

DEPARTMENT OF TOURISM AND HOTEL MANAGEMENT

KURUKSHETRA UNIVERSITY, KURUKSHETRA

(Established by the State Legislature Act-XII of 1956)
(A + Grade, NAAC Accredited)

**MASTER OF TOURISM AND TRAVEL MANAGEMENT (MTTM) -
2 YEARS**

SCHEME OF EXAMINATION, PROGRAMME STRUCTURE

W.e.f. SESSION: 2012

1. Scheme of Examination and Programme Structure

SEMESTER-I							
Course Code	Course Title	T	P	C	Max Marks		Total Marks
					Internal	External	
Core courses							
CC-MTTM -101	Tourism Business	T		4	50	50	100
CC-MTTM-102	Travel Agency Management	T		4	50	50	100
CC-MTTM-103	Tourism Geography	T		4	50	50	100
Discipline Specific Elective (any two)							
DSE-MTTM-101	Tourism Economics	T		4	50	50	100
DSE-MTTM-102	Information and Communication Technologies in Tourism	T		4	50	50	100
DSE-MTTM-103	Current Trends in Tourism	T		4	50	50	100
General Elective(any one)							
GE-MTTM-101	Principles of Management	T		4	50	50	100
GE-MTTM-102	Organizational Behaviour and Development	T		4	50	50	100
Skill Enhancement Courses (any Two)							
SEC-MTTM-101	Essential Computer Skills for Tourism Professionals	T	P	4 (1 T+3P)	100	----	100
SEC-MTTM-102	Soft Skills for Tourism Professionals	T		4	100	---	100
SEC-MTTM-103	Business Policy and Corporate Governance	T		4	50	50	100
Ability Enhancement Compulsory Courses							
AECC -MTTM -101	Communication Techniques	T		4	50	50	100
AECC -MTTM -102	Major Individual Assignment and Presentation (Guided Learning)		P	4	100	----	100
Field Project							
FP-MTTM-101	Field/Destination Survey and Report (GL)			4	---	100	100
Total Credits				44			

Theory (T), Practical (P), Credits (C), Core courses (CC); Discipline Specific Elective Courses (DSE); General Elective Courses (GE); Skill Enhancement Courses (SEC), Ability Enhancement Compulsory Courses (AECC).

Note:

- The pass percent will be 40 % marks in each course (Theory and Practical separately), field survey, training and project report (s). The aggregate of Internal and External examinations will be used to compute per cent.
- The total credits for the field survey will be 04.

SEMESTER-II

Course Code	Course Title	T	P	C	Max Marks		Total Marks
					Internal	External	
Core courses							
CC-MTTM -201	International Tourism	T		4	50	50	100
CC-MTTM-202	Tour Packaging Management	T		4	50	50	100
CC-MTTM-203	Tourism Marketing	T		4	50	50	100
Discipline specific elective (any two)							
DSE-MTTM-201	Event Planning and Management	T		4	50	50	100
DSE-MTTM-202	Transport Management	T		4	50	50	100
DSE-MTTM-203	Sports Tourism	T		4	50	50	100
General elective(any One)							
GE-MTTM-201	Tourism Accounting	T		4	50	50	100
GE-MTTM-202	Cross Cultural Management	T		4	50	50	100
Skill Enhancement courses (any Two)							
SEC-MTTM-201	Tour Guiding and Interpretation	T		4	50	50	100
SEC-MTTM-202	Travel Writing	T		4	50	50	100
SEC-MTTM-203	Cultural Heritage Management	T		4	50	50	100
Ability Enhancement compulsory courses							
AECC -MTTM -201	AirlinesManagement and Ticketing	T		4	50	50	100
AECC -MTTM -202	Cargo Management	T		4	50	50	100
Field Project							
FP-MTTM-201	Internship and Report (GL)		P	8		200	200
Total Credits				48			

Theory (T), Practical (P), Credits (C), Guided Learning (GL), Core courses (CC); Discipline Specific Elective Courses (DSE); General Elective Courses (GE); Skill Enhancement Courses (SEC), Ability Enhancement Compulsory Courses (AECC).

Note:

- The pass percent will be 40 % marks in each course (Theory and Practical separately), field survey, training and project report (s). The aggregate of Internal and External examinations will be used to compute per cent.
- The total credits for the Internship will be 08.

SEMESTER-III

Course Code	Course Title	T	P	C	Max Marks		Total Marks
					Internal	External	
Core courses							
CC-MTTM -301	Tourism Planning	T		4	50	50	100
CC-MTTM-302	Tourist Behaviour	T		4	50	50	100
CC-MTTM-303	Customer Relationship Management	T		4	50	50	100
Discipline Specific Elective (any two)							
DSE-MTTM-301	Hotel Management	T		4	50	50	100
DSE-MTTM-302	Transport Management	T		4	50	50	100
DSE-MTTM-303	Financial Management	T		4	50	50	100
General Elective-(any one)							
GE-MTTM-301	Entrepreneurship and Innovation in Tourism	T		4	50	50	100
GE-MTTM-302	Haryana Tourism	T		4	50	50	100
GE-MTTM-303	Human Resource Management in Tourism	T		4	50	50	100
Skill Enhancement Courses (any Two)							
SEC-MTTM-301	Project Management	T		4	50	50	100
SEC-MTTM-302	Revenue Management	T		4	50	50	100
SEC-MTTM-303	Case Studies in Tourism	T		4	50	50	100
Ability Enhancement Compulsory Courses							
AECC -MTTM -301	Major Destinations of India	T		4	50	50	100
AECC -MTTM -302	Adventure Tourism	T		4	50	50	100
Project (Guided Learning)	Major small group assignment and presentation (GL)		P	4			100
Total Credit				44			

1. T-Theory, P- Practical, C-Credits, 2. Core courses (CC); Discipline Specific Elective (DSE); General Elective(GE); Skill Enhancement Course (SEC), Ability Enhancement Compulsory Courses (AECC).

Note:

- The pass percent will be 40 % marks in each course (Theory and Practical separately), field survey, training and project report (s). The aggregate of Internal and External examinations will be used to compute per cent.
- The total credits for the group assignment will be 04.

