



AMITY UNIVERSITY

— RAJASTHAN —

**Amity School of Hospitality
(ASH)**

Program Code: MTM

Duration – 2 Years Full Time

(Programme Structure)

Choice Based Credit System (CBCS)

2019

AMITY UNIVERSITY RAJASTHAN

Program Learning Outcomes-PLO

1. Familiarize and Interpret theoretical understanding of the tourism concept and process in application.

2. Reflect multidisciplinary approach in decision making, creative & innovative thinking in tourism industry.
3. Analyse and develop leadership skills and behaviours understanding of the organization through various techniques of management and their practical applicability in the field of tourism.
4. Evolve into a future tourism professional with or integrated knowledge of the dynamics of tourism development.

Credits Summary

MTTM

(02 Years/04 Semesters)

Program	Semester	Core Credit	Domain Credit	Open Elective/Minor Track	Value Added	Summer Training/ Dissertation	Total Credit
PG MTTM 2 Years	I	20	-	-	4		24
	II	21	-	3	4		28
	III	12	8	3	4	6	33
	IV	8	8	-	-	9	25
	Total	61	16	6	12	15	110
AUR Guidelines	53-56	36	6-9	12			

CC = Core Courses

DE = Domain Elective

OE = Open Elective

VA = Value Added Courses

NTCC = Non- Teaching Credit Courses (NTCC)



AMITY UNIVERSITY

RAJASTHAN

Amity School of Hospitality (ASH)

Program Name: Master in Travel & Tourism Management

FIRST SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
MTM 101	Principles of Management	CC	3		-	3
MTM 102	Customer Relationship Management	CC	3		-	3
MTM 103	Sustainable Tourism; Concepts Strategies	CC	3		-	3
MTM 104	Introduction to Heritage Management	CC	3		-	3
MTM 105	Fundamentals of Tourism	CC	3			3
MTM 106	Destinations of India	CC	3			3
MTM 107	Media Studies	CC	2			2
BCS 111	Communication Skills – I	VA	1	-	-	1
BSS 111	Behavioral Science – I	VA	1	-	-	1
FLN 101	Foreign Language – II French	VA	2	-	-	2
FLG 101	German					
FLS 101	Spanish					
FLJ 101	Japanese					
FLC 101	Chinese					
	TOTAL					24



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Amity School of Hospitality (ASH)

Program Name: Master in Travel & Tourism Management

SECOND SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
MTM 201	International Tourism Management	CC	3		-	3
MTM 202	Marketing of Tourism Services	CC	3		-	3
MTM 203	Air Travel, Fare & Ticketing	CC	3	-	-	3
MTM 204	Travel Agency & Tour Operations	CC	3		-	3
MTM 205	Conference & Event Management	CC	3	-	-	3
MTM 206	Research Methodology in Tourism	CC	2	1		3
MTM 207	Application of Computers in Tourism	CC	2	1		3
BCS 211	Communication Skills – II	VA	1	-	-	1
BSS 211	Behavioural Science - II	VA	1	-	-	1
FLN 201 FLG 201 FLS 201 FLJ 201 FLC 201	Foreign Language – II French German Spanish Japanese Chinese	VA	2	-	-	2
Open Elective		OE	3			3
TOTAL						28

SUMMER TRAINING 8 – 10 WEEKS



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Amity School of Hospitality (ASH)

Program Name: Master in Travel & Tourism Management

THIRD SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
MTM 301	World Tourism Resources	CC	2	1	-	3
MTM 302	Human Resource Management in Tourism	CC	2	-	-	2
MTM 303	Financial Management	CC	2	1	-	3
MTM 304	Economics of Tourism & Hospitality Industry	CC	2	-	-	2
MTM 305	Tourism Destination Management	CC	2	-	-	2
DE Elective : Student has to select 2 course from the list of following DE electives						
MTM 306	Hospitality Management	DE	4	-	-	8
MTM 307	Entrepreneurship & Managing of Small business in Tourism	DE	3	1	-	
MTM 308	Tourism Planning & Development	DE	4			
BCS 311	Communication Skills – III	VA	1	-	-	1
BSS 311	Behavioural Science - III	VA	1	-	-	1
FLN 301 FLG 301 FLS 301 FLJ 301 FLC 301	Foreign Language – II French German Spanish Japanese Chinese	VA	2	-	-	2
MTM 350	Summer Training (Evaluation)	-	-	-	-	6
Open Elective		OE	3			3
	TOTAL					33



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Amity School of Hospitality (ASH)

Program Name: Master in Travel & Tourism Management

FOURTH SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits	Course Code
MTM 401	Tourism & Travel Laws	CC	3		-	3	
MTM 402	Management Information System & Computers in Tourism	CC	2	1	-	3	
MTM 403	Airline & Cargo Management	CC	2		-	2	
DE Elective : Student has to select 2 course from the list of following DE electives							
MTM 404	Tourism Products : Design & Development	DE	3	1		8	
MTM 405	Tourist Behaviour	DE	3	1			
MTM 406	Presentation Skill	DE	3	1			
MTM 460	Dissertation / Research Project	CC	-	-	-	9	
	TOTAL					25	

MASTER IN TRAVEL & TOURISM MANAGEMENT

Programme Code: MTM

Duration – 2 Years Full Time

**Programme Structure &
Curriculum & Scheme of Examination**

2019

**AMITY UNIVERSITY RAJASTHAN
JAIPUR**

PREAMBLE

Amity University aims to achieve academic excellence by providing multi-faceted education to students and encourage them to reach the pinnacle of success. The University has designed a system that would provide rigorous academic programme with necessary skills to enable them to excel in their careers.

This booklet contains the Programme Structure, the Detailed Curriculum and the Scheme of Examination. The Programme Structure includes the courses (Core and Elective), arranged semester wise. The importance of each course is defined in terms of credits attached to it. The credit units attached to each course has been further defined in terms of contact hours i.e. Lecture Hours (L), Tutorial Hours (T), Practical Hours (P). Towards earning credits in terms of contact hours, 1 Lecture and 1 Tutorial per week are rated as 1 credit each and 2 Practical hours per week are rated as 1 credit. Thus, for example, an L-T-P structure of 3-0-0 will have 3 credits, 3-1-0 will have 4 credits, and 3-1-2 will have 5 credits.

The Curriculum and Scheme of Examination of each course includes the course objectives, course contents, scheme of examination and the list of text and references. The scheme of examination defines the various components of evaluation and the weightage attached to each component. The different codes used for the components of evaluation and the weightage attached to them are:

<u>Components</u>	<u>Codes</u>	<u>Weightage (%)</u>
Case Discussion/ Presentation/ Analysis	C	05 - 10
Home Assignment	H	05 - 10
Project	P	05 - 10
Seminar	S	05 - 10
Viva	V	05 - 10
Quiz	Q	05 - 10
Class Test	CT	10 - 15
Attendance	A	05
End Semester Examination	EE	70

It is hoped that it will help the students study in a planned and a structured manner and promote effective learning. Wishing you an intellectually stimulating stay at Amity University.

July, 2015

PROGRAMME STRUCTURE

FIRST SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits	Page No.
MTM 101	Principles of Management	CC	3		-	3	
MTM 102	Customer Relationship Management	CC	3		-	3	
MTM 103	Sustainable Tourism; Concepts Strategies	CC	3	1	-	4	
MTM 104	Introduction to Heritage Management	CC	3		-	3	
MTM 105	Fundamentals of Tourism	CC	3			3	
MTM 106	Destinations of India	CC	3	1		4	
MTM 107	Media Studies	CC	2	1		3	
BCS 101	Communication Skills – I	VA	1	-	-	1	
BSS 101	Behavioral Science – I	VA	1	-	-	1	
FLF 101 FLG 101 FLS 101 FLJ 101 FLC 101	Foreign Language – I French German Spanish Japanese Chinese	VA	2	-	-	2	
Open Elective		OE	3			3	
TOTAL						30	

SECOND SEMESTER

MTM 201	International Tourism Management	CC	3	1	-	4	
MTM 202	Marketing of Tourism Services	CC	3		-	3	
MTM 203	Air Travel, Fare & Ticketing	CC	3	-	-	3	
MTM 204	Travel Agency & Tour Operations	CC	3		-	3	
MTM 205	Conference & Event Management	CC	3	-	-	3	
MTM 206	Research Methodology in Tourism	CC	2	1		3	
MTM 207	Application of Computers in Tourism	CC	2	2		4	
BCS 201	Communication Skills – II	VA	1	-	-	1	
BSS 201	Behavioural Science - II	VA	1	-	-	1	
FLF 201 FLG 201 FLS 201 FLJ 201 FLC 201	Foreign Language – II French German Spanish Japanese Chinese	VA	2	-	-	2	
Open Elective		OE	3			3	
TOTAL						30	

SUMMER TRAINING 8 – 10 WEEKS

THIRD SEMESTER

MTM 301	World Tourism Resources	CC	2		-	2	
MTM 302	Human Resource Management in Tourism	CC	2	-	-	2	
MTM 304	Financial Management	CC	2	1	-	3	
MTM 305	Economics of Tourism & Hospitality Industry	CC	2	-	-	2	
MTM 306	Tourism Destination Management	CC	2	-	-	2	
DE Elective : Student has to select 2 course from the list of following DE electives							
MTM 307	Hospitality Management	DE	4	-	-	8	
MTM 308	Entrepreneurship & Managing of Small business in Tourism	DE	3	1	-		
MTM 309	Tourism Planning & Development	DE	4				
BCS 301	Communication Skills – III	VA	1	-	-	1	
BSS 301	Behavioural Science - III	VA	1	-	-	1	
FLF 301	Foreign Language – III French	VA	2	-	-	2	
FLG 301	German						
FLS 301	Spanish						
FLJ 301	Japanese						
FLC 301	Chinese						
MTM 350	Summer Training (Evaluation)	-	-	-	-	6	
Open Elective		OE	3			3	
TOTAL						32	

FOURTH SEMESTER

MTM 401	Tourism & Travel Laws	CC	3		-	3	
MTM 402	Management Information System & Computers in Tourism	CC	2	1	-	3	
MTM 403	Airline & Cargo Management	CC	2		-	2	
DE Elective : Student has to select 1 course from the list of following DE electives							
MTM 404	Tourism Products : Design & Development	DE	3	1		4	
MTM 405	Tourism Behaviour	DE	3	1			
MTM 406	Presentation Skill	DE	3	1			
MTM 460	Dissertation / Research Project	CC	-	-	-	15	
BCS 401	Communication Skills – IV	VA	1	-	-	1	
BSS 401	Behavioural Science – IV	VA	1	-	-	1	
FLF 401	Foreign Language – IV French	VA	2	-	-	2	
FLG 401	German						
FLS 401	Spanish						
FLJ 401	Japanese						
FLC 401	Chinese						
TOTAL						31	

Curriculum & Scheme of Examination

PRINCIPLES OF MANAGEMENT

Course Code: MTM 101

Credit Units: 03

Course Objective:

The objective of this course is to enable the students to understand that management is the process of planning, organising, staffing, directing and controlling the enterprise resource sufficiently and effectively for achieving the goals of the organizations.

Course Contents:

Module I: Management Concept

Nature, Importance of Management, Management as an Art and Science, Management as a Profession, Management v/s Administration, Management Skills, Evolution of Management, Early in management Contributions, Taylor's Scientific Management, Fayol's Administrative Management.

Module II: Introduction to Functions of Management

Planning: Nature, Scope, Objectives & Significance of Planning, types of planning, Process of planning, barriers to effective planning, decision making.

Organising: Concept, Organisation theories, forms of organisational structure, span of control, delegation of Authority. Authority and responsibility.

Module III

Staffing: Concept, Manpower planning, Job Design, Recruitment & Selection, training & performance Appraisal.

Directing: Concept, direction and supervision.

Motivation: Concept, Motivation & performance, theories of motivation, morale building.

Module IV:

Leadership: Core of leadership, functions of leaders, leadership style.

Communication: Communication process, Importance of Communication

Controlling: concept, Types of control, methods.

Module V: Case Studies

Success story of Tata group. Organizational structure of the major PSUs of India and their success story post liberalisation. Concepts of LPG & PPP.

Examination Scheme:

Components	CT1	C1 / P1	A	EE1
Weightage (%)	15	10	05	70

Text & References:

- Drucker, Peter F., 1981. Management Tasks, Responsibilities and Practices Allied Publishers Pvt. Ltd, New Delhi.
- Koontz. B. and Donnell C., 1985. Management: A System and Contingency Analysis of Management Functions. Mc Graw-Hill, Kogakusha Ltd: Tokyo.

CUSTOMER RELATIONSHIP MANAGEMENT

Course Code: MTM 102

Credit Units: 03

Course Objective:

Students will be able to understand and explain that:

Customer Relationship Management is to provide information for the students about practical approach to understand a comprehensive view of CRM and show them how to successfully implant an enterprise customer focused solution. It gives a good definition of CRM functionality but also gives detailed guidance of how to approach CRM in organization. This also refers to an excellent study into what defines today's best practices in the CRM industry. It covers all subject areas on the different topics of CRM. A CRM approach that is responsive, flexible and personalized to each customer. Use of E-Commerce in CRM.

Course Contents:

Module I: Customer Relationship Management

Definition of CRM & Scope

The Power of CRM (scope & dimension). The need for CRM

CRM Success factor

Module II: The Customer Service / Sales Profile

Types of CRM strategies

CRM in relation to Customer Service

CRM Creating demand for Tourism

Role of Service Associates (Case Study)

Module III: Choosing your CRM Strategy

CRM Strategy Starting Point

The CRM Strategy Creation

Identify Potential Strategies

Module IV: Managing and Sharing Customer Data

Managing Customer Information

Ethics and legalities of Data use

Module V: E-Commerce Customer relationship

CRM on Internet

Choosing the Right niche

Module VI

Managing relationship through conflict

Managing the movement of conflict

Understanding Customers

Problems and Solutions

CRM Marketing

CRM Marketing Initiatives (Up Selling & Cross Selling)

Module VII: Delivering CRM

Case Studies of Nokia, Jetlite and Kingfisher

Examination Scheme:

Components	CT1	C1 / P1	A	EE1
Weightage (%)	15	10	05	70

Text & References:

Text:

- CRM by Kristen Anderson & Carl Kerr Tata McGraw Hills

References:

- The CRM Hand-book-Jill Dyche -Pearson Education Singapore
- Management & Public Relation & Communication by Shailesh Sen Gupta - Vikas Publishing House, New Delhi.
- Consumer Behaviour,Dr. SL Gupta, Sultan Chand & Sons

SUSTAINABLE TOURISM; CONCEPTS STRATEGIES

Course Code: MTM 103

Credit Units: 04

Course Objective:

Tourism Product is very fragile in nature and because of its sensitivity it is very important that Industry and industry related professionals must understand that Tourism product must be saved for the coming generations only by spreading awareness and educating masses, the course is structured to achieve the same.

