

**H.P. TECHNICAL UNIVERSITY
HAMIRPUR (HP)**



Syllabus

MBA (Tourism and Hospitality)

PREAMBLE

The curriculum of an institution of higher learning is a living entity. It evolves with time; it reflects the ever changing needs of the society and keeps pace with the growing talent of the students and the faculty. The curriculum of Himachal Pradesh Technical University, Hamirpur (HPTU) is no exception. Half a century of experience in preparing graduates in engineering and postgraduates in science for a wide variety of industries has led to creation of the new curriculum. I sincerely believe that it will meet the aspirations of all stake holders – students, faculty and the employers of the graduates and postgraduates of H.P. Technical University Hamirpur.

In the university system the curricula and syllabi represented the upper limit of the material to be covered, the teacher having no motivation for stepping outside the defined territory. The curriculum and syllabi only serve as a guideline. The teacher enjoys freedom to expand it in any direction he feels appropriate, incorporates his latest knowledge and stimulates the creative minds of the students. He experiments with new contents and new techniques. A new teaching learning paradigm is born.

The curriculum is the culmination of the efforts of large number of faculty members and university staff and reflects their creative contribution. In keeping with the demands of the changing times, it contains many innovative features. I sincerely hope that the faculty and students will take full advantage of the dynamic features of the curriculum and make the teaching-learning process a truly sublime experience for all.

On behalf of the Senate of HP Technical University Hamirpur, I record my appreciation of the meticulous work done by the Dr.N.N.Sharma, Dean Academic in compiling the whole curricula of different programmes in this consolidated form. I also record my personal gratitude to the members of the Senate who have lent every bit of their wisdom to make the contents truly superior.

Prof. S.P.Bansal
Vice-Chancellor

FIRSTYEAR
SEMESTER-I

Sr. no.	Subject Code	Subject	L	T	P	Credit	Evaluation Scheme				
							Internal Assessment			ESE	Subject Total
							CT	TA	Total		
Professional Core Courses											
1	MBA-TH101	Management Practices and Organisational Behaviour	3	1	-	4	20	20	40	60	100
2	MBA-TH102	Tourism Concepts and Principles	3	1	-	4	20	20	40	60	100
3	MBA-TH103	Tourism Geography and Destination Knowledge	3	1	-	4	20	20	40	60	100
4	MBA-TH104	Introduction to Hospitality Management	3	-	-	3	20	20	40	60	100
5	MBA-TH105	Outdoor Learning programme	0	0	-	2					100
Foundation Courses											
6	MBA-TH106	Seminar Course (Tourism Circuits- Local Region Level)	1	-	2	2	20	20	40	60	100
7	MBA-107	Human Values and Professional & Ethics	2	2	-	3	20	20	40	60	100
	Total Credits		18	3	1	22					700

Legend:-

L	Lecture
T	Tutorial
P	Practical
CT	Class Test
TA	Teachers Assessment
ESE	End Semester Examination

SEMESTER-II

Sr. no.	Subject Code	Subject	L	T	P	Credit	Evaluation Scheme				
							Internal Assessment			ESE	Subject Total
							CT	TA	Total		
Professional Core Courses											
1	MBA-TH201	Travel Agency Management and Tour Operations	3	1	-	4	20	20	40	60	100
2	MBA-TH202	Tourism and Hospitality Marketing	3	1	-	4	20	20	40	60	100
3	MBA-TH203	Introduction to Food and beverage Management	3	1	-	4	20	20	40	60	100
4	MBA-TH204	Introduction to Room Division Management	3	1	-	3	20	20	40	60	100
5	MBA-TH205	Tourism Planning and Sustainable Tourism Development	3	1	-	3	20	20	40	60	100
6	MBA-TH206	Study Tour*	0	0	-	2					100
Foundation Courses											
6	MBA-TH207	Seminar Course (Tourism Circuits-National Level)	2	-	-	2	20	20	40	60	100
7	MBA-207	Communication & Marketing Skills	2	-	-	2	20	20	40	60	100
Total Credits			19	5	-	24					700

***During the semester student will undertake a trip of popular Destination of India.**

Legend:-

L	Lecture
T	Tutorial
P	Practical
CT	Class Test
TA	Teachers Assessment
ESE	End Semester Examination

SECONDYEAR
SEMESTER-III

Sr. no	Subject Code	Subject	L	T	P	Credit	Evaluation Scheme					
							Internal Assessment			ESE	Subject Total	
							CT	TA	Total			
Professional Core Courses												
1	MBA-TH301	Introduction to Aviation Industry	3	1	-	4	20	20	40	60	100	
2	MBA-TH302	Event Management	3	1	-	3	20	20	40	60	100	
3	MBA-TH303	*On the Job Training/Summer Training	-	-	6	3					100	
4	Specialization (Major I)		3	1	-	4	20	20	40	60	100	
5	Specialization (Major II)		3	1	-	4	20	20	40	60	100	
Elective Core Courses												
6	Specialization (Minor)		3	1	-	3	20	20	40	60	100	
Foundation Courses												
7	MBA-TH304	Information Technology in Tourism & Hospitality	2	-	2	3	20	20	40	60	100	
Total Credits			17	3	4	24					700	
**Open Elective(Additional)												
8	Open Elective		2	-	-	2	20	20	40	60	100	
Total Credits			19	3	4	26					800	

Legend:

L	Lecture
T	Tutorial
P	Practical
CT	Class Test
TA	Teachers Assessment
ESE	End Semester Examination
**OE	Open Elective

Professional Core Courses:Major Specialization (I&II)Semester-III

Sr. No.	Subject Code	Major	Specialization	Subject Title
1.	MBA-TH311	Major I	Travel Trade	Itinerary Preparation & Costing
2.	MBA-TH312	Major II		Tour Package Designing
3.	MBA-TH321	Major I	Hospitality Management	Bar Operations & Management
4.	MBA-TH322	Major II		Culinary Tourism
5.	MBA-TH331	Major I	Aviation Industry	Airticketing and CRS
6.	MBA-TH332	Major II		Airport Management
7.	MBA-TH341	Major I	Marketing	Service Quality in Tourism& Hospitality
8.	MBA-TH342	Major II		Consumer Behaviour in Tourism& Hospitality
9.	MBA-TH351	Major I	Adventure Tourism/ Cultural Tourism	Adventure Tourism
10.	MBA-TH352	Major II		Cultural and Heritage Tourism

Elective Core Courses: Minor Semester-III

Sr. No.	Subject Code	Minor	Specialization	Subject Title
1.	MBA-TH313	Minor	Travel Trade	Meeting Incentive Conferences and Expositions
2.	MBA-TH323	Minor	Hospitality Management	Resort Management
3.	MBA-TH333	Minor	Aviation Industry	Air CargoManagement
4.	MBA-TH343	Minor	Marketing	Destination Marketing
5.	MBA-TH353	Minor	Adventure Tourism and Cultural Tourism	Community Based Tourism

Open Elective (Additional): Semester-III

****Note: -Open Elective** shall be optional for the students in which he/she can opt any one of the Open Elective course. Each course shall be of 2 additional credit as under.

