

**MBA (TOURISM AND TRAVEL MANAGEMENT) (CBCS) SYLLABUS
2023-24**

**FACULTY OF MANAGEMENT
DEPARTMENT OF BUSINESS MANAGEMENT
OSMANIA UNIVERSITY
HYDERABAD – 500007**



**University with potential for Excellence
(Accredited by NAAC A+ Grade)**

**MBA (TTM) COURSE ACADEMIC REGULATIONS, STRUCTURE AND
SYLLABUS AS PER CBCS GUIDELINES
WITH EFFECT FROM 2023-24**

RULES AND REGULATIONS OF M.B.A. (TTM) PROGRAM-2023-24

The Master of Business Administration (M.B.A.) TTM is a Post-Graduate course offered as:

I. Two-year i.e., four semester Full Time Day program – Annual fee Rs. 60,000/-

1. Eligibility Conditions

M.B.A. (TTM)

Candidates seeking admission into Full Time M.B.A. (TTM) program must be: Bachelor degree holder of Osmania University or a degree recognized by the university as equivalent thereto and / (or) as per the rules laid down by the University;

The candidates seeking admission must qualify in the Entrance Examination, conducted by the appropriate authority in the year of admission as per the norms prescribed by the University.

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.

Foreign candidates' admission is based on the Screening Process of the University currently in vogue.

2. 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 Weeks

Preparation Holidays: 7-10Days

Rules of Attendance

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

3. Promotion Rules:

A student will be promoted subject to the following rules:

a. I Semester to II Semester:

A student should put in a minimum of 75% of attendance in aggregate 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.

b. II Semester to III Semester

A student should put in a minimum of 75% of attendance in aggregate in all the courses put together of the Term (65% in the case of medical exemption) and should have passed at least 50% of Theory courses of I & II Semesters put together. (Viva Voce and Lab courses not considered for this purpose).

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c. III Semester to IV Semester:

A student should put in a minimum of 75% of attendance in aggregate in all the courses put together of the Term (65% in the case of medical exemption) and having registered for the University Examination.

Candidates who have not passed in at least 50% of the courses of the previous semesters are not promoted to the next year.

4. 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 puts in at least 40% of attendance in Semester – I, but failed to register for 1st Semester Examinations

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 full time 2 year MBA-TTM program

5. Project Work:

The students should undertake the Project internship during the summer vacation (For 6 weeks of duration) intervening between II & III Semesters of MBA TTM Program. Project Report Work should be carried out in the Final Year of MBA-TTM Program i.e., III & IV Semesters for MBA-TTM Program.

The students are required to do project work in any area of Management under the active guidance of Internal Faculty Member assigned to the student.

The Project work usually consists of selecting a Topic / Problem / Theme in any area of 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 30 days (one month) before commencement of Final Semester Examinations.

6. Scheme of Evaluation is a combination of Continuous and Comprehensive Evaluation and End Semester Examination

Rules & Regulations:

The CCE Model incorporates three (3) key components for assessing the specified program:

i) Continuous Assessment (CA): Students engage in ongoing evaluation, where a total of 30 marks are distributed across three Internal Assessment tests. Each assessment carries a specific weightage of 10 marks, contributing to the overall assessment

ii) Attendance: A portion of the assessment, accounting for 10 marks, is dedicated to tracking students'

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attendance. This aspect serves as an incentive for active engagement in the learning and teaching process. A total of 40 marks are allotted to Continuous Assessment

iii) End Semester Examination (ESE): The comprehensive evaluation includes a final examination, contributing 60 marks to the overall assessment.

1 st Internal Assessment (10 Marks)	2 nd Internal Assessment (10 Marks)	3 rd Internal Assessment (10 Marks)	4 th Internal Assessment (10 Marks)
1. 10 Multiple choice questions each $\frac{1}{2}$ mark ($10 \times \frac{1}{2}$) = 5 marks 2. 10 Fill in the blank questions each $\frac{1}{2}$ mark ($10 \times \frac{1}{2}$) = 5 marks	1. 5 Questions on assertion & reason each 1 mark (5×1) = 5 marks 2. 10 Match the following questions each $\frac{1}{2}$ mark ($10 \times \frac{1}{2}$) = 5 marks	1. Questions on syllogism each $\frac{1}{2}$ mark ($10 \times \frac{1}{2}$) = 5 marks 2. Management quiz (written) each $\frac{1}{2}$ mark ($10 \times \frac{1}{2}$) = 5 marks	Attendance = 10 marks

Weightage for Attendance:

Attendance Percentage	Marks
95% - 100%	10 Marks
86% - 94%	08 Marks
81% - 85%	06 Marks
75% - 80%	05 Marks
65% - 74%	04 Marks*

*Applicable only to those who provide a valid reason with condonation

End Semester Examination for 60 Marks divisible as Part 'A', 'B' and 'C'

- Part A - 10 Marks (5 Questions each carrying 2 marks) without choice.
- Part B - 40 Marks (5 Questions each carrying 8 Marks) with internal choice.
- Part C - 10 Marks Case Study (Analysis)

Model Question paper End Semester
Examination (ESE)

Part –A

Attend all Questions (5x2) =10 Marks

- 1) Question No. 1 – 2 Marks
- 2) Question No. 2 – 2 Marks
- 3) Question No.3 – 2 Marks
- 4) Question No. 4 – 2 Marks
- 5) Question No. 5 – 2 Marks

Part –B

Attend all Questions (5x8) =40 Marks (Internal Choice)

- 6) Question No.6
 - a. Question-1 – 8 Marks
 - b. Question-2 – 8 Marks
- 7) Question No.7
 - a. Question-1 – 8 Marks
 - b. Question-2 – 8 Marks
- 8) Question No.8
 - a. Question-1 – 8 Marks
 - b. Question-2 – 8 Marks
- 9) Question No.9
 - a. Question-1 – 8 Marks
 - b. Question-2 – 8 Marks
- 10) Question No. 10
 - a. Question-1 – 8 Marks
 - b. Question-2 – 8 Marks

Part – C

Case Study (Analysis) - 10 Marks

Students are required to analyze the case presented in the section

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6.1 Measurement of Credits Hours:

The following formula may be used for the credit calculation in general education component of the course:

- i. General Education credit refers to a unit by which the course work is measured. It determines the number of hours of instructions required per week. One credit is equivalent to one hour of teaching [lecture or tutorial] or two hours of practical work/field work per week. Accordingly, one Credit would mean equivalent of 14-15 hrs of theory or 28- 30 hrs of workshop/ lab work.
- ii. One Credit is equivalent to 14-15 periods of 60 minutes each, for theory, or 28-30 periods of 60 minutes for workshop/labs and tutorials.
- iii. For internship/field work, the credit weightage for equivalent hours is 50% of that for lectures/tutorials.
- iv. For self-learning, based on e-content or otherwise, the credit weightage for equivalent hours of study is 50% or less of that for lectures/tutorial

6.2 Continuous Improvement and Evaluation Process:

- ☐ Students will review their graded assessments within a specified timeframe.
- ☐ Feedback sessions will be scheduled to discuss assessment results and clarify grading rationale.
- ☐ Students are encouraged to assess their own work against provided criteria after receiving graded assessments.
- ☐ Students will confirm receipt of graded assessments, acknowledging that they have reviewed the feedback.
- ☐ A formal re-grading request process will be established for students to request re-evaluation or re-grading.
- ☐ Transparent rubrics will be communicated before assessments, providing clarity on expectations.
- ☐ Clear procedures will be in place for students to express concerns or appeal grades

6.3 Assessment for Practical Courses:

- The assessment for practical courses can take one of two modes: continuous or a combination of continuous and comprehensive evaluation.
- In courses utilizing both continuous and comprehensive assessment, the End Semester Examination (ESE) will adhere to the minimum required percentage of attendance as outlined earlier. This emphasizes the importance of regular attendance in courses where assessment is both continuous and comprehensive.
- For courses featuring independent practicals or projects, the assessment pattern may vary. This variation is based on the specific requirements and goals of each program, as designed and approved by the Board of Studies committee. The flexibility in assessment aims to align with the unique nature of practical components in different programs and ensures a tailored approach to evaluating students' practical skills and knowledge.