SEMESTER-IV

Course Code	Course Title	T	P	C	Max Marks		Total Marks
					Internal	External	
Core courses							
CC-MTTM -401	Major Tourism Destinations of World	T		4	50	50	100
CC-MTTM-402	Advance Travel Agency Management	T		4	50	50	100
CC-MTTM-403	Research Methods for Tourism and Hospitality	T		4	50	50	100
Discipline Specific Elective (any two)							
DSE-MTTM-401	Marketing Research and Sales	T		4	50	50	100
DSE-MTTM-402	Environment, Ecology and Tourism	T		4	50	50	100
DSE-MTTM-403	Crisis and Disaster Management	T		4	50	50	100
	OR						
DSE-MTTM-4	Dissertation (in lieu of two DSE)		P	8		200	200
General Elective-(any one)							
GE-MTTM-401	Legal and Ethical Issues in Tourism	T		4	50	50	100
GE-MTTM-402	Health and Medical Tourism	T		4	50	50	100
GE-MTTM-403	Forex Management	T		4	50	50	100
Skill Enhancement Courses (any Two)							
SEC-MTTM-401	Business Analytics	T		4	50	50	100
SEC-MTTM-402	Tourism Product Development	T		4	50	50	100
SEC-MTTM-403	Sustainable Tourism Practices	T		4	50	50	100
Ability Enhancement Compulsory Courses							
AECC -MTTM -401	Online Travel Business	T		4	50	50	100
AECC -MTTM -402	Rural, Agro and Farm Tourism	T		4	50	50	100
Total Credit				40			
1. T-Theory, P- Practical, C-Credits, 2. Core courses (CC); Discipline Specific Elective (DSE); General Elective(GE); Skill Enhancement Course (SEC), Ability Enhancement Compulsory Courses (AECC).							

Details of the Course/Syllabus

Details of the Course/Syllabus

2.1 Teaching and Evaluation Guidelines

Approaches to teaching

Lectures, Group Discussion, Presentations, Practical, Case studies, Business Games, Field visits

Requirements

Regular attendance and active participation during the course of the semester; Books and literature Surveys, Long essays and assignments; seminar presentations etc

Evaluation

The performance of the students will be evaluated through a Continuous and comprehensive assessment (CCA) against course objectives on the basis of class participation(10%), mid-term exam (2 hour duration)-25 % and assignments-presentations (15 %) carrying 50 percent of the credit and the rest (50 %) through End term Examination (3 hours duration).

The distribution of marks will be 50 % for internal evaluation and 50 % for end term examination.

Class participation, mid-term exam, assignments and end term exam will have a mix of theory and practical as per the course requirements as specified in the scheme of the examination.

Guidelines for examination/paper setting

Mid-Term Examination

Mid-term examination shall be conducted by the department after the completion of minimum 75 percent syllabus using a mix of short and long questions or case studies.

End term Examination

There will be **nine** questions in all. The candidate has to attempt five questions. Question No. 1 of 10 marks (4 short-answer type questions of 2.5 marks each) shall be compulsory. The question No. 1 shall cover all the units of the syllabus. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 10 marks. Case study may also be given in lieu of questions and a comprehensive case study may cover more than one units.

Practicals, Reports, Dissertation, Seminar and Viva-voce

These will be conducted internally and externally as specified in the syllabus and ordinance.

2. Details of the Course/Syllabus

2.1 Teaching and Evaluation Guidelines

Approaches to teaching

Lectures, Group Discussion, Presentations, Practical, Case studies, Business Games, Field visits

Requirements

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Evaluation Rubrics for CCA

Learning level Evaluation scale (1-4) (1; <30%, 2; 30-59%, 3;60-70 %, 4; > 70 %) [% denotes marks on absolute scale]	Beginner (1)	Progressing (2)	Proficient (3)	Excellent (4)
Class participation (discussions, raising relevant issues, analysis, synthesis, updated readings)	Never	Rarely	Sometimes	Always
Assignment and presentation (Introduction, Research, Conclusions, Writing, speaking/body language, use of power point)	Vague/irrelevant	Somewhat clear and relevant	Clear and relevant	very Clear and relevant
Practicals (Set up experiment, demonstrate, explain, write journal)	Not able to complete tasks	Good ability to perform tasks	High ability to perform tasks	Very high ability to perform tasks
Mid term Exam (Completeness, Understanding, Argument, Structure and writing)	Poor	Average	Good	Very good
End term Exam (Completeness, Understanding, Argument, Structure and writing)	Poor	Average	Good	Very good
Training/ Internship report (Content, organization, writing, visual appeal)	Very little understanding and application	Somewhat understanding and application	Good understanding and application	Excellent understanding and application
Dissertation (Format, content, Methodology, analysis, Visuals, Citation)	Very little understanding and application of research	Somewhat understanding and application of research	Good understanding and application of research	Excellent understanding and application of research

CCA- Learning Outcome based evaluation (Template for 2 Credit Course*)- [Name of the Course]

Number of Credits

[1 Credit will carry 25 marks]

Students	Students' scores and learning levels against CO's (Evaluation scale 1-4 (1; <30%, 2; 30-59%, 3; 60-70 %, 4; > 70 %) [% denotes marks on absolute scale]				
	Aggregated (Marks between 0-100)	Class Participation (Marks between 0-10)	Assignments and presentations (Marks between 0-15)	Mid-term Exam (Marks between 0-25)	End term exam (Marks between 0-50)
1.					
2.					
3.					
4.					
5.					
6.					

*Template can be amended by concerned department/institute as per credits of the course(s)

Course Objectives

CO 1- To be specified

CO 2- To be specified

CO 3- To be specified

CO 4 and more- To be specified and to more

3.0 Programme Outcomes, Programme Specific Outcomes and Course Outcomes

3.1 Program Outcomes (PO) for the Faculty of Commerce and Management

On successful completion of a program under Faculty of Commerce and Management, students will be able to develop:

PO1: Soft skills and Working Skills: To comprehend, communicate, and execute effectively and efficiently in all of their dealings.

PO2: Leadership: To develop abilities to both lead and respect the views, positions, and beliefs of others and to plan and manage effectively.

PO3: Innovativeness and Entrepreneurship: To explore issues and problems that need solutions and entrepreneurial orientation.

PO4: Ethics and values: To recognize, appreciate and follow ethical standards in all walks of life

PO5: Adaptability and Sociability: Ready to understand and adapt to the changing environment

PO6: Research and Analytical Abilities: To explore, analysis and provide solutions on emerging issues concerning various fields including public policy

PO7: Practical Exposure and Employability: Exposure to the actual working environment leading to employability

PO8: Environmental Consciousness: In every action, dealing, service and manifestation

3.2 Program Specific Objectives (PSO) of MTTM Program:

PSO 1: To develop analytical and critical thinking skills among students

PSO 2: To develop students with knowledge of the core functions of a manager

PSO 3: To develop entrepreneurship & innovative aptitude and skills

PSO 4: To prepare students for the changing environment of balancing sustainability and technology

PSO 5: Students shall be able to apply knowledge creatively to work in cross-cultural teams and to evolve innovative solutions

