

# **MASTER IN TRAVEL & TOURISM MANAGEMENT**

**Programme Code: MTM**

**Duration – 2 Years Full Time**

**Programme Structure &  
Curriculum & Scheme of Examination**

**2018**

**AMITY UNIVERSITY RAJASTHAN  
JAIPUR**

## PREAMBLE

Amity University aims to achieve academic excellence by providing multi-faceted education to students and encourage them to reach the pinnacle of success. The University has designed a system that would provide rigorous academic programme with necessary skills to enable them to excel in their careers.

This booklet contains the Programme Structure, the Detailed Curriculum and the Scheme of Examination. The Programme Structure includes the courses (Core and Elective), arranged semester wise. The importance of each course is defined in terms of credits attached to it. The credit units attached to each course has been further defined in terms of contact hours i.e. Lecture Hours (L), Tutorial Hours (T), Practical Hours (P). Towards earning credits in terms of contact hours, 1 Lecture and 1 Tutorial per week are rated as 1 credit each and 2 Practical hours per week are rated as 1 credit. Thus, for example, an L-T-P structure of 3-0-0 will have 3 credits, 3-1-0 will have 4 credits, and 3-1-2 will have 5 credits.

The Curriculum and Scheme of Examination of each course includes the course objectives, course contents, scheme of examination and the list of text and references. The scheme of examination defines the various components of evaluation and the weightage attached to each component. The different codes used for the components of evaluation and the weightage attached to them are:

<u>Components</u>	<u>Codes</u>	<u>Weightage (%)</u>
Case Discussion/ Presentation/ Analysis	C	05 - 10
Home Assignment	H	05 - 10
Project	P	05 - 10
Seminar	S	05 - 10
Viva	V	05 - 10
Quiz	Q	05 - 10
Class Test	CT	10 - 15
Attendance	A	05
End Semester Examination	EE	70

It is hoped that it will help the students study in a planned and a structured manner and promote effective learning. Wishing you an intellectually stimulating stay at Amity University.

July, 2015

# PROGRAMME STRUCTURE

## FIRST SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits	Page No.
MTM 101	Principles of Management	CC	3		-	3	
MTM 102	Customer Relationship Management	CC	3		-	3	
MTM 103	Sustainable Tourism; Concepts Strategies	CC	3	1	-	4	
MTM 104	Introduction to Heritage Management	CC	3		-	3	
MTM 105	Fundamentals of Tourism	CC	3			3	
MTM 106	Destinations of India	CC	3	1		4	
MTM 107	Media Studies	CC	2	1		3	
BCS 101	Communication Skills – I	VA	1	-	-	1	
BSS 101	Behavioral Science – I	VA	1	-	-	1	
FLF 101 FLG 101 FLS 101 FLJ 101 FLC 101	Foreign Language – I French German Spanish Japanese Chinese	VA	2	-	-	2	
<b>Open Elective</b>		OE	3			3	
<b>TOTAL</b>						<b>30</b>	

## SECOND SEMESTER

MTM 201	International Tourism Management	CC	3	1	-	4	
MTM 202	Marketing of Tourism Services	CC	3		-	3	
MTM 203	Air Travel, Fare & Ticketing	CC	3	-	-	3	
MTM 204	Travel Agency & Tour Operations	CC	3		-	3	
MTM 205	Conference & Event Management	CC	3	-	-	3	
MTM 206	Research Methodology in Tourism	CC	2	1		3	
MTM 207	Application of Computers in Tourism	CC	2	2		4	
BCS 201	Communication Skills – II	VA	1	-	-	1	
BSS 201	Behavioural Science - II	VA	1	-	-	1	
FLF 201 FLG 201 FLS 201 FLJ 201 FLC 201	Foreign Language – II French German Spanish Japanese Chinese	VA	2	-	-	2	
<b>Open Elective</b>		OE	3			3	
<b>TOTAL</b>						<b>30</b>	

## SUMMER TRAINING 8 – 10 WEEKS

### THIRD SEMESTER

MTM 301	World Tourism Resources	CC	2		-	2	
MTM 302	Human Resource Management in Tourism	CC	2	-	-	2	
MTM 304	Financial Management	CC	2	1	-	3	
MTM 305	Economics of Tourism & Hospitality Industry	CC	2	-	-	2	
MTM 306	Tourism Destination Management	CC	2	-	-	2	
<b>DE Elective : Student has to select 2 course from the list of following DE electives</b>							
MTM 307	Hospitality Management	DE	4	-	-	8	
MTM 308	Entrepreneurship & Managing of Small business in Tourism	DE	3	1	-		
MTM 309	Tourism Planning & Development	DE	4				
BCS 301	Communication Skills – III	VA	1	-	-	1	
BSS 301	Behavioural Science - III	VA	1	-	-	1	
FLF 301	Foreign Language – III French	VA	2	-	-	2	
FLG 301	German						
FLS 301	Spanish						
FLJ 301	Japanese						
FLC 301	Chinese						
MTM 350	Summer Training (Evaluation)	-	-	-	-	6	
<b>Open Elective</b>		<b>OE</b>	3			3	
<b>TOTAL</b>						<b>32</b>	

### FOURTH SEMESTER

MTM 401	Tourism & Travel Laws	CC	3		-	3	
MTM 402	Management Information System & Computers in Tourism	CC	2	1	-	3	
MTM 403	Airline & Cargo Management	CC	2		-	2	
<b>DE Elective : Student has to select 1 course from the list of following DE electives</b>							
MTM 404	Tourism Products : Design & Development	DE	3	1		4	
MTM 405	Tourism Behaviour	DE	3	1			
MTM 406	Presentation Skill	DE	3	1			
MTM 460	Dissertation / Research Project	CC	-	-	-	15	
BCS 401	Communication Skills – IV	VA	1	-	-	1	
BSS 401	Behavioural Science – IV	VA	1	-	-	1	
FLF 401	Foreign Language – IV French	VA	2	-	-	2	
FLG 401	German						
FLS 401	Spanish						
FLJ 401	Japanese						
FLC 401	Chinese						
<b>TOTAL</b>						<b>31</b>	

# Curriculum & Scheme of Examination

## PRINCIPLES OF MANAGEMENT

**Course Code:** MTM 101

**Credit Units:** 03

### Course Objective:

The objective of this course is to enable the students to understand that management is the process of planning, organising, staffing, directing and controlling the enterprise resource sufficiently and effectively for achieving the goals of the organizations.

### Course Contents:

#### Module I: Management Concept

Nature, Importance of Management, Management as an Art and Science, Management as a Profession, Management v/s Administration, Management Skills, Evolution of Management, Early in management Contributions, Taylor's Scientific Management, Fayol's Administrative Management.

#### Module II: Introduction to Functions of Management

**Planning:** Nature, Scope, Objectives & Significance of Planning, types of planning, Process of planning, barriers to effective planning, decision making.

**Organising:** Concept, Organisation theories, forms of organisational structure, span of control, delegation of Authority. Authority and responsibility.

#### Module III

**Staffing:** Concept, Manpower planning, Job Design, Recruitment & Selection, training & performance Appraisal.

**Directing:** Concept, direction and supervision.

**Motivation:** Concept, Motivation & performance, theories of motivation, morale building.

#### Module IV:

**Leadership:** Core of leadership, functions of leaders, leadership style.

**Communication:** Communication process, Importance of Communication

**Controlling:** concept, Types of control, methods.

#### Module V: Case Studies

Success story of Tata group. Organizational structure of the major PSUs of India and their success story post liberalisation. Concepts of LPG & PPP.

### Examination Scheme:

Components	CT1	C1 / P1	A	EE1
Weightage (%)	15	10	05	70

### Text & References:

- Drucker, Peter F., 1981. Management Tasks, Responsibilities and Practices Allied Publishers Pvt. Ltd, New Delhi.
- Koontz. B. and Donnell C., 1985. Management: A System and Contingency Analysis of Management Functions. Mc Graw-Hill, Kogakusha Ltd: Tokyo.

# CUSTOMER RELATIONSHIP MANAGEMENT

**Course Code:** MTM 102

**Credit Units:** 03

## **Course Objective:**

Students will be able to understand and explain that:

Customer Relationship Management is to provide information for the students about practical approach to understand a comprehensive view of CRM and show them how to successfully implant an enterprise customer focused solution. It gives a good definition of CRM functionality but also gives detailed guidance of how to approach CRM in organization. This also refers to an excellent study into what defines today's best practices in the CRM industry. It covers all subject areas on the different topics of CRM. A CRM approach that is responsive, flexible and personalized to each customer. Use of E-Commerce in CRM.

## **Course Contents:**

### **Module I: Customer Relationship Management**

Definition of CRM & Scope

The Power of CRM (scope & dimension). The need for CRM

CRM Success factor

### **Module II: The Customer Service / Sales Profile**

Types of CRM strategies

CRM in relation to Customer Service

CRM Creating demand for Tourism

Role of Service Associates (Case Study)

### **Module III: Choosing your CRM Strategy**

CRM Strategy Starting Point

The CRM Strategy Creation

Identify Potential Strategies

### **Module IV: Managing and Sharing Customer Data**

Managing Customer Information

Ethics and legalities of Data use

### **Module V: E-Commerce Customer relationship**

CRM on Internet

Choosing the Right niche

### **Module VI**

Managing relationship through conflict

Managing the movement of conflict

Understanding Customers

Problems and Solutions

CRM Marketing

CRM Marketing Initiatives (Up Selling & Cross Selling)

### **Module VII: Delivering CRM**

Case Studies of Nokia, Jetlite and Kingfisher

## **Examination Scheme:**

Components	CT1	C1 / P1	A	EE1
Weightage (%)	15	10	05	70

## **Text & References:**

### **Text:**

- CRM by Kristen Anderson & Carl Kerr Tata McGraw Hills

***References:***

- The CRM Hand-book-Jill Dyche -Pearson Education Singapore
- Management & Public Relation & Communication by Shailesh Sen Gupta - Vikas Publishing House, New Delhi.
- Consumer Behaviour,Dr. SL Gupta, Sultan Chand & Sons

# SUSTAINABLE TOURISM; CONCEPTS STRATEGIES

**Course Code: MTM 103**

**Credit Units: 04**

## **Course Objective:**

Tourism Product is very fragile in nature and because of its sensitivity it is very important that Industry and industry related professionals must understand that Tourism product must be saved for the coming generations only by spreading awareness and educating masses, the course is structured to achieve the same.

## **Course Contents:**

### **Module I: Introduction to Eco-Tourism**

Principles of Eco-Tourism  
Types of Eco-Tourism  
Global Growth and magnitude of Eco-Tourism

### **Module II: Eco-Tourism Venues**

Mobile protected areas  
Privately owned protected areas  
Modified spaces  
Indigenous territories

### **Module III: Eco-Tourism Impacts**

Forms of Impacts  
Exploring Socio Cultural Impacts  
Tourism impact on natural environment.  
Contemporary environment problems

### **Module IV: Business of Eco-Tourism**

Roles of Eco friendly Accommodation, Tour Operators, Tour Guides and Interpretations  
Management tools and techniques, policy and planning, Eco-Tourism related organizations.

### **Module V**

Case studies of Himalayas, Corbett National Park,, Kanha National Park, Kovalam Beach etc.

## **Examination Scheme:**

<b>Components</b>	<b>CT1</b>	<b>C1 / P1</b>	<b>A</b>	<b>EE1</b>
<b>Weightage (%)</b>	15	10	05	70

## **Text & References:**

- Baldwin, J H (1985), Environmental Planning & Management, IBD, Dehradun
- Bandyopadhyay, J, Jayal, N D, Schoettli and Chhaterapati Singh (eds.), 1985: India's Environment – Cries and Responses, Natraj, Dehradun
- Cooper, C P (ed), Progress in Tourism, Recreation and Hospitality Management, CBS Publishers, New Delhi
- Datt, Narayan & Mridula (1991), Ecology and Tourism, Universal Publishers & Distributors, Delhi
- Sharma, PD, (1992), Ecology and environment, Rastogy Publication, Meerut
- Singh, T V, J Kaur & D P Singh (ed.) (1982), Studies in Tourism Wildlife Parks Conservation, Metropolitan, New Delhi

# INTRODUCTION TO HERITAGE MANAGEMENT

**Course Code: MTM 104**

**Credit Units: 03**

## **Course Objective:**

To highlight the intricate relationship between culture and tourism, thus, making the students acquainted with the Indian Culture, its sources, its application and usefulness in tourism. India's religious and architectural heritage has been dealt with in association with tourism. The living cultures and performing arts of India are given an in depth handling for proper understanding especially for tourism promotion in the country. Overall, the course provides a continuity from past to present and offers an opportunity to have an insight into India's heritage in the context of tourism.

## **Course Contents:**

### **Module I**

Indian Culture: General Features, Sources, Relationship of culture and tourism

### **Module II**

Meaning, Scope and Significance of Heritage, Criteria for selection as heritage sites, monuments and zone by UNESCO (WHO). Types of heritage property. World famous heritage sites and monument in India and abroad. National and International Organisations engaged in Heritage Management (UNESCO, ICOMOS, ASI, and NGOs)

### **Module III: Religion in India**

Hinduism, Islam, Sikhism, Jainism, Buddhism, Christianity

### **Module IV**

Architecture Heritage

Hindu Architecture-Famous Temple in India,

Islam and Indo-Islamic Architecture -Famous Monuments in India

British and Indo British Architecture-Famous Public Buildings and monuments

### **Module V**

Indian Museums, Concept and classification. Heritage Hotels and its classification.

### **Module VI**

Indian Music, Fair and Festivals, Classical dance

## **Examination Scheme:**

Components	CT1	C1 / P1	A	EE1
Weightage (%)	15	10	05	70

## **Text & References:**

- Allchin, B., Allchin, F.R. et al. (1989) Conservation of Indian Heritage, Cosmo Publishers, New Delhi.
- New Inskip, Edward, Tourism Planning: An Integrated and Sustainable Development Approach (1991) VNR, New York.
- Ashworth, G. J. (2000), The Tourist Historic City. Retrospect and Prospect of Managing the Heritage City, Pergamon, Oxford
- UNESCO-IUCN (1992) Eds. Masterworks of Man and Nature, Pantoga, Australia.

# FUNDAMENTALS OF TOURISM

**Course Code: MTM 105**

**Credit Units: 03**

## **Course Objective:**

This will be an introductory module giving the basis of tourism studies. This will give an overview of tourism industry and various organisations.

## **Course Contents:**

### **Module I: Introduction**

Definition & concepts of Tourism, components & linkages of Tourism, Growth of tourism industry and historical development, through ages, Future of tourism industry.

General Tourism Trends. Types of Tourists, Visitor, Traveller, and Excursionist–Definition and differentiation. Tourism, recreation and leisure, their inter–relationships.

### **Module II: Tourism Products & Attraction**

Nature, Characteristics and Components of Tourism Industry. Elements and characteristics of tourism products. Tourism product production system, Tourism Product Life Cycle, typology of tourism products.

### **Module III: Types and Forms of Tourism**

Inter–regional and intra–regional tourism, inbound and outbound tourism, domestic, international tourism. Forms of Tourism: religious, historical, social, adventure, health, business, conferences, conventions, incentives, sports and adventure, senior tourism, special interest tourism like culture or nature oriented, ethnic or ‘roots’ tourism and VFR.

