quality.

UNIT II PRINCIPLES AND PHILOSOPHIES OF QUALITY MANAGEMENT 9

Overview of the contributions of Deming, Juran Crosby, Masaaki Imai, Feigenbaum, Ishikawa, Taguchi techniques – introduction, loss function, parameter and tolerance design, signal to noise ratio. Concepts of Quality circle, Japanese 5S principles and 8D methodology.

UNIT III STATISTICAL PROCESS CONTROL 9

Meaning and significance of statistical process control (SPC) – construction of control charts for variables and attributed.

Process capability – meaning, significance and measurement – Six sigma - concepts of process capability.

Reliability concepts – definitions, reliability in series and parallel, product life characteristics curve.Total productive maintenance (TMP), Terotechnology. Business process Improvement (BPI) – principles, applications, reengineering process, benefits and limitations.

UNIT IV TOOLS AND TECHNIQUES FOR QUALITY MANAGEMENT 9

Quality functions development (QFD) – Benefits, Voice of customer, information organization, House of quality (HOQ), building a HOQ, QFD process. Failure mode effect analysis (FMEA) – requirements of reliability, failure rate, FMEA stages, design, process and documentation. Seven Tools (old & new). Bench marking and POKA YOKE.

UNIT V QUALITY SYSTEMS ORGANIZING AND IMPLEMENTATION 9

Introduction to IS/ISO 9004:2000 – quality management systems – guidelines for performance improvements. Quality Audits. TQM culture, Leadership – quality council, employee involvement, motivation, empowerment, recognition and reward - TQM framework, benefits, awareness and obstacles.

TOTAL: 45 PERIODS

COURSE OUTCOME:

- To apply quality philosophies and tools to facilitate continuous improvement and ensure customer delight.

TEXT BOOKS

1. Dale H.Besterfield, Carol Besterfield – Michna, Glen H. Besterfield, Mary Besterfield – Sacre, Hermant – Urdhwareshe, Rashmi Urdhwareshe, Total Quality Management, Revised Third edition, Pearson Education, 2011
2. Shridhara Bhat K, Total Quality Management – Text and Cases, Himalaya Publishing House, First Edition 2002.

REFERENCES

1. Douglas C. Montgomery, Introduction to Statistical Quality Control, Wiley Student Edition, 4th Edition, Wiley India Pvt Limited, 2008.
2. James R. Evans and William M. Lindsay, The Management and Control of Quality, Sixth Edition, Thomson, 2005.
3. Poornima M.Charantimath, Total Quality Management, Pearson Education, First Indian Reprint 2003.
4. Indian standard – quality management systems – Guidelines for performance improvement (Fifth Revision), Bureau of Indian standards, New Delhi

BA8108 WRITTEN COMMUNICATION

**L T P C
3 0 0 3**

COURSE OBJECTIVES:

- To familiarize learners with the mechanics of writing.
- To enable learners to write in English precisely and effectively.

UNIT I PERSONAL COMMUNICATION 9

Journal writing, mails/emails, SMS, greeting cards, situation based – accepting/declining invitations, congratulating, consoling, conveying information.

UNIT II SOCIAL COMMUNICATION 9

Blogs, Reviews (films, books), posting comments, tweets, cross-cultural communication, gender sensitivity in communication.

UNIT III WORK PLACE COMMUNICATION 9

e-mails, minutes, reports of different kinds – annual report, status report, survey report, proposals, memorandums, presentations, interviews, profile of institutions, speeches.

responding to enquiries, complaints, resumes, applications, summarizing, strategies for writing.

UNIT I V RESEARCH WRITING 9

Articles for publication (Journals), developing questionnaire, writing abstract, dissertation, qualities of research writing, data (charts, tables) analysis, documentation.

UNIT V WRITING FOR MEDIA AND CREATIVE WRITING 9

Features for publication (Newspapers, magazines, newsletters, notice-board), case studies, short stories, travelogues, writing for children, translation, techniques of writing

TOTAL: 45 PERIODS

COURSE OUTCOMES:

Learners should be able to

- get into the habit of writing regularly,
- express themselves in different genres of writing from creative to critical to factual writing,
- take part in print and online media communication,
- read quite widely to acquire a style of writing, and
- identify their areas of strengths and weaknesses in writing.

TEXT BOOKS

1. Raymond V Lesikar, John D Pettit, and Mary E Flatly. 2009. Lesikar's Basic BusinessCommunication. 11th ed. Tata McGraw-Hill, New Delhi.
2. Sharan J Gerson, and Steven M Gerson. 2008. Technical Writing: Process and Product. Pearson Education, New Delhi.

REFERENCE:

1. E. H. McGrath, S.J. 2012. Basic Managerial Skills for All. 9th ed. Prentice-Hall of India, New Delhi

Management books

- | | |
|--------------------|---|
| Robin sharma | - The greatness guide |
| Steven Covey | - 7 Habits of Effective people |
| Arindham Chaudhuri | - Count your chickens before they hatch |
| Ramadurai | - TCS Story |

Blogs : Seth Godwin, Guy Kawasaki, Kiruba Shankar

Review: Harvard Business review

Reports: Deloitte, Netsis

Magazines: Bloomberg Businessweek, Economist

TM8201

FINANCIAL MANAGEMENT IN TOURISM

**LT P C
3 0 0 3**

COURSE OBJECTIVE:

- To facilitate the students about the methods and techniques of financial management and to sensitize them about how to manage finance efficiently in an organization.

UNIT I FINANCIAL MANAGEMENT AND FINANCIAL MARKETS 10

Financial management – Objectives And functions – Profit Vs Wealth Maximization - Time value of money –Compounding and Discounting – Concepts of Risk And Returns - Financial

markets – Capital markets, Money market – Financial instruments – Key Financial Intermediaries in Tourism Industry.

UNIT II SOURCES OF LONG TERM FINANCE AND THEIR VALUATION 10

Sources of Long Term Finance - Bonds- Features- Valuation of bonds; Preference Stock – features - Valuation of Preference Stock ; Common Stock- Features, Valuation Of Common Stock – Valuation Models. Leasing, Hire Purchase and Project Financing.

UNIT III INVESTMENT DECISIONS 9

Capital Budgeting Principles and Techniques – Nature of Capital Budgeting – Evaluation Techniques: Payback, Accounting Rate Of Return, Net Present Values, Internal Rate Of Return, Profitability Index - Project Selection under Capital Rationing – Concepts and Measurement of Cost of Capital – Specific Cost And Overall Cost of Capital.

UNIT IV FINANCING DECISIONS 9

Operating and Financial Leverage -Capital Structure – determinants – Optimal Capital Structure – Capital Structure Theories; Working Capital – concepts need and determinants – estimates of working capital and Sources of working capital finance .

UNIT V FINANCING OF TOURISM PROJECTS 7

Financing of Tourism Projects – National Financial Policies and Rule of Public and Private Sectors; Tourism Finance Corporation of India: Aims, Objectives and Functions - International Funding – Types – Conditions.

TOTAL: 45 PERIODS

COURSE OUTCOME:

- By the end of the course, students should be able to comprehend the technique of making decisions related to finance function.

TEXTBOOKS

1. I.M.Pandey, Financial Management, Vikas, 2012
2. M.Y. Khan & Jain, Financial Management, McGrawHill 2012.
3. Prasanna Chandra, Financial Management, 9th edition, Tata McGraw Hill, 2012.

REFERENCES

1. Robert E. Chatfield, Michael C. Dalbor, Hospitality Financial Management: Prentice Hall US 2009.
2. William P. Andrew, James W. Damitio, Ph.D, CMA, Raymond S. Schmidgall, Financial Management for the Hospitality Industry: Prentice Hall US 2009.

TM8202

HOSPITALITY MANAGEMENT

LT P C
3 0 0 3

COURSE OBJECTIVE:

- To enlighten the students about the major functions in the hospitality industry.

