



## Department of Management Studies

**Mahatma Gandhi University  
Nalgonda- Telangana**

### *Teaching Lesson plan of MBA TTM syllabi (CBCS)*

#### *Semester wise*

MBA (TTM)  
code: 1.2

#### **PRINCIPLES AND PRACTICES OF TOURISM**

**No.of Credits: 5**

Topics	Number of Hours
<b>Unit-I</b>	<b>14</b>
Meaning, nature characteristics and Components of Tourism Industry	03
Types of Tourists	02
infrastructure and superstructure	03
Tourism system – types and forms of tourism	02
Tourist typology- tourism as an industry	
Travel through the ages – Development of –tourism in the world and India	02
Inter disciplinary approaches to tourism.	02
<b>Unit II</b>	<b>12</b>
Impacts of tourism	02
- Socio, economic, environmental and technological impacts on tourism	04
Impact analysis	01
Travel motivations- Motivation Theories	01
Theories (Plog and Maslow)	02
Tourism imperatives – Emerging areas in Tourism	02
<b>Unit III</b>	<b>12</b>

Tourism Demand: determinants and stimulants	03
Supply patterns and characteristics	02
Measurement of tourism demand	02
Demand / Supply gaps. Tourism Statistics	02
Types – Sources – Importance	01
Employment generation through Tourism	02
<b>Unit IV</b>	<b>12</b>
Tourism policy – formulation strategy	03
Planning for tourism	02
Tourism Planning and policies in India	03
National & AP State Tourism Policies	04
<b>Unit V</b>	<b>12</b>
Tourism organizations – International	02
World Tourism Organization (WTO)	01
Pacific Asia Travel Association (PATA)	02
World Tourism & Travel Council (WTTC)etc	01
National and Regional Organizations	02
Role of Ministry of Tourism Govt of India	02
Tourism & Culture Dept., Govt of AP in Tourism Development at National/State level	02

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Total=62

Topics	No. of Hours
UNIT-I	09
Introduction to Marketing and its application in Tourism.	3
Difference between Marketing of Products and Services.	2
Special features of Marketing Services.	2
Uniqueness of Tourism Marketing.	2
UNIT-II	10
Overview of the role of Market Research	2
Surveys and forecasting	2
Consumer Behaviour and their Roles in the Development of Marketing Activities.	2
Marketing Segmentation	1
Leisure markets-	1
Problem of Identifying and Developing Marketing activities aimed at Segments in the Leisure market.	2
UNIT-III	11
Target market Selection,	1
Positioning,	2
The 8th P of Marketing.	1
Managing the Marketing Mix in Tourism:	2
Product/Service Issues e.g. Life Cycles,	2
Concept Development and Testing.	1
Product Development.	2
UNIT-IV	10
Managing the Marketing Mix in Tourism:	2
Location, Pricing and the Role and Use of specific Intermediaries	2
External Bodies in selling Tourism Product.	2
Managing The Marketing Mix in Tourism:	2
Distribution Decisions	2
UNIT-V	15
Managing the Marketing Mix in Tourism:	1
Introduction to Tourism Promotion,	1
Tourism promotion Methods and their respective Roles:	2
Advertising, Travel Brochure, Film, Presentations, Sales Promotion, Sales Calls,	2
Familiarization Tours of areas representative and Travel Agents,	2
Fairs, Exhibitions and Indian Festivals.	1
Specific problems of Advertising Tourism Products,	1
Issues in the Development of Tourism Advertising Campaigns Media and Message Decisions. Suitability of Sales Promotion to Tourism.	2
Allocation of Budgets for Promotion.	1
Managing Publicity.	1
Importance of Information in Tourism Promotion.	1

Total Number of theory classes = 55 hours.

Prepared by John Paul

Ch. Jyothi, lesson plan

MBA( Tourism) I year I semester

**1.4.1: Subject:- Geography of Tourism**

S.NO	Particulars unit wise	Detailed Topics	No. Of Hrs	Remarks
1	UNIT - 1	introduction	1	
2		Importance of Geography of tourism	2	
3		India, the sub continent	2	
4		Rivers of India	3	
5		Major physical divisions	2	
6		Mountains, hills and valleys, deserts, beaches	4	14 Hrs
7	UNIT- 2	Lattitude	1	
8		Longitude	1	
9		International date line- time difference	2	
10		GMT variations	2	
11		Concepts of elapsed time, flying time, ground time	3	
12		Standard time and summer time	2	11 Hrs
13	UNIT - 3	Indian climate	1	
14		Rain and monsoons	3	
15		Seasonal incidents	2	
16		Floods, draught, famines causes and effects	3	
17		Seasons for travel of different centres	4	13 Hrs
18	UNIT - 4	Cultural Geography	1	
19		Influence of physical settings on the growth of tourism	2	
20		Study of tourist centres in india like Kashmir, delhi	2	
21		Agra, jaipur	1	
22		Bombay and elephant caves	1	
23		Khajuraho, thirupathi	1	

24		Hyderabad, Goa	1	
25		Chennai, Mysore	1	
26		Calcutta, bhuvaneshwar	1	
27		Madhurai, Kerala, tanjore	1	12 Hrs
28	UNIT -5	Recent trends in international tourist movements	10	10 Hrs
				Overall 60 Hrs

