

Scheme & Syllabus of Master of Tourism and Travel Management (MTTM)

Batch 2018 onwards



By

Board of Study HMCT

Department of Academics

IK Gujral Punjab Technical University

**IK Gujral Punjab Technical University
MTTM Batch 2018 onwards**

Master of Tourism and Travel Management (MTTM):

It is a Post Graduate (PG) Program of 2 years duration (4 semesters)

Eligibility for Admission: Bachelor Degree Pass in any Stream.

Total Marks of MTTM. Program: 2200

Total Credit of MTTM Program: 80

Courses & Examination Scheme:

First Semester

Hrs. 22

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
MTTM101-18	CORE	Principles and Practices of Management	3	0	0	40	60	100	3
MTTM102-18	CORE	Marketing: Concepts & Principles	3	0	0	40	60	100	3
MTTM103-18	CORE	Business Environment	3	0	0	40	60	100	3
MTTM104-18	CORE	Tourism: Concepts and Principles	3	0	0	40	60	100	3
MTTM105-18	CORE	Tourist Resources of India	3	0	0	40	60	100	3
MTTM106-18	CORE	Computer Applications in Tourism & Hospitality Industry	3	0	0	40	60	100	3
MTTM-107/108/109-18	CORE	Foreign Language-I	4	0	0	60	40	100	4
TOTAL			22	0	0	300	400	700	22

Second Semester

Hrs. 21

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
MTTM201-18	CORE	Introduction to Travel Agency and Tour Operation Business	3	0	0	40	60	100	3
MTTM202-18	CORE	Organizational Behavior	3	0	0	40	60	100	3
MTTM203-18	CORE	International Air Fare, Ticketing and Air Cargo Operation	3	0	0	40	60	100	3
MTTM204-18	CORE	Introduction to Basic Accounts & Financial Management	3	0	0	40	60	100	3
MTTM205-18	CORE	Hospitality Industry Management	3	0	0	40	60	100	3
MTTM206-18	CORE	Human Resource Management	3	0	0	40	60	100	3
MTTM207-18	CORE	Field Tour Report and Viva-Voce	0	0	3	60	40	100	2
TOTAL			18	0	3	300	400	700	20
Self-Study Course on Conference, Convention and Event Management			3	0	0	00	00	00	Non-Credit

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Third Semester

Hrs. 20

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
MTTM301-18	CORE	Research Methodology	4	0	0	40	60	100	4
MTTM302-18	CORE	Tourism Policy and Planning	4	0	0	40	60	100	4
Student has to Choose any one group (A, B, C) as an elective									
GROUP-A (Marketing Management)									
MTTM303-18	Elective-I	Tourism and Hospitality Marketing	4	0	0	40	60	100	4
MTTM304-18	Elective-II	Consumer Behavior	4	0	0	40	60	100	4
GROUP-B (Financial Management)									
MTTM305-18	Elective-I	Advanced Financial Management	4	0	0	40	60	100	4
MTTM306-18	Elective-II	Working Capital Management	4	0	0	40	60	100	4
GROUP-C (Human Resource Management)									
MTTM307-18	Elective-I	Legal Environment & Industrial Relationship	4	0	0	40	60	100	4
MTTM308-18	Elective-II	Performance Appraisal & Counselling	4	0	0	40	60	100	4
MTTM-309/310/311-18	CORE	Foreign Language II	4	0	0	40	60	100	4
TOTAL			20	0	0	200	300	500	20
Self-Study Course on Ecotourism: Principles & Practices			3	0	0	00	00	00	Non-Credit

Foreign Language-I (Choose any one)

MTTM-107-18 Foreign Language (German)

MTTM-108-18 Foreign Language (French)

MTTM-109-18 Foreign Language (Spanish)

Foreign Language-II (Choose any one)

MTTM-309-18 Foreign Language (German)

MTTM-310-18 Foreign Language (French)

MTTM-311-18 Foreign Language (Spanish)

Fourth Semester

Hrs. 18

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
MTTM401-18	CORE	On the Job Training Report	0	0	6	00	100	100	6
MTTM402-18	CORE	Final Viva-Voce	0	0	0	00	100	100	6
MTTM403-18	CORE	Project Report	0	0	6	00	100	100	6
TOTAL			--	--	-	00	300	300	18
Self-Study Course on Adventure Tourism Management			3	0	0	00	00	00	Non-Credit

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First Semester

Title: Principles and Practice of management

Subject Code: MTTM 101-18

Contact Hours: 45 Hours

Work Load: 03 Hours Per week

Credit Points: 03

Objective: The objective is to provide an understanding of basic concepts, principles and practices of management. The aim is to include the ability to apply multifunctional approach to Organizational objectives.

Course Contents

Unit - I

The Basic Management Theory and Practice: Nature and Importance Management, Concept of Management, Management as Science or Art, Management as profession.

Development of Management Thought: Classical Management Theory: Contribution of Taylor & Fayol: Human behaviour approach, Hawthorne studies, Chester Bernard and social system theory, Recent contribution and Overview of shifts in focus in Management thought.

Management function and skills: Management Role, Functions, Various levels of Management; Overview of functional areas of Management.

Management and society: The external Environment, Social Responsibility and Ethics

Unit II:

Planning: The Nature of Planning, Steps in planning and planning process. Fundamentals of planning; mission and objectives, Major kinds of strategies and policies and Technique of decision making.

Unit-III:

Organizing: Concept of Organization and organization Theories, Formal and Informal organization. Authority and responsibility, Delegation, Centralization and Decentralization; Span of Managent, Authority relationships, Line and Staff relationship, Designing of organizations structure.

Unit-IV:

Staffing and Directing: Fundamental of Staffing; Issues in Managing Human Resources, Human factors.

Motivations Theories of Motivations: McGregor's Theory, Hierarchy of needs theory and Herzberg Theory, **Leadership:** Definition, Ingredients of leadership, leadership Pattern styles.

Communication: Process of communication, Communication in organization, Barriers in communication, Effective communication.

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Unit V: Controlling:The Basic Control process, Control Techniques: Budget, Use of Information Technology, Profit and loss control, Control through ROI, Direct control, Preventive control, Managements Audit.

