



# International Institute of Professional Studies

Devi Ahilya Vishwavidyalaya, Indore

MBA (TOURISM)

Semester IV

( January-May 2009)

French Language III

Course Code: TA – 40

## Examination

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

## Objective of the course

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

Story: The Queen of Sands

Lesson 1	Coup de theatre
Lesson 2	Plans
Lesson 3	Breakdown
Lesson 4	Discovery
Lesson 5	Conflicts
Lesson 6	Towards the future.

## Vocabulary

Press and Media  
Cities and link roads  
Weather and Seasons

## Grammar

Pronouns "en" and "y"  
Relative Pronouns  
Conjugation and Superlative forms  
Conjugation of verbs in the future, present continuous, recent past.

## Phonetics

Intonation  
Complex Sounds

## Communication

Asking for permission  
Forbidding



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Formulating plans

Discussing and debating

## **Civilization**

Administration and regional life

Economical and ecological problems

Traditions and modernity.



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Semester IV

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Conference and Convention Management

Course Code : TA – 40

## Objective of the course

With the increase in demand of conferences and exhibitions, a need for trained professionals for this field has been recognized. This subject aims at preparing students to successfully plan and execute conferences and exhibitions.

## Examination

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

## Course Contents

1. Introduction: Conference – sales conference, press conference; Corporate Presentations, Annual General Meetings, Road shows, Product Launch, Exhibitions, Seminars and Symposia
2. History
3. Group History and Analysis
4. Setting the Objectives
5. Budgeting : Projection and Controlling Budget
6. Developing Meeting Plans – Checklist, GANTT, PERT
7. Programming – Agenda and Pattern
8. Determining Space, Destination and Venue
9. Developing and Organizing Meeting Plan
10. On-site Management
11. Post-meeting Evaluation
12. Trade Shows:
  - (i) Planning – show selection, show location, analysis, pre-show planning etc.



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- (ii) Co-coordinating show
- (iii) Marketing
- (iv) Post show follow up.

## Text Books

The Complete Conference Organizers Handbook: Robin O'Connor

How to get the most out of Trade Shows: Steve Miller

## Recommended and Suggested Readings

Students are advised to search current material and cases on the internet. the sites can be accessed through the search engine – [www.google.com](http://www.google.com) or [www.altavista.com](http://www.altavista.com)



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ENTREPRENEURSHIP

Course Code : TA – 40

## Examination

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

## *COURSE CONTENTS*

### 1. Entrepreneurship : An Introduction

- The concept of Entrepreneurship
- The introduction and concept of Entrepreneur
- Characteristics of an Entrepreneur
- Functions of an Entrepreneur

### 2. Entrepreneurship and its environment

- External Market, Economy, Political & Legal, Technology, Social & Cultural.
- Internal Materials, Machines & Equipments, Processes, Capital Labors.

### 3. Problems and Challenges of Organizations / Enterprises

- Economic (Capital, material and Labor)
- Non-economic (Social, Political and Personal).

### 4. Project Planning

- Steps in business planning.
- Formulation of Business Plan.

### 5. Financial Management Issues

- Financial requirement and its planning.



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- Balance Sheet and Income Statement.
- Determination of cost.
- Cost-Volume-Profit Analysis.

## **6. Marketing Management Issues**

- Functions of Marketing.
- Concept of Product Life Cycle.
- Issues related to Product & its design, Distribution, Promotion, Price.

## **7. Operations Management Issues**

- Location / Layout / Capacity Planning.
- Inventory management.
- Quality Management.

## **8. Human Resource Management Issues**

- HR Planning, Recruitment & Selection, Training & Development, performance Appraisal, Motivation, Compensation & Rewards.
- Relevant Labor Laws.

## **9. Legal Issues**

- Patents
- Copyrights
- Trademarks.



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Semester IV

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SERVICE MARKETING

Course Code : TA – 40

## Course Objective

The objectives of the course are to expose students to the nature of service markets and develop ability to help them apply marketing concepts in these markets.

