

Department of Tourism, "The Hermitage"
Ordinances and Syllabus on Credit based
Two Year Full time Master of Business Administration
Tourism Degree Programme
(MBA Tourism) For the session 2018 onwards

1. Two Year Full Time M.B.A. Tourism Programme:

There shall be one full time Master's Degree Programme in Tourism with the nomenclature as Master of Business Administration- Tourism (M.B.A.-T). The duration of the Programme shall be two years (Two full Academic Years of Four Semesters of six month each). Accordingly each year is divided in two semester- First and Third Semesters from July to December and Second and Fourth Semesters from January to June. There shall be actual teaching for a minimum of Ninety (90) Days in each Semester. The Examination for First and Third Semesters shall ordinarily be held in the month of December and for Second and Fourth Semester in the month of May or on such dates as convenient to the University.

2. Intake: Total number of seats:

There shall be a maximum of thirty (30) seats for each year or such number of seats as may be approved by the University. The reservation of the seats for various categories of students shall be as per the norms prescribed by the Central/State Government from time to time.

3. Course fee: The fee for the course and other charges and norms for refund of fee shall be as prescribed by the University from time to time.

4. Eligibility for Admission to the Programme:

No student shall be eligible for admission to Two Year Full Time M.B.A. Tourism unless he/she has successfully completed a three year Graduate Degree with 45% or post graduate degree with 48% marks through the Examinations conducted by a University/Autonomous Institution or possesses such qualifications as recognized by the University. The maximum age of a candidate for taking admission in the programme and the gap between the last Degree/Diploma courses shall be as per the norms prescribed by the university from time to time.

4. Selection Procedure: The Candidates seeking admission to Two Year Full Time M.B.A. Tourism shall be on merit basis. Merit shall be prepared on the basis of graduate level examination.

5. Semesters

(a) An academic year shall consist of two semesters:

Odd Semester (I and III Semesters): generally July to December

Even Semester (II and IV Semesters): generally January to June.

The academic calendar for each semester shall be notified well before the commencement of the semester.

(b) A semester shall normally extend over a period of 15 weeks. Each week shall have 30 hours of instruction including lab/field work as applicable.

6. Credits

a. Credit defines the quantum of contents / syllabus prescribed for a course and determines the number of hours of instruction required per week. Thus credits shall be assigned on the basis of the number of lectures / tutorials / laboratory work/project work and other forms of learning required to complete the course contents in a 15 week schedule:

b. 1 Credit = 1 hour of lecture/instruction per week (1 Credit course = 18 hours of lectures per semester) Instruction can be in the form of lectures / tutorials / laboratory work / fieldwork or other forms. In determining the number of hours of instruction required for a course involving field-work, 3 hours of field work shall be considered equivalent to 1 hour of lecture.

7. Course Numbering

MBA(Tourism) shall be identified by the following code.

MBAT

Course Structure

The MBA in Tourism Programme will be divided into four semesters and the study modules are as follows:-

Syllabus of Master of Business Administration in Tourism (MBA Tourism) Course Structure

FIRST SEMESTER (All papers are compulsory-Total Credit -18)

Course No.	Title of course	Credit			
		L	T	P	C
MBAT/C-01	Principles and Practices of Management	03	0	0	03
MBAT/C-02	Introduction to Basic Accounts & Financial Management	03	0	0	03
MBAT/C-03	Physical Geography of India	02	0	0	02
MBAT/C-04	Tourism: Concepts and Principles	03	0	0	03
MBAT/C-05	Tourism in Central Himalaya	03	0	0	03
MBAT/C-06	Business Communication & Computer Application	02	0	0	02
MBAT/C-07	Field Tour and Viva-Voce	0	0	02	02
Total		18			

SECOND SEMESTER (All papers are compulsory-Total Credit -18)

