

**PUNJAB TECHNICAL UNIVERSITY**  
**Master's in Airlines Tourism and Hospitality Management**  
**Scheme of Syllabi ( 1<sup>st</sup> to 4<sup>th</sup> Semester )**

**1<sup>st</sup> Semester**

Course No	Subject	L	T	P	Maximum Marks	
					Int.	Ext.
PTA-101	Tourism Products & Service	4	-	-	40	60
PTA-103	Global Trends in Tourism and Tourism concepts	4	-	-	40	60
PTA-105	Travel agency and Tour Operations	4	-	-	40	60
PTA-107	Airlines Management	4	-	-	40	60
PTA-109	Customer Care & Interpersonal Skills	4	-	-	40	60
PTA-111	Front Office Operations	4	-	-	40	60

**2<sup>nd</sup> Semester**

Course No	Subject	L	T	P	Maximum Marks	
					Int.	Ext.
PTA-102	Tourism Promotion Resort Mgt	4	-	-	40	60
PTA-104	Automation in Tourism, Hospitality & Airlines	4	-	-	40	60
PTA-106	Geography	4	-	-	40	60
PTA-108	Housekeeping in Hospitality Operations	4	-	-	40	60
PTA-110	Strategic Mgt Marketing Sales & PR	4	-	-	40	60
PTA-112	Conference and Events Mgt (Practical)		-	4	60	40

**3rd Semester**

Course No	Subject	L	T	P	Maximum Marks	
					Int.	Ext.
PTA-201	Business Communication, Consumer Behavior & Cross Cultural Communication	4	-	-	40	60
PTA-203	Tourism Management	4	-	-	40	60
PTA-205	Food & Beverage Service	4	-	-	40	60
PTA-207	Human Resource Management	4	-	-	40	60
PTA-209	Mice (Meetings, Incentives, Conventions, Exhibitions.)	4	-	-	40	60

**4<sup>th</sup> Semester**

Course No	Subject	L	T	P	Maximum Marks	
					Int.	Ext.
PTA-202	Employability skills management	4	-	-	40	60
PTA-204	Management Information System	4	-	-	40	60
PTA-206	OJT (Dissertation)	4	-	-	150	250

**Total Subject: 20**

**PTA-101 TOURISM PRODUCT & SERVICES**

Internal Marks:40

L T P

External Marks: 60

4 0 0

Total Marks: 100

The Tourism Product

3 A's of Tourism

The Ideal Tourism Product

Accommodation

Types of Hotels:

- International Hotels
- Resorts
- Commercial Hotels
- Residential Hotels
- Floating Hotels
- Heritage Hotels

Supplementary Accommodation:

- Motels
- Youth Hostel
- Caravan and Camping Sites
- Pensions
- Bed and Breakfast Establishments
- Tourist Holiday Villages

**Case Study Discussions:**

EIH- Oberois

ITC Welcom Group

The Taj

Raddison

Intercontinental

Hilton

The Park Royale

The Leela Group

Future Trends in Hospitality Industry

Transportation

- India by Air
- India by Rail
- India by Road

Restricted/Protected Areas

Travelling in India- Documents and Formalities

Tourism Varieties in India:

- White River Rafting
- Trekking in the Himalayas
- Mountaineering in the Himalayas
- Winter Sports

- Heli-skiing
- Hang Gliding
- Rock Climbing
- Motor Rallies
- Ballooning
- Camel Safaris
- Yoga
- Golf
- Hill Stations in India
- Indian Wildlife
- Fairs and Festivals in India
- Shopping in India
- Cuisine in India
- Museums in India
- Arts & Crafts in India
- Tourism Legislation
- Safety and Security in Tourism

**PTA-103 - GLOBAL TRENDS IN TOURISM AND TOURISM CONCEPTS**  
**Internal Marks:40** **L T P**  
**External Marks: 60** **4 0 0**  
**Total Marks: 100**

Global Trends in Tourism: Introduction

Tourism in Asia: Overview

Tourism in India: Overview

Introduction to Travel Trade: Travel Agency, Tour Operations, Tourist Transport (By Air, By Rail, By Road, cruises, car rentals)

Introduction to Hospitality Industry: (Front Office, Housekeeping, Banquets, Conferences and Events Mgt.) Hotels, Motels, Restaurants, Fast Food Joints, Eating Joints, Resorts, Spas, etc.