Sr. No.	Subject Code	Additional	Subject Title
1.	MBA-TH361	Travel Trade	Tour Guiding and Interpretation
2.	MBA-TH362	Marketing	Digital Marketing
3.	MBA-TH363	Economics	Managerial Economics for Tourism

***Note:** Student is required to undergo On the Job/ Summer Training after 2nd Semester examination to be evaluated in Semester-III as mentioned in respective curriculum as under.

Sr. No	Contents	Marks
Component – I (Internal)		
1	Summer Training Report, Presentation and Seminar	40
Component – II (External)		
2	Summer Training Report Evaluation & Viva-voce	60

SEMESTER-IV

Sr. No	Subject Code	Subject	L	T	P	Credit	Evaluation Scheme					
							Internal Assessment			ESE	Subject Total	
							CT	TA	Total			
Professional Core Courses												
1	MBA-TH401	Tourism and Hospitality Entrepreneurship & Legal Aspects	3	1	-	3	20	20	40	60	100	
2	MBA-TH402	* Project Training	-	-	6	3					100	
3	MBA-TH403	Research Methods for Tourism and Hospitality	3	-	-	3	20	20	40	60	100	
4	Specialization (Major I)		3	1	-	4	20	20	40	60	100	
5	Specialization (Major II)		3	1	-	4	20	20	40	60	100	
Elective Core Courses												
6	Specialization (Minor)		3	1	-	3	20	20	40	60	100	
	Total Credits		15	2	3	20					600	
** Open Elective(Additional)												
7	Open Elective		2	-	-	2	20	20	40	60	100	
8	Field Report (FR)		-	-	4	2					100	
	Total Credits		17	2	5	24					800	

Legend:

L	Lecture
T	Tutorial
P	Practical
CT	Class Test
TA	Teachers Assessment
ESE	End Semester Examination
**OE	Open Elective

Professional Core Courses:Major Specialization (I&II)Semester-IV

Sr. No.	Subject Code	Major	Specialization	Subject Title
1.	MBA-TH314	Major I	Travel Trade	Tourism Circuits of India
2.	MBA-TH315	Major II		Destination Management
3.	MBA-TH324	Major I	Hospitality Management	Global Hospitality Trends
4.	MBA-TH325	Major II		World Cuisine& Trends
5.	MBA-TH334	Major I	Aviation Industry	Galileo CRS System
6.	MBA-TH335	Major II		Amadeus CRS
7.	MBA-TH344	Major I	Marketing	Public Relations in Tourism & Hospitality
8.	MBA-TH345	Major II		Personal Selling and Salesmanship
9.	MBA-TH354	Major I	Adventure Tourism and Cultural Tourism	Security, Rescue and Disaster Management
10.	MBA-TH355	Major II		Organisations & Bodies in Adventure and Cultural tourism

Elective Core Courses:Minor Semester-IV

Sr. No.	Subject Code	Minor	Specialization	Subject Title
1.	MBA-TH316	Minor	Travel Trade	International tourism and Frontier formalities
2.	MBA-TH326	Minor	Hospitality Management	Facility Planning
3.	MBA-TH336	Minor	Aviation Industry	Global Trends in Aviation Industry
4.	MBA-TH346	Minor	Marketing	Logistic & Supply Chain Management
5.	MBA-TH356	Minor	Adventure Tourism and Cultural Tourism	Visitor Management

Open Elective (Additional):Semester-IV

****Note: -Open Elective** shall be optional for the students in which he/she can opt any one of the Open Elective course. Each course in Semester IV shall be of 4 additional credit as under.

Sr. No.	Subject Code	Additional	Subject Title
1.	MBA-TH364	Travel Trade	Destination interpretation – world
2.	MBA-TH365	Marketing	e-Marketing
3.	MBA-TH366	Economics	Strategic management for Tourism and Hospitality
4.	MBA-TH367 Common for all		Field Report

***Note:** Each student will have to choose research project based on his/her major specialization in consultation with his/her allotted supervisor. Assessment and Evaluation of Project Training shall be as under:-

Sr. No	Contents	Marks
Component – I (Internal)		
1	Project Report, Presentation and Seminar	40
Component – II (External)		
2	Project Training Report Evaluation & Viva-voce	60

Open Elective shall be optional for the students in which he/she can opt any one of the Open Elective course. Hence, the student opting Open Elective shall be awarded MBA degree with 96 credit (90+6).Assessment and Evaluation of Field Report (FR)which is common for all shall be as under:

Sr. No	Contents	Marks
Component – I (Internal)		
1	Field Report,Presentation and Seminar	40
Component – II (External)		
2	Field Report Evaluation & Viva-voce	60

SEMESTER-I

MBA-TH101: Management Practices and Organizational Behaviour

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
3	1	-	4	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

- 1) Section A will contain TEN *Short Note Type Questions* carrying 2 marks each. In this section, all the questions are COMPULSORY.
- 2) Section B will contain SIX *Short Answer Type Questions* carrying 5 marks each, out of which the student has to answer ANY FOUR.
- 3) Section C will contain FOUR *Essay Type Questions* of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA-TH101
COURSE TITLE:	MANAGEMENT PRACTICES AND ORGANISATION BEHAVIOUR
COURSE OBJECTIVES:	This is the basic introductory course for learners of business management. This course helps learners to use management skills and techniques in all routine managerial activities in all aspects of businesses effectively and efficiently. Besides, the awareness about manager's role in handling the individuals in an organization will also be the focus of course.
UNIT-1	CONCEPTS OF MANAGEMENT Definition, meaning, nature and scope of management, Evolution of management thought. Contribution of Henry Fayol and F.W. Taylor. Different Approaches to management, Corporate Social Responsibility. Meaning of TQM, Systems Theory, Quality Circles and Kaizen.
UNIT-2	PROCESS OF MANAGEMENT Functions of Management. Planning- Nature, Scope, steps and hierarchy of plans; Organizing – Types of organization, line and staff organization, Span of management, Centralization, Decentralization. Delegation of Authority, Management by Objective (MBO), Organization Culture and Effectiveness, Directing: Nature, Principle and Techniques Controlling: Types of Control, Controlling for organizational effectiveness.