UNIT I INTRODUCTION TO HOSPITALITY & TOURISM 9

Hospitality & Tourism - Origin, Growth and Importance – Industries related to Tourism – Evolution and Growth of Hotels – Evolution of Tourism – Factors Affecting Hospitality and Tourism Industry – Employment Opportunities in Hospitality & Tourism.

UNIT II HOTEL INDUSTRY 9

Clarification of Hotels – Major Departments of a Hotel – Star Ratings of Hotels – Global Standards for Hotels – Managing Value Added Services – Specialty Resorts – Book Sellers – Spa – Beauty Clinics – Gymnasiums.

UNIT III FOOD SERVICE & LODGING 9

The Restaurant Business – Restaurant Operations – Restaurant Industry Organization – Competitive Foods – Issues Facing Food Industry – Onsite Food Service – Lodging – Meeting Guest Needs – Forces Shaping the Hotel Business – Competition in the Lodging Business.

UNIT IV HOUSEKEEPING & FRONT OFFICE MANAGEMENT 9

Housekeeping Department - Operations and Management – Budgeting – Changing Trends - Role of Service in Hospitality Industry – Accommodation Management – Planning – Front Office Management – Concierge - Computer Applications - Security and Control.

UNIT V HOSPITALITY AND RELATED SECTORS 9

Theme Parks – Conventions Centres – Cruises – Event Management – Recreation and leisure activities – Tourism and Hospitality in 21st century – Global gaming and Casino operations – Recent trends.

TOTAL: 45 PERIODS

COURSE OUTCOME:

- The students would be aware about the ingredients of hospitality industry.

TEXTBOOKS:

1. Clayton W. Barrows, Tom Powers and Dennis Reynolds. (2012) Introduction to Management in the Hospitality industry. Tenth Edition. John Wiley and Sons, Inc.
2. James A. Bardi (2010), Hotel Front Office Management, Fifth Edition, John Wiley and Sons, Inc

TM8203

HUMAN RESOURCE MANAGEMENT

LT P C
3 0 0 3

COURSE OBJECTIVE:

- To provide knowledge about management issues related to staffing, training, performance, compensation, human factors consideration and compliance with human resource requirements.

UNIT I PERSPECTIVES IN HUMAN RESOURCE MANAGEMENT 5

Evolution of human resource management – The importance of the human factor – Challenges

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– Inclusive growth and affirmative action -Role of human resource manager – Human resource policies – Computer applications in human resource management – Human resource accounting and audit.

UNIT II THE CONCEPT OF BEST FIT EMPLOYEE 8

Importance of Human Resource Planning – Forecasting human resource requirement – matching supply and demand - Internal and External sources. Recruitment - Selection – induction – Socialization benefits.

UNIT III TRAINING AND EXECUTIVE DEVELOPMENT 10

Types of training methods purpose benefits resistance. Executive development programmes – Common practices - Benefits – Self development – Knowledge management.

UNIT IV SUSTAINING EMPLOYEE INTEREST 12

Compensation plan – Reward – Motivation – Application of theories of motivation – Employee engagement – Career management – Development of mentor – Protégé relationships – Green HR Practices.

UNIT V PERFORMANCE EVALUATION AND CONTROL PROCESS 10

Method of performance evaluation – Feedback – Industry practices. Promotion, Demotion, Transfer and Separation – Implication of job change. The control process – Importance – Methods – Requirement of effective control systems grievances – Causes – Implications – Redressal method.

TOTAL:45 PERIODS

COURSE OUTCOME:

- Students will learn the skills needed to be a best fit employee and be proficient as a human resources professional in the hospitality and tourism industry.

TEXTBOOKS

1. Decenzo and Robbins, Human Resource Management, Wiley, 8th Edition, 2013.
2. Dennis Nickson, Human Resource Management for the Hospitality and Tourism Industries, Routledge, 2013.

REFERENCES

1. Malay Biswas, Human Resource Management in Hospitality, Oxford, 2012
2. Michael J.Boella and Steven Goss Turner, Managing Human Resource Management in the Hospitality Industry, Routledge, 2014.
3. Bernadin , Human Resource Management ,Tata Mcgraw Hill ,8th edition 2012.
4. Dessler Human Resource Management, Pearson Education Limited, 2007
5. Sudhir Andrews, Human Resource Management in Hospitality, Tata McGraw hill, 2012

TM8204

RESEARCH METHODOLOGY

**L P T C
3 0 0 3**

COURSE OBJECTIVE:

- To make the students of tourism understand the principles of scientific methodology in business enquiry, develop analytical skills of business research and to prepare scientific business reports.

UNIT I INTRODUCTION 9

Business Research – Definition and Significance – the research process – Types of Research – Exploratory and causal Research – Theoretical and empirical Research – Cross

–Sectional and time – series Research – Research questions / Problems – Research objectives – Research hypotheses – characteristics – Research in an evolutionary perspective – the role of theory in research.

UNIT II RESEARCH DESIGN AND MEASUREMENT 9

Research design – Definition – types of research design – exploratory and causal research design – Descriptive and experimental design – different types of experimental design – Validity of findings – internal and external validity – Variables in Research – Measurement and scaling – Different scales – Construction of instrument – Validity and Reliability of instrument.

UNIT III DATA COLLECTION 9

Types of data – Primary Vs Secondary data – Methods of primary data collection – Survey Vs Observation – Experiments – Construction of questionnaire and instrument – Types of Validity – Sampling plan – Sample size – determinants optimal sample size – sampling techniques – Sampling methods.

UNIT IV DATA PREPARATION AND ANALYSIS 9

Data Preparation – editing – Coding –Data entry – Validity of data – Qualitative Vs Quantitative data analyses – Applications of Bivariate and Multivariate statistical techniques, Factor analysis, Discriminant analysis, Cluster analysis, Multiple regression and Correlation, Multidimensional scaling – Application of statistical software for data analysis.

UNIT V REPORT DESIGN, WRITING AND ETHICS IN BUSINESS RESEARCH 9

Research report –Types – Contents of report – need for executive summary – chapterization – contents of chapter – report writing – the role of audience – readability – comprehension – tone – final proof – report format – title of the report – ethics in research – Ethics in research – Subjectivity and Objectivity in research.

TOTAL : 45 PERIODS

COURSE OUTCOME:

- The students would be able to undertake a systematic outlook towards business situations for the purpose of objective decision making.

TEXTBOOKS

1. Donald R. Cooper, Pamela S. Schindler and J K Sharma, Business Research methods, 11th Edition, Tata Mc Graw Hill, New Delhi, 2012.
2. Alan Bryman and Emma Bell, Business Research methods, 3rd Edition, Oxford University Press, New Delhi, 2011.
3. Uma Sekaran and Roger Bougie, Research methods for Business, 5th Edition, Wiley India, New Delhi, 2012.
4. William G Zikmund, Barry J Babin, Jon C.Carr, Atanu Adhikari, Mitch Griffin, Business
5. Research methods, A South Asian Perspective, 8th Edition, Cengage Learning, New Delhi, 2012.

TM8205

SERVICES OPERATIONS MANAGEMENT

**L T P C
3 0 0 3**

COURSE OBJECTIVE:

- To help understand how firms can deliver excellent service while achieving business success.

UNIT I INTRODUCTION 9

Operations Management – Definition, transformation processes, differences between goods and service; Services – Importance, role in economy, service sector – nature, growth;

Evolution of Service Operations Management; Nature of services- Service classification, Service Package, open-systems view.

UNIT II SERVICE STRATEGY 9

Service Strategy –Strategic service vision, competitive environment, generic strategies, winning customers; Role of information technology; Stages in service firm competitiveness; Retail design strategies – store size – Network configuration; Internet strategies, Environmental strategies, Service Innovations.

UNIT III PROJECT MANAGEMENT AND SCHEDULING 6

Project Management – Nature, Process, Scheduling Techniques, PERT, CPM; Personnel Scheduling in Services – consecutive days off, daily work times, hourly work times.

UNIT IV SERVICE FACILITY 9

Facility design – nature, objectives, Service facility layout; Service Facility Location – considerations, facility location techniques – metropolitan metric, Euclidean, centre of gravity, retail outlet location, location set covering problem.