**Case Study Discussions:**

Barista

Café Coffee Day

McDonalds

Pizza Hut

Domino's

Introduction to Aviation Industry: City Office, Airport Ground Staff, Cabin Crew; Domestic Airlines, International Airlines

Introduction to other Segments of the Service Industry

International / National organizations in Travel and Tourism:

WTO, WTTC, PATA, ASTA, UFTAA, IATA, ICAO

Regional Bodies: IATO, TAAI, FHRAI, AAI

Travel Lingo

Classification of tourism in terms of :

Destination visited – International tourism and domestic tourism

Purpose of Visit – Cultural tourism, Business Tourism, VFR, Pilgrimage tourism etc.

Mode of travel arrangement – Inclusive travel and Independent travel

Motivation of Travel :

- Physical motivations: travel for sports and adventure, rest and relaxation, health and medical reasons etc.
- Cultural motivations: pilgrimage tourism, cultural curiosity etc.
- Interpersonal Motivation: meeting new people, VFR, etc
- Status and Prestige motivation: business motivation

Factors that have led to the growth of tourism

Barriers to the growth of tourism

Positive and Negative impacts of tourism

- Economic Impacts
- Socio-culture Impacts
- Environmental impacts

Carrying capacity

- Types of carrying capacity: Physical, biological, Social carrying capacity
- Importance of carrying Capacity

Sustainable and Eco-tourism

Leiper's Tourism System model

Destination Life Cycle

**PTA-105- TRAVEL AGENCY & TOUR OPERATIONS**

**Internal Marks:40**

**L T P**

**External Marks: 60**

**4 0 0**

**Total Marks: 100**

**1. TOUR OPERATIONS/TRAVEL AGENCY BUSINESS**

Difference between Travel agent and tour operator

Functions of a Travel agent and a tour operator

***Departments of a travel agency***

**Trade Terminology**-GSA, Inbound, outbound, Pax, TAC etc.

**2. ITINERARY PLANNING**

***Itinerary and its importance***

Types of Itineraries

Factors to keep in mind while designing an Itinerary

***Some popular Itineraries for Inbound and domestic tourists:-*** Golden triangle, Buddhist Circuit, South, Beach destinations etc.

***Popular outbound Itineraries*** of Singapore, Malaysia, Thailand, Mauritius, Dubai, Nepal, Srilanka

**3. PACKAGE TOURS**

Package tour and its components

Practical components of a standard package tour (Inbound, outbound and domestic)

***Types of package tours***

Designing & Costing of a package tour

**Selling a tour package**- the complete client handling activities (Sales/operations)

**Selling packages to agents**- the TAC and the modes of commissions

**4. TRAVEL TRADE**

Travel Trade organizations

Automaton in travel trade; benefits/disadvantages- Role of CRS

**5. AIRLINES TICKETING**

An overview of ticketing

**Latest fares in the industry**- Apex, Group fares, GV 10 fares, excursion fares

How to Send an EXO to the ticketing agents

Airport formalities- arrival/departure

**6. HOTEL BOOKINGS**

Booking a domestic and International hotel

How to send the bookings to the Hotel suppliers (the check-list)

An overview of GTA Hotel booking system

How to use GTA- a demonstration on the system

Searching and Booking a hotel on GTA

Issuing a hotel voucher on GTA

**7. VISAS**

Visa and its types

Preparing Visa cases

***Formalities required for Various Visas like:-*** Schengen, UK, US, Dubai and Far East

Verification of endorsed Visa on the passport

#### 8. MEDICALIM/ POE/ EURAIL/ FOREX

Basic overview of FOREX

Forex Terminology- TCs, Cash currency, BTQ, LERMS

Forex formalities and procedures

Forex limits for Indian nationals

Fundamentals of Mediclaim Policy-Need and Importance

Types of Mediclaim Policies and how to get it issued

What is POE and why it is required

The importance of an ECNR stamp

How to get the POE suspension – temporary and permanent

Documents required for POE suspension

Eurail and its types

Types of passes- Flexi pass, saver pass, sector tickets

How to get it issued (documents required)

#### 9. STAR CRUISE

##### **An Overview of Star Cruises**

Ins and Outs of Super Star Virgo

Days of operation, Packages, sailing destinations, Types of cabins, Visa formalities,

Services and facilities on board, luxuries and comforts, restaurants, basic layout

