

II YEAR- SEM-III

Course Code	Course Title	Nature	HPW (Th+Tu)	Credits	Duration of Exam	Max Marks (CCE + ESE)
TTM301	Business Communication	Core	4	4	2½Hrs	40+60
TTM302	Tourism Research Methodology	Core	4	4	2½ Hrs	40+60
TTM303	Entrepreneurship	Core	4	4	2½ Hrs	40+60
DSC304	Finance / HR / Marketing	Elective	5	5	2½ Hrs	40+60
DSC305	TT Elective – 1 / TT Elective -2	Elective	5	5	2½ Hrs	40+60
FS306	Field Study		4	2		50
RD307	Research Design			1		25
PS308	Progress Seminar			1		25
	Total		26	26		600
	Total credits and marks at the end of III semester			76		1850

DSC304DSC 305

Finance: Investment Management
 HR: Compensation Management
 Marketing: Advertising and Retail Management

TT Elective-1: Destination Planning and Development
 TT Elective-2: Aviation Management

- HPW –HoursPerWeek
- CCE– Continuousand ComprehensiveEvaluation
- ESE– End SemesterExam
- Th-Theory
- Tu –Tutorial

Research Design and Progress Seminar should be evaluated for 25 marks each and then converted to Grade.

SEMESTER-III PAPER CODE-TTM 301

Course: BUSINESS COMMUNICATION

Course Objectives:

1. To enable students to understand various elements of communication & its importance.
2. To enhance proficiency and competencies in verbal and non- verbal communication skills with a holistic long-term perspective.
3. To guide the students to manage cross cultural communication
4. To develop technical communication skills.
5. To address contemporary skills, issues and concepts.
6. To familiarize the students with the major digital media formats available for business messages.

Course Outcomes:

1. Understand the scope of communication and learn its importance and implication strategies.
2. Recognize and learn the sub-skills of listening and speaking and be able to deliver effectively in the real time contexts.
3. Imbibe the mechanics of writing and construct effective paragraphs which befit in a longer composition.
4. Use different forms of written communication techniques to make effective internal and external business correspondence.
5. Produce different types of reports with appropriate format, organization and language.
6. Handle all sorts of organizational communications, within and beyond.

UNIT I: Overview of communication process

Nature and purpose of communication; Process and Elements – Classification of communication – interpersonal, interpersonal, written, verbal, non-verbal, visual etc; Barriers to communication; principles of effective communication; Business communication – Role, Importance, types; Deductive & inductive logic.

UNIT II: Types of communication

Written communication, Principles of effective writing; business letters – types, layout, Application letter – resume – references; Appointment order. Letter of resignation; Business enquiries – offers and quotations, Order – execution and cancellation of orders; Letters of complaint; Case Analysis.

UNIT III: Modes of communications

Persuasive communication – Circulars, Publicity material, news, letters, Notices and advertisements, Leaflets, Initiation; Internal communication – memoranda, meeting documentation, Reports, Types of reports, Writing of reports.

UNIT IV: Communication skills

Oral communication – Skills and effectiveness, principles. Planning a talk, presentations, Extempore speech, Group discussions, Interviewing skills – Appearing in interviews, conducting interviews.

Non-verbal communication, body language, kinetics, proxemics, paralanguage, NLP; Listening – principles of effective listening, Visual communication – use of AVAs, Technology and communication – Communicating digitally – Fax, Electronic mail, Teleconferencing, Video conferencing.

UNIT V: Etiquettes of communication

Chairing, attending meetings, conferences, seminars; Negotiation skills, conversation control – Etiquettes that include: etiquettes in social as well as office settings, email etiquettes, telephone etiquettes etc.

Suggested Readings:

1. Konar N, “Communication skills for Professionals”, Prentice Hall, 2011.
2. Sanjay Kumar, PushpaLata, “Communication skills”, Oxford, 2015.
3. Sen and Leena, “Communication skills”, Prentice Hall, 2007.
4. Meenakshi Raman and PrakashSingh, “Business Communication”, Oxford, 2012.
5. Krishanmohan, Laxmi, “Developing communication skills”, 2009.

Course Objectives:

1. To introduce students to the basic framework of research process.
2. To provide students with an understanding of various research designs and techniques
3. To introduce students to various sources of information for literature review and data collection.
4. To encourage students to develop an understanding of the ethical dimensions of conducting applied research.
5. To introduce students to the components of scholarly writing and evaluate its quality.
6. To encourage students to identify and apply different statistical tests

Course Outcomes:

1. Identify the nature, role and objectives of research methodology.
2. Categorize methods and techniques used in research methodology.
3. Recognize approaches and concepts used in research methodology
4. Acquire an understanding of the contribution and role of research methodology in research process
5. Assess and evaluate the methods used in research methodology.
6. Develop a critical argument to the solution of familiar and unfamiliar problems relevant to research methodology.

UNIT I: Introduction to tourism research

Approach to Research: An Introduction: Meaning-Objectives-Types and Significance of Research in Management- Criteria of Good Research-Typology and Research Design – Structure of Research Thesis

UNIT II: Research hypotheses

Research Problem and Hypothesis: Research Problem: Identifying Research Problem in Tourism- Formulating Objectives of Study, Concept of Hypothesis: Role and Formulation of Hypothesis – Testing of Hypothesis and Verification of Hypothesis

UNIT – III: Research methods

Research Methods: Historical Method – Scientific Method – Stages of Scientific Method – Limitations of Scientific Method – Logic and Scientific Method – Deductive and Inductive Method – Hypothetic Deductive Method – Case Study Method – Observation Method – Scaling Techniques

UNIT IV: Sampling Design

Survey Methods & Data Collection: Census and Sample Survey – Relative Utility – Organization and Planning of Survey, Steps in Sampling Design: Sample Size and Its Determination – Sampling Methods and Techniques, Collection of Primary Data- Use of Questionnaire and Schedule – Personal Interview Vs Mailed Collection – Sampling and Non Sampling Error – Database of UNWTO, WTTC, PATA, WEF, MoT, Economic Survey

UNIT V: Data Analysis & Report Writing

Statistical Methods – Probability Theory: Concept and Laws / Theorems of Probability Distribution – Expectation – Special Distribution Binomial, Poisson, Normal, t-test, Chi Square test, f - Distribution – Statistical Inferences: Sampling Distributions – Estimation – Properties of Estimates and Testing of Hypothesis – Analysis of Variance (ANOVA), Multivariate Analysis – Factor Analysis , Role of Concepts in Data Analysis – Interpretation and Report Writing.

Suggested Readings:

1. Durbarry, R. (2015). Research Methods for Tourism Students. New Delhi: Routledge.
2. Hillman, W., & Radel, K. (2018). Qualitative Methods in Tourism Research: Theory and Practice (Aspects of Tourism). Bristol: Channel View Publications.
3. Silverman, D. (2010). Doing Qualitative Research. London: Sage.
4. Malhotra, N., Hall, J., Shaw, M., & Peter. (2007). Market Research, Second Edition. London: Prentice Hall.
5. Dann, G., Nash, D., & Pearce, P. (1988). Methodology in Tourism Research. Annals of Tourism Research, 15(1), 1-28.
6. E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website: <http://epgp.inflibnet.ac.in/ahl.php?csrno=1827> Select- P-15.