UNIT V MANAGING CAPACITY 12

Strategic Capacity Management - planning service capacity, sequencing and allocation of capacity; Managing Waiting Lines –Queuing systems, psychology of waiting, Queuing Theory - single and Multi-channel models – infinite number of customers and infinite calling source. Managing for growth- expansion strategies, franchising, globalization; process analysis – process flow diagram, process steps, process simulation.

TOTAL: 45 PERIODS

COURSE OUTCOME:

- Students will learn to design and operate a service business using the concepts, tools and techniques of service operations management.

TEXTBOOKS

1. James A. Fitzsimmons and Mona J. Fitzsimmons, Service Management – Operations, Strategy, Information Technology, McGraw Hill Education (India) – 7th Edition 2014.
2. Richard Metters, Kathryn King-Metters, Madeleine Pullman, Steve Walton Successful Service Operations Management, South-Western, Cengage Learning, 2nd Edition.

REFERENCES

1. Cengiz Haksever, Barry Render, Roberta S. Russell, Robert G. Murdick, Service Management and Operations, Pearson Education – Second Edition.
2. Robert Johnston and Graham Clark, Service Operations Management, Pearson Education, 2nd Edition, 2005.
3. Richard B. Chase, Ravi Shankar, F. Robert Jacobs, Nicholas J. Aquilano, Operations and Supply Management, Tata McGraw-Hill Education, 12th Edition, 2010.
4. Bill Hollins and Sadie Shinkins, Managing Service Operations, Sage, 2006
5. J.Nevan Wright and Peter Race, The management of service operations, Thomson, 2nd Edition, 2014.

COURSE OBJECTIVE:

- To expose students to Tourism marketing and Tourist behaviour. It throws focus on the right marketing mix for Tourism Industry and enlightens on the trends in Tourism Marketing.

UNIT I INTRODUCTION TO TOURISM MARKETING 9

Tourism Marketing – Nature and Process – Growth – Orientations; Tourism Product – Characteristics; Challenges in Tourism Marketing; Tourism Marketing Environment - Micro Environment - Macro Environment – Environment Analysis.

UNIT II TOURISM MARKETS & TOURIST BEHAVIOR 8

Tourism Markets – Types; Tourist Behavior – Risks Involved in Travel Purchase; Tourist Buying Process – Factors influencing Tourist Buying Behavior – Environmental Factors – Individual Factors; Tourist Decision Making Models – Schmolli Model – Mathieson & Wall Model – Moutinho Model; Market Segmentation – Targeting – Market Positioning.

UNIT III TOURISM MARKETING MIX - I 12

Tourism Product – Design – New Product Development – Destination Development – Product Life Cycle – Destination Life Cycle – Tourism Area Life Cycle; Pricing Tourism Products – Importance – Factors influencing – Methods of Price Fixation – Pricing Strategies; Tourism Distribution – Distribution Chain / Channels – Channel Design Decisions – Channels in India – Managing Channels; Tourism Promotion – Promotion Mix – Factors Affecting Promotion Mix – Components of Promotion Mix – Advertising – Public Relations – Sales Promotion – Personal Selling – Important Promotion Tools in Tourism.

UNIT IV TOURISM MARKETING MIX – II 8

People in Tourism – Service Quality Ingredients - Service Encounters – Managing People & Encounters in Tourism Experience – CRM – Internal Marketing – Capacity Building; Process in Tourism – Elements of Process – Managing Process – Development in Service Processes – Capacity Demand Management; Role of Physical Evidence in Tourism – Functions – Service Scapes & Servuction - Components – Building Physical Evidences.

UNIT V TOURISM MARKETING STRATEGIES 8

Market Competition & Competitive Tourism Marketing Strategies; Technology in Tourism Marketing – CRS & GDS – Electronic Tourism – Using Websites; Tourism Marketing and Development – Socially Responsible Marketing – Social Marketing – Government Bodies – NGOs in Tourism

TOTAL: 45 PERIODS**COURSE OUTCOME:**

- By the end of the course, students should be able to understand marketing principles and acquire tourism specific marketing skills.

TEXTBOOKS

- Manjula Chaudhary (2010), Tourism Marketing, Oxford University Press, New Delhi.
- Pilip Kotler, John T Bowen, James C Makens (2012), Marketing for Hospitality and Tourism, Pearson, New delhi

REFERENCES:

- S.M.Jha(2011) Tourism Marketing, Himalaya Publishing house.
- Devadish Dasgupta(2011), Tourism Marketing , Pearson ,New Delhi

COURSE OBJECTIVE:

- To provide an overview of the various elements of Tourism Management and to realize the potential of tourism industry in India.

UNIT I RESPONSIBLE TOURISM**9**

Tourism; an overview: Elements, Nature and Characteristics - Typology of Tourism – Emerging areas of tourism - Rural, Eco, Medical, MICE, Literary, Indigenous, Wellness, Film, Golf – Ideals of Responsible Tourism – Cape Town Declaration 2002 – Definition and Characteristics - Alternate Tourism – Classification of Tourists - Interdisciplinary approaches to tourism - Historical Development of Tourism

UNIT II TOURISM INDUSTRY**9**

Tourism Industry - Structure, Components, Sub sectors of Tourism Industry - Attractions – Accommodation – Activities – Transportation - F&B – Shopping - Entertainment - Infrastructure and Hospitality - Relocations Management – Tourism stakeholders -Tourism Distribution Systems- Travel Intermediaries-Wholesalers-Retailers – Innovations in Tourism Industry.

UNIT III TOURISM DIMENSIONS**9**

Motivation for Tourism- Major motivations and deterrents to travel. Pleasure, education, cultural, Ethnic, Social, Historical Religious, health, sports, Business. Demand and Supply in tourism - Tourism consumer behavior- Measurement of Tourism- Need for Measurement- Methods of Measurement.

UNIT IV SOCIO, ECONOMIC & ENVIRONMENTAL ASPECTS OF TOURISM**9**

Socio Economic Aspects of Tourism : Employment generation, earnings of Foreign exchange, National Integration, Regional Development, Patronage to local handicrafts, Cultural Exchange, Development of Human relations, International understanding and World Peace - Political & Environmental impacts of Tourism- EIA, Carrying Capacity- different types.

UNIT V TOURISM POLICIES**9**

Overview of Five Year Plans with special reference to Tourism Development and Promotion, National Action Plan, State Government and National Government Tourism Policy - Code of conduct for safe and honorable Tourism for India – Global Sustainable Tourism Criteria.

TOTAL: 45 PERIODS**COURSE OUTCOMES:**

- Students will learn the practices and ways to promote the tourism industry.

TEXTBOOKS

- Charles R. Goeldner & Brent Ritchie, J.R., Tourism, Principles, Practices, Philosophies, Wiley India Pvt Ltd., Tenth edition, 2007
- Bhatia A.K, International Tourism Management, Sterling Publishers, New Delhi. Sterling Publishers Pvt.Ltd; 3rd Revised edition, 2006

REFERENCES

- Cooper C., Fletcher J., Fyall A., Gilbert D and Wanhill S., Tourism: Principles and Practice, Pearson, 5th edition, 2013.
- Stephen J. Page, Paul Brunt, Graham Busby, Jo Connell, Tourism- A Modern Synthesis, Thomson Learning, 2007

COURSE OBJECTIVE :

- To study the flow of activities and functions in today's lodging operation. To make the learner to understand about the operation and the management of front office and Housekeeping departments in hotels,

UNIT I INTRODUCTION 9

Hotel Industry – Classification of hotels – Other types of lodging – Types of rooms – Tariff Plans – Duties & Responsibilities of front office personnel – Inter-department coordination.

UNIT II FRONT OFFICE MANAGEMENT 9

Room Reservation – Types of reservation – Front office accounting – Registration – Lobby and well desk operations – Guest Services – Settlements – Safety & Security – Night Audit - Yield Management – Budgetary Control.