Boarding formalities

How to design cruise packages

Preparing Itineraries for Cruise + famous far east destinations

#### 10.CASE STUDY DISCUSSION

***(Including the profile of the company, area of specialization, Tag Lines, CEOs and Top shots)***

Cox & Kings

TCI

Thomas Cook

SOTC/Kuoni

Mercury Travels

TSI

Paradise Holidays

Delhi Express

Orbit

Services International

Travel Bureau

Shashi tours & Travels (Buddhist Circuit)

Ebookers.com (makemytrip.com)

**PTA-107 - AIRLINES MANAGEMENT**

Internal Marks:40  
External Marks: 60  
Total Marks: 100

L T P  
4 0 0

**AIR TRANSPORT SYSTEM**

1. History of Aviation
2. Airline Terminology
3. Cabin Crew
4. Announcements
5. Airport Jobs
6. Airport Codes
7. Airline Codes
8. Phonetic Alphabet
9. Airport Lounges Case studies
10. How airports work
11. Baggage Handling
12. Airport Security
13. Freight
14. Guidelines for the carriage of elderly and handicapped passengers
  
15. Impact of Air Travel on Human Health and Psychology
16. World Organizations (IATA, ICAO, DGCA, ETC..)
17. Case Study Discussions:  
Jet Airways, Air Sahara, Air Deccan, Kingfisher, Indian Airlines, Air India, Emirates, Singapore Airlines, Malaysian Airlines, Thai Airways, British Airways

**PTA-109 - CUSTOMER CARE & INTERPERSONAL SKILLS**

Internal Marks:40

L T P

External Marks: 60

4 0 0

Total Marks: 100

Who is a customer? Internal customer, External customer

Who is a service provider?

Why are some service providers better than others?

Who is a satisfied/ dissatisfied customer?

What are the consequences of satisfied/ dissatisfied customers?

What is Quality?

What is customer satisfaction?

What is customer delight?

Key areas of customer care

- The product or the service itself
- Sales and promotion of the service
- After sales support to the customer
- Organizational culture

Customer Feedback, feedback tools

Converting Customer care philosophy into everyday action

Service Recovery

Grooming and Etiquette

Telephone Handling Skills

Complaint Management

Transactional Analysis in Customer Care

**Case studies and Role Plays**



**PTA-111 FRONT OFFICE OPERATIONS**

Internal Marks:40  
External Marks: 60  
Total Marks: 100

L T P  
4 0 0

**INTRODUCTION:**

**FRONT OFFICE ASSISTANT**

Qualities

Practical aspects of selling a room

**FRONT OFFICE FUNCTIONS**

Information

Reservations

Reception

Lobby

Cashiering

Night Auditor

Telephones

Emergencies

**FRONT OFFICE'S INTERACTION WITH OTHER DEPARTMENTS**

**FRONT OFFICE RECORDS AND STATISTICS**

**MSc.ATHM II Semester**

**PTA-102 TOURISM PROMOTION; RESORT MANAGEMENT**

Internal Marks:40

L T P

External Marks: 60

4 0 0

Total Marks: 100

**TOURISM PROMOTION:**

1. **ADVERTISING:**

- Advantages of Advertising
- **Planning the Advertising:**
- **Media Selection**
  - **Message Selection**
  - **Cost of Advertising**
  - **Determining Advertising Effectiveness: Inquiries, Recall Tests, Recognition Tests, Sales Tests**
- **Steps in Planning an Advertising Campaign:**
  - **Stage One- Defining the Product**
  - **Stage Two – Defining the market segments**
  - **Stage Three – Interpreting the Marketing Objectives**
  - **Stage Four – Planning the Advertising Campaign**
  - **Stage Five – Implementing the Campaign**
  - **Stage Six – Assessing the Impact and Value of a Campaign**
- **Advertising Agency:**
  - **Selecting an Agency**
  - **Agency Procedure**
  - **Departments in an Advertising Agency**

2. **SALES SUPPORT:**

Sales Support Techniques:

- **Brochure**
- **Folder**
- **Shell Folder**
- **Sales Letter**
- **Display Material**
- **Special Offers**
- **Newsletters: Essential Ingredients to Production of Newsletter**

3. **PUBLIC RELATIONS:**

- **Public Relations in Tourism**
- **Public Relation Techniques**
- **Handling the PR Functions**
- **Public Relations Agency**

