COURSE STRUCTURE AND SYLLABUS

OF

MBA (TTM)
MBA (TOURISM AND TRAVEL MANAGEMENT)
2016-2017
RULES AND REGULATIONS OF M.B.A. (TTM) PROGRAMME

The Master of Business Administration in Tourism and Travel Management M.B.A. (TTM) is a post-graduate course offered as: two-year, i.e., four semester full time programme.

ELIGIBILITY CONDITIONS M.B.A (TTM)
Candidate seeking admission into M.B.A. (TTM) programme must be:

1. Bachelor degree recognized by the university as equivalent there to with an aggregate of not less than 45% marks in Part-I and Part-II put together (non-credit courses not included). In case of SC and ST candidates a pass in the qualifying examination is sufficient.

2. The candidate seeking admission must qualify in the ICET examination, conducted by the appropriate authority in the year of admission as per the norms prescribed by the University.
   1. The admission of Non-resident Indians and candidates admitted in lieu of them will be as per the University rules in force on the date of the admission.
   2. Foreign students’ admission is based on the Screening Process of the University.

INSTRUCTION SCHEDULE:
Instruction will be provided as per the workload indicated in the structure, rules and regulations of M.B.A. (TTM) Program for all Theory, Practical and Project Work course requirements. The almanac will be as follows for all semesters.

Duration of instruction: 14 – 16 Weeks
Preparation Holidays: 7-10 Days
Field Work: 1 week

RULES OF ATTENDANCE:
Students must attend 75% of the total classes conducted for all the courses put together in a semester. Exemption of 10% of attendance might be given to a student on medical grounds on the basis of a valid medical certificate and payment of exemption fee prescribed by the university.

PROMOTION RULES
A student will be promoted subject to the following rules:

I Semester to II Semester:
A student should put in a minimum of 75% of aggregate attendance in all the courses put together of the term (65% in the case of medical exemption) and should be registered for the University exam for the I semester.

II Semester to III Semester
A student should put in a minimum of 75% of aggregate attendance in all the courses put together of the term (65% in the case of medical exemption) and should have passed at least 75% of Theory courses of I & II Semesters put together. (Viva Voce and Lab courses not considered for this purpose)

III Semester to IV Semester:
A student should put in a minimum of 75% of aggregate attendance in all the courses put together of the term (65% in the case of medical exemption).

CANCELLATION OF ADMISSION
The admission of a candidate admitted to the MBA (TTM) Course stands cancelled if:
He / she does not put in at least 40% of attendance in Semester-I.
Or
He / she fails to fulfill all the requirements for the award of the degree as specified, within 4 academic years from the time of admission in case of 2 year MBA (TTM) program.

PROJECT WORK:
The students should undertake the Project internship during the summer vacation intervening between II & III Semesters of MBA (TTM) Programme. Project Report Work should be carried out in the Final Year of MBA (TTM) Programme i.e., III & IV Semesters. The students are required to do project work in any area of Tourism and Travel Management under the active guidance of Internal Faculty Member assigned to the student.
The Project work usually consist of selecting a topic / problem / theme in any area of Tourism and travel Management, gather relevant data, analyze and interpret the same in a systematic and scientific manner. The Project Work should be undertaken under the supervision of the Faculty Member assigned for the purpose. The Project Report should be submitted to the University 15 days before commencement of Final Semester Examinations.

AWARD OF GRADES FOR PROJECT REPORT AND VIVA VOCE:
Project Report and Viva Voce will be evaluated and awarded grades as per the following percentages of Marks obtained:
Grade A - 70% and above Marks
Grade B - 60% and above but below 70% Marks.
Grade C - 50% and above but below 60% Marks.
Grade D - 40% and above but below 50% Marks.
Grade E (Fail) - Below 40% Marks (Fail)

INSTRUCTIONAL WORK LOAD FOR THEORY, PRACTICAL COURSES AND PROJECT WORK:
Each of the Theory Courses of the MBA (TTM) Programme shall have instructional Work load of 5 periods of 60 Minutes duration per week. The Instructional workload for each of the Practical and Lab Courses shall be 2 Periods of 60 Minutes duration per week.

EVALUATION SYSTEM:
1. All courses of MBA (TTM) Program will carry a Maximum of 100 Marks each.
2. Duration of the university examination for all the courses is three hours each.
3. All the courses will have 80% marks for university examination and 20% marks for internal examination.
4. In case of courses where practical/lab component is involved, of the total 100 marks, 60% marks are for university examination, 20% marks are for internal
evaluation and 20% marks are for practical/lab examination.

5. The Guidelines, Rules and Regulations framed by the University in this regard will be applicable to the MBA (TTM) Programme.

CONDUCT OF EXAMINATIONS:
At the end of Odd numbered semester’s viz., I, and III terms, examinations for these Semesters and IV Semester will be conducted. The students appearing for regular, backlog and improvement can get registered for the above examinations as per the norms of the University.

At the end of even numbered semesters viz., II and IV terms, examinations will be conducted for all Semesters i.e., (I to VI Semesters). The students appearing for regular, backlog and improvement can get registered for the above examinations as per the norms of the University.

RULE FOR OFFERING ELECTIVES:
The Minimum number of Students required for offering an Elective shall be 20% of students on rolls of the college for Final Year subject to a Minimum of 10 students.

AWARD OF DEGREE AND DIVISION:
Candidates will be awarded MBA Degree on successful completion of all Theory Courses, Practical Courses, Field work, Viva Voce and Project Report. The Division / Class will be awarded based on the following percentage of marks obtained by the candidate.

1st Division with Distinction - 70% and above of aggregate marks.
1st Division - 60% and above but below 70% of aggregate marks.
2nd Division - 50% and above but below 60% of aggregate marks.
Pass Division - 40% and above but below 50% of aggregate marks.

