



International Institute of Professional Studies

Devi Ahilya Vishwavidyalaya, Indore

MBA (TOURISM)

Semester II

(July – Dec. 2008)

TA 201:FRENCH LANGUAGE I

Objective of course

1. Our first objective consist of the following:
Linguistic: to learn basic French grammar & vocabulary
Communication: to enable students to introduce oneself & converse spontaneously in given social settings
Civilization: to introduced some aspect of France its people & culture
2. Our second objective is to emphasize & develop four linguistic skills which further enhance the course: (1) Written & Oral expression (2) Written & Oral Comprehension

Story: A spring time in Paris and an adventure in Burgundy.

Lesson 1	meeting and introducing each other
Lesson 2	Striking a friendship
Lesson 3	Expressing one's likes and dislikes
Lesson 4	Expressing agreement and disagreement
Lesson 5	Expressing surprise
Lesson 6	A countryside house
Lesson 7	Lunch at Broussac

Vocabulary

Professions and nationalities
Day to day life and hobbies
Physical and psychological descriptions
Cardinal numbers
Lodging and getting food
Clothes and colors

Grammar

Definite and indefinite articles
Gender and number of nouns and adjectives
Masculine and feminine forms
Interrogative and negative forms
Conjugation of verbs in the present tense
Portative articles
Demonstrative and possessive adjectives

Phonetics

Intonation
Linking words
Oral and nasalized vowel sounds
Intonation
Semi vowels



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Communication

Meeting and getting to know each other
Inviting someone and replying
Describe people
Giving order and expressing obligation
Requesting and ordering

Civilization

Paris: Monuments and public places
The life of four Parisians from different professions
A French region: The Burgundy
Daily life in countryside



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TA 202: Cargo Management

Objective of the course

To enhance the knowledge of tourism students about the cargo movement (Import-Export) and their legal formalities so as to successfully deal cargo along with passengers in all modes of transportation.

Hrs	Contents	Activities
03	I. Introduction of Cargo management Export-Import (a) procedure.	
04	<u>(b) Documentation: Post and pre Export-Import</u> (c) Clearance (d) Bank negotiation of documents (e) Units-100% Export oriented units, free trade zone, Export Processing zones, software technology park, electronic hardware technology park	Exercise
04	II. International commercial terms: Free on board, cost insurance and freight, cost and freight, etc.	Presentation
Class test (I, II)		
03	III. Cargo liabilities and insurance: Marine insurance, general cargo insurance and relevant clauses, Mutual and liability insurance's claims & procedures.	
04	IV. Multimodel transportation: containerization, combined transport, Trade: classification, Problems. Distribution channels, value added chain. Logistic management: classification models	Exercise
03	Physical infrastructure for multimodel transportation, container freight station, dry port	Assignment
03	Packaging, palletization and storage of cargo, handling and transportation of dangerous cargo, storage and ware housing in India	Exercise
Class test (III, IV)		
04	V. Introduction Foreign trade licenses: Duty exemption pass book scheme, Export promotion capital good schemes, special Import license, Duty drawback, Open general license, foreign license authority	Presentation
04	<u>Transport liabilities: multimodel transportation of goods act,</u> <u>Inter model transport state practice, carriage of goods by sea,</u>	Assignment



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	air, waterways and road. Warsaw convention, Hague convention, Hague-visby rule, Hamburg rule	
04	Sea-air cargo, documents in three modes (Airways bill, Railway Receipt, lorry receipts, etc.) General terms (less than container load, full container load, consolidation, freight forwarding, etc.) Electronic data Interchange in Transport management.	Exercise
Class test (v)		

Recommended Reading: EXIM (magazine)



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TA 205: Tourism Product in India

Objective of the course

The main objective of this course is to expose students to the cultural, natural and historical heritage of Indian order to widen their view towards travel and tourism. this knowledge will help them in their future as professionals in travel & tourism trade and make India a popular tourism destination.

Class Exercise

Students will be allotted rigorous assignments and exercises on topics. Students have to submit write-up and/or make presentation on topics as required. They are advised to be regular and pay attention to the environment.

Hour s	Contents	Assignments
02	Defining Tourism Products, their characteristics & types in India	
02	Indian Architecture: Temples, Churches, stupas & mosques-their structure, distinguishing characteristics, examples, their present condition, way & means to improve & promote them	Presentation
02	Indian Classical Music: (I) Vocal- origin, evolution, styles, ragas, gharanas, instruments, festivals& events. (ii) Instrumental- origin, evolution, styles, ragas, gharanas, instruments, festivals& events	Presentation
02	Indian Sculpture & paintings: Origin, history, evolution, characteristics, styles, and examples.	Presentation
02	Dances of India: Classical Dances Folk dances, Dance Drama- history, characteristics of each, dance festival & events, ways & means to promote	Presentation
02	Yoga, Meditation & Ayurved: Yoga-concepts, history asanas, benefits (ii) Ayurved-history, concepts characteristics, uses, centers	Presentation
02	Religion: History, evolution, (i) Hinduism (ii) Buddhism (iii) Jainism (iv) Sikhism (v) Zoroastrianism (vi) Christianity (vii) Islam	Presentation
02	Fairs and Festivals of India	Presentation