**RESORT MANAGEMENT:**

**The Resort Concept**

- Commercial or transient hotels
- Resorts
- Types of Resorts:
  - Year-round resorts
  - Summer Resorts
  - Winter resorts
  - Health or spa resorts
  - Urban resorts (resorts in urban settings)
  - Beach resorts
  - Timeshare resorts
  - Recreational Resorts
  - Seaside Resorts
  - Fishing Resorts
  - Ski Resorts
  - Mega-Resorts
  - Casino resorts
- Convention Hotels
- Motels and Motor Hotels
- Condominium Hotels
- Residential Hotels
- Casino Hotels
- All-suite hotels
  
- Characteristics of Hotel Management

- *Characteristics of Resort Management*
  - Visitor Market
  - **Facilities**
  - Location
  - Recreation
  - Seasonality
  - **Personnel Attitude**
  - Managers and Management
  - Corporate or Employer Responsibility
  - Employee Housing
  - Labour Skills
  - Sources of Revenue
  - Activity Control
  
  - *The Balance Sheet*
  
  - *Resorts and Traditions*

- Special Considerations in Planning and Development:
- **Investment Considerations**
  - Market Feasibility
  - Market Segmentation
  - Target Marketing

- Competition Analysis
- Forecasts
- Changing markets
- Resort Financing
- Capital Requirements:
- Investment Risks
- Forms of Resort Ownership
- Shared Ownership Concepts

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**Social Impact:**

- Community Relations

➤ *Social Impact Strategy*

➤ **Types of Social Impact**

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**Economic Impact:**

- *Employment*

**PTA-104 AUTOMATION IN TOURISM, HOSPITALITY & AIRLINES**

Internal Marks:40

L T P

External Marks: 60

4 0 0

Total Marks: 100

Automation in the tourism industry –

An Introduction

The need for information

Information as a resource

Automation in the hotel, airlines and travel business: An introduction to automation with computers and without computers.

IATA : Importance, Role , History

Automation in the Airline Industry:

Introduction to CRS :

The need for a CRS system

History of the CRS system

Companies providing CRS

Use of the CRS by Airlines and Travel Agents

Benefits and importance of the CRS system to the Travel trade

Basic commands applicable to CRS systems (Galileo)

Ticketing process:

Components of a ticket

Types of tickets: Manual ticket/ Automated Ticket/ e-ticket

Role of BSP in ticketing

Details of an automated ticket.

**PTA-106 GEOGRAPHY**

Internal Marks:40  
External Marks: 60  
Total Marks: 100

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4 0 0

Importance of Geography in Tourism (World, Asia and India)

Geographical terms

Global mapping : Latitudes, & Longitudes

Time Zones and Time calculation

INDIA : Physical and Political Map

ASIA (South, Southern, Eastern and Western Asia) : Physical and Political Map

Australasia (Australia and the Pacific Ocean Islands): Physical and Political Map

**PTA-108 HOUSEKEEPING IN HOSPITALITY OPERATIONS**

Internal Marks:40

L T P

External Marks: 60

4 0 0

Total Marks: 100

**CHAPTER 1 - ORGANISING THE HOUSEKEEPING DEPARTMENT**

1. Housekeeping Personnel
2. Organizational structure of a large Hotel (Chart)
3. Importance of Job Description of Housekeeping Personnel
4. Job Description of:-
  - Executive Housekeeper
  - Housekeeping Supervisor
  - Uniform/ Linen room supervisor
  - Night Supervisor, Room Attendant etc.