<p>UNIT-3</p>	<p>MOTIVATION & LEADERSHIP Theories of motivation, Maslow’s Need Hierarchy, Herzberg’s two factor theory, Need theories, Goal theories. Equity Theory, Expectancy Theory. Leadership: Concept and theories, Trait Theory, Autocrat and Democrat. Leadership; Blake and Mouton’s managerial Grid, P Hersey and Kenneth Blanchard’s Situational Leadership.</p>
<p>UNIT-4</p>	<p>ORGANIZATIONAL BEHAVIOUR Definition, Importance, Fundamental Concepts of Organizational Behaviour, Influence of Socio-cultural factors on organization, Perceptions, Personality and Attitudes, Values, Learning and Job satisfaction. INTERPERSONAL BEHAVIOUR Transactional analysis, Group dynamics, Management of change, Conflict Management, Organizational Culture.</p>
<p>References</p>	<p>Certo, Samuel. Modern Management. Pearson Education, New Delhi. Griffins , Management ,Houghton Mifflin Company. Luthans, F. Organisation Behaviour. Prentice Hall of India, New Delhi. Robbins, Management. Pearson education , New Delhi Robbins, S. Organisational Behaviour. Pearson Education, New Delhi. Stoner, Freeman and Gilbert Jr. Management. Prentice Hall of India, New Delhi. Wurech Koontz , Essentials of Management , Mc Graw Hill</p>

MBA-TH102: Tourism Concepts and Principles

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
3	1	-	4	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

- 1) Section A will contain TEN *Short Note Type Questions* carrying 2 marks each. In this section, all the questions are COMPULSORY.
- 2) Section B will contain SIX *Short Answer Type Questions* carrying 5 marks each, out of which the student has to answer ANY FOUR.
- 3) Section C will contain FOUR *Essay Type Questions* of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA -TH102
COURSE TITLE:	TOURISM CONCEPTS AND PRINCIPLES
COURSE OBJECTIVES:	This course shall introduce learner to tourism's growth and development. The course also highlights the role of tourism as an economic intervention and its significance in economy; Course discusses the global nature of tourism, tourism product and emerging trends in tourism industry. It is also important to appreciate the future of tourism.
UNIT-1	Tourism: Definitions, Historical development of tourism, Statistical overview of global and Indian tourism industry, Indian domestic tourism, Tourism elements, Characteristics of tourism, Typology of tourism, Classification of Tourists, Interdisciplinary approaches to tourism, Major motivations and deterrents to travel.
UNIT-2	Tourism Industry- Structure and components: Attractions, Accommodation, Activities, Transportation, F&B, Shopping, Entertainment, Infrastructure and Hospitality. Emerging areas of tourism: Rural, Eco, Medical, MICE, Indigenous, Wellness, Film, Golf, Responsible tourism, Alternate tourism and Theme tourism.

<p>UNIT-3</p>	<p>Tourist Transportation: Air transportation: Present policies and practices. Functioning of Indian carriers. Air Corporation Act, Air charters. Surface Transport: Rent-a-car Scheme and coach-Bus Tour, Transport & Insurance documents, All-India Permits Rail Transport: Major Railway Systems of World, (Euro Rail and AMTrak) General information about Indian Railways, Types of rail tours in India:, Palace-on-Wheels and Royal Orient, Deccan Odyssey, Toy Trains. Indrail Pass. Water Transport: Historical past, cruise ships, ferries, hovercrafts, river and canal boats.</p>
<p>UNIT-4</p>	<p>Tourism Impacts (Environmental, Socio-cultural and Economic), Tourism Area Life Cycle (TALC), Doxey's Index, Demonstration Effect, Push and Pull Theory. Tourism System - Mathieson and Wall Model, Leiper's Model, Stanley Plog's Model of Destination Preferences, Demand and supply in tourism.</p>
<p>REFERENCES:</p>	<p>Annual Report (Latest), Ministry of Tourism, Government of India, New Delhi. Burkart A.J., Medlik S., Tourism - Past, Present and Future, Heinemann, London. Chuck Y. Gee, James C. Makens & Dexter J. L. Choy, The Travel Industry, Van Nostrand Reinhold, New York. Holloway, J. C., The Business of tourism, Pitman Publishing, London. Medlik, S., Understanding tourism, Butterworth Hinemann, Oxford. Michael M. Coltman, Introduction to Travel and Tourism- An International Approach, Van Nostrand Reinhold, New York. Page J. Stephen & Brunt Paul, Tourism- A Modern Synthesis, Thomson Publishers, London. Ray Youell, Tourism-an introduction, Addison Wesley Longman, Essex. Sunetra Roday, Tourism Operations and Management, Oxford University Press.</p>

MBA-TH103: Tourism Geography and Destination Knowledge

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
3	1	-	4	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

- 1) Section A will contain TEN *Short Note Type Questions* carrying 2 marks each. In this section, all the questions are COMPULSORY.
- 2) Section B will contain SIX *Short Answer Type Questions* carrying 5 marks each, out of which the student has to answer ANY FOUR.
- 3) Section C will contain FOUR *Essay Type Questions* of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA-TH 103
COURSE TITLE:	TOURISM GEOGRAPHY AND DESTINATION KNOWLEDGE
COURSE OBJECTIVES:	Geography is the basic edifice of tourism. The knowledge of geography shall give an extra edge to the students in designing the itineraries for the travellers, suggesting them various destinations to the clients for their travel etc.
UNIT-1	Importance of geography in Tourism: Latitude, longitude, international date time. Times zone. Time differences, GMT variations. Major landforms as tourist resources. Elements of weather and climate. Climatic regions of the world (in brief). Impact of weather and climate on tourists and destinations. Map Reading and Practical Exercise (Popular International tourism destinations).
UNIT-2	Aviation Geography: IATA Traffic Conference Areas. Important tourist circuits and popular Itineraries of Far East countries (Malaysia, Singapore, Thailand, Japan)
UNIT-3	Important tourist circuits and popular Itineraries of European countries (UK, France, Germany, Italy, Spain and Switzerland)

UNIT-4	Important tourist circuits and popular Itineraries of selected countries (China, USA, Australia, UAE, Kenya and South Africa)
REFERENCES:	<p>Boniface, B.G. and Chris Cooper, The Geography of travel and Tourism Oxford: Butterworth Heinemann.</p> <p>Hall C.M. and Stephen, J. Page, The Geography of tourism and recreation. Environment, place & space, London: Routledge.</p> <p>Pearce Douglas, Tourism Today: A Geographical Analysis; New York: Longman.</p> <p>Singh R.L., India- A Regional Geography, Varanasi: National Geographical Society of India</p> <p>Seth P.N., Successful Tourism Management, Sterling Publisher: New Delhi</p> <p>Sarina Singh, India, Lonely Planet Publications</p>

MBA-TH104: Introduction to Hospitality Management

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
3	-	-	3	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

1) Section A will contain TEN Short Note Type Questions carrying 2 marks each. In this section, all the questions are COMPULSORY.