<b>Topics</b>	<b>No. of Hours</b>
<b>UNIT I:</b>	12
Macroeconomic environment in India	2
Economic liberalization in India	2
Privatization & globalization	1
Significance of tourism in National economy	2
Economic and business of tourism	2
Tourism markets & policies.	3
<b>UNIT II:</b>	14
Introduction to tourism demand –	1
Types/indicators/determinants of tourism demand	4
Analysis of demand and	2
supply in tourism	2
Life cycle factors	1
Measurement of tourism demand	2
National & International tourism demand	2
<b>UNIT III:</b>	12
Forecasting tourism demand	2
Methods measurement	2
Public/private sector players in tourism sector –	3
Role of National/State governments in tourism promotion –	3
Need for Public Private Sector Participation in tourism development	2
<b>UNIT IV:</b>	09
Tourism industry	1
Production and costs of tourism goods & services –	2
Competition and market structure pricing of tourism products –	2
Determinants of price–	1
Approaches to pricing for different tourism products –	1
Consumer behaviour and tourism demand elasticity	2
<b>UNIT V:</b>	08
Economic impacts of tourism	2
Multiplies & displacement effects	3
Tourism costs & benefits to society	2
Environmental aspects.	1

Total Number of theory classes = 55 hours.

Prepared by John Paul

NAME OF THE FACULTY: Dr. M. VENKAT RAMANA REDDY

1.6 SUBJECT : Information Technology for Tourism

COURSE: MBA (TTM) I-SEMESTER

S.NO	Particulars Unit Wise	Detailed Topics	No. of Hrs	Remarks
1	I	Overview of business	1	
2	I	Types of business activities	1	
3	I	Concept of information technology	1	
4	I	Information systems & its subsystems	1	
5	I	Business in the information age	1	
6	I	Types of information systems	1	
7	I	Operational information systems	1	
8	I	Tactical information systems	1	
9	I	Strategic information systems	1	
10	I	Rule of computer information systems in new millennium	1	
11	I	Trends in IT evolution	1	
12	I	Electronic data processing	1	
13	I	Impact of IT on different organizations	1	
14	I	Impact of IT on different jobs	1	14 Hrs
15	II	Concepts of information technology infrastructure	1	
16	II	Computer hardware	1	
17	II	Computer software	1	
18	II	System software	1	
19	II	Application software	1	
20	II	Managing & organization of data and information	1	
21	II	Concepts of telecommunications	1	
22	II	Types of topologies	1	
23	II	Modem	1	
24	II	Concepts of networks	1	
25	II	Parallel and series networks	1	
26	II	Introduction to local area networks (LAN)	1	
27	II	Introduction to metro area network (MAN)	1	
28	II	Introduction to world wide area network (WAN)	1	
29	II	Introduction to internet	1	
30	II	Introduction to intranet	1	
31	II	Introduction to extranet	1	
32	II	Introduction to TCP/IP	1	17 Hrs
33	III	Introduction to information systems planning	1	
34	III	Introduction to information system development	1	
35	III	Various steps in information systems planning	1	
36	III	Business support system	1	
37	III	Critical success factors	1	
38	III	Traditional system development lifecycle (SDLC)	1	
39	III	Different types of alternative methods for system	1	

		<b>development</b>		
<b>40</b>	<b>III</b>	<b>System analysis and system specifications</b>	<b>1</b>	
<b>41</b>	<b>III</b>	<b>Feasibility study</b>	<b>1</b>	
<b>42</b>	<b>III</b>	<b>System design</b>	<b>1</b>	
<b>43</b>	<b>III</b>	<b>Detailed system design</b>	<b>1</b>	
<b>44</b>	<b>III</b>	<b>Prototype testing I</b>	<b>1</b>	
<b>45</b>	<b>III</b>	<b>System evolution and control</b>	<b>1</b>	
<b>46</b>	<b>III</b>	<b>Data flow analysis</b>	<b>1</b>	
<b>47</b>	<b>III</b>	<b>System development outside the system</b>	<b>1</b>	
<b>48</b>	<b>III</b>	<b>Make or buy decisions in system development</b>	<b>1</b>	<b>17 Hrs</b>
<b>49</b>	<b>IV</b>	<b>Information system applications</b>	<b>1</b>	
<b>50</b>	<b>IV</b>	<b>Intra organizational information systems</b>	<b>1</b>	
<b>51</b>	<b>IV</b>	<b>Functional information systems</b>	<b>1</b>	
<b>52</b>	<b>IV</b>	<b>Marketing information systems</b>	<b>1</b>	
<b>53</b>	<b>IV</b>	<b>Production/operational information system</b>	<b>1</b>	
<b>54</b>	<b>IV</b>	<b>Financing or accounting information system</b>	<b>1</b>	
<b>55</b>	<b>IV</b>	<b>HR information system</b>	<b>1</b>	
<b>56</b>	<b>IV</b>	<b>Inter organizational information system</b>	<b>1</b>	
<b>57</b>	<b>IV</b>	<b>Global information system</b>	<b>1</b>	
<b>58</b>	<b>IV</b>	<b>Electronic data interchange (EDI)</b>	<b>1</b>	
<b>59</b>	<b>IV</b>	<b>Electronic funds transfer (EFT)</b>	<b>1</b>	<b>14 Hrs</b>
<b>60</b>	<b>V</b>	<b>Intelligent systems in business</b>	<b>1</b>	
<b>61</b>	<b>V</b>	<b>Artificial intelligence &amp; intelligent system</b>	<b>1</b>	
<b>62</b>	<b>V</b>	<b>Expert systems</b>	<b>1</b>	
<b>63</b>	<b>V</b>	<b>Other intelligent systems</b>	<b>1</b>	
<b>64</b>	<b>V</b>	<b>Virtual &amp; reality systems</b>	<b>1</b>	
<b>65</b>	<b>V</b>	<b>Ethical and global issues of intelligent system</b>	<b>1</b>	<b>6 Hrs</b>
		<b>Total : 65 Hours</b>		