Suggested Readings

1. Drucker, F. Peter: Management-Tasks, Responsibilities & Practices
2. Koontz 'O' Donnell Whirlich: Elements of Management
3. Drucker, F. Peter: The Practice of management
4. Drucker, F. Peter: The Practice of Management
5. Terry and Franklin: Principles of Management
6. Stoner: Principle of Management
7. William H. Newman and E. Kirby Wassen: The Process of Management
8. Rao, V.S.P and Rao S: Management Concepts, Konark Publishers.
9. Prasad L.M., Chan S.: Principles & Practice of Management.
10. Agarwal R.D.: Organization & Management, Tata McGraw Hill.

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MTTM Batch 2018 onwards
Title: Marketing: Concept & Principles

Subject Code: MTTM 102-18

Contact Hours: 45 Hours

Work Load: 03 Hours Per week

Credit Points: 03

Objectives: To understand and appreciate the concept of marketing in theory and practice, evaluate the environment of marketing and develop a feasible marketing plan and to understand and appreciate the concept of marketing strategy formulation and implementation

Course Contents

Unit I

Introduction to Marketing, Marketing process and Concepts: from traditional concepts to modern, Indian marketing environment, the marketing mix.

Unit II

Strategic Marketing Planning: Market Segmentation-Bases for segmenting consumer markets, Levels of market segmentation, Market Targeting, Analyzing Buyer Behaviour: Factors affecting consumer behavior, Buyer decision process, Related Case studies.

Unit III

Product and Pricing: Product characteristics and classification, characteristics of services, Product life cycle, Product mix, new product development, Product and brand relationship, brand attributes, branding strategies, product differentiation and positioning. Factors influencing pricing, Pricing methods, to consider when setting prices. Related Case studies.

Unit IV

Integrated marketing communication, Distribution and Promotion: Role of marketing communication, marketing communication mix, advertising, sales promotions, public relation, personal selling, direct marketing. Related Case studies.

Physical distribution and marketing logistics, marketing channels, creating and managing dealer network, retailing, wholesaling, direct marketing, internet marketing.

Unit V

Trends in Marketing:

Internal marketing, Socially responsible marketing. Total marketing effort. Marketing information system, marketing research, marketing control, rural marketing in India, Global marketing strategies for Indian firms. Related Case studies.

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Suggested Readings

1. Kotler, Philip & Armstrong, Gray, “Principles of Marketing”, Prentice Hall of India, New Delhi
2. Kotler, Philip, “Marketing Management: Analysis, Planning, Implementation and Control”, Prentice Hall of India, New Delhi
3. Kotler, Philip; Keller, Kevin; Koshi, Abraham and Jha, Mithileshwar, “Marketing Management, A South Asian Perspective”, Pearson education.
4. Neelamegham, S., “Marketing in India - Cases & Readings”, Vikas Publishing House, New Delhi
5. RamaSwamy, V.S and Namakumari, S, “Marketing Management - Planning Implementation & Control’, Macmillan Books, New Delhi
6. RamaSwamy V.S and Namakumari, S, “Marketing Management”, Macmillan Books, New Delhi
7. Kumar, Arun and Meenakshi, N, “Marketing Management”, Vikas Publishing House, New Delhi.
8. Srinivasan, “Case studies in Marketing”, Prentice Hall of India, New Delhi
9. Stanton, William J, “Fundamentals of Marketing”, McGrawHill, New York
10. Enis, B.M, “Marketing Classics: A Selection of Influential Articles”, McGrawHill, New Yo

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MTTM Batch 2018 onwards
Title: Business Environment

Subject Code: MTTM 103-18

Contact Hours: 30 Hours

Work Load: 03 Hours Per week

Credit Points: 03

Objective: The object is to educate the students on the role of business in modern society. Emphasis is placed on the significant relationship, which exists between business and the social, legal, political, economic, financial and fiscal environment in India. Also analyze the competitive business environment.

Course Contents

Unit – I

Introduction: Business environment, Economic environment of business, non-economic environment of business, Environment and Management. Nature of Economic System: Free Market Economy, Social Economy, Mixed Economy, Privatization.

Economic Policies: The theory of economic policy, fiscal policy, monetary policy, physical policy.

Unit – II

Indian Economy: The Indian corporate sector, The Public Sector, The Joint Sector, The Co-Operative Sector, Small Scale Industry, The Infrastructure Sector, The Social Sector, The Capital Market, Government Machinery for Industrial Economy.

Unit – III

Economic Policy Statements and Problems: Industrial policies of the past, the industrial policy 1990, the industrial policy reforms in the nineties, foreign trade policies and related measures, some aspects of Indian fiscal management, some aspects of Indian monetary management.

Unit – IV

Economic Legislation: Monopolies and Restrictive Trade Provisions (MRTP) Act, Company laws, SEBI regulations on corporate restrictions, FEMA.

Unit – V

International Economic Environment: New world economic order, Economic Transition in India - Liberalization, Privatization and Globalization global position of India, India and WTO, India and economic sanctions, India's balance of payment outlook, national companies global reach.

Suggested Readings

- | | |
|------------------------------|--|
| 1. Adhikari M | - Economic Environment of Business |
| 2. Agarwal A N | - Emerging Dimensions of Indian Management |
| 3. Cherunilam Francis | - Business Environment |
| 4. Datta R. and Sundhran KPM | - Indian Economy |

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Title-Tourism: Concepts and Principle

Subject Code: MTTM 104-18

Contact Hours: 45 Hours

Work Load: 03 Hours Per week

Credit Points: 03

Objective: The objective is to provide an understanding of basic concepts, principles of tourism.

Course Contents

Unit –I: Introduction to Tourism:

Concepts and Issues, Historical Development of Tourism, Technical Definition of tourism and tourists, Understanding the Tourist, Types of Tourist, Travel and Tourism Intermediaries, Transport and Tourism, Tourist Attractions, Tourism Accommodation. Tourism System, Factors Effecting Tourism Systems, Tourism Demand, Tourism Supply Issues, Tourist Motivation.

Unit –II: Managing Tourism Operations and Tourist Activities:-

Tourism and Entrepreneurship, Tourism and Information Technology, The Role of the Public and Private Sector in Tourism.

Economic Impacts, the Multiplier Effect ,Social and Cultural Impacts, Environmental Impacts, The challenge of Sustainability, carrying capacity, alternative and green tourism philosophy

Unit: III:- Marketing Tourism:

Concepts and Issues, Marketing Tourism: Destination Management, Tourism Product, Difference between Tourism Product and Other Consumer Product.