SEMESTER-III PAPER CODE-TTM 303

Course: ENTREPRENEURSHIP

Course Objectives:

1. To enable student learn about entrepreneurship, entrepreneurial behavior, functional areas of business and their interrelationship with each other.
2. To acquaint the student with the knowledge to understand the risks and rewards of a new venture and the steps required to start a new venture.
3. To develop an entrepreneurial mind-set by learning key skills such as design, personal selling, and communication.
4. To understand the role of entrepreneurship in economic development.
5. To comprehend various methods of financing new business ventures.
6. To study the requirements of patents, trademarks and copyrights.

Course Outcome:

1. Understand the fundamentals of Entrepreneurship.
2. Apply the techniques of environmental analysis, opportunity assessment, feasibility study and generating business ideas.
3. Construct a business plan by including all the necessary elements of the business plan.
4. Analyse working of these enterprises and to measure and evaluate their performance and efficiency.
5. Build an understanding about business situations in which entrepreneurs act.
6. Analyse & plan a start up by applying the knowledge of sources of finance.

UNITI: Introduction to Entrepreneurship

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

UNIT II: Marketing Research

Feasibility Planning: Planning paradigm for new ventures – Stages of growth model – Fundamental of a good feasibility plan – Relevance of marketing concept to new ventures – Marketing research of pre-start-up planning – Sources of marketing research information – Implication of market research.

UNIT III: Financial Implications in Entrepreneurship

Financing a new venture: Financing and its effects on effective asset management – alternate methods of financing – Venture capital and new venture financing – working out working capital requirement – Government agencies assisting in financing the project.
Marketing functions that new ventures must address – Establishing marketing and sales promotion infrastructure – Concept of pricing – Growth strategies – Marketing plan

UNIT IV: Acquiring and Franchising Businesses

Acquiring an Established venture: Advantages and disadvantages of acquiring established business – considerations for evaluation business opportunities – Methods of valuing a business – Franchising and franchisee's perspective.

UNIT V: Entrepreneurship Lifecycle

Life cycle of an entrepreneurial venture – Role of entrepreneur during various transition stages – growth – Requirements for successful patent grants – steps in obtaining a patent – Registration of trademark –copy right and the concept of fair use – Protection of intellectual property.

Suggested Readings:

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

SEMESTER-III PAPER CODE-DSC 304-Finance

Course: INVESTMENT MANAGEMENT

Course Objectives:

- 1) To explain the various methods of investment analysis
- 2) To understand the features and valuation of debt and equity instruments
- 3) To explain the concept of portfolio and the various portfolio theories
- 4) To describe portfolio evaluation methods

Course Outcomes:

- 1) Differentiate various avenues of investment on the basis of risk and return
- 2) Gain basic knowledge of analyzing stocks
- 3) Make valuation of equity, debt and portfolio instruments
- 4) Gain an understanding of mutual funds, their performance evaluation and regulation.

UNIT I: Introduction to Investments Management

Concept; Real vs. Financial assets; Investment decision process; Sources of investment information; Investment vs. Speculation; Factors to be considered in investment decision- Liquidity, Return, Risk, Maturity, Safety, Tax and Inflation. The concept and measurement of return- realized and expected return. Ex-ante and ex-post returns. The concept of risk. Sources and types of risk. Measurement of risk- Range, Standard Deviation and Co-Efficient of Variation. Risk-return trade-off. Risk premium and risk aversion. Approaches to investment analysis- Fundamental Analysis; Technical Analysis; Efficient Market Hypothesis.

UNIT II: Fixed Income Securities - Analysis, Valuation and Management

Features and types of debt instruments, Bond indenture, factors affecting bond yield. Bond yield measurement- Current yield, holding period return, YTM, AYT and YTC. Bond valuation: Capitalization of income method, Bond-pricing theorems, Valuation of compulsorily / optionally convertible bonds, Valuation of deep discount bonds. Bond duration, Macaulay's duration and modified Macaulay's duration. bond convexity, Considerations in managing a bond portfolio, term structure of interest rates, risk structure of interest rates. Managing Bond Portfolio: Bond immunization, active and passive bond portfolio management strategies.

UNIT III: Common Stocks- Analysis and Valuation

Basic Features of Common Stock, Approaches to valuation–Balance sheet model, dividend capitalization models; earnings capitalization models; Price-Earnings multiplier approach and capital asset pricing model, Free Cash flow model, relative valuation using comparable-P/E, P/BV, P/S; Security Market Indexes, their uses; computational procedure of Sensex and Nifty

UNIT IV: Portfolio Theory

Concept of portfolio. Portfolio return and risk. Harry Markowitz's Portfolio theory, construction of minimum risk portfolio, the single-index model. Capital market theory: Introduction of risk-free asset, Capital Market Line, Separation theorem. Capital asset pricing model (CAPM): Security Market Line. Identifying over-priced and under-priced securities. Arbitrage pricing theory (APT): The Law of one price, two factor arbitrage pricing, equilibrium risk-return relations. A synthesis of CAPM and APT.

UNIT V: Portfolio Evaluation

Performance measures- Sharpe's reward to variability index, Treynor's reward to volatility index, Jensen's differential index, Fama's decomposition of returns. Mutual funds: genesis, features, types and schemes. NAVs, costs, loads and return of mutual funds, Problems and prospects in India, Regulation of mutual funds and investor protection in India.

Suggested Books:

1. Alexander.G.J, Sharpe.W.F and Bailey.J.V, "Fundamentals of Investments", PHI, 3rd Ed.
2. Zvi Bodie, Alex Kane, Marcus.A.J, Pitabas Mohanty, "Investments", TMH, 8th Ed.
3. Prasanna Chandra, "Investment Analysis and Portfolio Management", TMH, 3rd Ed.
4. Charles.P.Jones, "Investments: Analysis and Management", John Wiley & Sons, Inc. 9th Ed.
5. Francis.J.C. & Taylor, R.W., "Theory and Problems of Investments". Schaum's Outline Series, McGraw Hill
6. Herbert.B.Mayo, "Investments: an Introduction", Thomson –South Western. 9th Ed.
7. Peter L. Bernstein and Aswath Damodaran, "Investment Management", Wiley Frontiers

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in Finance.

8. Stephen A. Ross, Randolph Westerfield, and Jeffrey Jaffe, "Corporate Finance", TMH.
9. S. Chand "Investment Management: Security Analysis & Portfolio Management".
10. S. Kevin, "Security Analysis and Portfolio Management", PHI.
11. Punithavathy Pandian, "Security Analysis and Portfolio Management", Vikas Publishing House
12. Donald E. Fisher and Ronald J. Jordan: "Securities Analysis and Portfolio Management", Prentice Hall.
13. Peter L. Bernstein, Aswath Damodaran, "Investment Management", Wiley Publications, ISBN: 9780471191757
14. V. K. Bhalla, "Fundamentals of Investment Management", S. Chand Publications

CourseObjectives:

1. To demonstrate various perspectives of compensation management
2. To provide thorough knowledge of planning and administering compensation in different sectors.
3. To understand the nature of executive and international compensation

CourseOutcomes:

- 1 Understand the fundamental concepts and theories of compensation.
- 2 Recognize the importance of compensation strategy.
- 3 Analyse, integrate, and apply the knowledge of administering wages in different sectors according to the different wage laws.
- 4 Comprehend the employee benefits and services
- 5 Appreciate the advancements in managing compensation at global level.