## MBA TTM Semester - II

### 2.1 HUMAN RESOURCE MANAGEMENT IN TOURISM ORGANISATION

S.No	Particulars Unit Wise	Detailed Topics	No. of Hours	Remarks
1	Introduction about the subject – Human Resource Management	Unit wise analysis	1	
2	Unit-I	Gaining a competitive Advantage	1	
3	Unit-I	Responsibilities of HR Departments	1	
4	Unit-I	Roles of HR Departments	1	
5	Unit-I	Changing Nature of HRM Function	1	
6	Unit-I	Competitive Challenges Influencing HRM-Concept introduction	1	
7	Unit-I	The Challenge of Sustainability	1	
8	Unit-I	The Global Challenge and Technology Challenge	1	
9	Unit-I	Meeting Competitive Challenges Through HRM Practices	1	
10	Unit-I	Detail discussion in hrm practices applicability to overcome challenges	1	
11	Unit-I	HRM and Competency building	1	
12	Unit-I	HRM and Change Management	1	
13	Unit-I	HR as a Strategic Business Partner	1	
14	Unit-I	The role of HR in providing sustainable competitive advantage	1	Case studies discussion relevant to tourism industry
15	Unit-II	Human Resource Process-Introduction	1	
16	Unit-II	HRP-Objectives and process	1	
17	Unit-II	Job Analysis-Introduction, concept evolution	1	
18	Unit-II	Job Analysis-Description	1	
19	Unit-II	Job Design-Approaches	1	
20	Unit-II	Job Design-Methods	1	
21	Unit-II	Acquisition and preparation of HR	1	
22	Unit-II	Selection Process	1	
23	Unit-II	Placement Process	1	
24	Unit-II	Interview-Types of Interviews	1	
25	Unit-II	Effectiveness of Interviews	1	
26	Unit-II	Socialising employees	1	

27	Unit-II	Orienting employees	1	
28	Unit-II	Developing Employees	1	
29	Unit-II	Employee Training	1	
30	Unit-II	Determining Training Needs	1	
31	Unit-II	Training Approaches		
32	Unit-II	Employee Development	1	
33	Unit-II	Employee development methods	1	
34	Unit-II	Job Shadowing	1	
35	Unit-II	Evaluating Training and Development Effectiveness	1	Case studies discussion relevant to tourism industry
36	Unit-III	Managing Careers-Concept	1	
37	Unit-III	Career Development	1	
38	Unit-III	Employee Development	1	
39	Unit-III	Career Development Vs Employee development	1	
40	Unit-III	CD-Value for the organization		
41	Unit-III	CD-Value for the Individual	1	
42	Unit-III	Career Stages	1	
43	Unit-III	Career Choices	1	
44	Unit-III	Career Preferences	1	
45	Unit-III	Holland Vocational Preferences Model	1	
46	Unit-III	The Schein's anchors	1	
47	Unit-III	Myers Briggs Typologies		
48	Unit-III	Mentoring and Coaching	1	Case studies discussion relevant to tourism industry
49	Unit-IV	Performance Management-Introduction	1	
50	Unit-IV	An organizational model of performance management	1	
51	Unit-IV	Purposes of performance management	1	
52	Unit-IV	Performance measures criteria		
53	Unit-IV	Approaches to measuring performance	1	
54	Unit-IV	Performance Appraisal Methods-1	1	
55	Unit-IV	Performance Appraisal Methods-2	1	
56	Unit-IV	Performance Feedback	1	
57	Unit-IV	Performance management and pay	1	
58	Unit-IV	Performance management for teams	1	Case studies discussion relevant to tourism

				industry
59	Unit-V	Contemporary issues in HRM-Introduction	1	
60	Unit-V	Work-life balance	1	
61	Unit-V	Diversity Management and Talent Management	1	
62	Unit-V	Quality of work life-HR issues in mergers and acquisitions	1	
63	Unit-V	e.HR and Competency mapping	1	
64	Unit-V	Industrial relations dynamics	1	
65	Unit-V	Outsourcing	1	
66	Unit-V	Implication of Globalization function and functionaries	1	Case studies discussion relevant to tourism industry