Unit –IV: Tourism Trends and Philosophies

Trends and Themes in the use of Tourist Resources, Urban Tourism, Rural Tourism, Coastal and Resort Tourism, Tourism in the less Developed World. Upcoming Tourism Opportunities, New Realities, New Horizon. Growth of International Tourism, Status concern of top 10 destinations in India and the World, Domestic, Inbound and Outbound Tourism in India

Unit –V: Tourism Planning and Tourism Organization:

Conceptual Meaning of Tourism Planning, Types and Process of Tourism Planning. Structure and Role of WTO, PATA, IATO, TAAI, ASTA and Department of Tourism Govt. of India.

Suggested Books:

1. Tourism: A Modern Synthesis: Stephen J Page, Paul Brunt, Graham Busby and Jo Connell
2. Business of Tourism- Christopher J.,Hollway
3. Discovering Hospitality and Tourism- Jack D. Ninemeier and Joe Perdue, Pearson Education

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Title: Tourist Resource of India

Subject Code: MTTM 105-18

Contact Hours: 45 Hours

Work Load: 03 Hours Per week

Credit Points: 03

Objective: The module gives information of country's tourist places of national and international importance and it helps students to know the background elements of tourism industry of our country.

Course Contents:

Unit I

Introduction: Concepts, meaning and characteristics, typologies and nature, definition and differentiation and nature and scope of tourist places in India.

Unit II

Natural Resources: Wildlife Parks, Sanctuaries and Tiger reserves in India with case studies of Raja-ji-National Park, Jim Corbett Tiger Reserve, Har-Ki-Doon Sanctuary, Bharatpur Bird Sanctuary and Bhuyandar-Valley of Flowers.

Unit III

Natural Resources :Hill Stations and Coastal Tourism:

Study of Hill station attractions and their environs with case studies of Mussoorie, Nainital, Shimla, Darjeeling. Sustainable Tourism Development and Carrying capacity in Hill stations

Beaches and Islands : Resources and their use patterns. Case studies of Goa, Kovalam and Gopalpur Sea beaches.

Unit IV Socio-Cultural Resources

Buddhist and Islamic Resources: Bodh Gaya, Nalanda, Kushinagar, Sarnath, Sanchi and Ajanta. Islamic resources: Delhi, Agra and Fatepur Sikri.,

Important fairs and festivals with case studies of Kumbh Mela, Puskar Fair, Surajkund Craft Mela and Puri Rath Yatra.

Unit V Socio-Cultural Resources

Hindu Resources: Khajuraho, Jaipur, Mahabalipuram, Tanjore, Hampi, Ellora, Elephanta and Konark. National Museum, New Delhi

Suggested Readings:

1. Mukarjee, R.K. The Culture and Art of India, George Alleene Unwin Ltd., London, 1959.
2. Oki Morihiro - Fairs and Festivals, World Friendship Association, Toyko, 1988.
3. The Treasures of Indian Museumes, Marg Publication, Mumbai.
4. Archaeological Survey of India publication on archaeological places of India.
5. Mitra, Devla - Buddhist Aruhitecture, Calcutta.

Subject Code: MTTM106-18

Work Load: 03 Hours Per week

Contact Hours: 30 Hours

Credit Points: 03

Objective: The module is prescribed in the course to impart practical knowledge on computer application and train the students on office automation.

Course Contents

Unit I: Introduction to Computer Terminology and Hardware: The use of an Operating System. Various Programming Languages, A descriptive survey of some of the important Application: Communication, Office Systems, Information Storage and Retrieval and Artificial Intelligence.

Unit II: Operating System, Window and its Application: Typical Micro-Computer Storage, Software Packages such as Word Processor, Spreadsheet and MS Office.

Unit III: Management Information Systems, Office automation, E-mail and Electronic Highway, Internet.

Unit IV: Computer Networking and its Application in Tourism: CRS for Rail Transport, Hotel Bookings, Airlines: Different packages used : Amadeus, Apollo-Galileo, Sabre etc.

Unit V: Introduction to a Statistical Package (SPSS), Presentation Graphic Tools. Multi-media Technology.

Suggested Readings:

1. London, K.C & London, J.P, Management System Information Systems - a Contemporary Perspective, Mcmillan, 1988.
2. Lucey, T. Management Information Systems, DP Publications.
3. Clark, A. Small Business Computer Systems, Hodder & Stoughton, 1987
4. Parkinson, L.K & Parkinson ST, Using the Micro-Computer in Marketing, McGraw Hill, 1987.
5. Braham, B. Computer System in Hotel & Catering Industry, Cassell, 1988
6. Basandra S.K., 'Computer Today', New Delhi : Galgotia Publications.
7. Mehta Subhash, 'Wordstar-7', New Delhi : Comdex Computer Publishing, Pustak Mahal.
8. Taxali, R.K., 'Lotus 1-2-3 Made Simple', New Delhi : Tata McGraw Hill.

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SECOND SEMESTER

Title: Introduction to Travel Agency and Tour Operation Business

Subject Code: MTTM201-18
Work Load: 03 Hours Per week

Contact Hours: 45 Hours
Credit Points: 03

Objective: In this module students will understand the conceptual meaning and differentiation between Travel agency and tour operation. Further, they can get Knowledge on formalities and documentation needed to set up tour and travel units.

Course Contents:

Unit I:

Travel Agency and Tour Operation business: Concept of Travel Agencies and tour Operators; History; Present status and future prospects of Travel Agency Business,. The Indian Travel Agents and Tour Operators-an overview. Travel Agency and Tour Operators: Linkages and arrangements with hotels, Airlines and Transport Agencies and other segments of Tourism Plants.

Unit II:

How to Set Up a Travel Agency? – Various types of organizations: Proprietorship, Partnership, Private Limited and Limited. Procedure for approval of Travel Agents, Tour Operators by Department of Tourism, Government of India. IATA rules and regulations, Basis of approval of a Travel Agency. Study of various fiscal and nonfiscal incentives available to travel agencies and tour operators business.