2) Section B will contain SIX Short Answer Type Questions carrying 5 marks each, out of which the student has to answer ANY FOUR.

3) Section C will contain FOUR Essay Type Questions of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The weight age is based on the teaching hours as specified.

COURSE CODE:	MBA -TH 104
COURSE TITLE:	Introduction to Hospitality Management
COURSE OBJECTIVES:	This introductory course provides an overview of the hospitality industry, its growth and development, industry segments and their distinguishing characteristics, trends and current concerns. Students are introduced to career opportunities and the employability skills needed to succeed in specific hospitality fields.
UNIT-1	Introduction to hospitality industry: Definition and spread, Its composition and role as a part of tourism; History of accommodation sector. Different types of accommodation: Hotels, Resorts, Motels, Bread and Breakfast (B&B), Home Stay network, Special types of accommodation- Capsule hotels, Hostels, Car camping/Caravanning, Camping, Vacation renting. Utilities and features available in modern accommodations. Common structure of an accommodation unit, Different departments – Front office, Housekeeping, Food production and service; Other specialized divisions - Lounge, Restaurant, Bar, Gym, Spa, Laundry, Disco etc. Introduction to Cruise industry –Careers, Duties and responsibilities .
UNIT-2	Front Office Management: Guest Cycle- Pre arrival, Arrival, Stay, Departure, Post departure; Reservation – Importance, Modes of reservation, Channels and sources (FITs, TAs, Airlines, GIT etc.), Types of reservation (Tentative, Confirmed, Guaranteed, etc.), Cancellations, Amendment, Overbooking; Room selling techniques – Up selling, Discounts; Message and mail handling; Key handling; Complaint handling; Guest history;

UNIT-3	Types of rooms, Common tariff plans; Technology and Front Office operation. Housekeeping (HK): Planning and organising House Keeping department - Area inventory list, Frequency schedules, Performance and productivity standards, Time and motion study in HK operations, Standard Operating manuals – Job procedures, Job allocation and work schedules, Calculating staff strengths and planning duty rosters, Teamwork and leadership in HK, Training, Inventory level for non-recycled items; Budget and budgetary controls; Purchasing systems – methods of buying; Storage, including different storage modes
UNIT-4	Food and Beverage: Role of food and beverage; Equipment used in food production; Menu planning for different categories of clients; Indenting- Principles of indenting for volume feeding, Portion sizes and its importance, Practical difficulties; Planning- Space allocation, Equipment selection, Staffing; Volume feeding – Institutional catering, Scope and Problems of institutional catering; Hospital catering- catering for patients, Staff and Visitors; Off premises catering; Introduction to regional Indian cuisines, Exposure to National and MBA-THM International cuisines. Brief discussion on Indian and International commercial hospitality organisations including hotel chains. Function and scope of Federation of Restaurant and Hotel Associations of India (FRHAI)
REFERENCES:	Text Books: Bhatnagar, S.K., Front Office Management, Frank Bros, India, 2009. Global Tourism and Hospitality by Andrews Managing Front Office Operations – Michael L Kasarana & Richard Brooks Introduction to Hospitality - I & II – Dennis Foster Reference books: Introduction to Hospitality Management, Walker, Fourth Edition (2012). Pearson ISBN: 978-0-13-295994-0 Enz, Canina and Walsh (2001). Hotel Industry Averages: An Inaccurate Tool for Measuring Performance. The Cornell Hotel and Restaurant Administration Quarterly

MBA-TH105: Outdoor Learning programme

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
0	0	-	2			100	3 hours

COURSE CODE:	MBA-TH105
COURSE TITLE:	Outdoor Learning programme
COURSE OBJECTIVES:	<p>In the present competitive global scenario of school education it is very important for school students. By identifying the need of the hour product development team of Himalayan Vagabond Adventures has developed the innovative concept by spending months on R&D. Believe us these types of educational capsules will be the future of our education system and school managements dare to opt for this will certainly have an edge over others.</p> <ul style="list-style-type: none"> ○ Strengthen confidence and self reliance ○ Develop team spirit ○ Push ourselves beyond our limits ○ Overcome though fear ○ Gain awareness about environment and issue that are degrading our natural resource ○ Learn basic outdoor skill like camping, tent pitching, rope knots, basic cooking, survival and many more
Evaluation	This report would be evaluated by an internal examiner, nominated by the Academic Committee of HPTU out of 50 marks.

MBA-TH106: Seminar Course (Tourism Circuits- Local Region Level)

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
2		-	2	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

1) Section A will contain TEN Short Note Type Questions carrying 2 marks each. In this section, all the questions are COMPULSORY.

2) Section B will contain SIX Short Answer Type Questions carrying 5 marks each, out of which the student has to answer ANY FOUR.

3) Section C will contain FOUR Essay Type Questions of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The weight age is based on the teaching hours as specified.

COURSE CODE:	MBA-TH 106
COURSE TITLE:	Seminar Course (Tourism Circuits- Local Region Level)
COURSE OBJECTIVES:	The main objective of this course is to develop some specific skills among students like product knowledge, development of itineraries, and personality development through public speaking. This seminar will encourage students to have an in-depth knowledge of their state and the current events which will help students in their professional career development.
REFERENCES:	This course will have continuous internal assessment of 25 marks and an end semester internal examination of 25 marks and would be evaluated by an internal faculty.