### **Module IV: Present scenario of Indian Tourism Industry**

Tourism in India after 26/11, new government Initiatives under “ATITHI DEVO BHAVA” campaign/ Incredible India Campaign.

### **Module V: A study of International Tourism Organisations**

Origin, location and functions of WTO, IATA, PATA, ASTA, UFTAA, and ICAO.

## **Examination Scheme:**

<b>Components</b>	<b>CT1</b>	<b>C1 / P1</b>	<b>A</b>	<b>EE1</b>
<b>Weightage (%)</b>	15	10	05	70

## **Text & References:**

- Mill and Morrison, (1992), The Tourism System: An Introductory Text, Prentice Hall.
- Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
- Burkart and Medlik, (1981), Tourism: Past, Present and Future, Heinemann, ELBS.
- Mill, R.C., (1990), Tourism: The International Business, Prentice Hall, New Jersey.
- Bhatia, A.K., - International Tourism
- Seth, P.N., (1999) Successful Tourism Management (Vol 1 &2)

# DESTINATIONS OF INDIA

**Course Code: MTM 106**

**Credit Units: 04**

## **Course Objective:**

The objective of this course is to enable students to recognize and value India's tourist attractions and cultural and natural heritage, to create awareness for preservation of resources at these Destinations and to demonstrate India's tourism potential with regard to diverse Tourism Destinations.

## **Course Contents:**

### **Module I: Historical / Monument / Architectural destinations**

Delhi, Agra, Jaipur, Khajuraho, Sanchi, Nalanda, Ajanta, Ellora.

### **Module II: Religious & Cultural Destinations**

Haridwar, Badrinath, Kedarnath, Bodhgaya, Puri, Amritsar, Hemkund Sahib, Ajmer, Rameshwaram, Konark & Dwarika.

### **Module III: Hill Stations**

Srinagar, Shimla, Kodaikannal, Ooty, Darjeeling

### **Module IV: N.P. & Wild life sanctuaries**

Jim Corbett, Bharatpur, Kaziranga, Kanha, Pariyar

### **Module V: Coastal destinations**

Goa, Kovalam, Lakshdweep, Andman & Nicobar.

## **Examination Scheme:**

Components	CT1	C1 / P1	A	EE1
Weightage (%)	15	10	05	70

## **Text & References:**

### **Text:**

- Ahmad Aizaz, General Geography of India, NCERT, New Delhi

### **References:**

- Chamoli, S P, The Great Himalayan Traverse, Vikas Publishing, 1994
- Kaul, R N, Dynamics of Tourism – A Trilogy, Sterling Publishers, New Delhi
- Nagar, Vishnu Dutt and Sudhakar, Principles and Problems of Indian Transport, Kailash Pustak Sadan, Gwalior
- Negi, Jagmohan, Tourism and Travel, Concept and Principles, Gitanjali Publishing House, New Delhi, 1990
- William, Crook, Travels in India, Oriental Publishers, New Delhi

# MEDIA STUDIES

**Course Code: MTM 107**

**Credit Units: 03**

## **Course Objective:**

To encourage the students to refer to newspapers, media journals & news letters regularly for updating their knowledge about changing trends in Tourism on everyday basis.

## **Course Contents:**

### **Module I**

Referring to daily newspapers / magazines/ trade newsletter/ trade journals. Presentation of news in different forms.

### **Module II**

Cutting & compiling of interesting travel itineraries being offered by various Travel Agencies / Tour Operators / destination marketing Agencies.

### **Module III**

Analyzing the famous itineraries and creating new itineraries of certain places.

### **Module IV: Forms of Media; Local Media, Virtual Media, Internet in Tourism; Importance of Media in Tourism**

### **Module V**

Presentation of these itineraries highlighting USP of each of these destinations & agencies.

## **Examination Scheme:**

<b>Components</b>	<b>CT1</b>	<b>C1 / P1</b>	<b>A</b>	<b>EE1</b>
<b>Weightage (%)</b>	15	10	05	70

## **Text & References:**

- Daily English newspaper
  
- Trade newspaper and Magazines
- Trade Journals
- Reference manuals

# COMMUNICATION SKILLS – I

**Course Code: MTM 140**

**Credit Units: 01**

## **Course Objective:**

The Course is designed to give an overview of the four broad categories of English Communication thereby enhance the learners' communicative competence.

## **Course Contents:**

### **Module I: Listening Skills**

Effective Listening: Principles and Barriers  
Listening Comprehension on International Standards

### **Module II: Speaking Skills**

Pronunciation and Accent  
Reading excerpts from news dailies & magazines  
Narrating Incident; Story telling.  
Extempore & Role Plays

### **Module III: Reading Skills**

Vocabulary: Synonyms, antonyms, diminutives, homonyms, homophones  
Idioms & phrases  
Foreign words in English

### **Module IV: Writing Skills**

Writing Paragraphs  
Précis Writing  
Letter writing  
Coherence and structure  
Essay writing

### **Module V: Activities**

News reading  
Picture reading  
Movie magic  
Announcements

## **Examination Scheme:**

<b>Components</b>	<b>CT1</b>	<b>CT2</b>	<b>CAF</b>	<b>V</b>	<b>GD</b>	<b>GP</b>	<b>A</b>
<b>Weightage (%)</b>	20	20	25	10	10	10	5

CAF – Communication Assessment File

GD – Group Discussion

GP – Group Presentation

## **Text & References:**

- Working in English, Jones, Cambridge
- Business Communication, Raman – Prakash, Oxford
- Speaking Personally, Porter-Ladousse, Cambridge
- Speaking Effectively, Jermy Comfort, et.al, Cambridge

# **BEHAVIOURAL SCIENCE - I**

## **(SELF-DEVELOPMENT AND INTERPERSONAL SKILLS)**

**Course Code: MTM 143**

**Credit Units: 01**

### **Course Objective:**

This course aims at imparting an understanding of:  
Self and the process of self exploration  
Learning strategies for development of a healthy self esteem  
Importance of attitudes and their effect on work behaviour  
Effective management of emotions and building interpersonal competence.

### **Course Contents:**

#### **Module I: Understanding Self**

Formation of self concept  
Dimension of Self  
Components of self  
Self Competency

#### **Module II: Self-Esteem: Sense of Worth**

Meaning and Nature of Self Esteem  
Characteristics of High and Low Self Esteem  
Importance & need of Self Esteem  
Self Esteem at work  
Steps to enhance Self Esteem

#### **Module III: Emotional Intelligence: Brain Power**

Introduction to EI  
Difference between IQ, EQ and SQ  
Relevance of EI at workplace  
Self assessment, analysis and action plan

#### **Module IV: Managing Emotions and Building Interpersonal Competence**

Need and importance of Emotions  
Healthy and Unhealthy expression of emotions  
Anger: Conceptualization and Cycle  
Developing emotional and interpersonal competence  
Self assessment, analysis and action plan

#### **Module V: Leading Through Positive Attitude**

Understanding Attitudes  
Formation of Attitudes  
Types of Attitudes  
Effects of Attitude on  
Behaviour  
Perception  
Motivation  
Stress  
Adjustment  
Time Management  
Effective Performance  
Building Positive Attitude

#### **Module VI: End-of-Semester Appraisal**

Viva based on personal journal  
Assessment of Behavioural change as a result of training  
Exit Level Rating by Self and Observer

## Examination Scheme:

Components	SAP	A	Mid Term Test (CT)	VIVA	Journal for Success (JOS)
Weightage (%)	20	05	20	30	25

## Text & References:

- Towers, Marc: Self Esteem, 1<sup>st</sup> Edition 1997, American Media
- Pedler Mike, Burgoyne John, Boydell Tom, A Manager's Guide to Self-Development: Second edition, McGraw-Hill Book Company.
- Covey, R. Stephen: Seven habits of Highly Effective People, 1992 Edition, Simon & Schuster Ltd.
- Khera Shiv: You Can Win, 1<sup>st</sup> Edition, 1999, Macmillan
- Gegax Tom, Winning in the Game of Life: 1<sup>st</sup> Edition, Harmony Books
- Chatterjee Debashish, Leading Consciously: 1998 1<sup>st</sup> Edition, Viva Books Pvt. Ltd.
- Dr. Dinkmeyer Don, Dr. Losoncy Lewis, The Skills of Encouragement: St. Lucie Press.
- Singh, Dalip, 2002, Emotional Intelligence at work; First Edition, Sage Publications.
- Goleman, Daniel: Emotional Intelligence, 1995 Edition, Bantam Books
- Goleman, Daniel: Working with E.I., 1998 Edition, Bantam Books.

# FRENCH - I

**Course Code:** MTM 144

**Credit Units:** 02

## Course Objective:

To familiarize the students with the French language

- with the phonetic system
- with the syntax
- with the manners
- with the cultural aspects

## Course Contents:

**Module A: pp. 01 to 37: Unités 1, 2, Unité 3 Object if 1, 2**

Only grammar of Unité 3: object if 3, 4 and 5

### Contenu lexical: Unité 1: Découvrir la langue française : (oral et écrit)

1. se présenter, présenter quelqu'un, faire la connaissance des autres, formules de politesse, rencontres
2. dire/interroger si on comprend
3. Nommer les choses

### Unité 2: Faire connaissance

1. donner/demander des informations sur une personne, premiers contacts, exprimer ses goûts et ses préférences
2. Parler de soi: parler du travail, de ses activités, de son pays, de sa ville.

### Unité 3: Organiser son temps

1. dire la date et l'heure

### Contenu grammatical:

1. organisation générale de la grammaire
2. article indéfini, défini, contracté
3. nom, adjectif, masculin, féminin, singulier et pluriel
4. négation avec « de », "moi aussi", "moi non plus"
5. interrogation : Inversion, est-ce que, qui, que, quoi, qu'est-ce que, où, quand, comment, quel(s), quelle(s)  
Interro-négatif : réponses : oui, si, non
6. pronom tonique/disjoint- pour insister après une préposition
7. futur proche

## Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

## Text & References:

- le livre à suivre : Campus: Tome 1

# GERMAN - I

**Course Code: MTM 145**

**Credit Units: 02**

## **Course Objective:**

To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.

To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany

## **Course Contents:**

### **Module I: Introduction**

Self introduction: heissen, kommen, wohnen, lernen, arbeiten, trinken, etc.

All personal pronouns in relation to the verbs taught so far.

Greetings: Guten Morgen!, Guten Tag!, Guten Abend!, Gute Nacht!, Danke sehr!, Danke!, Vielen Dank!, (es tut mir Leid!),

Hallo, wie geht's?: Danke gut!, sehr gut!, prima!, ausgezeichnet!,  
Es geht!, nicht so gut!, so la la!, miserabel!

### **Module II: Interviewspiel**

To assimilate the vocabulary learnt so far and to apply the words and phrases in short dialogues in an interview – game for self introduction.

### **Module III: Phonetics**

Sound system of the language with special stress on Diphthongs

### **Module IV: Countries, nationalities and their languages**

To make the students acquainted with the most widely used country names, their nationalities and the language spoken in that country.

### **Module V: Articles**

The definite and indefinite articles in masculine, feminine and neuter gender. All Vegetables, Fruits, Animals, Furniture, Eatables, modes of Transport

### **Module VI: Professions**

To acquaint the students with professions in both the genders with the help of the verb “sein”.

### **Module VII: Pronouns**

Simple possessive pronouns, the use of my, your, etc.

The family members, family Tree with the help of the verb “to have”

### **Module VIII: Colours**

All the color and color related vocabulary – colored, colorful, colorless, pale, light, dark, etc.

### **Module IX: Numbers and calculations – verb “kosten”**

The counting, plural structures and simple calculation like addition, subtraction, multiplication and division to test the knowledge of numbers.

“Wie viel kostet das?”

### **Module X: Revision list of Question pronouns**

W – Questions like who, what, where, when, which, how, how many, how much, etc.

## **Examination Scheme:**

<b>Components</b>	<b>CT1</b>	<b>CT2</b>	<b>C</b>	<b>I</b>	<b>V</b>	<b>A</b>
<b>Weightage (%)</b>	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

## **Text & References:**

- Wolfgang Hieber, Lernziel Deutsch
- Hans-Heinrich Wangler, Sprachkurs Deutsch
- Schulz Griesbach, Deutsche Sprachlehre für Ausländer
- P.L Aneja, Deutsch Interessant- 1, 2 & 3
- Rosa-Maria Dallapiazza et al, Tangram Aktuell A1/1, 2
- Braun, Nieder, Schmöe, Deutsch als Fremdsprache 1A, Grundkurs

# SPANISH – I

**Course Code:** MTM 146

**Credit Units: 02**

## **Course Objective:**

To enable students acquire the relevance of the Spanish language in today's global context, how to greet each other. How to present / introduce each other using basic verbs and vocabulary.

## **Course Contents:**

### **Module I**

A brief history of Spain, Latin America, the language, the culture...and the relevance of Spanish language in today's global context.

Introduction to alphabets

### **Module II**

Introduction to '*Saludos*' (How to greet each other. How to present / introduce each other).

Goodbyes (*despedidas*)

The verb *llamarse* and practice of it.

### **Module III**

Concept of Gender and Number

Months of the years, days of the week, seasons. Introduction to numbers 1-100, Colors, Revision of numbers and introduction to ordinal numbers.

### **Module IV**

Introduction to *SER* and *ESTAR* (both of which mean To Be).Revision of '*Saludos*' and '*Llamarse*'. Some adjectives, nationalities, professions, physical/geographical location, the fact that spanish adjectives have to agree with gender and number of their nouns. Exercises highlighting usage of *Ser* and *Estar*.

### **Module V**

Time, demonstrative pronoun (*Este/esta, Aquel/aquella* etc)

### **Module VI**

Introduction to some key AR /ER/IR ending regular verbs.

## **Examination Scheme:**

<b>Components</b>	<b>CT1</b>	<b>CT2</b>	<b>C</b>	<b>I</b>	<b>V</b>	<b>A</b>
<b>Weightage (%)</b>	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

## **Text & References:**

- Español, En Directo I A
- Español Sin Fronteras

# JAPANESE - I

**Course Code:** MTM 147

**Credit Units:** 02

## **Course Objective:**

To enable the students to learn the basic rules of grammar and Japanese language to be used in daily life that will later help them to strengthen their language.

## **Course Contents:**

### **Module I: Salutations**

Self introduction, Asking and answering to small general questions

### **Module II: Cardinal Numbers**

Numerals, Expression of time and period, Days, months

### **Module III: Tenses**

Present Tense, Future tense

### **Module IV: Prepositions**

Particles, possession, Forming questions

### **Module V: Demonstratives**

Interrogatives, pronoun and adjectives

### **Module VI: Description**

Common phrases, Adjectives to describe a person

### **Module VII: Schedule**

Time Table, everyday routine etc.

### **Module VIII: Outings**

Going to see a movie, party, friend's house etc.

## **Learning Outcome**

➤ Students can speak the basic language describing above mentioned topics

## **Methods of Private study /Self help**

➤ Handouts, audio-aids, and self-do assignments and role-plays will support classroom teaching

## **Examination Scheme:**

<b>Components</b>	<b>CT1</b>	<b>CT2</b>	<b>C</b>	<b>I</b>	<b>V</b>	<b>A</b>
<b>Weightage (%)</b>	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

## **Text & References:**

### **Text:**

- Teach yourself Japanese

### **References:**

- Shin Nihongo no kiso 1

# CHINESE – I

**Course Code: MTM 148**

**Credit Units: 02**

## Course Objective:

There are many dialects spoken in China, but the language which will help you through wherever you go is Mandarin, or Putonghua, as it is called in Chinese. The most widely spoken forms of Chinese are Mandarin, Cantonese, Gan, Hakka, Min, Wu and Xiang. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.