UNIT III HOUSE KEEPING MANAGEMENT 9

Importance of housekeeping – Departmental Structures – Coordination with other departments – Duties & Responsibilities of Executive housekeeper, Asst. Executive house keeper, floor supervisor, room attendant – House Keeping Control desk.

UNIT IV HOUSE KEEPING FUNCTION 9

Linen & Uniform – Laundry: Equipment, detergents, Stain removal, Laundry Process flow – Sewing – Cleaning Practice: Equipment, Cleaning agents, cleaning methods – Pest Control – Public area cleaning and maintenance.

UNIT V INFRASTRUCTURE MANAGEMNET & OTHER SOURCES 9

Elements of Interior Decoration & Design – Colours – Furniture – Floor – Lighting – Floral art – Textiles – Carpets – Innovative ideas – Catering Services – Wellness & Fitness Services – Leisure & Travel Services – Business Services – Concierge services.

TOTAL: 45 PERIODS

COURSE OUTCOME :

- The student shall be competent for handling Front Office and Housekeeping management operations. The student will be equipped with knowledge on a wide range of front office and housekeeping tasks and situations in a commercial environment.

TEXT BOOKS :

1. Sudhir Andrews, Hotel House Keeping Training Manual, Tata Mc Graw Hill Publishers, New Delhi, Edition 2, 2005.
2. James , Hotel Front Office Management, 5th Edition, Wiley, 2014.
3. Sudhir Andrews. Text book of Hotel Housekeeping Management & Operations, Tata Mcgraw Hill, 2008.

REFERENCES :

1. Jatashankar R.Tiwari, Hotel Front office & Operations management, Oxford University Press, 2009.
2. Anutosh Bhakta. Professional Hotel Front Office Management. Tata McGraw Hill 2012.
3. Casado, M. Housekeeping Management. John Wiley and Sons, Inc. 2000.
4. Ahmed Ismail. Front Office Operations and Management. Cengage Learning.
5. David Allen, Accommodation & Cleaning Services, Volume I & II, Hutchinson.
6. G.Raghubalan and Smritee Raghubalan. Hotel Housekeeping Operations and Management. Second Edition. Oxford 2007.

COURSE OBJECTIVES:

- To provide the background of Indian culture and heritage
- To give students a solid foundation for understanding and managing cultural diversity in the workplace.

UNIT I INTRODUCTION TO INDIAN CULTURE AND HERITAGE 9

Salient features of Indian culture – socio, ethnic historical and religious perspectives of Indian culture; Cultural transition, Indian cultural heritage.

UNIT II CULTURAL DIMENSIONS AND REFLECTIONS 10

Key elements of Indian cultural dimensions –Tangible and intangible culture- Dimensions of national cultures -Distinctiveness of Indian culture in personal life, social life and work life – languages and literature- Cultural traits under major religious background – Reflection in arts, paintings, dance, music – Ceremonies celebrations – Place of worships – Belief, attitude and perception – Museum – Special interest – Tourism

UNIT III CULTURAL MIX 9

Cultural dissimilarities across world – across nation; Major issues – challenges to hospitality industry; Influence of global culture – Relationship between national culture and organization structure; International dimensions of organizational culture; Impact on personal and work life – Impact on tourist.

UNIT IV CROSS CULTURAL MANAGEMENT 9

Frameworks of cross cultural management- Cultural shock and acculturation- Cross- cultural training- Managing multicultural teams- Cultural negotiations- Global leadership and motivational issues-Cultural differences in ethics and decision making

UNIT V GLOBAL APPROACH 8

UNESCO – criteria, fairs and festivals, funding, committee and convention, reporting and monitoring, approved heritage sites-challenges, Impact of IT, Trends.

TOTAL: 45 PERIODS**COURSE OUTCOMES:**

The students should be able to

- Describe Indian culture and heritage,
- Explain how different national cultures can influence the individuals and groups in social and business settings

TEXTBOOKS :

1. F.r. Allchin, Conservation of Indian Heritage, Cosmo publications, New Delhi.
2. David C. Thomas, Cross-cultural management- Essential concepts, Sage Publications,2008

REFERENCES :

1. S.M.Dewan, Corporate governance in public sector enterprises, Pearson Longman, 2006.
2. G. Hofstede, Culture and organizations: intercultural cooperation and its importance for survival, Harper Collins, London, 1994.
3. Rajiv Desai , Indian business culture - An Insider's guide , Butterworth and Heinemann,199
4. Ananda Das gupta , Human values in Management , Ashgate publishing limited, 2004.

Attested

Sobhan
DIRECTORCentre For Academic Courses
Anna University, Chennai-600 025.

COURSE OBJECTIVE :

- To learn the major initiatives taken by a company's top management on behalf of corporates, involving resources and performance in external environments. It entails specifying the organization's mission, vision and objectives, developing policies and plan to understand the analysis and implementation of strategic management in strategic business units.

UNIT I STRATEGY AND PROCESS 9

Conceptual framework for strategic management, the Concept of Strategy and the Strategy Formation Process – Stakeholders in business – Vision, Mission and Purpose – Business definition, Objectives and Goals - Corporate Governance and Social responsibility-case study.

UNIT II COMPETITIVE ADVANTAGE 9

External Environment - Porter's Five Forces Model-Strategic Groups Competitive Changes during Industry Evolution-Globalisation and Industry Structure - National Context and Competitive advantage Resources- Capabilities and competencies–core competencies-Low cost and differentiation Generic Building Blocks of Competitive Advantage- Distinctive Competencies- Resources and Capabilities durability of competitive Advantage- Avoiding failures and sustaining competitive advantage-Case study.

UNIT III STRATEGIES 10

The generic strategic alternatives – Stability, Expansion, Retrenchment and Combination strategies - Business level strategy- Strategy in the Global Environment-Corporate Strategy-Vertical Integration-Diversification and Strategic Alliances- Building and Restructuring the corporation- Strategic analysis and choice – Managing Growth - Environmental Threat and Opportunity Profile (ETOP) - Organizational Capability Profile - Strategic Advantage Profile - Corporate Portfolio Analysis - SWOT Analysis - GAP Analysis - Mc Kinsey's 7s Framework - GE 9 Cell Model – Distinctive competitiveness - Selection of matrix - Balance Score Card-case study.

UNIT IV STRATEGY IMPLEMENTATION & EVALUATION 9

The implementation process, Resource allocation, Designing organisational structure-Designing Strategic Control Systems- Matching structure and control to strategy-Implementing Strategic change-Politics-Power and Conflict-Techniques of strategic evaluation & control-case study.

UNIT V OTHER STRATEGIC ISSUES 8

Managing Technology and Innovation-Strategic issues for Non Profit organisations. New Business Models and strategies for Internet Economy-case study

TOTAL: 45 PERIODS**COURSE OUTCOME :**

- This Course will create knowledge and understanding of management concepts principles and skills from a people, finance, marketing and organisational perspectives the development of appropriate organisational policies and strategies within a changing context to meet stakeholder interests information systems to learn from failure key tools and techniques for the analysis and design of information systems, including their human and organisational as well as technical aspects.

TEXT BOOKS

1. Hill. Strategic Management : An Integrated approach, 2009 Edition Wiley (2012).
2. John A.Parnell. Strategic Management, Theory and practice Biztantra (2012).
3. Azhar Kazmi, Strategic Management and Business Policy, 3rd Edition, Tata McGraw Hill,2008

REFERENCES

1. Adriaun H Aberberg and Alison Rieple, Strategic Management Theory & Application, Oxford University Press, 2008.
2. Lawrence G. Hrebiniak, Making strategy work, Pearson, 2005.
3. Gupta, Gollakota and Srinivasan, Business Policy and Strategic Management – Concepts and Application, Prentice Hall of India, 2005.
4. Dr.Dharma Bir Singh, Strategic Management & Business Policy, KoGent Learning Solutions Inc., Wiley, 2012.
5. John Pearce, Richard Robinson and Amitha Mittal, Strategic Management, McGraw Hill, 12th Edition, 2012

TM8304

TOURISM GEOGRAPHY

L T P C
3 0 0 3

COURSE OBJECTIVE:

- To introduce students to the various geographical locations of tourist places, weather climate and distances, the different routes between them and the different characteristics of places which are important for tourism.