**CHAPTER 2 - ROOMS AND FLOORS- PRACTICES AND PROCEDURES**

1. Knowledge of rooms
2. Rules on guest floors
3. Bathroom cleaning procedure
4. Reportable matters list

**CHAPTER 3 - PUBLIC AREA**

Description of all public areas of large hotel

**CHAPTER 4 – HOUSEKEEPING PROCEDURES**

1. Lost and found procedures
2. Stains and classification
3. Cleaning agents

**CHAPTER 5 – HOUSEKEEPING TERMS**

**PTA-110 Strategic Management Marketing Sales & PR**

Internal Marks:40

L T P

External Marks: 60

4 0 0

Total Marks: 100

1. **Basic Concepts of Strategic Management**  
Understanding Strategy, defining and explaining Strategy, Levels at which strategy operates, strategic decision making, the process of strategic management
2. **Strategy Formulation**  
Strategic Intent, vision, Mission, business definition, Goals and objectives  
Environmental Appraisal, Concepts of environment, environmental sectors (political, economical, social and technological), environmental techniques (SWOT, TOWS)
3. **Introduction to Corporate & Business generic strategies**
4. **Customer Orientation:** Marketing Concept: Needs, Wants, Demand, Products, Value satisfaction And Quality Management, Exchange, Transaction And Relationships, Markets, Marketing, Marketing Management, Philosophies of Marketing Management
5. **Service Culture:** Characteristics of Service Marketing Marketing Strategies For Service Business, Managing Differentiation, Managing Service Quality, Tangibilizing The Product, Managing The Physical Surroundings, Advantages of Non-Ownership, Managing Employees, Managing Perceived Risk, Managing Consistency.
6. **Market Segmentation, Targeting And Positioning:** Market Segmentation, Bases of Segmentation, process of segmentation, Market Targeting, Positioning For Competitive Advantage
7. **Designing And Managing Product:** Product, Product Issues, Broad Descions, New Development, Product Life Cycle Strategies
8. **Internal Marketing:** Internal Marketing, Internal Marketing Process, Building Customer Loyalty, Customer Satisfaction Vs Customer Loyalty, Relationship Marketing, Retailing Customers, Retaining Good Employees, Capacity And Demand Management
9. **Pricing Products:** Price, Factor Influencing Prices, Price Approaches, Pricing Strategies, Price Changes.
10. **Distribution Channels:** Nature And Importance of Distribution System, Functions of Channel Distribution, Marketing Intermediaries, Travel Agents, Wholesalers brokers, Multinational House, Hotel Representation, Selecting Channel Members.
11. **Promotion Product:** Advertising :Major Decision, Setting Objectives, Setting Advertising Budget, Manage Descions, Media Descions, Campaign Evaluation.  
Direct Marketing: Tele Marketing, Relationship Marketing  
Sales Promotion: Setting Objectives, Selecting Sales Promotion Tools, Developing Sales Promotion Programme Evaluating The Results.
12. **Publicity:** The Public Relation Process, Major Tools In Marketing PR  
Professional Sales: Sales Force Objectives, Sales Force Structure And Size, Organizing Sales Department, Recruiting And Training Sales Force, Marketing The Sales Force.



**PTA-112 CONFERENCES & EVENTS MANAGEMENT**

Internal Marks:60

L T P

External Marks: 40

0 0 4

Total Marks: 100

1. Event Management- Concept, Conceptualising – creating and developing events  
– Essentials of Conference/Convention/ trade fairs/ Expos/ Product Launch/  
Entertainment Shows/ Sports Events etc.
2. Event Planning
3. Event Marketing
4. Event Evaluation

**MSc.ATHM 3<sup>rd</sup> Semester**

**PTA -201 Business Communication, Consumer Behavior & Cross Cultural  
Communication**

Internal Marks:40  
External Marks: 60  
Total Marks: 100

L T P  
4 0 0

- Communications Process Model
- Interpersonal Communications
- Speaking as a Communication Method
- Writing as a Communication Method
- Body Language
- Barriers to Interpersonal Communication
- Organizational Communication
- Cross-Cultural Communication

**Consumer Behavior:** why we study consumer behaviour. Effects of motivation , personality , perception , attitude , learning , family , social class , culture , groups in shaping consumer behaviour.Consumer decision making : howard – sheth , engell-kollat-blackwell models.Consumer gifting behavoiur. Relationship marketing. Consumer vis-à-vis buying behaviour.

Book reference : Leon G. Schiffman & Leslie Lazar Kanuk.

**PTA-203 TOURISM MANAGEMENT**

Internal Marks:40  
External Marks: 60  
Total Marks: 100

L T P  
4 0 0

Introduction to tourism management  
Managing tourism businesses: key principles  
The purpose of management in tourism organizations  
Marketing as management function  
Managing operations in tourism businesses  
Managing service provision: human resource issues and service delivery  
Tourism and innovation: challenges for tourism managers  
Developing and managing tourism ventures in a small business sector

The demand of tourism  
The supply of tourism  
Transporting the tourist: surface transport and the aviation sector

Public sector and tourism  
Government and tourism  
Planning and tourism  
Governmental tourist strategies  
Public sector marketing of tourism

The future of tourism  
The spread of tourism  
Understanding the future of tourism  
The pressure for tourism to change  
Crisis and disasters in tourism  
Technology and tourism  
New business trends

**references: tourism management, stephen j. Page  
(elsvier, isbn 13:978-81-312-0285-2, 10:81-312-0285-2 original : 0-75065752-9)**