**Name of the Faculty:** Mrs.G.Laxmi Prabha

Topics	No.of Hours
<b>Unit-I</b>	
<b>Understanding Accounting Cycle :</b>	
Meaning of accounting	1
Scope of financial accounting, Modern Organizations	2
Accounting concepts and conventions	1
their implications on accounting data	1
Accounting information system	1
F.Accounting, Cost Accounting M.A Accounting Business transactions	1
classification of accounts	1
Accounting process	1
Accounting Cycle	1
<b>Unit-II</b>	
<b>Accounting Statements :</b>	
Books of prime entry	4
Ledger	4
Trial balance	2
Accounting equation	1
Static and dynamic view	1
Preparation and presentation of financial statements	2
Measurement of business income	1
Profit and Loss account	3
Distinction between Capital and revenue expenditure	1
Balance Sheet preparation.	3
<b>Unit-III</b>	
<b>Finance function in Tourism :</b>	
Financial Implications of the Structure and Characteristics of Service Facilities	1
Conference Centers	1
Retail outlets	1
Museums	1
Theme Parks, Transport, Accommodation and Catering facilities	3
Revenue and Expenses Tracking	1
<b>Unit-IV</b>	
<b>CVP Analysis and Budgetary Control:</b>	
Cost Behaviour; Contribution Concept	3
Break-Even Analysis	3
Profit Concept	2
Application of CVP Analysis in Service Organisation e.g. Transport, Holiday Resorts, Hotels, Package Tours etc.	4
Budget Concept & Process	1
Preparation of Cash Budget	2
Sales Budget	2

Production Budget	2
Flexible Budget	2
Master Budget	2
Responsibility Accounting and Management Reports	1
Unit-V	
<b>Capital Budgeting and Working Capital Management:</b>	
Discounted & Non-discounted Techniques	1
ARR	2
Payback period	2
NPV	2
IRR	3
PI	2
Factors determining the Capital Structure in Tourism Industry	1
Concepts of Working Capital, Sources of Working Capital	2
Determinants of Size of Working Capital	1
Working Capital Management in Tourism Services	1

Lesson plan  
MBA TTM semester II  
2.3: subject: Event management

S No	Particulars unit wise	Detailed topics	No. of hours	Remarks
1	Unit I	Introduction	1	
2		History, feature and nature of events	1	
3		Types of Events-	1	
4		Conventions-Tours, Exhibitions, Meetings etc)	3	
5		Characteristics of conferences and conventions	1	
6		Nature of market and demand	2	
7		Growth and development of the industry	2	
8		Impact on local and national communities	1	
9		Laws & Statutory requirements	1	
10		Role of Event Management firms	1	
11	UNIT II	Nature of Event Marketing	1	
12		Clients - Sponsorship	1	
13		Brands	1	
14		Professionals	1	
15		Advertising & Publicity	2	
16		Practices in Event Management	1	
17		Development of Event Marketing plans	2	
18		Event promotion	2	
19	UNIT III	Budgeting an event	2	
20		Budget Preparation	1	
21		Estimating fixed and variable costs	2	
22		Cash flows	3	
23		Sponsorships & Subsidies	2	
24		Contract negotiations	2	
25	UNIT IV	Event Management, nature, features	1	
26		Event Planning & Scheduling	1	
27		Venue – Logistics	1	
28		Customer care management	2	
29		Celebrity endorsements - Coordination	2	
30		Risk and Crises Management	2	
31		Visit to State/National level events	2	
32	UNIT V	Event Management Associations	1	
33		Market & Future trends	1	
34		Travel Industry fairs & its Benefits	1	
35		ITB, WTM, PATA Travel Mart etc.,	3	

36		Social and Government associations	1	
37		Organizational and financial structure	2	
38		International association market History	1	
39		role and functioning of ICCA & ICPB	2	

Prepared by Mrs CH. Jyothi

**Elective – I 2.4.1**  
**Subject code: 2.4**

**ITINERARY PLANNING AND COSTING**  
**No.of Credits: 5**

<b>Topics</b>	<b>Number of Hours</b>
<b>Unit-I</b>	<b>10</b>
Itinerary Preparation: Concept, Typology, Duration,	03
GIT, FIT,	02
Do's and don'ts of itinerary preparation-	03
Limitations and Constraints	02
<b>Unit-II</b>	<b>10</b>
Custom made itinerary and Ready made itinerary,	02
Factors to be considered while preparing an itinerary –	02
Seasonal itinerary-	02
Product based itinerary-	02
All inclusive itinerary.	02
<b>Unit-III</b>	<b>13</b>
Tour Packaging-Definition-	01
Types-Forms and Components of Package Tour.	02
Advantages and Disadvantages of Package Tour.	02
Liaisoning and Negotiation of Package Tour.	02
Promotion of Tour Operation:	02
Mix and Media,	02
Types of media, Selection criteria.	02
<b>Unit-IV</b>	<b>18</b>
Product Oriented Package tour:	01
Health tourism, Yoga, Meditation and Nature Cure –	01
Beach holidays-	01
Rail journey (Tourist Trains) in India-	01
Pilgrim Tours.	01
Adventure Package: Soft and Hard adventure -Concepts and guidelines:	01
Desert safaris,	02
Mountaineering, Skiing,	01
White Water Rafting, and Scuba Diving, Golf tours,	01
Theme tours and Cruise.	01
Special Interest Tours:	01
MICE Tours- Eco and	01
Wildlife tours- Ethnic tours and	01
Architectural tours –	01
Farm tours-	01
Fairs and Festivals-	01
Rural/Village tour.	01
<b>Unit-V</b>	<b>15</b>
Costing a Tour:	01
Components, Considerations-	01
Types of Costs-Cost sheet,	02
FIT Costing and Group Costing.	02
Differential Tariff Plan-	01
Accommodation Cost-	02
Transportation Cost	02
Meals Plan etc.	01
Pricing Strategies and	01
Distribution Mechanism	02