MBA-107: HUMAN VALUES AND PROFESIONAL & ETHICS

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
2	2	-	3	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

- 1) Section A will contain TEN Short Note Type Questions carrying 2 marks each. In this section, all the questions are COMPULSORY.
- 2) Section B will contain SIX Short Answer Type Questions carrying 5 marks each, out of which the student has to answer ANY FOUR.
- 3) Section C will contain FOUR Essay Type Questions of 10 marks each, out of which the student has to answer ANY TWO

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA -107
COURSE TITLE:	HUMAN VALUES AND PROFESIONAL & ETHICS
COURSE OBJECTIVES:	The objective of the paper is to make student understand the moral values that ought to guide them in the society and it is intended to develop a set of beliefs, attitudes ethics that students should display concerning morality.
UNIT-1	<p>Concept of Values; Types of Values; Human Values in Management; Relevance of Values in Modern Management; Values for Managers. Leadership and Human Values; Inter-personal Relations and Human Values; Stress Management and Human Values; Team Building and Values.</p> <p>Business Ethics: The Changing Environment and Stakeholder Management, Relevance of Ethics and Values in Business, Spiritual Values. Modern Business Ethics and Dilemmas</p>
UNIT-2	Value Education: understanding value education, self-exploration as the process of value education, continuous happiness and prosperity-the basic human aspirations, right understanding ,relationship and physical facilities ,happiness and prosperity – current scenario.

<p>UNIT-3</p>	<p>Harmony in the human being: understanding human being as the co - existence of self (I)and the body ,Discriminating between the needs of self (I) and the body , Understanding harmony in the self ,harmony of the self (II) with the body.</p> <p>Program to ensure Sanyam and Swasthya.</p>
<p>UNIT-4</p>	<p>Harmony in the family and society: harmony in the family–the basic unit of human interaction, values in human to human relationship, trust –the fundamental values in the relationship, respect–as the right evaluation, understanding harmony in the society vision for the universal human order</p> <p>Harmony in the nature(Existence): Understanding harmony in the nature, interconnectedness, self regulation</p>
<p>REFERENCES:</p>	<ol style="list-style-type: none"> 1. Weiss, Joseph W (2009). Business Ethics: Concepts & Cases, Cengage Learning. 2. Colin Fisher and Alan Lovell (2009). Business ethics and values: Individual, Corporate and International Perspectives, Prentice Hall. 3. Gaur R. R, R Sangal, G P Bagaria (2011).Human values and professional ethics (excel books) 4. Fernando A.C., (2009). Business Ethics: An Indian Perspective, Prentice Publications 5. Nagarazan R.S. (2008).Professional ethics and Human values New Age International <p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Anand, M.M. Tourism and Hotel Industry in India, prentice Hall New Delhi, 1976 2. Bhatia, A.K., Tourism development(2012): Principles, practices and Philosophies, Sterling Publisher, New Delhi 3. McIntosh, Robert, W. Goldner, Charles, Tourism principles , practices and Philosophies, John Wiley and sons Inc. New York, 1990 (9th edition) 4. Mill, Robert Christie and Alastair M. Morrison, The Tourism System, Englewood Cliffs, N.J.,Prentice Hall, 1985 5. Negi, J.M.S., Tourism and Travel-Concepts and principles,Gitanjali Publishing House, New Delhi, 1990 6. Robinson, H.A., Geography of Tourism, Mc Donald and Evans, London, 1976

SEMESTER-II

MBA-TH201: Travel Agency Management and Tour Operations

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
3	1	-	4	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

- 1) Section A will contain TEN Short Note Type Questions carrying 2 marks each. In this section, all the questions are COMPULSORY.
- 2) Section B will contain SIX Short Answer Type Questions carrying 5 marks each, out of which the student has to answer ANY FOUR.
- 3) Section C will contain FOUR Essay Type Questions of 10 marks each, out of which the student has to answer ANY TWO

The questions should be normally selected from all the chapters of the subject. The *weight* is based on the *teaching hours* as specified.

COURSE CODE:	MBA -TH 201
COURSE TITLE:	Travel Agency Management and Tour Operations
COURSE OBJECTIVES:	Travel Agency Mgt. is the basis for understanding the modus operandi of a travel and tour company. It shall substantiate the students with the basic practical inputs about the various procedures involved in handling the operations of a travel agency. Further the objectives of the course are to acquire an in-depth knowledge about the Tour Operation Management and to become familiar with the Tour Operation Techniques and strategies required for successful handling of Tour Operation Business.
UNIT-1	History and growth of travel agency business, emergence of Thomas Cook. Emergence of Travel Intermediaries, Indian travel agents and tour operators - an overview; Definition of travel agent and tour operator; differentiation, interrelationship of TA/TO and principles of present business trends and future prospects, problems and issues. Organisation structure of a standard Travel Agency with examples of some leading agencies (, COX & KINGS, SOTC, Thomas Cook, LPTI TRAVELS). Various divisions or departments of a Travel Agency and their functional & operational co-ordination (with special reference to the above mentioned agencies).

UNIT-2	Tour Operation: Definition- Concept-History and Growth of Tour Operation business. Types of Tour Operators. Organizational Structure, Forms of Organization, Departments and its functions. The Process of travel decision making, Mode and Destination selection. Reservation and Cancellation procedures for Tour related services-Hotels, Airlines, Cruise liners, Car rentals and Rail travel. Commission Structures from Suppliers of Service.
UNIT-3	Tour Operation Documentation: Voucher-Hotel and Airline Exchange Order, Pax Docket, Status Report, Daily Sales Record, AGT Statements-Credit Cards-Importance and Future. RBI Regulations for Tour Operators. Managing Tour Operation. Field Operations- inbound and outbound. Managing Distribution Role of Distribution in exchange process, Selling through distribution chains. Distribution System in Tourism Operation. Management of In-house operations.
UNIT-4	Functions of Travel Agents & Tour operators: Ticketing, reservations, itinerary preparation, immigration related services, information, counselling and other ancillary services to GITs & FITs. Tour Packaging: The concept of tour & tour packaging Growing demand for tour packages: organisations and agencies in tour packaging business: Various types of tour packages.
REFERENCES:	Mohinder Chand, Travel Agency Management, Anmol: Delhi Chunk, James, Dexter & Boberg, Professional Travel Agency Management. Prentice Hall Publication Fay Betsy, Essentials of Tour Management, New Jersey: Prentice Hall Publication. Negi J.M., Travel Agency and Tour Operation: Concepts and Principles, New Delhi: Kanishka Publishers & Distributors

MBA-TH 202: Tourism and Hospitality Marketing

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
3	1	-	4	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

1) Section A will contain TEN Short Note Type Questions carrying 2 marks each. In this section, all the questions are COMPULSORY.

2) Section B will contain SIX Short Answer Type Questions carrying 5 marks each, out of which the student has to answer ANY FOUR.