7. Award of Grades for Seminars, Project Report and Viva Voce Examinations:

IV Semester Project:

Project Assessment for 150 Marks

Marks distributed for Project Assessment shall be as follows:

Internal Assessment

Research Design Seminar (III Semester)	1 Credit	25 Marks
Progress Seminar (III Semester)	1 Credit	25 Marks

IV Semester Project Assessment

Dissertation	1 Credit	25 Marks
Final Presentation	2 Credits	50 Marks
Viva Voce during Final Presentation	1 Credit	25 Marks

8. Instructional Work Load for Theory, Practical Courses,

Mentoring & Project Work:

Each of the Theory Courses of the MBA-TTM Program shall have instructional workload of 4 periods of 60 Minutes duration per week in addition to mentoring and project work as specified in the course curriculum. The Instructional workload for each of the Practical and Lab Courses shall be 1 Period of 60 Minutes duration respectively per week. Tutorial for each subject shall be for one hour per week. All subjects must have one period of Tutorial each per week.

9. Tutorial:

Individual and Group assignments, Case Studies, Presentations, Quizzes, Book Reviews, Article Reviews, Management Games etc.

10. Evaluation System:

- All courses of MBA-TTM Program will carry a Maximum of 100 Marks each.
- Duration of the university examination for all the courses is 2½ hours each.
- All the courses will have 60 marks for university end semester examination and 40 marks for internal examination (CCE).

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

11. Conduct of Examinations:

Examination will be conducted based on the existing rules of examination Branch that are applicable to other PG Courses

12. Award of Degree and Division:

Candidates will be awarded MBA-TTM Degree on successful completion of all Theory Courses, Practical Courses, Viva Voce and Project Report. The Division / Class will be awarded as per the University norms

Eligibility for admission to the ESE: A student must have at least 75% attendance in aggregate at the end of the semester. If any student fails to meet the 75% attendance requirement but has more than 65% attendance, in such a case, the student must pay a condonation fee with a proper reason for the shortfall in attendance.

- The End Semester Examination (ESE) for theory courses will be conducted for 60 marks. The duration of an ESE is generally 2½ hours.
- Possession of a hall ticket during the examination, along with the timetable and room allotment, is compulsory for the ESE. Hall tickets can be downloaded from the Student Login.
- The registration number of the students is bar-coded, and it is pasted on the facing sheet of the answer booklet at the beginning of the examination

13. Readmission for Pursuing Additional Elective Courses:

A student can be given readmission for pursuing additional electives after completion of MBA program 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.

- The additional elective must be pursued in the same college in which the student studied and completed the MBA Program.
- The admission must be done within four weeks of the commencement of the III Semester.

14. Total number of credits to be completed to be eligible for the award of MBA-TTM degree:

Total number of credits at the end of fourth semester (MBA-TTM) = 25 + 25+26+26 = 102

15. Awarding Cumulative Grade Point Average (CGPA) and

Semester Grade Point Average (SGPA):

15.1 Subject wise Grading

Grades shall be awarded to indicate the performance of students in each of subjects studied. Based on the percentage of marks obtained in both Continuous and Comprehensive Evaluation and End Semester Examination, a corresponding letter grade shall be given as shown in Table 1.

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15. 2. Grading System:

The Semester Grade Point Average (SGPA) is calculated by dividing the sum of credit points (Σ CP) secured from all subjects/courses registered in a Semester, by the total number of credits registered during that Semester. SGPA is rounded to two decimal places and is computed as

$$\text{SGPA} = \text{For each Semester, } \Sigma \text{CP} / \text{Total no. of credits}$$

Grades are awarded based on a relative grading system and University follows a 8 point grading system on a 10 point scale

Grading Scheme:

Table 1

Percentage	Grade	Grade point (10 pointscale)	
80-100	O	10	Outstanding
70-79	A+	9	Excellent
60-69	A	8	Very Good
55-59	B+	7	Good
50-54	B	6	Above Average
45-49	C	5	Average
40-44	P	4	Pass
<40	F	3	Fail
Absent	Absent	0	Ab

The pass criteria for the successful completion of programmes, shall be as follows

- Minimum of 40% aggregate marks in the CCE of a course
- Minimum of 40% in the ESE of a course.
- Minimum 50% aggregate in each Semester

A student who has obtained an 'F' grade in any subject shall be deemed to have 'failed' and is required to reappear as a 'supplementary student' in the End Semester Examination, as and when offered. In such cases, internal marks in those subjects shall remain the same as those obtained earlier.

To a student who has not appeared for an examination in any subject, 'Ab' grade shall be allocated in that subject, and he/she is deemed to have 'failed'. A student shall be required to reappear as a 'supplementary student' in the End Semester Examination, as and when a student earns grade point (GP) in each subject/course, on the basis of the letter grade secured in that subject/course. The corresponding 'credit points' (CP) are computed by multiplying the grade point with credits for that particular subject/course as shown below.

$$\text{Credit points (CP)} = \text{grade point (GP)} \times \text{credits}$$

For a subject/course a student passes the subject/course only when $\text{GP} \geq 4$ ('P' grade or above)

15.3 Cumulative Grade Point Average (CGPA)

The Cumulative Grade Point Average (CGPA) is a measure of the overall cumulative performance of a student in all semesters considered for registration. The CGPA is the ratio of the total credit points secured by a student in all registered courses in all semesters, and the total number of credits registered in all the semesters. CGPA is rounded off to two decimal places. CGPA is thus computed from the 1st year II semester onwards at the end of each semester.

Computation of SGPA and CGPA are done using the procedure listed above. For Final % of Marks equivalent to the computed final CGPA, as:

$$\% \text{ of Marks} = (\text{final CGPA} - 0.5) \times 10.$$

As a measure of the performance of a student, a 10 point absolute grading system using the letter grades (as per UGC/AICTE guidelines) and corresponding percentage of marks shall be followed.

16. Evaluation and Results:

- a. The evaluation process for answer scripts in the End Semester Examination (ESE) is centralized and conducted impartially. This means that the assessment is carried out in a centralized manner, ensuring objectivity and fairness. Evaluators, without knowledge of the students' identities, review the answer scripts, maintaining a blind-folded approach to eliminate biases. This approach is designed to uphold fairness and consistency in the grading process across all students participating in the ESE.
- b. In the Postgraduate (PG) program courses, a single examiner conducts the evaluation process, assigning marks to candidates. If a student raises discrepancies in the assigned marks, the system initiates a second evaluation to ensure accuracy and fairness.
- c. After completing the examinations, the system promptly announces semester results within 30 days from the date of the last examination. This timely disclosure furnishes students with feedback on their academic performance.
- d. It's noteworthy that a minimum pass mark of 40% is set for each course, considering the combined performance in Continuous Assessment (CA) and the End Semester Examination (ESE). This standard ensures a comprehensive evaluation and establishes a benchmark for the successful completion of the courses.