**Prepared by Dr.JP.Narayana**

**Total=66**



**Elective II- 2.5.2**  
**Subject code: 2.5**

**PRINCIPLES & PRACTICES IN HOSPITALITY MANAGEMENT**

**No. of Credits: 5**

<b>Topics</b>	<b>Number of Hours</b>
<b>Unit I:</b>	<b>10</b>
Introduction to Hospitality Industry:	02
Nature, scope, Characteristics	02
Components of Hospitality Industry	02
Careers in Hospitality Industry.	04
<b>Unit II:</b>	<b>14</b>
Classification of Hotels	04
Classification, categorization	02
registration	02
approval process	02
staffing pattern	02
Relevant laws etc	02
<b>Unit III:</b>	<b>12</b>
Types of Accommodation:	01
Activities in Accommodation Management	02
Front office and	02
Housekeeping	01
Bar and Restaurant Management	02
and supporting services	02
Service equipment	02
<b>Unit IV:</b>	<b>12</b>
International Hotel Management	01
Globalization	01
Emergence of International Hotels	01
International	01
Perspective	01
Trends	01
Understanding Cultural Diversity	01
Managerial issues	01
Trends	01
Problems	01
Success factors	01
–Study of the one selected Hotels/Motels/Restaurants etc.	01
<b>UNIT: V</b>	<b>13</b>
Trends in Hospitality industry	01
Usage of Computerized Reservation Systems (CRS)	02
hotel industry	02
Role of associations in the growth of hospitality industry	02
Functions	02
Operations	02
Global issues & hospitality.	02

**Total=61**

**Prepared by Dr.JP.Narayana**

Teaching lesson plan

MBA (TTM)-III Semester

3.1: Subject: Entrepreneurship Development in Tourism

S.No	Particulars Unit Wise	Detailed Topics	No. of Hours	Remarks
1	Unit: I: Entrepreneur and entrepreneurship	Evolution of the concept of Entrepreneur	1	17 Hrs
2		Characteristics of an entrepreneur	1	
3		Distinction between an entrepreneur and a Manager	1	
4		Functions of an Entrepreneur	1	
5		Types of Entrepreneur	1	
6		Intrapreneur, concept of entrepreneurship	1	
7		Growth of Entrepreneurship In India	1	
8		Role of Entrepreneurship in Economic Development	1	
9		Entrepreneurship Functions	1	
10		Entrepreneurship growth	1	
11		Entrepreneurship problems, Development	1	
12		Women Entrepreneurship-concept	1	
13		Recent Trends of Women Entrepreneurship	1	
14		Rural Entrepreneurship-concept	1	
15		Meaning and Need for Rural Entrepreneurship	1	
16		Problems of Rural Entrepreneurship	1	
17		Development of Rural Entrepreneurship	1	For each concept case study analysis
18	Unit II: Factors Affecting Entrepreneurial Growth	Economic Factors affecting Entrepreneurial Growth	1	10 Hrs
19		Non-Economic Factors affecting Entrepreneurial Growth	1	
20		Government Actions	1	
21		Entrepreneurial Motivation	1	
22		Entrepreneurial Competencies	1	

23		Entrepreneurial Mobility	1	
24		Entrepreneurship Development Programme-Concept	1	
25		EDP-Need , Objectives	1	
26		EDP-Course content, Curriculum	1	
27		Phases and Evaluation of EDPs	1	Examining various draft reports of government policies and initiatives.
28	Unit-III: Small Enterprises	Definition , Characteristics of Small Enterprises.	1	12 hrs
29		Relationship with large units	1	
30		Rationale and objectives of SE	1	
31		Scope of Small Enterprises	1	
32		Opportunities for an Entrepreneurial Career	1	
33		Role of Small enterprises in Economic Development	1	
34		Problems of Small enterprises	1	
35		Project Identification and Selection	1	
36		Project Formulation	1	
37		Project Appraisal	1	
38		Project Financing	1	
39		Ownership Structures	1	
40		Ownership structures case studies	1	Field visits/Plant Visits
41	Unit-IV: Institutional Finance to Entrepreneurs	Introduction on Institutional finance to entrepreneurs , role of Commercial banks	1	10 hrs
42		Discussion on major financial institutions- IDBI, IFCI, ICICI, IRBI	1	
43		LIC, UTI,	1	
44		SFCs, SIDCs , SIDBI	1	
45		EXIM Bank	1	
46		Need for Institutional Support to Entrepreneurs	1	
47		Role of NSIC, SIDO, SSIB,	1	Visit to financial institutions
48		Role of SSICs, SISI, DICs	1	
49		Industrial Estates	1	Plant visits
50		Specialized Institutions ,	1	
51		TCOs	1	Filed level surveys
52	Unit-V: Venture Capital	Venture capital financing	1	9 hrs