3) Section C will contain FOUR Essay Type Questions of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight* is based on the *teaching hours* as specified.

COURSE CODE:	MBA -TH 202
COURSE TITLE:	Tourism and Hospitality Marketing
COURSE OBJECTIVES:	<ul style="list-style-type: none"> • To make student understand the basic concepts of Strategic Management in Tourism. • To create awareness of Strategic Management in Indian Context and to make student familiar with the concepts of Strategy. • To make student understand the role of Strategy can play in promoting the products in the service industry. • To clarify Environmental Scanning, Strategy Formulation, Strategy Implementation and Evaluation and control
UNIT-1	INTRODUCTION TO TOURISM MARKETING Introduction to Tourism Marketing, The concept of Services Marketing. Nature of Tourism Services, Reasons for the Growth of Tourism Services. Meaning of Tourism Market; Retailer; Wholesaler in Travel Trade. Managing the Tourism Services / Distinctive Features of Tourism Product; the Tourism Marketing Mix. Management of Three Additional P's of Tourism Marketing Mix. Strategic Issues in Marketing of Services, Innovations in Services Marketing. The Customer Gap, The Provider Gaps, Putting it all Together: Closing the Gaps

<p>UNIT-2</p>	<p>GLOBAL PERSPECTIVE OF TOURISM MARKETING</p> <p>Tourism marketing at different levels of Economic Development. Significance of Tourism Marketing for National Economy. Marketing of Tourism Products at national and International Level events with relation to travel Trade Fairs like Sattte; WTM; ITB Berlin; ITB Asia; Eibtm.</p> <p>Case Study of Honk Kong Disneyland, Timeshare – Well worth Buying and Enjoying</p> <p>MANAGERIAL ASPECTS OF TOURISM SERVICE SECTOR</p> <p>The Purchase Process of Tourism Services – Consumption Values, A purchase Model of Tourism Services, Pre Purchase Phase, The Service Encounter and Post Purchase Phase.</p> <p>Marketing of P’s and C’s in Travel Trade.</p> <p>Tourism Relationship Marketing, Managing Customer Emotions, Relationship Marketing in Consumer Segment vs Service Segment, Service Level Agreements (SLA).</p>
<p>UNIT-3</p>	<p>MANAGING HUMAN ELEMENT AND QUALITY ASPECTS</p> <p>Importance and Role of Human element in Tourism Marketing , Building the Right Mind set – Developing Service Culture</p> <p>Tourism Service Quality; Definition of Quality; Service Encounters and Service Recovery.</p> <p>Determinants of Tourism Service Quality, Gaps Model of Tourism Service Quality.</p> <p>Bridging the Service Quality Gaps, The Reason for Gaps in Services, Managing to close the Service Quality Gaps, The concept of Total Quality Management (TQM).</p>
<p>UNIT-4</p>	<p>MARKETING TOURISM, TRAVEL, TRANSPORT AND HOSPITALITY SERVICES</p> <p>The concept of Travel and Transport, Customer Profile of Travel and Transport Services, Derived Demand</p> <p>Managing Marketing Mix for Tourism and Hospitality.</p> <p>Best Practices in Tourism Marketing.</p> <p>Case Study: Indore City Transport Service Limited.</p>
<p>REFERENCES:</p>	<ol style="list-style-type: none"> 1. The Tourism Concepts and Practices; John R Walker Joweilyn T Walker Pearson. 2. Services Marketing, 2e Kenneth E Clow and David L Kuntz 3. Services Marketing – Concepts and Practices – Ramneek Kapoor, Justin Paul, Biplab Halder 4. Customer Relationship Management – Urvashi Makkar and Harinder Kumar Makkar 5. Marketing Management – Arun Kumar and N Meenakshi 6. Services Marketing – Valarie Zithami , Mary Jo Bitner, Dwayne D Gremler , Ajay Pandit 7. The business of Tourism Concepts and Strategies; A K Bhatia; Sterling Publishers.

MBA-TH203: Introduction to Food and Beverage Management

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
3	1	-	4	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

- 1) Section A will contain TEN Short Note Type Questions carrying 2 marks each. In this section, all the questions are COMPULSORY.
- 2) Section B will contain SIX Short Answer Type Questions carrying 5 marks each, out of which the student has to answer ANY FOUR.
- 3) Section C will contain FOUR Essay Type Questions of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight* is based on the *teaching hours* as specified.

COURSE CODE:	MBA -TH 203
COURSE TITLE:	Introduction to Food and Beverage Management
COURSE OBJECTIVES:	This course shall introduce learner to the area of food and beverage operations and management. In this paper students will learn about various types of kitchen, staff, equipments used in kitchen as well as in restaurant and further they will know about different types of services.
UNIT-1	Professional Kitchen & Cooking: - Introduction, Definition and its importance; Personal & Kitchen Hygiene, Uniform, Protective clothing, Kitchen Layouts(Basic, Bulk and Show kitchens), Hierarchy of Kitchen Department, Classical Kitchen Brigade, , Modern Staffing in various hotels, Duties & Responsibilities of various chefs in kitchen, their attributes; coordination of kitchen with other departments.
UNIT-2	Kitchen Equipments, Fuels & Safety: Kitchen Equipments, Classification, Description, Usage, Upkeep and Storage, Kitchen Tools, Knives, Their Usage, Care & Maintenance, Workstations, Safety Procedures, Fuel – Types, Usage and Precautions. Fire - Introduction, Types and handling fires and usage of extinguishers; Basic First Aid-Burns, Scalds, Cuts. Food Service Equipments, Fuels & Safety: Food Service Equipments, Classification, Description, Usage, Upkeep and Storage, Food Service Tools, Their Usage, Care & Maintenance, Side Stations, Safety Procedures, Fuel – Types, Usage and Precautions while Food Service. Fire Safety & Emergency Procedures – Introduction, Types and handling fires and dealing with emergencies.

