



**VIKRAMA SIMHAPURI UNIVERSITY::NELLORE**  
**DEPARTMENT OF TOURISM MANAGEMENT**

Syllabus for Master of Business Administration (Tourism Management) (2 Year Course) for V.S.  
University Constituent College, Nellore with effect from the Academic Year 2017-2018

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**VIKRAMA SIMHAPURI UNIVERSITY**

**NELLORE – 524324**



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Program Educational Objectives (PEOs)	
1	Acquire domain knowledge and expertise which best suits the industry
2	Able to correlate the domain knowledge with the nation's objectives
3	Attain managerial skills to face the competitive industry requirements
4	Able to find technology driven solutions
5	A well-groomed professional
6	Able to identify and address the issues of the sector
7	Instill research quotient
8	Possess continuous learning interests
9	Provide entrepreneurial skills
10	Socially responsible individual

Program Specific Outcomes (PSOs)	
1	Analyze, understand, and innovate the deliverables of tourism sector
2	Create competitive edge to destinations through managerial skills
3	Acquire entrepreneurial skills etc
4	Possess vibrant interpersonal qualities
5	Possess learning acumen

Program outcomes (POs)	
On successful completion of the <b>MBA (Tourism Management)</b> program	
1	Academic excellence
2	Research oriented
3	Analyzing and reasoning skills
4	Technology orientation and adoption
5	Interpersonal communication
6	Problem solving
7	Team work
8	Socially responsible
9	Action of Sustenance
10	Entrepreneurial excellence

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FIRST SEMESTER							
S.No	Course Code	Course Title	Hour s/ week	Credits	Internal assessment marks	University assessment marks	Max.Marks
1	17RMBAD101	Management and Organisational Behavior	4	4	30	70	100
2	17RMBAD102	Managerial Economics	4	4	30	70	100
3	17RMBAD103	Managerial Communication	4	4	30	70	100
4	17RMBAD104	Accounting for Managers	4	4	30	70	100
5	17RMBAD105	Business Statistics	4	4	30	70	100
6	17RMBAD106	Business Environment & Law	4	4	30	70	100
7	17RMBAD107	ICT for Managers	4	4	30	70	100



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SECOND SEMESTER							
S. No	Course Code	Course Title	Hours/ week	Credits	Internal assessment marks	University assessment marks	Max.Marks
1	17RMBAD201	Operations Research	4	4	30	70	100
2	17RMBAD202	Business Research Methods	4	4	30	70	100
3	17RMBAD203	Marketing Management	4	4	30	70	100
4	17RMBAD204	Financial Management	4	4	30	70	100
5	17RMBAD205	Human Resources Management	4	4	30	70	100
6	17RMBAD206	Production and Operations Management	4	4	30	70	100
7	17RMBAD208	ICT Lab & Comprehensive Viva	4	4	30	70	100

  
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THIRD SEMESTER							
S. No	Course Code	Course Title	Hours/ week	Credits	Internal assessment marks	University assessment marks	Max.Marks
1	17RMBAD301	Tourism Principles, Policies & Practices	4	4	30	70	100
2	17RMBAD302	Tourism Planning & Development	4	4	30	70	100
3	17RMBAD303	Tourism Marketing and Destination Development	4	4	30	70	100
4	17RMBAD304	Resource, Attraction and Product in Tourism	4	4	30	70	100
5	17RMBAD305	Functional Area Elective I	4	4	30	70	100
		Risk Management and Insurance /					
		Consumer Behaviour /					
		Human Resource planning					
6	17RMBAD306	Functional Area Elective II	4	4	30	70	100
		Financial Markets and Services /					
		Advertising & Sales Management /					
		Training and Development					
7	17RMBAD307	Functional Area Elective III	4	4	30	70	100
		Investment & Portfolio Management /					
		Sales & Distribution Management /					
		Performance Management					
8	17RMBAD308	Project Report, Evaluation&	4	4	30	70	100



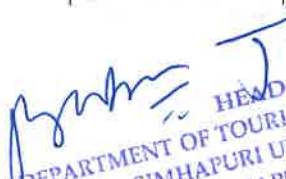
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 515 NELLORE, ANDHRA PRADESH, INDIA, PIN-5245



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FOURTH SEMESTER							
S.No	Course Code	Course Title	Hours/ week	Credits	Internal assessment marks	University assessment marks	Max.Marks
1	17RMBAD401	Travel Agency & Tour Operations Management	4	4	30	70	100
2	17RMBAD402	Hospitality Management	4	4	30	70	100
3	17RMBAD403	Travel Media & Journalism in Electronic Age	4	4	30	70	100
4	17RMBAD404	Management of Tourist Transport	4	4	30	70	100
5	17RMBAD405	Functional Area Elective IV  Financial Derivatives/  Services Marketing/  Organization Development	4	4	30	70	100
6	17RMBAD406	Functional Area Elective V  International Financial Management/  Brand Management/  Global Human Resource Management	4	4	30	70	100
7	17RMBAD407	Functional Area Elective VI	4	4	30	70	100

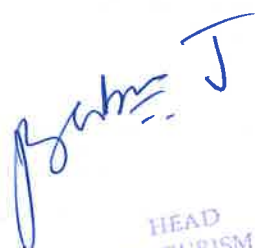
  
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		Tax planning and management/ Retail marketing/ Change management					
8	17RMBAD408	Field Visit Report	4	4	30	70	100

  
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Course code	17MBAD101	MANAGEMENT AND ORGANISATION BEHAVIOR	L	T	P	C
Core Mandatory		CORE-I	4			4
Pre-requisite		Familiarizethe students with basic management concepts	Syllabus Version		2017	
Course Objectives:						
The main objectives of this course are to:						
1. Understand the elementary management concepts necessary for business administration.						
2. Able to recollect the various theories and functions of Management						
3. Observe the various managerial skills required for a manager.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Remember the various schools of management thoughts					K1
2	Familiarize various functions of management					K6
3	Understand the process of Management					K2
4	Able to Distinguish between various functions of the management					K4
5	Gain the basic knowledge about Business Management.					K5
K1 -Remember; K2- Understand;K3-Apply;K4 -Analyze;K5 -Evaluate;K6 – Create						
Unit:1	Introduction to Management				12hours	
Schools of Management Thought - Fundamentals of Planning, Organising Staffing, Leading, and Controlling – Decision Making						
Unit:2	Introduction to Organization Behavior				12hours	
Foundations of Individual Behavior – Personality Theories and Personal Effectiveness – Perceptual Process – Learning Process and Theories – Values and Attitudes						
Unit:3	Motivation and Leadership				12hours	
Motivation Process and Theories – Managing Motivation at Work – Effective Groups and Teams – Leadership Theories and Styles – Conflict Management – Sources, Types and Management Styles of Conflict – Resolving Conflict through Negotiation						
Unit:4	Organizational Culture and Climate				12hours	
Organizational Ethos – Functionality and Disfunctionality of Culture – Power and Politics – Organisational Change – Process and Implementation of Change – Managing Resistance to Change						
Unit:5	Organisational Development				12hours	





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Phases and Interventions of OD – Coping with Frustration, Stress, and Burnout – Transactional Analyses and Managerial Interpersonal Styles – Communication in Organisations

	<b>Total Lecturehours</b>	<b>60 hours</b>
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**References**

1. Sushama Khanna : “Udai Pareek’s Understanding Organisational Behaviour” (Oxford)
2. Ramesh B Rudani : “Management and Organisational Behaviour” (Mc Graw Hill)
3. Steven L McShane, Mary ANN Von Glinow and Radha R Sharma: “Organisational Behaviour” (Tata McGraw Hill)
4. Robbins, Judge and Vohra : “Organisational Behaviour” (Pearson)
5. Fred Luthans: Organisational Behaviour (McGraw Hill)
6. Dipak Kumar Bhattacharyya : “Organisational Behaviour – Concepts and Applications” (Oxford)

**Course Designed By:**

Board of Studies, Department of Tourism Management, VikramaSimhapuri University

<b>Mapping with Programme Outcomes</b>										
<b>Cos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>
<b>CO1</b>	3	3	3	3	3	3	3	3	3	2
<b>CO2</b>	3	3	3	3	3	3	2	3	3	3
<b>CO3</b>	3	3	3	3	3	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3	3	3	3	3	3
<b>CO5</b>	3	3	3	3	1	3	3	3	3	2

\*3-High; 2-Medium; 1-Low

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Course code	17RMBAD102	MANAGERIAL ECONOMICS	L	T	P	C
Core Mandatory		CORE-II	4			4
Pre-requisite		Familiarize the students with basic economics	Syllabus Version		2017	
Course Objectives:						
The main objectives of this course are to:						
1. Learn about economics						
2. Understand the necessity of economics in managing businesses.						
3. Understand the advantages of tourism economics.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Know the meaning of business and tourism economics.					K2
2	Associate various economical thoughts to present form of tourism					K3
3	Understand the role of tourism in economy					K2
4	Learn the travel related economics					K1
5	Learn the software used in determining various economic theories related to travel and hospitality industry					K4
K1 -Remember; K2- Understand; K3-Apply; K4 -Analyze; K5 -Evaluate; K6 – Create						
Unit:1	Introduction to Managerial Economics				12hours	
Definition, Nature and Scope, significance - The role of managerial economist. Objectives of the firm: Managerial theories of firm. Fundamental concepts						
Unit:2	Theory of Demand				12hours	
Demand Analysis, Elasticity of demand, types and significance of Elasticity of Demand. Demand estimation – Marketing research approaches to demand estimation. Need for forecasting, forecasting techniques. Supply Analysis – Supply function, the Law of Supply						
Unit:3	Production Analysis				12hours	
Production function, Isoquants and Isocosts, Production function with one/two variables, Returns to Scale and Returns to Factors, Economies of scale- Innovations and global competitiveness						
Unit:4	Cost Analysis				12hours	





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Cost theory and estimation: Cost concepts, determinants of cost, cost-output relationship in the short run and long run, short run vs. long run costs, average cost curves, BEP analysis.		
<b>Unit:5</b>	<b>Market Structure and Pricing practices</b>	<b>12hours</b>
Features and Types of different competitive situations - Price-Output determination in Perfect competition, Monopoly, Monopolistic competition and Oligopoly. Pricing philosophy – Pricing methods in practice: Price discrimination. Pricing strategies: skimming pricing, penetration pricing, Loss Leader pricing.		
	<b>Total Lecture hours</b>	<b>60 hours</b>
<b>References</b>		
1. Managerial Economics, Gupta, TMH. 2. Managerial Economics, Concepts and applications, Thomas Maurice:TMH . 3. Managerial Economics - Analysis, Problems, Cases, Mehta,P.L., Sultan Chand & 4. Sons. 5. Managerial Economics, Pearson Education, James L.Pappas and Engene 6. F.Brigham. 7. Managerial Economics, Suma Damodaran, Oxford. 8. Macro Economics by MN Jhingan-Oxford 9. Managerial Economics- Dr.DM.Mithani-Himalaya Publishers 10. Managerial Economics-Dr.H.L Ahuja-S.Chand and Com pvt ltd, NewDelhi 11. Managerial Economics by Dominick Salvatore, Ravikesh Srivastava- Oxford University press. 12. Managerial Economics by Hirschey- Cengage Learning.		
<b>Course Designed By:</b>		
Board of Studies, Department of Tourism Management, Vikrama Simhapuri University		

Mapping with Programme Outcomes										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	3	3	2
CO2	3	3	3	1	2	3	2	3	3	3
CO3	2	3	2	3	3	3	3	3	3	3
CO4	3	3	3	1	3	2	3	3	2	3
CO5	3	3	3	3	2	3	3	3	3	3

\*3-High; 2-Medium; 1-Low

  
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Course code	17RMBAD103	MANAGERIAL COMMUNICATION	L	T	P	C
Skill Oriented		SKILL-I	4			4
Pre-requisite		Familiarize the students with business communication	Syllabus Version		2017	
Course Objectives:						
The main objectives of this course are to:						
1. Impart communication skills for better public relations and interpretation about various tourism destinations.						
2. Emphasize on improving oral and written communication skills through experiential training.						
3. Gain the comprehensive understanding of the business and professorial communication skills.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Gain the fundamentals and meanings of communication skills					K1
2	Familiarize the basics for learning effective communication					K3
3	Understand the key tips and tricks of public speaking skills					K2
4	Forming report writing skills					K6
5	Know the importance of verbal and non verbal communication					K4
K1 -Remember; K2- Understand; K3-Apply; K4 -Analyze; K5 -Evaluate; K6 – Create						
Unit:1						
Unit:1		Concept of Communication	12hours			
Significance, Scope and functions of Business Communication – Process and dimensions of communication – Essentials of good communication – Channels of communication – Formal, informal communication – Upward, Downward, Horizontal communication – Grapevine Phenomenon. - Scientific method and its relationship to technical communication -Essence of technical communication- Ethics in Communication - Ethics in education and research						
Unit:2						
Unit:2		Types of communication	12hours			
Verbal – Oral Communication: Advantages and limitations of oral communication, written communication – Characteristics, significance, advantages & Limitations of written communication, Non verbal Communication: Sign language – Body language – Kinesics – Proxemics -Time language and Haptics: Touch language.-Oral and Presentation skills -Elevator pitch-Slides for presentation-Oral presentation - Group discussions-Interview skills						
Unit:3						
Unit:3		Interpersonal communication	12hours			



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Communication models: Johari window – Transactional analysis, Communication styles, Managing Motivation to Influence Interpersonal communication – Role of emotion in inter personal communication		
<b>Unit:4</b>	<b>Barriers to communication</b>	<b>12hours</b>
Types of barriers – Technological – Socio-Psychological barriers – Overcoming barriers, Types of listening – Tips for effective listening. - Listening and Reading Skills -Note taking, Mind maps - Surveying literature -Three pass approach to reading papers		
<b>Unit:5</b>	<b>Report writing</b>	<b>12hours</b>
Formal reports – The elements of clear writing – Writing effective letters – different layouts of business letters – Informal reports – Writing good news and bad news – Meetings and oral presentations, Interview techniques – Communication etiquettes. Copyrights and plagiarism – Authorship - Gender and diversity		
	<b>Total Lecture hours</b>	<b>60 hours</b>
<b>References</b>		
1. Business communication, Shalini Varma, Vikas. 2. Business Communication, Meenakshi Raman, Oxford University Press. 3. Business Communication, Raymond V.Lesikar, Neeraja Pandit et al., TMH 4. English for Business Communication, Dr.T.MFarhatulla, Prism books Pvt. Ltd. 5. Business Communications, Hudson, Jaico Publications 6. Business communication for managers, Penrose, Raspbery, Myers, Cengage 7. The Skills of Communication, Bills Scot, Gower publishing company Limited, 8. London. 9. Effective Communication, Harward Business School, Harward Business Review No.1214. 10. Business Communication, C.S.Rayudu, HPH. 11. Essentials of Business Communication, Rajendra Pal, JS.Korlahhi, S.Chand		
<b>Course Designed By:</b>		
Board of Studies, Department of Tourism Management, Vikrama Simhapuri University		

Mapping with Programme Outcomes										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	1	3	3	3	3
CO2	3	3	1	3	3	3	3	3	3	3
CO3	3	3	3	3	2	3	3	2	3	3
CO4	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3	2

  
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\*3-High; 2-Medium; 1-Low

Course code	17RMBAD104	ACCOUNTING FOR MANAGERS	L	T	P	C
Compulsory Foundation		FOUNDATION-I	4			4
Pre-requisite		Familiarize the students with basic accounting concepts				
Course Objectives:						
The main objectives of this course are to:						
1. Understand the basic accounting concepts necessary for tour managers.						
2. Able to recollect the various theories and functions of accounting.						
3. Observe recent developments, software and role of computers in accounting.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Remember the various accounting practices.					K1
2	Familiarize various functions of accounting.					K3
3	Understand the value of accounting in management					K2
4	Able to Distinguish between various accounting information systems.					K4
5	Gain the basic knowledge on the role of computers in accounting.					K5
K1 -Remember; K2- Understand; K3-Apply; K4 -Analyze; K5 -Evaluate; K6 – Create						
Unit:1	Accounting principles				12hours	
Concepts functions, book keeping, Double entry system, accounting standards, functions of accounting standards, journal, ledger, posting, rules regarding posting, trail balance, final accounts – Trading accounts, profit and loss accounts, balance sheet, adjustments. (Problems & Cases)						
Unit:2	Depreciation Accounting				12hours	
Concept of depreciation, causes of depreciation, depreciation accounting, fixation of depreciation amount, methods of depreciation – depletion method, machine hour-rate method, written down value method, accelerated method, sinking fund method. (Problems & Cases)						
Unit:3	Budgets and Budgeting				12hours	
Objectives, characteristics and essentials of budgetary control, classification of budgets – production budget, sales budget, cash budget, flexible budget, and master budget. (Problems & Cases)						
Unit:4	Computer applications in business				12hours	

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Role of computer in accounting, accounting information systems, software package for accounting, tally.  
 (Theory and Lab) (No Problem)

<b>Unit:5</b>	<b>Emerging concepts in accounting</b>	<b>12hours</b>
Human resource accounting, inflation accounting, responsibility accounting and government accounting, IFRS. (No Problem)		
<b>Total Lecture hours</b>		<b>60 hours</b>

**References**

1. S.N. Maheswari: “**Financial Accounting**” (Vikas)
2. Jelsy Joseph Kuppapally, “**Accounting for Managers**” (PHI)
3. AmbrishGuptha, “**Financial Accounting for Management**”, (Pearson)
4. Jawaharlal :**Accounting for Managers** (Himalaya)
5. Namrata Agrawal: **Financial Accounting on Computers** (Dreamtech)
6. Shashi K. Guptha, “**Accounting for Managerial Devision**” (Kalyani Publishers)

**Course Designed By:**


Board of Studies, Department of Tourism Management, VikramaSimhapuri University

**Mapping with Programme Outcomes**

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	1	3	3	3	3	1	3
CO2	3	3	3	3	3	3	2	3	3	3
CO3	3	3	3	2	3	3	3	1	3	3
CO4	3	3	3	3	3	2	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3	3

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Course code	17RMBAD105	BUSINESS STATISTICS	L	T	P	C
Compulsory Foundation		FOUNDATION-II	4			4
Pre-requisite		Familiarize the students with basic statistics	Syllabus Version		2017	
Course Objectives:						
The main objectives of this course are to:						
1. Learn the meaning of statistics.						
2. Understand the need of tourism statistics.						
3. Identify various statistical methods.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Describe the importance of statistics in business.					K1
2	Classify different statistical methods.					K4
3	Choose the best method for tourism research					K3
4	Illustrate the data with suitable statistical tools					K5
5	Understand the significance of tourism statistics					K2
K1 -Remember; K2- Understand; K3-Apply; K4 -Analyze; K5 -Evaluate; K6 – Create						
Unit:1	Introduction of statistics				12hours	
Measures of Central Tendency- Arithmetic – Weighted mean – Median, Mode – Geometric mean and Harmonic mean – Measures of Dispersion, range, quartile deviation, mean deviation, standard deviation, coefficient of variation – Application of measures of central tendency and dispersion for business decision making						
Unit:2	Correlation				12hours	
Introduction, Significance and types of correlation – Methods of correlation – Co-efficiency of correlation.Regression analysis – Meaning and utility of regression analysis – Comparison between correlation and regression – Interpretation of regression coefficients.						
Unit:3	Probability				12hours	
Meaning and definition of probability – Significance of probability in business application – Theories of probability –Addition and multiplication – Conditional laws of probability – Binominal – Poisson – Uniform – Normal and exponential distribution.						
Unit:4	Testing of Hypothesis				12hours	