Candidates who have passed all the examinations in the first attempt along with the batch in which they were admitted are eligible for getting Rank Certificates / Gold Medals / Prizes.

TRANSITORY REGULATIONS
Whenever a course of scheme of instruction is changed in a particular year, two more Examinations immediately following thereafter shall be conducted according to the old syllabus/regulations. Candidates not appearing at the examinations or failing in them shall take the examination subsequently according to the changed syllabus/Regulations.

** Grades   Excellent, Good, Satisfactory and Unsatisfactory

*** Choice of Electives
Students have to opt for two electives in the third semester – one major and the other minor. There are four papers in each major area, two in third semester and two in fourth semester. Two papers are in each minor area, one in third semester and the other in the fourth semester.
Elective one offered cannot be changed for any reason. There are no separate papers offered as minor electives. Two papers in each major area have been identified as minor area papers and they are common for both major elective and minor elective students. An elective can be offered by a college when it is opted for by at least 1/6th of the students on the role in that semester. If total students opted for are less than 1/6th of the strength and the college offers an elective, it has to make it clear to the Coordinator, Department of Management Studies of the University as to the arrangements made for teaching that elective.

READMISSION FOR PURSUING ADDITIONAL ELECTIVE COURSES:
A student can be given readmission for pursuing additional electives after completion of MBA(TTM) programme subject to payment of requisite fee prescribed by the college / Department. Such candidates have to satisfy all the rules including attendance rule in vogue on par with regular students.

a. The additional elective must be pursued in the same college in which the student studied and completed the MBA(TTM) Programme.
b. The admission must be done within four weeks of the commencement of the III Semester.

GENERAL CLAUSE:
It may be noted that besides the above specified rules and regulations all the other rules and regulations in force and applicable to semester system in Post-Graduate courses in Mahatma Gandhi University will be applicable as amended from time to time by the University. The students shall abide by all such rules and regulations.
### MBA (TTM) Syllabus Structure As Per CBCS Guidelines Effective From 2016-2017

#### Year-I  Semester –I

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Nature</th>
<th>Credits</th>
<th>HPW</th>
<th>Max Marks (IA+UE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1</td>
<td>Management &amp; Organizational Behaviour</td>
<td>Core</td>
<td>5</td>
<td>5</td>
<td>20+80</td>
</tr>
<tr>
<td>1.2</td>
<td>Principles &amp; Practices of Tourism</td>
<td>Core</td>
<td>5</td>
<td>5</td>
<td>20+80</td>
</tr>
<tr>
<td>1.3</td>
<td>Marketing of Tourism</td>
<td>Core</td>
<td>5</td>
<td>5</td>
<td>20+80</td>
</tr>
<tr>
<td>1.4</td>
<td>Elective-I</td>
<td>GE/ID</td>
<td>5</td>
<td>5</td>
<td>20+80</td>
</tr>
<tr>
<td></td>
<td>1. Geography of Tourism</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. Economics for Tourism</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.5</td>
<td>Elective-II</td>
<td>GE/ID</td>
<td>5</td>
<td>5</td>
<td>20+80</td>
</tr>
<tr>
<td></td>
<td>1. Quantitative Methods</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. Information Technology for Tourism</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.6</td>
<td>Computer Lab Practicals (MS-Excel Lab)</td>
<td>Practical</td>
<td>1</td>
<td>2</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td>*Field Work</td>
<td></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
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<td>28</td>
<td>27</td>
<td>600</td>
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</table>

#### Year-I  Semester –II

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Nature</th>
<th>Credits</th>
<th>HPW</th>
<th>Max Marks (IA+UE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1</td>
<td>HRM in Tourism Organizations</td>
<td>Core</td>
<td>5</td>
<td>5</td>
<td>20+80</td>
</tr>
<tr>
<td>2.2</td>
<td>Accounting &amp; Finance for Tourism</td>
<td>Core</td>
<td>5</td>
<td>5</td>
<td>20+80</td>
</tr>
<tr>
<td>2.3</td>
<td>Event Management</td>
<td>Core</td>
<td>5</td>
<td>5</td>
<td>20+80</td>
</tr>
<tr>
<td>2.4</td>
<td>Elective-I</td>
<td>GE/ID</td>
<td>5</td>
<td>5</td>
<td>20+80</td>
</tr>
<tr>
<td></td>
<td>1. Itinerary Planning and Costing</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. Rural Heritage &amp; Tourism Development</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.5</td>
<td>Elective-II</td>
<td>GE/ID</td>
<td>5</td>
<td>5</td>
<td>20+80</td>
</tr>
<tr>
<td></td>
<td>1. Business Research Methods</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. Principles and Practices of Hospitality</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Management</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.6</td>
<td>Statistical tools using Excel- Lab</td>
<td>Practical</td>
<td>1</td>
<td>2</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td>*Field Work</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
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<td></td>
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<tr>
<td></td>
<td><strong>Total</strong></td>
<td></td>
<td>28</td>
<td>25</td>
<td>600</td>
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</table>
# MBA Syllabus Structure As Per CBCS Guidelines
## Year-II –Semester-III

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Nature</th>
<th>Credits</th>
<th>HPW</th>
<th>Max Marks (IA+UE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1</td>
<td>Entrepreneurship Development in Tourism</td>
<td>Core</td>
<td>5</td>
<td>5</td>
<td>20+80</td>
</tr>
<tr>
<td>3.2</td>
<td>Tourism Laws &amp; Conventions</td>
<td>Core</td>
<td>5</td>
<td>5</td>
<td>20+80</td>
</tr>
<tr>
<td>3.3</td>
<td>Personality Development &amp; Cross Cultural Skills</td>
<td>Core</td>
<td>5</td>
<td>5</td>
<td>20+80</td>
</tr>
</tbody>
</table>
| 3.4         | **DSElective – I**  
  a) Travel Management  
  b) Tour Guiding and Interpretation  
  c) Tourism Services Management | DSE   | 5       | 5   | 20+80             |
| 3.5         | **DSElective - II**  
  a) Housekeeping Management  
  b) Basics of Air Travel Ticketing & Fare Construction  
  c) Business Tourism in India | DSE   | 5       | 5   | 20+80             |
|             | **Field Work** |       | 2       |     | 50                |
|             | Total         |       | 27      | 25  | 550               |