UNIT I FUNDAMENTALS

9

Definition, scope and importance of Tourism geography, Climatic variations, Natural and climatic regions of world, Impact of weather and climate on Tourist destinations. Study of maps, longitude & latitude, international date line, time variations, time difference, GMT variations, concepts of elapsed time, flying time, ground time. Standard time and summer time (day light saving time).

UNIT II FACTORS OF TOURISM DEVELOPMENT

9

Geographical Determinants: Diversities and disparities, Typology of area and Linkages, flows and orientation. Physical Factors – Relief, Climate, Vegetation, wildlife, Water Bodies. Socio-cultural factors -Religion, Historical, Sports, and Settlements. Economic factors.

UNIT III POLITICAL AND PHYSICAL FEATURES OF INDIAN GEOGRAPHY

9

Indian Geography, physical and political features of Indian subcontinent. Climatic conditions prevailing in India. Tourism attractions in different states and territories of India.

UNIT IV POLITICAL AND PHYSICAL FEATURES OF AMERICAS AND EUROPE

9

Destinations in North America - United States of America: New York, Washington DC, Florida, Los Angeles, Las Vegas, San Francisco, Orlando, Dallas. Canada: Ontario, Ottawa, Montreal, British Columbia. Central America - Costa Rica, Panama, Nicaragua, Guatemala, Honduras, Belize. South America: Peru, Ecuador, Venezuela, Chile, Bolivia, Chile, Brazil. Europe - England, France, Italy, Spain, Ireland, Turkey, Spain, Netherlands, Czech Republic, Austria, Germany, Greece, Switzerland, Russia, Ukraine

UNIT V POLITICAL AND PHYSICAL FEATURES OF AFRICA, ASIA AND THE PACIFIC 9

Africa: Kenya, Zimbabwe, Zambia, Egypt, Mali, South Africa, Morocco, Ethiopia, Uganda, Rwanda, DRC, Tanzania, Mauritius, Gambia. Middle East: United Arab Emirates, Israel, Saudi Arabia, Iran, Syria, Lebanon, Jordan. Asia: China, Mongolia, Japan, Korea, Thailand, Philippines, Singapore, Malaysia, Bangladesh, Maldives, Nepal, Pakistan, Sri Lanka

TOTAL: 45 PERIODS

COURSE OUTCOMES:

- General knowledge of worldwide tourism flows
- Ability to Plan a trip to a tourism destination

TEXT BOOKS:

1. Lloyd E. Hudman, Richard H. Jackson, Geography of Travel and Tourism, Cengage Learning, 4th Edition, 2003.
2. P. C. Sinha, Geography And Structure Of Tourism And Travel, Anmol Publications, 2003

REFERENCES:

1. Alan A. Lew, Colin Michael Hall, Dallen J. Timothy, World Geography of Travel and Tourism: A Regional Approach, Butterworth-Heinemann, 2008.
2. Robinson H.: A Geography of Tourism, Mac Donald & Evans London, 1978
3. Douglas Pearce, Topics in Applied Geography, Tourism Development, Longman Scientific Technical, New York, 1995.
4. Majid Husain, Geography of India, Tata McGraw Hill, 2012.

TM8305

TOURISM PRODUCTS IN INDIA

**L T P C
3 0 0 3**

COURSE OBJECTIVE:

- To enable the students to understand the tourist resources in India, prepare a theme based tour itinerary and manage the tourist destinations travel.

UNIT I INTRODUCTION 9

Tourism Products: Definition, Concept, Characteristics and Classification. Cultural Heritage of India — Stages of evolution, continuity. Heritage - Types of Heritage Tourism, Heritage Management Organizations.

UNIT II NATURAL RESOURCES 9

Natural resources: Wildlife sanctuaries - National parks - Biosphere reserves – Back water Tourism - Mountain and Hill Tourist Destinations – Islands, Beaches, Caves & Deserts of India.

UNIT III TOURISM CIRCUITS 9

Major tourism circuits of India: Inter State and Intra-State Circuits - Religious Circuits - Heritage Circuits - Wildlife Circuits.

UNIT IV MANMADE DESTINATIONS AND THEME PARKS 9
Manmade Destinations: Locations of Adventure sports - Commercial attractions - Amusement Parks – Gaming - Shopping - Live Entertainments - Supplementary accommodation - House boats – Tree houses - Home stays - Tourism by rail - Palace on wheels. Zoological and Botanical Garden.

UNIT V CONTEMPORARY DESTINATIONS IN INDIA 9
Places and Packages for Ecotourism, Rural Tourism, Golf Tourism, Camping Tourism, Medical Tourism and Pilgrimage Tourism.

TOTAL: 45 PERIODS

COURSE OUTCOME:

- The students would be able to understand the needs of the tourists and manage their destination requirements.

TEXTBOOKS :

1. S.P. Gupta (2002), Cultural Tourism in India, Indraprastha Museum of Art and Archaeology, New Delhi.

REFERENCES :

1. Stephen Ball (2007), Encyclopedea of Tourism Resources in India,B/H.
2. Manoj Dixit (2002), Tourism products, New Royal Book Co. Lucknow.
3. Norman Douglas. Ed. (2001), Special Interest Tourism, John Wiley & Sons, Australia.

TM8306

TRAVEL MANAGEMENT

**LT P C
3 0 0 3**

COURSE OBJECTIVE:

- To prepare the learners with knowledge and skills on the travel industry, its types.

UNIT I INTRODUCTION 9
Travel Industry – modes of Travel – Air, Rail, Road, Sea, Authorities; Classification of travels- Inland & Outbound- Pilgrimage Tours

UNIT II TRAVEL AGENCY 9
Travel Agency – Travelogues - Organisation, scope and functions, types - proprietorship, partnership, private limited; Setting up Travel Agency- procedure and formalities, Agency Recognition ; Agency Management -sources of funding; marketing, Commission Structure ;Govt rules and approval, accreditation procedures .

UNIT III COMPONENTS OF TRAVEL MANAGEMENT 9
Market Survey and Research , A Guide to Marketing of Leisure Activities, Marketing Techniques of a Travel management - Marketing of Conferences, Congress, Conventions, Incentive Travel, Workshops, Seminars, MICE, Fare constructions and Scheduling - railway and airlines, consumer mix, Rules and regulations for registration - International Travel Formalities- Foreign Exchange Regulations, passport, visas, Clearances and other Procedures.

UNIT IV CARGO MANAGEMENT 9
Air & Sea ,Pre-requisites, Different types of Cargo, Documentations, Cargo Rates, Loading, Manifestation, Transshipment, Handling at Destination, Regulations.

UNIT V MODERNISATION AND TRENDS IN TRAVEL INDUSTRY 9
Impact of Liberalization, Strategic trends in Travel Industry- Disinvestments, Take Overs, Consolidations, and Acquisitions in Travel Industry.

TOTAL : 45 PERIODS

COURSE OUTCOME:

- The learners will have a complete idea about the different concepts, trends and strategies used in this industry.

TEXT BOOKS

1. Foster Dennis L., The Business Of Travel Agency Operations and Administration (1993) Macmillan / McGraw Hill, Singapore
2. Tourism Operations and Management, Sunetra Roday, Archana Biwal & Vandana Joshi, Oxford University Press,2009.

REFERENCE

1. Tourism principles and practices, Sampad Kumar Swain & Jitendra Mohan Mishra, Oxford University Press,2011.

**TM8401 INTERNATIONAL TOURISM LT P C
3 0 0 3**

COURSE OBJECTIVE:

- The course aims to provide the past, present and future perspectives of international tourism. The factors and challenges influencing the growth of international tourism will be studied. The students will study the role of international regulatory bodies.

UNIT I THE GLOBAL ENVIRONMENT 9

Globalization- scope of international tourism- types, Cultural diversity- Intercultural theories-cultural practices-impact on tourism. Cultural influences on intercultural communication-social interactions.