  
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Hypothesis testing: one sample and two sample tests for means and proportions of large samples (z-test), one sample and two sample tests for means of small samples (t-test), F-test for two sample standard deviations. ANOVA one and two way – Design of experiments		
<b>Unit:5</b>	<b>Non-Parametric Methods</b>	<b>12hours</b>
Chi-square test for single sample standard deviation. Chi-square tests for independence of attributes and goodness of fit - Sign test for paired data.		
<b>Total Lecture hours</b>		<b>60 hours</b>
<b>References</b>		
<ol style="list-style-type: none"> <li>1. Statistics for Management, Richard I Levin, David S.Rubin, Pearson,</li> <li>2. Business Statistics, Gupta S.C &amp; Indra Gupta, Himalaya Publishing House, Mumbai.</li> <li>3. Business Statistics, J.K.Sharma, Vikas house publications house Pvt Ltd</li> <li>4. Complete Business Statistics, Amir D. Aezel, Jayavel, TMH,</li> <li>5. Statistics for Management, P.N.Arora, S.Arora, S.Chand</li> <li>6. Statistics for Management, Lerin, Pearson Company, New Delhi.</li> <li>7. Business Statistics for Contemporary decision making, Black Ken, New Age publishers.</li> <li>8. Statistical Methods, Gupta S.P., S.Chand.</li> </ol>		
Course Designed By:		
Board of Studies, Department of Tourism Management, VikramaSimhapuri University		

Mapping with Programme Outcomes										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	1	3	3	3	3	3
CO2	3	3	3	3	3	2	3	2	3	1
CO3	3	3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	1	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3	3

\*3-High; 2-Medium; 1-Low

  
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Syllabus for Master of Business Administration (Tourism Management) (2 Year Course) for V.S.  
 University Constituent College, Nellore with effect from the Academic Year 2017-2018

Course code	17RMBAD106	BUSINESS ENVIRONMENT & LAW	L	T	P	C
Compulsory Foundation		FOUNDATION-III	4			4
Pre-requisite		Familiarize the students with the concepts of law & code in business	Syllabus Version		2017	
Course Objectives:						
The main objectives of this course are to:						
1. Familiarize the concept of business environment.						
2. Educate the necessity in learning tourism law.						
3. Understand the rules, regulations and guidelines for proper travel business.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Describe the importance of business environment					K1
2	Understand the balance between environment and tourism law					K2
3	Describe the concept of tourism contract and its benefits					K1
4	Examine the impacts of law on environment and stakeholders					K5
5	Analyze the necessity of tourism law in the present scenario					K4
K1 -Remember; K2- Understand; K3-Apply; K4 -Analyze; K5 -Evaluate; K6 – Create						
Unit:1	Dynamics Of Business And Its Environment				12hours	
Technological, Political, Social And Cultural Environment - Corporate Governance And Social Responsibility - Ethics In Business - Economic Systems And Management Structure - Family Management To Professionalism - Resource Base Of The Economy - Land, Forest, Water, Fisheries, Minerals - Environmental Issues						
Unit:2	Infrastructure				12hours	
Economic- Social, Demographic Issues, Political Context - Productivity Factors, Human Elements And Issues For Improvement - Global Trends In Business And Management - MNCs - Foreign Capital And Collaboration - Trends In Indian Industry - The Capital Market Scenario.						
Unit:3	Law Of Contract				12hours	
Agreement - Offer - Acceptance - Consideration - Capacity Of Contract Contingent Contract - Quasi Contract - Performance - Discharge - Remedies To Breach Of Contract - Partnership - Sale Of Goods - Law Of Insurance - Negotiable Instruments - Notes, Bills, Cheques - Crossing - Endorsement - Holder In Due Course - Holder In Value - Contract Of Agency						
Unit:4	Company				12hours	

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Formation - Memorandum - Articles - Prospectus - Shares - Debentures -Directors - Appointment - Powers And Duties - Meetings - Proceedings – Management - Accounts - Audit - Oppression And Mismanagement - Winding Up.		
<b>Unit:5</b>	<b>Factory Act</b>	<b>12hours</b>
Licensing And Registration Of Factories, Health, Safety And Welfare Measures - Industrial Disputes Act – Objects And Scope Of The Act, Effects Of Industrial Dispute, Administration Under The Act- Minimum Wages Act - Workmen Compensation Act		
	<b>Total Lecture hours</b>	<b>60 hours</b>
<b>References</b>		
1. Pathak, LEGAL ASPECTS OF BUSINESS, Tata Mcgraw- Hill Publishing Company Limited, New Delhi, 2010. 2. Keith-davis& William Frederick, BUSINESS AND SOCIETY, McgrawHill, Tokyo. 3. M.M. Sulphery& Az-Har Basheer, LAWS FOR BUSINESS, Phi Learning Pvt. Ltd. Delhi, 2011 4. Maheswari&Maheswari, MERCANTILE LAW, Himalaya Publishing House. Mumbai 5. Rudder dutt& Sundaram, INDIAN ECONOMY, Vikas Publishing House, New Delhi. 6. Veena Keshav Pailwar, ECONOMIC ENVIRONMENT OF BUSINESS, PHI Learning Pvt. Ltd, New Delhi, 2010		
Course Designed By:		
Board of Studies, Department of Tourism Management, VikramaSimhapuri University		

Mapping with Programme Outcomes										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	2	3	3	3	3	3
CO2	3	3	3	3	3	3	1	3	3	2
CO3	3	3	3	3	3	3	3	3	1	3
CO4	2	3	3	3	3	2	3	3	3	3
CO5	3	3	2	3	3	3	2	3	3	3

\*3-High; 2-Medium; 1-Low

  
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 58TH NELLORE, ANDHRA PRADESH, INDIA, PIN-524520



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Syllabus for Master of Business Administration (Tourism Management) (2 Year Course) for V.S.  
 University Constituent College, Nellore with effect from the Academic Year 2017-2018

Course code	17RMBAD107	ICT FOR MANAGERS	L	T	P	C
Practical	PRACTICAL-I		2		2	4
Pre-requisite	Familiarize the students with the concepts of information & communication technology		Syllabus Version		2017	
Course Objectives:						
The main objectives of this course are to:						
1. Understand the technological innovations in travel and tourism industry						
2. Make the students aware of the technological applications in travel and tourism deliverables						
3. Understand the significance of technology.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	List out various technologies and its uses in travel and tourism industry					K1
2	Describe a framework for virtual tourism					K6
3	Understand the scope of technological application in travel and tourism industry					K2
4	Analyze the effectiveness of various technologies in decision making process					K4
5	Ability to calculate the fair construction methods					K5
K1 -Remember; K2- Understand; K3-Apply; K4 -Analyze; K5 -Evaluate; K6 – Create						
Unit:1 Fundamentals of Computer& Internet 12hours						
CPU, Computer Memory and Mass storage devices, Computer Hierarchy, Input Technologies, Output Technologies, Network technologies, Technology and applications of: Internet, Intranet, Host, Server, Client, E Mail Account Creation, WWW, http						
Unit:2 Computer Software 12hours						
Application and System Software, Programming Languages and their Classification, Assemblers, Compilers and Interpreters, Process of Software Development, Operating Systems- Functions of Operating Systems, Types of Operating Systems (Batch Processing, Multitasking, Multiprogramming and Real time Systems) Database Management Systems Concepts, Types of Data Models						
Unit:3 MS-Word 12hours						
Creation of Document- Format Document-Text editing and saving-Organising information with tables and outlines-Mail merge-Publishing documents on Web						
Unit:4 MS Excel 12hours						




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Creating and editing worksheets-Cell formatting-Creating and using formulas and functions-Use of Macros -Sorting and querying data-Working with graphs and charts.		
<b>Unit:5</b>	<b>MS Power Point</b>	<b>12hours</b>
Creation of slides-Use of templates and slide designs for creating power point slides- use of drawings and graphics.Developing a Professional presentation on Business Plans, Institutions, Products, People etc.,		
<b>Total Lecturehours</b>		<b>60 hours</b>
<b>References</b>		
<ul style="list-style-type: none"> <li>• Foundations of IT, Dhiraj Sharma, Excel books.</li> <li>• Basics of Computer Sciences, Behrouz Forouzan, Firoz Mosharraf, Cengage.</li> <li>• Foundation of Information Technology, Alexis Leon, Mathews Leon, Leon Vikas.</li> <li>• Information Technology for Management, Ramesh Behi, Mc Graw Hill.</li> <li>• Introduction to Computers and Communications, Peter Norton-Sixth Edition-Tata McGraw Hill.</li> <li>• V.Rajaraman-Introduction to Information Technology, Prentice Hall India.</li> <li>• Information Technology and theory Aksoy, Cengage Learnings..</li> <li>• Cox et all- 2007 Microsoft Office System Step-by- Step, First Edition, PHI.</li> <li>• David Whigam-Business Data Analysis Using Excel, First Edition, Oxford University Press.</li> <li>• Alexisleon ,TMH, 2008 ,Enterprise resource planning.</li> <li>• The Oxford Hand Book of Internet studies, William.H.Dulton, Oxford.</li> </ul>		
Course Designed By:		
Board of Studies, Department of Tourism Management, VikramaSimhapuri University		

Mapping with Programme Outcomes										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	2	3	3	3	2
CO2	3	3	3	3	3	3	3	3	2	3
CO3	3	3	3	3	3	3	3	1	3	3
CO4	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	2	3	1	3	3	3	3

\*3-High; 2-Medium; 1-Low

  
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Syllabus for Master of Business Administration (Tourism Management) (2 Year Course) for V.S.  
 University Constituent College, Nellore with effect from the Academic Year 2017-2018

Course code	17RMBAD108	HUMAN VALUES & PROFESSIONAL ETHICS-I	L	T	P	C
Audit Course		AUDIT - I	4			4
Pre-requisite		Familiarize the students with the ethics, personality, leadership and way of living concepts	Syllabus Version		2017	
Course Objectives:						
The main objectives of this course are to:						
1. Know the meaning and importance of values and ethics						
2. Understand the need of ethics in tourism						
3. Know the advantages being ethical and value oriented.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Know and describe the importance of values and ethics in human life					K2
2	Know the ethical guidelines effectively					K2
3	Formulate the ethical norms					K3
4	Understand the global code of ethics					K2
5	Assess the role of national and international organizations in framing ethical guidelines					K4
K1 -Remember; K2- Understand; K3-Apply; K4 -Analyze; K5 -Evaluate; K6 – Create						
Unit:1						
Unit:1		Definition and Nature of Ethics			12hours	
Its relation to Religion, Politics, Business, Law, Medicine and Environment. Need and Importance of Professional Ethics - Goals - Ethical Values in various Professions (Theory only)						
Unit:2						
Unit:2		Nature of Values			12hours	
Good and Bad, Ends and Means, Actual and potential Values, Objective and Subjective Values, Analysis of basic moral concepts- right, ought, duty, obligation, justice, responsibility and freedom, Good behavior and respect for elders, character and conduct(Theory only)						
Unit:3						
Unit:3		Individual and Society			12hours	
Ahimsa (Non-Violence), Satya (Truth), Brahmacharya (Celibacy), Asteya (Non Possession) and Aparigraha (Non-stealing). Purusharthas (Cardinal virtues) - Dharma (Righteousness), Artha (Wealth), Kama (Fulfillment Bodily Desires), Moksha (Liberation) (Theory only)						
Unit:4						
Unit:4		Bhagavd Gita			12hours	

  
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University Constituent College, Nellore with effect from the Academic Year 2017-2018

(a) Niskama Karma, (b) Buddhism – The Four Noble Truths – Arya astangamarga, (c) Jainism - Mahavratas and Anuvratas. Values Embedded in Various Religions, Religious Tolerance, Gandhian Ethics. (Theory only)		
<b>Unit:5</b>	<b>Crime and Theories of Punishment</b>	<b>12hours</b>
(a) Reformative, Retributive and Deterrent, (b) Views on Manu and Yajnavalkya (Theory only)		
	<b>Total Lecture hours</b>	<b>60 hours</b>
<b>References</b>		
1. Johns S Mackenjie: A Manual of ethics 2. "The Ethics of Management" by Larue Tone Hosmer, Richard D. Irwin Inc. 3. Management Ethics – Integrity at work by Joseph A. Petrick and John F. Quinn, Response Books, New Delhi. 4. "Ethics in Management" by S.A. Shelekar, Himalaya Publishing House. 5. Harold H. Titus: Ethics for Today 6. Maitra, S.K: Hindu Ethics 7. William Lilly: Introduction to Ethics 8. Sinha: A Manual of Ethics 9. Manu: Manava Dharma Sastra or the Institute of Manu: Comprising the Indian System of Duties: Religious and Civil (ed) G.C. Houghton. 10. Sasruta Samhita: Tr. KavirajKunjanlal, KunjanlalBrishagratha, Chowkamba Sanskrit Series, Vol I, II and III, Varanasi, Vol I PP, 16-20, 21-32 and 74-77 only. 11. Charaka Samhita: Tr. Dr. Ram Karan Sarma and Vaidya Bhagavan Dash, Chowkambha Sanskrit Series Office. Varanasi I, II, III Vol I PP 183-191. 12. Ethics, Theory and Contemporary Issues. Barbara Mackinnon, Wadsworth/Thomson Learning, 2001. 13. Analyzing Moral Issues, Judith A. Boss, Mayfield Publishing Company, 1999.		
Course Designed By:		
Board of Studies, Department of Tourism Management, VikramaSimhapuri University		

Mapping with Programme Outcomes										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	3	3	2
CO2	3	3	3	3	3	3	3	3	2	3
CO3	3	3	2	3	3	3	1	3	3	3
CO4	3	3	3	3	3	2	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3	3

\*3-High; 2-Medium; 1-Low

  
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 University Constituent College, Nellore with effect from the Academic Year 2017-2018

Course code	17RMBAD201	OPERATIONS RESEARCH	L	T	P	C
Mandatory Core		CORE - III	4			4
Pre-requisite		Familiarize the students to create implementable solutions to complex business challenges	Syllabus Version		2017	
Course Objectives:						
The main objectives of this course are to:						
1. Learn the meaning of operations research						
2. Understand the need of operations research in tourism sector.						
3. Identify the methods of tourism research.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Describe the importance of operations research					K6
2	Classify the different types of operations research					K4
3	Choose the best method for tourism research					K2
4	Illustrate the data with suitable statistical tools					K5
5	Understand the significance of hypothesis					K2
K1 -Remember; K2- Understand; K3-Apply; K4 -Analyze; K5 -Evaluate; K6 – Create						
Unit:1	Quantitative Analysis					12hours
Nature and scope – Quantitative analysis as a frame wok for managerial decisions – Analyzing and defining the problem, developing a model, selecting the inputs, coming up with a solution, quantifying the model and the solution, putting the model to work, Relationship between the quantitative specialist and the manager, Typical applications of Operations Research.						
The Linear Programming Problem – Introduction, formulation of Linear Programming problem, Limitations of L.P, Graphical solution to L.P.P, Simplex Method, Artificial variable techniques, two phase Method, Variants of the Simplex Method						
Unit:2	Transportation Problem&Assignment Problem					12hours
Introduction, Transportation Model, finding initial basic feasible solutions, moving towards optimality, Unbalanced Transportation problems, Transportation problems with maximization, degeneracy.						
Introduction, Mathematical formulation of the problem, Solution of an Assignment problem, Hungarian Algorithm, Multiple Solution, Unbalanced Assignment problems, Maximization in Assignment Mode						

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Mapping with Programme Outcomes										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	2	3	3	1	3	3	3	3
CO2	3	3	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3	2	3
CO4	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	2	3	3	2	3	3

\*3-High; 2-Medium; 1-Low

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**Pricing Strategy:** objectives of pricing – pricing methods- selecting the final price, adopting price, initiating the price cuts, initiating price increases – responding to competitor’s price changes.

**Marketing Communications:** the communication process – communication mix – managing advertising sales promotion –public relations and direct marketing – sales force objectives – sales force structure and size – sales force compensation.

<b>Unit:4</b>	<b>Sales and Distribution managements</b>	<b>12hours</b>
sales and distribution functions – channel management and decision –types of Retailers –trend in retailing – growth and trend in Wholesalers –sales force and sales agents – advantages and disadvantages.		
<b>Unit:5</b>	<b>Introducing New Market Offerings</b>	<b>12hours</b>
Managing a holistic marketing organization – marketing implementation, evaluation and control- marketing audit		
	<b>Total Lecture hours</b>	<b>60 hours</b>

**References**

1. Philip kotler, Kevin Lane Keller, Abraham Koshy &Mithileswar Jha Marketing :**Management – A South Asian Perspective**( Pearson Education)
2. Philip Kotler, Gary Armstrong, Prafulla Y. Agnihotri & Ehsan ul Haque: **Marketing Management – A South Asian Perspective** (Pearson Education)
3. William D. Perreault, Jr. E. Jerome McCarthy :**Basic Marketing – A Global Management Approach** (Tata McGraw Hill)
4. John A. Quelch & V. Kasturi Rangan:**Marketing Management – Text and Cases** (Tata McGraw Hill)
5. P.K. Agarwal :**Marketing Management – An Indian perspective** (Pragati Prakasham)
6. S.S. Sherlekar:**Marketing Management** (Himalaya )
7. MC Carthy , Perrault, Qvester: **Basic Marketing – A Managerial Approach** ( IRWIN)

Course Designed By:

Board of Studies, Department of Tourism Management, VikramaSimhapuri University

  
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Course code	17RMBAD202	BUSINESS RESEARCH METHODS	L	T	P	C
Mandatory Core		CORE - IV	4			4
Pre-requisite		Familiarize the students to research concepts and research related orientation	Syllabus Version		2017	
Course Objectives:						
The main objectives of this course are to:						
1. Understand the importance of tourism research						
2. Learn the methods of carrying out tourism research						
3. Aware of research techniques						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Describe the meaning of research					K6
2	Understand the need of tourism research					K2
3	Apply advanced techniques in tourism research					K5
4	Classify the qualitative and quantitative techniques					K4
5	Compile various resources for making report					K5
K1 -Remember; K2- Understand;K3-Apply;K4 -Analyze;K5 -Evaluate;K6 – Create						
Unit:1						
Introduction Business Research			12hours			
Definition-Types of Business Research. Scientific Investigation: The Language of Research: Concepts, Constructs, Definitions, Variables, Propositions and Hypotheses, Theory and Models. Information needs of Business – Technologies used in Business Research: The Internet, E-mail, Browsers and Websites. Role of Business Research in Managerial Decisions. Ethics in Business Research.						
Unit:2						
The Research Process: Problem Identification			12hours			
Problem Identification: Broad Problem Area-Preliminary Data Gathering. Literature Survey - Online Data Bases Useful for Business Research - Hypothesis Development - Statement of Hypothesis- Procedure for Testing of Hypothesis. The Research Design: Types of Research Designs: Exploratory, Descriptive, Experimental Designs and Case Study -Measurement of Variables- Operational Definitions and Scales- Nominal and Ordinal Scales- Rating Scales- Ranking Scales- Reliability and Validity.						
Unit:3						
Collection and Analysis of Data			12hours			
Primary Sources of Data- Secondary Sources of Data - Data Collection Methods- Interviews: Structured Interviews and Unstructured Interviews-Face to face and Telephone Interviews. Observational Surveys: Questionnaire Construction: Organizing Questions- Structured and Unstructured Questionnaires – Guidelines for Construction of Questionnaires.						



