



MAHARSHI DAYANAND UNIVERSITY, ROHTAK
(Established under Haryana Act No. XXV of 1975)
'A+' Grade University accredited by NAAC

No. ACS-II/F-46/2024/19177-194
Dated: 16/09/2024

To

No.	Name & Address	Designation
1.	Prof. Rishi Chaudhry, Dean, Faculty of Management Sciences & Commerce M.D. University, Rohtak	Chairman, Ex-officio
2.	Dr. Satyawan Baroda, Professor & Director, IMSAR, M.D. University, Rohtak	Member, Ex-officio
3.	Dr. Ram Rattan Saini, Professor & Head, Dept. of Commerce, M.D. University, Rohtak	Member, Ex-officio
4.	Dr. Ashish Dahiya, Professor & Director, IHTM, M.D. University, Rohtak	Member, Ex-officio
5.	Dr. Raj Pal, Professor, Dept. of Commerce, M.D. University, Rohtak	Member, Ex-officio
6.	Dr. (Mrs.) Neelam Jain, Professor IMSAR, M.D. University, Rohtak	Member, Ex-officio
7.	Dr. Pardeep Ahlawat, Professor, IMSAR, M.D. University, Rohtak	Member, Ex-officio
8.	Dr. Divya Malhan, Professor, IMSAR, M.D. University, Rohtak	Member, Ex-officio
9.	Dr. Sandeep Malik, Professor, IHTM, M.D. University, Rohtak	Member, Ex-officio
10.	Dr. Sonia, Associate Professor, IMSAR, M.D. University, Rohtak	Member
11.	Dr. Goldi Puri, Associate Professor, IHTM, M.D. University, Rohtak	Member
12.	Dr. Naresh Kumar, Assistant Professor, IMSAR, M.D. University, Rohtak	Member
13.	Dr. Mahender, Assistant Professor, Dept. of Commerce, M.D. University, Rohtak	Member
14.	Dr. Anoop Singh, Assistant Professor, IHTM, M.D. University, Rohtak	Member
15.	Prof. Anil Mittal, University School of Management, Kurukshetra University, Kurukshetra	Outside Expert
16.	Prof. Gurucharan Singh, University School of Business, Punjabi University, Patiala	Outside Expert
17.	Prof. Syed Inayat Zaidi Deptt. of Tourism and Hotel Management, Jamia Milia Islamia, New Delhi	Outside Expert
18.	Prof. Gulshan Lal Taneja, Registrar, M.D. University, Rohtak	Secretary

Sub:- Emergent meeting of the Faculty of Management Sciences & Commerce to be held on 18.09.2024 at 11:00 AM in the Committee Room of adjacent to the Registrar's office, M.D. University, Rohtak.

Sir/Madam,

I am directed to inform you that an emergent meeting of the Faculty of Management Sciences & Commerce will be held on 18.09.2024 at 11:00 AM in the Committee Room, adjacent to the Registrar's office, M.D. University, Rohtak. A copy of the agenda of the meeting is enclosed herewith for perusal.

You are requested kindly to make it convenient to attend the meeting.

Yours faithfully,

Encl: As above

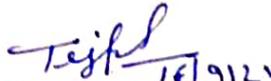

Assistant Registrar (Academic)
For Registrar

Endst. No. ACS-II/F-46/2024/19195-98

Dated: 16/09/2024

Copy of the overleaf is forwarded to the following for information and further necessary action.

1. Finance Officer, M.D. University, Rohtak. He is requested kindly to make arrangements for spot payment of TA/DA and sitting fee to the outside experts for attending the meeting.
2. Incharge (General Admn.) with the request kindly to make arrangement for refreshment of 22 members as per above schedule of the meeting of the Faculty of Management Sciences and Commerce.
3. Director, University Computer Centre, M.D. University, Rohtak. He is requested to make arrangement for generating link for outside experts in case of attending online meeting and also depute a person for displaying the agenda on the screen.
4. OSD to Registrar (for kind information of the Registrar) M.D. University, Rohtak.


Assistant Registrar (Academic)
For Registrar



MAHARSHI DAYANAND UNIVERSITY, ROHTAK
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AGENDA FOR THE MEETING OF THE FACULTY OF MANAGEMENT SCIENCES & COMMERCE TO BE HELD ON 18.09.2024 AT 11:00 AM IN THE COMMITTEE ROOM ADJACENT TO THE REGISTRAR'S OFFICE, M.D.UNIVERSITY, ROHTAK

1. To confirm the minutes of the previous meeting of the Faculty of Management Sciences and Commerce held on 02.08.2024 (**Annexure-I , Page-1-4**)
2. To note the follow up action of the previous meeting of the Faculty of Management Sciences and Commerce held on 02.08.2024 (**Annexure-II, Pages-5**).
3. To consider the recommendations of the UGBOS in Management made vide Reso. No. 1 in its meeting held on 14.08.2024 that the Scheme of Examinations and Syllabi of B.A. Multidisciplinary with Honours in Marketing as per NEP-2020 w.e.f. the session 2024-25 may be prescribed as per **Annexure-III, Pages 6-43**

(Note: The Nomenclature, Scheme of Examinations and Syllabi of B.A. Multidisciplinary with Honours in Marketing have been revised by the Director, IQAC. Accordingly, updated annexure are attached at Annexure-III).

4. To consider the recommendations of the UGBOS in Management made vide Reso. No. 2 in its meeting held on 14.08.2024 that the Syllabus 1st year (1st & 2nd semester) of BBA 4 Year Program as per NEP-2020 w.e.f. the session 2024-25 may be prescribed as per **Annexure-IV, Pages 44-67**

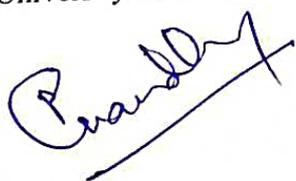
(Note: The Scheme of Examinations of the above Program (1st to 8th semester) have already been approved by the Vice-Chancellor in anticipation approval of the Academic council. The course codes have also been vetted by the Director, IQAC.)

5. To consider the recommendations of the PGBOS in Management made vide Reso. No. 2 in its meeting held on 14.08.2024 that the Syllabus 1st year (1st and 2nd semester) of MBA, MBA (SFS) and MBA (Business Psychology) as per NEP-2020 w.e.f. the session 2024-25 may be prescribed as per **Annexure-V, Pages 68-118**

(Note: The Scheme of Examinations of the above Program (1st to 4th semester) have already been approved by the Vice-Chancellor in anticipation approval of the Academic council. The course codes have also been vetted by the Director, IQAC)

6. To consider the recommendations of the PGBOS in Management made vide Reso. No. 3 in its meeting held on 14.08.2024 that the Syllabus 2nd Year (3rd & 4th semester) of 5 Year Integrated MBA as per NEP-2020 w.e.f. the session 2023-24 may be prescribed as per **Annexure-VI, Pages 119-142**

(Note: The Scheme of Examinations of 5 Year Integrated MBA (1st to 10th semester) as per NEP-2020 from the session 2023-24 have already been approved by the Academic Council and available on the University website).



7. To consider the recommendations of the PGBOS in Commerce made vide Reso. No. 1 in its meeting held on 02.08.2024 that the syllabus of M.Com. Five Year Integrated Program, 2nd year (3rd & 4th semester) as per NEP-2020 may be prescribed as per **Annexure-VII, Pages 143-182**

(Note: The Scheme of Examinations of M.Com. Five Year Integrated Program, 1st to 10th semester from the session 2023-24 have already been approved by the Academic Council and available of the University website).

8. To consider the recommendations of the PGBOS in Commerce made vide Reso. No. 1 in its meeting held on 06.08.2024 that the Scheme of Examinations and Syllabus of Ph.D. Course work from the session 2023-24 may be prescribed as per **Annexure-VIII, Pages 183-190**

9. To consider the recommendations of the PGBOS in Hotel & Tourism Management made vide Reso. No. 4 in its meeting held on 24.06.2024 that the Syllabus of the following Programs as per NEP-2020 w.e.f. the session 2024-25 may be prescribed as per **Annexure-IX, Pages 191-367**

- i. Bachelor of Tourism & Travel Management (BTTM)
- ii. 1 Year Master of Tourism & Travel Management (MTTM)
- iii. 2 Year Master of Tourism & Travel Management (MTTM)

(Note: The Scheme of Examinations of the above Programs have already been approved by the Vice-Chancellor in anticipation approval of the Academic council. The course codes have also been vetted by the Director, IQAC).

10. To consider the recommendations of the PGBOS in Hotel & Tourism Management made vide Reso. No. 2 in its meeting held on 09.09.2024 that the Syllabus of BTTM 2nd year onwards (3rd to 8th semester) as per NEP-2020 w.e.f. the session 2023-24 may be prescribed as per **Annexure-X, Pages 368-451**

11. Any other item(s) with the permission of the Chair.




REGISTRAR



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MAHARSHI DAYANAND UNIVERSITY, ROHTAK
(Established under Haryana Act No. XXV of 1975)
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MINUTES FOR THE MEETING OF THE FACULTY OF MANAGEMENT SCIENCES & COMMERCE HELD ON 02.08.2024 AT 12.30 PM IN THE COMMITTEE ROOM ADJACENT TO THE REGISTRAR'S OFFICE, M. D. UNIVERSITY, ROHTAK

The following members were present:-

Sr. No.	Name & Address	Designation
1.	Prof. Rishi Chaudhry, Dean, Faculty of Management Sciences & Commerce M.D. University, Rohtak	Chairman, Ex-officio
2.	Dr. Satyawan Baroda, Professor & Director, IMSAR, M.D. University, Rohtak	Ex-officio
3.	Dr. Ashish Dahiya, Professor & Director, IHTM, M.D. University, Rohtak	Ex-officio
4.	Dr. (Mrs.) Neelam Jain, Professor IMSAR, M.D. University, Rohtak	Ex-officio
5.	Dr. Pardeep Ahlawat, Professor, IMSAR, M.D. University, Rohtak	Ex-officio
6.	Dr. Divya Malhan, Professor, IMSAR, M.D. University, Rohtak	Ex-officio
7.	Dr. Sandeep Malik, Professor, IHTM, M.D. University, Rohtak	Ex-officio
8.	Dr. Mahender, Assistant Professor, Dept. of Commerce, M.D. University, Rohtak	Member
9.	Dr. Anoop Singh, Assistant Professor, IHTM, M.D. University, Rohtak	Member
10.	Prof. Gurucharan Singh, University School of Business, Punjabi University, Patiala	Outside Expert
11.	Prof. Syed Inayat Zaidi Deptt. of Tourism and Hotel Management, Jamia Milia Islamia, New Delhi	Outside Expert
12.	Prof. Gulshan Lal Taneja, Registrar, M.D. University, Rohtak	Secretary

1. Confirmed the minutes of the previous meeting of the Faculty of Management Sciences & Commerce held on 24.12.2023 Annexure-I, Pages 1-2 (Already circulated).
2. Noted the follow up action of the previous meeting of the Faculty of Management Sciences & Commerce held on 24.12.2023, Annexure-II, Pages-4 (Already circulated).
3. Considered the recommendations of the PGBOS in Hotel & Tourism Management made vide Reso. No.1 in its meeting held on 24.05.2024 (through circulation) that the Scheme of Examinations and Syllabus of Ph.D. Course work in view of amendment in Clause-8(iv) of Ph.D Ordinance w.e.f. the session 2023-24 may be prescribed as per Annexure-III, Pages 4-9 (Already circulated).

RESOLVED THAT SYLLABUS OF THE PH.D COURSE WORK FROM THE SESSION 2023-24 WITH MINOR MODIFICATION BE APPROVED EX-POST-FACTO AND THE SCHEME OF EXAMINATIONS BE RECOMMENDED TO THE ACADEMIC COUNCIL FOR CONSIDERATION AND EXPOST-FACTO APPROVAL AFTER GETTING THE SAME VETTED FROM THE DIRECTOR IQAC (Annexure-P/1, Pages 5-11)

G. vi

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Considered the recommendations of the PGBOS in Commerce made vide Reso. No. 3 in its meeting held on 28.05.2024 that the Scheme of Examinations (1st to 4th Sem.) and Syllabi (1st & 2nd Sem.) of PG Program M.Com. in the light of NEP-2020 w.e.f. the session 2024-25 may be prescribed as per Annexure-IV, Pages 13-46 (Already circulated)

RESOVLED THAT THE SYLLABUS OF M.COM. (1ST & 2ND SEMEMTER) AFTER MODIFICATION W.E.F. THE SESSION 2024-25 BE APPROVED AND THE SCHEME OF EXAMINATIONS (1ST TO 4TH SEMESTER) WITH MINOR MODIFICATIONS BE RECOMMENDED TO THE ACADEMIC COUNCIL FOR CONSIDERATION AND APPROVAL AFTER GETTING THE SAME VETTED FROM THE DIRECTOR IQAC. (Annexure-P/2, Pages 12-44)

5. Considered the recommendations of the UGBOS in Commerce made vide Reso. No. 1 in its meeting held on 14.06.2024 that the Scheme of Examinations (1st to 8th Sem.) and Syllabi (1st & 2nd Sem.) of UG Program (B.Com. 4 Year) as per NEP-2020 w.e.f. the session 2024-25 may be prescribed as per Annexure-V, Pages 47-104 (Already Circulated)

RESOVLED THAT THE SYLLABUS OF THE FOLLOWING PROGRAMS AS PER NEP-2020 FROM THE SESSION 2024-25 BE APPROVED AND THE SCHEME OF EXAMINATIONS WITH MINOR MODIFICATION BE RECOMMENDED TO THE ACADEMIC COUNCIL FOR CONSIDERATION AND APPROVAL AFTER GETTING THE SAME VETTED FROM THE DIRECTOR IQAC (Annexure-P/3, Pages 45-105):-

- i) B.Com. 4 year UG Program (SOE 1st to 8th sem. & syllabus 1st & 2nd sem.)
- ii) Skill Enhancement Courses for Under Graduate Programs (Single Major/ Interdisciplinary Programs)
- iii) Minor Courses for Under Graduate Programs (Single Major/ Interdisciplinary Programs)
- iv) Multidisciplinary Courses for Under Graduate Programs (Single Major/ Interdisciplinary Programs)
- v) Discipline Specific Courses for Interdisciplinary Programs in Commerce.

6. Considered the recommendations of the UGBOS in Management made vide Reso. No. 1 in its meeting held on 13.06.2024 that the Scheme of Examinations of 4 Year BBA Program as per NEP-2020 w.e.f. the session 2024-25 may be prescribed as per Annexure-VI, Pages 105-127 (Already Circulated)

RESOVLED THAT THE SCHEME OF EXAMINATIONS OF 4 YEAR BBA PROGRAM ALONG WITH MINOR & MULTIDISCIPLINARY COURSES AS PER NEP-2020 FROM THE SESSION 2024-25 WITH MINOR MODIFICATION BE RECOMMENDED TO THE ACADEMIC COUNCIL FOR CONSIDERATION AND APPROVAL AFTER GETTING THE SAME VETTED FROM THE DIRECTOR IQAC (Annexure-P/4, Pages 106-114)

FURTHER RESOLVED THAT SCHEME & SYLLABI BE REVISITED AND PREPARED FOR IMPLMENTING THE SAME FROM THE SESSION 2025-26 IN TUNE WITH THAT NOTIFIED BY THE AICTE FOR 4YEAR BBA UG PROGRAM.



7.

Considered the recommendations of the PGBOS in Management made vide Reso. No. 1 in its meeting held on 14.06.2024 that the Scheme of Examinations of following Programs as per NEP-2020 w.e.f. the session 2024-25 may be prescribed as per **Annexure-VII, Pages 128-175 (Already circulated)**

- i. 2 Year MBA Program
- ii. One Year PG Program in Business Administration
- iii. 2 Year MBA Business Psychology

RESOVLED THAT THE SCHEME OF EXAMINAIONS OF ABOVE MENTIONED PROGRAMS (Sr. No. i TO iii) FROM THE SESSION 2024-25 WITH MINOR MODIFICATION BE RECOMMENDED TO THE ACADEMIC COUNCIL FOR CONSIDERATION AND APPROVAL AFTER GETTING THE SAME VETTED FROM THE DIRECTOR IQAC(Annexure-P/5, Pages 115-145)

8.

Considered the recommendations of the PGBOS in Management made vide Reso. No. 4 (table item) in its meeting held on 14.06.2024 that the Scheme of Examinations and Syllabi of Ph.D. Coursework in Management in view of amendment in Clause-8(iv) of Ph. D. Ordinance w.e.f. the session 2023-24 may be prescribed as per **Annexure-VIII, Pages- 176-185 (Already Circulated)**.

RESOVLED THAT THE SYLLABUS OF THE PH.D COURSE WORK IN MANAGEMENT FROM THE SESSION 2023-24 WITH MINOR MODIFICATION BE APPROVED EX-POST-FACTO AND THE SCHEME OF EXAMINATIONS BE RECOMMENDED TO THE ACADEMIC COUNCIL FOR CONSIDERATION AND EX-POST-FACTO APPROVAL AFTER GETTING THE SAME VETTED FROM THE DIRECTOR IQAC (Annexure-P/6, Pages 146-154)

9.

Considered the recommendations of the PGBOS in Hotel & Tourism Management made vide Reso. No. 4 in its meeting held on 24.06.2024 that the Scheme of Examinations of the following Programs in the light of NEP-2020 w.e.f. the session 2024-25 may be prescribed as per **Annexure-IX, Pages 189-210 (Already circulated)**

- i. Bachelor of Tourism and Travel Management (BTTM) 4 Years Programs
- ii. Master of Tourism & Travel Management (MTTM)

RESOVLED THAT THE SCHEME OF EXAMINATIONS OF THE FOLLOWING PROGRAMS FROM THE SESSION 2024-25 WITH MINOR MODIFICATION BE RECOMMENDED TO THE ACADEMIC COUNCIL FOR CONSIDERATION AND APPROVAL AFTER GETTING THE SAME VETTED FROM THE DIRECTOR IQAC. (Annexure-P/7, Pages 155-188):

- i. Bachelor of Tourism and Travel Management (BTTM) 4 Years Programs
- ii. Multidisciplinary for Under Graduate Programs (Single Major/ Multidisciplinary Programs)
- iii. 1 Year Master of Tourism & Travel Management (MTTM)
- iv. 2 Year Master of Tourism & Travel Management (MTTM)

10.

Considered the recommendations of the Departmental Committee in Management made vide Reso. No. 3 in its meeting held on 07.06.2024 that the Scheme of Examinations of PG Diploma in Business Psychology (2nd Sem.) may be revised from the session 2023-24 as per **Annexure-X, Pages 213-247 (Already Circulated):**

Dr. [Signature]

(It is pertinent to mention here that said item is also placed before the meeting of PGBOS held on 14.06.2024(copy enclosed)

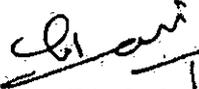
RESOLVED THAT THE REVISED SCHEME OF EXAMINATION OF PG DIPLOMA IN BUSINESS PSYCHOLOGY (2ND SEM.) AS PER NEP-2020 FROM THE SESSION 2023-24 BE RECOMMENDED TO THE ACADEMIC COUNCIL FOR CONSIDERATION AND EXPOST-FACTO APPROVAL AFTER GETTING THE SAME VETTED FROM THE DIRECTOR IQAC (Annexure-P/8, Pages 189-193):

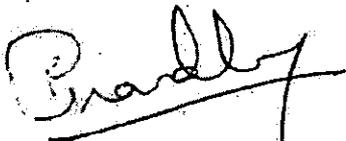
11. Considered the recommendations of the UGBOS in IHTM through circulation on 22.07.2024 that the Certificate Course in Sports Nutrition may be discontinued and in place of this new "Certificate Course in Food Truck Operations" may be introduced w.e.f. the session 2024-25 may be prescribed as per Annexure-XI, Pages 248-254.

RESOVLED THAT THE "CERTIFICATE COURSE IN SPORTS NUTRITION" BE DISCONTINUED AND "CERTIFICATE COURSE IN FOOD TRUCK OPERATIONS" BE INTRODUCED FROM THE SESSION 2024-25.

FURTHER THE SYLLABUS OF "CERTIFICATE COURSE IN FOOD TRUNK OPERATIONS" AS PER NEP-2020 FROM THE SESSION 2024-25 BE APPROVED AND THE SCHEME OF EXAMINATIONS BE RECOMMENDED TO THE ACADEMIC COUNCIL FOR CONSIDERATION AND APPROVAL AFTER GETTING THE SAME VETTED FROM THE DIRECTOR IQAC. AS PER (Annexure-P/8, Pages 194-195):

The meeting ended with the vote of thanks.


16/08/24
REGISTRAR



**DEAN, FACULTY OF MANAGEMENT SCIENCES
& COMMERCE**

FOLLOW-UP ACTION REPORT ON FACULTY OF MANAGEMENT SCIENCES AND COMMERCE RESOLUTIONS DATED 02.08.2024 ARE AS UNDER:

Reso. No.	Brief Particular	What action has been taken on the resolution
1.	Minutes of meeting of previous meeting of the Faculty of Management Sciences and Commerce held on 24.12.2023	Minutes were confirmed by the Faculty.
2.	To note the Follow-up action on the meeting of the Faculty of Management Sciences and Commerce held on 24.12.2023	The committee noted the follow-up action.
3.	SOE and Syllabi of Ph.D. Coursework in Hotel & Tourism Management from the session 2023-24	The SOE and Syllabi have been approved by the Vice-Chancellor in anticipation of approval of Academic Council and the same have been got uploaded on the University website
4.	SOEs (1 st to 4 th semesters) and Syllabi (1 st & 2 nd sem) of M.Com. in the light of NEP-2020 from the session 2024-25	The SOE and Syllabi have been approved by the Vice-Chancellor in anticipation of approval of Academic Council and the same have been got uploaded on the University website.
5	SOEs (1 st to 8 th semesters) and Syllabi (1 st & 2 nd sem) of B.Com. 4 year Program in the light of NEP-2020 from the session 2024-25	The SOE and Syllabi have been approved by the Vice-Chancellor in anticipation of approval of Academic Council and the same have been got uploaded on the University website
6.	SOEs (1 st to 8 th semesters) of BBA 4 year Program in the light of NEP-2020 from the session 2024-25	The SOEs have been approved by the Vice-Chancellor in anticipation of approval of Academic Council and the same have been got uploaded on the University website
7.	SOEs (1 st to 4 th semesters) of 2 Year MBA, 2 year MBA Business Psychology and One Year PG Program in Business Administration in the light of NEP-2020 from the session 2024-25	The SOEs have been approved by the Vice-Chancellor in anticipation of approval of Academic Council and the same have been got uploaded on the University website
8	SOE and Syllabi of Ph.D. Coursework in Management from the session 2023-24	The SOE and Syllabi have been approved by the Vice-Chancellor in anticipation of approval of Academic Council and the same have been got uploaded on the University website
9	SOEs of BTM (1 st to 8 th semesters) and MTM (1 st & 4 th Sem) in the light of NEP-2020 from the session 2024-25	The SOEs have been approved by the Vice-Chancellor in anticipation of approval of Academic Council and the same have been got uploaded on the University website.
10.	SOE of PG Diploma in Business Psychology 2 nd sem	The SOE and Syllabi have been approved by the Vice-Chancellor in anticipation of approval of Academic Council and the same have been got uploaded on the University website
11	Discontinuation of Certificate Course in sports Nutrition from the session 2024-25 and Introduction, SOE & Syllabi of Certificate Course in Food Truck Operations from the session 2024-25	The SOE and Syllabi have been approved by the Vice-Chancellor in anticipation of approval of Academic Council.



-6-

Annexure - III

MAHARSHI DAYANAND UNIVERSITY, ROHTAK
(A STATE UNIVERSITY UNDER HARYANA ACT NO. XXV OF 1975)
A+ Grade University Accredited by NAAC
INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

PROCEEDINGS OF THE U.G. BOARD OF STUDIES IN MANAGEMENT HELD ON 14.08.2024 AT 02.00 P.M. IN THE OFFICE OF DIRECTOR, IMSAR, M.D. UNIVERSITY, ROHTAK

The following members were present:

- | | |
|--------------------------|----------|
| 1. Prof. Satyawan Baroda | Chairman |
| 2. Prof. Neelam Jain | Member. |
| 3. Prof. Pardeep Ahlawat | Member |
| 4. Prof. Divya Malhan | Member |
| 5. Dr. Seema Singh | Member |
| 6. Dr. Naresh Kumar | Member |

The following agenda items were discussed:

Confirmed the proceedings of the U.G. Board of Studies in Management held on 01.08.2024.

Item No.1: To Approve the Scheme of Examination and Syllabus of BA (Multi-Disciplinary) with Honors in Marketing

The board considered and approved the Scheme of Examinations and Syllabi of BA (Multi-Disciplinary) with Honors in Marketing in the light of the NEP-2020 w.e.f. the session 2024-25 after duly incorporating the suggestions made by the members of UGBOS.

Item No.2: To approve the Syllabus of 1st and 2nd Semester of BBA 4 Year programme under NEP-2020.

The board considered and approved the Syllabi of 1st and 2nd Semester of BBA 4 Year Programme in the light of the NEP-2020 w.e.f. the session 2024-25, after duly incorporating the suggestions made by the members of UGBOS.

The meeting ended with a vote of thanks to the Chair.


CHAIRMAN

U.G. Board of Studies in Management

Ends. No. IMSAR/UGBOS/2024 21.08.24/1099-1110

Dated: 21.8.2024

Copy of the overleaf is forwarded to the following for information and necessary action:

1. All the members of UGBOS in Management, M.D. University, Rohtak.
2. Director, UCC, M.D. University, Rohtak.
3. OSD (Academic), M.D. University, Rohtak.


CHAIRMAN

U.G. Board of Studies in Management

Marketing Multidisciplinary Program(s) with Hons. in One Major Program w.e.f. 2024-25
session

**SYLLABI AND SCHEME OF
EXAMINATIONS
FOR
DISCIPLINE SPECIFIC COURSES OF
MULTIDISCIPLINARY PROGRAMS WITH
HONS. IN ONE MAJOR DISCIPLINE
(Based on Curriculum and Credit Framework for UG Programs under NEP)**



**WITH EFFECT FROM
THE
SESSION 2024-25**

MARKETING

**MAHARSHI DAYANAND UNIVERSITY
ROHTAK (HARYANA)**

Marketing Multidisciplinary Program(s) with Hons. in One Major Program w.e.f. 2024-25 session

Credit Structure for Undergraduate Programmes (Multidisciplinary with Hons. in One Major Discipline)

Semester	Discipline-Specific Courses (DSC) / Major courses	Minor(MIC)/ Vocational (VOC)/ Skill Enhancement Courses (SEC)/ Internship	Multidisciplinary courses(MDC)	Ability Enhancement courses(AEC)	Research project/ Dissertation	Value-Added Courses (VAC)	Total Credits
I	DSC - A1 @ 4 credits	MIC1 @ 4 credits	MDC1 @ 3 credits	AEC1 @ 2 credits			24
	DSC - B1 @ 4 credits	SEC1 @ 3 credits**					
	DSC - C1 @ 4 credits						
II	DSC - A2 @ 4 credits	SEC2 @ 3 credits**	MDC2 @ 3 credits	AEC2 @ 2 credits		VAC1 @ 2 credits VAC2 @ 2 credits	24
	DSC - B2 @ 4 credits						
	DSC - C2 @ 4 credits						
Students exiting the programme after second semester and securing 52 credits including 4 credits of summer internship will be awarded UG Certificate in the relevant Discipline/ Subject							
III	DSC - A3 @ 4 credits	MIC2 @ 4 credits	MDC3 @ 3 credits	AEC3 @ 2 credits			24
	DSC - B3 @ 4 credits	SEC3 @ 3 credits**					
	DSC - C3 @ 4 credits						
IV	DSC - A4 @ 4 credits	MIC3(VOC) @ 4 credits		AEC4 @ 2 credits		VAC3 @ 2 credits	20
	DSC - B4 @ 4 credits						
	DSC - C4 @ 4 credits						
Students exiting the programme after fourth semester and securing 96 credits including 4 credits of summer internship will be awarded UG Diploma in the relevant Discipline/Subject							
V	DSC - A5 @ 4 credits	MIC4(VOC) @ 4 credits					20
	DSC - B5 @ 4 credits	Internship @ 4 credits#					
	DSC - C5 @ 4 credits						
VI	DSC - A6 @ 4 credits	MIC5 @ 4 credits					20
	DSC - B6 @ 4 credits	MIC6(VOC) @ 4 credits					
	DSC - C6 @ 4 credits						
Students will be awarded 3-year UG Degree in the relevant Discipline/Subject upon securing 132 credits.							
VII*	DSC - H1 @ 4 credits	SEC4 @ 4 credits					24
	DSC - H2 @ 4 credits	OR					
	DSC - H3 @ 4 credits	MIC7 (VOC) @ 4 credits					
	DSC - H4 @ 4 credits	OR					
	DSC - H5 @ 4 credits	Internship @ 4 credits					
VIII* (4yr UG Hon.)	DSC - H6 @ 4 credits	SEC5 @ 4 credits					24
	DSC - H7 @ 4 credits	OR					
	DSC - H8 @ 4 credits	MIC8 (VOC) @ 4 credits					
	DSC - H9 @ 4 credits	OR					
	DSC - H10 @ 4 credits	Internship @ 4 credits					
VIII* (4yr UG Hon. with Research)	DSC - H6 @ 4 credits	SEC5 @ 4 credits			Research project/ Dissertation @ 12 credits		24
	DSC - H7 @ 4 credits	OR					
		MIC8 (VOC) @ 4 credits					
		OR					
		Internship @ 4 credits				TOTAL CREDITS	180

* Student should select one major discipline (Out of A, B, or C studied during first three years of UG Programmes) in which he/she wishes to pursue Honors. This framework is subject to modification as per UGC guidelines at the University level. The universities may decide to offer the Honors degree Programmes subject to the fulfillment of credit point table

M. D. University

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8

Marketing: Multidisciplinary Program(s) with Hons. in One Major Program w.e.f. 2024-25 session

** SEC for imparting practical skills related to Major (A, B and C)/minor.

#Four credits of internship earned by a student during summer internship after 2nd semester or 4th semester will be counted in 5th semester of a student who pursue 3 year UG Programmes without taking exit option.

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Marketing Multidisciplinary Program(s) with Hons. in One Major Program w.e.f. 2024-25 session

Semester I (Session 2024-25)															
Discipline Specific Courses/ Major Course	Nomenclature of Course	Course Code	Credits Distribution			Total Credits	Workload			Total Workload	Marks				Total Marks
			L	T	P		L	T	P		Theory		Practical		
											Internal	External	Internal	External	
DSC @ 4 credits	Fundamentals of Marketing	24MKT401DS01	3	1	0	4	4	0	0	4	30	70	0	0	100
Semester II (Session 2024-25)															
DSC @ 4 credits	Industrial Marketing	24MKT402DS01	3	1	0	4	4	0	0	4	30	70	0	0	100
Semester III (Session 2025-26)															
DSC @ 4 credits	Rural Marketing	25MKT403DS01	3	1	0	4	4	0	0	4	30	70	0	0	100
Semester IV (Session 2025-26)															
DSC @ 4 credits	International Marketing	25MKT404DS01	3	1	0	4	4	0	0	4	30	70	0	0	100
Semester V (Session 2026-27)															
DSC @ 4 credits	Principals of Advertising management	26MKT405DS01	3	1	0	4	4	0	0	4	30	70	0	0	100
Semester VI (Session 2026-27)															
DSC @ 4 credits	Agricultural Marketing	26MKT406DS01	3	1	0	4	4	0	0	4	30	70	0	0	100
Semester VII (Session 2027-28)															
DSC @ 4 credits	Digital Marketing	27MKT407DS01	3	1	0	4	4	0	0	4	30	70	0	0	100
DSC @ 4 credits	Consumer Behaviour	27MKT407DS02	3	1	0	4	4	0	0	4	30	70	0	0	100
DSC @ 4 credits	Marketing Research	27MKT407DS03	3	1	0	4	4	0	0	4	30	70	0	0	100
DSC @ 4 credits	Product and Brand Management	27MKT407DS04	3	1	0	4	4	0	0	4	30	70	0	0	100

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Marketing Multidisciplinary Program(s) with Hons. in One Major Program w.e.f. 2024-25.session

Semester VIII (Session 2027-28)															
DSC @ 4 credits	Customer Relationship Management	27MKTM407DS05	3	1	0	4	4	0	0	4	30	70	0	0	100
DSC @ 4 credits	Retail Management	27MKTM408DS01	3	1	0	4	4	0	0	4	30	70	0	0	100
DSC @ 4 credits	Services Marketing	27MKTM408DS02	3	1	0	4	4	0	0	4	30	70	0	0	100
DSC @ 4 credits	Social Media Marketing Management	27MKTM408DS03	3	1	0	4	4	0	0	4	30	70	0	0	100
DSC @ 4 credits	Sales and Distribution Management	27MKTM408DS04	3	1	0	4	4	0	0	4	30	70	0	0	100
DSC @ 4 credits	Integrated Marketing Communication	27MKTM408DS05	3	1	0	4	4	0	0	4	30	70	0	0	100

L: Lecture; T: Tutorial; P: Practical

Note:

The Syllabi and Scheme of Examinations (SOE) for Discipline Specific Courses/Major Courses for UG Semester 7 and Semester 8 will be same as applicable for Syllabi and S.O.E. for Post Graduate semester 1 and semester 2 respectively.

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SEMESTER-I

Fundamentals of Marketing
Course Code: 24MKT401DS01

L-T-P

3-1-0

Hours

External Marks: 70

Sessional Marks: 30

Time Allowed: 3

Course Outcomes

After completing the course students would be able to:

CO1: understand the marketing concepts and its evolution

CO2: analyze the market based on segmentation, targeting and positioning

CO3: know the consumer behavior and their decision-making process

CO4: make decisions on product, price, promotion mix and distribution

CO5: understand the rural markets and the contemporary issues in marketing

UNIT -I

Introduction to marketing: Nature, scope, core concepts, tasks of marketing management, and corporate orientation towards marketplace; marketing environment; marketing research and information system; developing marketing strategy and plan; ethical issues in marketing.

UNIT -II

Understanding consumer and business markets; Consumer buying decision process in consumer and business markets; building customer value, satisfaction and loyalty; managing customer relations; Market segmentation, targeting and positioning approaches to deal with market competition; tools of product differentiation.

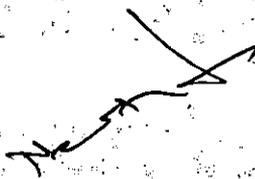
UNIT -III

Product and pricing decisions: Product life cycle, product mix and product line decisions, new product development process; branding, packaging and labelling decisions; pricing objectives, determinants of price, pricing methods and strategies.

UNIT -IV

Promotion and distribution decisions: Promotion mix - Advertising and sales promotion; public relations; personal selling; Channels of distribution: functions of intermediaries, channel design decisions, Contemporary marketing trends and issues: Globalization, consumerism, green marketing, and digital marketing.

Recommended Readings:

1. Kotler, Philip and Keller; Marketing Management, Pearson Education, New Delhi
 2. Kotler, Philip, Kevin Keller, A. Koshy and M. Jha, Marketing Management in South Asian Perspective, Pearson Education, New Delhi
 3. Kerin, Hartley, Berkowitz and Rudelius, Marketing, TMH, New Delhi
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4. Etzel, Michael J, Marketing: Concepts and Cases, TMH, New Delhi
5. Dhunna, Mukesh, Marketing Management – Text and Cases, Wisdom Publications, New Delhi
6. Capon, Noel and Singh Siddharth; Managing Marketing-An Applied Approach, Wiley Publications, New Delhi

Instructions for External Examiner: The question paper shall be divided in two sections. Section 'A' shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

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SEMESTER-II

Industrial Marketing

Course Code: 24MKT402DS01

L-T-P

3-1-0

External Marks: 70

Sessional Marks: 30

Time Allowed: 3 Hours

Course Outcomes

After completing the course students would be able to:

CO1: compare the differences and similarities between challenges faced in Consumer Marketing and industrial marketing.

CO2: recommend appropriate Segmentation, Targeting and positioning strategy for an industrial brand.

CO3: forecast demand and develop the Marketing Plan for an industrial product.

CO4: apply buying behavior concepts to design industrial products & services, set prices and distribution and logistics strategies to achieve the Marketing Objective.

CO5: design Marketing Mix for industrial services to achieve planned marketing objective

UNIT-I

Industrial Marketing: concept, nature and scope of industrial marketing; Difference between industrial and consumer marketing; Understanding industrial markets and environment: Types of industrial customers, Classification of industrial products.

UNIT-II

Organisational Buying and Buyer behaviour: Buyer motives, Phases in industrial buying decision process, Types of buying situations, Interpersonal Dynamics of industrial buying behaviour, Buyer-Seller relationship, Models of industrial buying behaviour.

UNIT-III

Product Strategy: Meaning and Concept of an industrial product, Determinants of product mix, Industrial Product Life Cycle and strategies, new product development process; Marketing strategies for product related services and pure services.

UNIT-IV

Industrial distribution channels and marketing logistics: Distinctive nature of industrial distribution channels, Factors affecting the nature of industrial channels, Role of intermediaries, Types of industrial intermediaries, Channel design decisions, Role of logistics and customer services in industrial marketing, Major components/Major decision areas of logistics.

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Recommended Readings:

1. Reeder, Robert R. Industrial Marketing: Analysis, Planning and Control. Englewood Cliffs. New Jersey, Prentice Hall Inc.
2. Havalder, Krishna K., Industrial Marketing, TMH, New Delhi.
3. Brennan, R, Canning, L & McDowell, R, Business to Business Marketing, Sage Publications Ltd.,
4. Hill, Richard, etc. Industrial Marketing, Homewood Illinois, Richard D. Irwin.
5. Webster, F E. Industrial Marketing Strategy, New York, John Wiley.
6. Ghosh, P.K, Industrial Marketing, Oxford University Press.
7. Mukerjee, Industrial marketing, Excel Books India

Instructions for External Examiner: The question paper shall be divided in two sections. Section 'A' shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

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SEMESTER-III

Rural Marketing

Course Code: 25MKT403DS01

L-T-P.

3-1-0

External Marks: 70

Sessional Marks: 30

Time Allowed: 3 Hours

Course Outcomes

After completing the course students would be able to:

CO1 To create awareness about the applicability of the concepts, techniques and processes of marketing in rural context

CO2 To familiarize with the special problems related to sales in rural markets. CO3 To help understand the working of rural marketing institutions.

Unit - I

Rural Economy - Rural - Urban disparities-policy interventions required - Rural face to Reforms - The development exercises in the last few decades.

Unit - II

Rural Marketing - Concept and Scope - Nature of rural markets - attractiveness of rural markets - Rural Vs Urban Marketing - Characteristics of Rural consumers - Buying decision process - Rural Marketing Information System - Potential and size of the Rural Markets.

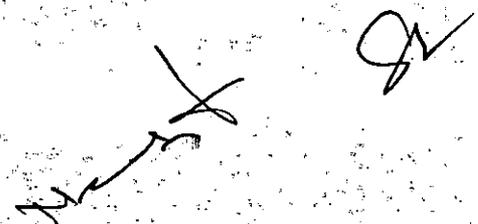
Unit - III

Selection of Markets - Product Strategy - Product mix Decisions - Competitive product strategies for rural markets.

Unit - IV

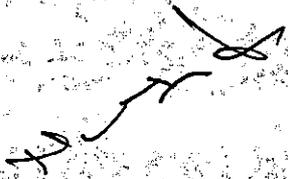
Distribution - Logistics Management - Problems encountered - selection of appropriate channels - new approaches to reach out rural markets - Electronic choupal applications.

Recommended Readings:

1. Balaram Dogra & Karminder Ghuman, Rural Marketing: Concept & Cases, Tata McGraw-Hill Publishing Company, New Delhi.
 2. A.K. Singh & S. Pandey, Rural Marketing: Indian Perspective, New Age International Publishers.
 3. CSG Krishnamacharylu & Laitha Ramakrishna, - Rural Marketing, Pearson Education Asia.
 4. Philip Kotler, Marketing Management, Prentice - Hall India Ltd. New Delhi.
- 

5. Agarwal A.N, Indian Economy, Vikas Publication, New Delhi.
6. Rudder Dutt Sundaram, Indian Economy, Tata McGraw Hill. Publishers, New Delhi

Instructions for External Examiner: The question paper shall be divided in two sections. Section 'A' shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.



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SEMESTER-IV
International Marketing
Course Code: 25MKT404DS01

L-T-P
3-1-0
Hours

External Marks: 70
Sessional Marks: 30
Time Allowed: 3

Course Outcomes

After completing the course students would be able to:

CO1: To recognize the Concept and scope of international marketing.

CO2: To give basic knowledge of Dynamic Environment of International marketing, International STP.

CO3: To identify with the International Product, pricing, place and promotional strategies.

CO4: To recognize International Market channels & Documentation required in international marketing.

CO5: To give the basic knowledge on the international institutional infrastructure and documentation.

Unit I

Introduction The concept of global marketing – Importance, Growth and Benefits – Scope and Challenge of international marketing – The dynamic environment of international marketing, international segmentation, Targeting & Positioning.

Unit II

International Product & Pricing Policy: Global Product – Product standardization and Adoption – Global Brands, Trademarks, Packaging and Labelling – International marketing of services – Global pricing, Export pricing, Global Pricing strategies for international markets.

Unit III

International Marketing Channel Policy Managing international distribution channels – Multinational retailers and Wholesalers – Global Logistics – Contemporary issues in international marketing – Future prospects in international marketing.

Unit IV

International Promotional Policy International Promotion – Concept, Strategies – International advertising, International Sales Promotion, Sales force and Their management – Other forms of promotion for global markets.

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Recommended Readings:

1. Varshney & Bhattacharya: International marketing management, Sultan Chand & Sons.
2. P.K. Vasudeva, 'International Marketing' Excel books.
3. R. Srinivasan, 'International Marketing' Prentice Hall India.
4. Warren J. Keagan, Mark Green, 'Global Marketing 3/e, Prentice Hall.
5. Cateora, John Graham, 'International Marketing', Irvine - Sage Publications.
6. Michal R. Czinkota, Ilkka A. Ronkainen, 'Best Practices in International Marketing', Harcourt college Publishers
7. Vern Terpstra, Ravi sarathy, 'International Marketing', Harcourt college publishers.
8. Rathor, Jani Rathor, 'International Marketing', Himalaya publishing House.

Instructions for External Examiner: The question paper shall be divided in two sections. Section 'A' shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

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SEMESTER-V

Principals of Advertising Management

Course Code: 26MKT405DS01

L-T-P

3-1-0

External Marks: 70

Sessional Marks: 30

Time Allowed: 3 Hours

Course Outcomes

After completing the course students would be able to:

- CO1 Understand the basic concepts of creativity in advertising.
- CO2 Analyse the Rational and Emotional appeals while creating advertisements.
- CO3 Explain the various aspects related to campaign planning.
- CO4 Discuss the various factors determining budgets in advertising.

UNIT I

Introduction to Advertising: Concept, definitions, and process of advertising, Need and scope of advertising.

Growth and development of advertising in India, Careers in advertising

UNIT II

Media Planning: Classification of advertisement, Advertising campaign, Ad appeals, and types of ad appeals. Concept and process of media planning.

UNIT III

Advertising Agency: Structure and functioning of ad agency; Process of preparing print advertisements, Process of preparing radio and television, advertisements Introduction to outdoor advertising.

UNIT IV

Advertising and Market: Media marketing space and time selling, Market survey – audience, product, and media profile Television Ratings Points (TRP) Methodology and process of ratings. Ad Copy: Components of advertising copy, Preparation of Clipping File of different advertisements.

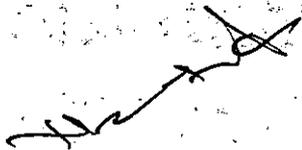
Recommended Readings:

1. Essentials of Modern Marketing-Kotler & Mukherjee
2. Advertising Management – Chunawala
3. Advertising Management – Sontaki & Sontaki

4. Advertising Theory & Practice – Batra, Aker, and Myres

Instructions for External Examiner: The question paper shall be divided in two sections. Section 'A' shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.



SEMESTER-VI

Agricultural Marketing Management

Course Code: 26MKT406DS01

L-T-P

3-1-0

External Marks: 70

Sessional Marks: 30

Time Allowed: 3 Hours

Course Outcomes

After completing the course students would be able to:

CO1: understand the types of markets and marketing.

CO2: understand grading and standardization of agricultural products.

CO3: understand and apply the knowledge about agricultural marketing in promotion and distribution of agricultural products.

CO4: understand and evaluate the knowledge of students in agricultural marketing, role of credit agencies in India.

UNIT - I

Agricultural marketing, agricultural marketing and economic development. Agricultural market structure, components and dynamics of market structure. Marketing strategy, formulation of marketing strategy. Agribusiness marketing environment, design of marketing mix, market segmentation and targeting. Determinants of consumer's behavior.

UNIT - II

Product management, product management process and decisions. New product development-significance and classification of new product. Stages and estimation of demand of new product, product life cycle. Pricing policies and practices for agribusiness - determinants of price, objectives of pricing policies and pricing methods.

UNIT - III

Logistics- concepts, factors affecting logistics, objectives of logistics management, activities of logistics function order, processing, packaging, transport management inventory, warehousing etc.

UNIT - IV

Promotional management, advertising, planning and execution. Sales promotion, grading and standardization. Distribution management- storage and warehousing, transportation. Management for agricultural products.

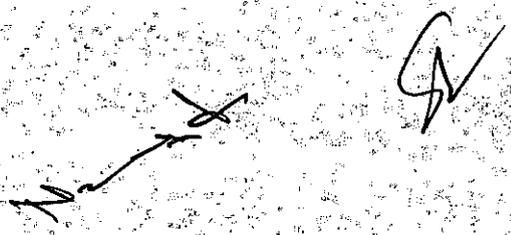
Marketing agencies/intermediaries, roles and functions of marketing agencies.



Recommended Readings:

1. Kotler, P and Keller, Marketing Management, Pearson Education.
2. Acharya, S. S. and Agarwal, N.L. 2004. Agricultural Marketing in India. 4th Ed. Oxford and IBH.
3. Kohls, R. L and Uhl, J. N. 2005. Marketing of Agricultural Products. 9th Ed. Prentice Hall.
4. Krishnamacharyulu, C and Ramakrishan, L. 2002. Rural Marketing. Pearson Edu.
5. Ramaswamy, V. S. and Narakumari, S. 2002. Marketing Management. 2nd Ed. Mac Millan India.
6. Beri, G.C. Marketing Management, Tata McGraw Hill Publishing Company Ltd, New Delhi.
7. Saxena, R. 2002. Marketing Management. McGraw Hill.
8. Christopher, M. L. Logistics and Supply Chain management.
9. Gupta, S. L. 1999. Marketing Management

Instructions for External Examiner: The question paper shall be divided in two sections. Section 'A' shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

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SEMESTER-VII

Digital Marketing

Course Code: 27MKTM407DS01

L-T-P

3-1-0

Hours

External Marks: 70

Sessional Marks: 30

Time Allowed: 3

Course Outcomes

After completing the course students would be able to:

CO1: Understand how and why to use digital marketing for multiple goals within a larger marketing and/or media strategy.

CO2: Understand the major digital marketing channels – online advertising: Digital display, video, mobile, search engine, and social media.

CO3: Learn to develop, evaluate, and execute a comprehensive digital marketing strategy and plan.

CO4: Learn how to measure digital marketing efforts and calculate ROI.

CO5: Explore the latest digital ad technologies.

UNIT-I

Introduction to Digital Marketing: Digital Marketing, Internet Users, Digital Marketing Strategy, Digital Advertising Market in India, Skills required in Digital Marketing, Digital Marketing Plan. Display Advertising: Concept of Display Advertising, Types of Display Ads, Buying Models, Display Plan, Targeting, What Makes a Good Ad?, Programmatic Digital Advertising, Analytical Tools, YouTube Advertising.

UNIT-II

Search Engine Advertising: benefits of paid Search Advertising, understanding Ad Placement, understanding Ad Ranks, Creating the First Ad Campaign, Enhance Your Ad Campaign, Performance Reports, Social Media Marketing: How to build a Successful Strategy. Facebook Marketing: Facebook for Business, Anatomy of an Ad Campaign, Adverts, Facebook Insights, Other Marketing Tools, Other Essentials.

UNIT-III

LinkedIn Marketing: Why it is important to have LinkedIn Presence, LinkedIn Strategy, Sales Leads Generation Using LinkedIn, Content Strategy, LinkedIn Analytics, Targeting, Ad Campaign. Twitter Marketing: Getting Started with Twitter, How is Twitter Different?, Building a Content Strategy,



Twitter: Usage, Twitter Ads, Twitter Analytics, Twitter tools and tips for Marketers. Instagram and Snapchat: Instagram-Content Strategy, Sponsored Ads, Snapchat, Digital Public Relations.

UNIT-IV

Mobile Marketing: Mobile Usage, Mobile Advertising, Mobile Marketing Toolkit, Mobile Marketing Features, Addressing the diversity in India through Mobile, Campaign Development Process, Tracking of Mobile Campaigns, Types of Tracking Codes, Mobile Analytics, Universal Analytics, Competitive Intelligence.

Recommended Readings:

1. Puneet Bhatia, Fundamental of Digital Marketing, Pearson Education.
2. Seema Gupta, "Digital Marketing", McGraw Hill Education, New Delhi.
3. Philip Kotler, "Marketing 4.0: Moving from Traditional to Digital", Wiley.
4. Ryan Deiss and Russ Henne berry. Digital Marketing for Dummies,
5. Jason, McDonald. Social Media Marketing Workbook: 2018 Edition - How to Use Social Media for Business
6. Miller, the Ultimate Web Marketing Guide, Pearson Education.

Instructions for External Examiner: The question paper shall be divided in two sections. Section 'A' shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

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Consumer Behaviour
Paper Code: 27MKT407DS02

L-T-P
3-1-0
Hours

External Marks: 70
Sessional Marks: 30
Time Allowed: 3

Course Outcomes

After completing the course students would be able to:

- CO1: Development in interpersonal skills pertaining to consumers
- CO2: Ability to analyze the personal, social, psychological information of consumer
- CO3: Ability to plan more accurately in customer centric problems

Unit-I

Scope and aspects of consumer behaviour; consumer needs and buying motives; buying decision process; life style, psycho-graphic, usage and benefit segmentation of consumer classes; models of consumer behaviour.

Unit-II

Influence of culture, sub-cultures and social groups on consumer behaviour; consumer perception and attitude; influence of personality and self-concept on buying behaviour; influence of reference groups.

Unit-III

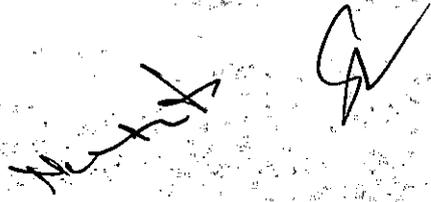
Consumer motivation and involvement; processing of consumer information; consumer learning and memory; family purchase decision process.

Unit-IV

Post-purchase behaviour; industrial buying behaviour; basic process of consumer behaviour research; measuring consumer satisfaction; consumer behaviour audit; on-line consumer behaviour.

Suggested Readings:

1. Engle, J. F., Consumer Behaviour, Dryden Press, Chicago.
2. Howard, J. A., Consumer Behaviour in Marketing, Engle Wood cliffs, New Jersey.
3. Mowen, Jooan, C., Consumer Behaviour, MacMillan, New York.
4. Schiffman, L.G. and L.L. Kanuk, Consumer Behaviour, Prentice Hall, New Delhi.



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Instructions for External Examiner: The question paper shall be divided in two sections. Section 'A' shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

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Marketing Research
Course Code: 27MKT407DS03

L-T-P
3-1-0
Hours

External Marks: 70
Sessional Marks: 30
Time Allowed: 3

Course Outcomes

After completing the course students would be able to:

- CO1: explain the meaning & role of Marketing Research
- CO2: formulate the hypotheses using exploratory research techniques like literature survey, experience survey & analysis of cases.
- CO3: design questionnaires & observation forms for different marketing research situations
- CO4: explain the Scaling techniques.
- CO5: explain the experimentation in Marketing Research and interpretation of data.

UNIT-I

Introduction to Marketing Research: Importance, Nature and Scope of Marketing Research, Types of Marketing Research; Introduction to Marketing Research Industry; Marketing Intelligence: Marketing Information Systems, Decision Support Systems

UNIT-II

Marketing Research Process: Problem Identification and Definition; Research Designs; Exploratory: Qualitative Research; Descriptive: Survey and Observation; Data Collection: Primary and Secondary Data; Questionnaire Design.

UNIT-III

Attitude Measurement and Scaling Techniques - Introduction to Measurement Scales, Sampling Plan: Universe, Sample Frame and Sampling unit, Sampling Techniques, Sampling and Non-sampling errors, Sample size determination.

UNIT-IV

Data Analysis: Univariate, Bivariate and Multivariate Data Analysis; Report Writing; Market Research Applications: Product Research, Advertising Research, Sales and Market Research; International Marketing Research.

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- 29 -

Recommended Readings:

1. Malhotra N., K. & Dash S., Marketing Research: An Applied Orientation, Pearson.
2. Churchill, Iacobucci & Israel, Marketing Research: A South Asian Perspective, Cengage Learning
3. Donald S. Tull & Del I. Hawkins, Marketing Research: Measurement and Method, Prentice Hall.
4. Boyd. H.W. , Westfall, R., & Starsh, S.F., Marketing Research: Text and Cases, Richard D. Irwin, Boston
5. Chisnall, P. M., The Essence of Marketing Research, Prentice Hall, New Delhi.
6. Churchill, Gilbert A., Basic Marketing Research, Dryden Press, Boston.
7. Beri, G., Marketing Research, Tata McGraw Hill, New Delhi.

Instructions for External Examiner: The question paper shall be divided in two sections. Section 'A' shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.




Product and Brand Management

Course Code: 27MKT407DS04

L-T-P
3-1-0

External Marks: 70
Sessional Marks: 30

Time Allowed: 3 Hours

Course Outcomes

After completing the course students would be able to:

CO1: understand applications of new product management, planning and policy techniques, essentials of branding and approaches to effective branding strategy.

CO2: understand the important issues in planning and evaluating product and brand strategies.

CO3: understand contemporary issues in product and branding development and sustainability.

UNIT I

Branding terminology, basic branding concepts- brand awareness, brand personality, brand image, brand identity, brand loyalty, brand equity, major branding decisions: selecting a brand name, brand extension decision, family versus individual brand names, multiple branding, private versus national branding, importance of branding.

UNIT II

Branding challenges and opportunities, concept of brand equity, sources and benefits of brand equity, customer based Brand equity, designing marketing programme to build brand equity, measurement of brand equity, Strategic brand management process, concept of Brand positioning and repositioning, Identifying and establishing brand positioning and values.

UNIT III

Planning and implementing brand marketing programmes, designing marketing programs, measuring and interpreting brand performance, Legal aspects of Branding, Copyright, Trademarks and IPR; designing and implementing branding strategies; Brand building and communication, E-Branding, handling brand name changes.

UNIT IV

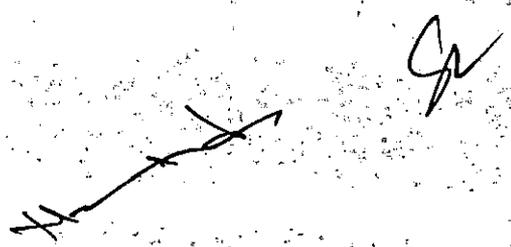
New products and brand extension, evaluating brand extension opportunities, reinforcing brands, revitalising brands, managing brands over geographic boundaries and market segments, rationale for going international, global marketing programs- advantage and disadvantage; standardization versus customization, global brand strategy. Branding in rural marketing, branding in specific sectors: retail, industrial and service brands.



Recommended Readings:

1. Kevin lane Keller, Strategic Brand Management, Pearson Education.
2. David A Aaker, Managing Brand Equity, New York, Free Press.
3. Don.Cowley, understanding brands, Kogan page
4. J.N. Kapferer, Strategic Brand Management, Free Press.

Instructions for External Examiner: The question paper shall be divided in two sections. Section 'A' shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

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Customer Relationship Management

Course Code: 27MKT407DS05

L-T-P
3-1-0

External Marks: 70
Sessional Marks: 30

Time Allowed: 3 Hours

Course Outcomes

After completing the course students would be able to:

CO1: apply the concept of CRM, the benefits delivered by CRM, the contexts in which it is used, the technologies that are deployed and how it can be implemented.

CO2: implement how CRM practices and technologies enhance the achievement of marketing, sales and service objectives throughout the customer life-cycle stages of customer acquisition, retention and development whilst simultaneously supporting broader organizational goals.

UNIT-I

Introduction – Origin, evolution and concept of CRM, strategic importance of CRM, goals of CRM, types of CRM, CRM Architecture

UNIT-II

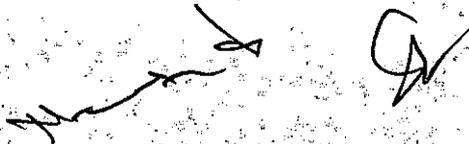
Operational CRM – Sales force automation: lead management, contact management, field force automation; enterprise marketing automation: market segmentation, campaign management, customer service and support, contact and call center operations

UNIT-III

Analytical CRM – Managing and sharing customer data: customer information database, ethics and legalities of data use, data warehousing and data mining; types of data analysis – online analytical processing, click stream analysis, collaborative filtering; CRM and business intelligence collaborative CRM

UNIT-IV

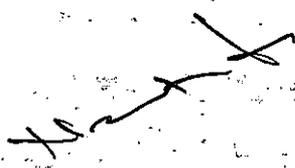
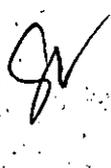
CRM Implementation – Establishing CRM performance monitoring, CRM readiness assessment, system, CRM audit, CRM project management, employee engagement in CRM project, CRM budget, key account management, evaluating CRM return on investment



Recommended Readings:

1. Buttle, Francis, Customer Relationship Management – Concept and Tools, Elsevier Butterworth – Heinemann, Oxford, UK.
2. Payne, Adrian, Handbook of CRM – Achieving Excellence in Customer Management, Butterworth – Heinemann, Oxford, UK.
3. Dyche, Jill, The CRM Handbook – A Business Guide to Customer Relationship Management, Pearson Education, New Delhi.
4. Knox, Simon, Stan Maklan, Adrian Payne, Joe Peppard and Lynette Ryal, Customer Relationship Management, Butterworth – Heinemann, Oxford, UK.
5. Greenlers, Paul, CRM at the Speed of Light, Tata McGraw Hill Publishing Ltd., New Delhi.
6. Anderson, Kristen, and Carol J Kerr, Customer Relationship Management, Tata McGraw Hill

Instructions for External Examiner: The question paper shall be divided in two sections. Section 'A' shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

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Retail Management
Course Code: 27MKTM408DS01

L-T-P
3-1-0
Hours

External Marks: 70
Sessional Marks: 30
Time Allowed: 3

Course Outcomes

At the end of the course students will be able to:

- CO1: understand the concepts of effective retailing
- CO2: know the recent trends in retailing in India
- CO3: understand various retail formats and will understand the retail customers

UNIT-I

Introduction to Retail- Evolution of Retail, Organised vs. Unorganised retailing, Retail Mix, theories of retail development, Types of Retailers; Careers in Retailing; understanding Consumers.

UNIT-II

Retail Locations- Planned and Unplanned, Retail Site Location- Site Characteristics, Trade Area Characteristics, Location and Site Evaluation; Store Layout and Design; Space Management; Visual Merchandising; Atmospheric:

UNIT-III

Managing Merchandise - Merchandise Planning, Process, Forecasting Sales, Developing Assortment Plans, National Brands and Private Labels; Retail Pricing- Setting Retail Prices, Price Adjustments, Pricing Strategies; Retail Communication Mix.

UNIT-IV

Information and Supply Chain Management: - Information Flows, Logistics, Distribution Centre. Contemporary issues in Retail- Significance of retail as an industry; Retail scenario at International and National Level, Technology in Retailing, Multi-channel Retailing, E-Retailing: Future of e-retailing, Challenges for traditional retail and e-retail, FDI in Retail.

Recommended Readings:

1. Pradhan, S., Retailing Management Text and Cases, McGraw Hill Education, New Delhi
2. Berman, Barry and Evans, Joel, R., Retail Management; A Strategic Approach; Pearson Education.

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3. Levy, Micheal, Weitz, Barton, A. & Pandit, Ajay, Retailing Management, Tata McGraw Hill, New Delhi.
4. Gibson G. Vedamani, Retail Management, Pearson Education.
5. Newman, Andrew, J. and Cullen, Peter, Retailing: Environment and Operations, Vikas Publishing House; New Delhi.
6. Gilbert, David, Retail Marketing Management, Pearson Education.

Instructions for External Examiner: The question paper shall be divided in two sections. Section 'A' shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

Services Marketing
Course Code: 27MKT408DS02

L-T-P
3-1-0

External Marks: 70
Sessional Marks: 30
Time Allowed: 3 Hours

Course Outcomes

After completing the course students would be able to:

- CO1: understand the unique challenges inherent in managing and delivering quality services.
- CO2: analyse the various components of the "services marketing mix" (the 7 P's)
- CO3: to identify the role of employees and customers in service delivery, customer satisfaction, and service recovery;
- CO4: develop students' abilities to identify services decision problems, ascertain alternatives, define crucial issues, analyse, make decisions and plan the implementation of these decisions

UNIT I

Introduction to Services: Service and Technology, Goods versus Services, Service Marketing Mix, Gap model of Services, important service industries-Hospitality and Tourism, Transportation, Telecom, Banking and Insurance, Education and Entertainment, Healthcare. Service classification and challenges in Service Business.

UNIT II

Focus on the Customer: Consumer Behaviour in Services, Customer Expectation of Services, and Customer perception of services. Elements in an effective services marketing research programme, Building customer relationship, Relationship development strategies, Reasons of Service failure, Service recovery and strategies.

UNIT III

Aligning Service design and standards: Challenges of Services Innovation and design, new service development process Service Blueprinting, Customer-defined service standards and its types, Physical evidence and types of servicescape, Strategic roles of servicescape

UNIT IV

Delivering and performing services: Employees role in service delivery, Customers role in service delivery, Delivering services through intermediaries and electronic channels, Strategies for matching

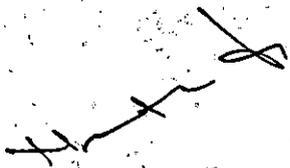


capacity and demand, Key service communication challenges, Approaches to pricing services, Financial and Economic impact of services.

Recommended Readings:

1. Lovelock, C., Wirtz, J. and Chatterjee, J., Services Marketing. Pearson Education.
2. Zeithaml, V., Bitner, M.J., Gremler, D.D. and Pandit, A., Service Marketing. McGraw Hill.
3. Gopal Das, Essentials of Services Marketing, Pearson Education.
4. Srinivasan, Service marketing: Indian Context, PHI
5. Swartz, T., Iacobucci, D., Handbook of Service Marketing and Management, Sage Publication

Instructions for External Examiner: The question paper shall be divided in two sections. Section 'A' shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

Social Media Marketing Management Course Code: 27MKT408DS03

L-T-P
3-1-0

External Marks: 70
Sessional Marks: 30
Time Allowed: 3 Hours

Course Outcomes

After completing the course students would be able to:

- CO1 Understand what social media is, the various channels through which it operates, and its role in marketing strategy.
- CO2 Develop social media marketing goals, objectives and content.
- CO3 Design and develop an effective Blog.
- CO4 Prepare Facebook Ads and Instagram Ads and understand how to effectively brand their social media Pages.
- CO5 Establish a Video Marketing Strategy and learn YouTube Advertising.

UNIT I

Introduction- Introduction to social media, what is social media? How social media developed, Managing Information- Aggregators, Google Alerts, Blogs. Getting your company ready for Social Media Content Management- Touchpoint analysis, Scheduling, creating content, Managing content programs, Planning Worksheets.

UNIT II

Blogs - Blogger, Tumblr, WordPress, Influencers Who are they? How to find them How to use them to benefit your brand. Facebook Instagram- Creating groups and pages, Tips and Guides - Posts, Paid Promotion Ads, Contests.

UNIT III

YouTube Long - form video platforms, setting up a channel, managing content - Video Flow - Google Pages for YouTube Channel - Verify Channel Webmaster Tool - Adding Asset - Associated Website Linking - Custom Channel URL - Channel ART - Channel Links - Channel Keywords- Branding Watermark- Featured Contents on Channel- Channel Main Trailer- Uploading Videos- Uploading Defaults- Creator Library- Practical Examples.

UNIT IV

Twitter - Set-up and usage Tips. LinkedIn - Tips and Guides Review of profiles. Pinterest - Visual social media and bookmarking, Set-up and management.

Recommended Readings:

1. Social Marketing in India 1st Edition (Sameer Deshpande, Philip Kotler, Nancy R. Lee).
2. Marketing with Social Media (Linda Coles).
3. The Social Media Marketing Book (Dan Zarrella).
4. Social Media Marketing 1st Edition (Michael R. Solomon, Tracy Tuten).
5. The Art of Social Media: Power Tips for Power Users (Guy Kawasaki, Peg Fitzpatrick).

Instructions for External Examiner: The question paper shall be divided in two sections. Section 'A' shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.



Sales and Distribution Management

Course Code: 27MKT408DS04

L-T-P

3-1-0

External Marks: 70

Sessional Marks: 30

Time Allowed: 3 Hours

Course Outcomes

After completing the course students would be able to:

CO1: understand the concepts of sales and distribution management.

CO2: appreciate various facets of job of sales manager.

CO3: make and implement decisions for sales and distribution management.

CO4: build knowledge, understanding, and skills in Sales and Distribution management.

CO5: develop and implement Sales and Channel management strategies.

CO6: analyse decision alternatives and criteria in the context of realistic problem situations in Sales and Channel management.

UNIT-I

Sales Management: Role of Sales Management in Marketing, Nature and Responsibilities of Sales Management, Modern Roles and Required Skills for Sales Managers. Theories of Selling, Sales Planning: Importance, approaches and process of sales planning; Sales forecasting; Sales budgeting. Sales Organization: Purpose, principles and process of setting up a sales organization; Sales organizational structures; Field sales organization; determining size of sales force.

UNIT-II

Territory Management: Need, procedure for setting up sales territories; Time management; Routing. Sales Quotas: Purpose, types of quotas, administration of sales quotas. Managing the Sales-force: Recruitment, selection, training, compensation, motivating.

UNIT-III

Control Process: Analysis of sales, costs and profitability; Management of sales expenses; evaluating sales force performance; Ethical issues in sales management.

UNIT-IV

Distribution Channels: Role of Distribution Channels, Number of Channels, Factors Affecting Choice of Distribution Channel, Channel Behaviour and Organization, Channel Design Decision; Channel Management.

Recommended Readings:

1. Still, Cundiff, Govoni and Sandeep Puri, Sales and Distribution Management, Pearson Education.
2. Anderson R, Professional Sales Management, Englewood Cliff, New Jersey, Prentice Hall, India.
3. Spiro, Rosann L., Gregory A. Rich, and William J. Stanton, Management of a Sales Force, McGrawHill Irwin, Boston.
4. Dalrymple, Douglas J., and William L., Sales Management: Concepts and Cases, New York, NY: Wiley
5. Panda, T. K., Sahadev, S., Sales And Distribution Management, Oxford Publishing, India



- 6. Hughes, G. David, Daryl McKee, Charles H. Singler, Sales Management: A Career Path Approach, Cincinnati, OH: South-Western College Publishing
- 7. Peppers, D. and Rogers, M., "The short way to long-term relationships". Sales and Marketing Management

Instructions for External Examiner: The question paper shall be divided in two sections. Section 'A' shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

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Integrated Marketing Communication

Paper Code: 27MKT408DS05

L-T-P
3-1-0

External Marks: 70
Sessional Marks: 30
Time Allowed: 3 Hours

Course Outcomes

After completing the course students would be able to:

- CO1: Ability to understand various marketing cues
- CO2: Aptitude to create a communication campaign for marketing purpose
- CO3: Familiarity with various kinds of media to be utilized in marketing communication
- CO4: Research aptitude to find out solution of communication needs

Unit-I

Introduction – Concept of marketing communication, marketing communication mix, factor affecting marketing communication mix, drivers of integrated marketing mix;

Unit-II

Models of marketing communication – Blade Box Model, AIDAS model, Lavidge Steiner model, DAGMAR model, PCB model; marketing communication planning process.

Unit-III

Managing the Marketing Communication Process – Analysis of promotional opportunities, concepts of segmentation and target marketing, promotional strategy of formulation and competitive positioning, determination of promotional objectives, deciding promotional appropriation, integrating marketing communication programme, commissioning and contracting external resources.

Unit-IV

Advertising and Media Planning – Advertising plan, creative strategy, advertising appeal, creative formats, stages of creative strategy – idea generation, copy writing, layout, copy testing and diagnosis; media planning – traditional and contemporary media; media objectives – reach, frequency, cost etc.; media strategy, media scheduling, media planning models.

Suggested Readings:

1. Shah, Kruti and Alan D'Souza, Advertising and Promotion – An IMC Perspective, Tata McGraw Hill, New Delhi.
2. Belch, George and Belch, Michael; Advertising and Promotion, Tata McGraw Hill, New Delhi.
3. Wells, William, Burnett, John and Moriarty, Sandra; Advertising Principles and Practice' Pearson Education, New Delhi.
4. Jethwaney, Jaishree and Jain, Shruti; Advertising Management; Oxford University, New Delhi.

Instructions for External Examiner: The question paper shall be divided in two sections. Section 'A' shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.

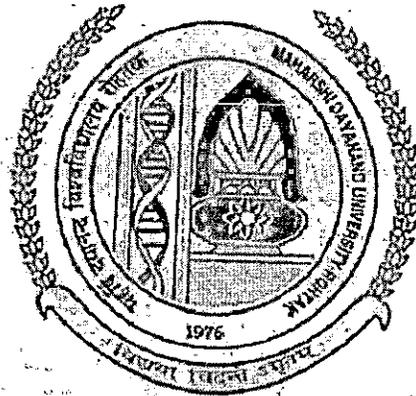


Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

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SCHEME OF EXAMINATION
&
SYLLABI
OF
4-Year
BACHELOR OF BUSINESS
ADMINISTRATION PROGRAMME
(Based on National Education Policy (NEP) - 2020)
WITH EFFECT FROM THE ACADEMIC SESSION
2024-25



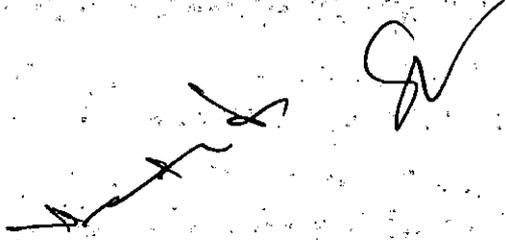
MAHARSHI DAYANAND UNIVERSITY
ROHTAK (HARYANA)

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PROGRAMME SPECIFIC OUTCOMES

The programme-specific learning outcomes of the Four-Year (Eight Semesters) BBA programme are as follows:

- PSO1:** Demonstrate a continuous pursuit of knowledge and skills in advanced areas of business management and related fields, fostering personal and professional growth.
- PSO2:** Effectively adapt to and manage the rapidly changing economic, social, political, technological, and cultural environments that impact business organizations and society at large.
- PSO3:** Equip themselves with the necessary skills and knowledge for gainful employment in their chosen specialized domains, ensuring a successful transition into the professional world.
- PSO4:** Disseminate comprehensive knowledge of the critical functions in managing international business, finance, human resources, operations, marketing, and systems to gain a competitive advantage in a globalized economy.
- PSO5:** Exhibit proficiency in the tools and techniques used for effective business decision-making, applying analytical and problem-solving skills to real-world business scenarios.
- PSO6:** Utilize strategic management principles and practices to guide business operations, ensuring the alignment of organizational goals with market demands and opportunities.
- PSO7:** Engage in research activities that provide insights into complex business challenges, fostering innovation and the development of effective solutions.
- PSO8:** Effectively handle contemporary organizational challenges, demonstrating strong team spirit and collaborative skills to enhance organizational performance and cohesion.