17. Backlog Examinations:

- a. If a student fails in any one or more courses of the End Semester Examination (ESE) in any semester, they are permitted to appear for the backlog examinations in the subsequent semester.
- b. A repeating student has a maximum of three chances, including the first chance, with the same syllabus/curriculum. If the student fails to clear the course in three chances, subsequent attempts will be based on the syllabus applicable to the course for the relevant academic year.
- c. The maximum duration to complete a program is two years beyond the prescribed minimum duration.
- d. To apply for a repeat examination, a student must submit their application through their concerned Principal by the specified deadline.
- e. All notifications regarding backlog examinations will be announced on the University website at least 15 days before the commencement of the examinations.

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18. Repeating CCE for improvement:

- a. Students who have completed all the semesters of their program but failed to graduate due to a low score in CCE in a specific course can apply for CCE repeat, as notified on the University website.
- b. Final-semester students who failed in any course in previous semesters due to low scores in CCE can apply for CCE repeat, as per the notification on the University website.
- c. Applicants should submit the filled form through the Head of the Department to the Principal of the college in person.
- d. After document verification and fee payment by the applicant, the application will be forwarded to the office of the Controller of Examinations for further processing.
- e. The maximum number of courses allowed for CCE repeat at a time is two.
- f. If a course has been revised or replaced in the changed syllabus, the student must complete the syllabus applicable to them.
- g. In CCE repeat, the applicant must complete all four components of the CA under the supervision of a teacher assigned by the department.

19. Re-evaluation/ Re-totalling:

- a. Re-evaluation/Re-totalling of answer scripts is permissible for PG students covered under CCE. This option extends to both regular and backlog examinations.
- b. Students intending to pursue Re-evaluation/Re-totalling must submit their applications through the Principal to the Controller of Examinations within the designated time frame.
- c. If there is any alteration in marks as a result of Re-evaluation/Re-totalling, the student will be accorded the benefit of the higher marks, whether awarded before or after the re-totalling process.
- d. In the context of Re-evaluation/Re-totalling, the recalculated marks will be deemed final.
- e. The outcome of the re-totalling process will typically be disclosed within one month from the concluding date for applications.

20. Make-up / Instant Exams

Make-up / Instant examinations will be conducted for IV semester outgoing students within one month from the date of declaration of results

21. General Clause:

It may be noted that beside the above specified rules and regulations all the other rules and regulations in force and applicable to semester system in Post-Graduate courses in Osmania University will be applicable as amended from time to time by the University. The students shall abide by all such Rules and Regulations. This includes Plagiarism rules notified by the University

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YEAR - I SEMESTER- I

<i>Course Code</i>	<i>Course Title</i>	<i>Nature</i>	<i>HPW</i>	<i>Credits</i>	<i>Max. Marks (CCE+ESE)</i>
DSC 101	Principles of Management	Core	4	4	40+60
DSC 102	Basics of Accounting & Finance	Core	4	4	40+60
DSC 103	Managerial Economics for Tourism	Core	4	4	40+60
DSC 104	Tourism Evolution and Concepts	Core	4	4	40+60
DSC 105	Global Tourism Geography	Core	4	4	40+60
DSC 106	Tourism Products of India	Core	4	4	40+60
	* Field Study and Report		2	1	25
	Total		26	25	625

Total Credits= 25 Total Marks = 625

- **HPW – Hours Per Week**
- **CCE – Continuous and Comprehensive Evaluation**
- **ESE – End Semester Exam**
- **Th- Theory**
- **Tu – Tutorial**
- **P – Practical**

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**YEAR - I
SEMESTER- II**

<i>Course Code</i>	<i>Course Title</i>	<i>Nature</i>	<i>HPW</i>	<i>Credits</i>	<i>Max. Marks (CCE+ESE) *Practical</i>
DSC 201	OB &HRM	Core	4	4	40+60
DSC 202	Marketing for Tourism	Core	4	4	40+60
DSC 203	IT Applications for Management	Core	3Th+2P	4	40+40+20P*
DSC 204	Bio-physical Endowments of India	Core	4	4	40+60
DSC 205	Hospitality Management	Core	4	4	40+60
DSC 206	Travel Agency and Tour Operation Business	Core	4	4	40+60
	Field Study and Report		2	1	25
	Total		26	25	625

Total Credits for Semester II= 25, Total Marks = 625

Total Credits of MBA (TTM) Year I = 50

- **HPW – Hours Per Week**
- **CIE – Continuous and Comprehensive Evaluation**
- **ESE – End Semester Exam**
- **Th- Theory**
- **Tu – Tutorial**
- **P – Practical**

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MASTER OF BUSINESS ADMINISTRATION (TTM) SYLLABUS

SEMESTER-I PAPER CODE-DSC 101

Course: PRINCIPLES OF MANAGEMENT

Course objectives:

1. To help students to understand the basic principles of management.
2. To comprehend managerial concepts and theories.
3. To interpret types of plans and decision making styles.
4. Enable students to understand the key principles of management
5. To analyze leadership and motivation theories.
6. To interpret classical and contemporary management theories and their relevance

Course outcomes:

1. Apply gained knowledge of managerial concepts and theories.
2. Develop suitable plans and decisions.
3. Enable to identify management issues and propose effective solutions
4. Implement critical thinking and study approaches to organizational performance
5. Identify organization structures and understand control process.
6. Critically assess assumptions that influence decisions and actions on management

Unit – I: Introduction to Management

Nature, meaning and significance of Management, Management-Science vs Art, Management Principles, Management Functions, Evolution of Management, Theories of Management, Classical, Scientific, Administrative and Behavioral. Management Sciences Theories: Systems and Contingency Theory, Social and ethical issues in Management, Management and environment of tourism business.

Unit – II: Planning and Organizing

Approaches to planning; Types of plans, steps in planning process, Organizational planning - Vision, Mission, Objectives and goals; Planning in a dynamic environment.

Organizing -concept, principles, theories, types of organizations, authority, responsibility, power, delegation, centralization and Decentralization; Span of management, Line and staff relationships.

Unit – III: Directing and Controlling

Motivation, Motives, Motivation Theories, Motivation and Productivity, Leadership Styles & Models, Process of Communication, Formal and Informal Communication, Barriers to Communication and Transactional Analysis, Control Process Methods, Tools and Techniques, Design of Control Techniques, Choices in Control.

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Unit – IV: Organisation Behaviour

Concepts, determinants, challenges, and opportunities of OB, contributing disciplines to OB, Historical evolution of OB; Impact of organizational structure on OB; Understanding and managing individual behaviour: Personality; Perception; Values; Attitudes; Learning, Contemporary challenges of OB

Unit – V: Group Behaviour

Group Behaviour, Group Formation, Developing interpersonal awareness, Assertiveness in Groups: Definition and classification of groups, Development of groups, group structure, roles, norms, and status, Group decision making.

Understanding Work Teams, Conflict Management, Conflict resolution models, Negotiation and Interpersonal Behaviour, Management of Change, Resistance to Change, Organizational Development.

Suggested Readings:

1. Koontz & Weihrich, Essentials of Management, Tata McGraw Hill, 12th Edition. 2013
2. Rao VSP, Hari Krishna V – Management: Text and Cases, Excel Books, 2012 Edition
3. Weihrich & Koontz, Management - A Global perspective, McGraw Hill. 2012
4. Hellrieger, Jackson & Slocum, Management - A Competency based approach, Thomson Learning, 13th Edition. 2013
5. Stoner & Stoner A.F & James Freeman Edward R, Management, PHI. 2011
6. Stephen P. Robbins, “Organizational Behaviour”, 12th Edition, Prentice Hall.
7. Fred Luthans, “Organizational Behaviour”, 12th Edition, McGraw Hill International Edition.
8. Udai Pareek 2010, Understanding Organizational Behaviour, Oxford University Press.