UNIT I: Fundamentals of Compensation

Concept of Compensation; Different perspectives of Compensation – Stakeholders and determinants of compensation; Compensable Factors; Wage Differentials and Types of Compensation – Base pay, Variable Pay, Benefits, Incentives; The concepts of Minimum wage, Fair wage, Living wage, Money and real wages; Wage Theories – Macro and Micro.

UNIT II: Compensation Planning and Employee Contributions

Developing a total Compensation Strategy and Pay Roll Management System – Competitive Advantage – Compensation Structure – Wage and Salary surveys, the wage curve, Pay grades and Rate ranges, Preparing Salary matrix; Compensation management's association with Employee Motivation, Job design and Job evaluation; Performance-related compensation, Individual and team-based compensation.

UNIT III: Wage Administration

Wage Administration, Wage Policy and Wage Legislation in India - The Minimum Wages Act, 1948. The Payment of Wages Act, 1936. The Payment of Bonus Act,

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1965.The Equal Remuneration Act, 1976.The Payment of Gratuity Act, 1972.TheEmployees' ProvidentFund and MiscellaneousProvisions Act, 1952; Wage Structurein different Sectors – in Central Government, in State Government, in PSEs and inNationalisedBanks;WageBoards-structure,scopeandfunctions– PayCommissions–CompensationCommittees;Compensatingcontingent employees.

UNITIV:EmployeeBenefitsandServices

Legallyrequired and Discretionary employee benefits; Employee services; Designing,Planning and Administration of benefits program; Totally integrated employee benefits;FringeBenefits andVoluntaryRetirement Schemes.

UNITV:ExecutiveandInternationalCompensation

NatureandmanagementofExecutivecompensation;ExecutiveCompensationtheories– Agencytheory,tournamenttheoryandSocialcomparisontheory.InternationalCompensation -DesignandApproachestoInternationalremunerationwithspecialreferencetoexpatriatesandthe remunerationofthirdcountrynationals.Challenges ofinternational compensation

Suggested Readings:

1. JosephJ.Martocchio-StrategicCompensation-3rd Edition
2. Dr.Pradeep Kumar Das, Dr.MadanChettri and Ms.RoshniTamang., CompensationManagement,Lulu Publication, 2021, 1st Edition.
3. Tapomoy Deb, Compensation Management – Texts and Cases, Excel Books, 2009, 1stEdition.
4. S.K.Bhatia,NewCompensationManagementinChangingEnvironment– ManagerialRemunerationandWage&SalaryAdministration,AProfessionalManual, Deepand DeepPublications Pvt.Ltd., 2009, 3rdEdition.
5. R.C. Sharma and Sulabh Sharma, Compensation Management, Sage Publications,2019,
6. Milkovich,Newman&Gerhart,Compensation,TataMcGrawHill,2011,10th Edition

7. RichardI.Henderson,CompensationManagementinaKnowledge- BasedWorld,PearsonEducation, 2009,10thEdition.

- MBA (ITM) SYLLABUS 2008-25
8. BD Singh, Compensation and Reward Management, ExcelBooks.
 9. Dr. Vinay Ojha, "Compensation and Reward Management", 2019, 7th Edition.
 10. Luis R. Gomez-Mejia & Steve Werner, Global compensation - Foundations and perspectives Routledge, 2008.
 11. Mousmi S. Bhattacharya & Nilanjan Sengupta, Compensation Management, Excel Books, 2009, 1st Edition.
 12. Dipak Kumar Bhattacharya Compensation Management - Oxford University Press, 2015

PAPER CODE – DSE304-Marketing
Course: ADVERTISING AND RETAIL MANAGEMENT

Course Objectives: MBA (TTM) SYLLABUS 2024-25

1. To sensitize students on various dimensions of the promotion mix
2. To help gain an understanding of the role of advertising in marketing
3. To explore the various elements relating to an effective advertising strategy
4. To introduce the concept of organized retailing
5. To help understand the various functions & roles of retailing in India

Course Outcomes:

1. Understand the importance of advertising in the marketing mix
2. Establish the importance of creativity in an ad campaign
3. Determine the comparative importance of organized retailing sector vis-a-vis unorganized sector
4. Compare the functions and performance of organized retail sector to others
5. Determine the role of other functional areas of marketing as key drivers to the retail sector

UNIT I: Introduction to advertising

Advertising – Role in promotion mix, Objectives of advertising, Creativity in advertising, Ad-copy, Creative strategy & process – Implementation & evaluation, DAGMAR, Types of appeals, Ad budget – Establishment & allocation, Budgeting approaches

UNIT II: Ad media planning

Media planning, Deciding media objectives – Media strategy, Media mix, Ad reach Vs. Frequency, Evaluation of media, Internet and interactive media, Role of technology in media, Media planning, Role of Technology in media planning, Measuring ad effectiveness, Copy testing

UNIT III: Overview of retailing

Introduction to organized retailing, Trends in retail, Types of retail format, Behaviour of organized retail markets, Objectives and function of retailing, retailing in India

UNIT IV: Types of retailing

Retailing in rural India, Geographic spread of Indian retail sector, Organized &

unorganized, Types of MNCs, International retailing, Cultural challenges in International retail, Role of MNC's

UNIT V: Trends in retailing

CRM in retail, Retail pricing strategies – Key drivers, Merchandising management, Store management, visual merchandising – Logistics management, Developing retail CRM programmes, Legal & ethical concerns in organized retail

Suggested Readings:

1. Aaker, David A, Advertising Management 4th edition, PHI
2. Bajaj Tuli Srinivatsava, Retail Management, 3rd Edition, Oxford Publication
3. Belch, George E and Blech, Michael A, Advertising and promotion, Tata McGraw Hill,
4. Ogilvy David, Ogilvy on Advertising, Longeman, London
5. Chuna walla, S.A., Advertising, Sales and Promotion Management, Himalaya Publishing House.
6. Mohan, Mahendra, Advertising Management, Tata McGraw Hill
7. Levy & Weitz, Retailing Management, Tata McGraw Hill
8. Bary Berman & Evans, Retail Management - A Strategic Approach, Pearson Education
9. Akileshwar Pathak, Legal Aspects of Business, Tata McGraw Hill
10. Nicholas Alexander, International Retailing, Blackwell Basin Publishers Ltd
11. Dr. Harjith Singh, "Retail Management: A Global Perspective, S. Chand Publications.

SEMESTER-III PAPER CODE-DSC 305 TT Elective-1

Course: DESTINATION PLANNING AND DEVELOPMENT

Course Objectives:

1. To facilitate assessment of the tourism potentials of destinations and prepare tourism development plan as well as marketing techniques;
2. To familiarize with the destination branding practices; and
3. To introduce advanced analyses and researches in the field of destination development endeavours.
4. To acquaint with the various aspects of tour preparation & duties.
5. To study on- tour responsibilities of a tour manager.
6. To understand cross cultural differences.