		<b>concept and features</b>		
<b>53</b>		<b>Need, of venture capital financing</b>	<b>1</b>	
<b>54</b>		<b>Relevance of venture capital financing</b>	<b>1</b>	
<b>55</b>		<b>Development of venture capital funds</b>	<b>1</b>	
<b>56</b>		<b>Structure of venture capital financing in India</b>	<b>1</b>	
<b>57</b>		<b>Regulatory frame work of venture capital financing in India</b>	<b>1</b>	
<b>58</b>		<b>Venture capital institutions case studies</b>	<b>1</b>	
<b>59</b>		<b>Successful venture capital institutions in India.</b>	<b>1</b>	
<b>60</b>		<b>Policies in venture capital financing</b>	<b>1</b>	

**Total Hrs: 60 Prepared by Mrs. G.Laxmi Prabha**

**MBA (TTM) 3.2 TOURISM LAWS & CONVENTIONS – III SEMESTER**  
**Subject Code 3.2** **No of Credits: 5**

Lesson Plan

S.NO	UNIT	NUMBER OF HOURS	Topic covered	Remarks
1	<b>UNIT: I Leisure and Tourism: The Legal Context</b>	1	Concept of Leisure and Concept of Tourism	
2		2	Tourism Policy Making and Planning – Discussion of tourism about- 5 year plans - tourism policies	
3		1	Government Roles- Central and State Govt. role in Tourism Policy making	
4		2	Human Rights , Human Rights Declaration	
5		2	Leisure Rights, Sporting Rights, Artistic Rights and Cultural Rights	
6		1	Tourism and Travel Rights	
7		1	Group Rights and Freedom –Other Rights	
8		1	Rights of the Citizen-Needs	11 Hours
9	<b>UNIT: II The Business of Tourism: A Legal Perspective:</b>	1	What is Law- sources of Law Contract- Mercantile Law	
		1	Introduction- Indian contract act -1872- Def- Law, Agreement, Promise	
10		1	Contract Definition –Social –Legal Contracts-	With Cases
		2	Essential Elements of a Contract	With Cases
11		2	Classification of Contracts – Formation of Contracts	
		1	Concept & Definition of Breach of Contract- Actual & Anticipatory Breach	
12		2	Remedies For Breach of Contract	
13		2	Negotiable Instruments – Introduction – Definition – Features- Types of Negotiable instruments-	
		1	Promissory note- Bills of exchange	
		1	Concept & Definition Cheques- Its uses Crossing of Cheques - Types of Crossing of Cheques	
14	1	Negotiable Instruments- Offences- Remedies		
15	2	Types of Business ,Partnership- Definition – Essential Elements of Partnership- Partnership Deed		
16	2	Rights and Duties of Partners –Restrictions- Registration -Process	19Hours	
17	<b>UNIT: III A Legal Perspective</b>	1	Citizenship	
18		1	Passport- Types of Passport- Application procedure	
19		1	Visa – Definition, Types of Visa –its uses	
20		3	Foreign Exchange: FEMA, comparison between FEMA and FERA –RBI Guidelines	
21		1	Carriage of Goods- Goods –definition- Types of Goods- Types of Carriage of Goods in Brief	
22		2	Carriage of goods by land- Types of Carriers- Public-Private – Gratuitous Carriers- Rights & Duties	
23		2	Carriage by Sea Charter party – Bill of lading	
24		2	Carriage by Air	13 Hours
25		2	Sale of Goods- Sale –Agreement to Sale- Condition & Warranties in Brief	
26	<b>UNIT: IV</b>	2	Ethics-Morality- Professionalism	
27		2	Conventions facilitating tourism	

28	Ethics and Morality :Basis for Legal Compulsions:	2	Global Code of Ethics for Tourism	
29		2	Classification of Laws-and Constitution as a supreme law	
30		2	Constitution of India – Introduction to constitution – featur of Indian Constitution - Preamble- Legal Procedure	12 Hours
31	UNIT: V Laws Facilitating Tourism and Hospitality Sectors:	2	Concept – Origin - Fuctions And Types Of Banking	
			Concept – Origin - Fuctions And Types Of	
32		2	Property and Real Estate: Sale of Property, Lease, Mortgage and Hire Purchase –Tax Laws	
33		2	Intellectual Property Rights: Copyright, Patent and Trade mark	
34		2	Bare Acts: Consumer Protection Act-1986	
35		2	Constitution of India - Criminal Procedure Code; 1973	
36		1	Environmental Protection Act; 1986	
37		1	Forest Conservation Act; 1980	
38		1	Prevention of Food Adulteration Act; 1954	
		1	Passports Act	13 Hours

**PERSONALITY DEVELOPMENT AND CROSS CULTURAL SKILLS**  
**MBA(TTM) 3.3 : III Semester**

<b>UNITS</b>	<b>TOPICS</b>	<b>NO OF CLASSES</b>	<b>Remarks</b>
<b>Unit I</b>	Personality Developmental Aspect of Human Beings:	2	
	Meaning of Personality	1	
	Case Study: Identification of Personality Elements	1	
	Personality Development Definition	1	
	Scope of PD	1	
	Why PD is Required?	1	
	Role of the PD	1	
	Case: Types of Personality	1	
	Areas of PD	1	
	Case Study: Application & Requirement of Personality	1	
			Total No: of Classes: 11
<b>Unit II</b>	Development of Physical Qualities: Appearance	2	
	AV Case Study: Assesment based on Appearance	1	
	Habits	1	
	Manners	1	
	Postures	1	