Course Contents:

Module I: Introduction to Eco-Tourism

Principles of Eco-Tourism
Types of Eco-Tourism
Global Growth and magnitude of Eco-Tourism

Module II: Eco-Tourism Venues

Mobile protected areas
Privately owned protected areas
Modified spaces
Indigenous territories

Module III: Eco-Tourism Impacts

Forms of Impacts
Exploring Socio Cultural Impacts
Tourism impact on natural environment.
Contemporary environment problems

Module IV: Business of Eco-Tourism

Roles of Eco friendly Accommodation, Tour Operators, Tour Guides and Interpretations
Management tools and techniques, policy and planning, Eco-Tourism related organizations.

Module V

Case studies of Himalayas, Corbett National Park,, Kanha National Park, Kovalam Beach etc.

Examination Scheme:

Components	CT1	C1 / P1	A	EE1
Weightage (%)	15	10	05	70

Text & References:

- Baldwin, J H (1985), Environmental Planning & Management, IBD, Dehradun
- Bandyopadhyay, J, Jayal, N D, Schoettli and Chhaterapati Singh (eds.), 1985: India's Environment – Cries and Responses, Natraj, Dehradun
- Cooper, C P (ed), Progress in Tourism, Recreation and Hospitality Management, CBS Publishers, New Delhi
- Datt, Narayan & Mridula (1991), Ecology and Tourism, Universal Publishers & Distributors, Delhi
- Sharma, PD, (1992), Ecology and environment, Rastogy Publication, Meerut
- Singh, T V, J Kaur & D P Singh (ed.) (1982), Studies in Tourism Wildlife Parks Conservation, Metropolitan, New Delhi

INTRODUCTION TO HERITAGE MANAGEMENT

Course Code: MTM 104

Credit Units: 03

Course Objective:

To highlight the intricate relationship between culture and tourism, thus, making the students acquainted with the Indian Culture, its sources, its application and usefulness in tourism. India's religious and architectural heritage has been dealt with in association with tourism. The living cultures and performing arts of India are given an in depth handling for proper understanding especially for tourism promotion in the country. Overall, the course provides a continuity from past to present and offers an opportunity to have an insight into India's heritage in the context of tourism.

Course Contents:

Module I

Indian Culture: General Features, Sources, Relationship of culture and tourism

Module II

Meaning, Scope and Significance of Heritage, Criteria for selection as heritage sites, monuments and zone by UNESCO (WHO). Types of heritage property. World famous heritage sites and monument in India and abroad. National and International Organisations engaged in Heritage Management (UNESCO, ICOMOS, ASI, and NGOs)

Module III: Religion in India

Hinduism, Islam, Sikhism, Jainism, Buddhism, Christianity

Module IV

Architecture Heritage

Hindu Architecture-Famous Temple in India,

Islam and Indo-Islamic Architecture -Famous Monuments in India

British and Indo British Architecture-Famous Public Buildings and monuments

Module V

Indian Museums, Concept and classification. Heritage Hotels and its classification.

Module VI

Indian Music, Fair and Festivals, Classical dance

Examination Scheme:

Components	CT1	C1 / P1	A	EE1
Weightage (%)	15	10	05	70

Text & References:

- Allchin, B., Allchin, F.R. et al. (1989) Conservation of Indian Heritage, Cosmo Publishers, New Delhi.
- New Inskip, Edward, Tourism Planning: An Integrated and Sustainable Development Approach (1991) VNR, New York.
- Ashworth, G. J. (2000), The Tourist Historic City. Retrospect and Prospect of Managing the Heritage City, Pergamon, Oxford
- UNESCO-IUCN (1992) Eds. Masterworks of Man and Nature, Pantoga, Australia.

FUNDAMENTALS OF TOURISM

Course Code: MTM 105

Credit Units: 03

Course Objective:

This will be an introductory module giving the basis of tourism studies. This will give an overview of tourism industry and various organisations.

Course Contents:

Module I: Introduction

Definition & concepts of Tourism, components & linkages of Tourism, Growth of tourism industry and historical development, through ages, Future of tourism industry.

General Tourism Trends. Types of Tourists, Visitor, Traveller, and Excursionist–Definition and differentiation. Tourism, recreation and leisure, their inter–relationships.

Module II: Tourism Products & Attraction

Nature, Characteristics and Components of Tourism Industry. Elements and characteristics of tourism products. Tourism product production system, Tourism Product Life Cycle, typology of tourism products.

Module III: Types and Forms of Tourism

Inter–regional and intra–regional tourism, inbound and outbound tourism, domestic, international tourism. Forms of Tourism: religious, historical, social, adventure, health, business, conferences, conventions, incentives, sports and adventure, senior tourism, special interest tourism like culture or nature oriented, ethnic or ‘roots’ tourism and VFR.

Module IV: Present scenario of Indian Tourism Industry

Tourism in India after 26/11, new government Initiatives under “ATITHI DEVO BHAVA” campaign/ Incredible India Campaign.

Module V: A study of International Tourism Organisations

Origin, location and functions of WTO, IATA, PATA, ASTA, UFTAA, and ICAO.

Examination Scheme:

Components	CT1	C1 / P1	A	EE1
Weightage (%)	15	10	05	70

Text & References:

- Mill and Morrison, (1992), The Tourism System: An Introductory Text, Prentice Hall.
- Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
- Burkart and Medlik, (1981), Tourism: Past, Present and Future, Heinemann, ELBS.
- Mill, R.C., (1990), Tourism: The International Business, Prentice Hall, New Jersey.
- Bhatia, A.K., - International Tourism
- Seth, P.N., (1999) Successful Tourism Management (Vol 1 &2)

DESTINATIONS OF INDIA

Course Code: MTM 106

Credit Units: 04

Course Objective:

The objective of this course is to enable students to recognize and value India's tourist attractions and cultural and natural heritage, to create awareness for preservation of resources at these Destinations and to demonstrate India's tourism potential with regard to diverse Tourism Destinations.

Course Contents:

Module I: Historical / Monument / Architectural destinations

Delhi, Agra, Jaipur, Khajuraho, Sanchi, Nalanda, Ajanta, Ellora.

Module II: Religious & Cultural Destinations

Haridwar, Badrinath, Kedarnath, Bodhgaya, Puri, Amritsar, Hemkund Sahib, Ajmer, Rameshwaram, Konark & Dwarika.

Module III: Hill Stations

Srinagar, Shimla, Kodaikannal, Ooty, Darjeeling

Module IV: N.P. & Wild life sanctuaries

Jim Corbett, Bharatpur, Kaziranga, Kanha, Pariyar

Module V: Coastal destinations

Goa, Kovalam, Lakshdweep, Andman & Nicobar.

Examination Scheme:

Components	CT1	C1 / P1	A	EE1
Weightage (%)	15	10	05	70

Text & References:

Text:

- Ahmad Aizaz, General Geography of India, NCERT, New Delhi

References:

- Chamoli, S P, The Great Himalayan Traverse, Vikas Publishing, 1994
- Kaul, R N, Dynamics of Tourism – A Trilogy, Sterling Publishers, New Delhi
- Nagar, Vishnu Dutt and Sudhakar, Principles and Problems of Indian Transport, Kailash Pustak Sadan, Gwalior
- Negi, Jagmohan, Tourism and Travel, Concept and Principles, Gitanjali Publishing House, New Delhi, 1990
- William, Crook, Travels in India, Oriental Publishers, New Delhi

MEDIA STUDIES

Course Code: MTM 107

Credit Units: 03

Course Objective:

To encourage the students to refer to newspapers, media journals & news letters regularly for updating their knowledge about changing trends in Tourism on everyday basis.

Course Contents:

Module I

Referring to daily newspapers / magazines/ trade newsletter/ trade journals. Presentation of news in different forms.

Module II

Cutting & compiling of interesting travel itineraries being offered by various Travel Agencies / Tour Operators / destination marketing Agencies.

Module III

Analyzing the famous itineraries and creating new itineraries of certain places.

Module IV: Forms of Media; Local Media, Virtual Media, Internet in Tourism; Importance of Media in Tourism

Module V

Presentation of these itineraries highlighting USP of each of these destinations & agencies.

Examination Scheme:

Components	CT1	C1 / P1	A	EE1
Weightage (%)	15	10	05	70

Text & References:

- Daily English newspaper

- Trade newspaper and Magazines
- Trade Journals
- Reference manuals

COMMUNICATION SKILLS – I

Course Code: MTM 140

Credit Units: 01

Course Objective:

The Course is designed to give an overview of the four broad categories of English Communication thereby enhance the learners' communicative competence.

Course Contents:

Module I: Listening Skills

Effective Listening: Principles and Barriers
Listening Comprehension on International Standards

Module II: Speaking Skills

Pronunciation and Accent
Reading excerpts from news dailies & magazines
Narrating Incident; Story telling.
Extempore & Role Plays

Module III: Reading Skills

Vocabulary: Synonyms, antonyms, diminutives, homonyms, homophones
Idioms & phrases
Foreign words in English

Module IV: Writing Skills

Writing Paragraphs
Précis Writing
Letter writing
Coherence and structure
Essay writing

Module V: Activities

News reading
Picture reading
Movie magic
Announcements

Examination Scheme:

Components	CT1	CT2	CAF	V	GD	GP	A
Weightage (%)	20	20	25	10	10	10	5

CAF – Communication Assessment File

GD – Group Discussion

GP – Group Presentation

Text & References:

- Working in English, Jones, Cambridge
- Business Communication, Raman – Prakash, Oxford
- Speaking Personally, Porter-Ladousse, Cambridge
- Speaking Effectively, Jermy Comfort, et.al, Cambridge

BEHAVIOURAL SCIENCE - I

(SELF-DEVELOPMENT AND INTERPERSONAL SKILLS)

Course Code: MTM 143

Credit Units: 01

Course Objective:

This course aims at imparting an understanding of:
Self and the process of self exploration
Learning strategies for development of a healthy self esteem
Importance of attitudes and their effect on work behaviour
Effective management of emotions and building interpersonal competence.

Course Contents:

Module I: Understanding Self

Formation of self concept
Dimension of Self
Components of self
Self Competency

Module II: Self-Esteem: Sense of Worth

Meaning and Nature of Self Esteem
Characteristics of High and Low Self Esteem
Importance & need of Self Esteem
Self Esteem at work
Steps to enhance Self Esteem

Module III: Emotional Intelligence: Brain Power

Introduction to EI
Difference between IQ, EQ and SQ
Relevance of EI at workplace
Self assessment, analysis and action plan

Module IV: Managing Emotions and Building Interpersonal Competence

Need and importance of Emotions
Healthy and Unhealthy expression of emotions
Anger: Conceptualization and Cycle
Developing emotional and interpersonal competence
Self assessment, analysis and action plan

Module V: Leading Through Positive Attitude

Understanding Attitudes
Formation of Attitudes
Types of Attitudes
Effects of Attitude on
Behaviour
Perception
Motivation
Stress
Adjustment
Time Management
Effective Performance
Building Positive Attitude

Module VI: End-of-Semester Appraisal

Viva based on personal journal
Assessment of Behavioural change as a result of training
Exit Level Rating by Self and Observer

Examination Scheme:

Components	SAP	A	Mid Term Test (CT)	VIVA	Journal for Success (JOS)
Weightage (%)	20	05	20	30	25

Text & References:

- Towers, Marc: Self Esteem, 1st Edition 1997, American Media
- Pedler Mike, Burgoyne John, Boydell Tom, A Manager's Guide to Self-Development: Second edition, McGraw-Hill Book Company.
- Covey, R. Stephen: Seven habits of Highly Effective People, 1992 Edition, Simon & Schuster Ltd.
- Khera Shiv: You Can Win, 1st Edition, 1999, Macmillan
- Gegax Tom, Winning in the Game of Life: 1st Edition, Harmony Books
- Chatterjee Debashish, Leading Consciously: 1998 1st Edition, Viva Books Pvt. Ltd.
- Dr. Dinkmeyer Don, Dr. Losoncy Lewis, The Skills of Encouragement: St. Lucie Press.
- Singh, Dalip, 2002, Emotional Intelligence at work; First Edition, Sage Publications.
- Goleman, Daniel: Emotional Intelligence, 1995 Edition, Bantam Books
- Goleman, Daniel: Working with E.I., 1998 Edition, Bantam Books.

FRENCH - I

Course Code: MTM 144

Credit Units: 02

Course Objective:

To familiarize the students with the French language

- with the phonetic system
- with the syntax
- with the manners
- with the cultural aspects

Course Contents:

Module A: pp. 01 to 37: Unités 1, 2, Unité 3 Object if 1, 2

Only grammar of Unité 3: object if 3, 4 and 5

Contenu lexical: Unité 1: Découvrir la langue française : (oral et écrit)

1. se présenter, présenter quelqu'un, faire la connaissance des autres, formules de politesse, rencontres
2. dire/interroger si on comprend
3. Nommer les choses

Unité 2: Faire connaissance

1. donner/demander des informations sur une personne, premiers contacts, exprimer ses goûts et ses préférences
2. Parler de soi: parler du travail, de ses activités, de son pays, de sa ville.

Unité 3: Organiser son temps

1. dire la date et l'heure

Contenu grammatical:

1. organisation générale de la grammaire
2. article indéfini, défini, contracté
3. nom, adjectif, masculin, féminin, singulier et pluriel
4. négation avec « de », "moi aussi", "moi non plus"
5. interrogation : Inversion, est-ce que, qui, que, quoi, qu'est-ce que, où, quand, comment, quel(s), quelle(s)
Interro-négatif : réponses : oui, si, non
6. pronom tonique/disjoint- pour insister après une préposition
7. futur proche

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

Text & References:

- le livre à suivre : Campus: Tome 1

GERMAN - I

Course Code: MTM 145

Credit Units: 02

Course Objective:

To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.

To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany

Course Contents:

Module I: Introduction

Self introduction: heissen, kommen, wohnen, lernen, arbeiten, trinken, etc.

All personal pronouns in relation to the verbs taught so far.

Greetings: Guten Morgen!, Guten Tag!, Guten Abend!, Gute Nacht!, Danke sehr!, Danke!, Vielen Dank!, (es tut mir Leid!),

Hallo, wie geht's?: Danke gut!, sehr gut!, prima!, ausgezeichnet!,
Es geht!, nicht so gut!, so la la!, miserabel!

Module II: Interviewspiel

To assimilate the vocabulary learnt so far and to apply the words and phrases in short dialogues in an interview – game for self introduction.