MASTER OF BUSINESS ADMINISTRATION (TTM) SYLLABUS

SEMESTER-I PAPER CODE-DSC 102

Course: BASICS OF ACCOUNTING AND FINANCE

Course objectives:

1. To study principles of accounting and accounting system.
2. Understand basic concepts of accounting
3. To identify accounting process based on current practices.
4. To examine inventory valuation methods.
5. To study changes in financial position and operating cycle
6. To evaluate financial statements.

Course Outcomes:

1. Apply the gained knowledge on accounting concepts and principles.
2. Translate understanding into practice of preparing financial statements.
3. Choose optimum inventory valuation method as per requirements
4. Make use of funds in assessing long term financial strategy
5. Interpret observations of financial state of business.
6. Apply accounting principles to practical scenarios and make informed financial decisions

UNIT I: Introduction to Financial Accounting

Definition-purpose, use and role, Concept and conventions- Rules of book keeping; double entry book keeping; Financial Accounting transactions, the process of recording, rules of book keeping and books of accounts; Double Entry book keeping, journalizing primary and secondary books of accounts. Preparation of Journal, Ledger Posting Balancing and Preparation of Trial Balance; Accounting standards; International Financial Reporting Standards (IFRS).

UNIT II: Preparation of Financial Statements

Meaning; Objectives; The structure and contents of financial statements, The profit and loss account and the Balance Sheet. The need for adjusting entries; revenue recognition, accrual principle, depreciation, closing inventories and their valuation, bank debts and providing for doubtful debts, discounts, contingencies, prior year expenses

UNIT III: The analysis of financial statements

Techniques of Financial Statement Analysis: Ratio analysis Types of ratios-Ratios to understand the financial status and performance of an organization. Ratios and their uses .Advantages and disadvantages, common size statement analysis.

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UNIT IV: Cost Accounting

Meaning and Objectives; Classification; Direct cost; Overheads; Cost Sheet - Preparations of Cost Sheet; Marginal Costing: Breakeven point analysis, Contribution, Margin of Safety, Standard Costing, Variance Analysis, Material Variances, Labour Variances

UNIT V: Funds Flow Statement

Meaning, Concept of Gross and Net Working Capital, Preparation of Schedule of Changes in Working Capital, Preparation of Funds Flow Statement and its analysis

Cash Flow Statement: Various cash and non-cash transactions, flow of cash, difference between cash flow and fund flow, preparation of Cash Flow Statement and its analysis.

Reference Books:

1. Ramachandran. N., Ram Kumar Kakan, "Financial Accounting for Management", The TATA McGraw Hill Publishing Company Ltd, New Delhi, 2014.
2. Sharma K Sasigupta, "Cost and Management Accounting" Sultan Chand and Sons, New Delhi, 2012
3. Dr. S. N. Maheswari "Management accounting" Sultan Chand and sons, New Delhi. 11th Edition 2013
4. Narayanswami - Financial Accounting: A Managerial Perspective PHI, 2nd Edition
5. Mukherjee - Financial Accounting for Management TMH, 1st Edition
6. Banerjee-Financial Accounting, Excel Books

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MASTER OF BUSINESS ADMINISTRATION (TTM) SYLLABUS

SEMESTER-I PAPER CODE-DSC 103

Course: MANAGERIAL ECONOMICS FOR TOURISM

Course objectives:

1. To explain the basic economic principles and the concepts of business economics.
2. To identify and analyze determinants of demand and supply.
3. To simplify and establish relationship between production and associated costs.
4. To classify evolving market structures and determine the optimum price-output level.
5. To analyze the fundamental principles of economics and study how they apply to the tourism industry
6. To evaluate impact of Macro economy on Tourism Industry.

Course outcomes:

1. Make use of economic principles in business decision making process.
2. Estimate and predict demand and supply through gained knowledge.
3. Evaluate and apply production and cost concepts in business.
4. Compare various market structures and determine optimum price-output level.
5. Design tourism strategies keeping in mind the economic impact of tourism in India
6. Apply economic tools and models to evaluate pricing strategies, revenue management and cost minimization in tourism industry

Unit – I: Introduction to Business Economics

Introduction to Economics, Nature and Scope of Management Economics, Significance in decision-making and fundamental concepts. Objectives of a firm. Gap between theory and practice and role of managerial economist, the concept of opportunity cost, Marginalism, Equi-marginalism, incremental concept, Time perspective, discounting principle, Risk and uncertainty.

Unit-II: Theory of demand and supply

Demand Analysis; Types of demand, determinants of demand, demand function, Law of demand, assumptions and exceptions; Elasticity of demand; types of Elasticity of Demand, Measurement and significance of Elasticity of Demand. Demand Forecasting; Need for Demand Forecasting, Methods of Demand Forecasting; Supply function, determinants of supply, law of supply, Elasticity of Supply.

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Unit-III: Production and cost Analysis

Production and cost of production, production function ; Production function with one, two variables, Cobb-Douglas Production Function, Marginal Rate of Technical Substitution, Isoquants and Isocosts function in the short run and in the long run ;cost concepts ;practical applications of cost functions ;cost volume profit Analysis ;Break even chart; Economics of scale and scope.

Unit-IV: Market Structure

Classification of Market Structures, Features, competitive situations; Price-Output determination under Perfect competition, Monopoly, Monopolistic competition and Oligopoly both in the long run and short run; pricing under monopolistic competition, product differentiation. Kinked demand curve, cartels, price leadership. Pricing Strategies; Price determination, full cost pricing, product line pricing, price skimming, penetration pricing.

Unit V: The economic impacts of tourism

Direct, indirect, induced and negative. The measurement of economic impact, multiplier effect – meaning and types of economic impact, multiplier–meaning and types, linkage and leakages. Tourism impact on balance of payments and exchange rates.

Suggested Books:

1. Petersen, Craig H. Managerial Economics, New Delhi Pearson Education.
2. Mithani, D.M. Managerial Economics, New Delhi, Himalaya Publications.
3. Chopra, O.P. Managerial Economics. New Delhi McGraw Hill.
4. Koutsoyiannis A. Modern Micro Economics. New York, Macmillan.
5. M. Thea Sinclair and Mike Stabler, “The Economics of Tourism”, Rutledge, London and New York.
6. Peter Cullen, Economics of Hospitality Management

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MASTER OF BUSINESS ADMINISTRATION (TTM) SYLLABUS

SEMESTER-I PAPER CODE-DSC 104

Course: TOURISM EVOLUTION AND CONCEPTS

Course objectives:

1. To explain existing forms of tourism.
2. To estimate and predict tourism demand.
3. To analyze the evolving elements of tourist destination.
4. To determine the impact of tourism on economy
5. To understand historical developments from ancient civilizations to modern travel trends
6. Able to evaluate current trends and challenges in global tourism industry

Course outcomes:

1. Apply gained knowledge of tourism concepts.
2. Develop suitable attractions of tourism.
3. Identify the impact of tourism on culture
4. Identify and critically assess impact of tourism on environment.
5. Evaluate socio-economic impact of tourism
6. Analyze the fundamental concepts and theories in tourism industry

Unit-I: Introduction to Tourism

Concepts, Definitions & Historical development of Tourism. Types of Tourist: Tourist, traveller, excursionist. Forms of tourism: Inbound, Domestic, International. Tourism System: Nature, Characteristics of tourism industry; Interdisciplinary approaches to tourism; Major motivations and deterrents to travel. Development of tourism in India, Sargent Committee, Formation of ministry of tourism.

Unit – II: Growth of Tourism Industry

Tourism Demand, Motivation of Tourism Demand, Measuring Tourism Demand. Pattern & characteristic of tourism supply Factors influencing tourism supply.