Unit III:

Travel Terminology and Travel Trade Organization: Current and Popular Travel Trade Abbreviations and other terms for supporting sources. Travel Agency Manuals, ABC, TIM, and other relevant manuals. Travel organizations: Travel Agents Association of India (TAAI), Indian Association of Tour Operators (IATO), International Air Transport Association (IATA).

Unit IV:

Function of a Travel Agent and Tour Operator: Understanding the functions of a Travel Agent, travel information and counseling to the tourists, reservation, ticketing, documentation, handling business/corporate clients including Conference and Conventions, sources of income: commission, service charges.

Market research and tour package formulation, assembling, processing and disseminating information on destinations, preparation of itineraries. Handling of tour file, sources of income for tour operation.

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Unit V: Organization structure, Management and Products of leading Travel Agencies of India: Case Study of Kuoni. SOTC, Thomas Cook, Orbit; Le Passage, Make My Trip, ITDC & GMVN.

Suggested Readings:

1. Holloway, K.C., The Business of Tourism (1983), Mac Donbald and Evans, Plymouth.
2. Syrratt Gwenda, Manual of Travel Agency Practice, Buutterworth Heinmann, London, 1995
3. Susan Webster, Travel Operating Procedures (Second Edition),- Van Nostrand Reinhold New York.
4. Fuller-Travel Agency Management, South-Vestern Publishing Co.
5. Chand Mohinder, Travel Agency Management, Anmol Publication Delhi.
6. Gupta S.K., International Airfare & Ticketing, UDH, Publisher.

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MTTM Batch 2018 onwards
Title: Organizational Behaviour

Subject Code: MTTM202-18
Hours

Contact Hours: 45

Work Load: 03 Hours Per week

Credit Points: 03

Objectives: The module helps to understand the key dimensions, processes and influences upon human behavior at the level of individual and group in the context of work organizations.

Course Contents

Unit I

Introduction: Meaning and Forms of an Organization. Theories of Organization, An Overview of Organizational Behavior (OB), Contributing Disciplines to the OB field. Challenges and opportunities and trends for OB.

Unit II

Individual dimensions of OB:

Perception: Concept, The Perceptual process, Person perception: Making judgment about others and perceptual errors.

Learning: Concept and process; Learning in organization, Theories of learning, Learning through reinforcement.

Personality: Concept, Personality determinants, Personality traits, Personality and OB, Different personality dimensions.

Motivation: Concept, Motivation in the workplace, Theories of Motivation.

Unit III

Interactive Dimensions of OB: Interpersonal and Group Behavior: Analysis of Interpersonal behavior; Transactional analysis, Group dynamic: Groups at work: Nature, Classification, Structure.

Unit IV

Controlling and Directing the Behavior: Leadership:- Nature of leadership, Styles, Theories of leadership, Successful versus effective leadership styles in travel trade and hospitality organizations.

Organizational Climate: Concept, Participative Management, Employee Moral,
Communication: Process, Principles of effective communication, Barriers in Communication.

Unit V

Organizational Effectiveness and organizations Structure: Organizational Change: Some determining factors, Process of change, Implementation, Planned organizational changes.

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Organizational effectiveness. Design of an organization structure and forms of Organization Structure.

Suggested Readings

1. Robbins, Stephens P, Organizational Behaviour, Pearson Education.
2. Prasad, L.M, Organizational Behaviour.
3. Luthans, Fred, Organizational Behaviour.
4. Hersey and Blanchard, Management of Organizational.
5. Kakabadse et al, Working in Organization, Penguin, 1987.
6. Vecchio, R.P, Organizational Behaviour, Dryden Press, 1998.
7. Invancevich, J.M and Matteson. M.T, Organizational Behaviour and Management 3rd edition, Irwin/ISE, 1993.
8. Steven L. Mcshane & M.A. Von Glinow, Organization Behaviour, Tata MC Graw Hill.

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MTTM Batch 2018 onwards

Title: International Air Fare, Ticketing and Air Cargo Operation

Subject Code: MTTM203-18
Work Load: 03 Hours Per week

Contact Hours: 45 Hours
Credit Points: 03

Objectives: This Module is intended to prepare the students to make them well versed with the modalities the reservation and issuance of International air ticket.

Course Contents

Unit – I

Aviation Geography: IATA areas, Sub Areas, Sub Regions. Time Calculation: GMT variation, Concept of Standard Time and Day light saving time, Calculator of Elapsed time, Flying Time and Ground Time and Minimum Connecting Time.

Unit – II

Minimum Connecting Time, CRS, Comparative Study of Different CRS System. CRS Functions: City pair Availability, Flight Bookings, Levels of CRS Participation, Airline Tickets, CRS Regulating Issues. PNR, Fare Quotes, Pre-assigned Seats, Special Traveler Account Records, Queues.

Unit – III

Introduction to Fare Calculation: 3 letter City Code and Airport Code, Airline Designated Code, Global Indicator. Familiarization with Air Tariff: Currency Regulation, NUC Conversion Factors, General Rules, Mileage Principles. Fare Construction with extra Mileage Allowance (EMA), Extra Mileage surcharge (EMS). Higher Intermediates Point (HIP).

Unit – IV

Fare Calculation for One Way Journey, Back Haul Minimum Check (BHC), Mixed class Journeys, Fare Calculation of circle Trip, Circle Trip Minimum Check, Practices of Filling of Passenger Ticket (With issuance of Ticket with Itineraries – One way (OW) Return (RT) on EMA, EMS, HIP, CTM, BHC, add-on and mixed class.

Unit – V

Air Cargo Operation: Types of Air Cargo, Cargo needing Special Attention. Introduction to Dangerous Goods Regulation, Documentation for Cargo handlers, Air wage bill.

Suggestive Reading:

1. OAG
2. Air Tariff Book
3. World Wide Rules
4. IATA Ticketing Hand book
5. Airport Business - R. Boganis
6. All you wanted to know about Airlines Functions – K. Sikdar
7. Gupta S. K. – International Air Fare and Ticketing, UDH Publishers Delhi.

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Title: Introduction to Basic Accounts & Financial Management

Subject Code: MTTM204-18

Contact Hours: 45 Hours

Work Load: 03 Hours Per week

Credit Points: 03

Objectives: The module will enable the students to understand principles of accounting in business operation and the basic objective is to teach students on principles of financial management and to brief inform them about the techniques of preparing financial information.