*50 Marks for field work

## Year-II –Semester IV

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Nature</th>
<th>Credits</th>
<th>HPW</th>
<th>Max Marks (IA+UE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.1</td>
<td>Strategic Management</td>
<td>Core</td>
<td>5</td>
<td>5</td>
<td>20+80</td>
</tr>
<tr>
<td>4.2</td>
<td>International Tourism</td>
<td>Core</td>
<td>5</td>
<td>5</td>
<td>20+80</td>
</tr>
<tr>
<td>4.3</td>
<td>Tourism Products of India</td>
<td>Core</td>
<td>5</td>
<td>5</td>
<td>20+80</td>
</tr>
</tbody>
</table>
| 4.4         | **DSElective - III**  
  a) Adventure Tourism  
  b) Managing Sales & Promotion in Tourism  
  c) Travel Agency Management | DSE   | 5       | 5   | 20+80             |
| 4.5         | **DSElective – IV**  
  a) Front Office Management  
  b) Air Travel Ticketing & Fare Construction  
  c) Recreation & Wellness Tourism | DSE   | 5       | 5   | 20+80             |
|             | Project Work  
  Viva - Voice |       |         |     | Grade Grade       |
|             | Total         |       | 25      | 25  | 500               |

GE/ID- Generic Elective ID- Interdisciplinary  
DSE- Discipline Specific Elective
SEMESTER-1

MBA(TTM)1.1: MANAGEMENT AND ORGANIZATIONAL BEHAVIOR

Subject Code 1.1
No of Credits: 5

Objective: The objective of the course is to impart the fundamental concepts of Management theories and practice. This course will form a foundation to study other functional areas of Management; also provides an insight into behavioral issues pertaining to Organizations.


Suggested Books:
8. Jennifer George and Gareth Jones “Understanding and Managing Organizational Behavior”, Published by Pearson Education Inc.
9. Certo and Certo: Modern Management,10/e.PHI,2009
MBA (TTM) 1.2 PRINCIPLES AND PRACTICES OF TOURISM

Subject Code 1.2  No of Credits: 5

UNIT I:
Meaning, nature characteristics and Components of Tourism Industry: Types of Tourists- infrastructure and superstructure - Tourism system – types and forms of tourism, tourist typology- tourism as an industry. Travel through the ages – Development of –tourism in the world and India. Inter disciplinary approaches to tourism.

UNIT II:
Impacts of tourism - socio, economic, environmental and technological impacts on tourism- Impact analysis -Travel motivations- Motivation Theories (Plog and Maslow) – Tourism imperatives – Emerging areas in Tourism

UNIT III:

UNIT IV:
Tourism policy – formulation strategy – planning for tourism - Tourism Planning and policies in India: National & AP State Tourism Policies

UNIT V:
Tourism organizations – International: World Tourism Organization (WTO), Pacific Asia Travel Association (PATA), World Tourism & Travel Council (WTTC)etc., National and Regional Organizations - Role of Ministry of Tourism Govt of India & Tourism & Culture Dept., Govt of AP in Tourism Development at National/State level

REFERENCE BOOKS:
5. David Weaver, Laura Lauton : Tourism Management (3rd Edn), Jhon Weily & Sons, Singapore, 2006
7. Mill & Morission, „Tourism Systems
8. J.K. Sharma „Tourism Planning Development
9. P N Seth, Successful Tourism Management
10. Burkart & Medlik : Tourism Past, Present and Future
11. McIntosh RW: Tourism Principles and Practices
12. R.Gartner : Tourism Development

Mahatma Gandhi University., Nalgonda
UNIT-I

UNIT-II

UNIT-III
Target market Selection, Positioning, the 8th P of Marketing. Managing the Marketing Mix in Tourism: Product/Service Issues e.g. Life Cycles, Concept Development and Testing and Product Development.

UNIT-IV
Managing the Marketing Mix in Tourism: Location, Pricing and the Role and Use of specific Intermediaries and External Bodies in selling Tourism Product. Managing the Marketing Mix in Tourism: Distribution Decisions

UNIT-V
Managing the Marketing Mix in Tourism: Introduction to Tourism Promotion, Methods and their respective Roles: Advertising, Travel Brochure, Film, Presentations, Sales Promotion, Sales Calls, Familiarization Tours of areas representative and Travel Agents, Fairs, Exhibitions and Indian Festivals. Specific problems of Advertising Tourism Products, Issues in the Development of Tourism Advertising Campaigns Media and Message Decisions. Suitability of Sales Promotion to Tourism. Allocation of Budgets for Promotion. Managing Publicity Importance of Information in Tourism Promotion.

REFERENCE BOOKS:
4. Marketing for Hospitality and Tourism, Philip Kotler, Pearson Education.
UNIT-I: Importance of Geography for Tourism. India, the sub-Continent, the Rivers of India-Major Physical Divisions-Mountains hills and Valleys, Deserts, beaches.

UNIT-II: Latitude, longitude, international date line time difference-GMT variations, Concepts of elapsed time, flying time, ground time-standard time & summer time (Day light & saving time)

UNIT-III: Indian climate, rain and the monsoons-the seasonal incidents, floods, draught, Famines, causes &effects. Seasons for travel of different centers.


UNIT-V: Recent trends in International Tourist Movements.