Module III: Phonetics

Sound system of the language with special stress on Diphthongs

Module IV: Countries, nationalities and their languages

To make the students acquainted with the most widely used country names, their nationalities and the language spoken in that country.

Module V: Articles

The definite and indefinite articles in masculine, feminine and neuter gender. All Vegetables, Fruits, Animals, Furniture, Eatables, modes of Transport

Module VI: Professions

To acquaint the students with professions in both the genders with the help of the verb “sein”.

Module VII: Pronouns

Simple possessive pronouns, the use of my, your, etc.

The family members, family Tree with the help of the verb “to have”

Module VIII: Colours

All the color and color related vocabulary – colored, colorful, colorless, pale, light, dark, etc.

Module IX: Numbers and calculations – verb “kosten”

The counting, plural structures and simple calculation like addition, subtraction, multiplication and division to test the knowledge of numbers.

“Wie viel kostet das?”

Module X: Revision list of Question pronouns

W – Questions like who, what, where, when, which, how, how many, how much, etc.

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

Text & References:

- Wolfgang Hieber, Lernziel Deutsch
- Hans-Heinrich Wangler, Sprachkurs Deutsch
- Schulz Griesbach, Deutsche Sprachlehre für Ausländer
- P.L Aneja, Deutsch Interessant- 1, 2 & 3
- Rosa-Maria Dallapiazza et al, Tangram Aktuell A1/1, 2
- Braun, Nieder, Schmöe, Deutsch als Fremdsprache 1A, Grundkurs

SPANISH – I

Course Code: MTM 146

Credit Units: 02

Course Objective:

To enable students acquire the relevance of the Spanish language in today's global context, how to greet each other. How to present / introduce each other using basic verbs and vocabulary.

Course Contents:

Module I

A brief history of Spain, Latin America, the language, the culture...and the relevance of Spanish language in today's global context.

Introduction to alphabets

Module II

Introduction to 'Saludos' (How to greet each other. How to present / introduce each other).

Goodbyes (despedidas)

The verb *llamarse* and practice of it.

Module III

Concept of Gender and Number

Months of the years, days of the week, seasons. Introduction to numbers 1-100, Colors, Revision of numbers and introduction to ordinal numbers.

Module IV

Introduction to *SER* and *ESTAR* (both of which mean To Be).Revision of 'Saludos' and 'Llamarse'. Some adjectives, nationalities, professions, physical/geographical location, the fact that spanish adjectives have to agree with gender and number of their nouns. Exercises highlighting usage of *Ser* and *Estar*.

Module V

Time, demonstrative pronoun (Este/esta, Aquel/aquella etc)

Module VI

Introduction to some key AR /ER/IR ending regular verbs.

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

Text & References:

- Español, En Directo I A
- Español Sin Fronteras

JAPANESE - I

Course Code: MTM 147

Credit Units: 02

Course Objective:

To enable the students to learn the basic rules of grammar and Japanese language to be used in daily life that will later help them to strengthen their language.

Course Contents:

Module I: Salutations

Self introduction, Asking and answering to small general questions

Module II: Cardinal Numbers

Numerals, Expression of time and period, Days, months

Module III: Tenses

Present Tense, Future tense

Module IV: Prepositions

Particles, possession, Forming questions

Module V: Demonstratives

Interrogatives, pronoun and adjectives

Module VI: Description

Common phrases, Adjectives to describe a person

Module VII: Schedule

Time Table, everyday routine etc.

Module VIII: Outings

Going to see a movie, party, friend's house etc.

Learning Outcome

➤ Students can speak the basic language describing above mentioned topics

Methods of Private study /Self help

➤ Handouts, audio-aids, and self-do assignments and role-plays will support classroom teaching

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

Text & References:

Text:

- Teach yourself Japanese

References:

- Shin Nihongo no kiso 1

CHINESE – I

Course Code: MTM 148

Credit Units: 02

Course Objective:

There are many dialects spoken in China, but the language which will help you through wherever you go is Mandarin, or Putonghua, as it is called in Chinese. The most widely spoken forms of Chinese are Mandarin, Cantonese, Gan, Hakka, Min, Wu and Xiang. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.

Course Contents:

Module I

Show pictures, dialogue and retell.

Getting to know each other.

Practicing chart with Initials and Finals. (CHART – The Chinese Phonetic Alphabet Called “Hanyu Pinyin” in Mandarin Chinese.)

Practicing of Tones as it is a tonal language.

Changes in 3rd tone and Neutral Tone.

Module II

Greetings

Let me Introduce

The modal particle “ne”.

Use of Please ‘qing’ – sit, have tea etc.

A brief self introduction – Ni hao ma? Zaijian!

Use of “bu” negative.

Module III

Attributives showing possession

How is your Health? Thank you

Where are you from?

A few Professions like – Engineer, Businessman, Doctor, Teacher, Worker.

Are you busy with your work?

May I know your name?

Module IV

Use of “How many” – People in your family?

Use of “zhe” and “na”.

Use of interrogative particle “shenme”, “shui”, “ma” and “nar”.

How to make interrogative sentences ending with “ma”.

Structural particle “de”.

Use of “Nin” when and where to use and with whom. Use of guixing.

Use of verb “zuo” and how to make sentences with it.

Module V

Family structure and Relations.

Use of “you” – “mei you”.

Measure words

Days and Weekdays.

Numbers.

Maps, different languages and Countries.

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

Text & References:

- “Elementary Chinese Reader Part I” Lesson 1-10

INTERNATIONAL TOURISM MANAGEMENT

Course Code: MTM 201

Credit Units: 04

Course Objective

To develop an insight on trends and patterns in international tourism with past, present and future perspective and the various processes and factors responsible therein. It also aims at explaining regional distribution of international tourism, the changing market destination trends and inter-relationships. Describing the role of regional and international tourism institutions and multinationals in the growth and development of tourism. The overall objective of this course is to equip students with the necessary knowledge on international tourism trends and the related aspects so that they are able to deal with planning, marketing and management of tourism.

Course Contents:

Module I

Growth Scenario in International Tourism; New World Order and International Tourism; Trends & Critical Issues; Regional Distribution of tourist Traffic & Tourism receipts.

Module II

Factors Influencing Growth and Restrictions of International Tourism; Regional Disparities; Tourism gaps with specific cases of Europe and Asia.

Module III

Tourism Growth Potential in SAARC Region; Role of India as an emerging leader; Performance of International Tourism in India.

Module IV

Effective and Potential Tourism Markets for India.

Module V

Role of International and Regional Tourism Institutions and Organizations in Growth and Development of Tourism; WTO, Promotion activities of these association.

Module VI

Role of Multinational / Private and Public Sectors in Growth of International Tourism

Module VII

International Tourist Destination; Familiarization through cases.

Examination Scheme:

Components	CT1	C1 / P1	A	EE1
Weightage (%)	15	10	05	70

Text & References:

Text:

- Bhatia A. K. – International Tourism Management.

References:

- Hannel, Christine, Robert Harshman and Grahm Draper, Travel & Tourism- A World Regional Geography.
- Dr. Negi, International Tourism & Travel, Principles and Concepts, S. Chand & Co., New Delhi.
- Witt, Michael & Brooke, Peter J. Buckley, International Tourism.

MARKETING OF TOURISM SERVICES

Course Code: MTM 202

Credit Units: 03

Course Objective:

This course is aimed at familiarizing students with application of research tools in different areas of marketing with a thrust to develop practical skills. The different aspects of salesmanship and sales management will also be explained to the students. In teaching, case method shall be used as a main tool to give practical knowledge to students.

Course Contents:

Module I: Marketing

Core concepts – needs, wants, demands, philosophies of Marketing Management – Marketing and Societal perspective, economic importance of marketing, importance of marketing in Service Industry.

Module II

Market segmentation, positioning and targeting (STP Model) measuring and forecasting Tourism demand, Forecasting methods.

Module III: Marketing Strategies

Developing marketing environment, consumer buying behaviour, new product development, PLC, customer satisfaction, Internal and External Marketing, Interactive and relationship marketing, relationship marketing in Tourism.

Module IV

Product strategies, product Line, product mix, branding and packaging, distribution channels service, characteristics of tourism, tourism marketing mix, marketing of airlines, hotels, resorts, travel agencies and other tourism related services.

Module V: Case Studies

A case study on the marketing strategy of UB Group.

Examination Scheme:

Components	CT1	C1 / P1	A	EE1
Weightage (%)	15	10	05	70

Text & References:

Text:

- Blankenship, A.B. & J.B. Doyle, Marketing Research Management.

References:

- Green, Paul, E & Donald S. Tull; Research for Marketing Decisions, Englewood Cliffs, New Jersey, Prentice Hall, Inc. 1970.
- Handbook of Marketing Research, New York, McGraw Hill Book Co., 1974.
- Lehmann, Donald, R., Market Research & Analysis, Homewood Illinois, Richard D. Irwin, 1989.
- Luck J. Devid, Wales G. High Taylor, A. Donald & Rubin S. Ronald: Marketing Research, Prentice Hall of India.
- Richard R. Still, Edward W. Cundiff & Norman A.P. Gouant: Sales Management, Prentice Hall of India, 1985.

AIR TRAVEL, FARE AND TICKETING

Course Code: MTM 203

Credit Units: 03

Course Objective

Transport is a vital component of the travel and tourism industry. Therefore it becomes imperative for the students of tourism to learn about the different modes of transportation and their management related issues in modern world in general, and in India in particular.

Course Contents:

Module I: Transportation

Types and role of transport in India.
Role of Indian Airways in Tourism promotion.
Airlines in India.

Module II: IATA / UFTAA

Function and role.
Freedom of Air
Role of ICAO
World Geography
GMT Calculation

Module III: IATA Codes and Abbreviations

Airport / City Codes, Airline Codes, ABC Codes, Action Codes, Miscellaneous Codes
Hotel abbreviations, month abbreviation and miscellaneous abbreviations.

Module IV: Fare Construction

Rules
Terms
Types of Journey
Types of Fare
Fare calculation terminology.

Module V: Fare Calculation and Ticketing

Oneway
Return
Open Journey
Add ons
Mixed class.

Module VI: Baggage Rules

Weight system / Piece system – Area of application, free baggage allowances, children and infant's allowances, excess baggage weight charges, checked and unchecked baggage.

Examination Scheme:

Components	CT1	C1 / P1	A	EE1
Weightage (%)	15	10	05	70

Text & References:

Text:

- Aggarwal, Surinder: Travel Agency Management, Communication India, New Delhi.

References:

- Bradnock, Robert & Rama: India Handbook 2000, Passport Publishers, UK, 1995.
- Hurst, Eliot, Transportation Geography, McGraw Hill, New York.
- Kaul, RN.: Dynamics of Tourism – A Trilogy, Sterling Publishers, New Delhi.

- Nagar, Vishnu Dutt & Sudhakar, Principles & Problems of Indian Transport, Kailash Pustak Sadan, Gwalior.
- Nawab, A.W. Comparative Evolution of World Air Transport, National Publishing House, Delhi.
- Negi, Jagmohan, Tourism & Travel, Concept & Principles, Gitanjali Publishing House, New Delhi, 1990.
- Ram Acharya, Civil Aviation & Tourism Administration in India, National, New Delhi.
- Report of the National transport Policy Committee, Planning Commission, Govt. of India, New Delhi, 1980.
- Stratford, A.N. Air Transport Economics in the Supersonic era, Mc Millan, Bristol.
- The world of Travel, National Publishers (1997).
- 'The India' Travel Planners Cross Section Publication, New Delhi.
- Thomas, RS & P.B. Corbin, The Geography of Economic Activity, Mc Grow Hill, New York.
- William, Crook, Travels in India, Oriental Publishers, New Delhi.

TRAVEL AGENCY AND TOUR OPERATIONS

Course Code: MTM 204

Credit Units: 03

Course Objective:

Explain why people travel and describe what a tour operator does.
Explain the need to have current product knowledge.
Describe the services offered by an inboard tour operator.
Define the selected terms used in travel agency business.
Understand currency regulations and role of national and international travel trade association.
Understand and review an itinerary and identify key points and knowledge on destinations.

Course Contents:

Module I

History and growth of Travel Agency Business, Overview of Travel Business.

Module II: Introduction to Travel Agency Business

Travel Agency & Tour Operator Meaning, Types, Functions, linkages in Travel Agency Business, How to start a Travel Agency Business.

Module III: Tour Packaging

Meaning, components, types of package tour, significance of packaging, tour designing process.

Module IV: Itinerary Development

Meaning & Definition, types of Itinerary, rules for developing effective Itinerary, tools & procedure for Itinerary, designing the various itineraries.

Module V: Tour Costing

Concept of Cost, components of cost, fixed & variable cost, factors affecting the term cost, cost sheet format, actual cost on cost sheet.

Examination Scheme:

Components	CT1	C1 / P1	A	EE1
Weightage (%)	15	10	05	70

Text & References:

Text:

- Professional Travel Agency and Management, Chunk, James, Dexter & Boberg

References:

- Travel Industry, Chunk Y.Gee
- Travel Agency Operations, Dr Jagmohan Negi

CONFERENCE AND EVENT MANAGEMENT

Course Code: MTM 205

Credit Units: 03

Course Objective:

The objective of this paper is to apprise the students about the utility of event business and the role of event planners in making any event a success. It will help the students to attain the basic skills for organizing conferences, tours, festivals, charity, fundraisers, meetings, holidays, parties, grand opening, birthdays, weddings, trade shows, political events, family reunions and new product launches. It will also help students in bringing the creativity in their thinking and hence applying it in event design, event proposal and event & conference budgeting.

Course Contents:

Module I

Introduction to MICE, Evolution of Meetings, Convention and Expositions, Components of MICE, Major players in the Industry: Associate meeting planner, corporate meeting planner, independent meeting planning, tour operations, Trade shows and expositions site selection techniques.

Module II: MICE Market

Association meeting, Corporate meeting, Process of meeting: management, pre-meeting, during the meeting and post meeting, Role of Travel agency in management or conferences. Pre-and-post conference tours.

Module III: Conference Venues

Concept, facility check in and check-out procedure, requirements, convention meeting planner. Contract negotiating with airlines, hotels and ground transportations, convention and visitor bureaus. Role of ICPB.

Latest Meeting Technologies:- Video Conferencing. Factors affecting future of MICE. Incentive tours and special requirements for its organization. Major conference facilities in India.

Module IV

Event an extension of marketing, Corporate public relations, Product differentiation, Image management and event industry in India.

Module V

Making a start, Event planning, The event venue – finding, logistic and ambience, Managing event as a product, Close down evaluation and legacies.

Module VI

Imitation process, Media mix, Technological innovations, Management of relationship, Document design, Event sponsorship. Events vs. objectives, Events vs. facts, Events & conference crisis management, Event & conference management system, Booming event industry, Event management as a career.