UNIT II INTERNATIONAL TOURISM GROWTH 9

Economic determinants-forces and factors influencing growth of international tourism, trends -regional, domestic and global tourist movements, methods and measurements in determining future trends. Arrivals – receipts, foreign exchange, emerging trends in international travel, sustainable tourism, experiential tourism, social responsible tourism – Ethics – Emerging threats in International Tourism.

UNIT III REGIONAL DISTRIBUTION OF INTERNATIONAL TOURISM 9

International Tourism (inbound and outbound tourism) trends in : Europe -France, Spain, Italy, and United Kingdom, USA, Mexico, Caribbean, Islands and Brazil, China, Thailand, Singapore, Australia, and New Zealand, South Africa, Kenya and Egypt.

UNIT IV INTERNATIONAL TRENDS 9

Tourism bills of Rights, tourism code, Manila declaration, International conventions: Warsaw convention 1924, Chicago convention 1944, Brussels convention 1961 and 1966, Athens convention 1974, Helsinki accord 1974, IATA conditions of carriage (passage and baggage). World travel laws.

UNIT III INNOVATIONS IN TOURISM AND TRAVEL MEDIA 9

Idea Generation for Travel Articles – Journey Pieces – Activity Pieces – Special Interest Pieces – Side Trips – Reviews – Own Travel experiences – Ideas from other Sources-Recent Trends .

UNIT IV PUBLIC RELATIONS 9

Need, Scope, Objectives and Purpose of Public Relations – Elements Of Public Relations – Public Relations Process - Public Relations as a Profession – Codes of Professional Conduct – Functions Of Public Relations Department - Policy Publicity - Product Publicity – Public Relations And Propaganda Relations With The Government- Community Relations, Shareholders Relations - Ethics And Challenges Of Public Relations.

UNIT V MANAGEMENT OF INNOVATIONS IN TRAVEL JOURNALISM 9

Portraying of experiences – Practical tips – Choosing appropriate words – Verbs, Adjectives and Cliches, Illustrations – The Practicality of taking photographs – Non-Photographic Illustrations – Recent Trends.

TOTAL: 45 PERIODS

COURSE OUTCOME:

- The students will gain knowledge and skills essential for effectively and efficiently handling and solving travel media and public relations issues in tourism industry.

TEXTBOOKS :

1. Arvham e , Ketter E ,Media Strategies for marketing places in crisis . Elsevier, UK, 2008.
2. Dennis E. Deuschl 'Travel and Tourism Public Relations: An Introductory Guide for Hospitality Managers, Elsevier Butterworth-Heinemann, 2006.

REFERENCES :

- 1 Geroge E- Belch & Michael. A. Belch Advertising and Promotion”,Tate McGraw-Hill,Sixth Edition,2004.
3. Kruti Shah and Alan D’souza Advertising and Promotion” –Tata McGraw –Hill,2009.
4. Janet McDonald , Travel Writing , Robert Hale , London ,2000.
5. Tom Duncan, Principles of Advertising and IMC,Tata McGraw-Hill - Second Edition,2005.

PROGRESS THROUGH KNOWLEDGE

COURSE OBJECTIVE:

- To prepare the learners with knowledge and skills essential to understanding and manage the needs of destination

UNIT I INTRODUCTION**9**

Tourists destination-concepts/ notions; Destination- Elements of Tourists Destination - Characteristics of successful destination- Uniqueness of destination management-stakeholders in destination management- destination governance- destination management organization (DMO)-

UNIT II TOURISM DESTINATION PLANNING**9**

Tourists destination development; planning and development of tourism; Traditional and contemporary approaches to destination planning- History & Influence on planning- Factors affecting the planning process-Environment Analysis, Resource Analysis, Regional Environment analysis. Market analysis, competitor's analysis, Regional analysis. Stages in destination planning- Benefits of strategic plans- Outcome of destination planning - formulation of master plan, implementation of plan; resort development – Economic impact of Tourism.

UNIT III TOURISM DESTINATION MANAGEMENT**9**

Partnership and Team-building –Leadership and Coordination- Community Relations – Tourists Destination – Destination Products –Destination Branding- Destination Mix- Destination Integrated Marketing Communications - Destination Information and Communication Technologies - Future of Destination Management

UNIT IV SUSTAINABLE TOURISM DESTINATION DEVELOPMENT**9**

Sustainable Tourism Development : Meaning- Principles-Sustainable Employee Practices - Sustainable Tourism Destinations – Impacts of Sustainable Tourism – Sustainable Tourism Development Policy – Environmental Laws.

UNIT V EMERGING TRENDS IN DESTINATION MANAGEMENT**9**

Environmental Management Systems -Integrated Coastal Zone Management- Eco-friendly Practices -Water Conservation- Energy Efficiency - Waste Management - Commoditisation-Community Participation– Responsible tourism - Space Tourism - Recent Trends - Best Practices.

TOTAL : 45 PERIODS**COURSE OUTCOME:**

- The learners shall be competent for analyzing how the destinations are segmented to handle and design a product of their own.

TEXTBOOKS:

- C.Gunn (2002), Tourism Planning: Basic, Concepts and Cases, Cognizant Publication.
- Krishan K. Kamra, Managing Tourist Destination: Development, Planning, Marketing & Policies, Kanishka Publishers, 2005.

REFERENCES:

- Alastair Morrison, Marketing & Managing Tourism Destination, Routledge Publications, 2013.
- Nigel Morgan, Annette Pritchard & Roger Pride (2001), Destination branding: Creating the Unique Proposition, Butterworth and Heinemann

3. Middleton, V.T.C and Hawkins, R. (1998), Sustainable Tourism: A Marketing Perspective, Butterworth – Heinemann, Oxford.
4. Shalini Singh, Dallen J.Timothy & Ross Kingston Dowling (2003), Tourism in Destination Communities, CABI Publishing.
5. The Environment (Protection) Act, 1986, amended 1991, <http://envfor.nic/legis/legis.html>
6. A practical guide to Tourism Destination Management, World Tourism Organization Publications, 2007.

TM8002

EVENT MANAGEMENT

L T P C
3 0 0 3

COURSE OBJECTIVE :

- This course is designed to provide an introduction to the principles of event management. The course aims to impart knowledge on the various events and how these events can be organized successfully.

UNIT I EVENT CONTEXT 9

History & Evolution – Types of events – MICE – Types of Meeting, Trade Shows, Conventions, Exhibitions- Structure of event industry – Event Management as a profession – Perspectives on event : Government, Corporate & Community – Code of Ethics.

UNIT II EVENT PLANNING & LEGAL ISSUES 9

Conceptualizing the event – Host, sponsor, Media, Guest, Participants , Spectators – Crew – Design of concept – Theme and content development – Visualization – Event objectives – Initial planning – Budgeting – Event design and budget checklist – Preparation of functional sheets – Timing – Contracts and Agreements – Insurance, Regulation, Licence and Permits – Negotiation.

UNIT III EVENT MARKETING 9

Role of Strategic Marketing Planning - Pricing – Marketing Communication Methods & budget – Elements of marketing communication – Managing Marketing Communication – Role of Internet – Sponsorship – Event sponsorship – Strategy – Managing Sponsorships – Measuring & Evaluating sponsorship.

UNIT IV EVENT OPERATION 9

Site Selection – Types of location – Venue Requirements – Room, Stage, Audi-Visual, Lighting, Performers, Decors, Caterer, Photography & Videography – Protocols – Guest list – Guest demographics – Children at event – Invitation – Media – Freelance Event Operation – Road show - Food & Beverage – Entertainment – Event Logistics – Supply of facilities – Onsite logistics – Control of event logistics – Evaluation & Logistics.

UNIT V SAFETY & EVENT EVALUATION 9

Risk assessment – Safety officer, Medical Manager – Venue, Structural safety – Food safety – Occupational safety – Fire Prevention – Sanitary facilities – Vehicle traffic – Waste Management. Event Impact – Event Evaluation Process – Service Quality - Customer Satisfaction.