Tourism Industry; Structure and Components: Attractions; Accommodation; Activities; Transportation, Shopping; Entertainment; Infrastructure and Hospitality; Emerging areas of tourism; Rural, Eco, Medical, Meeting-Incentives-Conferences-Exhibitions (MICE), Literary, Indigenous, Wellness, Film, Golf

Unit – III: Components of Tourism Industry

Elements of Tourist Destination. Influences of elements on tourist flows. Role of Indian Tourism Development Corporation(ITDC), State Tourism Development Corporations, Archaeological Survey of India(ASI), Ministry of Railways & Civil Aviation in tourism development, Role and functions of Important Tourism Organizations: World Trade Organization(WTO),International Air Transport Association(IATA),Pacific Asia Travel Association (PATA), Travel Agents Association of

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India(TAAI), World Travel and Tourism Council(WTTC),Federation of Hotels and Restaurants Association of India(FHRAI).

Unit –IV: Trends in Tourism Sector

Tourism Impacts; 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 - Tourism regulations - Present trends in Domestic and Global tourism – MNC's in Tourism Industry.

Unit –V: Tourism Impact Assessment

Development and Promotion of tourism, National Action Plan of tourism , National Tourism Policy Code of conduct for safe and Sustainable Tourism for India.

Managing impacts: Role of various policy measures, control, standard capacities; Impact assessment methods, Social impact assessment, Environmental impact assessment and environmental audit.

Suggested Readings:

1. Page J. Stephen & Brunt Paul, "Tourism- A modern synthesis", Thomson London, 2007
2. Chuck Y. Gee , Gee, James C. Makens & Dexter J. L. Choy, "The Travel Industry", Van Nostrand Reinhold, New York
3. R Gartner, Tourism Development: Tourism System: Mill R.C & Morrison
4. P.M. Seth, Successful Tourism Management:
5. J.K. Sharma , Tourism Planning & Development:
6. Cooper C, Fletcher J, and Gilbert D &Wahill S., "Tourism; Principles & Practices"

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MASTER OF BUSINESS ADMINISTRATION (TTM) SYLLABUS

SEMESTER-I PAPER CODE-DSC 105

Course: GLOBAL TOURISM GEOGRAPHY

Course objectives:

1. To provide an overview to destination geography in International tourism.
2. To develop an in-depth knowledge and understanding of major International tourist destinations.
3. To gain familiarity on intra-regional tourism generating areas of the world.
4. Develop comprehensive understanding of Global tourism patterns
5. To measure the consequences of tourism activities on both global and local scale
6. To understand the impact of Globalization on tourism industry

Course Outcomes:

1. Identify tourism geography and trend of intra- regional tourism in the continent.
2. Identify major International tourist destinations.
3. Discuss the world time calculation and prominent cities of the world through world map plotting.
4. Understand destination development and marketing strategies in tourism
5. Demonstrate a comprehensive understanding of Global tourism patterns
6. Evaluate the environmental and socio-cultural impact of Global tourism

Unit-I: World Geography

Fundamentals of Geography, Importance of Geography in tourism, Climatic variations, Climatic regions of world.

Unit-II: Map Reading

Latitude, Longitude, and International Date Line, Time Zone & calculation of Time. Time Differences, GMT variations, Direction-Scale Representation-GIS & Remote Altitude-Sensing

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Unit-III: Tourism Transport Systems in the World

Air Transport: International Air Travel Association (IATA), Areas & Sub Areas-Global Indicators, Major Airports and Routes, Major Railway Systems and Networks; Water Transport: International Inland and Ocean Transport Networks; Road Transportation: Major Transcontinental, International and National Highways-Transport Systems in India.

Unit-IV: Physical features of World geography

Continents and Oceans, Exploring Mountain Ranges and Deserts, Rivers and lakes destinations, Volcanoes, Natural disasters affecting tourism, Studying climate zones

Unit-V: Political and cultural factors

Interactions of tourism with the culture, economy, and environment; Political, economic, and environmental factors affecting travel both positively and negatively; Major travel-generating and travel-receiving areas, Major cities, Natural wonders, Historic sites, How culture effects travel

Suggested Readings:

1. Burton, Rosemary, Travel Geography, Longman Edition, 2010.
2. Hudman, Lloyd and Jackson Richard, Geography of Travel and Tourism, Delmar Publishers, Edn: 2011
3. Perlitz, Lee and Elliot, Steven, International Destinations, Prentice Hall, Edn. 2012.
4. Michael hall (1999) Geography of Travel and Tourism, Routledge, London.
5. Robinson H.A (1976) Geography of Tourism, Mac Donald & Evans, Ltd.
6. Stephen Williams (1998) Tourism Geography, Routledge. London.
7. India, Lonely Planet Publication
8. IATA/UFTAA Foundation Course Study Materials
9. Khullar, D.R. (2006) India: A Comprehensive Geography, Kalyani Publication, New Delhi
10. Govt. of India, National Atlas of India, NATMO Publication, Calcutta

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MASTER OF BUSINESS ADMINISTRATION (TTM) SYLLABUS

SEMESTER-I PAPER CODE-DSC 106

Course: TOURISM PRODUCTS OF INDIA

Course objectives:

1. To identify the concept and characteristics of tourism products in India.
2. To explain various art form and their characteristics in India.
3. To classify national parks, beach resorts, and hill stations in India
4. To identify India's diverse tourism offerings
5. To understand the importance of promoting responsible tourism products
6. To evaluate various cultural, natural heritage and adventure tourism segments

Course outcomes:

1. Estimate and predict demand of tourism products of India.
2. Design new tourism strategies with respect to national parks, hill stations and beach resorts across India.
3. Identify potential tourist attractions as per interest of the tourist in India.
4. Create sustainable tourism plans
5. Understand the importance of preserving cultural heritage and protecting environment
6. Ensure the economic well being of local communities while promoting tourism

Unit – I: Tourism Products

Definition, Concept & Classifications, Nature & Characteristic of India's Tourism Products: Seasonality & Diversities. Heritage- Indigenous- Colonial, Handicrafts of India. Craft Mela, and Festivals of Social & Religious importance.

Unit – II: Performing Arts of India

Forms & Types, Classical Dances. Folk Dances of different Regions & Folk Culture. Indian Music: Different Schools, Status of Indian Vocal & Instrumental Music, Indian Music abroad. Indian Museums, Art Galleries, Libraries & their Location, assets & characteristics. Indian cuisine: Regional variations.

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Unit – III: National Parks & Wildlife Sanctuaries

Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Dachigam National Park, Corbett National Park, Ranthambore National Park, Hazaribag National Park, Similipal National Park, Bhitarkanika National Park, Bandhavgarh & Kanha National Park, Mudumalai National Park, Periyar National Park, Nilgiri Biosphere Reserve.

Unit – IV: Hill Stations

Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Gulmarg, Kullu & Manali, Shimla, Mussoorie, Nainital, Pachmari, Mahabaleswar, Chikmanglaur, Coorg, Waynad, Munnar, Ooty, Kodiakanal, Arakku, Horsley Hills, Darjeeling, Gangtok, Shillong.

Unit – V: Beach Resorts of India

Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Important Beaches in Gujarat, Maharashtra, Goa, Karnataka, Kerala, Tamil Nadu, Pondicherry, Andhra Pradesh, Odisha, West Bengal, Lakshadweep, Andaman & Nicobar Islands

Suggested Readings:

1. Robinet Jacob, Indian Tourism Products, Abhijeet Publications, Delhi.
2. Basham, A.L., A Cultural History of India. Oxford University Press, USA
3. Stephen Ball, Encyclopaedia of Tourism Resources in India, Butterworth –Heinemann.
4. Manoj Dixit, Tourism products. New Royal Book Co, Lucknow.
5. Norman Douglas. Special Interest Tourism, John Wiley & Sons, Australia.