Examination Scheme:

Components	CT1	C1 / P1	A	EE1
Weightage (%)	15	10	05	70

Text & References:

Text:

- Successful Event Management by Ponton Shone & Prryn Parry published by Thomson Asia Pte. Ltd Singapore.
- Convention Sale by Margret Shaw.

References:

- Event Management & Event, Getz D. Cognizent Press, Newyork
- Tourism Event, Impact, Hall C.M., Belham Press, London
- Event Planning & Management, Diwankar Sharma, Deep & Deep Publications Pvt. Ltd., N. Delhi.
- Managing Convention and Group Business, Leonard H Hoyle, Thomas J.A Jones
- Conference – An Organisers Guide, Peter Cotterell

RESEARCH METHODOLOGY IN TOURISM

Course Code: MTM 206

Credit Units: 03

Course Objective:

To develop an understanding among the students about the Management Research Techniques and Methodology adopted to carry out Research as Tourism is one of the most dynamic Industry which needs lot of Research and therefore enucleating the value of Research to the students.

Course Contents:

Module I: Introduction

Concept of Research and its application in various functions of Management, Types of Research, Types of Business Problems encountered by the researcher, problems and precautions to the Researchers.

Process of Research: steps involved in research process, research design: Various methods of research design.

Module II: Collection of Data

Concept of sample, sample size and sampling procedure, various types of sampling techniques, determination and selection of sample.

Types of Data: Secondary and primary, various methods of data collection, preparation of questionnaire and schedule, types of questions, sequencing of questions, check questions, length of questionnaire, precautions in preparation of questionnaire.

Module III: Analysis of Data

Coding, editing and tabulation of data, various kinds of data interpretation: bar and pie, graphs and their significance, use of SPSS in data analysis, application and analysis of variance (ANOVA). Measurement and Central Tendency, Measure of Dispersion and their advantages. Basic statistical techniques used in data analysis.

Module IV: Report Preparation

Types and layout of Research Report, precautions in preparing the Research Report. Bibliography, References and Annexures conclusions, suggestions and recommendations: Need and Importance.

Examination Scheme:

Components	CT1	C1 / P1	A	EE1
Weightage (%)	15	10	05	70

Text & References:

- Cooper and Schindler – Business Research Methods (Tata McGraw Hill, 9th Edition)
- Saunders – Research Methods of Business students (Pearson Education, 2nd Edition, 2007)
- Panneer Selvam – Research Methodology (Prentice Hall of India, Edition 2008)
- Gravetter – Research Method for Behavioural Sciences (Cengage learning)
- Beri G.C – Marketing Research (Tata Mc Graw Hill, 4th Edition)
- Kothari C R – Research Methodology Methods and Techniques (New Age International Publishers, 2nd Edition, 2004)

APPLICATION OF COMPUTERS IN TOURISM

Course Code: MTM 207

Credit Units: 03

Course Objective:

To introduce the students to the world of computers and computer technology, and to make them understand the basic concepts of Operating Systems, Word Processors, Data Bases and Presentation Packages.

Course Contents:

Module I

Introduction to windows, Basic Concepts, Folders, MS Word, Preparation of Power Point Presentation

Module II: Signing in and out

- Lesson 1 Agent work areas
Encoding and decoding cities, airports and airlines
Introduction to the PNR
- Lesson 2 Retrieving a PNR from the Amadeus database
Retrieving a PNR from a similar name list
Displaying the subfields of a PNR
Schedule timetable displays
- Lesson 3 Basic flight availability
Access type indicators
- Lesson 4 Return Availability
Follow –up availability entries
- Quiz 1 Questions on the material covered in Lessons 1-4

Module III

- Lesson 5 Received –From element
Building a complete PNR and ending transaction
Priority waistlist
Open Segments
ARNK segments
- Lesson 6 Practice building complete PNRs
- Lesson 7 Addresses
Frequent-Flyer element
General remarks
- Lesson 8 OSI elements
SSR elements
PNR management
- Lesson 9 Changing and deleting PNR data
Rebooking itinerary segments
- Quiz 2 Questions on the material covered in Lessons 5 though 9

Module IV

- Lesson 10 Seat requests and wishes
Seat maps
- Lesson 11 Specific seat request and seat wish
Cancelling seating elements
- Lesson 12 Booking a car at passenger's destination
- Lesson 13 Car terms
- Lesson 14 Booking a hotel at a passenger's destination
- Lesson 15 Additional hotel entries
Hotel segment modification
- Quiz 3 Questions on the material covered in Lessons 10 through 15

Module V

- Lesson 16 Fare displays
Fare notes
- Lesson 17 Itinerary pricing

	Entering fare elements
	Issuing tickets
	Electronic ticketing
Lesson 18	Paper ticketing
	Other ticketing arrangements
	Voiding tickets
	Ticketing with consolidator fares
Lesson 19	PNR queues
	Queue tasks
	Changing segment status
Lesson 20	Working through a PNR queue
	Waitlist assurance
	Queuing a PNR to a consolidator
Lesson 21	Miscellaneous Amadeus functions
Lesson 22	Help system
	AIS
Lesson 23	Timatic
Lesson 24	Timaticweb
Quiz 4	Questions on the material covered in Lessons 16 through 24

Examination Scheme:

Components	CT1	C1 / P1	A	EE1
Weightage (%)	15	10	05	70

Text & References:

Text:

- Bhatnagar SC and Ramani KV: Computers and Information Management – A Primer for Practicing Managers, New Delhi, Prentice Hall of India Pvt.

References:

- Jaggi VP and Jain Sushma: Computers for Everyone, New Delhi, Academy India Publishers.
- Taxali RK: Word Star Professional G.O., New Delhi, Tata McGraw Hill Publishing Company Ltd.
- Simpson Alan: Your First Computer (2nd Edition) New Delhi, BPB Publications.
- User's Guide for MS Dos 6.22.
- User's Manual for Windows.
- Micro Soft – Basic.
- Rajaraman, V., Introduction to Computer Science.
- Kris James – DOS the Complete Reference.

COMMUNICATION SKILLS - II

Course Code: MTM 240

Credit Units: 01

Course Objective:

To enrich the understanding of English language and communication, structure, style, usage, and vocabulary for global business purposes.

Course Contents:

Module I: Fundamentals of Communication

Role and purpose of communication: *7 C's of communication*

Barriers to effective communication

Enhancing listening

Forms of Communication: one-to-one, informal and formal

Module II: Verbal Communication (Written)

Business Letter

Social correspondence

Writing resume and Job applications

Module III: Speaking skills

Conversational English

Guidelines to give an effective presentation

Activities to include:

Presentations by students

Just a minute

Examination Scheme:

Components	CT1	CT2	CAF	V	GD	GP	A
Weightage (%)	20	20	25	10	10	10	5

CAF – Communication Assessment File

GD – Group Discussion

GP – Group Presentation

Text & References:

- Business Communication, Raman – Prakash, Oxford
- Textbook of Business Communication, Ramaswami S, Macmillan
- Speaking Personally, Porter-Ladousse, Cambridge

BEHAVIOURAL SCIENCE - II

(BEHAVIOURAL COMMUNICATION AND RELATIONSHIP MANAGEMENT)

Course Code: MTM 243

Credit Units: 01

Course Objective:

This course aims at imparting an understanding of:
Process of Behavioural communication
Aspects of interpersonal communication and relationship
Management of individual differences as important dimension of IPR

Course Contents:

Module I: Behavioural Communication

Scope of Behavioural Communication
Process – Personal, Impersonal and Interpersonal Communication
Guidelines for developing Human Communication skills
Relevance of Behavioural Communication in relationship management

Module II: Managing Individual Differences in Relationships

Principles
Types of issues
Approaches
Understanding and importance of self disclosure
Guidelines for effective communication during conflicts

Module III: Communication Climate: Foundation of Interpersonal Relationships

Elements of satisfying relationships
Conforming and Disconfirming Communication
Culturally Relevant Communication
Guideline for Creating and Sustaining Healthy Climate

Module IV: Interpersonal Communication

Imperatives for Interpersonal Communication
Models – Linear, Interaction and Transaction
Patterns – Complementary, Symmetrical and Parallel
Types – Self and Other Oriented
Steps to improve Interpersonal Communication

Module V: Interpersonal Relationship Development

Relationship circle – Peer/ Colleague, Superior and Subordinate
Initiating and establishing IPR
Escalating, maintaining and terminating IPR
Direct and indirect strategies of terminating relationship
Model of ending relationship

Module VI: End-of-Semester Appraisal

Viva based on personal journal
Assessment of Behavioural change as a result of training
Exit Level Rating by Self and Observer

Examination Scheme:

Components	SAP	A	Mid Term Test (CT)	VIVA	Journal for Success (JOS)
Weightage (%)	20	05	20	30	25

Text & References:

- Vangelist L. Anita, Mark N. Knapp, Inter Personal Communication and Human Relationships: Third Edition, Allyn and Bacon
- Julia T. Wood. Interpersonal Communication everyday encounter
- Simons, Christine, Naylor, Belinda: Effective Communication for Managers, 1997 1st Edition Cassell
- Harvard Business School, Effective Communication: United States of America
- Beebe, Beebe and Redmond; Interpersonal Communication, 1996; Allyn and Bacon Publishers.

FRENCH - II

Course Code: MTM 244

Credit Units: 02

Course Objective:

- To enable the students to overcome the fear of speaking a foreign language and take position as a foreigner speaking French.
- To make them learn the basic rules of French Grammar.

Course Contents:

Module A: pp.38 – 47: Unité 3: Objectif 3, 4, 5, 6

Module B: pp. 47 to 75 Unité 4, 5

Contenu lexical: Unité 3: Organiser son temps

1. donner/demander des informations sur un emploi du temps, un horaire SNCF – Imaginer un dialogue
2. rédiger un message/ une lettre pour ...
 - i) prendre un rendez-vous/ accepter et confirmer/ annuler
 - ii) inviter/accepter/refuser
3. Faire un programme d'activités
imaginer une conversation téléphonique/un dialogue
Propositions- interroger, répondre

Unité 4: Découvrir son environnement

1. situer un lieu
2. s'orienter, s'informer sur un itinéraire.
3. Chercher, décrire un logement
4. connaître les rythmes de la vie

Unité 5: s'informer

1. demander/donner des informations sur un emploi du temps passé.
2. donner une explication, exprimer le doute ou la certitude.
3. découvrir les relations entre les mots
4. savoir s'informer

- Contenu grammatical:**
1. Adjectifs démonstratifs
 2. Adjectifs possessifs/exprimer la possession à l'aide de :
 - i. « de »
 - ii. A+nom/pronom disjoint
 3. Conjugaison pronominale – négative, interrogative - construction à l'infinitif
 4. Impératif/exprimer l'obligation/l'interdiction à l'aide de « il faut... »/ «il ne faut pas... »
 5. passé composé
 6. Questions directes/indirectes

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

Text & References:

- le livre à suivre : Campus: Tome 1

GERMAN – II

Course Code: MTM 245

Credit Units: 02

Course Objective:

To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.

To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany

Introduction to Grammar to consolidate the language base learnt in Semester I

Course Contents:

Module I: Everything about Time and Time periods

Time and times of the day.

Weekdays, months, seasons.

Adverbs of time and time related prepositions

Module II: Irregular verbs

Introduction to irregular verbs like to be, and others, to learn the conjugations of the same, (fahren, essen, lessen, schlafen, sprechen und ähnliche).

Module III: Separable verbs

To comprehend the change in meaning that the verbs undergo when used as such

Treatment of such verbs with separable prefixes

Module IV: Reading and comprehension

Reading and deciphering railway schedules/school time table

Usage of separable verbs in the above context

Module V: Accusative case

Accusative case with the relevant articles

Introduction to 2 different kinds of sentences – Nominative and Accusative

Module VI: Accusative personal pronouns

Nominative and accusative in comparison

Emphasizing on the universal applicability of the pronouns to both persons and objects

Module VII: Accusative prepositions

Accusative prepositions with their use

Both theoretical and figurative use

Module VIII: Dialogues

Dialogue reading: 'In the market place'

'At the Hotel'

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

Text & References:

- Wolfgang Hieber, Lernziel Deutsch
- Hans-Heinrich Wangler, Sprachkurs Deutsch
- Schulz Griesbach, Deutsche Sprachlehre für Ausländer

- P.L Aneja, Deutsch Interessant- 1, 2 & 3
- Rosa-Maria Dallapiazza et al, Tangram Aktuell A1/1,2
- Braun, Nieder, Schmöe, Deutsch als Fremdsprache 1A, Grundkurs

SPANISH – II

Course Code: MTM 246

Credit Units: 02

Course Objective:

To enable students acquire more vocabulary, grammar, Verbal Phrases to understand simple texts and start describing any person or object in Simple Present Tense.

Course Contents:

Module I

Revision of earlier modules.

Module II

Some more AR/ER/IR verbs. Introduction to root changing and irregular AR/ER/IR ending verbs

Module III

More verbal phrases (eg, Dios Mio, Que lastima etc), adverbs (*bueno/malo, muy, mucho, bastante, poco*).

Simple texts based on grammar and vocabulary done in earlier modules.

Module IV

Possessive pronouns

Module V

Writing/speaking essays like my friend, my house, my school/institution, myself....descriptions of people, objects etc, computer/internet related vocabulary

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

Text & References:

- Español, En Directo I A
- Español Sin Fronteras

JAPANESE - II

Course Code: MTM 247

Credit Units: 02

Course Objective:

To enable the students to converse in the language with the help of basic particles and be able to define the situations and people using different adjectives.

Course Contents:

Module I: Verbs

Transitive verbs, intransitive verbs

Module II: More prepositions

More particles, articles and likes and dislikes.

Module III: Terms used for instructions

No parking, no smoking etc.

Module IV: Adverbs

Different adverbial expression.

Module V: Invitations and celebrations

Giving and receiving presents,

Inviting somebody for lunch, dinner, movie and how to accept and refuse in different ways

Module VI: Comprehension's

Short essay on Family, Friend etc.

Module VII: Conversations

Situational conversations like asking the way, At a post office, family

Module VIII: Illness

Going to the doctor, hospital etc.

Learning Outcome

- Students can speak the language describing above-mentioned topics.

Methods of Private study /Self help

- Handouts, audio-aids, and self-do assignments.
- Use of library, visiting and watching movies in Japan and culture center every Friday at 6pm.

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

Text & References:

Text:

- Teach yourself Japanese

References:

- Shin Nihongo no kiso 1

CHINESE– II

Course Code: MTM 248

Credit Units: 02

Course Objective:

Chinese is a tonal language where each syllable in isolation has its definite tone (flat, falling, rising and rising/falling), and same syllables with different tones mean different things. When you say, “ma” with a third tone, it mean horse and “ma” with the first tone is Mother. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.