Course Contents

Unit-I:

Financial Accounting : Concepts and Conventions – Double Entry System, Preparation of Journal, Ledger and Trial Balance ; Preparation of Final Accounts: Trading, Profit and Loss Account and Balance Sheet.

Unit-II: Nature of Financial Management and Financial Planning: Financial Function, Meaning, Role, Scope and Importance of Financial Management, Financial Planning: Capitalization, Capital Structure and Capital Budgeting. Capital Structure and Managerial Policies, Trading on Equity, Financial Leverage.

Unit-III: Working Capital Management: Concepts, need, determinant of working capital, estimates of working capital, estimates of working capital and financing of current assets, management of cash, inventory management and accounts receivable.

Unit-IV: Management of Long Term & Short Term Funds:

Sources of Finance – Long term and short Term –, shares and debentures, Trade Credit, Unsecured loans, loans from Commercial Banks and other institutions, public deposits etc , Advantages and Disadvantages of different sources of funds.

Unit V: Dividend decision: Dividend Policy-Meaning and determinant, Formulation of stable dividend policy and advantage factors influencing dividend policy.

Suggested Books:

Anthony and Reece, Management Accounting Principles: Text and Cases

Pandey, I.M. Management Accounting: A Planning and Control Approach, Vikas Publication.

David, D., The Art of Managing Finance, Mc Graw Hill.

Pandey, I .M. Financial Managemnt, Vikas Publication

Van Horne, Financial Managemnt and Policy, Prentice Hall

Pandey, I.M., and Bhatt, Ramesh, Cases in Financial Managemnt, TATA Macgraw Hill

IK Gujral Punjab Technical University
MTTM Batch 2018 onwards
Title: Hospitality Industry Management

Subject Code: MTTM205-18

Contact Hours: 30 Hours

Work Load: 03 Hours Per week

Credit Points: 03

Objective: This module is prescribed to appraise students about the important departments of a classified hotel and to know various aspects related to accommodation industry.

Course Contents:

Unit I:- The Hospitality Industry : Introduction to Hospitality Industry: Classification of Hotels - Star Rating of Hotels - Classification on the basis of size, Location, Clientele, Duration of stay, level of Service -Classification on the basis of ownership - Alternative Accommodations - Hotel Tariff Plans - Types of Guest Rooms, forces affecting growth and change in the Hospitality Industry.

Unit II:- Organization Structure: Structure of Major Departments of a hotel - Front Office, Housekeeping, Food and Beverage Service Departments, Food Production, Engineering and Maintenance, Accounts, Human Resource, Security, Sales Marketing, Purchase etc..

Unit III:- Front Office Operations: Room Reservations, Registration - Allotment of rooms - Stay, Departure - Handling FIT – GIT - Guest - Handling guest mail - Message -Handling - Custody and control of keys - Guest paging - Safe deposit locker, left luggage ,handling, wake up call, Handling Guest Complaints.

Unit IV:- Housekeeping and Food and Beverage Services: The operational areas of the Housekeeping, Room Cleaning, Public area Cleaning, food services and food and beverage department, job description of personnels of Housekeeping and F&B Service department.

Unit V: - Management Contracts and Franchising: Advantages and disadvantages of management contracts, franchise operation procedure, advantages and disadvantages of franchise, franchise fee, franchise selection. Major Hotel Chains of India and of World.

Suggested Readings:

1. Hotel and Lodging Management an Introduction: by Alan T. Stutis & James F.Wortman, John Willy & sons
2. Management in the Hospitality industry by Tom Power and Clatan W.Barrows, John Willy & sons
3. G. Raghubalan & Smritee Ragubalan: Hotel Housekeeping operations and Management.
4. Jagmohan Negi, Hotels for Tourism Development, S. Chand, New Delhi.
5. Jatashankar R Tewari (2009), Hotel front office operations and Management, Oxford publication New Delhi.
6. Gray and Ligouri (2000), Hotel and Motel Management and Operations, PHI, New Delhi.
7. Sudheer Andrews (2009), Hotel Front Office Training Manual, Tata McGraw Hill, Bombay.

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MTTM Batch 2018 onwards
Title: Human Resource Management

Subject Code: MTTM206
Work Load: 03 Hours Per week

Contact Hours: 30 Hours
Credit Points: 03

Objectives: To develop an understanding of the human resource management with respect to various aspects of personnel management and industrial relations.

Course Contents

Unit – I

Over view and model of personal/human resource management, nature, scope and importance of human factor in managing modern organisation, personal/human resource activity, strategic human resource management.

Unit – II

Human Resource Planning: Meaning and nature of human resource planning, need for human resource planning, planning process. Job analysis, methods of job analysis, job description,

Unit – III

Recruitment, Sources of Recruitment, Process of Selection, placement and induction.

Unit – IV

Training & Development: Need, objectives and methods of training, significance of training, management development Program– principles and methods, transfer and promotion, performance appraisal.

Unit – V

Wage and salary administration, wage policy concept, role and importance, developing a pay structure, determining individual rates of pay, benefits.

Suggested Readings

1. Heneman, Schooab - Personnel/Human Resource Management
2. Aswathppa, A - Human Resource & Personal Management
3. Yoder Dale - Personnel Management and Industrial Relations
4. Singh Chandra & Tunga - Personnel Management and Industrial Relations

IK Gujral Punjab Technical University
MTTM Batch 2018 onwards
Title: Field Tour Report and Viva-voce

Subject Code: MTTM207-18

Contact Hours: 30 Hours

Work Load: 03 Hours Per week

Credit Points: 02

There will be a field visit of six to ten days duration specific destination during the semester period duly approved by the Director. All students are required to submit the field study tour reports of their field visits in the department 15 days before the second semester Viva-voce examination. The Viva-voce shall be conducted on the basis of theory papers and field visits and marks shall be awarded both by Internal and External examiners. The aggregate of both the examiners shall be awarded to the candidates there upon.

Self-Study Course
Title: Conference Convention and Event Management

Subject Code: MTTM-S-1

Contact Hours: 45 Hours

Work Load: 03 Hours Per week

Credit Points: 00

Objective: This self-study course is identified for the students to gain basic knowledge on MICE segment, trade fairs, business conferences etc.

Course Contents

Unit – I

Growth and Development: Introduction to conventions, incentives, exhibition and meetings (MICE)

Unit – II

Selecting a Partner: Initial enquiries, communicating & determining needs, menu planning details, contracting with an outside caterer, press kits.

