COCHIN UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHEME OF STUDY FOR MBA (TRAVEL AND TOURISM) PROGRAMME

THIRD SEMESTER

Course code	Paper	C/E	Credits	Internal Marks	UE Marks	Total Marks
SMT 2301	Global Tourism Geography	C	3	50	50	100
SMT 2302	Entrepreneurial Development	C	3	50	50	100
SMT 2303	International Business Law	C	3	50	50	100
SMT 2304	Hospitality and Resort Management	C	3	50	50	100
SMT 2305	Safety and Crisis Management	C	3	50	50	100
	Elective - 1	C	3	50	50	100
	Elective - 2	C	3	50	50	100
	Project Report based on Summer Internship***	C	Nil	0	0	0
	Semester Viva-Voce (Internal)**	C	Nil	-		

** The focus of the semester viva-voce will be subjects covered during the particular semester. The total marks allotted for the semester Viva voce will be equal to the number of theory papers in the semester multiplied by five. The marks secured by the candidate will be equally distributed across the papers and will be treated as given out of five from the internal marks for the respective papers in that semester. Viva-voce to be held at least one month before the University semester examination to enable finalisation of internal marks in time.

*** The Summer Internship project to be done in a business unit for a period of 45 days during the summer break after the second semester examination under the guidance of a Teacher. The report on Summer Internship should contain industry analysis, organizational analysis and a problem analysis. A pass/successful completion of the Summer Internship is a must. It carries no marks in the mark list.

Note: All MBA (Travel and Tourism) students are required to take at least two electives from the list of electives under Travel and Tourism.

SMT 2301 GLOBAL TOURISM GEOGRAPHY

Objective:
This course is intended to develop in students an understading of global tourism geography and to develop ability to work as a manager using this knowledge.

Module I:
World geography: Physical geography of North, South and Central America, Europe, Africa, Asia & Australasia.

Module II:
World Economic Geography: North, South and Central America, Europe, Africa, Asia & Australasia ,Transport, major Tourism Activities and destinations.

Module III:
Indian Geography, physical and political features of Indian subcontinents. Climatic conditions prevailing in India. Tourism attractions in different states and territories of India.

Module IV:
Planning and development of different tourism activities in different climatic regions, a case study of China, Switzerland, France, Malaysia, Maldives, Hong Kong, Sri Lanka.

Module V:
Travel formalities, familiarization with TIM, passport, VISA, Health certificate, currency certificate, insurance, customs, credit card and traveler's cheque, money transfer.

Suggested Readings:

1. IATA, Netherland, 2006 *Travel Information Manual*
2. IATA, Geneva, 2006 Blue and Red OAG
3. Lloyd E. Hudman, Eva H. Essa H. Essa, *Geography of Travel & Tourism*, 4 ed. 2002.
4. William Stephe, Stephan Williams, *Tourism Geography: A new Synthesis*, Taylor & Francis Publishers.
5. Subhas Chandra Sharma, *Geography of Tourism in 2 Volumes*; Rajat Publications, 2002

SMT 2302 ENTREPRENEURIAL DEVELOPMENT

Objective:
The objective of this course is to expose the students to the growth of entrepreneurship in developing countries with special reference to India.

Module I:
Entrepreneurship and its role in economics development. Problems of industrialization in underdeveloped countries with special reference to India.
Mechanics of setting of new enterprises – size and location, industrial location factors determining the industrial location.

Module II:
Entrepreneurial traits, types and significance; Definitions, characteristics of Entrepreneurial types, Qualities and functions of entrepreneurs. Entrepreneurial Behaviours and entrepreneurial motivation. Achievement and management success, Entrepreneurial success in rural area, Innovation and entrepreneur.

Module III:
Feasibility studies: technical, marketing and financial: managerial problems of new enterprises; production purchasing, financing labour and marketing problems.

Module IV:
Search for business idea, sources of Ideas, idea processing, input requirements. Business Plans (Preparation). Sources of Finance.

Module V:
Target group, selection of center, pre-training work; Govt. Policy towards SSI's entrepreneurial input; Technical assistance, marketing assistance, sickness of units and remedial assistance; Preparation of feasibility reports and legal formalities and documentation. Establishing and Entrepreneurs Systems.

Suggested Readings:

1. Cliffton, Davis S and Fylie, David E. *Project Feasibility Analysis*, John Wiley, New York, 1977
2. Desai A.N. *Entrepreneur and Environment*, Ashish, New Delhi, 1990
3. Drucker, Peter, *Innovation and Entrepreileurship*, Heinemann, London, 1985
4. Jain Rajiv, *Planning a Small Scale Industry: A Guide to Entrepreneurs*, S.S.Books Delhi, 1984
5. Kumar S.A., *Entrepreneurship in Small Industry*, Discovery, New Delhi, 1990
6. McCleffand, D C and Winter, W G., *Motivating Economic Achievement*, Free Press, New York, 1969
7. Pareek, Udai and Venkateswara Rao T., *Developing Entrepreneurship – A Handbook on Learning Systems*, Learning Systems, Delhi, 1978

SMT 2303 INTERNATIONAL BUSINESS LAW

Objective:
The objective of this course is to give a general picture of the legal environment of international business and the salient features of some important Acts.

Module I:
International law: multiplicity of legal environment, jurisdiction and externality, settlement of disputes – litigation; arbitration; conflict of laws; attempts at unification of laws.