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**SCHEME OF EXAMINATION OF
 4-YEAR BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME
 (Based on National Education Policy (NEP) - 2020)
 With effect from the Academic Session 2024-25**

Curriculum and Credit Framework for BBA Programme (Interdisciplinary)

A. Structure of UG Program (First three years of BBA Programme)

First Year: First Semester

Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P)
Discipline-Specific Courses – Major (DSC1)						
24IMSI401DS01	Business Organization	70	30	-	100	3-1-0
24IMSI401DS02	Basics of Accounting	70	30	-	100	3-1-0
Discipline Relevant/Allied – Minor (MIC1)						
Students may opt for one course @ four credits from the pool of Minor Courses designed at the central level by the University.						
Multidisciplinary Courses (MDC1)						
Students may opt for one course @ three credits from the pool of Multidisciplinary Courses by selecting out of any of the broad fields (Life Sciences, Physical Sciences, Arts, Humanities and Social Sciences, Commerce & Management, and Interdisciplinary Studies) designed at the central level by the University which they have not studied at the 12th-level or the opted course is not related to their major and minor stream under this category.						
Ability Enhancement Course (AEC1)						
Students may opt for one course @ two credits from the pool of Ability/Language Enhancement Courses designed at the central level by the University.						
Skill Enhancement Course (SEC1)						
24IMSI401SE01	Computer Fundamentals and Office Automation Tools	25	-	50	75	1-0-2
Value Added Course (VAC1)						
Students may opt for one course @ two credits from the pool of Value Added Courses designed at the central level by the University.						
Total Credits						22
Note:						
1. The duration of all the end-term theory examinations shall be 3 hours.						
2. The Criteria for awarding the formative assessment of 30 marks throughout the Programme shall be as under:						
a) Sessional Examination : 20 marks.						
b) Assignments/Presentations/Seminars and Class Participation : 5 marks						
c) Attendance : 5 marks						
Less than 65% : 0 marks						
Upto 70% : 2 marks						
Upto 75% : 3 marks						
Upto 80% : 4 marks						
Above 80% : 5 marks						
3. The Criteria for awarding the formative assessment of 15 marks for a practicum examination of (15+35=50) fifty marks throughout the Programme shall be as under:						
a) Practicum Assignments/Practicum File : 10 marks						
b) Attendance (Criteria as mentioned above in 2(c)) : 5 marks						
4. The panel of examiners for end-semester theory examinations shall be prepared and approved by the UG BOS of IMSAR of the internal/external examiners based on their expertise/specialization/area of interest.						
5. The panel of examiners based on the examiners' expertise/specialization/area of interest for practicum/viva-voce examination shall be recommended by the UG BOS of IMSAR. In case of unavailability of external examiners due to unavoidable circumstances, the Controller of Examinations may allow the conduct of practicum examinations by the internal examiners.						
6. The panel of examiners (ordinarily not below the rank of Associate Professor) for assessment of the Project reports/Dissertation/Research Project/Summer Internship Reports shall be recommended by the UG BOS of IMSAR.						
7. The minor courses offered in I, II, and III semesters shall be opted for by students from the University Teaching Departments (UTDs) other than students of Business Administration and the students of Business Administration will opt for from the other UTDs.						
8. A student while selecting the minor discipline has to ensure that the courses of the opted minor discipline do not match with the major courses of his/her opted programme.						

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First Year: Second Semester

Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P)
Discipline-Specific Courses (DSC) – Major (DSC2)						
24IMSI402DS01	Managerial Skills	70	30	-	100	3-1-0
24IMSI402DS02	Essentials of Economics	70	30	-	100	3-1-0
Discipline Relevant/Allied – Minor (MIC2)						
Students may opt for one course @ four credits from the pool of Minor Courses designed at the central level by the University.						
Multidisciplinary Courses (MDC2)						
Students may opt for one course @ three credits from the pool of Multidisciplinary Courses by selecting out of any of the broad fields (Life Sciences, Physical Sciences, Arts, Humanities and Social Sciences, Commerce & Management, and Interdisciplinary Studies) designed at the central level by the University which they have not studied at the 12th-level or the opted course is not related to their major and minor stream under this category.						
Ability Enhancement Course (AEC2)						
Students may opt for one course @ two credits from the pool of Ability/Language Enhancement Courses designed at the central level by the University.						
Skill Enhancement Course (SEC2)						
24IMSI402SE01	Business Communication	25	-	50	75	1-0-2
Value Added Course (VAC2)						
Students may opt for one course @ two credits from the pool of Value-Added Courses designed at the central level by the University.						
Total Credits						22
Note: Students exiting the programme after the second semester and securing 48 credits including 4 credits of summer internship will be awarded UG Certificate in Business Administration.						
Total Credits (22+22=44+4) for UG Certificate (Business Administration)						48

Second Year: Third Semester

Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P)
Discipline-Specific Courses – Major (DSC3)						
25IMSI403DS01	Cost and Management Accounting	70	30	-	100	3-1-0
25IMSI403DS02	Corporate Governance	70	30	-	100	3-1-0
25IMSI403DS03	Disaster Management	70	30	-	100	3-1-0
Discipline Relevant/Allied – Minor (MIC3)						
Students may opt for one course @ four credits from the pool of Minor Courses designed at the central level by the University.						
Multidisciplinary Courses (MDC3)						
Students may opt for one course @ three credits from the pool of Multidisciplinary Courses by selecting out of any of the broad fields (Life Sciences, Physical Sciences, Arts, Humanities and Social Sciences, Commerce & Management, and Interdisciplinary Studies) designed at the central level by the University which they have not studied at the 12th-level or the opted course is not related to their major and minor stream under this category.						
Ability Enhancement Course (AEC3)						
Students may opt for one course @ two credits from the pool of Ability/Language Enhancement Courses designed at the central level by the University.						
Skill Enhancement Course (SEC3)						
25IMSI403SE01	Business Etiquettes	25	-	50	75	1-0-2
Total Credits						24

Second Year: Fourth Semester

Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P)
Discipline-Specific Courses – Major (DSC4)						
25IMSI404DS01	Basics of International Business	70	30	-	100	3-1-0
25IMSI404DS02	Indian Financial System	70	30	-	100	3-1-0
25IMSI404DS03	Indian Business Environment	70	30	-	100	3-1-0
25IMSI404DS04	Corporate Leadership	70	30	-	100	3-1-0
Major Discipline Relevant (Vocational) – Minor (MIC4 (VOC))						
25IMS404MV01	Database Management System	50	-	50	100	3-0-1
Ability Enhancement Course (AEC4)						
Students may opt for one course @ two credits from the pool of Ability/Language Enhancement Courses designed at the central level by the University.						
Value Added Course (VAC3)						
Students may opt for one course @ two credits from the pool of Value Added Courses designed at the central level by the University.						
Total Credits						24
Note:						
1. Students exiting the programme after the fourth semester and securing 96 credits including 4 credits of summer internship will be awarded UG Diploma in Business Administration.						
2. Immediately after completing the fourth semester, the students shall proceed to their Summer Internship (SI) of eight weeks. The Summer Internship Report (SIR) prepared after SI completion shall be assessed in the fifth Semester as a compulsory course. The candidates will submit the SIR in the manner specified in the Ordinance. The SIR will be evaluated by an external examiner.						
Total Credits (22+22+24+24=92+4) for UG Diploma (Business Administration)						96

Third Year: Fifth Semester

Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P)
Discipline-Specific Courses – Major (DSC5)						
26IMSI405DS01	Business Policy and Strategy	70	30	-	100	3-1-0
26IMSI405DS02	Principles of Marketing	70	30	-	100	3-1-0
26IMSI405DS03	Introduction to Human Resource Management	70	30	-	100	3-1-0
26IMSI405DS04	Business Statistics	70	30	-	100	3-1-0
Major Discipline Relevant (Vocational) – Minor (MIC5 (VOC))						
26IMS405MV01	E-Business	50	-	50	100	3-0-1
Internship						
26IMSI405IN01	Summer Internship Report	100	-	-	100	4
Note:						
1. Four credits of internship earned by a student during summer internship after the 2nd semester or 4th semester will be counted in the 5th semester of a student who pursues a 3-year UG Programme without taking exit option.						
Total Credits						24

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Third Year: Sixth Semester

Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P)
Discipline-Specific Courses – Major (DSC6)						
26IMSI406DS01	Research Methodology	70	30	-	100	3-1-0
26IMSI406DS02	Event Management	50	-	50	100	3-0-1
26IMSI406DS03	Financial Management	70	30	-	100	3-1-0
26IMSI406DS04	Operations and Supply Chain Management	70	30	-	100	3-1-0
Major Discipline Relevant (Vocational) – Minor (MIC6 (VOC))						
26IMSI406MV01	Computer Networks and Web Development	50	-	50	100	3-0-1
Total Credits						20
Note:						
1. Four credits of internship earned by a student during summer internship after 2 nd semester or 4 th semester will be counted in the 5 th semester of a student who pursues 3 year BBA programme without taking exit option. 2. Each student in the course of Event Management will organize one event and prepare a report during the semester and the same will be evaluated by a panel of external examiner(s) comprising at least one from industry and the other from academia recommended by the UG BOS of IMSAR along with one internal examiner. 3. Students exiting the programme shall be awarded a 3-year UG Degree in Business Administration upon securing 136 credits.						
Total Credits (22+22+24+24+24+20) for 3-Year UG Degree in Business Administration						136

B. Structure of UG Program (Last one year of BBA Programme)

Fourth Year: Seventh Semester

Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P)
Discipline-Specific Courses – Major (DSC7)						
24IMS201DS01	Management Process and Organizational Behaviour	70	30	-	100	3-1-0
24IMS201DS02	Finance for Managers	70	30	-	100	3-1-0
24IMS201DS03	Strategic Marketing	70	30	-	100	3-1-0
24IMS201DS04	Strategic Human Resource Management	70	30	-	100	3-1-0
24IMS201DS05	Business Research Methods	70	30	-	100	3-1-0
Skill-Enhancement Course (SEC4)						
24IMS201SE01	Business Ethics and Communication Skills	50	-	50	100	3-0-1
Vocational Course (MIC7 (VOC))						
24IMS201MV01	IT for Managers-I	50	-	50	100	3-0-1
Internship						
24IMS201IN01	Internship Report	100	-	-	100	4
Total Credits						24
Note:						
1. The students are required to choose either SEC-4 or MIC7 (VOC) or Internship.						

Fourth Year: Eighth Semester (Four Year BBA Honors)

Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P)
Discipline-Specific Courses – Major (DSC8)						
24IMS202DS01	Managerial Economics	70	30	-	100	3-1-0
24IMS202DS02	Business Environment	70	30	-	100	3-1-0
24IMS202DS03	Management Information System	70	30	-	100	3-1-0
24IMS202DS04	Total Quality Management	70	30	-	100	3-1-0
24IMS202DS05	Emotional Intelligence	70	30	-	100	3-1-0
Skill-Enhancement Course (SEC5)						
24IMS202SE01	Personality and Soft Skills Development	50	-	50	100	3-0-1
Vocational Course (MIC8 (VOC))						
24IMS202MV02	IT for Managers-2	50	-	50	100	3-0-1
Internship						
24IMS202IN01	Internship Report	100	-	-	100	4
Total Credits						24
Note:						
1. The students are required to choose either SEC-5 or MIC8 (VOC) or Internship.						
Total Credits (22+22+24+24+24+20+24+24) for Four Year BBA Honors						184

Fourth Year: Eighth Semester (Four Year BBA Honors with Research)

Course Code	Title of the Course (s)	Formative Assessment	Summative Assessment	Practical/ Viva-Voce	Total Marks	Credits (L-T-P)
Discipline-Specific Courses – Major (DSC8)						
24IMS202DS03	Management Information System	70	30	-	100	3-1-0
24IMS202DS04	Total Quality Management	70	30	-	100	3-1-0
Skill-Enhancement Course (SEC5)						
24IMS202SE01	Personality and Soft Skills Development	50	-	50	100	3-0-1
Vocational Course (MIC8 (VOC))						
24IMS202MV02	IT for Managers-2	50	-	50	100	3-0-1
Internship						
24IMS202IN01	Internship Report	100	-	-	100	4
Research Project/Dissertation						
27IMS1408PD01	Research Project/Dissertation	100	100	100	300	12
Total Credits						24
Note:						
1. The students are required to choose either SEC-5 or MIC8 (VOC) or Internship.						
2. The topic of the Research Project to be submitted for evaluation in the eighth Semester shall be submitted by the student along with a brief synopsis after finalization in the 7 th Semester in consultation with the faculty member allotted as Research Supervisor by the Director.						
3. Any student opting for a dissertation has to submit a synopsis to the Institute/College prepared in consultation with his/her Research Supervisor and appear before a Research Advisory Committee (RAC) constituted by the Director/Principal of the concerned Department/College.						
4. The viva voce in respect of the Dissertation shall be conducted by a Board of Examiners, consisting of one internal faculty member to be appointed by the Director/Principal and two external examiners from the Industry and Academic field out of the panel recommended by the UG BOS of IMSAR (two members shall form the quorum).						
5. Students undertaking the research project/dissertation may have their research findings patentable, presented at conferences or seminars, or published in peer-reviewed journals.						
Total Credits (24+24+23+23+20+20+20+20) for Four Year BBA Honors with Research						184

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List of Discipline Relevant/Allied - Minor Courses

Following are the Minor Courses offered out of the broad fields on the part of IMSAR to be included in the Pool of Courses of the University.

Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P)
Minor Courses (MIC - to be offered to other departments)						
First Semester						
24IMS401MI01	Managerial Skills	70	30	-	100	3-1-0
Second Semester						
24IMS402MI01	Corporate Leadership	70	30	-	100	3-1-0
Third Semester						
25IMS403MI01	Business Policy and Strategy	70	30	-	100	3-1-0
Note:						
1. The minor courses offered in I, II, and III semesters shall be opted for by students from the University Teaching Departments (UTDs) other than students of Business Administration and the students of Business Administration will opt from the other UTDS.						
2. A student while selecting the minor discipline has to ensure that the courses of the opted minor discipline do not match with the major courses of his/her opted programme.						

List of Multidisciplinary Courses

Following are the Multidisciplinary Courses offered out of the broad fields on the part of IMSAR to be included in the Pool of Courses of the University.

Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P)
Multidisciplinary Courses (to be offered to other departments)						
24IMSX01MD01	Foundations of Management	50	25	-	75	3-0-0
24IMSX02MD01	Marketing Management	50	25	-	75	3-0-0
25IMSX03MD01	Entrepreneurship and MSME	50	25	-	75	3-0-0

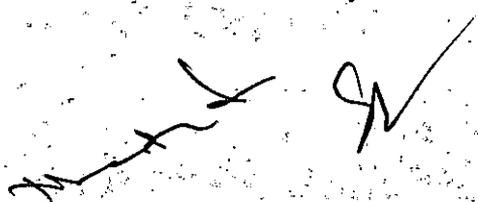
Instructions for the conduct of Practicum and Viva-Voce of the Four-Year Bachelor of Business Administration Programme

A Board of Examiners shall conduct computer Practicum and Viva Voce, wherever applicable, on an invitation of the concerned Principal/Director of the affiliated College/Institute of the University. The Practicum/viva voce examination(s) of the courses (relating to IT/Computer or wherever specified) other than assessment of the Project reports/Dissertation/Research Project shall be conducted by a Board of Examiners, consisting of one internal faculty member to be appointed by the Principal/Director of the concerned College/Institute and one external examiner out of the panel recommended by the UG BOS of IMSAR. In case of unavailability of external examiners due to unavoidable circumstances, the Controller of Examinations may allow the conduct of practicum examinations by the internal examiners.

The viva voce in respect of the Research Project/Dissertation shall be conducted by a Board of Examiners, consisting of one internal faculty member to be appointed by the Director and two external examiners from the Industry and Academic field (ordinarily not below the rank of Associate Professor and/or any professional working at a senior position from industry) out of the panel proposed/recommended by the UG BOS of IMSAR (two members shall form the quorum).

The concerned Principal/Director of the College/Institute shall request the examiner(s) at his level and make necessary arrangements for the smooth conduct of the examinations as stipulated in the Ordinances. The Principal/Director shall ensure to upload the marks awarded by the examiner(s) on the University website and also submit the hard copy of the award list along with the attendance of the candidates and eligibility proof of examiner duly signed by both the examiner(s) and Principal/Director to the office of the Controller of Examinations within 15 days of the conduct of examinations.

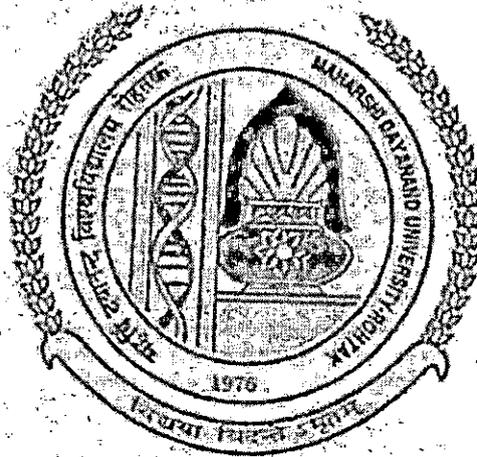
The concerned Principal/Director is also required to make payment of TA/DA, and examination remuneration to the examiner on the spot as per university norms, and the same will be reimbursed by the University after submitting the bills to the Controller of Examinations duly verified by the concerned Principal/Director of the College/Institute. The Colleges/Institutes are also advised to invite the examiners from nearby stations only. In case the examiner(s) is/are invited beyond 100 km distance (one way), the permission of the Controller of Examination, Maharshi Dayanand University, may be sought.



SYLLABI
OF
BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME
(Based on National Education Policy (NEP) - 2020)

WITH EFFECT FROM THE ACADEMIC SESSION

2024-25



MAHARSHI DAYANAND UNIVERSITY
ROHTAK (HARYANA)

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**SYLLABI OF
BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME
(Based on National Education Policy (NEP) - 2020)
WITH EFFECT FROM THE ACADEMIC SESSION 2024-25**

**BUSINESS ORGANISATION
Course Code: 24IMSI401DS01**

L-T-P
3-1-0

External Marks: 70
Internal Marks: 30
Time: 3 Hours

Course Objective:

The course is designed to help students gain a conceptual understanding of business and entrepreneurial activities as well as functional aspects of the business.

Course Outcomes:

On successful completion of the course, the students will be able to:

1. Demonstrate domain knowledge in each of the functional areas of business;
2. Demonstrate the ability to evaluate the business environment; then choose opportunities for business;
3. Understanding of the business operations; finance and marketing related issues; and
4. Have knowledge of a glossary of economic terms widely used in the analysis and discussion of behavior in organizations.

UNIT-I

Business – concept, nature and spectrum of business activities, business system, business environment interface, business objectives

UNIT-II

Entrepreneurship – concept and nature; entrepreneurial opportunities in the contemporary business environment; the process of setting up a business enterprise; choice of a suitable form of business organization

UNIT-III

Functional aspects of the business – (a) operations – business size and location decisions, plant layout, mass production and mass customization, productivity, quality control (b) Finance – money and banking, financial management and securities markets; risk management and insurance

UNIT-IV

Functional aspects of the business (c) Marketing – marketing and consumer behavior, product planning and development, pricing, decisions, channel and promotional decisions; network marketing, franchising, e-commerce and m-commerce

Suggested Readings:

1. Vasishth, Neeru, Business Organisation, Taxmann, New Delhi
2. Talloo, Thelma J., Business Organisational and Management, TMH, New Delhi

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

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BASICS OF ACCOUNTING
Course Code: 24IMS1401DS02

L-T-P
3-1-0

External Marks: 70
Internal Marks: 30
Time: 3 Hours

Course Objective:

The course is designed to assist students in gaining conceptual knowledge of financial accounting, as well as skills for recording various types of business transactions and preparing financial statements.

Course Outcomes:

On successful completion of the course, the students will be able to:

1. Record transactions and prepare financial statements in accordance with widely recognized accounting principles.
2. Show the accounting procedure using a computerized accounting system.
3. Prepare financial statements for sole proprietorships and non-profit organizations.

UNIT-I

Meaning, advantages and limitations of accounting, Branches of accounting, users of financial accounting information, Recording of business transaction (including GST transactions), Ledger, Trial balance, Preparation of Financial accounts with adjustments.

UNIT-II

Depreciation Accounting: Concept and methods (SLM AND WDM only), Bank reconciliation statement, Computerized Accounting Systems: Computerized Accounts by using Tally software.

UNIT-III

Accounting for share capital transaction: Issue of share, forfeiture and surrender of shares, Debentures: Issue of debentures, methods of redemption of debentures.

UNIT-IV

Statutory provision regarding preparation of final accounts of company, preparation of profit and loss account and balance sheet of company as per the requirement of Schedule VI of the companies act; acquisition of business and profit prior to incorporation.

Suggested Readings:

1. Anthony, R. N., Hawkins, D., & Merchant, K. A. (2019) "Accounting: Text and Cases" McGraw-Hill Education India.
2. Batra, J. K., (2018) Accounting and Finance for Non-finance Managers, Sage Textbook
3. Bhattacharyya, A. K. (2021) Essentials of Financial Accounting, 6th ed. PHI learning
4. Narayanaswamy, R. (2020) Financial Accounting: A Managerial Perspective, 7th ed. PHI learning
5. Goyal, B. K., & Tiwari, H. N. (2021). Financial Accounting: Taxmann Publication, New Delhi.
6. Horngren, C. T., & Philbrick, D. (2014). Introduction to Financial Accounting. Pearson Education, London.
7. Kumar, A. (2018). Financial Accounting. Singhal Publication.
8. Maheshwari, S. N., Maheshwari, S. K., & Maheshwari, S. K. (2018). Financial Accounting. Vikas Publishing House Pvt. Ltd., New Delhi.
9. Monga, J. R., & Bahadur, R. (2022) Financial Accounting: Concepts and Applications. Scholar Tech Press, New Delhi.

Additional Resources:

1. Accounting Standards at the Website of the Institute of Chartered Accountants of India
2. Indian Accounting Standards at the Website of the Ministry of Corporate Affairs

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

COMPUTER FUNDAMENTALS AND OFFICE AUTOMATION TOOLS

Course Code: 24IMSI401SE01

L-T-P
1-0-2

External Marks: 25
Practicum Marks: 50
Time: 3 Hours

Course Objectives:

1. The course is designed to introduce the fundamentals of computing devices and reinforce computer vocabulary among the students.
2. Also to familiarize the students with the fundamentals of MS Office and enable them to apply that knowledge for office automation.

Course Outcomes:

On successful completion of the course, the students will be able to:

1. Explain the basics of hardware and software and identify different components of hardware systems, cables & assemblies;
2. Discuss the file management; word processing and demonstrate working with Graphics and DTP, Document Commands, Mail Merge, Spreadsheets;
3. Demonstrate the ease to work with MS Excel and explain the fundamentals of MS Excel and manipulate various functions and commands; and
4. Elucidate the need for MS PowerPoint, design & templates, and manipulate records, creating records and web designing using PPT.

UNIT-I

Introduction – definition, characteristics, and limitations of a computer, Digital and analog computers, major components of a digital computer, hardware, software, firmware, middleware, and freeware

UNIT-II

Decimal number system, hexadecimal number system, octal number system, binary number system, numbersystem conversions, binary number addition and subtraction. Uses of computers in offices and banks, Computer applications in business, education, and healthcare field

UNIT-III

Documentation using MS-Word – Creating and Editing a Document, Formatting Document, Auto-text, Autocorrect, Spelling and Grammar Tool, Document Dictionary, Page Formatting, Bookmark, Advance Features of MS-Word, Mail Merge, Printing

UNIT-IV

Electronic Spread Sheet using MS-Excel - Introduction to MS-Excel, Creating and Editing Worksheet, Formatting and Essential Operations, Formulas and Functions, Charts
Presentation using MS-PowerPoint: Presentations, Creating Manipulating and Enhancing Slides, Organizational Charts, Excel Charts, Word Art, Layering Art Objects, Animations and Sounds

Suggested Readings:

1. Microsoft office complete reference. BPB Publication.
2. Rajaraman V. (Feb. 2010). Fundamentals of computers. PHI.
3. Sinha P.K. (2004). Computer fundamentals. BPB Publication.
4. Stultz, Russell A. Learn microsoft office. BPB Publication.
5. Taxali, Ravi Kant. (2014). Computer course windows 7 and office 2010. India: McGraw Hill Education.
6. Saxena, Computer Applications in Management, Vikas Publication, New Delhi
7. B. Ram, Computer Fundamentals, New Age Publications, New Delhi 4. Rajaraman, V., Computer Fundamentals, PHI, New Delhi

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise five short answer type questions from the whole of the syllabus carrying one mark each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

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MANAGERIAL SKILLS
Course Code: 24IMSI402DS01

L-T-P
3-1-0

External Marks: 70
Internal Marks: 30
Time: 3 Hours

Course Objectives:

1. To acquaint the students with the basics of managerial skills and their application in managing the business more effectively and more efficiently.
2. To offer exposure to students of the importance of social psychological setup in becoming a dynamic manager.

Course Outcomes:

On successful completion of the course, the students will be able to:

1. Understand the essential managerial skills and the applications;
2. Learn how to solve an analytical problem, and why employee empowerment and delegation of work are crucial;
3. Know the importance of team building and group behavior in an organization;
4. Analyze the importance of communication and motivation skills in developing effective and efficient managers.

UNIT-I

Introduction to managerial skills: Meaning and concept of managerial skills, Need and its importance, Techniques of skill development for effective management, Application of management skills. Coordination and Interpersonal roles.

UNIT-II

Problem-solving: Problem-solving, creativity, innovation, steps of analytical problem solving, limitations of analytical problem solving, impediments of creativity, multiple approaches to creativity Empowering and delegating: Meaning of empowerment, dimensions of empowerment, how to develop empowerment, inhibitors of empowerment, delegating works.

UNIT-III

Teams and Groups: Team Building, developing teams and teamwork, advantages of a team, leading a team, team membership, Group Dynamics, Group Behaviour, Cohesion, Importance of Brain Storming, Sensitivity Training, Nominal Group techniques, Leadership and competence development.

UNIT-IV

Communication: Process of communication, Need and Importance of communication skills, Types of communication, conduct of meetings, Interviews, reporting of projects, reporting of case analysis, Building self-confidence, Role of motivation skills in developing managers

Suggested Readings:

1. Essentials of Management by Herald Koontz, Wehrich and Cannice, Tata-McGraw Hill Publishing House.
2. Management by James A.E. Stoner, Freeman, Gilberth, Pearson Publishing House.
3. Management by Robbins, Coulter, Fernandez Pearson Publishing House.
4. Richard L. Daft: Principles of Management, Cengage Learning India.
5. V.S.P. Rao Managerial Skills Excel Books, 2010, New Delhi
6. David A Whetten, Cameron Developing Management skills, PHI 2008
7. Ramnik Kapoor: Managerial Skills Path Makers, Bangalore
8. Kevin Gallagher, Skills development for Business and Management Students, Oxford, 2010
9. Monipally, Mutthukutty Business Communication Strategies Tata McGraw Hill.
10. Robbins Stephen P: Organisational Behaviour, Pearson.

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

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ESSENTIALS OF ECONOMICS

Course Code: 23IMS502DS02

L-T-P

3-1-0

External Marks: 70

Internal Marks: 30

Time: 3 Hours

Course Objectives:

1. To provide a basic understanding of how different activities of an economy work and interact, and its implications for society.
2. To make students aware of the contemporary issues of emerging economies.

Course Outcomes:

On successful completion of the course, the students will be able to:

1. Distinguish between nominal and real economic measures;
2. To understand behaviour of economic agents and their inter-dependence;
3. Explain the important measures of the aggregate performance of an economy;
4. Develop a critical ability to analyse public policy; and
5. Understand the challenges in meeting macroeconomic performance targets.

UNIT-I

Nature of Economics, positive and normative economics, diverse fields of economics, economic theory, economic models, economic policy and economic systems (command economies, laissez-faire, mixed systems), scarcity and choice, fundamental problems of economy, demand, supply and markets

UNIT-II

National Income, economic growth and development, productivity and capital formation, saving and Investment, working of a multiplier, government spending and outcomes

UNIT-III

The Economics of Central Banking, creation of credit, determination of exchange rate, international trade and economic integration, trade openness and growth

UNIT-IV

Macroeconomic Challenges (with special reference to India): inflation, income inequality, poverty, unemployment, corruption, human development, and global warming

Suggested Readings:

1. Mankiw, N. G. (2020). *Principles of economics*. Cengage Learning.
2. Fair, R. C., & Oster, S. M. (2007). *Principles of economics*. Prentice Hall.
3. Dwivedi, D. N. (2009). *Principles of economics*. Vikas Publishing House.
4. Puri, V. K., & Misra, S. K. (2017). *Indian economy* (pp. 236-238). Mumbai: Himalaya Publishing House.
5. Economic Surveys (2001 onwards). Ministry of Finance, Government of India.

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

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BUSINESS COMMUNICATION

Course Code: 241MSI402SE01

L-T-P
1-0-2

External Marks: 25
Practicum Marks: 50
Time: 3 Hours

Course Objectives:

1. The course is designed to provide students with the skills and knowledge of communication in the business environment.
2. Familiarize the basic writing skills that lay a strong foundation for writing business documents.

Course Outcomes:

On successful completion of the course, the students will be able to:

1. Describe the basics of communication and its process, elements, and importance;
2. Familiar with the various barriers in communication;
3. Outline the listening skills and the characteristics of good and poor listeners;
4. Identify the various types of listening, their approaches, and barriers; and
5. Present themselves in front of the people and organizers.

UNIT-I

Introduction: Basics of communication, seven Cs of effective communication, barriers to communication, the ethical context of communication

UNIT-II

Business communication at the workplace: Letter writing – component, layout and process, e-mail communication, bad news messages, persuasive written communication, memos, notice, agenda and minutes of meeting.

UNIT-III

Report writing: Types of business reports, the structure of reports, short reports, long reports, abstracts and summaries, proposals

UNIT-IV

Communication Skills: Reading skills, listening skills, note making, persuasive speaking, body language, gestures

Suggested Readings:

1. Murphy, Herta A., Herbert W. Hildebrandt & Jane P Thomas, Effective Business Communication, Tata McGraw Hill, New Delhi
2. Konera, Arun, Professional Communication, Tata McGraw Hill, New Delhi
3. McGrath, E.H., Basic Managerial Skills for All, PHI, New Delhi
4. Meenakshi Raman & Prakash Singh, Business Communication, Oxford University Press, New Delhi

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise five short answer type questions from the whole of the syllabus carrying one mark each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

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Discipline Relevant/Allied - Minor Courses

MANAGERIAL SKILLS
Course Code: 24IMS401MI01

L-T-P
3-1-0

External Marks: 70
Internal Marks: 30
Time: 3 Hours

Course Objectives:

1. To acquaint the students with the basics of managerial skills and their application in managing the business more effectively and more efficiently.
2. To offer exposure to students of the importance of social psychological setup in becoming a dynamic manager.

Course Outcomes:

On successful completion of the course, the students will be able to:

1. Understand the essential managerial skills and the applications;
2. Learn how to solve an analytical problem, and why employee empowerment and delegation of work are crucial;
3. Know the importance of team building and group behavior in an organization;
4. Analyze the importance of communication and motivation skills in developing effective and efficient managers.

UNIT-I

Introduction to managerial skills: Meaning and concept of managerial skills, Need and its importance, Techniques of skill development for effective management, Application of management skills. Coordination and Interpersonal roles.

UNIT-II

Problem-solving: Problem-solving, creativity, innovation, steps of analytical problem solving, limitations of analytical problem solving, impediments of creativity, multiple approaches to creativity Empowering and delegating: Meaning of empowerment, dimensions of empowerment, how to develop empowerment, inhibitors of empowerment, delegating works.

UNIT-III

Teams and Groups: Team Building, developing teams and teamwork, advantages of a team, leading a team, team membership, Group Dynamics, Group Behaviour, Cohesion, Importance of Brain Storming, Sensitivity Training, Nominal Group techniques, Leadership and competence development.

UNIT-IV

Communication: Process of communication, Need and Importance of communication skills, Types of communication, conduct of meetings, Interviews, reporting of projects, reporting of case analysis, Building self-confidence, Role of motivation skills in developing managers

Suggested Readings:

1. Essentials of Management by Herald Koontz, Weihrich and Cannice, Tata-McGraw Hill Publishing House.
2. Management by James A.E. Stoner, Freeman, Gilberth, Pearson Publishing House.
3. Management by Robbins, Coulter, Fernandez Pearson Publishing House.
4. Richard L. Daft: Principles of Management, Cengage Learning India.
5. V.S.P. Rao Managerial Skills Excel Books, 2010, New Delhi
6. David A Whetten, Cameron Developing Management skills, PHI 2008
7. Ramnik Kapoor Managerial Skills Path Makers, Bangalore
8. Kevin Gallagher, Skills development for Business and Management Students, Oxford, 2010
9. Monipally, Mutthukutty Business Communication Strategies Tata McGraw Hill.
10. Robbins Stephen P: Organisational Behaviour, Pearson.

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

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CORPORATE LEADERSHIP
Course Code: 24IMS402MI01

L-T-P
3-I-0

External Marks: 70
Internal Marks: 30
Time: 3 Hours

Course Objectives:

1. To acquaint the students with the basics of leadership, qualities and behavioural approaches for managing the corporate employees more effectively and efficiently.
2. To offer exposure to students of the importance of a leader as relationship builder and as a social architect in bringing out change in business firms.

Course Outcomes:

On successful completion of the course, the students will be able to:

1. Know the different approaches of leadership and the leadership traits;
2. Comprehend the power of influencing individuals and its significance in creating high values, courage and moral of employees;
3. Learn how to motivate and empower employees through relationship building; and
4. Know the importance of a leader as social architect in bringing any corporate or social change.

UNIT-I

Introduction: Concept of leadership, trait and behavioural approaches, contingency approach, interactive framework for analyzing leadership

UNIT-II

Focus on Leader: Leader as an individual, power and influence, leadership and values, emotional leadership and leadership, leadership behaviour, courage and moral leadership

UNIT-III

Leader as relationship builder: motivation and empowerment, leader as communication champion, leading teams, leadership diversity

UNIT-IV

Leader as social architect: Creating vision and strategic direction, shaping culture and values, designing and leading learning organization, leadership and change

Suggested Readings:

1. Daft, Richard L., Leadership, Cengage Learning India Pvt. Ltd., New Delhi
2. Hughes, Richard L, Robert C., Ginnett and Gordon J, Curphy, Leadership – Enhancing the Lessons of Experience, Tata McGraw Hill Co. Ltd, New Delhi

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

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293 - 62 -

Multidisciplinary Courses

FOUNDATIONS OF MANAGEMENT
Course Code: 24IMSX01MD01

L-T-P
3-0-0

External Marks: 50
Internal Marks: 25
Time: 3 Hours

Course Objectives:

1. The course is designed to help the students develop fundamental and transferable skills in order to become effective managers.
2. The students will understand how planning, organizing, and controlling have impacts on a manager's effectiveness and efficiency.

Course Outcomes:

After completing the course successfully, the students would be able to:

1. Provide a strong foundation to the students on fundamentals of management;
2. Enrich their knowledge of functional areas of management and provide an understanding of various management theories and their applications;
3. Various approaches to problem-solving & decision-making;
4. Will learn the control processes and their importance.

UNIT-I

Overview of management: Concept, nature, process, managerial levels, skills, functions and role of managers

UNIT-II

Planning: Nature and purpose of planning, planning process, types of plans, Management by Objectives (MBO), Strategies - types of strategies, Decision making - types of decision, decision-making process, rational decisionmaking

UNIT-III

Organizing: Nature and purpose of organizing, organization structure, Departmentation, Span of control, Centralization and Decentralization, Delegation of authority and responsibility

UNIT-IV

Controlling: Nature and scope of control, types of control, control process, control techniques - traditional and modern, effective control system

Suggested Readings:

1. Management Theory and Practice by C. B Gupta (Sultan Chand and Sons)
2. Essentials of Management by Koontz and Wehrich (Tata McGraw-Hill)
3. Chandan, J. S. Management: Concepts and Strategies, (Vikas Publishing House), New Delhi
4. Robbins and Coulter, Management, Prentice Hall of India, New Delhi
5. Mohan, Krishna and Banerji, Meera, Developing Communication Skills, Macmillan India Ltd, New Delhi
6. Blaoui, Wendy, Curtis W Cook and Phillip L, Hunsaker, Management and Organisational Behaviour, McGraw Hill
7. Mondy, R Wayne, Aruther Sharplin and Shane Premeaux, Management and Organizational Behaviour,
8. Allyn and Bacon, USAMullins, Laurie, J. Management and Organisational Behaviour, Pearson Education, New Delhi

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise five short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

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MARKETING MANAGEMENT
Course Code: 24IMSX02MD01

L-T-P
3-0-0

External Marks: 50
Internal Marks: 25
Time: 3 Hours

Course Objectives:

1. The course is designed to help the students analyze marketing activities within a firm and apply marketing concepts and theories to realistic marketing situations.
2. The students will develop a better appreciation and understanding of the role of marketing in a business organization specifically, and in our society at large.

Course Outcomes

After completing the course successfully, the students would be able to:

1. Relate the corporate function of marketing;
2. Outline the macro and microenvironment in molding a company's marketing function;
3. Differentiate the consumer and institutional buyer behavior;
4. Compare and contrast goods and services and define the target segments for the products; and
5. Select the right promotion and distribution channel for a product.

UNIT -I

Introduction to marketing: Nature, scope, core concepts, tasks of marketing management, and corporate orientation towards marketplace; marketing environment; and ethical issues in marketing

UNIT -II

Understanding consumer and business markets: Consumer buying decision process in consumer and business markets; building customer value, satisfaction and loyalty; Market segmentation, targeting and positioning approaches to deal with market competition; tools of product differentiation

UNIT -III

Product and pricing decisions: Product life cycle, product mix and product line decisions, new product development process; branding, packaging and labelling decisions; determinants of price, pricing methods and strategies

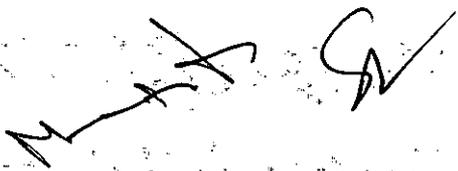
UNIT -IV

Promotion and distribution decisions: Promotion mix - Advertising and sales promotion; public relations; personal selling; Channels of distribution: functions of intermediaries, channel design decisions, selecting channel members, channel management; wholesaling and retailing

Recommended Readings:

1. Kotler Philip and Keller; Marketing Management, Pearson Education, New Delhi
2. Kotler; Philip, Kevin Keller; A. Koshy and M. Jha; Marketing Management in South Asian Perspective, Pearson Education, New Delhi
3. Kerin, Hartley, Berkowitz and Rudelius, Marketing, TMH, New Delhi
4. Etzel, Michael J, Marketing: Concepts and Cases, TMH, New Delhi
5. Dhunna, Mukesh, Marketing Management - Text and Cases, Wisdom Publications, New Delhi
6. Capon, Noel and Singh Siddharth; Managing Marketing-An Applied Approach, Wiley Publications, New Delhi

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise of five short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.



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ENTREPRENEURSHIP AND MSME

Paper code: 24IMSX03MD01

L-T-P
3-0-0

External Marks: 50

Internal Marks: 25

Time: 3 Hours

Course Objectives:

1. The course is designed to give the students an understanding of the various concepts and factors of entrepreneurship and MSME.
2. The students will be in a better position to analyze the entrepreneurial process, financial institutions supporting entrepreneurs, and the importance of MSME in the economic development of a society.

Course Outcomes

After completing the course successfully, the students would be able to:

1. Identify the requisite skills of a successful entrepreneur;
2. Scan the business environment to find the feasibility of a business plan;
3. Have knowledge of financial and legal aspects of forming an entrepreneurial venture; and
4. Finding out the role of promoting agencies in entrepreneurship development.

Unit-I

Entrepreneurship – Concept, knowledge and skills requirement, characteristics of successful entrepreneurs, the role of entrepreneurship in economic development, entrepreneurship process, factors impacting emergence of entrepreneurship, managerial vs. entrepreneurial approach, and emergence of entrepreneurship.

Unit-II

Creating Entrepreneurial Venture – Environmental scanning, competitor and industry analysis; feasibility study – market feasibility; technical/operational feasibility, financial feasibility; drawing business plan; preparing project report; presenting business plan to investors

Unit-III

Sources of Finance – Debt or equity financing, commercial banks, venture capital; financial institutions supporting entrepreneurs; legal issues – intellectual property rights patents, trademarks, copyrights, trade secrets, licensing, franchising

Unit-IV

Micro, Small and Medium-sized Enterprises (MSME) in India – Meaning and nature of MSME in India, Role of MSME in socio-economic development, problems faced by MSME, Role of innovation and entrepreneurship for MSME, Government initiatives for MSME sector

Suggested Readings:

1. Hisrich, Robert D., Michael Peters and Dean Shepherd, Entrepreneurship, Tata McGraw Hill, New Delhi.
2. Barringer, Brace R., and R. Duane Ireland, Entrepreneurship, Pearson Prentice Hall, New Jersey (USA).
3. Charantimath, Poornima, Entrepreneurship Development and Small Business Enterprises, Pearson Education, New Delhi.
4. Kuratko, Donald and Richard Hodgetts, Entrepreneurship, Cengage Learning India Pvt. Ltd., New Delhi.
5. Scarborough, N. M., & Cornwall, J. R. (2014). Essentials of entrepreneurship and small business management. Essex, UK: Pearson.

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise of five short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

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Multidisciplinary Courses
Foundations of Management
Course Code: 241MSX01MD01

L-T-P
3-0-0

External Marks: 50
Internal Marks: 25
Time: 3 Hours

Course Objectives:

1. The course is designed to help the students develop fundamental and transferable skills in order to become effective managers.
2. The students will understand how planning, organizing, and controlling have impacts on a manager's effectiveness and efficiency.

Course Outcomes:

After completing the course successfully, the students would be able to:

1. Provide a strong foundation to the students on fundamentals of management;
2. Enrich their knowledge of functional areas of management and provide an understanding of various management theories and their applications;
3. Various approaches to problem-solving & decision-making;
4. Will learn the control processes and their importance.

UNIT-I

Overview of management: Concept, nature, process, managerial levels, skills, functions and role of managers

UNIT-II

Planning: Nature and purpose of planning, planning process; types of plans; Management by Objectives (MBO), Strategies - types of strategies, Decision making - types of decision, decision-making process, rational decision making

UNIT-III

Organizing: Nature and purpose of organizing, organization: structure, Departmentation, Span of control, Centralization and Decentralization, Delegation of authority and responsibility

UNIT-IV

Controlling: Nature and scope of control, types of control, control process, control techniques - traditional and modern, effective control system.

Suggested Readings:

1. Management Theory and Practice by C. B Gupta (Sultan Chand and Sons)
2. Essentials of Management by Koontz and Wechrich (Tata McGraw-Hill)
3. Chandan, J. S. Management: Concepts and Strategies, (Vikas Publishing House), New Delhi
4. Robbins and Coulter, Management, Prentice Hall of India, New Delhi
5. Mohan, Krishna and Banerji, Meera, Developing Communication Skills, Macmillan India Ltd, New Delhi
6. Blaquis, Wendy, Curtis W Cook and Phillip L, Hunsaker, Management and Organisational Behaviour, McGraw Hill
7. Mondy, R. Wayne, Aruther Sharplin and Shane Premeaux, Management and Organizational Behaviour,
8. Allyn and Bacon, USA Mullins, Laurie, J. Management and Organisational Behaviour, Pearson Education, New Delhi

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise five short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

Marketing Management
Course Code: 24IMSX02MD01

L-T-P
3-0-0

External Marks: 50
Internal Marks: 25
Time: 3 Hours

Course Objectives:

1. The course is designed to help the students analyze marketing activities within a firm and apply marketing concepts and theories to realistic marketing situations.
2. The students will develop a better appreciation and understanding of the role of marketing in a business organization specifically, and in our society at large.

Course Outcomes

After completing the course successfully, the students would be able to:

1. Relate the corporate function of marketing;
2. Outline the macro and microenvironment in molding a company's marketing function;
3. Differentiate the consumer and institutional buyer behavior;
4. Compare and contrast goods and services and define the target segments for the products; and
5. Select the right promotion and distribution channel for a product.

UNIT -I

Introduction to marketing: Nature, scope, core concepts, tasks of marketing management, and corporate orientation towards marketplace; marketing environment; and ethical issues in marketing

UNIT -II

Understanding consumer and business markets: Consumer buying decision process in consumer and business markets; building customer value, satisfaction and loyalty; Market segmentation, targeting and positioning approaches to deal with market competition; tools of product differentiation

UNIT -III

Product and pricing decisions: Product life cycle, product mix and product line decisions, new product development process; branding, packaging and labelling decisions; determinants of price, pricing methods and strategies

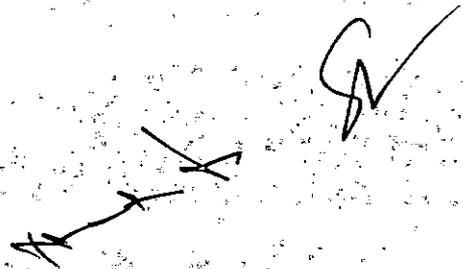
UNIT -IV

Promotion and distribution decisions: Promotion mix - Advertising and sales promotion; public relations; personal selling; Channels of distribution: functions of intermediaries, channel design decisions, selecting channel members, channel management; wholesaling and retailing

Recommended Readings:

1. Kotler Philip and Keller; Marketing Management, Pearson Education, New Delhi
2. Kotler, Philip; Kevin Keller, A. Koshy and M. Jha, Marketing Management in South Asian Perspective, Pearson Education, New Delhi
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Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise of five short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions, selecting one question from each unit. All questions will carry equal marks.



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Entrepreneurship and MSME
Paper code: 24IMSX03MD01

L-T-P
3-0-0

External Marks: 50
Internal Marks: 25
Time: 3 Hours

Course Objectives:

1. The course is designed to give the students an understanding of the various concepts and factors of entrepreneurship and MSME.
2. The students will be in a better position to analyze the entrepreneurial process, financial institutions supporting entrepreneurs, and the importance of MSME in the economic development of a society.

Course Outcomes

After completing the course successfully, the students would be able to:

1. Identify the requisite skills of a successful entrepreneur;
2. Scan the business environment to find the feasibility of a business plan;
3. Have knowledge of financial and legal aspects of forming an entrepreneurial venture; and
4. Finding out the role of promoting agencies in entrepreneurship development.

Unit-I

Entrepreneurship – Concept, knowledge and skills requirement, characteristics of successful entrepreneurs, the role of entrepreneurship in economic development, entrepreneurship process, factors impacting emergence of entrepreneurship, managerial vs. entrepreneurial approach, and emergence of entrepreneurship

Unit-II

Creating Entrepreneurial Venture – Environmental scanning, competitor and industry analysis; feasibility study – market feasibility, technical/operational feasibility, financial feasibility; drawing business plan; preparing project report; presenting business plan to investors

Unit-III

Sources of Finance – Debt or equity financing, commercial banks, venture capital; financial institutions supporting entrepreneurs; legal issues – intellectual property rights patents, trademarks, copyrights, trade secrets, licensing, franchising

Unit-IV

Micro, Small and Medium-sized Enterprises (MSME) in India – Meaning and nature of MSME in India, Role of MSME in socio-economic development, problems faced by MSME, Role of innovation and entrepreneurship for MSME, Government initiatives for MSME sector

Suggested Readings:

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MAHARSHI DAYANAND UNIVERSITY, ROHTAK

(A State University established under Haryana Act No. XXV of 1975)

'A+' Grade University Accredited by NAAC

Institute of Management Studies and Research (IMSAR)

PROCEEDINGS OF THE EMERGENT MEETING OF THE POST GRADUATE BOARD OF STUDIES IN MANAGEMENT STUDIES HELD ON 14.08.2024 AT 11.00 AM IN THE OFFICE OF THE DIRECTOR

The following members were present:

1. Prof. Satyawan Baroda, Chairman
2. Prof. Neelam Jain
3. Prof. Pardeep Ahlawat
4. Prof. Divya Malhan
5. Dr. Seema Singh
6. Dr. Ashok Kumar
7. Dr. Saurabh Kant

At the outset, confirmed the proceedings of P-G Board of Studies in Management Studies meeting held on 14.06.2024.

Further, the Board considered the following agenda items:-

Item No. 1. To approve the panel of examiners for Ph. D thesis Evaluation and Viva-Voce.

The Board resolved that the panel of examiners for the evaluation of Ph. D thesis and Viva-voce, if any, the Chairman be authorized to send the same at his own level.

Item No. 2. To approve the Syllabus of 1st and 2nd Semester of MBA, MBA (SFS) and MBA Business Psychology under NEP-2020 w.e.f. the session 2024-2025.

The board considered and approved the Syllabi of 1st and 2nd Semester of MBA, MBA (SFS) and MBA Business Psychology 2 Year PG Programme in the light of the NEP-2020 w.e.f. the session 2024-25, after duly incorporating the suggestions made by the members of PGBOS

Item No. 3. To approve the Syllabus of 3rd and 4th Semester of MBA 5 Year Integrated Programme in the light of the NEP-2020 w.e.f. the session 2024-2025.

The board considered and approved the Syllabi of 3rd and 4th Semester of MBA 5 Year (Integrated) Programme in the light of the NEP-2020 w.e.f. the session 2024-25, after duly incorporating the suggestions made by the members of PGBOS.

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MAHARSHI DAYANAND UNIVERSITY, ROHTAK

(A State University established under Haryana Act No. XXV of 1975)

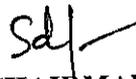
'A+' Grade University Accredited by NAAC

Institute of Management Studies and Research (IMSAR)

Any other Item with the permission of the chair.

- Item-No. 1 To consider the case of Ms. Ritu Mehta for Extension beyond the normal period to submit Ph. D thesis along with allotment of supervisor.
- The board considered the minutes of Departmental Committee dated 19.01.2024 allotting new PhD research supervisor after leaving her initially allotted supervisor from the institute (Vaish College of Engineering Rohtak) on the request of the scholar to provide her an opportunity to complete the PhD degree. After detailed deliberations, the board resolved that the scholar be advised and asked to submit the previous PhD progress reports, extension(s) for submission of thesis, if any, the status of research work at present and reasons for inordinate delay with justification to be submitted through new proposed Supervisor, Dr Sanjay Nandal for onward submission to the concerned authority for further sympathetic consideration on the merits of the case, if any.

The meeting ended with a vote of thank to the chair.


CHAIRMAN

P.G. Board of Studies in Management

Endst. No. IMSAR/2024 ~~1111-1120~~ Dated: 24.8.2024

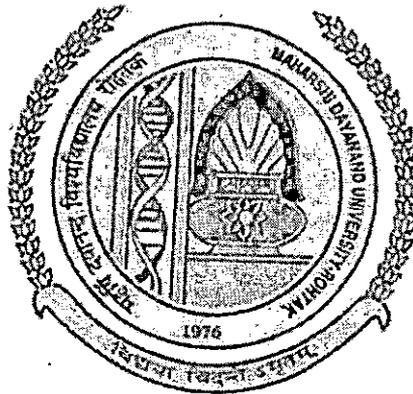
Copy of the overleaf is forwarded to the following for information and further necessary action:

1. All the members of PGBOS
2. Controller of Examinations, M.D. University, Rohtak.
3. Director, UCC, M.D. University, Rohtak. He is requested to upload the proceedings on the University website.
4. OSD (Academic), M.D. University, Rohtak.
5. Dy. Registrar (R&S), M.D. University, Rohtak.


21/08/24
CHAIRMAN

P.G. Board of Studies in Management

**SCHEME OF EXAMINATION
&
SYLLABI
OF
2-YEAR
MASTER OF BUSINESS ADMINISTRATION
(Based on National Education Policy (NEP) - 2020)
WITH EFFECT FROM THE ACADEMIC SESSION
2024-25**



**MAHARSHI DAYANAND UNIVERSITY ROHTAK
(HARYANA)**

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**SCHEME OF EXAMINATION OF
2-YEAR
MASTER OF BUSINESS ADMINISTRATION
PROGRAMME
(Based on National Education Policy (NEP) - 2020)
WITH EFFECT FROM THE ACADEMIC SESSION 2024-25**

PROGRAM SPECIFIC OUTCOMES

The program-specific outcomes of the 2-Year (Four Semester) MBA program are as follows:

- PSO1:** Graduates are expected to collaborate and lead teams across organizational boundaries and demonstrate leadership qualities, maximize the usage of diverse skills of team members in the related context.
- PSO2:** Comprehend and analyze the importance of functional and inter-functional areas.
- PSO3:** Recognize opportunities available and face the challenges in the national and global business environment and adapt accordingly.
- PSO4:** Employ appropriate models to select suitable projects for a business enterprise and manage firm growth through strategies such as mergers, acquisitions, international expansion, and new venture development.
- PSO5:** Function as ethical, conscious, and socially responsible managers, capable of contributing to the sustainable development of the nation.
- PSO6:** Preparing the students to lead a successful career in industry or pursue higher studies or become entrepreneurs.
- PSO7:** Ability to offer commercially feasible and socially acceptable, managerial solutions to technical/non-technical problems.
- PSO8:** Turning out graduates can demonstrate strong leadership skills, effective communication skills, professional etiquette, and a desire to be lifelong learners.

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Structure for 2-Year MBA Programme
First Year of 2-Year MBA Program (NHEQF-Level 6): First Semester

Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P)
Discipline-Specific Courses – Major (DSC 1)						
24IMS201DS01	Management Process and Organizational Behaviour	70	30	-	100	3-1-0
24IMS201DS02	Finance for Managers	70	30	-	100	3-1-0
24IMS201DS03	Strategic Marketing	70	30	-	100	3-1-0
24IMS201DS04	Strategic Human Resource Management	70	30	-	100	3-1-0
24IMS201DS05	Business Research Methods	70	30	-	100	3-1-0
Skill-Enhancement Course (SEC 1)						
24IMS201SE01	Business Ethics and Communication Skills	50	-	50	100	3-0-1
Vocational Course (VOC 1)						
24IMS201MV01	IT for Managers-1	50	-	50	100	3-0-1
Internship 1						
24IMS201IN01	Internship Report	100	-	-	100	4
Total Credits						24

Note:

- The duration of all the end-term theory examinations shall be 3 hours.
- The Criteria for awarding the formative assessment of 30 marks throughout the Programme shall be as under:

a) Sessional Examination	:	20 marks.
b) Assignments/Presentations/Seminars and Class Participation	:	5 marks
c) Attendance	:	5 marks
<i>Less than 65%</i>	:	<i>0 marks</i>
<i>Upto 70%</i>	:	<i>2 marks</i>
<i>Upto 75%</i>	:	<i>3 marks</i>
<i>Upto 80%</i>	:	<i>4 marks</i>
<i>Above 80%</i>	:	<i>5 marks</i>
- The Criteria for awarding the formative assessment of 15 marks for a practicum examination of (15+35=50) fifty marks throughout the Programme shall be as under:

a) Practicum Assignments/Practicum File	:	10 marks
b) Attendance (Criteria as mentioned above in 2(c))	:	5 marks
- The panel of examiners for end-semester theory examinations shall be prepared and approved by the PG BOS of IMSAR of the internal/external examiners based on their expertise/specialization/area of interest.
- The panel of examiners based on the examiners' expertise/specialization/area of interest for practicum/viva-voce examination shall be recommended by the PG BOS of IMSAR. In case of unavailability of external examiners due to unavoidable circumstances, the Controller of Examinations may allow the conduct of practicum examinations by the internal examiners.
- The panel of examiners (ordinarily not below the rank of Associate Professor) for assessment of the Project reports/Dissertation/Research Project/Summer Internship Reports shall be recommended by the PG BOS of IMSAR.
- The students are required to choose either SEC 1 or VOC 1 or Internship 1.



First Year of 2-Year MBA Program (NHEQF-Level 6): Second Semester

Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P)
Discipline-Specific Courses – Major (DSC 2)						
24IMS202DS01	Managerial Economics	70	30	-	100	3-1-0
24IMS202DS02	Business Environment	70	30	-	100	3-1-0
24IMS202DS03	Management Information System	70	30	-	100	3-1-0
24IMS202DS04	Total Quality Management	70	30	-	100	3-1-0
24IMS202DS05	Emotional Intelligence	70	30	-	100	3-1-0
Skill-Enhancement Course (SEC 2)						
24IMS202SE01	Personality and Soft Skills Development	50	-	50	100	3-0-1
Vocational Course (VOC 2)						
24IMS202MV02	IT for Managers-2	50	-	50	100	3-0-1
Internship 2						
24IMS202IN01	Internship Report	100	-	-	100	4
Total Credits						24
Note:						
1. Students exiting the programme after the second semester i.e. after the first year on completion of 48 credits will be awarded PG Diploma in Business Administration.						
2. The students are required to choose either SEC 2 or VOC 2 or Internship 2.						
3. Immediately after completing the second semester, the students shall proceed to their Summer Internship (SI). The duration of the internship is 120 hours during summer vacation. The Summer Internship Report (SIR) prepared after SI completion shall be assessed in the third Semester as a compulsory course. The candidates will submit the SIR in the manner specified in the Ordinance. The SIR will be evaluated by an external examiner.						
Total Credits (24+24=48) for PG Diploma in Business Administration						48

**Second year of 2-Year MBA Program (NHEQF Level 6.5)
(STUDENT SHOULD SELECT ANY ONE OPTION FOR THE SECOND YEAR OF 2
YEAR PG PROGRAM)**

Option 1: (Only Course Work)

Second year of 2-Year MBA Program (NHEQF Level 6.5): Third Semester

Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P)
Discipline-Specific Courses (DSC) – Major						
25IMS203DS01	Strategic Management	70	30	-	100	3-1-0
Marketing						
25IMS203DS02	Consumer Behavior	70	30	-	100	3-1-0
25IMS203DS03	Social Media Marketing	50	-	50	100	3-0-1
25IMS203DS04	Retail Management	70	30	-	100	3-1-0
Finance						
25IMS203DS05	Indian Financial System and Financial Services	70	30	-	100	3-1-0
25IMS203DS06	Project Management	70	30	-	100	3-1-0
25IMS203DS07	Business Taxation	70	30	-	100	3-1-0
Human Resource Management						
25IMS203DS08	Compensation Management	70	30	-	100	3-1-0
25IMS203DS09	Management of Industrial Relations	70	30	-	100	3-1-0
25IMS203DS10	Cross Cultural Human Resource Management	70	30	-	100	3-1-0
Information Technology						
25IMS203DS11	E-Commerce and Applications	70	30	-	100	3-1-0
25IMS203DS12	Multimedia and Web Development	70	30	-	100	3-1-0
25IMS203DS13	Advanced Database Management System	50	-	50	100	2-0-2
International Business						
25IMS203DS14	International Trade Theory And Practices	70	30	-	100	3-1-0
25IMS203DS15	Export Import Management and Documentation	70	30	-	100	3-1-0
25IMS203DS16	Foreign Exchange Management	70	30	-	100	3-1-0
Agri-Business						
25IMS203DS17	Agri-Business Environment and Policy	70	30	-	100	3-1-0
25IMS203DS19	Agri-Business Management	70	30	-	100	3-1-0

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25IMS203DS19	Agri-Business Entrepreneurship	70	30	-	100	3-1-0
Operations Management						
25IMS203DS20	Technology Management	70	30	-	100	3-1-0
25IMS203DS21	Supply Chain and Logistics Management	70	30	-	100	3-1-0
25IMS203DS22	Operations Research	70	30	-	100	3-1-0
Business Analytics						
25IMS203DS23	Basics of Business Analytics	70	30	-	100	3-1-0
25IMS203DS24	Applied Multivariate Analysis	70	30	-	100	3-1-0
25IMS203DS25	Information Economics and its Applications	70	30	-	100	3-1-0
Public Policy						
25IMS203DS26	Public Policy Formulation and Evaluation	70	30	-	100	3-1-0
25IMS203DS27	Sustainable Development	70	30	-	100	3-1-0
25IMS203DS28	Rural Development	70	30	-	100	3-1-0
Skill-Enhancement Course (SEC3)						
25IMS203SE01	Digital Marketing	50	-	50	100	3-0-1
Internship 3						
25IMS203IN01	Summer Internship Report	100	-	-	100	4
Project Work 1						
25IMS203PD01	Project Report	50	50	-	100	4
Note:						
1. Students are required to choose any two courses from any two specialization areas offered under a dual specialization scheme from the given three groups, selecting not more than one specialization from one Group. A minimum of ten students are required to offer any specialization area from any two groups. The specialization area opted for in the 3 rd Semester would remain the same in the 4 th semester also.						
GROUP A		GROUP B		Group C		
HUMAN RESOURCE MANAGEMENT		MARKETING		FINANCE		
BUSINESS ANALYTICS		PUBLIC POLICY		INTERNATIONAL BUSINESS		
INFORMATION TECHNOLOGY		AGRI-BUSINESS		OPERATIONS MANAGEMENT		
2. Each student in the courses of Digital Marketing will be given assignments such as developing an online business model/digital marketing strategies/employing digital marketing tactics for business expansion, etc. and the same will be evaluated by an external examiner from academia based on his/her expertise/specialization/area of interest recommended by the PG BOS of IMSAR for practicum/viva-voce examination and one internal examiner recommended by the Director of IMSAR.						
3. The students are required to choose either SEC3 or Internship 3 or Project Work 1.						
4. In case of Project Work1, the topic of the Research Project to be submitted for evaluation in the third Semester shall be submitted by the student along with a brief synopsis after finalization within first month of the Semester in consultation with the faculty member allotted as Research Supervisor by the Director.						
Total Credits						24

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Second year of 2-Year MBA Program (NHEQF Level 6.5): Fourth Semester

Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P)
Discipline-Specific Courses (DSC) – Major						
25IMS204DS01	Entrepreneurship Development	50	-	50	100	3-0-1
Marketing						
25IMS204DS02	Integrated Marketing Communication	70	30	-	100	3-1-0
25IMS204DS03	Product and Brand Management	70	30	-	100	3-1-0
25IMS204DS04	Sales and Distribution Management	70	30	-	100	3-1-0
Finance						
25IMS204DS05	Financial and Commodity Derivatives	70	30	-	100	3-1-0
25IMS204DS06	International Financial Management	70	30	-	100	3-1-0
25IMS204DS07	Investment Management	70	30	-	100	3-1-0
Human Resource Management						
25IMS204DS08	Training and Development	70	30	-	100	3-1-0
25IMS204DS09	Performance Management Systems	70	30	-	100	3-1-0
25IMS204DS10	Organizational Change and Intervention Strategies	70	30	-	100	3-1-0
Information Technology						
25IMS204DS11	Information Security And Cyber Laws	70	30	-	100	3-1-0
25IMS204DS12	Systems Analysis and Design	70	30	-	100	3-1-0
25IMS204DS13	Programming in Visual Basic	50	-	50	100	3-0-1
International Business						
25IMS204DS14	Cross Cultural And Global Management	70	30	-	100	3-1-0
25IMS204DS15	Management Of Multinational Corporations	70	30	-	100	3-1-0
25IMS204DS16	International Logistics	70	30	-	100	3-1-0
Agri-Business						
25IMS204DS17	Agricultural Input Marketing And Post-Harvest Management	70	30	-	100	3-1-0
25IMS204DS18	Life Stock Business Management	70	30	-	100	3-1-0
25IMS204DS19	Agricultural Marketing Management	70	30	-	100	3-1-0
Operations Management						

25IMS204DS20	Transportation Management	70	30	-	100	3-1-0
25IMS204DS21	Warehouse Management And Inventory Control	70	30	-	100	3-1-0
25IMS204DS22	Supply Chain Analytics	70	30	-	100	3-1-0
Business Analytics						
25IMS204DS23	Economics for Business Strategy	70	30	-	100	3-1-0
25IMS204DS24	Econometrics for Business Analytics	70	30	-	100	3-1-0
25IMS204DS25	Predictive Business Analytics	70	30	-	100	3-1-0
Public Policy						
25IMS204DS26	Public Finance Administration	70	30	-	100	3-1-0
25IMS204DS27	Risk and Disaster Management	70	30	-	100	3-1-0
25IMS204DS28	Developmental Economics	70	30	-	100	3-1-0
Skill-Enhancement Course (SEC4)						
25IMS204SE01	Data Analysis using Excel	50	-	50	100	3-0-1
Internship 4						
25IMS204IN01	Summer Internship Report	100	-	-	100	4
Project Work 2						
25IMS204PD01	Project Report	50	50	-	100	4
Note:						
<ol style="list-style-type: none"> 1. Students completing the programme successfully shall be awarded a 2-year PG Degree in Business Administration upon securing 88 credits. 2. The students are required to choose either SEC 4 or Internship 4 or Project Work 2. 3. In the case of Project Work2, the topic of the Research Project to be submitted for evaluation in the fourth Semester shall be submitted by the student along with a brief synopsis after finalization within first month of the Semester in consultation with the faculty member allotted as Research Supervisor by the Director. 4. Each student in the course of Entrepreneurship Development will present a business idea developed during the semester and the same will be evaluated by a panel of external examiner(s) comprising one from industry and the other from academia recommended by the PG BOS of IMSAR along with one internal examiner recommended by the Director of IMSAR. 						
Total Credits						24




Option 2: (Coursework and Research)

Second year of 2-Year MBA Program (NHEQF Level 6.5): Third Semester

Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P)
Discipline-Specific Courses (DSC) – Major						
25IMS203DS01	Strategic Management	70	30	-	100	3-1-0
Marketing						
25IMS203DS02	Consumer Behavior	70	30	-	100	3-1-0
25IMS203DS03	Social Media Marketing	50	-	50	100	3-0-1
25IMS203DS04	Retail Management	70	30	-	100	3-1-0
Finance						
25IMS203DS05	Indian Financial System and Financial Services	70	30	-	100	3-1-0
25IMS203DS06	Project Management	70	30	-	100	3-1-0
25IMS203DS07	Business Taxation	70	30	-	100	3-1-0
Human Resource Management						
25IMS203DS08	Compensation Management	70	30	-	100	3-1-0
25IMS203DS09	Management of Industrial Relations	70	30	-	100	3-1-0
25IMS203DS10	Cross Cultural Human Resource Management	70	30	-	100	3-1-0
Information Technology						
25IMS203DS11	E-Commerce and Applications	70	30	-	100	3-1-0
25IMS203DS12	Multimedia and Web Development	70	30	-	100	3-1-0
25IMS203DS13	Advanced Database Management System	50		50	100	2-0-2
International Business						
25IMS203DS14	International Trade Theory And Practices	70	30	-	100	3-1-0
25IMS203DS15	Export Import Management and Documentation	70	30	-	100	3-1-0
25IMS203DS16	Foreign Exchange Management	70	30	-	100	3-1-0
Agri-Business						
25IMS203DS17	Agri-Business Environment and Policy	70	30	-	100	3-1-0
25IMS203DS19	Agri-Business Management	70	30	-	100	3-1-0
25IMS203DS19	Agri-Business Entrepreneurship	70	30	-	100	3-1-0
Operations Management						
25IMS203DS20	Technology Management	70	30	-	100	3-1-0

25IMS203DS21	Supply Chain and Logistics Management	70	30	-	100	3-1-0
25IMS203DS22	Operations Research	70	30	-	100	3-1-0
Business Analytics						
25IMS203DS23	Basics of Business Analytics	70	30	-	100	3-1-0
25IMS203DS24	Applied Multivariate Analysis	70	30	-	100	3-1-0
25IMS203DS25	Information Economics and its Applications	70	30	-	100	3-1-0
Public Policy						
25IMS203DS26	Public Policy Formulation and Evaluation	70	30	-	100	3-1-0
25IMS203DS27	Sustainable Development	70	30	-	100	3-1-0
25IMS203DS28	Rural Development	70	30	-	100	3-1-0
Skill-Enhancement Course (SEC3)						
25IMS203SE01	Digital Marketing	50	-	50	100	3-0-1
Internship 3						
25IMS203IN01	Summer Internship Report	100	-	-	100	4
Project Work 1						
25IMS203PD01	Project Report	50	50	-	100	4
Note:						
5. Students are required to choose any two courses from any two specialization areas offered under a dual specialization scheme from the given three groups, selecting not more than one specialization from one Group. A minimum of ten students are required to offer any specialization area from any two groups. The specialization area opted for in the 3 rd Semester would remain the same in the 4 th semester also.						
GROUP A		GROUP B		Group C		
HUMAN RESOURCE MANAGEMENT		MARKETING		FINANCE		
BUSINESS ANALYTICS		PUBLIC POLICY		INTERNATIONAL BUSINESS		
INFORMATION TECHNOLOGY		AGRI-BUSINESS		OPERATIONS MANAGEMENT		
6. Each student in the courses of Digital Marketing will be given assignments such as developing an online business model/digital marketing strategies/employing digital marketing tactics for business expansion, etc. and the same will be evaluated by an external examiner from academia based on his/her expertise/specialization/area of interest recommended by the PG BOS of IMSAR for practicum/viva-voce examination and one internal examiner recommended by the Director of IMSAR.						
7. The students are required to choose either SEC3 or Internship 3 or Project Work 1.						
8. In the case of Project Work1, the topic of the Research Project to be submitted for evaluation in the third Semester shall be submitted by the student along with a brief synopsis after finalization within the first month of the Semester in consultation with the faculty member allotted as Research Supervisor by the Director.						
Total Credits						24

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Second year of 2-Year MBA Program (NHEQF Level 6.5): Fourth Semester

Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P)
Skill-Enhancement Course (SEC 4)						
25IMS204SE01	Data Analysis using Excel	50	-	50	100	3-0-1
Internship 4						
25IMS204IN01	Summer Internship Report	100	-	-	100	4
Research Thesis/Project						
25IMS204PD01	Research Thesis/Project	200	200	100	500	20
Note:						
1. Students completing the programme successfully shall be awarded a 2-year PG Degree in Business Administration upon securing 88 credits. 2. The viva voce in respect of the Research Thesis/Project shall be conducted by a Board of Examiners, consisting of one internal faculty member to be appointed by the Director and two external examiners from the Industry and Academic field (ordinarily not below the rank of Associate Professor and/or any professional working at a senior position from industry) out of the panel recommended by the PG BOS of IMSAR (two members shall form the quorum).						
Total Credits (24+24+24+24) for 2-Year MBA						96

Option 3: (Only research work-only the students who have completed 3 years Bachelor's Programme)

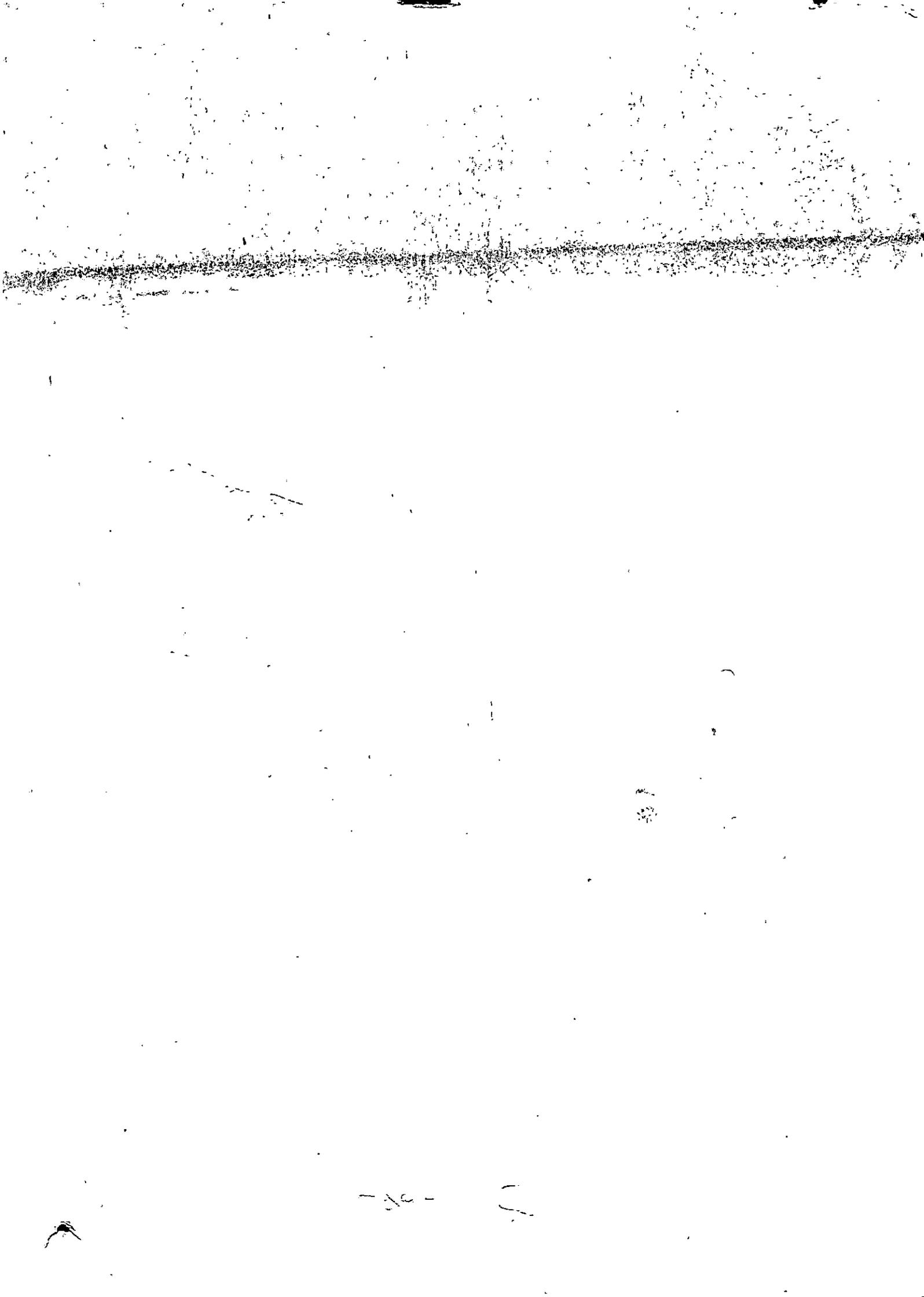
Second year of 2-Year MBA Program (NHEQF Level 6.5): Third Semester

Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P)
Skill-Enhancement Course (SEC 3)						
25IMS203SE01	Digital Marketing	50	-	50	100	3-0-1
Internship 3						
25IMS203IN01	Summer Internship Report	100	-	-	100	4
Research Thesis/Project						
25IMS203PD01	Research Thesis/Project	200	200	100	500	20
Note:						
1. Students completing the programme successfully shall be awarded a 2-year PG Degree in Business Administration upon securing 88 credits. 2. Each student in the courses of Digital Marketing will be given assignments such as developing an online business model/digital marketing strategies/employing digital marketing tactics for business expansion, etc. and the same will be evaluated by an external examiner from academia based on his/her expertise/specialization/area of interest recommended by the PG BOS of IMSAR for practicum/viva-voce examination and one internal examiner recommended by the Director of IMSAR. 3. Students who opted for option 3 should submit a project report/synopsis of at least 50 pages comprising of literature survey, identification of research problem, plan of work, methodology as well as practical work (if any) at the end of the third semester and the same will be evaluated by internal and external examiners. 4. The viva voce in respect of the Research Thesis/Project shall be conducted by a Board of Examiners, consisting of one internal faculty member to be appointed by the Director and two external examiners from the Industry and Academic field (ordinarily not below the rank of Associate Professor and/or any professional working at a senior position from industry) out of the panel recommended by the PG BOS of IMSAR (two members shall form the quorum).						

