

International Institute of Professional Studies
Course curriculum scheme for MBA (TA) 2 Yrs PG Batch 2018

Code	Subject Name	Code	Subject Name
TA-106C	Principles of Tourism Marketing	TA-201A	French- I
TA-104B	Geography of Indian Tourism	TA-205	Tourism Product of India
TA-101	Fundamentals of Tourism	TA-211	Research Methodology
TA-103C	Quantitative and Statistical Tech.	TA-213	Business Communication and Personality Development
TA-102B	Fundamentals of Management	TA-214	Geography of International Tourism
TA-112B	Accounting and Finance for Tourism	TA-215	Travel Agency Management
TA- 109B	Fundamentals of Computers Application	TA-215A	Consumer Behavior
	Comprehensive Viva		Comprehensive Viva
	7 subjects * 4 credits = 28 credits		7 subjects * 4 credits = 28 credits

Code	Subject Name	Code	Subject Name
TA-313	Airline Management- II	TA-401	French -III
TA -304	International Ticketing	TA-404	Foreign Exchange Management
TA-316	Cargo Management	TA-408	Entrepreneurship
TA-315	Service Marketing Strategies	TA-410	Conference ,Convention and Event Management
TA-307	Hotel Operations and Management	TA-411	E- commerce for Tourism
TA-314	Organizational Behavior	TA-412	Decision Making Skills
TA-301A	French II	TA-405B	MRP
	Comprehensive Viva		Comprehensive Viva
	7 subjects * 4 credits = 28 credits		6 subjects * 4 credits = 24credits
Total Credits (For Batch 2018 onwards) 108credits			
Virtual credits of CV in I,II, III and IV = 4*4 = 16 credits			GRAND
TOTAL = 124 Credits			

NAME OF THE PROGRAMME: MBA (TA) 2 YEARS

MBA (TA) 2 YEARS SEMESTER I

TA-101 : Fundamentals Of Tourism

CO1) The main outcome of this course is to develop a practical prospective on the travel and tourism industry.

CO2) The knowledge of this course will help students understand the travel and tourism industry.

TA-102B: Fundamentals Of Management

Course Outcomes:

CO1) Gain an understanding of the functions and responsibilities of the manager and providing them with necessary tools and techniques to be used in the performance of managerial job.

CO2) Examine the management theory with corresponding opportunities for application of these ideas in real world situations.

CO3) Understand the managerial functions of Assessing, Planning, Organizing and Controlling. Both traditional and edge approaches are introduced and applied.

CO4) Understand the ethical implications of managerial action and inaction.

CO5) This will help the students in understanding of the dimensions of the management and Human Resource with particular reference to management aspects in India.

CO6) 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.

TA-103C : Quantitative and Statistical Techniques

Course Outcomes:

BY Understanding BUSINESS STATISTICS, students are able to learn, apply the principle and concepts of statistics commercially and are able to take decisions and are able to find:

CO1: How to calculate and apply measures of central tendencies (Mean, median, mode) and measures of dispersion (standard deviation and mean deviation) -- grouped and ungrouped data

CO2: How to apply discrete and continuous probability distributions to various business problems.

CO3: Perform Test of Hypothesis as well as calculate confidence interval for a population parameter for single sample and two sample cases. Understand the concept of p-values.

CO4: Learn parametric (t-test and z-test and also perform ANOVA and F-test) and non-parametric test such as the Chi-Square, kruskalwallis test for Independence as well as Goodness of Fit.

CO5: Compute and interpret the results of Simple and Bivariate Regression and Correlation Analysis, for forecasting

QUANTITATIVE TECHNIQUES:

CO1: Apply the most widely used quantitative techniques in decision making.

CO2: Grasps the wide applicability of quantitative techniques.

CO3: Apply mathematics to technical problems in business management.

CO4: Appreciate the value of mathematical reasoning and analysis in daily life situation.

CO5: Realize the Importance of certain mathematical techniques in getting the best possible solution to a problem involving limited resources.

CO6: Apply quantitative techniques to solve a variety of business problems for cost-benefit analysis

CO7: Use various Operations Research models like LPP, Network analysis, game theory, transportation and assignment models to solve business problems

CO8: Able to take better decisions in their organizations by applying concepts and methodology of various quantitative techniques.

TA-104B: Geography Of Indian Tourism

CO1) Understand the basic concepts of physical and human geography.

CO2) Create awareness of all important tourist destinations across the various states of India.

TA-106C : Principles Of Tourism Marketing

CO1) Understanding of marketing concepts, theories and practices in the context of Tourism Industry.

CO2) Understand different components of marketing; analyze marketing environment and consumer behavior; design marketing mix for Tourism.

TA-109B: Fundamentals of Computer Application

CO1) Understand the basic concepts of computer and its applications.

CO2) Acquire a high degree of proficiency in Windows based applications in various functional areas of management.

TA-112B: Accounting and Finance for Tourism

Course outcomes: Students who successfully complete this course will be able to:

CO1) Outcome of the subject is to acquaint students with concepts of financial accounting and help them acquire the ability to develop and use the accounting data as an aid to decision making in Tourism Industry.