## Course Contents:

### Module I

Show pictures, dialogue and retell.

Getting to know each other.

Practicing chart with Initials and Finals. (CHART – The Chinese Phonetic Alphabet Called “Hanyu Pinyin” in Mandarin Chinese.)

Practicing of Tones as it is a tonal language.

Changes in 3<sup>rd</sup> tone and Neutral Tone.

### Module II

Greetings

Let me Introduce

The modal particle “ne”.

Use of Please ‘qing’ – sit, have tea ..... etc.

A brief self introduction – Ni hao ma? Zaijian!

Use of “bu” negative.

### Module III

Attributives showing possession

How is your Health? Thank you

Where are you from?

A few Professions like – Engineer, Businessman, Doctor, Teacher, Worker.

Are you busy with your work?

May I know your name?

### Module IV

Use of “How many” – People in your family?

Use of “zhe” and “na”.

Use of interrogative particle “shenme”, “shui”, “ma” and “nar”.

How to make interrogative sentences ending with “ma”.

Structural particle “de”.

Use of “Nin” when and where to use and with whom. Use of guixing.

Use of verb “zuo” and how to make sentences with it.

### Module V

Family structure and Relations.

Use of “you” – “mei you”.

Measure words

Days and Weekdays.

Numbers.

Maps, different languages and Countries.

## Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

## Text & References:

- “Elementary Chinese Reader Part I” Lesson 1-10

# INTERNATIONAL TOURISM MANAGEMENT

**Course Code: MTM 201**

**Credit Units: 04**

## **Course Objective**

To develop an insight on trends and patterns in international tourism with past, present and future perspective and the various processes and factors responsible therein. It also aims at explaining regional distribution of international tourism, the changing market destination trends and inter-relationships. Describing the role of regional and international tourism institutions and multinationals in the growth and development of tourism. The overall objective of this course is to equip students with the necessary knowledge on international tourism trends and the related aspects so that they are able to deal with planning, marketing and management of tourism.

## **Course Contents:**

### **Module I**

Growth Scenario in International Tourism; New World Order and International Tourism; Trends & Critical Issues; Regional Distribution of tourist Traffic & Tourism receipts.

### **Module II**

Factors Influencing Growth and Restrictions of International Tourism; Regional Disparities; Tourism gaps with specific cases of Europe and Asia.

### **Module III**

Tourism Growth Potential in SAARC Region; Role of India as an emerging leader; Performance of International Tourism in India.

### **Module IV**

Effective and Potential Tourism Markets for India.

### **Module V**

Role of International and Regional Tourism Institutions and Organizations in Growth and Development of Tourism; WTO, Promotion activities of these association.

### **Module VI**

Role of Multinational / Private and Public Sectors in Growth of International Tourism

### **Module VII**

International Tourist Destination; Familiarization through cases.

## **Examination Scheme:**

<b>Components</b>	<b>CT1</b>	<b>C1 / P1</b>	<b>A</b>	<b>EE1</b>
<b>Weightage (%)</b>	15	10	05	70

## **Text & References:**

### **Text:**

- Bhatia A. K. – International Tourism Management.

### **References:**

- Hannel, Christine, Robert Harshman and Grahm Draper, Travel & Tourism- A World Regional Geography.
- Dr. Negi, International Tourism & Travel, Principles and Concepts, S. Chand & Co., New Delhi.
- Witt, Michael & Brooke, Peter J. Buckley, International Tourism.

# MARKETING OF TOURISM SERVICES

**Course Code: MTM 202**

**Credit Units: 03**

## **Course Objective:**

This course is aimed at familiarizing students with application of research tools in different areas of marketing with a thrust to develop practical skills. The different aspects of salesmanship and sales management will also be explained to the students. In teaching, case method shall be used as a main tool to give practical knowledge to students.

## **Course Contents:**

### **Module I: Marketing**

Core concepts – needs, wants, demands, philosophies of Marketing Management – Marketing and Societal perspective, economic importance of marketing, importance of marketing in Service Industry.

### **Module II**

Market segmentation, positioning and targeting (STP Model) measuring and forecasting Tourism demand, Forecasting methods.

### **Module III: Marketing Strategies**

Developing marketing environment, consumer buying behaviour, new product development, PLC, customer satisfaction, Internal and External Marketing, Interactive and relationship marketing, relationship marketing in Tourism.

### **Module IV**

Product strategies, product Line, product mix, branding and packaging, distribution channels service, characteristics of tourism, tourism marketing mix, marketing of airlines, hotels, resorts, travel agencies and other tourism related services.

### **Module V: Case Studies**

A case study on the marketing strategy of UB Group.

## **Examination Scheme:**

<b>Components</b>	<b>CT1</b>	<b>C1 / P1</b>	<b>A</b>	<b>EE1</b>
<b>Weightage (%)</b>	15	10	05	70

## **Text & References:**

### **Text:**

- Blankenship, A.B. & J.B. Doyle, Marketing Research Management.

### **References:**

- Green, Paul, E & Donald S. Tull; Research for Marketing Decisions, Englewood Cliffs, New Jersey, Prentice Hall, Inc. 1970.
- Handbook of Marketing Research, New York, McGraw Hill Book Co., 1974.
- Lehmann, Donald, R., Market Research & Analysis, Homewood Illinois, Richard D. Irwin, 1989.
- Luck J. Devid, Wales G. High Taylor, A. Donald & Rubin S. Ronald: Marketing Research, Prentice Hall of India.
- Richard R. Still, Edward W. Cundiff & Norman A.P. Gouant: Sales Management, Prentice Hall of India, 1985.

# AIR TRAVEL, FARE AND TICKETING

**Course Code:** MTM 203

**Credit Units:** 03

## Course Objective

Transport is a vital component of the travel and tourism industry. Therefore it becomes imperative for the students of tourism to learn about the different modes of transportation and their management related issues in modern world in general, and in India in particular.

## Course Contents:

### Module I: Transportation

Types and role of transport in India.  
Role of Indian Airways in Tourism promotion.  
Airlines in India.

### Module II: IATA / UFTAA

Function and role.  
Freedom of Air  
Role of ICAO  
World Geography  
GMT Calculation

### Module III: IATA Codes and Abbreviations

Airport / City Codes, Airline Codes, ABC Codes, Action Codes, Miscellaneous Codes  
Hotel abbreviations, month abbreviation and miscellaneous abbreviations.

### Module IV: Fare Construction

Rules  
Terms  
Types of Journey  
Types of Fare  
Fare calculation terminology.

### Module V: Fare Calculation and Ticketing

Oneway  
Return  
Open Journey  
Add ons  
Mixed class.

### Module VI: Baggage Rules

Weight system / Piece system – Area of application, free baggage allowances, children and infant's allowances, excess baggage weight charges, checked and unchecked baggage.

## Examination Scheme:

Components	CT1	C1 / P1	A	EE1
Weightage (%)	15	10	05	70

## Text & References:

### Text:

- Aggarwal, Surinder: Travel Agency Management, Communication India, New Delhi.

### References:

- Bradnock, Robert & Rama: India Handbook 2000, Passport Publishers, UK, 1995.
- Hurst, Eliot, Transportation Geography, McGraw Hill, New York.
- Kaul, RN.: Dynamics of Tourism – A Trilogy, Sterling Publishers, New Delhi.

- Nagar, Vishnu Dutt & Sudhakar, Principles & Problems of Indian Transport, Kailash Pustak Sadan, Gwalior.
- Nawab, A.W. Comparative Evolution of World Air Transport, National Publishing House, Delhi.
- Negi, Jagmohan, Tourism & Travel, Concept & Principles, Gitanjali Publishing House, New Delhi, 1990.
- Ram Acharya, Civil Aviation & Tourism Administration in India, National, New Delhi.
- Report of the National transport Policy Committee, Planning Commission, Govt. of India, New Delhi, 1980.
- Stratford, A.N. Air Transport Economics in the Supersonicera, Mc Millan, Bristol.
- The world of Travel, National Publishers (1997).
- 'The India' Travel Planners Cross Section Publication, New Delhi.
- Thomas, RS & P.B. Corbin, The Geography of Economic Activity, Mc Grow Hill, New York.
- William, Crook, Travels in India, Oriental Publishers, New Delhi.

# TRAVEL AGENCY AND TOUR OPERATIONS

**Course Code:** MTM 204

**Credit Units:** 03

## **Course Objective:**

Explain why people travel and describe what a tour operator does.  
Explain the need to have current product knowledge.  
Describe the services offered by an inboard tour operator.  
Define the selected terms used in travel agency business.  
Understand currency regulations and role of national and international travel trade association.  
Understand and review an itinerary and identify key points and knowledge on destinations.

## **Course Contents:**

### **Module I**

History and growth of Travel Agency Business, Overview of Travel Business.

### **Module II: Introduction to Travel Agency Business**

Travel Agency & Tour Operator Meaning, Types, Functions, linkages in Travel Agency Business, How to start a Travel Agency Business.

### **Module III: Tour Packaging**

Meaning, components, types of package tour, significance of packaging, tour designing process.

### **Module IV: Itinerary Development**

Meaning & Definition, types of Itinerary, rules for developing effective Itinerary, tools & procedure for Itinerary, designing the various itineraries.

### **Module V: Tour Costing**

Concept of Cost, components of cost, fixed & variable cost, factors affecting the term cost, cost sheet format, actual cost on cost sheet.

## **Examination Scheme:**

<b>Components</b>	<b>CT1</b>	<b>C1 / P1</b>	<b>A</b>	<b>EE1</b>
<b>Weightage (%)</b>	15	10	05	70

## **Text & References:**

### **Text:**

- Professional Travel Agency and Management, Chunk, James, Dexter & Boberg

### **References:**

- Travel Industry, Chunk Y.Gee
- Travel Agency Operations, Dr Jagmohan Negi

# CONFERENCE AND EVENT MANAGEMENT

**Course Code: MTM 205**

**Credit Units: 03**

## **Course Objective:**

The objective of this paper is to apprise the students about the utility of event business and the role of event planners in making any event a success. It will help the students to attain the basic skills for organizing conferences, tours, festivals, charity, fundraisers, meetings, holidays, parties, grand opening, birthdays, weddings, trade shows, political events, family reunions and new product launches. It will also help students in bringing the creativity in their thinking and hence applying it in event design, event proposal and event & conference budgeting.

## **Course Contents:**

### **Module I**

Introduction to MICE, Evolution of Meetings, Convention and Expositions, Components of MICE, Major players in the Industry: Associate meeting planner, corporate meeting planner, independent meeting planning, tour operations, Trade shows and expositions site selection techniques.

### **Module II: MICE Market**

Association meeting, Corporate meeting, Process of meeting: management, pre-meeting, during the meeting and post meeting, Role of Travel agency in management or conferences. Pre-and-post conference tours.

### **Module III: Conference Venues**

Concept, facility check in and check-out procedure, requirements, convention meeting planner. Contract negotiating with airlines, hotels and ground transportations, convention and visitor bureaus. Role of ICPB.

**Latest Meeting Technologies:-** Video Conferencing. Factors affecting future of MICE. Incentive tours and special requirements for its organization. Major conference facilities in India.

### **Module IV**

Event an extension of marketing, Corporate public relations, Product differentiation, Image management and event industry in India.

### **Module V**

Making a start, Event planning, The event venue – finding, logistic and ambience, Managing event as a product, Close down evaluation and legacies.

### **Module VI**

Imitation process, Media mix, Technological innovations, Management of relationship, Document design, Event sponsorship. Events vs. objectives, Events vs. facts, Events & conference crisis management, Event & conference management system, Booming event industry, Event management as a career.

## **Examination Scheme:**

<b>Components</b>	<b>CT1</b>	<b>C1 / P1</b>	<b>A</b>	<b>EE1</b>
<b>Weightage (%)</b>	15	10	05	70

## **Text & References:**

### **Text:**

- Successful Event Management by Ponton Shone & Prryn Parry published by Thomson Asia Pte. Ltd Singapore.
- Convention Sale by Margret Shaw.

### **References:**

- Event Management & Event, Getz D. Cognizent Press, Newyork
- Tourism Event, Impact, Hall C.M., Belham Press, London
- Event Planning & Management, Diwankar Sharma, Deep & Deep Publications Pvt. Ltd., N. Delhi.
- Managing Convention and Group Business, Leonard H Hoyle, Thomas J.A Jones
- Conference – An Organisers Guide, Peter Cotterell

# RESEARCH METHODOLOGY IN TOURISM

**Course Code: MTM 206**

**Credit Units: 03**

## Course Objective:

To develop an understanding among the students about the Management Research Techniques and Methodology adopted to carry out Research as Tourism is one of the most dynamic Industry which needs lot of Research and therefore enucleating the value of Research to the students.

## Course Contents:

### Module I: Introduction

Concept of Research and its application in various functions of Management, Types of Research, Types of Business Problems encountered by the researcher, problems and precautions to the Researchers.

**Process of Research:** steps involved in research process, research design: Various methods of research design.

### Module II: Collection of Data

Concept of sample, sample size and sampling procedure, various types of sampling techniques, determination and selection of sample.

**Types of Data:** Secondary and primary, various methods of data collection, preparation of questionnaire and schedule, types of questions, sequencing of questions, check questions, length of questionnaire, precautions in preparation of questionnaire.

### Module III: Analysis of Data

Coding, editing and tabulation of data, various kinds of data interpretation: bar and pie, graphs and their significance, use of SPSS in data analysis, application and analysis of variance (ANOVA). Measurement and Central Tendency, Measure of Dispersion and their advantages. Basic statistical techniques used in data analysis.

### Module IV: Report Preparation

Types and layout of Research Report, precautions in preparing the Research Report. Bibliography, References and Annexures conclusions, suggestions and recommendations: Need and Importance.

## Examination Scheme:

Components	CT1	C1 / P1	A	EE1
Weightage (%)	15	10	05	70

## Text & References:

- Cooper and Schindler – Business Research Methods (Tata McGraw Hill, 9<sup>th</sup> Edition)
- Saunders – Research Methods of Business students (Pearson Education, 2<sup>nd</sup> Edition, 2007)
- Panneer Selvam – Research Methodology (Prentice Hall of India, Edition 2008)
- Gravetter – Research Method for Behavioural Sciences (Cengage learning)
- Beri G.C – Marketing Research (Tata Mc Graw Hill, 4<sup>th</sup> Edition)
- Kothari C R – Research Methodology Methods and Techniques (New Age International Publishers, 2<sup>nd</sup> Edition, 2004)

# APPLICATION OF COMPUTERS IN TOURISM

**Course Code:** MTM 207

**Credit Units:** 03

## **Course Objective:**

To introduce the students to the world of computers and computer technology, and to make them understand the basic concepts of Operating Systems, Word Processors, Data Bases and Presentation Packages.

