



# International Institute of Professional Studies

Devi Ahilya Vishwavidyalaya, Indore

MBA (TOURISM)

Semester III

(July – Dec. 2008)

TA - 302

Subject- Cargo and Airline management

## Course Objective

Aim of the paper is to make students aware of the policies and working of airline industry. Also keep them updated of the latest happening in aviation, government policies, agencies etc.

## Examination:

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

## Course Contents

1. Introduction-aviation, airline working, history of aviation
2. Airport handling, YMS-CRC, check-in formalities, documentation
3. Abbreviations pertaining to airlines, phonetics, agencies related with aviation
4. Regulatory authorities in aviation- ICAO, IATA, DGCA, AAI- (IAD, NAD)
5. Load and trim sheet basic understanding of weight control
6. Baggage handling-PIR, Lost luggage handling
7. Service control, seat allocation, coupon handling, post flight documentation
8. Special handlings, UM, HUM, YP, WCHC ETC
9. Ramp equipments- trolleys, step, conveyor belt, gpu. Ramp safety and precautions.
10. Air Cargo-AWB, Dangerous goods, capacity and configuration live stocks etc.
11. Aircrafts types, maintenance scheduling
12. Coordination-sales, Accounts, Reservation, ATC etc for flight operation.

## Ref Books-

IATA AIRPORT HANDLING MANUAL  
FLIGHT SAFETY MANUAL-IATA  
AVIATION WEEKLY  
JANES WEEKLY



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## TA – 301b French Language II

### Course Objective

Our objective consists of the following:

- A) Linguistic: to learn basic French grammar and vocabulary.
- B) Communication: to enable students to introduce oneself and converse spontaneously in given social settings.
- C) Civilization: to introduce some aspects of France and its people and culture.

### Examination

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

### Course Contents

1. Inspector Darot's Investigation
2. A Busy Pdg.
3. The Mysterious Disappearance
4. The Investigation Begins
5. The Investigation Continues
6. A Dramatic Turn Of Events

Books: Le Nouveau sans frontiers



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TA 304

International Ticketing

## Course Objective

This subject will provide the basic skills to enable the students to accurately issue and price the most common type tickets.

## Examination

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

## Contents

- 1 International City, Airport & Airline Codes
- 2 IATA Geography, Global indicator & Air itinerary
- 3 How to refer OAG flight guide and PAT  
minimum connecting time & Flight routing,
- 4 How to see fare. Fare rules & special fares  
OAG & PAT book
- 5 Mileage system  
MPM, TPM, HIP, Stopovers
- 6 What are International Sales indicators ?
- 7 What is PTA & MCO
- 8 Fare construction  
One way, Round Trip, Round the world fares and Mix class journey  
Side Trip and open jaw, Back haul check
- 9 Issuance of International Air Ticket,  
Manual entry & Automated Ticket Entry  
IROE & LCF-calculation. How to make changes in ticket? Reinsurance  
of International AIR Tickets. ? Voluntary and Involuntary routings. With and without  
changes in fare and how to do Re-routing

**Text Book:** Tourism and Travel by Dr. Jag Mohan Negi

**Recommended Reading:** OAG Flight Guide and PAT



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TA-310

Consumer Behaviour

## Course Objective :

The consumer has become sovereign, a fact which has been recognized by the marketers. The students are explicitly required to acquire knowledge of such in order to develop effective strategies of influence and shape the behavior in order to achieve their organizational targets. The aim of teaching this subject is to acquaint the student with behaviour of rural and urban consumers.