3.3 Detailed Syllabus of the Course

SEMESTER-I

TOURISM BUSINESS CC-MTTM- 101		
Max. Marks-100 External marks: 50 Internal Marks: 50 Time Duration of External Exam: 3Hours		
Course Objectives:		
-CO 1: To learn the concepts of tourist and tourism. -CO 2: To appreciate and know the impacts of tourism and different factors affecting tourism -CO 3: To identify and differentiate push and pull factors behind tourist motivation -CO 4: To analyse different tourism systems		
UNIT-I	Basics of Tourism Understanding Tourism: Tourism: Meaning, nature and Characteristics; Tourist/ visitor/ traveller/ excursionist – Definitions and Differences, Early and Medieval Period of Travel, Renaissance and its Effects on Tourism, Birth of Mass Tourism, Old and New Age Tourism, Forms of Tourism – Inbound, Outbound, National, International, Nature, Scope and Characteristics of Tourism. Need for Measurement of Tourism	CO 1
UNIT-II	Tourism Impacts, Trends and Patterns Tourism impacts- Economic Social, Cultural, and Environmental; Positive & Negative Impacts of Tourism, Factors affecting the future of tourism business; Seasonality & tourism, Sociology of tourism, Growth of Tourism Factors contributing for growth of tourism, Tourism Trends and patterns at global level Tourism trends and patterns in India	CO 2
UNIT-III	Tourism Motivation Motivations for tourism – meaning, concept, Needs and Expectations, Push and Pull factors in Motivation. Motivation Theories- Types and significance in Tourism	CO 3
UNIT-IV	Tourism Systems Interdisciplinary Approaches, Different Tourism Systems- Leiper’s Geo-spatial Model, Mill-Morrison, Mathieson & Wall, Butler’s Tourism Area Life Cycle (TALC) – Doxey’s Irridex Index – Demonstration Effect – Crompton’s Push and Pull Theory, Stanley Plog’s Model, Gunn’s Model	CO 4

Suggested Readings:**Text Books:**

1. Swain Sampad Kumar and Mishra Jitender Mohan (2011) Tourism: Principles and Practices Oxford University Press, New Delhi.
2. Kamra Krishan K. and Mohinder Chand (2004) Basics of Tourism: Theory, Operation and Practice , Kanishka Publishers, Distributors , New Delhi.

REFERENCES:

1. Leonard J. Lickorish and Carson L. Jenkins (1997) Introduction to Tourism, Routledge. United Kingdom/
2. Stephen J. Page (2019) Tourism Management, Routledge United Kingdom/
3. Suresh Kumar, Mohinder Chand Dhiman and Ashish Dahiya (2015) International Tourism and Hospitality in the Digital Age, IGI, Global, USA.
4. McIntosh, Robert, W. Goldner, Charles,(1990) Tourism principles , practices and Philosophies, John Wiley and sons Inc. New York,
5. Mill, Robert Christie and Alastair M. Morrison,(1985) The Tourism System, Englewood Cliffs, N.J.,Prentice Hall,
6. Robinson, H.A.,(1976) Geography of Tourism, Mc Donald and Evans, London,

MAPPING OF COURSE OBJECTIVES, PROGRAM OBJECTIVES, AND PROGRAM SPECIFIC OBJECTIVES

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	1	2	1	1	1	1	1	2	1	1	2	2	2
CO 2	2	2	3	3	1	3	2	3	3	3	3	3	2
CO 3	1	2	2	2	1	3	2	3	3	3	3	2	2
CO 4	2	2	2	2	1	1	2	2	2	2	3	2	2
Average	1.50	2	2	2	1	2	1.75	2.50	2.25	2.25	2.75	2.25	2

TRAVEL AGENCY MANAGEMENT
CC-MTTM- 102

Max. Marks-100

External marks: 50

Internal Marks: 50

Time Duration of External Exam: 3Hours

Course Objectives:

-CO 1: To define the types of tour operators and travel agency and linkages amongst them

-CO 2: To discuss the organizational structure and functions of travel agencies/tour operators

-CO 3: To analyze the various norms for setting up of travel agency and tour operation and their approvals

-CO 4: To evaluate the role of Govt. and other Organizations in travel trade

UNIT-I	<p>Introduction</p> <p>Travel agency and tour operator-meaning, concept, Types and importance. Emerging typology of Travel agency. Historical growth and development of travel agency and tour operation business. Linkages and integrations in travel agency & tour operation business. Entrepreneurship in travel operation and Career in travel agency and tour operation business. The Future of the Travel Agency Business after COVID-19.</p>	CO 1
UNIT-II	<p>Organization Structure and Functions</p> <p>Organizational structure of travel agency and tour-operator-main operational and managerial staff of major travel agencies/tour operators. Ownership structure-MNCS, Franchise, collaborative and others. Travel agency HR planning and job analysis of major positions. Major functions of Travel agency and tour operators</p>	CO 2
UNIT-III	<p>Setting up of travel agency and tour operation and their approval</p> <p>Travel agency & Tour operation Business-Setting procedure and process. Ministry of Tourism, Govt. of India and IATA approval for travel agency and tour operator. Revenue sources of travel agency and tour operation. Financial incentives available for travel agency and tour operator in India. Skills and competencies required in travel agency and tour operation business.</p>	CO 3
UNIT-IV	<p>Understanding the role of Govt. and other Organizations in travel Trade</p> <p>Role and contribution of Department of Tourism, Government of India, ITDC and State Govt. Tourism corporations in travel agency and tour operation business. Travel Trade Association and Organisations-role of contribution of WTO, IATA, TAAI and IATO.</p>	CO 4

	Present business Trends and Future prospects of travel agency and tour operation business.	
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Suggested Readings:

Text Books

1. Mohinder Chand,,(2007), Travel Agency Management: An Introductory Text,Anmol publication Pvt. Ltd. New Delhi.
2. Foster, D.L.(2010) The Business of Travel Agency Operations and Administration, McGraw Hill, Singapore.

REFERENCES:

1. Gee, Chuck and y. Makens,(2000) Professional Travel Agency Management, Prentice hall, New York..
2. Mohinder Chand Dhiman and Vinay Chauhan (2019) International Travel Agency and Tour Operation Management< IGI-Global Publication, USA.
3. Frenmount P.,(2000), How to open and run a Money Making Travel Agency, Johan Wiley and Sons, New York..
4. Gregory A.,(1990), The Travel Agent: Dealer in dreams,, Prentice Hall, London.
5. Yole P.,(2000), The Business of Tour Operations, Pitman, Landon.
7. Witt S., and Moutnho L.,(1990) Tourism, marketing and management handbook (ed.), prentice Hall, UK.
8. Manjula Chaudhary, (2010) Tourism Marketing, Oxford publication, New delhi.
9. Holloway, J.C.,(2010), The Business of Tourism, Pitman.
10. Kamra K.K. and Chand Mohinder, (2002), Basic of Tourism- Theory operation and practice. Kanishka publishers, and distributors, New Delhi.
11. Syratt G., manual of Travel Agency practice, (1995) Butterworth, Oxford.,
12. IATA Manuals Various Issues. , Ministry of Tourism, Govt. of India, Reports and guidelines for travel agency and tour operators.