## **Course Contents:**

### **Module I**

Introduction to windows, Basic Concepts, Folders, MS Word, Preparation of Power Point Presentation

### **Module II: Signing in and out**

- Lesson 1 Agent work areas  
Encoding and decoding cities, airports and airlines  
Introduction to the PNR
- Lesson 2 Retrieving a PNR from the Amadeus database  
Retrieving a PNR from a similar name list  
Displaying the subfields of a PNR  
Schedule timetable displays
- Lesson 3 Basic flight availability  
Access type indicators
- Lesson 4 Return Availability  
Follow –up availability entries
- Quiz 1 Questions on the material covered in Lessons 1-4

### **Module III**

- Lesson 5 Received –From element  
Building a complete PNR and ending transaction  
Priority waistlist  
Open Segments  
ARNK segments
- Lesson 6 Practice building complete PNRs
- Lesson 7 Addresses  
Frequent-Flyer element  
General remarks
- Lesson 8 OSI elements  
SSR elements  
PNR management
- Lesson 9 Changing and deleting PNR data  
Rebooking itinerary segments
- Quiz 2 Questions on the material covered in Lessons 5 though 9

### **Module IV**

- Lesson 10 Seat requests and wishes  
Seat maps
- Lesson 11 Specific seat request and seat wish  
Cancelling seating elements
- Lesson 12 Booking a car at passenger’s destination
- Lesson 13 Car terms
- Lesson 14 Booking a hotel at a passenger’s destination
- Lesson 15 Additional hotel entries  
Hotel segment modification
- Quiz 3 Questions on the material covered in Lessons 10 through 15

### **Module V**

- Lesson 16 Fare displays  
Fare notes
- Lesson 17 Itinerary pricing

	Entering fare elements
	Issuing tickets
	Electronic ticketing
Lesson 18	Paper ticketing
	Other ticketing arrangements
	Voiding tickets
	Ticketing with consolidator fares
Lesson 19	PNR queues
	Queue tasks
	Changing segment status
Lesson 20	Working through a PNR queue
	Waitlist assurance
	Queuing a PNR to a consolidator
Lesson 21	Miscellaneous Amadeus functions
Lesson 22	Help system
	AIS
Lesson 23	Timatic
Lesson 24	Timaticweb
Quiz 4	Questions on the material covered in Lessons 16 through 24

### Examination Scheme:

Components	CT1	C1 / P1	A	EE1
Weightage (%)	15	10	05	70

### Text & References:

#### *Text:*

- Bhatnagar SC and Ramani KV: Computers and Information Management – A Primer for Practicing Managers, New Delhi, Prentice Hall of India Pvt.

#### *References:*

- Jaggi VP and Jain Sushma: Computers for Everyone, New Delhi, Academy India Publishers.
- Taxali RK: Word Star Professional G.O., New Delhi, Tata McGraw Hill Publishing Company Ltd.
- Simpson Alan: Your First Computer (2nd Edition) New Delhi, BPB Publications.
- User's Guide for MS Dos 6.22.
- User's Manual for Windows.
- Micro Soft – Basic.
- Rajaraman, V., Introduction to Computer Science.
- Kris James – DOS the Complete Reference.

# COMMUNICATION SKILLS - II

**Course Code:** MTM 240

**Credit Units:** 01

## **Course Objective:**

To enrich the understanding of English language and communication, structure, style, usage, and vocabulary for global business purposes.

## **Course Contents:**

### **Module I: Fundamentals of Communication**

Role and purpose of communication: *7 C's of communication*

Barriers to effective communication

Enhancing listening

Forms of Communication: one-to-one, informal and formal

### **Module II: Verbal Communication (Written)**

Business Letter

Social correspondence

Writing resume and Job applications

### **Module III: Speaking skills**

Conversational English

Guidelines to give an effective presentation

Activities to include:

Presentations by students

Just a minute

## **Examination Scheme:**

<b>Components</b>	<b>CT1</b>	<b>CT2</b>	<b>CAF</b>	<b>V</b>	<b>GD</b>	<b>GP</b>	<b>A</b>
<b>Weightage (%)</b>	20	20	25	10	10	10	5

CAF – Communication Assessment File

GD – Group Discussion

GP – Group Presentation

## **Text & References:**

- Business Communication, Raman – Prakash, Oxford
- Textbook of Business Communication, Ramaswami S, Macmillan
- Speaking Personally, Porter-Ladousse, Cambridge

# **BEHAVIOURAL SCIENCE - II**

## **(BEHAVIOURAL COMMUNICATION AND RELATIONSHIP MANAGEMENT)**

**Course Code: MTM 243**

**Credit Units: 01**

### **Course Objective:**

This course aims at imparting an understanding of:  
Process of Behavioural communication  
Aspects of interpersonal communication and relationship  
Management of individual differences as important dimension of IPR

### **Course Contents:**

#### **Module I: Behavioural Communication**

Scope of Behavioural Communication  
Process – Personal, Impersonal and Interpersonal Communication  
Guidelines for developing Human Communication skills  
Relevance of Behavioural Communication in relationship management

#### **Module II: Managing Individual Differences in Relationships**

Principles  
Types of issues  
Approaches  
Understanding and importance of self disclosure  
Guidelines for effective communication during conflicts

#### **Module III: Communication Climate: Foundation of Interpersonal Relationships**

Elements of satisfying relationships  
Conforming and Disconfirming Communication  
Culturally Relevant Communication  
Guideline for Creating and Sustaining Healthy Climate

#### **Module IV: Interpersonal Communication**

Imperatives for Interpersonal Communication  
Models – Linear, Interaction and Transaction  
Patterns – Complementary, Symmetrical and Parallel  
Types – Self and Other Oriented  
Steps to improve Interpersonal Communication

#### **Module V: Interpersonal Relationship Development**

Relationship circle – Peer/ Colleague, Superior and Subordinate  
Initiating and establishing IPR  
Escalating, maintaining and terminating IPR  
Direct and indirect strategies of terminating relationship  
Model of ending relationship

#### **Module VI: End-of-Semester Appraisal**

Viva based on personal journal  
Assessment of Behavioural change as a result of training  
Exit Level Rating by Self and Observer

### **Examination Scheme:**

<b>Components</b>	<b>SAP</b>	<b>A</b>	<b>Mid Term Test (CT)</b>	<b>VIVA</b>	<b>Journal for Success (JOS)</b>
<b>Weightage (%)</b>	20	05	20	30	25

## **Text & References:**

- Vangelist L. Anita, Mark N. Knapp, Inter Personal Communication and Human Relationships: Third Edition, Allyn and Bacon
- Julia T. Wood. Interpersonal Communication everyday encounter
- Simons, Christine, Naylor, Belinda: Effective Communication for Managers, 1997 1<sup>st</sup> Edition Cassell
- Harvard Business School, Effective Communication: United States of America
- Beebe, Beebe and Redmond; Interpersonal Communication, 1996; Allyn and Bacon Publishers.

# FRENCH - II

**Course Code: MTM 244**

**Credit Units: 02**

## Course Objective:

- To enable the students to overcome the fear of speaking a foreign language and take position as a foreigner speaking French.
- To make them learn the basic rules of French Grammar.

## Course Contents:

**Module A: pp.38 – 47: Unité 3: Objectif 3, 4, 5, 6**

**Module B: pp. 47 to 75 Unité 4, 5**

### Contenu lexical: Unité 3: Organiser son temps

1. donner/demander des informations sur un emploi du temps, un horaire SNCF – Imaginer un dialogue
2. rédiger un message/ une lettre pour ...
  - i) prendre un rendez-vous/ accepter et confirmer/ annuler
  - ii) inviter/accepter/refuser
3. Faire un programme d'activités  
imaginer une conversation téléphonique/un dialogue  
Propositions- interroger, répondre

### Unité 4: Découvrir son environnement

1. situer un lieu
2. s'orienter, s'informer sur un itinéraire.
3. Chercher, décrire un logement
4. connaître les rythmes de la vie

### Unité 5: s'informer

1. demander/donner des informations sur un emploi du temps passé.
2. donner une explication, exprimer le doute ou la certitude.
3. découvrir les relations entre les mots
4. savoir s'informer

- Contenu grammatical:**
1. Adjectifs démonstratifs
  2. Adjectifs possessifs/exprimer la possession à l'aide de :
    - i. « de »
    - ii. A+nom/pronom disjoint
  3. Conjugaison pronominale – négative, interrogative - construction à l'infinitif
  4. Impératif/exprimer l'obligation/l'interdiction à l'aide de « il faut... »/ «il ne faut pas... »
  5. passé composé
  6. Questions directes/indirectes

## Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

## Text & References:

- le livre à suivre : Campus: Tome 1

# GERMAN – II

**Course Code:** MTM 245

**Credit Units: 02**

## **Course Objective:**

To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.

To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany

Introduction to Grammar to consolidate the language base learnt in Semester I

## **Course Contents:**

### **Module I: Everything about Time and Time periods**

Time and times of the day.

Weekdays, months, seasons.

Adverbs of time and time related prepositions

### **Module II: Irregular verbs**

Introduction to irregular verbs like to be, and others, to learn the conjugations of the same, (fahren, essen, lessen, schlafen, sprechen und ähnliche).

### **Module III: Separable verbs**

To comprehend the change in meaning that the verbs undergo when used as such

Treatment of such verbs with separable prefixes

### **Module IV: Reading and comprehension**

Reading and deciphering railway schedules/school time table

Usage of separable verbs in the above context

### **Module V: Accusative case**

Accusative case with the relevant articles

Introduction to 2 different kinds of sentences – Nominative and Accusative

### **Module VI: Accusative personal pronouns**

Nominative and accusative in comparison

Emphasizing on the universal applicability of the pronouns to both persons and objects

### **Module VII: Accusative prepositions**

Accusative prepositions with their use

Both theoretical and figurative use

### **Module VIII: Dialogues**

Dialogue reading: 'In the market place'

'At the Hotel'

## **Examination Scheme:**

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

## **Text & References:**

- Wolfgang Hieber, Lernziel Deutsch
- Hans-Heinrich Wangler, Sprachkurs Deutsch
- Schulz Griesbach, Deutsche Sprachlehre für Ausländer

- P.L Aneja, Deutsch Interessant- 1, 2 & 3
- Rosa-Maria Dallapiazza et al, Tangram Aktuell A1/1,2
- Braun, Nieder, Schmöe, Deutsch als Fremdsprache 1A, Grundkurs

# SPANISH – II

**Course Code:** MTM 246

**Credit Units:** 02

## **Course Objective:**

To enable students acquire more vocabulary, grammar, Verbal Phrases to understand simple texts and start describing any person or object in Simple Present Tense.

## **Course Contents:**

### **Module I**

Revision of earlier modules.

### **Module II**

Some more AR/ER/IR verbs. Introduction to root changing and irregular AR/ER/IR ending verbs

### **Module III**

More verbal phrases (eg, Dios Mio, Que lastima etc), adverbs (*bueno/malo, muy, mucho, bastante, poco*).

Simple texts based on grammar and vocabulary done in earlier modules.

### **Module IV**

Possessive pronouns

### **Module V**

Writing/speaking essays like my friend, my house, my school/institution, myself....descriptions of people, objects etc, computer/internet related vocabulary

## **Examination Scheme:**

<b>Components</b>	<b>CT1</b>	<b>CT2</b>	<b>C</b>	<b>I</b>	<b>V</b>	<b>A</b>
<b>Weightage (%)</b>	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

## **Text & References:**

- Español, En Directo I A
- Español Sin Fronteras

# JAPANESE - II

**Course Code:** MTM 247

**Credit Units:** 02

## **Course Objective:**

To enable the students to converse in the language with the help of basic particles and be able to define the situations and people using different adjectives.

## **Course Contents:**

### **Module I: Verbs**

Transitive verbs, intransitive verbs

### **Module II: More prepositions**

More particles, articles and likes and dislikes.

### **Module III: Terms used for instructions**

No parking, no smoking etc.

### **Module IV: Adverbs**

Different adverbial expression.

### **Module V: Invitations and celebrations**

Giving and receiving presents,

Inviting somebody for lunch, dinner, movie and how to accept and refuse in different ways

### **Module VI: Comprehension's**

Short essay on Family, Friend etc.

### **Module VII: Conversations**

Situational conversations like asking the way, At a post office, family

### **Module VIII: Illness**

Going to the doctor, hospital etc.

## **Learning Outcome**

- Students can speak the language describing above-mentioned topics.

## **Methods of Private study /Self help**

- Handouts, audio-aids, and self-do assignments.
- Use of library, visiting and watching movies in Japan and culture center every Friday at 6pm.

## **Examination Scheme:**

<b>Components</b>	<b>CT1</b>	<b>CT2</b>	<b>C</b>	<b>I</b>	<b>V</b>	<b>A</b>
<b>Weightage (%)</b>	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

## **Text & References:**

### **Text:**

- Teach yourself Japanese

### **References:**

- Shin Nihongo no kiso 1

# CHINESE– II

**Course Code: MTM 248**

**Credit Units: 02**

## **Course Objective:**

Chinese is a tonal language where each syllable in isolation has its definite tone (flat, falling, rising and rising/falling), and same syllables with different tones mean different things. When you say, “ma” with a third tone, it mean horse and “ma” with the first tone is Mother. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.

## **Course Contents:**

### **Module I**

Drills

Practice reading aloud

Observe Picture and answer the question.

Tone practice.

Practice using the language both by speaking and by taking notes.

Introduction of basic sentence patterns.

Measure words.

Glad to meet you.

### **Module II**

Where do you live?

Learning different colors.

Tones of “bu”

Buying things and how muchit costs?

Dialogue on change of Money.

More sentence patterns on Days and Weekdays.

How to tell time. Saying the units of time in Chinese. Learning to say useful phrases like – 8:00, 11:25, 10:30 P.M. everyday, afternoon, evening, night, morning 3:58, one hour, to begin, to end ..... etc.

Morning, Afternoon, Evening, Night.

### **Module III**

Use of words of location like-li, wais hang, xia

Furniture – table, chair, bed, bookshelf,.. etc.

Description of room, house or hostel room.. eg what is placed where and how many things are there in it?

Review Lessons – Preview Lessons.

Expression ‘yao’, ‘xiang’ and ‘yaoshi’ (if).

Days of week, months in a year etc.

I am learning Chinese. Is Chinese difficult?

### **Module IV**

Counting from 1-1000

Use of “chang-chang”.

Making an Inquiry – What time is it now? Where is the Post Office?

Days of the week. Months in a year.

Use of Preposition – “zai”, “gen”.

Use of interrogative pronoun – “duoshao” and “ji”.

“Whose”??? Sweater etc is it?

Different Games and going out for exercise in the morning.

### **Module V**

The verb “qu”

Going to the library issuing a book from the library

Going to the cinema hall, buying tickets

Going to the post office, buying stamps

Going to the market to buy things.. etc

Going to the buy clothes .... Etc.

Hobby. I also like swimming.

Comprehension and answer questions based on it.

**Examination Scheme:**

<b>Components</b>	<b>CT1</b>	<b>CT2</b>	<b>C</b>	<b>I</b>	<b>V</b>	<b>A</b>
<b>Weightage (%)</b>	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

**Text & References:**

- “Elementary Chinese Reader Part I” Lesson 11-20

# WORLD TOURISM RESOURCES

**Course Code: MTM 301**

**Credit Units: 02**

## Course Objective

To familiarize the students with various world famous tourist attractions.