## Examination

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

## Course Contents:

- 1 Introduction to Consumer Behavior, Definition, Models
- 2 Consumer Research
- 3 Market Segmentation, Targeting & Positioning
- 4 Consumer Needs & Motivation
- 5 Consumer Involvement & Perception: Information and its processing, types of consumer involvement, Perception – process, exposure attention and comprehension, Semiotics
- 6 Consumer Learning: Meaning, Classical conditioning, Operant Conditioning & Behavioral Learning
- 7 Consumer Motivation & Affect: Meaning, concept, types and systems, theories
- 8 Consumer Beliefs, Attitudes & Behaviors: concepts & formation
- 9 Consumer Attitude, Belief & Behavior Change: Decision-making Path,
- 10 Consumer Environment: impact of culture, reference group, family, social class and situational influences of rural and urban consumers
- 11 Consumer Decision Making Process: Problem Recognition & Search, Evaluation & choice, Post acquisition process.

## Text Readings:

- 1 Consumer Behaviour By Henry Assael.
- 2 Consumer Behaviour By Shiffman and Kanuk

## Suggested Readings:



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- 1 Consumer Behavior – James Engel, Roger Blackwell & Paul Miniard
- 2 Consumer Behavior – Mowen & Minor

TA-307

Hotel Operations & Management

## Course objective

### Examination

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

### Course Contents

1. **Overview of Hotel Industry : brief history – last 70 years, Types of hotels – based on location, facility, size, clientele etc, Role of hotels for growth of Tourism Industry**
2. **Organization of Hotel Operations: Revenue producing departments, Ancillary and supporting departments, Sample organization charts and roles of major designation**
3. Front Office Operations: Layout, Front Office Activities – Reservation, Registration, Information, cash, and Lobby management  
Inter-departmental relationship of front office with other department
4. Food & Beverage Operations: Types of F & B Outlets, Types of meals, menus, cuisines, and set-ups, F&B Glossary of terms, Brief introduction about food production methods and equipments
5. Other areas of Hospitality operations: Housekeeping and property management, Marketing and business promotion, Administration and HRD
6. Personality skills required for hospitality operations: Personal hygiene and grooming, Communication and interpersonal skills, Sales and promotional skills
7. Computerization in hotel industry: How computers help to enhance services, Software and packages available for hospitality industry, Networking – how it improves services



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**Electronic Commerce For Tourism**

Teaching Methods

1. The conceptual understanding through class room studies will be imparted it will emphasized to provide the participation with the skills to cope up with challenges & problems of business decisions,
2. The discussions in the class will be carried out to identify the practice used for various business decision problems. Clarify what is observable and hypothesized as to why certain decision is taken in industry or organization.
3. Cases & discussion will be taken up as scheduled.
4. Project is to be taken up by the students as per guidelines provided.
5. Individual assignment is to be carried out by students.

**Class Approach and Student Evaluation**

|              |    |
|--------------|----|
| Midterm Exam | 40 |
|--------------|----|

**Class participation**

Will be evaluated on the basis of understanding and using assigned reading and study findings, contributing to insight on analysis and action recommendation for the case or topic being discussed, and taking into account others' inputs. Excessive absence or tardiness from class or other disregard for professional behavior will adversely affect this grade. To get a good grade in participation students must verbally contribute, discuss and raise question in class. Students are encouraged to discuss material for classes & papers, but are individually responsible for all final products including examinations and the case paper. The team project is a team grade. Participation is also influenced by active contribution to the team project.

**An Individual Case Study**

Papers are to "mimic" regular HBS and IIPS case studies. the papers are to take into account not only the class material to that point, but also the class discussion and insights after the class. Specific criteria will be presented in class during the first two classes. Students will be provided case studies in advance in course pack itself. Students are expected to read and analyze case there own and then discuss in there groups. Submission of written report of case has to be done by group wise before the discussion in class. Details are given below. Groups for case will be declare in class.



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Describe the company's business into 25 words or less.

1. Give industry background: growth, number of firms, major players, etc.
2. Give background of company: age, size, growth, and market.
3. Analyze the porter five forces, SWOT and others relevant framework, only if appropriate
4. Investigate the competitive financial situation; ratio analysis on key operating performance measures (inventory turnover, sales/employee, ROA, etc.) compared to industry values.
5. Discuss key management challenges: today, a few year ago, a few years in the future similar class. What questions would you ask (and how would you answer them)? What would be the learning points?
6. Find major facts related to decision area in the case.
7. Find Issues involved with decision area.
8. Propose solution and strategy for implementation.