	AV Case: Types of Postures	1	
	Voice	1	
	AV Case: Voice Modulation	1	
	Reading Exercise	1	
	Role Play: Conversation	1	
	Stamina	1	
			Total No: of Classes: 12
<b>Unit III</b>	Development of Psychological Qualities (Mental) : Concentration	2	
	Exercise: Concentration Games	1	
	Alert &Active	1	
	Exercise: Alertness Assesment	1	
	Grasping	1	
	Tactful to Tackle the People	1	
	Exercise: Role Play - Tactfulness	1	
	Convincing Nature	1	
	Exercise : Role Play – Convincing and Negotiation	1	
	Self Confidence	1	
	Memory Power	1	
	Exercise: Memory games	1	



			Total No: of Classes: 15
<b>Unit IV</b>	Development of Social Personality : Co - Operation	2	
	Helpfulness	1	
	Listening Skills	1	
	AV – Listening Skills	1	
	AV – Accent and Pronunciation	1	
	Ability to get along with People	1	
	Convincing Conversationalist	1	
	Likeable Disposition	1	
	Honesty and Sound Character	1	
			Total No: of Classes: 10
<b>Unit V</b>	Development of Vocational and Cross Cultural Skills	2	
	Case Study: Cross Cultural Differences	1	
	Co-Operation	1	
	Co- Ordination	1	
	Understanding Cross Cultural Differences; Self	1	
	Interpersonal and Organizational	1	
	Cross Cultural Exercises; CC Interview	2	

	Incident	1	
	Skit	1	
	News	1	
	Management	1	
	Methodology; A Pre-test	1	
	Post- test Research Design	1	
			Total No: of Classes: 15

**TOTAL HOURS: 63**

**- Prepared by Dr.Sabina Harold**

**DS Elective I- 3.4(a)****TRAVEL MANAGEMENT****Subject Code 3.4 Subject code: 3.4****No. of Credits: 5**

<b>Topics</b>	<b>Number of Hours</b>
<b>Unit I:</b>	<b>14</b>
Conceptual Framework Tourism	01
Definition, meaning, nature and scope.	02
Tourist, travelers, visitor, transit visitor and Excursionist - definition and differentiation	02
Recreation and tourism and their Interrelationship	02
Concept of tourism resource,	02
Attraction, product, market, industry and destination in the context of tourism	03
Components and elements of tourism: Intermediaries and suppliers.	02
<b>Unit II</b>	<b>13</b>
Historical Dimensions of Tourism Travel	02
Tourism through the Ages	02
Early Travels, 'Renaissance' and 'Age of Grand Tours'	02
Emergence of modern tourism, concept of "Paid holiday	02
understanding tourism motivations	01
Factors affecting growth and development of International and national Tourism	02
Concept of Push and Pull factors in Tourism	02
<b>Unit – III</b>	<b>11</b>
Infrastructure in Tourism	02
Infrastructure -Types, Forms and Significance.	03
Accommodation: Forms and types	02
Transport Sectors: Modes and relative significance	02
Other support infrastructures required for tourism	02
<b>Unit – IV</b>	<b>10</b>
Tourism Demand and supply	02
Concept of demand	02
Supply in tourism	02
Unique features of tourist demand	02
Constraints in creating ideal destination	02
<b>Unit V</b>	<b>14</b>
Significance of tourism industry	02
Economic impacts of tourism	02
Income and employment	01
Multipliers of tourism	02
Balance of payments, foreign exchange etc	02
Socio-cultural impacts of tourism	01
Cultural exchange among nations and international understanding	02
Impacts of tourism on ecology and environment.	02

**Prepared by Dr.JP Narayana****Total =62**

**DS Elective II- 3.5(b)****BASICS OF AIR TRAVEL TICKETING AND FARE CONSTRUCTION****Subject Code 3.5****No of Credits: 5**

<b>Topics</b>	<b>Number of Hours</b>
<b>UNIT: I</b>	<b>12</b>
Air Travel and World Airlines	1
Air Travel	2
International Carriers & Domestic Carriers	4
Role of state in Air Transport	2
Air Transport Regulations	3
<b>UNIT: II</b>	<b>10</b>
Airlines Policies and Practices	2
Reservation Policy regarding children and infants	2
Policy regarding restricted and disabled Passengers	2
Changes	1
Alterations in Schedules stand by travel	2
Passenger check in	1
<b>Unit III</b>	<b>08</b>
Basic elements of air fares	1
Class of service	2
Fare basis	3
Air Transportation Taxes	1
Air Port Taxes.	2
<b>Unit: IV</b>	<b>12</b>
Millage System	02
More Distant Point Principle	1
Airways Competition	2
Fare Calculation on a hand ticket	2
Basic Principle of International Air fares and Ticketing	2
Currency Conversion	2
World Airways Guide – Currency System	1
<b>Unit V</b>	<b>19</b>
Air ticketing techniques	2
Reservation sheets/ cards	2
Airline Reservations	2
Domestic Airline ticketing – International Airline ticket	2
Analysis of an Airline ticket	2
Airline ticket – Ticket coupon	1
Air Ticket Information	2
Writing Airline tickets – Inside cover with limitation of liability	2
Important reconfirmation notices	1
Manual ticketing	1
Air ticket related traffic documents – How to make an airline ticket?	1
Airline ticketing Procedures	1