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 University Constituent College, Nellore with effect from the Academic Year 2017-2018

<b>Unit:3</b>	<b>Sequencing</b>	<b>12hours</b>
Job sequencing, Johnsons Algorithm for n Jobs and Two machines, n Jobs and Three Machines, n jobs through m machines, Two jobs and m Machines Problems. <b>Game Theory:</b> Concepts, Definitions and Terminology, Two Person Zero Sum Games, Pure Strategy Games (with Saddle Point), Principal of Dominance, Mixed Strategy Games (Game without Saddle Point), Significance of Game Theory in Managerial Application.		
<b>Unit:4</b>	<b>Waiting Lines</b>	<b>12hours</b>
Introduction – Characteristics– poison arrivals – exponential service times – Types of waiting lines models - Single channel and multichannel problems		
<b>Unit:5</b>	<b>Project Management</b>	<b>12hours</b>
Rules for drawing the network diagram, Application of CPM and PERT techniques in project planning and control; Crashing and resource leveling of operations.		
<b>Total Lecture hours</b>		<b>60 hours</b>
<b>References</b>		
1. Operations Research / S.D.Sharma-Kedarnath 2. Introduction to O.R/Hiller & Libermann (TMH). 3. Operations Research /A.M.Natarajan,P.Balasubramani,A. Tamilarasi/Pearson Education. 4. Operations Research: Methods & Problems / Maurice Saseini, ArhurYaspan& Lawrence Friedman, Pearson 5. Quantitative Analysis For Management/ Barry Render, Ralph M. Stair, Jr and Michael E. Hanna/ 6. Operations Research / R.Pannerselvam, PHI Publications. 7. Operations Research / Wagner/ PHI Publications.		
Course Designed By:		
Board of Studies, Department of Tourism Management, VikramaSimhapuri University		

MappingwithProgrammeOutcomes										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	2	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3	3	2
CO3	3	3	3	3	3	3	3	2	3	3
CO4	3	3	2	3	3	2	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3	3

\*3-High; 2-Medium; 1-Low

  
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**VIKRAMA SIMHAPURI UNIVERSITY::NELLORE**  
**DEPARTMENT OF TOURISM MANAGEMENT**

Syllabus for Master of Business Administration (Tourism Management) (2 Year Course) for V.S.  
 University Constituent College, Nellore with effect from the Academic Year 2017-2018

Course code	17RMBAD203	MARKETING MANAGEMENT	L	T	P	C
Compulsory Foundation		FOUNDATION - IV	4			4
Pre-requisite		Familiarize the students with marketing concepts which drives business success by finding the best ways to reach out to customers and grow sales	Syllabus Version		2017	
Course Objectives:						
The main objectives of this course are to:						
1. Familiarize the marketing concepts						
2. Make the learners to apply marketing functions in tourism sector						
3. Design destination specific marketing strategies						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Describe the importance of marketing for tourism and allied sectors					K6
2	Learn about market segments					K2
3	Design new tourism products					K3
4	Develop successful publicity campaigns					K4
5	Evaluate the success of marketing strategies					K5
K1 -Remember; K2- Understand; K3-Apply; K4 -Analyze; K5 -Evaluate; K6 – Create						
Unit:1	Definition, importance and scope of Marketing				12hours	
Company orientation towards Marketing - Core Concepts of marketing – Marketing Management Tasks – Indian Marketing Environment: Demographic, Economic, Socio-Cultural, Politico-Legal and Technological Environment – Marketing and Customer Value - Corporate Strategic Planning – Marketing Research Process – Forecasting and Demand Measurement – Consumer Behavior – Market Segmentation – Market Targeting – Brand Positioning.						
Unit:2	Product strategy				12hours	
Product concept – product characteristics and classifications –differentiation – Product and brand relationships – packaging, labelling, warranties and guarantees.- product life cycle and marketing strategies- new product development process– branding- brand equity - trademark.-significance of marketing of services						
Unit:3	Pricing Strategy&Marketing Communications				12hours	

  
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**DEPARTMENT OF TOURISM MANAGEMENT**

Syllabus for Master of Business Administration (Tourism Management) (2 Year Course) for V.S.  
 University Constituent College, Nellore with effect from the Academic Year 2017-2018

<b>Unit:4</b>	<b>Data Analysis</b>	<b>12hours</b>
An overview of Descriptive, Associational and Inferential- Statistical Measures.		
<b>Unit:5</b>	<b>The Research Report</b>	<b>12hours</b>
Research Reports-Components-The Title Page-Table of Contents-The Executive Summary-The Introductory Section-The Body of the Report-The Final Part of the Report- Acknowledgements – References-Appendix - Guidelines for Preparing a Good Research report Oral Presentation- Deciding on the Content-Visual Aids-The Presenter-The Presentation and Handling Questions		
	<b>Total Lecturehours</b>	<b>60 hours</b>
<b>References</b>		
<ul style="list-style-type: none"> <li>• Research Methods for Business–A Skill Building Approach, Uma Sekaran, John Wiley &amp; Sons (Asia) Pte.Ltd, Singapore.</li> <li>• Business Research Methods, Donald R Cooper and Pamela S Schindler,9/e,Tata McGraw-Hill Publishing Company Limited.</li> <li>• Business Research Methods 8e, Zikmund- Babin-Carr- Adhikari-Griffin-Cengage learning.</li> <li>• Methodology and Techniques of Social Science Research, Wilkinson &amp; Bhandarkar, Himalaya Publishing House.</li> <li>• Research Methodology – methods &amp; Techniques, C.R. Kothari, Vishwa prakashan.</li> <li>• An Introduction to Management for Business Analysis, Speegal, M.R., McGraw Hill</li> <li>• Research Methodology in Management , Michael, V.P., Himalaya Publshing House.</li> <li>• Research Methodology, Dipak Kumar.Bhattacharya,Excel Books.</li> <li>• Research Methodology(Concepts and cases) Deepak Chawla NeenaSondhi-Vikas publishing.</li> <li>• Business Research Methods- Alan Broman, Emma Bell 3e, Oxford university.</li> </ul>		
Course Designed By:		
Board of Studies, Department of Tourism Management, VikramaSimhapuri University		

Mapping with Programme Outcomes										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	2	3	3	3	3	3
CO2	3	3	3	3	3	3	2	3	3	3
CO3	3	3	3	3	3	3	3	3	2	3
CO4	3	3	3	3	3	3	3	3	3	3
CO5	3	3	1	3	3	2	3	3	3	2

\*3-High; 2-Medium; 1-Low

*(Signature)*

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 University Constituent College, Nellore with effect from the Academic Year 2017-2018

<b>Unit:4</b>	<b>Capital budgeting (Numerical Problems)</b>	<b>12hours</b>
Cash flows - traditional methods, discounted cash flow methods, risk analysis, real options leasing.		
<b>Unit:5</b>	<b>Dividend decisions, influencing factors, forms and special dividends</b>	<b>12hours</b>
Walter, Gordon and MM models (Numerical Problems) Linter's model dividend practices in India. Buy back of shares, taxation of dividends and capital gains. Working capital Management (Numerical Problems): Operating cycle estimation (Numerical Problems), cash, inventory and receivables management (Numerical Problems).		
	<b>Total Lecture hours</b>	<b>60 hours</b>
<b>References</b>		
<ol style="list-style-type: none"> <li>1. Srivastava R, Anil A: <b>Financial Management ( Oxford )</b></li> <li>2. I.M.pandey:<b>Financial Management (Vikas )</b></li> <li>3. Prasanna Chandra:<b>Financial Management – Theory and Practice (Tata McGraw Hill)</b></li> <li>4. Pandey &amp;Bhat:<b>Cases in Financial Management (Tata McGraw Hill)</b></li> <li>5. Khan &amp;Jain:<b>Financial Management (Tata McGraw Hill)</b></li> <li>6. Brealey Myers: <b>Principles of Corporate Finance (Tata McGraw Hill)</b></li> </ol>		
Course Designed By:		
Board of Studies, Department of Tourism Management, VikramaSimhapuri University		

<b>Mapping with Programme Outcomes</b>										
<b>Cos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>
<b>CO1</b>	3	3	3	3	3	3	3	3	1	3
<b>CO2</b>	3	3	3	3	2	3	3	3	3	3
<b>CO3</b>	3	3	2	3	3	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3	3	3	3	3	3
<b>CO5</b>	3	3	3	2	3	2	3	3	3	3

\*3-High; 2-Medium; 1-Low



  
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Syllabus for Master of Business Administration (Tourism Management) (2 Year Course) for V.S.  
 University Constituent College, Nellore with effect from the Academic Year 2017-2018

Course code	17RMBAD204	FINANCIAL MANAGEMENT		L	T	P	C
Compulsory Foundation		FOUNDATION - V		4			4
Pre-requisite		Familiarize the students to gain knowledge on financial planning and assists in acquiring and managing funds		Syllabus Version		2017	
Course Objectives:							
The main objectives of this course are to:							
1. Understand the goals and functions of finance.							
2. Able to know various financial statement analyses.							
3. Learn about financial decisions.							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Remember various functions of finance.						K1
2	Familiarize capital structure and components.						K3
3	Understand the value of finance in tourism management						K2
4	Able to understand working capital management.						K2
5	Gain the basic knowledge on the role of Indian finance system.						K5
K1 -Remember; K2- Understand; K3-Apply; K4 -Analyze; K5 -Evaluate; K6 – Create							
Unit:1							
Unit:1		Goal of Financial Management				12hours	
Fundamental Principles – Time value of money – Discounting, compounding - Risk-return trade off- Finance Function-Financial Decisions. Financial markets -intermediaries.							
Unit:2							
Unit:2		Financial Statement Analysis (Numerical Problems)				12hours	
Analysis of Balance Sheet; Profit & Loss Account, Ratio analysis (Numerical Problems), common size analysis, cash flow statement, operating, financial, and combined leverage.							
Unit:3							
Unit:3		Cost of debt (Numerical Problems), cost of equity (Numerical Problems)				12hours	
dividend capitalization, CAPM, cost of preference shares (Numerical Problems), weighted average and multiple costs of capital (Numerical Problems) – valuation of bonds and shares. Capital structure planning – EBIT – EPS analysis (Numerical Problems), risks of financial leverage – margin of safety, interest and debt service. Long term sources of Finance: venture capital..							





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 University Constituent College, Nellore with effect from the Academic Year 2017-2018

Outsourcing, Introduction and Essentials of worklife, Productivity concepts in context to HRM, Total Quality Management, Kaizen, Quality circles

	<b>Total Lecture hours</b>	<b>60 hours</b>
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**References**

- Human Resource Management, Aswathappa, 4th Edition, TMH 2006
- Human Resource Management, Noe A. Raymond, John Hollenbeck, Barry Gerhart and Patrick Wright, Tata McGraw Hill.
- Human Resource Management, Ian Beardwell & Len Holden-Macmillan India Ltd.
- Personnel and Human Resource Management – Text and cases, Subbarao, Himalaya.
- Managing Human Resources: Productivity, quality of work life, profits- Wayne F. Cascio TMH.
- Strategies HRM by Rajeev Lochan Dhar, Excel Books.
- Human Resource Management, Text and Cases, VSP Rao, Excel Books 2006.

Course Designed By:


Board of Studies, Department of Tourism Management, VikramaSimhapuri University

**Mapping with Programme Outcomes**

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	2	3	3	3	3	3
CO2	3	3	3	3	3	3	3	1	3	3
CO3	3	3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3	3	3
CO5	3	3	2	3	3	3	3	3	2	3

\*3-High; 2-Medium; 1-Low



  
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Syllabus for Master of Business Administration (Tourism Management) (2 Year Course) for V.S.  
 University Constituent College, Nellore with effect from the Academic Year 2017-2018

Course code	17RMBAD205	HUMAN RESOURCES MANAGEMENT	L	T	P	C
Compulsory Foundation		FOUNDATION - VI	4			4
Pre-requisite		Familiarize the students with the concepts of human resource management	Syllabus Version		2017	
Course Objectives:						
The main objectives of this course are to:						
1. Understand the functions of HRM						
2. Know the need of HRM						
3. Understand the HR planning.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understand the functions of HRM					K2
2	Classify recruitment methods					K4
3	Know the importance of training					K2
4	Estimate the benefits of work force					K4
5	Formulate suitable strategies for managing human resources					K5
K1 -Remember; K2- Understand; K3-Apply; K4 -Analyze; K5 -Evaluate; K6 – Create						
Unit:1 Introduction 12hours						
Evolution and growth-Personnel Management-HRM- concepts& Significance of HRM, functions of HRM, Principles and objectives,policies and practices, Strategies of HRM.						
Unit:2 Designing and Developing of HR systems 12hours						
Human Resource Planning, Job Analysis, Job Evaluation, Job Design, Job Enlargement, Job Rotation, Job Enrichment, Recruitment, Selection, Placement, Induction, Transfer and Promotion, Separation						
Unit:3 Compensation Management 12hours						
Introduction, objectives, influencing factors,different forms of employee compensation.						
Unit:4 Human Resource Development 12hours						
Concepts, Different Techniques, Development function, Training and Development, Performance Appraisal & career Development						
Unit:5 Industrial Relations 12hours						

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 University Constituent College, Nellore with effect from the Academic Year 2017-2018

Scheduling In Job, Shop Type Production, Shop- Loading, Assignment and Sequencing, Scheduling In Mass, Line of Balance, Methods of Production Control ,World class production		
<b>Unit:4</b>	<b>Work Study &amp; quality management</b>	<b>12hours</b>
Method Study, Work measurement, Work Design, Job Design, Work Sampling, Industrial Engineering Techniques. Economics of Quality Assurance Inspection and Quality Control, Acceptance Sampling, Theory of control charts, control charts for variables and control charts for attributes -Total Quality Management - ISO 9000 series standards, Six Sigma.		
<b>Unit:5</b>	<b>Productivity</b>	<b>12hours</b>
Basic Concepts, Productivity Cycle, Productivity Engineering and Management, Total Productivity Model.		
	<b>Total Lecturehours</b>	<b>60 hours</b>
<b>References</b>		
<ol style="list-style-type: none"> <li>1. Operations Management and control, Biswajit Banerjee-S.Chand.</li> <li>2. Operations Management, James R.Evans and David A.Collier, Cengage.</li> <li>3. Production and Operations Management, R. Panneerselvam: PHI Learning Private Ltd.</li> <li>4. Production Management ,Martand T Telsang-S.Chand</li> <li>5. Operations Management for Competitive Advantage, Chase, Aquilano, Jacobs: Tata McGraw Hill.</li> <li>6. Modern Production/Operations Management, Elwood S.Buffa and Rakesh K.Sarin, Wiley</li> <li>7. Production and Operation Management, Aswathappa K Himalaya Publishing House.</li> <li>8. Production and Operations Management, SN Chary, Tata McGraw Hill, New Delhi.</li> <li>9. Operations Management, Mahadevan, Pearson Education, New Delhi.</li> <li>10. Production and Operations Management-Text and Cases, Upendra Kachru, Excel Books.</li> </ol>		
Course Designed By:		
Board of Studies, Department of Tourism Management, VikramaSimhapuri University		



  
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Syllabus for Master of Business Administration (Tourism Management) (2 Year Course) for V.S.  
 University Constituent College, Nellore with effect from the Academic Year 2017-2018

Course code	17RMBAD206	PRODUCTION & OPERATIONS MANAGEMENT	L	T	P	C
Compulsory Foundation		FOUNDATION - VII	4			4
Pre-requisite		Familiarize the students with production and operations concepts which helps them effectively manage, control and supervise goods, services and people	Syllabus Version		2017	
Course Objectives:						
The main objectives of this course are to: 1. Understand the significance of production and operations in business management. 2. Know the current trend sand practices in the manufacturing sector 3. Develop adequate knowledge and skills applicable to travel industry						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Know evolution and historical view of production and operations					K6
2	Understand the difference between production and operations.					K2
3	Distinguish between different types of facility layouts.					K4
4	Familiarize with the concept of quality management.					K3
5	Know about ISO standards.					K2
K1 -Remember; K2- Understand; K3-Apply; K4 -Analyze; K5 -Evaluate; K6 – Create						
Unit:1						
Unit:1		Introduction			12hours	
Overview of Production and Operations Management (POM) Function, Historical Development of POM, POM scenario Today. Product and Process Design - Product and Process Development, Manufacturing Process Technology, CAD/CAM analysis						
Unit:2						
Unit:2		Facilities Management &Aggregate Planning			12hours	
Location of Facilities, Layout of Facilities, Optimization of Product/Process Layout, Flexible Manufacturing and Group Technology : Aggregate planning - Preparation of aggregate demand Forecast, Specification of Organisational Policies For Smoothing Capacity Utilization, Determination of feasible Production Alternatives						
Unit:3						
Unit:3		Scheduling			12hours	

  
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**DEPARTMENT OF TOURISM MANAGEMENT**

Syllabus for Master of Business Administration (Tourism Management) (2 Year Course) for V.S.  
University Constituent College, Nellore with effect from the Academic Year 2017-2018

Mapping with Programme Outcomes										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	3	3	2
CO2	3	3	3	3	1	3	3	3	3	3
CO3	3	3	3	3	3	3	2	3	3	3
CO4	3	3	3	2	3	3	3	3	3	3
CO5	3	3	3	3	3	2	3	3	3	3

\*3-High; 2-Medium; 1-Low

  
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Syllabus for Master of Business Administration (Tourism Management) (2 Year Course) for V.S.  
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Course code	17RMBAD208	ICT LAB & COMPREHENSIVE VIVA	L	T	P	C
Practical		PRACTICAL - II			4	4
Pre-requisite		Familiarize the students with the concepts of information & communication technology	Syllabus Version		2017	
Course Objectives:						
The main objectives of this course are to:						
1. Understand the technological innovations in travel and tourism industry						
2. Make the students aware of the technological applications in travel and tourism deliverables						
3. Understand the significance of technology						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	List out various technologies and its uses in travel and tourism industry					K1
2	Describe a frame work for virtual tourism					K6
3	Understand the scope of technological application in travel and tourism industry					K2
4	Analyse the effectiveness of various technologies in decision making process					K4
5	Ability to calculate the fair construction methods					K5
K1 -Remember; K2- Understand;K3-Apply;K4 -Analyze;K5 -Evaluate;K6 – Create						
A total of 60 Practical Hours						
ICT Lab Attendance & Record :15 Marks						
ICT Lab Assignments (10 No.s) : 15 Marks						
Semester End Lab Exam : 20 Marks						
Comprehensive Viva-Voce :50 Marks						
Total :100 Marks						

Mapping with Programme Outcomes										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	2	3	3	3	2
CO2	3	3	3	3	3	3	3	3	2	3
CO3	3	3	3	3	3	3	3	1	3	3
CO4	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	2	3	1	3	3	3	3

\*3-High; 2-Medium; 1-Low

*(Signature)*

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**DEPARTMENT OF TOURISM MANAGEMENT**

