## MBA TT – Syllabus

### Semester III

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<th>University Examination</th>
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<td>SMT 2301</td>
<td>Entrepreneurial Development</td>
<td>3</td>
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<tr>
<td>SMT 2302</td>
<td>Hospitality and Resort Management</td>
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<td>SMT 2303</td>
<td>Safety, Security &amp; Crisis Management in Travel and Tourism Industry</td>
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<td>SMT 2304</td>
<td>Management of Travel Agency and Tour Operations</td>
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<td>SMT 2305</td>
<td>Tourism Marketing</td>
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<td>SMT 2306</td>
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Module I:

Entrepreneurship and its role in economics development. Problems of industrialization in underdeveloped countries with special references to India.

Mechanics of setting of new enterprises- size and location, industrial location factors determining the industrial location.

Module II:

Entrepreneurial traits and significance; Definitions, characteristics of Entrepreneurial types, Qualities and functions of entrepreneurs. Entrepreneurial Behaviors 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. Sources and criteria of financing, fixed and working capital assessment.

Module V:

Target group, selection of center, pre-training work; Govt. policy towards SSI’s entrepreneurial input; Technical assistance, sickness of Modules and remedial assistance; Preparation of feasibility reports and legal formalities and documentation. Establishing and Entrepreneurs Systems.

REFERENCES:

5. Ugo Fratesi, Lanfranco Senn; Growth and Innovation of Competitive Regions: The Role of Internal and External Connections, Springer, 2009
SMT 2302  HOSPITALITY AND RESORT MANAGEMENT

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


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.

REFERENCES

2. Clayton W. Barrows, T Powers; Introduction to the hospitality Industry; John Wiley & Sons, 2002
3. S. Medlek, H. Ingran; the Business of Hotels, Butterworth, Heinemann, 200
5. M.N. Ahmed: Food & Beverage Services; Anmol Publications, 200
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 & leadership:

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

Books Recommended

Module - I  INTRODUCTION:
Travel Agent and Tour Operators - Changing status of travel agents and tour Operations; Rights, duties and nature of their activities; Role of Travel Agents and Tour Operators in the 21st century.

Module - II  FUNCTIONS AND SERVICES:
Functions of Travel Agents and Tour Operators, Planning of sight-seeing and shopping; Preparation of Itineraries; Ticketing- Rail reservations and Airline reservations; Marketing of Tourism packages Transportation, Accommodation and other auxiliary services; Providing professional knowledge and experience, foreign currency exchange, train schedules, airline tariff, Hotel rates and documentary requirements, Economies of Travel agency, Business and need for professional guidance.

Module - III  ORGANISATIONAL STRUCTURE AND LINKAGES:
Organizational structure of travel Agents and Tour Operators, Formation of Travel Agency - Linkages of the Travel agents and Tour Operators with – (I) Transports (II) Accommodation providers (III) ‘Rail and Airlines (IV) National and International Travel. Associations, Job training for Guides etc.

Module - IV  LEGAL RESPONSIBILITIES AND INCENTIVES:
Legal responsibilities of Travel Agents. Difficulties of Travel Agents, Incentives—Remuneration and Earning; Familiarization Trips; Important Guidelines and literature for Travel Agency business; State and Travel agency.

Module - V  GOVERNMENT AND TOURISM:
Important activities of the Central and State Government for building the infrastructure of Tourism Industry with special reference to the Objectives, management and working. Institutional Linkages in Tourism Promotion.

SUGGESTED READINGS:
3. Harish Malik: The Indian Travel Agent: Role, Performance, Professionalism
SMT 2305 TOURISM MARKETING

Module I
Introduction to tourism marketing
Service characteristics of hospitality and tourism marketing
Consumer Behavior and Psychology in Tourism

Module II
Segmentation, targeting and positioning for hospitality, travel and tourism services
Tourism marketing research and demand forecasting
Tourism Services Products, Innovation and Product Development

Module III
Promoting tourism products – advertising, sales promotion, public relations
Professional sales
Electronic marketing – internet marketing, database marketing, direct marketing

Module IV
Pricing of hospitality, travel and tourism products
Marketing channels and sales networks for travel, hospitality and tourism sectors

Module V
Competitive analysis and tourism marketing strategy development
Developing a tourism marketing plan
Destination marketing

Suggested Readings

1. Philip Kotler, John Bowen and James Makens, Marketing for Hospitality and Tourism Pearson education, New Delhi, 2005
2. James C. Maken, Marketing for Hospitality and Tourism, Prentice Hall, 2005
4. Prateek Aggarwal, Marketing Strategies in Tourism, Mohit Publications, New Delhi, 2005
SMT 2306 MANAGEMENT INFORMATION SYSTEM

Module I:

Introduction to information system, An overview of Systems Development, The systems development, Major Trends in Technology, applications of Information Technology, Management Information System: Definitions – Basic Concepts Frameworks – Systems Development initiative Different methodologies - Life cycle & Prototype approach Detailed study on Life Cycle Design & implementation Case Study, Structured system analysis and design Methodologies and Alternatives. Decision making process problem solving techniques how decisions are being supported – decisions styles group decision making features of various CBIS.

Module II:

System Analysis : Recognizing problems and opportunities, Planning information systems, Feasibility study, Specifying user requirements. System Design : The design process, design of output, Processing and input systems, software design alternatives. Forms codes and procedures, Introduction to object oriented programming.

Module III:


Module IV:


Module V:

Enterprise resource planning systems and their important modules and their features. Web based information systems their features and design models. Customer relationship management using computer based systems. The systems department, Software project management. Software audit.

REFERENCES:

3. H. Werthner S. Klein; Information Technology & Tourism; A Challenging Relationship Springer 2008
4. Kendall System Analysis & Design (7e) Darling Kindersley (India) 2008
5. Pratt; Concepts of Database Management, Thomson Business Infor. 2006