Unit – III

Making Events Successful: Marketing, advertising, preparation of brochures, publicity, campaign and joint publicity and direct sale.

Unit – IV

Emergency and Risk Management: General preparation fire safety in the hotel, medical emergencies, facilities procedures for medical emergencies, bomb threats, other contingencies, inspecting a hotel, accommodation, meeting and banquets space, other information.

Unit –V

Budgeting Conference and Exhibition: Use of Budget Preparation, estimating, fixed and variable costs, cash flow sponsorship and subsidies, operation guide to submitting a successful bid, supporting documents for convention bid, role of Indian Convention Bureau.

Suggested Readings:

1. Coleman, Lee & Frankly, Powerhouse Conferences, Educational Institute of AH&MA, 1991.
2. Hoyle, Dort & Jones, Maning Conventions and Group Business, Educational Institute of AH & MA, 1995

IK Gujral Punjab Technical University
MTTM Batch 2018 onwards
SEMESTER –III

Title: Research Methodology

Subject Code: MTTM301-18

Contact Hours: 45 Hours

Work Load: 04 Hours Per week

Credit Points: 04

Objectives: In this module students will understand the conceptual meaning of research methodology. Further, they can get Knowledge on research design, processing & analysis of data, report writing.

Course Contents

- I.** Research Methodology, Research Design and Sampling Design: An Introduction - Meaning and Objectives of Research; Types of Research; Significance of Research; Defining a Problem. Meaning of Research Design; Need for Research Design; Features of a Good Design; Different Research Designs. Steps in Sampling Design; Criteria for Selecting a Sampling Procedure; Characteristics of a Good Sample Design; Different Types of Sample Designs
- II.** **Methods of Processing and Analysis of Data:** Collection of Primary Data; Collection of Data through Questionnaires; Collection of Data through Schedules; Some Other Methods of Data Collection; Processing Operations; Some Problems in Processing; Elements/Types of Analysis; Statistics in Research; Measures of Central Tendency; Measures of Dispersion; Measures of Asymmetry (Skewness); Measures of Relationship.
- III.** **Testing of Hypotheses- I :** What is Hypothesis? Procedure for Hypothesis Testing; Tests of Hypotheses; Hypothesis Testing. Chi-square test as a Test for Comparing Variance; Steps Involved in Applying Chi-square Test;
- IV.** **Analysis of Variance and Multivariate Analysis Techniques:** Analysis of Variance (ANOVA): What is ANOVA? The Basic Principle of ANOVA; ANOVA Technique; Setting up Analysis of Variance Table; Short-cut Method for One-way ANOVA; Coding Method. Important Multivariate Techniques; Important Methods of Factor Analysis; Rotation in Factor Analysis; R-Type and Q-Type.
- V.** **Interpretation and Report Writing:** Technique of Interpretation: Significance of Report Writing; Different Steps in Writing Report.

Suggested Readings

1. Kothari, SR, Research Methodology
2. N.D. Vohra, Quantitative Techniques in Managerial Decisions
3. Levin and Rubin, Statistics of Management
4. Yamane and Taro, Introduction to Statistical Methods
5. John Boot and F.D. Coxe, Statistical Analysis for Managerial Decision
6. Witt, S and Moutinho

IK Gujral Punjab Technical University
MTTM Batch 2018 onwards
Title: Tourism Policy and Planning

Subject Code: MTTM302-18

Contact Hours: 45 Hours

Work Load: 04 Hours Per week

Credit Points: 04

Objectives: The module discusses Tourism Policy of India and of Tourism states of the country.

Course Contents

Part A: Policy

Unit I:

Formulating Tourism Policy: The Public Policy Framework for Tourism Approach, Policy Consideration, Role of Government, Public and private Sectors, Tale of International, National, States and Local Tourism Organization in Carrying out Tourism Policies.

Unit - II

Tourism Developments: forms of Tourism Development, Components of Tourism Developments, Linkages between Tourism Planning and Tourism Development, Development and Design Standards, Public and Private Sectors Role in Tourism Development, Analysis of Dayara Snow Skiing Tourism Project.

Tourism Policy Through Different Five Year Plans in India and Tourism Policy of Uttarakhand.

Part B: Planning

Unit – III

Understanding Tourism Planning, Environment and Socio-Economic Consideration: Conceptual Meaning of Tourism Planning, Evaluation of Tourism Planning, General Concepts of Planning, Levels and Types of Tourism Planning, Background Approach and Planning Scales. Environment Impact Assessment (EIA), Approach to Evaluating Impacts and Control Measures, Measuring Economic Costs and Benefits.

Unit – IV

National and Regional Tourism Planning: Process and General Surveys, Approach to Survey and Evaluation, Tourist Market Survey, Integrated Analysis and Synthesis, Technique of Plan Implementation.

Unit – V

Community-oriented Tourism Planning: Resort Planning Approach and Principles, Planning for Special Interest and Adventure Tourism, Planning Cultural Attractions, Case Studies of Garhwal Himalayas and Kerala.

Suggested Readings:

1. The Tourism System: An Introductory Text Mill & Morrison 1992, Prentice Hall, New Jersey, 1992.
2. Tourism Planning: An Integrated and Sustainable Development Approach Inskip, Edward VNR, New York, 1991.
3. Gunn, Clare A, Tourism Planning: Basics, Concepts, Cases, Taylor & Francis, London, 1994.
4. Tourism Globalization and Developments: Responsible Tourism Planning, Donald & Reid Pluto Press, London.

IK Gujral Punjab Technical University
MTTM Batch 2018 onwards
(Any one Group as Elective Major and
Any One Paper from the Other Group as Elective Minor)

Elective (Marketing Management Group)

Title: Tourism and Hospitality Marketing

Subject Code: MTTM303-18

Contact Hours: 45 Hours

Work Load: 04 Hours Per week

Credit Points: 04

Objectives: Course aims at understanding service marketing and marketing approaches for various components of tourism and hospitality.

Course Contents

Unit I

Tourism and hospitality as Service Marketing: Understanding the relationship between Services Phenomenon, Characteristics of Services, and Study of Consumer, hospitality and travel industry, relationships between customer value, satisfaction and quality, marketing management philosophies, services, characteristics of hospitality and tourism marketing, the marketing environment.