Prepared by JP.Narayana

Total=61

NAME OF THE FACULTY: Dr. M. VENKAT RAMANA REDDY

**SUBJECT****: STRATEGIC MANAGERMNT****COURSE: MBA (TTM) IV-SEMESTER**

<b>S.NO</b>	<b>Particulars Unit Wise</b>	<b>Detailed Topics</b>	<b>No. of Hrs</b>	<b>Remarks</b>
1	I	Concepts of Strategic Management	1	
2	I	Introduction to Strategic Management	1	
3	I	Characteristics of Strategic Management	1	
4	I	Functions of Strategic Management	1	
5	I	Phases in Strategic Management	1	
6	I	Need of Strategic Management	1	
7	I	Strategic Management Process	1	
8	I	Developing a Strategic Vision	1	
9	I	Developing a Strategic Mission	1	
10	I	Developing a Strategic Objectives	1	
11	I	Developing a Strategic Policies	1	
12	I	The concept of strategic Intent	1	
13	I	Crafting a Strategy	1	
14	II	Introduction to Environment	1	
15	II	Environmental Scanning	1	
16	II	Industry Analysis	1	
17	II	Competitors Analysis	1	
18	II	Methods of Industry and Competitors Analysis	1	
19	II	Internal Environmental Analysis	1	
20	II	SWOT Analysis	1	
21	II	Evaluating company Resources	1	
22	II	Competitive Capabilities	1	
23	II	Value Chain Analysis	1	
24	II	Capabilities and Core Competencies	1	
25	III	Strategy and Competitive Advantage	1	
26	III	Stability Strategy	1	
27	III	Generic Strategies	1	
28	III	Co-operative Strategies	1	
29	III	Mergers and Acquisition Strategies	1	
30	III	Vertical Integration strategies	1	
31	III	Unbundling and Outsourcing strategies	1	
32	III	Offensive and Defensive strategies	1	
33	III	Various activities of outsourcing	1	
34	III	Benefits of outsourcing	1	
35	III	Growth and Drivers of Outsourcing	1	
36	III	Introduction to BPO	1	
37	III	Introduction to LPO	1	
38	III	Introduction to Health care BPO's	1	
39	III	Introduction to HR outsourcing	1	
40	III	Emerging and changing environments for outsourcing	1	
41	IV	Tailoring strategy to fit specific industry and company situations	1	
42	IV	Strategies for competing in Emerging industries	1	
43	IV	Turbulent and high velocity markets	1	

44	IV	Strategies for Maturing Industries	1	
45	IV	Strategies for Stagnant Industries	1	
46	IV	Introduction to Fragmented industries	1	
47	IV	Strategies for Industry Leaders	1	
48	IV	Strategies for Runner-up firms	1	
49	IV	Strategies for Joint ventures	1	
50	IV	Introduction to Diversification Strategy	1	
51	IV	Reasons for Diversification	1	
52	IV	Different types of Diversification	1	
53	IV	Different types of Diversification strategies	1	
54	IV	The Concept of Core Competitive Advantage in Firms	1	
55	IV	Evaluation of Strategy of Diversified Company	1	
56	V	Introduction to Corporate Governance	1	
57	V	Steps in Corporate Governance	1	
58	V	Introduction to Organizational Structure	1	
59	V	Introduction to Organizational Culture	1	
60	V	Strategic Organizational Controls	1	
61	V	Strategic Leadership	1	
62	V	Strategic Entrepreneurship	1	

**MBA(TTM) DS Elective III- 4.4(c):  
Subject Code 4.4**

**TRAVEL AGENCY MANAGEMENT  
No of Credits: 5**

<b>Topics</b>	<b>Number of Hours</b>
<b>UNIT: I</b>	<b>12</b>
Travel Agency Business:	1
History, Growth and Present status	2
Differences between Travel agency & Tour Operation	2
Linkages with other Industry participants	2
Role and Significance of Travel Agencies and Tour Operators	2
Future of Travel Agency with zero commission structure.	1
	2
<b>UNIT: II</b>	<b>13</b>
Travel Agencies: Functions	2
Organization types	2
rules & regulations:	1
Government IATA- Feasibility	2
Viability-staffing-Tie-ups	1
sources of earning – commission	2
service charges -documentation	1
service charges -documentation	2
<b>UNIT: III</b>	<b>13</b>
Travel Procedures	1
Formalities: Passport – Visa – Ticket – Medicals - Taxes – Travel Insurance - Customs- Currencies	2
Principles . suitability: appropriateness – availability – speed-cost-dependability	2
Record Keeping	1
Coordination	1
Back Office Functions (Travel Accounts etc).	2
Entrepreneurs skills	2
Problems in the Travel trade	2
<b>UNIT: IV</b>	<b>12</b>
Organizational structure	1
and different departments in Travel Agency	2
working of network travel agencies	3
Thomas Cook; TCI; American Express etc	2
Current Trends in Indian Travel Agency and their Performance.	2
Stand-alone agency, Acquisition and Mergers	2
<b>UNIT: V</b>	<b>13</b>
National and International Travel Trade Associations:	1
IATO	2
TAAI	2
UFTAA	2
PATA	2
ASTA etc.	2
Visit to a Regional / National Travel Agency.	

**Prepared by JP.Narayana**

**Total=63**