CO2) Applicability of accounts in preparation of P&L account, cashflow statement of travel agency.

CO3) Explain the role of accounting in Tourism sector.

CO4) Discuss and apply sustainability principles and ethics to financial decision making in advertising and public relation organisation.

CO5) Analyse, evaluate business transactions and communicate financial information to a range of stakeholders.

CO6) Interpret, analyse and use information contained in published financial reports for making informed decisions about the allocation of financial resources.

CO7) Apply basic cost and management accounting techniques for business planning, control decision making in advertising and public relation organisation.

CO8) Understand the functions and importance of capital market.

MBA (TA) 2 YEARS SEMESTER II

TA – 201A: French - I

CO1) Outcome of this subject is to develop the Linguistic

CO2) Learn basic French grammar and vocabulary

CO3) Communication: Enable students to introduce oneself and converse spontaneously in given social settings.

CO4) Civilization: Introduce some aspects of France, its people and culture.

CO5) Outcome is to emphasize and develop four linguistic skills which further enhance the course: (I) Written and Oral expression (ii) Written and oral comprehension

TA- 205: Tourism Products of India

CO1) The main outcome of this course is to expose students to the cultural, natural & historical heritage of India in order to widen their view towards travel and tourism.

CO2) This knowledge will help them in their future as professionals in travel & tourism trade and make India a popular tourism destination

TA-211: Research Methodology

Course Outcomes:

CO1) The overall outcome of the course is to introduce basic concept and methods for conducting Business research. The philosophy guiding this course is the conviction that an introductory research course should be skill rather than knowledge oriented and application rather than theory oriented.

CO2) Outcome of the course is to make student familiar with the formulating the research plan; review of the literature, data collection; analysis of data; interpretation of data and reporting of findings.

TA - 213: Business Communication & Personality Development

Course Outcomes:

CO1: Nurture students into well balanced and positive thinking human beings. Developing students into professionals, who are capable of facing new challenges and becoming the winners in Life.

CO2: Enhancing Communication skills by practicing functions, processes and models.

CO3: Understanding of Effective Communication, Barriers to Effective Communication, order, advice, suggestions, motivation, persuasion, warning, education, raising morale, conflicts and negotiation, group decision making.

CO4: Practicing of various activities using dimensions of Communication- Upward, Downward, Lateral/Horizontal, Diagonal, grapevine, consensus, Channels of Communication- Formal, Informal; Patterns of Communication; Media of Communication- Verbal, Nonverbal.

CO5: Understanding the importance and usage of Listening skills by various interactive session developing students into a perfect personality in Interpersonal Communication like Transactional Analysis, Johari Window.

CO6: Understanding and practicing complete knowhow of Business Correspondence its Layout, planning, inquiries and replies, complaints, follow up, circulars, notices, goodwill letters, applications for employment, Report Writing, Public Speaking: Speeches and presentations, Interviews, Professional use of the telephone.

CO7: Understanding and practising Self Improvement, Developing positive attitudes, Self-Motivation, Time Management, Stress management, Modern Manners for developed personalities.

TA – 214: Geography of International Tourism

Course Outcomes:

CO1) The outcome of this course is to create awareness of all important tourist destination countries and their respective places of tourist interest.

CO2) The students will be exposed to the related travel knowledge like city airport codes and convenient travel routes (air, rail, surface & cruise) with distance and climatic conditions.

CO2) Geography is the basic edifice of tourism. The knowledge of geography shall give an extra edge to the students in designing the itineraries for the travelers, suggesting them various destinations to the clients for their travel etc.

CO4) Basically knowledge of geography shall provide an insight to the students about the destinations of the world; their climates etc. The study shall enable the students to relate the application of geography in tourism.

TA-215

Travel Agency Management

CO1) 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.

CO2) The students will understand the conceptual meaning and differentiation between Travel agency and Tour operation.

CO3) Further they will understand formalities and documentation needed to set up these units.

TA-215A- Consumer Behavior

CO1) This course aims at sensitizing the marketing management students to the tremendous impact of shifts in consumer behavior to the fortunes of the marketing organization. Even the subtle changes in the consumer buying behavior can open a world of opportunities or pose tremendous challenges to the marketers.

CO2) A better understanding of the consumer decision making process and the various factors influencing the same can help the budding marketer to better focus their efforts and resources to ensure the success of the organizations that they shall work for or create. Small companies and huge corporations alike can tremendously benefit from understanding how and why their customers buy.

CO3) Students shall understand that an increasingly aware and alert consumer is changing the dynamics of the market place. Moreover in the context of societal marketing philosophy, the ethical issues like consumer rights and deceptive advertising shall also be brought to the fore.

MBA (TA) 2 YEARS SEMESTER III

TA-301A : French-II

Course Outcomes:

CO1). Enhance the French language learnt in previous semester.

CO2). Acquire more vocabulary words, grammar.

CO3). Communicate in French language.