**PTA-205 Food & Beverage service**

Internal Marks:40  
External Marks: 60  
Total Marks: 100

L T P  
4 0 0

**Section a**

- 1.0 introduction to the world of hospitality, food & beverage
- 1.1 sectors of hospitality industry
  - 1.1.1 railway
  - 1.1.2 airline
  - 1.1.3 cruise liners
  - 1.1.4 industrial catering
  - 1.1.5 institutional catering
- 1.2 major hospitality organisations - international & National
  - 1.2.1 oberoi, taj groups & others
- 2.0 introduction to the hotel industry
- 2.1 classification of catering establishments
- 2.2 types of f&b outlets
- 2.3 food & beverage departmental organization
- 2.4 duties & responsibilities of f&b staff at various levels
- 2.5 attributes of a hotelier

**Section b**

- 3.0 ancillary departments
  - 3.1 still room / pantry
  - 3.2 wash up (kitchen stewarding)
  - 3.3 plate room
- 4.0 restaurant equipment
  - 4.1 glassware
  - 4.2 crockery
  - 4.3 silverware
  - 4.4 furniture
  - 4.5 linen

**Section c**

- 5.0 meals & menu
  - 5.1 types of meals
    - 5.1.1 emt 5.1.5 brunch
    - 5.1.2 breakfast 5.1.6 high tea
    - 5.1.3 lunch 5.1.7 afternoon tea
    - 5.1.4 dinner 5.1.8 elevenses
  - 5.2 types of menu
    - 5.2.1 a la carte & table d'hote
  - 5.3 courses of menu
    - 5.3.1 course item examples with accompaniments
    - 5.3.2 covers fo each course

**Section d**

- 6.0 service procedures
  - 6.1 types of services
    - 6.1.1 assisted
      - 6.1.1.1 platter to plate / silver
      - 6.1.1.2 pre-plated

6.1.1.3 host  
6.1.1.4 gueridon  
6.1.2 non-assisted  
6.2.1.1 buffet - sitdown, standing  
6.2.1.2 single service  
6.2.1.3 counter service  
6.2 rules to be observed for table laying  
6.3 sequence of service of a meal  
7.0 cigars & cigarettes  
7.1 types, brands  
Reference:  
F&b service manual – sudhir andrews  
F&b service – lilicarp  
The waiter – john füller  
Wine encyclopedia – grossmann  
Wine guide – larousse  
F&b operations & management – brian verghese  
Bar attendants handbook –  
Bar tenderer