UNIT-3	Food and Beverage Services: - Introduction, Concept, and Classification of Catering Establishments, their importance; Personal Hygiene, Uniform & Grooming Standards, F&B Service Outlets & Familiarisation with their Layouts(Tea Lounge, Coffee Shop, Restaurant, Banquets, Staff Cafeteria), Hierarchy of F&B Service Department, F&B Service Brigade, Modern Staffing in various hotels, Duties & Responsibilities of various employees in F&B Service, their attributes; coordination of F&B Service with other departments and salient features.
UNIT-4	Introduction, Classification of Services, Usage and Service Methods, Preparation for Services, Mise-en-place and Mise-en-scene, arrangement and setting up of station, Par stocks maintained at each side station, Functions performed while holding a station, Method and procedure of taking a guest order, emerging trends in Food Services.
REFERENCES:	<ol style="list-style-type: none"> 1. Food Production Operations: Parvinder S Bali, Oxford University Press 2. Modern Cookery (Vol- I) By Philip E. Thangam, Publisher: Orient Longman 3. Professional Cooking by Wayne Gislen, Publisher Le Cordon Bleu 4. The Professional Chef: Le Rol A. Polsom 5. Theory of Catering By Kinton & Cessarani 6. -Food & Beverage Service – Dennis R.Lillicrap. & John A. Cousines. Publisher: ELBS 7. -Food & Beverage Service Management – Brian Varghes 8. -Food & Beverage Service Training Manual – Sudhir Andrews, Tata Mc Graw Hill. 9. -Introduction F & B Service- Brown, Heppner & Deegan 10. -Modern Restaurant Service- John Fuller, Hutchinson 11. -Professional Food & Beverage Service Management – Brian Varghese 12. -The Restaurant (From Concept to Operation)

MBA-TH204: Introduction to Room Division Management

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
3	1	-	3	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

- 1) Section A will contain TEN Short Note Type Questions carrying 2 marks each. In this section, all the questions are COMPULSORY.
- 2) Section B will contain SIX Short Answer Type Questions carrying 5 marks each, out of which the student has to answer ANY FOUR.
- 3) Section C will contain FOUR Essay Type Questions of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA -TH 204
COURSE TITLE:	Introduction to Room Division Management
COURSE OBJECTIVES:	This paper shall give brief introduction about the accommodation and front office operations. Students will learn about the basics about different type of rooms, their inventory and duties & responsibilities of working staff.
UNIT-1	Accommodation Sector (Brief coverage of all topics & subtopics): - Introduction, Concept, and its importance; Types & Classification of Hotels on different basis ; Size , Location , Star Categorization, Heritage Hotels, Ownership (Proprietor, Partnership, Joint stock company, Management Contract, Franchise, REIT, Timeshare, Condominium), Meal Plan, Package Plan and Multi-brand (Dual Brand, Tri-Brand Hotels) others (Capsule, Ice, CaveHotels), in India & World, Organisation Structure of Hotels; Origin, growth and development of Hotel Sector in India. (ITC, The Taj Group, The Oberoi Group, The Leela Group, The Park Hotel Group), Foreign Hotel Chains in India – Hilton Worldwide, Marriott International, Hyatt Hotel Corporation, Intercontinental Hotel Group (IHG), Accor, Best Western, Radisson, Choice, MGM Resorts Hotels .
UNIT-2	The Guest Accommodation: Guest Rooms, Types, Layouts, Salient Features, Description, Guest Room amenities, supplies and services, Floors, Room Name List Patterns, Guest Elevators, Floor Pantries, Guest Safety on Floors, Guest Safety Procedures during Fire, Natural emergencies (Floods , Earthquake) , Bomb threat

UNIT-3	Hotel Front Office :Front Office Introduction, Functions and its importance, Different sections of the front office department , and their layout and importance – Reservation, Reception, Concierge, Bell desk, Lobby. Intra- department coordination. Organisation structure of Front Office, Key Responsibilities, Job Descriptions, Attributes of Front Office Personnel, Uniform and Grooming Standards.
UNIT-4	Hotel Housekeeping: Introduction, Meaning and definition Importance of Housekeeping, Sections of Housekeeping, Responsibilities of the Housekeeping department, a career in the Housekeeping department. Housekeeping Department: Organizational framework of the Department (Large/Medium/Small Hotel), Role' of Key Personnel in Housekeeping, Job Description and Job Specification of staff in the department, Attributes and Qualities of the Housekeeping staff – skills of a good Housekeeper, Inter departmental Coordination with the Maintenance department, Hygiene and Grooming Standards of Housekeeping Personnel
REFERENCES:	<ol style="list-style-type: none"> 1. Hotel Hostel and Hospital Housekeeping – Joan C Branson & Margaret Lennox (ELBS). 2. Hotel House Keeping – Sudhir Andrews Publisher: Tata Mc Graw Hill. 3. Hotel Housekeeping Operations & Management – Raghubalan, Oxford University Press. 4. Housekeeping and Front Office – Jones 5. The Professional Housekeeper – Tucker Schneider,; Wiley Publications 6. Front Office Training manual – Sudhir Andrews. Publisher: Tata Mac Graw Hill 7. Managing Front Office Operations – Kasavana & Brooks Educational Institution AHMA 8. Front Office – Operations and management – Ahmed Ismail (Thomson Delmar). 9. Front Office Operations – Colin Dix & Chris Baird. 10. Front Office Operation Management- S.K Bhatnagar, Publisher: Frank Brothers 11. Managing Front Office Operations By Kasavan & Brooks

MBA-TH205: Tourism Planning and Sustainable Tourism Development

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
3	1	-	3	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

- 1) Section A will contain TEN Short Note Type Questions carrying 2 marks each. In this section, all the questions are COMPULSORY.
- 2) Section B will contain SIX Short Answer Type Questions carrying 5 marks each, out of which the student has to answer ANY FOUR.
- 3) Section C will contain FOUR Essay Type Questions of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight* is based on the *teaching hours* as specified.

COURSE CODE:	MBA -TH 205
COURSE TITLE:	Tourism Planning and Sustainable Tourism Development
COURSE OBJECTIVES:	1. To develop an understanding of the basic concepts of tourism planning for public and private sector community and regional tourism development, with an emphasis on ecotourism and nature-based tourism. 2. To explore the interrelationships between resource management and tourism planning and development. 3. To understand the tourism policy initiative taken in India
UNIT-1	Concept, need, objective, institutional framework of public tourism policy. The role of govt., public and private sector in formulation of tourism policy Policy making bodies and its process at national levels.
UNIT-2	An out line of L.K. Jha Committee - 1963, National Tourism Policy - 1982, National Committee Report - 2002, National Action Plan on Tourism - 1992, The latest Policy Document on Tourism. Opportunities for investment in hotel sectors and tourism related organisations. Incentives & concessions extended for tourism projects and sources of funding.
UNIT-3	Background & Process of tourism Planning. Techniques of Plan Formulation. Planning for Tourism Destinations - Objectives, methods and factors influencing planning. Destination life cycle concept
UNIT-4	Tourism Planning at International, national, regional, state and local level. Tourism and Five-year Plans in India with special reference to 11 th Five-year Plan. Agents and typologies of tourism development. Ecotourism Planning and Development. Design considerations for eco-tourism facilities. Community participation in tourism planning.