To analyze the planning and monitoring models used by successful tourist destinations.

## Course Contents:

### Module I

Conceptual introduction to Physical and Material Resources

### Module II

Planning and managing of natural and manmade Tourist Resources

### Module III

World Tourism Resources and their types

### Module IV

Successful case example of Tourist Destinations in Europe, America, South Africa and Pacific Islands

### Module V

A comparative analysis of World Tourism Resources with specific reference to India

## Examination Scheme:

Components	CT1	C1 / P1	A	EE1
Weightage (%)	15	10	05	70

## Text & References:

### Text:

- Bouyden, John N, Tourism and Development, Cambridge University Press, London,1978

### References:

- Boniface, B G and Christopher Cooper, The Geography of Travel and Tourism, Heinemann, London,1987
- Chamoli, S P, The Great Himalayan Traverse, Vikas Publishing, 1994
- Douglas Pearce, Topics in Applied Geography Tourism Development
- Foster,D L, An Introduction to Travel and Tourism, Glencoe, McGraw Hill, New York,1991
- Kaul, R N, Dynamics of Tourism-A Triology, Sterling Publishers, New Delhi
- Nagar, Vishnu Dutt and Sudhakar, Principles and Problems of Indian Transport, Kailash Pustak Sadan, Gwalior
- Nawab, A W, Comparative Evolution of World Air Transport, National Publishing House, Delhi
- Negi, Jagmohan, Tourism and Travel, Concept and Principles, Gitanjali Publishing House, New Delhi,1990
- William, Crook, Travel in India, Oriental Publishers, New Delhi
- Cooper, C P (ed), Progress in Tourism, Recreation and Hospitality Management (Series), CBS Publishers, New Delhi
- Gee, Chuk V Resort Developing and Management, Eats Lensing, Minch, Educational Institute of the American Hotel and Motel Association, 1988
- Hawkins, Donald, Elwood Shafer and James Revelsted, Tourism Planning and Development Issues," George Washington University Press, Washington, D C,1980
- Laws, Eric, Tourist Destination Management, Issues, Analysis and Policies, Routledge, London and New York, 1995
- Likorish, Leonard J (1991), Developing Tourism Destination-Policies and Perspectives, Longman
- Seth, P N (1987), Successful Tourism Planning and Management, Cross Section Publication

# HUMAN RESOURCE MANAGEMENT IN TOURISM

**Course Code:** MTM 302

**Credit Units: 02**

## **Course Objective:**

The basic purpose of this course is to acquaint the students with the Practises of Human Resource Management like human resource planning, selection, development, compensation, integration, and maintenance in the field of tourism.

## **Course Contents:**

### **Module I: Basics of Human Resource Planning**

Concepts & Process of Human Resource Planning, function & Policies, Importance of HRM.

### **Module II: Job Evaluation**

Concepts, scope & limitation, job analysis & job description, methods, techniques of employee hiring, factors influencing recruitment process.

### **Module III: Selection & Recruitment**

Introduction & Placement, performance appraisal, transfer, promotion and reward policies, training and development in Tourism Industry.

### **Module IV**

Contemporary issues related to Human Resource Management, Employees motivation & communication, HR dimensions & issues in Tourism Industry.

### **Module V**

A case study of leading travel houses like Le Passage to India, Thomas Cook etc.

## **Examination Scheme:**

<b>Components</b>	<b>CT1</b>	<b>C1 / P1</b>	<b>A</b>	<b>EE1</b>
<b>Weightage (%)</b>	15	10	05	70

## **Text & References:**

- Siropolis, N.C., Entrepreneurship and Small Business Management, 1998
- Saini, J.S., Entrepreneurship Development: Programmes and Practices, 1998
- Singh, Daleep, Effective Managerial Leadership, 1995
- Chawala, A.S., Uppal, K.K., Studies in Business Management, 1998
- Diwan, P., Environment Management Law and Administration, 1998.
- Siropolis, N.C., Entrepreneurship and Small Business Management, 1998
- Saini, J.S., Entrepreneurship Development: Programmes and Practices, 1998

# FINANCIAL MANAGEMENT

**Course Code: MTM 304**

**Credit Units: 03**

## **Course Objective:**

The course of Financial Management takes into account the method and techniques of financial management as well as sources and mechanism of generating and getting financial sources. It also focuses on the international framework in general and tourism & travel industry in particular. It critically examines the funding process and procedures in India and hotel and service sector and tries to understand the need and nature of external funding through international institutions and foundations. Financial management is of utmost importance when the industry is poised to take a leap forward and therefore, the course assumes greater significance for understanding the financial resources development, modernization syndrome in the field of tourism and travel industry.

## **Course Contents:**

### **Module I: Financial Management and planning**

Finance: Meaning; Goals; Functions; Importance; and Typologies of Finance; Role of Financial Management, Organization Goals; environments role of function of Financial Management, Forecasting and Financial Planning.

### **Module II: Management of Current Assets**

Working Capital Management: Meaning and Characteristics of Working Capital; Financing Current Assets Cash Management; Receivables Management and Inventory Management.

### **Module III: Management of Fixed Assets**

Importance of Capital Budgeting Estimation of Cash Flows. Analytical Techniques for Investment Analysis: Non-discounted Procedures; Discount Cash Flow procedures.

### **Module IV: Financial Structure and Management of Earnings**

Meaning; Difference between financial and capital structures; Determinants of Financial Structures. Financial Leverage and effects of Financial leverage on Net Income and Shareholder wealth. Financial leverage and financial planning. Break-even analysis for financial leverage. Dividend policy, Significance of Dividend Policy and different types of Dividend policies.

### **Module V: Management of Short and Long-term Financial & TFCI**

Short-term Financing, Trade Credit, Unsecured Loans Secured Loans and Commercial Paper. Long-term Financing: Common Stock, Preferred Stock, Debentures and Retained Earning. Tourism Finance Corporation of India (T.F.C.I.): Aims, Objectives and Functions.

## **Examination Scheme:**

Components	CT1	C1 / P1	A	EE1
Weightage (%)	15	10	05	70

## **Text & References:**

### **Text:**

- Lawrence, P. and Lee, R.: Insight into Management, Oxford University Press, Oxford, 1984.

### **References:**

- Blackwill, B.: Innovation, Technology and Finance, London, 1988.
- Banerjee, P.: Fiscal Policy in India, Gyan Publishers, Delhi, 1986.
- Holfert A.: Techniques of Financial Analysis, Irwin Homewood, Illinois, 1987.
- Horne, J.V.: Financial Management and Policy.
- Kuchhal, S.C.: Financial Management.
- Pandey, I.M.: Financial Management.

# ECONOMICS OF TOURISM AND HOSPITALITY INDUSTRY

**Course Code:** MTM 305

**Credit Units:** 02

## **Course Objective:**

To help the students in understanding the nature of economics in general & economic planning for tourism & hospitality in general. It will further help them to understand the basic mechanism of pricing of products in different sectors of economy with a special focus on product formulation, packaging & pricing of tourist & hospitality products.

## **Course Contents:**

### **Module I: Introduction of Economics**

Meaning & Concept of Economics,  
Scope and Limitation

### **Module II: Tourism Demand & Forecasting**

Meaning of Demand, Factor affecting  
Demand for Tourism, Demand Forecasting, Methods of Demand Forecasting Law of Demand

### **Module III: Tourism Supply Analysis**

Meaning of supply, Factor Affecting, Supply mix in Tourism-Concept of Price & Pricing Policies.

### **Module IV: Cost & Revenue Analysis**

Concept of Cost, Types of Cost, Cost Analysis, Meaning & Concept of revenue, Classification of Revenues.

### **Module V: Tourism Market Structure/ System**

Perfect Competition, Monopoly Oligopoly, Monopolizations Competition. Market linkages of Tourism & Hospitality Industry.  
Current Scenario of Indian Economy, With Special Reference to Tourism & Hospitality Industry.

### **Module VI**

Meaning of Supply

### **Module VII**

Factors affecting Supply mix in Tourism

### **Module VIII**

Determinants of Demand and Supply

### **Module IX**

Need  
Demand for Demand Forecasting in Tourism

### **Module X**

Methods and Models of Demand Forecasting

### **Module XI**

Tourism Market Structure / System

### **Module XII**

Types of Tourist Markets

### **Module XIII**

Market Linkages in Tourism and Hospitality Industry

## **Examination Scheme:**

Components	CT1	C1 / P1	A	EE1
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<b>Weightage (%)</b>	15	10	05	70
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**Text & References:**

***Text:***

- Mathieson Alistor & Wall Gerllliej, Tourism Economics, Physical and Social Impacts.

***References:***

- Anil Andirous, The Economics, Travel & Tourism, Lengman Cheshues, Melbourne.
- Mote Lal & Gupta, Managerial Economics, Tata McGraw Hill, New Delhi.
- Divedi, DM., Managerial Economics.

# TOURISM DESTINATION MANAGEMENT

**Course Code: MTM 306**

**Credit Units: 02**

## **Course Objective:**

The course endeavors to appraise the students about the requisite theoretical framework of Destination Management. Tourism today has emerged as a fast growing smokeless industry and therefore has become one of the pivotal concern of national and international community. The destination development / promotion and management, the key tourism product involves planning / management for the provisioning of a certain minimum infrastructure and super structural facilities, the necessary condition for the meaningful & successful launching of a tourist destination.

## **Course Contents:**

### **Module I: Planning in Tourism**

Planning: - Def, needs, process levels.

### **Module II: Destination choices, experience and the effects of Tourism**

Tourist destination choices, restrictions and consideration in destination choice, joint holiday decision, tourist satisfaction with destination service. Service characteristics of tourist destination, positive and negative effects of tourism.

### **Module III: Tourism Policies and Annual Plan**

Need for tourism policy, policy initiatives, national tourism policy 1980, NAP, 1992 10<sup>th</sup> Five Year Plan.

### **Module IV: Policies of Destination Development**

Rational for the development of tourism, the historical basis of destination development, auditing destination resources, plurality and decision making in destination development, need and precautions for National and Regional Tourism Planning and Policies emerging tourism policy paradigms.

### **Module V: Marketing Tourist Destination**

Destination Marketing Planning, Swot analysis, segmenting the market destination imagery, effects of destination promotion, package, holiday & destination marketing. Features and advantages of package holidays. Destination quality control.

### **Module VI: Case Study**

Rajasthan, Assam

## **Examination Scheme:**

<b>Components</b>	<b>CT1</b>	<b>C1 / P1</b>	<b>A</b>	<b>EE1</b>
<b>Weightage (%)</b>	15	10	05	70

## **Text & References:**

### **Text:**

- Bouyden, John N., Tourism & Development, Cambridge University Press, London, 1978.

### **References:**

- Cooper, CP (ed) Progress in Tourism, Recreation & Hospitality Management (Series), C.B.S. Publishers, New Delhi.
- Gee, Chuk V. Resort Developing and Management, Eats Lensing, Minch, Educational Institute of the American Hotel and Motel Association, 1988.
- Hawkins, Donald, Elwood Shafer and James Revelsted, Tourism Planning and Development Issues, 'George Washington University Press', Washington, D.C., 1980.
- Laws, Eric, Tourist Destination Management, Issues, Analysis and Policies, Routledge, London and New York, 1995.
- Likorish, Leonard J. (1991), Developing Tourism Destination- Policies and Perspectives, Longman.
- Seth, P.N. (1987), Successful Tourism Planning and Management, Cross Section Publication.

# HOSPITALITY MANAGEMENT

**Course Code:** MTM 307

**Credit Units:** 04

## **Course Objective:**

To familiarize the students with the principles of marketing and sales and their applicability in the travel market. To achieve this objective, case study method is adopted to create real life situations in the classroom. This course also aims at producing managerial capabilities in the potential managers required by the travel trade.

## **Course Contents:**

### **Module I**

Role of Hotels and Resorts in Tourism, Problems and Prospects of Hotel Industry in India, Franchise, Affiliation, Management Contract and Chain Operations.

### **Module II**

Classification of Accommodation Industry, Criteria for Classification, Types of Supplementary and Intermediate accommodation; Types of rooms and room tariffs.

### **Module III**

Organizational Structure of Hotels, Front Office Management, Housekeeping, Food & Beverage Services, Restaurants & Bars, Indian and International cuisines (Indian, French, Chinese, Continental).

### **Module IV**

Marketing of Hotels, Facilities and services provided by Hotels; Designing Services and Promotional campaigns, Hotel Reservations, Discounts and bill settlement through agents and tour operators.

### **Module V**

Manpower Planning in Hotels, Recruitment & Selection, Induction, Training & Development.

### **Module VI**

Environmental Management in Hospitality Industry – International EMS Standards. Practices of TQM in Hospitality.

## **Examination Scheme:**

Components	CT1	C1 / P1	A	EE1
Weightage (%)	15	10	05	70

## **Text & References:**

### **Text:**

- Rutherford G. Denny, Hotel Management and Operations, Van Nostrand Reinhold, New York, 1990.

### **References:**

- Branson C. Joan and Lennox Margert L., Hotel, Hostel and Hospital Housekeeping, ELBS.
- Chakrabarty B.K.: A Technical Guide to Hotel Operations, Metropolitan, New Delhi.
- Kaul R.N.: Dynamics of Tourism, A Trilogy Vol. 2 Accommodation; Sterling Publishers Pvt. Ltd. New Delhi, 1985.
- Negi JMS: Hotel and Tourism Development, Metropolitan, New Delhi, 1984.
- Andrews Sudhir: Food and Beverage Service, Tata McGraw Hill, New Delhi, 1990.
- Andrews Sudhir: Hotel Front Office, Tata McGraw Hill, New Delhi, 1990.
- Andrews Sudhir: Hotel House Keeping, Tata McGraw Hill, New Delhi, 1990.
- Jagmohan Negi: Professional Hotel Management, 1997, Sultan Chand and Sons, New Delhi.
- Bardi James A., Hotel Front Office Management, Van Nostrand Reinhold, New York, 1990.
- Dennis R. Lillicrop and John A. Cousins: Food and Beverage Service, ELBS, 1990.

# ENTREPRENEURSHIP AND MANAGING OF SMALL BUSINESS IN TOURISM

**Course Code: MTM 308**

**Credit Units: 04**

## **Course Objective:**

To make student understand how to develop new venture, business plan and what are the legal aspects, competitive aspects related to setting up their own enterprise or their own business so that they can become successful entrepreneur in the coming times.

## **Course Contents:**

### **Module I: Nature of Entrepreneurship**

Emergence of Small Business, opportunities, franchising and Family Business opportunities, process of entrepreneurship, types of entrepreneurship, features of entrepreneurship.

### **Module II: Developing the new venture Business Plan**

Role of Business Plan for a new venture, Entrepreneur Research approaches, corporate entrepreneurship.

### **Module III: Marketing & Entrepreneurship**

Introduction, Marketing & competition, market positioning, targeting & segmenting, environment for entrepreneurial strategy.

### **Module IV: Process of Entrepreneurship**

Corporate entrepreneurship, environment for enterprise to operate, working ethics and Law.

### **Module V: Case Study**

A success story of the Virgin Group.