MAPPING OF COURSE OBJECTIVES, PROGRAM OBJECTIVES, AND PROGRAM SPECIFIC OBJECTIVES

		Mapping: CO-PO-PSO											
	PO 1	PO 2	PSO 6	PO 4	PO 5	PSO 3	PO 7	PSO 1	PO 2	PO 3	PO 6	PSO 4	PSO 5
CO 1	1	2	2	1	1	1	1	2	1	1	1	2	2
CO 2	2	2	2	3	1	3	2	3	3	3	3	3	3
CO 3	1	2	2	2	1	3	2	3	3	2	3	3	2
CO	2	2	2	2	1	2	2	2	2	2	1	3	2

4														
Average	1.50	2	2	2	1	2.25	1.75	2.50	2.25	2	2	2.75	2.25	

TOURISM GEOGRAPHY CC-MTTM-103		
Max. Marks-100 External marks: 50 Internal Marks: 50 Time Duration of External Exam: 3Hours		
Course Objectives:		
-CO1: To understand the basics of the geography of tourism -CO2: To describe the general geography of India -CO3: To compare and analyse the tourism potential in Asia-Pacific and Africa Region -CO4: To explain and connect with the main tourism attractions in the Euro-American Region		
UNIT I	Introduction Continents & Oceans, Geomorphology, Climate & Climatic Zones and tourism, Natural vegetation & wildlife tourism. Overview of tourism potential in each continent. Local time & G.M.T. Great Circle Routes; International Date Line; Daylight saving time, Flying time. Grounding Time, Elapsed Time, Daylight Saving Time	CO 1
UNIT II	General Geography of India India: Physiographic regions, Tourism potential in Northern Mountains, Peninsula, Rivers, Major lakes and deserts Central Plains, Coastal regions, and islands. Seasons, climatic zones and their impact on the seasonality of tourism. Nature Vegetation and Wildlife Tourism. .	CO 2
UNIT III	Tourism in Asia- Africa-Pacific region Tourism potentials in Asia- Africa-Pacific region: Nepal, Sri Lanka, Thailand, South Africa and Australia	CO 3
UNIT-IV	Tourism in Euro-American Region Tourism Attractions in Euro-American Region: United Kingdom, France, Italy, United States of America and Brazil.	CO 4

SUGGESTED READINGS

Textbooks:

1. Burton, R. (1995). *Travel Geography*. Pitman Publishing, Marlow Essex.
2. Boniface B. & Cooper, C. (2009). *Worldwide Destinations: The Geography of Travel & Tourism*. Oxford Butterworth Heinemann, London.
3. Goh Chong Leong, 'An Economic Atlas of India, Oxford University Press, Singapore.
4. Singh Gopal, 'Geography of India', Atma Ram and sons, New Delhi, 1994
5. Singh, R.L., India: A regional Geography, National Geographical Society, Varanasi, 1990
6. Qureshi, Imtiaz,(ed) World Geography, NCERT, New Delhi
7. Quereshi, Imtiaz, (ed) Physical geography of India, NCERT, New Delhi

Reference books:

1. Hall, M (1999), *Geography of Travel and Tourism*, Routledge, London.
2. C. Michael Hall & Stephen J. Page (2006). *The Geography of Tourism and Recreation- Environment, Place and Space*. Third Edition, Routledge, London.
3. Robinson H.A. (1976), *Geography of Tourism*. Mac Donald & Evans Ltd
4. Travel Information Manual, IATA, Netherlands, 2012.
5. World Atlas.
6. Lonely Planet Series on all countries mentioned in the syllabus
7. latest web sites of all related countries

MAPPING OF COURSE OBJECTIVES, PROGRAM OBJECTIVES, AND PROGRAM SPECIFIC OBJECTIVES

		Mapping: CO-PO-PSO											
	PO 1	PO 2	PSO 6	PO 4	PO 5	PSO 3	PO 7	PSO 1	PO 2	PO 3	PO 6	PSO 4	PSO 5
CO 1	1	2	2	1	1	1	1	2	1	1	1	2	2
CO 2	2	2	2	3	1	3	2	3	3	3	3	3	3
CO	1	2	2	2	1	3	2	3	3	2	3	3	2

3														
CO 4	2	2	2	2	1	2	2	2	2	2	1	3	2	
Average	1.50	2	2	2	1	2.25	1.75	2.50	2.25	2	2	2.75	2.25	

TOURISM ECONOMICS DSE-MTTM-101		
Max. Marks-100 External marks: 50 Internal Marks: 50 Time Duration of External Exam: 3Hours		
Course Objectives: -CO 1: To understand the fundamentals of economics and its relevance to tourism -CO 2: To describe the tourism demand and tourism supply -CO 3: To relate the economic impacts of tourism and multiplier concept -CO 4: To evaluate and create the production function and its relevant concepts		
UNIT-I	Introduction Introduction to Managerial Economics: Macro & Micro Economic System, Concepts of economics and their relevance to tourism; Balance of Payments, Visible and invisible trade, Cost concept and types, Concept of inflation and recession, savings and investment	CO 1
UNIT-II	Tourism Demand and Supply Demand for tourism: Concept and definitions of demand for Tourism: Consumer behavior and tourism demand: Determinants of Tourism demand, Measurement of Tourism Demand: Elasticity of Demand - meaning, types. Supply of tourism; Patterns and characteristics, The elasticity of supply, pricing of Tourism products; Concept Objectives and Policies.	CO 2
UNIT-III	Economic Impacts of Tourism The economic impacts of tourism: Direct, indirect, induced, and negative: Multiplier – meaning and types (Investment, Employment, and Tourism Multipliers), Linkages, and leakages. Displacement effect	CO 3
UNIT-IV	Forecasting, BEP and Feasibility Study Tourism Demand Forecasting, Cost-Benefit analysis in tourism, the concept of break-even point and Project Feasibility Study, Export and Import, Monetary Policy-Repo rate, Reverse repo rate, Cash reserve ratio	CO 4

Suggested Readings:**Reference Books:**

1. Varshney, R.L. &Maheswari K.L. (2007). *Managerial Economics*. Sultan Chand, New Delhi.
2. Chawla, R.(2006). *Economics of Tourism & Development*.Sonali Publications, New Delhi.
3. Peterson, H.C. & Lewis, W.C. (2004). *Managerial Economics*.Prentice-Hall (India), New Delhi.
4. Trive, J. (2011). *Economics of Leisure and Tourism*. Oxford Butterworth Heinemann, London.
5. Mehta, P.L.(2016) *Managerial Economics*, Sultan Chand New Delhi.

Text Books:

6. Kamra, K (2004) *Economics of Tourism: Pricing, Impacts, Forecasting*, Kanishka Publishers
7. Sinclair, M.T. &Stabler, M. (2009). *Economics of Tourism & Development*, Routledge, New York.
8. Mukhopadhyay, S. (2010). *Tourism Economics*.Ane Books Pvt. Ltd., New Delhi.