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SEMESTER-I

FIELD STUDY

Credits: 1

Max Marks: 25

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

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SEMESTER-II PAPER CODE-DSC 201

Course: ORGANIZATION BEHAVIOR AND HUMAN RESOURCE MANAGEMENT

Course objectives:

1. To enable students to understand basic principles of human resource management.
2. To comprehend functions of HRM.
3. To interpret various sources of recruitment
4. To understand various issues approaches and practices of HRM
5. To design workforce and build HR driven strategies
6. To identify potential employees and evaluate competencies

Course outcomes:

1. Enable to define and explain the basic concepts of HRM.
2. Enable to familiarize the various aspects of HR, to deal effectively with human resource
3. Develop an understanding towards compensation management and industrial relations.
4. Develop and sustain winning organizations
5. Helps to build Global level HR managers
6. Enable to use strategic HR metrics and HR dashboards

UNIT-I: Organization Behavior

Introduction to OB, Definition, meaning and importance, OB concepts, models, Relationship between management and organizational behavior; Learning; Personality and values; emotions and moods. Organizational culture Societal Culture and organisations.

Organizational Development: Concept; Need for change, resistance to change; Theories of planned change; organization change and stress management, Organizational diagnosis.

UNIT-II: Introduction to Human Resource Management

HRM: Meaning, definition and functions. Redefined role and responsibilities of HR managers, sub-system of HRM and HRD, HR functions and policies. Development of HRM in India, Recent trends in HRM, Impact of globalization on HRM. Role of HRM in IT sector

Job Analysis, Job Description; Job Specification; Job Design, Human Resource Planning - Recruitment and Selection -Sources of Recruitment - Selection process, Placement and Induction, Career Planning and development, Succession planning.

UNIT-III: Training and Performance Appraisal

Distinction between training, development and education Inputs in T&D Training process Training techniques/methods; Evaluation of on the job and off the job training methods; Management, Development ;Training and Development Metrics; Factors of Appraisal ;Traditional methods – Modern

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methods – MBO process –Problems of Performance Appraisal– Ethics of appraisal ;HRIS, HR Scorecard.

UNIT-IV: Promotion, Job Evaluation and Compensation

Promotion ;Promotion policy; Types of Promotion – Seniority, Merit, Ability, Transfers, Reasons, Principles and types; Separation, Lay off , Resignation, Dismissal, Retrenchment Voluntary retirement scheme : Retention Metrics, Retention Determinants, Attrition , Job evaluation ;Procedure, Advantages & Limitations, Job evaluation methods :Components of Remuneration :Wages and salary, incentives, fringe benefits; Factors affecting employee remuneration ;Minimum wage, fair wage and living wage; Executive remuneration.

UNIT-V: Labour relations

Employee security, Industrial relation and collective bargaining: Trade unions - Collective bargaining - future of trade unionism. Discipline administration; grievances handling - managing dismissals and separation. Labour Welfare: Importance & Implications of labour legislations - Employee health - Auditing HR functions, Future of HRM function

Suggested Readings:

1. Griffin, Ricky W: Organisational Behaviour, Houghton Mifflin Co., Boston.
2. Hellreigel, Don, John W. Slocum, Jr., and Richard W. Woodman: Organizational Behavior, South Western College Publishing, Ohio.
3. Hersey, Paul, Kenneth H. Blanchard and Dewey E. Johnson: Management of Organisational Behaviour: Utilising Human Resources, Prentice Hall, New Delhi.
4. Ivancevich; John and Michel T. Matheson: Organisational Behaviour and Management, Business Publication Inc., Texas.
5. Steers, Richard M. and J. Stewart Black: Organizational Behavior, Harper Collins College Publishers, New York.
6. Sukla, Madhukar: Understanding Organisations: Organisation Theory and Practice in India, Prentice Hall, New Delhi.
7. Govindarajan & Natarajan: Principles of Management, Prentice Hall of India Private Limited, New Delhi.
8. Stoner, Freeman & Gilbert, Jr.: Management, Prentice Hall of India private Limited, New Delhi.
9. Tripathy & Reddy: Principles of Management, Tata McGraw-Hill Publications, New Delhi.
10. Fred Luthans: Organizational Behaviour, Tata McGraw-Hill Publications, New Delhi

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SEMESTER-II PAPER CODE-DSC 202

Course: MARKETING FOR TOURISM

Course objectives:

1. To enable students to understand the significance of customer orientation in hospitality and tourism marketing.
2. To examine the marketing mix of tourism and hospitality products.
3. To assess the pricing practices and approaches in tourism business.
4. To recognize the marketing strategies for tourism and hospitality business.
5. To develop strategies to develop off-peak season tourism
6. To validate pricing strategies for promoting tourism

Course outcomes:

1. Develop marketing strategies for tourism and hospitality business.
2. Evaluate pricing practices and approaches in tourism business.
3. Identify local and global markets for tourism
4. Help to balance the impact of tourism on socio-cultural, economic and natural environment
5. Help to develop new innovative products for tourism industry
6. Enable to use various media platforms to develop marketing tourism

UNIT-I: Introduction to marketing for tourism

Definition – Core Marketing Concepts – Marketing Philosophies – Selling Vs Marketing, Differences between Products and Services – Technology and Marketing – –Tourism Marketing Mix– Specific features of Tourism Marketing – Marketing Environment (Macro) – Economic, Natural, Technological, and Political – Legal and Socio Cultural. Marketing Information Systems and Marketing Research.

UNIT-II: Consumer Behavior and Market Segmentation

Consumer Markets & Consumer Buying Behavior-Factors affecting Consumer behavior- The buyer decision process-Organizational Buying Behavior-The Organizational buying process- Organizational buying Decisions- Segmentation bases – Criteria to effective segmentation – Market Targeting – Market Positioning – Marketing Strategies – Alternative Strategies by Market Product Mix – salient features of Tourism Products – New Product Development – Product Life Cycle – Strategies – Brand decisions.

UNIT-III: Tourism Pricing

Factors Influencing Pricing – Pricing Objectives – Value based Pricing – Competition based Pricing – Pricing Strategies – New Product Pricing Strategies – Existing Product Pricing Strategies – Psychological Pricing – Promotional Pricing – Procedure – Policies – Methods. Tourism Place: Logistics of tourism products – Place of ambience of site in tourism marketing – Accommodation of tourists – Online services in tourism

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UNIT-IV: Promotion and Digital Marketing

Promotion in Tourism Industry-objectives-Methods - Advertising-Sales Promotion - Personal selling-Public Relations-Publicity in Tourism. - Direct Marketing – Characteristics of each Promotion - Direct and online marketing- Building customer Relationships-Digital Direct Marketing technologies- Online Marketing –Marketing- online Marketing Domains-B2C-B2B-C2C-C2B-Setting up Online Marketing presence- Creating website-Types-Placing Ads and Promotions Online-Forms of Online Advertising-Challenges of Online Marketing-Building customer relationships-Digital Direct Marketing Technologies- Podcasts and Vodcasts-Interactive TV- Social Media in Marketing.

UNIT-V: Marketing of Tourism & Related Activities

Global Marketing, Direct Marketing, Green Marketing, Corporate Social Responsibility, Ethics & Consumerism - Trends in Tourism Marketing – Marketing of Destinations, Airlines, Hotels, Resorts, Travel Agencies, Events and other Tourism sub – Sectors and Products.

Suggested Readings:

1. Morrison, A.M. Hospitality and Travel Marketing, Delmar Thomson Publishing
2. Kotler Philip and Armstrong, G. Principles of Marketing, PHI.
3. Stanton, Willam J. Fundamentals of Marketing, McGraw Hill. 13
4. Ramaswamy, V.S. and Namakumari, S. Marketing Management, McMillan.
5. Bhattacharya K. Sisir. Marketing Management, National Publishing House.
6. Dalrymple, J.D. and Parson, J.L. Marketing Management Strategy and Cases, John Wiley and Sons.