## **Examination Scheme:**

<b>Components</b>	<b>CT1</b>	<b>C1 / P1</b>	<b>A</b>	<b>EE1</b>
<b>Weightage (%)</b>	15	10	05	70

## **Text & References:**

- Siropolis, N.C., Entrepreneurship and Small Business Management, 1998
- Saini, J.S., Entrepreneurship Development: Programmes and Practices, 1998
- Singh, Daleep, Effective Managerial Leadership, 1995
- Chawala, A.S., Uppal, K.K., Studies in Business Management, 1998
- Diwan, P., Environment Management Law and Administration, 1998.
- Siropolis, N.C., Entrepreneurship and Small Business Management, 1998
- Saini, J.S., Entrepreneurship Development: Programmes and Practices, 1998

# TOURISM PLANNING & DEVELOPMENT

**Course Code: MTM 309**

**Credit Units: 04**

**Course Objective** After the End Semester students will

- a. Know about tourism planning process, strategy, and policies.
- b. Know about importance of tourism planning and marking at national level.
- c. Understand problems relating tourism and its development in India

## **Module-I**

Nature and Scope of Tourism Planning Definition of Tourism, Impacts of Tourism, Relationship to Recreation and Conservation, Planning as a Concepts, Recent Decades of Tourism Planning, Case of Developing Countries.

## **Module-II**

Planning Approaches Tourism and Politics, Planning and Political Ideologies, Foundations for Planning, Functioning Tourism System, External Factors: Markets, Attractions, Services, Transports, Promotion/Information.

## **Module-III**

Regional Potential Planning Capacity Assessment Planning, Spatial Interest, Integrated Development Planning, Tourism Planning Goals, the Planner and Publics, Inter-sector Planning. Levels of Planning: Continues Planning, Regional Strategic Planning, Regional Strategic Process,

## **Module-IV**

Community Tourism Planning Impacts on the Community, Planning Concepts, Planning Process, and Principles

## **Examination Scheme:**

<b>Components</b>	<b>CT1</b>	<b>C1 / P1</b>	<b>A</b>	<b>EE1</b>
<b>Weightage (%)</b>	15	10	05	70

## **Text & References:**

1. Cooper, Chris: Fletcher John; Gilbert, David and Wanhill, Stephen: Tourism principles and practices, Pitman Publishing London.
2. Donald E. Hawkins, Elwood L. Dhafer and James m Rovelstad; Torism Planning and Development Issues, George Washington University, Washington DC.
3. Gunn, Cleare A, Tourism Planning and Development, New York.
4. Gunn, Cleare A, Tourism Planning New York.
5. Hawkins, D.E : Tourism Planning and Development. George University Press, London.
6. Little, I.M.D and J.A. Mirrlees, ; Project Appraisal and planning for Development: Countries, Basic Books, New York.

# COMMUNICATION SKILLS - III

**Course Code:** MTM 340

**Credit Units:** 01

## **Course Objective:**

To initiate the learners with the basic mechanics of writing skills and facilitate them with the core skills required for communication in the professional world.

## **Course Contents:**

### **Module I: Mechanics and Semantics of Sentences**

Writing effective sentences

Style and Structure

### **Module II: Developing writing skills**

Inter - office communication: Business Letter; E mails; Netiquette

Intra – office communication: Memos, Notices, Circulars, Minutes

Report Writing

### **Module III: Business Presentations**

Planning, design and layout of presentation

Information Packaging

Audience analysis

Audio visual aids

Speaking with confidence

Case Studies

## **Examination Scheme:**

<b>Components</b>	<b>CT1</b>	<b>CT2</b>	<b>CAF</b>	<b>V</b>	<b>GD</b>	<b>GP</b>	<b>A</b>
<b>Weightage (%)</b>	20	20	25	10	10	10	5

CAF – Communication Assessment File

GD – Group Discussion

GP – Group Presentation

## **Text & References:**

- Krishnaswamy, N, Creative English for Communication, Macmillan
- Raman Prakash, Business Communication, Oxford.

# BEHAVIOURAL SCIENCE - III (LEADING THROUGH TEAMS)

**Course Code:** MTM 343

**Credit Units:** 01

## **Course Objective:**

This course aims to enable students to:  
Understand the concept and building of teams  
Manage conflict and stress within team  
Facilitate better team management and organizational effectiveness through universal human values.

## **Course Contents:**

### **Module I: Teams: An Overview**

Team Design Features: team vs. group  
Effective Team Mission and Vision  
Life Cycle of a Project Team  
Rationale of a Team, Goal Analysis and Team Roles

### **Module II: Team & Sociometry**

Patterns of Interaction in a Team  
Sociometry: Method of studying attractions and repulsions in groups  
Construction of sociogram for studying interpersonal relations in a Team

### **Module III: Team Building**

Types and Development of Team Building  
Stages of team growth  
Team performance curve  
Profiling your Team: Internal & External Dynamics  
Team Strategies for organizational vision  
Team communication

### **Module IV: Team Leadership & Conflict Management**

Leadership styles in organizations  
Self Authorized team leadership  
Causes of team conflict  
Conflict management strategies  
Stress and Coping in teams

### **Module V: Global Teams and Universal Values**

Management by values  
Pragmatic spirituality in life and organization  
Building global teams through universal human values  
Learning based on project work on Scriptures like Ramayana, Mahabharata, Gita etc.

### **Module VI: End-of-Semester Appraisal**

Viva based on personal journal  
Assessment of Behavioural change as a result of training  
Exit Level Rating by Self and Observer

## **Examination Scheme:**

Components	SAP	A	Mid Term Test (CT)	VIVA	Journal for Success (JOS)
Weightage (%)	20	05	20	30	25

## **Text & References:**

- Organizational Behaviour, Davis, K.
- Hoover, Judith D. Effective Small Group and Team Communication, 2002, Harcourt College Publishers
- LaFasto and Larson: When Teams Work Best, 2001, Response Books (Sage), New Delhi
- Dick, Mc Cann & Margerison, Charles: Team Management, 1992 Edition, viva books
- J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 2, Group (1996); Pfeiffer & Company
- Smith Robert D.; The Psychology of Work and Human Performance, 1994, Harper Collins College Publishers

# FRENCH - III

**Course Code:** MTM 344

**Credit Units : 02**

## Course Objective:

To provide the students with the know-how

- To master the current social communication skills in oral and in written.
- To enrich the formulations, the linguistic tools and vary the sentence construction without repetition.

## Course Contents:

**Module B: pp. 76 – 88 Unité 6**

**Module C: pp. 89 to 103 Unité 7**

### Contenu lexical: Unité 6: se faire plaisir

1. acheter : exprimer ses choix, décrire un objet (forme, dimension, poids et matières) payer
2. parler de la nourriture, deux façons d'exprimer la quantité, commander un repas au restaurant
3. parler des différentes occasions de faire la fête

### Unité 7: Cultiver ses relations

1. maîtriser les actes de la communication sociale courante (Salutations, présentations, invitations, remerciements)
2. annoncer un événement, exprimer un souhait, remercier, s'excuser par écrit.
3. caractériser une personne (aspect physique et caractère)

### Contenu grammatical:

1. accord des adjectifs qualificatifs
2. articles partitifs
3. Négations avec de, ne...rien/personne/plus
4. Questions avec combien, quel...
5. expressions de la quantité
6. ne...plus/toujours - encore
7. pronoms compléments directs et indirects
8. accord du participe passé (auxiliaire « avoir ») avec l'objet direct
9. Impératif avec un pronom complément direct ou indirect
10. construction avec « que » - Je crois que/ Je pense que/ Je sais que

## Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

## Text & References:

- le livre à suivre : Campus: Tome 1

# GERMAN - III

**Course Code: MTM 345**

**Credit Units: 02**

## Course Objective:

To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.

To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany

## Course Contents:

### Module I: Modal verbs

Modal verbs with conjugations and usage

Imparting the finer nuances of the language

### Module II: Information about Germany (ongoing)

Information about Germany in the form of presentations or “Referat”– neighbors, states and capitals, important cities and towns and characteristic features of the same, and also a few other topics related to Germany.

### Module III: Dative case

Dative case, comparison with accusative case

Dative case with the relevant articles

Introduction to 3 different kinds of sentences – nominative, accusative and dative

### Module IV: Dative personal pronouns

Nominative, accusative and dative pronouns in comparison

### Module V: Dative prepositions

Dative preposition with their usage both theoretical and figurative use

### Module VI: Dialogues

In the Restaurant,

At the Tourist Information Office,

A telephone conversation

### Module VII: Directions

Names of the directions

Asking and telling the directions with the help of a roadmap

### Module VIII: Conjunctions

To assimilate the knowledge of the conjunctions learnt indirectly so far

## Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

## Text & References:

- Wolfgang Hieber, Lernziel Deutsch
- Hans-Heinrich Wangler, Sprachkurs Deutsch
- Schulz Griesbach, Deutsche Sprachlehre für Ausländer
- P.L Aneja, Deutsch Interessant- 1, 2 & 3
- Rosa-Maria Dallapiazza et al, Tangram Aktuell A1/1, 2
- Braun, Nieder, Schmöe, Deutsch als Fremdsprache 1A, Grundkurs

## SPANISH – III

**Course Code:** MTM 346

**Credit Units:** 02

### **Course Objective:**

To enable students acquire knowledge of the Set/definite expressions (idiomatic expressions) in Spanish language and to handle some Spanish situations with ease.

### **Course Contents:**

#### **Module I**

Revision of earlier semester modules

Set expressions (idiomatic expressions) with the verb *Tener, Poner, Ir...*

Weather

#### **Module II**

Introduction to *Gustar...* and all its forms. Revision of *Gustar* and usage of it

#### **Module III**

Translation of Spanish-English; English-Spanish. Practice sentences.

How to ask for directions (using *estar*)

Introduction to IR + A + INFINITIVE FORM OF A VERB

#### **Module IV**

Simple conversation with help of texts and vocabulary

En el restaurante

En el instituto

En el aeropuerto

#### **Module V**

Reflexives

### **Examination Scheme:**

<b>Components</b>	<b>CT1</b>	<b>CT2</b>	<b>C</b>	<b>I</b>	<b>V</b>	<b>A</b>
<b>Weightage (%)</b>	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

### **Text & References:**

- Español, En Directo I A
- Español Sin Fronteras -Nivel Elemental

# JAPANESE - III

**Course Code:** MTM 347

**Credit Units: 02**

## **Course Objective:**

To enable the students to converse in the language with the help of basic verbs and to express themselves effectively and narrate their everyday short encounters. Students are also given projects on Japan and Japanese culture to widen their horizon further.

**Note:** The Japanese script is introduced in this semester.

## **Course Contents:**

### **Module I: Verbs**

Different forms of verbs: present continuous verbs etc

### **Module II**

More Adverbs and adverbial expressions

### **Module III: Counters**

Learning to count different shaped objects,

### **Module IV: Tenses**

Past tense, Past continuous tense.

### **Module V: Comparison**

Comparative and Superlative degree

### **Module VI: Wishes and desires**

Expressing desire to buy, hold, possess. Usage in negative sentences as well.

Comparative degree, Superlative degree.

### **Module VII: Appointment**

Over phone, formal and informal etc.

## **Learning Outcome**

- Students can speak the language and can describe themselves and situations effectively
- They also gain great knowledge in terms of Japanese lifestyle and culture, which help them at the time of placements.

## **Methods of Private study /Self help**

- Handouts, audio-aids, and self-do assignments.
- Use of library, visiting and watching movies in Japan and culture center every Friday at 6pm.

## **Examination Scheme:**

<b>Components</b>	<b>CT1</b>	<b>CT2</b>	<b>C</b>	<b>I</b>	<b>V</b>	<b>A</b>
<b>Weightage (%)</b>	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

## **Text & References:**

### **Text:**

- Teach yourself Japanese

### **References:**

- Shin Nihongo no kiso 1

# CHINESE – III

**Course Code: MTM 348**

**Credit Units: 02**

## **Course Objective:**

Foreign words are usually imported by translating the concept into Chinese, the emphasis is on the meaning rather than the sound. But the system runs into a problem because the underlying name of personal name is often obscure so they are almost always transcribed according to their pronunciation alone. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.

## **Course Contents:**

### **Module I**

Drills  
Dialogue practice  
Observe picture and answer the question.  
Introduction of written characters.  
Practice reading aloud  
Practice using the language both by speaking and by taking notes.  
Character writing and stroke order

### **Module II**

Measure words  
Position words e.g. inside, outside, middle, in front, behind, top, bottom, side, left, right, straight.  
Directional words – beibian, xibian, nanbian, dongbian, zhongjian.  
Our school and its different building locations.  
What game do you like?  
Difference between “hii” and “neng”, “keyi”.

### **Module III**

Changing affirmative sentences to negative ones and vice versa  
Human body parts.  
Not feeling well words e.g. ; fever, cold, stomach ache, head ache.  
Use of the modal particle “le”  
Making a telephone call  
Use of “jiu” and “cal” (Grammar portion)  
Automobiles e.g. Bus, train, boat, car, bike etc.  
Traveling, by train, by airplane, by bus, on the bike, by boat.. etc.

### **Module IV**

The ordinal number “di”  
“Mei” the demonstrative pronoun e.g. mei tian, mei nian etc.  
use of to enter to exit  
Structural particle “de” (Compliment of degree).  
Going to the Park.  
Description about class schedule during a week in school.  
Grammar use of “li” and “cong”.  
Comprehension reading followed by questions.

### **Module V**

Persuasion-Please don't smoke.  
Please speak slowly  
Praise – This pictorial is very beautiful  
Opposites e.g. Clean-Dirty, Little-More, Old-New, Young-Old, Easy-Difficult, Boy-Girl, Black-White, Big-Small, Slow-Fast ... etc.  
Talking about studies and classmates  
Use of “it doesn't matter”  
Enquiring about a student, description about study method.  
Grammar: Negation of a sentence with a verbal predicate.

### Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

### Text & References:

- “Elementary Chinese Reader Part I, Part-2” Lesson 21-30

# SUMMER TRAINING

**Course Code: MTM 350**

**Credit Units: 06**

## GUIDELINES FOR SUMMER TRAINING

There are certain phases of every Intern's professional development that cannot be effectively taught in the academic environment. These facets can only be learned through direct, on-the-job experience working with successful professionals and experts in the field. The internship program can best be described as an attempt to institutionalise efforts to bridge the gap between the professional world and the academic institutions. Entire effort in internship is in terms of extending the program of education and evaluation beyond the classroom of a university or institution. The educational process in the internship course seeks out and focuses attention on many latent attributes, which do not surface in the normal class room situations. These attributes are intellectual ability, professional judgment and decision making ability, inter-disciplinary approach, skills for data handling, ability in written and oral presentation, sense of responsibility etc.

In order to achieve these objectives, each student will maintain a file (**Internship File**). The Internship File aims to encourage students to keep a personal record of their learning and achievement throughout the Programme. It can be used as the basis for lifelong learning and for job applications. Items can be drawn from activities completed in the course modules and from the workplace to demonstrate learning and personal development.

The File will assess the student's analytical skills and ability to present supportive evidence, whilst demonstrating understanding of their organization, its needs and their own personal contribution to the organization.