Course Contents:

Module I

Drills
Practice reading aloud
Observe Picture and answer the question.
Tone practice.
Practice using the language both by speaking and by taking notes.
Introduction of basic sentence patterns.
Measure words.
Glad to meet you.

Module II

Where do you live?
Learning different colors.
Tones of “bu”
Buying things and how muchit costs?
Dialogue on change of Money.
More sentence patterns on Days and Weekdays.
How to tell time. Saying the units of time in Chinese. Learning to say useful phrases like – 8:00, 11:25, 10:30 P.M. everyday, afternoon, evening, night, morning 3:58, one hour, to begin, to end etc.
Morning, Afternoon, Evening, Night.

Module III

Use of words of location like-li, wais hang, xia
Furniture – table, chair, bed, bookshelf,.. etc.
Description of room, house or hostel room.. eg what is placed where and how many things are there in it?
Review Lessons – Preview Lessons.
Expression ‘yao’, ‘xiang’ and ‘yaoshi’ (if).
Days of week, months in a year etc.
I am learning Chinese. Is Chinese difficult?

Module IV

Counting from 1-1000
Use of “chang-chang”.
Making an Inquiry – What time is it now? Where is the Post Office?
Days of the week. Months in a year.
Use of Preposition – “zai”, “gen”.
Use of interrogative pronoun – “duoshao” and “ji”.
“Whose”??? Sweater etc is it?
Different Games and going out for exercise in the morning.

Module V

The verb “qu”
Going to the library issuing a book from the library
Going to the cinema hall, buying tickets
Going to the post office, buying stamps
Going to the market to buy things.. etc
Going to the buy clothes Etc.
Hobby. I also like swimming.

Comprehension and answer questions based on it.

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

Text & References:

- “Elementary Chinese Reader Part I” Lesson 11-20

WORLD TOURISM RESOURCES

Course Code: MTM 301

Credit Units: 02

Course Objective

To familiarize the students with various world famous tourist attractions.

To analyze the planning and monitoring models used by successful tourist destinations.

Course Contents:

Module I

Conceptual introduction to Physical and Material Resources

Module II

Planning and managing of natural and manmade Tourist Resources

Module III

World Tourism Resources and their types

Module IV

Successful case example of Tourist Destinations in Europe, America, South Africa and Pacific Islands

Module V

A comparative analysis of World Tourism Resources with specific reference to India

Examination Scheme:

Components	CT1	C1 / P1	A	EE1
Weightage (%)	15	10	05	70

Text & References:

Text:

- Bouyden, John N, Tourism and Development, Cambridge University Press, London,1978

References:

- Boniface, B G and Christopher Cooper, The Geography of Travel and Tourism, Heinemann, London,1987
- Chamoli, S P, The Great Himalayan Traverse, Vikas Publishing, 1994
- Douglas Pearce, Topics in Applied Geography Tourism Development
- Foster,D L, An Introduction to Travel and Tourism, Glencoe, McGraw Hill, New York,1991
- Kaul, R N, Dynamics of Tourism-A Trilogy, Sterling Publishers, New Delhi
- Nagar, Vishnu Dutt and Sudhakar, Principles and Problems of Indian Transport, Kailash Pustak Sadan, Gwalior
- Nawab, A W, Comparative Evolution of World Air Transport, National Publishing House, Delhi
- Negi, Jagmohan, Tourism and Travel, Concept and Principles, Gitanjali Publishing House, New Delhi,1990
- William, Crook, Travel in India, Oriental Publishers, New Delhi
- Cooper, C P (ed), Progress in Tourism, Recreation and Hospitality Management (Series), CBS Publishers, New Delhi
- Gee, Chuk V Resort Developing and Management, Eats Lensing, Minch, Educational Institute of the American Hotel and Motel Association, 1988
- Hawkins, Donald, Elwood Shafer and James Revelsted, Tourism Planning and Development Issues," George Washington University Press, Washington, D C,1980
- Laws, Eric, Tourist Destination Management, Issues, Analysis and Policies, Routledge, London and New York, 1995
- Likorish, Leonard J (1991), Developing Tourism Destination-Policies and Perspectives, Longman
- Seth, P N (1987), Successful Tourism Planning and Management, Cross Section Publication

HUMAN RESOURCE MANAGEMENT IN TOURISM

Course Code: MTM 302

Credit Units: 02

Course Objective:

The basic purpose of this course is to acquaint the students with the Practises of Human Resource Management like human resource planning, selection, development, compensation, integration, and maintenance in the field of tourism.

Course Contents:

Module I: Basics of Human Resource Planning

Concepts & Process of Human Resource Planning, function & Policies, Importance of HRM.

Module II: Job Evaluation

Concepts, scope & limitation, job analysis & job description, methods, techniques of employee hiring, factors influencing recruitment process.

Module III: Selection & Recruitment

Introduction & Placement, performance appraisal, transfer, promotion and reward policies, training and development in Tourism Industry.

Module IV

Contemporary issues related to Human Resource Management, Employees motivation & communication, HR dimensions & issues in Tourism Industry.

Module V

A case study of leading travel houses like Le Passage to India, Thomas Cook etc.

Examination Scheme:

Components	CT1	C1 / P1	A	EE1
Weightage (%)	15	10	05	70

Text & References:

- Siropolis, N.C., Entrepreneurship and Small Business Management, 1998
- Saini, J.S., Entrepreneurship Development: Programmes and Practices, 1998
- Singh, Daleep, Effective Managerial Leadership, 1995
- Chawala, A.S., Uppal, K.K., Studies in Business Management, 1998
- Diwan, P., Environment Management Law and Administration, 1998.
- Siropolis, N.C., Entrepreneurship and Small Business Management, 1998
- Saini, J.S., Entrepreneurship Development: Programmes and Practices, 1998

FINANCIAL MANAGEMENT

Course Code: MTM 304

Credit Units: 03

Course Objective:

The course of Financial Management takes into account the method and techniques of financial management as well as sources and mechanism of generating and getting financial sources. It also focuses on the international framework in general and tourism & travel industry in particular. It critically examines the funding process and procedures in India and hotel and service sector and tries to understand the need and nature of external funding through international institutions and foundations. Financial management is of utmost importance when the industry is poised to take a leap forward and therefore, the course assumes greater significance for understanding the financial resources development, modernization syndrome in the field of tourism and travel industry.

Course Contents:

Module I: Financial Management and planning

Finance: Meaning; Goals; Functions; Importance; and Typologies of Finance; Role of Financial Management, Organization Goals; environments role of function of Financial Management, Forecasting and Financial Planning.

Module II: Management of Current Assets

Working Capital Management: Meaning and Characteristics of Working Capital; Financing Current Assets Cash Management; Receivables Management and Inventory Management.

Module III: Management of Fixed Assets

Importance of Capital Budgeting Estimation of Cash Flows. Analytical Techniques for Investment Analysis: Non-discounted Procedures; Discount Cash Flow procedures.

Module IV: Financial Structure and Management of Earnings

Meaning; Difference between financial and capital structures; Determinants of Financial Structures. Financial Leverage and effects of Financial leverage on Net Income and Shareholder wealth. Financial leverage and financial planning. Break-even analysis for financial leverage. Dividend policy, Significance of Dividend Policy and different types of Dividend policies.

Module V: Management of Short and Long-term Financial & TFCI

Short-term Financing, Trade Credit, Unsecured Loans Secured Loans and Commercial Paper. Long-term Financing: Common Stock, Preferred Stock, Debentures and Retained Earning. Tourism Finance Corporation of India (T.F.C.I.): Aims, Objectives and Functions.

Examination Scheme:

Components	CT1	C1 / P1	A	EE1
Weightage (%)	15	10	05	70

Text & References:

Text:

- Lawrence, P. and Lee, R.: Insight into Management, Oxford University Press, Oxford, 1984.

References:

- Blackwill, B.: Innovation, Technology and Finance, London, 1988.
- Banerjee, P.: Fiscal Policy in India, Gyan Publishers, Delhi, 1986.
- Holfert A.: Techniques of Financial Analysis, Irwin Homewood, Illinois, 1987.
- Horne, J.V.: Financial Management and Policy.
- Kuchhal, S.C.: Financial Management.
- Pandey, I.M.: Financial Management.

ECONOMICS OF TOURISM AND HOSPITALITY INDUSTRY

Course Code: MTM 305

Credit Units: 02

Course Objective:

To help the students in understanding the nature of economics in general & economic planning for tourism & hospitality in general. It will further help them to understand the basic mechanism of pricing of products in different sectors of economy with a special focus on product formulation, packaging & pricing of tourist & hospitality products.

Course Contents:

Module I: Introduction of Economics

Meaning & Concept of Economics,
Scope and Limitation

Module II: Tourism Demand & Forecasting

Meaning of Demand, Factor affecting
Demand for Tourism, Demand Forecasting, Methods of Demand Forecasting Law of Demand

Module III: Tourism Supply Analysis

Meaning of supply, Factor Affecting, Supply mix in Tourism-Concept of Price & Pricing Policies.

Module IV: Cost & Revenue Analysis

Concept of Cost, Types of Cost, Cost Analysis, Meaning & Concept of revenue, Classification of Revenues.

Module V: Tourism Market Structure/ System

Perfect Competition, Monopoly Oligopoly, Monopolizations Competition. Market linkages of Tourism & Hospitality Industry.
Current Scenario of Indian Economy, With Special Reference to Tourism & Hospitality Industry.

Module VI

Meaning of Supply

Module VII

Factors affecting Supply mix in Tourism

Module VIII

Determinants of Demand and Supply

Module IX

Need
Demand for Demand Forecasting in Tourism

Module X

Methods and Models of Demand Forecasting

Module XI

Tourism Market Structure / System

Module XII

Types of Tourist Markets

Module XIII

Market Linkages in Tourism and Hospitality Industry

Examination Scheme:

Components	CT1	C1 / P1	A	EE1
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Weightage (%)	15	10	05	70
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Text & References:

Text:

- Mathieson Alistor & Wall Gerllliej, Tourism Economics, Physical and Social Impacts.

References:

- Anil Andirous, The Economics, Travel & Tourism, Lengman Cheshues, Melbourne.
- Mote Lal & Gupta, Managerial Economics, Tata McGraw Hill, New Delhi.
- Divedi, DM., Managerial Economics.

TOURISM DESTINATION MANAGEMENT

Course Code: MTM 306

Credit Units: 02

Course Objective:

The course endeavors to appraise the students about the requisite theoretical framework of Destination Management. Tourism today has emerged as a fast growing smokeless industry and therefore has become one of the pivotal concern of national and international community. The destination development / promotion and management, the key tourism product involves planning / management for the provisioning of a certain minimum infrastructure and super structural facilities, the necessary condition for the meaningful & successful launching of a tourist destination.

Course Contents:

Module I: Planning in Tourism

Planning: - Def, needs, process levels.

Module II: Destination choices, experience and the effects of Tourism

Tourist destination choices, restrictions and consideration in destination choice, joint holiday decision, tourist satisfaction with destination service. Service characteristics of tourist destination, positive and negative effects of tourism.

Module III: Tourism Policies and Annual Plan

Need for tourism policy, policy initiatives, national tourism policy 1980, NAP, 1992 10th Five Year Plan.

Module IV: Policies of Destination Development

Rational for the development of tourism, the historical basis of destination development, auditing destination resources, plurality and decision making in destination development, need and precautions for National and Regional Tourism Planning and Policies emerging tourism policy paradigms.

Module V: Marketing Tourist Destination

Destination Marketing Planning, Swot analysis, segmenting the market destination imagery, effects of destination promotion, package, holiday & destination marketing. Features and advantages of package holidays. Destination quality control.

Module VI: Case Study

Rajasthan, Assam

Examination Scheme:

Components	CT1	C1 / P1	A	EE1
Weightage (%)	15	10	05	70

Text & References:

Text:

- Bouyden, John N., Tourism & Development, Cambridge University Press, London, 1978.

References:

- Cooper, CP (ed) Progress in Tourism, Recreation & Hospitality Management (Series), C.B.S. Publishers, New Delhi.
- Gee, Chuk V. Resort Developing and Management, Eats Lensing, Minch, Educational Institute of the American Hotel and Motel Association, 1988.
- Hawkins, Donald, Elwood Shafer and James Revelsted, Tourism Planning and Development Issues, 'George Washington University Press', Washington, D.C., 1980.
- Laws, Eric, Tourist Destination Management, Issues, Analysis and Policies, Routledge, London and New York, 1995.
- Likorish, Leonard J. (1991), Developing Tourism Destination- Policies and Perspectives, Longman.
- Seth, P.N. (1987), Successful Tourism Planning and Management, Cross Section Publication.

HOSPITALITY MANAGEMENT

Course Code: MTM 307

Credit Units: 04

Course Objective:

To familiarize the students with the principles of marketing and sales and their applicability in the travel market. To achieve this objective, case study method is adopted to create real life situations in the classroom. This course also aims at producing managerial capabilities in the potential managers required by the travel trade.

Course Contents:

Module I

Role of Hotels and Resorts in Tourism, Problems and Prospects of Hotel Industry in India, Franchise, Affiliation, Management Contract and Chain Operations.

Module II

Classification of Accommodation Industry, Criteria for Classification, Types of Supplementary and Intermediate accommodation; Types of rooms and room tariffs.

Module III

Organizational Structure of Hotels, Front Office Management, Housekeeping, Food & Beverage Services, Restaurants & Bars, Indian and International cuisines (Indian, French, Chinese, Continental).

Module IV

Marketing of Hotels, Facilities and services provided by Hotels; Designing Services and Promotional campaigns, Hotel Reservations, Discounts and bill settlement through agents and tour operators.

Module V

Manpower Planning in Hotels, Recruitment & Selection, Induction, Training & Development.

Module VI

Environmental Management in Hospitality Industry – International EMS Standards. Practices of TQM in Hospitality.

Examination Scheme:

Components	CT1	C1 / P1	A	EE1
Weightage (%)	15	10	05	70

Text & References:

Text:

- Rutherford G. Denny, Hotel Management and Operations, Van Nostrand Reinhold, New York, 1990.