Second year of 2-Year MBA Program (NHEQF Level 6.5): Fourth Semester

Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P)
Skill-Enhancement Course (SEC 4)						
25IMS204SE01	Data Analysis using Excel	50	-	50	100	3-0-1
Internship 4						
25IMS204IN01	Summer Internship Report	100	-	-	100	4
Research Thesis/Project						
25IMS204PD01	Research Thesis/Project	200	200	100	500	20
Note:						
<ol style="list-style-type: none">1. Students completing the programme successfully shall be awarded a 2-year PG Degree in Business Administration upon securing 88 credits.2. Students who opted for option 3 should submit a project report/synopsis of at least 50 pages comprising of literature survey, identification of research problem, plan of work, methodology as well as practical work (if any) at the end of the third semester and the same will be evaluated by internal and external examiners.3. The student should continue the research work in the fourth semester based on the project work/synopsis submitted at the end of the third semester. The final thesis/project report will be evaluated by the internal and external examiners.4. The viva voce in respect of the final thesis/project report shall be conducted by a Board of Examiners, consisting of one internal faculty member to be appointed by the Director and two external examiners from the Industry and Academic field (ordinarily not below the rank of Associate Professor and/or any professional working at a senior position from industry) out of the panel recommended by the PG BOS of IMSAR (two members shall form the quorum).						
Total Credits (24+24+24+24) for 2-Year MBA						96





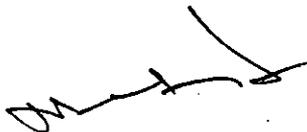
Instructions for the conduct of Practicum and Viva-Voce of the 2-Year Master of Business Administration Programme

A Board of Examiners shall conduct computer Practicum and Viva Voce, wherever applicable, on an invitation of the concerned Principal/Director of the affiliated College/Institute of the University. The Practicum/viva voce examination(s) of the courses (relating to IT/Computer or wherever specified) other than assessment of the Project reports/Dissertation/Research Project shall be conducted by a Board of Examiners, consisting of one internal faculty member to be appointed by the Principal/Director of the concerned College/Institute and one external examiner out of the panel recommended by the PG BOS of IMSAR. In case of unavailability of external examiners due to unavoidable circumstances, the Controller of Examinations may allow the conduct of practicum examinations by the internal examiners.

The viva voce in respect of the Research Project/Dissertation shall be conducted by a Board of Examiners, consisting of one internal faculty member to be appointed by the Director and two external examiners from the Industry and Academic field (ordinarily not below the rank of Associate Professor and/or any professional working at a senior position from industry) out of the panel proposed/recommended by the PG BOS of IMSAR (two members shall form the quorum).

The concerned Principal/Director of the College/Institute shall request the examiner(s) at his level and make necessary arrangements for the smooth conduct of the examinations as stipulated in the Ordinances. The Principal/Director shall ensure to upload the marks awarded by the examiner(s) on the University website and also submit the hard copy of the award list along with the attendance of the candidates and eligibility proof of examiner duly signed by both the examiner(s) and Principal/Director to the office of the Controller of Examinations within 15 days of the conduct of examinations.

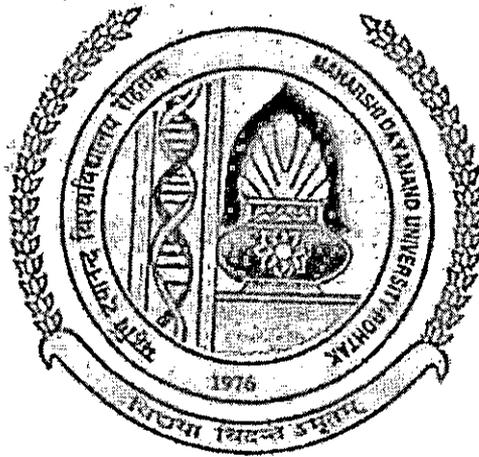
The concerned Principal/Director is also required to make payment of TA/DA, and examination remuneration to the examiner on the spot as per University norms, and the University will reimburse the same after submitting the bills to the Controller of Examinations duly verified by the concerned Principal/Director of the College/Institute. The Colleges/Institutes are also advised to invite the examiners from nearby stations only. In case the examiner(s) is/are invited beyond 100 km distance (one way), the permission of the Controller of Examination, Maharshi Dayanand University, may be sought.

SYLLABI
OF
2-Year
MASTER OF BUSINESS ADMINISTRATION (MBA) PROGRAMME
(Based on National Education Policy (NEP) - 2020)

WITH EFFECT FROM THE ACADEMIC SESSION

2024-25



MAHARSHI DAYANAND UNIVERSITY
ROHTAK (HARYANA)

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MANAGEMENT PROCESS AND ORGANIZATIONAL BEHAVIOR
Course Code: 24IMS201DS01

L-TP
3-1-0

External Marks: 70
Internal Marks: 30
Time: 3 Hours

Course Objectives

- To aid students in understanding human behavior in organizations,
- To provide students with a comprehensive exposure to organizational behavior theories, research and workplace issues.
- The course also provides an overview of the theories and practices of management in organizational contexts.

Course Outcomes

After completing the course students would be able to:

- CO1: analyze the behavior of individuals and groups in organizations in terms of the key factors that influence organizational behavior.
- CO2: identify the core competencies, managerial roles and significance of emotional intelligence at work.
- CO3: assess the potential effects of organizational factors on organizational behavior.
- CO4: explain the organizational culture and describe its dimensions and to examine various organizational designs

UNIT- I

Nature, Scope and Evolution of Management, Functions, Skills, Roles of Management; Managerial Competencies, Core competencies, Emotional intelligence at work place, Dynamics in social Milieu.

UNIT- II

Motivation: Nature and Theories; Content and Process Theories Leadership: Nature and Theories: Trait, Behavioral and Contingency approach, Leadership development for learning organizations.

UNIT- III

Foundations and Background of Organizational behavior, Interpersonal: Group behavior, Dynamics Formation and stages, Team building and Intrapersonal process: Attitude, Personality, Perception

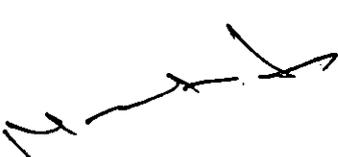
UNIT- IV

Organizational process and structure: Work Innovation and Job design, Organization climate and culture, Organization change and development and control.

Recommended Readings:

1. Robbins, S.P. and Decenzo, D.A. Fundamentals of Management, Pearson Education
2. Hellreigel, Management, Thomson Learning, Bombay
3. Koontz, H and Wehrich, H; Management, Tata McGraw Hill
4. Stoner, J et. al, Management, Pearson Education
5. Robbins and Coulter, Management, Pearson Education
6. Pravin Durai, Principles of Management, Pearson Education.
7. Satya Raju, Management – Text and Cases , PHI, New Delhi
8. Richard L. Daft, Management, Thomson South-Western
9. Nelson, Debra L and James C Quick, Organizational Behavior, Thomson Learning
10. Hellgiegel, D and J.W. Slocum, Organizational Behavior, Thomson Learning
11. Luthans, Fred, Organizational Behavior, McGraw Hill, New York
12. New Storm and Keith Davis, Organization Behavior , TMH, New Delhi

Instructions for External Examiner: The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

FINANCE FOR MANAGERS
Course Code: 24IMS201DS02

L-TP
3-1-0

External Marks: 70
Internal Marks: 30
Time: 3 Hours

Course Objectives

- To understand the role of a financial manager in business.
- To develop knowledge of various sources of finance.
- To know the significance of the time value of money in decision-making.
- To develop an ability to make certain important decisions relating to capital budgeting, cost of capital and capital structure

Course Outcomes

After completing the course students would be able to:

- CO1: describe about various financial management concepts.
- CO2: apply the concept of time value of money.
- CO3: categorize and analyze different capital budgeting techniques.
- CO4: appraise different project proposals for decision-making.
- CO5: estimate cost of capital for long term source of finance.

UNIT-1

Meaning, advantages, and limitations of accounting, Recording of business transaction, Ledger, Trial balance, Preparation of Financial accounts with adjustments

UNIT-2

Analysis of Financial Statements: Comparative Statements, Common Size Statements; Ratio analysis, Funds flow statement and Cash flow statement.

UNIT -3

Classification of costs and cost sheet; CVP analysis; marginal costing and its application in Managerial decision making; budgetary control.

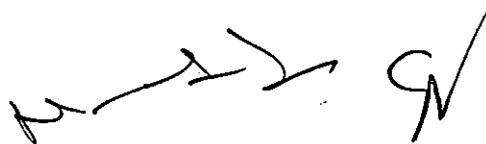
UNIT-4

Investment Decisions: Methods of capital budgeting, ARR, PI, PBP, NPV and IRR; cost of capital.

Recommended Readings:

1. Anthony, R. N., Hawkins, D., & Merchant, K. A. (2019) "Accounting: Text and Cases" McGraw- Hill Education India.
2. Narayanaswamy, R. (2020) Financial Accounting: A Managerial Perspective, 7th ed. PHI learning
3. Goyal, B. K., & Tiwari, H. N. (2021). Financial Accounting. Taxmann Publication, New Delhi.
4. Maheshwari, S. N., Maheshwari, S. K., & Maheshwari, S. K. (2018). Financial Accounting. Vikas Publishing House Pvt. Ltd., New Delhi.
5. Pandey, I.M., Financial Management, Vikas Publishing House, New Delhi
6. Khan and Jain, Financial Management, Tata McGraw Hill, New Delhi
7. ThukaramRao, M.E., Cost and Management Accounting, New Age Publishers

Instructions for External Examiner: The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.



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STRATEGIC MARKETING
Course Code: 24IMS20IDS03

L-T-P
3-1-0

External Marks: 70
Internal Marks: 30
Time: 3 Hours

Course Objectives

- Be able to investigate control mechanisms in an organization operating globally.
- Be able to produce a strategic marketing plan.
- Be able to promote and implement the marketing plan in support of the strategic objective.

Course Outcomes

After completing the course students would be able to:

- CO1. Distinguish between nominal and real economic measures;
CO2. To understand behaviour of economic agents and their inter-dependence;
CO3. Explain the important measures of the aggregate performance of an economy;
CO4. Develop a critical ability to analyse public policy; and
CO5. Understand the challenges in meeting macroeconomic performance targets.

UNIT-I

Marketing Concepts, role of marketing in business, marketing mix, concept of strategic marketing, strategic marketing process, marketing and business strategy, marketing strategy and planning, strategic issues in marketing

UNIT-II

Nature and structure of marketing environment, environmental scanning and analysis, PEST framework competitor analysis, customer analysis, buyer behaviour models, organizational buying behaviour, marketing information system; marketing cost and financial analysis

UNIT-III

Segmenting markets, niche marketing, market targeting strategies, positioning strategies, relationship strategies, inter-organisational relationships, influence of market position on strategy, new product development – planning, process and strategies

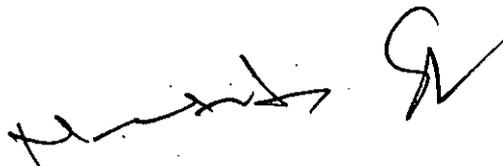
UNIT-IV

Product strategies, branding strategies, customer service strategy, pricing strategies, advertising strategies, sales promotion strategies, direct marketing strategies, sales force strategies, distribution strategies

Recommended Readings:

1. Colin Gilligan, Richard M.S. Wilson. Strategic Marketing Planning,
2. Cravens, D.W. and Piercy, N.F. (2013). Strategic Marketing, 10th Edition. McGraw-Hill, New York.
3. Keith John Blois, The Oxford Textbook of Marketing.
4. Kerin & Peterson. Strategic marketing problems: Cases & Comments, Pearson 2012.
5. Lal, Rajiv, John Quelch and V Rangan. Marketing Management– Text and Cases, McGraw Hill Education.
6. Pride and Ferrell. Marketing: Planning, Implementation, Control, Cengage, 2010.
7. Ranchod & Gurau. Marketing Strategies, A contemporary approach by, Pearson India, 2012.
8. Tony Proctor. Strategic Marketing: An Introduction, Psychology Press.
9. Xavier, Strategic Marketing, Response Books, 2010.

Instructions for External Examiner: The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.



STRATEGIC HUMAN RESOURCE MANAGEMENT
Course Code: 24IMS201DS04

L-T-P
3-1-0

External Marks: 70
Internal Marks: 30
Time: 3 Hours

Course Objectives

- The objective of the course is to develop a theoretical and practical understanding of the role of HR professionals as a strategic partner in organizations.
- The course is designed to provide linkages of Business Strategy to HR Strategies – Policies & Systems.
- Provides insights on how to develop and formulate strategies and programs to introduce and sustain competitive HR advantage in organizations
- Focuses on the best practices, tools, and models to implement an effective HRM system

Course Outcomes

After completing the course students would be able to:

CO1: understand strategic role performed by HR in business organization

CO2: understand the tools and techniques essential as a strategic contribution of HRM to organization growth.

CO3: explore the relationship between management of people and pursuit of an organization's strategic goals and objectives

CO4: understand the alignment of among different HR system and practices and organization outcomes

UNIT-I

Strategic HRM: introduction, components, objectives and evolution of SHRM, difference between traditional HRM and SHRM, Investment perspective of human resource management, challenges in SHRM, barriers to Strategic HR, SHRM approaches: The Indian Context.

UNIT-II

Human Resource Evaluation: concept, approaches, rationale for HR evaluation, linkage between HRM and firm performance, best practices and bundles approach, distinctive HR practices, HR outsourcing and off shoring, human resource planning: an overview, significance, perspectives and objectives of HRP, business strategy and HRP, process of HRP.

UNIT-III

HR systems: staffing systems, reward and compensation systems, employee and career development systems, performance management systems

UNIT-IV

Strategic options: downsizing and restructuring, outsourcing and off shoring, other HR practices/decisions

Recommended Readings:

1. Ekta Sharma, "Strategic Human Resource Management and Development, Pearson Education
2. Jeffrey A. Mello, "Strategic Human Resources Management", Cengage Learning
3. Tanuja Agarwala . "Strategic Human Resources Management", Oxford University Press.
4. Freed R.David, "Strategic Management", Pearson Education.
5. Robert L. Mathis and John H. Jackson. "Human Resource Management", Thomson South Western.
6. K. Prasad, "Strategic Human Resource Management - Text and Cases", MacMillan India Ltd.
7. Charles R.Greer, "Strategic Human Resource Management", Pearson Education
8. Srinivas R.Kandula, "Strategic Human Resource Development", PHI
9. Sharma, Anuradha. "Strategic Human Resource Management: An Indian perspective", Sage Response Books.

Instructions for External Examiner: The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit).The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

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BUSINESS RESEARCH METHODS
Course Code: 24IMS201DS05

L-T-P
3-1-0

External Marks: 70
Internal Marks: 30
Time: 3 Hours

Course Objectives

- To develop an understanding of the basic framework of the research process.
- To develop an understanding of various research designs and techniques.
- To identify multiple sources of information for literature review and data collection.
- Understand some basic concepts of research and its methodologies.

Course Outcomes

After completing the course students would be able to:

- CO1: acquire knowledge on various kinds of research questions and research designs.
CO2: distinguish between qualitative, quantitative and mixed methods of research
CO2: relate ethical and philosophical considerations
CO3: design a good quantitative purpose statement and good quantitative research
CO4: understand good practices in conducting a qualitative interview and observation.

UNIT-I

Business research; its concept, nature, scope, need and managerial value of business research; components of theory – definitions, concepts, constructs, variables, hypothesis, process of research and structure of research proposal

UNIT-II

Research design – concept and types – exploratory, descriptive, diagnostic and experimental; sampling design; techniques, factors influencing sample size, measurement – concept, measurement scales – types and construction of scales and reliability and validity aspects in measurement

UNIT-III

Methods of data collection – questionnaire/ schedule; questionnaire designing, interview and observational methods; data analysis and interpretation, editing, coding, content analysis and tabulation; hypothesis testing- an overview of parametric and non-parametric tests (Analysis of Variance, X test, Wilcoxon Matched- pairs signed-rank test, Mann- Whitney test, Kruskal- Wallis H-test)

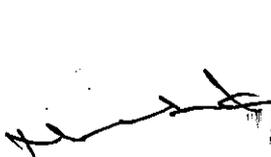
UNIT-IV

An overview of dependent and interdependent methods (multiple regression, discriminant analysis, conjoint analysis, factor analysis, cluster analysis); ingredients and constructions of research report; procedure of preparation of reference and bibliography

Recommended Readings:

1. Naval Bajpai, Business Research Methods, Pearson Education
2. Zikmund, Millian G, Business Research Methods, Thomson Learning, Bombay
3. Cooper, Donald R- and Pamel Schindler, Business Research Methods, Tata McGraw Hills, New Delhi
4. Geode, Millian J. and Paul K. Hatl, Methods in Research, McGraw Hills, New Delhi
5. Sekran, Uma, Business Research Method, Miley Education, Singapore
6. Kothari, C.R., Research Methodology

Instructions for External Examiner: The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

BUSINESS ETHICS AND COMMUNICATION SKILLS
24IMS201SE01

L-T-P
3-0-1

External Marks: 50
Practicum Marks: 50
Time: 3 Hours

Course Objectives

- To make the students understand the importance of ethical behavior.
- To expose the students to the ethical practices to be followed in business.
- To sensitize the students to become responsible persons who will uphold ethics in business when they pursue their careers.
- To make the students understand the ethical practices towards consumers and other stakeholders of business.

Course Outcomes

After completing the course students would be able to:

CO1: Demonstrate an understanding of various ethical theories and principles, including their application to business contexts.

CO2: Articulate the need for organizational ethics programs and develop codes of conduct.

CO3: Master the concepts, features, and importance of business communication.

CO4: Develop advanced skills in written communication.

CO5: Integrate ethical considerations into their communication practices.

UNIT-I

Business Ethics: Importance and need for Business Ethics, Theories of Ethics, Ethical Issues in Business, Ethics and Management. Ethics and values, Norms, Beliefs, Morality; Ethical Decision Making process. Framework for ethical decision making.

UNIT-II

Ethical Dilemma and Values: Concept of ethical dilemma, resolving ethical dilemmas, Ethical dilemmas in different business areas. Professional values for business. Managerial values.

UNIT-III

Business Communication– Concept, Process, Importance and Limitations, Types of Communication- written, oral and non-verbal, formal and informal communication, 7 Cs of Communication, Process of Communication; Barriers to Communication.

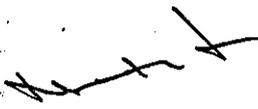
UNIT-IV

Written communication: Report writing-process of report writing, structures of business reports, business letter components and layout, types of letters; memos, notices and circulars; agenda and minutes of meeting, resume and curriculum vitae.

Recommended Readings:

1. Murthy CSV, Business Ethics, Himalaya Publishing House
2. Hartman L, Chatterjee, A Perspectives in Business Ethics, McGraw Hill Publishing Co. Ltd
3. Ananda Das Gupta, Business Ethics –An Indian Perspective, Springer Publications
4. Chaturvedi, P.D., and Mukesh Chaturvedi, Business Communication, Pearson Education
5. McGrath, E.H., Basic Managerial Skills for All, PHI, New Delhi
6. K. K. Sinha Business Communication Galgotia Publishing Company Ltd.
7. R.S.N. Pillai and Bagavathi, Commercial Correspondence and Office Management; S. Chand & Company Ltd.

Instructions for External Examiner: The question paper shall be divided in two sections. Section A shall comprise of five short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.




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IT FOR MANAGERS-1
Course Code: 24IMS201MV01

L-T-P
3-0-1

External Marks: 50
Practicum Marks: 50
Time: 3 Hours

Course Objectives

- To empower students with the practical application of MS Office software.
- To discuss the basic concepts of Email, Internet and websites, domains and security therein.
- To illustrate the security aspects in IT for business operations and transactions.
- To explain the basic concepts of Information Technology and its role in management facilitation.

Course Outcomes

After completing the course students would be able to:

CO1: understand computer hardware, software and computer applications, computer network, internet and office automation tools in business.

CO2: learn applications of MS Office and Internet in businesses.

CO3: demonstrate the ease to work with MS Word and explain the fundamentals of MS Excel and manipulate various functions and commands;

CO4: elucidate the need of MS PowerPoint, design & templates and manipulate records, creating records and web designing using PPT.

CO5: creating the databases and handling operations on the data using MS Access.

UNIT-I

Introduction to Computers: Characteristics, capabilities, limitations and applications of computers; types of computers; computer hardware, software; block diagram of computer and overview of working; types of computer language; generation of computer languages; functions and types of operating system

UNIT-II

Internet: Internetworking, Concepts, Internet Protocol Addresses, WWW Pages & Browsing, Security, Internet Applications, Analog and Digital Signals, Bandwidth, Network Topology, Packet Transmission, Long Distance communication, E-mail.

UNIT-III

Documentation using MS-Word – Creating and Editing Document, Formatting Document, Auto-text, Autocorrect, Spelling and Grammar Tool, Document Dictionary, Page Formatting, Bookmark, Advance Features of MS-Word-Mail Merge, Printing Electronic Spread Sheet using MS-Excel - Introduction to MS-Excel, Creating and Editing Worksheet, Formatting and Essential Operations, Formulas and Functions, Charts

UNIT-IV

Presentation using MS-PowerPoint: Presentations, Creating Manipulating and Enhancing Slides, Organizational Charts, Excel Charts, Word Art, Layering Art Objects, Animations and Sounds Introduction to database: Concept, Characteristics, Objectives, Advantages and limitations, entity, attribute, schema, subschema; Database management using MS-Access.

Recommended Readings:

1. Microsoft Office Complete Reference. BPB Publication.
2. Rajaraman V. (Feb. 2010). Fundamentals of Computers. PHI.
3. Sinha P.K. (2004). Computer Fundamentals. BPB Publication
4. Stultz, Russell A. Learn Microsoft Office. BPB Publication.
5. Taxali, Ravi Kant. (2014). Computer Course windows 7 and Office 2010. India: McGraw Hill Education.
6. Saxena, Computer Applications in Management, Vikas Publication, New Delhi
7. B. Ram, Computer Fundamentals, New Age Publications, New Delhi

Instructions for External Examiner: The question paper shall be divided in two sections. Section 'A' shall comprise of five short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

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MANAGERIAL ECONOMICS
Course Code: 24IMS202DS01

L-T-P
3-1-0

External Marks: 70
Internal Marks: 30
Time: 3 Hours

Course Objectives

- Apply economic principles to management decisions.
- Understand the Nature, Scope and Significance of Managerial Economics, and its Relationship with other Disciplines.
- Understand the Role of Managerial Economics in Decision Making.
- Understand the cardinal and ordinal approaches of consumer behavior.

Course Outcomes

After completing the course students would be able to:

CO1: define the basic elements of managerial economic aspects of firm.

CO2: forecast demand for a product.

CO3: know what to produce, where to, when to, how to, for whom to produce.

CO4: frame policy for production to minimize the cost and maximum the profit.

CO5: construct the cost function.

UNIT-I

Nature and scope of managerial economics; nature of marginal analysis; alternative objectives of business firms; cardinal utility theory; indifference curve technique and the theory of consumer choice; consumer surplus; price, income and substitution effects; demand elasticity; demand estimation and forecasting; relationship between price elasticity and marginal revenue.

UNIT-II

Law of variable proportions; laws of return; optimal input combination; output-cost relations; engineering cost curves; technological change and production decisions; revenue curves of a firm; price-output decisions under alternative market structures; shut-down points; Baumol's sales maximization model; advertising and price-output decisions.

UNIT-III

Product differentiation; price-output decision in multi-plant and multi-product firms; general pricing strategies; special pricing techniques – limit pricing, peak load pricing and transfer pricing; dumping analysis; pricing of public utilities.

UNIT-IV

Risk analysis; investment and capital replacement decisions; locational choice of a firm; measures of national income; business cycles; operative aspects of macroeconomic policies; inflation analysis; tariff analysis.

Recommended Readings:

1. Hirschey, Mark, Managerial Economics, Thomson Learning, Bangalore
2. V. Agarwal, Managerial Economics, Pearson Education.
3. Monroe, Kent B., Pricing-Making Profitable Decisions, McGraw-Hill, New York
4. Keat, Paul B., and Philip K.Y. Young, Managerial Economics – Economic Tools for Today's Decision Makers, Pearson Education
5. Salvatore, Dominick, Managerial Economics in a Global Economy, Thomson Learning, Hyderabad

Instructions for External Examiner: The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

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BUSINESS ENVIRONMENT
Course Code: 24IMS202DS02

L-T-P
3-1-0

External Marks: 70
Internal Marks: 30
Time: 3 Hours

Course Objectives

- To enable students to evaluate business and its environment.
- To allow students to understand business and society.
- To enable students to discuss the contemporary issues in business.
- To allow students to examine and evaluate business in an International Environment.

Course Outcomes

After completing the course students would be able to:

CO1: understand relationship between environment and business and applying the environmental analysis techniques in practice

CO2: understand Economic, Socio-Cultural and Technological Environment

CO3: evaluate state policies, Economic legislations and Economic reforms laid by the government

UNIT-I

The concept of Business Environment, significance and nature. Environment Scanning: meaning, nature and scope, the process of environmental scanning, Interaction between internal and external environments, basic philosophies of Capitalism and Socialism with their variants. Concepts of Mixed Economy

UNIT-II

Overview of Political, Socio-cultural, Legal, Technological and Global environment. Recent developments with regard to enactment of business laws. An introduction to MRTTP, CCI, FEMA, SEBI Act, Consumer Protection Act; The changing dimensions of these laws and their impact on business

UNIT-III

Current industrialization trends and industrial policy; Economic environment for skill development in start-ups and the MSME sector. Infrastructure development and policy; public sector reforms and performance; public and private partnership; intellectual property regime and the R and D environment; trends in service sector growth; banking reforms and challenges; business opportunities in the rural sector.

UNIT-IV

Globalization trends and challenges; balance of payments trends; environment for foreign trade and investment; exchange rate movements and their impact; India's competitiveness in the world economy; external influences on India's business environment. Policies with regard to foreign trade and investment.

Recommended Readings:

1. Saleem Shaikh "Business Environment", Pearson Education
2. Aswathappa, K., "Essentials of Business Environment", Himalaya Publishing House, New Delhi.
3. Cherunilam, Francis, "Business Environment-Text and Cases", Himalaya Publishing House, New Delhi.
4. Pual, Justin, Business Environment Text and Cases, Tata McGraw Hill, New Delhi
5. Mishra S K and Puri V K - Economic Environment of Business, Himalaya Publishing House, New Delhi.
6. Adhikari M, Economic Environment of Business, Excel Books, New Delhi.
7. Dutt, Ruddra and Sundaram, K.P.M., "Indian Economy", S. Chand and Co. Ltd., New Delhi.
8. Gopal, Namita, "Business Environment", Tata McGraw Hill, New Delhi

Instructions for External Examiner: The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

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MANAGEMENT INFORMATION SYSTEM
Course Code: 24IMS202DS03

L-T-P
3-1-0

External Marks: 70
Internal Marks: 30
Time: 3 Hours

Course Objectives

- To understand and assess the importance of information and its role in business.
- To develop data analyzing skills in students to evaluate information and the tools used for information processing.
- To imbibe theoretical knowledge of MIS in the students and prepare the students technologically competitive and make them ready to self-upgrade with the higher technical skills, either in their post-graduation program or in the workplace.

Course Outcomes

After completing the course students would be able to:

- CO1: Demonstrate a comprehensive understanding of the need for Management Information Systems (MIS).
- CO2: Explain the components and classifications of Decision Support Systems (DSS).
- CO3: Analyze the strategic role of information systems in gaining competitive advantage.
- CO4: Develop skills in planning, designing, and implementing MIS.
- CO5: Evaluate system implementation strategies and processes.

UNIT-I

Data and Information. MIS- need and concepts, factors influencing MIS and characteristics of MIS. Technology of MIS. Structure of MIS. Decision Making and role of MIS. Data communication. Basic H/W required, Channel features and concept of Distributed Data bases, Decision Support System: Overview, components and classification, steps in constructing a DSS, role in business, group decision support system

UNIT-II

Information system for strategic advantage, strategic role for information system, breaking business barriers, business process reengineering, improving business qualities.

UNIT-III

Planning for MIS; System Development Methodologies; Conceptual and detailed designs of MIS. Information system analysis and design, information SDLC, hardware and software acquisition, system testing, documentation and its tools, conversion methods.

UNIT-IV

System implementation Strategies and process; System Evaluation and Maintenance. Applications- cross-functional MIWS; ERP; CRM; SCM; Transaction Processing; Artificial Intelligence technologies in business; neural network, fuzzy logic, virtual reality; Executive information system.

Suggested Readings:

1. Jawadekar, Management Information Systems , TMH, N Delhi.
2. Brien, James, Management Information System, Tata McGraw Hill, Delhi.
3. Stair, Principles of Management System, Thomson Learning, Bombay.
4. Mckeown, Information Technology and the Networked Economy, Thomson Learning, Bombay.
5. Brady, Cases in MIS , Thomson Learning, Bombay.
6. Murdick & Ross, Management Information System, PHI, Delhi.
7. Kanter, J., Management Information System, PHI, Delhi.

Instructions for External Examiner: The question paper shall be divided in two sections. Section 'A' shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

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TOTAL QUALITY MANAGEMENT
Course Code: 24IMS202DS04

L-T-P
3-1-0

External Marks: 70
Internal Marks: 30
Time: 3 Hours

Course Objectives

- To understand the basic concepts and theories of Total quality Management.
- To appreciate the importance of cost of quality.
- To be aware of the statistical process control.
- To develop a basic understanding of the requirements of TQM.

Course Outcomes

After completing the course students would be able to:

- CO1: conceptualize Total Quality.
CO2: closely link management of quality with that of reliability and maintainability for total product assurance.
CO3: describe the Concept of Total Quality and its evolution.

UNIT-I

Basics Concepts of Quality: Definition of Quality, Dimensions of Quality, Quality Planning, Quality costs - Analysis Techniques for Quality Costs, Basic concepts of Total Quality Management, Historical Review, Principles of TQM, Leadership - Concepts, Role of Senior Management, Quality Council, Quality Statements, Strategic Planning, Deming Philosophy, Barriers to TQM Implementation.

UNIT-II

TQM Principles: Customer satisfaction - Customer Perception of Quality, Customer Complaints, Service Quality, Customer Retention, Employee Involvement - Motivation, Empowerment, Teams, Recognition and Reward, Performance Appraisal, Benefits, Continuous Process Improvement - Juran Trilogy, PDCA Cycle, 5S, Kaizen, Supplier Partnership - Partnering, sourcing, Supplier Selection, Supplier Rating, Relationship Development, Performance Measures - Basic Concepts, Strategy, Performance Measure.

UNIT-III

Statistical Process Control: The seven tools of quality, Statistical Fundamentals - Measures of central Tendency and Dispersion, Population and Sample, Normal Curve, Control Charts for variables and attributes, Process capability, Concept of six sigma, New seven Management tools.

UNIT-IV

TQM Tools: Benchmarking - Reasons to Benchmark, Benchmarking Process, Quality Function Deployment (QFD) - House of Quality, QFD Process, Benefits, Taguchi Quality Loss Function, Total Productive Maintenance (TPM) - Concept, Improvement Needs. Quality System: Need for ISO 9000 and Other Quality Systems, ISO 9000:2000 Quality System - Elements, Implementation of Quality System, Documentation, Quality Auditing, TS 16949, ISO 14000 - Concept, Requirements and Benefits.

Recommended Readings:

1. Besterfield Dale H, Quality Control, Pearson Education.
2. Charantimath, P., Total Quality Management, Pearson Education.
3. Bedi, Quality Management, Oxford University Press.
4. Juran J. M. and Gryna, Jr. F.M., Quality Planning and Analysis, TMH, New Delhi
5. Ronald G Day, Quality Function Deployment, TMH, New Delhi.
6. Evan J.R., Total Quality Management, Excel Book, New Delhi.
7. Hansan B.L. and Ghare, P.M. Quality Control and Application, PHI.
8. Hagan, Management of Quality, Oxford University Press.
9. Juran J M and Frank M Gryna, Quality Planning and Analysing, TMH, New Delhi.

Instructions for External Examiner: The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

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EMOTIONAL INTELLIGENCE

Paper Code: 24IMS202DS05

L-T-P
3-1-0

External Marks: 70
Internal Marks: 30
Time: 3 Hours

Course Objective

- Gained an insight into emotional intelligence, what it is, and how you can use it
- Developed an awareness of the Bar-On EQ-i model, used to measure emotional intelligence
- Developed self-awareness and self-management of personal emotions
- Explored ways to advance personal emotional intelligence.
- Recognized emotions in others, responding to those emotions to inspire high-performance
- Understood the consequences of behavior and weighed decisions before action.

Course Outcomes

After completing the course students would be able to:

CO1: Develop an awareness of EI models;

CO2: Expand your knowledge of emotional patterns in yourself and others;

CO3: Understand how you use emotion to facilitate thought and behaviour;

CO4: Discover how you can manage your emotions, and positively influence yourself and other.

UNIT-I

Concept and significance of emotional intelligence, emotional quotient and intelligence quotient, multiple intelligence, emotional intelligence and personality, models of emotional intelligence, emotional intelligence and workforce diversity, cultural intelligence

UNIT-II

Emotional competency framework, personal competencies, social competencies, emotional intelligence and leadership, primal leadership, resonant leadership, resilient leadership, political intelligence, moral intelligence

UNIT-III

Affectivity, Empathy, emotional contagion, emotional labour, emotional dissonance, emotional tagging, emotional burnout, emotional branding

UNIT-IV

Social intelligence, team emotional intelligence, assessing emotional intelligence, managing emotions, building emotionally intelligent workplaces, role of emotional intelligence in decision making, applications of emotional intelligence in HR, Marketing and Finance.

Suggested Readings:

1. Goleman, Daniel – Emotional Intelligence – Why It Can Matter More than IQ, Bloomsbury, UK
2. Goleman, Daniel – Working with Emotional Intelligence, Bloomsbury, London
3. Goleman, Daniel, R Boyatzis and Annie McKee Primal Leadership, Harvard Business School Press, Boston
4. Goleman, Daniel – Social Intelligence – The New Science of Human Relationships, Bantam Books, New York.
5. Boyatzis, Richard and Annie McKee, Resonant Leadership, Harvard Business Review Press
6. Nadler, Reldan S – Leading with Emotional Intelligence, Tata McGraw Hill, New Delhi

Instructions for External Examiner: The question paper shall be divided in two sections. Section 'A' shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one Question from each unit. All questions will carry equal marks.




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PERSONALITY AND SOFT SKILLS DEVELOPMENT
Course Code: 24IMS202SE01

L-T-P
3-0-1

External Marks: 50
Practicum Marks: 50
Time: 3 Hours

Course Objectives

- To encourage the all-round development of students by focusing on soft skills.
- To make the engineering students aware of the importance, the role, and the content of soft skills through instruction, knowledge acquisition, demonstration and practice.
- To develop and nurture the soft skills of the students through individual and group activities.
- To expose students to the right attitudinal and behavioral aspects and to build the same through activities.

Course Outcomes

After completing the course students would be able to:

- CO 1: Read on Soft skills and their importance in our lives
- CO 2: Explain SWOT analysis-learning to maximize success using SWOT, how to do a personal SWOT
- CO 3: Determine Communication styles-types with examples, perception of each type of communication, quiz
- CO 4: Focus on various communication skills/listening/ stress management etc.
- CO 5: Explain Etiquette-social and corporate-Types, Presentation skills, Interview techniques etc.

UNIT -I

Personality: Introduction to Personality; Understanding Self-Concept and Self-Esteem; Emotional Intelligence; Personal Values and Goal Setting; Stress Management and Resilience; Time Management

UNIT -II

Interpersonal Skills: Conflict Resolution and Negotiation; Teamwork and Collaboration; Leadership Skills; Professional Etiquette; Networking and Relationship Building

UNIT -III

Essential Soft Skills: Introduction to Soft Skills; Communication Skills; Problem-Solving and Critical Thinking; Creativity and Innovation; Work Ethics and Dependability; Emotional Intelligence and Self-Confidence, Managing emotions, empathy, and self-regulation.

UNIT -IV

Advanced Soft Skills: Team Dynamics and Collaboration; Professionalism and Work Ethics; Career Development and Networking; Cross-Cultural Communication; Cultivating optimism and a growth mindset.

Recommended Readings:

1. "Personality Development and Soft Skills" by Barun K. Mitra, Oxford University Press.
2. "Soft Skills and Professional Communication" by Peter S. J., Francis, Tata McGraw-Hill Education, 2011.
3. Communication and soft skill development "by Ashwini Deshpande, Career Publications.
4. Communication Skills and Soft Skills: An Integrated Approach, by Suresh Kumar, Sreehari and Savithri, Pearson India.
5. Business Communication From Principles To Practice , by Matthukutty m. Monippally, McGraw Hill

Instructions for External Examiner: The question paper shall be divided in two sections. Section 'A' shall comprise of five short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

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IT FOR MANAGERS-II
Course Code: 24IMS202MV02

L-T-P
3-0-1

External Marks: 50
Practicum Marks: 50
Time: 3 Hours

Course Objectives

- To empower students with the practical application of MS Office software.
- To discuss the basic concepts of Email, Internet and websites, domains and security therein.
- To illustrate the security aspects in IT for business operations and transactions.
- To explain the basic concepts of Information Technology and its role in management facilitation.

Course Outcomes

After completing the course students would be able to:

- CO1: Describe the digital technologies and channels being leveraged by businesses.
- CO2: Explain the role of data governance and cloud services in determining the success or failure of a business system.
- CO3: Explain the competitive advantage of data management and business intelligence.
- CO4: Identify opportunities to apply IT infrastructure to improve business efficiency.
- CO5: Explain why IT infrastructure management is a business priority.

UNIT - I

Introduction to IT infrastructure: Data networks and Application Programme Interface (API) – fundamentals, corporate network functions, business uses, wireless and mobile infrastructure, messaging and collaboration technology, data breaches and cyber security challenges, IT risk management, mobile app and cloud security challenges, financial crimes and fraud defenses, sustainability and the triple bottom line approach Internet technologies and search strategies: Search technology, organic search and search engine optimization, paid search strategies and metrics, semantic web and search

UNIT - II

Information technology in business: Digital technology transforming business processes, competitive advantage and SWOT analysis Building business capabilities with data governance and cloud services: data governance strategy, enterprise IT architecture, information and decision support systems, data centers and cloud computing, cloud services delivery model

UNIT - III

Data management, Big Data, and Business Intelligence: Data management technologies and techniques, Transaction processing and analytics processing systems, dirty data costs and consequences, data ownership and organizational politics, data life cycle, Big Data analytics, data and text mining, data visualization, enterprise data mashups, digital dashboards, and business intelligence

UNIT - IV

Networked economy: Impact of computer networks on business, elements of networked economy, using IS functions to deal with business risks, privacy, health and ethical issues in networked economy, future of the networked economy. HTML: Build a simple HTML document, tables, frames, links, adding multimedia documents, home page.

Lab: Web Designing in HTML, Internet Surfing.

Recommended Readings:

1. Turban, Vonino and wood, Information Technology for Management, Wiley Publications, New Delhi.
2. McKeown, Information Technology and the Networked Economy, Thomson Learning
3. Miller, Data and Network Communication, Vikas Publishing House, New Delhi.
4. Hagg, Baltzan & Philips, Business Driven Technology, TMH, N. Delhi.
5. Molly, Using HTML 4, PHI, Delhi.

Instructions for External Examiner: The question paper shall be divided in two sections. Section 'A' shall comprise of five short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

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SCHEME OF EXAMINATION

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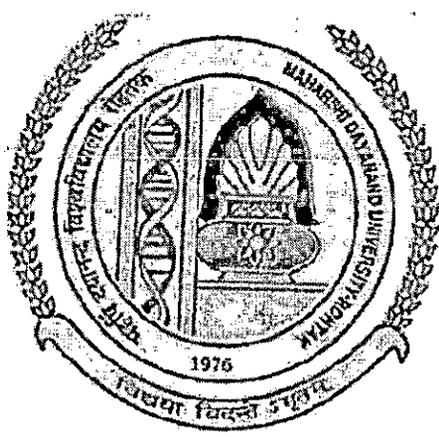
SYLLABI

OF

2-YEAR MBA (BUSINESS PSYCHOLOGY)

(Based on National Education Policy (NEP) - 2020)

**WITH EFFECT FROM THE ACADEMIC SESSION
2024-25**



MAHARSHI DAYANAND UNIVERSITY ROHTAK (HARYANA)

**SCHEME OF EXAMINATION OF
2-YEAR MBA (BUSINESS PSYCHOLOGY) PROGRAMME**

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**(Based on National Education Policy (NEP) - 2020)
WITH EFFECT FROM THE ACADEMIC SESSION 2024-25**

**Structure for 2-Year MBP Programme
First Year of 2-Year MBP Program (NHEQF-Level 6): First Semester**

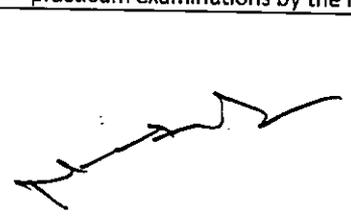
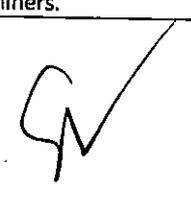
Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P)
Discipline-Specific Courses – Major (DSC 1)						
24MBPI201DS01	Fundamentals of Psychology	70	30	-	100	3-1-0
24MBPI201DS02	Business Management Concepts	70	30	-	100	3-1-0
24MBPI201DS03	Psychology of Entrepreneurship	70	30	-	100	3-1-0
24MBPI201DS04	Research Methods for Business Psychology	70	30	-	100	3-1-0
24MBPI201DS05	Emotional Intelligence	70	30	-	100	3-1-0
Skill-Enhancement Course (SEC 1)						
24MBP201SE01	Business Communication	50	-	50	100	3-0-1
Vocational Course (VOC 1)						
24MBP201MV01	IT for Managers-1	50	-	50	100	3-0-1
Internship 1						
24MBP201IN01	Internship Report	100	-	-	100	4
Total Credits						24

Note:

- The duration of all the end-term theory examinations shall be 3 hours.
- The Criteria for awarding the formative assessment of 30 marks throughout the Programme shall be as under:

a) Sessional Examination	:	20 marks.
b) Assignments/Presentations/Seminars and Class Participation	:	5 marks.
c) Attendance	:	5 marks
<i>Less than 65%</i>	:	<i>0 marks</i>
<i>Upto 70%</i>	:	<i>2 marks</i>
<i>Upto 75%</i>	:	<i>3 marks</i>
<i>Upto 80%</i>	:	<i>4 marks</i>
<i>Above 80%</i>	:	<i>5 marks</i>
- The Criteria for awarding the formative assessment of 15 marks for a practicum examination of (15+35=50) fifty marks throughout the Programme shall be as under:

a) Practicum Assignments/Practicum File	:	10 marks
b) Attendance (Criteria as mentioned above in 2(c))	:	5 marks
- The panel of examiners for end-semester theory examinations shall be prepared and approved by the PG BOS of IMSAR of the internal/external examiners based on their expertise/specialization/area of interest.
- The panel of examiners based on the examiners' expertise/specialization/area of interest for practicum/viva-voce examination shall be recommended by the PG BOS of IMSAR. In case of unavailability of external examiners due to unavoidable circumstances, the Controller of Examinations may allow the conduct of practicum examinations by the internal examiners.

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6. The panel of examiners (ordinarily not below the rank of Associate Professor) for assessment of the Project reports/Dissertation/Research Project/Summer Internship Reports shall be recommended by the PG BOS of IMSAR.
7. The students are required to choose either SEC 1 or VOC 1 or Internship 1.

**First Year of 2-Year MBA (BUSINESS PSYCHOLOGY) Program (NHEQF-Level 6):
Second Semester**

Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P)
Discipline-Specific Courses – Major (DSC 2)						
24MBPI202DS01	International Business & Cross Cultural Psychology	70	30	-	100	3-1-0
24MBPI202DS02	Economics for Business Decisions	70	30	-	100	3-1-0
24MBPI202DS03	Accounting & Finance	70	30	-	100	3-1-0
24MBPI202DS04	Psychology of Marketing	70	30	-	100	3-1-0
24MBPI205DS05	Group Dynamics	70	30	-	100	3-1-0
Skill-Enhancement Course (SEC 2)						
24MBP202SE01	Digital Marketing	50	-	50	100	3-0-1
Vocational Course (VOC 2)						
24MBP202MV01	IT for Managers-2	50	-	50	100	3-0-1
Internship 2						
24MBP202IN01	Internship Report	100	-	-	100	4
Total Credits						24
Note:						
1. Students exiting the programme after the second semester i.e. after the first year on completion of 48 credits will be awarded PG Diploma in Business Psychology.						
2. The students are required to choose either SEC 2 or VOC 2 or Internship 2.						
3. Immediately after completing the second semester, the students shall proceed to their Summer Internship (SI). The duration of internship is of 120 hours during summer vacation. The Summer Internship Report (SIR) prepared after SI completion shall be assessed in the third Semester as a compulsory course. The candidates will submit the SIR in the manner specified in the Ordinance. The SIR will be evaluated by an external examiner.						
Total Credits (24+24=48) for PG Diploma in Business Psychology						48

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2nd Year of 2-Year MBA (BUSINESS PSYCHOLOGY) Program (NHEQF-Level 6):
Third Semester

Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P)
Discipline-Specific Courses – Major (DSC 2)						
25MBPI203DS01	Consumer Psychology	70	30	-	100	3-1-0
25MBPI203DS02	Industrial Psychology	70	30	-	100	3-1-0
25MBPI203DS03	Employee Mental Health and Well-being	70	30	-	100	3-1-0
25MBPI203DS04	Positive Psychology	70	30	-	100	3-1-0
25MBPI203DS05	Advance Research Methods for Business Psychology	70	30	-	100	3-1-0
Skill-Enhancement Course (SEC 3)						
25MBP203SE01	E-Commerce	50	-	50	100	3-0-1
Project Work 1						
25MBP203MV01	Project Report	50	50	-	100	4
Internship 3						
25MBP203IN01	Internship Report	100	-	-	100	4
Total Credits						24
Note:						
1. The students are required to choose either SEC3 or Internship 3 or Project Work 1.						
2. In case of Project Work1, the topic of the Research Project to be submitted for evaluation in the third Semester shall be submitted by the student along with a brief synopsis after finalization within first month of the Semester in consultation with the faculty member allotted as Research Supervisor by the Director.						
Total Credits						72

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**2nd Year of 2-Year MBA (BUSINESS PSYCHOLOGY) Program (NHEQF-Level 6):
Fourth Semester**

Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P)
Discipline-Specific Courses – Major (DSC 2)						
25MBPI204DS01	Consulting in Business Psychology	70	30	-	100	3-1-0
25MBPI204DS02	Global Business Environment	70	30	-	100	3-1-0
25MBPI204DS03	Psychology of Human Development & Sustainability	70	30	-	100	3-1-0
25MBPI204DS04	Individual & Organizational Intelligence	70	30	-	100	3-1-0
25MBPI204DS05	Communication Skills for Leaders	70	30	-	100	3-1-0
Skill-Enhancement Course (SEC 4)						
25MBP204SE01	Indian Ethos for Business	50	-	50	100	3-0-1
Project Work 2						
25MBP204MV01	Project Report	50	50	-	100	4
Internship 4						
25MBP204IN01	Internship Report	100	-	-	100	4
Total Credits						24
Note:						
1. The students are required to choose either SEC4 or Internship 4 or Project Work 2.						
2. In case of Project Work 2, the topic of the Research Project to be submitted for evaluation in the fourth Semester shall be submitted by the student along with a brief synopsis after finalization, within first month of the Semester in consultation with the faculty member allotted as Research Supervisor by the Director.						
Total Credits						96



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Option 2: (Coursework and Research)
Second year of 2-Year MBA (BUSINESS PSYCHOLOGY) Program (NHEQF Level 6.5): Third Semester

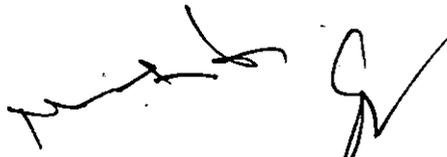
Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P)
Discipline-Specific Courses – Major (DSC 2)						
25MBPI203DS01	Consumer Psychology	70	30	-	100	3-1-0
25MBPI203DS02	Industrial Psychology	70	30	-	100	3-1-0
25MBPI203DS03	Employee Mental Health and Well-being	70	30	-	100	3-1-0
25MBPI203DS04	Positive Psychology	70	30	-	100	3-1-0
25MBPI203DS05	Advance Research Methods for Business Psychology	70	30	-	100	3-1-0
Skill-Enhancement Course (SEC 3)						
25MBP203SE01	E-commerce	50	-	50	100	3-0-1
Project Work 1						
25MBP203MV01	Project Report	50	50	-	100	4
Internship 3						
25MBP203IN01	Internship Report	100	-	-	100	4
Total Credits						24
Note:						
1. The students are required to choose either SEC3 or Internship 3 or Project Work 1.						
2. In case of Project Work1, the topic of the Research Project to be submitted for evaluation in the third Semester shall be submitted by the student along with a brief synopsis after finalization within first month of the Semester in consultation with the faculty member allotted as Research Supervisor by the Director.						
Total Credits						72

**2nd Year of 2-Year MBA (BUSINESS PSYCHOLOGY) Program (NHEQF-Level 6):
Fourth Semester**

Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P)
Skill-Enhancement Course (SEC 4)						
25MBP204SE01	Indian Ethos for Business	50	-	50	100	3-0-1
Research thesis/Project						
25MBP204PD01	Project Report	200	200	100	500	20
Total Credits						24
Note:						
1. The students are required to choose either SEC4 or Internship 4 or Project Work 2.						
2. In case of Research thesis/ Project, the topic of the Research Project to be submitted for evaluation in the fourth Semester shall be submitted by the student along with a brief synopsis after finalization within first month of the Semester in consultation with the faculty member allotted as Research Supervisor by the Director.						
Total Credits						96

Option 3: (Only research work-only the students who have completed 3 years Bachelor's Programme) Second year of 2-Year MBA (BUSINESS PSYCHOLOGY) Program (NHEQF Level 6.5): Third Semester

Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P)
Skill-Enhancement Course (SEC 3)						
25MBP203SE01	E-commerce	50	-	50	100	3-0-1
Internship 3						
25MBP203IN01	Summer Internship Report	100	-	-	100	4
Research Thesis/Project						
25MBP203PD01	Research Thesis/Project	200	200	100	500	20
Note:						
1. Students who opted option 3 should submit a project report/synopsis of at least 50 pages comprising of literature survey, identification of research problem, plan of work, methodology as well as practical work (if any) at the end of the third semester and the same will be evaluated by internal and external examiners.						
2. The viva voce in respect of the Research Thesis/Project shall be conducted by a Board of Examiners, consisting of one internal faculty member to be appointed by the Director and two external examiners from the Industry and Academic field (ordinarily not below the rank of Associate Professor and/or any professional working at a senior position from industry) out of the panel recommended by the PG BOS of IMSAR (two members shall form the quorum).						

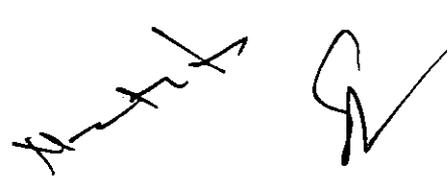


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Second year of 2-Year MBP Program (NHEQF Level 6.5): Fourth Semester

Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P)
Skill-Enhancement Course (SEC 4)						
25MBP204SE01	Indian Ethos for Business	50	-	50	100	3-0-1
Internship 4						
25MBP204IN01	Summer Internship Report	100	-	-	100	4
Research Thesis/Project						
25MBP204PD01	Research Thesis/Project	200	200	100	500	20
Note:						
<ol style="list-style-type: none">1. Students completing the programme successfully shall be awarded a 2-year PG Degree in Business Psychology upon securing 96 credits.2. Students who opted option 3 should submit a project report/synopsis of at least 50 pages comprising of literature survey, identification of research problem, plan of work, methodology as well as practical work (if any) at the end of the third semester and the same will be evaluated by internal and external examiners.3. The student should continue the research work in fourth semester based on the project work/synopsis submitted at the end of third semester. The final thesis/project report will be evaluated by the internal and external examiners.4. The viva voce in respect of the final thesis/project report shall be conducted by a Board of Examiners, consisting of one internal faculty member to be appointed by the Director and two external examiners from the Industry and Academic field (ordinarily not below the rank of Associate Professor and/or any professional working at a senior position from industry) out of the panel recommended by the PG BOS of IMSAR (two members shall form the quorum).						
Total Credits (24+24+24+24) for 2-Year MBP						96



FUNDAMENTALS OF PSYCHOLOGY

Course Code: 24MBPI201DS01

External Marks: 70

Internal Marks: 30

Time Allowed: 3 Hours

Course Objectives:

To impart understanding of the basics of various schools of Psychology, principles of Genetics and Perception. To provide understanding of the basics of theories of emotions and motivation, learning, conditioning, Intelligence and Personality.

Course Outcomes:

The knowledge of fundamentals of Psychology would equip the Students with conceptual clarity and understanding of genetics, perception, emotions, motivation, intelligence and personality.

Unit-I

Science of Psychology: Definition, Nature, Goals, Basic and Applied areas of Psychology. Overview of Psychology and Historical Developments.

Unit-II

Personality: Definition; Theories: Trait vs. Type: Allport, Costa and McCrae: Big Five; Freud Psychoanalytical theory, Maslow Hierarchical theory. Self: Concept, Cognitive and Behavioural aspects of Self. Self-esteem, Self-Regulation and Self-Efficacy.

Unit-III

Intelligence: Nature, Theories and Measurement. Memory: Stages, Information-Processing model, Enhancing memory.

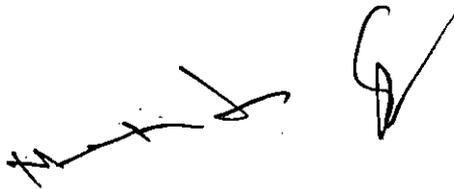
Unit-IV

Learning: Classical Conditioning; Operant Conditioning. Emotion and Motivation: Meaning and Theories of Emotions: James-Lange, Canon-Bard, Schachter-Singer. Meaning and Approaches of Understanding Motivation: Instinct Approach, Drive Reduction, Incentive Approach

Recommended readings:

1. Saundra K. Ciccarelli, J. Noland White (2021). Introduction to Psychology. Pearson Education India.
2. Baron, R.A. and Misra, G. (2016). Psychology. Pearson: Delhi.
3. Atkinson and Hilgards (2010). Outlines and Highlights for Introduction to Psychology.
4. NCERT Psychology, Sri Aurobindo Marg, New Delhi

Instructions for External Examiner: The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.



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BUSINESS MANAGEMENT CONCEPTS

Course Code: 24MBPI201DS02

External Marks: 70

Internal Marks: 30

Time Allowed: 3 Hours

Course Objectives:

The objective of this course is to disseminate the knowledge among students with basic nature of management concepts, task and responsibilities as well as behavioural dynamic in the organization.

Course Outcomes:

The students will be able to comprehend and apply the concepts of management and organizational behavior in resolving organizational challenges. It would become easy to develop a positive organizational culture and facilitation of organizational change.

Unit -1

Nature of Management - Evolution of management thoughts; Managerial processes, Social Responsibility of Business, Managerial Skills, Management by Objectives (MBO), Decision Making - Techniques and Processes.

Unit-II

Organization Structure and Design - Authority and Responsibility Relationships - Delegation of Authority and Decentralization, Decision Making: Organizational context of decisions, decision making techniques and processes and Problem solving, Motivation: Nature and Theories.

Unit-III

Foundations and Background of Organizational behavior, Interpersonal: Group behavior, Perception and Learning, Personality and Individual, Values, Attitudes and Beliefs, Transactional Analysis; Applications of Emotional Intelligence in organizations.

Unit-IV

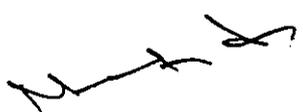
Leadership Styles Approaches, Power and Politics, Organizational Climate and Culture, Organizational Change and Development.

Recommended readings:

1. Luthans, F., Organizational Behaviour, Tata McGraw Hill.
2. Greenberg, J. & Baron, Robert A., Behavior in Organizations, PHI Learning.
3. Robbins, S.P., Management, Prentice Hall Ins.
4. Robbins, S. P., Organizational Behaviour, Prentice Hall of India. 6. Stoner, J., Management, Prentice Hall of India.

Instructions for External Examiner:

The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

PSYCHOLOGY OF ENTREPRENEURSHIP

Course Code: 24MBPI201DS03

External Marks: 70
Internal Marks: 30
Time Allowed: 3 Hours

Course Objectives

- Provide a better understanding of the psychology of entrepreneurs
- Enhancing the entrepreneurship spirit in students
- Creating awareness about the various government schemes and grants that are put in place for budding entrepreneurs

Course Outcomes

After completing the course students would be able to:

CO1: Gain knowledge about the various aspects of human psychology related to entrepreneurship.

CO2: Able to understand and relate the entrepreneurial mindset and creativity with successful entrepreneurship.

CO3: Learn the aspects related to entrepreneurial decision making and problem solving.

UNIT I

Introduction to Psychology of Entrepreneurship: Understanding Entrepreneurial Behaviour, Role of psychology in entrepreneurship; Psychological theories and traits of entrepreneurship- Readiness: Right Time, Right Age and Right Conditions; The Entrepreneurial Mindset; The Entrepreneurial Motivation and Goal Setting; Misconceptions and Myths about Entrepreneurship.

UNIT II

Creativity and Innovation in Entrepreneurship: Creativity and Idea Generation, Techniques for idea generation; The creative process, Techniques for enhancing creativity; Entrepreneurial Problem Solving, Problem-solving frameworks; Design thinking; Opportunity Recognition and Decision-Making; Decision analysis tools in entrepreneurial decision-making;

UNIT III

Understanding psychology of Family, Non-family and Women Entrepreneurship, Motivating & Facilitating Factors of Family & Women Entrepreneurs, Challenges of Family & Women Entrepreneurs; Intrapreneurship: concept and mindset; External Influence on Entrepreneurship; The psychology of success, Different Life stages of entrepreneurs.

UNIT IV

The Psychology of Investing: Psychology and Finance, Overconfidence, Pride and Regret, Risk Perceptions, Considering the past, Mental Accounting, Forming Portfolios, Representativeness and Familiarity, Social Interaction and Investing, Self-Control and Decision Making; Estimating the Borrowing capacity, Nature and early sources of financing needs of entrepreneurs.

Recommended Readings:

1. Eugene McKenna Business Psychology and Organizational Behaviour; Routledge, London
2. Gerrit Antonides; Psychology in Economics and Business- An Introduction to Economic Psychology; Springer-Science and Business Media, B.V.
3. Gielnik, M.M., Cardon, M. S., & Frese, M. (Eds.); The Psychology of Entrepreneurship- New Perspectives; Routledge
4. H.S. Cheema, M.R. Das & V.B. Angadi; Entrepreneurship Growth and Economic Integration- A Linkage; Himalaya Publishing House, New Delhi
5. J. Robert Baum, Michael Frese, Robert A. Baron; The Psychology of Entrepreneurship; Taylor & Francis Group

Instructions for External Examiner: The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

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RESEARCH METHODS FOR BUSINESS PSYCHOLOGY

Course Code: 24MBPI201DS04

External Marks: 70

Internal Marks: 30

Time Allowed: 3 Hours

Course objectives:

The objective of this course is to develop a research orientation among the students and to acquaint them with the fundamentals of business research methods

Course outcomes:

The students would be equipped with the business research orientation along with the techniques of data collection and analysis (quantitative and qualitative). They will be able to apply an appropriate research design, including argumentation for data collection and analysis methods.

Unit-I

Basics of Business Research: Meaning, types, and rationale; Characteristics of Good Research, Problem Identification & Formulation of Research Questions; Research Design: Need, Elements, Types, Operationalization, Variables, Literature Search and Review, Research Design Process.

Unit-II

Measures of Central Tendency: mathematical and positional averages. Measures of Dispersion: range, quartile deviation, mean deviation, standard deviation, coefficient of variation.

Unit-III

Sampling: Concepts of Statistical Population, Sample, Sampling Frame, Sampling Error, Sample Size, Sampling Techniques. Measurement: Concept of measurement – what is measured? Characteristics of Good Measurement – Validity and Reliability. Measurement Scales – Nominal, Ordinal, Interval, Ratio.

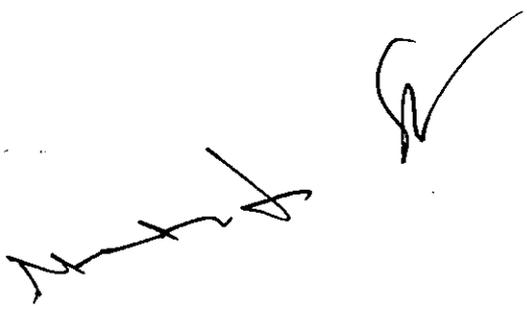
Unit-IV

Correlation: Meaning, Significance, Types and Degree of Correlation, Simple Karl Pearson Correlation and Rank Correlation. Regression: meaning, types, Simple linear regression, ordinary least squares method.

Recommended readings:

1. Gupta, S.P. & M.P. Gupta, Business Statistics, Sultan Chand & Sons
2. Gupta, C.B. & Gupta, V., An Introduction to Statistical Methods, Vikas Publishing House Pvt Ltd
3. Sharma, J.K., Fundamentals of Business Statistics, Pearson Education
4. Shekharan Uma, & Roger Bougie, Research Methods for Business: A Skill Building Approach, John Wiley Publications
5. Donald Cooper, and Pamela Schindler, Business Research Methods, McGraw Hill.

Instructions for External Examiner: The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.



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EMOTIONAL INTELLIGENCE

Course Code: 24MBPI201DS05

External Marks: 70

Internal Marks: 30

Time: 3 Hours

Course Objectives:

To familiarize the students with the concept of Emotional, social intelligence and theoretical knowledge about the nature of Intrapersonal relational processes. To familiarize the students with the concept of Job related attitudes and work values in organizational set-up.

Course Outcomes:

The Students will develop an understanding of the concept of Emotional Intelligence while acquiring knowledge about the importance of social intelligence and social cues in work set-up. They will develop an understanding the attitudes, work values and knowledge of Ego states

UNIT-I

Emotion and Types of emotions; Emotional intelligence (EI): Concept and theory of EI by Goleman, Emotional Intelligence and Personality: Role and Relationship.

UNIT-II

Social Intelligence: Nature and theory by Goleman, Importance of developing Empathetic Accuracy, Role of environmental factors in Social Intelligence; Emotional Self Awareness; Self-confidence.

UNIT-III

Intrapersonal processes: Attitude: Nature, Formation (A-B-C Model), Job related attitudes: Job Involvement, Job satisfaction and organisational commitment Values: Nature and Types; Role of work values in organisation, Role of Socialization in changing work values and attitudes.

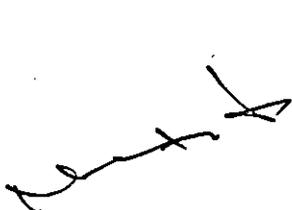
UNIT-IV

Interpersonal Processes: EI and Fostering and Restoring Interpersonal relations at work place, Transactional Analysis: Ego States and application in work set-up; Conflict Management.

Recommended readings:

1. Singh, D. (2001). Emotional Intelligence at Work. New Delhi: Sage Publications.
2. Robbins, S.P., (2003) Organizational Behavior. New Delhi: Prentice Hall of India (P) Ltd.
3. Goleman. (2007). Social Intelligence: The new science of Human Relationships.

Instructions for External Examiner: The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

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BUSINESS COMMUNICATION

Course Code: 24MBP201SE01

External Marks: 50
Practicum Marks: 50
Time: 3 Hours

Course Objectives

- To understand the role and functions of modern business
- To develop the right understanding of the business environment
- To study how a business institution functions in a given economic setup

Course Outcomes:

- CO1: Describe the basics of communication and its process, elements and importance.
CO2: Understand the various barriers in the communication.
CO3: Outline the listening skills and the characteristics of good and poor listeners

UNIT-I

Business communication: Definition, Nature, Process and classification of communication; Importance of communication in management; barriers to communication, overcoming barriers to communication, effective communication; contemporary issues in communication.

UNIT-II

Communication skills: Listening skills- Listening process, types of listening, barriers to listening, improving listening abilities; presentation skills; communication skills for interviews and Group discussions; Basic interviewing skills- Board room Interview preparation, Expressive behavior, Techniques for removing anxiety, fear and inhibitions.

UNIT-III

Nonverbal communication: Body language, Kinesic communication, proxemic communication, haptic communication, paralinguistic communication, Chromatic communication, chronomantic communication, Business etiquettes- introduction, etiquettes, exchanging business cards, shaking hands, e mail etiquettes, telephone etiquettes, telemarketing etiquettes, elevator, dressing and grooming etiquettes, dining etiquettes.

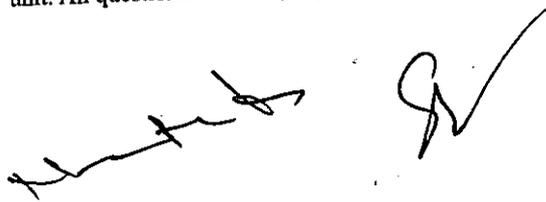
UNIT-IV

Written communication: Report writing-process of report writing, structures of business reports, business letter components and layout, types of letters; memos, notices and circulars; agenda and minutes of meeting, preparing curriculum vitae.