REFERENCE BOOKS:

MBA(TTM) Elective I- 1.4: ECONOMICS FOR TOURISM

Subject Code 1.4.2 No of Credits: 5

UNIT I: Macroeconomic environment in India – Economic liberalization in India Privatization & globalization – Significance of tourism in National economy Economic and business of tourism – Tourism markets & policies.

UNIT II: Introduction to tourism demand – Types/indicators/determinants of tourism demand Analysis of demand and supply in tourism - Life cycle factors measurement of tourism demand – National & International tourism demand

UNIT III: Forecasting tourism demand – Methods measurement – Public/private sector players in tourism sector – Role of National/State governments in tourism promotion – Need for Public Private Sector Participation in tourism development

UNIT IV: Tourism industry – Production and costs of tourism goods & services – Competition and market structure pricing of tourism products – Determinants of price – Approaches to pricing for different tourism products – Consumer behaviour and tourism demand elasticity

UNIT V:

Economic impacts of tourism – Multiplies & displacement effects – Tourism costs & benefits to society – Environmental aspects

REFERENCE BOOKS:
2. Economics of Tourism Development – Ronile Chawla, Sonali Pub., New Delhi, 2004
8. Journal of Travel Research
MBA (TTM) Elective II- 1.5: QUANTITATIVE METHODS
Subject Code 1.5.1 No of Credits: 5

Unit – I:

Unit – II:

Unit – III:
Sampling Methods, Sampling Distribution, Testing of Hypotheses, Chi-square Tests, ANOVA

Unit – IV:
Forecasting methods: Business Forecasting, Correlation Analysis-Scatter diagram, Positive and Negative correlation, limits for coefficient of correlation, Karl Pearson’s coefficient of correlation, Spearman’s Rank correlation, concept of multiple and partial Correlation. Regression Analysis-Concept, least square fit of a linear regression, two lines of regression, properties of regression coefficients.

Unit – V:
Transportation Problem (TP): Mathematical model, IBFS using northwest corner rule, Row and Column Minimum methods, Matrix minimum method(LCM) and Vogel’s approximation method. Unbalanced TP, Degeneracy, Optimality Test and Assignment Problem (AP): Mathematical model, Unbalanced AP, Restricted AP and Managerial applications.

Suggested Books:
MBA (TTM) Elective II- 1.5: INFORMATION TECHNOLOGY FOR TOURISM
Subject Code 1.5.2 No of Credits: 5

UNIT - I
An Overview of Business and Information Technology & Systems: Business in the information age, information systems, and computer based information systems, trends in IT evolution, types of information systems- Impact of IT on organizations and jobs.

UNIT – II
Information Technology Infrastructure: Computer Hardware, Software, Managing and Organization of data & information, Telecommunications and networks. The Internet and Intranet.

UNIT – III
Information Systems Planning and Development: Information Systems Planning and Development – Systems Planning, Traditional system development lifecycle (SDLC), alternate methods for system development, dataflow analysis, system development outside the system.

UNIT – IV

UNIT – V
Intelligent Systems in Business: Artificial Intelligence and Intelligent Systems- Expert systems, other intelligent systems, Intelligent Agents, Virtual Reality, Ethical and Global issues of Intelligent Systems.

Suggested Books:
1. Turban Rainer and Potter – Introduction to Information Technology - John Wiley & Sons, INC.
4. ITL Education Solutions Ltd (R & D Wing), Introduction To Information Technology, Pearson Education.
6. Vikas Gupta, Information Technology Course Kit, Comdex.
Subject code: 1.6  Computer Lab Practicals  No. of Credits: 2

Objective: The objective of this course is to provide basics of I.T and its applications through MS Word, MS PowerPoint and MS Excel.

Unit I: Working with MS Word:
- Getting started with Word, Opening & Saving documents
- Working with Texts, Paragraphs and Tables, Lists, Page numbers
- Inserting Graphs, Pictures, Watermarks, Endnotes, Footnotes, Citations, Table of Contents Protecting Documents
- Creating Mailing List and Mail Merge.

Unit II: Working with MS Power Point:
- Getting Started with Power Point, Opening & Saving Power Point,
- Terminology and elements of Presentations,
- Using themes, styles and backgrounds,
- Creating, formatting and making use of charts, graphs and tables
- Inserting, formatting and editing Smart Art, pictures and clipart
- Incorporating sound, video and animation into a presentation
- Creating macro enabled presentations

Unit III: Getting started with MS Excel - I
- Opening a blank or new workbook, general organization.
- Highlights and main functions: Home, Insert, page layout, formulas.
- Highlights and main functions: Data, review, view, add-ins.
- Using the Excel help function.

Unit IV: Getting started with MS Excel - II
- Entering, Editing, Copy, Cut, Paste, Paste Special.
- Formatting Data and Using the Right Mouse Click.
- Saving, Page Setup, and Printing.
- Using Headers and Footers.

Unit V: Working with Data in MS EXCEL
- Manipulating Data, using Data Names and Ranges, Filters and Sort and Validation Lists.
- Data from External Sources.
- Using and Formatting Tables.
- Basic Formulas and Use of Functions.
- Data Analysis Using Charts and Graphs.
- Managing, Inserting, and Copying Worksheets.
- Securing the Excel Document
- Simple Formulas and Functions.

Suggested Books:
2. Paul Cornell, “Accessing & Analyzing DATA with MS-EXCEL”.
UNIT – I

UNIT – II

UNIT – III

UNIT – IV

UNIT – V

References
UNIT – I : Understanding Accounting Cycle :

UNIT – II: Accounting Statements :

UNIT – III : Finance function in Tourism :
Financial Implications of the Structure and Characteristics of Service Facilities i.e. Conference Centers, Retail outlets, Museums, Theme Parks, Transport, Accommodation and Catering facilities, Revenue and Expenses Tracking.