References:

- Branson C. Joan and Lennox Margert L., Hotel, Hostel and Hospital Housekeeping, ELBS.
- Chakrabarty B.K.: A Technical Guide to Hotel Operations, Metropolitan, New Delhi.
- Kaul R.N.: Dynamics of Tourism, A Trilogy Vol. 2 Accommodation; Sterling Publishers Pvt. Ltd. New Delhi, 1985.
- Negi JMS: Hotel and Tourism Development, Metropolitan, New Delhi, 1984.
- Andrews Sudhir: Food and Beverage Service, Tata McGraw Hill, New Delhi, 1990.
- Andrews Sudhir: Hotel Front Office, Tata McGraw Hill, New Delhi, 1990.
- Andrews Sudhir: Hotel House Keeping, Tata McGraw Hill, New Delhi, 1990.
- Jagmohan Negi: Professional Hotel Management, 1997, Sultan Chand and Sons, New Delhi.
- Bardi James A., Hotel Front Office Management, Van Nostrand Reinhold, New York, 1990.
- Dennis R. Lillicrop and John A. Cousins: Food and Beverage Service, ELBS, 1990.

ENTREPRENEURSHIP AND MANAGING OF SMALL BUSINESS IN TOURISM

Course Code: MTM 308

Credit Units: 04

Course Objective:

To make student understand how to develop new venture, business plan and what are the legal aspects, competitive aspects related to setting up their own enterprise or their own business so that they can become successful entrepreneur in the coming times.

Course Contents:

Module I: Nature of Entrepreneurship

Emergence of Small Business, opportunities, franchising and Family Business opportunities, process of entrepreneurship, types of entrepreneurship, features of entrepreneurship.

Module II: Developing the new venture Business Plan

Role of Business Plan for a new venture, Entrepreneur Research approaches, corporate entrepreneurship.

Module III: Marketing & Entrepreneurship

Introduction, Marketing & competition, market positioning, targeting & segmenting, environment for entrepreneurial strategy.

Module IV: Process of Entrepreneurship

Corporate entrepreneurship, environment for enterprise to operate, working ethics and Law.

Module V: Case Study

A success story of the Virgin Group.

Examination Scheme:

Components	CT1	C1 / P1	A	EE1
Weightage (%)	15	10	05	70

Text & References:

- Siropolis, N.C., Entrepreneurship and Small Business Management, 1998
- Saini, J.S., Entrepreneurship Development: Programmes and Practices, 1998
- Singh, Daleep, Effective Managerial Leadership, 1995
- Chawala, A.S., Uppal, K.K., Studies in Business Management, 1998
- Diwan, P., Environment Management Law and Administration, 1998.
- Siropolis, N.C., Entrepreneurship and Small Business Management, 1998
- Saini, J.S., Entrepreneurship Development: Programmes and Practices, 1998

TOURISM PLANNING & DEVELOPMENT

Course Code: MTM 309

Credit Units: 04

Course Objective After the End Semester students will

- a. Know about tourism planning process, strategy, and policies.
- b. Know about importance of tourism planning and marking at national level.
- c. Understand problems relating tourism and its development in India

Module-I

Nature and Scope of Tourism Planning Definition of Tourism, Impacts of Tourism, Relationship to Recreation and Conservation, Planning as a Concepts, Recent Decades of Tourism Planning, Case of Developing Countries.

Module-II

Planning Approaches Tourism and Politics, Planning and Political Ideologies, Foundations for Planning, Functioning Tourism System, External Factors: Markets, Attractions, Services, Transports, Promotion/Information.

Module-III

Regional Potential Planning Capacity Assessment Planning, Spatial Interest, Integrated Development Planning, Tourism Planning Goals, the Planner and Publics, Inter-sector Planning. Levels of Planning: Continues Planning, Regional Strategic Planning, Regional Strategic Process,

Module-IV

Community Tourism Planning Impacts on the Community, Planning Concepts, Planning Process, and Principles

Examination Scheme:

Components	CT1	C1 / P1	A	EE1
Weightage (%)	15	10	05	70

Text & References:

1. Cooper, Chris: Fletcher John; Gilbert, David and Wanhill, Stephen: Tourism principles and practices, Pitman Publishing London.
2. Donald E. Hawkins, Elwood L. Dhafer and James m Rovelstad; Torism Planning and Development Issues, George Washington University, Washington DC.
3. Gunn, Cleare A, Tourism Planning and Development, New York.
4. Gunn, Cleare A, Tourism Planning New York.
5. Hawkins, D.E : Tourism Planning and Development. George University Press, London.
6. Little, I.M.D and J.A. Mirrlees, ; Project Appraisal and planning for Development: Countries, Basic Books, New York.

COMMUNICATION SKILLS - III

Course Code: MTM 340

Credit Units: 01

Course Objective:

To initiate the learners with the basic mechanics of writing skills and facilitate them with the core skills required for communication in the professional world.

Course Contents:

Module I: Mechanics and Semantics of Sentences

Writing effective sentences
Style and Structure

Module II: Developing writing skills

Inter - office communication: Business Letter; E mails; Netiquette
Intra – office communication: Memos, Notices, Circulars, Minutes
Report Writing

Module III: Business Presentations

Planning, design and layout of presentation
Information Packaging
Audience analysis
Audio visual aids
Speaking with confidence
Case Studies

Examination Scheme:

Components	CT1	CT2	CAF	V	GD	GP	A
Weightage (%)	20	20	25	10	10	10	5

CAF – Communication Assessment File

GD – Group Discussion

GP – Group Presentation

Text & References:

- Krishnaswamy, N, Creative English for Communication, Macmillan
- Raman Prakash, Business Communication, Oxford.

BEHAVIOURAL SCIENCE - III (LEADING THROUGH TEAMS)

Course Code: MTM 343

Credit Units: 01

Course Objective:

This course aims to enable students to:

Understand the concept and building of teams

Manage conflict and stress within team

Facilitate better team management and organizational effectiveness through universal human values.

Course Contents:

Module I: Teams: An Overview

Team Design Features: team vs. group

Effective Team Mission and Vision

Life Cycle of a Project Team

Rationale of a Team, Goal Analysis and Team Roles

Module II: Team & Sociometry

Patterns of Interaction in a Team

Sociometry: Method of studying attractions and repulsions in groups

Construction of sociogram for studying interpersonal relations in a Team

Module III: Team Building

Types and Development of Team Building

Stages of team growth

Team performance curve

Profiling your Team: Internal & External Dynamics

Team Strategies for organizational vision

Team communication

Module IV: Team Leadership & Conflict Management

Leadership styles in organizations

Self Authorized team leadership

Causes of team conflict

Conflict management strategies

Stress and Coping in teams

Module V: Global Teams and Universal Values

Management by values

Pragmatic spirituality in life and organization

Building global teams through universal human values

Learning based on project work on Scriptures like Ramayana, Mahabharata, Gita etc.

Module VI: End-of-Semester Appraisal

Viva based on personal journal

Assessment of Behavioural change as a result of training

Exit Level Rating by Self and Observer

Examination Scheme:

Components	SAP	A	Mid Term Test (CT)	VIVA	Journal for Success (JOS)
Weightage (%)	20	05	20	30	25

Text & References:

- Organizational Behaviour, Davis, K.
- Hoover, Judith D. Effective Small Group and Team Communication, 2002, Harcourt College Publishers
- LaFasto and Larson: When Teams Work Best, 2001, Response Books (Sage), New Delhi
- Dick, Mc Cann & Margerison, Charles: Team Management, 1992 Edition, viva books
- J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 2, Group (1996); Pfeiffer & Company
- Smith Robert D.; The Psychology of Work and Human Performance, 1994, Harper Collins College Publishers

FRENCH - III

Course Code: MTM 344

Credit Units : 02

Course Objective:

To provide the students with the know-how

- To master the current social communication skills in oral and in written.
- To enrich the formulations, the linguistic tools and vary the sentence construction without repetition.

Course Contents:

Module B: pp. 76 – 88 Unité 6

Module C: pp. 89 to 103 Unité 7

Contenu lexical: Unité 6: se faire plaisir

1. acheter : exprimer ses choix, décrire un objet (forme, dimension, poids et matières) payer
2. parler de la nourriture, deux façons d'exprimer la quantité, commander un repas au restaurant
3. parler des différentes occasions de faire la fête

Unité 7: Cultiver ses relations

1. maîtriser les actes de la communication sociale courante (Salutations, présentations, invitations, remerciements)
2. annoncer un événement, exprimer un souhait, remercier, s'excuser par écrit.
3. caractériser une personne (aspect physique et caractère)

Contenu grammatical:

1. accord des adjectifs qualificatifs
2. articles partitifs
3. Négations avec de, ne...rien/personne/plus
4. Questions avec combien, quel...
5. expressions de la quantité
6. ne...plus/toujours - encore
7. pronoms compléments directs et indirects
8. accord du participe passé (auxiliaire « avoir ») avec l'objet direct
9. Impératif avec un pronom complément direct ou indirect
10. construction avec « que » - Je crois que/ Je pense que/ Je sais que

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

Text & References:

- le livre à suivre : Campus: Tome 1

GERMAN - III

Course Code: MTM 345

Credit Units: 02

Course Objective:

To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.

To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany

Course Contents:

Module I: Modal verbs

Modal verbs with conjugations and usage

Imparting the finer nuances of the language

Module II: Information about Germany (ongoing)

Information about Germany in the form of presentations or “Referat”– neighbors, states and capitals, important cities and towns and characteristic features of the same, and also a few other topics related to Germany.

Module III: Dative case

Dative case, comparison with accusative case

Dative case with the relevant articles

Introduction to 3 different kinds of sentences – nominative, accusative and dative

Module IV: Dative personal pronouns

Nominative, accusative and dative pronouns in comparison

Module V: Dative prepositions

Dative preposition with their usage both theoretical and figurative use

Module VI: Dialogues

In the Restaurant,

At the Tourist Information Office,

A telephone conversation

Module VII: Directions

Names of the directions

Asking and telling the directions with the help of a roadmap

Module VIII: Conjunctions

To assimilate the knowledge of the conjunctions learnt indirectly so far

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

Text & References:

- Wolfgang Hieber, Lernziel Deutsch
- Hans-Heinrich Wangler, Sprachkurs Deutsch
- Schulz Griesbach, Deutsche Sprachlehre für Ausländer
- P.L Aneja, Deutsch Interessant- 1, 2 & 3
- Rosa-Maria Dallapiazza et al, Tangram Aktuell A1/1, 2
- Braun, Nieder, Schmöe, Deutsch als Fremdsprache 1A, Grundkurs

SPANISH – III

Course Code: MTM 346

Credit Units: 02

Course Objective:

To enable students acquire knowledge of the Set/definite expressions (idiomatic expressions) in Spanish language and to handle some Spanish situations with ease.

Course Contents:

Module I

Revision of earlier semester modules

Set expressions (idiomatic expressions) with the verb *Tener, Poner, Ir...*

Weather

Module II

Introduction to *Gustar...* and all its forms. Revision of *Gustar* and usage of it

Module III

Translation of Spanish-English; English-Spanish. Practice sentences.

How to ask for directions (using *estar*)

Introduction to IR + A + INFINITIVE FORM OF A VERB

Module IV

Simple conversation with help of texts and vocabulary

En el restaurante

En el instituto

En el aeropuerto

Module V

Reflexives

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

Text & References:

- Español, En Directo I A
- Español Sin Fronteras -Nivel Elemental

JAPANESE - III

Course Code: MTM 347

Credit Units: 02

Course Objective:

To enable the students to converse in the language with the help of basic verbs and to express themselves effectively and narrate their everyday short encounters. Students are also given projects on Japan and Japanese culture to widen their horizon further.

Note: The Japanese script is introduced in this semester.

Course Contents:

Module I: Verbs

Different forms of verbs: present continuous verbs etc

Module II

More Adverbs and adverbial expressions

Module III: Counters

Learning to count different shaped objects,

Module IV: Tenses

Past tense, Past continuous tense.

Module V: Comparison

Comparative and Superlative degree

Module VI: Wishes and desires

Expressing desire to buy, hold, possess. Usage in negative sentences as well.

Comparative degree, Superlative degree.

Module VII: Appointment

Over phone, formal and informal etc.

Learning Outcome

- Students can speak the language and can describe themselves and situations effectively
- They also gain great knowledge in terms of Japanese lifestyle and culture, which help them at the time of placements.

Methods of Private study /Self help

- Handouts, audio-aids, and self-do assignments.
- Use of library, visiting and watching movies in Japan and culture center every Friday at 6pm.

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

Text & References:

Text:

- Teach yourself Japanese

References:

- Shin Nihongo no kiso 1

CHINESE – III

Course Code: MTM 348

Credit Units: 02

Course Objective:

Foreign words are usually imported by translating the concept into Chinese, the emphasis is on the meaning rather than the sound. But the system runs into a problem because the underlying name of personal name is often obscure so they are almost always transcribed according to their pronunciation alone. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.

Course Contents:

Module I

Drills
Dialogue practice
Observe picture and answer the question.
Introduction of written characters.
Practice reading aloud
Practice using the language both by speaking and by taking notes.
Character writing and stroke order

Module II

Measure words
Position words e.g. inside, outside, middle, in front, behind, top, bottom, side, left, right, straight.
Directional words – beibian, xibian, nanbian, dongbian, zhongjian.
Our school and its different building locations.
What game do you like?
Difference between “hii” and “neng”, “keyi”.

Module III

Changing affirmative sentences to negative ones and vice versa
Human body parts.
Not feeling well words e.g. ; fever, cold, stomach ache, head ache.
Use of the modal particle “le”
Making a telephone call
Use of “jiu” and “cai” (Grammar portion)
Automobiles e.g. Bus, train, boat, car, bike etc.
Traveling, by train, by airplane, by bus, on the bike, by boat.. etc.

Module IV

The ordinal number “di”
“Mei” the demonstrative pronoun e.g. mei tian, mei nian etc.
use of to enter to exit
Structural particle “de” (Compliment of degree).
Going to the Park.
Description about class schedule during a week in school.
Grammar use of “li” and “cong”.
Comprehension reading followed by questions.

Module V

Persuasion-Please don't smoke.
Please speak slowly
Praise – This pictorial is very beautiful
Opposites e.g. Clean-Dirty, Little-More, Old-New, Young-Old, Easy-Difficult, Boy-Girl, Black-White, Big-Small, Slow-Fast ... etc.
Talking about studies and classmates
Use of “it doesn't matter”
Enquiring about a student, description about study method.
Grammar: Negation of a sentence with a verbal predicate.

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

Text & References:

- “Elementary Chinese Reader Part I, Part-2” Lesson 21-30

SUMMER TRAINING

Course Code: MTM 350

Credit Units: 06

GUIDELINES FOR SUMMER TRAINING

There are certain phases of every Intern's professional development that cannot be effectively taught in the academic environment. These facets can only be learned through direct, on-the-job experience working with successful professionals and experts in the field. The internship program can best be described as an attempt to institutionalise efforts to bridge the gap between the professional world and the academic institutions. Entire effort in internship is in terms of extending the program of education and evaluation beyond the classroom of a university or institution. The educational process in the internship course seeks out and focuses attention on many latent attributes, which do not surface in the normal class room situations. These attributes are intellectual ability, professional judgment and decision making ability, inter-disciplinary approach, skills for data handling, ability in written and oral presentation, sense of responsibility etc.