Recommended Readings:

1. Kaul, Asha, Business Communication, PHI, New Delhi
2. Chaturvedi, P.D., and Mukesh Chaturvedi, Business Communication, Pearson Education
3. McGrath, E.H., Basic Managerial Skills for All, PHI, New Delhi
4. Sinha, K.K., Business Communication, Taxman Publication, New Delhi
5. Koneru, Arun, Professional communication, McGraw Hill, New Delhi
6. Mehra, Payal, Business Communication for Managers, Pearson Education.

Instructions for External Examiner: The question paper shall be divided in two sections. Section A shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks



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IT FOR MANAGERS-1

Course Code: 24MBP201MV01

External Marks: 50
Practicum Marks: 50
Time: 3 Hours

Course Objectives

- To empower students with the practical application of MS Office software.
- To discuss the basic concepts of Email, Internet and websites, domains and security therein.
- To illustrate the security aspects in IT for business operations and transactions.
- To explain the basic concepts of Information Technology and its role in management facilitation.

Course Outcomes

- CO1: Understand computer hardware, software and computer applications, computer network, internet and office automation tools in business.
- CO2: Learn applications of MS Office and Internet in businesses.
- CO3: Demonstrate the ease to work with MS Word and explain the fundamentals of MS Excel and manipulate various functions and commands;
- CO4: Creating the databases and handling operations on the data using MS Access.

UNIT-I

Introduction to Computers: Characteristics, capabilities, limitations and applications of computers; types of computers; computer hardware, software; block diagram of computer and overview of working; types of computer language; generation of computer languages; functions and types of operating system

UNIT-II

Internet: Internetworking, Concepts, Internet Protocol Addresses, WWW Pages & Browsing, Security, Internet Applications, Analog and Digital Signals, Bandwidth, Network Topology, Packet Transmission, Long Distance communication, E-mail.

UNIT-III

Documentation using MS-Word – Creating and Editing Document, Formatting Document, Auto-text, Autocorrect, Spelling and Grammar Tool, Document Dictionary, Page Formatting, Bookmark, Advance Features of MS-Word-Mail Merge, Printing Electronic Spread Sheet using MS-Excel - Introduction to MS-Excel, Creating and Editing Worksheet, Formatting and Essential Operations, Formulas and Functions, Charts

UNIT-IV

Presentation using MS-PowerPoint: Presentations, Creating Manipulating and Enhancing Slides, Organizational Charts, Excel Charts, Word Art, Layering Art Objects, Animations and Sounds Introduction to database: Concept, Characteristics, Objectives, Advantages and limitations, entity, attribute, schema, subschema; Database management using MS-Access.

Recommended Readings:

1. Microsoft Office Complete Reference. BPB Publication.
2. Rajaraman V. (Feb. 2010). Fundamentals of Computers. PHI.
3. Taxali, Ravi Kant. (2014). Computer Course windows 7 and Office 2010. India: McGraw Hill Education.
4. Saxena, Computer Applications in Management, Vikas Publication, New Delhi
5. B. Ram, Computer Fundamentals, New Age Publications, New Delhi

Instructions for External Examiner:

The question paper shall be divided in two sections. Section 'A' shall comprise of five short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

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INTERNATIONAL BUSINESS & CROSS CULTURAL PSYCHOLOGY

Course code: 24MBPI202DS01

External Marks: 70
Internal Marks: 30
Time: 3 Hours

Learning objectives

- Impart understanding of the basic goals and features of Cross cultural psychology in business.
- Provide knowledge of the basics of Social behaviour in relation to socio-cultural context.
- Provide understanding of the basics of personality, cognition and emotions in different cultures.
- To impart theoretical knowledge about various issues of cross cultural Psychology.

Learning outcomes

- CO1. Students would be acquainted with the goals and features of cross cultural Psychology in business
- CO2. Students would become familiar with basics of Social behaviour in relation to socio-cultural context
- CO3. Students would understand the conceptual knowledge of personality, cognition and emotions in different cultures
- CO4. Students would have knowledge about the various issues of cross cultural Psychology

Unit I

Cross cultural Psychology: Definition, Nature, Goals, Basic and History Relationship with other disciplines and Ethnocentrism.

Unit II

Social Behaviour: Conformity, Values and Gender behaviour Individualism vs. Collectivism, Social Cognition and its theories: Social learning and self-efficacy

Unit III

Personality: Traits across cultures, self and altered states of consciousness Cognition : General Intelligence and epistemology and cognitive styles

Unit IV

Emotions: Understanding others, Universality of emotions and componential approaches Theoretical Issues : Absolutism, Relativism and universalism and conceptualizations of behavior-culture relationships

Suggested readings:

1. Berry, W. J., Poortinga, H.Y and Segall, H.M.(2011) . *Cross - cultural Psychology (research and applications)*. New York :Cambridge university press
2. Poortinga, Y.H. (2021) *Concepts and Method in Cross Cultural psychology* .New York :Cambridge university press

Instructions for External Examiner: The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks

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ECONOMICS FOR BUSINESS DECISIONS

Course code: 24MBPI202DS02

External Marks: 70
Internal Marks: 30
Time Allowed: 3 Hours

Course Objectives

- To develop in students a systematic approach to decision making and the ability to recognize, use and interpret economic information from both within the organization and the wider environment.
- Understand how demand- side and supply-side policies can increase productivity, competition and innovation in the wider economy.
- Understand how businesses are affected by international trade

Course Outcomes

- CO1. Apply economic criteria for efficient resource allocation to a diverse range of dynamic business situations.
CO2. Propose relevant pricing and market strategies for a variety of market structures and in the presence of market failures.
CO3. Recommend appropriate courses of action to deal with economic uncertainty, through evaluation of changes in macroeconomic variables and policy-making.
CO4. Assess macroeconomic policies at India and international level.

Unit-I

Importance of economics for business; Economics and managerial decision making; demand, supply and equilibrium; demand elasticity, demand estimation and forecasting; productivity and efficiency, factors of production; objectives of a firm; nature of marginal analysis; consumer's equilibrium – utility and indifference curves approaches, consumer's surplus

Unit-II

Short-run and long-run production functions; optimal inputs combination; costs classification; short-run and long-run costs curves and their interrelationship, revenue curves of a firm; relationship between AR, MR and elasticity of demand; Law of variable proportions; laws of returns to scale; economies of scale; producer surplus

Unit-III

Equilibrium of the firm; price and output decisions under alternative market structures – perfect competition, monopoly, monopolistic competition and oligopoly; product differentiation and price discrimination; general pricing strategies; Factor pricing

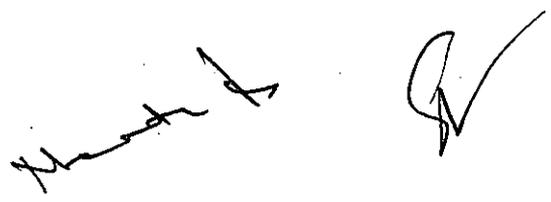
Unit-IV

Measures of National Income; The Circular Flow of Income; Multiplier analysis; Business Cycles; Inflation Analysis; Tariff Analysis; Operative Aspects of Macroeconomic Policies; Monetary Policy; Fiscal Policy; International Trade; Balance of Payments; Populism and the economics of globalization

Suggested Readings:

1. Samuelson, W. F., Marks, S. G., & Zagorsky, J. L. (2021). Managerial economics. John Wiley & Sons.
2. Mishra S.K. and Puri V.K., Economic Environment of Business, Himalaya Publishing, New Delhi
3. Baye, M. R. (2010). Managerial economics and business strategy. McGraw-Hill.
4. Ministry of Finance, Government of India Economic Surveys (2011 onwards) Oxford University Press.
5. Sengupta N.K., Government and Business, Vikas Publication, New Delhi
6. Dwivedi, D. N. (2009). Principles of economics. Vikas Publishing House.
7. Kapila, U. (2005). Indian Economy: Issues in Development & Planning and Sectoral Aspects. Academic Foundation.

Instructions for External Examiner: The question paper shall be divided in two sections. Section 'A' shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.



ACCOUNTING & FINANCE
Course Code: 24MBPI202DS03

External Marks: 70
Internal Marks: 30
Time: 3 Hours

Course Objectives:

- To familiarize the students with the concept of financial accounting.
- To familiarize the students with the concept of financial management.

Course Outcomes:

The students will have the knowledge of fundamentals principles of Financial Accounting and financial management. It will enable the students to prepare, analyse and Interpret Financial Statements and to take decisions using Management Accounting Tools.

UNIT-I

Book-keeping and Accounting – Financial Accounting – Concepts and Conventions – Double Entry System – Preparation of Journal, Ledger and Trial Balance – Preparation of Final Accounts – Trading, Profit and Loss Account and Balance Sheet with adjustment entries, simple problems only - Capital and Revenue Expenditure and Receipts.

UNIT-II

Depreciation – Causes – Methods of Calculating Depreciation – Straight Line Method, Diminishing Balance Method and Annuity Method - Ratio Analysis – Uses and Limitations – Classification of Ratios – Liquidity, Profitability, Financial and Turnover Ratios – Simple problems only.

UNIT-III

Financial Management – Financial goals - Profit vs. Wealth Maximization; Finance Functions – Investment, Financing and Dividend Decisions – Cost of Capital – Significance of Cost of Capital – Calculation of Cost of Debt – Cost of Preference Capital – Cost of Equity Capital (CAPM Model and Gordon's Model) and Cost of Retained Earnings – Combined Cost of Capital (weighted/Overall).

UNIT-IV

Capital Budgeting – Nature of Investment Decisions – Investment Evaluation criteria – Net Present Value (NPV), Internal Rate of Return (IRR), Profitability Index (PI), Payback Period, Accounting Rate of Return (ARR) – NPV and IRR comparison.

Recommended readings:

1. Paresh shah, Basic Accounting for Managers, Oxford, Delhi, 2007
2. Ambrish Gupta, Financial Accounting for Management, Pearson, Delhi, 2004
3. Khan MY, Jain PK, Basic Financial Management, Tata McGraw Hill, Delhi, 2005.
4. Chandra, Prasanna, Financial Management, Tata McGraw Hill, Delhi.
5. Bhabatosh Banerjee, Fundamentals of Financial Management, PHI, Delhi, 2010

Instructions for External Examiner: The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks

PSYCHOLOGY OF MARKETING

Course Code: 24MBPI202DS04

External Marks: 70
Internal Marks: 30
Time: 3 Hours

Course Objectives:

The course seeks to familiarize the students with marketing principles and theories and develop an understanding of their practical applications in the contemporary business environment. The students would understand that companies are now customer-andmarket driven.

Course Outcomes:

The students will grasp how the concept of marketing is changing with times and companies are developing newer forms of communication as well as strategies to leverage on their understanding of customers.

UNIT-I

Basics of Marketing: Meaning, Scope, Core Concepts, Tasks, Basic & Updated 4 P's of Marketing Mix; Company's Orientation towards Marketplace; Capturing Marketing environment; Creating Customer Value; Understanding Consumers' Markets; Understanding Business Markets.

UNIT-II

Segmentation, Targeting and Positioning (STP); Dealing with Competition: Competitive Strategies, Product Life Cycle (PLC) Strategies; Developing Product Strategy; New Product Development: Process & Challenges.

UNIT-III

Brand Management: Brand Equity, Brand Equity Models- CBBE, Devising Branding Strategies; Developing Services: categories, Distinctive Characteristics, Service Differentiation; Pricing Decisions: Consumer Psychology and Pricing, Setting up the price, Price Adaptation and Strategies.

UNIT-IV

Managing Distribution Channels: Design & Management Decisions, Channel Integration and Systems, Retailing, Wholesaling and Logistics Management; Managing Marketing Communications: Role, Developing Effective Communication, IMC; Managing Mass Communications: Advertising, Sales Promotions, Events, Experiences, PR; Managing Personal Communications: Direct Marketing, Interactive Marketing, Word-of-mouth, Personal Selling.

Recommended readings:

1. Philip Kotler & Kevin Lane Keller, Marketing Management, Pearson Education
2. Lamb, Hair, Sharma & McDaniel, Principles of Marketing- A South Asian Perspective, Cengage Learning.
3. Stanton, Etzel & Walker, Fundamentals of Marketing McGraw Hill.
4. Kotler, Keller, Koshy and Jha, Marketing Management- A South Asian Perspective, Pearson Education

Instructions for External Examiner: The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

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GROUP DYNAMICS
Course Code: 24MBPI202DS05

External Marks: 70
Internal Marks: 30
Time: 3 Hours

Course Objectives:

To understand the roles, norms, status, size, and cohesiveness of groups. Analyze deviant workplace behaviors and their impact. Interpret the implications of the Schachter study and apply sociometric tools to assess group interactions.

Course Outcomes:

The students will have the knowledge of groups in organization settings. It will enable the students to learn theories of group formation, stages of group development, and managerial implications. It will help in understanding the various group properties, ethical considerations and Positive Organizational Scholarship principles in organizational contexts.

UNIT-I

Meaning of Group Dynamics, Classification of Groups, why people join groups; The dynamics of group formation; Theories of group formation: Classic theory of George Homans, Theodore Newcomb's Balance theory, Exchange theory; Five stage group development model, Punctuated Equilibrium model of development of temporary groups with deadlines; Managerial Implications.

UNIT-II

Group Properties: Roles, Norms, Status, Size, Cohesiveness; Deviant workplace behaviour, Typology of Deviant workplace behaviour, groups and deviant behaviour; The Schachter Study - Implication of the Schachter study, Sociogram, Sociometry; The dynamics of Informal & formal Groups; Groups' contribution to employee satisfaction and performance.

UNIT-III

Group decision making, strength and weakness of group decision making; Group Think: conformity problem, symptoms of groupthink; Group Shift; Dysfunctions perspective, social loafing; Group decision making techniques: Interacting groups, Brainstorming, Nominal Group Technique, Electronic meeting, Dialectic Decision Method (DDM), Delphi Technique.

UNIT-IV

Organizational Justice and Ethics: Meaning and forms of organizational justice. Ethical behavior in organizations, global ethics, factors promoting ethical and unethical behavior; Corporate Social Responsibility-meaning and its types, forms of socially responsible behavior and the virtuous circle; Positive Organizational Scholarship: Definition, the principle of POS, the scope of POS.

Recommended readings:

1. Robbins, Judge, and Vohra (2013); Organizational Behavior; Prentice Hall Inc.
2. Parek, U. & Khanna, S., Understanding Organizational Behavior, Oxford University Press.
3. Cameron, K.S. & Spreitzer, G.M., The Oxford Handbook of Positive Organizational Scholarship, Oxford Handbooks. (2012)
4. Greenberg, J. & Baron, R., Behavior in Organizations, Pearson-Prentice Hall. (2009)
5. Baron R. A. and Byrne D., Social Psychology, Pearson Education, Inc. (2004)
6. Cameron, K.S., Dutton, J.E. & Quinn, R.E., Positive Organizational Scholarship, Berrett-Koehler Publishers, Inc, San Francisco. (2003)
7. Forsyth, D. R. (2014). Group Dynamics (6th ed). Cengage Learning.

Instructions for External Examiner: The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.



DIGITAL MARKETING
Course code: 24MBP202SE01

External Marks: 50
Practicum Marks: 50
Time: 3 Hours

Course Objectives

This course aims to familiarize students with the concept of digital marketing and its current and future evolutions. It further aims to be able to equip students with the ability to understand and subsequently create strategic and targeted campaigns using digital media tools.

Course Outcomes

CO1: Use digital marketing for multiple goals within a larger marketing and/or media strategy. CO2: Utilize latest digital marketing platforms available.
CO3: Develop, evaluate, and execute a comprehensive digital marketing strategy and plan.

UNIT-I

Introduction to Digital Marketing: Concept and Applications, Digital Market Evolution, Digital Marketing Environment Analysis, Digital Data Analysis and Management, Digital Marketing and Branding, Non- Business Digital Marketing, Career in Digital Marketing.

UNIT-II

Understanding Digital Consumer Behavior: Consumer Characteristics and profiles, Information Search Behavior, Factors Influencing Consumption Behavior, Purchase Decision Process, Post Purchase Behavior and Management. Attracting and Retaining Audience for Non- Business Digital Marketing Efforts.

UNIT-III

Digital Marketing Strategy: Alignment of Digital and Non- Digital Marketing Strategy, Digital Marketing Mix Decisions- Product, Price, Distribution and Promotion, Digital Marketing Strategy Formulation and Execution, Digital Market Positioning.

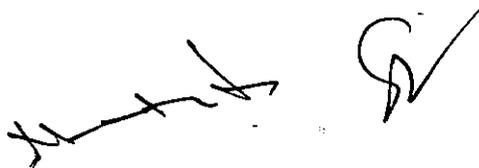
UNIT-IV

Digital Marketing Mechanisms: Websites- Company and Retail Service Providers, Search Engines- Google, Bing, Ask, Yahoo etc., Social Networks- Facebook, Instagram, Linked In, WhatsApp, Telegram, Twitter etc., Video Hosting and Entertainment- Youtube, Vimeo, Netflix etc., Mobile Phones and Applications, E- Mails, Blogs.

Recommended Readings:

1. Puneet Bhatia, Fundamental of Digital Marketing, Pearson Education (2017)
2. Seema Gupta, "Digital Marketing", McGraw Hill Education, New Delhi.
3. Philip Kotler, HermawanKartajaya, IwanSetiawan - Marketing
4. Moving from Traditional to Digital-Wiley (2016)

Instructions for External Examiner: The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks



IT FOR MANAGERS-2
Course Code: 24MBP202MV01

External Marks: 50
Practicum Marks: 50
Time: 3 Hours

Course Objectives

- To empower students with the practical application of MS Office software.
- To discuss the basic concepts of Email, Internet and websites, domains and security therein.
- To illustrate the security aspects in IT for business operations and transactions.

Course Outcomes

- CO1: Describe the digital technologies and channels being leveraged by businesses.
- CO2: Explain the role of data governance and cloud services in determining the success or failure of a business system.
- CO3: Explain the competitive advantage of data management and business intelligence.
- CO4: Identify opportunities to apply IT infrastructure to improve business efficiency.
- CO5: Explain why IT infrastructure management is a business priority.

UNIT -I

Introduction to IT infrastructure: Data networks and Application Programme Interface (API) – fundamentals, corporate network functions, business uses, wireless and mobile infrastructure, messaging and collaboration technology, data breaches and cyber security challenges, IT risk management, mobile app and cloud security challenges, financial crimes and fraud defenses, sustainability and the triple bottom line approach Internet technologies and search strategies: Search technology, organic search and search engine optimization, paid search strategies and metrics, semantic web and search

UNIT -II

Information technology in business: Digital technology transforming business processes, competitive advantage and SWOT analysis Building business capabilities with data governance and cloud services: data governance strategy, enterprise IT architecture, information and decision support systems, data centers and cloud computing, cloud services delivery model

UNIT -III

Data management, Big Data, and Business Intelligence: Data management technologies and techniques, Transaction processing and analytics processing systems, dirty data costs and consequences, data ownership and organizational politics, data life cycle, Big Data analytics, data and text mining, data visualization, enterprise data mashups, digital dashboards, and business intelligence

UNIT -IV

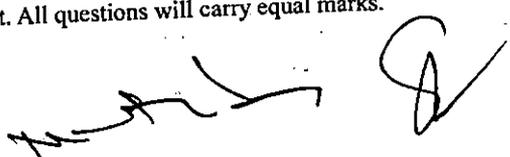
Networked economy: Impact of computer networks on business, elements of networked economy, using IS functions to deal with business risks, privacy, health and ethical issues in networked economy, future of the networked economy. HTML: Build a simple HTML document, tables, frames, links, adding multimedia documents, home page.

Lab: Web Designing in HTML, Internet Surfing.

Recommended Readings:

1. Turban, Vonino and wood, Information Technology for Management, Wiley Publications, New Delhi.
2. McKeown, Information Technology and the Networked Economy, Thomson Learning
3. Miller, Data and Network Communication, Vikas Publishing House, New Delhi.
4. Hagg, Baltzan & Philips, Business Driven Technology, TMH, N. Delhi.
5. Molly, Using HTML 4, PHI, Delhi.

Instructions for External Examiner: The question paper shall be divided in two sections. Section 'A' shall comprise of five short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.



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First Year: Second Semester

Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P)
Discipline-Specific Courses (DSC) – Major						
23IMS502DS01	Foundations of Management and Organizational Behaviour	70	30	-	100	3-1-0
23IMS502DS02	Essentials of Economics	70	30	-	100	3-1-0
Discipline Relevant/Allied - Minor						
Students may opt for one course @ four credits from the pool of Minor Courses designed at the central level by the University.						
Multidisciplinary Courses						
Students may opt for one course @ three credits from the pool of Multidisciplinary Courses by selecting out of any of the broad fields (Life Sciences, Physical Sciences, Commerce and Management, Arts, Humanities and Social Sciences, and Interdisciplinary Studies) designed at the central level by the University which they have not studied at the 12th-level or the opted course is not related to their major and minor stream under this category.						
Ability Enhancement Course						
Students may opt for one course @ two credits from the pool of Ability/Language Enhancement Courses designed at the central level by the University.						
Skill Enhancement Course						
23IMS502SE01	Business Communication 25 - 50 75 L-0-2 Skills					
Value Added Course						
Students may opt for one course @ two credits from the pool of Value Added Courses designed at the central level by the University.						
Total Credits						22
Note: Students exiting the programme after the second semester shall be awarded a UG Certificate in Business Administration upon securing 48 credits provided they secure 4 credits in the summer internship in addition to 6 credits from skill-based courses earned during the first and second semesters.						
Total Credits (22+22=44+4) for UG Certificate (Business Administration)						48

Second Year: Third Semester

Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P)
Discipline-Specific Courses (DSC) – Major						
24IMS503DS01	Cost and Management Accounting	70	30	-	100	3-1-0
24IMS503DS02	Economic and Business Legislation	70	30	-	100	3-1-0
24IMS503DS03	Business Mathematics	70	30	-	100	3-1-0
Discipline Relevant/Allied - Minor						
Students may opt for one course @ four credits from the pool of Minor Courses designed at the central level by the University.						
Multidisciplinary Courses						
Students may opt for one course @ three credits from the pool of Multidisciplinary Courses by selecting out of any of the broad fields (Life Sciences, Physical Sciences, Commerce and Management, Arts, Humanities and Social Sciences, and Interdisciplinary Studies) designed at the central level by the University which they have not studied at the 12th-level or the opted course is not related to their major and minor stream under this category.						
Ability Enhancement Course						
Students may opt for one course @ two credits from the pool of Ability/Language Enhancement Courses designed at the central level by the University.						
Skill Enhancement Course						
24IMS503SE01	Personality and Soft Skills Development	25	-	50	75	1-0-2
Total Credits						24

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Second Year: Fourth Semester

Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P)
Discipline-Specific Courses (DSC) – Major						
24IMS504DS01	Business Environment	70	30	-	100	3-1-0
24IMS504DS02	Indian Financial System	70	30	-	100	3-1-0
24IMS504DS03	Business Statistics	70	30	-	100	3-1-0
24IMS504DS04	Corporate Leadership	70	30	-	100	3-1-0
Major Discipline Relevant (Vocational) - Minor						
24IMS504MV01	Database Management System	50	-	50	100	3-0-1
Ability Enhancement Course						
Students may opt for one course @ two credits from the pool of Ability/Language Enhancement Courses designed at the central level by the University.						
Value Added Course						
Students may opt for one course @ two credits from the pool of Value Added Courses designed at the central level by the University.						
Total Credits						24
Note:						
1. Students exiting the programme after the fourth semester shall be awarded a UG Diploma in Business Administration upon securing 96 credits provided they secure an additional 4 credits in the summer internship offered during the first-year or second-year summer term.						
2. Immediately after completing the fourth semester, the students shall proceed to their Summer Internship (SI) of eight weeks. The Summer Internship Report (SIR) prepared after SI completion shall be assessed in the fifth Semester as a compulsory course. The candidates will submit the SIR in the manner specified in the Ordinance. The SIR will be evaluated by an external examiner.						
Total Credits (22+22+24+24=92+4) for UG Diploma (Business Administration)						96

Third Year: Fifth Semester

Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P)
Discipline-Specific Courses (DSC) – Major						
25IMS505DS01	Financial Management	70	30	-	100	3-1-0
25IMS505DS02	International Business	70	30	-	100	3-1-0
25IMS505DS03	Managerial Economics	70	30	-	100	3-1-0
25IMS505DS04	Entrepreneurship Development	50	-	50	100	3-0-1
Major Discipline Relevant (Vocational) - Minor						
25IMS505MV01	E-Business	70	30	-	100	3-1-0
Skill Enhancement Course						
25IMS505IN01	Summer Internship Report	100	-	-	100	4
Note: Each student in the course of Entrepreneurship Development will present a business idea developed during the semester and the same will be evaluated by a panel of external examiner(s) comprising at least one from industry and the other from academia along with one internal examiner.						
Total Credits						24

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COST AND MANAGEMENT ACCOUNTING
Course Code: 24IMS503DS01

L-T-P
3-1-0

External Marks: 70
Internal Marks: 30
Time: 3 Hours

Course Objectives:

The course aims to enable students to acquire knowledge of concepts, methods and techniques of cost and management accounting for the purpose of managerial planning, control and decision making.

Course Outcomes:

On successful completion of the course, the students will be able to:

CO1: Describe various cost accounting concepts, principles, techniques.

CO2: Analyze various material and labor costing concepts.

CO3: Examine the conceptual framework of Management Accounting.

CO4: Analyze budgetary control system and financial statement analysis as a tool of managerial planning.

UNIT-I

Cost Accounting—meaning, importance methods, techniques; classification of costs and cost sheet; inventory valuation; an elementary knowledge of activity-based costing

UNIT-II .

CVP analysis—determination of break-even point, profit volume ratio, profit volume graph, margin of safety, CVP analysis in multiproduct firm, utility and limitation; marginal costing and its application in managerial decision makes; elementary knowledge of target costing.

UNIT-III

Budgetary control meaning, need, objectives, essentials of budgeting, different types of budgets; standard costing and variance analysis (materials, labour)

UNIT-IV

Management accounting— concept, need, importance and scope; analysis and interpretation of financial statements—meaning, importance and techniques, ratio analysis; fund flow analysis; cash flow analysis

SUGGESTED READINGS:

1. Thukaram Rao, M.E., Cost and Management Accounting, New Age Publishers.
2. Singhal, A.K. and Ghosh Roy, H.J., Accounting for Managers, JBC Publishers and Distributors, New Delhi.
3. Pandey, I.M., Management Accounting, Vikas Publishing House, New Delhi.
4. Horngren, Sundem and Stratton, Introduction to Management Accounting, Pearson Education, New Delhi.
5. Hansen & Mowen, Cost Management, Thomson Learning.
6. Mittal, S.N., Management Accounting and Financial Management, Shree Mahavir Book.

Instructions for External Examiner: The question paper shall be divided into two sections. **Section 'A'** shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

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BUSINESS COMMUNICATION SKILLS

Course Code: 23IMS502SE01

L-T-P
1-0-2

External Marks: 25
Practicum Marks: 50
Time: 3 Hours

Course Objectives:

1. The course is designed to provide students with the skills and knowledge of communication in the business environment.
2. Familiarize the basic writing skills that lay a strong foundation for writing business documents.

Course Outcomes:

On successful completion of the course, the students will be able to:

1. Describe the basics of communication and its process, elements, and importance;
2. Familiar with the various barriers in communication;
3. Outline the listening skills and the characteristics of good and poor listeners;
4. Identify the various types of listening, their approaches, and barriers; and
5. Present themselves in front of the people and organizers.

UNIT-I

Introduction: Basics of communication, seven Cs of effective communication, barriers to communication, the ethical context of communication

UNIT-II

Business communication at the workplace: Letter writing – component, layout and process, e-mail communication, bad news messages, persuasive written communication, memos, notice, agenda and minutes of meeting

UNIT-III

Report writing: Types of business reports, the structure of reports, short reports, long reports, abstracts and summaries, proposals

UNIT-IV

Communication skills: Reading skills, listening skills, note making, persuasive speaking, body language, gestures

Suggested Readings:

1. Murphy, Herta A., Herbert W. Hildebrandt & Jane P Thomas, Effective Business Communication, Tata McGraw Hill, New Delhi
2. Konera, Arun, Professional Communication, Tata McGraw Hill, New Delhi
3. McGrath, E.H., Basic Managerial Skills for All, PHI, New Delhi
4. Meenakshi Raman & Prakash Singh, Business Communication, Oxford University Press, New Delhi

Instructions for External Examiner: The question paper shall be divided into two sections. **Section 'A'** shall comprise five short answer type questions from the whole of the syllabus carrying one mark each, which shall be compulsory. The answer to each question should not exceed 50 words normally. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

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ECONOMIC AND BUSINESS LEGISLATION
Course Code: 24IMS503DS02

L-T-P
3-1-0

External Marks: 70
Internal Marks: 30
Time: 3 Hours

Course Objectives

To provide the student with knowledge of the Indian legal environment in businesses. To orient learners about the legal aspects of business.

Course Outcomes

CO1. On completion of this course, learners will be able to appreciate the relevance of business law to individuals and businesses and the role of law in an economic, political and social context.

Co2. Identify the fundamental legal principles behind contractual agreements and acquire problem solving techniques to present coherent and concise legal argument.

UNIT-I

Indian Contracts Act, 1872: Elementary knowledge of essentials of a valid contract, Performance of Contract, Mode of Discharge of Contract, Remedies for breach of contract, Indemnity and Guarantee, Bailment and Pledge; Contract of Agency: Definition of agent and agency, Creation of agency, Duties and rights of agent and principal, Principal's duties towards agents and third parties; Termination of agency, E-contract.

UNIT-II

Sale of Goods Act, 1930: Definition and Essential of a Contract of sale, Sale Distinguished from Agreement to sell, Conditions and Warrantee, Passing of property in goods; Performance of contract – Rights of unpaid seller, Remedies for breach of contract, Doctrine of Caveat Emptor.

UNIT-III

Partnership Act, 1932: Nature of a Partnership firm, Duties and Rights of Partners, Registration of firms, Relations of partners to third parties, Minor to Benefit of Partnership, Reconstitution of a Partnership Firm, Dissolution of a firm; Information Technology Act, 2005: Meaning and Scope of Information Technology Act, Digital Signature, Electronic Governance, Regulation of certifying authority, Digital Signature Certificates, Duties of Subscribers, Penalties Adjudication and Offences.

UNIT-IV

Competition Act, 2002: Definitions, Prohibition of Certain Agreements, Abuse of Dominant Position, Regulation of Combinations, Duties, Powers & Functions of Competition Commission of India, Competition Advocacy, Appellate Tribunal; SEBI: Objectives, Establishment and Management, Functions & Powers; RTI Act 2005: Purpose, Right to Information and Obligation of Public Authorities, Exemption from Disclosure of Information.

SUGGESTED READINGS:

1. Datey, V.S. (2013). Business and Corporate Laws, 6th Edition, Taxmann Publications.
2. Bansal, C.L. (2007). Business and Corporate Laws, Excel Books.
3. Kuchhal, M.C. (2013). Mercantile Law, Vikas Publishing Pvt. Ltd.
4. Chopra, R.K. Business Laws, Himalaya Publishing House.
5. Economic Laws, Taxmann Publications.
6. Saha, R.G., Rao, K.S., Minhajuddin, Md., Yadav, S.P., Sagar, J.V. and Deepa, C. (2018). A. Information Technology, Himalaya Publishing House.
7. Sheth, T. (2012). Business Law, Pearson.

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.



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BUSINESS MATHEMATICS
Course Code: 24IMS503DS03

L-T-P
3-1-0

External Marks: 70
Internal Marks: 30
Time: 3 Hours

Course Objectives:

The course aims to enable students to acquire knowledge of concepts, methods and techniques of Business Mathematics for the purpose of managerial planning, control and decision making.

Course Outcomes

After completing the course students would be able to:

- CO1: perform estimation techniques to capture information from data and into their analysis.
- CO2: use MOM, MLE, MVUE to do parameter estimation and inference.
- CO3: use Chi-squared test to evaluate the homogeneity of populations.
- CO4: use Chi-squared test to evaluate the independence of categorical variables.
- CO5: use Chi-squared test to evaluate the goodness-of-fit of data to a specified distribution.

UNIT-I

Probability and Measure: Sigma fields and measures; measurable functions and distributions, integration of Borel function. Random Variables and Distributions: General properties – Distribution and probability densities, moments, moment generating and characteristic functions.

UNIT-II

Probability Distribution: Discrete random variables and their distributors- Binomial probability distribution, Geometric probability distribution and Poisson probability distribution and, their moments and moments generating functions; Continuous random variables and their probability distributors- Uniform probability distribution, Normal probability distribution, Gamma probability distribution, Beta probability distribution; Basic idea about multivariate probability distributors; sampling distributors and Central limit theorem.

UNIT-III

Estimation and Hypothesis Testing: Point estimators, confidence intervals, properties of point estimators; Hypothesis testing, elements of statistical test large sample test, small sample hypothesis testing for μ and $\mu_1 - \mu_2$, Power of test, Likelihood ratio tests

UNIT-IV

Statistical Analysis: Analysis of variance ; Analysis of Categorical Data-Chi-square test, Non-parametric statistic- Sign test, Wilcoxon, Signed Rank test, Mann – Whitney U test, Kruskal-Wallis test.

Recommended Readings:

1. Robert V. Hogg, Introduction to Mathematical Statistics, Pearson Education.
2. 2 Wackerly, Mendenhall and Scheaffer, Mathematical Statistics with Applications, Duxbury, Thomson Learning.
3. Ross, S.M. Introduction to Probability Models, Pearson Education.
4. Kyburg Henry, Probability Theory, Prentice Hall.
5. Mittelhammer, R.C. Mathematical Statistics for Economics and Business. Springer.
6. Shao Jun, Mathematical Statistics, Springer.
7. Capinski M. and KOPP E., Measure Integral and Probability, Springer.

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

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PERSONALITY AND SOFT SKILLS DEVELOPMENT

Paper code: 24IMS503SE01

L-T-P
1-0-2

External Marks: 50
Internal Marks: 25
Time: 3 Hours

Course Objectives

Development of Interpersonal Skills of Students. Enhancement of Communication Skills of Students. Personal and Professional Growth of Students.

Course Outcomes

- CO1. Student will get Effective Communication Skills.
- CO2. Develop good Interpersonal Skills and Teamwork in students.
- CO3. Personal and Professional Development.

UNIT-I

Understanding Soft Skills and their importance in personal and professional life. Communication Skills: Verbal and non-verbal communication, active listening, and effective speaking. Interpersonal Skills: Time Management: Goal setting, prioritization, and effective time utilization.

UNIT-II

Public Speaking: Overcoming stage fright, structuring speeches, and engaging an audience. Presentation Skills: Designing visually appealing slides, delivering impactful presentations. Storytelling: Using narratives to convey messages and ideas effectively. Non-verbal Communication: Body language, facial expressions, and gestures.

UNIT-III*

Understanding Emotional Intelligence: Managing emotions, empathy, and self-regulation. Developing Self-Confidence: Overcoming self-doubt, positive self-talk, and body language. Stress Management: Techniques to handle stress and maintain emotional well-being.

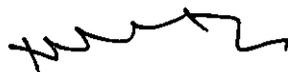
UNIT-IV

Teamwork and Collaboration: Effective participation in teams, conflict resolution, and cooperation. Networking Skills: Building and maintaining professional relationships. Business Etiquette: Proper behavior in a professional setting, dressing appropriately.

Recommended Readings:

1. "Personality Development and Soft Skills" by Barun K. Mitra, Oxford University Press.
2. "Soft Skills and Professional Communication" by Peter S. J., Francis, Tata McGraw-Hill Education, 2011.
3. Communication and soft skill development "by Ashwini Deshpande, Career Publications.
4. Communication Skills and Soft Skills: An Integrated Approach, by Suresh Kumar, Sreehari and Savithri, Pearson India.
5. Business Communication From Principles To Practice , by Matthukutty m. Monippally, McGraw Hill

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise five short answer type questions from the whole of the syllabus carrying one mark each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.



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BUSINESS ENVIRONMENT
Course Code: 24IMS504DS01

L-T-P
3-1-0
Time: 3 Hours

External Marks: 70
Internal Marks: 30

Course Objectives

1. To impart knowledge on the concept of business environment & its significance
2. To know the various environment factors and its impact on business.

Course Outcomes

CO1: Describe the effects of government policy on the economic environment and understands business environment influencing factors;
CO2: Ability to analyze market and business environment situation and use it for identifying business development opportunities and decision-making;
CO3: In-depth analysis of a specific operational components of the business environment and relate it to your own organization;
CO4: Explain the legal and regulatory framework that regulates the international trade.

UNIT-I

Business Environment – Nature, structure and components of business environment; country risk; political risk and corporate adjustment; international impact on business environment; nature of Indian economy

UNIT-II

Economic reforms; Liberalization, privatization and globalization, current monetary and fiscal policy environment; competitive environment and the Competition Act 2002; Consumer and Investor's protection; corporate governance

UNIT-III

Industrial policy of 1991; public sector reforms; public private partnership; SMEs – threats and challenges; industrial sickness; industrial relations; Public private partnership, introduction to FEMA and SEBI

UNIT-IV

Balance of Payments scenario; foreign trade pattern and policy; globalization trends; environment for international direct investment; Foreign Exchange Management Act, WTO, IMF, World Bank

SUGGESTED READINGS:

1. Mishra S.K. and Puri V.K., Economic Environment of Business, Himalaya Publishing, New Delhi
2. Bedi, Suresh, Business Environment
3. Datt Ruddar and Sundaram, Indian Economy
4. Govt. of India, Economic Survey (latest year), Govt. of India, New Delhi
5. Sengupta N.K., Government and Business, Vikas Publication, New Delhi

Instructions for External Examiner: The question paper shall be divided into two sections. **Section 'A'** shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

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INDIAN FINANCIAL SYSTEM
Course Code: 24IMS504DS02

L-T-P
3-1-0
Time: 3 Hours

External Marks: 70
Internal Marks: 30

Course Objectives:

The objective of this course is to discuss the Indian financial system, financial markets including a detailed study of the working of the leading financial institutions in India.

Course Outcomes

On successful completion of the course, the students will be able to:

- CO1: Understand the working of financial system.
- CO2: Understand the structure and role of financial markets, need for regulations and implications of the same on society.
- CO3: Critically analyze the pivotal role of banking, mutual funds and insurance industry in the financial system.
- CO4 Interpret the role of financial regulators for efficient financial system.

UNIT-I

Financial System Meaning, components and functions; reforms in the Indian Financial System; money market and its segments

UNIT-II

Primary market; stock exchange and its function, trading in stock exchange, NSE, BSE, depositories and custodian, new financial instruments, role and functions of SEBI

UNIT-III

Commercial banks, RRBs, risk management in banks, merchant banking and its services, NBFCs

UNIT-IV

Mutual funds, Insurance- meaning, type and principles; Role as a financial intermediary- IRDA, its role and functions.

SUGGESTED READINGS:

1. Pathak, Bharati V (2008), The Indian Financial System, Second Edition, Pearson Education
2. Khan, MY, Indian Financial System, Fourth Edition, Tata Mc Graw Hill
3. Machiraju, HR, Indian Financial System, Third Edition, Vikas Publications
4. Desai, Vasant, The Indian Financial System and Development, Himalaya Publishing House

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

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BUSINESS STATISTICS
Course Code: 24IMS504DS03

L-T-P
3-1-0
Time: 3 Hours

External Marks: 70
Internal Marks: 30

Course Objective

1. To expose students to basic Statistical concepts.
2. To inculcate an analytical approach to the subject matter.
3. To stimulate the students' interest by showing the relevance and use of statistical knowledge.
4. To study and critically analyze statistical reasoning to problems of business.

Course Outcomes

After completing the course students would be able to:

CO1: gain knowledge of basic concept / fundamentals of business statistic.

CO2: develop practical understanding of various statistical concepts.

CO3: compute various measures of central tendency, measures of Dispersion, Time Series Analysis, Index Number, Correlation and Regression analysis and their implication on Business performance.

CO4: understand basic concepts of probability and judge probability theoretical distributions

CO5: take managerial decision and applying the Concept of Business Analytics.

UNIT- I

Statistics: Meaning, evolution, scope, limitations and applications; data classification; tabulation and presentation: meaning, objectives and types of classification, formation of frequency distribution, role of tabulation, parts, types and construction of tables, significance, types and construction of diagrams and graphs

UNIT- II

Measures of Central Tendency and Dispersion: Meaning and objectives of measures of central tendency, different measure viz. arithmetic mean, median, mode, geometric mean and harmonic mean, characteristics, applications and limitations of these measures; measure of variation viz. range, quartile deviation mean deviation and standard deviation, co-efficient of variation and skewness.

UNIT- III

Correlation and Regression: Meaning of correlation, types of correlation – positive and negative correlation, simple, partial and multiple correlation, methods of studying correlation; scatter diagram, graphic and direct method; properties of correlation coefficient, rank correlation, coefficient of determination, lines of regression, co-efficient of regression, standard error of estimate.

UNIT- IV

Index numbers and time series: Index number and their uses in business; construction of simple and weighed price, quantity and value index numbers; test for an ideal index number, components of time series viz. secular trend, cyclical, seasonal and irregular variations, methods of estimating secular trend and seasonal indices; use of time series in business forecasting and its limitations, calculating growth rate in time series.

Recommended Readings:

1. Levin, R.I. and Rubin D.S., Statistics for Management, Pearson Education.
2. Gupta, S.P. and Gupta, M.P., Business Statistics, Sultan Chand and Sons.
3. Sharma, J.K., Business Statistics, Vikas Publication House Pvt. Ltd.
4. Bajpai, Naval, Business Statistics, Pearson Education.
5. Davis and Pecar: Business Statistics using Excel, Oxford University Press.

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

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CORPORATE LEADERSHIP
Course Code: 24IMS504DS04

L-T-P
3-1-0
Time: 3 Hours

External Marks: 70
Internal Marks: 30

Course Objectives

1. Introduce the range of skills and knowledge required of executive leaders.
2. Examine the interaction between personal characteristics and organizational culture.
3. Explore the function of various types of collaborations and sources of power and influence.
4. Review project management techniques and demonstrate application of these strategies to students' projects.
5. Describe the impact of organizational culture and context on service delivery

Course Outcomes

CO1: Analyze various concepts as to leadership and apply wide knowledge on various traits and behavior of leaders of the past, present and future;

CO2: Design the structuring of team patterns in organizations;

CO3: Predict the different leadership theories and analyze the role of leaders in transforming the organizations;

CO4: Identify the strengths in strategic leadership and demonstrate ethical leadership and its results;

UNIT-I

Introduction: Concept of leadership, trait and behavioural approaches, contingency approach, interactive framework for analysing leadership

UNIT-II

Focus on Leader: Leader as an individual, power and influence, leadership and values, emotional leadership and leadership, leadership behaviour, courage and moral leadership

UNIT-III

Leader as relationship builder: motivation and empowerment, leader as communication champion, leading teams, leadership diversity

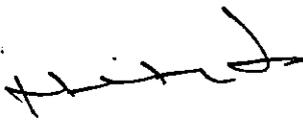
UNIT-IV

Leader as social architect: Creating vision and strategic direction, shaping culture and values, designing and leading learning organization, leadership and change

SUGGESTED READINGS:

1. Daft, Richard L., Leadership, Cengage Learning India Pvt. Ltd., New Delhi
2. Hughes, Richard L, Robert C., Ginnett and Gordon J, Curphy, Leadership – Enhancing the Lessons of Experience, Tata McGraw Hill Co. Ltd, New Delhi

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

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DATABASE MANAGEMENT SYSTEM
Course Code: 24IMS504MV01

L-T-P
3-0-1
Time: 3 Hours

External Marks: 50
Internal Marks: 50

Course Objectives

1. To Understand the basic concepts and the applications of database systems
2. To Master the basics of SQL and construct queries using SQL
3. To understand the relational database design principles
4. To become familiar with the basic issues of transaction processing and concurrency control
5. To become familiar with database storage structures and access techniques

Course Outcomes

CO1. Design relational databases.

CO2. Understand normal forms and perform normalization.

CO3. Design and develop a relational database system with appropriate functionality to process the data and with constraints to maintain data integrity and avoid data redundancy.

CO4. Write SQL queries to retrieve and modify information from a database system.

CO5. Create queries to retrieve information from structured, semi-structured, and unstructured data.

UNIT-I

Introduction to DBMS – Concept of database, objectives, advantages, limitations, structure, functions of DBMS; entities, attributes; schemas, sub-schema, data and Database Administrator (DBA)

UNIT-II

RDBMS and SQL – Introduction, terminologies, database design goals, database modeling life-cycle, keys, normalization forms; SQL, Pitfalls in RDBMS; Object Oriented DBMS

UNIT-III

Data Modelling Architecture and Design – introduction to data models, classification of data model – hierarchical, network and relational model; queries in DBMS; Database security

UNIT-IV

Database System Architecture – centralized, client-server, parallel and distributed systems, recovery procedures in database system; remote backup systems

Lab: Working with Microsoft Access

SUGGESTED READINGS:

1. Navathe, Fundamental of Database System, Addison Wesley
2. Rob, Database System, Thomson Learning, Mumbai
3. Singh, C.S., Data Base System, New Age Publications, New Delhi
4. Saini, S.P.S., Anish Saini, Database Management System, Vayu Education of India, New Delhi

Instructions for External Examiner: The question paper shall be divided into two sections. **Section 'A'** shall comprise five short answer type questions from the whole of the syllabus carrying one mark each, which shall be compulsory. The answer to each question should not exceed 50 words normally. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

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Multidisciplinary Courses
Foundations of Management
Course Code: **23IMSX01MD01**

L-T-P
3-0-0

External Marks: 50
Internal Marks: 25
Time: 3 Hours

Course Objectives:

1. The course is designed to help the students develop fundamental and transferable skills in order to become effective managers.
2. The students will understand how planning, organizing, and controlling have impacts on a manager's effectiveness and efficiency.

Course Outcomes:

After completing the course successfully, the students would be able to:

1. Provide a strong foundation to the students on fundamentals of management;
2. Enrich their knowledge of functional areas of management and provide an understanding of various management theories and their applications;
3. Various approaches to problem-solving & decision-making;
4. Will learn the control processes and their importance.

Unit-I

Overview of management: Concept, nature, process, managerial levels, skills, functions and role of managers

Unit-II

Planning: Nature and purpose of planning, planning process, types of plans, Management by Objectives (MBO), Strategies - types of strategies, Decision making – types of decision, decision-making process, rational decision making

Unit-III

Organizing: Nature and purpose of organizing, organization structure, Departmentation, Span of control, Centralization and Decentralization, Delegation of authority and responsibility

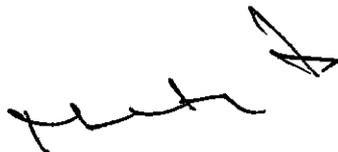
Unit-IV

Controlling: Nature and scope of control, types of control, control process, control techniques – traditional and modern, effective control system

Suggested Readings:

1. Management Theory and Practice by C. B Gupta (Sultan Chand and Sons)
2. Essentials of Management by Koontz and Wechrich (Tata McGraw-Hill)
3. Chandan. J. S. Management: Concepts and Strategies, (Vikas Publishing House), New Delhi
4. Robbins and Coulter, Management, Prentice Hall of India, New Delhi
5. Mohan, Krishna and Banerji, Meera, Developing Communication Skills, Macmillan India Ltd, New Delhi
6. Blaioisi, Wendy, Curtis W Cook and Phillip L, Hunsaker, Management and Organisational Behaviour, McGraw Hill
7. Mondy, R Wayne, Aruther Sharplin and Shane Premeaux, Management and Organizational Behaviour, Allyn and Bacon, USA
8. Mullins, Laurie, J. Management and Organisational Behaviour, Pearson Education, New Delhi

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise five short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.



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30/7/2023

Marketing Management
Course Code: 23IMSX02MD01

L-T-P
3-0-0

External Marks: 50
Internal Marks: 25
Time: 3 Hours

Course Objectives:

1. The course is designed to help the students analyze marketing activities within a firm and apply marketing concepts and theories to realistic marketing situations.
2. The students will develop a better appreciation and understanding of the role of marketing in a business organization specifically, and in our society at large.

Course Outcomes

After completing the course successfully, the students would be able to:

1. Relate the corporate function of marketing;
2. Outline the macro and microenvironment in molding a company's marketing function;
3. Differentiate the consumer and institutional buyer behavior;
4. Compare and contrast goods and services and define the target segments for the products; and
5. Select the right promotion and distribution channel for a product.

UNIT - I

Introduction to marketing: Nature, scope, core concepts, tasks of marketing management, and corporate orientation towards marketplace; marketing environment; and ethical issues in marketing

UNIT - II

Understanding consumer and business markets: Consumer buying decision process in consumer and business markets; building customer value, satisfaction and loyalty; Market segmentation, targeting and positioning approaches to deal with market competition; tools of product differentiation

UNIT - III

Product and pricing decisions: Product life cycle, product mix and product line decisions, new product development process; branding, packaging and labelling decisions; determinants of price, pricing methods and strategies

UNIT - IV

Promotion and distribution decisions: Promotion mix - Advertising and sales promotion; public relations; personal selling; Channels of distribution: functions of intermediaries, channel design decisions, selecting channel members, channel management; wholesaling and retailing

Recommended Readings:

1. Kotler Philip and Keller; Marketing Management, Pearson Education, New Delhi
2. Kotler, Philip, Kevin Keller, A. Koshy and M. Jha, Marketing Management in South Asian Perspective, Pearson Education, New Delhi
3. Kerin, Hartley, Berkowitz and Rudelius, Marketing, TMH, New Delhi
4. Etzel, Michael J, Marketing: Concepts and Cases, TMH, New Delhi
5. Dhunna, Mukesh, Marketing Management – Text and Cases, Wisdom Publications, New Delhi
6. Capon, Noel and Singh Siddharth; Managing Marketing-An Applied Approach, Wiley Publications, New Delhi

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise of five short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

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30/7/2023

Entrepreneurship and MSME

Paper code: 24IMSX03MD01

L-T-P
3-0-0

External Marks: 50
Internal Marks: 25
Time: 3 Hours

Course Objectives:

1. The course is designed to give the students an understanding of the various concepts and factors of entrepreneurship and MSME.
2. The students will be in a better position to analyze the entrepreneurial process, financial institutions supporting entrepreneurs, and the importance of MSME in the economic development of a society.

Course Outcomes

After completing the course successfully, the students would be able to:

1. Identify the requisite skills of a successful entrepreneur;
2. Scan the business environment to find the feasibility of a business plan;
3. Have knowledge of financial and legal aspects of forming an entrepreneurial venture; and
4. Finding out the role of promoting agencies in entrepreneurship development.

Unit-I

Entrepreneurship – Concept, knowledge and skills requirement, characteristics of successful entrepreneurs, the role of entrepreneurship in economic development, entrepreneurship process, factors impacting emergence of entrepreneurship, managerial vs. entrepreneurial approach, and emergence of entrepreneurship

Unit-II

Creating Entrepreneurial Venture – Environmental scanning, competitor and industry analysis; feasibility study – market feasibility, technical/operational feasibility, financial feasibility; drawing business plan; preparing project report; presenting business plan to investors

Unit-III

Sources of Finance – Debt or equity financing, commercial banks, venture capital; financial institutions supporting entrepreneurs; legal issues – intellectual property rights patents, trademarks, copyrights, trade secrets, licensing, franchising

Unit-IV

Micro, Small and Medium-sized Enterprises (MSME) in India – Meaning and nature of MSME in India, Role of MSME in socio-economic development, problems faced by MSME, Role of innovation and entrepreneurship for MSME, Government initiatives for MSME sector

Suggested Readings:

1. Hisrich, Robert D., Michael Peters and Dean Shepherd, Entrepreneurship, Tata McGraw Hill, New Delhi.
2. Barringer, Brace R., and R. Duane Ireland, Entrepreneurship, Pearson Prentice Hall, New Jersey (USA).
3. Charantimath, Poornima, Entrepreneurship Development and Small Business Enterprises, Pearson Education, New Delhi.
4. Kuratko, Donand and Richard Hodgetts, Entrepreneurship, Cengage Learning India Pvt. Ltd., New Delhi.
5. Scarborough, N. M., & Cornwall, J. R. (2014). Essentials of entrepreneurship and small business management. Essex, UK: Pearson.

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise of five short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

-134-
Discipline Relevant/Allied - Minor Courses

Managerial Skills
Course Code: 23IMS501M101

L-T-P
3-1-0

External Marks: 70
Internal Marks: 30
Time: 3 Hours

Course Objectives:

1. To acquaint the students with the basics of managerial skills and their application in managing the business more effectively and more efficiently.
2. To offer exposure to students of the importance of social psychological setup in becoming a dynamic manager.

Course Outcomes:

On successful completion of the course, the students will be able to:

1. Understand the essential managerial skills and the applications;
2. Learn how to solve an analytical problem, and why employee empowerment and delegation of work are crucial;
3. Know the importance of team building and group behavior in an organization;
4. Analyze the importance of communication and motivation skills in developing effective and efficient managers.

UNIT-I

Introduction to managerial skills: Meaning and concept of managerial skills, Need and its importance, Techniques of skill development for effective management, Application of management skills. Coordination and Interpersonal roles.

UNIT-II

Problem-solving: Problem-solving, creativity, innovation, steps of analytical problem solving, limitations of analytical problem solving, impediments of creativity, multiple approaches to creativity
Empowering and delegating: Meaning of empowerment, dimensions of empowerment, how to develop empowerment, inhibitors of empowerment, delegating works.

UNIT-III

Teams and Groups: Team Building, developing teams and teamwork, advantages of a team, leading a team, team membership, Group Dynamics, Group Behaviour, Cohesion, Importance of Brain Storming, Sensitivity Training, Nominal Group techniques, Leadership and competence development.

UNIT-IV

Communication: Process of communication, Need and Importance of communication skills, Types of communication, conduct of meetings, Interviews, reporting of projects, reporting of case analysis, Building self-confidence, Role of motivation skills in developing managers

Suggested Readings:

1. Essentials of Management by Herald Koontz, Weihrich and Cannice, Tata-McGraw Hill Publishing House.
2. Management by James A.E. Stoner, Freeman, Gilberth, Pearson Publishing House.
3. Management by Robbins, Coulter, Fernandez Pearson Publishing House.
4. Richard L. Daft: Principles of Management, Cengage Learning India.
5. V.S.P. Rao Managerial Skills Excel Books, 2010, New Delhi
6. David A Whetten, Cameron Developing Management skills, PHI 2008
7. Ramnik Kapoor Managerial Skills Path Makers, Bangalore
8. Kevin Gallagher, Skills development for Business and Management Students, Oxford, 2010
9. Monipally, Mutthukutty Business Communication Strategies Tata McGraw Hill.
10. Robbins Stephen P: Organisational Behaviour, Pearson.

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

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Corporate Leadership
Course Code: 23IMS02MI01

L-T-P
3-1-0

External Marks: 70
Internal Marks: 30
Time: 3 Hours

Course Objectives:

1. To acquaint the students with the basics of leadership, qualities and behavioural approaches for managing the corporate employees more effectively and efficiently.
2. To offer exposure to students of the importance of a leader as relationship builder and as a social architect in bringing out change in business firms.

Course Outcomes:

On successful completion of the course, the students will be able to:

1. Know the different approaches of leadership and the leadership traits;
2. Comprehend the power of influencing individuals and its significance in creating high values, courage and moral of employees;
3. Learn how to motivate and empower employees through relationship building; and
4. Know the importance of a leader as social architect in bringing any corporate or social change.

UNIT-I

Introduction: Concept of leadership, trait and behavioural approaches, contingency approach, interactive framework for analyzing leadership

UNIT-II

Focus on Leader: Leader as an individual, power and influence, leadership and values, emotional leadership and leadership, leadership behaviour, courage and moral leadership

UNIT-III

Leader as relationship builder: motivation and empowerment, leader as communication champion, leading teams, leadership diversity

UNIT-IV

Leader as social architect: Creating vision and strategic direction, shaping culture and values, designing and leading learning organization, leadership and change

Suggested Readings:

11. Daft, Richard L., Leadership, Cengage Learning India Pvt. Ltd., New Delhi
12. Hughes, Richard L, Robert C., Ginnett and Gordon J, Curphy, Leadership – Enhancing the Lessons of Experience, Tata McGraw Hill Co. Ltd, New Delhi

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

-136-

Business Policy and Strategy
Course Code: 24IMS503MI01

L-T-P
3-1-0

External Marks: 70
Internal Marks: 30
Time: 3 Hours

Course Objectives:

1. To familiarize the students with the concepts, theories and models of Strategy that are being followed by the organizations.
2. To enable students to determine and analyse the factors contributing to the strategic development and survival or failure of industry operation, and on the basis of such analysis evaluate long-term strategies which enable the operation to achieve its corporate objectives.

Course Outcomes:

On successful completion of the course, the students will be able to:

1. Understand the strategic issues and policy decisions facing businesses and how current management concepts address these issues.;
2. Understand and describe the strategic management process and the difference between strategic analysis, strategy formulation and strategy implementation;
3. Analyze new knowledge and use existing knowledge to conduct strategic and competitive analysis using various tools (e.g., SWOT analysis) in a variety of industries; and
4. Evaluate the formulation of business and corporate level strategies, the different business and corporate strategic types, alternative actions, and make sound strategic decisions.

UNIT-I

Business policy as a field of study; nature and objectives of business policy; strategic management process, vision and mission, establishment of organizational direction, corporate strategy and strategic activation; strategic business units.

UNIT-II

Top management constituents board of directors, sub-committees, chief executive officer; task, responsibilities and skills of top management; corporate governance.

UNIT-III

Formation of strategy: nature of company's environment and its analysis: SWOT analysis; evaluating multinational environment; identifying corporate competence and resources; principles and rules of corporate strategy; strategic excellence positions

UNIT-IV

Strategic analysis and choice; BCG matrix; GE-Cell Nine matrix; stop light strategic model; directional policy matrix model; grand strategy selection matrix; model of grand strategy clusters; behavioural considerations affecting strategic choice; contingency approach to strategic choice

Suggested Readings:

1. Johnson and Scholes, Exploring Corporate Strategy, Prentice Hall, New Delhi.
2. Thomson, S., Strategic Management, Tata McGraw Hill, New Delhi.
3. Sukul, Compash, Strategic Management, Vikas Publishing, New Delhi.
4. Kazmi, A., Business Policy and Strategic Management, TMH, New Delhi.
5. Wheelen, T. and J.D. Hunger, Strategic Management and Business Policy, Pearson Education, New Delhi.

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

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3/10 271



Management of Financial Services and Institutions

Course Code: 26IMS507MI01FM

L-T-P
3-1-0

External Marks: 70
Internal Marks: 30
Time: 3 Hours

Course Objectives:

1. To understand role of Financial Services in Business organizations and to give an insight into the strategic, regulatory, operating and managerial issues concerning select financial services and institutions.
2. To develop an integrated knowledge of the functional areas of financial services & institutions in the real world situation.

Course Outcomes:

On successful completion of the course, the students will be able to:

1. Understand various types of financial services with respect to rules and regulations prescribed by the regulators;
2. Understand the operation policies of financial institutions;
3. Understanding the working of the money market and capital market in India; and
4. Evaluate and create strategies to promote financial services.

UNIT-I

Financial Services: salient features, scope and problems; mutual funds; venture capital financing; regulatory and theoretical framework of leasing; issue management activities/procedures of merchant banking

UNIT-II

Credit rating; factoring and forfeiting; housing finance; merger/amalgamation and acquisition/takeover; debt securitization

UNIT-III

Operational policies and practices of SIDBI; EXIM BANK; UTI; LIC; NABARD; Segment and instruments of money market and capital market

UNIT-IV

Mechanism of security trading, NSE, BSE, Scripless trading, depository system and custodial services; SEBI – its objectives, functions and powers

Suggested Readings:

1. Bhole, L. M., Financial Institutions and Markets, Tata McGraw Hills, New Delhi
2. Khan, M. Y., Financial Services, Tata McGraw Hill, New Delhi
3. Pathak, Indian Financial System, Pearson Education
4. Khan, M.Y., Indian Financial System, Tata McGraw Hill, New Delhi
5. Machiraju, H.R., Indian Financial System, Vikas Publishing House
6. Machiraju, H.R., Working of Stock Exchange in India, New Age Publication
7. Shrivastava, R.M., and Nigam, Divya, Management of Indian Financial Institutions, Himalaya Publishing House.

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

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-139-

Strategic HRM
Course Code: 26IMS507MI01HR

L-T-P
3-1-0

External Marks: 70
Internal Marks: 30
Time: 3 Hours

Course Objectives:

1. To develop a theoretical and practical understanding of the role of HR professionals as a strategic partner in organizations.
2. To provide linkages of Business Strategy to HR Strategies – Policies & Systems.

Course Outcomes:

On successful completion of the course, the students will be able to:

1. Integrate HR with the business strategy;
2. Gain rational ability to manage performance strategically;
3. Develop competency to enhance employee development; and
4. Manage and motivate employees using the basic principles of strategic human resource management.

UNIT-I

HR environment; HRM in knowledge economy; concept of SHRM: investment perspective of SHRM, evolution of SHRM, strategic HR vs. traditional HR, barrier to strategic HR, role of HR in strategic planning

UNIT-II

Strategic fit frameworks: linking business strategy and HR strategy, HR bundles approach, best practice approach; business strategy and human resource planning; HRM and firm performance linkages – measures of HRM performance; sustained competitive advantages through inimitable HR practices

UNIT-III

HR Systems: staffing systems, reward and compensation systems, employee and career development systems, performance management systems

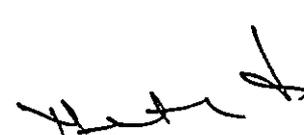
UNIT-IV

Strategic options and HR decisions – Downsizing and restructuring, domestic and international labour market, mergers and acquisitions, outsourcing and off shoring

Suggested Readings:

1. Mello, Jeffrey A., Strategic Human Resource Management, Thomson Learning Inc.
2. Agarwala, Tanuja, Strategic Human Resource Management, Oxford University Press, New Delhi
3. Dreher, George and Thomas Dougherty, Human Resource Strategy, Tata McGraw Hill
4. Greer, Charles, Strategic Human Resource Management, Pearson Education
5. Belcourt, Monica and Kenneth McBay, Strategic Human Resource Planning, Thomson Learning Inc.

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

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Social Media Marketing
Course Code: 26IMS508MI01MK

L-T-P
3-1-0

External Marks: 70
Internal Marks: 30
Time: 3 Hours

Course Objectives:

1. To acquaint the students with the basics of social media marketing and make the learner understand the behavior and engagement related issues of social media customers for their retention.
2. To offer exposure to students of the major social media platforms along with their functions and role in marketing for selecting the right media for the specific product marketing.

Course Outcomes:

On successful completion of the course, the students will be able to:

1. Utilize social media options professionally;
2. Comprehend the power of social media community and significance of social media entertainment in creating new trends of marketing;
3. Devise social media marketing strategies for business and non- business purposes; and
4. Able to integrate social media with digital and non- digital promotional programmes.

UNIT-I

Introduction to Social Media Marketing: Concept, Comparison and Implications, Social Media- Evolution, Characteristics, Social Media Marketing for Business and Non- Business Efforts, Career in Social Media Marketing

UNIT-II

Social Media Architecture and Marketing: Social Media Community- Networks and Audience, Social Media Publishing- Contents and Publishing, Social Media Entertainment- Gaming, Music, Videos and Celebrities, Social Media Commerce- Opportunities and Trends

UNIT-III

Social Media Customer: Profiles, Behavior and Engagement; Customer Data Management- Data Types, Data Retrieval and Data Processing for Customer Retention

UNIT-IV

Social Networks: Facebook, Instagram, X (previously Twitter), YouTube, WhatsApp - Design, Features, Mechanism, Metrics, Reach and Users, Social Network Marketing- Communication and Branding Strategy, Sales Strategy

Suggested Readings:

1. Dan Zarrella - The Social Media Marketing Book-O'Reilly Media (2009)
2. Dave Evans, Susan Bratton, Jake McKee - Social Media Marketing_ The Next Generation of Business Engagement-Sybex (2010)
3. Matthew Halloran, Crystal Thies(auth.) - The Social Media Handbook for Financial Advisors_ How to Use LinkedIn, Facebook, and Twitter to Build and Grow Your Business (2012)
4. Melissa Barker, Donald Barker, Nicholas Bormann, and Krista Neher. Social media marketing: A strategic approach. Nelson Education, 2012.
5. Puneet Bhatia, Fundamental of Digital Marketing, Pearson Education (2017)
6. Jason, McDonald. Social Media Marketing Workbook: 2018 Edition - How to Use Social Media for Business

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

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-141-

Security Analysis and Portfolio Management

Course Code: 26IMSS08MI01FM

L-T-P
3-1-0

External Marks: 70
Internal Marks: 30
Time: 3 Hours

Course Objectives:

1. To make the students aware about fundamental principles and techniques of Security Analysis and Portfolio Management.

Course Outcomes:

On successful completion of the course, the students will be able to:

1. Have a firm grasp on the basics of investment;
2. Have a general understanding of fundamental and technical analysis of investment;
3. Be knowledgeable on modern portfolio theories; and
4. Have an understanding on portfolio construction, revision and performance evaluation techniques.

UNIT-I

Investment-Meaning, nature, process and alternatives; return and risk; Concept and components of total risk; Measuring historical and expected return and risk; systematic and unsystematic risk. Measurement of systematic risk.

UNIT-II

Objectives and benefits of investment analysis and security valuation; theories of fixed and variable income securities; Efficient Market Theory; Fundamental Analysis - Economic, Industry and Company Analysis; Technical Analysis

UNIT-III

Portfolio – Meaning, advantages and selection; Selection Problems: Markowitz portfolio theory; expected return and standard deviation for portfolios; the efficient frontier; the efficient frontier and investor utility; the selection of the optimal portfolio; Sharpe single-index model; Capital Asset Pricing Model; Arbitrage Pricing Theory

UNIT-IV

Bond portfolio management strategies – passive portfolio strategies, active management strategies; Portfolio revision – meaning, need, constraints and strategies; formula plans - constant-dollar-value plan, constant ratio plan, variable ratio plan; Portfolio performance evaluation: risk adjusted measures of performance

Suggested Readings:

1. Reiley & Brown, Investment Analysis & Portfolio Management, Thomson Learning, Bombay.
2. Pandian, Security Analysis and Portfolio Management, Vikas Publishing House, New Delhi
3. Sharpe, Alexander & Wiley, Investment. Prentice Hall of India, New Delhi.
3. Alexander, Gordon J. and Bailey, Jeffery V., Investment analysis and Portfolio Management, Dryden Press, Thomson Learning, Bombay.
4. Bodie ZVI, Kane Alex, Marcus, Alan J and Mohanty, Pitabas, Investments, TMH, New Delhi, 2006.
5. Elton, Edwin J. & Gruber, Martin J., Modern Portfolio Theory & Investment Analysis, John Wiley & Sons.
6. Haugen, Robert A., Modern Investment Theory, Pearson Education, New Delhi.

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

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-142-

Industrial Relations
Course Code: 26IMS508MI01HR

L-T-P
3-1-0

External Marks: 70
Internal Marks: 30
Time: 3 Hours

Course Objectives:

1. To make students aware of the various actors as part of the industrial relations (which also includes the influence of the state, ILO and so on) and understand the labor laws, issues and implications..
2. To offer exposure to students of the Trade Unionism, Participative Management and emerging issues concerned with Industrial Relations.

Course Outcomes:

On successful completion of the course, the students will be able to:

1. Demonstrate descriptive knowledge of the field of industrial relations;
2. Apply the essential concepts of industrial relations and their interrelationship at the personal, organisational and national levels;
3. Discuss the causes of Grievance, need for discipline and punitive measures for Indiscipline; and
4. Examine the need for Collective bargaining, Workers Participation in Management and the process involved.

UNIT-I

Industrial Relations: Concept, Scope, Objectives, emerging socio-economic and techno economic profile; Impact of technological change on industrial relations; Role of State in managing industrial relations factors affecting industrial relations.

UNIT-II

ILO and Trade Unions: Objectives and functions; Development of trade Union movement in India; Challenges of Trade Union movement; Forms of union; Trade Union response toward liberalization and change; Role and objectives of ILO. Prevention and settlement of disputes

UNIT-III

Labor Legislations: Objectives, forms and significance; Grievance handling legislations: Social security legislations, Regulatory legislations and protective and employment legislations; Harmony and discipline

UNIT-IV

Co-ownership Management; Concept and significance; Involvement of workers with management processes; Strategic implementation of WPM; Collective bargaining and empowerment: role, methods and significance to quality management. Quality of work life

Suggested Readings:

1. Ramaswamy, E. **Managing Human Resources**, Oxford University Press, New Delhi
2. Venkataratnam, C.S. and Sinha, Pravin, **Trade Union Challenges at the Designing of 21st Century**, IIRAExcel Books, New Delhi
3. Monappa, A. **Industrial Relations**, Tata McGraw Hill, New Delhi
4. Monappa, A. **Managing Human Resources**, Tata McGraw Hill, New Delhi
5. Sinha, Sinha, Sakher, **Industrial Relations, Trade Unions and Labour Legislations**,
6. Pearson Education, New delhi
7. Venkataratnam, C.S., **Industrial Relations**, Oxford University Press, New Delhi
8. Dutta, S.K. **Guide to Disciplinary Action**, Tata McGraw Hill, New Delhi

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

MAHARSHI DAYANAND UNIVERSITY, ROHTAK

(A State University established under Haryana Act No. XXV of 1975)

'A+' Grade University Accredited by NAAC

Minutes of PGBOS Meeting

An emergent meeting of PGBOS, scheduled for 02.08.2024 at 1:00 P.M. was preponed and held on 02.08.2024 at 11:15 A.M. in the office of Head, Department of Commerce, M.D. University, Rohtak. The following members were present-

- | | |
|---------------------------------|-------------|
| 1- Prof. Raj Pal Singh | Chairperson |
| 2- Dr. Seema Rathee | Member |
| 3- Dr. Sangita Rani | Member |
| 4- Dr. Sushila, GCW Rohtak | Member |
| 5- Mrs. Kavita Jain, VMM Rohtak | Member |

Raj Pal Singh
2/8/2024

Seema
2/8/2024

Sangita Rani
02/08/2024

Sushila
2/8/2024

Kavita Jain
2/8/2024

Resolution

1. Considered and approved syllabus of 2nd year of M.Com. 5 Year Integrated under NEP 2020.

[Signature]
2/8/2024

Head
Department of Commerce
M.D. University, Rohtak

MAHARSHI DAYANAND UNIVERSITY ROHTAK
DEPARTMENT OF COMMERCE

CURRICULUM AND CREDIT FRAMEWORK FOR
M.COM FIVE YEAR INTEGRATED PROGRAMME (CCFYIP)
Scheme of Examinations under National Education Policy 2020
w.e.f. Session 2023-24

M.Com 5 Year Integrated: 1st Semester

Sr. No.	Paper Code	Nomenclature	Theory Marks	Int. Ass.	Total Marks	Exam Time	Credits
1.	23COM501DS01	Financial Accounting	70	30	100	3 Hrs	04
2.	23COM501DS02	Business Management	70	30	100	3 Hrs	04
3.	23COM501MI01 OR 23COM501MI02	Principles of Marketing OR Business Documentation-I	70	30	100	3 Hrs	04
4.	23COMX01MD01 OR 23COMX01MD02	Business Communication Skills OR Business Ethics (for students of other UTDs)	50	25	75	3 Hrs	03
5.	23ENGX01AE01/ 23SKTX01AE01/ 23HNDX01AE01	To be selected from university common pool	35	15	50	3 Hrs	02
6.	23COM501SE01	Digital Fluency in Business-I	50	25	75	3 Hrs	03
7.	23CSAX01VA01/ OR 23EVXS01VA01	Digital and Technological Solutions OR Environmental Science	35	15	50	3 Hrs	02
Total Marks & Credits					550		22

Abbreviation:-

1. DSC : Discipline Specific Course
2. MIC : Minor Course
3. MDC: Multi Disciplinary Course
4. AEC : Ability Enhancement Course
5. SEC : Skill Enhancement Course
6. VAC : Value Added Course
7. P : Practical

Note:- 1. Student shall opt one MIC out of the pool mentioned at Sr. No. 3

2. Commerce Department offers the following papers for university common pool-

- i. Business Communication Skills and
- ii. Business Ethics



MAHARSHI DAYANAND UNIVERSITY ROHTAK

DEPARTMENT OF COMMERCE

CURRICULUM AND CREDIT FRAMEWORK FOR M.COM FIVE YEAR INTEGRATED PROGRAMME (CCFYIP)

Scheme of Examinations under National Education Policy 2020

w.e.f. Session 2023-24

M.Com 5 Year Integrated: 2nd Semester

Sr No.	Paper Code	Nomenclature	Theory Marks	Int. Ass.	Total Marks	Exam Time	Credits
1.	23COM502DS01	Advanced Financial Accounting	70	30	100	3 Hrs	04
2.	23COM502DS02	Financial Literacy	70	30	100	3 Hrs	04
3.	23COM502MI01 OR 23COM502MI02	Service Marketing OR Business Documentation-II	70	30	100	3 Hrs	04
4.	23COMX02MD01 OR 23COMX02MD02	Entrepreneurship & Start-ups OR Business Environment (for students of other UTDs)	50	25	75	3 Hrs	03
5.	23ENGX02AE01/ 23SKTX02AE01/ 23HNDX02AE01	To be selected from university common pool	35	15	50	3 Hrs	02
6.	23COM502SE01	Digital Fluency in Business-II	50	25	75	3 Hrs	03
7.	23CSAX02VA01/ 23EVXS02VA01	Digital and Technological Solutions / Environmental Science	35	15	50	3 Hrs	02
Total Marks & Credits					550		22

Abbreviation:-

1. DSC : Discipline Specific Course
2. MIC : Minor Course
3. MDC: Multi Disciplinary Course
4. AEC : Ability Enhancement Course
5. SEC : Skill Enhancement Course
6. VAC : Value Added Course
7. P : Practical

Note: 1. Student shall opt one MIC out of the pool mentioned at Sr. No. 3.