Course outcomes:

1. Understand the various aspects of the tourism potentials of destinations.
2. Develop skill-sets to prepare tourism development plans as well as marketing strategies.
3. Learn destination branding
4. Understand the abilities for designing destination development projects.
5. Study policies for destination development.
6. Identify alternate tourism destinations.

UNIT-1: Introduction to tourism destinations

Destination Development: Destination: Types of Destinations- Characteristics of Destinations; Destinations and Products; Destination Management Systems; Destination Selection Process; Values of Tourism

UNIT –II: Destination planning and development

Destination Planning Process and Analysis: Destination Planning Guidelines: National and Regional Tourism Planning and Development - Assessment of Tourism Potential- Planning for Sustainable Tourism Development; Contingency Planning for Economic, Social, Cultural and Environmental considerations; Demand and Supply Match; Design and Innovations.

UNIT –III: Destination branding

Destination Image Development: Attributes of Destinations: Person's Determined Image, Destination Determined Image, Measurement of Destination Image – Destination Branding Perspectives and Challenges- Creating Unique Destination Proposition – Place Branding and Destination Image - Destination Image Formation Process; Unstructured Image - Product Development and Packaging - Destination Branding and the Web - Case Study of Hyderabad as a Brand

UNIT-IV: Framework for tourism

Destination Promotion and Publicity: Six 'A's Framework for Tourism Destinations - Dynamic Wheel of Tourism Stakeholders - Destination Marketing Mix – Destination Competitiveness – Distribution Channels- Marketing Communication and Strategies.

UNIT –V: Tourism and institutional collaborations

Institutional Support: Public Private Partnership (PPP): National Planning Policies for Destination Development- UNWTO Guidelines for Planners - Role of Urban Civic Bodies: Town Planning - Characteristics of Tourism Planning for Alternative Tourism- Rural, Eco, Farm, etc - Environmental Management Systems – Destination Vision- Focus of Tourism Policy: Competitive Sustainable Destination - Destination Mapping (Practical Assignment)

Suggested Readings:

1. Butler, R.W. (2006). The Tourism Area Life Cycle: Applications and Modifications. Bristol: Channel View Publications.
2. Claire, H.T., & Jones, E.E. (2005). Tourism SMEs, Service Quality and Destination Competitiveness. London: CABI.
3. Gunn, C. (2002). Tourism Planning: Basic, Concepts and Cases. New York: Routledge.
4. Morgan, N., Pritchard, A., & Pride, R. (2001), Destination Branding: Creating the Unique Proposition. London: Butterworth and Heinemann.
5. Ritchie, J. B., & Crouch, G. I. (2003). The Competitive Destination: A Sustainable Tourism Perspective. London: CABI.
6. Singh, S., Timothy, D.J. & Dowling, R.S. (2003). Tourism in Destination Communities. London: CABI.

SEMESTER-III PAPER CODE-DSC 305 Tech Elective-II

Course: AVIATION MANAGEMENT

Course Objectives:

1. To understand the structure and dynamics of aviation industry;
2. To gain a thorough insight into various operations and management of airlines, airports and cargo.
3. To demonstrate a broad understanding of airline business management.
4. To equip students about various aspects of air journey.
5. To provide hands on experience on latest computerized systems of air ticketing and reservation.
6. To enable the students to acquire skills in airline reservation system (Amadeus).

Course Outcomes:

1. Demonstrate strong conceptual knowledge in Aviation domain.
2. Effectively understand relevant domain areas of Aviation Business.
3. Exhibit the ability to integrate functional areas of management with domain perspective for the purpose of planning, implementation, and control of Aviation Business.
4. Develop global perspective towards business situations in the area Aviation management.
5. Evaluate alternate managerial decisions and identify optimal solutions.
6. Demonstrate effective application capabilities of their conceptual understanding to the real world business solutions.

UNIT I: Overview of aviation

Evolution and Introduction: Aviation History-Open Sky Policy- Freedoms of Air - Functions and Roles of ICAO, IATA, DGCA and Airport Authority of India - Types of Airlines - Types of Aircrafts- Manufacturing Companies : Boeing, Air Bus; International Conventions: The Chicago Convention-The Warsaw Convention-The Montreal Convention; Licensing of Air Carriers- Limitations of Weights and Capacities.

UNIT II: Air Travel

Anatomy of Air Journey: International Sale Indicators-Global Indicators-Types of Air Fares-Three Letter City and Airport Code - Airline Designated Code - Mileage Principles - MPM, TPM, EMA, EMS, HIP - Currency Regulation - Special Fares.

UNIT III: Airport Management

Airport Management: Travel Documentations–Types of Airports -Airport Facilities - Check-in Formalities - In-flight Services - Classes of Service and Comfort - Special Passengers - Baggage Handling – Procedures and Practices.

UNI IV: Ticketing systems

Computer Reservation System: Ticketing–GSAs-Online Booking System-Web-CheckingMachine Readable Travel Documents- Frequent Flyers- Miscellaneous Charges Order (MCO) - Multiple Purpose Document (MPD) - Billing and Settlement Plan- Case studies of Selected Airlines-American Airlines Group, Delta Air Lines, Lufthansa, Air France-KLM, Indio, Air India

UNIT V: Alternative travel methods

Amadeus Software – Encoding and decoding- Flight availability- Alternative Availability Entry- Selling from Availability- Selling or Waitlist by Flight Number- PNR CreationEditing and Retrieval of PNR- Fare Display - Seat assignment – Advance Seating RequestQueue Functions - Miscellaneous Entries

Suggested Readings:

1. Rodwell, J.F. (2010). Essentials of Aviation Management: A Guide for Aviation Service Businesses. United States: Kendall Hunt Publishing Company.
2. Negi, J. (2005). Air Travel Ticketing and Fare Construction. New Delhi: Kanishka.
3. Cook , G. N., &Billig, B. G. (2017). Airline Operations and Management. London: Routledge.
4. Singh, R. (2008), Handbook of Global Aviation Industry and Hospitality Services. New Delhi: Kanishka Publishers.
5. E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website:
<http://epgp.inflibnet.ac.in/ahl.php?csrno=1827> Select – P-03.
6. IATA Training Manual.

SEMESTER-III Code- FS306

FIELD STUDY

Credits:2Max Marks: 50

1. The students are to undergo a two weeks Field Study Tour to gain practical knowledge of tourist resources of India in order to analyze the existing infrastructure and amenities of tourism development, and to further examine future prospects for tourism promotion.
2. After the completion of the Field Study, the students are required to submit the Field Study Report for evaluation.
3. The viva-voce will be conducted by a panel of external and internal examiners.

SEMESTER-III Code- RD307
RESEARCHDESIGN

A Research Design seminar presentation to be made by the student on the topic chosen for Project Work. A synopsis must be submitted to the college. The Research Design Seminar will consist of

1. Title of the Project.
2. Statement of the problem
3. Introduction
4. Aims and objectives
5. Hypotheses (if any)
6. Research Methodology
 - a. Nature of the study
 - b. Scope of the study
 - c. Data Collection methods
 - d. Tools for analysis
 - e. Chapterization (Name of the chapters)

SEMESTER-III Code- PS308

PROGRESSEMINAR

Students must present their Progress of Research Seminar showing the extent of work done on the Project chosen. A writeup on the Progress Work must be submitted to the college.