In order to achieve these objectives, each student will maintain a file (**Internship File**). The Internship File aims to encourage students to keep a personal record of their learning and achievement throughout the Programme. It can be used as the basis for lifelong learning and for job applications. Items can be drawn from activities completed in the course modules and from the workplace to demonstrate learning and personal development.

The File will assess the student's analytical skills and ability to present supportive evidence, whilst demonstrating understanding of their organization, its needs and their own personal contribution to the organization.

The **layout guidelines** for the Internship File

- A4 size Paper
- font: Arial (10 points) or Times New Roman (12 points)
- line spacing: 1.5
- top and bottom margins: 1 inch/ 2.5 cm; left and right margins: 1.25 inches/ 3 cm

Font Size

- 12 (Bold for headings)
- 12 (Normal for Matter)
- 14 (for Chapter Names)
- 1.5 line spacing
- Numbering on the right hand Top of the page
- Numbers on pages before chapters to be done in Roman at the bottom of the page

The File will include **five sections** in the order described below. The content and comprehensiveness of the main body and appendices of the report should include the following:

1. **The Title Page**--Title - An Internship Experience Report For (Your Name), name of internship organization, name of the Supervisor/Guide and his/her designation, date started and completed, and number of credits for which the report is submitted.
2. **Table of Content**--an outline of the contents by topics and subtopics with the page number and location of each section.
3. **Introduction**--short, but should include how and why you obtained the internship experience position and the relationship it has to your professional and career goals.
4. **Main Body**--should include but not be limited to daily tasks performed. Major projects contributed to, dates, hours on task, observations and feelings, meetings attended and their purposes, listing of tools and materials and their suppliers, and photographs if possible of projects, buildings and co-workers.
5. **Appendices**--include pamphlets, forms, charts, brochures, technical and descriptive literature, graphs and other information related to your Internship experience.

The **Main Body** will have **three sections** and will include the following items which will be evaluated for the final assessment:-

1. An **analysis of the company/organization** in which the student is working
2. A **personal review** of the student's management skills and how they have been developed through the programme.

3. The **research report** that the student has prepared on the project assigned to him by the organization. (Incase a student is not assigned a specific research project in the organization, he has to select any one aspect of the organization and prepare a research report on it).

The student will be supervised by one or more faculty members and he or she will be required to submit a synopsis. While writing a synopsis emphasis should be given to make it publishable. But whether or not the results of a research project are publishable, the project should be communicated in the form of a research report written by the student. Initial drafts should be critiqued by the faculty guide and corrected by the student at each stage. The File is the principal means by which the work carried out will be assessed and therefore great care should be taken in its preparation.

Examination Scheme:

Industrial Mentor's Assessment of Performance:	50 marks
Internal Faculty Mentor's Assessment:	
➤ Performance at Training:	20 marks
➤ Project Report:	30 marks
Total:	100 marks

TOURISM AND TRAVEL LAWS

Course Code: MTA 401

Credit Units: 03

Course Objective:

This course deals with business laws and ethics in general and tourism & travel in particular. The course helps in understanding the various rules, regulations, laws and Acts prescribed under various legislation in relation to travel and tourism related industries.

Course Contents:

Module I

Business ethics and laws – their relevance and applicability in travel and tourism industry. Company – meaning, definition, types, formation and incorporation under company Act, Contract Act – meaning and essentials of a valid contract. Beach and termination of contract.

Module II

Consumer Protection Act – meaning and its relevance in travel and tourism business. MRTPC – applicability and significance in tourism and travel related business.

Module III

Laws and legislation relating to tourist entry, stay and departure. Procedure and requirement for procuring various travel documents (Passport, VISA and health certificate) with relation to inbound and outbound tourists. Laws relating to currency exchange.

Module IV

Laws relating to passenger, safety, convenience and compensation during air travel, legislations relating accompanied and unaccompanied tourist baggage. Compensation for lost and damaged baggage. Insurance for tourists and their baggage.

Module V

Laws relating to protection, presentation and conservation of heritage and environment. Archaeological site and remains Act; Wildlife protection Act; Environment Protection Act and Air, Water and Noise Pollution Act

Examination Scheme:

Components	CT1	C1 / P1	A	EE1
Weightage (%)	15	10	05	70

Text & References:

Text:

- Dr. Manohar Sajnani(ed.).Indian Tourism Business, a legal perspective, Gyan Books

References:

- Ancient Monuments Preservation Act, 1904.
- Ancient Monuments & Archeological Site and Remains Act, 1958.
- Antiquities and Art Treasurers Act, 1972.
- Consumer Protection Act, 1986.
- Custom Act, 1962.
- Environment Protection Act, 1986.
- Foreign Exchange Regulation Act, 1973.
- Food Adulteration Act, 1954.
- Jeffrey R. Miller, Legal Aspects of Travel Agency Management Albany, Ny: Delmar Publishers Inc. 1990.
- N.D. Kapoor, Elements of Mercantile Laws, Sultan Chand & Sons, New Delhi, 1994.
- MRTP Commission, 1969.
- Passport Act, 1967.
- Enson, R (ed), Management of Foreign Exchange Risk, Euromoney Publications, London, 1980.

MANAGEMENT INFORMATION SYSTEM AND COMPUTERS IN TOURISM

Course Code: MTA 402

Credit Units: 03

Course Objective:

To expose students to the essentials of Management Information Systems and to provide them the basic, conceptual and applied knowledge of marketing in the era of technological convergence. It further aims to make them aware of the importance of MIS in Tourism Marketing and Development.

Course Contents:

Module I: Introduction to MIS

What is Management Information System?, Historic development, Organisational systems, Logical foundation of MIS. The future.

Module II: The Technology Component

Internet Technology, Internet and Advertising, e-commerce transactions on the Net, on-line payments, Electronic payment systems.

Module III: Role of Internet Marketing

An overview of Tourism Marketing, Tourism Marketing-Policies and Strategies in the Internet age, Internet and Tourism intermediaries, Internet – Dis-intermediation and re-intermediation.

Module IV: Internet Marketing Issues

Encryption, Digital Signature, Electronic Data Interchange (EDI); Catalogs and Directories, Search and Retrieval Mechanism; Issues related to Ethics – Privacy, Accuracy, Property and Access, Internet Terminology.

Module V: Marketing Channel vs. Internet

Overview, Information Technology and Advancement in Channels. Complementary Marketing Services and Strategies in the IT era, Geographical Information System (GIS) and Development of Tourism.

Module VI: On-line Marketing

Administrative, Physical and Technological aspects; Development of Internet Marketing, Infrastructure, Website development, Costing and Integration, Marketing and Supply chain Management.

Examination Scheme:

Components	CT1	C1 / P1	A	EE1
Weightage (%)	15	10	05	70

Text & References:

Text:

- Management Information System, James A O'Brien, George M. Marakas
- Bhatnagar SC and Ramani KV, Computers and Information Management – A Primer for Practicing Managers, New Delhi, Prentice Hall of India Pvt. Ltd.

References:

- London K.C. and London J.P., Management Information System: A Contemporary Perspective, 1988, MacMillan.
- Bruce Graham, Computer System in Hotel and Catering Industry.
- Braham B., Computer System in Hotel and Catering Industry, Cassell, 1988.
- Lucey T., Management Information System, D.P. Publications.

AIRLINE AND CARGO MANAGEMENT

Course Code: MTA 403

Credit Units: 02

Course Objective:

This course aims to familiarize students with different modes of transportation, airports, travel facilitations and basic air travel terminology in order to enable them to apply this knowledge adequately in their future workplace.

Course Contents:

Module I: International Regulation

The Chicago Convention, Warsaw Convention, Bilateral Agreement, Multi Lateral Interline Traffic Agreement, Freedom of Air, Dangerous Goods Regulation Act.

Module II: Aircraft Operations and Services

Emergency Evacuation system, Services of meals on board, Air Traffic Control, Aircraft Act of 1934, Ground Handling.

Module III: Baggage Rules

International and Domestic Baggage Regulations, piece & weight concept, MCO purpose, specified MCO, MPD

Module IV: Case Studies

Airline merger's and acquisitions, customer service, low cost carriers vs full service airlines.

Module V: Cargo History

Introduction to cargo companies, In co terms, Air Cargo – Introduction, Documentation: AWB (Air Way Bill), Cargo Manifest, Sea Cargo – Introduction, Documentation – Bill of lading, Introduction to Shipping Companies, Cargo capacity of Air & Ships.

Examination Scheme:

Components	CT1	C1 / P1	A	EE1
Weightage (%)	15	10	05	70

Text & References:

- Hurst, Eliot, Transportation Geography, McGraw Hill, New York.
- Nagar, Vishnu Dutt & Sudhakar, Principles & Problems of Indian Transport, Kailash Pustak Sadan, Gwalior.
- Nawab, A.W. Comparative Evolution of World Air Transport, National Publishing House, Delhi.
- Ram Acharya, Civil Aviation & Tourism Administration in India, National, New Delhi.
- Stratford, A.N. Air Transport Economics in the Supersonicera, Mc Millan, Bristol.
- The world of Travel, National Publishers (1997).
- 'The India' Travel Planners Cross Section Publication, New Delhi.
- Thomas, RS & P.B. Corbin, The Geography of Economic Activity, Mc Grow Hill, New York.

TOURISM PRODUCTS: DESIGN & DEVELOPMENT

Course Code: MTM 404

Credit Units: 04

Course Objective:

To provide students with the ability to initiate and carry out advanced analysis and research in the field of destination development. To understand ways of effective destination management. To facilitate the assessment of the tourism potential of a destination and prepare tourism development plan as well as marketing techniques.

Module I

Tourism product development: conceptual background. Tourism product designing, development issues and considerations. Marketing considerations for sustainability of tourism product- interpretation.

Module II

Development of destination. Principles of destination development. Concerns for destination planning. Stages in destination designing and management.

Module III

Cultural tourism product: designing, development, issues and considerations Religious tourism product: designing, development, issues and considerations Heritage tourism product: designing, development, issues and considerations.

Module IV

Medical and health tourism product: designing, development, issues and considerations. Special interest tourism product: designing, development, issues and considerations Cruises as tourism product: designing, development, issues and considerations.

Module V

Ecology and wildlife tourism product: designing, development, issues and considerations. Adventure tourism product: designing, development, issues and 51 considerations. Beaches and islands as tourism product: designing, development, issues and considerations.

Module VI

Resorts, types of resorts. Resort as a tourism product: designing, development, management, issues and considerations.

Examination Scheme:

Components	CT1	C1 / P1	A	EE1
Weightage (%)	15	10	05	70

Text & References:

1. C.Gunn, 'Tourism Planning: Basic, Concepts and Cases', Cognizant Publications,2002
 2. Nigel Morgan, Annette Pritchard, Roger Pride, 'Destination branding: Creating the Unique Proposition', Butterworth and Heinemann.,2001
 3. Richard W.Butler, 'The Tourism Area Life Cycle v. 1: Applications and Modifications', Channel View Publications,2006
- Additional:
7. Baud Bovy Munuel and Lawson (1976) Tourism and recreation Development C.B.I. Pub.6
 8. Bosselman Fred P.1979In the wake of Tourism special places in Eight countries. The Conservation Foundation, Washington D.C.

TOURIST BEHAVIOUR

Course Code: MTM 405

Credit Units: 04

Course Objective:

At the end of semester the students would be able to -

Explain and understand various Alcoholic Beverages, their manufacturing process, types and service of each alcoholic beverage.

Course Contents:

Module- I

Understanding travel & tourism behavior, characteristics affecting consumer behavior, cultural factors, social factors, personal factors, psychological factors, group factors, models of consumer behavior, The buyer decision process, Need Recognition, Information Search, Evaluation of Alternatives, Purchase Decision, Post purchase Behavior.

Module- II

Organizational Buyer Behavior of Group Market: The organizational buying process, Market Structure and Demand, Types of Decisions and the Decision Process, Participants in the organizational buying process, Major influences on organizational buyers, Environmental Factors, Organizational Factors, Interpersonal Factors, Individual Factors.

Module- III

Organizational buying decisions, Problem Recognition, General Need Description, Product Specification, Supplier Search, Proposal Solicitations, Supplier Selection, Order-Routine Specification, Performance Review, Group Business Markets, Conventions, Association Meetings, Corporate Meetings, Small Groups, Incentive Travel.

Module- IV

Market Segmentation, Targeting, and Positioning, Market Segmentation, Geographic Segmentation, Demographic Segmentation, Gender, Marketing Highlight : Targeting Families by targeting kids, Psychographic Segmentation, Behavioral Segmentation, Requirements for Effective Segmentation, Market Targeting, Evaluating Market Segments, Selecting Market Segments, Choosing a Market-Coverage Strategy, Market Positioning, Mapping. Suggested Readings: Robins – Organisational Behaviour Pearson Luthans - Organisational Behaviour - TMH Rao & Narayan – Organisational Theory & Behaviour - Konark Udai Pareek – Understanding Organisational Behaviour, Oxford P.G. Aquinas, Organisation Behaviour, Excel Books. Kinicki & Kreither – Organisational Behaviour, TMH. Uma Sekharan – Organisational Behaviour cases – TMH Glinow, Mcshane, & Sharma - Organisational Behaviour. TMH

Examination Scheme:

Components	CT1	C1 / P1	A	EE1
Weightage (%)	15	10	05	70

Text & References:

- Hurst, Eliot, Transportation Geography, McGraw Hill, New York.
- Nagar, Vishnu Dutt & Sudhakar, Principles & Problems of Indian Transport, Kailash Pustak Sadan, Gwalior.
- Nawab, A.W. Comparative Evolution of World Air Transport, National Publishing House, Delhi.
- Ram Acharya, Civil Aviation & Tourism Administration in India, National, New Delhi.
- Stratford, A.N. Air Transport Economics in the Supersonicera, Mc Millan, Bristol.

PRESENTATION SKILL

Course Code: MTM 406

Credit Units: 04

Course Objective:

At the end of semester the students would be able to -
Explain and understand about Presentation Skill and verbal communication.