Course No.	Title of course	Credit			
		L	T	P	C
MBAT/C-08	Introduction to Travel Agency and Tour Operation Business	03	0	0	03
MBAT/C-09	Organisational Behaviour	03	0	0	03
MBAT/C-10	Prominent Tourist Destinations of India	03	0	0	03
MBAT/C-11	Marketing: Concepts & Principles	03	0	0	03
MBAT/C-12	Hospitality Industry Management	03	0	0	03
MBAT/C-13	Human Resource Management	03	0	0	03

	Total	18
MBAT/S-01	Self-Study Course on Innovative Tourism and Hospitality Enterprises	03 0 0 03

THIRD SEMESTER (Total Credit -18 (12 Core & 6 Elective))

Course No.	Title of course	Credit			
		L	T	P	C
MBAT/C-15	Research Methodology	03	0	0	03
MBAT/C-16	Transport Operations and Linkages	03	0	0	03
MBAT/C-17	Tourism Policy and Planning	03	0	0	03
MBAT/C-18	Tour Report and Viva-Voce		01	02	03
(Any one Group as Elective Major)					
Marketing Management Group					
MBAT/E-1 A	Tourism and Hospitality Marketing	03	0	0	03
MBAT/E-2 A	Consumer Behaviour	03	0	0	03
Operational Management Group					
MBAT/E-1 B	Entrepreneurship in Tour and Travel Business	03	0	0	03
MBAT/E-2 B	Entrepreneurship in Hospitality Business	03	0	0	03
Event Management Group					
MBAT/E-1 C	Global Event Business Opportunities	03	0	0	03
MBAT/E-2 C	Event Management Operations	03	0	0	03
Total		18			
MBAT/S-02	Self-Study Course on Sustainability: Principles & Practices	03	0	0	03

FOURTH SEMESTER (Total Credit -09)

Course No.	Title of course	Credit			
		L	T	P	C
MBAT/C-19	Training Report and Viva-Voce	0	0	03	03
MBAT/C-20	Project report	0	01	02	03

	Dissertation and Viva-Voce	0	02	01	03
Total		09			
Grand Total		72			
MBAT/S-03	Self-Study Course on Adventure Tourism Management	03	0	0	03

In the code number mentioned above the words denotes as C-Core subject, E-Elective subject, SS-Self Study. L- Lectures, T-Tutorials, P-Practical

Course with Credits	Semester-I	Semester-II	Semester-III	Semester-IV	Total
Core	18	18	12	00	48
Elective	NIL	NIL	06	00	06
Training & Desertation	NIL	NIL	NIL	12	09
Self Study course	-	03	03	03	09

Master of Business Administration Tourism

Semester I

Syllabus

Module & Title:-1016

Geography of Tourism

Objective -: This course explores the basic components of geography in relation with tourism.

Unit-I -: Fundamentals of Geography, Importance of Geography in tourism, Climatic variations, climatic regions of world, study of maps and maps projection, longitude & latitude, Rotation and revaluation of Earth, international date line, time variations, time difference.

Unit-II- : Indian Geography, physical and political features of Indian subcontinents. Climatic region and conditions prevailing in India. Vegetations zones of India, Tourism attractions in different states and territories of India.

Unit-III -: Political and physical features of world geography: North America ,Central America ,Europe.

Unit-IV -: Africa, Middle East, North & East Asia/ Pacific, South Asia.

Unit V - : Case study of Natural Attraction of the World: Yellow Stone National park, Maasai Mara National Reserve, Grand Canyon, Niagara Falls, Valley of Flower.

Suggested Readings:

- Hall, CM and Page, SJ. The Geography of Tourism and Recreation, Routledge.
- Sinha, P.C. Tourism Geography, Anmol Publication
- Dixit, M. Tourism Geography and Trends, Royal Publication
- International Atlas, Penguin Publication and DK Publications

Title: Marketing: Concept & Principles

Subject Code: MABT/C-02

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. 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 II

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 III

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 IV

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.

Unit V

Services Marketing: Introduction, Nature, Classification, Marketing Management process for services, Managing Demand and Supply, Service Marketing Mix.

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. Venugopal, V., Raghu, V.N., "Services Marketing" Himalayan Publishing House, New Delhi.