UNIT – IV: CVP Analysis and Budgetary Control:
Cost Behaviour; Contribution Concept; Break-Even Analysis, Profit Concept, Application of CVP Analysis in Service Organisation e.g. Transport, Holiday Resorts, Hotels, Package Tours etc. Budget Concept & Process. Preparation of Cash Budget, Sales Budget, Production Budget, Flexible Budget, Master Budget, Responsibility Accounting and Management Reports.

UNIT – V : Capital Budgeting and Working Capital Management:

Suggested Books:
MBA(TTM) 2.3 EVENT MANAGEMENT

Unit: I
Events: Types (Events- Conventions- Tours, Exhibitions, Meetings etc) – Characteristics of conferences and conventions – Nature of market and demand – Growth and development of the industry – Impact on local and national communities- Laws & Statutory requirements. Role of Event Management firms

UNIT: II

UNIT: III
Budgeting an event – Preparation – Estimating fixed and variable costs – Cashflow – Sponsorships & Subsidies – Contract negotiations

UNIT: IV
Event Management: Planning - Scheduling - Venue – Logistics – Customer care management – Celebrity endorsements - Coordination - Risk and Crises Management – Visit to State/National level events

UNIT: V

REFERENCES:
1. Wagen & Carlos: Event Management (Pearson)
3. Sharma: Event Planning & Management (Deep & Deep)
4. Leonard H Hoyle Jr.: Event Marketing (Wiley)
5. Gaur & Saggere: Event Marketing & Management (Vikas), 2003
6. O”Toole& Mikolaitis: Corporate Event Project Management (Wiley)
8. Dr. Joe Gold Blatt – Special Events
10. Avrich Barry – Event and Entertainment Marketing
Elective – I 2.4.1 ITINERARY PLANNING AND COSTING

Subject code: 2.4                                                                   No.of Credits: 5

Unit-I
Itinerary Preparation: Concept, Typology, Duration, GIT, FIT, Do’s and don’ts of itinerary preparation-Limitations and Constraints

Unit-II
Custom made itinerary and Ready made itinerary, Factors to be considered while preparing an itinerary - Seasonal itinerary-Product based itinerary-All inclusive itinerary.

Unit-III
Tour Packaging-Definition-Types-Forms and Components of Package Tour. Advantages and Disadvantages of Package Tour. Laisonig and Negotiation of Package Tour. Promotion of Tour Operation: Mix and Media, Types of media, Selection criteria.

Unit-IV
Product Oriented Package tour: Health tourism, Yoga, Meditation and Nature Cure – Beach holidays-Rail journey (Tourist Trains) in India-Pilgrim Tours.
Special Interest Tours: MICE Tours- Eco and Wildlife tours- Ethnic tours and Architectural tours - Farm tours-Fairs and Festivals- Rural/Village tour.

Unit-V

Reference Texts:
1. Foster D – Travel Agency & Tour Operations
2. Dellers – Conducting Tours
3. J M Negi, Travel Agency and Tour Operation
4. J. Christopheo Holloway & Chris Robinson, Marketing for Tourism
Unit I: Introduction: Concept of Rural Tourism – Definition – Counter Urbanization Syndrome – Shifting trend – Growing Interest in Heritage & Culture

Unit II: Dimensions of Rural Tourism: Rural/Village tourism as the primary tourism product – showcasing rural life, art, craft, culture and heritage at rural locations and in villages – Core competencies & natural environs as tourism USPs.


Unit IV: Tourism as a strategy for Rural Development – Learning’s & best practices: A case study of Pochampalli Rural Tourism Project – Other Rural Tourism Destinations in Telangana – Challenges.

Unit V: Different Segments for Rural Tourism: Foreigners – Students – Married Couple – Retired Person/Senior Citizen – Patients – Artists – Adventurous Person – Corporate.

Benefits of Rural Tourism, Essential Services required for rural tourism

References
1 Redefining Tourism – Experiences and Insights from Rural Tourism Projects in India: A Dossier – UNDP India 2008
2 http://www.academia.edu/402732/ The Role of Tourism in Rural Development
3 Rural Tourism Assessment Handbook Published by Western Rural Development Center http://www.ext.usu.edu/wrdc/
4 http://itrhd.com/"magazine.asp
5 Conclusions of WTO SEMINAR on „RURAL TOURISM IN EUROPE: EXPERIENCES AND PERSPECTIVES” Belgrade, Yugoslavia, 24 and 25 June 2002.
**Elective II- 2.5.1 BUSINESS RESEARCH METHODS**

**Subject code: 2.5**  
**No. of Credits: 5**

Objective: The objective of this course is to give students a complete exposure to all aspects of conducting research, analysing and interpreting the data with tools.

Unit – I: Meaning and importance of marketing research:  
Marketing Research, marketing information system -Marketing decision support system. Research design Introduction to design of experiments -Exploratory, causative, conclusive and experimental designs.

Unit – II: Marketing research process:  
Sources and methods of gathering marketing information - Respondents, Experiments, Simulation (as a source of Data Generations) and Panels. Sampling design and Sample size determination. Measurement and scaling - Concept of measurement and scaling – Types of Scales – Nominal ,Ordinal, Interval and Ratio Scales - Attitude scales Thurstone’s, Likert’s, Guttman’s. Semantic differential, Reliability and validity of a scales. Design of questionnaire.

Unit – III: Decision Making Tools:  
Decision Theory-Decision making under certainty, Risk, uncertainty, Criteria of Decision making-Pessimism, Realism, Optimism, Regret, Equiprobable, EMV, EOL, Cost and value of information. Determination of EVPI utility as a concept of decision making. Decision tree analysis – Decision Tree- Sequential decision making.


Unit –V: Structural and Functional methods-Factor analysis, Cluster analysis, Discriminate analysis, Conjoint analysis, Multi Dimensional Scaling. Multiple Regression (Numerical with two independent variables).  