2. Commerce Department offers the following papers for university common pool-

- i. Entrepreneurship & Start-ups and
- ii. Business Environment

3. Students exiting the program after 2nd Semester and securing 48 credits including 4 credits of summer internship will be awarded UG Certificate in the relevant discipline/subject.

MAHARSHI DAYANAND UNIVERSITY ROHTAK
DEPARTMENT OF COMMERCE

CURRICULUM AND CREDIT FRAMEWORK FOR
M.COM FIVE YEAR INTEGRATED PROGRAMME (CCFYIP)
Scheme of Examinations under National Education Policy 2020

w.e.f. Session 2023-24

M.Com 5 Year Integrated: 3rd Semester

Sr No.	Paper Code	Nomenclature	Theory Marks	Int. Ass.	Total Marks	Exam Time	Credits
1.	24COM503DS01	Corporate Accounting-I	70	30	100	3 Hrs	04
2.	24COM503DS02	Cost Accounting	70	30	100	3 Hrs	04
3.	24COM503DS03	Business Statistics and its Applications	70	30	100	3 Hrs	04
4.	24COM503MI01 OR	Corporate Law-I OR	70	30	100	3 Hrs	04
	24COM503MI02	Financial Institutions and Markets	70	30	100	3 Hrs	04
5.	24COMX03MD01 OR	Business Economics OR	50	25	75	3 Hrs	03
	24COMX03MD02	Corporate Governance (for students of other UTDs)	50	25	75	3 Hrs	03
6.	24ENGX03AE01/ 24SKTX03AE01/ 24HNDX03AE01	To be selected from university common pool	35	15	50	3 Hrs	02
7.	24COM503SE01	Cyber Security and Artificial Intelligence in Commerce	50	25	75	3Hrs	03
Total Marks & Credits					600		24

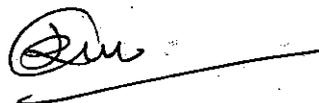
Abbreviation:-

1. DSC : Discipline Specific Course
2. MIC : Minor Course
3. MDC: Multi Disciplinary Course
4. SEC : Skill Enhancement Course
5. AEC : Ability Enhancement Course

Note: 1. Student shall opt one MIC out of the pool mentioned at Sr. No. 4:

2. Commerce Department offers the following papers for university common pool-

- i. Business Economics and
- ii. Corporate Governance



MAHARSHI DAYANAND UNIVERSITY ROHTAK
DEPARTMENT OF COMMERCE
CURRICULUM AND CREDIT FRAMEWORK FOR
M.COM FIVE YEAR INTEGRATED PROGRAMME (CCFYIP)
Scheme of Examinations under National Education Policy 2020
w.e.f. Session 2023-24

M.Com 5 Year Integrated: 4th Semester

Sr No.	Paper Code	Nomenclature	Theory Marks	Int. Ass.	Total Marks	Exam Time	Credits
1.	24COM504DS01	Corporate Accounting-II	70	30	100	3 Hrs	04
2.	24COM504DS02	Cost Management	70	30	100	3 Hrs	04
3.	24COM504DS03	Financial Reporting & Auditing	70	30	100	3 Hrs	04
4.	24COM504DS04	Business Regulatory Framework	70	30	100	3 Hrs	04
5.	24COM504MV01 OR 24COM504MV02	Corporate Law-II OR Financial Engineering	70	30	100	3 Hrs	04
6.	24ENGX04AE01/ 24SKTX04AE01/ 24HNDX04AE01	To be selected from university common pool	35	15	50	3 Hrs	02
7.	-----	To be selected from university common pool	35	15	50	3 Hrs	02
Total Marks & Credits					600		24

Abbreviation:-

1. DSC : Discipline Specific Course
2. MIC : Minor Course
3. AEC : Ability Enhancement Course

- Note:**
1. Students exiting the program after 4th Semester and securing 96 credits including 4 credits of summer internship will be awarded UG Diploma in the relevant discipline/subject.
 2. The students shall learn any job oriented skill under the Summer Internship of 01 month (30 days) during the month of May/June after their annual examination of 4th semester. They shall produce the certificate for the same in the office of the department before the commencement of 5th semester classes.



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CURRICULUM AND CREDIT FRAMEWORK FOR
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w.e.f. Session 2023-24

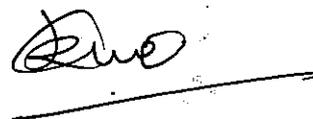
M.Com 5 Year Integrated: 5th Semester

Sr. No.	Paper Code	Nomenclature	Theory Marks	Int. Ass.	Total Marks	Exam Time	Credits
1.	25COM505DS01	Income Tax	70	30	100	3 Hrs	04
2.	25COM505DS02	Financial Management	70	30	100	3 Hrs	04
3.	25COM505DS03	Accounting for Managerial Decisions	70	30	100	3 Hrs	04
4.	25COM505DS04	Human Resource Management	70	30	100	3 Hrs	04
5.	25COM505MV01 OR 25COM505MV02	Retail Management OR Secretarial Practices	70 70	30 30	100 100	3 Hrs 3 Hrs	04 04
6.	25COM505IN01	Internship	-	-	100	--	04
Total Marks & Credits					600		24

Abbreviation:-

1. DSC : Discipline Specific Course
2. MIC : Minor Course
3. SEC : Skill Enhancement Course

Note: 1. Student shall opt one MIC out of the pool mentioned at Sr. No. 5.
2. The students shall learn any job oriented skill under the Summer Internship of 01 month (30 days) during the month of May/June after their annual examination of 4th semester. Internship will require 120 hours (1 credit = 30 hrs of engagement). They shall produce the certificate for the same in the office of the department before the commencement of 5th semester classes. The evaluation of Summer Internship will be of 100 marks consisting 50 marks for their viva voce and 50 marks for their PPT presentation (Before the Departmental Committee of the college/institute with an external examiner) to be held before the commencement of 5th semester exams.



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M.Com 5 Year Integrated: 6th Semester

Sr. No.	Paper Code	Nomenclature	Theory Marks	Int. Ass.	Total Marks	Exam Time	Credits
1.	25COM506DS01	Income Tax Law & Administration	70	30	100	3 Hrs	04
2.	25COM506DS02	Money and Banking	70	30	100	3 Hrs	04
3.	25COM506DS03	Goods & Services Tax Law and Practices	70	30	100	3 Hrs	04
4.	25COM506DS04	Human Resource Accounting	70	30	100	3 Hrs	04
5.	25COM505MV01	E- Filling	50	50(P)	100	3 Hrs	04
	OR 25COM505MV02	OR International Business	70	30	100	3 Hrs	04
Total Marks & Credits					500		20

Abbreviation:-

1. DSC : Discipline Specific Course
2. MIC : Minor Course
3. P : Practical

Note: 1. Student shall opt one MIC out of the pool mentioned at Sr. No. 5.

2. Students exiting the program after 6th Semester and securing 136 credits will be awarded 3 Years UG Degree in the relevant discipline/subject.

Details:- 1. Number of Students for Practical in One group = 15



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M.Com 5 Year Integrated: 7th Semester

Sr No.	Paper Code	Nomenclature	Theory Marks	Int. Ass.	Total Marks	Exam Time	Credits
1.	26COM507DS01	Business Research Methods	70	30	100	3 Hrs	04
2.	26COM507DS02	Corporate Tax	70	30	100	3 Hrs	04
3.	26COM507DS03	Organisational Behaviour	70	30	100	3Hrs	04
4.	26COM507DS04	Business Analytics	70	30	100	3 Hrs	04
5.	26COM507DS05	Managerial Economics	70	30	100	3 Hrs	04
6.	26COM507MI01 OR 26COM507MI02 OR 26COM507MI03	Stock Market Operations OR Organisational Development OR Consumer Behaviour	70 70 70	30 30 30	100 100 100	3 Hrs 3 Hrs 3 Hrs	04 04 04
Total Marks & Credits					600		24

Abbreviation:-

1. DSC : Discipline Specific Course
2. MIC : Minor Course

Note: 1. Student shall opt one MIC out of the pool mentioned at Sr. No. 6



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M.Com 5 Year Integrated: 8th Semester (with Hons.)

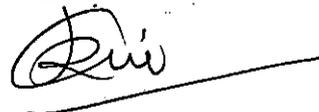
Sr No.	Paper Code	Nomenclature	Theory Marks	Int. Ass.	Total Marks	Exam Time	Credits (C+T+P)
1.	26COM508DS01	Corporate Tax Planning & Management	70	30	100	3 Hrs	04
2.	26COM508DS02	International Financial Management	70	30	100	3 Hrs	04
3.	26COM508DS03	Export Import Procedure & Documentation	70	30	100	3 Hrs	04
4.	26COM508DS04	Financial Risk Management	70	30	100	3 Hrs	04
5.	26COM508DS05	Production Management	70	30	100	3 Hrs	04
6.	26COM508MI01	Strategic Financial Management	70	30	100	3 Hrs	04
	OR	OR					
	26COM508MI02	Logistic Management	70	30	100	3 Hrs	04
	OR	OR					
	26COM508MI03	Leadership Dynamics	70	30	100	3 Hrs	04
Total Marks & Credits					600		24

Abbreviation:-

1. DSC : Discipline Specific Course
2. MIC : Minor Course

Note – 1. Student shall opt one MIC out of the pool mentioned at Sr. No. 6

2. Students exiting the program after 8th Semester and securing 184 credits including 4 credits of summer internship will be awarded 4 Years UG Degree (Hons.) in the relevant discipline/subject.



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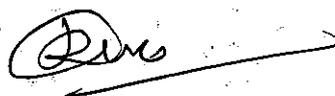
M.Com 5 Year Integrated: 8th Semester (Hons. with Research)

Sr No.	Paper Code	Nomenclature	Theory Marks	Int. Ass.	Total Marks	Exam Time	Credits
1.	26COM508DS06	Fundamental of Econometrics	70	30	100	3 Hrs	04
2.	26COM508DS07	Quantitative Techniques in Research	70	30	100	3 Hrs	04
3.	26COM508MI04	Researchable Issues in Accounting & Finance	50	15+35 (RP)	100	3 Hrs	04
	OR 26COM508MI05	Researchable Issues in Marketing	50	15+35 (RP)	100	3 Hrs	04
	OR 26COM508MI06	Researchable Issues in Human Resource Management	50	15+35 (RP)	100	3 Hrs	04
4	26COM508RP01	Research Project/ Dissertation			300		12
Total Marks & Credits					600		24

Abbreviation:-

1. RP : Research Proposal. For evaluation of Research Proposal, students shall prepare a research proposal including review of literature and the evaluation of the same shall be done by a Board of Examiners consisting of one internal examiner and one external examiner to be appointed by the HOD Commerce.

Note:- The viva voce in respect of the Research Project/Dissertation shall be conducted by a Board of Examiners, consisting of one internal faculty member to be appointed by the Head and two external examiners from the Industry and Academic Field (ordinarily not below the rank of Associate Professor and/or any professional working at a senior position from the industry) out of the panel proposed/recommended by the Head, Department of Commerce /dean, faculty of Management Sciences and Commerce, and approved by the Vice Chancellor/ Vice Chancellor's nominee (two member shall form the quorum).



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M.Com 5 Year Integrated: 9th Semester

Sr No.	Paper Code	Nomenclature	Theory Marks	Int. Ass.	Total Marks	Exam Time	Credits
1.	27COM509DS01	Operations Research	70	30	100	3 Hrs	04
2.	27COM509DS02	Corporate Social Responsibility	70	30	100	3 Hrs	04
3.	27COM509DS03	Financial and Commodity Derivatives	70	30	100	3 Hrs	04
	OR	OR					
	27COM509DS04	Performance Management	70	30	100	3 Hrs	04
3.	OR	OR					
	27COM509DS05	Digital & Social Media Marketing	70	30	100	3 Hrs	04
4.	27COM509DS06	Security Analysis and Portfolio Management	70	30	100	3 Hrs	04
	OR	OR					
	27COM509DS07	Compensation Management	70	30	100	3 Hrs	04
4.	OR	OR					
	27COM509DS08	Rural Marketing	70	30	100	3 Hrs	04
5.	27COM509IN01	Internship	--	--	100	(30 days)	04
Total Marks & Credits					500		20

Abbreviation:-

1. DSC : Discipline Specific Course

***Note** – The Students shall learn any job oriented skill under the Summer Internship of 01 month (30 days) during the month of May/June after their annual examination of 8th semester. Internship will require 120 hours (1 credit = 30 hrs of engagement). They shall produce the certificate for the same in the office of the department before the commencement of 9th semester classes. The evaluation of Summer Internship will be of 100 marks consisting 50 marks for their viva voce and 50 marks for their PPT presentation (Before the Departmental Committee of the college/institute with an external examiner from their affiliated university) to be held before the commencement of 9th semester exams.



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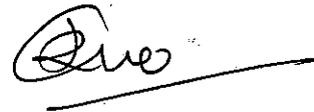
M.Com 5 Year Integrated: 10th Semester (with Hons.)

Sr No.	Paper Code	Nomenclature	Theory Marks	Int. Ass.	Total Marks	Exam Time	Credits
1.	27COM510DS01	Foreign Exchange Management	70	30	100	3 Hrs	04
	OR	OR					
	27COM510DS02	Organisational change and Intervention strategies	70	30	100	3 Hrs	04
	OR	OR					
	27COM510DS03	International Marketing	70	30	100	3 Hrs	04
2.	27COM510DS04	Risk and Insurance Management	70	30	100	3 Hrs	04
	OR	OR					
	27COM510DS05	Business Negotiation	70	30	100	3 Hrs	04
	OR	OR					
	27COM510DS06	Customer Relationship Management	70	30	100	3 Hrs	04
3.	27COM510RP01	Research Project/ Dissertation	--	--	300		12
Total Marks & Credits					500		20

Abbreviation:-

1. DSC : Discipline Specific Course

Note:- The viva voce in respect of the Research Project/Dissertation shall be conducted by a Board of Examiners, consisting of one internal faculty member to be appointed by the Head and two external examiners from the Industry and Academic Field (ordinarily not below the rank of Associate Professor and/or any professional working at a senior position from the industry) out of the panel proposed/recommended by the Head, Department of Commerce /dean, faculty of Management Sciences and Commerce, and approved by the Vice Chancellor/ Vice Chancellor's nominee (two member shall form the quorum).



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Scheme of Examinations under National Education Policy 2020

w.e.f. Session 2023-24

M.Com 5 Year Integrated: 10th Semester (Hons. with Research)

Sr No.	Paper Code	Nomenclature	Theory Marks	Int. Ass.	Total Marks	Exam Time	Credits
1.	27COM510DS07	Advanced Econometric Modelling	70	30	100	3 Hrs	04
2.	27COM510DS08	Applied Multivariate Analysis	70	30	100	3 Hrs	04
3	27COM510RP01	Dissertation/ Research Project			300		12
Total Marks & Credits					500		24

Abbreviation:-

1. DSC : Discipline Specific Course

Note:- 1. The viva voce in respect of the Dissertation shall be conducted by a Board of Examiners, consisting of one internal faculty member to be appointed by the Head and two external examiners from the Industry and Academic Field (ordinarily not below the rank of Associate Professor and/or any professional working at a senior position from the industry) out of the panel proposed/recommended by the Head, Department of Commerce /dean, faculty of Management Sciences and Commerce, and approved by the Vice Chancellor/ Vice Chancellor's nominee (two member shall form the quorum).

2. Four credits of internship earned by a student during summer internship after 2nd semester or 4th semester will be counted in 5th semester of a student who pursue 3 year UG Programmes without taking exit option. Four credits of internship earned by a student during summer internship after 8th semester will be counted in 9th semester of a student who pursue 5 year Integrated Programmes without taking exit option.



M. Com. 5 Year Integrated: 3rd Semester

w.e.f. session 2023-24

Paper: Corporate Accounting-I

Paper Code: 24COM503DS01

Max Marks: 100

Theory Marks: 70

Int. Ass.: 30

Time: 3 Hrs.

Credits: 04

Course Outcome:-

CO 1: Acquire the knowledge in company accounts such as meaning of a company, characteristics of a company, definition of shares, debentures, underwriting and goodwill, types of shares, bonus share, right share and underwriting, liquidation.

CO 2: Understand the accounting treatment in issue of shares at par premium and discount, issues of debenture, managerial remuneration, calculation of goodwill and shares and liquidator's statement of affairs.

CO 3: Develop the application skills to computation of pro-rate allotment, redemption of preference shares, profit and loss account and preparation of balance sheet of companies (new format).

CO 4: Evaluate the techniques for redemption of preference share, valuation of goodwill and shares, deficiency account in liquidation.

CO 4: Gain confidence in preparation of company accounts in new format, various methods for calculating good will and shares, and preparation of liquidator's final statement accounting

Note: The examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry 7 small questions of two marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 14 marks each.

Unit-I

Accounting for Share Capital: Classification of Shares, Issue of Shares, Issue of Right and Bonus Shares, ESOPs, Buy Back of Shares, Forfeiture of shares; Issue and Redemption of Preference Shares.

Unit-II

Accounting for Debentures: Issue and classification of debentures, Redemption of Debentures, **Valuation of Goodwill:** Need and Methods of Valuation, **Valuation of Securities:** Need for valuation, Methods of Valuation- Net Assets Method, Yield Basis Method, and Fair Value Method.

Unit-III

Company Final Accounts: Provisions of the Companies Act, 2013 - Preparation of Final Accounts - Adjustments Relating to Preparation of Final Accounts- Profit and Loss Account and Balance Sheet. Profit or loss prior and subsequent to incorporation.



Unit-IV

Accounting for Holding and Subsidiary Companies: Consolidated Financial Statements

Suggested Readings:

- *Shukla M.C, Grewal T.S and Gupta S.C. Advance Accounts: S.Chand & comp., New Delhi.*
- *Gupta R.L & Radha Swami M. Company Account: Sultan Chand, New Delhi.*
- *Monga J.R., Ahuja Girish and sehgal Ashok Financial Accounting: Mayur paper backs, Noida*
- *Goel, D.K., Corporate Accounting. Arya Publications, New Delhi*
- *P.C. Tulsian, Corporate Accounting, S.Chand Publishers*

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M. Com. 5 Year Integrated: 3rd Semester
w.e.f. session 2023-24
Paper: Cost Accounting
Paper Code: 24COM503DS02

Max Marks: 100
Theory Marks: 70
Int. Ass.: 30
Time: 3 Hrs.
Credits: 04

Course Outcome:-

- CO1:** Demonstrate domain knowledge in installation of costing system;
CO2: Better knowledge about the how to get over from the labour turnover, overtime and idle time;
CO3: Understanding the distribution scheme of production overhead and factory overhead;
CO4: Getting the deep knowledge about the inter-process profit.

Note: The examiner shall set nine questions in all covering the whole syllabus. Question No. 1 will be compulsory covering all the units and shall carry 7 small questions of two marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one questions from each unit. All questions shall carry 14 marks each.

Unit-I

Cost Accounting: Meaning, nature, scope and limitations; Concept of cost elements and types; Cost of Material, inventory control techniques. Pricing of issue of inventory/material.

Unit-II

Labour Cost: Idle time, Overtime, Labour turnover, Labour cost control, incentive wage plans.
Overheads: Meaning, Classification, Allocation, Apportionment and Absorption of overheads.

Unit-III

Unit Costing; Operating costing; Reconciliation of cost and Financial Accounts.

Unit-IV

Contract Costing and Process costing excluding equivalent production.

Suggested Reading:

- *Iyenger S.P. Cost Accounting Sultan Chand & Sons, New Delhi.*
- *Maheshwari S.N. & Mittal S.N. Cost Accounting Shree Mahavir Book Depot, Delhi.*
- *Jain S.P. & Narang K.L Cost Accounting-Principles & Practice Kalyani publishers*



M. Com. 5 Year Integrated: 3rd Semester
w.e.f. session 2023-24
Paper: Business Statistics and its Applications
Paper Code: 24COM503DS03

Max Marks: 100
Theory Marks: 70
Int. Ass.: 30
Time: 3 Hrs.
Credits: 04

Course Outcome:-

CO 1: Students will be able to summarize and analyze statistical data to solve practical business related problems.

CO 2: Students will be able to interpret the relevance of statistical findings for business problem solving and decision making.

CO 3: Students will be able to apply technology to statistical analysis and problem solving.

Note: The examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry 7 small questions of two marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 14 marks each.

UNIT-I

Introduction of statistics: concept, scope, usefulness & limitations of statistics, distrust of statistics. Collection of data: primary and secondary data, methods of collection of data.

UNIT-II

Measure of central tendency: mean, median, mode, harmonic mean and geometric mean. Measure of dispersion: range, inter-quartile range, quartile deviation, mean deviation, standard deviation, coefficient of variation, Lorenz curve.

UNIT-III

Index numbers: meaning, types and uses of index numbers, methods of preparation of index numbers: simple or unweighted and weighted index number, problems in the preparation of index numbers, Tests of adequacy; Chain-base index numbers; Base shifting, Splicing and deflating, Consumer price index.

UNIT-IV

Analysis of Times Series: causes of variation in time series data; Components of a time series; Decomposition: additive and multiplicative models; determination of trend: moving averages



method and method of Least Squares (including linear second degree, parabolic, and exponential trend); Computation of seasonal-indices by sample averages, ratio-to-trend, ratio-to moving average and link relative methods.

Suggested Readings:-

- *Gupta S.P., Business Statistics, Sultan Chand Publications, New Delhi.*
- *Hooda, R.P., Introduction to Statistics, Macmillan, New Delhi.*
- *Hooda, R.P., Statistics for Business and Economics; Macmillan; New Delhi.*
- *Lewin and Rubin, Statistics for Management, Prentice-Hall of India, New Delhi.*
- *Sancheti, D.C. and Kapoor, V.K., Statistics (Theory, Methods & Application), Sultan Chand & Sons, Delhi.*
- *Hoel & J Assen, Basic Statistics for Business and Economics; John Wiley and Sons, New York.*

A handwritten signature in cursive script, possibly reading 'Ravi', with a long horizontal line extending to the right.

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M. Com. 5 Year Integrated: 3rd Semester

w.e.f. session 2023-24

Paper: Corporate Law-I

Paper Code: 24COM503MI01

Max Marks: 100

Theory Marks: 70

Int. Ass.: 30

Time: 3 Hrs.

Credits: 04

Course Outcome:-

CO1: Understand the regulatory aspects and the broader procedural aspects.

CO2: Understand different types of companies covering the Companies Act 2013 and Rules there under.

CO3: Follow the basic legal documents and their usage essential for operations and management of company.

CO4: Enable the students to synthesis prospectus and allotment and forfeiture of share.

Note: The examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry 7 small questions of two marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 14 marks each.

Unit-I

Meaning and characteristics of a company; Lifting of corporate veil; Administration of Company Law [including National Company Law Tribunal (NCLT), National Company Law Appellate Tribunal (NCLAT), Special Courts]

Unit-II

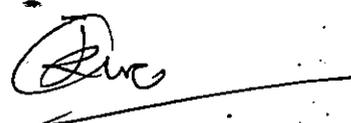
Types of companies including private and public company, government company, foreign company, one person company, small company, associate company, dormant company and producer company; Association not for profit; Illegal association; Formation of company, promoters, their legal position and pre incorporation contracts; Online registration of a company.

Unit-III

Memorandum of Association and its alteration, Articles of Association and its alteration, doctrine of constructive notice, doctrine of ultra virus and indoor management.

Unit-IV

Prospectus, Shelf and Red herring prospectus, misstatement in prospectus; book building; Allotment and Forfeiture of share, Sweat Equity, ESOPs, Bonus issue, and Further issue of shares, buyback and provisions regarding buyback; Membership of company



Suggested Readings:-

- *Bhushan, Bharat. Kapoor, N.D., Abbi, Rajni, "Elements of Company Law". Sultan Chand & Sons Pvt. Ltd.*
- *Chadha R. & Chadha, S.(2018). Company Laws. Scholar Tech Press, Delhi.*
- *Hicks, Andrew & Goo S.H., (2017) Cases and Material on Company Law, Oxford University Press.*
- *Kumar, A., (2019) Corporate Laws, Taxmann Pvt Ltd.*
- *Sharma, J.P.(2018). An Easy Approach to Corporate Laws, Ane Books Pvt. Ltd., New Delhi.*
- *The Depositories Act, 1996. Bare Act.*



M. Com. 5 Year Integrated: 3rd Semester

w.e.f. session 2023-24

Paper: Financial Institutions and Markets

Paper Code: 24COM503M102

Max Marks: 100

Theory Marks: 70

Int. Ass.: 30

Time: 3 Hrs.

Credits: 04

Course Outcome:-

CO1: Analyse the Financial System, Banking and Non-Banking Institutions, Securities Markets and also the key terminology of Financial Market for employment opportunity.

CO2: Apply various types of financial services provided by Financial Institutions for investment advisor's perspective to the various kinds of investors, which will help in enhancing the skill in the area of finance for employment and entrepreneurship.

CO3: Analyze and frame out the profitability alternatives to mobilize funds from capital market and money market for client and company helping in enhancement of critical thinking and analysis skills.

Note: The examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry 7 small questions of two marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 14 marks each.

Unit-I

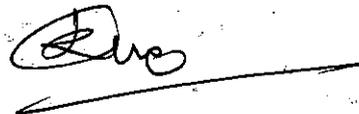
Overview of Indian financial system, Financial Institutions Meaning; features, Types. Banks vs financial intuitions, Money Market Institutions; Capital Market Institutions; Export - Import Bank of India (Exim Bank), National Bank for Agriculture and Rural Development (NABARD), Small Industries Development Bank of India (SIDBI), National Housing Bank (NHB), National Bank for Financing Infrastructure and Development (NABFID)

Unit-II

Money Market: Definition, Money Market: Objectives, Features and importance of a Developed Money Market, money market instruments:, Call and notice Money , Treasury Bill Market, Commercial Bill Market, Discount Market, Acceptance Market, Commercial Papers, Certificate of Deposits, Inter Bank Participation Certificates, Repo and reverse repo Instruments.

Unit-III

Capital Market: Meaning, Characteristics, Functions- Indian Capital Market-Evolution and Growth, Primary and Secondary Market, Stock exchanges: BSE, and NSE, Hybrid Financial Instruments of Indian Capital Market, money market vs. Capital market. Merchant Banking, meaning, functions pre-issue and post issue, SEBI guidelines related to merchant



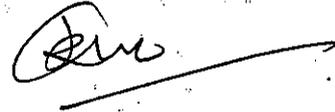
banking. Mutual funds. Meaning, features, merits and types. Current scenario of mutual funds in India.

Unit-IV

Private equity, meaning, nature, functions scope and modus operandi, Role of private equity in the growth of Indian economy. Venture Capital: Meaning, Features, Importance, stages and method of finance, Private equity vs. Venture capital. SEBI guidelines related to private equity and venture capital. Leasing: Modus operandi, significance and types of lease agreements. Hire purchase vs. Leasing. Factoring and forfeiting, Securitization: meaning, process, modus operandi. Credit rating; meaning, process, merits, types of credit rating symbol. Credit rating agencies in India.

Suggested Readings:-

- Avdhani: *Investment and securities markets in India*, Himalaya Publications, Delhi.
- Bhole, L.M.: *Financial Markets and Institutions*, Tata-McGraw Hill, Delhi.
- Giddy, I.H.: *Global Financial Markets*, A.I.T.B.S., Delhi.
- Khan, M.Y.: *Indian Financial system*, Tata McGraw Hill, Delhi.
- Varshney, P.N.: *Indian Financial System*, Sultan Chand & Sons, New Delhi.
- Srivastava, R.M.: *Management of Indian Financial Institutions*: Himalaya Publishing House, Mumbai. Verma, J.C.: *Guide to Mutual Funds and investment Portfolio*, Bharat Publishing House, New Delhi.
- *Financial Institutions and markets* BY Dr F C Sharma, Mahavira Publications Delhi
- *8. Merchant banking and Financial Services* By Madhu VIZ AND Swati Dhavan. Tata McGraw Hill, Delhi.



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M. Com. 5 Year Integrated: 3rd Semester

w.e.f. session 2023-24

Paper: Business Economics

Paper Code: 24COMX03MD01

Max Marks: 75

Theory Marks: 50

Int. Ass.: 25

Time: 3 Hrs.

Credits: 03

Course Outcome:-

CO1: Understand and identify the economic variables in general business atmosphere.

CO2: The knowledge about Economics at Micro level and various economic concepts such as Opportunity cost, Marginal Concepts, Demand Function and Law of Variable Proportion.

CO3: Learners will comprehend the relationship between various policies of business.

CO4: The identical Short Run and Long Run Equilibrium of a firm and industry and also about different market structure and various pricing techniques

Note: The examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry 05 small questions of two marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 10 marks each.

Unit-I

Cost of Production: Social and private costs of production, difference between economic and accounting costs, long run and short run costs of production. Economies and diseconomies of scale and the shape of the long run average cost. Learning curve.

Unit-II

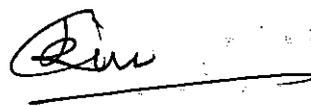
Perfect Competition: Assumptions, price and output decisions. Equilibrium of the firm and the industry in the short and the long runs, including industry's long run supply, difference between accounting and economic profits, producer surplus.

Unit-III

Stability analysis – Walrasian and Marshallian. Demand – supply analysis. Monopoly and Monopolistic Competition and price determination therein.

Unit-IV

Factors in economic-Development: Physical and Capital Formation, role of Technology; Sustainability Institutional factors / variables in development.



Suggested Readings:-

- *Dr. Raj Kumar, Prof. Kuldip Gupta, Business Economics, UDH, Publishing & Distributors P. Ltd, New Delhi.*
- *Uddipto Roy, Managerial Economics, Asian Book Private Ltd., New Delhi.*
- *R.L. Varshney, K.L. Maheshwari, Managerial Economics, Sultan Chand & Sons.*
- *M.L. Trivedi, Managerial Economics, Tata Mcgraw Hill.*

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M. Com. 5 Year Integrated: 3rd Semester

w.e.f. session 2023-24

Paper- Corporate Governance

Paper Code: 24COMX03MD02

Max Marks: 75
Theory Marks: 50
Int. Ass.: 25
Time: 3 Hrs.
Credits: 03

Course Outcomes:-

CO 1: Describe the concept and significance of corporate governance in a business setup.

CO 2: Analyse the role of the board of directors.

CO 3: Discuss important dimensions in corporate governance.

CO 4: Discuss corporate governance regulatory framework in India.

CO 5: Assess and analyse the problems of corporate governance in Indian Inc.

Note: Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number 01 will be compulsory containing 5 short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry 10 marks.

Unit 1.

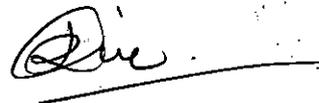
Corporate Governance: Meaning, significance and principles; Management and corporate governance; Theories of Corporate Governance: Agency Theory, Stewardship theory, Stakeholder Theory, Resource Dependency Theory, Managerial Hegemony Theory; Models of Corporate Governance; Art of Governance as per Kautilya's Arthashastra

Unit 2

Board structure and Directors; Role of Board; Board Committees and their functions; Insider Trading; Whistle Blowing; Shareholders Activism; Role of institutional investors; Class Action suits. CSR and Corporate Governance. Concept of Gandhian Trusteeship.

Unit 3

Regulatory framework in India: Kumar Mangalam Birla (1999), NR Narayana Murthy Committee (2005), Relevant provisions of Companies Act, 2013, SEBI: Listing Obligations and Disclosure Requirements Regulations (LODR), 2015 and Uday Kotak Committee (2017).

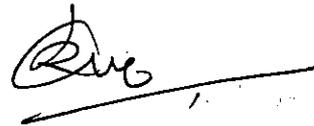


Unit 4

Satyam Computer Services Ltd, Kingfisher Airlines, PNB Heist, IL&FS Group Crisis; ICICI Bank, Yes Bank; Common Governance Problems in various corporate failures in India and abroad.

Suggested Readings:-

- *A handbook of corporate governance.* (2022). (3rd ed.). Institute of Directors. Delhi, India: IOD Publishing.
- Das, S. C. (2021). *Corporate governance in India: An evaluation.* (4th ed.). Delhi, India: PHI Learning Pvt. Ltd.
- Goel, S. (2019). *Corporate governance: principles and practices* (1st ed., Vol. 1). Noida, India: McGraw-Hill.
- Sharma, J. P. (2018). *Corporate governance, business ethics and csr: with case studies and major corporate scandals.* Delhi, India: Ane Books.
- Soloman, J. (2021). *Corporate governance and accountability.* (5th ed.). United States: Wiley
- *A handbook of corporate governance.* (2022). (3rd ed.). Institute of Directors. Delhi, India: IOD Publishing.
- Das, S. C. (2021). *Corporate governance in India: An evaluation.* (4th ed.). Delhi, India: PHI Learning Pvt. Ltd.
- Goel, S. (2019). *Corporate governance: principles and practices* (1st ed., Vol. 1). Noida, India: McGraw-Hill.
- Sharma, J. P. (2018). *Corporate governance, business ethics and csr: with case*



**M. Com. 5 Year Integrated: 3rd Semester
w.e.f. session 2023-24**

**Paper: Cyber Security and Artificial Intelligence in Commerce
Paper Code: 24COM503SE01**

**Max Marks: 75
Theory Marks: 50
Int. Ass.: 25
Time: 3 Hrs.
Credits: 03**

Course Outcome:-

CO1: To understand the concept of Cyber Security, its Techniques, Issues & Challenges and the major Cyber Security Policies in India.

CO2: To comprehend the nature of various Cyber Crimes, the legal remedies available under the IT Act 2000, and the procedures for reporting Cyber Crimes through appropriate platforms.

CO3: To be informed about various Social Media / Network Platforms, its Trends, Social Media Contents along with the Legal Aspects.

CO4: To get familiar with Artificial Intelligence (AI) in the modern world along with its associated challenges and opportunities.

Note: The examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry 5 small questions of two marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 10 marks each.

Unit 1

Overview of Cyber security: Concept of Cyber Security, Significance and its Fundamentals. Cyber Security Techniques: Cryptography, Encryption, Firewalls, Passwords, Privacy, Digital Signatures. Issues and Challenges in Cyber Security.

Regulations: Cyber Security Policies, Major Regulating Bodies, Compliance Requirements and Recent Government Initiatives in India.

Unit 2

Overview of Cyber Crime: Concept of Cyber Crime, Definition of Cyber-Crime under IT Act 2000. Classification of Cyber Crimes: Hacking and Malicious Code (Viruses, Time Bombs, Trojans, Malware, DOS, DDOS, Web Defacement, Phishing, Cloning), Financial Frauds and Social Engineering Attacks, Malware and Ransomware Attacks, Zero-Day and Zero-Click Attacks, Cyber Stalking, Cyber Bullying, and Cyber Pornography, Child Pornography, Cyber Laundering, Online Betting and Games, Cyber Terrorism. Digital Forensics.

Cyber Laws: Overview of IT Act 2000, Important Provisions, Reporting Cyber Crime, Investigation Techniques, Remedial Measures.

Unit 3

Social Media Overview and Security: Introduction to Social Networks/Media, Types of Social Media, Platforms of Social Media, Trends in Social Media (Deep Fakes, Sock puppets), Social Media Monitoring and Privacy: Hashtags, viral content, social media marketing, Managing Social Media Privacy & Security settings, Flagging and reporting of inappropriate content, Legal aspects of posting inappropriate content.

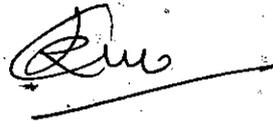


Unit 4

Overview of Artificial Intelligence (AI): Meaning and Definition of AI, Emergence of AI in Modern IT world, Need and Significance of AI, Challenges and Opportunities of AI, AI in Commerce, AI in Cyber Security, ChatBots and Virtual Assistants: Boon or Bane, Artificial Intelligence vs. Ethics and Morality.

Suggested Readings:-

- *Cyber Crime Impact in the New Millennium*, by R. C Mishra , Auther Press. Edition 2010.
- *Cyber Security Understanding Cyber Crimes, Computer Forensics and Legal Perspectives* by Sumit Belapure and Nina Godbole, Wiley India Pvt. Ltd. (First Edition, 2011)
- *Security in the Digital Age: Social Media Security Threats and Vulnerabilities* by Henry A. Oliver, Create Space Independent Publishing Platform. (Pearson , 13th November, 2001)
- *Electronic Commerce* by Elias M. Awad, Prentice Hall of India Pvt Ltd.
- *Cyber Laws: Intellectual Property & E-Commerce Security* by Kumar K, Dominant Publishers.
- *Network Security Bible*, Eric Cole, Ronald Krutz, James W. Conley, 2nd Edition, Wiley India Pvt. Ltd.
- *Fundamentals of Network Security* by E. Maiwald, McGraw Hill.

A handwritten signature in black ink, appearing to be 'R. C. Mishra', with a horizontal line underneath it.

M. Com. 5 Year Integrated: 4th Semester

w.e.f. session 2023-24

Paper: Corporate Accounting-II

Paper Code: 24COM504DS01

Max Marks: 100

Theory Marks: 70

Int. Ass.: 30

Time: 3 Hrs.

Credits: 04

Course Outcome:-

CO1: To recognise and understand the ethical issues in while preparing Final Accounts of a company.

CO2: An understanding of the regulatory environment regarding accounts of Banking Companies and Underwriting of shares and debentures

CO3: The ability to prepare the accounts of Insurance Companies and consolidated accounts after Liquidation of companies

CO4: An understanding of accounting requirement of corporate groups like preparing the accounts of Electricity Companies.

CO5: To employ the critical thinking skills to analyse the accounting data as well as the effects of different accounting methods on financial statements of a company.

Note: The examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry 7 small questions of two marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 14 marks each.

Unit-I

Accounting for Amalgamation of Companies (excluding inter-company holdings), Treatment in the books of both the companies, Accounting for Different forms of Internal Reconstruction (excluding drafting of Internal Reconstruction Scheme).

Unit-II

Bank accounts - Concept of Non-Performing Assets (NPA)-Preparation of Profit and Loss Account - Asset classification - Preparation of Balance Sheet, Underwriting of shares and Debentures (in reference to Relevant Accounting Standards)

Unit-III

Liquidation of companies: Meaning – Need for liquidation - Preparation of Liquidator's Final Statement of Account - Legal Provisions – Calculation of Liquidator's Remuneration – Adjustment of Shareholder's rights (Problems)

Unit-IV

Double Account System, Accounts of Electricity Companies



Suggested Readings:

- *Shukla M.C, Grewal T.S and Gupta S.C Advance Accounts: S.Chand and Comp., New Delhi.*
- *Gupta R.L & Radha Swami M. Company Accounts: Sultan Chand and sons, New Delhi.*
- *Monga J.R, Ahuja Girish and Sehgal Ashok Financial Accounting: Mayur Paper Bags, Noida.*
- *Goel, D.K., Corporate Accounting. Arya Publications, New Delh*

A handwritten signature in cursive script, possibly reading 'D.K. Goel', with a long horizontal line extending to the right.

M. Com. 5 Year Integrated: 4th Semester

w.e.f. session 2023-24

Paper: Cost Management

Paper Code: 24COM504DS02

Max Marks: 100

Theory Marks: 70

Int. Ass.: 30

Time: 3 Hrs.

Credits: 04

Course Outcome:-

CO1: Demonstrate domain knowledge in installation of costing system;

CO2: Better knowledge about the how to get over from the labour turnover, overtime and idle time;

CO3: Understanding the distribution scheme of production overhead and factory overhead;

CO4: Getting the deep knowledge about the inter-process profit.

Note: The examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry 7 small questions of two marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 14 marks each.

Unit-I

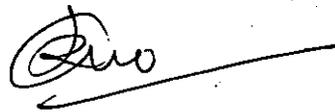
Cost Control, importance of Cost Control, elementary of a Cost Control Scheme, Cost Control Techniques, Cost Control in Individual Cost Elements, Cost reduction, Cost reduction process, Tools and techniques of Cost reduction, Cost Control v/s Cost Reduction, Value Analysis, Types of Value, Procedures of Value Analysis, Relationship between value, function and cost, Techniques of value analysis developed by Lawarance D. Miles.

Unit-2

Activity based Costing (ABC), Inadequacies of traditional methods of overhead absorption. Under costing and over costing, Product-Cost-Cross subsidization, Cost Hierarchies, Cost Drivers and cost pools, implementing ABC system for cost management and profitability, Kaplan and Cooper's approach to ABC.

Unit-3

Productivity, Concept, Measurement of Productivity, Productivity of Material, Labour and other Factors, Productivity of Management Resources, Importance of Human Factor in Productivity Drive, Productivity and Profitability. Supply chain Analysis, Key Success Factors, Value chain analysis, Steps in Value Chain analysis, Value Chain Analysis for assessing competitive advantage.

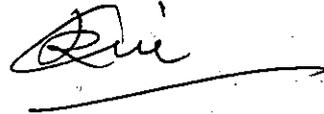


Unit-4

Target Costing, origin, steps or stages in target costing, traditional vs. target costing, target costing process, impact of target costing on profitability. Kaizen, Concept, Procedure for implementation, evaluation, Kaizen Costing. Business Process Outsourcing (BPO), Concept, 71 Major Areas, types of outsourcing, Outsourcing vs. Contracting, Outsourcing vs. BPO, Business Process Reengineering (BPR), Concept, Methodology. Synergy, characteristics, types.

Suggested Readings:-

- Saxena and Vashishtha: Advanced Cost Accounting; Sultan Chand and Sons, Delhi.
- Horngren Charles. T: Cost Accounting – A Managerial Emphasis. Pearson Publications, Delhi.
- Ravi M. Kishore : Cost Management – Taxman Publications, Delhi.
- Jain, S.P, K.L.Narang : Advanced Cost Accounting. Kalyani Publications, Delhi



**M. Com. 5 Year Integrated: 4th Semester
w.e.f. session 2023-24**

**Paper: Financial Reporting & Auditing
Paper Code: 24COM504DS03**

**Max Marks: 100
Theory Marks: 70
Int. Ass.: 30
Time: 3 Hrs.
Credits: 04**

Course Outcome-

CO1: To be able to understand the concepts of financial reporting, developments and the types of Reporting.

CO2: To Examine unique financial reporting requirements for mutual funds, non-banking and merchant bankers, and explore various contemporary issues.

CO3: To understand auditing principles and techniques, classify audit types and planning processes, and perform routine audit procedures.

CO4: To gain knowledge of company auditors' qualifications, powers, and duties and to prepare audit reports.

Note: The examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry 7 small questions of two marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 14 marks each.

Unit-I

Financial Disclosures and Reporting: Objectives and Concepts, Developments on Financial, Reporting Objectives: True blood Report, Corporate Report, Stamp Report, IASB's and FASB's Conceptual Framework, Corporate Annual Report, Segment Reporting and Interim Financial Reporting.

Unit-II

Financial Reporting by Mutual funds, Non-Banking finance companies, Merchant bankers Contemporary Issues in Accounting:- Human Resource Accounting, Corporate Social Reporting, Forensic Accounting and Reporting, Environmental Reporting.

Unit-III

Introduction: Meaning, objectives, basic principles and techniques, classification of audit. Audit Planning: Internal control, Internal check & Internal audit, Audit Procedure: Routine checking, Vouching, Verification & Valuation of Assets & Liabilities.

Unit-IV

Audit of Limited Companies: Qualification, Appointment of company Auditors, their powers, duties and liabilities, Audit committees, Audit of depreciation and reserves, Audit Report: Meaning, objectives, contents and types.



Suggested Readings:-

- *Jawahar Lal, "Corporate Financial Reporting: Theory and Practice" Taxman, 2nd Ed.*
- *Kumar Ravinder and Sharma Virender, Auditing, Principles and Practice, PHILearning Private Limited, New Delhi.*
- *Tondon B.N., Principles of Auditing, S. Chand and Co., New Delhi.*
- *Gupta Kamal, Contemporary Auditing, Tata Mc Graw Hill, New Delhi.*
- *Sharma T.R., Principles of Auditing, Sahitya Bhawan, Agra.*
- *Jha Aruna, Auditing, Taxmann's Publications Pvt. Ltd.*

A handwritten signature in black ink, appearing to be 'Arjun', is written above a horizontal line.

M. Com. 5 Year Integrated: 4th Semester
w.e.f. session 2023-24
Paper: Business Regulatory Framework
Paper Code: 23COM504DS04

Max Marks: 100
Theory Marks: 70
Int. Ass.: 30
Time: 3 Hrs.
Credits: 04

Course outcomes:

CO1: The objective of this course is to provide a detail understanding about the framework of Indian Contract Act, 1872 and Sale of Goods Act, 1930.

CO2: This course will make able the students to comprehend and critically analyse Sales of Goods Act, 1930

CO3: This course will enhance the ability of the students to understand the Negotiable Instrument Act along with its major dynamics.

CO4: This course will make the students understand the The Securities -Contract Act, 1956 and SEBI 1992.

CO5: It is also very helpful in understanding the Right to Information Act, 2005.

CO6: Recent amendments pertaining to the will also be discussed.

CO7: This course will be very helpful in understanding the regulatory framework of the business.

Note: The examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry 7 small questions of two marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 14 marks each.

Unit I

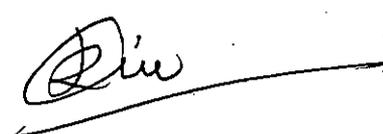
Definition and Nature of Contract, Agreement: Offer and Acceptance, Consideration, Capacity of Parties To Contract, Free Consent, Legality Of Object And Consideration, Expressly Declared Void Agreements, Contingent Contracts, Quasi Contracts, Performance of Contracts, Discharge of A Contract, Breach of Contract and Its Remedies, Indemnity and Guarantee, Bailment and Pledge, Agency

Unit II

Nature Of Contract of Sale of Goods, Conditions and Warranties, Transfer Of Property (Ownership), Performance Of Contract Of Sale: Delivery Of The Goods, Unpaid Seller And Auction Sale

Unit III

Negotiable Instruments: Definition And Features, Etc., Holder and Holder In Due Course, Crossing And Dishonour Of Cheques, Dishonour Of Negotiable Instruments, Discharge From Liability On Negotiable Instruments



Definition-Importance-Functions- Recognition of stock exchange -- Listing of Securities – Trading of securities – penalties and procedure.

Unit IV

Establishment of SEBI- Powers and Functions of SEBI-Registration of Stock Brokers -- Sub Brokers -- Share Transfer Agents etc.

Nature – Scope– Right to information- Procedure of getting information – Public Authorities- The Central information Commission- Constitution and Powers and Functions- The State Information Commission-Constitution and Powers and Functions- Appeal- Penalties.

Suggested Readings:-

- *G. K. Varshney, Business Regulatory Framework, Paperback, Sahitya Bhawan Publications*
- *The Securities & Exchange Board of India Act 1992 Law publishers (India) Pvt. Ltd. Allahabad*
- *Legal Environment of Business K. Aswathappa.*



M.Com 5 Year Integrated: 4th Semester

W.e.f. session 2023-24

Paper: Corporate Law-II

Paper Code: 24COM504MV01

Max Marks: 100

Theory Marks: 70

Int. Ass.: 30

Time: 3 Hrs.

Credits: 04

Course outcomes:

CO1: Understand the classification of directors.

CO2: Describe Board Meetings

CO3: Equip the students with framework of dividend distribution and role of auditors in a company

CO4: Comprehend and evaluate working of depositories and their functions in stock markets.

Note: The examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry 7 small questions of two marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 14 marks each.

Unit I

Classification of directors-Additional, Alternate and Casual directors, Women directors, Independent director, Small shareholder's director; Director Identity Number (DIN); Appointment, Disqualifications, Removal of directors; Legal positions, Powers and Duties; Key managerial personnel, Managing director, Manager and Whole Time Director;

Unit II

Board Meetings: meeting through video conferencing; Shareholder meetings: AGM and EGM. Convening and Conduct of meetings: Requisites of a valid meeting; Resolutions; Postal ballot; e voting.

Unit III

Provisions relating to payment of Dividend, Company Audit-auditor's qualification and disqualifications, Auditor's appointment, Rotation of auditors, Auditor's removal, Auditors' report and Auditor's powers. Winding Up: Concept and Modes of Winding Up; Provisions of winding up under Insolvency and Bankruptcy Code 2016.



Unit IV

Definitions of the Depositories Act 1996; Depositories system; Rights and obligations of depositories; Participants issuers and beneficial owners; Inquiry and inspections; Penalty.

Suggested Readings

- *Bhushan, Bharat. Kapoor, N.D., Abbi, Rajni, "Elements of Company Law". Sultan Chand & Sons Pvt. Ltd.*
- *Chadha R. & Chadha, S.(2018). Company Laws. Scholar Tech Press, Delhi.*
- *Hicks, Andrew & Goo S.H., (2017) Cases and Material on Company Law, Oxford University Press.*
- *Kumar, A., (2019) Corporate Laws, Taxmann Pvt Ltd.*
- *Sharma, J.P.(2018). An Easy Approach to Corporate Laws, Ane Books Pvt. Ltd., New Delhi.*
- *The Depositories Act, 1996. Bare Act.*



M. Com. 5 Year Integrated: 4th Semester
w.e.f. session 2023-24
Paper: Financial Engineering
Paper Code: 23COM504MV02

Max Marks: 100
Theory Marks: 70
Int. Ass.: 30
Time: 3 Hrs.
Credits: 04

Course Outcomes :

- CO 1:** Describe the concept and significance of financial engineering.
- CO 2:** Analyse financial engineering in India.
- CO 3:** Discuss financial engineering processes and strategies.
- CO 4:** Explain emerging instruments in financial engineering.
- CO 5:** Assess and analyse the corporate risk management.

Note: The examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry 7 small questions of two marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 14 marks each.

Unit-I

Financial engineering – meaning and need of financial engineering, difference between financial engineering and financial analysis, tools used in financial engineering, growth and need for financial engineering, skill set required for financial engineering.

Unit-II

Financial engineering in India: Financial Derivatives and futures markets. Nature, types and value drivers of financial instruments and products viz., time value of money, required rate of return, valuation: Absolute and relative valuation, risk –return, investment horizon and portfolio considerations.

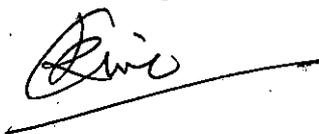
Unit-III

Financial engineering processes and strategies – assets and liabilities management, securitization, asset backed securities, mortgage backed securities, corporate restructuring and leverage buyouts/ management buyout, value at risk (VAR).

Emerging instruments: Hybrid securities, credit derivatives, options on debt instruments, exotic options, synthetic instruments, and issues related to accounting treatment of derivatives.

Unit IV

Corporate risk management – planning and controlling reasons for hedging, cash flow hedges and value hedges, capital structure and hedging, interest rate risk management.



Suggested Readings

- J. C. Hull, *Options, Futures and Other Derivatives*, 10th Ed., Pearson, 2018.
- J. Cvitanic and F. Zapatero, *Introduction to the Economics and Mathematics of Financial Markets*, Prentice-Hall of India, 2007.
- S. Roman, *Introduction to the Mathematics of Finance: From Risk Management to Options Pricing*, Springer, 2004.
- D. G. Luenberger, *Investment Science*, 2nd Ed., Oxford University Press, 2013.
- N. J. Cutland and A. Roux, *Derivative Pricing in Discrete Time*, Springer, 2012.

A handwritten signature in black ink, appearing to be 'Dino', with a horizontal line drawn underneath it.

Received on
30/08/2024

Annexure - VII

- 183 -

MAHARSHI DAYANAND UNIVERSITY, ROHTAK
(A State University established under Haryana Act No. XXV of
1975)

'A+' Grade University Accredited by NAAC

Minutes of PGBOS Meeting

An emergent meeting of PGBOS was held on 06.08.2024 at 1:30 P.M. in the office of Head, Department of Commerce, M.D. University, Rohtak. The following members were present-

- | | |
|---------------------------------|-------------|
| 1- Prof. Raj Pal Singh | Chairperson |
| 2- Dr. Kapil Malhotra | Member |
| 3- Dr. Sangita Rani | Member |
| 4- Dr. Sushila, GCW Rohtak | Member |
| 5- Mrs. Kavita Jain, VMM Rohtak | Member |

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6/8/2024

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6/8/2024

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6/8/24

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6/8/2024

Resolution

1. Considered and approved Scheme and Syllabus of Ph.D course work (2023-24).

[Signature]
6/8/2024

Head
Department of Commerce
M.D. University, Rohtak

5219

MAHARSHI DAYANAND UNIVERSITY ROHTAK
DEPARTMENT OF COMMERCE

Scheme of Examinations for Ph. D. Course Work (Commerce)
(w.e.f Session 2023-24)

Ph.D. Course Work in Commerce

Duration: One Semester (Six Months)

Total Credit requirement: 12 credits

Program Outcomes (PO):

PO1. Scholars would be able to demonstrate the ability to acquire skills to perform independent advanced research.

PO2. Demonstrate ability to identify and seek out resources and information; apply these to guide research plan development.

PO3. Demonstrate the ability to master and/or innovate research methodologies, and techniques.

PO4. Scholars would be able to make an original and substantial contribution to the knowledge.

PO5. Demonstrate independent thinking and creativity.

Program Specific Outcomes (PSO):

PSO1. To educate the students about how to select a research topic.

PSO2. To instruct the students about how to write a literature review and to inform the students about in-depth understanding of Research Methodology as well as to facilitate them to carry out research in a systematic manner.

PSO3. To educate the students about importance of quantitative and qualitative techniques used in research.

PSO4. To develop and execute original research plan(s).

PSO5. Ability to produce publishable research articles/documents/reports in the field of public sector and corporate world. Students would be successful entrepreneurs as well.

SEMESTER-I

Paper Code	Title of the Paper	Max. Marks and Credits				
		Theory Marks	Int. Ass. Marks	Total Marks	Hours/Week	Credits
23COMPHD11C1	Research Methodology	70	30	100	4	4
23CCPH11C1	Research and Publication Ethics	35	15	50	2	2
23COMPHD11C3	Quantitative Techniques	70	30	100	4	4
23COMPHD11C4	Financial Econometrics	35	15	50	2	2
Total				300		12

Ph.D. Course Work w.e.f. the session 2023-24

Semester - I

Paper Code 23COMPHD11C1

Research Methodology

Marks of Theory:70

Internal Assessment:30

Credits:4

Time: 3hours

Course Objectives:

1. Students would understand a general definition of research design.
2. Students would know the importance of academic research.
3. Students would be able to identify the overall process of designing a research study from its inception to its report.
4. Students would be familiar with ethical issues in academic research, including those issues that arise in using quantitative and qualitative research.
5. Students would know the primary characteristics of quantitative research and qualitative research.

Course Outcomes: Students should be able to

1. Understand Exploratory (or Formulative) Research Studies, Hypothesis Testing, Sampling Techniques or Methods: Probability Sampling, Non-probability Sampling
2. Identify and discuss the complex issues inherent in selecting a research problem and hypothesis formulation.
3. Select an appropriate research design.
4. Write a research proposal, report and thesis.
5. Study about Precautions in Interpretation, Findings, Graphic Presentation, Diagrams, Pictures and Maps, Tabular Presentation, Difficulties in Presentation, Report Writing etc.

Note: The examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry 7 small questions of two marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 14 marks each.

Unit – I

Research: Meaning, characteristics, types and significance and relevance of research in business; characteristics of good research; identification and formulation of research problems; setting research objectives.

Hypothesis: meaning, types, need, sources and process of setting hypothesis; importance and format of review of literature.

Meta analysis: elementary knowledge with software.

Unit – II

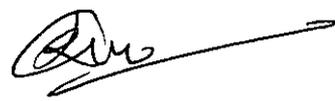
Research Design: Meaning, features, need for research design, component of research design: exploratory, descriptive & causal studies;

Population & sample; meaning and types of sampling; sample size; sampling error; the research proposal.

Unit – III

Measurement & scaling techniques; Types of scale; criteria for good measurement; attitude measurement—Likert's scale, Semantic Differential scale, Thurston-equal appearing interval scale, Multi-Dimensional scaling;

Collection of Data: meaning and types of data; data collection methods - observation, survey and interview; questionnaire design; reliability and validity of questionnaire.



Basic operational knowledge of CMIE-PROWESS, Bloomberg or any other relevant software.

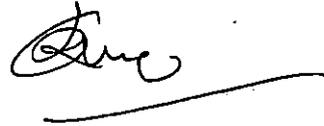
Unit – IV

Editing, coding, classification and tabulation of data; Methods of data presentation; interpretation of results- forms, prerequisites, precautions, conclusions and generalizations, sources of errors. Report writing—purpose, steps and format of research report; final presentation of the research report; idea of referencing, bibliography, footnotes and end notes; Basic knowledge of Mendeley.

Types of articles/types of academic papers; Original research papers/Analytical papers, Review Article, Clinical case study, Persuasive, Critical, Descriptive/Conceptual.

References:

1. Cooper, D. R., & Schindler, P. S. (2014). *Business research methods*. McGraw-Hill.
2. K N Krishnaswamy, Appa Iyer Sivakumar and M. Kathirajan, *Management Research Methodology*, New Delhi : Pearson
3. K.V.Rao, *Research Methodology in Commerce and Management*, New Delhi : Sterling
4. Wilkinson, T. S., & Laldas, D. K. (2010). *Methodology & Techniques Of Social Research*. Himalaya Publishing House.
5. Kothari, C. R. (2017). *Research Methodology methods and techniques second edition*.



Ph.D. Course Work w.e.f. the session 2023-24

Semester - I

Paper Code 23CCPH11C1

Research and Publication Ethics

Marks of Theory:35

Internal Assessment:15

Credits:2

Time: 3hours

Course Objectives:

1. To aware the students about basics of philosophy of science and ethics
2. To educate the students about research integrity and publication ethics.
3. To vigilant the students about research misconduct and predatory publications.
4. To inform the students about indexing and citation databases, open access publications
5. To inform the students about research metrics (citations, h-index, Impact Factor, etc.) and plagiarism tools.

Course Outcomes: Students should be able to

1. Understand about the publication ethics and publication misconducts.
2. Aware about falsification, fabrication, and plagiarism.
3. Use Citation databases and understand about impact factor of journal.
4. Use plagiarism software like Turnitin.
5. Identify Predatory publishers and journals.

Note: The examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry 7 small questions of one marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 7 marks each.

Unit – I

Introduction to philosophy: definition, nature and scope, concept, Branches; Ethics: definition, moral philosophy, nature of moral judgments and reactions; Ethics with respect to science and research.

Unit – II

Intellectual honesty and research integrity; Scientific misconducts: Falsification, Fabrication, and Plagiarism (FFP); Redundant publications: duplicate and overlapping publications, Salami Slicing; Selective reporting and misrepresentation of data.

Unit – III

Citation databases: Web of Science, Scopus; Open access publications and initiatives; Publication ethics: definition, introduction and importance; Best practices / standards setting initiatives and guidelines: COPE, WAME, etc.

Unit – IV

Conflicts of interest; Publication misconduct: definition, concept, problems that lead to unethical behavior and vice versa; Violation of publication ethics, authorship and contributorship; Identification of publication misconduct, complaints and appeals ; Predatory publishers and journals.



Ph.D. Course Work w.e.f. the session 2023-24
Semester – I
Paper Code 23COMPHE11C4
Financial Econometrics

Marks of Theory: 35
Internal Assessment: 15
Credits: 2
Time: 3 hours

Course Objectives:

1. To learn the basic characteristics of time series data
2. To learn the basic characteristics of panel data
3. Provides a comprehensive knowledge to do empirical work with financial data and measuring volatility in financial time series
4. To learn econometric techniques for time series and panel data
5. To learn econometric modeling with real world data and do economic forecasting

Course Outcomes: Students should be able to

1. Understand basics of econometric modeling.
2. Understand Time Series Econometrics.
3. Understand about the Panel data.
4. Conduct empirical applications of financial and economic theory based on real financial data using statistical/econometric techniques.
5. Use Panel data for financial modeling.

Note: The examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry 7 small questions of one marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 7 marks each.

Unit – I

Stochastic Process , Unit Root Stochastic Process, Non-stationary time series , Unit Root Test, Transforming Non stationary Time Series ,

Unit – II

Autoregressive Distributed Lag (ARDL) models, Cointegration, Causality in time series,

Unit – III

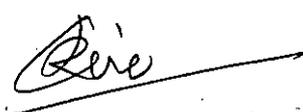
ARMA models, ARIMA models, ARCH and GARCH models

Unit – IV

Introduction to Panel Data Models: Pooled OLS, Fixed Effects Model, Random Effects Model, Dynamic Panels,

References:

1. Gujarati, D. N. (2009). *Basic econometrics*. Tata McGraw-Hill Education.
2. Brooks, C. (2019). *Introductory econometrics for finance*. Cambridge university press.
3. Wooldridge, J. M. (2010). *Econometric analysis of cross section and panel data*. MIT press.
4. Arellano, M. (2003). *Panel data econometrics*. Oxford university press.
5. Pesaran, M. H. (2015). *Time series and panel data econometrics*. Oxford University Press



**INSTITUTE OF HOTEL & TOURISM MANAGEMENT
MAHARSHI DAYANAND UNIVERSITY ROHTAK**

**Proceeding of the Post Graduate Board of Studies (PGBOS) in Hotel & Tourism Management held on
24.06.2024 at 11:00 AM**

The following members were present:-

- | | | |
|------------------------|----------------------|---------------------|
| 1. Prof. Ashish Dahiya | Chairman, Ex-Officio | <i>Ashish</i> |
| 2. Prof. Sandeep Malik | Member | <i>Sandeep</i> |
| 3. Dr. Manoj | Member | <i>Manoj</i> |
| 4. Dr. Jyoti | Member | <i>Jyoti</i> |
| 5. Dr. Anoop Kumar | Member (online) | |
| 6. Prof. Sunita Zaidi | Outside Expert | <i>Sunita Zaidi</i> |

ITEM NO 1:

The minutes of previous PGBOS held on 24.05.2024 were confirmed.

ITEM NO 2:

The PGBOS Considered the recommendations of Departmental Research Committee dated 07.06.2024, the PGBOS recommended the following Ph.D. Registration case for Academic Council for consideration.

S.No	Name of the Candidate	Title	Supervisor
1.	Mohit Kumar (Reg. No. 1518210010)	EVALUATING THE ROLE OF SERVICE QUALITY IN SHAPING SATISFACTION AND LOYALTY IN WELLNESS TOURISM: A STUDY OF YOGA RETREATS IN RISHIKESH	Supervisor Dr. Anoop Kumar Co-Supervisor Neha Sharma

Justification:

The proposed research topic is inherently interdisciplinary, combining elements of service quality management, wellness tourism, and consumer behavior.

Dr. Anoop Kumar, with his expertise in Hotel & Tourism Management, brings valuable insight into the operational aspects of tourism. However, to comprehensively address the interdisciplinary objectives of the research, additional expertise in tourism management and consumer behavior is essential.

Dr. Neha Sharma, an Assistant Professor at IIM Sirmaur with a specialization in service quality management in Tourism, possesses extensive knowledge and experience in the fields of tourism, customer satisfaction metrics, and loyalty frameworks. Her interdisciplinary expertise complements the primary supervision, ensuring a well-rounded and thorough approach to the research.

Therefore, to fulfill the objectives of the proposed thesis and to provide a comprehensive and interdisciplinary perspective, Dr. Neha Sharma is proposed as Co-Supervisor by the RAC and DRC. The involvement of Dr. Sharma will enhance the research quality and contribute to a more robust analysis of the service quality dimensions in wellness tourism.

In view of the above, it is recommended by PGBOS that Dr. Neha Sharma be appointed as Co-Supervisor for this research project.

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ITEM NO 3:

The board considered and approved the panel of examiners of following Research Scholars under supervision of Dr. Jyoti for evaluation of Ph.D theses.

1. Mr. Suresh Kumar
2. Mr. Soumyajit Bandyopadhyay

Further, the Director and Chairman PGBOS is authorized to send any panel in view of submission of Ph.D theses at his own level till next PGBOS (if need be)

ITEM NO 4:

Scheme of Examination *Ashish*
The syllabus of UGBOS for BTM and MTM as per NEP-2020 was approved. Further the Director, IHTM is authorized to incorporate changes if any in view of IQAC/ Centre for Curriculum Design and Development/University in accordance with NEP 2020.

The meeting ended with a vote of thanks to the chair.

Ashish
CHAIRMAN-PGBOS

Endst. No .IHTM/2024/8468-79 Dated...27/06/2024

Copy of the above is forwarded to the following for information and further necessary action:

- All member of PG board of Studies in Hotel & Tourism Management
- Controller of Examination M.D.U
- Dean faculty of Management Science (with request to take up the necessary items in the Faculty of Management Sciences)
- D.R-Academic ,MDU Rohtak
- A.R -R & S Branch, MDU Rohtak

Ashish
CHAIRMAN-PGBOS

Saralini

Sunita Zaidi

Jyoti

M. Bhandari

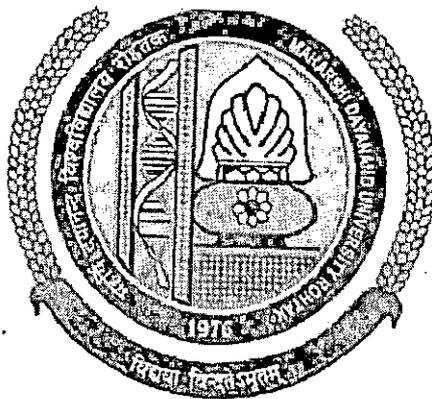
MAHARSHI DAYANAND UNIVERSITY, ROHTAK

**BACHELOR OF TOURISM AND TRAVEL MANAGEMENT
(BTM) - 4 YEARS**

PROGRAMME STRUCTURE & DETAILED SYLLABUS

Under NEP 2020

w.e.f SESSION 2024-25



Director *Ashish*
Inst. of Hotel & Tourism Management
M.D. University, Rohtak-Haryana

PROGRAMME SPECIFIC OUTCOMES

The programme specific outcomes of four years (Eight Semester) BTTM programme are as follows:

PSO 1:	Students will develop a comprehensive understanding of Tourism and Hospitality, including a deep knowledge of Haryana's unique culture and cuisine. Students will also acquire essential computer skills required in various fields of tourism operations.
PSO 2:	Students will specialize in Travel Agency & Tour Operations, gaining expertise in Adventure Tourism. They will also acquire essential skills required for Tour Guiding and Escorting.
PSO 3:	Students will delve into the world of Tourism Geography, gaining insights into India's natural, religious, cultural, and heritage tourism products. Additionally, students will acquire essential accounting skills tailored for the tourism industry.
PSO 4:	Students will specialize in Special Interest Tourism, gaining in-depth knowledge of Cultural Tourism in India. They will also develop expertise in Travel Documentation, understand the principles and practices of Management, and become proficient in Airlines Ticketing.
PSO 5:	Students will engage in a valuable internship, gaining hands-on experience in the tourism industry. They will also develop a deep understanding of Tourism Policy in India, explore Transport Management, discover Major Destinations of the World, and acquire skills in Human Resource Management. Additionally, students will specialize in Tour Packaging and Itinerary Preparation, preparing them for successful careers in the dynamic field of tourism and travel management.
PSO 6:	Students will specialize in Hotel & Resort Management, gaining expertise in this vital sector of the industry. They will also explore the principles of Sustainable Tourism, delve into Major Destinations of the World, and acquire skills in Tourism Marketing. Moreover, students will harness the power of Digital Tools for success in the modern tourism landscape.
PSO 7:	Students will specialize in the art of Itinerary Planning and tour Packaging, mastering the craft of creating memorable journeys. They will also gain valuable expertise in Event Management, explore the eco-friendly aspects of Eco-Tourism, become proficient in airline ticketing, and gain insights into Tourist Behavior.
PSO 8:	Students will specialize in Tourism Operations, gaining practical knowledge of the inner workings of the tourism industry. They will also stay ahead of the curve by exploring Emerging Trends in Tourism, becoming wildlife enthusiasts with Wildlife Tourism, and championing Responsible Tourism practices.

BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTM)								
Semester	Discipline-Specific Courses (DSC)-Major		Minor(MIC)/Vocational (VOC)	Multidisciplinary courses (MDC)	Ability Enhancement courses (AEC)	Skill Enhancement Courses (SEC)/Internship/Dissertation	Value Added Courses (VAC)	Total Credits
	24 BTM 401 DS01	24 BTM 401 DS02						
I	Foundations of Tourism and Hospitality @ 4 credits	Haryana Tourism: Culture, Cuisine & Customs @ 4 credits	Choose from the Central Pool of the University @ 4 credits	Choose from the Central Pool of the University @ 3 credits	Choose from the Central Pool of the University @ 2 credits	24 BTM 401SE01 Computer Application in Tourism @ 3 credits	Choose from the Central Pool of the University @ 2 credits	22

Minor(MIC)/Vocational (VOC) (Offered by IHTM for other UTDs) Fundamentals of Tourism (24 HTM 401MI01)
 Multidisciplinary courses (MDC) (Offered by IHTM for other UTDs) Food & Culinary Tourism Treasures of India (24 HTM X01MD01)

Semester	Discipline-Specific Courses (DSC)-Major		Minor(MIC)/Vocational (VOC)	Multidisciplinary courses (MDC)	Ability Enhancement courses (AEC)	Skill Enhancement Courses (SEC)/Internship/Dissertation	Value Added Courses (VAC)	Total Credits
	24 BTM 402 DS01	24 BTM 402 DS02						
II	Travel Agency & Tour Operations @ 4 credits	Adventure Tourism @ 4 credits	Choose from the Central Pool of the University @ 4 credits	Choose from the Central Pool of the University @ 3 credits	Choose from the Central Pool of the University @ 2 credits	24 BTM 402SE01 Tour Guiding Skills @ 3 credits	Choose from the Central Pool of the University @ 2 credits	22

Minor(MIC)/Vocational (VOC) (Offered by IHTM for other UTDs) Natural Tourism Treasures of India (24 HTM 402MI01)
 Multidisciplinary courses (MDC) (Offered by IHTM for other UTDs) Tourism & Hospitality: An Introduction (24 HTM X02MD01)
 Students exiting the programme after second semester and securing 48 credits including 4 credits of summer Internship will be awarded UG Certificate in the relevant Discipline/Subject


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Semester	Discipline-Specific Courses (DSC)-Major		Minor(MIC)/Vocational (VOC)	Multidisciplinary courses (MDC)	Ability Enhancement courses (AEC)	Skill Enhancement Courses (SEC)/Internship/Dissertation	Value Added Courses (VAC)	Total Credits
	25 BTM 403 DS01	25 BTM 403 DS02						
III	Tourism Geography	Tourism Products of India (Natural)	Choose from the Central Pool of the University	Choose from the Central Pool of the University	Choose from the Central Pool of the University	Accounting Skills for Tourism	Choose from the Central Pool of the University	22
	@ 4 credits	@ 4 credits						

Minor(MIC)/Vocational (VOC) (Offered by IHTM for other UTDs) Cultural & Heritage Tourism Treasures of India (25 HTM 403MI01)
 Multidisciplinary courses (MDC) (Offered by IHTM for other UTDs) Unveiling Incredible India: A Journey into Tourism and Hospitality (25 HTM X03MD01)

Semester	Discipline-Specific Courses (DSC)-Major				Minor(MIC) /Vocational (VOC)	Multidisciplinary courses (MDC)	Ability Enhancement courses (AEC)	Skill Enhancement Courses (SEC)/Internship/Dissertation	Value Added Courses (VAC)	Total Credits
	25 BTM 404 DS01	25 BTM 404 DS02	25 BTM 404 DS03	25 BTM 404 DS04						
IV	Special Interest Tourism	Tourism Products of India (Cultural)	Transport Management	Management : Principles & Practices	25 HTM 404MV01/ 24VCHSH44 UG	---	Choose from the Central Pool of the University @ 2 credits	---	Choose from the Central Pool @ 2 credits	24
	@ 4 credits	@ 4 credits	@ 4 credits	@ 4 credits						

Students exiting the programme after fourth semester and securing 94 credits including 4 credits of summer internship will be awarded UG Diploma in the relevant Discipline/subject

(Signature)

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Semester	Discipline-Specific Courses (DSC)-Major				Minor(MIC) /Vocational (VOC)	Multidisciplinary courses (MDC)	Ability Enhancement courses (AEC)	Skill Enhancement Courses (SEC)/Internship	Value Added Courses (VAC)	Total Credits
	26 BTM 405 DS01	26 BTM 405 DS02	26 BTM 405 DS03	26 BTM 405 DS04						
V	Tourism Policy of India @ 4 credits	Tourism Product of India (Religious) @ 4 credits	Major Destinations of the World-I @ 4 credits	Human Resource Management @ 4 credits	26 HTM 405MV01/ 24VCHSH54 UG Home Stay Host-II @ 4 credits	----	----	26BTM405IN01 Internship# @ 4 credits	----	24

#Four credits of Internship earned by a student during summer internship after 2nd semester or 4th Semester will be counted in 5th Semester of a student who pursue 3 year UG Programmes without-taking exit option.

Semester	Discipline-Specific Courses (DSC)-Major				Minor(MIC) /Vocational (VOC)	Multidisciplinary courses (MDC)	Ability Enhancement courses (AEC)	Skill Enhancement Courses (SEC)/Internship	Value Added Courses (VAC)	Total Credits
	26 BTM 406 DS01	26 BTM 406 DS02	26 BTM 406 DS03	26 BTM 406 DS04						
VI	Hotel & Resort Management @ 4 credits	Sustainable Tourism @ 4 credits	Major Destinations of the World-II @ 4 credits	Tourism Marketing @ 4 credits	26 HTM 406MV01/ 24VCHSH64 UG Home Stay Host-III @ 4 credits	----	----	26 BTM 406 SE01 Digital Tools in Tourism for Success @ 2Credits	----	22

Students will be awarded 3-year UG Degree in relevant major Discipline/Subject upon securing 136 credits.

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Semester	Discipline-Specific Courses (DSC)-Major						SEC 4/ MIC7 (VOC)/ Internship	Multidisciplinary courses (MDC)	Ability Enhancement courses (AEC)	Dissertation/ Project Work	Value Added Courses (VAC)	Total Credits
	24ITM201 DS01	24ITM201 DS02	24ITM201 DS03	24ITM201 DS04	24ITM201 DS05	24ITM201 MV01						
VII	Itinerary Planning & Tour Packaging @ 4 credits	Field Tour- I @ 4 credits	Eco Tourism @ 4 credits	Airlines Ticketing @ 4 credits	Tourist Behavior @ 4 credits	Event Managem ent @ 4 credits	----	----	----	----	24	

Semester	Discipline-Specific Courses (DSC)-Major						SEC5/MIC 8 (VOC)/ Internship	Multidisciplinary courses (MDC)	Ability Enhancement courses (AEC)	Dissertation/ Project Work	Value Added Courses (VAC)	Total Credits
	24ITM20 2DS01	24ITM20 2DS02	24ITM20 2DS03	24ITM202 DS04	24ITM20 2DS05	24ITM202 MV01						
VIII (4yr UG Hon.)	Tourism Operations @ 4 credits	Tourism Economic s @ 4 credits	Wildlife Tourism @ 4 credits	Field Tour- II @ 4 credits	Food of India @ 4 credits	Emerging Trends in Tourism @ 4 credits	----	----	----	----	24	

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Semester	Discipline-Specific Courses (DSC)-Major		SEC5/MIC8 (VOC)/ Internship	Multidisciplinary courses (MDC)	Ability Enhancement courses (AEC)	Dissertation/Project Work	Value Added Courses (VAC)	Total Credits
		27BTM 408 DS06	27BTM 408 DS07	27 HTM 408MV01	---	---	27BTM408PD01	---
VIII (4yr UG Hon. With Research)	Tourism Operations @ 4 credits	Tourism Economics @ 4 credits	Emerging Trends in Tourism @ 4 credits			Research project/Dissertation @12 credits		24

Ashish

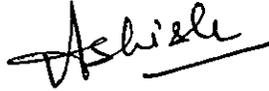
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SEMESTER I

BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTM)								
Semester	Discipline-Specific Courses (DSC)-Major		Minor(MIC)/Vocational (VOC)	Multidisciplinary courses (MDC)	Ability Enhancement courses (AEC)	Skill Enhancement Courses (SEC)/Internship/Dissertation	Value Added Courses (VAC)	Total Credits
	24 BTM 401 DS01	24 BTM 401 DS02				24 BTM 401SE01		
I	Foundations of Tourism and Hospitality @ 4 credits	Haryana Tourism: Culture, Cuisine & Customs @ 4 credits	Choose from the Central Pool of the University @ 4 credits	Choose from the Central Pool of the University @ 3 credits	Choose from the Central Pool of the University @ 2 credits	Computer Application in Tourism @ 3 credits	Choose from the Central Pool of the University @ 2 credits	22

Minor(MIC)/Vocational (VOC) (Offered by IHTM for other UTDs) Fundamentals of Tourism (24 HTM 401MI01)

Multidisciplinary courses (MDC) (Offered by IHTM for other UTDs) Food & Culinary Tourism Treasures of India (24 HTM X01MD01)


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24 BTM 401 DS01

FOUNDATIONS OF TOURISM & HOSPITALITY

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. This course aims at creating a basic understanding on the nature of Tourism business, meaning, type, elements and component of tourism
2. To enable the students to understand the growth and development of tourism and various factors which are influencing it
3. To develop the understanding regarding impacts on various aspects of life along with different service providers which are very important for the growth of tourism
4. To help students get acquainted with problems and prospects of tourism in future.

Learning Outcomes

After the completion of the course the students will be able to:

1. Describe the history and structure of travel and hospitality industry
2. Appraise the positive and negative impacts of tourism destination development
3. Analyze arrangement of tourist needs and motivations to travel
4. Discuss the development and distribution of tourism products

Unit I : Introduction to Tourism

Meaning, definition, characteristics and Types of Tourism, History of Tourism through ages, components of Tourism, Tourism as an industry.

Unit II : History & Impacts of Tourism

Travel Motivation, Pull and Push Forces in Tourism, Transportation: types and relevance in tourism, Accommodation: types and relevance in Tourism, Concept of Tourism Chain: Vertical and Horizontal integration in Tourism chain.

Unit III : Tourism Organizations

Tourism Organizations: Origin, Organization and Function of WTO, IATA as International Organizations while TAAI, IATO and ITDC as Domestic Organizations

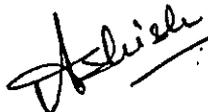
Unit IV : Various Terms related to Tourism

Explaining of the terms- Tours, Tourist, and Visitor, traveller, Excursionist, Resource, Attraction, W.T.O. classification of Tourists and its significance. Problem and Prospects of Tourism


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Suggested Readings:

- Anand, M.M., Tourism and hotel Industry in India, Prentice Hall, New Delhi, 1976
- Bhatia, A. K., International Tourism, Sterling Publishers, New Delhi
- Bhatia, A. K., Tourism development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi
- McIntosh, Robert, W. Goldner, Charles, Tourism: Principles, Practices and Philosophies, John Wiley and Sons Inc. New York, 1990 (9th edition)
- Mill, Robert Christie and Alastair M. Morrison, The Tourism System, Englewood Cliffs, N.J., Prentice Hall, 1985
- Negi, J.M.S., Tourism and Travel- Concepts and principles, Gitanjali Publishing House, New Delhi, 1990
- Robinson, H.A., Geography of Tourism, Me Donald and Evans, London, 1976


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24 BTM 401 DS02

HARYANA TOURISM, CULTURE, CUISINE & CUSTOMS

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives:

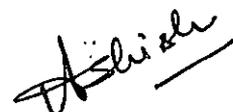
1. To gain a comprehensive understanding of Haryana's geography, history, culture, and various forms of tourism.
2. To delve into Haryana's cultural tourism potential, including its people, traditions, and tourism resources.
3. To learn about Haryana's transportation and accommodation sector, and gain knowledge about traditional cuisine.
4. To familiarize with Haryana's tourism policy, hospitality education, and key tourist attractions.

Learning Outcomes:

1. Upon completion, students will be able to articulate an understanding of Haryana's history, culture, and various forms of tourism.
2. Students will be able to discuss and analyze Haryana's cultural tourism resources and potential.
3. Students will be able to explain Haryana's transportation, accommodation options, and traditional cuisine.
4. Students will be able to evaluate Haryana's tourism policy, hospitality education, and identify key tourist attractions.

Unit I: Introduction & Overview of Haryana

- **Geographical & Historical Background:** Dive into the geographical features and historical roots of Haryana.
- **Administrative Divisions & Cultural Zones:** Explore the administrative structure and cultural diversity within the state.
- **Prominent Personalities:** Learn about influential figures from Haryana and their contribution to tourism.
- **Haryana Tourism:** Discover the popular forms of tourism prevalent in Haryana, such as Highway Tourism, Farm Tourism, Eco Tourism, Pilgrimage Tourism, Golf Tourism, MICE Tourism, and Sports Tourism.



Director

**Inst. of Hotel & Tourism Management
M.D. University, Rohtak-Haryana**

Unit II: Cultural Tourism Potential in Haryana

- **People & Traditions:** Understand the people, traditional costumes, dances, and music of Haryana.
- **Fairs & Festivals:** Learn about key cultural events, with a special focus on Surajkund Crafts Mela, Kartik & Geeta Jayanti Samaroh.
- **Tourism Resources:** Explore the state's monuments, museums, religious and pilgrimage centers like Kurukshetra, Pehowa, Jyotisar, Agroha, Pindara, Bheemeshwari Mata Beri, Mansa Devi, and Sheetla Mata.

Unit III: Transportation, Accommodation & Cuisine of Haryana

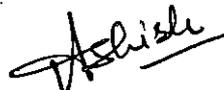
- **Transportation:** Understand the transportation network in Haryana, including highways, major railway routes, junctions, stations, and airports.
- **Accommodation:** Learn about Haryana Tourism Complexes and other major hotels like ITC Grand Bharat Gurugram, Taj Chandigarh, and The Oberoi Gurugram.
- **Cuisine:** Discover the traditional foods and culinary delights of Haryana, including popular eating joints and highway Dhabhas.

Unit IV: Tourism Policy, Education & Key Tourist Attractions of Haryana

- **Tourism Policy:** Study the tourism policy of Haryana.
- **Tourism & Hospitality Education:** Learn about Haryana's role in tourism and hospitality education, including universities, colleges, and institutes offering related programs.
- **Key Tourist Attractions:** Explore the main tourist attractions across the districts of Haryana.

Suggested Readings:

1. "Haryana: Past and Present" by Malti Malik, Publisher: Sonali Publications
2. "Haryana: Cultural Heritage Guide" by B.S. Nijjar, Publisher: Rupa Publications
3. "Traditional Indian Costumes and Textiles" by Mohinder Singh Randhawa, Publisher: Indian Council for Cultural Relations
4. "India's Railway Man: A Biography of E. Sreedharan" by Rajendra B. Aklekar (For understanding major railway junctions and routes in Haryana), Publisher: Rupa Publications
5. "Flavours of Haryana: A Food Guide" by Tarla Dalal, Publisher: Sanjay & Co/Mumbai/India


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24 BTM 401SE01

COMPUTER APPLICATIONS IN TOURISM

Evaluation: External - 50 Marks, Internal - 25 Marks

Duration: 3 hours

Credits: 03

Learning Objectives:

1. To understand the fundamentals of computers, including their classification, generations, capabilities, and limitations.
2. To gain knowledge about computer hardware components and their functionalities.
3. To comprehend various types of software and their applications, with an emphasis on MS Office tools.
4. To examine the role of Internet and Information & Communication Technology (ICT) in the tourism and hospitality industry, including an analysis of successful online business models.

Learning Outcomes:

Upon completion students will be able:

1. To explain the basics of computers, their evolution, and applications in the hospitality industry.
2. Students will be able to identify and describe the functions of various computer hardware components.
3. Students will be capable of using basic MS Office tools and understanding the differences between various types of software.
4. Students will have an understanding of how Internet and ICT contribute to the tourism industry, and will be able to analyze successful online tourism business models.

Unit I: Basics of Computers

- Introduction to computers: Classification, generations, organization, capabilities, characteristics, limitations
- Application of computers in the hospitality industry

Unit II: Understanding Computer Hardware

- Components of computers: Understanding hardware elements including input devices, storage devices, processing units, and output devices
- Comprehending the block diagram of a computer


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Unit III: Introduction to Computer Software

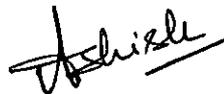
- Introduction to different types of software: System software, application software, utility software
- Hands-on practice with MS Office tools: Basics of MS Word, MS Excel, and MS PowerPoint
- Creation of Gmail Account (anu.bttm.24@gmail.com name. course name. batch year @gmail.com)
- Creation of class whats app groups, broadcasts, do's and don't of whats app groups.

Unit IV: Introduction to Internet and Information & Communication Technology (ICT) in Tourism

- Introduction to Internet and ICT
- Exploring how ICT can provide a competitive edge in the tourism industry
- Understanding successful online tourist business models and an overview of tourism websites
- Discussing online tourism services and benefits
- Analyzing the role of IT in tourism through case studies of IRCTC, MakeMyTrip.com, Yatra.com, TripAdvisor.com, etc.

Suggested Readings:

1. "Introduction to Computers" by Leon & Lion, Publisher: Vikas Publishing House, New Delhi
2. "Computer Concepts" (7th Edition) by June Jamrich Parsons, Publisher: Thomson Learning, Bombay
3. "Strategic Management and Information Systems" by Wendy Robson, Publisher: Pitman Publishers
4. "Computer Networks and Internet" by Douglas E. Comer (4th Edition), Publisher: Pearson Education
5. "Data Communications and Computer Networks" by Curt M. White, Publisher: Thomson Learning, Bombay


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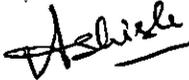
SEMESTER-II

Semester	Discipline-Specific Courses (DSC)-Major		Minor(MIC)/Vocational (VOC)	Multidisciplinary courses (MDC)	Ability Enhancement courses (AEC)	Skill Enhancement Courses (SEC)/Internship/Dissertation	Value Added Courses (VAC)	Total Credits
	24 BTM 402 DS01	24 BTM 402 DS02						
II	Travel Agency & Tour Operations @ 4 credits	Adventure Tourism @ 4 credits	Choose from the Central Pool of the University @ 4 credits	Choose from the Central Pool of the University @ 3 credits	Choose from the Central Pool of the University @ 2 credits	24 BTM 402SE01 Tour Guiding Skills @ 3 credits	Choose from the Central Pool of the University @ 2 credits	22

Minor(MIC)/Vocational (VOC) (Offered by IHTM for other UTDs) Natural Tourism Treasures of India (24 HTM 402MI01)

Multidisciplinary courses (MDC) (Offered by IHTM for other UTDs) Tourism & Hospitality: An Introduction (24 HTM X02MD01)

Students exiting the programme after second semester and securing 48 credits including 4 credits of summer Internship will be awarded UG Certificate in the relevant Discipline/Subject


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24 BTM 402 DS01

Travel Agency and Tour Operation

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives:

1. To help students understand the meaning, concept, and significance of travel agency and tour operation business, as well as the historical growth and development of the industry.
2. To enable students to understand the organizational structure of travel agency and tour operator companies, and to familiarize them with career prospects in various departments.
3. To provide students with the knowledge necessary to start their own business in the field of travel and tourism.
4. To develop an understanding of tour package and itinerary preparation.

Learning Outcomes:

Upon completion of this course, students will be able to:

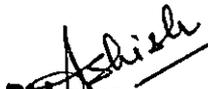
1. Understand the operation of travel and tourism and its association with various other fields of tourism.
2. Acquire the skills necessary to professionally fit into the organizational setup of travel and tourism agencies.
3. Develop the competencies necessary to start their own business in the fields of travel and tourism.
4. Apply the knowledge pertaining to the role of various associations in promoting travel and tourism business.

Unit I: Introduction to Travel Agency

- History, growth, definition, types, and present status of travel agencies
- Organizational structure and working of travel agencies
- Differentiation between travel agencies and tour operation businesses
- Process for approval of travel agencies in India

Unit II: The Role of Travel Agents

- Definition, types, rights, and duties of travel agents
- Functions: Understanding the function of travel agencies, providing travel information and counseling to tourists, itinerary preparation, travel retailing, and operations, preparation of tour packages
- Sources of income: Commission, service charges, and mark-up on tours


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Unit III: Introduction to Tour Operators

- Types of tour operators, rules for recognition of tour operators, role of tour operators
- Functions: Market research and tour package formulation, assembling, processing, and disseminating information on destinations, liaison with principles, preparation of itineraries, tour operations, and post-tour management
- Practical exercise and basic requirements in setting up a travel agency and tour operation unit

Unit IV: Tour Package Management

- Concept, nature, features, and methods of tour package management
- Types of tours, tour package pricing – nature, need, and determination
- Formulation, printing, and distribution of tour package brochure
- Itinerary planning, costing, and communicating with clients and principles

Suggested Readings:

1. "The Business of Tourism" by Holloway J.C., Publisher: Mac Donald and Evans
2. "Manual of Travel Agency Practice" by Gwenda Syrratt, Publisher: Butterworth Heinemann, London
3. "Guide to Starting and Operating Successful Travel Agency" by Laurence Stevens, Publisher: Delmar Publishers Inc., New York
4. "Professional Travel Agency Management" by Chuck Gee and Y. Makens, Publisher: Prentice Hall, New York



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24 BTM 402DS02

ADVENTURE TOURISM

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives:

1. Define adventure tourism and its scope, including land-based, water-based, and air-based activities.
2. Understand and apply the basic minimum standards for adventure tourism activities.
3. Analyze the economic, social, cultural, and environmental impacts of adventure tourism.
4. Identify the equipment requirements specific to various adventure tourism activities.

Learning Outcomes:

After completing this subject, students will be able

1. To recognize and categorize different adventure tourism activities, including land-based, water-based, and air-based options.
2. To be competent in assessing adventure tourism activities against established standards, ensuring safety and quality.
3. To evaluate the multifaceted impacts of adventure tourism on economic, social, cultural, and environmental dimensions.
4. To understand about the equipment required for various adventure tourism activities and will be better prepared to address challenges and explore career opportunities in the field.

Unit I: Introduction to Adventure Tourism

Fundamental concepts of adventure tourism: definition, scope, and nature. Popular tourist destinations in India for various land-based adventure activities such as mountaineering, trekking, desert safaris, skiing, and car rallies. Various types of water-based adventure tourism activities like rafting, kayaking, canoeing, surfing, water skiing, and scuba diving. An overview of air-based adventure activities like parasailing, paragliding, ballooning, and hand gliding.

Unit II: Standards and Training in Adventure Tourism

Understanding basic minimum standards for adventure tourism-related activities with special reference to land-based, water-based, and air-based adventure tourism. Furthermore, Institutions and organizations in India that offers adventure tourism training to aspiring adventurers and professionals.



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Unit III: Impacts and Stakeholders

Impacts of adventure tourism, encompassing economic, social, cultural, and environmental dimensions. Roles played by various stakeholders in the development of adventure tourism in India, including the government, local communities, tourists, and businesses.

Unit IV: Equipment, Challenges, and Opportunities

Equipment requirements for different adventure tourism activities, such as mountaineering, trekking, canoeing, kayaking, scuba diving, parasailing, and paragliding. Challenges and issues pertinent to the adventure tourism industry, emphasizing risk management. Career prospects and job opportunities available in various sectors of the adventure tourism field.

Suggested Readings:

- Ball, S. (2012), Encyclopedia of Tourism Resources in India, New Delhi. Butterworth-Heinemann.
- Bose, S.C. (1976), Geography of the Himalayas, New Delhi. National Book Trust
- Dixit, M. (2002), Tourism Products, Lucknow. New Royal Book Co.
- Gamma, Karl. (1985), The Handbook of Skiing, London. Pelham Books
- Negi, Sharad Singh. (2002), Handbook of National Parks, Wildlife Sanctuaries, and Biosphere Reserves in India, New Delhi. Indus Publishing Co.
- Robinet Jacob. (2013), Places of Touristic Interest in India, New Delhi. Abhijeet Publications.


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24BTM402SE01
TOUR GUIDING SKILLS

Evaluation: External - 50 Marks, Internal - 25 Marks

Duration: 3 hours

Credits: 03

Learning objective:

1. This course has been designed to inculcate among students tour guiding & escorting skills and prepare them to offer best services to tourists- our honoured guests.
2. Identify guide and escort
3. Explain the responsibilities of a guide and an escort
4. Discuss the skills and techniques to be a successful guide

Learning outcomes

- 1: Understand the various concepts related to tours and tour guiding, tour guiding as an emerging business and role and importance of hygiene in conducting operations as a tour guide.
- 2: Various techniques used by the tour operators during conduct of the tours and how can he emerge as a leader in the process.
- 3: Understand the social responsibilities and their importance in various tour operations.
- 4: Understand the various procedures to be carried out for conducting successful tour, planning and organising of tours.

Unit I : Introduction to Tour Guide & Guiding

The tour Guide- Meaning and importance, early history, public perception, the business of guiding, organizing a guiding business.

Unit II : Tour Guiding Techniques

The guiding techniques- leadership and social skills, presentation and speaking skills, The guide's personality, moments of truth, the seven sins of guide, the service cycle, working with different age groups, working under difficult circumstances

Unit III : Role & Responsibilities of Tour Guides

The role of guide and interpretation: Are guiding and interpretation synonymous? Creating memorable interpretations, Interpreting different themes- nature, history, art, architecture and incidental interpretations, Responsibilities to locals and society.



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Unit IV: Process of Conducting Tours

Conducting tours: Pre tour planning, modes of transportation, types of tours, traveler with special needs, guidelines for working with disabled people, relationship with fellow guides, motor / car operators and companies.

Suggested Readings:

- Chowdhary, N.. (2013) Handbook for Tour Guides. New Delhi: Matrix Publishers.
- Rabotic, B. (2010). Professional tourist guiding: The importance of interpretation for tourist experiences. In 20th Biennial International Congress: New Trends in Tourism and Hotel Management, 06-08.
- Weiler, B., & Ham, S. H. (2001). Tour guides and interpretation. Encyclopedia of Ecotourism, 549-563. Branislav, R. (2010). Professional tour guiding: The importance of interpretation for tourist experiences. Tourism & Hospitality Management.
- Weiler, B., & Ham, S. H. (2002). Tour guide training: A model for sustainable capacity building in developing countries. Journal of Sustainable Tourism, 10(1), 52-69.
- Pond, K. L. (1993). The professional guide: Dynamics of tour guiding. New York USA: Van Nostrand Reinhold Company.
- Prakash, M., & Chowdhary, N. (2010). What are we training tour guides for India? Turizam, 14(2), 53-65


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SEMESTER-III

Semester	Discipline-Specific Courses (DSC)-Major		Minor(MIC)/Vocational (VOC)	Multidisciplinary courses (MDC)	Ability Enhancement courses (AEC)	Skill Enhancement Courses (SEC)/Internship/Dissertation	Value Added Courses (VAC)	Total Credits
III	25 BTM 403 DS01	25 BTM 403 DS02				25 BTM 403SE01	Choose from the Central Pool of the University	22
	Tourism Geography @ 4 credits	Tourism Products of India (Natural) @ 4 credits	Choose from the Central Pool of the University @ 4 credits	Choose from the Central Pool of the University @ 3 credits	Choose from the Central Pool of the University @ 2 credits	Accounting Skills for Tourism @ 3 credits		

Minor(MIC)/Vocational (VOC) (Offered by IHTM for other UTDs) Cultural & Heritage Tourism Treasures of India (25 HTM 403MI01)

Multidisciplinary courses (MDC) (Offered by IHTM for other UTDs) Unveiling Incredible India: A Journey into Tourism and Hospitality (25 HTM X03MD01)

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25 BTM 403 DS01

TOURISM GEOGRAPHY

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning objective :

1. To help the students get acquainted with the fundamentals of Geography, climatic regions of world and International Date Line.
2. To enable the students to understand the relationship of geography and Tourism and to make aware the students about various Tourism Models.
3. To provide the students the first hand knowledge about Political and Physical features of World Geography
4. To develop the understanding regarding the Indian Geography including Physical and Political features of Indian Subcontinent and to enlighten them about climatic conditions prevailing in India

Learning Outcomes:

1. Student will be able to understand fundamentals of Geography, climatic regions of world and International Date Line.
2. To understand the importance and scope of geography in tourism.
3. Get awareness about the Political and Physical features of World Geography
4. Students will be able to acquire the knowledge about Physical and Political features of Indian Geography and to apply the knowledge of climatic conditions prevailing in India in designing tour itineraries.

Unit I : Introduction to Tourism Geography

Fundamentals of geography, climatic regions of the world, study of maps, Latitude, longitude, International Date Line.

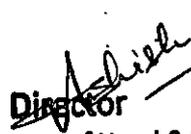
Unit II :Importance of Tourism Geography

Importance of Geography in Tourism, definition, scope and contents of geography of Tourism, Tourism Models.

Unit III :Political and Physical Features of World Geography

Political and Physical features of World Geography: America, South America, Europe, Asia, Africa and Australia.

Unit IV :Political and Physical Features of Indian Geography


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Physical and Political features of Indian Subcontinent, climatic conditions prevailing in India, Some important locations prevailing in famous for international tourism.

Suggested Readings:

- Robinson, HA, 'A Geography of Tourism'
- Burton, Rosemary, 'The Geography of Travel & Tourism'
- Boniface B. and Cooper C, 'Geography of Travel and Tourism'
- Mc Donalds and Evans, 'A geography of Tourism'
- Encyclopedia of World Geography
- India, Lonely Planet Publication
- Travel Information Manual, IATA, Netherland, 2006
- ATLAS
- Blue and Red OAG, IATA, Geneva, 2006
- Michael Hall, 'Geography Travel & Tourism', Routledge, London, 1999


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25 BTM 403DS02

TOURISM PRODUCT OF INDIA (NATURAL)

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives:

1. To gain a broad understanding of India's geographical, climatic, and natural features, and their impact on tourism.
2. To delve into the tourism significance of the Northern Mountain ranges, including religious, hill station, and adventure tourism.
3. To investigate the cultural, religious, and adventure tourism aspects of the deserts and central plains.
4. To comprehend the tourism relevance of the Indian Peninsula and coastal regions, including religious, cultural, and beach tourism.

Learning Outcomes:

1. Upon completion, students will be able to articulate an understanding of India's diverse geography, climate, vegetation, wildlife, and tourism appeal.
2. Students will be able to discuss and analyze the tourism significance of the Northern Mountain ranges.
3. Students will be able to explain the tourism aspects of the deserts and central plains.
4. Students will be able to evaluate the tourism relevance of the Indian Peninsula and coastal regions.

Unit I: Introduction to India

- **General Overview:** Learn about India's states, capitals, physiographic units, seasons, and climatic regions, and understand their impacts on tourism.
- **Natural Vegetation & Wildlife:** Explore the diverse vegetation and wildlife of India and its significance for wildlife tourism.
- **India: A Destination for All Reasons & Seasons:** Understand the country's appeal as a year-round destination.

Unit II: The Northern Mountains

- **Introduction to the Himalayas & Other Ranges:** Learn about the Himalayas and other mountain ranges, and their significance for religious, hill station, and adventure tourism.
- **Case Studies:** Detailed study of tourism in Srinagar, Shimla, Nainital, Darjeeling, and Gangtok.

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Unit III: The Central Plains

- **Introduction to Deserts & Central Plains:** Understand the role of deserts and central plains in cultural, religious, and adventure tourism.
- **Case Studies:** Detailed study of tourism in Amritsar, Jaipur, Delhi, Lucknow, and Kolkata.

Unit IV: The Peninsula and the Coastal Plains and Islands

- **Features of the Indian Peninsula:** Explore the general features of the Indian Peninsula and their significance for tourism.
- **Features of the Coastal Regions:** Understand the features of India's coastal regions, and their importance for religious, cultural, and beach tourism.
- **Case Studies:** Detailed study of tourism in Hyderabad, Bangalore, Ooty, Mumbai, Goa, and Andaman & Nicobar Islands.

Suggested Readings:

- "India: A Sacred Geography" by Diana L. Eck, Publisher: Harmony
- "India: A Travel Guide" by Michael Benanav, Publisher: Lonely Planet
- "Mountains of the God: Spiritual Ecology of Himalayan Region" by Trilochan Singh Josh, Publisher: Indus Publishing Company
- "The Plains of North India" by R. K. Gupta, Publisher: Concept Publishing Company
- "India's Western Coast - Peoples, History, Cultures" by Aparna Kapadia, Publisher: Cambridge University Press

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25 BTM 403SE01

ACCOUNTING SKILLS FOR TOURISM

Evaluation: External - 50 Marks, Internal - 25 Marks

Duration: 3 hours

Credits: 03

Learning Objectives

1. Understand fundamental accounting concepts, including business transactions, accounting functions, and principles.
2. Learn principles of the double entry system and practical application in journal entries, ledgers, and subsidiary books.
3. Analyze components of financial statements and learn preparation and presentation of final accounts.
4. Explore concepts of depreciation, reserves, provisions, and computer applications in financial statement preparation.

Learning Outcomes

After completing the course students will be able to

1. Explain fundamental accounting concepts and the importance of accounting principles.
2. Demonstrate proficiency in the double entry system and preparation of journal entries, ledgers, and subsidiary books.
3. Prepare and present basic financial statements, including trial balances and final accounts.
4. Understand and apply depreciation, reserves, and provisions, utilizing computer applications for financial statements.

Unit I: Accounting Theory

Business Transaction and Basic Terminology, Need to Study Accounting, Accounting functions, Purpose of Accounting Records, Accounting Principles – Concepts and Conventions.

Unit II: Account Records

Principles of Double Entry System, Journal Entries, Ledger, Subsidiary Books– Cash, Sales & Purchase books, Bank Reconciliation statement.


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Unit III: Financial Statement

Basic Financial Statements, Trial Balance, Preparation of Final Accounts Basic Adjustments to final Accounts, Methods of Presenting Final Accounts Practical Problem,

Unit IV: Depreciation Reserves and Provisions

Meaning, basic Methods, Computer Application Preparation of Records and Financial statements

Suggested Readings:

- Hospitality Management Accounting, Michael M Coltman
- Hotel Accountancy & Finance – S.P. Jain & K.L. Narang, First 1999 Kalyani
- Hotel Accounting Earnest B. Horwath & Luis Toth
- Uniform System of Accounts, Publisher: EIAH & LA, USA
- Hotel Accounting & Financial Control By Ozi A.D' Cunha & Gleson O. D'
- Cunha Publisher: Dicky, sEnterprize, Kandivali, Mumbai
- Hospitality Accounting – Publisher: Prentia Hall Upper Sadde, River New Jersey
- Accounting for Management, S K Bhattacharya, Vikas Publishing House
- Hospitality Financial Accounting By Jerry J Weygandt, Publisher Wiley & sons
- Accounting in Hotel & Catering Industry – Richard Kotas- Four – 1981-
- International Textbook Company
- Comprehensive Accountancy, SA Siddiqui
- A complete Course in Accounting Volume – I, N:D. Kappor
- Double – Entry Book- Keeping, Rc. Chawla & C. Juneja


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SEMESTER-IV

Semester	Discipline-Specific Courses (DSC)-Major				Minor(MIC) /Vocational (VOC)	Multidisciplin ary courses (MDC)	Ability Enhancement courses (AEC)	Skill Enhancement Courses (SEC)/Internship/Dissertati on	Value Added Courses (VAC)	Total Credits
	25 BTM 404 DS01	25 BTM 404 DS02	25 BTM 404 DS03	25 BTM 404 DS04						
IV					25 HTM 404MV01/ 24VCHSH44 UG	----		----		24
	Special Interest Tourism @ 4 credits	Tourism Products of India (Cultural) @ 4 credits	Transport Managem ent @ 4 credits	Management : Principles & Practices @ 4 Credits	Home Stay Host -I @ 4 Credits	Choose from the Central Pool of the University @ 2 credits	Choose from the Central Pool @ 2 credits			

Students exiting the programme after fourth semester and securing 94 credits including 4 credits of summer internship will be awarded UG Diploma in the relevant Discipline/subject


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25BTM 404DS01

SPECIAL INTEREST TOURISM

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. Understand the concept, features, significance, and scope of Special Interest Tourism (SIT) and the factors responsible for its growth.
2. Learn how to develop SIT by understanding the market, analyzing potential, designing products, and assessing key factors like accessibility and attitudes.
3. Explore various types of SIT including adventure tourism, agri-tourism, ancestry tourism, cultural tourism, cinematic tourism, dark tourism, eco-tourism, food tourism, gambling tourism, photographic tourism, wedding tourism, and wine tourism.
4. Understand the management needs and latest trends in special interest tourism.

Learning Outcomes

After completing this course students will be able to:

1. Explain the concept, features, significance, and scope of SIT and identify the factors contributing to its growth.
2. Demonstrate the ability to develop and design SIT products by understanding market needs and incorporating key factors such as product attractions and accessibility.
3. Identify and describe various types of SIT and their unique characteristics and attractions.
4. Manage SIT operations and evaluate emerging trends and issues, applying the latest knowledge and practices in special interest tourism.

Unit 1

Understand the concept of Special Interest Tourism (SIT), Features and Significance of SIT, Scope of Special Interest Tourism, Understand the factors responsible for the growth of Special Interest Tourism,

Unit 2

Developing SIT, Understanding Market, Analyzing Potential, Designing SIT, Product Attractions, Accessibility, A Key Factor, Attitudes: Characteristic Features.

Unit 3

Types of Special Interest Tourism (SIT)- Adventure tourism, Agri tourism, Ancestry tourism, Cultural Tourism, Cinematic Tourism, Dark Tourism, Eco Tourism, Food Tourism, Gambling Tourism, Photographic Tourism, Wedding Tourism, Wine Tourism.

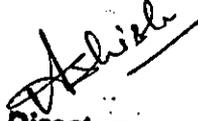

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Unit 4

Understanding the management needs and issues of special interest tourism, latest trends in special interest tourism

Suggestive Readings:

1. "Special Interest Tourism" by Norman Douglas, Ngaire Douglas, Ros Derrett (2001, John Wiley & Sons Australia, Ltd)
2. "Tourism: Principles and Practice" by John Fletcher, Alan Fyall, David Gilbert, Stephen Wanhill (2013, Pearson)
3. "The SAGE Handbook of Tourism Studies" edited by Tazim Jamal and Mike Robinson (2009, SAGE Publications)
4. "Marketing for Tourism and Hospitality" by Philip Kotler, John T. Bowen, James Makens, Seyhmus Baloglu (2016, Pearson)
5. "The Business of Tourism" by J. Christopher Holloway, Claire Humphreys (2019, Pearson)
6. "Tourism Management: An Introduction" by Clare Inkson, Lynn Minnaert (2012, SAGE Publications)
7. "Adventure Tourism: The New Frontier" edited by Colin Beard, John Swarbrooke, Suzanne Leckie, Gill Pomfret (2012, Routledge)
8. "Cultural Tourism: Global and Local Perspectives" edited by Greg Richards (2007, Routledge)
9. "Dark Tourism and Place Identity: Managing and Interpreting Dark Places" by Leanne White, Elspeth Frew (2013, Routledge)
10. "Eco-Tourism" by David A. Fennell (2014, Routledge)
11. "Food Tourism: A Practical Marketing Guide" by John Stanley, Linda Stanley (2014, CABI)
12. "Wine Tourism Around the World" edited by C. Michael Hall, Liz Sharples, Brock Cambourne, Niki Macionis (2000, Routledge)
13. "Sustainable Tourism: Principles, Contexts and Practices" by David A. Fennell (2015, Routledge)
14. "Tourism Management Dynamics: Trends, Management and Tools" edited by Dimitrios Buhalis, Carlos Costa (2006, Routledge)
15. "Innovative Approaches to Tourism and Leisure" edited by Vicky Katsoni, Marival Segarra-Oña (2019, Springer)


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25BTM 404DS02

TOURISM PRODUCTS OF INDIA (CULTURAL)

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. To help students get acquainted with the definitions, concepts and terminologies of culture and its useful relationships with Indian tourism.
2. Students are given knowledge about various Indian Architecture attractions which are very vital in tourism development with special reference to Ajanta, Ellora, Sanchi, Khajuraho, Sun temple of Konark, temple at Thanjavur, TajMahal etc.
3. To provide the students the first-hand knowledge about the Classical Dances and classical Music of India.
4. Provides a thorough knowledge about the Major Fairs and festivals of India and their significance for tourism with special reference to Holi, Dussehra, Diwali, Baisakhi, Pongal, Bihu, Desert festival, Surajkund Craft fair, International Trade Fair etc.

Learning Outcomes

After the completion of the course the students will be able to:

1. Gain the knowledge and skills to identify cultural tourism products of India.
2. Students will be able to gain and apply the knowledge of various types of attraction based on Indian architecture.
3. Students will be able to appraise the knowledge various classical dance and music of India and its useful relationship with tourism.
4. They will be able to explore major fairs and festivals of India and their importance for promoting tourism in India.

Unit I

Introduction to Culture: Culture: Concept and its essential Features, Indian Culture: Fundamentals of Indian Culture; Indian culture through the Ages, Culture and tourism relationship with special reference to India


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Unit II

Indian Architecture – I: Buddhist Architecture: Ajanta, Ellora and Sanchi, Hindu Architecture: Khajuraho temples, Sun temple of Konark, Shore Temple of Mamallapuram and Brihadisvara temple at Thanjavur, Medieval Architecture: TajMahal, Red Fort of Delhi, FatehpurSikri and QutubMinar

Unit III

Dances and Music of India: Classical Dances of India, Classical Music of India

Unit IV

Major Fairs and festivals of India and their significance for tourism Holi, Dussehra, Diwali, Baisakhi, Pongal, Bihu, Desert festival – Jaisalmer, Surajkund Craft fair, International Trade Fair - New Delhi,

Suggested Readings

- Introduction to India: Culture and Traditions of India: India Guide Book Kindle Edition by Shalu Sharma
- Indian Culture & Heritage: Indian Culture, Heritage, History, Arts, Architecture & Tourism by AnuragMathur
- Indian Cultural Heritage Perspective For Tourism By L. K. Singh
- Religious Journeys in India: Pilgrims, Tourists, and Travelers edited by Andrea Marion Pinkney, John Whalen-Bridge.
- Tourism Products by Robinet Joseph and Anoop Philip
- Cultural Tourism & Development by RomilaChawla
- Tourism Statistics at a glance 2019, Ministry of Tourism, Government of India

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25BTM 404DS03

TRANSPORT MANAGEMENT

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. To help students get acquainted with the meaning, concept and significance of transportation system in India and to enlighten them about the historical growth and development of the transportation with its linkages.
2. To enable the students to understand the significance of transport for tourism and to make aware the students about various career prospects in different modes of transportation.
3. To provide the students the first-hand knowledge to start up their own entrepreneurship in the field of transport.
4. To develop the understanding regarding the significant role of various modes of transportation for promotion of tourism in India.

Learning Outcomes

After the completion of the course the students will be able to:

1. To understand the importance of transportation in Tourism.
2. To understand the relationship between transport and tourism.
3. To review the various transportation modes and the factors influencing the development and choice determination.
4. To introduce the fundamentals of transportation management. To apply the knowledge pertaining to role of various transport organizations both public and private in promoting tourism business.

Unit-I

History of different modes of transportation Landmarks in the development of transport sector and factors affecting the development of different modes of transport.

Unit-II

Airlines & tourism: history of airlines' in India. Role of airlines in tourism promotion: recent policies regarding airlines, Problems of airlines business.



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Unit-III

Growth and development of surface transport in India, importance of surface transportation. Infrastructural basis for surface transport ..

Unit-IV

Railway & tourism: history & present status of Indian railway. Role of Indian railway in tourism promotion. Special trains & packages for tourists. Problems faced by Indian railway.

Suggested Readings:

- JagmohanNegi – Travel Agency and Tour Operations.
- Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text Bhatia, A.K., - International Tourism
- Seth, P.N.; (1999) Successful Tourism Management (Vol 1 &2)
- www.indianrailways.gov.in
- www.irctc.co.in
- www.dorth.gov.in
- www.morth.nic.in


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25BTM 404DS04

MANAGEMENT : PRINCIPLES & PRACTICES

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives:

1. To understand the nature and functions of management, evolution of management thinking and recent trends in management thought in Hospitality and Tourism Industry.
2. To make the students understand planning and types of plans, decision making process, MBO and forecasting.
3. To acquaint the students with principles of organizing, delegation and organizational structure and its forms.
4. To make students understand the concept of motivation and its theories, concept of communication, leadership styles and skills and controlling.

Learning Outcomes:

After the completion of the course students will be able to:

1. Gain the knowledge regarding concept, functions and level of management and also will be able to learn the history and evolution of management thought.
2. Apply the knowledge pertaining to planning, decision making process and forecasting.
3. Acquire knowledge pertaining to, organizing, delegation and its benefits and various forms of organizational structure.
4. Apply the knowledge regarding motivating employees, communication with employees and leadership skills and styles.

Unit 1

Concept and Nature of Management: Concept & Definitions, Features of Management, Management As Science, Art & Profession, Levels of Management, Nature of Management Process, Classification of Managerial Functions, Evolution of Management Thought Approaches To Management (Classical, Behavioural, Quantitative Contingency), Contribution of Leading Thinkers, Recent Trends In management Thought.

Unit 2

Planning – Process and Types, Decision Making Process, Management By Objectives (MBO), Forecasting


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Unit 3

Organizing: Nature & Principles of Organization, Span of Management, Authority & Responsibility, Delegation and Decentralization, Forms of Organization Structure, Line & Staff Authority Relationships

Unit 4

Motivation – Concept and concept and content theories, Communication – Process, Barriers and types, Leadership – concept, styles and skills, Coordination, Controlling: Nature & Process of Controlling.

Suggested Readings:

- Chandra Bose/ Principles of Management & Administration, Prentice Hall of India
- Essential of Management Koontz & Wrihrich Tata McGraw – Hill Publishing Co.'Ltd.
- Essentials of Management – Chatterji and by Koontz & O'donnel
- Fundamentals of Management – J.S. Chandran Principles of Mgt.- P.N, Reddy
- Management – Stoner & Freeman
- Management and Organization – M. Louis Allen Management Theory and Practice- Earnest Dale
- Management Stoner, Freeman & Gilbert Prentice Hall of India Pvt Ltd
- Management Tasks – Peter F Drucker Management Prcess – Davar R
- Management Theory & Practice C.B. Gupta (CBG) Sultan Chand & Sons
- Management Today: Principles and Practice – Burton, Jene, Tata McGraw Hill Publishing Co. Ltd

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SEMESTER-V

Semester	Discipline-Specific Courses (DSC)-Major				Minor(MIC) /Vocational (VOC)	Multidisciplinary courses (MDC)	Ability Enhancement courses (AEC)	Skill Enhancement Courses (SEC)/Internship	Value Added Courses (VAC)	Total Credits
	26 BTM 405 DS01	26 BTM 405 DS02	26 BTM 405 DS03	26 BTM 405 DS04						
V	Tourism Policy of India	Tourism Product of India (Religious)	Major Destinations of the World-I	Human Resource Management	26 HTM 405MV01/ 24VCHSH54 UG	----	----	26BTM405IN01 Internship [#]	----	24
	@ 4 credits	@ 4 credits	@ 4 credits	@ 4 credits	Home Stay Host-II			@ 4 credits		

#Four credits of Internship earned by a student during summer internship after 2nd semester or 4th Semester will be counted in 5th Semester of a student who pursue 3 year UG Programmes without taking exit option.


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26BTM 405DS01

TOURISM POLICY OF INDIA

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. Understand tourism policy planning, including roles of government, public, and private sectors, and tourism organizations at various levels.
2. Learn about national policy-making bodies, processes, and key tourism policy documents and action plans in India.
3. Explore tourism planning techniques, objectives, methods, steps, and factors influencing destination planning.
4. Investigate tourism planning methods at different levels and study features of five-year tourism plans in India.

Learning Outcomes

After completing this course students will be able to:

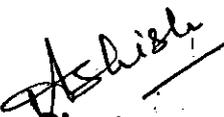
1. Explain tourism policy planning and the roles of government, public, and private sectors, and tourism organizations.
2. Evaluate national tourism policy-making bodies, processes, and key tourism policy documents in India.
3. Apply tourism plan formulation techniques and destination planning considering objectives, methods, and influencing factors.
4. Implement tourism planning methods at various levels and analyze features of five-year tourism plans in India.

Unit 1

Concept of Tourism Policy Planning Institutional framework and the principal lines of public tourism policy; The role of govt. public and private sector in formulation of tourism policy; Roles of international, national, state and local tourism organizations in carrying out tourism policies.

Unit 2

National Administration and Tourism Policy Policy making bodies and its process at national levels; Outline of L.K.Jha Committee (Ad-hoc Committee) - 1963, National Tourism Policy - 1982, National Committee Report-1998, National Action Plan on Tourism – 1992, 2002 .



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Unit 3

Background, Approach and Process of Tourism Planning Techniques of Plan Formulation; Planning for Tourism Destinations-Objectives, methods, steps and factors influencing planning; Destination life cycle concept.

Unit 4

Tourism planning at international, national, regional, state and local Methods of tourism planning; Important features of five year tourism plans in India; Elements; Agents, Processes and typologies of tourism development.

Suggested Readings:

1. Bezbarua, M.P(1999) Indian Tourism Beyond The Millenium, Gyan Publishing House
2. Burkart,&,Medlik (1981) Tourism; Past, Present and Future, Heinemann, London
3. Gee, Chuck Y, James C. Makens , Dexter J. L. & Choy (1997) The Travel Industry, Wiley
4. Murphy, Peter H, (1985) Tourism:A Community Approach, Routledge, London
5. Donald E. Hawkins, Elwood L. Dhafer and James mRovelstad (1995) Tourism Planning and Development Issues, George Washington University, Washington DC.
6. Mason, P (2003) Tourism Impacts, Planning and Management, Taylor & Francis
7. Hawkins, D.E (1980) Tourism Planning and Development. George University Press, London
8. P.C. Sinha (1998) Tourism Planning, Anmol Publication Pvt. Ltd., New Delhi.
9. Badan, B.S. Bhatt, H (2007) Tourism Planning and Development, Commonwealth Publishers, New Delhi
10. Sharma, K.K (2004) Tourism and Economic Development. Sarup Book Publishers Pvt. Ltd, Delhi

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26BTM 405DS02

TOURISM PRODUCT OF INDIA (RELIGIOUS)

Evaluation: External - 70 Marks; Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objective:

1. To help the students get acquainted with the concept, Definition and significance of Religious Tourism and to enlighten them about problem and prospects of religious tourism in India.
2. To enable the students to understand the teachings and philosophy of Hinduism Buddhism and Jainism and to make aware the students about theoretical and methodological aspects of study of religion and tourism.
3. To provide the students the first hand knowledge about basic features and philosophy of Islam and Christianity Religion in India
4. Provide a thorough knowledge about the major religious destination of India which is very vital in Tourism development.

Learning Outcomes:

1. Students will be able to gain the knowledge of various types of relations between religion and tourism.
2. Get awareness about the Philosophy of major religion in India as well as knowledge of chosen pilgrimage traditions and their interconnection with tourism.
3. Students will have acquired the knowledge of basic feature and geographical extent of major religion in India as well as familiarize them how to study the aspect of religion – tourism nexus.
4. Students will be able to gain and apply the knowledge of various religious destinations in India and their importance for promoting tourism in India.

Unit-I

Religious Tourism: An Overview, Religious Tourism: Concept, Definition and Significance
Trends and Pattern in Religious tourism in India Problems and Prospects of Religious Tourism in India

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Unit-II

Major Religions in India – I: Hinduism (Vedic, Bhagvatism and Shaivism streams) basic features. Buddhism and Jainism: Their teachings and Philosophy

Unit III

Major Religions in India – II: Islam and Christianity in India: Basic Features and geographical Extent. Sikhism: Basic Features

Unit-IV

Major Religious Destinations of India: Hinduism: Four Dhams i.e. Badrinath, Rameshwaram, Puri and Dwarka, Varanasi, Mathura Vrindavan, Haridwar, Vaishno Devi, Allahabad and Tirupati, Buddhism & Jainism : Bodh Gaya, Sarnath, Mount Abu, Palitana Islam, Christianity and Sikhism: Ajmer, Goa and Amritsar.

Suggested Readings:

- Abid Hussain, S. 2003 (reprint) The National Culture of India, National Book Trust, New Delhi.
- Basham, A.L., 1985 (reprint) The Wonder That Was India, Rupa & Co., New Delhi
- Hay, Stephen, (Ed.) 1992, Sources of Indian Tradition, 2 vols., Penguin Books, Delhi
- Nadakarni, M.V. 2006, Hinduism: The Gandhian Perspective, Ane Books India, New Delhi
- Radhakrishnan, S. 1999 (Oxford India paperback) Indian Philosophy, 2 vols., Oxford University Press, New Delhi

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26BTM 405DS03

MAJOR DESTINATIONS OF THE WORLD-I

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. Understand the major cities and tourist attractions of Singapore, Malaysia, Thailand, Hong Kong, and China.
2. Learn about the major cities and tourist attractions of Australia, New Zealand, South Africa, Kenya, and Egypt.
3. Explore the major cities and tourist attractions of Turkey, Mauritius, Dubai, Tanzania, and the Philippines.
4. Gain knowledge of the major cities and tourist attractions of Nepal, Bhutan, Sri Lanka, Maldives, and Seychelles.

Learning Outcomes

After completing this course students will be able to

1. Identify and describe the major cities and key tourist attractions in Singapore, Malaysia, Thailand, Hong Kong, and China.
2. Identify and describe the major cities and key tourist attractions in Australia, New Zealand, South Africa, Kenya, and Egypt.
3. Describe the major cities and key tourist attractions in Turkey, Mauritius, Dubai, Tanzania, and the Philippines.
4. Describe the major cities and key tourist attractions in Nepal, Bhutan, Sri Lanka, Maldives, and Seychelles.

Unit 1

Major cities and tourist attractions of: Singapore, Malaysia, Thailand, Hongkong, China

Unit 2

Major cities and tourist attractions of: Australia, New Zealand, South Africa, Kenya, Egypt

Unit 3

Major cities and tourist attractions of: Turkey, Mauritius, Dubai, Tanzania, Philippines

Unit 4

Major cities and tourist attractions of: Nepal, Bhutan, Sri Lanka, Maldives, Seychelles


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Suggestive Readings

1. "Lonely Planet Singapore" by Lonely Planet, Ray Bartlett (2019, Lonely Planet) <https://www.lonelyplanet.com/singapore>
2. "Lonely Planet Malaysia, Singapore & Brunei" by Lonely Planet, Brett Atkinson (2018, Lonely Planet) <https://www.lonelyplanet.com/malaysia>
3. "Lonely Planet Thailand" by Lonely Planet, Austin Bush (2022, Lonely Planet) <https://www.lonelyplanet.com/thailand>
4. "Lonely Planet Hong Kong" by Lonely Planet, Piera Chen (2018, Lonely Planet) <https://www.lonelyplanet.com/china/hong-kong>
5. "Lonely Planet China" by Lonely Planet, Damian Harper (2021, Lonely Planet) <https://www.lonelyplanet.com/china>
6. "Lonely Planet Australia" by Lonely Planet, Brett Atkinson (2022, Lonely Planet) <https://www.lonelyplanet.com/australia>
7. "Lonely Planet New Zealand" by Lonely Planet, Peter Dragicevich (2022, Lonely Planet) <https://www.lonelyplanet.com/new-zealand>
8. "Lonely Planet South Africa, Lesotho & Swaziland" by Lonely Planet, Simon Richmond (2018, Lonely Planet) <https://www.lonelyplanet.com/south-africa>
9. "Lonely Planet Kenya" by Lonely Planet, Anthony Ham (2018, Lonely Planet) <https://www.lonelyplanet.com/kenya>
10. "Lonely Planet Egypt" by Lonely Planet, Jessica Lee (2022, Lonely Planet) <https://www.lonelyplanet.com/egypt>
11. "Lonely Planet Turkey" by Lonely Planet, Jessica Lee (2021, Lonely Planet) <https://www.lonelyplanet.com/turkey>
12. "Lonely Planet Mauritius, Reunion & Seychelles" by Lonely Planet, Jean-Bernard Carillet (2019, Lonely Planet) <https://www.lonelyplanet.com/mauritius>
13. "Lonely Planet Dubai & Abu Dhabi" by Lonely Planet, Jessica Lee (2020, Lonely Planet) <https://www.lonelyplanet.com/united-arab-emirates/dubai>
14. "Lonely Planet Tanzania" by Lonely Planet, Mary Fitzpatrick (2018, Lonely Planet) <https://www.lonelyplanet.com/tanzania>
15. "Lonely Planet Philippines" by Lonely Planet; Greg Bloom (2022, Lonely Planet) <https://www.lonelyplanet.com/philippines>
16. "Lonely Planet Nepal" by Lonely Planet, Bradley Mayhew (2022, Lonely Planet) <https://www.lonelyplanet.com/nepal>
17. "Lonely Planet Bhutan" by Lonely Planet, Bradley Mayhew (2017, Lonely Planet) <https://www.lonelyplanet.com/bhutan>
18. "Lonely Planet Sri Lanka" by Lonely Planet, Ryan VerBerkmoes (2018, Lonely Planet) <https://www.lonelyplanet.com/sri-lanka>
19. "Lonely Planet Maldives" by Lonely Planet, Tom Masters (2018, Lonely Planet) <https://www.lonelyplanet.com/maldives>
20. "Lonely Planet Mauritius, Reunion & Seychelles" by Lonely Planet, Jean-Bernard Carillet (2019, Lonely Planet) <https://www.lonelyplanet.com/seychelles>


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26BTM 405DS04

HUMAN RESOURCE MANAGEMENT

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives:

1. To help the students understand the concept of HRM, its scope and functions in Hospitality and Tourism Industry with a focus on contemporary issues in HRM
2. To accredit the students with the various functions of HRM like HRP, recruitment, selection, induction, outplacement etc. To make them learn the importance of employee welfare and maintenance.
3. To enable the students understand the various methods of training and executive development and the concept of transfer and promotion.
4. To acquaint the students with the most important functions of HRM like compensation, performance appraisal and various latest methods used for the same.

Learning Outcomes:

After the completion of the course students will be able to:

1. Understand the role and importance of Human Resource Management in Hospitality and Tourism Industry-. They will also be able to recognize the challenges faced by HRM in Hospitality and Tourism Industry.
2. Gain the knowledge about the selection and recruitment procedure used by companies in Industry and also understand the importance of induction, outplacement and welfare facilities provided by the employer to its employees.
3. Acquire the knowledge regarding training and development methods and importance of transfers and promotion.
4. To apply the knowledge pertaining to compensation and performance appraisal methods in the Industry.

Unit I

Concept of HRM and HRD; role of HR practitioner; managing the HR function; scope of HRM, contemporary issues in HRM

Unit II

Job, role and competence analysis; human resource planning; recruitment and selection; induction; redundancy, outplacement and dismissal; maintenance and welfare activities – employee health and safety, fatigue and welfare activities



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Unit III

Training and its methods; Executive development and its techniques Career management; transfer and promotion

Unit IV

Aims, components, factor influencing employee compensation; internal equity, external equity and individual worth; pay structure; incentive payments, performance appraisal; 360 degree feedback.

Suggested Readings:

- Human Resource Development & Management in the Hotel Industry – S.K. Bhatia, Nirmal Singh
- Principal and Techniques of Personnel Management Human Resource Management – Dr. Jagmohan Negi
- Human Resource Development Practice in Travel and Tourism – S.C. Bagri



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SEMESTER-VI

Semester	Discipline-Specific Courses (DSC)-Major				Minor(MIC) /Vocational (VOC)	Multidisciplinary courses (MDC)	Ability Enhancement courses (AEC)	Skill Enhancement Courses (SEC)/Internship	Value Added Courses (VAC)	Total Credits
	26 BTM 406 DS01	26 BTM 406 DS02	26 BTM 406 DS03	26 BTM 406 DS04						
VI					26 HTM 406MV01/ 24VCHSH64 UG	----	----	26 BTM 406 SE01	----	22
	Hotel & Resort Management @ 4 credits	Sustainable Tourism @ 4 credits	Major Destinations of the World-II @ 4 credits	Tourism Marketing @ 4 credits	Home Stay Host-III @ 4 credits			Digital Tools in Tourism for Success @ 2Credits		

Students will be awarded 3-year UG Degree in relevant major Discipline/Subject upon securing 136 credits.

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26BTM 406DS01

HOTEL & RESORT MANAGEMENT

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. Understand the principles, concepts, organization, classification, and regulatory guidelines of the hotel industry.
2. Learn front office techniques, including reservation, reception, registration, guest handling, billing, and departure activities.
3. Explore banquet and convention management, including meeting arrangements and the role of hotel associations.
4. Gain knowledge of resort management, including planning, development, and key elements of a resort complex.

Learning Outcomes

After completing this course students will be able to

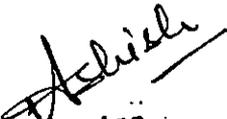
1. Explain the principles, organization, classification, and regulatory guidelines of the hotel industry.
2. Demonstrate front office techniques, including reservation, reception, guest handling, and departure activities.
3. Organize and manage banquets, conventions, and understand the role of hotel associations.
4. Describe resort management, including planning, development, and the key elements of a resort complex.

Unit I

Definition, size and scope of Hotel Industry, Principles and concepts of Hotel and its objectives, organization, departments and classification of Hotels, star categorization, types of rooms and types of plan- License, Permits and regulatory condition and guidelines for hotel

Unit II

Front Office Techniques- Front office lay out and activities, guest Activities in hotel reservation, role of reception-Forecasting room Availability, registration procedure, handling guests on arrival, Food and Beverages, Billing and departure activities, Group Handling, Role of Front Office Manager and Personnel


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Unit III

Banquet Function, Convention Halls, Meeting room- Arrangement for General and business meetings, organizations and procedure for Arrangement of conferences, exhibitions, and outdoor

catering. National and International Hotel Associations and their operation, incentives and subsidies extended to Hotel in tourist areas

Unit IV

Resort Management- Historical perspective, Indian scenario, basic Characteristics, phases of resort planning and development, trends and Factors in development, Trends and factors in developed tourist markets Leading to growth to resort concept, basic element of a resort complex- Loading facilities, land escaping, Dining and Drinking facilities, Family Oriented services, shops and entertainment services

Suggested Readings:

- Boardman R.D. Hotel, catering costing, and Budgets, 1975,
- Heinement, London.
- BursteenHarnery, Management of Hotels and Motels 1980 Marcil
- Dekher Inc.
- Negi Jagmohan – Tourism and Hoteliering 1982 Gitanjali Publishing
- House, New Delhi.
- Negi Jagmohan, Principles of Grading and Classification of Hotels.

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26BTM 406DS02

SUSTAINABLE TOURISM

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. Understand the meaning, definition, scope, and development components of sustainable tourism.
2. Analyze key issues in sustainable tourism development, including ecotourism, carrying capacity, and fair pricing.
3. Evaluate the environmental, economic, and social dimensions of sustainable tourism.
4. Identify the roles of public sector bodies, local authorities, tourism industry, voluntary organizations, host communities, media, and tourists in sustainable tourism.

Learning Outcomes

After completing this course students will be able to:

1. Apply principles of sustainable tourism and make ethical and socially responsible decisions in tourism management.
2. Develop strategies to address key issues like ecotourism, carrying capacity, and promote community involvement in sustainable tourism.
3. Assess the environmental, economic, and social impacts of tourism activities and propose mitigation measures.
4. Engage effectively with key actors in sustainable tourism to promote sustainable tourism development and practices.

Unit I: Sustainable Tourism

Meaning, definition, and scope, sustainable tourism development components, major issues in understanding sustainable development, principles of sustainable tourism management aspects of ethics and social responsibility of key stakeholders.

Unit II: Key Issues of Sustainable Tourism Development

Ecotourism, carrying capacity, de-marketing, fair pricing, transportation, education. role of the industry, the roles of public and private sectors, community involvement, and local control, along with their linkages.



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Unit III: Dimensions of Sustainable Tourism

Environmental, economic, and social aspects, Environment-scope of the concept of environment, major potential impacts of tourism on environment, Economic Dimension-scope of the concept, and major impacts of tourism on it, Social Dimension-scope of the concept of socio-cultural environment and impacts of tourism on socio cultural issues

Unit IV: Key Actors in Sustainable Tourism

Public sector, government bodies, local authorities, Tourism industry, voluntary organisations host community, Media, and tourists Books

Suggested Readings:

1. Swarbooke, J-sustainable Tourism Management-Rawat publication, Jaipur
2. William Theobald-Global Tourism: The Next Decade-Butterworth Heinemann.
3. <http://www.environment.gov.au/heritage/publications/strategy/pubs/steps.pdf>.
4. http://sanctuaries.noaa.gov/management/international/pdfs/day1_concepts_manual.pdf.
5. <http://www.unep.fr/shared/publications/pdf/DTx0592xpA-TourismpolicyEfv.pAf>.
6. http://www.nwhf.no/files/File/culture_fulltext.pdf
7. http://www.rainforest-alliance.org/tourism/documents/tourism_practices_guide.pdf
8. http://unctad.or g/ en / Docs/d itctncd2 0065_ e n. pdf
9. http://ec.europa.eu/enterprise/sectors/tourism/files/docs/tsg/tsg_final_report_en.pdf
10. <http://www.visitcalifornia.com/media/uploads/files/edito rlcTTC%ZosustainableTo20Tourism%20Handbook.pdf>



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26BTM 406DS03

MAJOR DESTINATIONS OF THE WORLD-II

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. Explore the major cities and tourist attractions in the United Kingdom, France, Netherlands, Belgium, and Italy.
2. Investigate the major cities and tourist attractions in Germany, Switzerland, Austria, Greece, and Spain.
3. Examine the major tourist attractions in New York, Los Angeles, Las Vegas, Washington DC, and San Francisco.
4. Understand the major cities and tourist attractions in Canada, Mexico, Brazil, Argentina, and Peru.

Learning Outcomes

After completing this course students will be able to:

1. Identify and describe key tourist attractions in the United Kingdom, France, Netherlands, Belgium, and Italy.
2. Analyze and compare tourist attractions in Germany, Switzerland, Austria, Greece, and Spain.
3. Evaluate and present major tourist attractions in New York, Los Angeles, Las Vegas, Washington DC, and San Francisco.
4. Summarize key tourist attractions in Canada, Mexico, Brazil, Argentina, and Peru.

Unit 1

Major cities and tourist attractions of: United Kingdom, France, Netherlands, Belgium, Italy

Unit 2

Major cities and tourist attractions of: Germany, Switzerland, Austria, Greece, Spain

Unit 3

Tourist Attractions of Major Cities of USA: New York, Los Angeles, Las Vegas, Washington DC, San Francisco

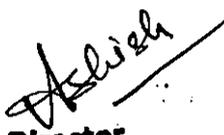
Unit 4

Major cities and tourist attractions of: Canada, Mexico, Brazil, Argentina, Peru

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Suggestive Readings:

1. "Lonely Planet Great Britain" by Lonely Planet, Neil Wilson (2019, Lonely Planet) <https://www.lonelyplanet.com/united-kingdom>
2. "Lonely Planet France" by Lonely Planet, Nicola Williams (2022, Lonely Planet) <https://www.lonelyplanet.com/france>
3. "Lonely Planet The Netherlands" by Lonely Planet, Catherine Le Nevez (2020, Lonely Planet) <https://www.lonelyplanet.com/netherlands>
4. "Lonely Planet Belgium & Luxembourg" by Lonely Planet, Mark Elliott (2020, Lonely Planet) <https://www.lonelyplanet.com/belgium>
5. "Lonely Planet Italy" by Lonely Planet, Cristian Bonetto (2022, Lonely Planet) <https://www.lonelyplanet.com/italy>
6. "Lonely Planet Germany" by Lonely Planet, Andrea Schulte-Peevers (2022, Lonely Planet) <https://www.lonelyplanet.com/germany>
7. "Lonely Planet Switzerland" by Lonely Planet, Nicola Williams (2022, Lonely Planet) <https://www.lonelyplanet.com/switzerland>
8. "Lonely Planet Austria" by Lonely Planet, Anthony Haywood (2020, Lonely Planet) <https://www.lonelyplanet.com/austria>
9. "Lonely Planet Greece" by Lonely Planet, Korina Miller (2020, Lonely Planet) <https://www.lonelyplanet.com/greece>
10. "Lonely Planet Spain" by Lonely Planet, Anthony Ham (2022, Lonely Planet) <https://www.lonelyplanet.com/spain>
11. "Lonely Planet New York City" by Lonely Planet, Regis St. Louis (2022, Lonely Planet) <https://www.lonelyplanet.com/usa/new-york-city>
12. "Lonely Planet Los Angeles, San Diego & Southern California" by Lonely Planet, Brett Atkinson (2020, Lonely Planet) <https://www.lonelyplanet.com/usa/los-angeles>
13. "Lonely Planet Las Vegas" by Lonely Planet, Bradley Mayhew (2021, Lonely Planet) <https://www.lonelyplanet.com/usa/las-vegas>
14. "Lonely Planet Washington, DC" by Lonely Planet, Karla Zimmerman (2020, Lonely Planet) <https://www.lonelyplanet.com/usa/washington-dc>
15. "Lonely Planet San Francisco" by Lonely Planet, Alison Bing (2022, Lonely Planet) <https://www.lonelyplanet.com/usa/san-francisco>
16. "Lonely Planet Canada" by Lonely Planet, Korina Miller (2022, Lonely Planet) <https://www.lonelyplanet.com/canada>
17. "Lonely Planet Mexico" by Lonely Planet, Brendan Sainsbury (2020, Lonely Planet) <https://www.lonelyplanet.com/mexico>
18. "Lonely Planet Brazil" by Lonely Planet, Regis St. Louis (2022, Lonely Planet) <https://www.lonelyplanet.com/brazil>
19. "Lonely Planet Argentina" by Lonely Planet, Isabel Albiston (2020, Lonely Planet) <https://www.lonelyplanet.com/argentina>
20. "Lonely Planet Peru" by Lonely Planet, Carolyn McCarthy (2020, Lonely Planet) <https://www.lonelyplanet.com/peru>


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26BTM 406DS04

TOURISM MARKETING

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives:

1. To make the students understand the basic concepts, philosophies and evolution of marketing and also acquaint them with service marketing.
2. To make them analyze the various environmental factors which affect the consumer buying behavior and the buyer decision making process of travelers in Tourism Industry.
3. To enable the students understand the p's of marketing product, place and price.
4. To acquaint them with the marketing communication mix with a special reference to socially responsible marketing communication.

Learning Outcomes:

After the completion of the course students will be able to:

1. To understand what service marketing is and how the present marketing management philosophy evolved.
2. Apply the knowledge regarding various environmental factors which affect the buying decisions of guests in Hospitality and Tourism Industry.
3. Gain the knowledge about the various p's and major strategies and decisions regarding these p's of marketing in Hospitality and Tourism industry.
4. Understand the various ways of communicating with the customers and also the role of socially responsible marketing communication in Hospitality and Tourism Industry.