Syllabus for Master of Business Administration (Tourism Management) (2 Year Course) for V.S.  
 University Constituent College, Nellore with effect from the Academic Year 2017-2018

Tourism Area Life Cycle (TALC) - Doxey's Index - Demonstration Effect – Push and Pull Theory - Tourism System - Mathieson and Wall Model & Leiper's Model - Stanley Plog's Model of Destination Preferences - Demand and Supply in tourism - Tourism regulations - Present trends in Domestic and Global tourism – MNC's in Tourism Industry		
<b>Unit:4</b>	<b>Tourism Organisations</b>	<b>12 hours</b>
Role and Functions of World Tourism Organization (WTO), Pacific Asia Travel Association(PATA) , World Tourism & Travel Council (WTTC) - Ministry of Tourism, Govt. of India, ITDC, Department of Tourism, Govt. of Puducherry, FHRAI, IHA, IATA, TAAI, IATO		
<b>Unit:5</b>	<b>National Policy on Tourism</b>	<b>12 hours</b>
Overview of Five Year Plans with special reference to Eleventh Five Year Plan for Tourism Development and Promotion, National Action Plan, National Tourism Policy - Code of conduct for safe and Sustainable Tourism for India		
	<b>Total Lecturehours</b>	<b>60 hours</b>
<b>References</b>		
1. Charles R. Goeldner & Brent Ritchie, J.R. (2006), Tourism, Principles, Practices, Philosophies, John Wiley and Sons, New Jersey. 2. Bhatia A.K. (2001), International Tourism Management, Sterling Publishers, New Delhi. 3. Page J. Stephen & Brunt Paul (2007), Tourism- A Modern Synthesis, Thomson Publishers, London. 4. Chuck Y. Gee, James C. Makens & Dexter J. L. Choy (1989), The Travel Industry, Van Nostrand Reinhold, New York. 5. Ray Youell (1998), Tourism-an introduction, Addison Wesley Longman, Essex. 6. Michael M. Coltman (1989), Introduction to Travel and Tourism- An International Approach, Van Nostrand Reinhold, New York. 7. Burkart A.J., Medlik S. (1974), Tourism - Past, Present and Future, Heinemann, London. 8. Sunetra Roday, et al (2009), Tourism Operations and Management, Oxford University Press. Ghosh Bishwanath (2000), Tourism and Travel Management, Vikas Publishing House, New Delhi		
Course Designed By:		
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**DEPARTMENT OF TOURISM MANAGEMENT**

Syllabus for Master of Business Administration (Tourism Management) (2 Year Course) for V.S.  
 University Constituent College, Nellore with effect from the Academic Year 2017-2018

Course code	17RMBAD301	TOURISM PRINCIPLES, POLICIES AND PRACTICES	L	T	P	C
Core Mandatory		CORE-V	4			4
Pre-requisite		The study of various tourism practices	Syllabus Version		2017	
Course Objectives:						
The main objectives of this course are to:						
1. To realize the potential of tourism industry in India;						
2. To understand the various elements of Tourism Management; and						
3. To familiarize with the Tourism policies in the national and international context.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understand the basic concepts of tourism					K2
2	Identify different types of tourism					K4
3	Distinguish different types of tourism and their policies.					K4
4	Familiarize the various impacts of tourism					K5
5	Understand various leading tourism organizations' role on the promotion of tourism					K2
K1 -Remember; K2- Understand; K3-Apply; K4 -Analyze; K5 -Evaluate; K6 – Create						
Unit:1						
Tourism – An Overview		12 hours				
Elements, Nature and Characteristics - Typology of Tourism – Classification of Tourists - Tourism network - Interdisciplinary approaches to tourism - Historical Development of Tourism - Major motivations and deterrents to travel						
Unit:2						
Tourism Industry – Structure and Components		12 hours				
Attractions – Accommodation – Activities – Transportation - F&B – Shopping - Entertainment - Infrastructure and Hospitality – Emerging areas of tourism - Rural, Eco, Medical, MICE, Literary, Indigenous, Wellness, Film, Golf, etc., – Ideals of Responsible Tourism - Alternate Tourism - Case Studies on International Tourism						
Unit:3						
Tourism Impacts		12 hours				


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**DEPARTMENT OF TOURISM MANAGEMENT**

Syllabus for Master of Business Administration (Tourism Management) (2 Year Course) for V.S.  
University Constituent College, Nellore with effect from the Academic Year 2017-2018

Mapping with Programme Outcomes										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	2	3	3	3	2	3
CO2	3	3	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	1	3	3
CO4	3	3	3	3	3	3	3	3	3	3
CO5	3	3	1	3	3	3	2	3	3	2

\*3-High; 2-Medium; 1-Low

  
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Syllabus for Master of Business Administration (Tourism Management) (2 Year Course) for V.S.  
University Constituent College, Nellore with effect from the Academic Year 2017-2018

Course code	17RMBAD302	TOURISM PLANNING AND DEVELOPMENT	L	T	P	C
Core Mandatory	CORE-VI		4			4
Pre-requisite	Enrich students to develop various tour plans and their development		Syllabus Version		2017	
CourseObjectives:						
Themain objectives of this course areto:						
1. To develop an understanding of the basic concepts of tourism planning for public and private sector community and regional tourism development, with an emphasis on ecotourism and nature-based tourism.						
2. To explore the interrelationships between resource management and tourism planning and development.						
3. To understand the tourism policy initiative taken in India.						
ExpectedCourseOutcomes:						
On the successful completionof the course, student will be able to:						
1	Knowthe meaningof tourism policy					K6
2	Analysethe objectivesand strategies oftourismpolicy					K4
3	Understand the planning process of tourism					K2
4	Formulatesustainabletourism planningstrategies					K3
5	Understand budgetaryplanning					K2
K1 -Remember; K2- Understand;K3-Apply;K4 -Analyze;K5 -Evaluate;K6 – Create						
Unit:1	Tourism Planning				12 hours	
Origin, Concept and approaches. Levels and types of tourism planning-Sectoral, Spatial, Integrated, Complex, Centralized and Decentralized. Product life cycle theories and their applicability in tourism planning, Urban and rural tourism planning.						
Unit:2	Tourism Perspectives				12 hours	
Tourism planning and policy perspectives; planning at national, state and regional levels. India's tourism policies						
Unit:3	Tourism Planning Process				12 hours	

  
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Objective setting, Background analysis, Detailed research and analysis, Synthesis, Goal setting and Plan formulation, Evaluation of tourism project-Project feasibility study; Plan implementation, Development and monitoring, Tourism master plan. Tourism impacts and need for sustainable tourism planning: Socio-cultural, Economic and physical, Tourism carrying capacity and environmental impact analysis (EIA).

<b>Unit:4</b>	<b>Tourism Ethics</b>	<b>12 hours</b>
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Business ethics and laws-their relevance and applicability in Travel and Tourism industry. Law and legislation relating to tourist entry, Stay, Departure, Passport, Visa and Health.

<b>Unit:5</b>	<b>Safety Concerns</b>	<b>12 hours</b>
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Tourist safety and security, Preservation and conservation of heritage environment, Archaeological sites and wildlife.

	<b>Total Lecturehours</b>	<b>60 hours</b>
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**References**

1. Indian Tourism Beyond the Millennium - Bezbaruah M.P. (New Delhi)
  2. Tourism: Past Present & Future : Burkart A.J. and Medlik (London, Heinemann)
  3. Essays on Tourism : Chib, Som Nath (New Delhi, Cross Section Publication)
- Tourism


Course Designed By:

Board of Studies, Department of Tourism Management, VikramaSimhapuri University

Mapping with Programme Outcomes										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	2	3	3	3	3
CO2	3	3	3	3	3	3	3	3	3	2
CO3	3	3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	2	3	3	3
CO5	3	3	3	1	3	3	3	3	2	3

\*3-High; 2-Medium; 1-Low



  
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Syllabus for Master of Business Administration (Tourism Management) (2 Year Course) for V.S.  
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Course code	17RMBAD303	TOURISM MARKETING AND DESTINATION DEVELOPMENT	L	T	P	C
Core Mandatory		Core - VII	4			4
Pre-requisite		Enrich students to develop various marketing strategies	Syllabus Version		2017	
Course Objectives:						
The main objectives of this course are to:						
1. To acquaint them with tourism specific marketing skills.						
2. To familiarize them with the contemporary marketing practices.						
3. To facilitate the assessment of the tourism potential of a destination and prepare tourism development plan as well as marketing techniques.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Know the importance of marketing a destination for tourism and allied sectors					K2
2	Learn about competitive positioning of tourism destinations.					K3
3	Design new marketing strategies for destination development.					K6
4	Familiarize with the destination branding practices					K4
5	Introduce advanced analysis and research in the field of destination development					K5
K1 -Remember; K2- Understand;K3-Apply;K4 -Analyze;K5 -Evaluate;K6 – Create						
Unit:1						
Tourism Marketing			12 hours			
Service characteristics of tourism. Unique features of tourist demand and tourism product/Tourism marketing mix -Marketing of Tourism & Related Activities - Trends in Tourism Marketing – Marketing of Destinations, Airlines, Hotels, Resorts, Travel Agencies, Events and other Tourism sub – sectors and products. Developing Marketing Skills for Tourism - Self Motivation – Team Building – Personality Development - Creativity & Innovation– Innovative Products in Tourism International Perspective and Contemporary Trends.						
Unit:2						
Destination Development			12 hours			
Types of destinations, Characteristics of destinations - Destinations and products - Destination Management Systems - Destination planning guidelines - Destination Selection Process - The Values of Tourism. Destination Planning Process and Analysis - National and Regional Tourism Planning and Development - Assessment of tourism potential - Planning for Sustainable Tourism Development - Contingency Planning - Economic, Social, Cultural and Environmental considerations - Demand and supply match - Design and innovations						


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<b>Unit:3</b>	<b>Destination Image Development</b>	<b>12 hours</b>
Attributes of Destinations: Person's determined image, Destination determined image, measurement of destination image - Destination branding perspectives and challenges- Creating the Unique Destination Proposition - Place branding and destination image - Destination image formation process; unstructured image - Product development and packaging - Destination branding and the web - Case Study of Andhra Pradesh as a brand.		
<b>Unit:4</b>	<b>Destination Promotion and Publicity</b>	<b>12 hours</b>
Six 'A's framework for tourism destinations - The dynamic wheel of tourism stakeholders - Destination Marketing Mix - Destination Competitiveness – Distribution Channels- Marketing Communication and Strategies.		
<b>Unit:5</b>	<b>Institutional Support</b>	<b>12 hours</b>
Public Private Partnership (PPP) - National Planning Policies for Destination Development- WTO Guidelines for Planners - Role of urban civic bodies: Town planning -Characteristics of rural tourism planning- Environmental Management Systems – Destination Vision- The focus of Tourism Policy: the competitive sustainable destination - Destination Mapping (practical assignment).		
	<b>Total Lecturehours</b>	<b>60 hours</b>
<b>References</b>		
<ol style="list-style-type: none"> <li>1. C.Gunn (2002), Tourism Planning: Basic, Concepts and Cases, Cognizant Publication.</li> <li>2. Manjula Chaudhary (2010), Tourism Marketing, Oxford University Press, New Delhi</li> <li>3. Nigel Morgan, Annette Pritchard &amp; Roger Pride (2001), Destination branding: Creating the Unique Proposition, Butterworth and Heinemann.</li> <li>4. Richard W.Butler (2006), the Tourism Area Life Cycle: Applications and Modifications, Channel View Publications.</li> <li>5. Claire, Haven Tang &amp; Eleri Ellis Jones (2005), Tourism SMEs, Service Quality and Destination Competitiveness, CABI Publishing.</li> <li>6. Shalini Singh, Dallen J. Timothy &amp; Ross Kingston Dowling (2003), Tourism in Destination Communities, CABI Publishing.</li> </ol> <p>Geoffrey Ian Crouch, J.R. Brent Ritchie &amp; Horst-Herbert G. Kossatz (2003), the Competitive Destination: a Sustainable Tourism Perspective, CABI Publishing.</p>		
Course Designed By:		
Board of Studies, Department of Tourism Management, VikramaSimhapuri University		



  
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University Constituent College, Nellore with effect from the Academic Year 2017-2018

Mapping with Programme Outcomes										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	3	3	3
CO2	3	3	2	3	3	3	3	3	3	3
CO3	3	3	3	3	1	3	3	3	3	2
CO4	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	2	3	3

\*3-High; 2-Medium; 1-Low

  
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Syllabus for Master of Business Administration (Tourism Management) (2 Year Course) for V.S.  
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Course code	17RMBAD304	RESOURCE, ATTRACTION AND PRODUCT IN TOURISM	L	T	P	C
Core Mandatory		Core - VIII	4			4
Pre-requisite		Provide students knowledge on various tourism resources of India	Syllabus Version		2017	
Course Objectives:						
The main objectives of this course are to:						
1. Know the tourism resources of India and their tourism potentiality.						
2. Gain the knowledge about Historical and Archaeological Attractions of India						
3. Inculcate various other tourism attractions of India						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Remember the origin of India’s unique tourism importance					K1
2	Obtain information on archeological, historical and cultural tourism attractions in India					K4
3	Familiarize with natural tourism attractions of India					K3
4	Learn various dynasties and their contributions to the cultural tourism of India					K5
5	Distinguish between man-made and natural attractions in India					K2
K1 -Remember; K2- Understand;K3-Apply;K4 -Analyze;K5 -Evaluate;K6 – Create						
Unit:1						
Unit:1		Introduction	12 hours			
Concept of resource, Attraction and product in tourism. Tourism products: Typology and unique features. Natural Tourism Resources in India: Existing use patterns vis-a-vis potential with relation to varied landforms (mountains, deserts, beaches, coastal areas and Islands), Water bodies and biotic wealth (flora-fauna).						
Unit:2						
Unit:2		Popular Tourist Attractions	12 hours			




  
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<p>Popular tourist destination for land based (soft/hard trekking, ice skiing, mountaineering, desert safaris, car rallies, etc.), water based (rafting, kayaking, canoeing, surfing, water skiing, scuba/snuba diving) and air based (para-sailing, para-gliding, ballooning, hand-gliding and microlighting, etc) tourist activities. Wildlife-Tourism and conservation related issues-Occurrence and distribution of popular wildlife species in India. Tourism in National parks, Wildlife sanctuaries and biosphere reserves (case of Dachigham Corbett / Dudhwa/ Kaziranga/ Kanha/ Gir/ Ranthambor/ Mudumalai/ Sunderbans/ Shivpuri/ Manas/ Nanda Devi/ Valley of flowers reserves). Tourism and nature conservation-Conflicts, Symbiosis and Synergy</p>		
<b>Unit:3</b>	<b>Cultural Tourism Resources of India</b>	<b>12 hours</b>
<p>Indian Culture and society. Indian History-Ancient, Medieval and Modern. Traditions, Customs and costumes; Life style and settlement patterns. Food habits and cuisine. Music, Musical instruments and Dance forms; Drawing and painting; Craftsmanship.</p> <p>Religion/religious observances and important pilgrim destinations. Architectural Heritage-Forts/palaces/other architectural marvels-Location and unique features.</p>		
<b>Unit:4</b>	<b>Sustainable Tourism</b>	<b>12 hours</b>
<p>Meaning, Definition, Global Significance of Sustainable Tourism- Sustainable Tourism Planning; Principles of STP-Basic concepts in Sustainable Design: Climate analysis, Locality analysis and Site analysis - Design for Environment, Socio economic conditions, Culture and Experimental values. Case studies of sustainable tourism planning (Raghurajpur In Odisha ,Kuger National Park Southafrica ) Standardization and Certification for tourism sustainability; ISO 14000 – Role of WTTC, UN-WTO, PATA, UNEP, IUCN in sustainable tourism development need and importance of tourism sustainability.</p>		
<b>Unit:5</b>	<b>Approaches in Sustainable Tourism</b>	<b>12 hours</b>
<p>Ecotourism; Global initiative under Quebec City and Oslo conventions- Responsible Tourism; Concept and Global responses; Cape Town and Kerala Declaration-Community based and Pro poor tourism including STEP. Eco-friendly Practices and Energy waste Management. benefits of sustainable tourism development.</p>		
	<b>Total Lecturehours</b>	<b>60 hours</b>
<b>References</b>		

  
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Syllabus for Master of Business Administration (Tourism Management) (2 Year Course) for V.S.  
University Constituent College, Nellore with effect from the Academic Year 2017-2018

1. Tourism Products of India : Dixit Manoj & CharuSheela, New Royal Publishers (2006) Lucknow
2. A Cultural History of India : A.L. Basham
3. The Wonder that was India : A.L. Basham
4. Cultural Tourism in India : S.P. Gupta, Krishna Lal and Mahua Bhattacharya
5. India – Plan your own holiday: S. Jagannathan
6. Travellers Indian : H.K. Kaul
7. Museums of India : S. Punja
8. The Art of Ancient India : S. Huntington
9. Sustainable Tourism, Salah Wahab and John J. Pigram,
10. Sustainable Development – Economic and Policy, P.K. Rao

Course Designed By:

Board of Studies, Department of Tourism Management, Vikrama Simhapuri University

Mapping with Programme Outcomes										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	2	3	3	3
CO2	3	3	2	3	3	3	3	3	3	3
CO3	3	3	3	3	3	1	3	3	3	3
CO4	3	3	3	3	3	3	3	2	3	3
CO5	3	3	2	3	3	3	3	3	3	3

\*3-High; 2-Medium; 1-Low



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Syllabus for Master of Business Administration (Tourism Management) (2 Year Course) for V.S.  
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Course code	17RMBAD305(F)	RISK MANAGEMENT AND INSURANCE	L	T	P	C
Generic Electives		ELECTIVE-I	4			4
Pre-requisite		Provide students awareness on financial risk management	Syllabus Version		2017	
Course Objectives:						
The main objectives of this course are to:						
1. Gain insights about financial risk management.						
2. Learn measures to reduce risk.						
3. Identify insurance benefits.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Know about various financial services.					K2
2	Understand credit rating and its methods.					K2
3	Able to analyze integrated risk management.					K4
4	Able to Distinguish various insurance contracts.					K5
5	Gain knowledge on employee financial benefits.					K1
K1 -Remember; K2- Understand; K3-Apply; K4 -Analyze; K5 -Evaluate; K6 – Create						
Unit:1	Introduction to Risk				12hours	
Types of Risks facing Business and Individuals, Risk Management Process, Risk Management Methods, Risk Management Techniques. Insurance as a Risk Management: Techniques Principles of Insurance						
Unit:2	Requirements of an Insurance Contract				12hours	
Distinguishes Characteristics of Insurance Contracts, Role of Agents and Brokers. Risk Aversion and Risk Management: by Individuals & Corporations, Loss Control, Types of Loss Control, Optional Loss Control when Costs and Benefits are known.						
Unit:3	Indian Insurance Industry				12hours	
Life Insurance, General Insurance – Growth, Development Role of Insurance in the economy, Regulation of Indian Insurance Business.						
Unit:4	Risk Management and Shareholders Wealth				12hours	
Risk Retention / Reduction Decision, Alternative risk Management, Analysis of insurance coverage: legal aspects of insurance contracts – insurance contract analysis – property and liability coverage						