Unit II

Understanding tourism and hospitality marketing: Marketing information system, developing information: internal records, marketing intelligence, marketing research and process, analyzing and distribution of information. The external influence, consumer behaviour, competitive strategy.

Unit III

Tourism and hospitality marketing mix: tourism and hospitality products, designing and delivering service quality, pricing and cost structure, choosing the channel.

Unit IV

Promotional mix in tourism and hospitality: communication strategies using a an advertising agency , integrated direct marketing system ,effective sales promotion , public relation as promotional tool, designing the packaging, the changing role of personal selling.

Unit V

Implementing the marketing concepts: joint marketing ventures, marketing tourist destination, domestic airlines hotels and amusement parks, barriers to implementation, control and monitoring the marketing effects.

Suggested Readings:

1. Ravishankar: Service Marketing
2. Stephen Shaw: Airline Marketing & Management
3. Philip Kotler, John Bowen & James Makens: Marketing for Hospitality and Tourism.
4. Alastair M. Morrison: Hospitality and Travel Markets.

**IK Gujral Punjab Technical University
MTTM Batch 2018 onwards**

Title: Consumer Behavior

Subject Code: MTTM304-18

Contact Hours: 45 Hours

Work Load: 04 Hours Per week

Credit Points: 04

Objective: The Course is intended to develop students' understanding of the complex interactions determining consumer choice behaviour. This module provides sound base to understand Services Marketing.

Course Contents

Unit I: Characteristics Affecting Consumer Behaviour: Cultural factors, Social factors, Personal factors, Psychological factors. Models of Consumer Behaviour - Black Box model, High Commitment and Low Commitment Consumer Behaviour.

Unit II: Examination of Tourist Forms and Types and their Characteristics: Activities, Interests and Opinions of Tourism Market Segments and their Buying Decision Behaviour.

Unit III: Buyer Decision Process: Need recognition, Information search, Evaluation of alternatives, Purchase decision, Post purchase behavior. Buyer Decision Process for New Products. Stages in the adoption process, Individual differences in innovativeness, Influence of product characteristics on rate of adoption.

Unit IV: Specific Consideration of Host-Guest; Interaction and their impact on Physical, Social and Cultural Environments, Cross-cultural impacts.

Unit V: Management Implications: Consideration of the implications for Tourism Management, Communication, Promotion, and Tourist-Guide Interactions.

Suggested Readings:

1. Hoyer, Consumer Behaviour, 1998.
2. Kotler, Philip and Armstrong, Philip, Principles of Marketing, Prentice Hall of India- 1999.
3. Mathiesen A. and Wall G., Tourism : Economics, Physical and Social Impacts Longman, London,1992
4. Mayo, E. and Jaris, L., The Psychology of Leisure Travel CBI Publishing Co., Boston Mass,1991
5. Pearce P.L., The Social Physiology of Tourist Behavior Pergamon Press,1982
6. Krippendorf, L., The Holiday Makers Heinemann, 1987
7. Smith, L.V. (ed.), Hosts and Guests : The Anthropology of Tourism Basil Blackwell,1978
8. Assael, H., Consumer Behaviour and Marketing Action, Kent, Boston, 1985

IK Gujral Punjab Technical University
MTTM Batch 2018 onwards
Elective (Financial Management Group)
Title: Advanced Financial Management

Subject Code: MTTM 305-18

Contact Hours: 45 Hours

Work Load: 04 Hours Per week

Credit Points: 04

Objectives: The module discusses all the aspects of finance & Working capital management

Course Contents

Unit I: Finance, financial manager and risk

Role of financial manager, ownership, management, risk, return, capital investment decision, and risk, CAPM, sensitivity analysis, decision tree. Concept of EVA and MVA.

Unit II: Private equity market

Raising of private equity funds, structuring of private equity funds, private equity funds, valuing private equity funds and interest rate. How corporate issues securities.

Unit III: Valuation and financing effect

Cost of capital, WACC, why should firm borrow business risk and financial risk changes, options and financial alchemy with options, determination of option values binomial option, option and investment opportunities

Unit IV: . Financial distress dividend decisions

Dividend and its forms of payment, theories of dividend, debt policy and dividend decision

Unit V: Financial planning and corporate restructuring

Financial planning module, short-term financial planning, current assets and current liabilities, short-term financial plan, cash and credits management, inventory control

Mergers motives, mechanics, profits and losses and cost, corporate buyouts and restructuring

References:

1. Financial Management, S.N. Maheshawari, Sultan Pulication
2. Financial Management VIII edition, I.M. Pandey, Vikas Publication.
3. Financial Management III edition, Khan and Jain, Tata McGraw Hill.

IK Gujral Punjab Technical University
MTTM Batch 2018 onwards
Title: Working Capital Management

Subject Code: MTTM 306-18

Contact Hours: 45 Hours

Work Load: 04 Hours Per week

Credit Points: 04

Objectives: The module discusses all the aspects of finance & Working capital management

Course Contents

Unit I: Concept and determination of working capital

Conceptual framework, Operating environment of working capital, Determination of working capital, Theories and approaches

Unit II: Management of current assets, Management of receivable, Management of cash
Management of marketable securities, Management of inventory

Unit III: Financing of working capital needs : Short term finance: framework non banking finance, Short term finance appraisal and assessment, Other sources of short term finance

Unit IV: Working capital management integrated views: Optimal working capital policy
Credit policy, Short term source of international financial transactions

Unit V: Investment and Financing: Planning short term investment and financing

References:

1. Finance management VIII edition, Chandra, Tata McGraw Hill
2. Financial Management, S.N. Maheshawari, Sultan Publication
3. Financial Management VIII edition, I.M. Pandey, Vikas Publication.
4. Financial Management III edition, Khan and Jain, Tata McGraw Hill.

IK Gujral Punjab Technical University
MTTM Batch 2018 onwards
Elective (Human Resource Management Group)

Subject Code: MTTM 307-18

Contact Hours: 45 Hours

Work Load: 04 Hours Per week

Credit Points: 04

Title : Legal Environment and Industrial Relationship

Course Contents

Objectives:

The purpose of this course is to develop and understanding of the various facets of legal environment and Industrial relations.