## Course Contents

S.No.	Topics
1	<b>Service</b> : Service sector and Economics growth, service concept, characteristics and classification of services, challenges in service marketing.
1	<b>Strategic Issues in service marketing:</b> Segmentation Differentiation and Positioning of services.
3	<b>Marketing Mix in service Marketing:</b> Product, Price, Place promotion, people, physical evidence and process decisions.
4	<b>Designing a service strategy:</b> Service management process, internal, external and interactive marketing strategies.
5	<b>Managing service quality and productivity:</b> Concepts, Dimensions and process; service quality Models (Gronnos and Parsuraman) application and limitations, productivity in services.
6	<b>Applications of service Marketing</b> : Marketing of financial, Hospital, Health, Educational and Professional services, marketing for Non Profit Organizations and NGO's.
7	<b>CASE STUDIES</b>

## Text readings

1. Christopher H. Lovelock, "Service Marketing" New Delhi: Prentice Hall of India, 3<sup>rd</sup> Edn., 1996.

## Suggested reading

1. Ravi Shankar, "Service Marketing", New Delhi, Global Press, 2<sup>nd</sup> Edn., 1998.

Course Code : TA – 40

Foreign Exchange Management



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**Course Objective:**

This course will provide students an opportunity to understand the travel and tourism industry and prepare them to face challenges on the industry. This course in particular provides an insight into the foreign exchange involved in the various tourism related activities.

**Evaluation Scheme:**

- (1) Internal Assessment (40 marks) :
  - (a) Test 1-15 marks
  - (b) Test 2 – 15 marks
  - (c) Assignment, Attendance and class participation 10 marks.
- (2) External Assessment (60 marks)

**Course Description:**

- 02 Theory of Foreign Exchange: Meaning & Need of Foreign Exchange, International Monetary System. International Forex Market, Risks.
02. Balance of Payment, Forex Reserves, Currency convertibility – Partial & full.
- 04 Indian Forex Market : Retail market, wholesale market and their activities. Administration of Forex, Market, Role of FEMA, RBI & FEDAI, Exchange Control, ADs & AMCs.
- 12 Exchange Rate Mechanism: Factors affecting Exchange Rate. Types of Quotation. Different types of rates quoted by ADs and their application. Forecasting exchange rates. Numerical problems on exchange rates.
- 04 Exchange Risk Management : Hedging through Forwards, Options. Swaps and Futures.
- 10 Finance of Foreign Trade: Export Finance and Import Finance. Factoring and Forfeiting.
- 03 International Institutions and Organization IMF, IBRD. ADB, ICC, ACU.
- 03 Trends in Forex Market: Concept of GDR, VDR Foreign Bonds & Euro Bonds. 1: FCNR (B) RIC & accounts.

**TA - 401**  
**Human Resource Management**

**Course Objective**

The course objective is to help the students help understanding of the dimensions of the management of Human Resource with particular reference to human resource management





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policies and practices in India. Efforts will also be directed towards developing communication and decision making skills through case discussions, group discussion, role playing , presentation and live and theoretical projects and assignments.

## Examination

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

## Course Contents

1. INTRODUCTION TO HRM: Concept, Functions of HRM
2. HRM PLANNING: Manpower Planning, Job Analysis, Job Description & Job Specification
3. PERSONNEL POLICIES: Objective, Need, Essentials, Principles of Personnel, Policies, Formulation & Implementation of Personnel Policies
4. STAFFING PROCESS: Recruitment & Selection Process, Placement & Induction in Organization.
5. WAGE & SALARY ADMIN.: Designing & Administering the Wage & Salary Structures, Incentives & Fringe Benefits
6. APPRAISING HR: Performance & Potential Appraisals, Meaning, Concept, Methods & 360 Degree Appraisal System.
7. DEVELOPING THE HR: Training & Development of Employees, Need Steps In Training Program, Training Techniques
8. EXECUTIVE DEVELOPMENT: Purpose, Objective & Components of Executive Development Program and Transactional Analysis.
9. TRENDS IN HRM: Latest Trends In HRM

## Text Readings

1. Personnel Management- Stephen Robbins.
- 2 Principles of personnel management – Edwin Flippo
- 3 Human Resource Management – Dr. C.B. Gupta
- 4 Personnel Management - Arun Monappa and Mirza S. Saiyadin

## Suggested Readings

1. Pigors and Myers- Personnel Administration , McGraw Hill, Kogalusha.
2. Max. S. Wortman- Creative Personnel Management, Allyan & Bacon, 1996.
3. Dale Yoder – Personnel Management and Industrial Relations, Prentice Hall.