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02	Indian Cuisine	Presentation
02	Shopping & Souvenirs	Presentation
02	Beaches of India/ beaches tourism & Island tourism	Presentation
02	Adventure Sports in India / Adventure Tourism	Presentation
02	Wildlife of India: National parks, Sanctuaries, game Reserves- Setup, administration and Management, present state & promotion	Presentation
02	Famous Museums & Art Galleries	Presentation
02	Famous Forts & palaces of India	Presentation
02	Indian Mythology	
01	Sacred Trees of India	
01	Rites, Customs & Rituals	
02	World Heritage Sites in India	Presentation
02	Famous Trains of India: History, Routes, importance	Presentation
02	Eco-tourisms & Rural tourism	Presentation
01	Tribes of India	Presentation

TEXT BOOKS

Tourism product of India- Dr L.C. Gupta & Dr.S. Kasbekar

Recommended Reading

Outlook traveler
Encyclopedia
Reader's Digest

Recommended websites

www.khoj.com
www.yatra.com
www.Indiatravel.com



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BUSINESS ECONOMICS

Objectives:

To Impart Basic Knowledge Of Macro Economics, Which Is Necessary For Management Students.

Course Contents:

1. **Introduction** - Macro Economic analysis, Micro and Macro Economics, goals of macro economic policies, stock and flow variables, exogenous and endogenous variables, and EX- ANTE and EX-POST concepts.
2. **Measurement of Macro Economic Aggregates** - National Income and its variants, Real & Nominal GDP, Measures of national products and methods used, National income and Economic welfare, National income in India, its composition, trend & structural analysis.
3. **National Income Determination** - National income determination models under open and closed economy Aggregate demand and supply, Calculation of multiplier, simple investment multiplier, government expenditure, tax, balanced budget and foreign trade multiplier, Super multiplier, limitations of multiplier.
4. **Consumption & Savings function** - Keynes' psychological law of consumption, Post Keynesian income consumption hypothesis, Trends of consumption and savings in Indian economy.
5. **Investment Function** - Investment, its types, factors affecting investments, MEC and factors affecting MEC, Accelerator principle. Investment trends in Indian economy, measures to stimulate public and private sector investment in India.
6. **Theories of Employment** - Classical theory, Say's law of market, Keynesian theory, overall equilibrium in factor, goods and assets market.
7. **Money and Interest Rates** - Money and its role, measures of demand and supply of money, money multiplier, interest rate and IS- LM framework
8. **Inflation and Deflation** - Types of inflation, Inflationary gap, causes and consequences of inflation, Philips curve, Reflation, Deflation; trends and measurements of inflation in Indian Economy.
9. **Monetary and Fiscal Policies** - Objectives and Instruments of Monetary and Fiscal Policies, Analysis of the policies in Indian Economy.



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10. **Basic Macro Economic concepts for Open Economy** - Balance of Payments, Current and Capital account, Official reserve account, Balance in BOP, Analysis of India's BOP Position.

11. **Business Cycles** - Concept and phases of Business cycles, Monetary and Non Monetary theories of business cycles.

Books Recommended:

1. G. Mankiw- Macro Economics
2. Dornbusch & Fischer- Macro Economics, 9th Edition
3. Fred Gothiel – Principals Of Macro Economics
4. Edward Shapiro – Macro Economic Analysis
5. Sunil Bhaduri – Macro Economics
6. M.C. Vaish – Macro Economics

TA 207:Travel agency and Tour Operation Management

Objective of the course

Travel agency & tour operation are integral part of travel & tourism industry without which both the aspects would not be possible. In this the students are required to learn the ropes of the industry in order to facilitate the procedure. Many students are likely to pursue their career in this field and hence it becomes imperative for them to get acquainted with both travel agency & tour operation business.

Class Exercise

Students will be allotted rigorous assignments and exercises on topics. Students have to submit write-up and/or make presentation on topics as required. They are advised to be regular and pay attention to the environment.