Unit-1

Factories Act, 1948 –Factory, Manufacturing process and services, Provision related to Health, Safety and welfare of the employees, Holidays, Employment of young persons

Unit-2

Workmen's Compensation Act, 1923 – Types of Disablement, Wages, Dearness allowance, rules regarding workmen's compensation, Occupational diseases, Compensation for death, permanent disablement, permanent partial disablement, and temporary disablement, notice and claims

Unit-3

Industrial Disputes Act, 1947- Ingredients of industrial Dispute, Individual and collective Dispute, Layoff, lock out, Retrenchment, Strike, Unfair labour Practices, Procedure for settlement of Industrial disputes and authorities under the act, Collective Bargaining

Unit-4

The industrial employment (Standing orders) Act, 1946 – Industrial establishment, Procedure for certification of standing orders, Payment of subsistence allowance,

Unit-5

Trade Union Act, 1926 – Registration of trade union, Registration, Cancellation of registration, Rights and privileges of a registered trade union, duties and liabilities of a registered trade union, Regulations and Penalties, Workers participation in management

ILO : Formation and mandatory provisions on employee welfare, Child Labour, legal provisions to prohibit Child labour in Business enterprises

Suggested Readings:

- (1) Kuchhal M C - Mercantile Law
- (2) Kapoor N D - Mercantile Law
- (3) Singh Avatar - Company Law
- (4) Yodar, Dale – Personnel Management and Industrial Relations, Prentice – Hall India, New Delhi.

**IK Gujral Punjab Technical University
MTTM Batch 2018 onwards**

Subject Code: MTTM 308-18

Contact Hours: 45 Hours

Work Load: 04 Hours Per week

Credit Points: 04

Title: Performance Appraisal and Counseling

Objectives: To give Students complete exposure to all aspects of Performance Appraisals and Counseling, Post Appraisal and Performance Management.

Course contents

Unit – I

Performance Appraisal: The Past and the Future Human Resource Development and Performance Appraisal, Meaning, Need, Purpose, Content.

Unit – II

Designing your Performance: Key Business Process, Competitive Advantage, Role Clarity, Accountability and Effectiveness increasing Self Awareness and Understanding, Self Appraisal.

Unit – III

Performance appraisal process: Identifying KRAs, KPAs, SMART goals, and priority matrix, preparing a performance plan, using performance appraisals data, making performance appraisals work. Indian Successes Stories

Unit IV

Recent performance appraisal techniques and Score Card System: 360 Feed Back System, HR Accounting, Assessment Centers, Capital MBO and BARS. Balanced Score Card, Employee Score Card, HR Score Card, PcMM Model.

Unit – V

Performance Counseling and Mentoring: Meaning and Definition, Principles of Counseling, Process, What is Counseling is NOT; Directive and Non-Directive Types of Counseling, Characteristics of Good Counselor, Post Appraisal Interviews, Potential Appraisal Performance improvement Strategies.

Suggestive Readings:

1. Human Resource Management by Gary Desler Pearson/ PHI Education 10th Edition
2. Appraising and Developing Managerial Performance by TV Rao, Excel Books 360
3. Appraisal and Management by TV Rao and Uday Pareekh

IK Gujral Punjab Technical University
MTTM Batch 2018 onwards
Self-Study Course

Title: Eco-Tourism Principles and Practices

Subject Code: MTTM S-2

Contact Hours: 45 Hours

Work Load: 03 Hours Per week

Credit Points: 00

Objective: the module shall provide useful information on ecotourism operation and management in order to motivate a sizeable share of eco tourists from all over the world.

Course Contents

Unit –I: Ecotourism Growth and Development: Emergence of ecotourism, basic features ecotourism in the context of other tourism types, types of ecotourism activity.

Unit –II: Ecotourism Markets: Motivation, attitude and behaviour, socio-demographic criteria, size of ecotourism market, western environmental paradigm, green consumers and travelers.

Ecotourism as a Business Structure of Ecotourism Business: Business participants, business planning, business sectors, quality control.

Unit –III: Ecotourism Environments: Distribution of public and private protected areas, parks sanctuaries, biospheres reserves, wetlands, marine parks etc. IUCN categories and ecotourism compatibility, reasons for establishment, modified spaces like agriculture land, artificial wetlands, artificial reefs and wasteland.

Unit –IV: Ecotourism Impacts: Ecological benefits, costs, impact management strategies, economic and socio-cultural impact: economic benefits and costs, socio-cultural benefits and costs, indirect socio-cultural costs, and community based ecotourism.

Unit –V: Ecotourism Organizations and Policies: Ecotourism organizations, characteristics, international ecotourism society, ecotourism societies of India, ecotourism policy of Sikkim, Kerala, Uttarakhand, Himachal states and govt. of India.

Suggested Readings:

1. **Ecotourism:-** David Weaver, John Wiley & Sons
2. **Special Interest Tourism (1992):** Betty Weiler, Bel Haven Pres, London.

**IK Gujral Punjab Technical University
MTTM Batch 2018 onwards**

Title: Training Report and Viva-voce

Subject Code: MTTM 401& 402-18

Contact Hours: 45 Hours

Work Load: 06 Hours Per week

Credit Points: 06

Each Student is required to undergo six to eight weeks practical training in any approved Tourism and Travel Unit in which he or she may be attached by the Department. On completion of Training all students are required to submit their training report to the HOD. On the basis of training report Viva-voce shall be conducted. Marks shall be awarded separately by Internal and External Examiners and marks awarded by them will be averaged to determine the marks of the students.

Title: Project Report/Dissertation and Viva-Voce

Subject Code: MTTM 403-18

Contact Hours: 45 Hours

Work Load: 06 Hours Per week

Credit Points: 06

Objectives: This module is prescribed to make students skilled in data compilation and project report writings.

Contents:

During the fourth semester, each student is required to select a topic to write a dissertation. The dissertation would be the outcome of field enquiry and data analysis as well as review of the existing literature in the particular area of study done under the supervision of one of the teaching faculty members of the Department. The Viva-Voce will be based on the dissertation completed by students and theory papers.

The distribution of marks for the dissertation will be as below:

Periodical presentation	20 Marks
Project report, Dissertation, Field Tour report and Training report	60
Marks	
Viva-voce	20 Marks
Total	100 Marks

Internal and one external examiner shall value dissertation / project report jointly.