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<b>Unit:5</b>	<b>Benefit Programs</b>	<b>12hours</b>
Health care financing and health insurance – employee benefit plans– designing issues in employee benefit plan		
<b>Total Lecture hours</b>		<b>60 hours</b>
<b>References</b>		
<ul style="list-style-type: none"> <li>Principles of risk Management &amp; Insurance, George E. Rejda: 9<sup>th</sup> Edition, Pearson Education.</li> <li>Risk Management, (Edited), Prof.K. Ramakrishna Reddy and Prof.P. Murali Krishna, Discovery Publishing house.</li> <li>Principles of Insurance Management, Gulati: Excel.</li> <li>Risk Management &amp; Insurance, Scott E. Harrington Gregory R. Nicholas: TMH.</li> <li>Insurance and Risk Management P.K.Gupta:, Himalaya.</li> <li>Risk management and insurance, Trieschmann, Cengage.</li> <li>Risk Management Insurance and Derivatives, G.Koteswarar: Himalaya.</li> <li>Introduction to Risk Management and Insurance, Dorfman: 8/e, Pearson.</li> </ul>		
Course Designed By:		
Board of Studies, Department of Tourism Management, Vikrama Simhapuri University		

<b>Mapping with Programme Outcomes</b>										
<b>Cos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>
<b>CO1</b>	3	3	3	3	3	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3	2	3	3	3	3
<b>CO3</b>	3	3	3	3	3	3	3	3	3	3
<b>CO4</b>	3	3	2	3	3	3	3	1	3	3
<b>CO5</b>	3	3	3	3	2	3	3	3	3	3

\*3-High; 2-Medium; 1-Low



  
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Syllabus for Master of Business Administration (Tourism Management) (2 Year Course) for V.S.  
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Course code	17RMBAD305(M)	CONSUMER BEHAVIOUR	L	T	P	C
Generic Electives		ELECTIVE-I	4			4
Pre-requisite		Provide Students knowledge on marketing research and consumer behavior	Syllabus Version		2017	
Course Objectives:						
The main objectives of this course are to:						
1. Understand the concept of consumer behaviour, decision making by consumers, behaviour variables and influences on consumer behaviour.						
2. Comprehend the social and cultural dimensions of consumer behaviour, factors impacting attitudes and behaviour.						
3. Arm the budding marketers with an insight of the psychological and behavioural concepts of consumers thus enabling them to achieve their objectives and excel them.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understand concept and overview of consumer behaviour					K2
2	Explore models of consumer behaviour.					K4
3	Explain Individual determinants of consumer behaviour.					K6
4	Understand marketing research and its process.					K2
5	Explore applications of marketing research.					K5
K1 -Remember; K2- Understand; K3-Apply; K4 -Analyze; K5 -Evaluate; K6 – Create						
Unit:1						
Introduction to Consumer Behavior		12hours				
Consumer Behaviour and marketing strategy, understanding consumer and market segments. Evaluation of consumer Behaviour, Consumer analysis and business strategy.						
Unit:2						
Psychological Foundations of Consumer Behaviours		12hours				
Consumer Motivation, Consumer Perception, Personality and Consumer Behavior, Learning and Behavior Modification, Information Processing, Memory Organization and Function, Attitude formation and attitude change.						
Unit:3						
Social and Cultural Environment		12hours				
Economic, Demographic, Cross Cultural and Socio-Cultural Influences, social stratification, Reference Groups and Family influence, Personal influence.						



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<b>Unit:4</b>	<b>Model of Buyer Behaviour and Communication process</b>	<b>12hours</b>
Howard Model, Howard-Sheth Model, EKB Model, Webster and Wind Model and Sheth Industrial Buyer Behavior Model. Components of communication process, designing persuasive communications and diffusion of innovations.		
<b>Unit:5</b>	<b>Consumer Decision Processes and Consumerism</b>	<b>12hours</b>
High and low involvement, pre purchase processes, purchase, post purchase processes, consumption and evaluation, brand loyalty and Repeat Purchase behavior. <b>Consumerism</b> – the roots of consumerism, consumer safety consumer information, environmental concerns, consumer privacy, legislative response.		
<b>Total Lecture hours</b>		<b>60 hours</b>

**References**

1. Schiffman & Kanuk: **Consumer Behaviour** (Prentice Hall of India)
2. Satish K Bhat Shrikazmi: **Consumer Behaviour** (Excel)
3. Blackwell, Miniard & Engel: **Consumer Behaviour** (Thomson)
4. Leon G. Schiffman & Leslie Leaser Karmal: **Consumer Behaviour** (Prentice Hall of India)
5. Jay D Lindquest and M. Joseph Sirgy, Shopper, Buyer and Consumer Behaviour., Biztantra, New Delhi, 2007
6. Ramesh Kumar: **Consumer Behaviour** (Pearson Education)
7. Suja R. Nair: **Consumer Behaviour in Indian Perspective** (Himalaya)

Course Designed By:

Board of Studies, Department of Tourism Management, Vikrama Simhapuri University

**Mapping with Programme Outcomes**

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	3	2	3
CO2	3	3	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	1	3	3	3	3
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Syllabus for Master of Business Administration (Tourism Management) (2 Year Course) for V.S.  
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Course code	17RMBAD305(H)	HUMAN RESOURCE PLANNING	L	T	P	C
Generic Electives		ELECTIVE-I	4			4
Pre-requisite		Provide students to understand the importance of talented pool of employees in the organization	Syllabus Version		2017	
Course Objectives:						
The main objectives of this course are to:						
1. create a critical appreciation and knowledge for understanding the determinants of human resource requirements in the organization						
2. develop a conceptual as well as practical understanding of human resource planning, deployment, maintaining HR information, preparing report on HR performance						
3. familiarize the students with the information system, accounting and audit system required for managing HR functions						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	learn about the importance of hr planning in the organization					K2
2	understand hr information system,audit and accounting system					K2
3	learn about how to retain talented pool of employees in the organization					K5
4	analyze the aspects of talent engagement, retention and career planning of employees.					K4
5	design performance standards for employees					K6
K1 -Remember; K2- Understand; K3-Apply; K4 -Analyze; K5 -Evaluate; K6 – Create						
Unit:1						
Unit:1		Introduction			12hours	
Macro and Micro Level Manpower Planning – Significance – Process – Factors Influencing.						
Unit:2						
Unit:2		Systems Approach to Human Resource Planning			12hours	
Manpower Inventorying – Methods – Manpower Forecasting – Models and Techniques.						
Unit:3						
Unit:3		Recruitment			12hours	
– Sources – Evaluation and Selection – Procedures – Techniques – Factors Influencing Recruitment and Selection , Placement – Induction – Training – Strategies for Orienting New Employees – Career Planning						



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**DEPARTMENT OF TOURISM MANAGEMENT**


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<b>Unit:4</b>	<b>Manpower Utilization</b>	<b>12hours</b>
Indices and Techniques - Factors Affecting Performance, Employee retention – Human resource recruitment – Transfer – Promotion – Job redesign techniques – Job rotation – Job enrichment – Job enlargement		
<b>Unit:5</b>	<b>Staffing Policy</b>	<b>12hours</b>
Downsizing – Retrenchment, Retirement, Redeployment, and Exit Strategy, Human Resource Information System -Human Resource Accounting – Human Resource Auditing – Human Resource Audit Report for Business Improvement		
	<b>Total Lecture hours</b>	<b>60 hours</b>
<b>References</b>		
<ul style="list-style-type: none"> <li>Human Resource Planning, DK Bhattaacharya,Excel.</li> <li>Human Resource System,Udaiprakesh and T.V. Rao,Oxford.</li> <li>Manpower Planning and Development of Human Resources, Thomes H. Patters: John Wiley.</li> <li>Organisation and Manpower Planning, Garden, Me Beath, Business Books</li> <li>Human Resource Planning SrivarsavaMP,Institute of Royal Resource</li> <li>Strategic Human Resource Management,MonicalBelcont-Kenneth J.Mcbey, Cengage.</li> </ul>		
Course Designed By:		
Board of Studies, Department of Tourism Management, VikramaSimhapuri University		

<b>MappingwithProgrammeOutcomes</b>										
<b>Cos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>
<b>CO1</b>	3	3	3	3	3	1	3	3	3	3
<b>CO2</b>	3	3	3	3	3	3	3	3	3	2
<b>CO3</b>	3	3	3	3	3	3	2	3	3	3
<b>CO4</b>	3	3	3	3	3	3	3	3	2	3
<b>CO5</b>	3	3	3	2	3	3	3	3	3	3

\*3-High; 2-Medium; 1-Low



  
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Syllabus for Master of Business Administration (Tourism Management) (2 Year Course) for V.S.  
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Course code	17RMBAD306(F)	FINANCIAL MARKETS AND SERVICES	L	T	P	C
Generic Electives		ELECTIVE-II	4			4
Pre-requisite		Familiarize the student with the financial institutions,markets, and regulations	Syllabus Version		2017	
Course Objectives:						
The main objectives of this course are to:						
1. learn the role of different international financial institutions in the economic development of the country						
2. enables the students to learn the role of primary market, capital market and money market						
3. provide knowledge on the economic development of the nation						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Gain knowledge on various financial institutions of India					K2
2	Familiarize with the banking institutions					K4
3	Understand financial securities					K2
4	Able to distinguish various fund and fee based services					K5
5	Understand the role of RBI					K2
K1 -Remember; K2- Understand; K3-Apply; K4 -Analyze; K5 -Evaluate; K6 – Create						
Unit:1						
Introduction toFinancial system		12hours				
Elements of financial system and economic development,Regulatory and Promotional Institutions - Function and Role of RBI, Monetary Policy and techniques of RBI,						
Unit:2						
The Banking and Non-banking Institutions		12hours				
The public and the private sectors – structure and comparative performance, Bank capital and Banking Innovations, Commercial and Co-operative banks.The Non-banking financial Institutions - Mutual Funds, Growth of Indian Mutual funds and its Regulation. The Role of AMFI, Insurance Companies- Role of IRDA.						
Unit:3						
Financial and securities Markets		12hours				
Primary and Secondary Markets, Structure and functions of Money Market, -Call call money market ,Government Securities Market – T-bills market, Commercial Bills market, Commercial paper and certificate of deposits.Securities markets:- Organization and structure, listing trading and settlement of securities market, , The role and functions of SEBI						
Unit:4						
Fund based services		12hours				

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lease and hire purchase consumer credit and Factoring - Definition, Functions, Advantages, Evaluation, venture capital financing, Housing Finance.		
<b>Unit:5</b>	<b>Fee-based services</b>	<b>12hours</b>
Stock broking, credit rating Merchant Banking ,portfolio services. Underwriting, Depository services, Challenges faced by investment bankers		
<b>Total Lecturehours</b>		
		<b>60 hours</b>
<b>References</b>		
<ul style="list-style-type: none"> <li>o Management of Financial Services ,C.Rama Gopal ,Vikas.</li> <li>o Financial Services and markets, Dr.Punithavathy Pandian, Vikas</li> <li>o Financial Markets and services, Appannaiah, Reddy and Sharma, HPH</li> <li>o Indian Financial System, Ramachandra and others, HPH</li> <li>o Financial Institutions and Markets, L. M. Bhole, 4/e Tata McGraw Hill.</li> <li>o Financial services, Gorden&amp; Natarajan, Himalaya publishers.</li> <li>o Investment Institutions and Markets, Jeff Madura, Cengage, 1<sup>st</sup> Edition.</li> <li>o Financial services, Thirpati, PHI.</li> <li>o Financial Markets &amp; Services, Vasanthdesai, Himalaya.</li> <li>o Financial Institutions and Markets, Gupta Agarwal, Kalyani publishers.</li> </ul>		
Course Designed By:		
Board of Studies, Department of Tourism Management, VikramaSimhapuri University		

MappingwithProgrammeOutcomes										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	2	3	3	2	3
CO2	3	3	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	2	3	3	2
CO5	3	3	3	1	3	3	3	3	3	3

\*3-High; 2-Medium; 1-Low



  
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Syllabus for Master of Business Administration (Tourism Management) (2 Year Course) for V.S.  
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Course code	17RMBAD306(M)	ADVERTISING AND SALES PROMOTION	L	T	P	C
Generic Electives		ELECTIVE-II	4			4
Pre-requisite		Familiarizethe students with effective marketing advertising and promotional practices	Syllabus Version		2017	
Course Objectives:						
The main objectives of this course are to:						
1. Understand the concept of integrated marketing communication.						
2. Explore planning for advertising.						
3. Measure the effectiveness of all promotional tools.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Remember the role of advertising in marketing					K1
2	Organize effective advertising of products and services.					K3
3	Test advertisement budgets.					K5
4	Understand and measure sales based on promotion.					K2
5	Maintain effective consumers relations through advertising.					K6
K1 -Remember; K2- Understand;K3-Apply;K4 -Analyze;K5 -Evaluate;K6 – Create						
Unit:1	Advertising				12hours	
Changing concept, role of advertising in a developing economy, a critical appraisal, types of advertisement consumer, industrial, institutional, retail, trade and professional, advertisement in marketing mix, Advertising department and advertisement manager .						
Unit:2	Organising for Advertising				12hours	
Objectives and functions - Role of advertisement agencies functioning of advertisement agencies. Advertising agency skills and service, client agency relationship. Visual layout, art work, production traffic copy, effective use of words, devices to get greater readership interrelation.						
Unit:3	Advertisement budgets and effectiveness				12hours	
Types, determining optimal expenditure, decision models, sales response and decay, communication, state, competitive share, Pre-testing, post testing, experimental designs.						
Unit:4	Sales Promotion				12hours	





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Importance and scope; Need and objectives of sales promotion; Consumer promotion; channel promotion; Timing of sales promotion; Measurement of impact of sales promotion; sales promotion budgeting.		
<b>Unit:5</b>	<b>Publicity and public relations</b>	<b>12hours</b>
Relevance, scope and importance. Methods of publicity. different types of publics and their role in marketing; Managing publics; Methods of publicity; Publicity materials; Public relations officer- role and functions; Personal selling strategy- importance and role; Scope of personal selling.		
	<b>Total Lecture hours</b>	<b>60 hours</b>
<b>References</b>		
<ul style="list-style-type: none"> <li>▪ Integrated Advertising, Promotion and Marketing Communications, Clow, Baack, Pearson.</li> <li>▪ Integrated Advertising, Promotion and Marketing Communications, Kruti shah, Alon D'Souza, TMH.</li> <li>▪ Advertising and Promotion- An Integrated Marketing Communication approach, Shimp, Cengage.</li> <li>▪ Advertising &amp; Sales Promotion, SHH Kazmi, Satish Batra, Excel.</li> <li>▪ Advertising Management with integrated Brand Promotion, O'Guinn, Allen, Semenik, Cengage.</li> <li>▪ Advertising Management, Jethwaney, Jain, Oxford.</li> <li>▪ Contemporary Advertising, Arens, TMH.</li> <li>▪ Advertising, Sales and Promotion Management, S.A.Chunawalla, Himalaya.</li> <li>▪ Sengupta, Subroto: Brand Positioning, Strategies for Competitive Advantages, Tata McGraw Hill</li> </ul>		
Course Designed By:		
Board of Studies, Department of Tourism Management, VikramaSimhapuri University		

Mapping with Programme Outcomes										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	3	3	2
CO2	3	3	3	3	3	1	3	3	3	3
CO3	3	3	3	3	3	3	3	2	3	3
CO4	3	3	3	2	3	3	3	3	3	3
CO5	2	3	3	3	3	3	3	3	3	3

\*3-High; 2-Medium; 1-Low



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Syllabus for Master of Business Administration (Tourism Management) (2 Year Course) for V.S.  
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Course code	17RMBAD306(H )	TRAINING AND DEVELOPMENT	L	T	P	C
Generic Electives		ELECTIVE-II	4			4
Pre-requisite		Enrich students on the need for and importance of training in the organizations	Syllabus Version		2017	
Course Objectives:						
The main objectives of this course are to:						
1. learn about different training methods available and the significance of development programmes in the organization.						
2. understand the importance of training evaluation and executive development						
3. expose to the concept and practice of training and development in organizations						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	provide an experimental skill-based exposure to the process of planning, organizing, and implementing of training program in a globalised organization					K1
2	provide an in depth understanding of the role of training in the development process of an employee					K4
3	educate the employee about career objectives and career planning					K6
4	Understand the importance of training in effective management of organizations					K2
5	Evaluate various training methods					K5
K1 -Remember; K2- Understand; K3-Apply; K4 -Analyze; K5 -Evaluate; K6 – Create						
Unit:1						
Introduction			12hours			
Concept - Training Process-Significance- Models of Training- Systematic Model- Transitional Model- Systems approach to training.						
Unit:2						
Training function			12hours			
HR and the Training function - Training and corporate strategy - Organization and Management of Training Function						
Unit:3						
T&D Organizations and policies			12hours			
Training Centers in organisations- Role of external agency in T&D- Training as consultancy. - Evolving Training Policy- Training budget and schedules/calendar, Training needs assessment: Training Needs Assessment - Definition and purposes - Components of Needs assessment- Advantages- Competency modeling - Organization Analysis - Team Work for Conducting Training Needs Analysis- selection of Trainees.						