MAPPING OF COURSE OBJECTIVES, PROGRAM OBJECTIVES, AND PROGRAM SPECIFIC OBJECTIVES

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
Co 1	1	1	1	1	1	1	1	2	2	2	2	1	2
Co 2	2	3	3	1	3	3	2	2	3	3	3	3	2
Co 3	1	3	2	1	3	2	2	2	3	3	2	3	2
Co 4	2	2	2	1	1	2	2	2	2	3	2	2	2
Ave rage	1.50	2.25	2	1	2	2	1.75	2	2.50	2.75	2.25	2.25	2

**INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT) IN
TOURISM
DSE-MTTM-102**

Max. Marks-100
External marks: 50
Internal Marks: 50

Time Duration of External Exam: 3Hours

Course Objectives:

- CO1: To understand the basics of information and communication technology
- CO2: To apply the fundamentals of ICT to tourism industry
- CO3: To analyse the applications of ICT tools to tourism
- CO4: To create the tourism products with the help of ICT

UNIT I	Introduction to ICT ICT: definitions, characteristics, features and affordances; ICT and impact on travellers': behaviour, decision making and travel planning processes; Social commerce and collaborative commerce (travellers as co-creators and tourism suppliers): the rise of the sharing economy in tourism: applications, implications and challenges	CO 1
UNIT II	ICT and Tourism ICT and the digitisation of value chain and systems: applications, (performance) impacts and challenges (e.g. e-procurement, e-commerce, e-learning, e-HRM); E-commerce and e-marketing in tourism / hospitality / events: SEO, website design and functionality; ICTs and electronic distribution channels in tourism: intermediation, disintermediation, reintermediation;	CO 2
UNIT III	ICT Tools for Tourism Social media marketing in tourism / hospitality / events (A) : social media tools and applications; Social media marketing in tourism / hospitality / events (B): business impacts and management strategies (social media metrics); Destination Management Systems (DMS): definition, tools, applications and impacts; Smart destinations / smart tourism: E-governance and destination management.	CO 3
UNIT IV	Utilities of ICT for Tourism Standardization in Tourism Software, Dynamic Packaging of Tourism Products and	CO 4

	Services, Online Auction Markets in Tourism Complexity, Network Science & Tourism (Slides) Complexity, Network Science & Tourism (Document) Business Intelligence and Smart Business Networks in the Tourism Industry Website Optimisation	
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SUGGESTED READINGS

Reference books:

1. Buhalis D. (2004), *E-tourism: Information Technology for Strategic Tourism Management*, Prentice Hall India.
2. Goel Ritender and D N Kakkar, *Computer Application in Management*, New Age International Publishers, New Delhi.
3. Leon Alexis and Mathews Leon: *Introduction to Computers*, Vikas Publishing House Pvt Ltd. New Delhi
4. Poon A. (1998), *Tourism, Technology and Competitive Strategies*, CABI.
5. Jaggi V P and Jain Sushma (2009): *Computers for Everyone*, New Delhi, Academic India Publishers.

Text Books:

6. Sheldon P. (2002), *Tourism Information Technology*, CABI.
7. Inkpen G. (2000), *Information technology for Travel and Tourism*, Addison Wesley.
8. Ragaraman, V, Adabala N(2014): *Fundamental of Computers*, PHI, New Delhi.

MAPPING OF COURSE OBJECTIVES, PROGRAM OBJECTIVES, AND PROGRAM SPECIFIC OBJECTIVES

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
Co 1	2	2	1	1	3	2	2	2	1	1	1	2	1
Co 2	2	2	1	1	2	2	2	2	1	2	1	2	2
Co 3	2	2	1	1	1	1	1	1	1	1	1	2	1
Co 4	2	2	2	1	3	2	2	2	2	2	1	3	1
Ave rage	2	2	1.25	1	2.25	1.75	1.75	1.75	1.25	1.50	1	2.25	1.25

CURRENT TRENDS IN TOURISM
DSE-MTTM-103

Max. Marks-100
Internal Marks: 100

The course is dynamic in nature and will acquaint the students with the prevailing worldwide developments in the industry and general environment in relation to tourism business. The syllabus will be decided every year by the staff council at the time of commencement of the course on recommendations of course teacher.

**PRINCIPLES OF MANAGEMENT
GE-MTTM-101**

Max. Marks-100
External marks: 50
Internal Marks: 50

Time Duration of External Exam: 3Hours

Course Objectives:

CO 1: To enrich the conceptual Clarity about Management Concept.

CO 2: To enhance knowledge about broad Functions of Management.

CO 3: To develop an understanding about Application of Management.

CO 4: To inculcate practical understanding and Challenges for Entrepreneurs.

UNIT I	<p>Management & Planning Management: Definition, Nature and Purpose, management as a Science or art or profession, Systems, contingency and operational Approaches to management, Functions of managers; Social responsibility of management. Systems, contingency and operational approaches to management. External and internal environment affecting managerial decisions Planning: Meaning, Nature, Types of plans, steps in Planning, Concept of management by objectives Decision Making: Importance and Limitations of Rational decision making; Development of Alternatives and the limiting Factors; Evolution of alternatives, selecting an alternative, Programmed and Non-programmer Decisions.</p>	CO 1
UNIT II	<p>Organisation & Staffing Organization: Organization structure, centralization vs decentralization, strategy & structure, flat & tall structures, work specialization, departmentalization, chain of command, span of control and formalization, Common organizational designs – Simple, bureaucratic, matrix, virtual, boundary less, feminine – Organization as an open system & influence of environment over organizational dynamics with reference to technological innovations. Staffing: Definition of staffing, Situational Factors Affecting Staffing, Selection: Matching the person with the job, Position requirements and job design, Skill and Personal Characteristics Needed in Managers.</p>	CO 2
UNIT III	<p>Motivation, Leadership and Controlling Motivation: Meaning & Theories of Motivation, Maslow's Hierarchy Theory, Alderfer's ERG Theory, Herzberg's Theory, McGregor's Theory. Leadership: Meaning and definition of Leadership, Ingredients of</p>	CO 3

	Leadership, Trait Approaches to leadership, Charismatic Leadership Approach, Leadership Behaviour and styles. Controlling: Control meaning and Process, Control as a Feedback System, Feed Forward, and Requirements for effective controls.	
UNIT IV	MANAGEMENT FOR ENTREPRENEURIAL PROSPECTIVE Global, innovative and entrepreneurial prospective of management: Basics of global and entrepreneurial management; entrepreneurial planning; entrepreneurial organizing and staffing; entrepreneurial leading; entrepreneurial controlling and challenges.	CO 4

SUGGESTED READINGS

1. Wehrich, Heinz, Mark V Cannice & Harold Koontz: Management: A Global innovative and Entrepreneurial Perspective, Tata McGraw – Hill, New Delhi.
2. Stoner, James A F, Freeman, R Edward& Gilbert Jr, Daniel R: Management, Pearson Education, New Delhi.
3. Robbins, S P and Decenzo, D: Fundamentals of Management, Pearson Education, New Delhi.
4. Terry, G.R. & Franklin, S G,: Principles of Management, McGraw Hill Higher Education.
5. Peter F. Drucker, Management: Tasks, Responsibilities and Practices, Routledge, London and New York.