Unit I

Introduction to Marketing: Needs, Wants and Demands; Products and Services; Markets; Marketing; The Production Concept, The Product Concept, The Selling Concept, The Marketing Concept, The Societal Marketing Concept; The Marketing Process, Service Characteristic of Hospitality and Tourism Business

Unit II

Marketing Environment, Consumer Markets and Consumer Buyer Behavior: Micro and Macro Environment, Characteristics, Factors Affecting Consumer Behaviour, Buying Decision Behaviour, The Buyer Decision Process.



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Unit III

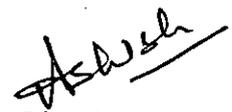
Distribution Channels, Product Pricing and Services Strategy: Nature and Importance of Distribution System, Marketing Intermediaries, What is Product, Product Classification, Individual Product Decisions, Product Life Cycle, Approaches to hospitality service pricing.

Unit IV

Public Relations, Sales Promotions and Integrated Marketing Communication: The Marketing Communications Mix, The Changing Face of Marketing Communications, Integrated Marketing Communications, Socially Responsible Marketing Communication, Advertising, Sales Promotion, Public Relations, The Public Relation Process, Personnel Selling, Direct Marketing.

Suggested Readings:

- Services Marketing – Ravishankar
- Services Marketing – ZeitalValerire – A and Mary Jo Baiter Publisher: McGraw Hill
- Service Marketing - Wood ruffe Helen Publisher Macmillan
- Foundation and Practices Marketing of Services – Strategies for Success, Harsh V.Verma,Professional Manager’s Library, Global Business Pres
- Marketing Management, Philip Kotler, Prentice – Hall of India, New Delhi
- Hospitality & Travel Marketing, Alastair M. Morrison
- Strategic Hotel and Motel Marketing – Hart & Troy
- Marketing for Hospitality Industry – Robert
- Marketing Management in South Asian Perspective, Kotler, Philop, Kevin Keller, A.Koshy and M.Jha,- Pearson Education, New Delhi
- Marketing – Kerin, Hartley, Berkowitz and Rudeliju, TMH, New Delhi



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26BTM 406SE01

DIGITAL TOOLS IN TOURISM FOR SUCCESS

Evaluation: External – 35 Marks, Internal - 15 Marks

Duration: 3 hours

Credits: 02

Course Objectives:

1. **Understand the Digital Transformation in Tourism:** Grasp the comprehensive digital transformation in tourism.
2. **Explore Key Digital Technologies:** Familiarize with websites, mobile apps, and social media in tourism.
3. **Learn Fundamentals of Digital Marketing:** Gain foundational knowledge of digital marketing for tourism.
4. **Examine Emerging Technologies and Trends:** Explore VR, AR, AI, and future trends in tourism.

Course Outcomes:

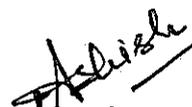
1. **Comprehend the Role of Digital Tools:** Explain the significance and impact of digital tools in tourism.
2. **Utilize Key Digital Technologies:** Use websites, mobile apps, and social media to enhance tourism services.
3. **Apply Digital Marketing Strategies:** Develop and implement digital marketing strategies for tourism.
4. **Analyze and Adopt Emerging Technologies:** Analyze and incorporate VR, AR, and AI into tourism planning.

Unit 1: Introduction to Digital Tools in Tourism

Overview of Digital Transformation in Tourism: Definition and significance of digital tools in tourism, Evolution and impact on the tourism industry. **Key Digital Technologies:** Websites and mobile applications, Social media platforms (Facebook/Twitter/Instagram/Snapchat etc.) and their role in tourism. LinkedIn and professional applications

Unit 2: Digital applications in Tourism

Whatsaap & Whatsapp Business, Telegram, Meta, Social media platforms, (Facebook/Twitter/Instagram/Snapchat etc.) and their role in the tourism industry


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Unit 3: Fundamentals of Digital Marketing

Basics of digital marketing, Importance of digital presence for tourism businesses. **Social Media and Content Marketing:** Effective use of social media platforms, Creating engaging content and blogging for tourism promotion.

Unit 4: Emerging Technologies and Trends

Virtual and Augmented Reality: Basics of VR and AR., Applications of VR and AR in enhancing tourism experiences. **Artificial Intelligence and Future Trends:** Introduction to AI and chatbots, Overview of future trends in digital tourism.

Activity:

- Visit Incredible India Portal and explore the applications of digital tools from Tourist Perspective.
- Visit two tourism & travel portals along with their Apps and explore the applications of digital tools from Tourist Perspective.

Recommended Reading:

1. Buhalis, D. (Ed.). (2019). "Tourism Management: Dynamics, Challenges, and Tools."
2. Egger, R., & Buhalis, D. (2008). "eTourism Case Studies: Management and Marketing Issues in eTourism."
3. Gretzel, U., Sigala, M., Xiang, Z., & Koo, C. (2015). "Smart Tourism: Foundations and Developments."
4. Leung, R., Law, R., van Hoof, H., & Buhalis, D. (2013). "Social Media in Tourism and Hospitality: A Literature Review."



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SEMESTER-VII

Semester	Discipline-Specific Courses (DSC)-Major					SEC 4/ MIC7 (VOC)/ Internship	Multidisciplinary courses (MDC)	Ability Enhancement courses (AEC)	Dissertation/ Project Work	Value Added Courses (VAC)	Total Credits
	24ITM201 DS01	24ITM201 DS02	24ITM201 DS03	24ITM201 DS04	24ITM201 DS05						
VII	Itinerary Planning & Tour Packaging @ 4 credits	Field Tour- I @ 4 credits	Eco Tourism @ 4 credits	Airlines Ticketing @ 4 credits	Tourist Behavior @ 4 credits	Event Management @ 4 credits	---	---	---	---	24

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24ITM 201DS01

ITINERARY PLANNING & TOUR PACKAGING

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. To help students get acquainted with the meaning, concept & importance of Itinerary planning
2. To enable the students to understand the concept and design of tour packages
3. To provide the students the first-hand knowledge tour costing & pricing
4. To develop the understanding regarding operations of Tour Packages

Learning Outcomes

After the completion of the course the students will be able to:

1. Gain the knowledge of Itinerary Planning & Development.
2. To acquire the skills to design & develop the package tours.
3. To develop the competencies related to do the costing of various kinds of tour packages.
4. To develop the competencies related to the operational aspects of tour packaging.

Unit I

Itinerary Planning & Development: Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Don'ts of Itinerary Preparation

Unit II

Developing Package Tour: Tour Formulation and Designing Process, Importance of tour Packaging, Classifications of Tour Packages on the basis of operation, Components of Package Tours, Pre Tour Management, Tour Operation, Post Tour Management.

Unit III

Concept of Costing - Types of Costs, Components of Tour Cost - Preparation of Cost Sheet - Tour Pricing - Calculation of Tour Price, Costing of tour packages of FIT, GIT and Inbound Tours.

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Unit IV

Operation of Package Tour: Confirmation of Tour, Creation of Docket/ File, Issue of Tour Vouchers, Reconfirmation with Airlines, Hotel & Ground Service Providers, Distributing Customized Itinerary to Tour Leader, Guide, Driver & Transporter, Standard Procedures for Pickup and Drop, Check-in and Check-out in the Hotel.

Suggested Readings

1. Swain, S.K. & Mishra, J.M.(2012). Tourism Principles & Practices, Oxford University Press, New Delhi.
2. Chand, M. (2002), Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd., New Delhi.
3. Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
4. Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279.
5. Roday. S, Biwal.A&Joshi.V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.
4. Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.



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24ITM 201DS02

FIELD TOUR -1

Evaluation: External (Report & Viva Voce) - 70 Marks, Internal - 30 Marks
Credits: 04

This course aims to provide students with practical exposure to different tourism destinations, equipping them with the skills and knowledge necessary to excel in the tourism industry.

Course Outcomes

- | | |
|-----|---|
| CO1 | It helps students gain firsthand information regarding Destination/Event/Travel Company |
| CO2 | Helps them to see their future place in working world. |
| CO3 | This helps the students to build their own itineraries and do the costing |
| CO4 | Helps to understand the do's and don'ts of the destination/event |

The students will go for a field tour to destinations in Haryana or Delhi. The Institute/Department/College shall decide and make necessary arrangements for the same through DSW/Director/Principal. Two Faculty members and/or Research Scholars (M/F) shall be assigned. However, the costs shall be borne by the students. After visiting the destination the student will submit a detailed report. The submitted report will be evaluated by an external examiner followed by a viva voce examination. The students shall also promote the same on various social media platforms tagging the destinations and promoting the same as a part of National Tourism Youth Club M.D University Chapter.

Note: The Field Tour Report should include the following

- Detailed Tour Itinerary
- Brief about the Destination
- Various Attractions of the Destination
- Costing Details
- USP of the Destination
- Learning from the Visit

Following points must be taken into consideration while preparing the report

- All the report should be typed in Times New Roman
- Headings should be at 14 points and Should be Bold
- Main body should be at 12 points
- All the report should be Justified



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24ITM 201DS03

ECO TOURISM

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. To help students get acquainted with the meaning, concept and importance of ecotourism and its significance in tourism growth.
2. To familiarize the students and to use the theoretical knowledge to manage ecotourism resources and to make aware the students about ecotourism resources in India such as National Parks, Wild life sanctuaries, Tiger reserves, Biosphere reserves, wetlands, coral reefs, desert ecotourism.
3. To understand the Guidelines for ecotourism development for government, for developers and operators, for visitors and for host population, and have in-depth knowledge about ecotourism through case-studies.
4. To develop the understanding about Eco Tourism and Development through Community awareness and participation and to comprehend the students regarding environmental, socio-cultural and economic conservation.

Learning Outcomes:

After the completion of the course the students will be able to:

1. Gain the Knowledge about ecotourism concept, principles and significance.
2. To obtain information regarding various Eco Tourism Resources in India and how to manage ecotourism sites.
3. Get awareness about the Guidelines provided for ecotourism development for government, for developers and operators, for visitors and for host population and be familiar with the model ecotourism projects.
4. Recognise the environmental, socio-cultural and economic conservation through ecotourism and be aware of Community participation in ecotourism.

Unit I

Emergence of Ecotourism, concept and definitions, growth and development. Ecotourism principals, profiling the eco tourists, Mass and alternative tourism, potential benefits from ecotourism

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Unit II

Eco Tourism Resources in India: National Parks, Wild life sanctuaries, Tiger reserves, Biosphere reserves, wetlands, coral reefs, desert ecotourism.

Unit III

National Tourism Policy: Guidelines for ecotourism development for government, for developers and operators, for visitors and for host population, Eco safe practices Case Studies- Bangaram Islands and Kerala

Unit IV

Eco Tourism and Development: Community awareness and participation Contribution of ecotourism to environmental Conservation: Socio-cultural conservation and economic conservation

Suggested Readings:

- Bhatia, A. K., International Tourism, Sterling Publishers, New Delhi
- Bhatia, A. K., Tourism development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi
- McIntosh, Robert, W. Goldner, Charles, Tourism: Principles, Practices and Philosophies, John Wiley and Sons Inc, New York, 1990 (9th edition)
- Mill, Robert Christie and Alastair M. Morrison, The Tourism System, Englewood Cliffs, N.J., Prentice Hall, 1985
- Negi, J.M.S., Tourism and Travel- Concepts and principles, Gitanjali Publishing House, New Delhi, 1990
- Robinson, H.A., Geography of Tourism, Me Donald and Evans, London, 1976

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24ITM 201DS04

AIRLINES TICKETING

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. To acquaint the students about the basic airlines geography, calculation of flight timings and role and significance of various associations related to aviation industry at global and National level.
2. To make the students understand about the historical perspective as well as current status of aviation industry in India, the procedure of e-ticketing and fare calculation.
3. To provide the information about various IATA code, travel documentations and travel formalities.
4. To help students get acquainted with various software like Galelio, Amadeus etc. used for ticketing.

Learning Outcomes

After the completion of the course the students will be able to:

1. Gain the knowledge of flying time calculation and structure of aviation industry at national and global level
2. To acquire the skills of e-ticketing and fare calculation.
3. To enhance the competencies of the students in travel documentation and formalities
4. To acquire the skill for operating Global Distribution Systems like Galelio and Amadeus.

Unit I

Airlines Geography- IATA areas, sub areas, sub regions. Time calculation- GMT variation, concept of standard time and daylight saving time, Calculator of elapsed time, flying time and ground time, Aviation Organization: IATA and ICAO

Unit II

Familiarization with OAG- 3 letters city code and airport code, airline Designated code, minimum connecting time, global indicator, Familiarization with air tariff: currency regulations, NUC conversion Factors, general rules. Familiarization with TIM, Passport, Visa, Custom Regulations, Health Regulations and Airport Tax, Passenger needing Special attention

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Unit III

Credit Cards- Concept, types, benefits and different types of credit cards Fare construction – Passenger Ticket, Mileage principal, EMA, EMS, One Way journey, Round trip and circle journey, HIP, Back Haul minimum Check (BHC) Add –ons. General limitations on Indirect Travel, Mixed Class journey, around the world fares (RTW) special fairs, MCO, PTA and Universal air travel plan

Unit IV

Airlines Reservation System – CRS- Comparative study of different CRS System

Suggested Readings:

- Gupta S.K : International Airfare & Ticketing Methods & Technique UDH
- Publishers & Distributors (P) Ltd. New Delhi.
- Sinha P.C: Encyclopedia of Tourism Management
- JagmohanNegi: Travel Agency & Tour Operation Concepts & principle
- Galileo systems
- ABC & OAG Guide, TIM Air Tariff

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24ITM 201DS05

TOURIST BEHAVIOR

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives:

1. Understand the key concepts and factors influencing tourist behavior.
2. Analyze the theories and models related to tourist perception, learning, and attitude formation.
3. Explore the impact of cultural differences on tourist behavior and cross-cultural interactions.
4. Evaluate the tourist decision-making process and its implications for tourism marketing.

Learning Outcomes:

After the completion of the course the students will be able to:

1. Explain the fundamental concepts and factors affecting tourist behavior.
2. Apply theories and models to analyze tourist perception, learning, and attitude changes.
3. Assess the influence of cultural differences on tourist behavior and address cross-cultural challenges.
4. Analyze and evaluate the decision-making process of tourists and its impact on marketing strategies.

Unit 1

Introduction: Concept of tourist behavior; importance of understanding tourist behavior; factors affecting tourist behavior; models of tourist behavior; Tourist motivation– types and systems of need; Personality and tourist behavior– theories, self and self image.

Unit 2

Tourist perception– elements, dynamics, perceived risk; Tourist learning– behavioral learning and cognitive learning theories, measures of learning; tourist attitude formation and change– structural models (tri-component, multi-attribute, tying to consumer) and strategies for attitude change (ELM, cognitive dissonance and attribution theory).

Unit 3

Culture and Tourist Behaviour– concept, characteristics, cultural differences, cultural dimensions, values and culture, sub cultures; Cross Cultural Tourist Behavior concept and challenge, cultural shock, differences among societies, multi-cultural competence.


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Unit 4

The Tourist decision-making process; Role in Decision making; Steps in Decision making Process; Models of purchase decision-making in tourism; Levels of Consumer Decision making; Purchase decision-making and marketing in tourism; The Purchase Decision making Process; Limitation of purchase decision model; Determinants -Types; Personal Determinants to the tourist; Determinants of group travel; Time Lapses and Determinants.

Suggested Readings

- Schiffman, L.G and Wisenblit, J. (2018). Consumer Behaviour. Pearson Education
- Horner, Susan and Swarbrooke, John (2016). Consumer Behaviour in Tourism, 3/e. Burlington: Butterworth-Heinemann. (L)
- Pizam, A. and Mansfield, Y. (2000). Consumer Behaviour in Travel and Tourism, New York: Routledge.
- Bowen, D. and Clarke, J. (2009). Contemporary Tourist Behaviour: Yourself and Others and Tourists. Cambridge: Cambridge University Press.
- Malhotra, N.K. and Dash, S. (2016). Marketing Research- An Applied Orientation, Pearson

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24ITM 201MV01

EVENT MANAGEMENT

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. To help students get acquainted with the meaning, concept, types and implications of the event management and to enlighten them about the skills required for a good event planner.
2. To enable the students to understand the concept and design of event, elements of events and to make aware the students about event infrastructure and negotiating contract with event organizer.
3. To provide the students the first-hand knowledge about the nature and process of event marketing and promotion.
4. To develop the understanding regarding financial management of events and to make aware the students regarding various safety and security consideration or crowd management and evacuation in events.

Learning Outcomes

After the completion of the course the students will be able to:

1. Gain the knowledge of events and its types and their implications.
2. To acquire the skills to professionally fit into the event planner business and how to develop professionally.
3. To develop the competencies to start their own business in the field event's organizers and to understand the process of event marketing and promotions.
4. Recognise the requirements of crowd management as well as understand the principles of safety and security consideration.

Unit I

Events- Nature, Definition and scope, C's of Events; advantage and disadvantage of Events, Categories and Typologies, Skills required to be a good Event Planners.

Unit II

Concept and Design of Events, key elements of Events, Event Infrastructure, core concept, core people, core talent, core structure, Set Objectives for the Event, Negotiating Contracts with event Organizers, Venue, Media.



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Unit III,

Marketing & Promotion of Events: Nature of Event Marketing, Process of Event Marketing, The Marketing Mix, Sponsorship. Promotion: Image/ Branding, Advertising, Publicity and Public Relation.

Unit IV

Financial Management of Events, Staffing, Leadership. Safety and Security: Occupational Safety and Health, Incident Reporting, Crowd Management and Evacuation.

Suggested Readings:

- Coleman, Lee & Frankle, Powerhouse Conferences. Educational Institute of AH & MA.
- Hoyle, Dorf & Jones, Meaning conventions & Group business. Educational institute of AH & MA.
- Lynn Van Der Wagen, Carlos, Event Management, Pearson, New Delhi.
- Fenich, Meetings, Exposition, Events and Convention, Pearson.
- Sanjay Singh Gaur, Sanjay V Saggere, Event Marketing Management, Vikas Publication, New Delhi

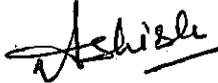


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SEMESTER VIII

(4 YRS UG HONOURS)

Semester	Discipline-Specific Courses (DSC)-Major					SEC5/MIC 8 (VOC)/ Internship	Multidisciplinary courses (MDC)	Ability Enhancement courses (AEC)	Dissertation/ Project Work	Value Added Courses (VAC)	Total Credits
	24ITM202 DS01	24ITM202 DS02	24ITM202 DS03	24ITM202 DS04	24ITM202 DS05						
VIII (4yr UG Hon.)	Tourism Operations @ 4 credits	Tourism Economics @ 4 credits	Wildlife Tourism @ 4 credits	Field Tour-II @ 4 credits	Food of India @ 4 credits	24ITM202 MV01 Emerging Trends in Tourism @ 4 credits	---	---	---	---	24


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24ITM 202DS01

TOURISM OPERATIONS

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. Understand the documentation and procedures involved in inbound tour operations, including quotation methodology, pricing, and tariff management.
2. Analyze payment issues and financial management in inbound tours, including credit card transactions, electronic transfers, and refund policies.
3. Explore the management of outbound tour operations, focusing on group bookings, independent tours, and fixed departures.
4. Learn the documentation and procedural requirements for outbound tours, including visa processing, international reservations, and itinerary preparation.

Learning Outcomes

After the completion of the course the students will be able to:

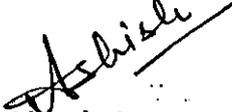
1. Apply documentation procedures and pricing strategies in inbound tour operations.
2. Handle payment issues and financial management in inbound tourism effectively.
3. Manage group and independent bookings for outbound tours efficiently.
4. Complete documentation and reservations for international outbound tours, including itinerary and costing procedures.

Unit 1

Inbound Tour Operations I: Documentation & Procedures: Methodology of Quotation, Pricing, Tariff – FIT, GIT and Special Rates, Pricing a tour; Filing – booking, reservation forms, cancellation, status report, docket; documentation - vouchers, informing ground agents.

Unit 2

Inbound Tour Operations II: Credit card and payment issues, Electronic Transfer, post tour management; refund and cancellation charges. Car Rental Companies its tariff calculation. Itinerary Preparation & Costing procedure of Inbound tours.


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Unit 3

Outbound Tour Operations I: Managing outbound tour operations- characteristics of outbound tours, Procedures of Group Bookings, Group booking considerations, Procedures of Independent Tours, Operations procedures of fixed departures.

Unit 4:

Outbound Tour Operations II: Documentation, Visa processing, reservations, reservations of international airlines, vouchers, payments procedures in outbound tourism. Itinerary preparation & Costing Procedure of Outbound Tours, booking of international cruise liners.

Suggestive Readings:

1. "Tourism Operations and Management" by Sunetra Roday, Archana Biwal, Vandana Joshi (2009, Oxford University Press)
2. "Tourism: Principles and Practice" by John Fletcher, Alan Fyall, David Gilbert, Stephen Wanhill (2013, Pearson)
3. "International Tourism: Cultures and Behavior" by Yvette Reisinger (2009, Butterworth-Heinemann)
4. "Tourism: The Business of Travel" by Roy A. Cook, Laura J. Yale, Joseph J. Marqua (2010, Prentice Hall)
5. "Tourism Management: An Introduction" by Clare Inkson, Lynn Minnaert (2012, SAGE Publications)
6. "The Travel Industry" by Chuck Y. Gee, James C. Makens, Dexter J.L. Choy (1997, Van Nostrand Reinhold)
7. "Global Tourism" edited by William F. Theobald (2005, Butterworth-Heinemann)
8. "Handbook of Research on Global Hospitality and Tourism Management" edited by Vincent C.S. Heung, Billy Bai, Zhenxing Mao (2015, IGI Global)
9. "Tour Operations Management" by Stephen Page (2011, Routledge)
10. "Managing Tourism and Hospitality Services: Theory and International Applications" edited by B. Prideaux, E. Laws (2006, CABI)
11. "Travel Agency and Tour Operations: Concepts and Principles" by Jagmohan Negi (2005, Kanishka Publishers)
12. "Essentials of Tourism" by Chris Cooper (2012, Pearson)

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24ITM 202DS02

TOURISM ECONOMICS

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives:

1. Understand basic economic concepts relevant to tourism.
2. Analyze various aspects of tourism demand.
3. Explore patterns and characteristics of tourism supply and pricing.
4. Evaluate the economic impacts of tourism.

Learning Outcomes:

After the completion of the course the students will be able to:

1. Apply economic theories to real-world tourism scenarios.
2. Assess and measure tourism demand accurately.
3. Understand and influence tourism supply and pricing.
4. Analyze and measure the economic impacts of tourism.

Unit I

Concept of Economics and their relevance to tourism, visible and invisible trade, opportunity cost, prime and supplementary costs, tourism and economic development

Unit II

Demand for tourism – Concept, types and definition of demand for Tourism, consumer behavior and tourism demand, determinants of tourism Demand, measurement of tourism demand

Unit III

Supply of Tourism: Patterns and Characteristics, pricing of tourism Product, concept, objectives and policies

Unit IV

The economic impacts of tourism – Direct, Indirect, Induced and negative, the measurement of economic impact – Meaning and types (Investment, Employment and tourism multiplier), Leakages.

Suggested Readings:

- John Trive, 'The Economics of Leisure and Tourism', Oxford Butterworth, Heinemann, 1995
- Ronila Chawla, 'Economics of Tourism & Devpt.', Sonali Publications, New

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Delhi, 2004

- M.T.Sinclair&MikeStabler, 'EconomicsofTourism&Devpt.', Routledge, New York, 1997
- Peterson, H.C. & W.C. Lewis, 'Managerial Economics', Prentice Hall (India), New Delhi, 2004
- Dholakia RH & Oza. A.L., 'Micro Economics for Mgt. students', Oxford Uni. Press, New Delhi
- Varshney RL & Maheswari KL, 'Managerial Economics, Sultan Chand, New Delhi, 2004.
- Dwivedi DN, 'Managerial Economics', Vikas, New Delhi

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24ITM 202DS03

WILD LIFE TOURISM

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. Understand the definition, scope, history, and evolution of wildlife tourism, and its significance in conservation and economic development.
2. Analyze the development of wildlife tourism destinations, infrastructure requirements, environmental impact assessments, and the role of policies and regulations.
3. Learn the processes involved in creating wildlife tour packages, itinerary preparation, costing strategies, and ensuring safety and security during tours.
4. Examine the challenges faced in wildlife tourism, conservation strategies, and future trends promoting responsible and sustainable practices.

Learning Outcomes

After the completion of the course the students will be able to:

1. Explain the importance of wildlife tourism in conservation and economic development and identify various types of wildlife tourism.
2. Assess the infrastructure and policy requirements for developing wildlife tourism destinations and understand stakeholder involvement and community participation.
3. Design wildlife tour packages, prepare itineraries, implement costing strategies, and manage safety and visitor satisfaction.
4. Analyze the challenges in wildlife tourism, propose conservation strategies, and identify future trends and innovations in the industry.

Unit I:

Introduction to Wildlife Tourism: definition, scope, of wildlife tourism, highlighting its importance in conservation and economic development. Key concepts such as ecotourism, sustainable tourism principles, wildlife conservation, protected areas, biodiversity hotspots, and endangered species, types of wildlife tourism, including safaris, bird watching, marine wildlife tourism, and nature trails.

Unit II:

Developing wildlife tourism destinations, infrastructure requirements, and environmental impact assessments. Carrying capacity, visitor management, and the importance of policies and regulations at both national and international levels. The role of government, non-governmental



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organizations, and ethical considerations of wildlife tourism. Stakeholder involvement and community participation.

Unit III:

Creation of wildlife tour packages, itinerary preparation, and costing strategies. Safari operations, bird watching tours, and marine wildlife tours, including planning and safety measures. Ensuring safety and security, and managing visitor expectations and satisfaction.

Unit IV:

Challenges and Future of Wildlife Tourism: such as human-wildlife conflicts, environmental degradation, habitat loss, and the impact of climate change. Conservation strategies, including wildlife conservation initiatives, the role of technology, and community-based approaches, are explored. Future trends in wildlife tourism, innovations, emerging destinations, and promoting responsible and sustainable practices.

Suggestive Readings:

1. "Wildlife Tourism" by David Newsome, Susan A. Moore, Ross Kingston Dowling (2004, Channel View Publications)
2. "Ecotourism and Sustainable Development: Who Owns Paradise?" by Martha Honey (2008, Island Press)
3. "Wildlife Conservation and Management" by Grahame J. W. Webb, Harry Messel, Charles Michael (2012, Springer)
4. "Tourism and Sustainability: Development, Globalisation and New Tourism in the Third World" by Martin Mowforth, Ian Munt (2015, Routledge)
5. "Biodiversity and Tourism: Conflicts on the World's Seacoasts and Strategies for Their Solution" by Clem Tisdell (2001, Channel View Publications)
6. "Handbook of Ecotourism" by David Weaver (2001, Routledge)
7. "Tourism and National Parks: International Perspectives on Development, Histories and Change" by Warwick Frost, C. Michael Hall (2009, Routledge)
8. "Marine Wildlife and Tourism Management: Insights from the Natural and Social Sciences" by James E. S. Higham, Michael Lück (2007, CABI)
9. "Ecotourism: Principles and Practices" by Ralf Buckley (2009, CABI)
10. "Responsible Tourism: Critical Issues for Conservation and Development" by Anna Spenceley (2012, Routledge)
11. "Bird Watching and Ecotourism" by Genevieve Slocum (2010, CAB International)
12. "Environmental Impact Assessment: Theory and Practice" by Peter Wathern (1988, Routledge)

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24ITM 202DS04

FIELD TOUR-II

Evaluation: External (Report & Viva Voce) - 70 Marks, Internal - 30 Marks
Credits: 04

This course aims to provide students with practical exposure to different tourism destinations, equipping them with the skills and knowledge necessary to excel in the tourism industry.

Course Outcomes (COs):

- **CO1:** Enable students to gain in-depth understanding and firsthand experience of a different Destination/Event/Travel Company, enhancing their practical knowledge.
- **CO2:** Assist students in envisioning their career paths within the tourism and travel industry, providing them with real-world insights and experiences.
- **CO3:** Develop students' skills in creating comprehensive itineraries, including accurate costing and budgeting for travel plans.
- **CO4:** Enhance students' understanding of the operational and cultural aspects of destinations/events, including the dos and don'ts, ensuring better preparation for their future roles.

Field Tour Overview:

Students will participate in a field tour to cover selected destinations from Haryana, Himachal, Punjab, Uttarakhand, Rajasthan, Uttar Pradesh, Chandigarh and Delhi, broadening their exposure to diverse tourism environments. The Institute/Department/College will decide and arrange the tour through DSW/Director/Principal, with two faculty members and/or Research Scholars (M/F) accompanying the students. The costs shall be borne by the students. Upon completion of the tour, students will submit a detailed report, which will be evaluated by an external examiner, followed by a viva voce examination. Students will also promote their experiences on various social media platforms, tagging the destinations and supporting the National Tourism Youth Club M.D University Chapter.

Field Tour Report Requirements:

The Field Tour Report should include the following sections:

- **Detailed Tour Itinerary:** A comprehensive itinerary outlining the schedule and activities undertaken during the tour.
- **Brief about the Destination:** An overview of the destination, including historical, cultural, and geographical information.
- **Various Attractions of the Destination:** Description of the main attractions, landmarks, and points of interest visited.

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- **Costing Details:** Detailed breakdown of the costs involved in the tour, including transportation, accommodation, meals, and other expenses.
- **USP of the Destination:** Identification of the unique selling points (USPs) that make the destination attractive to tourists.
- **Learning from the Visit:** Reflection on the key takeaways and lessons learned from the tour experience.

Report Preparation Guidelines:

- All reports should be typed in **Times New Roman**.
- **Headings:** 14 points, bold.
- **Main Body:** 12 points, justified.

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24ITM 202DS05

FOOD OF INDIA

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. Understand the key features and factors affecting eating habits in Northern India; including geographic location, historical background, available ingredients, equipment, staple foods, and regional specialties.
2. Analyze the culinary traditions of Western India and Madhya Pradesh, focusing on geographic location, historical background, available ingredients, equipment, staple foods, and regional specialties.
3. Explore the food culture of Eastern India, including West Bengal, Orissa, Bihar, and the North-Eastern states, with an emphasis on geographic location, historical background, available ingredients, equipment, staple foods, and regional specialties.
4. Learn about the diverse culinary practices of South India and Goa, including geographic location, historical background, available ingredients, equipment, staple foods, and regional specialties.

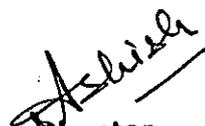
Learning Outcomes

After the completion of the course the students will be able to:

1. Explain the key features and factors affecting eating habits in Northern India and identify regional specialties.
2. Analyze and describe the culinary traditions of Western India and Madhya Pradesh, identifying key ingredients and regional specialties.
3. Explore and articulate the food culture of Eastern India, recognizing the influence of geographic location and historical background on regional specialties.
4. Understand and describe the diverse culinary practices of South India and Goa, including the key ingredients, equipment, and regional specialties.

Unit – 1

Indian Food: Introduction, Key Features & Factors that affect eating habits in different parts of the country i.e. geographic location, historical background, available ingredients, equipments, staple foods. Essentials of Indian Food: Spices, Herbs etc. Food of Northern India (Kashmir, Punjab, Haryana, Delhi, Himachal, Uttar Pradesh): Introduction, geographic location, historical background, available ingredients, equipments, staple foods & Regional specialties.


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Unit – 2

Western India (Rajasthan, Gujarat, Maharashtra) & Madhya Pradesh: Introduction, geographic location, historical background, available ingredients, equipments, staple foods & Regional specialities.

Unit – 3

Food of Eastern India (West Bengal, Orissa, Bihar and North-Eastern States): Introduction, geographic location, historical background, available ingredients, equipments, staple foods & Regional specialities.

Unit – 4

Food of South India (Andhra Pradesh, Tamil Nadu, Karnataka & Kerala) & Goa: Introduction, geographic location, historical background, available ingredients, equipments, staple foods & Regional specialities.

Suggested Readings:

- Theory of Cookery, Krishna Arora, Frank Bros. & Co.
- Food Production Operations: Parvinder S Bali, Oxford University Press
- Modern Cookery (Vol- I & II) By Philip E. Thangam, Publisher: Orient Longman
- Practical Cookery By Kinton & Cesarani
- Theory of Catering By Kinton & Cesarani

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24ITM 202MV01

EMERGING TRENDS IN TOURISM

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. To help students get acquainted with the meaning, concept and importance of emerging trends and dimensions of tourism in India.
2. To enable the students to understand the concept of rural tourism and its relation with other types of tourism and to enlighten them about the benefits or burden of rural tourism.
3. To provide the students the first-hand knowledge about planning and organizing MICE business and to make aware the students about skills and responsibilities required for a meeting manager.
4. To develop the understanding regarding the significant role of Indian Medical Tourism in country as well as at global level.

Learning Outcomes

After the completion of the course the students will be able to:

1. Gain the knowledge of emerging trends of tourism in India.
2. To obtain information regarding the rural tourism and its association with various other form of tourism.
3. Get awareness about the concept of MICE as well as its process of organizing.
4. Acquire the knowledge about the status of medical tourism in India and its relationship with other form of tourism as well as major markets of Indian medical tourism.

Unit I

Concepts of emerging trends and dimensions, importance of study and Major emerging types of tourism in India.

Unit II

Rural Tourism- concept and its relation with other types of tourism. Aims And objectives behind promoting rural tourism. Resource available in India for rural tourism, Rural tourism- Benefits or Burden?

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Unit III

MICE- Meaning and concept of MICE, understanding planning and Organizing conference, exhibitions and trade fares, facilities available in India for MICE, Convention Management- Role of the meeting manager, Types, skills required and responsibilities.

Unit IV

Medical Tourism- concept and its relation with other types of tourism. Overview and operational aspects of medical tourism facilitators. Major markets of Indian medical tourism Resource available in India medical Tourism

Suggested Readings:

- A.K. Bhatia, 'Event Management', Sterling Publishers Pvt. Ltd. Delhi, 2001.
- Anton Shone & Bryn Parry, 'Successful Event Management', 2002:37
- Leonard H. Hoyle, Jr, 'Event Marketing', John Willy and Sons, New York, 2002.
- Joe Jeff Goldblatt, "Special Events: Best Practices in Modern Event Management (Hospitality, Travel & Tourism)", John Willy and Sons, New York, 1997.
- Avrich, Barry 'Event and Entertainment Marketing', Vikas, Delhi. 1994.
- Panwar J.S, 'Marketing in the New Era', Sage, Delhi, 1998.



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MULTIDISCIPLINARY COURSES OFFERED BY IHTM

Semester	Code	Name of the Course
I	24 HTM X01MD01	Food & Culinary Tourism Treasures of India
II.	24 HTM X02MD01	Tourism & Hospitality: An Introduction
III	25 HTM X03MD01	Unveiling Incredible India: A Journey into Tourism and Hospitality

Name of the Department/Centre/Institute: Institute of Hotel & Tourism Management

Name of the Multidisciplinary Course: Food & Culinary Tourism Treasures of India

Offered in semester: First Semester

Course Code	24 HTM X01MD01	Course Credits	3 (L:3 T:0)
Max. Marks	75 {External (term-end exam) – 50} (Internal – 25)	Time of end term examination	3 Hours

Note: Examiner will set nine questions in total. Answer to question no. 1 shall be compulsory comprising questions from all four units and remaining eight questions shall be set by taking two questions from each unit. The students have to attempt five questions in total, first being compulsory and selecting one from each unit.

Course Objectives:

1. Understand the cultural, historical, and geographical factors that have shaped the diverse culinary traditions in different regions of India.
2. Understand the diverse cultural influences that shape the eating habits and food choices across different regions of India, considering factors such as geographic location and historical background.
3. Identify and describe the essential components of Indian cuisine, including spices, herbs, and other flavoring agents, and their significance in creating distinctive flavors.
4. Analyze and compare the food cultures of Northern, Western, Eastern, and Southern India, recognizing the regional specialties and their importance in preserving culinary heritage.
5. Explore the available ingredients, cooking equipment, and staple foods unique to each region, and assess their role in defining the local cuisine.

Course Outcomes:

1. Students will be able to understand the cultural, historical, and geographical factors that have shaped the diverse culinary traditions in different regions of India.
2. Students will be able to demonstrate a comprehensive understanding of the factors influencing the eating habits of different regions in India, including the impact of geographical, historical, and cultural aspects.
3. Students will be able to recognize and discuss the essentials of Indian cuisine, such as spices, herbs, and flavoring agents, and understand how they contribute to the rich tapestry of flavors in Indian dishes.
4. Students will be able to compare and contrast the food cultures of Northern, Western, Eastern, and Southern India, highlighting the regional specialties and their importance in preserving the culinary heritage of each area.

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5. Students will be able to analyze and describe the unique ingredients, cooking equipment, and staple foods specific to each region, demonstrating an appreciation for the diversity and complexity of Indian cuisine as a whole.

Unit – I: Indian Food: An Introduction

Key Features & Factors that affect eating habits in different parts of the country i.e. geographic location, historical background, available ingredients, equipment, staple foods. Essentials of Indian Food: Spices, Herbs etc. Food of Northern India (Kashmir, Punjab, Haryana, Delhi, Himachal, Uttar Pradesh): Introduction, Theoretical Insights to geographic location, historical background, available ingredients, equipment, staple foods & Regional specialities.

Unit – II: Food of Western India (Rajasthan, Gujarat, Maharashtra & Madhya Pradesh)

Introduction, Theoretical Insights to geographic location, historical background, available ingredients, equipment, staple foods & Regional specialities.

Unit – III: Food of Eastern India (West Bengal, Orissa, Bihar and North-Eastern States)

Introduction, Theoretical Insights to geographic location, historical background, available ingredients, equipment, staple foods & Regional specialities.

Unit – IV: Food of South India (Andhra Pradesh, Tamil Nadu, Karnataka & Kerala)

Introduction, Theoretical Insights to geographic location, historical background, available ingredients, equipment, staple foods & Regional specialities.

Suggested Readings:

1. Theory of Cookery, Krishna Arora, Frank Bros. & Co.
2. Food Production Operations: Parvinder S Bali, Oxford University Press
3. Modern Cookery (Vol- I & II) By Philip E. Thangam, Publisher: Orient Longman
4. Practical Cookery By Kinton & Cesarani
5. Prashad by J Inder Singh & Pradeep D Gupta

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Name of the Department/Centre/Institute: Institute of Hotel & Tourism Management
Name of the Multidisciplinary Course: Tourism & Hospitality: An Introduction

Offered in semester: Second Semester

Course Code	24 HTMX02MD01	Course Credits	3 (L:3 T:0)
Max. Marks	75 {External (term-end exam) – 50} (Internal – 25)	Time of end term examination	3 Hours

Note: Examiner will set nine questions in total. Answer to question no. 1 shall be compulsory comprising questions from all four units and remaining eight questions shall be set by taking two questions from each unit. The students have to attempt five questions in total, first being compulsory and selecting one from each unit.

- Course Objectives:**
1. To provide an overall understanding of travel and tourism industry
 2. Understand the fundamentals of travel and tourism:
 3. Explore different types of tourism:
 4. Gain insights into the hospitality industry:
 5. Familiarize with tourism and hospitality organizations and associations:

- Course Outcomes:**
1. Students will gain an overall overview of travel and tourism industry
 2. Define tourism and explain its significance in the global and Indian context.
 3. Demonstrate an understanding of different types of tourism and identify factors that influence travel motivations.
 4. Describe the hospitality industry, including different types of hotels, meal plans, departments, and food outlets.
 5. Develop familiarity with key tourism and hospitality organizations and associations.

Unit – I: Introduction to Travel & Tourism

- The meaning of Tourism
- The Tourism Industry
- Significance of Tourism
- The Tourism System
- A's of Tourism

Unit – II: Types of Tourism:

- Purpose & Types of Tourism (Domestic & International)
- Travel Motivations
- Lesiure or Holidays, VFR
- Cultural Tourism, Spiritual Tourism, Religious Tourism
- Adventure Tourism, Sports Tourism, Other Forms of Tourism

Unit – III: Introduction to Hospitality

- The Meaning of Hospitality
- Types of Hotels
- Meal Plans
- Various Departments in Hotel/ Hospitality Business
- The Food Outlets in Hospitality Business

Unit – IV: Tourism & Hospitality Education, Organizations & Associations

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- Tourism & Hospitality Education in India
- Ministry of Tourism Government of India (Tasks & Functions)
- UNWTO, IATA, FHRAI, IATO
- Taj Group of Hotels, Lalit Group of Hotels, ITC Hotels & Oberoi Hotels
- Makemytrip, Yatra, Balmer and Lawrie

Suggested Readings:

1. Tourism Operations and Management by Sunetra Roday, Archana Bilwal and Vandana Joshi, Oxford University Press
2. Basics of Tourism by Krishan K Kamra, Mohinder Chand, Kanishka Publisher, New Delhi
3. Hospitality Management: A Brief Introduction" by Roy C. Wood
4. Tourism Principles and Practices by Sampada Kumar Swain and Jitendra Mohan Mishra
5. tourism.gov.in



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Name of the Department/Centre/Institute: Institute of Hotel & Tourism Management
Name of the Multidisciplinary Course: Unveiling Incredible India: A Journey into Tourism and Hospitality

Offered in semester: Third Semester

Course Code	25 HTMX02MD01	Course Credits	3 (L:3 T:0)
Max. Marks	75 {External (term-end exam) – 50} (Internal – 25)	Time of end term examination	3 Hours

Note: Examiner will set nine questions in total. Answer to question no. 1 shall be compulsory comprising questions from all four units and remaining eight questions shall be set by taking two questions from each unit. The students have to attempt five questions in total, first being compulsory and selecting one from each unit.

Course Objectives:

1. To provide a thorough understanding of India's diverse tourism and hospitality sectors.
2. To enable analysis of tourism potential and infrastructure in different Indian states.
3. To appreciate the cultural and historical significance of various tourist destinations.
4. To evaluate the economic impact of tourism on different regions of India.
5. To develop skills in destination management and sustainable tourism practices.

Course Outcomes:

1. Identify and describe major tourist attractions in different regions of India.
2. Analyze the tourism potential and infrastructure of various states.
3. Appreciate the cultural and historical heritage of different regions.
4. Assess the economic impact of tourism on different states.
5. Develop practical skills in destination management and hospitality services.

Unit – I: Discovering the Tourism Gems of Northern India

Jammu & Kashmir, Himachal Pradesh, Uttarakhand, Punjab, Haryana, Delhi

Unit – II: Exploring the Wonders of Eastern India

West Bengal, Odisha, Bihar, Jharkhand, Sikkim, Assam

Unit – III: Unveiling the Treasures of Western India

Rajasthan, Gujarat, Maharashtra, Goa, Madhya Pradesh, Chhattisgarh

Unit – IV: Delving into the Richness of Southern India

Tamil Nadu, Karnataka, Kerala, Andhra Pradesh, Telangana, Puducherry

Suggested Readings:

1. "India: A Travel Guide" by Dr. B. R. Kishore - Diamond Pocket Books, 2016.
2. "Incredible India: Tourist Destinations" by Ministry of Tourism, Government of India - Ministry of Tourism, 2015.
3. "Cultural Heritage and Tourism in India" by Prithvish Nag and Smita Sengupta - Concept Publishing Company, 2008.
4. "Tourism in India: An Overview" by Paramjit S. Judge - Kalpaz Publications, 2012.
5. "The Rough Guide to India" by Rough Guides - Rough Guides, 2019.
6. "Ecotourism and Sustainable Development in India" by S. P. Singh - Indus Publishing Company, 2004.
7. "Tourism and Hospitality Management" by S. Medlik - Butterworth-Heinemann, 2003.
8. "Heritage Tourism in India" by Krishna Gopal - Gyan Publishing House, 2001.
9. "Adventure Tourism in India" by Mohan Lal Narasimhan - Adventure Tour Operators Association of India, 2010.
10. "Ayurveda and Wellness Tourism in India" by Rajeev Verma - Deep & Deep Publications, 2007.

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MINOR COURSES OFFERED BY IHTM

Semester	Code	Name of the Course
I	24HTM401MI01	Fundamentals of Tourism
II	24 HTM 402MI01	Natural Tourism Treasures of India
III	25 HTM 403 MI01	Cultural & Heritage Tourism Treasures of India

Name of the Department/Centre/Institute : Institute of Hotel & Tourism Management

Name of the Minor Course : Fundamentals of Tourism

Offered in Semester : 1st

Course Code	24 HTM 401 M101	Course Credits	4 (L:4 T:0 P:0)
Max. Marks	100 {External (term-end exam) - 70} (Internal - 30)	Time of end term examination	3 Hours

Note: Examiner will set nine questions in total. Answer to question no. 1, shall be compulsory comprising questions from all four units and remaining eight questions shall be set by taking two questions from each unit. The students have to attempt five questions in total, first being compulsory and selecting one from each unit.

Course Objectives:

1. This course aims at creating a basic understanding on the nature of Tourism business, meaning, type, elements and component of tourism
2. To enable the students to understand the growth and development of tourism and various factors which are influencing it
3. To develop an understanding regarding various tourism related organizations
4. To help students get acquainted with Infrastructure and its role in tourism industry

Course Outcomes:

1. To describe the Key terms related to tourism industry
2. To Appraise the historical development of tourism
3. To Analyze the role of various travel trade organizations
4. To explain the role of Infrastructure and its role in tourism industry

Unit - I

Introduction to Tourism and various terms related to Tourism

Meaning, definition, characteristics and Types of Tourism, Explaining of the terms- Tours, Tourist, and Visitor, traveller, Excursionist, Resource, Attraction, W.T.O. classification of Tourists and its significance

Unit - II

History of Tourism & An Overview of Tourism Industry

History of Tourism through ages, components of Tourism, Tourism as an industry. Travel Motivation- Pull and Push Forces in Tourism, Concept of Tourism Chain: Vertical and Horizontal integration in Tourism chain.

Unit - III

Tourism Organizations

Tourism Organizations: Origin, Organization and Function of WTO, IATA as International

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Organizations while TAAI, IATO and ITDC as Domestic Organizations

Unit - IV

Tourism Infrastructure and Intermediaries

Transportation sector and its relevance in Tourism industry, Accommodation sector and its relevance in tourism industry, Role of Travel Intermediaries in Tourism Industry.

Suggested Readings:

1. Anand, M.M., Tourism and hotel Industry in India, Prentice Hall, New Delhi, 1976
2. Bhatia, A. K., International Tourism, Sterling Publishers, New Delhi
3. Bhatia, A. K., Tourism development: Principles, Practices and Philosophies,
4. Sterling Publishers, New Delhi
5. McIntosh, Robert, W. Goldner, Charles, Tourism: Principles, Practices and
6. Philosophies, John Wiley and Sons Inc. New York, 1990 (9th edition)
7. Mill, Robert Christie and Alastair M. Morrison, The Tourism System, Englewood
8. Cliffs, N.J., Prentice Hall, 1985
9. Negi, J.M.S., Tourism and Travel- Concepts and principles, Gitanjali Publishing
10. House, New Delhi, 1990
11. Robinson, H.A., Geography of Tourism, Me Donald and Evans, London, 1976

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Name of the Department/Centre/Institute : Institute of Hotel & Tourism Management

Name of the Minor Course : Natural Tourism Treasures Of India

Offered in Semester : 2nd

Course Code	24 HTM 402MI01	Course Credits	4 (L:4 T:0 P:0)
Max. Marks	100 {External (term-end exam) - 70} (Internal - 30)	Time of end term examination	3 Hours

Note: Examiner will set nine questions in total. Answer to question no. 1 shall be compulsory comprising questions from all four units and remaining eight questions shall be set by taking two questions from each unit. The students have to attempt five questions in total, first being compulsory and selecting one from each unit.

Course Objectives:

1. To gain a broad understanding of India's geographical, climatic, and natural features, and their impact on tourism.
2. To delve into the tourism significance of the Northern Mountain ranges, including religious, hill station, and adventure tourism.
3. To investigate the cultural, religious, and adventure tourism aspects of the deserts and central plains.
4. To comprehend the tourism relevance of the Indian Peninsula and coastal regions, including religious, cultural, and beach tourism.

Course Outcomes:

1. Upon completion, students will be able to articulate an understanding of India's diverse geography, climate, vegetation, wildlife, and tourism appeal.
2. Students will be able to discuss and analyze the tourism significance of the Northern Mountain ranges.
3. Students will be able to explain the tourism aspects of the deserts and central plains.
4. Students will be able to evaluate the tourism relevance of the Indian Peninsula and coastal regions.

Unit - I

Introduction to India

- **General Overview:** Learn about India's states, capitals, physiographic units, seasons, and climatic regions, and understand their impacts on tourism.
- **Natural Vegetation & Wildlife:** Explore the diverse vegetation and wildlife of India and its significance for wildlife tourism.
- **India: A Destination for All Reasons & Seasons:** Understand the country's appeal as a year-round destination.

Unit - II

The Northern Mountains

- **Introduction to the Himalayas & Other Ranges:** Learn about the Himalayas and other mountain ranges, and their significance for religious, hill station, and adventure tourism.

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- **Case Studies:** Detailed study of tourism in Srinagar, Shimla, Nainital, Darjeeling, and Gangtok.

Unit – III

The Central Plains

- **Introduction to Deserts & Central Plains:** Understand the role of deserts and central plains in cultural, religious, and adventure tourism.
- **Case Studies:** Detailed study of tourism in Amritsar, Jaipur, Delhi, Lucknow, and Kolkata.

Unit – IV

The Peninsula and the Coastal Plains and Islands

- **Features of the Indian Peninsula:** Explore the general features of the Indian Peninsula and their significance for tourism.
- **Features of the Coastal Regions:** Understand the features of India's coastal regions, and their importance for religious, cultural, and beach tourism.
- **Case Studies:** Detailed study of tourism in Hyderabad, Bangalore, Ooty, Mumbai, Goa, and Andaman & Nicobar Islands.

Suggested Readings:

1. "India: A Sacred Geography" by Diana L. Eck, Publisher: Harmony
2. "India: A Travel Guide" by Michael Benanav, Publisher: Lonely Planet
3. "Mountains of the God: Spiritual Ecology of Himalayan Region" by Trilochan Singh Joshi, Publisher: Indus Publishing Company
4. "The Plains of North India" by R. K. Gupta, Publisher: Concept Publishing Company
5. "India's Western Coast - Peoples, History, Cultures" by Aparna Kapadia, Publisher: Cambridge University Press

Ashish

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Name of the Department/Centre/Institute : Institute of Hotel & Tourism Management
Name of the Minor Course : Cultural And Heritage Tourism Treasures Of India

Offered in Semester : 3rd

Course Code	25 HTM403MI01	Course Credits	4 (L:4 T:0 P:0)
Max. Marks	100 {External (term-end exam) - 70} (Internal - 30)	Time of end term examination	3 Hours
Note: Examiner will set nine questions in total. Answer to question no. 1 shall be compulsory comprising questions from all four units and remaining eight questions shall be set by taking two questions from each unit. The students have to attempt five questions in total, first being compulsory and selecting one from each unit.			
Course Objectives: <ol style="list-style-type: none">1. To familiarize students with the concepts, definitions, and terminologies related to culture and its relationship with Indian tourism.2. To impart knowledge about various Indian architectural attractions and their significance in tourism development.3. To provide first-hand knowledge about the Classical Dances and Music of India.4. To give a comprehensive understanding of the Major Fairs and Festivals of India and their significance for tourism.			
Course Outcomes: <ol style="list-style-type: none">1. Identify and understand the cultural tourism products of India.2. Recognize and appreciate the diverse architectural attractions based on Indian architecture.3. Understand and appreciate the various classical dances and music of India and their relationship with tourism.4. Explore and understand the major fairs and festivals of India and their importance in promoting tourism.			
Unit - I			
Introduction to Culture <ul style="list-style-type: none">• Concept and Essential Features of Culture• Fundamentals of Indian Culture and its Evolution• Relationship between Culture and Tourism with special reference to India			
Unit - II			
Indian Architecture <ul style="list-style-type: none">• Buddhist Architecture: Ajanta, Ellora, and Sanchi• Hindu Architecture: Khajuraho Temples, Sun Temple of Konark, Shore Temple of Mamallapuram, Brihadisvara Temple at Thanjavur• Medieval Architecture: TajMahal, Red Fort of Delhi, FatehpurSikri, and QutubMinar			
Unit - III			

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Dances and Music of India

- Classical Dances of India
- Classical Music of India

Unit – IV**Major Fairs and Festivals of India**

- Holi, Dussehra, Diwali, Baisakhi, Pongal, Bihu,
- Desert festival – Jaisalmer
- Surajkund Craft fair,
- International Trade Fair - New Delhi
- Gita Jyanti Festival Kurukshetra

Suggested Readings:

1. Suggested Readings: "Introduction to India: Culture and Traditions of India: India Guide Book" by Shalu Sharma,
2. "Indian Culture & Heritage: Indian Culture, Heritage, History, Arts, Architecture & Tourism" by Anurag Mathur
3. "Indian Cultural Heritage Perspective For Tourism" by L. K. Singh
4. "Religious Journeys in India: Pilgrims, Tourists, and Travelers" edited by Andrea Marion Pinkney, John Whalen-Bridge
5. "Tourism Products" by Robinet Joseph and Anoop Philip
6. "Cultural Tourism & Development" by Romila Chawla
7. "Tourism Statistics at a glance 2019", Ministry of Tourism, Government of India



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Vocational Program: Home Stay Host

Name of Department Offering the Course:

Job Role

The individual at work prepares the home to share it with the guests, hosts the guests, and ensures providing them a wonderful experience of staying at home away from home. His career progression pathway will be:

- Successful entrepreneur
- Hotel operators

Total Credits:12

Program Duration: 285 hours

This stream consists of three vocational courses of 4 credit each to be offered during 4th, 5th and 6th semester of 4 Year UG program under the heading of Vocational Courses.

Sr. No.	Sem ester	Vocational Course Code	Vocational Course Title	Hours per week			Credit	Examination Schedule (Marks)				Total no of Hours
				L	T	P		Mark of Class work	The ory	Practic al	Tot al	
1	4 th	24VCHSH44UG	Home Stay Host -I	2	0	4	4	20	50	30	100	90
2	5 th	25VCHSH54UG	Home Stay Host -II	2	0	4	4	20	50	30	100	90
3	6 th	25VCHSH64UG	Home Stay Host - III	1	0	6	4	20	50	30	100	105

Vocational Program Objectives:

By the time of graduation, the programme enables students to:

- PO1: Employ appropriate methods to register the home stay
 PO2: Apply proper preparation methods to host the guests in home stay
 PO3: Perform the activities to welcome and assist the guest in home stay
 PO4: Describe the protocols to protect confidentiality of the organizational information and guests' privacy

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After completion of the course, the student shall be able to:

CO1: Define the roles and responsibilities of a Home Stay Host

CO2: Explain the scope of work for a Home Stay Host

CO3: Create a home manual with all the home rules for the guests

CO4: Employ appropriate process to make a home look attractive and presentable for guest

Module 1: Introduction to Hospitality Industry and Home Stay Host

- Discuss the objectives and benefits of the Skill India Mission
- Describe the Tourism and Hospitality Industry and its sub-sectors
- Elaborate the basic terminology used in the hospitality parlance
- Discuss various facilities and amenities in the Hospitality Industry
- Elaborate the job role and responsibilities for a Home Stay Host in the Tourism and Hospitality Industry
- Explain the grooming standards for a home stay host

Module 2: Prepare for Hosting the Guests

- Describe the various survey and analysis methods for business start-ups in home stay business
- Discuss various state and local rules, regulations, legal and regulatory requirements and permissions to be taken to start home stay hosting
- Elaborate on the pricing strategies for the homestay to maximize the revenue
- Explain the importance and effective ways to make a home attractive, presentable and comfortable for the guests
- State the significance of ensuring cleanliness in the accommodation, availability of all amenities in the bathroom, and placing clean and comfortable bedding
- State the significance and impact of additional facilities like electricity backup, wi-fi, laundry facility etc.
- Explain the procedure for handling online booking portals and guest profile analysis
- Discuss various ways and significance of checking for any special request from the guest well in advance

PRACTICAL PART SHALL CONSIST OF PRACTICALS BASED ON THE CONCEPTS STUDIED.



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After completion of the course, the student shall be able to:

- CO1: Apply standard procedures to greet and welcome the guest
- CO2: Describe the process and requirements of guest registration/check-in and check-out
- CO3: Employ appropriate expertise to promote professional etiquette
- CO4: Perform the steps of ensuring sensitization towards different age groups, gender and persons with disabilities

Module 1: Assist and Welcome the Guests

- State the significance of providing all relevant information, including how to reach the accommodation, recommended items to carry/pack, etc., well in advance
- Discuss the process and requirements of guest registration/check-in and check-out as per standard regulation
- List the various identity/proof documents acceptable during check-in of the guest
- Explain the checklist for cleanliness of the guest room
- State the significance to inform the guest about places and events of local attraction with maps and photographs, etc.
- Describe the procedure for providing first-aid and medical assistance to the guest
- Explain effective ways to inform the guest regarding the local language, cuisine, culture, day to day activities, events happening in local community etc.
- Describe the procedure of table layout and setting the dining table for the guest
- State the significance of considering guests' tastes and preferences while preparation of the meal
- Explain the standard procedure to prepare and serve the meal to the guests

Module 2: Perform Activities for Guest Check-out

- Describe the procedure of invoice processing for the guest
- List the various methods of digital payment
- Describe the procedure to take and incorporate appropriate feedback from the guests regarding their stay

Module 3: Promote Effective Communication and Service Standard

- Discuss the importance of professionalism, etiquette and ethical behaviour at the workplace
- Explain the importance of maintaining hygiene and wearing designated uniform
- Discuss the importance of effective communication
- Explain the importance of guest satisfaction and guest feedback
- Outline the procedure and policy of handling complaints and feedback constructively
- Discuss different ways to enhance guest experience
- Describe various ways to handle team members
- Discuss different ways to provide feedback to the team members
- Explain the importance of gender and age sensitivity
- Discuss gender and age-specific requirements of the guests
- Discuss the specific needs of People with Disabilities
- Discuss the standard policy to prevent Sexual harassment at workplace

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Discuss the importance of timely submission of guests' feedback

PRACTICAL PART SHALL CONSIST OF PRACTICALS BASED ON THE CONCEPTS STUDIED.

25VCHSH64UG Home Stay Host -III

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After completion of the course, the student shall be able to:

- CO1: Explain how to protect the confidentiality of the organization
- CO2: Perform the activities to protect the privacy of guest information
- CO3: Perform the activities of ensuring health, hygiene, and safety practices at workplace
- CO4: to describe the protocols related to the privacy of customer information

Module 1: Organizational Confidentiality and Guest's privacy

- Explain the significance of ensuring organizational confidentiality and guest privacy in the hospitality industry
- Discuss the Intellectual Property issues and policies affecting the organization and guest privacy
- Explain the procedures to protect the infringement of IPR to the concerned person
- Discuss the usage, storage and disposal procedures of confidential information as per specification

Module 2: Monitor Health and Safety Standard

- Discuss the concept and importance of personal and workplace hygiene
- Discuss procedure to maintain personal hygiene
- Explain the compliance norms to ensure cleanliness and sanitization of the workplace and related equipment
- Describe standard safety procedures to be followed while handling tools, material, and equipment
- Outline the purpose and usage of various Personal Protective Equipment (PPE) required at the workplace
- Explain the importance of preventive health check-up organized by the company
- List the components of the first-aid kit
- Describe the methods to minimize accidental risks and potential hazards in the workplace
- Explain different safety warning signs and labels at workplace
- Discuss ways to identify and segregate different types of waste at the workplace
- Explain the procedure to report accident and other health related issues as per SOP

Module 3: Visit to a local Home Stay or Guest House or a suitable accommodation available nearby.

- Student will prepare and submit a report of his visit.

PRACTICAL PART SHALL CONSIST OF PRACTICALS BASED ON THE CONCEPTS STUDIED.

J. Singh
Director



W.D. & H.O. WILLS
LONDON & BRISTOL

SCHEME OF EXAMINATION

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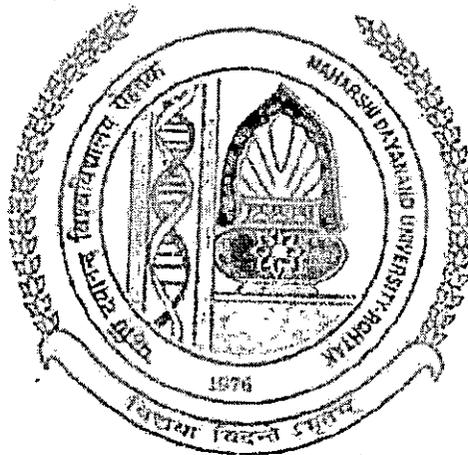
1 Year

MASTER OF TOURISM & TRAVEL MANAGEMENT (MTTM)

[Based on National Education Policy (NEP) – 2020]

WITH EFFECT FROM THE ACADEMIC SESSION

2024-25



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**MAHARSHI DAYANAND UNIVERSITY ROHTAK
(HARYANA)**

**SCHEME OF EXAMINATION OF
1 YEARS
MASTER OF TOURISM & TRAVEL MANAGEMENT (MTTM)
PROGRAMME
(Based on National Education Policy (NEP) - 2020)
WITH EFFECT FROM THE ACADEMIC SESSION 2024-25**

Program specific outcomes

PSO1: Leadership Development in Tourism:

Equip students to become leaders in the tourism industry and academia, with a comprehensive understanding of tourism products and services, and proficiency in front-line operations.

PSO2: Knowledge of Tourism Resources

Ensure students gain thorough knowledge of tourism resources and products.

PSO3: Sustainable Tourism Management

Develop management skills in students to strategically package, market, and sell tourism products and services, emphasizing sustainability, global perspectives, and local cultural respect.

PSO4: Research and Academic Opportunities

Open avenues for students to engage in research and pursue academic careers in the field of tourism.

PSO5: Ethical and Sustainable Tourism Practices

Foster in students the ability to promote ethical tourism practices and contribute to sustainable development.

PSO6: Career and Entrepreneurial Preparation

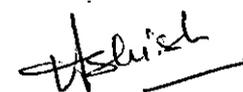
Prepare students for successful careers in tourism, higher studies, or entrepreneurship, equipping them with the necessary skills and knowledge.

PSO7: Problem Solving in Tourism

Train students to offer viable solutions to both technical and non-technical challenges in the tourism industry.

PSO8: Leadership and Continuous Learning

Cultivate leadership and communication skills in students, alongside a commitment to continuous professional development and learning.



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OPTION 1(ONLY COURSE WORK)

First year of One year PG program (NHEQF Level 6.5)First Semester

STUDENT SHOULD SELECT ANY ONE OPTION

Semester	Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practical/ Viva Voce	Total Marks	Credits (L-T-P)
I	DISCIPLINE SPECIFIC COURSE (DSC)						
	25ITM203DS01	Tourism & Hospitality Conceptual Framework	70	30	-	100	4-0-0
	25ITM203DS02	Travel Agency & Tour Operation	70	30	-	100	4-0-0
	25ITM203DS03	Tourism Product of India	70	30	-	100	4-0-0
	25ITM203DS04	Transport Management for Tourism	70	30	-	100	4-0-0
	25ITM203DS05	Tourism & Hospitality Research	70	30	-	100	4-0-0
	PROJECT WORK-1						
25ITM203PD01	Project Work-I			100	-	0-4-0	
Total Credits							24

Note:

- In the case of Project Work the student will submit a brief synopsis after finalization within the first month of the Semester in consultation with the faculty member allotted as Research Supervisor by the Director
- The viva voce in respect of the Project Work shall be conducted by one internal faculty member and one external examiner to be appointed by the Director.
- Immediately after completing the First semester, the students shall proceed to their Internship. The duration of the internship is 120 hours. The Internship Report prepared after completion of Internship shall be assessed in the second semester as a compulsory course. The candidates will submit the Internship Report in the manner specified in the Ordinance. The Internship Report will be evaluated by an external examiner



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Second Semester							
Semester	Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practical/ Viva Voce	Total Marks	Credits (L-T-P)
II	DISCIPLINE SPECIFIC COURSE (DSC)						
	25ITM204DS01	Tourism Planning & Sustainable Tourism	70	30	-	100	4-0-0
	25ITM204DS02	Tourism Product of World	70	30	-	100	4-0-0
	25ITM204DS03	Field Tour			100	100	0-4-0
	25ITM204DS04	Tour Guiding Essentials	70	30	-	100	4-0-0
	25ITM204DS05	Tourism & Hospitality Marketing	70	30	-	100	4-0-0
	INTERNSHIP 4						
	25ITM204IN01	Internship Report			100	-	0-4-0
Total Credits							24



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OPTION 2 (COURSE WORK AND RESEARCH) First Semester

Semester	Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practical/ Viva Voce	Total Marks	Credits (L-T-P)
I	DISCIPLINE SPECIFIC COURSE (DSC)						
	25ITM203DS01	Tourism & Hospitality Conceptual Framework	70	30	-	100	4-0-0
	25ITM203DS02	Travel Agency & Tour Operation	70	30	-	100	4-0-0
	25ITM203DS03	Tourism Product of India	70	30	-	100	4-0-0
	25ITM203DS04	Transport Management for Tourism	70	30	-	100	4-0-0
	25ITM203DS05	Tourism & Hospitality Research	70	30	-	100	4-0-0
	INTERNSHIP 3						
25ITM203IN01	Internship Report			100	-	0-4-0	
Total Credits							24

Note:

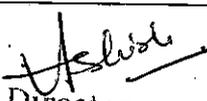
1. Immediately after completing the Istsemester, the students shall proceed to their Internship. The duration of the internship is 120 hours. The Internship Report prepared after completion of Internship shall be assessed in the fourth Semester as a compulsory course. The candidates will submit the Internship Report in the manner specified in the Ordinance. The Internship Report will be evaluated by an external examiner
2. In the case of Research Thesis/Project Work of Second Semester, the topic of the Research Project to be submitted for evaluation in the third Semester shall be submitted by the student along with a brief synopsis after finalization within the first month of the Semester in consultation with the faculty member allotted as Research Supervisor by the Director



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SECOND SEMESTER

INTERNSHIP 4							
		Summative Assessment	Formative Assessment	Viva Voce	Total Marks	Credits (L-T-P)	
II	25ITM204IN01	Internship Report	--	100	100	04	
RESEARCH THESIS /PROJECT WORK							
		Summative Assessment	Formative Assessment	Viva Voce	Total Marks	Credits (L-T-P)	
	25ITM204PD01	Research Thesis/Project	200	200	100	500	20
Total Credit						24	
Note:							
1. The viva voce in respect of the Research Thesis/Project shall be conducted by a Board of Examiners, consisting of one internal faculty member to be appointed by the Director and two external examiners from the Industry and Academic field (ordinarily not below the rank of Associate Professor and/or any professional working at a senior position from industry) out of the panel recommended by the PG BOS of IHTM (two members shall form the quorum).							


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SEMESTER-I

25ITM 203DS01

TOURISM & HOSPITALITY CONCEPTUAL FRAMEWORK

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. This course aims at creating a basic understanding on the nature of Tourism business, meaning, type, elements and component of tourism
2. To enable the students to understand the growth and development of tourism and various factors which are influencing it
3. To develop the understanding regarding impacts on various aspects of life along with different service providers which are very important for the growth of tourism
4. To help students get acquainted with problems and prospects of tourism in future.

Learning Outcomes

After the completion of the course the students will be able to:

1. Describe the history and structure of travel and hospitality industry
2. Appraise the positive and negative impacts of tourism destination development
3. Analyze arrange of tourist needs and motivations to travel
4. Discuss the development and distribution of tourism products

Unit-I

Tourism, tourists, visitors, excursionists, travelers, resources, attractive, product Market concept. Tourism: Meaning, nature and scope, Tourism: Types, elements and components, Historical development of tourism, Travel motivators & deterrents, Pull and push forces in tourism. Performance of tourism in India at national and International level.

Unit – II

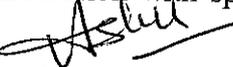
Hospitality- Introduction, concept, International Tourism Institutions and organizations and their role in promoting international movement-UNWTO , TAAI, IATO, IATA, FHRAI.

Unit- III

Economic impacts of Tourism, Socio-cultural Impacts of Tourism and Environmental Impacts of Tourism, Emerging concepts: Eco/rural/farm/green/wildness/sustainable/special interest tourism

Unit- IV

Transportation: Types and relevance in tourism, Travel Agencies and Tour-Operators: Overview and relevance in tourism Concept of Tourism Chain; Vertical and Horizontal integration in tourism chain An overview of hospitality & tourism Education with special reference to India



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Suggested Readings:

- Anand, M.M., Tourism and hotel Industry in India, Prentice Hall, New Delhi, 1976
- Bhatia, A. K., International Tourism, Sterling Publishers, New Delhi
- Bhatia, A. K., Tourism development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi
- McIntosh, Robert, W. Goldner, Charles, Tourism: Principles, Practices and Philosophies, John Wiley and Sons Inc. New York, 1990 (9th edition)
- Mill, Robert Christie and Alastair M. Morrison, The Tourism System, Englewood Cliffs, N.J., Prentice Hall, 1985
- Negi, J.M.S., Tourism and Travel- Concepts and principles, Gitanjali Publishing House, New Delhi, 1990
- Robinson, H.A., Geography of Tourism, Me Donald and Evans, London, 1976

Instructions for External Examiner:

The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.


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TRAVEL AGENCY & TOUR OPERATION

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives:

1. To help students understand the meaning, concept, and significance of travel agency and tour operation business, as well as the historical growth and development of the industry.
2. To enable students to understand the organizational structure of travel agency and tour operator companies, and to familiarize them with career prospects in various departments.
3. To provide students with the knowledge necessary to start their own business in the field of travel and tourism.
4. To develop an understanding of tour package and itinerary preparation.

Learning Outcomes:

Upon completion of this course, students will be able to:

1. Understand the operation of travel and tourism and its association with various other fields of tourism.
2. Acquire the skills necessary to professionally fit into the organizational setup of travel and tourism agencies.
3. Develop the competencies necessary to start their own business in the fields of travel and tourism.
4. Apply the knowledge pertaining to the role of various associations in promoting travel and tourism business.

Unit - I

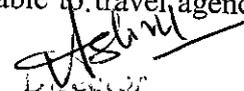
Travel Agency and Tour Operation business: Travel Agencies and Tour Operators- meaning, concept, types and importance Historical growth and development of travel agency and tour operation business. Linkages and integrations in travel agency and tour operation

Unit - II

Organizational structure and functioning of various departments of Travel Agency & Tour Operators: Organizational structure of travel agency and tour operator-main operational and managerial staff. Major functions of Travel agency and tour operators

Unit - III

How to set Up a Travel Agency: Procedure for approval of Travel Agents, Tour Operators by Department of Tourism, Government of India. Ownership structure and revenue source of travel agency and tour operation fiscal and non-fiscal incentives available to travel agencies and tour operators business.