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<b>Unit:4</b>	<b>Design of training programme</b>	<b>12hours</b>
Course content design – Trainer skill development - Facilities design- Trainee design -Resistance in Training- Motivation of Trainee: Goal setting- Pre-training communication –Use of ice breakers to stimulate interest		
<b>Unit:5</b>	<b>Training methods</b>	<b>12hours</b>
Indoor training methods: <i>On-the-job Training - Off –the –job methods-</i> Behavior Modeling- Audio Visual Enhancements to Training- Outdoor <i>training methods</i> , E-learning and Evaluation of T & D programme : <i>E-learning methods-</i> Computer-Based Training-programmed Instruction- Intelligent Tutoring Systems-Interactive Multimedia- Virtual Reality Monitoring and evaluation of training programme- Conceptual model of training - Effectiveness -Evaluation criteria-Kirkpatrick model.		
	<b>Total Lecturehours</b>	<b>60 hours</b>
<b>References</b>		
<ul style="list-style-type: none"> <li>▪ Employee Training and Development, Raymond A.Noë, TMH .</li> <li>▪ Effective Human Resource Training and development Strategy, B.Rathan Reddy, Himalaya.</li> <li>▪ Donald L. Kirkpatrick and James D.Kirkpatrick, Evaluating Training programs, Tata McGraw Hill.</li> <li>▪ Rolf P.Lynton and Udai Pareek, Training for development, Sage publications.</li> <li>▪ Human Resource Development, Halder,Oxford.</li> <li>▪ Human Resource Development, R.Krishnaveni,Excel.</li> <li>▪ Effective Training, Banchand, Thacker, Pearson.</li> <li>▪ Training- Theory and Practice, Aparna Raj, Kalyani</li> </ul>		
Course Designed By:		
Board of Studies, Department of Tourism Management, VikramaSimhapuri University		

Mapping with Programme Outcomes										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	1	3	3	3
CO2	3	3	3	3	3	3	3	3	3	2
CO3	3	3	3	3	3	3	3	2	3	3
CO4	3	3	3	3	2	3	3	3	3	3
CO5	3	3	2	3	3	3	3	3	3	3

\*3-High; 2-Medium; 1-Low



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 VIKRAMA SIMHAPURI U  
 5232 NELLORE, ANDHRA PRADESH



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Syllabus for Master of Business Administration (Tourism Management) (2 Year Course) for V.S.  
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Course code	17RMBAD307(F)	INVESTMENT AND PORTFOLIO MANAGEMENT	L	T	P	C
Generic Electives		ELECTIVE-III	4			4
Pre-requisite		Familiarize the students with the concepts of financial investments and portfolios	Syllabus Version		2017	
Course Objectives:						
The main objectives of this course are to:						
1. understand the different types of investment avenues available to the investors.						
2. understand fundamental and technical analysis.						
3. know the concept of portfolio management.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	study the valuation of bonds and shares					K1
2	get acquainted with the fundamental analysis and technical analysis and their role in predicting share price movements					K4
3	know about the process of portfolio management and the process of selection of portfolios					K2
4	evaluation and revision to minimize risk and maximize return.					K5
5	distinguish various models of portfolio management.					K4
K1 -Remember; K2- Understand; K3-Apply; K4 -Analyze; K5 -Evaluate; K6 – Create						
Unit:1	Investment				12hours	
Objectives, Process of Investment, Investment and speculation						
Unit:2	Fundamental Analysis & Technical Analysis				12hours	
Economy, Industry - Company analysis, Technical Analysis: Fundamental Analysis Vs Technical Analysis - Dow Theory, Relative Strength Index (RSI), Moving Average.						
Unit:3	Measurement of Risk and Return				12hours	
Revenue Return and Capital appreciation, holding period –Calculation of expected return, Risk factors, risk classification – systematic risk – unsystematic risk – standard deviation – variance – correlation coefficient – Beta – calculating expected return and risk.						
Unit:4	Measurement of RiskValuation of Securities				12hours	

  
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approaches of valuation – Bond valuation – Preference share Valuation – Common stock Valuation		
<b>Unit:5</b>	<b>Portfolio Management</b>	<b>12hours</b>
Process of Portfolio Management, Diversification – Modern Portfolio – Portfolio models – Markowitz model – Sharpe single index model, Capital Asset Pricing Models.		
	<b>Total Lecture hours</b>	<b>60 hours</b>
<b>References</b>		
<ul style="list-style-type: none"> <li>Investment Management, V.K.Balla, S.Chand Company Ltd.</li> <li>Investment Analysis and portfolio management, Chandra, Tata McGraw Hill .</li> <li>Security Analysis and Portfolio Management ,Punithavathy Pandian, Vikas</li> <li>Secuerity Analysis Portfolio Management, Ranganatham&amp;Madhumathi, Pearson Education.</li> <li>Security Analysis and Portfolio Management, Sudhindra Bhat, excel.</li> <li>Security analysis and portfolio management, Avadani, Himalaya publishers.</li> <li>Investment analysis portfolio management, Frank Reilly &amp; Brown, Cengage.</li> <li>Investment Management, Preethi Singh, Himalaya Publishing House, Mumbai..</li> <li>Investment, Bodie, McGraw Hill Book Company.</li> <li>Investment Management ,Hiriyappa ,New Age Publications.</li> </ul>		
Course Designed By:		
Board of Studies, Department of Tourism Management, VikramaSimhapuri University		

Mapping with Programme Outcomes										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	2	3	3	3
CO2	3	3	3	3	3	3	3	3	3	3
CO3	3	3	3	2	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3	3	2
CO5	3	3	3	3	3	1	3	3	3	3

\*3-High; 2-Medium; 1-Low



  
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Course code	17RMBAD307(M)	SALES AND DISTRIBUTION MANAGEMENT	L	T	P	C
Generic Electives		ELECTIVE-III	4			4
Pre-requisite		Prepare students to manage sales and channel teams for different types of selling	Syllabus Version		2017	
Course Objectives:						
The main objectives of this course are to:						
1. Understand the concept of sales and distribution management and their interrelationship.						
2. Know the role and responsibility of sales personnel, and essential selling skills.						
3. Understand the concept and effect of sales organization and sales effort.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Evaluate the skills and methods required for sales force management.					K5
2	Understand the Management of Marketing Channels.					K2
3	Explore the concept and theories of rural distribution.					K3
4	Explore the concept of retailing.					K4
5	Understand the process of marketing logistics.					K2
K1 -Remember; K2- Understand; K3-Apply; K4 -Analyze; K5 -Evaluate; K6 – Create						
Unit:1	Introduction				12hours	
Evolution of Sales Management- Nature and importance of Sales Management- Roles, Types and Skills of Sales Managers- Sales Objectives.						
Unit:2	Management of Sales				12hours	
Concepts of Sales Organisation- Types of Sales organization structures- Specialization within sales organization- Sizing and Staffing the Sales force.						
Unit:3	Distribution Management				12hours	
Definition- Need for Distribution Management- Need for Distribution Channels – Value addition of Distribution Management- Marketing Channels- Channel Formats- Relationship of flows to service levels – Channel levels – Service Channels.						
Unit:4	Designing Channel Systems				12hours	
Channel Design factor – Channel planning process – Ideal Channel structure – Training, Motivating & Evaluating Channel members- Channel Design Comparison – Implementation.						
Unit:5	Managing the International Channels of Distribution				12hours	



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Introduction- Differences in customer-expectations across countries-international orientation of companies –model of entry decision – implications of entry modes.		
	<b>Total Lecture hours</b>	<b>60 hours</b>
<b>References</b>		
<ul style="list-style-type: none"> <li>▪ Sales Management John F Tanner Jr, Earl D Honeycutt Jr &amp; Robert C Erffmeyer: Pearson Education.</li> <li>▪ Sales and Distribution Management, Krishna K Havaladar&amp; Vasant M Cavale TMH.</li> <li>▪ Advertising, Sales and promotion Management, ChunawalaHimalaya.</li> <li>▪ Sales and Distribution Management, TapanK.Panda, Sunil Sahadev,Oxford.</li> <li>▪ Sales and distribution Management, S L Gupta,Excel.</li> <li>▪ Strategic Marketing and Channel Management,Donald J. Bowersox &amp; M. Bixby Cooper,TMH.</li> <li>▪ Selling and Sales management, Jobber,7/e Pearson Education.</li> <li>▪ Successful Sales Promotion, Pran Choudhury, Ricky Elliott &amp; Alan Toop, Orient Longman Limited</li> </ul>		
Course Designed By:		
Board of Studies, Department of Tourism Management, VikramaSimhapuri University		

<b>Mapping with Programme Outcomes</b>										
<b>Cos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>
<b>CO1</b>	3	3	3	2	3	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3	3	3	3	3	2
<b>CO4</b>	3	3	3	3	3	1	3	3	3	3
<b>CO5</b>	3	3	3	3	3	3	3	3	2	3

\*3-High; 2-Medium; 1-Low



  
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Syllabus for Master of Business Administration (Tourism Management) (2 Year Course) for V.S.  
 University Constituent College, Nellore with effect from the Academic Year 2017-2018

Course code	17RMBAD307(H)	PERFORMANCE MANAGEMENT	L	T	P	C
Generic Electives		ELECTIVE - III	4			4
Pre-requisite		Enrich students on the effective process of performance appraisal in quality oriented organizations through the pedagogy of case studies and practical experiences	Syllabus Version		2017	
Course Objectives:						
The main objectives of this course are to:						
1. learn about significance of performance management in organizations.						
2. get acquainted with traditional and modern methods of performance appraisal.						
3. get knowledge on reward system and components on reward system.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	provide a methodology for measuring the efficiency of the employees and to discuss about the components of a good reward system					K1
2	create an idea about the various reward methods while rewarding the employee for his great efforts towards to the organizational objectives					K6
3	understand various incentives that can be used to motivate employees					K2
4	evaluate compensation that given to special groups and retirement benefits that can be offered to employees					K5
5	distinguish various performance appraisal methods and techniques					K4
K1 -Remember; K2- Understand; K3-Apply; K4 -Analyze; K5 -Evaluate; K6 – Create						
Unit:1	Introduction to Performance management				12hours	
Concept -Performance management vs performance appraisal--Performance management vs Human resource management- Purposes- Significance						
Unit:2	Mentoring and monitoring				12hours	
Concept of mentoring - Benefits of mentoring - Characteristics of mentor- Mentoring process-Group mentoring -Benefits -Types of Group Mentoring – Pitfalls Monitoring performance - Performance reviews: Objectives, Frequency of Review, Conducting review meetings, Problems in conducting meetings-Guidelines for conducting meetings.						
Unit:3	Coaching and counseling				12hours	



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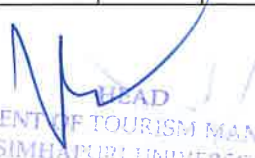
Syllabus for Master of Business Administration (Tourism Management) (2 Year Course) for V.S.  
University Constituent College, Nellore with effect from the Academic Year 2017-2018

Coaching for performance improvement -. Concept - Tips for effective coaching Counselling - Functions of counselling- Steps in counselling process		
<b>Unit:4</b>	<b>Annual Stock taking</b>	<b>12hours</b>
Stock taking of performance -Uses –Appraisal system design : Process and approaches - Appraisal methods - MBO and Assessment centre -360 degree appraisal - Balanced score card. Stock taking of potential- Appraisal for reward - Appraisal for recognition		
<b>Unit:5</b>	<b>Learning organisation</b>	<b>12hours</b>
Concept of learning organisation- Learning approaches- Learning sources - Importance of learning-. Characteristics of learning organisation- Reward and compensation Management -Concept and types of compensation- Objectives - Competitive compensation design - Fringe benefits- Objectives - Factors influencing fringe benefits - Types of fringe benefits		
	<b>Total Lecture hours</b>	<b>60 hours</b>
<b>References</b>		
<ul style="list-style-type: none"> <li>Performance Management, Bagchi, Cengage Learnings.</li> <li>Performance Appraisal and Management, Sharma, Davinder, HPH</li> <li>Performance Management, Herman,Aguinis, Pearson Education.</li> <li>Performance Appraisal and compensation Management, Goel, PHI Learnings.</li> <li>Performance Management and Appraisal Systems, T.V.Rao, Response.</li> <li>Performance management, Kandula, PHI.</li> <li>360 Degree Feedback and Assessment and Development Centres, T.V.Rao, Excel.</li> <li>Performance Management, Michael Armstrong, Kogan Page.</li> <li>Performance Management, A.S.Kohli, T.Deb,Oxford.</li> <li>Performance Management, Dinesh k.Srivatsava, Excel</li> </ul>		
Course Designed By:		
Board of Studies, Department of Tourism Management, VikramaSimhapuri University		

Mapping with Programme Outcomes										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	2	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	2	3	3	3	2
CO4	3	3	3	3	3	3	3	3	2	3
CO5	3	3	3	1	3	3	3	3	3	3

\*3-High; 2-Medium; 1-Low



  
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Syllabus for Master of Business Administration (Tourism Management) (2 Year Course) for V.S.  
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Course code	17RMBAD308	PROJECT WORK	L	T	P	C
Core Mandatory		CORE - IX		4		4
Pre-requisite		Enrich students with the practical knowledge of their core study aspects	Syllabus Version		2017	
<p>Each candidate is expected to carry out project work in a particular organisation/industry for a period of 6-10 weeks. Candidate has to carry the project work under the guidance of a faculty member in the department and an executive guide in the concerned organisation. The candidate has to maintain a field diary and present synopsis and IPC Seminars during the course of third semester. The project report should be submitted to the department before the commencement of the third semester – end examinations.</p> <p>Every candidate shall be required to submit thesis or dissertation after taking up a topic approved by the college/ institute. Registration of Project work: A candidate is permitted to register for the project work after satisfying the attendance requirement of all the courses (theory and practical courses of I and II). An Internal Departmental Committee (I.D.C) consisting of HOD, Supervisor and one internal senior expert shall monitor the progress of the project work.</p> <p>The topic and area of research will be decided by I.D.C with an interest of the student. The area and topic should be as general as the present content and it should related to the present issues of the industry. The work on the project shall be initiated at the end of II semester and continued in the III semester. The candidate can submit Project thesis with the approval of I.D.C. at the end of the III semester Instruction as per the schedule. Extension of time within the total permissible limit for completing the programme is to be obtained from the Head of the Institution. The student must submit status report at least in two different phases during the project work period. These reports must be approved by the I.D.C before submission of the Project Report. The content of the Report should be on the bases of the principles of the Report and Presentation. A report may contain 40-55 pages ( A4 size paper with 12 point Times New Roman) The viva-voce examination may be conducted for all the candidates as per the III semester examination schedule. Three copies of the Thesis / Dissertation certified in the prescribed form by the supervisor &amp; HOD shall be presented to the H.OD. One copy is to be forwarded to the University and one copy to be sent to the examiner.</p>						
<b>References</b>						
<ul style="list-style-type: none"> <li>o Business Essentials: <i>Research Project</i>, Viva.</li> <li>o Paul Oliver: <i>Writing Your Thesis</i>, Sage.</li> <li>o M.K.Rampal&amp;S.L.Gupta: <i>Project Report Writing</i>, Paragon International.</li> <li>o Michael Jay Polonsky: <i>David S Waller: Designing and Managing a Research Project</i>, Sage.</li> <li>o Surendra Kumar: <i>An Aid to Project Work</i>, Paragon International</li> </ul>						
<p>Course Designed By:</p> <p>Board of Studies, Department of Tourism Management, VikramaSimhapuri University</p>						

*[Signature]*  
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 University Constituent College, Nellore with effect from the Academic Year 2017-2018

Course code	17RMBAD401	TRAVEL AGENCY & TOUR OPERATIONS MANAGEMENT	L	T	P	C
Core Mandatory		CORE-X	4			4
Pre-requisite		Familiarizethe students with the business management of travel agencies and their operations	Syllabus Version		2017	
Course Objectives:						
Themain objectives of this course areto:						
1. understand the significance of travel agency and tour operation business						
2. know the current trends and practices in the tourism and travel trade sector						
3. develop adequate knowledge and skills applicable to travel industry						
Expected Course Outcomes:						
On the successful completionof the course, student will be able to:						
1	Know evolution of travelagencybusiness in the world					K1
2	Understand the differencebetween tour operator and travel agents					K2
3	Distinguish between different types of travel agents and tour operators					K4
4	Familiarize the Package for FIT, GIT andFAM tour					K5
5	Find various businessopportunities in travel and toursector					K4
K1 -Remember; K2- Understand; K3-Apply; K4 -Analyze; K5 -Evaluate; K6 – Create						
Unit:1						
Travel Agency and Tour Operations Business		12hours				
Origin, Growth and development; Definition, Differentiation and linkages; Organisation and functions- Travel information counselling, Itinerary preparation, Reservation, Tour costing/pricing. Marketing of tour packages.Income sources.- Planning and development of Tourism in different climatic regions						
Unit:2						
Airlines Ticketing		12hours				
Operational perspectives of ticketing-ABC codes, Flight schedules, Flying time and MPM/TPM calculation, TIM (Travel Information Mannual) consultation. Routine and itinerary preparation, Types of fare, Fare calculation and rounding-up. Currency conversion and payment modes, Issuance of ticket.						
Unit:3						
Cargo Handling		12hours				
Baggage allowance, Free access baggage. Weight and piece concept. Accountability of lost baggage, Dangerous goods; Cargo rates and valuation charges, Automation and airport procedures.						



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 University Constituent College, Nellore with effect from the Academic Year 2017-2018

<b>Unit:4</b>	<b>Requirements for setting-up travel agency and tour</b>	<b>12hours</b>
Approval from organisation and institutions concerned. Incentives available in Indian context. Constraints and limitations		
<b>Unit:5</b>	<b>Role and Responsibility of Travel Trade Association</b>	<b>12hours</b>
Objectives - Roles and functions of UFTAA, PATA, ASTA, TAAI, IATO, ATAOL, ADTOI, IAAI, FIYTO, TAFI.		
	<b>Total Lecturehours</b>	<b>60 hours</b>
<b>References</b>		
<ul style="list-style-type: none"> <li>Chand, M. (2002), Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd., New Delhi.</li> <li>Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.</li> <li>Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279.</li> <li>Roday. S, Biwal. A &amp; Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.</li> <li>Goeldner, R &amp; Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley &amp; Sons, London.</li> </ul>		
Course Designed By:		
Board of Studies, Department of Tourism Management, VikramaSimhapuri University		

Mapping with Programme Outcomes										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	2	3	3	3	3
CO3	3	3	3	3	3	3	3	3	3	3
CO4	3	3	3	2	3	3	3	2	3	3
CO5	3	3	3	3	3	2	3	3	3	3

\*3-High; 2-Medium; 1-Low



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Syllabus for Master of Business Administration (Tourism Management) (2 Year Course) for V.S.  
 University Constituent College, Nellore with effect from the Academic Year 2017-2018

Course code	17RMBAD402	HOSPITALITY MANAGEMENT	L	T	P	C
Core Mandatory	CORE-XI		4			4
Pre-requisite	Provide the students insights of hotel ratings and management		Syllabus Version		2017	
Course Objectives:						
Themain objectives of this course areto:						
1. Enable thestudents to know thebasic operations of hotel sectors						
2. Knowthe organisationalstructures of the hospitalityindustry						
3. Understand the hotels chains						
Expected Course Outcomes:						
On the successful completionof the course, student will be able to:						
1	Remember the origin and development of the hotel					K1
2	Understand the international hotel chains and types					K2
3	Familiarize the secondary and supplementary accommodation					K4
4	Familiarize the hotel operations and organizational structure in the hotel business					K5
5	Gain the new knowledge about Leading multinational hotel chains in India					K6
K1 -Remember; K2- Understand; K3-Apply; K4 -Analyze; K5 -Evaluate; K6 – Create						
Unit:1	Accommodation: Concept				12hours	
Types and Typologies, Linkages and Significance with relation to tourism. Emerging dimensions of accommodation industry-Heritage hotels, Motels and resort properties. Time share establishments.						
Hotel and Hoteliering: Origin, Growth and diversification. Classification, registration and gradation of hotels. Organisational structure, Functions and responsibilities of the various departments of a standard hotel/other catering outlets, viz. bars, restaurants, fast food centres. In flight catering.						
Unit:2	HOTEL CHAINS IN INDIA				12hours	
Leading multinational Hotel chains operating in India. Public sector in Hoteliering business-Role, Contribution and Performance.						
HRD perspective with special reference to India-Requirements, Training facilities, Constraints and Scope.						
Fiscal and non-fiscal incentive available to hotel industry in India. Ethical, Legal and regulatory aspects.						
Unit:3	Introduction to MICE & EVENT Industry				12hours	



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### DEPARTMENT OF TOURISM MANAGEMENT

Syllabus for Master of Business Administration (Tourism Management) (2 Year Course) for V.S.  
University Constituent College, Nellore with effect from the Academic Year 2017-2018

- History and structure of Industry , Growth of Industry , Types of MICE & of Industry on stakeholders, latest trend in Industry , case study of major events. Event planning & team Management - Aim of Event , develop a mission, establishing objectives, preparing event proposal, use of Planning tools, protocols , Dress codes, staging, staffing, Pre , On and post event & MICE requirements.

<b>Unit:4</b>	<b>Event Marketing &amp; Advertising</b>	<b>12hours</b>
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Event Marketing & Advertising Nature of event/Mice marketing, Process of Marketing, Marketing Mix, sponsorship, Image branding, advertising tools, publicity and public relations.