### Project

Design a project in your favorite functional area that should be based on this module. Preferably project may be based on some data analysis. The objective should be detailed enough to cover all aspects of market research based decision-making. If you need data from secondary source to substantiate objectives and analysis please refer online data base sights as [Indiainfoline.com](http://Indiainfoline.com) or [indiastate.com](http://indiastate.com) or any other website. Project report should cover following.

1. Introduction to problem.
2. Review of literature.
3. Objective
4. Marketing decision-making and use of technical for the same.
5. Source of data
6. Procedure for data collection if any
7. Listing of data and presentation of data
8. Justification for selecting analysis tech. And software used
9. Relevant output for analysis.
10. Interpretation of result.
11. Discussion of on above result on the context of objectives.
12. Constraints and assumptions if any

Each group would submit the project report on the **(date)**. Groups for project will be declared in the class later on

### Course materials

There is no course pack for the class. All reading will be available online the detailed reading are being assembled now and links identified. Some readings may be added to te syllabus; for some cases area articles about a company will be used in lieu of case- they will be treated the same way.



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Students are expected to visit the websites of all case study & lecture reference companies prior to class discussion.

There are books for the course:

- Frontiers of electronic commerce: Ravi kalakota
- Road map success in ebusiness: Ravi kalakota

Examination and other grading material will not depend on these optional texts. These are listed so that a serious student can obtain additional material relevant to the course subjects. Other texts may be recommended during the semester.

| <b>Week of</b> | <b>Topics</b>  |
|----------------|--|
| [Week 1]       | <p style="text-align: center;"><b><u>Introduction</u></b></p> <p>Course overview &amp; administration. Scope &amp; content of syllabus. Introduction of Instructor. Discussion of assignment, grading criteria, case paper &amp; exams.</p> <p>Overview of Internet, e-comm. (EM) and e-Biz (EB), as well as other aspects of EC. Review of history of the Internet &amp; EC/EB. role of technology in commerce and strategic systems. Key frameworks for course. Key vocabulary. Introduction to EC language &amp; tools.</p> |
| [Week 2]       | <p style="text-align: center;"><b><u>EC Sites: business perspective</u></b></p> <p>Discussion of sites “progressions” and typical sites, relative to a business’ intent and technology implication. The elements of a “business model” as well as the spectrum of EC business models observed will be discussed. Relation of EB/EC to value chains and extended enterprise models.</p>   |
| [Week 3]       | <p style="text-align: center;"><b><u>EC Sites: Technology perspective</u></b></p> <p>Organizing principle and major network and internet technology components, and ISPs, portals, search engines, and other features. E-comm “language.” Mechanics of creating Web pages and launching them in to cyberspace. The technology, software, network connection, and business design will be discussed for several business models.</p>  |
| [Week 4]       | <p style="text-align: center;"><b><u>Model Components: Sell Sides, CRM, and Auctions</u></b></p>   |