OPEN SOURCES: From internet and other sources regarding management Concept

1. Prasad, L.M; Principles and Practice of Management, Sultan Chand & Sons
2. Ghuman, Karminder & K. Aswathappa: Management: Concept, Practice & Case, Tata McGraw-Hill, New Delhi.
3. Kase, F.L. and Rasonu, J.E: Organization and Management – A System and Contingency Approach, McGraw Hill Book Company, New York.
4. Becker, P.E: The Practices of Management, London.
6. May, D: The Evolution of Management Thought Ronald Press, New York.
7. Singh, A.N.: The Skills of Management, Gover Earnborough.
8. Ricks. S.: Management of Organization, Macmillan publication, Hong Kong.
9. Crompton, Summer and Webber: Organizational Behaviour and the Practices of Management, Scott, Poresman, Gleneve.
10. K.S., Jae: Management, Prentice Hall, New Delhi.

MAPPING OF COURSE OBJECTIVES, PROGRAM OBJECTIVES, AND PROGRAM SPECIFIC OBJECTIVES

Mapping: CO-PO-PSO

	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	1	1	1	2	1	1	2	2	3	2	2	2	1
CO 2	1	2	2	1	1	1	2	1	3	3	2	2	1
CO 3	1	2	1	1	1	1	2	1	3	2	2	2	1
CO 4	1	1	1	2	2	1	1	1	2	2	2	2	2
Average	1	1.5	1.25	1.5	1.25	1	1.75	1.25	2.75	2.25	2	2	1.25

**ORGANISATIONAL BEHAVIOUR AND DEVELOPMENT
GE-MTTM-102**

Max. Marks-100

External marks: 50

Internal Marks: 50

Time Duration of External Exam: 3Hours

Course Objectives:

CO 1: To learn the concepts of organisational behaviour.

CO 2: To be able to understand various aspects of individual behaviour.

CO 3: To know and analyse various dimensions of group behaviour.

CO 4: To appreciate leadership styles and organisational culture for effective management.

UNIT I	<p>Focus and Purpose</p> <p>Definition, need and importance of organizational behaviour Nature and scope – Frame work – Organizational behaviour models.</p>	CO 1
UNIT II	<p>Individual Behaviour at Work</p> <p>Organizational man Personality:- Concept, types and Factors influencing personality and Theories of Personality. Learning: – Types of learners, the learning process and Learning theories.(Cognitive Learning Theory and Social Learning Theory) Emotions and Attitudes: – Characteristics, Components, Formation, Measurement-and Values. Perceptions: – meaning, Importance, Factors influencing perception, Interpersonal perception. Managing emotions and stress</p>	CO 2
UNIT III	<p>Group Behaviour at Work and Organisational Culture</p> <p>Organization structure: –meaning,Groups in organizations, Formation of groups, Influence of groups and Group dynamics, Emergence of informal leaders and working norms. Group decision making techniques, Team building - Interpersonal relations – Communication – Control. Organizational culture and climate – Factors affecting organizational climate – Importance, Power and politics in organizations</p>	CO 3

UNIT IV	<p>Organizational Change and Development</p> <p>Organizational change: Importance, Stability and Change, Proactive and Reactive change. The change process. Resistance to change and Managing change.</p> <p>Organizational development, strategies and methods, Interventions for organizational development, Indian Experience of Organizational Development in Tourism and Hospitality Sector</p>	CO 4
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SUGGESTED READINGS

TEXT BOOKS

1. Duncan Kitchin (2018), An Introduction to Organizational Behaviour for Managers and Engineers- A Group and Multicultural Approach, Routledge.
2. Stephen P. Robbins , Timothy A. Judge , Neharika Vohra (2018) **Organizational Behaviour (18th)ed.** | , Pearson , New Delhi.
3. Mary Uhl-Bien, John R. Schermerhorn Jr. , Richard N. Osborn, and Sanket Sunand Dash(2021) **Organizational Behavior, 13ed** Wiley India Pvt Ltd. 1402, 14th Floor, World Trade Tower Plot No. C - 1, Sector – 16, Noida .
4. Şule Aydin, Bekir Bora Dedeoglu,y and Ömer Çoban (2019) Organizational Behavior Challenges in the Tourism Industry, IGI Global USA.
5. Florence Berger and Judi Brownell (2020) , Organizational Behavior for the Hospitality Industry, 1st ed. , Pearson

REFERENCES

1. Schermerhorn, Hunt and Osborn,(2008) Organisational behavior, John Wiley, 9th Edition,
2. Udai Pareek, (2004) Understanding Organisational Behaviour, 2nd Edition, Oxford Higher Education,
3. Mc Shane & Von Glinov(2007) Organisational Behaviour, 4th Edition, Tata Mc Graw Hill,
4. Hellrigan, Slocum and Woodman,(2007) Organisational Behavior, Cengage Learning, 11th Edition.
5. Ivancevich, Konopaske & Maheson,(2008) Oranisationl Behaviour & Management, 7th edition, Tata McGraw Hill..

MAPPING OF COURSE OBJECTIVES, PROGRAM OBJECTIVES, AND PROGRAM SPECIFIC OBJECTIVES

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5

CO 1	1	1	1	1	1	1	2	1	2	2	3	1	1
CO 2	1	1	1	1	1	1	2	1	3	3	3	2	1
CO 3	1	1	1	1	1	1	2	1	2	3	2	2	1
CO 4	3	2	2	1	3	2	1	1	3	2	3	2	1
Average	1.5	1.25	1.25	1	1.5	1.25	1.75	1	2.5	2.5	2.75	1.75	1