II YEAR- SEM-IV

Course Code	Course Title	Nature	HPW	Credits	Duration of Exam	Max Marks (CCE+ESE)
TTM401	Tour Leadership	Core	4	4	2½ Hrs	40+60
TTM402	Logistics and Supply Chain Management	Core	4	4	2½ Hrs	40+60
TTM403	International Tourism	Core	4	4	2½ Hrs	40+60
DSC401	Finance /HR / Marketing	Elective	4	4	2½ Hrs	40+60
DSC404	Tech Elective-III / Tech Elective –IV	Elective	4	4	2½ Hrs	40+60
DS 405	Dissertation			1		25
FP406	Final Presentation			2		50
VV407	Viva Voce during Final Presentation			1		25
	Total			24		600
	Total Credits and marks at the end of IV semester			102		2650

DSC304 DSC 305

Finance: International Finance TT Elective-III: e-Tourism

HR: Performance Management

TT Elective-IV: Medical and Wellness Tourism

Marketing: Buyer Behaviour

- **HPW –HoursPerWeek**
- **CCE– Continuousand ComprehensiveEvaluation**
- **ESE– End SemesterExam**
- **Th-Theory**
- **Tu –Tutorial**
- **P–Practical**

SEMESTER-IV PAPER CODE-TTM 401

Course: TOUR LEADERSHIP

Course Objectives:

1. To gain at thorough insights into various operations of guiding a tour;
2. To enlighten the nitty-gritty's of tour leader's profession; and
3. To impart knowledge on professional tour guidance & operational skills.
4. To study tour management in India and Overseas.
5. To realise dynamics of tour guiding.
6. To understand the knowledge, skills and abilities required to be a tour manager.

Course Outcomes:

1. Develop an insight in to various operations involved in tour guiding.
2. Acquire necessary requisites for taking up the profession of a tour leader.
3. Possess skills and competencies on the functional aspects of tour management.
4. Study code of conduct for tour guides in India.
5. Design and conduct heritage walks.
6. Learn various aspects of tour guiding business.

UNIT I:Introduction to tour operations

Introduction to Tour Guiding and Tour Escorting: Differences- Characteristics-Role of a Tour Guide, Tour Guiding in India; Steps to become a Tour Guide: Presentation - Making Sense of Cultural Differences.

UNIT II: Tour guiding tools and practices

Understanding the Dynamics of Tour Guiding: Practical Tips- Mechanics of Tour GuidingTools of Trade, Guiding at a Monument- Religious Site- Museum- Archaeological Site- Nature Walk- Walking Tours- Coach Tour, Designing and Conducting Heritage Walks.

UNIT III:Tourists handling systems

Handling Difficult Tourists: Handling Questions-Handling Emergencies-Searching For Information, Responsible Guiding- Designing and Conducting Heritage Walks, How to Plan an Itinerary, Partners in Business, Setting up Tour Guiding Business, Code of Conduct for Tour Guides in India (MoT).

UNIT IV: Tour and guide management

Tour Leadership: Characteristics of Tour Escorting Profession, Differences Between Tour Escorting and Tour Guiding, Advantages and Disadvantages of Choosing Tour Escorting as a Profession. Tour Management in India and Overseas - Knowledge, Skills and Competencies to be a Tour Manager, Challenges Faced by a Tour Manager.

UNIT V: Ethics and safety guidelines in tourism

Group Control and Setting Limits: Communication Skills- Typical Day-to-Day Problem Listening Skills- Conflict Resolution- Composure, Creativity- Tips to Keep Group Happy, Ethical and Professional Considerations, Handling Emergency Situations, Other functions: Professional Daily Briefing, Dealing with FAQ's , Taking Care of Logistics: Dine Around, Shopping / Commissions / Ethics; Safety of Guests, Arrival Preparations: Briefing Instructions and Reconfirming Flights; Tour Conclusion and Feedback, Tools of Trade for Tour Manager, Understanding Cross Cultural Differences.

Suggested Readings :

1. Chowdhary, N. (2013). Handbook for Tour Guides, IITTM, India
2. E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project
Website: <http://epgp.inflibnet.ac.in/ahl.php?csrno=1827>Select-P-09>.
3. Lichty, T., & Watson, J. (1998). The Official America Online Tour Guide. USA: Coriolis.
4. Pond, K. L. (1993). The Professional Guide: Dynamics of Tour Guiding. New York: Van NostrandReinhold Company.
5. Weiler, B., & Black, R. (2014). Tour guiding research: Insights, issues and implications (Vol. 62). Bristol. Channel View Publications.

SEMESTER-IV PAPER CODE-TTM 402
Course: LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Course objectives:

1. To understand the fundamental operations of logistics and supply chain management.
2. To apply the knowledge and principles of management of cross functional areas for effective Logistics and supply chain management.
3. Understand the strategic issues and multi-level linkages in logistics management.

Course Outcomes:

1. Gain a holistic understanding of logistics and supply chain management and the role of Logistics management in SCM
2. Understand the basic drivers that lead to the performance of LSM in effective manner.
3. Gain an insight into the role of Information Technology and recent trends in making supply chains more efficient.

UNIT I: Logistics Management-Introduction

Introduction to logistics, meaning of logistics management, objectives, Evolution of logistics management, concept, functions of logistics management, Role of logistics in supply chain management, difference between logistics and supply chain management, 3PL, 4PL

UNIT II: Importance of Logistics Management

Inbound and outbound logistics, Integrated logistics management, Reverse logistics, Logistics planning and strategy, Role and importance of transportation in logistics, Transportation formats, Factors influencing their choice.

UNIT III: Supply Chain Management

Concept, Objectives and Functions of SCM, Evolution of supply chain with respect to its origin, Conceptual framework, Supply chain strategy and structure, Steps in supply chain management, Drivers enhancing effectiveness of supply chains, Value chain, Value delivery system

UNIT-IV: Managing supply chains

Bull-Whip Effect, Measures of supply chain performance, Warehousing-Types of warehousing, Warehousing operations, Warehouse Management Systems, Role of Distribution Centers, Supplier integration- Forward integration, Backward integration, Diversification, Global supply chains

UNIT-V: Recent trends in SCM

Role of IT in SCM, Lean Supply Chains, Digital supply Chains, Green Supply Chains, Circular Supply Chains, Agile Supply Chains, FMS, RFID, Bar coding, Trends in supply chain management

Suggested Readings:

1. Shah.J,"SupplyChain Management", 2009, 1st Edition, Pearson Education
2. ShridharaBhat, K "Logistics and Supply Chain Management", 2017, Himalaya Publishing House.
3. Crandall,RichardE&others,"PrinciplesoSupplyChainManagement",2010,CRC Press.
- 4.Mohanty,RPandDeshmukhS.G, "EssentialsofSupplyChain Management",2009, 1stEd Jaico,
- 5.Chandrasekaran. N, "Supply Chain Management process, system and practice",2010, Oxford,1stEd.
6. Altekar, V.Rahul,"SupplyChain Management", PHI, 2005
7. Leenders, MichielRandothers,"Purchasing and Supply Chain Management", 2010, TMH.
8. Coyle, J.J., Bardi E.J. Etc., "A Logistics Approachto Supply Chain Management", 2009 Cengage,
9. Ling Li,"SupplyChain Management:Concepts, Techniques and Practices", 2009, 1st Ed Cambridge.
10. KachruUpendra,"ExploringtheSupplyChainTheoryandPractice",2009,Excel books.