Suggested Books:
Unit I:

Unit II:
Classification of Hotels: Classification, categorization and registration & approval process – staffing pattern – Relevant laws etc.

Unit III:
Types of Accommodation: Activities in Accommodation Management: Front office and / Housekeeping – Bar and Restaurant Management and supporting services – Service equipment.

Unit IV:

UNIT: V

REFERENCE BOOKS:

4. Jagmohan Negi: Professional Hotel Management (S.Chand, New Delhi)
5. Kye-Sung Chon & Raymond T Sparrowe: Welcome to Hospitality. An Introduction (Delmar)
7. John R Walker: Introduction to Hospitality Management (Pearson )
10. 2 Kye-Sung Chon & Raymond T Sparrowe: Welcome Hospitality. An Introduction(Delmar)
11. 3 Andrews Sudhir: Front Office Training Manual (Tata McGraw Hill)
12. 4 Jagmohan Negi: Hotel Management (S. Chand)
13. 5 Chuck Y Gee: International Hotel Management – (AHLS – EI)
Unit I: Using Excel for Data Analysis Getting started with Primary Data – Entering Data into Excel.

Unit II: Working with Charts & Graphs Data Analysis Using Charts and Graphs. Bar diagram, Multiple Bar diagram, Pie diagram

Unit III: Descriptive Statistics- Measure of central tendency: mean, median, mode, Measure of dispersion: variance, standard deviation, Coefficient of variation. Correlation, regression lines.

Unit IV: Inferential Statistics 1

t-Test, F -test, ANOVA one way classification, chi square test, Independence of attributes.

Unit V: Inferential Statistics 2

Time series: forecasting Method of least squares, moving average method. Inference and discussion of results.

REFERENCES

MBA (TTM) 3.1: ENTREPRENEURSHIP DEVELOPMENT IN TOURISM

Subject Code 3.1                                                                              No of Credits: 5

UNIT T – I:

UNIT – II:
Factors Affecting Entrepreneurial Growth: Economic and Non-Economic Factors – Government Actions; Entrepreneurial motivation; Entrepreneurial competencies; Entrepreneurial mobility; and Entrepreneurship Development Programmes (EDPs) – Need for, objectives, course contents and curriculum, phases, evaluation of EDPs.

UNIT – III:

UNIT – IV:
Institutional Finance to Entrepreneurs: Commercial Banks – Other Financial Institutions such as IDBI, IFCI, ICICI, IRBI, LIC, UTI, SFCs, SIDCs, SIDBI, and EXIM Bank ; Need for Institutional support to Entrepreneurs – Role of NSIC, SIDO, SSIB, SSICs, SISI, DICs, Industrial Estates, Specialized Institutions, and TCOs.

UNIT – V:
Venture Capital: Venture Capital Financing Concept and features, Need, relevance and development of venture capital funds. Structure and regulatory framework of venture capital financing in India.

REFERENCES:
MBA(TTM) 3.2 TOURISM LAWS & CONVENTIONS

Subject Code 3.2                                                                              No of Credits: 5

UNIT: I

UNIT: II

UNIT: III

UNIT: IV

UNIT: V

REFERENCE:

1. Bhulchandani, S. – „Business Law” (Himalaya)
2. Kapoor, N.D., - „Business Law” (Sultan Chand)
3. Avatar Singh – „Introduction to Company Law”, Eastern, Lucknow
5. Veal, T. – „Leisure and Tourism Policy and Planning” (CABI)
6. Bare Acts of Indian Law
7. FHRAI, Food Safety & HACCP Manual for Hotel & Restaurants in India (FHRAI)
MBA (Tourism & Travel Management) Syllabus w.e.f. 2016-17 Academic Year

MBA(TTM) 3.3: PERSONALITY DEVELOPMENT AND CROSS CULTURAL SKILLS

Subject Code 3.3                                                                             No of Credits: 5

UNIT- I
Personality Developmental aspects of Human Beings: Meaning of Personality – Personality Development – Why PD is required? - Role of the PD – Areas of PD.

UNIT- II

UNIT- III
Development of Psychological Qualities (Mental): Concentration – Alert & Active – Grasping – Tactful to tackle the people – Convincing Nature – Self Confidence – Memory Power.

UNIT- IV
Development of Social Personality: Co-Operation and Helpfulness – Listening Skills – Ability to get along with People – Convincing conversationalist – Likeable Disposition – Honesty and Sound Character.

UNIT- V

REFERENCE BOOKS:
DS Elective I- 3.4(a) TRAVEL MANAGEMENT

Subject Code 3.4  No of Credits: 5

Unit – I Conceptual Framework-

Unit – II Historical Dimensions of Tourism-
Travel and tourism through the Ages: Early Travels, ‘Renaissance’ and ‘Age of Grand Tours’; Emergence of modern tourism, concept of “Paid holiday”, understanding tourism motivations, Factors affecting growth and development of International and national Tourism, Concept of Push and Pull factors in Tourism.

Unit – III Infrastructure in Tourism
Tourism infrastructure -Types, Forms and Significance. Accommodation: Forms and types, Transport Sectors: Modes and relative significance, Other support infrastructures required for tourism.

Unit – IV Tourism Demand and supply
Concept of demand and supply in tourism, Unique features of tourist demand, Constraints in creating ideal destination.

Unit – V Significance of tourism industry
Economic impacts of tourism: income and employment, multipliers of tourism, balance of payments, foreign exchange etc. Socio-cultural impacts of tourism: cultural exchange among nations and international understanding, Impacts of tourism on ecology and environment.