TOTAL: 45 PERIODS

COURSE OUTCOME :

- At the end of the course students can plan, develop, manage and implement an event successfully. Student can enhance their professional skills in the field of Event Management, to prepare them for successful careers in this field

Attested

Salini
DIRECTOR

Centre For Academic Courses
Anna University, Chennai-600 025.

TEXTBOOKS :

1. Lynn Van Der Wagen, Event Management for Tourism, Cultural Business & Sporting Events, 4th Edition, Pearson Publications, 2014.
2. Lynn Van Der Wagen, & Brenda R. Carlos , Successful Event Management.
3. Judy Allen, Event Planning 2nd Edition, Wiley & Sons, Canada, 2014.
4. G.A.J. Bowdin, Events Management , Elseiver Butterworth

REFERENCES

1. John Beech, Sebastian Kaiser & Robert Kaspar, The Business of Events Management, Pearson Publication, 2014.
2. Judy, Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management, 2014.
3. Shannon Kilkenny, The complete guide to successful event planning.
4. Julia Rutherford Silvers, Professional Event Coordination, The Wiley Event Management Series.
5. Allison ,The Event Marketing Handbook: Beyond Logistics & Planning.

TM8003

FRENCH I

LT P C

2023

COURSE OBJECTIVE :

- To impart preliminary knowledge about the French language and civilization.

UNIT I OTHERS AND ME 12

Vocabulary : To introduce yourself and the others - To describe someone - To use the right phrases in their social interaction - To give and to ask for information about a person - To talk about their likes and dislikes, their tastes and preferences - To talk about their family

Grammar : The present tense of verbes, Definite and in definite articles negative (ne---- pas) masculine/féminine, plural of nouns. Numbers – cardinal / ordinal - Simple interrogation (Est-ce que), negative (pas de) - Possessif adjectifs.

Civilisation : An introduction to the Francophone countries - Physical features of France, a few information about the French society - The professions, a peep into the social issues and their family life.

UNIT II LIFE STYLE 12

Vocabulary : To tell and ask for the date et time - Propose activities, Accept or refuse invitations - To ask questions and to reply to it in a given social context.

Grammar: Past and futur tense - Pronouns and their role after prepositions - Interrogation using inversion

Civilisation : The calender, a normal day, daily activities - French festivals and the seasons and the European climate and weather.

UNIT III CITY AND DOMICILE 12

Vocabulary : To explain about your locality / to ask for direction and to give it to someone / to explain the address and area of a place / to locate monumets, tourist/ sightseeing sites

Attested

Sobhan
DIRECTOR

Grammar: Demonstrative adjectifs - Reflexive verbes - Imperative tense -Express an obligation.

Civilisation : Main French cities and important french monuments.

UNIT IV LEISURE TIME ACTIVITIES 12

Vocabulary : To talk about their favourite activity - To ask and give the needed information to become a member of a club or an association - Ask the price and make a purchase in a shop - To ask / give information about a product that they want to buy.

Grammar: Verbes used to express their likes and dislikes, for buying things - describing things - Typical phrases/questions used to ask and give price / details about an article.

Civilisation : The differents types of leisure time activities of the French, their typical entertainments, their cultural activities -Typical French commercial centers.

UNIT V GASTRONOMY 12

Vocabulary : Talk about food, ingredients - The three meals of a day - Express the quantity - To place an order in a restaurant - Ask for the menu card and discuss about a particular dish - Ask for the bill and pay.

Grammar: Partitive articles - Express a quantity using (assez de, trop de etc) time phrases (encore- toujours/ ne ----- plus)

Civilisation : French gastronomy - A typical French 3 course meal / cutlery / table articles etc.

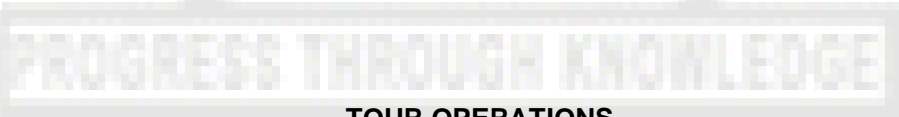
TOTAL: 60 PERIODS

COURSE OUTCOME :

- Students can understand and speak simple phrases in French.

REFERENCE

1. Annie Berthet, Emmanuelle Daill, Catherine Hugot, Véronique M. Kizirian, Monique Waendendries, Alter Ego + Méthode de Français, Hachette.



TM8004

TOUR OPERATIONS

**LT P C
3 0 0 3**

COURSE OBJECTIVE:

- To make the students knowledgeable in tour operations and its related documentation. The students will study the tour preparation and marketing of the tour products. They will also study the role of guides and escorts.

UNIT I TOUR INDUSTRY 9

Tour industry, Evolution of tour operation business – definition- tour operation- types of tour, inbound outbound, escorted, guided – types of package tours and operators, factors affecting tour design and selection. Tourism intermediaries. Booking a tour, mass market package holidays, specialist tour operators, domestic & international, collaborative tourism.

Attested
Sobhan
DIRECTOR
Centre For Academic Courses
Anna University, Chennai-600 025.

UNIT II ITINERARY PREPARATION 9

Four operations process, research, planning, costing, costing elements, pricing – Holiday packages, itinerary-meaning, types preparation, starting of tour operation business, departments of tour operation, tour departure procedure, activities.

UNIT III TOUR OPERATION BUSINESS 9

Role and relevance of tour operation business. Tour operational techniques – Booking a tour- reservations, hotel booking procedures, boarding bus/coach, emergency procedures, finance details, food and beverages, transportation delays - Case studies of major tour operation companies and packages – Kuoni, Cox & Kings, Thomas Cook, Carlson.

UNIT IV MARKETING AND PROMOTION OF TOUR 9

Marketing and promotion of tour – marketing strategies of tour operation business, tour brochure, how to prepare a tour brochure, items to be included in tour brochure, tools used to market tour packages – Indian and World Tourism Day.

UNIT V GUIDING AND ESCORTING 9

Guiding and Escorting : Meaning, concepts in guiding, golden rules of guiding, difference between guide and escort, skills, responsibilities of guides, interpreting sites, escorts, personal hygiene, grooming, pre post and during tour responsibilities, check list, safety and security, insurance, first aid, handling emergencies, leading a group, code of conduct.

TOTAL: 45 PERIODS

COURSE OUTCOME:

- The students will have good learning on tour operations business. They can prepare and market tour itinerary. They will know the importance of tour operators, guides and escorts.

TEXTBOOKS:

1. A. K. Bhatia, Business of Travel Agency & Tour Operations Management, Sterling Publishers, 2012.
2. JagmohanNegi, Travel Agency and Tour Operation Concepts and Principles, Kanishka Publishers & Distributors, 2006.
3. Dennis L. Foster, The Business of Travel: Agency Operations and Administration, Glencoe Division, Macmillan/McGraw-Hill, 1991.

REFERENCES

1. SunetraRoday, ArchanaBiwal andVandana Joshi, Tourism: Operations and Management, Oxford University Press, 2009.
2. Lalita Sharma, Travel Agency & Tour Operation Concepts and Principles, Centrum Press, 2010.
3. Ashim Gupta, Travel Agency & Tour Operations Concepts and Principles, Centrum Press, 2011.
4. Mohinder Chand, Travel Agency Management: An Introductory Text, Anmol Publications, 2009.
5. Pat Yale, The Business of Tour Operations, Longman, 1995.
6. Laurence Stevens, Guide to Starting and Operating a Successful Travel Agency, Merton House Travel and Tourism Publishers, 1985.
7. Betsy Fay, Essentials of Tour Management, Prentice Hall, 1992.
8. Marc Mancini, Conducting Tours, Delmar Publishers, 1996.

COURSE OBJECTIVE:

- To develop and strengthen entrepreneurial quality and motivation among students.
- To impart the basic entrepreneurial skills and understanding of opportunities to become an entrepreneur in tourism industry.