Event costing and Laws: Budget preparation, breakeven point, cash flow analysis, panic payments, relevant legislations , licensing, trade act, stake holder & other official bodies.

<b>Unit:5</b>	<b>Security issues</b>	<b>12hours</b>
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Security issues, crowd Management, Major risk , emergency planning, incident reporting & emergency procedures.

	<b>Total Lecture hours</b>	<b>60 hours</b>
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#### References

- Montgomery, R.J. 1994, "Meeting, Conventions and Expositions : VNR, New York
- Hoyle, L.H., TJA Jones (1995) "Managing Conventions and Group Business", Educational Institute of AM & MA
- International Society of Meeting Planner (1997), "The Complete Book of International Meeting" Todd Publishing, Arizona.
- Leonard H. Hoyle (2002), Event Marketing, John Wiley and Sons, New York.
- Anton Shone & Bryn Parry (2002), Successful Event Management, Cengage Learning.
- Bhatia A.K. (2001), Event Management, Sterling Publishers, New Delhi.
- David C. Watt (1998), Event Management in Leisure and Tourism, Pearson, UK.
- Joe Gold Blatt (1997), Special Events- Best Practices in Modern Event Management, John Wiley and Sons, New York.
- Avrich Barry (1994), Event and Entertainment Marketing, Vikas, New Delhi.
- Panwar J.S. (1998), Marketing in the New Era, Sage, New Delhi.

Course Designed By:

Board of Studies, Department of Tourism Management, VikramaSimhapuri University

#### Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	2	3	3	3
CO3	3	3	2	3	3	3	3	3	3	3
CO4	3	3	3	3	2	3	3	1	3	3
CO5	3	3	3	3	3	3	3	3	3	3

\*3-High; 2-Medium; 1-Low



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Syllabus for Master of Business Administration (Tourism Management) (2 Year Course) for V.S.  
 University Constituent College, Nellore with effect from the Academic Year 2017-2018

Course code	17RMBAD403	TRAVEL MEDIA & JOURNALISM IN ELECTRONIC AGE	L	T	P	C
Core Mandatory		CORE - XII	4			4
Pre-requisite		Enrich students in documenting travel experiences and travelogues	Syllabus Version		2017	
Course Objectives:						
The main objectives of this course are to:						
1. To provide basic understanding about travel journalism and its role in tourism promotion.						
2. To equip the students with the practical know-how on travel writing and the dynamics of making travelogues.						
3. To explore the scope of entrepreneurship in the emerging e-tourism business.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Know the importance of various sources of media in promoting tourism.					K2
2	Learn about developing ideas for travelogues.					K4
3	To understand emerging business models in tourism and travel industry.					K2
4	To study the impact of Information Technology on tourism and travel sector					K3
5	Portray travel experiences					K5
K1 -Remember; K2- Understand; K3-Apply; K4 -Analyze; K5 -Evaluate; K6 – Create						
Unit:1	Writing				12hours	
Articles and Short Pieces of Travel Writing, Magazines, Travel Newsletters, Short Pieces for Books - The Internet - Researching and Approaching Markets - Travel Books - Guide Books - Accommodation Guides - Business Travel - Coffee Table Books, Autobiographical Tales - Anthologies.						
Unit:2	Electronic Media in documenting				12hours	
Destinations, travel and transport, hospitality and tourism resources - Nature of media coverage: webcast and telecast - Script writing for travel programs - Identifying points for visual support - Conducting interviews - Virtual tourism						
Unit:3	Research Topics				12hours	
Sources of Information - Research on the Internet - Researching on the spot - Organizing research material.						
Unit:4	Developing Ideas for Travel Articles				12hours	
- Journey Pieces - Activity Pieces - Special Interest Pieces - Side-trips – Reviews - Ideas from own travel experiences - Ideas from other sources.						



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<b>Unit:5</b>	<b>How to portray the experiences</b>	<b>12hours</b>
Practical tips- Choosing the right words - Verbs, Adjectives and Clichés, Illustrations - The Practicality of taking photographs, Non-photographic illustrations.		
	<b>Total Lecture hours</b>	<b>60 hours</b>
<b>References</b>		
1. Janet Macdonald (2000), Travel Writing, Robert Hale, London. 1. Brunt.P. (1997), Market Research in Travel and Tourism, Butterworth and Heinemann, UK. 2. Clark, Riley,M., Wood,R.C. (1998), Researching and Writing Dissertations in Hospitality and Tourism, UK. 3. Neilson C. (2001), Tourism and the Media: Tourist Decision Making, Information and Communication, Hospitality Press, Melbourne. 4. Arvaham E. &Ketter E. (2008), Media Strategies for Marketing Places in Crisis, Elsevier, UK		
Course Designed By:		
Board of Studies, Department of Tourism Management, VikramaSimhapuri University		

<b>Mapping with Programme Outcomes</b>										
<b>Cos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>
<b>CO1</b>	3	3	3	3	3	2	3	3	3	3
<b>CO2</b>	3	3	3	3	3	3	3	3	3	2
<b>CO3</b>	3	3	3	2	3	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3	3	2	3	3	3
<b>CO5</b>	3	3	3	3	2	3	3	3	3	3

\*3-High; 2-Medium; 1-Low


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Syllabus for Master of Business Administration (Tourism Management) (2 Year Course) for V.S.  
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Course code	17RMBAD404	MANAGEMENT OF TOURIST TRANSPORT	L	T	P	C
Core Mandatory		CORE - XIII	4			4
Pre-requisite		Creates awareness in students about various means of tour transport and their effective management	Syllabus Version		2017	
CourseObjectives:						
The main objectives of this course are to:						
1. Remember the origin and development of transport system						
2. Gain the knowledge about various modes of transportation and its usages						
3. Familiarize the India’s famous tourist train and its role on tourism developments						
ExpectedCourseOutcomes:						
On the successful completionof the course, student will be able to:						
1	Understand the genesis of transport system origin and its development					K2
2	Able to distinguish between different types transport systems and its roles					K4
3	Familiarize the various luxuries tourist trains and its role and contribution to national tourism					K3
4	Find different types of Airline and terminologies					K4
5	Know the role of water transport system and its types					K2
K1 -Remember; K2- Understand;K3-Apply;K4 -Analyze;K5 -Evaluate;K6 – Create						
Unit:1						
Unit:1		Transportation	12hours			
Dynamically Changing needs and means. Landmarks in the development of transport sector and the consequent socio-economic, Cultural and environmental implications. Tourism transport system. Landmarks in the development of transport sector and the consequent socio-economic, Cultural and environmental implications. Tourism transport system						
Unit:2						
Unit:2		Airlines Transportation	12hours			
The Airlines Industry-Origin and Growth. Organisation of Air Transport Industry in International context. Scheduled and non-scheduled Airlines services; Air taxis. Multinational Air Transport Regulations-Nature, Significance and Limitations. Role of LATA, ICAO and other agencies. Bermuda Convention.						
Air Transport Industry in India-DGCA and other key players; Regulatory Framework; Air Corporation Act, Indian carriers-Operations, management and performance. Marketing strategies of Air India.						
Unit:3						
Unit:3		Significance Of Road Transport In Tourism	12hours			



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Growth and Development of road transport system in India; State of existing infrastructure; Public and Private Sector involvement; Role of Regional Transport Authority. Approved Travel Agencies, Tour/Transport Operators, Car hire/Rental companies.

State and inter-state bus and coach network, Insurance provision road taxes and fitness certificate.

<b>Unit:4</b>	<b>Rail Transport Network</b>	<b>12hours</b>
Major Railway Systems of World-British Rail, Euro Rail and Amtrak.		
Types of special package offered by Indian Railways to tourists-Indrail pass, Palace on Wheels and Royal Orient.		

<b>Unit:5</b>	<b>Reservation Procedures</b>	<b>12hours</b>
GSAs abroad. Water Transport System in India-Historical past, Cruise ships, Ferries, Hovercraft, River and canal boats, Fly cruise. Future prospects.		

	<b>Total Lecturehours</b>	<b>60 hours</b>
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**References**

1. Travel Industry : Chunk Y. Gee
2. Transport for Tourism : Stephen Page
3. Tourism System : Mill, R.C. and Morrison
4. Successful Tourism Management : P.N. Seth
5. Ministry of Tourism/Railways/Civil Aviation : Annual Report
6. Motor Vehicle Act.

Course Designed By:

Board of Studies, Department of Tourism Management, VikramaSimhapuri University

Mapping with Programme Outcomes										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
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CO4	3	3	3	3	3	2	3	3	3	3
CO5	3	3	3	3	3	3	3	2	3	3

\*3-High; 2-Medium; 1-Low

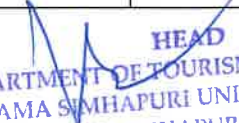
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**DEPARTMENT OF TOURISM MANAGEMENT**  
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Syllabus for Master of Business Administration (Tourism Management) (2 Year Course) for V.S.  
 University Constituent College, Nellore with effect from the Academic Year 2017-2018

Course code	17RMBAD405(F)	FINANCIAL DERIVATIVES	L	T	P	C
Generic Electives		ELECTIVE - IV	4			4
Pre-requisite		Enrich students on financial risk management, hedging, arbitrage between markets, and speculation.	Syllabus Version		2017	
Course Objectives:						
The main objectives of this course are to:						
1. Know about Financial Derivatives						
2. Different types of financial options.						
3. Understand economy boosting.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understand various financial derivatives					K2
2	Classify financial options					K4
3	Differentiate option pricing and swap pricing					K4
4	Estimate future markets.					K3
5	Formulate suitable strategies for selecting options.					K5
K1 -Remember; K2- Understand; K3-Apply; K4 -Analyze; K5 -Evaluate; K6 – Create						
Unit:1	Introduction to Derivatives				12hours	
Development and Growth of Derivative Markets, Types of Derivatives, Uses of Derivatives, Financial and Derivative markets -Fundamental linkages between spot & Derivative Markets, The Role of Derivatives Market, Uses & Misuses of derivatives.						
Unit:2	Future and Forward Market				12hours	
structure of forward and Future Markets, Mechanics of future markets, Hedging Strategies, Using futures.Determination of forward and future prices - Interest rate futures, Currency futures and Forwards						
Unit:3	Options				12hours	
Distinguish between Options and Futures, Structure of Options Market, Principles of Option Pricing, Option Pricing Models: The Binomial Model, The Black – Scholes Merton Model.						
Unit:4	Basic Option Strategies				12hours	

  
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Advanced Option Strategies, Trading with Options, Hedging with Options, Currency Options.		
<b>Unit:5</b>	<b>Swaps</b>	<b>12hours</b>
Concept and Nature, Evolution of Swap Market, Features of Swaps, Major types of Swaps - Interest Rate Swaps, Currency Swaps, Commodity Swaps, Equity Index Swaps, Credit Risk in Swaps, using Swaps to Manage Risk, Pricing and Valuing Swaps.		
	<b>Total Lecture hours</b>	<b>60 hours</b>
<b>References</b>		
<ul style="list-style-type: none"> <li>• Financial Derivatives and Risk Management, OP Agarwal, HPH</li> <li>• Commodities and Financial Derivatives, Kevin, PHI</li> <li>• Fundamentals of Financial Derivatives, Swain.P.K, HPH</li> <li>• Financial Derivatives, Mishra: Excel.</li> <li>• Risk Management &amp; Derivatives, Stulz, Cengage.</li> <li>• Derivatives and Risk Management, Jayanth Rama Varma: TMH.</li> <li>• Financial Derivatives, Gupta, 1<sup>st</sup> Edition, PHI .</li> <li>• Fundamentals of futures and options market, John C Hull: Pearson Education.</li> <li>• Risk Management Insurance and Derivatives, G.Koteswar: Himalaya.</li> </ul>		
Course Designed By:		
Board of Studies, Department of Tourism Management, VikramaSimhapuri University		

MappingwithProgrammeOutcomes										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	3	3	2
CO2	3	3	3	3	3	3	2	3	3	3
CO3	3	3	3	3	3	2	3	3	3	3
CO4	3	3	3	3	2	3	3	3	3	3
CO5	3	3	3	3	3	3	3	1	3	3

\*3-High; 2-Medium; 1-Low

  
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Course code	17RMBAD405(M)	SERVICES MARKETING	L	T	P	C
Generic Electives		ELECTIVE - IV	4			4
Pre-requisite		Enrich students in marketing the services as against tangible products	Syllabus Version		2017	
Course Objectives:						
The main objectives of this course are to:						
1. Provide a deeper insight into marketing management.						
2. Identify challenges in services marketing.						
3. Develop adequate knowledge on Customer Relationship Marketing.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Know service quality measurements to build customer loyalty					K1
2	Understand service blueprinting, the integration of new technologies, and other key issues					K2
3	Identify the influences of the multicultural marketplace					K4
4	Conduct a services audit plan for a service firm					K5
5	Understand service quality management.					K2
K1 -Remember; K2- Understand; K3-Apply; K4 -Analyze; K5 -Evaluate; K6 – Create						
Unit:1						
Unit:1		Understanding services marketing & CRM			12hours	
Introduction, services in the modern economy, Classification of services, marketing services Vs. Physical services, services as a system -Customer Relationship Marketing: Relationship Marketing, the nature of service consumption, understanding customer needs and expectations, Strategic responses to the intangibility of service performances.						
Unit:2						
Unit:2		Services market segmentations			12hours	
The process of market segmentation, selecting the appropriate customer portfolio, creating and maintaining valued relations, customer loyalty. Creating value in a competitive market: Positioning a service in the market, value addition to the service product, planning and branding service products, new service development						
Unit:3						
Unit:3		Pricing & Promotion strategies for services			12hours	
Service pricing, establishing monetary pricing objectives, foundations of pricing objectives, pricing and demand, putting service pricing strategies into practice. Service promotion: The role of marketing communication. Implication for communication strategies, setting communication objectives, marketing communication mix.						



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<b>Unit:4</b>	<b>Planning and managing service delivery</b>	<b>12hours</b>
Creating delivery systems in price, cyberspace and time. The physical evidence of the service space. The role of intermediaries, enhancing value by improving quality and productivity.		
<b>Unit:5</b>	<b>Marketing plans for services</b>	<b>12hours</b>
The marketing planning process, strategic context, situation review marketing strategy formulation, resource allocations and monitory marketing planning and services.		
	<b>Total Lecturehours</b>	<b>60 hours</b>
<b>References</b>		
1. Services Marketing People, Technology, Strategy, Christopher Lovelock, Wirtz, Chatterjee, Pearson. 2. Services Marketing—Integrating Customer Focus Across the Firm, Valarie A. Zeithaml & Mary Jo Bitner: TMH. 3. Services Marketing – Concepts planning and implementation, Bhattacharjee, excel, 2009 4. Services Marketing, Srinivasan, PHI. 5. Services – Marketing, Operations and Management, Jauhari, Dutta, Oxford. 6. Services Marketing – Text and Cases, Rajendra Nargundkar, TMH. 7. Marketing of Services, Hoffman, Bateson, Cengage. 8. Service sector Management, C. Bhattacharjee, Jaico. 9. Services Marketing, K V S N Jawahar Babu & SEV Subramanyam, Students Helpline		
Course Designed By:		
Board of Studies, Department of Tourism Management, Vikrama Simhapuri University		

Mapping with Programme Outcomes										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	1	3	3	3
CO3	3	3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	2	3	3	3	3	3
CO5	2	3	3	3	3	3	3	3	2	3

\*3-High; 2-Medium; 1-Low



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Course code	17RMBAD405(H)	ORGANIZATION DEVELOPMENT	L	T	P	C
Generic Electives		ELECTIVE - IV	4			4
Pre-requisite		Enables students to continually improve OD processes and offerings	Syllabus Version		2017	
Course Objectives:						
The main objectives of this course are to:						
1. Help the students to gain knowledge about the concepts of change management						
2. Acquire the skills required to manage any change effectively						
3. Understand the various components and constraints involved in Organization Development						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Learn about managing change in organizations					K1
2	Get acquainted with OD interventions, techniques and approaches					K6
3	Formulate change in organization					K3
4	Understand organizational behavior					K2
5	Evaluate Action Research					K5
K1 -Remember; K2- Understand; K3-Apply; K4 -Analyze; K5 -Evaluate; K6 – Create						
Unit:1						
Unit:1		Organization Development	12hours			
Definition – Characteristics - Contributory Stems, Values, Assumptions, Beliefs in OD - Values in Transition – Ethical issues in OD.						
Unit:2						
Unit:2		Foundations of OD	12hours			
Systems Outlook- Third Wave Management and Organization Transformation.						
Unit:3						
Unit:3		Diagnostic Process and Areas of Diagnosis	12hours			
Action Research- As a Process and Approach- OD						
Unit:4						
Unit:4		Interventions classification	12hours			
Team Interventions – Intergroup Interventions- Third party peace making intervention, Structural Interventions- Comprehensive Interventions and Training Experience, Other Interventions- T- Groups, Behaviour Modelling, Life and Career Planning.						
Unit:5						
Unit:5		Consultant Issues	12hours			



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System Ramifications – Power politics in OD – Future of OD.		
	<b>Total Lecturehours</b>	<b>60 hours</b>
<b>References</b>		
<ul style="list-style-type: none"> <li>▪ Organisation Development and Transformation, French, Bell &amp;Zawacki, TMH</li> <li>▪ Organization Development,French&amp;Bell,Pearson.</li> <li>▪ Organisation Change and Development,Kavita Singh: Excel.</li> <li>▪ Organization Development,Daniel Robey &amp; Steven Actman,Macmillan.</li> <li>▪ OrganisationDevelopmentChange,Cummins&amp; Worley,Thomson/Cengage.</li> <li>▪ Organisation Development Interventions&amp; Strategics, S. Ramnarayan, T.v Rao &amp;kuldeepsingh,Response.</li> <li>▪ Organisation Development,Daniel Robey &amp; Steven Actman,Macmillan.</li> </ul>		
Course Designed By:		
Board of Studies, Department of Tourism Management, VikramaSimhapuri University		

Mapping with Programme Outcomes										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	3	2	3
CO2	3	3	3	3	2	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3	3	1
CO5	3	3	3	3	3	3	2	3	3	3

\*3-High; 2-Medium; 1-Low

  
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 University Constituent College, Nellore with effect from the Academic Year 2017-2018

Course code	17RMBAD406(F)	INTERNATIONAL FINANCIAL MANAGEMENT	L	T	P	C
Generic Electives		ELECTIVE -V	4			4
Pre-requisite		Enrich students in achieving financial efficiency and effectiveness in all markets	Syllabus Version		2017	
Course Objectives:						
The main objectives of this course are to:						
1. Provide the basic concepts international financial management scenario.						
2. Make the students aware of international financial markets, management of exposure, international capital budgeting, international portfolio management and international working capital management.						
3. Understand various hedging options to manage the exposure.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understand the mechanism of International Financial operations					K2
2	Analyse international portfolio management, and working capital management in different countries.					K4
3	Understand the scope of financial management in international scenario.					K2
4	Learn International Working Capital Management					K3
5	Know financing of foreign projects.					K6
K1 -Remember; K2- Understand; K3-Apply; K4 -Analyze; K5 -Evaluate; K6 – Create						
Unit:1						
Unit:1		Foreign exchange market			12hours	
Demand and supply of foreign exchange – Spot rate and forward rate –Fixed exchange rate and floating exchange rate – Implications of depreciation/ devaluation and appreciation / revaluation of currency						
Unit:2						
Unit:2		International parity			12hours	
Purchasing power parity – Interest rate parity – Covered interest arbitrage – Forward rate parity – Fisher effect – Interrelationship of parity conditions .						
Unit:3						
Unit:3		Management of foreign exchange exposure and risk			12hours	
Economic exposure – Transaction exposure – Operating exposure – Translation exposure – Currency options – Currency futures/forwards – Currency swaps.						
Unit:4						
Unit:4		Cross – border investments			12hours	