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MASTER OF BUSINESS ADMINISTRATION (TTM) SYLLABUS

SEMESTER-II PAPER CODE – DSC 203

Course: IT APPLICATIONS FOR MANAGEMENT

Course Objectives:

1. To provide real-time insights into the fundamentals of computers as business tools
2. To study the role and Value addition of Information Technology in business
3. To enable students to develop proficiency in using certain components of the package includes MS Excel, MS Access
4. Develop critical thinking skills to analyze complex IT management challenges
5. Stay up-to-date with the latest trends and innovation in information technology
6. Develop learning and understanding of changing IT scenarios

Course Outcomes:

1. Students can work in IT field to make positive contribution to the organization.
2. Students can take professional responsibilities and make informed judgments in the organizations.
3. Students can get streamline work processes and improve business process in the organization.
4. Enhance decision making to cater to the field of IT and management
5. Manage organizational change related to IT initiatives
6. Helps Develop Key Performance Indicators in the field of IT management

Unit – I: Information Systems and Management

Computers – Definition, Characteristics, Components of Computers, Hardware, Software; Application and System Software, Programming Languages and their Classification, Role of IT in Business, Opportunities and Challenges in IT, Importance of IT in Business

Unit – II: Emerging Trends in IT

Categories of IS, Management Information System (MIS), Decision Support System (DSS) - Types and architecture of DSS, Data Warehouse and Data Mining, Artificial Intelligence, Intelligent Systems, Cloud Computing, Mobile Apps and Computing, Big Data, Robotics, Virtual Reality, Internet of Things (IoT), 5G

Unit – III: Communications and Networks

Definition, Introduction to Networks, Overview of Networks, Types of Networks, Network Topologies, Components of Networks, Computer Network Models,

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Applications of Communications: Definition, Internet - Overview of Internet, Architecture and Functioning of Internet, WWW, FTP, Telnet, Gopher, Browsers and Search Engines, Teleconference, Web Conferencing platforms.

Unit – IV: Functional Areas of Information Systems

Management Levels and Functional Systems, Manufacturing, Production, Sales and Marketing Systems, Accounting, Finance and HR Systems, **Enterprise Systems and Applications:** Concepts of ERP, SCM, CRM, CPFR, Knowledge Management Systems, System Development Life Cycle (SDLC), Electronic Fund Transfer (EFT).

Unit – V: Security and Ethical challenges in IT

Need for Security - Security Threats and Attacks, Malicious Software, Hacking, Security Services - Security Mechanisms - Cryptography, Digital signature, Firewall - Types of Firewalls - Identification & Authentication - Biometric Techniques - Security policies - Need for legislation, cyber laws, cyber security issues, salient features of IT Act.

Suggested Books:

1. Lucas, Henry C. Jr. "Information Technology for Management", McGraw Hill Education.
2. Efraim Turban, Linda Volonino, Gregory R. Wood, "Information Technology for Management - Advancing Sustainable, Profitable Business Growth", Wiley
3. Chandramouli, Subramanian, Asha George, "Blockchain Technology" University Press, 2022
4. Anita Goel, "Computer Fundamentals", Pearson Publishing
5. B. Muthukumaran, "Information Technology for Management", Oxford
6. Westerman, George, et al., "Leading Digital: Turning Technology into Business Transformation", Harvard Business Publishing.
7. Williams, B. K., & Sawyer, S. C., "Using information technology: A practical Introduction to Computers & Communications", McGraw Hill Education

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MASTER OF BUSINESS ADMINISTRATION (TTM) SYLLABUS

SEMESTER-II PAPER CODE-DSC -204

Course: BIO-PHYSICAL ENDOWMENTS OF INDIA

Course objectives:

1. To describe the importance of Bio-physical Endowments of India from the tourism perspectives.
2. To develop concrete understanding of various geographical features of India from tourism perspectives.
3. To determine the competitive positioning and potentials of India as a premiere tourist destination.
4. Encourage students to undertake fieldwork, data collection and research projects related to biophysical aspects of India
5. Identify the role of biophysical factors in shaping tourism policies
6. Understand the influence of geophysical diversity on India's tourism sector

Course outcomes:

1. Identify the natural tourist resources in India.
2. Design and promote tourism destinations in India.
3. Understand major tourism circuits of India.
4. Study the ecosystems present in India and their ecological significance
5. Understand the principles and practices of resource management
6. Engage students to develop models of sustainability of India's biophysical resources

Unit I: Geographical Features of India

Topography, Climate, Rainfall, Landforms, Rivers, Seas, Lakes, Wetlands, Western Ghats, The Himalayan Mountain Ranges, Vidhya, Satpura, Mekal, Arawali.

Unit II: Natural tourist Resources

Landforms, Mountains; Mountain Tourist Resource – with special reference to the Himalayas and other Hill Stations: Case studies of Mussoorie, Nainital, Munnar and Ooty

India's main desert areas, their geological structure, development of Desert Tourism – existing trends and facilities available, desert safaris and desert festivals. Coastal areas, beaches and islands; resources and resource patterns. Resources in islands with special reference to Andaman and Nicobar Islands.

Unit: III Biosphere Reserves of India

Locations, Accessibility, Facilities, Amenities , unique selling propositions of Nilgiri Biosphere Reserve, Great Nicobar Biosphere Reserve, Sundarbans Biosphere Reserve, Achanakmar-Amarkantak Biosphere Reserve, Kanchenjunga Biosphere Reserve, Panna Biosphere Reserve.

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Unit IV: Adventure Tourism Sites

Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Land, Water and Air Based Adventure Sports and Tourism.

Adventure Tourism associated with mountain tourism: Trekking, Rock-Climbing, Wind Surfing, Camping, White Water Rafting, Skiing etc. Island, Sea & River Tourism: Coastlines, Beaches, Lagoons, Backwaters Fishing Camps, Water Sports, environmental concerns, issues relating to the depletion of marine life

Unit V: Major Tourism Circuits of India

Inter-State and Intra-State Circuits, Theme-Based Circuits - World Heritage Sites of India –Tourism by Rail- Emerging Tourism Attractions in India.

Created tourist destinations – Academic, scientific and industrial institutions - An over view of tourism development strategies.

Suggested Readings:

1. Dixit, M. (2002). Tourism Products. New Royal Book Co, Lucknow.
2. Jacob, R. (2012), Indian Tourism Products, Abhijeet Publications, Delhi.
1. Ball, S. (2012). Encyclopedia of Tourism Resources in India, Butterworth –Heinemann.
3. Douglas. N. Ed. (2001), Special Interest Tourism, John Wiley & Sons, Australia.
4. Pletcher Kenneth (2011), The Geography of India: Sacred and Historic Places. Britannica Educational Publication, New York.
5. Negi, Sharad Singh. (2002), Handbook of National Parks, Wildlife Sanctuaries, and Biosphere Reserves in India. Indus Publishing Co. New Delhi.
6. Robinet Jacob. (2013). Places of Touristic Interest in India. Abhijeet Publications, Delhi.
7. Jacob, R. (2007). Indian Tourism Products. New Delhi: Abhijeet Publications. 3. Dixit, M. (2002). Tourism Products. Lucknow: New Royal Book Co. 4. Douglas, N. (Ed.). (2001). Special Interest Tourism. Australia: John Wiley & Sons.
8. Singh, S. (2008). Lonely Planet India. Gurugram: Lonely Planet Publications.
9. Government of India. (2018). India Year Book 2018. New Delhi: Publication Division.
10. E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project