ESSENTIAL COMPUTER SKILLS FOR TOURISM PROFESSIONALS		
SEC-MTTM-101		
		Max. Marks-100
		Internal Marks: 100
Course Objectives:		
CO 1 : To learn and work with MS Word/Libre Office Writer/Other open office writer/Google Doc and its features and applications		
CO 2 : To learn and practice/ Libre Office Calc/Other open office sheet/Google sheet for effective data management		
CO 3 : To learn and apply MS PowerPoint/Libre Office Impress/Google slides for effective managerial presentation		
CO 4 : To prepare students to utilize the internet efficiently and make appropriate searches		
UNIT I	MS Word/Libre Office Writer/Other Open Office Writer/Google Doc- Text Basics, Text Formatting and saving file, Working with Objects, Header & Footers, Working with bullets and numbered lists, Tables, Styles and Content, Merging Documents, Sharing and Maintaining Document, Proofing the document, Printing.	CO 1
UNIT II	MS Excel Libre Office Calc/Other Open Office Sheet/Google Sheet- Introduction to Excel, Formatting excel work book, Perform Calculations with Functions, Sort and Filter Data with Excel, Create Effective Charts to Present Data Visually, Analyze Data Using PivotTables and Pivot Charts, Protecting and Sharing the work book, Use Macros to Automate Tasks, Proofing and Printing.	CO 2
UNIT III	MS Powerpoint Libre Office Impress/Google Slides- Setting Up PowerPoint Environment, Creating slides and applying themes, Working with bullets and numbering, Working with Objects, Hyperlinks and Action Buttons, Working With Movies and Sounds, Using SmartArt and Tables, Animation and Slide Transition, Using slide Master, Slide show option, Proofing and Printing.	CO 3
UNIT IV	Internet- Concept, uses, components, bookmarking and Going to a specific website, Copy and paste Internet content into your word file and emails, browsing, Search Engines, Understanding social media platforms, Fact Check Tools for Websites	CO 4

SUGGESTED READINGS

REFERENCE:

1. Leon Alexis and Mathews Leon: Introduction to Computers, Vikas Publishing House Pvt Ltd. New Delhi
2. Bhatnagar S C and Ramani K V: Computers and information management. A Primer for Practicing Managers, New Delhi, Prentice Hall of India Pvt. Ltd.
3. Bansundara, S: Computer Today.
4. Goel Ritender and D N Kakkar: Computer Application in Management, New Age International Publishers, New Delhi.
5. Ragaraman, V: Fundamental of Computers, PHI, New Delhi.

MAPPING OF COURSE OBJECTIVES, PROGRAM OBJECTIVES, AND PROGRAM SPECIFIC OBJECTIVES

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO 4	PSO 5
CO 1	2	3	3	3	3	3	3	2	2	3	3	3	3
CO 2	3	3	3	1	2	3	3	2	3	3	3	3	3
CO 3	2	2	3	2	2	2	3	2	3	3	3	3	3
CO 4	3	3	3	2	3	3	3	2	3	3	3	3	3
Average	2.5	2.75	3	2	2.5	2.75	3	2	2.75	3	3	3	3

SOFT SKILLS FOR TOURISM PROFESSIONALS
SEC-MTTM-102

Max. Marks-100
Internal Marks: 50
External Marks: 50
Time Duration of External Exam: 3Hours

Course Objectives:

- CO 1 To gain knowledge of personal grooming, etiquettes and manners
- CO 2 To learn team building and time management for professionals
- CO3 To be able to speak for different occasions in tourism business
- CO4 Learn to use the interactive and interpersonal skills for better presentation

UNIT I	Personality Development Personal Grooming: Meaning and significance of personal grooming, Grooming for interview, Etiquettes and Manners and their role in personality development, Role playing related to Tourism organization and other situation.	CO 1
UNIT II	Soft Skills Development Team building and team work: features of successful teams: understanding teams and working in teams, skills needed for team works. Time management: concept of time management; techniques of time management	CO 2
UNIT III	Presentation Skills Public Speaking in Seminars, Workshops, Handling Objections and Queries in different Public Speaking Situations, Group Discussions, Mock Interviews	CO 3
UNIT IV	Interactive and Interpersonal Skills Professional Portfolio Development, Developing Interpersonal skills: the Micro-skill approach, Awareness of self and development of interpersonal competence, Interpersonal skills in organizations: Understanding yourself; Understanding others; Understanding the team, Asserting and Influencing, Art of making effective presentation	CO 4

Text Books:

1. Hurlock, E.B (2006). Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill.
2. Stephen P. Robbins and Timothy A. Judge (2014), Organizational Behavior 16th Edition: Prentice Hall.
3. Interpersonal Communication and You, 1st edition, by Steven McCornack (ISBN: 9781457662539)
4. Research and Documentation in the Digital Age, 7th edition, by Diana Hacker and Barbara Fister (ISBN 9781319152437)

Reference Books:

1. Andrews, Sudhir. How to Succeed at Interviews. 21st (rep.) New Delhi.Tata McGraw-Hill
2. Heller, Robert.Effective leadership. Essential Manager series. Dk Publishing
3. Hindle, Tim. Reducing Stress. Essential Manager series. Dk Publishing
4. Lucas, Stephen. Art of Public Speaking. New Delhi. Tata - Mc-Graw Hill.
5. Mile, D.J Power of positive thinking. Delhi. Rohan Book Company,
6. Pravesh Kumar. All about Self- Motivation. New Delhi. Goodwill Publishing House.
7. Smith, B . Body Language. Delhi: Rohan Book Company.
8. Managing Soft Skills for Personality Development – edited by B.N.Ghosh, McGraw Hill India,
9. English and Soft Skills – S.P.Dhanavel, Orient Blackswan India

MAPPING OF COURSE OBJECTIVES, PROGRAM OBJECTIVES, AND PROGRAM SPECIFIC OBJECTIVES

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
Co 1	1	2	2	2	2	1	2	2	2	1	1	1	2
Co 2	1	1	2	2	2	2	1	3	2	2	1	1	3
Co 3	1	1	1	2	2	2	2	2	2	2	2	2	2
Co 4	1	1	1	2	2	3	1	2	1	1	1	2	3
Average	1	1.2	1.5	2	2	2	1.5	2.25	1.75	1.5	1.25	1.5	2.5

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BUSINESS POLICY AND CORPORATE GOVERNANCE SEC-MTTM-103		
Max. Marks-100 External marks: 50 Internal Marks: 50 Time Duration of External Exam: 3Hours		
Course Objectives: CO 1: To learn the concepts of business policy CO 2: To know the environmental and internal analysis CO 3 : To articulate and relate the conceptual framework of corporate governance CO 4: To appraise about Composition and Structure of corporate governance		
UNIT I	Business policy and corporate culture Business Policy : Concept of Business policy, Planning, Mission, Vision and Values of a Business Organization, Impact of business Policy on organization ,Importance of Business Policy, Types of Policies, Corporate Culture and business policy .	CO 1
UNIT II	Environmental and Internal Analysis External and Industry Environmental Analysis using PEST and Porter’s Five-Force Model, Understanding concepts such as Key Success Factors; Driving Forces , Strategic Groups , Internal Analysis:- Concept of Value Chain, SWOT Analysis; Resources, Capabilities and Competencies; Dynamic Capabilities , Core Competence of Organizations; Competitive Advantage and Sustainable Competitive Advantage	CO 2
UNIT III	Conceptual Framework of Corporate Governance Introduction, need and scope, evolution of corporate governance, management v/s. ownership, majority vs minority, and corporate governance codes. Growth of corporate governance in India, Legislative Framework of Corporate Governance in India for listed and unlisted tourism and hotel companies under Companies Act 2013.	CO 3