**PTA-207 Human resource management**

Internal Marks:40

L T P

External Marks: 60

4 0 0

Total Marks: 100

**Section a**

1.0 DEFINITION & ROLE OF HUMAN RESOURCE DEVELOPMENT

1.1 ROLE OF HUMAN RESOURCES MANAGER

2.0 MANPOWER PLANNING

2.1 DEFINITION

2.2 NEED FOR MANPOWER PLANNING

2.5 ANALYZING & FORECASTING HUMAN RESOURCE DEMAND AND SUPPLY

3.0 JOB DESIGN

3.1 JOB ANALYSIS

3.2 JOB DESCRIPTION

3.3 JOB ENLARGEMENT/ROTATION

3.4 JOB ENRICHMENT

3.5 JOB SPECIFICATION

**SECTION B**

4.0 RECRUITMENT AND PLACEMENT

4.1 SOURCES OF RECRUITMENT - INTERNAL ; EXTERNAL

4.2 SELECTION PROCEDURES & TECHNIQUES

4.2.1 APPLICATION

4.2.2 INTERVIEWS-TYPES

4.2.3 TESTS-TYPES

4.2.4 GROUP SELECTION PROCEDURES, REFERENCES

4.3 JOB OFFER

4.4 INDUCTION / ORIENTATION PROGRAMME

4.4.1 GENERAL PROPERTY ORIENTATION; SPECIFIC JOB ORIENTATION

4.5 FOLLOW-UP & EVALUATION

5.0 TRAINING

5.1 MEANING & ADVANTAGES

5.2 PURPOSE OF TRAINING

5.3 ANALYSING TRAINING NEEDS

5.4 TYPES & METHODS OF TRAINING: ON-THE-JOB ; OFF-THE-JOB

5.5 AIDS USED WHILE TRAINING

5.6 EVALUATIONS AND MONITORING OF TRAINING

6.0 DEVELOPMENT PROGRAMMES

6.1 FUNCTIONS OF A DEVELOPMENT PROGRAMME IN HR

6.2 CAREER DEVELOPMENT PROGRAMMES IN HOSPITALITY INDUSTRY

6.3 MANAGEMENT DEVELOPMENT PROGRAMMES

6.3.1 MANAGEMENT DEVELOPMENT & ORGANIZATIONAL STRATEGY

6.3.2 ORGANIZING & IMPLEMENTING MANAGEMENT DEVELOPMENT PROGRAMMES

6.3.3 MENTORING

**SECTION C**

7.0 PERFORMANCE APPRAISAL

7.1 DEFINITION & IMPORTANCE

- 7.2 OBJECTIVES OF PERFORMANCE APPRAISAL
- 7.3 COMPONENTS OF A PERFORMANCE APPRAISAL SYSTEM
- 7.4 PERFORMANCE APPRAISAL SYSTEMS
  - 7.4.1 SELF APPRAISAL
  - 7.4.2 PEER EVALUATION
  - 7.4.3 STAFF EVALUATION
  - 7.4.4 360 DEGREE APPRAISALS
- 8.0 COMPENSATION
- 8.1 CONSIDERATIONS IN DEVELOPING A COMPENSATION PLAN
- 8.2 JOB EVALUATION
- 8.3 ESTABLISHING PAY STRUCTURES
- 8.4 EFFECTS OF COLLECTIVE BARGAINING

**SECTION D**

- 9.0 INCENTIVES AND BENEFITS
- 9.1 ADVANTAGES OF INCENTIVE PROGRAMMES
- 9.2 INDIVIDUAL INCENTIVES - COMMISSIONS; BONUS; PAY-FOR-KNOWLEDGE; MERIT PAY
- 9.3 GROUP INCENTIVE PROGRAMMES - COST-SAVING PLANS; PROFIT-SHARING PLANS; ESOP
- 9.4 ROLE OF EMPLOYEE BENEFITS
  - 9.4.1 MANDATORY BENEFITS
  - 9.4.2 VOLUNTARY BENEFITS
  - 9.4.3 PENSION & RETIREMENT BENEFITS
  - 9.4.4 OTHER BENEFITS
- 10.0 LABOUR RELATIONS IN THE HOSPITALITY INDUSTRY
- 10.1 TRADE UNIONISM-DEFINITION
- 10.2 ROLE OF TRADE UNION IN THE INDIAN SCENARIO
- 10.3 COLLECTIVE BARGAINING
- 10.4 CONCEPT OF COLLECTIVE BARGAINING & BARRIERS
- 10.5 GRIEVANCE HANDLING-PROCEDURE
- 10.6 EMPLOYEE PARTICIPATION IN MANAGEMENT IN RELATION TO GOOD INDUSTRIAL RELATIONS
- 10.7 LABOUR WELFARE MEASURES
- 10.7 DISCIPLINARY PROCEDURES

REFERENCE :

HUMAN RESOURCE MANAGEMENT – DR. JAGMOHAN NEGI

<b>PTA-209</b>	<b>MICE (Meeting, Incentives, Conventions, Exhibitions)</b>
Internal Marks:40	L T P
External Marks: 60	4 0 0
Total Marks: 100	

1. GLOBAL TRENDS IN EVENT MANAGEMENT
2. ASIAN TRENDS IN EVENT MANAGEMENT
3. INDIAN TRENDS IN EVENT MANAGEMENT
4. INDIAN TRENDS IN CONFERENCES , CONCLAVES,TRADE FAIRS,EXHIBITIONS,EXPOS,TRAINING WORK SHOP,INNOVATIONS
5. STRATEGIC PLANNING OF EVENTS
6. STRATEGIC MARKETING EVENT INDUSTRY
7. BRIDAL ASIA,AGROTECH,AUTO EXPO,BHARATI PRAVASI DIWAS,DEFENCE EXPO,INDIA TRADE FAIR
8. PRE-REQUISITES FOR PARTICIPATING IN OVERSEAS EVENTS. ACCESSORIES,BIG STANDS,SMALL STANDS,PRACTICAL APPLICATION
9. , ITB, ICPB, ICCA.
10. WORLD TRAVEL MART, ANNUAL TRADE FAIR AT PRAGTI MAIDAN BY ITPO, IIFA AWARDS, VIVAH/BRIDAL ASIA



## 4TH SEMESTER

### PTA-202 Employability Skills Management

<b>Internal Marks:40</b>	<b>L T P</b>
<b>External Marks: 60</b>	<b>4 0 0</b>
<b>Total Marks: 100</b>	

#### **Assertiveness Training**

Use practical approaches to communicate more assertively, Differentiate between assertive and aggressive behavior, Develop an action plan for more effective interpersonal communication

#### **Team Building**

What makes a team effective and provides a simple survey to measure the effectiveness of a team. Characteristics of successful team building, keeping the team meeting on track, ending the meeting, dealing with conflict, and general facilitation. Team Motivation, Leadership, Dynamic Team Characteristics (B) Stages of Team Development.