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MASTER OF BUSINESS ADMINISTRATION (TTM) SYLLABUS

SEMESTER-II PAPER CODE-DSC 205

Course: HOSPITALITY MANAGEMENT

Course objectives:

1. To study the flow of activities and functions in today's hotel operation.
2. To define the functions of hotel and resort management.
3. To establish the importance of various departments and its role in the hospitality industry.
4. To understand various duties and responsibilities of hospitality management
5. To understand methods to measure performance in hospitality industry
6. To explore and analyze the retail food markets and beverages operations

Course outcomes:

1. Distinguish types of hotels and guests.
2. Identify the duties and responsibilities of front office.
3. Evaluate the various functions of housekeeping.
4. Plan and manage different types of guests
5. Evaluate performance of hotel industry as per tourists needs
6. Maintain high levels of discipline and hygiene by the house keeping department

Unit-I: Introduction to Hospitality Industry

Distinctive Characteristics: Inflexibility-Intangibility Perishability-Fixed Location- Relatively Large Financial Investment, Concepts of “Atithi Devo Bhavah”; Hotel and Lodging facilities; Types of Hotels; Classification of Hotels, Chain Operations, Alternative Accommodation; E- Hospitality; Ethical and Regulatory Aspects in a Hotel, International Hotel Regulations, Fiscal and Non-Fiscal Incentives Offered to Hotel Industry in India.

Unit-II: Front Office: Duties and Responsibilities

Reservation & Registration- Meal Plans Room Assignments- Check-in- Departure- Handling Guest Mail- Message Handling- Guest Paging Methods of Payment; Guest Services: Type of Hotel Guests- Types of Meal Plans, Wake-up call.

Unit-III: Housekeeping

Hierarchy, Duties & Responsibilities of Housekeeping Staff; Important Functions of Housekeeping Management; Types of Accommodation; Activities in Accommodation Management: Room Service-

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Room supplies- Types of Room- Types of Bedding and Other Related Types of Service; Liaison with Other Departments

Unit-IV: Food & Beverages

Hierarchy, Duties & Responsibilities of Staff; Food Production Organization: Kitchen- Buffets- Beverages Operation & Functions; Outlets of F & B; Types of Restaurant Menu; Catering Services: Food Service for the Airlines- Banquette- Corporate MICE- Retail Food Market- Business/Industrial Food Service- Healthcare Food Service- Club Food Services; Trends in Lodging and Food Services.

Unit-V: Evaluating Hotel Performance

Methods of Measuring Hotel Performance: Occupancy Ratio- Average Daily Rate: Average Room Rate Per Guest- Rev PAR- Market Share Index Evaluation of Hotel by Guest; Yield Management: Elements of Yield Management, Measuring Yield in the Hotel Industry, Benefits of Yield Management, Challenges or Problems in Yield Management.

Suggested Readings:

1. Walker, J.: Introduction to Hospitality Management, (2012) Pearson Publications.
2. Ninemeier, J.D. Discovering Hospitality and Tourism (2007) Pearson Publications.
3. Woods, Ninemeier et.al. Professional Front Office Management First Edition, Pearson Publications.
4. Negi, J. (2014). Professional Hotel Management. New Delhi: S. Chand.
5. Raghubalan, G., & Smritee, R. (2015). Hotel Housekeeping operations and Management. New Delhi: Oxford University Press.
6. Tewari, J.R. (2016). Hotel front office operations and Management. New Delhi: Oxford publication.
7. Wood, R.C. (2013). Key Concepts of Hospitality Management. London: SAGE Publications, London.

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MASTER OF BUSINESS ADMINISTRATION (TTM) SYLLABUS

SEMESTER-II PAPER CODE-DSC 206

Course: TRAVEL AGENCY AND TOUR OPERATION BUSINESS

Course objectives:

1. To understand the significance of travel agency and tour operation business;
2. To understand the current trends and practices in the tourism and travel trade sector.
3. To develop adequate knowledge and skills applicable to travel industry.
4. To interpret with various travel products and services
5. Assess how to design and package tour itineraries
6. Gain proficiency in using booking and reservation systems

Course outcomes:

1. Understand the role travel agency in the tourism industry
2. Appreciate the role of itinerary planning and development
3. Develop an understanding of tour packaging and costing
4. Familiarity with travel technology and the use of social media in travel marketing
5. Developing intercultural communication skills to effectively interact with travellers
6. Study how to assess and mitigate risks associated with travel and ensure safety of travellers

Unit-I: Historical Perspectives

Emergence of Thomas Cook- Cox and Kings, American Express Company, Types of Tour & Types of Tour Operators: Full Service Agency- Commercial Agency-Implant Agency-Group / Incentive Agency, Wholesale and Retail Travel Agency Business: Linkages and Integration with the Principal Service Providers, Changing Scenario of Travel Trade.

Unit-II: Travel Agency

Meaning and Definitions of Travel Agency and Tour Operators; Forms & Typologies of Tour Operators and Travel Agents and Differentiations Between Them; Functions of Travel Agency; Setting Up A Full-Fledged Travel Agency; Sources of Income of A Travel Agency; Diversification of Business - Travel Insurance, Forex- Cargo- MICE – Documentation, Recognition: IATA Accreditation - Recognition from Government; Procedures for approval from the State Department and Central Government.

Unit-III: Itinerary Planning & Development

Tour Itinerary: Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Don'ts of Itinerary Preparation, Tour Formulation and Designing Process: FITs& Group Tour Planning and Components - Special Interest Tours (SITs).

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Unit-IV: Tour Packaging & Costing

Tour Packaging: Classifications of Tour Packages - Components of Package Tours, Concept of Costing: Types of Costs - Components of Tour Cost - Preparation of Cost Sheet, Tour Pricing: Calculation of Tour Price - Pricing Strategies - Tour Packages of Thomas Cook, SOTC, MakeMyTrip and Cox & Kings.

Unit-V: Travel trade Organizations

Objectives, Activities and Functions of Universal Federation of Travel Agents Association(UFTAA), Pacific Asia Travel Association(PATA), Travel Agents Association of India(TAAI), Indian Association of Tour Operators(IATO), American Society of Travel Agents(ASTA), Adventure Tour Operators Association of India(ATOAI), Association of Domestic Tour Operators of India(ADTOI), International Airports Authority of India(IAAI), Travel Agents Federation of India(TAFI). Case Studies of Travel trade Organizations and Associations: International Air Transport Association (IATA) and World Association of Travel Agencies(WATA), Orbitz and SOTC

Suggested Readings:

1. Kapoor Bimal Kumar and Murali (2005), Travel Agency and Ticketing, Sterling Publishers Pvt Ltd, New Delhi.
2. Negi Jag Mohan (2004), Travel Agency Operations: Concepts and Principles, Kanishka Publishing House, New Delhi
3. Chand Mahinder, Travel Agency Management, Anmol Publishers, New Delhi.
4. Jag Mohan Negi (2006), Tourist guide & Tour Operation: - Kanishka Publishing House, New Delhi
5. Bhatia AK (2004), Tourism Development: Principles and Practices, Sterling Publishers Pvt Ltd, New Delhi.
6. Babu, ASatish, Tourism development in India, APH- New Delhi.
7. Dennis L.& Foseter (2001), Glencoe An Introduction To Travel & Tourism, McGraw-Hill International.
8. Pran Nath Seth, Successful Tourism Management, Sterling Publishers Pvt Ltd, New Delhi.
9. J.M.S. Negi, Travel Agency and Tour Operation, Concepts and Principles, Kanishka Publishers, New Delhi, 2009

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MASTER OF BUSINESS ADMINISTRATION (TTM) SYLLABUS

SEMESTER-II

FIELD STUDY

Credits: 1

Max Marks: 25

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