The **layout guidelines** for the Internship File

- A4 size Paper
- font: Arial (10 points) or Times New Roman (12 points)
- line spacing: 1.5
- top and bottom margins: 1 inch/ 2.5 cm; left and right margins: 1.25 inches/ 3 cm

### Font Size

- 12 (Bold for headings)
- 12 (Normal for Matter)
- 14 (for Chapter Names)
- 1.5 line spacing
- Numbering on the right hand Top of the page
- Numbers on pages before chapters to be done in Roman at the bottom of the page

The File will include **five sections** in the order described below. The content and comprehensiveness of the main body and appendices of the report should include the following:

1. **The Title Page**--Title - An Internship Experience Report For (Your Name), name of internship organization, name of the Supervisor/Guide and his/her designation, date started and completed, and number of credits for which the report is submitted.
2. **Table of Content**--an outline of the contents by topics and subtopics with the page number and location of each section.
3. **Introduction**--short, but should include how and why you obtained the internship experience position and the relationship it has to your professional and career goals.
4. **Main Body**--should include but not be limited to daily tasks performed. Major projects contributed to, dates, hours on task, observations and feelings, meetings attended and their purposes, listing of tools and materials and their suppliers, and photographs if possible of projects, buildings and co-workers.
5. **Appendices**--include pamphlets, forms, charts, brochures, technical and descriptive literature, graphs and other information related to your Internship experience.

The **Main Body** will have **three sections** and will include the following items which will be evaluated for the final assessment:-

1. An **analysis of the company/organization** in which the student is working
2. A **personal review** of the student's management skills and how they have been developed through the programme.

3. The **research report** that the student has prepared on the project assigned to him by the organization. (Incase a student is not assigned a specific research project in the organization, he has to select any one aspect of the organization and prepare a research report on it).

The student will be supervised by one or more faculty members and he or she will be required to submit a synopsis. While writing a synopsis emphasis should be given to make it publishable. But whether or not the results of a research project are publishable, the project should be communicated in the form of a research report written by the student. Initial drafts should be critiqued by the faculty guide and corrected by the student at each stage. The File is the principal means by which the work carried out will be assessed and therefore great care should be taken in its preparation.

### **Examination Scheme:**

Industrial Mentor's Assessment of Performance:	50 marks
Internal Faculty Mentor's Assessment:	
➤ Performance at Training:	20 marks
➤ Project Report:	30 marks
<b>Total:</b>	<b>100 marks</b>

# TOURISM AND TRAVEL LAWS

**Course Code: MTA 401**

**Credit Units: 03**

## **Course Objective:**

This course deals with business laws and ethics in general and tourism & travel in particular. The course helps in understanding the various rules, regulations, laws and Acts prescribed under various legislation in relation to travel and tourism related industries.

## **Course Contents:**

### **Module I**

Business ethics and laws – their relevance and applicability in travel and tourism industry. Company – meaning, definition, types, formation and incorporation under company Act, Contract Act – meaning and essentials of a valid contract. Beach and termination of contract.

### **Module II**

Consumer Protection Act – meaning and its relevance in travel and tourism business. MRTPC – applicability and significance in tourism and travel related business.

### **Module III**

Laws and legislation relating to tourist entry, stay and departure. Procedure and requirement for procuring various travel documents (Passport, VISA and health certificate) with relation to inbound and outbound tourists. Laws relating to currency exchange.

### **Module IV**

Laws relating to passenger, safety, convenience and compensation during air travel, legislations relating accompanied and unaccompanied tourist baggage. Compensation for lost and damaged baggage. Insurance for tourists and their baggage.

### **Module V**

Laws relating to protection, presentation and conservation of heritage and environment. Archaeological site and remains Act; Wildlife protection Act; Environment Protection Act and Air, Water and Noise Pollution Act

## **Examination Scheme:**

Components	CT1	C1 / P1	A	EE1
Weightage (%)	15	10	05	70

## **Text & References:**

### **Text:**

- Dr. Manohar Sajnani(ed.).Indian Tourism Business, a legal perspective, Gyan Books

### **References:**

- Ancient Monuments Preservation Act, 1904.
- Ancient Monuments & Archeological Site and Remains Act, 1958.
- Antiquities and Art Treasurers Act, 1972.
- Consumer Protection Act, 1986.
- Custom Act, 1962.
- Environment Protection Act, 1986.
- Foreign Exchange Regulation Act, 1973.
- Food Adulteration Act, 1954.
- Jeffrey R. Miller, Legal Aspects of Travel Agency Management Albany, Ny: Delmar Publishers Inc. 1990.
- N.D. Kapoor, Elements of Mercantile Laws, Sultan Chand & Sons, New Delhi, 1994.
- MRTP Commission, 1969.
- Passport Act, 1967.
- Enson, R (ed), Management of Foreign Exchange Risk, Euromoney Publications, London, 1980.

# MANAGEMENT INFORMATION SYSTEM AND COMPUTERS IN TOURISM

**Course Code:** MTA 402

**Credit Units:** 03

## **Course Objective:**

To expose students to the essentials of Management Information Systems and to provide them the basic, conceptual and applied knowledge of marketing in the era of technological convergence. It further aims to make them aware of the importance of MIS in Tourism Marketing and Development.

## **Course Contents:**

### **Module I: Introduction to MIS**

What is Management Information System?, Historic development, Organisational systems, Logical foundation of MIS. The future.

### **Module II: The Technology Component**

Internet Technology, Internet and Advertising, e-commerce transactions on the Net, on-line payments, Electronic payment systems.

### **Module III: Role of Internet Marketing**

An overview of Tourism Marketing, Tourism Marketing-Policies and Strategies in the Internet age, Internet and Tourism intermediaries, Internet – Dis-intermediation and re-intermediation.

### **Module IV: Internet Marketing Issues**

Encryption, Digital Signature, Electronic Data Interchange (EDI); Catalogs and Directories, Search and Retrieval Mechanism; Issues related to Ethics – Privacy, Accuracy, Property and Access, Internet Terminology.

### **Module V: Marketing Channel vs. Internet**

Overview, Information Technology and Advancement in Channels. Complementary Marketing Services and Strategies in the IT era, Geographical Information System (GIS) and Development of Tourism.

### **Module VI: On-line Marketing**

Administrative, Physical and Technological aspects; Development of Internet Marketing, Infrastructure, Website development, Costing and Integration, Marketing and Supply chain Management.

## **Examination Scheme:**

Components	CT1	C1 / P1	A	EE1
Weightage (%)	15	10	05	70

## **Text & References:**

### *Text:*

- Management Information System, James A O'Brien, George M. Marakas
- Bhatnagar SC and Ramani KV, Computers and Information Management – A Primer for Practicing Managers, New Delhi, Prentice Hall of India Pvt. Ltd.

### *References:*

- London K.C. and London J.P., Management Information System: A Contemporary Perspective, 1988, MacMillan.
- Bruce Graham, Computer System in Hotel and Catering Industry.
- Braham B., Computer System in Hotel and Catering Industry, Cassell, 1988.
- Lucey T., Management Information System, D.P. Publications.

# AIRLINE AND CARGO MANAGEMENT

**Course Code: MTA 403**

**Credit Units: 02**

**Course Objective:**

This course aims to familiarize students with different modes of transportation, airports, travel facilitations and basic air travel terminology in order to enable them to apply this knowledge adequately in their future workplace.

**Course Contents:**

**Module I: International Regulation**

The Chicago Convention, Warsaw Convention, Bilateral Agreement, Multi Lateral Interline Traffic Agreement, Freedom of Air, Dangerous Goods Regulation Act.

**Module II: Aircraft Operations and Services**

Emergency Evacuation system, Services of meals on board, Air Traffic Control, Aircraft Act of 1934, Ground Handling.

**Module III: Baggage Rules**

International and Domestic Baggage Regulations, piece & weight concept, MCO purpose, specified MCO, MPD

**Module IV: Case Studies**

Airline merger's and acquisitions, customer service, low cost carriers vs full service airlines.

**Module V: Cargo History**

Introduction to cargo companies, In co terms, Air Cargo – Introduction, Documentation: AWB (Air Way Bill), Cargo Manifest, Sea Cargo – Introduction, Documentation – Bill of lading, Introduction to Shipping Companies, Cargo capacity of Air & Ships.

**Examination Scheme:**

Components	CT1	C1 / P1	A	EE1
Weightage (%)	15	10	05	70

**Text & References:**

- Hurst, Eliot, Transportation Geography, McGraw Hill, New York.
- Nagar, Vishnu Dutt & Sudhakar, Principles & Problems of Indian Transport, Kailash Pustak Sadan, Gwalior.
- Nawab, A.W. Comparative Evolution of World Air Transport, National Publishing House, Delhi.
- Ram Acharya, Civil Aviation & Tourism Administration in India, National, New Delhi.
- Stratford, A.N. Air Transport Economics in the Supersonicera, Mc Millan, Bristol.
- The world of Travel, National Publishers (1997).
- 'The India' Travel Planners Cross Section Publication, New Delhi.
- Thomas, RS & P.B. Corbin, The Geography of Economic Activity, Mc Grow Hill, New York.

# TOURISM PRODUCTS: DESIGN & DEVELOPMENT

**Course Code: MTM 404**

**Credit Units: 04**

## **Course Objective:**

To provide students with the ability to initiate and carry out advanced analysis and research in the field of destination development. To understand ways of effective destination management. To facilitate the assessment of the tourism potential of a destination and prepare tourism development plan as well as marketing techniques.

### **Module I**

Tourism product development: conceptual background. Tourism product designing, development issues and considerations. Marketing considerations for sustainability of tourism product- interpretation.

### **Module II**

Development of destination. Principles of destination development. Concerns for destination planning. Stages in destination designing and management.

### **Module III**

Cultural tourism product: designing, development, issues and considerations Religious tourism product: designing, development, issues and considerations Heritage tourism product: designing, development, issues and considerations.

### **Module IV**

Medical and health tourism product: designing, development, issues and considerations. Special interest tourism product: designing, development, issues and considerations Cruises as tourism product: designing, development, issues and considerations.

### **Module V**

Ecology and wildlife tourism product: designing, development, issues and considerations. Adventure tourism product: designing, development, issues and 51 considerations. Beaches and islands as tourism product: designing, development, issues and considerations.

### **Module VI**

Resorts, types of resorts. Resort as a tourism product: designing, development, management, issues and considerations.

## **Examination Scheme:**

<b>Components</b>	<b>CT1</b>	<b>C1 / P1</b>	<b>A</b>	<b>EE1</b>
<b>Weightage (%)</b>	15	10	05	70

## **Text & References:**

1. C.Gunn, 'Tourism Planning: Basic, Concepts and Cases', Cognizant Publications,2002
  2. Nigel Morgan, Annette Pritchard, Roger Pride, 'Destination branding: Creating the Unique Proposition', Butterworth and Heinemann.,2001
  3. Richard W.Butler, 'The Tourism Area Life Cycle v. 1: Applications and Modifications', Channel View Publications,2006
- Additional:
7. Baud Bovy Munuel and Lawson (1976) Tourism and recreation Development C.B.I. Pub.6
  8. Bosselman Fred P.1979In the wake of Tourism special places in Eight countries. The Conservation Foundation, Washington D.C.

# TOURIST BEHAVIOUR

**Course Code: MTM 405**

**Credit Units: 04**

## Course Objective:

At the end of semester the students would be able to -

Explain and understand various Alcoholic Beverages, their manufacturing process, types and service of each alcoholic beverage.

## Course Contents:

### Module- I

Understanding travel & tourism behavior, characteristics affecting consumer behavior, cultural factors, social factors, personal factors, psychological factors, group factors, models of consumer behavior, The buyer decision process, Need Recognition, Information Search, Evaluation of Alternatives, Purchase Decision, Post purchase Behavior.

### Module- II

Organizational Buyer Behavior of Group Market: The organizational buying process, Market Structure and Demand, Types of Decisions and the Decision Process, Participants in the organizational buying process, Major influences on organizational buyers, Environmental Factors, Organizational Factors, Interpersonal Factors, Individual Factors.

### Module- III

Organizational buying decisions, Problem Recognition, General Need Description, Product Specification, Supplier Search, Proposal Solicitations, Supplier Selection, Order-Routine Specification, Performance Review, Group Business Markets, Conventions, Association Meetings, Corporate Meetings, Small Groups, Incentive Travel.

### Module- IV

Market Segmentation, Targeting, and Positioning, Market Segmentation, Geographic Segmentation, Demographic Segmentation, Gender, Marketing Highlight : Targeting Families by targeting kids, Psychographic Segmentation, Behavioral Segmentation, Requirements for Effective Segmentation, Market Targeting, Evaluating Market Segments, Selecting Market Segments, Choosing a Market-Coverage Strategy, Market Positioning, Mapping. Suggested Readings: Robins – Organisational Behaviour Pearson Luthans - Organisational Behaviour - TMH Rao & Narayan – Organisational Theory & Behaviour - Konark Udai Pareek – Understanding Organisational Behaviour, Oxford P.G. Aquinas, Organisation Behaviour, Excel Books. Kinicki & Kreither – Organisational Behaviour, TMH. Uma Sekharan – Organisational Behaviour cases – TMH Glinow, Mcshane, & Sharma - Organisational Behaviour. TMH

## Examination Scheme:

Components	CT1	C1 / P1	A	EE1
Weightage (%)	15	10	05	70

## Text & References:

- Hurst, Eliot, Transportation Geography, McGraw Hill, New York.
- Nagar, Vishnu Dutt & Sudhakar, Principles & Problems of Indian Transport, Kailash Pustak Sadan, Gwalior.
- Nawab, A.W. Comparative Evolution of World Air Transport, National Publishing House, Delhi.
- Ram Acharya, Civil Aviation & Tourism Administration in India, National, New Delhi.
- Stratford, A.N. Air Transport Economics in the Supersonicera, Mc Millan, Bristol.

# PRESENTATION SKILL

**Course Code: MTM 406**

**Credit Units: 04**

## **Course Objective:**

At the end of semester the students would be able to -  
Explain and understand about Presentation Skill and verbal communication.

### **Module-I**

Preparation of presentation – 1st part – what, how, for whom, structure, principles and presentation technique, business presentation specifications, Report Writing, Developing Effective Presentation Skills. Oral Presentation: Principles of oral presentation, factors affecting presentation, sales presentation, training presentation, conducting surveys, speeches to motivate, effective presentation skills. Slide Presentation: Craft your message, Make a visuals, Include proper Content of your presentation

### **Module-II**

Verbal communication – jawbreakers, argumentation, usable and unsuitable phrases Communication skills – listening, empathic reaction, how to question, stealing the show, opening door question Conflict situation solving, attack from the audience – communication skills as a work experience, vicious circle of attack and defense Nonverbal communication during presentation – how to manage stress, what to do with hands, legs, activating the audience with nonverbal communication, body language

### **Module-III**

Work with audience – ice-breaking, get them in the mood, work with emotions, visualization tools, nonstandard situations Improvisation and unprepared presentations Personal typology, professional typology, social aspect, man-woman view

### **Module-IV**

Feedback – appreciation and critique, Paradigm of human cooperation – why there could be problems to start the communication and what to do with it – Defense against manipulation, how to say NO, stress management, Image and etiquette

## **Examination Scheme:**

<b>Components</b>	<b>CT1</b>	<b>C1 / P1</b>	<b>A</b>	<b>EE1</b>
<b>Weightage (%)</b>	15	10	05	70

## **Text & References:**

1. Effective Presentation Skills – Robert Dilts, Meta Publication
2. Business Communication Today - Bovee and Thill: Tata McGraw Hil
3. Bouyden Jahn N. 1978 Tourism & Development Cambridge University Press, London.