#### **Goal setting**

How to Set Goals:

to evaluate and establish both long and short-term goals following a prescribed method of goal setting – SMART goals.

Specific  
Marketable  
Attainable  
Rewarding  
Timely

#### **Resume writing**

resume length, resume objectives, cover letters, interview thank you letters

#### **SWOT**

Personal strengths, weaknesses, opportunities, threats and how can they be used for interview purposes.

#### **Interview Skills**

Self Introduction, facing the interview board, frequently asked questions

**PTA-204 MANAGEMENT INFORMATION SYSTEM**

Internal Marks:40

L T P

External Marks: 60

4 0 0

Total Marks: 100

**Introduction:** Definition & Significance,, Evolution, MIS Support for Programmed and Non-Programmed Decision Making, Model of Decision Making.

**Structure of MIS:** Based on Management Activity & Organizational Function, Conceptual & Physical Structure of MIS.

**Systems Concept:** Definition of a system, Types of Systems. Sub-System, and Systems Concepts & Organization.

**Information Concept:** Definition of information, Information Presentation. Quality of Information.

**Decision Support Systems:** Characteristics of DSS, Decision Support & Structure of Decision Making . Decision Support & Repetitiveness of Decisions. Class of DSS. DSS Users. GDSS, Characteristics of GDSS.

**Organization & Information Systems:** Relationship, Salient Feature of Organization. Effect of organization on Information Systems and Vice Versa.

**Advanced Information Systems:** Knowledge Work Systems. Executive Support Systems. Expert Systems Artificial intelligence.

**ERP:** An Introduction, Application Examples of Information Systems.

Introduction to CRM. Business intelligence, supply chain management, Business process re-engineering, Business Process management.

**RECOMMENDED TEXT BOOKS**

S.No.	Author	Title	Edition	Publisher
1	Laudon & Laudon	Management Information Systems: Organization & Technology	7 <sup>th</sup>	Pearson
2	Goyal	Management Information Systems, Managerial Perspectives		MC Millan

**REFERENCE BOOKS**

S.No.	Author	Title	Edition	Publisher
1	Alter	Information Systems: Management Perspective	3 <sup>rd</sup>	Pearson
2	Murdick, Ross & Claggett	Information Systems for Modern Management	3 <sup>rd</sup>	Prentice Hall India
3	Kanter	Managing with Information	4 <sup>th</sup>	Prentice Hall India
4	Davis & Olson	Management Information Systems	2 <sup>nd</sup>	Mc Graw Hill

**On The Job Training**

**PTA 206- INDUSTRY BASED DISSERTATION PROJECT**

Internal Marks:150

L T P

External Marks: 250

4 0 0

Total Marks: 400

1 purpose of project

1.1 the project is intended to serve the student develop

Ability to apply multi-disciplinary concepts, tools and

Techniques to deal with the operational problems

Related to core areas of the airlines, tourism and hospitality industry

2 type of project (any one)

2.1 comprehensive case study

2.2 inter-organizational study

2.3 field study

3 project supervision

3.1 each project shall be guided by a supervisor duly

Appointed by the academic coordinator

4 project proposal (synopsis)

4.1 synopsis of the project should be prepared in

Consultation with the guide and submitted in the

Department. The synopsis should clearly state the

Objectives and research methodology of the proposed

Project to be undertaken.

It should have full details of the rationale, description

Of universe sampling research instruments to be used,

Limitations, if any, and future directions for further

Research.

5 project documentation

5.1 project report should be properly documented and will

Include the following:

5.1.1 executive summary

5.1.2 research design and methodology

5.1.3 literature review

5.1.4 data collection and analysis

5.1.5 conclusions and recommendations

5.1.6 bibliography

6 project submission

6.1 final draft of the project should be submitted in

Computer-typed and bound form, in the department after

Being duly certified by the guide

7 project presentation and evaluation

7.1 formal presentation of the project using audio-visual

Tools before a panel constituted by the academic

Coordinator and evaluation