UNIT IV	Composition and Structure of Corporate Governance Composition and Structure of Corporate Governance-meaning , concept , need , importance , Duties and Liabilities, Diversity in board room, Women Director, Nominee Directors; Selection and Appointment Process, Independent Directors- concept expectations, liabilities and their role in ensuring corporate governance, Corporate governance failure and its impact in business	CO 4
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References

1. Institute of Directors India (2019) A Handbook on CORPORATE GOVERNANCE for Executive , Institute of Directors India
2. Fernando A. C ,E. K. Satheesh and, K. P. Muraleedharan (2018) Corporate Governance: Principles, Policies and Practices | Third Edition ,Pearson ,New Delhi.
3. David, F. R., & David, F. R. (2015).Strategic management: A competitive advantage approach, concepts and cases[VitalSource Bookshelf version] (15th ed.). Retrieved fro.
4. Pearce, J. and Richard B.R. (2004). Strategic Management: Strategic Formulation and Implementation. New York
5. Rao, P.S. (2016). Business Policy and Strategic Management: Text and Cases. Himalaya Publishing House Ltd. (eBook) Wheelen,
6. T.L. & Hunger, J.D. (2012). Introduction to Strategic Management and Business Policy: Towards Global Sustainability (13th ed). Pearson. (eBook)

List of Journals / Periodicals / Magazines / Newspapers, etc.

1. Strategic Management Journal
2. Harvard Business Review
3. Vikalpa – A Journal for Decision Makers
4. Management Review
5. Business Standard/Economic Times/Financial Times/ Financial Express
6. <https://www.strategicmanagementinsight.com/>
7. <https://www.blueoceanstrategy.com/>
8. <https://www.huffingtonpost.in>
9. www.businessinsider.com/
10. <https://www.mckinsey.com/.../strategy-and.../the-strategy-and-corp>

MAPPING OF COURSE OBJECTIVES, PROGRAM OBJECTIVES, AND PROGRAM SPECIFIC OBJECTIVES

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
Co 1	2	1	2	1	1	3	3	1	1	1	2	1	1
Co 2	2	1	2	1	1	3	3	1	1	1	2	1	1

Co 3	2	1	2	3	1	3	3	3	1	1	2	1	3
Co 4	2	1	2	1	1	3	3	1	1	1	2	1	1
Average	2	1	2	1.5	1	3	3	1.5	1	1	2	1	1.5

COMMUNICATION TECHNIQUES AECC -MTTM -101		
Max. Marks-100 External marks: 50 Internal Marks: 50 Time Duration of External Exam: 3Hours		
Course Objectives: CO 1 To gain knowledge of communication process and barriers CO 2 To learn writing of business correspondence using digital platforms CO3 To be able to speak for different occasions in tourism business CO4 Learn the use of formal office body language CO5 To get summary knowledge of culture based communication by tourists of top 5 (based on tourists' source) countries		
UNIT I	Communication in tourism business: Meaning, Significance and Scope, Communication Process, Theories and Models of communication process, Flow of information in tourism business organizations, Barriers to Communication; Filtering, Gap between Words & Meanings and Perception & reality	CO 1
UNIT II	Business writing; Principles for clear Business Writing: Adoption, Word Selection, Sentence Construction, Types of important Business Correspondence, Letters; Inquires and Responses, Persuasive Requests, sales Letter, Memos, Reports, Curriculum Vitae, Email, Business Reports; Organization of Different Type of Reports,. Techniques of Writing, Visual aspects of Reports Use of open source office software in business writing	CO 2
UNIT III	Oral Business communication: Telephone conversation, Public speaking, oral reporting, Interviews, Group Discussions,	CO 3

	Demonstrations. Meetings; – Organization of Meetings Use of digital tools for oral communication	
UNIT IV	Nonverbal Communication , Importance of Body language in Communication, Reading Body Language	CO 4
	Cross-Cultural Communication ; Concept and functions of Cultures, Impact of Culture of Communication in tourism, Expressions in Cross Cultural tourism Communication	CO5

SUGGESTED READINGS

1. Effective Business Communication (2017). Herta Murphy, Herbert Hildebrandt, Jane Thomas, McGrawHill.
2. Business Communication Essentials (2010). Courtland L. Bovee , Pearson Education.
3. Business Communication Today (2017). L. Bovee Courtland, Thill John, Lal Raina Roshan Pearson Education.
4. Business Communication (2012). Meenakshi Raman, Prakash Singh, Oxford.
5. Business English: The Writing Skills You Need For Today's Workplace (2016). Andrea B. Geffne, Barrons Educational Series.
6. The Art of Public Speaking (2019). Dale Carnegie, Vayu Education of India.
7. Guide to Cross-Cultural Communications (2010). Sana Reynolds, Deborah Valentine, Mary M. Munter, Pearson.
8. The Definitive Book of Body Language: How to Read Others Attitudes by Their Gestures(2017) Allan Pease, Barbara Pease, Orion
9. Body Language(Introducing Practical Guide) 2016 Glenn Wilson, Icon

MAPPING OF COURSE OBJECTIVES, PROGRAM OBJECTIVES, AND PROGRAM SPECIFIC OBJECTIVES

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PS O 4	PS O 5
CO 1	3	2	-	1	2	1	3	-	1	3	1	2	1
CO 2	3	2	-	2	3	1	3	-	2	3	1	2	2
CO 3	3	2	-	2	3	1	3	-	3	3	2	2	2
CO 4	3	2	-	2	3	1	3	-	1	3	-	2	3
CO 5	3	3	2	3	3	2	3	3	3	3	2	3	3
Average	3	2.2	2	2	2.8	1.2	3	0.6	2	3	1.2	2.2	2.2

**MAJOR INDIVIDUAL ASSIGNMENT AND PRESENTATION (GUIDED
LEARNING)
AECC -MTTM -102**

Max. Marks-100
Internal Marks: 100

The objective of this guided learning course is to train students in developing problem solving orientation based on comprehensive analysis of the situation and environment. A student will be allotted to the teacher of the department wherein s(he) will select a topic for development of working paper that will be presented in written and oral format. Students shall use standard style sheets in writing the paper that shall be research based and presentation shall be through PowerPoint.

**FIELD/DESTINATION SURVEY AND REPORT (GL)
Project(Guided Learning)**

Max. Marks-100
External Marks: 100

This course is designed as experiential in nature where students will go for field visit as tourists to identify gaps where interventions are needed for an enhanced tour satisfaction. This will help in bridging the gap between theory and practice. Students will be encouraged to make tour arrangements and actively participate in it. Every student will be allotted a teacher of the department to guide them in preparing the field trip report.