Module II:
Law of contracts; contract of carriage of goods; carriage of goods by land, sea and air; discharge of contract.

Module III:
Sale of Goods Act, Negotiable Instruments Act.

Module IV:
Anti-trust legislation; Indian Competition Law, Anti-trust legislation in USA; Price and distribution controls.

Module V:
Industrial Policy; Industries (Development and Regulation) Act; Trade and Merchandise marks Act; legislations related to foreign exchange, Copy right Act.

Suggested Readings:

1. Schmithoff: *Export Trade – The Law and Practice*
2. Nabhi: *Business Laws*
3. Bare Acts
4. Warren J. Keegan: *Global Marketing Management*
5. Sak Onkvisit and John J. Shaw: *International Marketing*
6. Shukla M. L.: *Commercial Law*

SMT 2304 HOSPITALITY AND RESORT MANAGEMENT

Objective:
This course is intended to develop in students an understading of hospitality and resort management and to develop ability to work as a manager using this knowledge.

Module I:
Concept, origin and growth of Hospitality Industry, historical background, role in the development of tourism industry, Types of accommodation based on location, price, size and scope, Hotel organization structures, linkages and integration.

Module II:
Hotel operations: Front Office, F&B, Housekeeping, Engineering, Personnel, Accounting and Marketing. Criteria for classification of Hotels, Service quality concept, service attributes, service gap model, organization culture in service

Module III:
Investment in hotels, sources of hotel finance, state assistance in developing hotels. Marketing of Hotels: marketing mix, market segmentation and product positioning, sales skills and public relations in hotel, area group and co-operative hotel marketing

Module IV:
Catering and drinking places, food services for conferences and conventions, retail food services, health care food services, club food services, fast food. Emerging trends in lodging and food services industry in India. Laws relating to accommodation sector in India

Module V:
Tourism Resorts: concepts, types, characteristics, distinction between destination and resort, Resort planning – concept, significance, and scope, types, approaches, principles, Theoretical framework for formulating a resort plan. Scope for development of resort planning in India.

Suggested Readings:

1. P. Jones & Pizam, International Hospitality Industry, London
2. Tim Knowles, Hospitality Management – An introduction, London
3. Negi . J. M .S, Tourism and Hoteliering
4. Reid Robert D, Hospitality Marketing Management
5. Bovy, Bond & M. Lawson, Tourism and recreation development, CBI publishing
6. S.Medlik, H.Inram, The business of hotels
7. Sudhir Andrews, Hotel front office training manual, McGraw Hill
8. Sudhir Andrews, Hotel House keeping manual
9. Sudhir Andrews, Food and Beverage service
10. Manishkatti, Hotel Tourism and Hospitality Management
11. Jagmohan Negi, Hotel and Tourism Development
12. Jagmohan Negi, Marketing and Sales strategies for hotels and travel trade

SMT 2305 SAFETY AND CRISIS MANAGEMENT

Objective:
This course is intended to develop in students an understading of safety and crisis management and to develop ability to work as a manager using this knowledge.

Module I : Introduction to Security and Safety in Tourism:
Definition of terms; Psychological aspects of fear and feeling of security
Basics of Tourist security: Fire prevention, basics of fire fighting; Accidents –their causes and prevention during travel and lodging; First aid and emergency services; Hotlines – consumer protection: tourist complaint services, tourist insurance, tourist security information – diplomatic assistance

Module II : Tourism, Terrorism and Crime:
Security environment – global, national and local;
Tourism and security issues - Tourism, terrorism and civil unrest issues;
Crime issues: including premises liability, drug trafficking, theft and street robbery
Government security agencies and their functioning; Planning for tourism security – national responsibilities; legal, regulatory and judicial framework
Creating local networks for visitor & resident security, media relations, police protection,

Module III : Overview of the Crisis Management:
Concepts and approaches; Definition of Key Terms and Identification of Crisis Events; Disaster management / emergency management & risk management; how they differ from crisis management
Preparing for a crisis & responding to crisis:
Issue management; crisis management team; planning & preparation - anticipate, prepare and mitigate an impending crisis; dealing with a crisis

Module IV : Risk Assessment& Risk Management:
Vulnerability Analysis/ Vulnerability audit, Risk Assessment, Risk Management, and Risk Communications; Business Area Impact Analysis Business Contingency Planning, Emergency response plans, Corporate crisis management plans, Corporate crisis communications plans, Disaster recovery plans, Business continuity plans.

Module V : Crisis management Communication and Leadership:
Internal crisis communication; Managing the mass media; crisis communication & public relations; Crisis management - a leadership challenge; Leadership framework for crisis management

Suggested Readings:

1. Yoel Mansfeld and Linda Chapin (Ed), (2005) *Tourism, Security and Safety,* Elsevier Science & Technology
2. C. Michael Hali, Dallen J. Timothy, David Timothy Duval, (2006), *Safety And Security In Tourism,* Jaico Publishing House

3. Dirk Glaesser, (2006) *Crisis Management in The Tourism Industry*, Butterworth-Heinemann,
4. Bill Richardson, Richardson, Denis Smith, Smith (1999), *Crisis Management: A Work Book for Managers*, John Wiley & Sons
5. Otto Lerbinger, (1997), *The Crisis Manager: Facing Risk and Responsibility*, Lawrence Erlbaum Associates, Mahwah, New Jersey.