Module-I

Preparation of presentation – 1st part – what, how, for whom, structure, principles and presentation technique, business presentation specifications, Report Writing, Developing Effective Presentation Skills. Oral Presentation: Principles of oral presentation, factors affecting presentation, sales presentation, training presentation, conducting surveys, speeches to motivate, effective presentation skills. Slide Presentation: Craft your message, Make a visuals, Include proper Content of your presentation

Module-II

Verbal communication – jawbreakers, argumentation, usable and unsuitable phrases Communication skills – listening, empathic reaction, how to question, stealing the show, opening door question Conflict situation solving, attack from the audience – communication skills as a work experience, vicious circle of attack and defense Nonverbal communication during presentation – how to manage stress, what to do with hands, legs, activating the audience with nonverbal communication, body language

Module-III

Work with audience – ice-breaking, get them in the mood, work with emotions, visualization tools, nonstandard situations Improvisation and unprepared presentations Personal typology, professional typology, social aspect, man-woman view

Module-IV

Feedback – appreciation and critique, Paradigm of human cooperation – why there could be problems to start the communication and what to do with it – Defense against manipulation, how to say NO, stress management, Image and etiquette

Examination Scheme:

Components	CT1	C1 / P1	A	EE1
Weightage (%)	15	10	05	70

Text & References:

1. Effective Presentation Skills – Robert Dilts, Meta Publication
2. Business Communication Today - Bovee and Thill: Tata McGraw Hil
3. Bouyden Jahn N. 1978 Tourism & Development Cambridge University Press, London.

COMMUNICATION SKILLS - IV

Course Code: MTA 440

Credit Units: 01

Course Objective:

To facilitate the learner with Academic Language Proficiency and make them effective users of functional language to excel in their profession.

Course Contents:

Module I: Introduction to Speaking Skills

Business Conversation
Effective Public Speaking
Art of Persuasion

Module II: Speaking for Employment

Types of Interview
Styles of Interview
Facing Interviews-Fundamentals and Practice Session
Conducting Interviews- Fundamentals and Practice Session
Question Answer on Various Dimensions

Module III: Basic Telephony Skills

Guidelines for Making a Call
Guidelines for Answering a Call
Telephone Word Groups
Answering Systems and Voice-Mail

Module IV: Work Place Speaking

Team Briefing
Conflict Management
Negotiations
Participation in Meetings
Keynote Speeches

Examination Scheme:

Components	CT1	CT2	CAF	V	GD	GP	A
Weightage (%)	20	20	30	10	10	10	5

CAF – Communication Assessment File

GD – Group Discussion

GP – Group Presentation

Text & References:

- Jermy Comfort, Speaking Effectively, et.al, Cambridge
- Krishnaswamy, N, Creative English for Communication, Macmillan
- Raman Prakash, Business Communication, Oxford.
- Taylor, Conversation in Practice.

BEHAVIOURAL SCIENCE - IV

(PERSONAL AND PROFESSIONAL EXCELLENCE)

Course Code: MTM 443

Credit Units: 01

Course Objective:

This course aims at imparting an understanding of:

Build and leverage your professional reputation

Maintain focus in pressure situations

Make a balanced choice between professional and personal commitments

Course Contents:

Module I: Individual, Society and Nation

Individual Differences and Dimensions of Personality

Socialization Process

Relating to the Nation: Values, Culture, Religion

Sense of pride and Patriotism

Managing Diversity

Module II: Components of Excellence

Personal Excellence:

Identifying long-term choices and goals

Uncovering the talent, strength & style

Analyzing choke points in your personal processes by analysis in area of placements, events, seminars, conference, extracurricular activities, projects etc.

Developing professional power: Goal-setting, time management, handling criticism, interruptions and time wasters

Module III: Career Planning

Knowing one's Interest and Aptitude

Identifying available Resources

Setting goals to maintain focus:

Developing Positive attributes in personality

Self-reliance and Employability skills

Module IV: Stress Management for Healthy Living

Meaning and Nature of Stress

Stages of stress

Causes and Consequences of stress: Personal, Organizational and Environmental

Personal Styles and strategies of coping

Module V: Professional Success

Building independence & interdependence

Reducing resistance to change

Continued reflection (Placements, events, seminars, conferences, projects extracurricular Activities etc.)

Module VI: End-of-Semester Appraisal

Viva based on personal journal

Assessment of Behavioural change as a result of training

Exit Level Rating by Self and Observer

Examination Scheme:

Components	SAP	A	Mid Term Test (CT)	VIVA	Journal for Success (JOS)
Weightage (%)	20	05	20	30	25

Text & References:

- J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 2, Group (1996); Pfeiffer & Company
- Smither Robert D.; The Psychology of Work and Human Performance, 1994, Harper Collins College Publishers
- Raman, A.T. (2003) Knowledge Management: A Resource Book. Excel Books, Delhi.
- Kamalavijayan, D. (2005). Information and Knowledge Management. Macmillan India Ltd. Delhi

FRENCH - IV

Course Code: MTM 444

Credit Units: 02

Course Objective:

To enable students:

- To develop strategies of comprehension of texts of different origin
- To present facts, projects, plans with precision

Course Contents:

Module C: pp. 104 – 139: Unités 8, 9

Contenu lexical: Unité 8: Découvrir le passé

1. parler du passé, des habitudes et des changements.
2. parler de la famille, raconter une suite d'événements/préciser leur date et leur durée.
3. connaître quelques moments de l'histoire

Unité 9: Entreprendre

1. faire un projet de la réalisation: (exprimer un besoin, préciser les étapes d'une réalisation)
2. parler d'une entreprise
3. parler du futur

Contenu grammatical:

1. Imparfait
2. Pronom « en »
3. Futur
4. Discours rapporté au présent
5. Passé récent
6. Présent progressif

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

Text & References:

- le livre à suivre : Campus: Tome 1

GERMAN - IV

Course Code: MTM 445

Credit Units: 02

Course Objective:

To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.

To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany.

Introduction to Advanced Grammar Language and Professional Jargon

Course Contents:

Module I: Present perfect tense

Present perfect tense, usage and applicability

Usage of this tense to indicate near past

Universal applicability of this tense in German

Module II: Letter writing

To acquaint the students with the form of writing informal letters.

Module III: Interchanging prepositions

Usage of prepositions with both accusative and dative cases

Usage of verbs fixed with prepositions

Emphasizing on the action and position factor

Module IV: Past tense

Introduction to simple past tense

Learning the verb forms in past tense

Making a list of all verbs in the past tense and the participle forms

Module V: Reading a Fairy Tale

Comprehension and narration

Rotkäppchen

Froschprinzessin

Die Fremdsprache

Module VI: Genitive case

Genitive case – Explain the concept of possession in genitive

Mentioning the structure of weak nouns

Module VII: Genitive prepositions

Discuss the genitive prepositions and their usage: (während, wegen, statt, trotz)

Module VIII: Picture Description

Firstly recognize the persons or things in the picture and identify the situation depicted in the picture;

Secondly answer questions of general meaning in context to the picture and also talk about the personal experiences which come to your mind upon seeing the picture.

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

Text & References:

- Wolfgang Hieber, Lernziel Deutsch

- Hans-Heinrich Wangler, Sprachkurs Deutsch
- Schulz Griesbach, Deutsche Sprachlehre für Ausländer
- P.L Aneja, Deutsch Interessant- 1, 2 & 3
- Rosa-Maria Dallapiazza et al, Tangram Aktuell A1/1,2
- Braun, Nieder, Schmöe, Deutsch als Fremdsprache 1A, Grundkurs

SPANISH - IV

Course Code: MTM 446

Credit Units: 02

Course Objective:

To enable students acquire working knowledge of the language; to give them vocabulary, grammar, voice modulations/intonations to handle everyday Spanish situations with ease.

Course Contents:

Module I

Revision of earlier semester modules
Introduction to Present Continuous Tense (Gerunds)

Module II

Translation with Present Continuous Tense
Introduction to Gustar, Parecer, Apetecer, doler

Module III

Imperatives (positive and negative commands of regular verbs)

Module IV

Commercial/business vocabulary

Module VI

Simple conversation with help of texts and vocabulary
En la recepcion del hotel
En el restaurante
En la agencia de viajes
En la tienda/supermercado

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

Text & References:

- Español Sin Fronteras (Nivel – Elemental)

JAPANESE - IV

Course Code: MTM 447

Credit Units: 02

Course Objective:

To enable the students to comfortably interact using basic Japanese.

Note: Teaching is done in roman as well as Japanese script, students will be taught katankana (another form of script) in this semester i.e. to be able to write all the foreign words in Japanese.

Course Contents:

Module I

Comparison using adjectives, Making requests

Module II

Seeking permission

Module III

Practice of conversations on:

Visiting people, Party, Meetings, After work, At a ticket vending machine etc

Module IV

Essays, writing formal letters

Learning Outcome

- Students can speak the language describing above-mentioned topics.

Methods of Private study /Self help

- Handouts, audio-aids, and self-do assignments, role-plays.
- Students are also encouraged to attend Japanese film festival and other such fairs and workshops organized in the capital from time to time.

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

Text & References:

Text:

- Teach yourself Japanese.

References:

- Shin Nihongo no kiso 1

CHINESE – IV

Course Code: MTM 448

Credit Units: 02

Course Objective:

How many characters are there? The early Qing dynasty dictionary included nearly 50,000 characters the vast majority of which were rare accumulated characters over the centuries. An educate person in China can probably recognize around 6000 characters. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.

Course Contents:

Module I

Dialogue Practice
Observe picture and answer the question
Pronunciation and intonation
Character writing and stroke order.
Electronic items

Module II

Traveling – The Scenery is very beautiful
Weather and climate
Grammar question with – “bu shi Ma?”
The construction “yao ... le” (Used to indicate that an action is going to take place)
Time words “yiqian”, “yiwai” (Before and after).
The adverb “geng”.

Module III

Going to a friend house for a visit meeting his family and talking about their customs.
Fallen sick and going to the Doctor, the doctor examines, takes temperature and writes prescription.
Aspect particle “guo” shows that an action has happened some time in the past.
Progressive aspect of an actin “zhengzai” Also the use if “zhe” with it.
To welcome someone and to see off someone I cant go the airport to see you off... etc.

Module IV

Shipment. Is this the place to checking luggage?
Basic dialogue on – Where do u work?
Basic dialogue on – This is my address
Basic dialogue on – I understand Chinese
Basic dialogue on – What job do u do?
Basic dialogue on – What time is it now?

Module V

Basic dialogue on – What day (date) is it today?
Basic dialogue on – What is the weather like here.
Basic dialogue on – Do u like Chinese food?
Basic dialogue on – I am planning to go to China.

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

Text & References:

- “Elementary Chinese Reader, Part-2” Lesson 31-38

DISSERTATION / RESEARCH PROJECT

Course Code: MTM 460

Credit Units: 15

GUIDELINES FOR PROJECT FILE

Research experience is as close to a professional problem-solving activity as anything in the curriculum. It provides exposure to research methodology and an opportunity to work closely with a faculty guide. It usually requires the use of advanced concepts, a variety of experimental techniques, and state-of-the-art instrumentation.

Research is genuine exploration of the unknown that leads to new knowledge which often warrants publication. But whether or not the results of a research project are publishable, the project should be communicated in the form of a research report written by the student.

Sufficient time should be allowed for satisfactory completion of reports, taking into account that initial drafts should be critiqued by the faculty guide and corrected by the student at each stage.

The File is the principal means by which the work carried out will be assessed and therefore great care should be taken in its preparation.

In general, the File should be comprehensive and include

- A short account of the activities that were undertaken as part of the project;
- A statement about the extent to which the project has achieved its stated goals.
- A statement about the outcomes of the evaluation and dissemination processes engaged in as part of the project;
- Any activities planned but not yet completed as part of the project, or as a future initiative directly resulting from the project;
- Any problems that have arisen that may be useful to document for future reference.

Report Layout

The report should contain the following components:

➤ **Title or Cover Page**

The title page should contain the following information: Project Title; Student's Name; Course; Year; Supervisor's Name.

➤ **Acknowledgements** (optional)

Acknowledgment to any advisory or financial assistance received in the course of work may be given.

➤ **Abstract**

A good "Abstract" should be straight to the point; not too descriptive but fully informative. First paragraph should state what was accomplished with regard to the objectives. The abstract does not have to be an entire summary of the project, but rather a concise summary of the scope and results of the project

➤ **Table of Contents**

Titles and subtitles are to correspond exactly with those in the text.

➤ **Introduction**

Here a brief introduction to the problem that is central to the project and an outline of the structure of the rest of the report should be provided. The introduction should aim to catch the imagination of the reader, so excessive details should be avoided.

➤ **Materials and Methods**

This section should aim at experimental designs, materials used. Methodology should be mentioned in details including modifications if any.

➤ **Results and Discussion**

Present results, discuss and compare these with those from other workers, etc. In writing these section, emphasis should be given on what has been performed and achieved in the course of the work, rather than discuss in detail what is readily available in text books. Avoid abrupt changes in contents from section to section and maintain a lucid flow throughout the thesis. An opening and closing paragraph in every chapter could be included to aid in smooth flow.

Note that in writing the various sections, all figures and tables should as far as possible be next to the associated text, in the same orientation as the main text, numbered, and given appropriate titles or captions. All major equations should also be numbered and unless it is really necessary never write in “point” form.

➤ **Conclusion**

A conclusion should be the final section in which the outcome of the work is mentioned briefly.

➤ **Future prospects**

➤ **Appendices**

The Appendix contains material which is of interest to the reader but not an integral part of the thesis and any problem that have arisen that may be useful to document for future reference.

➤ **References / Bibliography**

This should include papers and books referred to in the body of the report. These should be ordered alphabetically on the author's surname. The titles of journals preferably should not be abbreviated; if they are, abbreviations must comply with an internationally recognised system.

Examples

For research article

Voravuthikunchai SP, Lortheeranuwat A, Ninprom T, Popaya W, Pongpaichit S, Supawita T. (2002) Antibacterial activity of Thai medicinal plants against enterohaemorrhagic *Escherichia coli* O157: H7. *Clin Microbiol Infect*, **8** (suppl 1): 116–117.

For book:

Kowalski, M.(1976) Transduction of effectiveness in *Rhizobium meliloti*. SYMBIOTIC NITROGEN FIXATION PLANTS (editor P.S. Nutman IBP), **7**: 63-67

ASSESSMENT OF THE PROJECT /DISSERTATION FILE

Essentially, marking will be based on the following criteria: the quality of the report, the technical merit of the project and the project execution.

Technical merit attempts to assess the quality and depth of the intellectual efforts put into the project.

Project execution is concerned with assessing how much work has been put in.

The File should fulfil the following *assessment objectives*:

Range of Research Methods used to obtain information

Execution of Research

Data Analysis

Analyse Quantitative/ Qualitative information

Control Quality

Draw Conclusions

Examination Scheme:

Attendance & Behaviour of Students:	20 marks
Field Visit:	15 marks
Project Report:	15 marks
Presentation:	25 marks
Viva Voce:	25 marks
Total:	100 marks