SEMESTER-IV PAPER CODE-TTM 403

Course: INTERNATIONAL TOURISM

Course Objectives:

1. To study the tourist destinations across the globe.
2. To learn the emerging tourism destinations and products.
3. To identify India's international relations and its influence.
4. To learn major tourism places of Asia & Europe
5. To learn major tourism places North & South America
6. To learn major tourism places of Australia.

Course Outcomes:

1. Identify the emerging trends in global tourism.
2. Understand the diversification of emerging tourism products.
3. Evaluate the impact of tourism on India's international relations.
4. Learn the strategies to promote global tourism .
5. Study the special interests, activities, travel formalities and Itineraries.
6. Identify the best tourism destinations across the globe.

UNIT I: Introduction to Global Tourism

Global Tourism - Past, Present and Future Trends: Global Tourism Trends, Tourist Arrivals, Receipts & GDP of First Ten Leading Country, India's Position in Global Tourism, Factors Contributing to Growth of Global Tourism, Global Tourism by 2030, Diversification of Emerging Tourism Products, New Competitive Global Emerging Tourism Destinations, India's international relations and its impact on tourism.

UNIT II: Tourism in Asia

Tourism places of Asia: Major Tourism Places of Interest in Nepal, Sri Lanka, Maldives, UAE, Singapore, Thailand, Malaysia, Hong Kong, China, Japan, Cambodia, Philippines, Indonesia and Russia, Special Interests, Activities, Travel Formalities, Itineraries

UNIT III: Tourism in Europe

Tourism places of Europe: Major Tourism Places of Interest in UK, France, Germany, Spain, Portugal, Belgium, Austria, Switzerland, Greece, and Italy, Special Interests, Activities, Travel Formalities, Itineraries

UNIT IV: Tourism in North and South Americas

Tourism places in North and South America: Major Tourism Places of Interest in USA, Canada, Mexico, Cuba, Brazil, Argentina, Peru, Chile, Jamaica and Costa Rica, Special Interests, Activities, Travel Formalities, Itineraries

UNIT V: Tourism in Africa and Australia

Tourism places of Africa and Australia: Egypt, South Africa, Zimbabwe, Kenya, Mauritius, Seychelles, Madagascar and Australia, New Zealand, Special Interests, Activities, Travel Formalities, Itineraries

Suggested Readings:

1. Bhatia A.K. (2011), International Tourism Management, Sterling Publishers, NewDelhi.
2. Boniface, B., Cooper, R. & Cooper, C. (2016). World Wide Destinations – The Geography of Travel and Tourism. New York: Routledge.
3. Reisinger Y, (2009), International Tourism – Cultures and Behaviour, Butterworth- Heinemann, Oxford, UK.
4. William F. Theobald, W.F. (2013) Global Tourism, Elsevier Science, London.
5. Cochrane, J. (2008) Asian Tourism Growth and Change, Elsevier, London.
6. UN World Tourism Organization (2002). Performance Indicators for Tourism Destinations in Asia and the Pacific Region, Business & Economics.
7. Vellas François (1995). International Tourism: An Economic Perspectives. St. Martin's Press, Paris

SEMESTER-IV PAPER CODE-DSC 404 - F

Course: INTERNATIONAL FINANCE

Course Objectives:

1. To provide an analysis of the evolution of International Financial System.
2. To learn about international banking.
3. To study about the foreign exchange markets.
4. To learn the financial management of MNCs.
5. To understand the international tax environment.

Course Outcomes:

1. Differentiate between fixed and floating rates
2. Make calculations relating to foreign exchange rates based on parity theories
3. Understand the financial instruments in international markets
4. Make decisions relating to capital budgeting techniques in an international environment

UNIT-I: International Financial System

Evolution of international financial system –gold standard, Breton woods standard, floating exchange rate, EMS, currency board, sterilized and unsterilized intervention: international financial markets.

Global financial institutions-

IMF, Bank for International Settlements: international Banking –euro bank, types of banking offices, correspondent bank, representative office, foreign branch, subsidiary bank, offshore bank. International financial instruments- Euro CP, Eurobonds, Foreign bonds, global bonds, euro equity, ADR, GDRs.

UNIT-II: Foreign Exchange Market

Distinctive Features and Types, Major participants, Participants in foreign exchange market, structure of foreign exchange market in India. Exchange Rate mechanism-quotes in spot market and forward market, triangular arbitrage: nominal effective exchange rate (NEER), Real effective exchange rate (REER), currency derivatives-forwards, Futures, Forward rate agreement, options, swaps. Foreign Exchange Management Act, BOP, BOP trends in India, current account convertibility, capital account convertibility. Tarapore Committee Report.

UNIT-III: Exchange Rate Determination & Risk Management

Theories of exchange rate behavior. Parity Conditions-Purchasing Power Parity. Interest Rate Parity. International Fisher Effect, Unbiased Forward Rate Theory. International debt crises and currency crises-Asian currency crisis, Greek debt crisis. Risk Management in Multinational Corporations-Types of risk-currency risk, transaction exposure, translation exposure, economic exposure and assessment, interest rate risk. Country risk assessment- political risk. Financial risk: risk management through hedging natural hedges, hedges with currency derivatives forward market hedging options market hedge. Money market hedge, hedging exposure through swaps, other financial and non-financial methods of hedging.

UNIT-IV: Multinational Corporate Decisions in Global Markets

Nature of International Finance Functions and the Scope of International Financial Management, TFM and Domestic FM, Foreign investment decision-Foreign direct investment (FDI)-motives, FDI theories-theory of comparative advantage, OLI paradigm of FDI in India, modes of foreign investment, evaluation of overseas investment proposal using NPV and APV, international cash management, multinational capital structure decision, cost of capital, international portfolio diversification-rationale, barriers, home country bias

UNIT-V: International Tax Environment

Types of taxation-income tax, withholding tax, value added tax, Tobin tax, tax environment- worldwide approach, territorial approach, Foreign tax Credits, tax havens, Organization Structure for reducing tax liabilities- Branch and subsidiary income, Payments to and from foreign affiliates, Controlled foreign corporation, netting, offshore financial centers, re-invoicing center, Tax Havens; Objectives of Taxation -tax neutrality tax equity, Double taxation Avoidance, Tax implications of foreign enterprises in India, Taxation of foreign source income in India, Transfer pricing (TP) and tax planning -TP methods, TP rules in India

Suggested Books:

1. Eun C.S., Resnick B.G., "International Financial Management", 2010, Tata McGraw Hill Education Pvt. Ltd., 4th Ed. Special Indian Edition.
2. Levi M., "International Finance", 2009, 5th Ed. Routledge, Taylor & Francis Group.
3. Shailaja G., "International Finance", 2011, 2nd Ed. Orient Blackswan.
4. Hendrik VandenBerg, "International Finance and Open Economy Macroeconomics" 2009, 1st Ed. Cambridge.
5. Sharan V., "International Financial Management", 2009, 6th Ed. PHI, EEE.
6. Madura J., "International Financial Management", 2010, 4th Ed, Cengage Learning.
7. Apte P.G., "International Finance", 2008, 2nd Ed. McGraw Hill.
8. "Risk Management, Indian Institute of Banking & Finance, Macmillan.
9. Madhu Vij, "International Financial Management", 2010, 3rd Ed. Excel Books,
10. Jain, Peyrard and Yadav "International Financial Management,"
Trinity Press.
11. Kevin. S., "Fundamentals of International Financial Management", Second edition, PHI

PAPER CODE - DSC 404-HR

Course: PERFORMANCE MANAGEMENT

Course Objectives:

1. The Main objective of the course is to offer an understanding of various approaches to measure performance and facilitate studying different methods of performance appraisal.
2. The course also provides knowledge of the processes performance benchmarking and framework of Competencies
3. The Course gives understanding of various performance metrics and models.

Course Outcomes:

1. To produce Competent Executives
2. To transform Performance Appraisals, Performance Management
3. To build pivotal performance
4. To establish leading Human Capital

UNIT - I: Introduction

Definition, concerns and scope of PM. Performance Appraisals, Determinants of job performance. Mapping, process, sequence and cycle of PM. Performance planning and Role clarity. KPAS- Performance Targets. Trait, Behavior and Results approaches to measuring performance. The impact of HRM practices on performance.

UNIT - II: Performance Appraisal

Assessment center-psychometric tests. Role Play-Self appraisal, 360 Degree appraisals-Rating-less appraisals for the future of PMS. Critical incidents worksheet, Combining behavior and outcomes, Attribution theory-Causal matrix, Diagnosis and Performance improvement, Performance review, Performance analysis.

UNIT - III: Performance Benchmarking

Human information processing and performance loop, performance shaping factors-Yerkes-Dodson's Law-Corporate performance management-EFQM Excellence model-Diagnostic and Process benchmarking. PM Audit, PM pathway analysis. The impact of Performance Management on Line managers and Employees.

UNIT - IV: Competency mapping and Pay Plans

Competency Mapping-Mercer's Human Capital Wheel-Human Asset worth estimator and Accession rate-CIPD Human Capital framework, Performance, Competence and Contribution related pay models. Cafeteria benefits plan, call back pay. The McBer Generic managerial competency model- Competency causal flow model-Competency gap-Competency Assessment-Balanced Score Card framework.

UNIT - V: Performance Metrics and Models

Performance measures pyramid. Steps for designing metrics, Wang Lab, Smart pyramid, Conceptual, DHL, RCN Models of PM, Gilbert's performance matrix and Behavior Engineering model. Direction of trouble shooting with Behavior model, Mager and Pipes trouble shooting model - ATI performance improvement model, Spangenberg's Integrated model of PM, Sears model for organizational performance.

Suggested Books:

1. Michael Armstrong, "Performance Management", 2010, Kogan Page.
2. Robert L Cardy, "Performance Management", 2008, PHI.
3. A.S. Kohli & T. Deb, "Performance Management", 2009, Oxford.
4. H. Aguinis, "Performance Management", 2009, Pearson.
5. T.V. Rao, "Performance Management & Appraisal System", 2008, Sage.
6. A.M. Sarma, "Performance Management systems", 2010, HPH.
7. B.D. Singh, "Performance Management systems", 2010, Excel books.
8. S. N. Bagchi, "Performance Management", 2010, Cengage.
9. M Armstrong, "Performance Management & Development", 2010, Jaico.
10. Prem Chadha, "Performance Management", 2009, Macmillan.
11. Joe Willmore, "Performance Basics", 2004, ASTD Press.

PAPER CODE - DSC 404-M
Course: BUYER BEHAVIOUR

Course Objectives:

1. The main objective of this course is an introduction to the world of buyer behaviour.
2. The discipline borrows from several social sciences including psychology, sociology, and anthropology to explain behavior in the marketplace.
3. This course will explore how perceptions, learning, memory, personality, and attitudes influence consumption behaviour.
4. It establishes the relevance of buyer behaviour theories and concepts to marketing decisions.

Course Outcomes:

1. Students can examine and identify the major influences in buyer behaviour
2. Students can develop an understanding between different consumer behaviour influences and their relationships.
3. To enable students in designing and evaluating the marketing strategies based on fundamentals of consumer buying behaviour.

UNIT - I: Understanding Buyer Behaviour

Introduction to Buyer Behaviour, Contemporary Dimensions of buyer Behaviour, Buyer behaviour research process, Concepts and theories of motivation Marketing implications, Motivation and buyer behavior, motives and motivation theories, personality and its role in buyer behavior.

UNIT - II: Components of Buyer Behaviour

Perception and Learning Theory: Introduction, meaning, nature, Importance and limitation of perception, Theories of buyer behavior, its role in Learning principles and their marketing implications. Concepts of conditioning, important aspects of information processing theory, encoding and information Retention, Retrieval of information

UNIT - III: Role of Culture and Groups

Impact of Culture on Buyer Behaviour, Social and cultural settings: Meaning of culture, Characteristics of culture, functions of culture. Types of culture, Sub-culture and Cross cultural marketing practices. Reference groups and Family Life Cycle: advantages and disadvantage of reference groups, types of reference groups. Role of Family life cycle in Buyer behavior

UNIT- IV: Attitude and Buyer Decision Process

Consumer decision making and buyer attitude: Information Search, evaluation of alternatives. Steps between evaluation of alternatives and purchase decision. Post-purchase behaviour. Attitude and consumer behaviour: -Meaning of attitude, nature and characteristics of attitude, types of attitude, learning of attitude, sources of influence on attitude formation

UNIT - V: Models of Buyer Behavior

Models of Buyer Behaviour: Modeling Behavior, Traditional Models, Contemporary Models, Generic Models of Buyer Behavior, Howard Sheth Model, Engel Blackwell model and Rao-Lilien model, Consumerism

Suggested Books:

1. Schiffman and Kanuk, "Consumer Behaviour", 2004, Pearson Education / PHI.
2. Black-well, R. Miniard PW and Engel, "Consumer Behaviour", 2005, Thomson Learning.
3. Loudon and Della Bitta, "Consumer Behaviour", 2004, TMH.
4. Dinesh Kumar Consumer Behavior, 2014, oxford University Press.
5. Gary Lilien, "Marketing Models", 2000, PHI.
6. Suja R. Nair, "Consumer Behaviour in Indian perspective", 2010, HPH.
7. Sheth and Mittal, "Consumer Behavior", 2004, Thomson Learning.
8. SatishBatra, "Consumer Behavior", 2009, Excel Books New Delhi.

SEMESTER-IV PAPER CODE-405 Tech Elective-III

Course: E-TOURISM

Course Objectives:

1. To familiarize with digital tourism business concept;
2. To learn various aspects of online consumer behaviour.
3. To give insights into E-business and its strategies.
4. To comprehend the applications of Social Media Marketing in tourism.
5. To learn opportunities and challenges of digital business.
6. To analyze the importance of digital marketing analytics.