REFERENCES:

1. Indian Tourism Beyond the Millennium - Bezbaruah M.P. (New Delhi)
2. Tourism: Past Present & Future : Burkart A.J. and Medlik (London, Heinemann)
3. Essays on Tourism : Chib, Som Nath (New Delhi, Cross Section Publication)
4. Travel Industry : Gee, Chunk Y., James C. & Dexter J.L. Choy (New York, Van Nostrand Reinhold)
5. Tourism Planning : Gunn. Clare A. (New York, Taylor & Francis)
6. Tourism Dimensions : S.P. Tiwari (New Delhi)
7. Tourism : A Community Approach - Murphy, Peter E. (New York, Methuen)
8. Tourism Planning : An integrated and Sustainable Approach - Inskeep E.
9. National & Regional Tourism Planning : Inskeep E. (London, Routledge)
10. Ecotourism: A case guide for planners and managers - Ecotourism Society
11. Report of Adhoc Committee on Tourism - 1963
12. National Tourism Policy - 1982
13. National Committee Report - 2002
14. National Action - 1992
15. Draft of Tourism Policy - 1997

MBA-TH206: STUDY TOUR

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
0	0	-	2			100	3 hours

COURSE CODE:	MBA-TH206
COURSE TITLE:	STUDY TOUR REPORT
COURSE OBJECTIVES:	<p>The objective of this course is to enable students to develop and relate theory to practice, to help them in getting practical exposure in organizing a tour, which will further help them to:</p> <ol style="list-style-type: none">1. Develop a knowledge and understanding of the different stakeholders of tourism industry.2. Analyze and appraise a particular form of tourism and tourism business at a specific destination.3. Develop the ability and expertise from where to conduct a review/situational/observational analysis of the tourism industry.
Evaluation	This report would be evaluated by an internal examiner, nominated by the Academic Committee of HPTU out of 50 marks.

MBA-TH207: Seminar Course (Tourism Circuits- National Level)

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
2	-	-	2	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

- 1) Section A will contain TEN Short Note Type Questions carrying 2 marks each. In this section, all the questions are COMPULSORY.
- 2) Section B will contain SIX Short Answer Type Questions carrying 5 marks each, out of which the student has to answer ANY FOUR.
- 3) Section C will contain FOUR Essay Type Questions of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight* is based on the *teaching hours* as specified.

COURSE CODE:	MBA-TH207 Seminar Course (Tourism Circuits- National Level)
COURSE TITLE:	Seminar Course (Tourism Circuits- National Level)
COURSE OBJECTIVES:	The main objective of this course is to develop some specific skills among students like product knowledge, development of itineraries, and personality development through public speaking. This seminar will encourage students to have an in-depth knowledge of the country and the current events which will help students in their professional career development.
REFERENCES:	This course will have continuous internal assessment of 50 marks and would be evaluated by an internal faculty.

MBA-207: COMMUNICATION AND MARKETING SKILLS

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
2	-	-	2	40	60	100	3 hours

The question paper will consist of THREE sections A, B and C.

- 1) Section A will contain TEN Short Note Type Questions carrying 2 marks each. In this section, all the questions are COMPULSORY.
- 2) Section B will contain SIX Short Answer Type Questions carrying 5 marks each, out of which the student has to answer ANY FOUR.
- 3) Section C will contain FOUR Essay Type Questions of 10 marks each, out of which the student has to answer ANY TWO.

The questions should be normally selected from all the chapters of the subject. The *weight age* is based on the *teaching hours* as specified.

COURSE CODE:	MBA -TH 207
COURSE TITLE:	COMMUNICATION AND MARKETING SKILLS
COURSE OBJECTIVES:	The course is aimed at equipping the students with the necessary techniques and skills of Communication to inform others inspire them and enlist their activity in the performance of their jobs.
UNIT-1	<p>Introduction of Communication: Role of communication, defining and classifying communication, purpose of communication, process of communication, importance of communication in management, communication structure in organization, barriers & gateway in communication, 7 C's of communication.</p> <p>Employment Communication: Writing CVs, Group discussions, interview, types of interview, candidates preparation, Interviewers preparation; Impact of Technological Advancement on Business Communication; Communication networks, Intranet, Internet, e-mails, SMS, teleconferencing, videoconferencing.</p>
UNIT-2	<p>Oral Communication: What is oral Communication, principles of successful oral communication, two sides of effective oral communication, effective listening, non-verbal communication, Body language, Paralanguage.</p> <p>Written Communication: Purpose of writing, clarity in writing, principles of effective writing, writing technique, electronic writing process.</p>

<p>UNIT-3</p>	<p>Business letters: Introduction to business letters, Types of business letter, Layout of business letter, writing memos, what is a report purpose, kinds and objectives of reports, writing reports.</p> <p>Case method of Learning: Understanding the case method of learning, different types of cases, overcoming the difficulties of the case Method, reading a case properly (previewing, skimming, reading, scanning), case analysis approaches .</p>
<p>UNIT-4</p>	<p>Presentation Skills: What is a presentation: elements of presentation, designing a presentation, Advanced visual support for business presentation, types of visual aid.</p> <p>Group Communication: Meetings, Notice, Planning meetings, objectives, participants, timing, venue of meetings, leading meetings, Minutes of Meeting, Media management, the press release, press conference, media interviews, Seminars, workshop, conferences, Business etiquettes.</p>
<p>REFERENCES:</p>	<ol style="list-style-type: none"> 1. Lesikar et al (2011). Business Communication: Making Connections in a Digital World. Tata McGraw Hill Publishing Company Ltd. New Delhi. 2. Boove, C.L., Thill, J.V. & Chaturvedi, M. (2011). Business Communication Today, Pearson. 3. M. K. Sehgal & V. Khetrpal(2010) - Business Communication (Excel Books). 4. Rajendra Pal(2009) - Business Communication (Sultanchand & Sons Publication). 5. P.D. Chaturvedi(2009). Busines Communication (Pearson Education, 2nd Edition 6. Lesikar RV & Pettit Jr. JD .Basic Business Communication : Theory & Application (Tata Mc Grow Hill, 10th Edition). 7. TaylerShinley(2011) . Communication for Business (Pearson Education, 4th Edition.