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Cash flows of foreign projects – Cost of capital – Approaches to project evaluation – Adjusted present value method – Risks in foreign Projects – Financing foreign projects- Foreign direct investments		
<b>Unit:5</b>	<b>Eurocurrency market</b>	<b>12hours</b>
Growth of Eurocurrency market – Euro issues – External commercial – borrowings – International bond market – Indian Euro issues. RBI guidelines on ECBs, and foreign investments.		
<b>Total Lecturehours</b>		<b>60 hours</b>
<b>References</b>		
1. PG Apte: <b>International Financial Management</b> (Tata McGraw Hill) 2. Marrice D Levi : <b>International Finance</b> (McGraw Hill) 3. Alan C. Shapiro : <b>Multinational Financial Management</b> (Wiley India) 4. Jeff Madura : <b>International Corporate Finance</b> (Thomson) 5. CheolsEun and Bruce G Resnick : <b>International Financial Management</b> (McGraw Hill) 6. Ephraim Clark : <b>International Finance</b> (Thomson) 7. Mihir A.Desai: <b>International Finance</b> (Wiley India) 8. K V S N Jawahar Babu et.al , <b>International Financial Management.</b>		
Course Designed By:		
Board of Studies, Department of Tourism Management, VikramaSimhapuri University		

Mapping with Programme Outcomes										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	2	3	3	3
CO3	3	3	2	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3	1	3
CO5	3	3	3	3	3	2	3	3	3	3

\*3-High; 2-Medium; 1-Low


  
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 SP5R NELLORE, ANDHRA PRADESH, INDIA. PIN: 524227



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Syllabus for Master of Business Administration (Tourism Management) (2 Year Course) for V.S.  
 University Constituent College, Nellore with effect from the Academic Year 2017-2018

Course code	17RMBAD406(M)	BRAND MANAGEMENT	L	T	P	C
Generic Electives		ELECTIVE - V	4			4
Pre-requisite		Enrich students on brand equity and market dynamics	Syllabus Version		2017	
Course Objectives:						
The main objectives of this course are to:						
1. Understand key principles of branding.						
2. Develop the vision for the brand, identify the correct market niche.						
3. Design a communication and marketing strategy and implement it on branding.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understand the nuances of product and product concepts.					K2
2	Explain branding concepts and ideas in their own words.					K3
3	Formulate effective brand strategies for consumer and business goods and services.					K5
4	Learn how to build brand equity and establish brand identity.					K4
5	Demonstrate the ability to conduct a critical brand audit.					K6
K1 -Remember; K2- Understand; K3-Apply; K4 -Analyze; K5 -Evaluate; K6 – Create						
Unit:1	Brand & Brand Management				12hours	
Commodities Vs Brands, The role of brands, The brand equity concept, Brand Equity Models – Brand Asset Valuation, Aaker Model, BRANDZ, Brand Resonance. Building Brand Equity, Brand Identity and Brand image.						
Unit:2	Brand Leveraging & Brand Performance				12hours	
Establishing brand equity management system, measuring sources of brand equity and consumer mindset, Co-branding, celebrity endorsement						
Unit:3	Brand Positioning & Brand Building				12hours	
Brand knowledge, Brand portfolios and market segmentation, Steps of brand building, Identifying and establishing brand positioning, Defining and establishing brand values						
Unit:4	Designing & Sustaining Branding Strategies				12hours	
Brand hierarchy, Branding strategy, Brand extension and brand transfer, Managing brand over time						
Unit:5	Measuring Brand Equity				12hours	

  
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Brand Value chain, Brand Audits, Brand Tracking, Brand Valuation. Managing Brand Equity: Brand Reinforcement, Brand Revitalization, Brand Crisis.

<b>Total Lecture hours</b>	<b>60 hours</b>
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**References**


1. Product management - Donal R. Lehmann, Russel S. Winer
2. Strategic Brand Management - Kevin Lane Keller
3. Branding Concepts & Process - Debashish Pati
4. Marketing Management - Philip Kotler
5. Successful Branding - Pran K Choudhary
6. Brand Positioning Strategies for Competitive Advantage -Subrato Sen Gupta
7. Strategic Brand Management –Caperer
8. Behind Powerful Brands – Jones
9. Managing Indian Brands -S. Ramesh Kumar (407A)

Course Designed By:

Board of Studies, Department of Tourism Management, VikramaSimhapuri University

<b>Mapping with Programme Outcomes</b>										
<b>Cos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>
<b>CO1</b>	3	3	3	3	3	3	3	3	3	3
<b>CO2</b>	3	3	2	3	3	3	2	3	3	3
<b>CO3</b>	3	3	3	3	3	3	1	3	3	3
<b>CO4</b>	3	3	3	3	3	3	3	3	2	3
<b>CO5</b>	3	3	3	3	2	3	3	3	3	3

\*3-High; 2-Medium; 1-Low

  
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Course code	17RMBAD406(H)	GLOBAL HUMAN RESOURCES MANAGEMENT	L	T	P	C
Generic Electives		ELECTIVE - V	4			4
Pre-requisite		Enrich students by enabling them to identify HR practices throughout the world	Syllabus Version		2017	
Course Objectives:						
The main objectives of this course are to:						
1. Enable the students learn nature, scope and structure of international business.						
2. Understand the influence of various environmental factors on international human resource operations.						
3. Distinguish between domestic and international human resources management.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understand Functional Aspects of GHRM.					K2
2	Know the concepts of training in international arena					K3
3	Analyze GHRM Practices in Selected Countries					K4
4	Learn the concepts of HR training in international arena.					K2
5	Familiarize IT and GHRM.					K5
K1 -Remember; K2- Understand; K3-Apply; K4 -Analyze; K5 -Evaluate; K6 – Create						
Unit:1	International Human Resource Management concept				12hours	
expanding role – Global issues and challenges, Differences between Domestic HRM and GHRM						
Unit:2	Human and Cultural Variables in Global Organizations				12hours	
Cross Cultural Differences – Cross – Cultural Research Methodologies – Hofstede's Hermes Study, Managerial Implications.						
Unit:3	International staffing and Compensation Practices				12hours	
Nature, Sources, Policies – Human Resource Planning – Recruitment and Selection for International Assignment- Training Expatriation –Repatriation. -Designing Compensation Programme, Approaches to International Compensation, Differentiating PCN'S and TCN'S.						



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<b>Unit:4</b>	<b>Appraisal and Training and development in the Global Perspective</b>	<b>12hours</b>
Programmes and Agencies - Evaluation of Global HRM Practices-Need, cross cultural training, learning – Performance management and HR process – Competency appraisal – Cultural Issues		
<b>Unit:5</b>	<b>International Industrial Relations and People Management</b>	<b>12hours</b>
Trade Unions, Collective Negotiations, Disputes/Conflicts, Quality Circles and Participative Management.- USA – European Countries, Asian Countries and Middle East.		
<b>Total Lecture hours</b>		<b>60 hours</b>
<b>References</b>		
<ul style="list-style-type: none"> <li>International Human Resource Management, Aswathappa, TMH.</li> <li>International Human Resource Management, Tony Edwards &amp; Chris Rees, Pearson.</li> <li>Internal Human Resource Management, Rao P.L, Excel.</li> <li>International Human Resource Management, Subba Rao P, Himalaya.</li> <li>International Dimensions of Organizational Behaviour, Adler N.J, Kent</li> <li>International Dimension of Human Resource Management, Dowling P.J, Thomson/Cengage.</li> </ul>		
Course Designed By:		
Board of Studies, Department of Tourism Management, VikramaSimhapuri University		

<b>Mapping with Programme Outcomes</b>										
<b>Cos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>
<b>CO1</b>	3	3	3	3	3	3	3	2	3	3
<b>CO2</b>	3	3	3	3	3	3	3	3	3	3
<b>CO3</b>	3	3	3	3	2	3	3	3	3	3
<b>CO4</b>	3	3	2	3	3	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3	3	2	3	3	3

\*3-High; 2-Medium; 1-Low



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Course code	17RMBAD407(F)	TAX PLANNING AND MANAGEMENT	L	T	P	C
Generic Electives		ELECTIVE - VI	4			4
Pre-requisite		Enrich students on legal obligations of tax filing and management	Syllabus Version		2017	
Course Objectives:						
The main objectives of this course are to:						
1. Familiarize the student with major latest provisions of the Indian tax laws and related judicial pronouncements pertaining to corporate enterprises						
2. Know implications for various aspects of Corporate Planning with a view to derive maximum possible tax benefits admissible under the law.						
3. Understand various tax provisions						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Learn about Capital Gains, computation of Taxable income.					K1
2	Understand Corporate Tax Planning.					K2
3	Analyze various Tax provisions.					K4
4	Evaluate Tax Payment Sources.					K5
5	Know about Tax incentives.					K2
K1 -Remember; K2- Understand; K3-Apply; K4 -Analyze; K5 -Evaluate; K6 – Create						
Unit:1	Introduction				12hours	
Meaning of Tax Planning and Management, Tax avoidance and Tax evasion – Tax Planning for new Business – Tax Planning with reference to location of Business – Form of Organization.						
Unit:2	Tax Planning and Financial Management Decisions				12hours	
Tax Planning relating to Capital structure decisions – Dividend Policy – Bonus Shares – Tax planning for Amalgamations (or) de – merger of companies.						
Unit:3	Tax Planning and Managerial Decisions				12hours	
Tax Planning in respect of own funds or borrowed capital – Lease Vs Purchase – Purchase by installment Vs hire – Make or buy decisions – Repairs , replacements, renewals or renovations – Sale of assets used for scientific research – Shutting Down or Continuing Operations						
Unit:4	Tax Provisions				12hours	



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Tax Provisions relating to free Trade Zones – Infrastructure Sector and backward areas – Tax incentives for exporters		
<b>Unit:5</b>	<b>Tax Payment</b>	<b>12hours</b>
Tax deduction at source – Tax collections at source – Advance payment of Tax.		
	<b>Total Lecture hours</b>	<b>60 hours</b>
<b>References</b>		
<ol style="list-style-type: none"> <li>1. V.S.Sundaram, Commentaries on the Law of Income – Tax in India, Law Publishers, Allahabad.</li> <li>2. A.C. Sampath Iyengar, Law of Income Tax, Bharat Publishing House, Allahabad.</li> <li>3. Taxman, The Tax and Corporate Law weekly.</li> <li>4. Ahuja G.K. and Ravi Gupta: Systematic Approach to Income Tax and Central Sales Tax, Bharat Law House, New Delhi.</li> <li>5. Lakhotia R. N: Corporate Tax Planning, Vision Publications, Delhi.</li> <li>6. Singhanian, V. K. Direct Taxes: Law and Practice, Taxman's Publications Delhi.</li> <li>7. Singhanian, V.K. Direct Taxes Planning and Management, Taxman's Publications Delhi.</li> <li>8. Melhotra, MC and Goyal, S.P: Income Tax Law and Accounts including tax planning, Sahitya Bhavan Publication, Agra.</li> </ol>		
Course Designed By:		
Board of Studies, Department of Tourism Management, VikramaSimhapuri University		

Mapping with Programme Outcomes										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	3	2	3
CO2	3	3	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	2	3	3	3
CO4	3	3	3	2	3	3	3	3	3	2
CO5	3	3	1	3	3	3	3	3	3	3

\*3-High; 2-Medium; 1-Low

  
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Syllabus for Master of Business Administration (Tourism Management) (2 Year Course) for V.S.  
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Course code	17RMBAD407(M)	RETAIL MARKETING	L	T	P	C
Generic Electives		ELECTIVE - VI	4			4
Pre-requisite		Enrich students with solid marketing strategies	Syllabus Version		2017	
Course Objectives:						
The main objectives of this course are to:						
1. Understand the concept of contemporary retail marketing.						
2. Identify various issues, strategies and trends in Retailing.						
3. Understand the significance of retailing and its role in the success of modern business houses.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Have an insight into the working of Retailing Sector					K1
2	Acclimatize with the insights of retailing, key activities and relationships					K4
3	Learn about cross buying behaviour of customers.					K3
4	Evaluate Customer Life Time Value and Customer Equity.					K5
5	Understand the concepts of e- tailing, retail market strategy, retail merchandising, pricing policies					K2
K1 -Remember; K2- Understand; K3-Apply; K4 -Analyze; K5 -Evaluate; K6 – Create						
Unit:1						
Introduction to Retailing and Retailing Strategy			12hours			
advent of retailing –function of retailing – types of retailing – customer buying behavior- target market and retail format- growth strategies – strategic retail planning process – factors to be consider for retail planning- Retail locations strategies.						
Unit:2						
Human Resource & Administrative Strategy			12hours			
designing the organizational structure for retail firm – Retail organization structures. Information Technology in Retailing Business						
Unit:3						
Merchandize and Store management			12hours			
Merchandize planning – Sources of merchandize – category management – Buying systems to stores- allocation of merchandise- objectives of a good store design – store design – store layout- space planning- merchandize presentation techniques and atmospherics.						
Unit:4						
Pricing and Communication Strategies in Retailing			12hours			



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Retail pricing strategies- approaches for setting pricing- pricing adjustments – Using price to stimulate retail sales – promoting the merchandise – implementing an advertising plan.		
<b>Unit:5</b>	<b>Retailing in India</b>	<b>12hours</b>
the present Indian retail scenario – Factors affecting retailing in India – Region wise analysis of Indian retailing- Retailing opportunities in Indian		
<b>Total Lecture hours</b>		<b>60 hours</b>
<b>References</b>		
1. AJ Lamba “ The Art of Retaailing, TMH, 2008 2. Chatan Bajaj Rajnish Tuli and srivatsva Retail Management (Oxford) 3. Barry berman& Joel R evans Retail Management A strategy approach (Pearson) 4. Levy Weiz retailing management (TataMcgraw Hill) 5. Suja R Nair Retail Management (Himalaya)		
Course Designed By:		
Board of Studies, Department of Tourism Management, VikramaSimhapuri University		

Mapping with Programme Outcomes										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	1	3	3
CO2	3	3	3	2	3	3	3	3	3	3
CO3	3	3	3	3	3	3	2	3	3	3
CO4	3	3	3	3	3	3	3	3	2	3
CO5	3	3	3	3	2	3	3	3	3	3

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Syllabus for Master of Business Administration (Tourism Management) (2 Year Course) for V.S.  
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Course code	17RMBAD407(H)	CHANGE MANAGEMENT	L	T	P	C
Generic Electives		ELECTIVE - VI	4			4
Pre-requisite		Familiarize the students with organizational change	Syllabus Version		2017	
Course Objectives:						
The main objectives of this course are to:						
1. Understand the basic aspects of the change management and organizational development over the changes occurs.						
2. Identify various systems approach to change.						
3. Know the techniques and frameworks for managing individuals, teams, and networks.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understand the process change management in organizations.					K2
2	Analyse various methods to resist change.					K4
3	Identify the relevance of Organizational Development with change management.					K3
4	Understand change dynamics.					K2
5	Evaluate change coping with organizational behavior.					K5
K1 -Remember; K2- Understand; K3-Apply; K4 -Analyze; K5 -Evaluate; K6 – Create						
Unit:1	Basics of Change Management				12hours	
Meaning, nature and Types of Change - change programmes - change levers - change as growth - change as transformation - change as turnaround - value-based change.						
Unit:2	Mapping change				12hours	
The role of diagramming in system investigation - A review of basic flow diagramming techniques -systems relationships - systems diagramming and mapping, influence charts, multiple cause diagrams- a multidisciplinary approach.						
Unit:3	Learning organization				12hours	
The relevance of a learning organization -- kindling learning processes in organizations- strategies to build a learning organization						
Unit:4	Organisation Development (OD)				12hours	
Meaning, Nature and scope of OD - Dynamics of planned change - Person-focussed and role-focussed OD interventions.						
Unit:5	Systems approach to change				12hours	

  
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systems autonomy and behaviour - the intervention strategy model - cases in intervention - total project management model (TPMM)

	<b>Total Lecture hours</b>	<b>60 hours</b>
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**References**

- Mirza S.Saiyadan, Organisational Behaviour, TMH, 2003, New Delhi.
- Robert A Paton and James McCalman, Change Management: A Guide to Effective Implementation 2/e. Response Books, New Delhi, 2000.
- Sethi : Organisational Transformation Through Business Process Reengineering Pearson Education.
- Art Horn: Gifts of Leadership: Team Building through Focus and Empathy, Macmillan India, 1998.
- C.S.Venkataratnam: Negotiated Change -Collective Bargaining, Liberalisation and Restructuring in India, Response Books, New Delhi, 2003.
- V.Nilakant and S.Ramnarayan: Managing Organisational Change, Response Books, New Delhi, 2003
- S.Ramnarayan, TV Rao and Kuldeep Singh (Ed.): Organization Development, Response Books, New Delhi 2003.
- Joseph W. Weiss: Organisational Behaviour and Change-- Managing Diversity, cross cultural dynamics and Ethics. Thomson Learning 2/e, New Delhi, 2001.
- R.S.Dwivedi: Human Relations and Organisational Behaviour: A Global Perspective 5/e, Macmillan, New Delhi, 2001.

Course Designed By:

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<b>Mapping with Programme Outcomes</b>										
<b>Cos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>
<b>CO1</b>	3	3	3	3	3	3	3	3	3	3
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<b>CO3</b>	3	3	3	3	3	3	3	1	3	3
<b>CO4</b>	3	3	3	3	3	3	3	3	3	3
<b>CO5</b>	3	3	3	3	2	3	3	3	3	2

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Course code	17RMBAD408	FIELD VISIT REPORT	L	T	P	C
Core Mandatory		CORE-XIV	4			4
Pre-requisite		Enrich students with the practical knowledge of their core study aspects	Syllabus Version	2017		
<b>Educational Tours</b> Two educational tours: One short tour of 1-3 days duration in the first / second semester preferably within the district / state; and one long tour of 4-10 days duration in the third / fourth semester, may be planned to give first hand learning experience out of the exposure to students. Both the tours will be organized with the approval from the appropriate authorities of the University. It is also resolved that at least two teachers of the department by rotation will accompany the students. The students have to submit a comprehensive report on their first hand learning experience out of the exposure gained from the tours.						
The Education Tour report could be on a particular Destination/ Product/ Experience /Adequacy or Inadequacies (a critical Analysis) usually encountered by a tourist at a particular destination/ product. The evaluation of the report and viva will be done by the internal examiners by the Departmental Committee (Head of the Department as Chairman and Tour Co-ordinators as members), at the end of 4 <sup>th</sup> Semester of the course.						
Distribution of Marks for FIELD VISIT REPORT & VIVA is as follows:						
Attending the Tour 1:		10 Marks				
Attending the Tour 2:		20 Marks				
Submission of Field Visit Report:		20 Marks				
Viva-Voce :		50 Marks				
Total:		100 Marks				

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