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|           |  |
|-----------|--|
|           | <p>This module will discuss how various companies are positioning them to use EC/EB in their marketing and sales operation. Relevant product suites for these types of operation will be discussed. Customer relationship management (CRM) will also be discussed together with the subject of data mining. Impacts on the channels and distribution chains will also be discussed.</p>  |
| [Week 5]  | <b><u>Model components: buy side, SCM, and integration</u></b>   |
| [Week 6]  | <b>EC/EB for tourism industry</b>  |
| [Week 7]  | <b>Impact of internet on marketing.</b>  |
| [Week 8]  | <p style="text-align: center;"><b><u>EC Business: Linkages with strategy</u></b></p> <p>How do existing business cope with the establishment of EC in their industries? What steps do mature companies take to create and implements an EC strategy? What factors are in the way? What strategic questions arise and how should they be answered? Various rules of EB Will be discussed and related to performance parameters. Performance metrics for EC/EB will also be discussed. EC/EB business will also be discussed from the shareholder and stock market perspective.</p>                  |
| [Week 9]  | <p style="text-align: center;"><b><u>Security and other issues surrounding electronic commerce</u></b></p> <p>Key issues surrounding EC will be discussed. Specific focus will be on security and "hacker proof" sites, privacy, authentication, and safeguards, hence, a discussion on protection of company system and information by firewalls and security-limited access. Solutions to security problems with various hardware and software configurations will be covered. Protocols and features of EC software such as browsers that allow heightened security will also be discussed.</p> |
| [Week 10] | <b><u>Knowledge management</u></b>   |
| [Week 11] | <p style="text-align: center;"><b><u>EC Sites: Design Criteria and Layout</u></b></p> <p>What factors lead to successful EC sites? What are the various evaluation criteria? How can you become a "destination" site? Several specific areas will also be discussed relative to site design, including collaborative filtering versus structured filtering, search engine bias, and common gateway interfaces (CGI). These factors are particularly instrumental in site functionality and relative success. Aesthetic factors will also be highlighted.</p>                                       |
| [Week 12] | <b><u>Html &amp; xml</u></b>   |



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[Week 13]

Html & xml

End of Syllabus.

## **RESEARCH METHODOLOGY**

### **Objectives:**

1. To familiarize students with different aspects of research in the field of management.
2. To enable the students to understand research methodology and commonly used statistics.
3. To equip the students for conditioning research in the area of management.

### **Course Contents:**

1. Introduction to enquiry /ways to knowing, nature of scientific methods, theory and facts, concepts and constructs, variables.
2. Research questions, selections and statements of problem, review of related literature, writing the objectives of research study, formulation and type of hypothesis, selection of sample.
3. Survey, historical and experimental research, qualitative and quantitative research, tools, types of tools, standardization of tools.
4. Qualitative and quantitative analysis, common statistics; frequency tables, central tendencies, measurement of variability, correlations, parametric and non parametric statistics, level of measurement.
5. Writing a research report: Structure and Organization, language, presentation, etc.

### **Books Recommended:**

1. Kerlinger, F.N: Foundations of behavioral Research, Surjeet Publications, New Delhi, 1983.
2. Gay L R and Diehl, P L: Research methods for Business and Management, Prentice Hall international.
3. Aaker D.A. Kumar V., George S.D: Marketing Research, John Wiley & Sons Inc, 1997



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## MARKETING STRATEGIES

### Course Objective

In today's competitive environment it has become difficult to build an identity for the product/brand in the market. This course aims at developing strategic thinking in students in order for them to successfully position their product/brand in the market and become successful marketing professionals.

### Examination:

#### Examination

|                                    |          |
|------------------------------------|----------|
| End Semester Examination           | 60 Marks |
| Internal Assessment I              | 20 Marks |
| Internal Assessment II             | 20 Marks |
| (2) External Assessment (60 marks) |          |

### Teaching Plan

| Hrs.    | Topic  | Assignment |
|---------|--|------------|
| 02 hrs. | Introduction to corporate plan, concept of SBU and profit center.                      |            |
| 02 hrs. | Marketing Analysis, SWOT.  |            |
| 05 hrs. | Framework to improve marketing planning – BCG matrix, market – product grid, GE model. |            |
| 02 hrs. | Strategy, Formulation & Implementation.  |            |
| 02 hrs. | Strategic marketing planning process.  |            |
| 08 hrs. | Strategies for leaders, followers, nichers and challenges.                             |            |
| 08 hrs. | Product and new product strategies, Branding Strategies.                               |            |



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- 05 hrs. Pricing Strategies.
- 04 hrs. Physical Distribution Strategies.
- 04 hrs. Internet as Strategic Marketing tool.

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