REFERRED BOOKS
4. Kamra, rishna. 2001): Economics of Tourism; Pricing, Impacts, Forecasting;Kanishka Publishers,New Delhi-02
DS Elective I- 3.4(b) TOUR GUIDING & INTERPRETATION

Subject Code 3.4  No of Credits: 5

UNIT: I

UNIT- II

UNIT- III

UNIT- IV

UNIT V

References:
3. Marc Mancini: Conducting Tours (Delmar)
4. Foster D, Travel Agency & Tour Operations
5. Dellers, Conducting Tours
6. J M Negi , Travel Agency and Tour Operation
7. M.N. Chand, Travel Agency Management
CONTENTS:

UNIT-I

UNIT-II

UNIT-III

UNIT-IV

UNIT-V

REFERENCE BOOKS:

1. Dharmarajan & Ravindra Seth : Tourism in India.
2. Rathan Deep Singh : Tourism Today
3. Veerandra Kaul : Tourism and the Economy
5. David W. Howell : PassPort, Ohio
Unit – I:
Housekeeping – Executive Housekeeper and his Duties – Housekeeping Organization – Staffing activities – Material Planning and Maintenance of Furniture, Fixtures, Lighting, Guest Room safes, Mini-Bars.

Unit – II:
Material Planning and Maintenance – Flooring, Carpets and Rugs, Wall & Ceiling, Coverings, Beds and Accessories, Uniforms.

Unit – III:

Unit – IV:

Unit – V:
Handling Employee Problems – Absenteeism, Poor Orientation employee turnover, Poor appearance and Hygiene, Poor Performance – House Keeping Manager as a Leader.

REFERENCES:

DS Elective II- 3.5(b) BASICS OF AIR TRAVEL TICKETING AND FARE CONSTRUCTION

Subject Code 3.5 No of Credits: 5

Unit: I
Air Travel and World Airlines – Air Travel – International Carriers – Domestic Carriers – Role of state in Air Transport – Air Transport Regulations.

Unit: II

Unit: III
Basic elements of air fares – class of service - fare basis – Air Transportation Taxes – Air Port Taxes.

Unit: IV

Unit: V

REFERENCES:

1. Air travel ticketing and Fare Construction, Jagmohan Negi, Kanishka Publishers, distributors, New Delhi.
4. Air Tariff Book 1, World Wide Rules, IT fares etc.,
5. Air Tariff Book 1, World Wide Maximum permitted Mileage.
6. Travel Information Manual (TIM).
7. IATA Ticketing Hand Book.
UNIT-I :

UNIT – II :

UNIT-III :

UNIT –IV :

UNIT – V :
Swedish International Tourism and Travel Fair TUR – Dutch Travel Trade Exhibition Tour – PATA travel Mart – Computer Appointment Scheduling.

REFERENCE BOOKS:

MBA (TTM) 4.1 STRATEGIC MANAGEMENT

UNIT T – I:
Strategic Management, Developing a strategic Vision, Mission Statement, Establishing objectives, the concept of strategic Intent, Crafting a Strategy.

UNIT II:
The external environment - opportunities, threats, Industry Competition, Competitor analysis, the internal environment - Resources, capabilities and core competencies.

UNIT III:

UNIT IV:
Tailoring strategy to fit specific industry and company situations - Strategies for competing in Emerging industries, Turbulent and high velocity markets, Maturing Industries, Stagnant industries, and Fragmented industries. Strategies for Industry leaders, Runner - up firms, weak and crisis ridden Business. Diversification Strategies.

UNIT V:
Corporate Governance, Organizational Structure and Controls, Strategic Leadership, Strategic Entrepreneurship.

REFERENCES:
7. Pearce and Robinson, 2005, Strategic Management, TMH.
MBA (TTM) 4.2 INTERNATIONAL TOURISM

Subject Code 4.2  No of Credits: 5

UNIT I:
Introduction to International Tourism, Role and functions of International tourism Organisations, United Nations World tourism Organization, International Civil Aviation Organisation, Pacific Asia Travel Association, United Federation of Travel Agents Associations & American Society of Travel Agents, their aims, objectives and activities.

UNIT-II:

UNIT-III:

UNIT-IV:

UNIT-V:

REFERENCES:

MBA(TTM) 4.3 TOURISM PRODUCTS OF INDIA

Subject Code 4.3                                      No of Credits: 5

UNIT: I

UNIT: II

UNIT: III
Culture and Tradition Based Tourism Products: Sites of historical, Archaeological and cultural interest – Heritage Monuments – Museums and Art Galleries –Buddhist heritage sites, Islamic art & Architecture – Medical and Health Systems – Traditional Fairs & Festivals, Regional Cuisine varieties, Performing Arts, Paintings, Sculpture and Handicrafts – Folklore and Tribal lore as Tourism Products.

UNIT: IV
Recreation and Entertainment Based Tourism Products: Theme Parks and Resorts - types, shopping - Duty free shops and Mega malls, Night life and Cultural Events – Tourism Fairs & Festivals, Modern attractions - The Indian Examples.

UNIT: V
India as a Tourism Destination for all seasons. Major tourism circuits of India & Emerging Tourism Destinations - World Heritage sites: Criteria for selection – World Heritage Sites and Monuments in India, Natural areas and Monuments. Field visits to newly developed Tourism Products (Local/regional/National)

REFERENCE BOOKS:
1. David Weaver, Tourism Management (Wiley)
2. Cooper (et al), Tourism Principles and Practice (Prentice Hall)
3. Manoj Dixit, Charu Sheela, Tourism Products (New Royal Book Co.,)
4. Rabindra Seth, Tourism in India 2 vols, (Kalyani)
5. K.K. Kamra, Mohinder Chand, Basics of Tourism (Kanishka)
6. R.S.Bist, National Parks of India (Publication Division)
7. S.P. Gupts, Cultural Tourism in India
8. David Weaver, Eco- Tourism (Wiley)
9. Shalim Singh „Cultural Heritage of India”
10. Al Basham „A cultural history of India”
11. S. Punja „Museums of India”
12. S. Hutington „The Art of Ancient India”
MBA(TTM) DS Elective III- 4.4(a) ADVENTURE TOURISM

Subject Code 4.4 No of Credits: 5

Unit I:
Concept and Origin: Definition – Principles – Emergence of Adventure tourism – Growth & development – An Overview

Unit II:
Adventure tourism product: Designing, development, issues and considerations in adventure tourism development. Basic minimum standards for adventure tourism related activities

Unit III:

Unit IV:
Adventure tourism Planning and development strategies – Adventure tourism strategies with special reference to Environmental Protection (Environmental Impact Analysis) – Product development, Marketing and Promotion through Infrastructure development – Government and Industry interventions through grappling programmes both at operational and promotional levels.