UNIT I ENTREPRENEURIAL COMPETENCE 9

Entrepreneurship Concept – Entrepreneurship as a Career – Characteristics of Successful Entrepreneurs – Types of Entrepreneurs – Entrepreneurial Skills and Knowledge for Tourism Trade — Entrepreneurial Opportunities, Problems, Current Trends in Tourism.

UNIT II ENTREPRENEURIAL ENVIRONMENT 9

Business Environment - Role of Family and Society – Entrepreneurial Factors Affecting Tourism Growth - Entrepreneurship Development Training and Other Support Organisational Services – Central and State Government Industrial Policies and Regulations for Tourism – International Tourism Business Management.

UNIT III BUSINESS PLAN PREPERATION 9

Sources of Product for Tourism Business – Prefeasibility Study – Product Selection Criteria – Ownership – Capital Budgeting – Project Profile Preparation – Matching Tourism Entrepreneur with the Project – Preparation of Tourism Business Plan – Evaluation Criteria for Tourism Industry.

UNIT IV LAUNCHING OF SMALL BUSINESS IN TOURISM 9

Finance and Human Resource Mobilization – Operations Planning – Market Research and Channel Selection – Growth Strategies for Tourism – Tourism Product Launching – Incubation, Venture Capital, Tourism Startups.

UNIT V MANAGEMENT OF TOURISM BUSINESS 9

Monitoring and Evaluation of Tourism Business – Organisational Framework for Promotion and Development in Tourism – Preventing Sickness and Rehabilitation of Sick Business Units – Innovations in Tourism Business Management.

TOTAL : 45 PERIODS**COURSE OUTCOME:**

- The students will gain knowledge and skills essential for effectively and efficiently managing business in tourism industry.

TEXTBOOKS :

1. R.D.Hisrich, Entrepreneurship, Tata McGraw Hill, New Delhi, 2001.
2. S.S.Khanka, Entrepreneurial Development, S.Chand and Company Limited, New Delhi, 2001.

REFERENCES :

1. Mathew J Manimala, Entrepreneurship Theory at the Crossroads, Paradigms & Praxis, Biztrantra , 2nd Edition,2005.
2. Prasanna Chandra, Projects –Planning, Analysis, Selection, Implementation and Reviews, Tata McGraw Hill, 1996.
3. Arya Kumar. Entrepreneurship, Pearson,2012.
4. Donald F Kuratko, T.V Rao. Entrepreneurship: A South Asian perspective. Cengage Learning, 2012.
5. Rajeev Roy ,Entrepreneurship, Oxford University Press, 2nd Edition, 2011.

COURSE OBJECTIVE :

- To impart a higher knowledge about the French language and civilization.

UNIT I FESTIVALS AND RITUALS IN FRANCE 12

Vocabulary : Dates and methods of celebration – the different festivals celebrated in France and Europe - to talk about traditions especially traditional dishes related to festivals.

Grammar : The present tense of verbes used for celebrations – to describe events – organisation – to ask questions by inversion method – to prepare a questionnaire.

Civilisation : Compare European festivals with their native festivals. Talk about favourite festival – to describe / compare with other festivals of the world.

UNIT II VACATION AND VOYAGES 12

Vocabulary : To describe a season / climate – to understand simple indications of climate and temperature - to place events in the course of a year - organize journeys and excursions – to reserve air/train tickets – to understand train/ air schedules / time tables – reserve hotel rooms – understand lodging details.

Grammar: structures / verbs to talk about the meteorology / climatic conditions of a given period – climatic terminology to describe weather / weather forecast – to ask details about flights / train journeys / hotels

Civilisation : French seasons and the European climate and weather compared to their native climate and weather – hotels / quality / 5 star / 3 star / general lodging / native / European

UNIT III “HAUTE COUTURE” – CLOTHES 12

Vocabulary : To explain about material / size – describe clothes formal / informal / casuals / day wear/ night wear / head wear / sports wear etc. To talk about fashions/ designers / accessories

Grammar: Measurements – meter / centimeter / inch / expressions of size / colours / shapes / materials.

Civilisation : Great / famous fashion designers/ fashion houses / shows – European / native Indian ethnic wear.

UNIT IV RESIDENCES, LODGING, INTERIOR DECORATION. 12

Vocabulary : To talk about different types of houses/ appartments - To ask and give the needed information real estate dealings - Ask the price and describe the interior / landscape details of a residence – to understand / create real estate advertisements – describe houses they want to buy/ sell.

Grammar: Verbes used to express likes and dislikes on residences, in city / suburbs – advantages / diadvantages - for buying / describing real estate dealings - Typical phrases/questions used to ask and give price / details about a property / residence.

Civilisation : The differents types of residence in France / native.

UNIT V GASTRONOMY**12**

Vocabulary : Recipes – menu / prepare / understand card – types of meals – traditional – commercial – fast food restaurants. 3 /5 course dinners / dishes

Grammar: Partitive articles - Express a quantity using (assez de, trop de etc) time phrases (encore- toujours/ ne ----- plus)

Civilisation : Indian / French recipes

TOTAL: 60 PERIODS**COURSE OUTCOME :**

- Students can understand and speak the internationally acclaimed '**Level I**' in French. Will be ready to face '**DELF Level I**' French Embassy Exam.

REFERENCE

1. Annie Berthet, Emmanuelle Daill, Catherine Hugot, Véronique M. Kizirian, Monique Waendendries, Alter Ego + Méthode de Français, Hachette.

TM8007**LEISURE AND RECREATION MANAGEMENT****L T P C
3 0 0 3****COURSE OBJECTIVES:**

- To introduce the student to the broad base of study needed for understanding of the fundamentals of and issues in leisure and recreation management.

UNIT I INTRODUCTION TO RECREATION**9**

Recreation: an overview - Recreation & Leisure Participation and Behavior - Role in Health & Well-Being - Leisure & Culture - Mass Leisure: Popular Culture & Purple Leisure - Balancing Leisure & Work services.

UNIT II RECREATIONAL BUSINESSES**9**

Recreational Resources - the Demand and Supply for Recreation and Tourism – Recreation Vehicles, parks, adventure travel, winter sports, historic sites, camping, resorts, motor coach operators, enthusiast groups, recreation product manufacturers - Recreation and leisure services

UNIT III RECREATION MANAGEMENT**9**

Recreation Theories -Impact of recreation on tourism - Recreation Resource Management - Recreational and Tourist Motivation - Barriers to Recreation - Gender and Social Constraints Tourism and recreation planning and policy - Urban and rural recreation - Relationships between leisure, recreation and tourism.

UNIT IV RECREATION MARKETING**9**

Marketing of Recreation: Marketing Recreation services and facilities- Customers of recreational products - Marketing plan- Marketing Mix for recreation.

UNIT V RECENT TRENDS

9

Trends in the recreation industry- Tourists and recreational demand for wilderness, National Parks and natural areas - Supply of the wilderness and outdoor recreation experience
Tourism recreation and climate change - - Environmental perspectives on coastal recreation and tourism. Technology Impacts on Recreation & Leisure

TOTAL: 45 PERIODS

COURSE OUTCOMES:

- Ability to design, conduct, promote, evaluate, and manage activities involved in the successful operation of a variety of leisure and recreation organizations and operations

TEXT BOOKS

1. George Torkildsen (2000), Leisure and Recreation Management, Fourth Edition, E&FN Spon, London
2. Daniel D. McLean and Amy R. Hurd, Kraus' Recreation and Leisure in Modern Society, Jones and Bartlett Learning, 10th Edition, 2015.

REFERENCES

1. William C. Gartner & David W. Lime (2000), Trends in Outdoor, Recreation, Leisure and Tourism, CABI, London.
2. Chris Ryan (2006), Recreational Tourism, Demands and Impacts, Viva Books, New Delhi.
3. Michael Hall.C. & James Higham (2006), Tourism, Recreation and Climate Change, Viva Books, New Delhi.
4. Charles R. Goeldner & Brent Ritchie J.R (2006), Tourism, Principles, Practices, Philosophies, John Wiley and Sons, New Jersey.

PROGRESS THROUGH KNOWLEDGE