CO4). Learn translations

TA-304: International Ticketing

Course Outcomes:

CO1) This subject will provide the basic skills to enable the students to accurately construct air fares and adopt professional ticketing practices.

CO2) Calculate airfare, to study MPM, TPM and fair calculations.

TA-307: Hotel Operations Management

Course Outcomes:

CO1) In this competitive environment, service sector is on boom. This course will provide the students with the knowledge of how Hotel industry can be managed.

TA 313-Airline Management II

Course Outcomes:

CO1) The outcome of the subject 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.

TA-314- Organizational Behavior

Course Outcomes:

CO1: Understand Evolution of Organizationbehavior in terms of cognitive, behavioristic and social cognitive aspects.

CO2: Understanding and application of factors affecting motivation with its theories beneficial for today's competitive environment today.

CO3: Understand factors affecting organizationalbehavior shaping Personality, Perception and Learning processes of employees.

CO4: Understand Interpersonal Processes and Behaviors, Team Development, Foundations of Group Behavior and Group Dynamics, Developing Work Teams, Team Effectiveness & Team Building for organizational benefit.

CO5: Knowhow of organizational systems and organizational change process, factors affecting change and its coping mechanism.

CO6: Understanding and application of Contemporary theories of leadership, Johari Window, Transactional Analysis and Success stories of today's Global and Indian leaders.

TA-315-Service Marketing Strategies

Course Outcomes:

CO1: Equipping students with core competencies and skills sets suitable for service sector

CO2: Create an in-depth understanding of service sector, service concept and service characteristics

CO3: Understand service marketing mix

CO4: Knowledge of development of service product, pricing, promotion and distribution decisions

CO5: Understanding service process role in service marketing mix and development of blue print

CO6: Managing and crafting Physical environment

CO7: Understanding the role of people in service organization and ways to maintain personnel quality

CO8: Describe Service quality concept, dimensions and model.

TA-316-Cargo Management

Course Outcomes:

CO1) 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.

MBA (TA) 2 YEARS SEMESTER IV

TA - 401: French III

Course Outcomes:

The outcome of the course is to develop linguistic and communication skills in French including written and oral expression and comprehension.

CO1) Linguistic: To learn basic French grammar and vocabulary

CO2) Communication: To enable students to introduce oneself and converse spontaneously in given social settings.

CO3) Civilization: To introduce some aspects of France, its people and culture.

TA- 404: Foreign Exchange Management

Course Outcomes:

CO1) This course will provide students an opportunity to understand the travel and tourism and prepare them to face challenges on the industry.

CO2) This course in particular provides an insight into the foreign exchange involved in the various tourism related activities.

TA- 408: Entrepreneurship

Course Outcomes:

CO1) With the increase in demand of conferences and exhibitions, a need for trained professionals for this field has been recognized.

CO2) This subject aims at preparing students to successfully plan and execute Entrepreneurship skills in the market.

TA- 410: Conference, Convention and Event Management

Course Outcomes:

CO1) With the increase in demand of conferences and exhibitions, a need for trained professionals for this field has been recognized.

CO2) This subject aims at preparing students to successfully plan and execute conferences, events and exhibitions.

TA- 411: E-Commerce for Tourism

Course Outcomes:

CO1) Major learning in this subject is expected to be in area of use of technology in Tourism industry in present e-commerce environment.

CO2) Besides covering areas like electronic payments, online marketing related to Tourism industry. One section of the syllabus would focus on the security and privacy issues in the current cyber environment.

TA-412: Decision Making Skills

Course Outcomes:

CO1: Acquaint themselves with all the facets of Decision-Making Process in Advertising and Public Relation.

CO2: Understand Theories of decision making, SWOC Analysis, Thompson's matrix. Porter's five forces model, Mc Kinsey 7S model. PEST model for better decision-making process.

CO3: Identifying the need, means for deciding, possible options, tradeoffs etc. as Integrated Decision-Making Process.

CO4: Application of Intervening variables in decision making and Internal/External Implementing Decisions with Communication, types and Acceptability of decisions, long term impact assessment

CO5: Role of Group Decision making – Various stakeholders, collective bargaining process.

TA- 405B: Major Research Project

Course outcomes

CO1) Major Research project is an opportunity to gain knowledge of the field while still learning.

CO 2) In this MRP, a student is required to do a live project and submit report in hard as well as soft copy .

CO3)Considerably more in-depth knowledge of the major subject/field of study, including deeper insight into current research and development work.

CO4)A capability to contribute to research and development work.

CO5)The capability to use a holistic view to critically, independently and creatively identify, formulate and deal with complex issues.

CO6)The capability to plan and use adequate methods to conduct qualified tasks in given frameworks.

CO7)The capability to critically and systematically integrate knowledge to understand and solve management issues .

CO8)The capability to clearly present and discuss the conclusions as well as the knowledge and arguments that form the basis for these findings in written form.

CO9)The capability to identify the issues that must be addressed within the framework of the specific thesis in order to take into consideration all relevant dimensions of sustainable development.

CO10)A consciousness of the ethical aspects of research and development work.