Unit V:

REFERENCE BOOKS:

2. India – A Travelers Companion by Pran Nath Seth
3. Kumar: Coastal Tourism & Environment
4. David Weaver : Eco – Tourism (Wiley)
DS Elective III-4.4 (b) MANAGING SALES AND PROMOTION IN TOURISM

Subject Code 4.4 No of Credits: 5

UNIT I:

UNIT II:

UNIT-III:

UNIT-IV

UNIT-V:

REFERENCE BOOKS:

1. Albert H. Dunn and Eugene M. Johnson, Managing your sales Team, Printice Hall.
MBA (Tourism & Travel Management) Syllabus w.e.f. 2016-17 Academic Year

MBA (TTM) DS Elective III- 4.4(c): TRAVEL AGENCY MANAGEMENT

Subject Code 4.4  
No of Credits: 5

UNIT: I
Travel Agency Business: History, Growth and Present status – Differences between Travel agency & Tour Operation– Linkages with other Industry participants –Role and Significance of Travel Agencies and Tour Operators. Future of Travel Agency with zero commission structure.

UNIT: II

UNIT: III

UNIT: IV
Organizational structure and different departments in Travel Agency – working of network travel agencies (Thomas Cook; TCI; American Express etc) – Current Trends in Indian Travel Agencies and their Performance. Stand-alone agency, Acquisition and Mergers

UNIT: V
National and International Travel Trade Associations: IATO / TAAI / UFTAA / PATA / ASTA etc. Visit to a Regional / National Travel Agency.

REFERENCES BOOKS:

1. Stevens Laurence: Guide to Starting and Operating Successful Travel Agency (Delmar)
2. Syratt Gweda: Manual of Travel Agency Practice (Butterworth)
3. Foster: Business of Travel Agency Operations and Administration (McGraw Hill)
4. Mart Mancini: Conducting Tours (Delmar )
5. Chunk, James, Dextor & Boberg: Professional Travel Agency Management
6. Morrison: Travel Agency (Network : Arco)
8. Middleton: Marketing in Travel & Tourism (Butterworth)
MBA(TTM) DS Elective IV- 4.5(a) FRONT OFFICE MANAGEMENT

UNIT: I

Objectives, Goals and Strategies with relation to Hotel, Management of Human Resources of Front office, Role of Front Officer Manager, Role of Human Resource Department.

UNIT: II

Hotel Lobby, Different types of Reception counters- Hospitality Desk and the Furniture-Front Office and its functions – Job Description of Front Office Manager, Assistant Front Office Manager, Assistant Manager, Reservation Manager and other people – Receptionist, Qualities and Duties – Tariff Structure – Room Tariff Cards.

UNIT: III


Unit: IV


Unit: V


REFERENCES:

MBA(TTM) DS Elective IV- 4.5(b)

AIR TRAVEL TICKETING AND FARE CONSTRUCTION

Subject Code 4.5
No of Credits: 5

Unit: I
Air Travel and World Airlines- Five Freedoms of Air – Passengers Aircrafts and Aeroplanes – flight Distance – Passenger Capacity and Sitting – Aircraft Sitting Plans – Food and Beverage Service.

Unit: II

Unit: III
Basic elements of air fares – Customes User Fees – Miscellaneous charges – Fare Rules – Fare Calculation – More than one segment – Special Air Fares – Ticket Issuace.

Unit: IV

Unit: V

REFERENCES:

1. Air travel ticketing and Fare Construction, Jagmohan Negi, Kanishka Publishers, distributors, New Delhi.
4. Air Tariff Book 1, World Wide Rules, IT fares etc.,
5. Air Tariff Book 1, World Wide Maximum permitted Mileage.
6. Travel Information Manual (TIM).
7. IATA Ticketing Hand Book.

Mahatma Gandhi University., Nalgonda
MBA(TTM) DS ELECTIVE-IV 4.5(c)
RECREATION AND WELLNESS TOURISM

Subject Code 4.5
No of Credits: 5

Unit I:

Unit II:
Wellness Tourism: Origin and development – health as a motivator to travel – the body, Mind and Spirit relationship – Quality of Life (QOL) – Factors affecting growth of wellness tourism.

Unit III:
Wellness Tourism Tools & Resources: Tools for wellness: medicine, therapy, therapeutic recreation, psychology, nutrition, cosmetics – Forms of health tourism – medical tourism, spa tourism, Ayurveda tourism, Yoga & Meditation tourism, holistic tourism, spiritual tourism etc.

Unit IV:

UNIT- V:
Global Medical Tourism Scenario – Countries promoting medical tourism – Indian Medical Tourism Potential and Problems – Market size, growth future challenges

REFERENCE BOOKS:

5. Swami Vishnudevananda, The Complete Illustrated Book of Yoga
6. David Weaver, Laura lauton, Tourism management ( wiley).
7. Copper (etal) Tourism Principles and Practice ( Prentice Hall).
8. L. Pender & R. Sharpley (eds), The Management of Tourism ( Sage).