Hours	Contents	Assignments
02	Introduction – segments of travel industry, international travel requirements	Assignments
06	Introduction to travel agency & tour operation business, history, types of agencies, types of organization – proprietorship, partnership & corporate, organizational structure	Assignments
06	Starting level agency: Market Research & provision of investment, IATA rules and regulation, IATA requirements and criteria for approval, approvals from various government and non-government bodies like ministry of tourism & transport, ministry of External Affairs, Railways, civil Aviation etc.	Assignments
01	Function of a travel agency: i. Travel information	Assignments



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02	ii.	Documentation: (a) passport- types & requirements (b) Visas- types & requirements	
03	iii.	Accommodation: classification, rates & terms, room categories, room rates categories, reservation.	
10	iv.	Domestic Ticketing: issuance of a ticket, PTA, sales report etc.	
	v.	Cruises: types, procedure	
01	vi.	Rail Travel: Eurail, Britrail etc.	
02	vii.	Product Development: preparation of itineraries, planning & costing	
05	viii.	Client Service	
01	ix.	Tour Operation Techniques	
02			

TEXT BOOKS

Travel Agency & Tour Operation: Jagmohan Negi

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FINANCIAL MANAGEMENT

Course Objective:

This course is designed to enhance the understanding of the fundamental concepts of finance with basic focus on basic techniques like time value of Money, Capital Budgeting and the Cost of Capital, Working Capital Management, etc.

Examination

End Semester Examination	60 Marks
Internal Assessment I	20 Marks
Internal Assessment II	20 Marks

Course Contents:

- 1. FINANCIAL MANAGEMENT: AN INTRODUCTION** – Concept and Nature of financial management , Goals of Financial management , Finance function, Scope of Finance. Organization of Finance Function, Relationship of Finance Function with other disciplines.
- 2. RECEIVABLES MANAGEMENT:** Objectives, costs, benefits, Credit policies. Collection policies. Numerical Problems
- 3. INVENTORY MANAGEMENT:** Objectives, cost & benefits of holding Inventory. Techniques: ABC system, EOQ model, Numerical problems
- 4. CASH MANAGEMENT:** Introduction, motives & objectives for holding cash, factors determining cash, Cash Budgeting as management tool, Numerical problems



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5. WORKING CAPITAL MANAGEMENT: Introduction, nature & concepts. Determination of financing mix, Determinants of working capital, Estimation and Calculation of Working Capital, Numerical problems
6. LEVERAGE ANALYSIS: Concept of Leverage, Operating Leverage, Financial Leverage, and Combine Leverage. Importance of Leverages, Relationship of Leverages with Capital Structure, Numerical problems.
7. SOURCES OF LONG TERM FUNDS: Concept, Debt and Equity, Equity and Preference Shares, Debentures, Term Loans, etc. Lease, Hire purchase
8. CONCEPT & MEASUREMENT OF COST OF CAPITAL: Introduction, Concept, Definition & Importance, Assumptions, Cost Of Debt, Cost Of Preference, Cost Of Equity, Weighted Average Cost Of Capital. Numerical Problems.
9. CAPITAL BUDGETING: Introduction, Importance, Difficulties and kinds of CB Decisions, Concept of Time Value of Money, Discounting and Compounding techniques, Basic Data Requirements- Identifying relevant cash flows, Appraisal Criteria's; DCF and Non DCF Methods for Evaluating Projects, Evaluating Mutually Exclusive and Independent Proposals. Evaluating projects with unequal life, Numerical problems.
10. An introduction to Dividend Policy

Books Recommended:

1. Financial Management by Khan & Jain

Reference Books:

1. Financial Management by I. M. Pandey
2. Fundamental of Financial Management; James C Van Horne & John M Wachowicz, Jr
3. Financial Management Text & Problems by M Y Khan & P K Jain
4. Financial Management: Prasanna Chandra
5. www.economicstimes.com, www.sebi.org.in, www.rbi.org.in



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TA- Business Communication & Personality Development

Course Objectives

The main objective of this course is to nurture students into well balanced, positive thinking human beings. The values thereof instilled will aim at developing students into professionals who are capable of facing new challenges and coming out the winners.

Examination

End Semester Examination	60 Marks
Pre Mid Term Examination	15 Marks
Mid Term Examination	15 Marks
Internal Evaluation	10 Marks

Course Contents

1. Communication: meaning, nature, definitions, features, processes, models, functions
Objectives of Effective Communication: information, order, advice, suggestions, motivation, persuasion, warning, education, raising morale, conflicts and negotiation, group decision making
2. Dimensions of Communication: Upward, Downward, Lateral/Horizontal, Diagonal, grapevine, consensus



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3. Channels of Communication: Formal, Informal
4. Patterns of Communication

5. Media of Communication: Verbal, Nonverbal

6. Barriers to Effective Communication
7. Listening
8. Interpersonal Communication: Transactional Analysis, Johari Window
9. Business Correspondence: Layout, planning, inquiries and replies, complaints, follow up, circulars, notices, goodwill letters, applications for employment
10. Report Writing, Public Speaking: Speeches and presentations, Interviews, Professional use of the telephone
11. Self Improvement, Developing positive attitudes, Self Motivation, Time Management, Stress management, Modern Manners

Text Books

- Business Communication: K.K. Sinha
Business Communication: M. V. Rodrigues
The Art of Effective Communication: Margerison

Suggested Readings

- Effective Communciation: Asha Kaul
Managing Time: David Fontana
Managing Stress: David Fontana