# COMMUNICATION SKILLS - IV

**Course Code:** MTA 440

**Credit Units:** 01

## **Course Objective:**

To facilitate the learner with Academic Language Proficiency and make them effective users of functional language to excel in their profession.

## **Course Contents:**

### **Module I: Introduction to Speaking Skills**

Business Conversation  
Effective Public Speaking  
Art of Persuasion

### **Module II: Speaking for Employment**

Types of Interview  
Styles of Interview  
Facing Interviews-Fundamentals and Practice Session  
Conducting Interviews- Fundamentals and Practice Session  
Question Answer on Various Dimensions

### **Module III: Basic Telephony Skills**

Guidelines for Making a Call  
Guidelines for Answering a Call  
Telephone Word Groups  
Answering Systems and Voice-Mail

### **Module IV: Work Place Speaking**

Team Briefing  
Conflict Management  
Negotiations  
Participation in Meetings  
Keynote Speeches

## **Examination Scheme:**

<b>Components</b>	<b>CT1</b>	<b>CT2</b>	<b>CAF</b>	<b>V</b>	<b>GD</b>	<b>GP</b>	<b>A</b>
<b>Weightage (%)</b>	20	20	30	10	10	10	5

CAF – Communication Assessment File

GD – Group Discussion

GP – Group Presentation

## **Text & References:**

- Jermy Comfort, Speaking Effectively, et.al, Cambridge
- Krishnaswamy, N, Creative English for Communication, Macmillan
- Raman Prakash, Business Communication, Oxford.
- Taylor, Conversation in Practice.

# **BEHAVIOURAL SCIENCE - IV**

## **(PERSONAL AND PROFESSIONAL EXCELLENCE)**

**Course Code: MTM 443**

**Credit Units: 01**

### **Course Objective:**

This course aims at imparting an understanding of:

Build and leverage your professional reputation

Maintain focus in pressure situations

Make a balanced choice between professional and personal commitments

### **Course Contents:**

#### **Module I: Individual, Society and Nation**

Individual Differences and Dimensions of Personality

Socialization Process

Relating to the Nation: Values, Culture, Religion

Sense of pride and Patriotism

Managing Diversity

#### **Module II: Components of Excellence**

Personal Excellence:

Identifying long-term choices and goals

Uncovering the talent, strength & style

Analyzing choke points in your personal processes by analysis in area of placements, events, seminars, conference, extracurricular activities, projects etc.

Developing professional power: Goal-setting, time management, handling criticism, interruptions and time wasters

#### **Module III: Career Planning**

Knowing one's Interest and Aptitude

Identifying available Resources

Setting goals to maintain focus:

Developing Positive attributes in personality

Self-reliance and Employability skills

#### **Module IV: Stress Management for Healthy Living**

Meaning and Nature of Stress

Stages of stress

Causes and Consequences of stress: Personal, Organizational and Environmental

Personal Styles and strategies of coping

#### **Module V: Professional Success**

Building independence & interdependence

Reducing resistance to change

Continued reflection (Placements, events, seminars, conferences, projects extracurricular Activities etc.)

#### **Module VI: End-of-Semester Appraisal**

Viva based on personal journal

Assessment of Behavioural change as a result of training

Exit Level Rating by Self and Observer

### **Examination Scheme:**

<b>Components</b>	<b>SAP</b>	<b>A</b>	<b>Mid Term Test (CT)</b>	<b>VIVA</b>	<b>Journal for Success (JOS)</b>
<b>Weightage (%)</b>	20	05	20	30	25

## **Text & References:**

- J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 2, Group (1996); Pfeiffer & Company
- Smither Robert D.; The Psychology of Work and Human Performance, 1994, Harper Collins College Publishers
- Raman, A.T. (2003) Knowledge Management: A Resource Book. Excel Books, Delhi.
- Kamalavijayan, D. (2005). Information and Knowledge Management. Macmillan India Ltd. Delhi

# FRENCH - IV

**Course Code: MTM 444**

**Credit Units: 02**

## Course Objective:

To enable students:

- To develop strategies of comprehension of texts of different origin
- To present facts, projects, plans with precision

## Course Contents:

**Module C: pp. 104 – 139: Unités 8, 9**

**Contenu lexical: Unité 8: Découvrir le passé**

1. parler du passé, des habitudes et des changements.
2. parler de la famille, raconter une suite d'événements/préciser leur date et leur durée.
3. connaître quelques moments de l'histoire

**Unité 9: Entreprendre**

1. faire un projet de la réalisation: (exprimer un besoin, préciser les étapes d'une réalisation)
2. parler d'une entreprise
3. parler du futur

**Contenu grammatical:**

1. Imparfait
2. Pronom « en »
3. Futur
4. Discours rapporté au présent
5. Passé récent
6. Présent progressif

## Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

## Text & References:

- le livre à suivre : Campus: Tome 1

# GERMAN - IV

**Course Code: MTM 445**

**Credit Units: 02**

## **Course Objective:**

To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.

To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany.

Introduction to Advanced Grammar Language and Professional Jargon

## **Course Contents:**

### **Module I: Present perfect tense**

Present perfect tense, usage and applicability

Usage of this tense to indicate near past

Universal applicability of this tense in German

### **Module II: Letter writing**

To acquaint the students with the form of writing informal letters.

### **Module III: Interchanging prepositions**

Usage of prepositions with both accusative and dative cases

Usage of verbs fixed with prepositions

Emphasizing on the action and position factor

### **Module IV: Past tense**

Introduction to simple past tense

Learning the verb forms in past tense

Making a list of all verbs in the past tense and the participle forms

### **Module V: Reading a Fairy Tale**

Comprehension and narration

Rotkäppchen

Froschprinzessin

Die Fremdsprache

### **Module VI: Genitive case**

Genitive case – Explain the concept of possession in genitive

Mentioning the structure of weak nouns

### **Module VII: Genitive prepositions**

Discuss the genitive prepositions and their usage: (während, wegen, statt, trotz)

### **Module VIII: Picture Description**

Firstly recognize the persons or things in the picture and identify the situation depicted in the picture;

Secondly answer questions of general meaning in context to the picture and also talk about the personal experiences which come to your mind upon seeing the picture.

## **Examination Scheme:**

<b>Components</b>	<b>CT1</b>	<b>CT2</b>	<b>C</b>	<b>I</b>	<b>V</b>	<b>A</b>
<b>Weightage (%)</b>	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

## **Text & References:**

- Wolfgang Hieber, Lernziel Deutsch

- Hans-Heinrich Wangler, Sprachkurs Deutsch
- Schulz Griesbach, Deutsche Sprachlehre für Ausländer
- P.L Aneja, Deutsch Interessant- 1, 2 & 3
- Rosa-Maria Dallapiazza et al, Tangram Aktuell A1/1,2
- Braun, Nieder, Schmöe, Deutsch als Fremdsprache 1A, Grundkurs

# SPANISH - IV

**Course Code:** MTM 446

**Credit Units:** 02

## **Course Objective:**

To enable students acquire working knowledge of the language; to give them vocabulary, grammar, voice modulations/intonations to handle everyday Spanish situations with ease.

## **Course Contents:**

### **Module I**

Revision of earlier semester modules  
Introduction to Present Continuous Tense (Gerunds)

### **Module II**

Translation with Present Continuous Tense  
Introduction to Gustar, Parecer, Apetecer, doler

### **Module III**

Imperatives (positive and negative commands of regular verbs)

### **Module IV**

Commercial/business vocabulary

### **Module VI**

Simple conversation with help of texts and vocabulary  
En la recepcion del hotel  
En el restaurante  
En la agencia de viajes  
En la tienda/supermercado

## **Examination Scheme:**

<b>Components</b>	<b>CT1</b>	<b>CT2</b>	<b>C</b>	<b>I</b>	<b>V</b>	<b>A</b>
<b>Weightage (%)</b>	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

## **Text & References:**

- Español Sin Fronteras (Nivel – Elemental)

# JAPANESE - IV

**Course Code:** MTM 447

**Credit Units:** 02

## **Course Objective:**

To enable the students to comfortably interact using basic Japanese.

**Note:** Teaching is done in roman as well as Japanese script, students will be taught katankana (another form of script) in this semester i.e. to be able to write all the foreign words in Japanese.

## **Course Contents:**

### **Module I**

Comparison using adjectives, Making requests

### **Module II**

Seeking permission

### **Module III**

Practice of conversations on:

Visiting people, Party, Meetings, After work, At a ticket vending machine etc

### **Module IV**

Essays, writing formal letters

## **Learning Outcome**

- Students can speak the language describing above-mentioned topics.

## **Methods of Private study /Self help**

- Handouts, audio-aids, and self-do assignments, role-plays.
- Students are also encouraged to attend Japanese film festival and other such fairs and workshops organized in the capital from time to time.

## **Examination Scheme:**

<b>Components</b>	<b>CT1</b>	<b>CT2</b>	<b>C</b>	<b>I</b>	<b>V</b>	<b>A</b>
<b>Weightage (%)</b>	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

## **Text & References:**

### **Text:**

- Teach yourself Japanese.

### **References:**

- Shin Nihongo no kiso 1

# CHINESE – IV

**Course Code: MTM 448**

**Credit Units: 02**

## Course Objective:

How many characters are there? The early Qing dynasty dictionary included nearly 50,000 characters the vast majority of which were rare accumulated characters over the centuries. An educate person in China can probably recognize around 6000 characters. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.

## Course Contents:

### Module I

Dialogue Practice  
Observe picture and answer the question  
Pronunciation and intonation  
Character writing and stroke order.  
Electronic items

### Module II

Traveling – The Scenery is very beautiful  
Weather and climate  
Grammar question with – “bu shi .... Ma?”  
The construction “yao ... le” (Used to indicate that an action is going to take place)  
Time words “yiqian”, “yiwai” (Before and after).  
The adverb “geng”.

### Module III

Going to a friend house for a visit meeting his family and talking about their customs.  
Fallen sick and going to the Doctor, the doctor examines, takes temperature and writes prescription.  
Aspect particle “guo” shows that an action has happened some time in the past.  
Progressive aspect of an actin “zhengzai” Also the use if “zhe” with it.  
To welcome someone and to see off someone .... I cant go the airport to see you off... etc.

### Module IV

Shipment. Is this the place to checking luggage?  
Basic dialogue on – Where do u work?  
Basic dialogue on – This is my address  
Basic dialogue on – I understand Chinese  
Basic dialogue on – What job do u do?  
Basic dialogue on – What time is it now?

### Module V

Basic dialogue on – What day (date) is it today?  
Basic dialogue on – What is the weather like here.  
Basic dialogue on – Do u like Chinese food?  
Basic dialogue on – I am planning to go to China.

## Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

## Text & References:

- “Elementary Chinese Reader, Part-2” Lesson 31-38

# DISSERTATION / RESEARCH PROJECT

**Course Code: MTM 460**

**Credit Units: 15**

## **GUIDELINES FOR PROJECT FILE**

Research experience is as close to a professional problem-solving activity as anything in the curriculum. It provides exposure to research methodology and an opportunity to work closely with a faculty guide. It usually requires the use of advanced concepts, a variety of experimental techniques, and state-of-the-art instrumentation.

Research is genuine exploration of the unknown that leads to new knowledge which often warrants publication. But whether or not the results of a research project are publishable, the project should be communicated in the form of a research report written by the student.

Sufficient time should be allowed for satisfactory completion of reports, taking into account that initial drafts should be critiqued by the faculty guide and corrected by the student at each stage.

The File is the principal means by which the work carried out will be assessed and therefore great care should be taken in its preparation.

### **In general, the File should be comprehensive and include**

- A short account of the activities that were undertaken as part of the project;
- A statement about the extent to which the project has achieved its stated goals.
- A statement about the outcomes of the evaluation and dissemination processes engaged in as part of the project;
- Any activities planned but not yet completed as part of the project, or as a future initiative directly resulting from the project;
- Any problems that have arisen that may be useful to document for future reference.

### **Report Layout**

The report should contain the following components:

#### ➤ **Title or Cover Page**

The title page should contain the following information: Project Title; Student's Name; Course; Year; Supervisor's Name.

#### ➤ **Acknowledgements** (optional)

Acknowledgment to any advisory or financial assistance received in the course of work may be given.

#### ➤ **Abstract**

A good "Abstract" should be straight to the point; not too descriptive but fully informative. First paragraph should state what was accomplished with regard to the objectives. The abstract does not have to be an entire summary of the project, but rather a concise summary of the scope and results of the project

#### ➤ **Table of Contents**

Titles and subtitles are to correspond exactly with those in the text.

#### ➤ **Introduction**

Here a brief introduction to the problem that is central to the project and an outline of the structure of the rest of the report should be provided. The introduction should aim to catch the imagination of the reader, so excessive details should be avoided.

#### ➤ **Materials and Methods**

This section should aim at experimental designs, materials used. Methodology should be mentioned in details including modifications if any.

#### ➤ **Results and Discussion**

Present results, discuss and compare these with those from other workers, etc. In writing these section, emphasis should be given on what has been performed and achieved in the course of the work, rather than discuss in detail what is readily available in text books. Avoid abrupt changes in contents from section to section and maintain a lucid flow throughout the thesis. An opening and closing paragraph in every chapter could be included to aid in smooth flow.

Note that in writing the various sections, all figures and tables should as far as possible be next to the associated text, in the same orientation as the main text, numbered, and given appropriate titles or captions. All major equations should also be numbered and unless it is really necessary never write in “point” form.

➤ **Conclusion**

A conclusion should be the final section in which the outcome of the work is mentioned briefly.

➤ **Future prospects**

➤ **Appendices**

The Appendix contains material which is of interest to the reader but not an integral part of the thesis and any problem that have arisen that may be useful to document for future reference.

➤ **References / Bibliography**

This should include papers and books referred to in the body of the report. These should be ordered alphabetically on the author's surname. The titles of journals preferably should not be abbreviated; if they are, abbreviations must comply with an internationally recognised system.

**Examples**

For research article

Voravuthikunchai SP, Lortheeranuwat A, Ninprom T, Popaya W, Pongpaichit S, Supawita T. (2002) Antibacterial activity of Thai medicinal plants against enterohaemorrhagic *Escherichia coli* O157: H7. *Clin Microbiol Infect*, **8** (suppl 1): 116–117.

For book:

Kowalski, M.(1976) Transduction of effectiveness in *Rhizobium meliloti*. SYMBIOTIC NITROGEN FIXATION PLANTS (editor P.S. Nutman IBP), **7**: 63-67

**ASSESSMENT OF THE PROJECT /DISSERTATION FILE**

Essentially, marking will be based on the following criteria: the quality of the report, the technical merit of the project and the project execution.

Technical merit attempts to assess the quality and depth of the intellectual efforts put into the project.

Project execution is concerned with assessing how much work has been put in.

The File should fulfil the following *assessment objectives*:

**Range of Research Methods used to obtain information**

**Execution of Research**

**Data Analysis**

Analyse Quantitative/ Qualitative information

Control Quality

**Draw Conclusions**

**Examination Scheme:**

Attendance & Behaviour of Students:	20 marks
Field Visit:	15 marks
Project Report:	15 marks
Presentation:	25 marks
Viva Voce:	25 marks
<b>Total:</b>	<b>100 marks</b>