Course Outcomes:

1. Understand digital tourism.
2. Apply digital tourism models.
3. Learn tools of digital marketing.
4. Identify use of digital marketing analytics.
5. Utilise sentiment analysis for decision making.
6. Develop social media marketing campaigns for tourism.

UNIT I:Introduction to E-Tourism

Digital Tourism Enterprise: Electronic Market - Physical Economy vs. Digital Economy - Drivers of Digital Tourism Business - Digital Tourism Business Models – Opportunities & challenges of Digital Business.

UNIT II:Scope of Digital tourism

Digital Tourist: Online Consumer Behavior: Consumer decision journey and Marketing funnel – Value of online communities, user-generated content (UGC) – Online reviews and reputation management – Unique features of online market research – Sentiment analysis for decision-making.

UNIT III:Technology and tourism

Digital Marketing: Characteristics: Process for Products & Services – Online Segmentation-Targeting-Positioning – Inbound Vs Outbound Marketing – Search engine marketing: search engine optimization and search engine advertising.

UNIT IV:Digital marketing in tourism

Social Media Marketing: Social Media Campaign Process - Social Media Marketing – Development of Social Media Content and Communities - Deliver Social Media Promotions - Measure Social Media

Performance - Manage Social Media Activities.

UNIT V: Tourism Analytics

Digital Marketing Analytics: Organizational Maturity - Maturity Model - Digital Analytics, Maturity Model - Management, Governance, and Adoption, Objective and Scope, Team and Expertise, Continuous Improvement, Process and Methodology, Tools, Technology and Data Integration.

Suggested Readings :

1. Bones, C., & Hammersley, J. (2015). Leading Digital Strategy: Driving Business Growth through Effective E-commerce. Kogan Page Limited.
2. Buhalis, D. (2003). E-tourism: Information Technology for Strategic Tourism Management. London: Pearson (Financial Times/Prentice Hall).
3. Chaffey, D. (2013). E-Business and E-Commerce Management: Strategy, Implementation and Practice. England: Prentice Hall.
4. Chaffey, D. (2014). Digital Business and E-Commerce Management. New Delhi Pearson Education Limited, New Delhi.
5. HBR. (2014). Leading Digital: Turning Technology into Business Transformation. London: Harvard Business Review Press.
6. Morabito, V. (2016). Trends and Challenges in Digital Business Innovation. London: Springer Publications.
7. Rogers, D.L. (2016). The Digital Transformation Playbook – Rethink Your Business for the Digital Age. Columbia: Columbia Business School Publishing.

SEMESTER-IV PAPER CODE-405 Tech Elective-IV

Course: MEDICAL AND WELLNESS TOURISM

Course Objectives:

1. To gain insight into medical and wellness tourism industry
2. Innovate integration of wellness sciences for an applied perspective
3. To Gain knowledge to promote and manage medical an& wellness tourism centers
4. Map the health tourism resources in India

Course Outcomes:

1. Understand the medical and wellness tourism dimensions
2. Conceive the scope of the health and wellness tourism markets trends and challenges
3. To gain knowledge to promote and manage medical and wellness tourism centers with leadership and organizational skills
4. Map the health tourism resources in India to design and to market the destination

UNIT I: Introduction to health tourism

Introduction to Health Tourism, Historical overview, Definitions- Concept of health & wellness - Determinants of health and wellness- Health,medical and wellness tourism.

UNIT II: Scope and growth of medical tourism

Medical Tourism Business: Growth of Medical Tourism - benefits of medical tourism, Factors responsible for the growth of health and medical tourism, Global medical tourism scenario-Stakeholders, Certification and Accreditation in health and medical tourism, Ethical, legal, economic and environmental issues in health and medical tourism

UNIT III: Dimensions of wellness tourism

Tourism and Wellness, Dimensions of wellness, Spa tourism experiences, types of Spas-Day Spa, Destination Spa, Medical Spa, ResortSpa- Different areas in wellness, health and wellness programs-aspects of Healing.

UNIT IV: Tourism operations

Medical and Wellness Tourism Market, Tourist profile, market analysis, designing medical tour packages, Approvals and formalities, Pre-tour, arrangements, tour operations and post-tour management, Health Insurance, Role of Government in HealthTourism

UNIT V: Global health tourism practices

Global health tourism market, Planning, safety, Quality and accreditation issues, travel and transportation related to health tourism, Legal rights affecting health tourism, Medical malpractice issues

Suggested Readings:

1. Todd. M.K., “ Medical Tourism Facilitator’s Handbook”, Productivity Press
2. Singh, M.C., “ Medical tourism”, Centrum Press
3. Hamrick, M., &Rosato, F., “Wellness: Concepts and Applications”, McGraw Hill
4. Girija Prasad, P.N. “ Medical Tourism”, Adhyayan Publishers
5. Mantosh Sadhu, TusharPany, “ Medical Tourism in India” Kunal Books
6. Raj Pruthi, “ Medical Tourism in India”, Arise Publications
7. Janet Bristeir, “ Medical Tourism”, Audio Book
8. Kumaran. S., Manjeet Singh, “ Medical Tourism: Indian and Global Perspective”, BFC Publication

SEMESTER-IV PAPER CODE-DS 405

DISSERTATION

PROJECT REPORTWORK: Students are required to undertake a major individual piece of research work - the Project Report or Dissertation in the Fourth Semester. In contrast to the other elements of the programme, where students are guided fairly & closely, the aim of the final Project is to provide them the opportunities to learn independently and develop confidence in identifying, defining, reflecting, and analyzing problems and issues pertaining to tourism destinations, products, and activities and integrate knowledge in the business context. It is an important part of the programme that tests students' abilities to understand and apply the theory, concepts and tools of analysis to a specific gap/problem/situation in tourism management. Students would present the intricacies and implications of the research during the viva-voce conducted at the end of the semester. The project is ideally intended to be a critical exposition, which affords the use of reasoning power and knowledge of the relevant literature in the fields of tourism and allied areas. The emphasis is on applied research and the investigation of some practical problem or issue related to the situation in which an organization destination, site or system operates.

The Project provides the opportunity to judge the student's time and self-management skills and his/her ability to successfully undertake a long, comprehensive, and in-depth study. Thus, the entire research process itself is of utmost significance. Students maintain regular contact with their supervisors and also provide drafts of their work for continuous verification and guidance. Immediately after the completion of the third semester, students shall commence the study and are required to define area of investigation, carve out research design, assemble relevant data, analyze the data, draw conclusions and make recommendations. They are expected to demonstrate organizational, analytical and evaluative skills, and, where appropriate, an ability to design a suitable implementation and review procedure.

SEMESTER-IV PAPER CODE FP 406
FINAL PRESENTATION

The Project Report and Viva-Voce Examination will be evaluated by external examiner and internal examiner (respective faculty guide).

SEMESTER-IV PAPER CODE VV 407

VIVA VOCE DURING FINAL PRESENTATION

The viva voce during final presentation will carry one credit and cover various aspects of the research project and also topics covered in the program curriculum. It will be a comprehensive viva voce