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Unit - IV

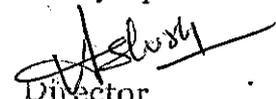
Understanding the role of Government and other organizations in Travel Trade: Role and contribution of Department of Tourism, Government of India, ITDC and State Tourism Development Corporations -Role and contribution of WTO, IATA, TAAI and IATO. Present business Trends and Future prospects of travel agencies and tour operators business

Suggested Readings:

- Holloway, J. C., The Business of Tourism (1983), Mac Donald and Evans, Plymouth.
- Syrratt Gwenda, Manual of Travel Agency Practice, Butterworth Heinmann, London, 1995
- Stevens Laurence, Guide to Starting and Operating Successful Travel Agency, Delmar Publishers Inc., New York. 1990
- Gee, Chuck and Y. Makens, Professional Travel Agency Management, Prentice Hall, Nt.: York, 1990.
- Mohinder Chand, Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd. New Delhi, 2007.
- Foster D.L. The Business Of Travel Agency Operations and Administration

Instructions for External Examiner:

The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.


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25ITM 203DS03

TOURISM PRODUCTS OF INDIA

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Course Objectives

1. Understand the historical and architectural significance of major Indian destinations like Delhi, Agra, Jaipur, Khajuraho, Nalanda, Ajanta-Ellora, Hampi-Halebid, and Lucknow.
2. Explore religious and cultural heritage sites including Haridwar, Badrinath, Kedarnath, Bodh Gaya, Bhubaneswar, Puri, Konark, Rameshwaram, Dwarka, and Amritsar.
3. Analyze the appeal of hill stations and national parks such as Leh, Srinagar, Manali, Darjeeling, Ooty, Mahabaleshwar, Jim Corbett, Sariska, Kanha, and Gir.
4. Assess the tourism potential of coastal destinations and islands like Puri, Mumbai, Goa, Lakshadweep, Cochin, Kanyakumari, Chennai, Pondicherry, Andaman & Nicobar, and Kolkata.

Course Outcomes

After completing this course students will be able to:

1. Enhanced knowledge of historical and architectural sites and their contribution to India's cultural heritage.
2. Understanding of religious and cultural tourism and its role in attracting tourists and preserving traditions.
3. Evaluation skills for hill stations and national parks and their role in promoting eco-tourism and adventure tourism.
4. Comprehensive insight into coastal and island tourism and the diverse attractions and activities they offer.

Unit –I

Historical / Monumental / Architectural destinations Delhi – Agra- Jaipur, Khajuraho, Nalanda, Ajanta- Ellora, Hampi- Halebid, Lucknow.

Unit –II

Religious / Cultural Centers Haridwar- BadriNath- Kedarnath, Bodh Gaya, Bhubaneswar – Puri Konark, Rameshwaram, Dwarka, Amritsar.

Unit –III

Hill Stations and National Parks; Leh, SriNagar, Manali, Darjeeling, Ooty, Mahabaleshwar. Jim Corbett, Sariska, Kanha, Gir

Unit-IV

Coastal Destinations & Islands; Puri, Mumbai, Goa, Lakshadweep. Cochin, Kanyakumari, Chennai, Pondicherry, Andaman & Nicobar, Kolkata

[Signature]
Director

Institute of Hotel & Tourism

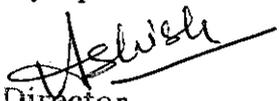
M. D. University, ROHTAK
2-YEAR MTTM | Session 2024-25

Suggested Readings

- Ahmad, Aizaz: General Geography of India, NCERT, New Delhi.
- Goh Cheong Long: An Economics of India, Oxford University.
- National Atlas of India, Govt. of India Publication, Calcutta 1997.
- Atlas of World Oxford Press, New Delhi.
- Singh, R.L. (ed.) India: A Regional Geography National Geographical Society of India, Varanasi, 1989.
- Manorama Year Book 2012
- Indian Year Book 2012, Publication Division, Govt. of India, New Delhi.
- Tourism Planner.
- Tour Brochures etc.
- Lonely Planet-India
- Kumar, Ravi Bhushan: Coastal Tourism & Environment, AOH Publishing Corporation, New Delhi.
- Pilgrimage in India, R.N Pillai.
- Kohli, M.S.: Mountaineering in India, Vikas Publishing House, and New Delh.
- Tirthank Visheshank, Gita Press Gorakhpur

Instructions for External Examiner:

The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.


Director
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TRANSPORT MANAGEMENT FOR TOURISM

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. To help students get acquainted with the meaning, concept and significance of transportation system in India and to enlighten them about the historical growth and development of the transportation with its linkages.
2. To enable the students to understand the significance of transport for tourism and to make aware the students about various career prospects in different modes of transportation.
3. To provide the students the first-hand knowledge to start up their own entrepreneurship in the field of transport.
4. To develop the understanding regarding the significant role of various modes of transportation for promotion of tourism in India.

Learning Outcomes

After the completion of the course the students will be able to:

1. To understand the importance of transportation in Tourism.
2. To understand the relationship between transport and tourism.
3. To review the various transportation modes and the factors influencing the development and choice determination.
4. To introduce the fundamentals of transportation management. To apply the knowledge pertaining to role of various transport organizations both public and private in promoting tourism business.

Unit- I

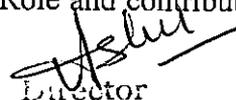
Transportation as dynamic & visual manifestation of tourism. History of different modes of transportation. Landmarks in the development of transport sector and factors affecting the development of different modes of transport.

Unit- II

Airlines & tourism: history of airlines in India. Role and contribution of Airlines section in growth of tourism promotion. Infrastructural basis of airlines in India, Recent policies regarding airlines, problems of airlines business.

Unit- III

Surface transport & tourism: Growth and development of surface transport in India, importance of surface transportation. Infrastructural basis for surface transport. Coaches & car rental system in India, Problems faced by surface transport sector, Role and contribution of NHAI.



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2-YEAR MTTM | Session 2024-25

Unit- IV

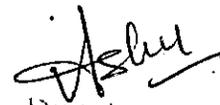
Railway & tourism: history & present status of Indian railway. Zonal distribution, infrastructural basis of Indian Railway, Role of Indian railway in tourism promotion. Special trains & packages for tourists. Problems faced by Indian railway. Water transport: history & present status of water transport Waterways of India. Types of water transport: Ocean liners, Cruise liners, ferries, hovercraft, river and canal boats and fly cruise.

Suggested Readings:

- JagmohanNegi - Travel Agency and Tour Operations.
- Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text
- Bhatia, A.K., - International Tourism
- Seth, P.N., (1999) Successful Tourism Management (Vol 1 &2)
- www.indianrailways.gov.in
- www.irctc.co.in
- www.dorth.gov.in
- www.morth.nic.in

Instructions for External Examiner:

The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.



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TOURISM & HOSPITALITY RESEARCH

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

The course seeks to develop the following capabilities:

1. The ability to understand and integrate research methodologies and their appropriateness to particular issues faced by tourism organizations
2. The ability to identify research questions relevant to the tourism industry
3. The ability to critically evaluate research undertaken by others and determine its relevance and value
4. The ability to present research findings in relevant and innovative ways to suit a particular audience

Learning Outcomes

As a result of undertaking this course, a student should be better able to:

1. Design a research project encapsulating the conceptual and practical aspects of research
2. Refine research design to meet the objectives and purpose of the project
3. Develop research instruments appropriate to research design
4. Write up a formal research report

Unit-I

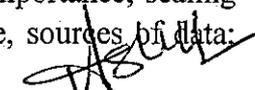
Research: meaning, characteristics, types and relevance of research; trend and challenges with special reference to tourism and hotel business. Research process. Identification and formulation of research problem. Research methodology: meaning and procedural guidelines. Literature review – Meaning, Importance and sources of literature

Unit-II

Research design- Meaning of research design; need for research design; features of a good Research design; different research designs. Sampling design: the concept of sampling; Aims of sampling, census versus sample survey; steps in sampling design; characteristics of a good sample design; criteria for selecting a sampling procedure; sampling techniques/methods: probability sampling and non-probability sampling.

Unit-III

Measurement and scaling techniques- Measurement in research; sources of Error in measurement; test of sound measurement; technique of developing measurement tools; measurement scales; meaning of scaling; bases of scales- classification, importance; scaling techniques-rating and ranking; types of scales. Collection of Data- nature, sources of data; methods of data collection.


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Unit-IV

Processing of data: Classification and Tabulation, Interpretation of data Report writing-meaning functions; types of research report; significance of report writing report.

Suggested Reading:

- Research Methodology (Pearson Publication) by Ranjit Kumar
- Management Research Methodology (Pearson Publication) by Krishnaswamy, Sivakumar&Mathirajan • Business Research Methods (Tata McGraw Hill Publication) by Cooper & Schindler
- Research Methodology (New Age Publishers) by C.R. Kothari
- Methods in Social Research (Surjeet Publications) by William J. Goodé & Paul K. Hatt

Instructions for External Examiner:

The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.


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SEMESTER-IV

25ITM 204DS01

TOURISM PLANNING & SUSTAINABLE TOURISM

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. Understand the concept of tourism policy planning including institutional frameworks and the roles of government, public, and private sectors.
2. Explore national tourism policy administration focusing on policy-making bodies, processes, and key historical committees and reports.
3. Grasp the principles of sustainable tourism development and the dimensions of social, economic, and environmental sustainability.
4. Investigate approaches to sustainable tourism such as eco-tourism, global initiatives, responsible tourism, and eco-friendly practices.

Learning Outcomes

After Completing this course the students will be able to:

1. Comprehensive understanding of tourism policy planning and the roles of various sectors in policy formulation.
2. Knowledge of national tourism policy administration and historical committees and reports shaping tourism policy.
3. Awareness of sustainable tourism development and its dimensions, including global warming and climate change impacts.
4. Ability to analyze sustainable tourism approaches including eco-tourism, global initiatives, and eco-friendly practices.

Unit I: Concept of Tourism Policy Planning

Institutional framework and the principal lines of public tourism policy; The role of govt. public and private sector in formulation of tourism policy; Roles of international, national, state and local tourism organizations in carrying out tourism policies.

Unit II: National Administration and Tourism Policy

Policy making bodies and its process at national levels; Outline of L.K.Jha Committee (Ad-hoc Committee) - 1963, National Tourism Policy -1982, National Committee Report-1998, National Action Plan on Tourism – 1992, 2002

Unit III: Sustainable Tourism Development

Background, concept and definition; Dimensions of sustainability- social, economic, environmental; Global warming and sustainable development; Sustainability and climate

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change issues in tourism ; Benefits and issues of Sustainable tourism development; World Conference on Sustainable Tourism; Sustainable tourism planning-principles, basic concept in Sustainable design

Unit IV: Approaches to Sustainable Tourism

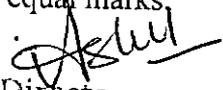
Eco-tourism; Global initiative for sustainable tourism development; Responsible tourism; Eco- friendly practices and energy waste management; Benefits of sustainable tourism development

Suggestive Readings:

1. Tourism Policy and Planning: Yesterday, Today, and Tomorrow by David L. Edgell Sr. et al., Routledge, 2008
2. Tourism: Principles and Practice by John Fletcher et al., Pearson, 2017
3. Sustainable Tourism: A Global Perspective by Rob Harris et al., Routledge, 2002
4. Tourism Planning: Policies, Processes and Relationships by Colin Michael Hall, Pearson, 2008
5. Managing Sustainable Tourism: A Legacy for the Future by David L. Edgell Sr., Routledge, 2016

Instructions for External Examiner:

The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.


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TOURISM PRODUCT OF WORLD

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. Identify key tourist destinations in Asia and the Pacific including Singapore, Malaysia, Thailand, Hong Kong, China, Australia, and New Zealand.
2. Explore significant destinations in the Middle East and Africa such as UAE, South Africa, Tanzania, Kenya, Turkey, and Mauritius.
3. Understand prominent tourist spots in Europe including the UK, France, Germany, Italy, Switzerland, Austria, Belgium, and the Netherlands.
4. Analyze major tourist attractions in the Americas like the Eastern and Western parts of the USA, Canada, Brazil, and Mexico.

Learning Outcomes

1. Comprehensive knowledge of Asia and Pacific destinations and their key tourist attractions.
2. Understanding of Middle East and Africa destinations and their cultural and tourist attractions.
3. Familiarity with European tourist destinations and their significant tourist spots.
4. Ability to analyze tourist attractions in the Americas and assess major destinations

Unit-I

Major Destinations of Asia and Pacific Regions: Singapore, Malaysia, Thailand, Hong Kong, China, Australia and New Zealand

Unit-II

Major Destinations of Middle East & Africa Regions: UAE, South Africa, Tanzania, Kenya, Turkey, Mauritius

Unit-III

Major Destinations of Europe Region: UK, France, Germany, Italy, Switzerland, Austria, Belgium, Netherlands

Unit-IV

Major Destinations of America Region: Eastern Part of USA, Western Part of USA, Canada, Brazil, Mexico

Suggested Readings:

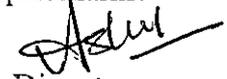
- World Atlas, Oxford Press
- Tour Brochures of related places
- Lonely Planet of related destinations


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Websites of related destinations

Instructions for External Examiner:

The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.



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25ITM 204DS03

FIELD TOUR-III

Evaluation: External (Report & Viva Voce) - 70 Marks, Internal - 30 Marks

Credits: 04

This course aims to provide students with practical exposure to different tourism destinations, equipping them with the skills and knowledge necessary to excel in the tourism industry.

Course Outcomes (COs):

- **CO1:** Enable students to gain in-depth understanding and firsthand experience of a different Destination/Event/Travel Company, enhancing their practical knowledge.
- **CO2:** Assist students in envisioning their career paths within the tourism and travel industry, providing them with real-world insights and experiences.
- **CO3:** Develop students' skills in creating comprehensive itineraries, including accurate costing and budgeting for travel plans.
- **CO4:** Enhance students' understanding of the operational and cultural aspects of destinations/events, including the dos and don'ts, ensuring better preparation for their future roles.

Field Tour Overview:

Students will participate in a field tour to cover selected destinations from Haryana, Himachal, Punjab, Uttarakhand, Rajasthan, Uttar Pradesh, Chandigarh and Delhi, broadening their exposure to diverse tourism environments. The Institute/Department/College will decide and arrange the tour through DSW/Director/Principal, with two faculty members and/or Research Scholars (M/F) accompanying the students. The costs shall be borne by the students. Upon completion of the tour, students will submit a detailed report, which will be evaluated by an external examiner, followed by a viva voce examination. Students will also promote their experiences on various social media platforms, tagging the destinations and supporting the National Tourism Youth Club M.D University Chapter.

Field Tour Report Requirements:

The Field Tour Report should include the following sections:

- **Detailed Tour Itinerary:** A comprehensive itinerary outlining the schedule and activities undertaken during the tour.
- **Brief about the Destination:** An overview of the destination, including historical, cultural, and geographical information.
- **Various Attractions of the Destination:** Description of the main attractions, landmarks, and points of interest visited.
- **Costing Details:** Detailed breakdown of the costs involved in the tour, including transportation, accommodation, meals, and other expenses.
- **USP of the Destination:** Identification of the unique selling points (USPs) that make the destination attractive to tourists.
- **Learning from the Visit:** Reflection on the key takeaways and lessons learned from the tour experience.


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Report Preparation Guidelines:

- All reports should be typed in **Times New Roman**.
- **Headings:** 14 points, bold.
- **Main Body:** 12 points, justified.



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25ITM 204DS04

TOUR GUIDING ESSENTIALS

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning objective:

1. This course has been designed to inculcate among students tour guiding & escorting skills and prepare them to offer best services to tourists- our honored guests.
2. Identify guide and escort
3. Explain the responsibilities of a guide and an escort
4. Discuss the skills and techniques to be a successful guide

Learning outcomes

After completing the course the students will be able to:

- 1: Understand the various concepts related to tours and tour guiding, tour guiding as an emerging business and role and importance of hygiene in conducting operations as a tour guide.
- 2: Various techniques used by the tour operators during conduct of the tours and how can he emerge as a leader in the process.
- 3: Understand the social responsibilities and their importance in various tour operations.
- 4: Understand the various procedures to be carried out for conducting successful tour, planning and organizing of tours.

Unit I

The tour Guide- Meaning and importance, early history, public perception, the business of guiding, organizing a guiding business

Unit II

The guiding techniques- leadership and social skills, presentation and speaking skills, The guide's personality, moments of truth, the seven sins of guide, the service cycle, working with different age groups, working under difficult circumstances

Unit III

The role of guide and interpretation: Are guiding and interpretation synonymous? Creating memorable interpretations, Interpreting different themes- nature, history, art, architecture and incidental interpretations, Responsibilities to locals and society.

Unit IV

Conducting tours: Pre tour planning, modes of transportation, types of tours, travel with special needs, guidelines for working with disabled people, relationship with fellow guides, motor / car operators and companies.

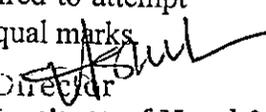
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Suggested Readings:

- Chowdhary, N.. (2013) Handbook for Tour Guides. New Delhi: Matrix Publishers.
- Rabotic, B. (2010). Professional tourist guiding: The importance of interpretation for tourist experiences. In 20th Biennial International Congress: New Trends in Tourism and Hotel Management, -06-08.
- Weiler, B., & Ham, S. H. (2001). Tour guides and interpretation. Encyclopedia of Ecotourism, 549-563.
- Branislav, R. (2010). Professional tour guiding: The importance of interpretation for tourist experiences. Tourism & Hospitality Management.
- Weiler, B., & Ham, S. H. (2002). Tour guide training: A model for sustainable capacity building in developing countries. Journal of Sustainable Tourism, 10(1), 52-69.
- Pond, K. L. (1993). The professional guide: Dynamics of tour guiding. New York USA: Van•Nostrand Reinhold Company.
- Prakash, M., & Chowdhary, N. (2010). What are we training tour guides for India? Turizam, 14(2), 53-65

Instructions for External Examiner:

The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.


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25ITM 204DS05

TOURISM & HOSPITALITY MARKETING

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives:

1. To make the students understand the basic concepts, philosophies and evolution of marketing and also acquaint them with service marketing.
2. To make them analyze the various environmental factors which affect the consumer buying behavior and the buyer decision making process of travelers in Tourism Industry.
3. To enable the students understand the p's of marketing product, place and price.
4. To acquaint them with the marketing communication mix with a special reference to socially responsible marketing communication.

Learning Outcomes:

After the completion of the course students will be able to:

1. To understand what service marketing is and how the present marketing management philosophy evolved.
2. Apply the knowledge regarding various environmental factors which affect the buying decisions of guests in Hospitality and Tourism Industry.
3. Gain the knowledge about the various p's and major strategies and decisions regarding these p's of marketing in Hospitality and Tourism industry.
4. Understand the various ways of communicating with the customers and also the role of socially responsible marketing communication in Hospitality and Tourism Industry.

Unit I

Introduction to Marketing: Needs, Wants and Demands; Products and Services; Markets; Marketing; The Production Concept, The Product Concept, The Selling Concept, The Marketing Concept, The Societal Marketing Concept; The Marketing Process, Service Characteristic of Hospitality and Tourism Business.

Unit II

Marketing Environment, Consumer Markets and Consumer Buyer Behavior: Micro and Macro Environment, Characteristics, Factors Affecting Consumer Behaviour, Buying Decision Behaviour, The Buyer Decision Process.

Unit III

Distribution Channels, Product Pricing, and Services Strategy: Nature and Importance of Distribution System, Marketing Intermediaries, What is Product, Product Classification, Individual Product Decisions, Product Life Cycle, Approaches to hospitality service pricing.

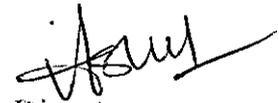
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M.D. YEAR: 2024-25
M.TY. Session: 2024-25

Unit IV

Public Relations, Sales, Promotions and Integrated Marketing Communication: The Marketing Communications Mix, The Changing Face of Marketing Communications, Integrated Marketing Communications, Socially Responsible Marketing Communication, Advertising, Sales Promotion, Public Relations, The Public Relation Process, Personnel Selling, Direct Marketing.

Suggested Readings:

- Services Marketing – Ravishankar
- Services Marketing – ZeitalValerire – A and Mary Jo Baiter Publisher: McGraw Hill
- Service Marketing - Wood ruffe Helen Publisher Macmillan
- Foundation and Practices Marketing of Services – Strategies for Success, Harsh V.Verma, Professional Manager's Library, Global Business Press
- Marketing Management, Philip Kotler, Prentice – Hall of India, New Delhi
- Hospitality & Travel Marketing, Alastair M. Morrison
- Strategic Hotel and Motel Marketing – Hart & Troy
- Marketing for Hospitality Industry – Robert
- Marketing Management in South Asian Perspective, Kotler, Philop, Kevin Keller, A.Koshy and M.Jha,- Pearson Education, New Delhi
- Marketing – Kerin, Hartley, Berkowitz and Rudeliu, TMH, New Delhi



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SCHEME OF EXAMINATION

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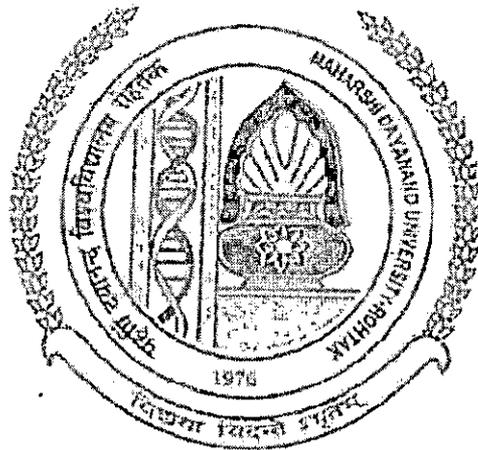
2 Year

MASTER OF TOURISM & TRAVEL MANAGEMENT (MTTM)

[Based on National Education Policy (NEP) – 2020]

WITH EFFECT FROM THE ACADEMIC SESSION

2024-25



MAHARSHI DAYANAND UNIVERSITY ROHTAK
(HARYANA)

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**SCHEME OF EXAMINATION OF
2 YEARS
MASTER OF TOURISM & TRAVEL MANAGEMENT (MTTM)
PROGRAMME
(Based on National Education Policy (NEP) - 2020)
WITH EFFECT FROM THE ACADEMIC SESSION 2024-25**

Program specific outcomes

PSO1: Leadership Development in Tourism:

Equip students to become leaders in the tourism industry and academia, with a comprehensive understanding of tourism products and services, and proficiency in front-line operations.

PSO2: Knowledge of Tourism Resources

Ensure students gain thorough knowledge of tourism resources and products.

PSO3: Sustainable Tourism Management.

Develop management skills in students to strategically package, market, and sell tourism products and services, emphasizing sustainability, global perspectives, and local cultural respect.

PSO4: Research and Academic Opportunities

Open avenues for students to engage in research and pursue academic careers in the field of tourism.

PSO5: Ethical and Sustainable Tourism Practices

Foster in students the ability to promote ethical tourism practices and contribute to sustainable development.

PSO6: Career and Entrepreneurial Preparation

Prepare students for successful careers in tourism, higher studies, or entrepreneurship, equipping them with the necessary skills and knowledge.

PSO7: Problem Solving in Tourism

Train students to offer viable solutions to both technical and non-technical challenges in the tourism industry.

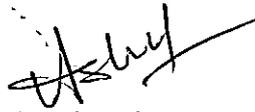
PSO8: Leadership and Continuous Learning

Cultivate leadership and communication skills in students, alongside a commitment to continuous professional development and learning.


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Structure for 2-Year MTTM Programme
First Year of 2-Year MTTM Program (NHEQF-Level 6): First Semester

Semester	Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practical/ Viva Voce	Total Marks	Credits (L-T-P)
I	First year of 2 year PG Program (NHEQF Level 6)						
	DISCIPLINE SPECIFIC COURSE (DSC)						
	24ITM201DS01	Itinerary Planning & Tour Packaging	70	30	-	100	4-0-0
	24ITM201DS02	Field Tour-I	-	-	100	100	0-4-0
	24ITM201DS03	Eco Tourism	70	30	-	100	4-0-0
	24ITM201DS04	Airlines Ticketing	70	30	-	100	4-0-0
	24ITM201DS05	Tourist Behaviour	70	30	-	100	4-0-0
	SKILL ENHANCEMENT COURSES (SEC) 1						
	24ITM201SE01	Event Management	70	30	-	100	4-0-0
	Total Credits						24
Note: 1. The duration of all the end-term theory examinations shall be 3 hours. 2. The Criteria for awarding the formative assessment of 30 marks throughout the Programme shall be as under: a) Sessional Examination : 20 marks. b) Assignments/Presentations/Seminars and Class Participation : 5 marks c) Attendance : 5 marks Less than 65% : 0 marks Upto 70% : 2 marks Upto 75% : 3 marks Upto 80% : 4 marks Above 80% : 5 marks							


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First Year of 2-Year MTTM Program (NHEQF-Level 6): Second Semester

Semester	Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practical/ Viva Voce	Total Marks	Credits (L-T-P)
DISCIPLINE SPECIFIC COURSE (DSC)							
	24ITM202DS01	Tourism Operations	70	30	-	100	4-0-0
	24ITM202DS02	Tourism Economics	70	30	-	100	4-0-0
	24ITM202DS03	Wildlife Tourism	70	30	-	100	4-0-0
	24ITM202DS04	Field Tour-II	-	-	-	100	4-0-0
	24ITM202DS05	Food of India	70	30	-	100	4-0-0
SKILL ENHANCEMENT COURSES (SEC) 2							
	24ITM202SE01	Emerging Trends in Tourism	70	30	-	100	4-0-0
Total Credits							24
<p>Note:</p> <ol style="list-style-type: none"> Students exiting the programme after the second semester i.e. after the first year on completion of 48 credits will be awarded PG Diploma in Tourism Management Immediately after completing the second semester, the students shall proceed to their Internship. The duration of the internship is 120 hours during summer vacation. The Summer Internship Report (SIR) prepared after SI completion shall be assessed in the third Semester as a compulsory course. The candidates will submit the SIR in the manner specified in the Ordinance. The SIR will be evaluated by an external examiner 							
Total Credits (24+24=48) for PG Diploma in Tourism Management							


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OPTION 1(ONLY COURSE WORK)

Second year of two year PG program (NHEQF Level 6.5) Third Semester

STUDENT SHOULD SELECT ANY ONE OPTION FOR THE SECOND YEAR OF 2 YEAR PG PROGRAM

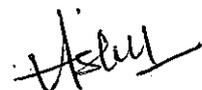
Semester	Course Code	Title of the Course.(s)	Summative Assessment	Formative Assessment	Practical/ Viva Voce	Total Marks	Credits (L-T-P)
III	DISCIPLINE SPECIFIC COURSE (DSC)						
	25ITM203DS01	Tourism & Hospitality Conceptual Framework	70	30	-	100	4-0-0
	25ITM203DS02	Travel Agency & Tour Operation	70	30	-	100	4-0-0
	25ITM203DS03	Tourism Products of India	70	30	-	100	4-0-0
	25ITM203DS04	Transport Management for Tourism	70	30	-	100	4-0-0
	25ITM203DS05	Tourism & Hospitality Research	70	30	-	100	4-0-0
	INTERNSHIP 3						
25ITM203IN01	Internship Report			100	-	0-4-0	
Total Credits						24	

Note:

- Immediately after completing the 3rd semester, the students shall proceed to their Internship. The duration of the internship is 120 hours. The Internship Report prepared after completion of Internship shall be assessed in the fourth Semester as a compulsory course. The candidates will submit the Internship Report in the manner specified in the Ordinance. The Internship Report will be evaluated by an external examiner


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Second year of 2-Year MTTM Program (NHEQF Level 6.5): Fourth Semester							
Semester	Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practical/ Viva Voce	Total Marks	Credits (L-T-P)
IV	DISCIPLINE SPECIFIC COURSE (DSC)						
	25ITM204DS01	Tourism Planning & Sustainable Tourism	70	30	-	100	4-0-0
	25ITM204DS02	Tourism Product of World	70	30	-	100	4-0-0
	25ITM204DS03	Field Tour-III			100	100	0-4-0
	25ITM204DS04	Tour Guiding Essentials	70	30	-	100	4-0-0
	25ITM204DS05	Tourism & Hospitality Marketing	70	30	-	100	4-0-0
	INTERNSHIP 4						
	25ITM204IN01	Internship Report			100	-	0-4-0
Total Credits						24	
Note: 1. Students completing the programme successfully shall be awarded a 2-year PG Degree in Tourism Management upon securing 88 credits							


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OPTION 2 (COURSE WORK AND RESEARCH)

Semester	Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practical/ Viva Voce	Total Marks	Credits (L-T-P)
III	DISCIPLINE SPECIFIC COURSE (DSC)						
	25ITM203DS01	Tourism & Hospitality Conceptual Framework	70	30	-	100	4-0-0
	25ITM203DS02	Travel Agency & Tour Operation	70	30	-	100	4-0-0
	25ITM203DS03	Tourism Product of India	70	30	-	100	4-0-0
	25ITM203DS04	Transport Management for Tourism	70	30	-	100	4-0-0
	25ITM203DS05	Tourism & Hospitality Research	70	30	-	100	4-0-0
	INTERNSHIP 3						
25ITM203IN01	Internship Report			100	-	0-4-0	
						Total Credits	24

Note:

1. Immediately after completing the 3rd semester, the students shall proceed to their Internship. The duration of the internship is 120 hours. The Internship Report prepared after completion of Internship shall be assessed in the fourth Semester as a compulsory course. The candidates will submit the Internship Report in the manner specified in the Ordinance. The Internship Report will be evaluated by an external examiner
2. In the case of Research Thesis/Project Work of Fourth Semester, the topic of the Research Project to be submitted for evaluation in the third Semester shall be submitted by the student along with a brief synopsis after finalization within the first month of the Semester in consultation with the faculty member allotted as Research Supervisor by the Director


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Second year of 2-Year MTTM Program (NHEQF Level 6.5): Fourth Semester

IV	INTERNSHIP 4						
			Summative Assessment	Formative Assessment	Viva Voce	Total Marks	Credits (L-T-P)
	25ITM204IN01	Internship Report	-	-	100	100	04
	RESEARCH THESIS /PROJECT WORK						
			Summative Assessment	Formative Assessment	Viva Voce	Total Marks	Credits (L-T-P)
25ITM204PD01	Research Thesis/Project	200	200	100	500	20	
Total Credit						24	
Note:							
1. Students completing the programme successfully shall be awarded a 2-year PG Degree in Tourism Management upon securing 88 credits.							
2. The viva voce in respect of the Research Thesis/Project shall be conducted by a Board of Examiners, consisting of one internal faculty member to be appointed by the Director and one external examiners from the Industry and Academic field (ordinarily not below the rank of Associate Professor and/or any professional working at a senior position from industry) out of the panel recommended by the PG BOS of IHTM (two members shall form the quorum).							
Total Credits (24+24+24+24) for 2 Year MTTM 96 Credits							

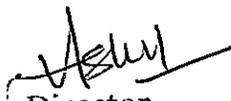

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OPTION 3 ONLY RESEARCH (ONLY FOR THE STUDENTS WHO HAVE COMPLETED 3 YEARS BACHELOR'S PROGRAM)

III	INTERNSHIP 3						
			Summative Assessment	Formative Assessment	Viva Voce	Total Marks	Credits (L-T-P)
	25ITM203IN01	Internship Report	--	--	100	100	04
RESEARCH THESIS /PROJECT WORK							
			Summative Assessment	Formative Assessment	Viva Voce	Total Marks	Credits (L-T-P)
	25ITM203PD01	Research Thesis/Project	200	200	100	500	20
Total Credit							24

Note:

1. Immediately after completing the 3rd semester, the students shall proceed to their Internship. The duration of the internship is 120 hours. The Internship Report prepared after completion of Internship shall be assessed in the fourth Semester as a compulsory course. The candidates will submit the Internship Report in the manner specified in the Ordinance. The Internship Report will be evaluated by an external examiner
2. In the case of Research Thesis/Project Work of Fourth Semester, the topic of the Research Project to be submitted for evaluation in the third Semester shall be submitted by the student along with a brief synopsis after finalization within the first month of the Semester in consultation with the faculty member allotted as Research Supervisor by the Director


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Second year of 2-Year MTTM Program (NHEQF Level 6.5): Fourth Semester

IV	INTERNSHIP 4						
			Summative Assessment	Formative Assessment	Viva Voce	Total Marks	Credits (L-T-P)
	25ITM204IN01	Internship Report	--	--	100	100	04
	RESEARCH THESIS /PROJECT WORK						
			Summative Assessment	Formative Assessment	Viva Voce	Total Marks	Credits (L-T-P)
25ITM204PD01	Research Thesis/Project	200	200	100	500	20	
Total Credit						24	
Note:							
1. Students completing the programme successfully shall be awarded a 2-year PG Degree in Tourism Management upon securing 88 credits.							
2. The viva voce in respect of the Research Thesis/Project shall be conducted by a Board of Examiners, consisting of one internal faculty member to be appointed by the Director and two external examiners from the Industry and Academic field (ordinarily not below the rank of Associate Professor and/or any professional working at a senior position from industry) out of the panel recommended by the PG BOS of IHTM (two members shall form the quorum).							
Total Credits (24+24+24+24) for 2 Year MTTM 96 Credits							


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2 Year PG Program

SEMESTER 1

24ITM 201DS01

ITINERARY PLANNING & TOUR PACKAGING

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. To help students get acquainted with the meaning, concept & importance of Itinerary planning
2. To enable the students to understand the concept and design of tour packages
3. To provide the students the first-hand knowledge tour costing & pricing
4. To develop the understanding regarding operations of Tour Packages

Learning Outcomes

After the completion of the course the students will be able to:

1. Gain the knowledge of Itinerary Planning & Development.
2. To acquire the skills to design & develop the package tours.
3. To develop the competencies related to do the costing of various kinds of tour packages.
4. To develop the competencies related to the operational aspects of tour packaging.

Unit I

Itinerary Planning & Development: Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Don'ts of Itinerary Preparation

Unit II

Developing Package Tour: Tour Formulation and Designing Process, Importance of tour Packaging, Classifications of Tour Packages on the basis of operation, Components of Package Tours, Pre Tour Management, Tour Operation, Post Tour Management.

Unit III

Concept of Costing - Types of Costs, Components of Tour Cost - Preparation of Cost Sheet - Tour Pricing - Calculation of Tour Price, Costing of tour packages of FIT, GIT and Inbound Tours.



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Unit IV

Operation of Package Tour: Confirmation of Tour, Creation of Docket/ File, Issue of Tour Vouchers, Reconfirmation with Airlines, Hotel & Ground Service Providers, Distributing Customized Itinerary to Tour Leader, Guide, Driver & Transporter, Standard Procedures for Pickup and Drop, Check-in and Check-out in the Hotel.

Suggested Readings

1. Swain, S.K. & Mishra, J.M.(2012). Tourism Principles & Practices, Oxford University Press, New Delhi.
2. Chand, M. (2002), Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd., New Delhi.
3. Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
4. Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279.
5. Roday. S, Biwal.A&Joshi.V.(2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.
4. Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.

Instructions for External Examiner:

The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.


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FIELD TOUR -1

Evaluation: External (Report & Viva Voce) - 70 Marks, Internal - 30 Marks

Credits: 04

This course aims to provide students with practical exposure to different tourism destinations, equipping them with the skills and knowledge necessary to excel in the tourism industry.

Course Outcomes

- CO1 It helps students gain firsthand information regarding Destination/Event/Travel Company
- CO2 Helps them to see their future place in working world.
- CO3 This helps the students to build their own itineraries and do the costing
- CO4 Helps to understand the do's and don'ts of the destination/event

The students will go for a field tour to destinations in Haryana or Delhi. The Institute/Department/College shall decide and make necessary arrangements for the same through DSW/Director/Principal. Two Faculty members and/or Research Scholars (M/F) shall be assigned. However, the costs shall be borne by the students. After visiting the destination the student will submit a detailed report. The submitted report will be evaluated by an external examiner followed by a viva voce examination. The students shall also promote the same on various social media platforms tagging the destinations and promoting the same as a part of National Tourism Youth Club M.D University Chapter.

Note: The Field Tour Report should include the following

- Detailed Tour Itinerary
- Brief about the Destination
- Various Attractions of the Destination
- Costing Details
- USP of the Destination
- Learning from the Visit

Following points must be taken into consideration while preparing the report

- All the report should be typed in Times New Roman
- Headings should be at 14 points and Should be Bold
- Main body should be at 12 points
- All the report should be Justified


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24ITM 201DS03

ECO TOURISM

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. To help students get acquainted with the meaning, concept and importance of ecotourism and its significance in tourism growth.
2. To familiarize the students and to use the theoretical knowledge to manage ecotourism resources and to make aware the students about ecotourism resources in India such as National Parks, Wild life sanctuaries, Tiger reserves, Biosphere reserves, wetlands, coral reefs, desert ecotourism.
3. To understand the Guidelines for ecotourism development for government, for developers and operators, for visitors and for host population, and have in-depth knowledge about ecotourism through case-studies.
4. To develop the understanding about Eco Tourism and Development through Community awareness and participation and to comprehend the students regarding environmental, socio-cultural and economic conservation.

Learning Outcomes:

After the completion of the course the students will be able to:

1. Gain the Knowledge about ecotourism concept, principles and significance.
2. To obtain information regarding various Eco Tourism Resources in India and how to manage ecotourism sites.
3. Get awareness about the Guidelines provided for ecotourism development for government, for developers and operators, for visitors and for host population and be familiar with the model ecotourism projects.
4. Recognise the environmental, socio-cultural and economic conservation through ecotourism and be aware of Community participation in ecotourism.

Unit I

Emergence of Ecotourism, concept and definitions, growth and development. Ecotourism principals, profiling the eco tourists, Mass and alternative tourism, potential benefits from ecotourism

Unit II

Eco Tourism Resources in India: National Parks, Wild life sanctuaries, Tiger reserves, Biosphere reserves, wetlands, coral reefs, desert ecotourism.


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Unit III

National Tourism Policy: Guidelines for ecotourism development for government, for developers and operators, for visitors and for host population, Eco safe practices Case Studies- Bangaram Islands and Kerala

Unit IV

Eco Tourism and Development: Community awareness and participation Contribution of ecotourism to environmental Conservation: Socio-cultural conservation and economic conservation

Suggested Readings:

- Bhatia, A. K., International Tourism, Sterling Publishers, New Delhi
- Bhatia, A. K., Tourism development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi
- McIntosh, Robert, W. Goldner, Charles, Tourism: Principles, Practices and Philosophies, John Wiley and Sons Inc. New York, 1990 (9th edition)
- Mill, Robert Christie and Alastair M. Morrison, The Tourism System, Englewood Cliffs, N.J., Prentice Hall, 1985
- Negi, J.M.S., Tourism and Travel- Concepts and principles, Gitanjali Publishing House, New Delhi, 1990
- Robinson, H.A., Geography of Tourism, Me Donald and Evans, London, 1976

Instructions for External Examiner:

The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.



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AIRLINES TICKETING

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. To acquaint the students about the basic airlines geography, calculation of flight timings and role and significance of various associations related to aviation industry at global and National level.
2. To make the students understand about the historical perspective as well as current status of aviation industry in India, the procedure of e-ticketing and fare calculation.
3. To provide the information about various IATA code, travel documentations and travel formalities.
4. To help students get acquainted with various software like Galelio, Amadeus etc. used for ticketing.

Learning Outcomes

After the completion of the course the students will be able to:

1. Gain the knowledge of flying time calculation and structure of aviation industry at national and global level
2. To acquire the skills of e-ticketing and fare calculation.
3. To enhance the competencies of the students in travel documentation and formalities
4. To acquire the skill for operating Global Distribution Systems like Galelio and Amadeus.

Unit I

Airlines Geography- IATA areas; sub areas, sub regions. Time calculation- GMT variation, concept of standard time and daylight saving time, Calculator of elapsed time, flying time and ground time, Aviation Organization: IATA and ICAO

Unit II

Familiarization with OAG- 3 letters city code and airport code, airline Designated code, minimum connecting time, global indicator, Familiarization with air tariff: currency regulations, NUC conversion Factors, general rules. Familiarization with TIM, Passport, Visa, Custom Regulations, Health Regulations and Airport Tax, Passenger needing Special attention


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Unit III

Credit Cards- Concept, types, benefits and different types of credit cards Fare construction – Passenger Ticket, Mileage principal, EMA, EMS, One Way journey, Round trip and circle journey, HIP, Back Haul minimum Check (BHC) Add –ons. General limitations on Indirect Travel, Mixed Class journey, around the world fares (RTW) special fairs, MCO, PTA and Universal air travel plan

Unit IV

Airlines Reservation System – CRS- Comparative study of different CRS System

Suggested Readings:

- Gupta S.K : International Airfare & Ticketing Methods & Technique UDH Publishers & Distributors (P) Ltd. New Delhi.
- Sinha P.C: Encyclopedia of Tourism Management
- JagmohanNegi: Travel Agency & Tour Operation Concepts & principle
- Galileo systems
- ABC & OAG Guide, TIM Air Tariff

Instructions for External Examiner:

The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.


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TOURIST BEHAVIOR

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives:

1. Understand the key concepts and factors influencing tourist behavior.
2. Analyze the theories and models related to tourist perception, learning, and attitude formation.
3. Explore the impact of cultural differences on tourist behavior and cross-cultural interactions.
4. Evaluate the tourist decision-making process and its implications for tourism marketing.

Learning Outcomes:

After the completion of the course the students will be able to:

1. Explain the fundamental concepts and factors affecting tourist behavior.
2. Apply theories and models to analyze tourist perception, learning, and attitude changes.
3. Assess the influence of cultural differences on tourist behavior and address cross-cultural challenges.
4. Analyze and evaluate the decision-making process of tourists and its impact on marketing strategies.

Unit 1

Introduction: Concept of tourist behavior; importance of understanding tourist behavior; factors affecting tourist behavior; models of tourist behavior; Tourist motivation– types and systems of need; Personality and tourist behavior– theories, self and self image.

Unit 2

Tourist perception– elements, dynamics, perceived risk; Tourist learning– behavioral learning and cognitive learning theories, measures of learning; tourist attitude formation and change– structural models (tri-component, multi-attribute, tying to consumer) and strategies for attitude change (ELM, cognitive dissonance and attribution theory).

Unit 3

Culture and Tourist Behaviour– concept, characteristics, cultural differences, cultural dimensions, values and culture, sub cultures; Cross Cultural Tourist Behavior concept and challenge, cultural shock, differences among societies, multi-cultural competence.


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Unit 4

The Tourist decision-making process; Role in Decision making; Steps in Decision making Process; Models of purchase decision-making in tourism; Levels of Consumer Decision making; Purchase decision-making and marketing in tourism; The Purchase Decision making Process; Limitation of purchase decision model; Determinants -Types; Personal Determinants to the tourist; Determinants of group travel; Time Lapses and Determinants.

Suggested Readings

- Schiffman, L.G and Wisenblit, J. (2018). Consumer Behaviour. Pearson Education
- Horner, Susan and Swarbrooke, John (2016). Consumer Behaviour in Tourism, 3/e. Burlington: Butterworth-Heinemann. (L)
- Pizam, A. and Mansfield, Y. (2000). Consumer Behaviour in Travel and Tourism, New York: Routledge.
- Bowen, D. and Clarke, J. (2009). Contemporary Tourist Behaviour: Yourself and Others and Tourists. Cambridge: Cambridge University Press.
- Malhotra, N.K. and Dash, S. (2016). Marketing Research- An Applied Orientation, Pearson

Instructions for External Examiner:

The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.


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EVENT MANAGEMENT

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. To help students get acquainted with the meaning, concept, types and implications of the event management and to enlighten them about the skills required for a good event planner.
2. To enable the students to understand the concept and design of event, elements of events and to make aware the students about event infrastructure and negotiating contract with event organizer.
3. To provide the students the first- hand knowledge about the nature and process of event marketing and promotion
4. To develop the understanding regarding financial management of events and to make aware the students regarding various safety and security consideration or crowd management and evacuation in events.

Learning Outcomes

After the completion of the course the students will be able to:

1. Gain the knowledge of events and its types and their implications.
2. To acquire the skills to professionally fit into the event planner business and how to develop professionally.
3. To develop the competencies to start their own business in the fields event's organizers and to understand the process of event marketing and promotions.
4. Recognise the requirements of crowd management as well as understand the principles of safety and security consideration.

Unit I

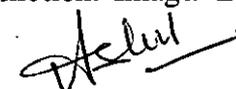
Events- Nature, Definition and scope, C's of Events, advantage and disadvantage of Events, Categories and Typologies, Skills required to be a good Event Planners.

Unit II

Concept and Design of Events, key elements of Events, Event Infrastructure, core concept, core people, core talent, core structure, Set Objectives for the Event, Negotiating Contracts with event Organizers, Venue, Media.

Unit III

Marketing & Promotion of Events: Nature of Event Marketing, Process of Event Marketing, TheMarketing Mix, Sponsorship. Promotion: Image/ Branding, Advertising, Publicity and Public Relation.



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Unit IV

Financial Management of Events, Staffing, Leadership. Safety and Security: Occupational Safety and Health, Incident Reporting, Crowd Management and Evacuation.

Suggested Readings:

- Coleman, Lee & Frankle, Powerhouse Conferences. Educational Institute of AH & MA.
- Hoyle, Dorf & Jones, Meaning conventions & Group business. Educational institute of AH & MA.
- Lynn Van Der Wagen, Carlos, Event Management, Pearson, New Delhi.
- Fenich, Meetings, Exposition, Events and Convention, Pearson.
- Sanjay Singh Gaur, Sanjay V Saggere, Event Marketing Management, Vikas Publication, New Delhi

Instructions for External Examiner:

The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.



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SEMESTER-II

24ITM 202DS01

TOURISM OPERATIONS

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. Understand the documentation and procedures involved in inbound tour operations, including quotation methodology, pricing, and tariff management.
2. Analyze payment issues and financial management in inbound tours, including credit-card transactions, electronic transfers, and refund policies.
3. Explore the management of outbound tour operations, focusing on group bookings, independent tours, and fixed departures.
4. Learn the documentation and procedural requirements for outbound tours, including visa processing, international reservations, and itinerary preparation.

Learning Outcomes

After the completion of the course the students will be able to:

1. Apply documentation procedures and pricing strategies in inbound tour operations.
2. Handle payment issues and financial management in inbound tourism effectively.
3. Manage group and independent bookings for outbound tours efficiently.
4. Complete documentation and reservations for international outbound tours, including itinerary and costing procedures.

Unit 1

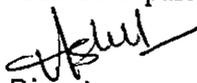
Inbound Tour Operations I: Documentation & Procedures: Methodology of Quotation, Pricing, Tariff – FIT, GIT and Special Rates, Pricing a tour; Filing – booking, reservation forms, cancellation, status report, docket; documentation - vouchers, informing ground agents.

Unit 2

Inbound Tour Operations II: Credit card and payment issues, Electronic Transfer, post tour management; refund and cancellation charges. Car Rental Companies its tariff calculation. Itinerary Preparation & Costing procedure of Inbound tours.

Unit 3

Outbound Tour Operations I: Managing outbound tour operations- characteristics of outbound tours, Procedures of Group Bookings, Group booking considerations, Procedures of Independent Tours, Operations procedures of fixed departures.


Director

Unit 4:

Outbound Tour Operations II: Documentation, Visa processing, reservations, reservations of international airlines, vouchers, payments procedures in outbound tourism. Itinerary preparation & Costing Procedure of Outbound Tours, booking of international cruise liners.

Suggestive Readings:

1. "Tourism Operations and Management" by SunetraRoday, ArchanaBiwal, Vandana Joshi (2009, Oxford University Press)
2. "Tourism: Principles and Practice" by John Fletcher, Alan Fyall, David Gilbert, Stephen Wanhill (2013, Pearson)
3. "International Tourism: Cultures and Behavior" by Yvette Reisinger (2009, Butterworth-Heinemann)
4. "Tourism: The Business of Travel" by Roy A. Cook, Laura J. Yale, Joseph J. Marqua (2010, Prentice Hall)
5. "Tourism Management: An Introduction" by Clare Inkson, Lynn Minnaert (2012, SAGE Publications)
6. "The Travel Industry" by Chuck Y. Gee, James C. Makens, Dexter J.L. Choy (1997, Van Nostrand Reinhold)
7. "Global Tourism" edited by William F. Theobald (2005, Butterworth-Heinemann)
8. "Handbook of Research on Global Hospitality and Tourism Management" edited by Vincent C.S. Heung, Billy Bai, Zhenxing Mao (2015, IGI Global)
9. "Tour Operations Management" by Stephen Page (2011, Routledge)
10. "Managing Tourism and Hospitality Services: Theory and International Applications" edited by B. Prideaux, E. Laws (2006, CABI)
11. "Travel Agency and Tour Operations: Concepts and Principles" by JagmohanNegi (2005, Kanishka Publishers)
12. "Essentials of Tourism" by Chris Cooper (2012, Pearson)

Instructions for External Examiner:

The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.



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24ITM 202DS02

TOURISM ECONOMICS

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives:

1. Understand basic economic concepts relevant to tourism.
2. Analyze various aspects of tourism demand.
3. Explore patterns and characteristics of tourism supply and pricing.
4. Evaluate the economic impacts of tourism.

Learning Outcomes:

After the completion of the course the students will be able to:

1. Apply economic theories to real-world tourism scenarios.
2. Assess and measure tourism demand accurately.
3. Understand and influence tourism supply and pricing.
4. Analyze and measure the economic impacts of tourism.

Unit I

Concept of Economics and their relevance to tourism, visible and Invisible trade, opportunity cost, prime and supplementary costs, tourism and economic development

Unit II

Demand for tourism – Concept, types and definition of demand for Tourism, consumer behavior and tourism demand, determinants of tourism Demand, measurement of tourism demand

Unit III

Supply of Tourism: Patterns and Characteristics, pricing of tourism Product, concept, objectives and policies

Unit IV

The economic impacts of tourism – Direct, Indirect, Induced and negative, the measurement of economic impact – Meaning and types (Investment, Employment and tourism multiplier), Leakages.



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Suggested Readings:

1. John Trive, 'The Economics of Leisure and Tourism', Oxford Butterworth, Heinemann, 1995
2. Ronila Chawla, 'Economics of Tourism & Devpt.', Sonali Publications, New Delhi, 2004
3. M.T. Sinclair & Mike Stabler, 'Economics of Tourism & Devpt.', Routledge, New York, 1997
4. Peterson, H.C. & W.C. Lewis, 'Managerial Economics', Prentice Hall (India), New Delhi, 2004
5. Dholakia RH & Oza A.L., 'Micro Economics for Mgt. students', Oxford Uni. Press, New Delhi
6. Varshney RL & Maheswari KL, 'Managerial Economics', Sultan Chand, New Delhi, 2004.
7. Dwivedi DN, 'Managerial Economics', Vikas, New Delhi

Instructions for External Examiner:

The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.



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24ITM 202DS03

WILD LIFE TOURISM

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. Understand the definition, scope, history, and evolution of wildlife tourism, and its significance in conservation and economic development.
2. Analyze the development of wildlife tourism destinations, infrastructure requirements, environmental impact assessments, and the role of policies and regulations.
3. Learn the processes involved in creating wildlife tour packages, itinerary preparation, costing strategies, and ensuring safety and security during tours.
4. Examine the challenges faced in wildlife tourism, conservation strategies, and future trends promoting responsible and sustainable practices.

Learning Outcomes

After the completion of the course the students will be able to:

1. Explain the importance of wildlife tourism in conservation and economic development and identify various types of wildlife tourism.
2. Assess the infrastructure and policy requirements for developing wildlife tourism destinations and understand stakeholder involvement and community participation.
3. Design wildlife tour packages, prepare itineraries, implement costing strategies, and manage safety and visitor satisfaction.
4. Analyze the challenges in wildlife tourism, propose conservation strategies, and identify future trends and innovations in the industry.

Unit I:

Introduction to Wildlife Tourism: definition, scope, of wildlife tourism, highlighting its importance in conservation and economic development. Key concepts such as ecotourism, sustainable tourism principles, wildlife conservation, protected areas, biodiversity hotspots, and endangered species, types of wildlife tourism, including safaris, bird watching, marine wildlife tourism, and nature trails.

Unit II:

Developing wildlife tourism destinations, infrastructure requirements, and environmental impact assessments. Carrying capacity, visitor management, and the importance of policies and regulations at both national and international levels. The role of government, non-governmental organizations, and ethical considerations of wildlife tourism. Stakeholder involvement and community participation.



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Unit III:

Creation of wildlife tour packages, itinerary preparation, and costing strategies. Safari operations, bird watching tours, and marine wildlife tours, including planning and safety measures. Ensuring safety and security, and managing visitor expectations and satisfaction.

Unit IV:

Challenges and Future of Wildlife Tourism such as human-wildlife conflicts, environmental degradation, habitat loss, and the impact of climate change. Conservation strategies, including wildlife conservation initiatives, the role of technology, and community-based approaches, are explored. Future trends in wildlife tourism, innovations, emerging destinations, and promoting responsible and sustainable practices.

Suggestive Readings:

1. "Wildlife Tourism" by David Newsome, Susan A. Moore, Ross Kingston Dowling (2004, Channel View Publications)
2. "Ecotourism and Sustainable Development: Who Owns Paradise?" by Martha Honey (2008, Island Press)
3. "Wildlife Conservation and Management" by Grahame J. W. Webb, Harry Messel, Charles Michael (2012, Springer)
4. "Tourism and Sustainability: Development, Globalisation and New Tourism in the Third World" by Martin Mowforth, Ian Munt (2015, Routledge)
5. "Biodiversity and Tourism: Conflicts on the World's Seacoasts and Strategies for Their Solution" by Clem Tisdell (2001, Channel View Publications)

Instructions for External Examiner:

The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.


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FIELD TOUR-II

Evaluation: External (Report & Viva Voce) - 70 Marks, Internal - 30 Marks

Credits: 04

This course aims to provide students with practical exposure to different tourism destinations, equipping them with the skills and knowledge necessary to excel in the tourism industry.

Course Outcomes (COs):

- **CO1:** Enable students to gain in-depth understanding and firsthand experience of a different Destination/Event/Travel Company, enhancing their practical knowledge.
- **CO2:** Assist students in envisioning their career paths within the tourism and travel industry, providing them with real-world insights and experiences.
- **CO3:** Develop students' skills in creating comprehensive itineraries, including accurate costing and budgeting for travel plans.
- **CO4:** Enhance students' understanding of the operational and cultural aspects of destinations/events, including the dos and don'ts, ensuring better preparation for their future roles.

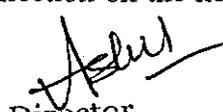
Field Tour Overview:

Students will participate in a field tour to cover selected destinations from Haryana, Himachal, Punjab, Uttarakhand, Rajasthan, Uttar Pradesh, Chandigarh and Delhi, broadening their exposure to diverse tourism environments. The Institute/Department/College will decide and arrange the tour through DSW/Director/Principal, with two faculty members and/or Research Scholars (M/F) accompanying the students. The costs shall be borne by the students. Upon completion of the tour, students will submit a detailed report, which will be evaluated by an external examiner, followed by a viva voce examination. Students will also promote their experiences on various social media platforms, tagging the destinations and supporting the National Tourism Youth Club M.D University Chapter.

Field Tour Report Requirements:

The Field Tour Report should include the following sections:

- **Detailed Tour Itinerary:** A comprehensive itinerary outlining the schedule and activities undertaken during the tour.
- **Brief about the Destination:** An overview of the destination, including historical, cultural, and geographical information.
- **Various Attractions of the Destination:** Description of the main attractions, landmarks, and points of interest visited.
- **Costing Details:** Detailed breakdown of the costs involved in the tour, including transportation, accommodation, meals, and other expenses.
- **USP of the Destination:** Identification of the unique selling points (USPs) that make the destination attractive to tourists.
- **Learning from the Visit:** Reflection on the key takeaways and lessons learned from the tour experience.


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Report Preparation Guidelines:

- All reports should be typed in **Times New Roman**.
- **Headings:** 14 points, bold.
- **Main Body:** 12 points, justified.

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FOOD OF INDIA

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. Understand the key features and factors affecting eating habits in Northern India, including geographic location, historical background, available ingredients, equipment, staple foods, and regional specialties.
2. Analyze the culinary traditions of Western India and Madhya Pradesh, focusing on geographic location, historical background, available ingredients, equipment, staple foods, and regional specialties.
3. Explore the food culture of Eastern India, including West Bengal, Orissa, Bihar, and the North-Eastern states, with an emphasis on geographic location, historical background, available ingredients, equipment, staple foods, and regional specialties.
4. Learn about the diverse culinary practices of South India and Goa, including geographic location, historical background, available ingredients, equipment, staple foods, and regional specialties.

Learning Outcomes

After the completion of the course the students will be able to:

1. Explain the key features and factors affecting eating habits in Northern India and identify regional specialties.
2. Analyze and describe the culinary traditions of Western India and Madhya Pradesh, identifying key ingredients and regional specialties.
3. Explore and articulate the food culture of Eastern India, recognizing the influence of geographic location and historical background on regional specialties.
4. Understand and describe the diverse culinary practices of South India and Goa, including the key ingredients, equipment, and regional specialties.

Unit – 1

Indian Food: Introduction, Key Features & Factors that affect eating habits in different parts of the country i.e. geographic location, historical background, available ingredients, equipments, staple foods. Essentials of Indian Food: Spices, Herbs etc. Food of Northern India (Kashmir, Punjab, Haryana, Delhi, Himachal, Uttar Pradesh): Introduction, geographic location, historical background, available ingredients, equipments, staple foods & Regional specialties.



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Unit – 2

Western India (Rajasthan, Gujarat, Maharashtra) & Madhya Pradesh: Introduction, geographic location, historical background, available ingredients, equipments, staple foods & Regional specialities.

Unit – 3

Food of Eastern India (West Bengal, Orissa, Bihar and North-Eastern States): Introduction, geographic location, historical background, available ingredients, equipments, staple foods & Regional specialities.

Unit – 4

Food of South India (Andhra Pradesh, Tamil Nadu, Karnataka & Kerala) & Goa: Introduction, geographic location, historical background, available ingredients, equipments, staple foods & Regional specialities.

Suggested Readings:

- Theory of Cookery, Krishna Arora, Frank Bros. & Co.
- Food Production Operations: Parvinder S Bali, Oxford University Press
- Modern Cookery (Vol- I & II) By Philip E. Thangam, Publisher: Orient Longman
Practical Cookery By Kinton&Cesarani
- Theory of Catering By Kinton&Cesarani

Instructions for External Examiner:

The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.



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EMERGING TRENDS IN TOURISM

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. To help students get acquainted with the meaning, concept and importance of emerging trends and dimensions of tourism in India.
2. To enable the students to understand the concept of rural tourism and its relation with other types of tourism and to enlighten them about the benefits or burden of rural tourism.
3. To provide the students the first-hand knowledge about planning and organizing MICE business and to make aware the students about skills and responsibilities required for a meeting manager.
4. To develop the understanding regarding the significant role of Indian Medical Tourism in country as well as at global level.

Learning Outcomes

After the completion of the course the students will be able to:

1. Gain the knowledge of emerging trends of tourism in India.
2. To obtain information regarding the rural tourism and its association with various other form of tourism.
3. Get awareness about the concept of MICE as well as its process of organizing.
4. Acquire the knowledge about the status of medical tourism in India and its relationship with other form of tourism as well as major markets of Indian medical tourism.

Unit I

Concepts of emerging trends and dimensions, importance of study and Major emerging types of tourism in India.

Unit II

Rural Tourism- concept and its relation with other types of tourism. Aims And objectives behind promoting rural tourism. Resource available in India for rural tourism, Rural tourism- Benefits or Burden?



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Unit III

MICE- Meaning and concept of MICE, understanding planning and Organizing conference, exhibitions and trade fares, facilities available in India for MICE, Convention Management- Role of the meeting manager, Types, skills required and responsibilities.

Unit IV

Medical Tourism- concept and its relation with other types of tourism. Overview and operational aspects of medical tourism facilitators. Major markets of Indian medical tourism Resource available in India medical Tourism

Suggested Readings:

- A.K. Bhatia, 'Event Management', Sterling Publishers Pvt. Ltd. Delhi, 2001.
- Anton Shone & Bryn Parry, 'Successful Event Management', 2002.37
- Leonard H. Hoyle, Jr, 'Event Marketing', John Willy and Sons, New York, 2002.
- Joe Jeff Goldblatt, "Special Events: Best Practices in Modern Event Management (Hospitality, Travel & Tourism)", John Willy and Sons, New York, 1997.
- Avrich, Barry 'Event and Entertainment Marketing', Vikas, Delhi. 1994.
- Panwar J.S, 'Marketing in the New Era', Sage, Delhi, 1998.

Instructions for External Examiner:

The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.



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SEMESTER-III

25ITM 203DS01

TOURISM & HOSPITALITY CONCEPTUAL FRAMEWORK

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. This course aims at creating a basic understanding on the nature of Tourism business, meaning, type, elements and component of tourism
2. To enable the students to understand the growth and development of tourism and various factors which are influencing it
3. To develop the understanding regarding impacts on various aspects of life along with different service providers which are very important for the growth of tourism
4. To help students get acquainted with problems and prospects of tourism in future.

Learning Outcomes

After the completion of the course the students will be able to:

1. Describe the history and structure of travel and hospitality industry
2. Appraise the positive and negative impacts of tourism destination development
3. Analyze arrangement of tourist needs and motivations to travel
4. Discuss the development and distribution of tourism products

Unit-I

Tourism, tourists, visitors, excursionists, travelers, resources, attractive, product Market concept. Tourism: Meaning, nature and scope, Tourism: Types, elements and components, Historical development of tourism, Travel motivators & deterrents, Pull and push forces in tourism. Performance of tourism in India at national and International level.

Unit – II

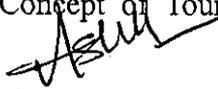
Hospitality- Introduction, concept, International Tourism Institutions and organizations and their role in promoting international movement-UNWTO , TAAI, IATO, IATA, FHRAI.

Unit- III

Economic impacts of Tourism, Socio-cultural Impacts of Tourism and Environmental Impacts of Tourism, Emerging concepts: Eco/rural/farm/green/wildness/sustainable/special interest tourism

Unit- IV

Transportation: Types and relevance in tourism, Travel Agencies and Tour-Operators: Overview and relevance in tourism Concept of Tourism Chain; Vertical and Horizontal


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Integration in tourism chain An overview of hospitality & tourism Education with special reference to India

Suggested Readings:

- Anand, M.M., Tourism and hotel Industry in India, Prentice Hall, New Delhi, 1976
- Bhatia, A. K., International Tourism, Sterling Publishers, New Delhi
- Bhatia, A. K., Tourism development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi
- McIntosh, Robert, W. Goldner, Charles, Tourism: Principles, Practices and Philosophies, John Wiley and Sons Inc. New York, 1990 (9th edition)
- Mill, Robert Christie and Alastair M. Morrison, The Tourism System, Englewood Cliffs, N.J., Prentice Hall, 1985
- Negi, J.M.S., Tourism and Travel- Concepts and principles, Gitanjali Publishing House, New Delhi, 1990
- Robinson, H.A., Geography of Tourism, Me Donald and Evans, London, 1976

Instructions for External Examiner:

The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.



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TRAVEL AGENCY & TOUR OPERATION

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives:

1. To help students understand the meaning, concept, and significance of travel agency and tour operation business, as well as the historical growth and development of the industry.
2. To enable students to understand the organizational structure of travel agency and tour operator companies, and to familiarize them with career prospects in various departments.
3. To provide students with the knowledge necessary to start their own business in the field of travel and tourism.
4. To develop an understanding of tour package and itinerary preparation.

Learning Outcomes:

Upon completion of this course, students will be able to:

1. Understand the operation of travel and tourism and its association with various other fields of tourism.
2. Acquire the skills necessary to professionally fit into the organizational setup of travel and tourism agencies.
3. Develop the competencies necessary to start their own business in the fields of travel and tourism.
4. Apply the knowledge pertaining to the role of various associations in promoting travel and tourism business.

Unit - I

Travel Agency and Tour Operation business: Travel Agencies and Tour Operators- meaning, concept, types and importance Historical growth and development of travel agency and tour operation business. Linkages and integrations in travel agency and tour operation

Unit - II

Organizational structure and functioning of various departments of Travel Agency & Tour Operators: Organizational structure of travel agency and tour operator-main operational and managerial staff. Major functions of Travel agency and tour operators

Unit - III

How to set Up a Travel Agency: Procedure for approval of Travel Agents, Tour Operators by Department of Tourism, Government of India. Ownership structure and revenue source of travel agency and tour operation fiscal and non-fiscal incentives available to travel agencies and tour operators business.

Unit - IV

Understanding the role of Government and other organizations in Travel Trade: Role and contribution of Department of Tourism, Government of India, ITDC and State Tourism


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Development Corporations -Role and contribution of WTO, IATA, TAAI and IATO. Present business Trends and Future prospects of travel agencies and tour operators business

Suggested Readings:

- Holloway, J. C., The Business of Tourism (1983), Mac Donald and Evans, Plymouth.
- SyrrattGwenda, Manual of Travel Agency Practice, Butterworth Heinmann, London, 1995
- Stevens Laurence, Guide to Starting and Operating Successful Travel Agency, Delmar Publishers Inc., New York. 1990
- Gee, Chuck and Y. Makens, Professional Travel Agency Management, Prentice Hall, Nt.: York, 1990.
- Mohinder Chand, Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd. New Delhi, 2007.
- Foster D.L. The Business Of Travel Agency Operations and Administration

Instructions for External Examiner:

The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.



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TOURISM PRODUCTS OF INDIA

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Course Objectives

1. Understand the historical and architectural significance of major Indian destinations like Delhi, Agra, Jaipur, Khajuraho, Nalanda, Ajanta-Ellora, Hampi-Halebid, and Lucknow.
2. Explore religious and cultural heritage sites including Haridwar, Badrinath, Kedarnath, Bodh Gaya, Bhubaneswar, Puri, Konark, Rameshwaram, Dwarka, and Amritsar.
3. Analyze the appeal of hill stations and national parks such as Leh, Srinagar, Manali, Darjeeling, Ooty, Mahabaleshwar, Jim Corbett, Sariska, Kanha, and Gir.
4. Assess the tourism potential of coastal destinations and islands like Puri, Mumbai, Goa, Lakshadweep, Cochin, Kanyakumari, Chennai, Pondicherry, Andaman & Nicobar, and Kolkata.

Course Outcomes

After completing this course students will be able to:

1. Enhanced knowledge of historical and architectural sites and their contribution to India's cultural heritage.
2. Understanding of religious and cultural tourism and its role in attracting tourists and preserving traditions.
3. Evaluation skills for hill stations and national parks and their role in promoting eco-tourism and adventure tourism.
4. Comprehensive insight into coastal and island tourism and the diverse attractions and activities they offer.

Unit –I

Historical / Monumental / Architectural destinations Delhi – Agra- Jaipur, Khajuraho, Nalanda, Ajanta- Ellora, Hampi- Halebid, Lucknow.

Unit –II

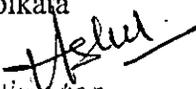
Religious / Cultural Centers Haridwar- BadriNath- Kedarnath, Bodh Gaya, Bhubaneswar – Puri Konark, Rameshwaram, Dwarka, Amritsar.

Unit –III

Hill Stations and National Parks; Leh, SriNagar, Manali, Darjeeling, Ooty, Mahabaleshwar. Jim Corbett, Sariska, Kanha, Gir

Unit-IV

Coastal Destinations & Islands; Puri, Mumbai, Goa, Lakshadweep. Cochin, Kanyakumari, Chennai, Pondicherry, Andaman & Nicobar, Kolkata


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Suggested Readings

- Ahmad, Aizaz: General Geography of India, NCERT, New Delhi.
- Goh Cheong Long: An Economics of India, Oxford University.
- National Atlas of India, Govt. of India Publication, Calcutta 1997.
- Atlas of World Oxford Press, New Delhi.
- Singh, R.L. (ed.) India: A Regional Geography National Geographical Society of India, Varanasi, 1989.
- Manorama Year Book 2012
- Indian Year Book 2012, Publication Division, Govt. of India, New Delhi.
- Tourism Planner.
- Tour Brochures etc.
- Lonely Planet-India
- Kumar, Ravi Bhushan: Coastal Tourism & Environment, AOH Publishing Corporation, New Delhi.
- Pilgrimage in India, R.N Pillai.
- Kohli, M.S.: Mountaineering in India, Vikas Publishing House, and New Delh.
- Tirthank Visheshank, Gita Press Gorakhpur

Instructions for External Examiner:

The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.


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25ITM 203DS04

TRANSPORT MANAGEMENT FOR TOURISM

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. To help students get acquainted with the meaning, concept and significance of transportation system in India and to enlighten them about the historical growth and development of the transportation with its linkages.
2. To enable the students to understand the significance of transport for tourism and to make aware the students about various career prospects in different modes of transportation.
3. To provide the students the first-hand knowledge to start up their own entrepreneurship in the field of transport.
4. To develop the understanding regarding the significant role of various modes of transportation for promotion of tourism in India.

Learning Outcomes

After the completion of the course the students will be able to:

1. To understand the importance of transportation in Tourism.
2. To understand the relationship between transport and tourism.
3. To review the various transportation modes and the factors influencing the development and choice determination.
4. To introduce the fundamentals of transportation management. To apply the knowledge pertaining to role of various transport organizations both public and private in promoting tourism business.

Unit- I

Transportation as dynamic & visual manifestation of tourism. History of different modes Of transportation. Landmarks in the development of transport sector and factors affecting the development of different modes of transport.

Unit- II

Airlines & tourism: history of airlines' in India, Role and contribution of Airlines section in growth of tourism promotion. Infrastructural basis of airlines in India, Recent policies regarding airlines, problems of airlines business.

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Unit- III

Surface transport & tourism: Growth and development of surface transport in India, importance of surface transportation. Infrastructural basis for surface transport. Coaches' & car rental system in India, Problems faced by surface transport sector, Role and contribution of NHAI.

Unit- IV

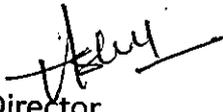
Railway & tourism: history & present status of Indian railway. Zonal distribution, infrastructural basis of Indian Railway, Role of Indian railway in tourism promotion. Special trains & packages for tourists. Problems faced by Indian railway. Water transport: history & present status of water transport Waterways of India. Types of water transport: Ocean liners, Cruise liners, ferries, hovercraft, river and canal boats and fly cruise.

Suggested Readings:

- JagmohanNegi – Travel Agency and Tour Operations.
- Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text
- Bhatia, A.K., - International Tourism
- Seth, P.N., (1999) Successful Tourism Management (Vol 1 &2)
- www.indianrailways.gov.in
- www.irctc.co.in
- www.dorth.gov.in
- www.morth.nic.in

Instructions for External Examiner:

The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.


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TOURISM & HOSPITALITY RESEARCH

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

The course seeks to develop the following capabilities:

1. The ability to understand and integrate research methodologies and their appropriateness to particular issues faced by tourism organizations
2. The ability to identify research questions relevant to the tourism industry
3. The ability to critically evaluate research undertaken by others and determine its relevance and value
4. The ability to present research findings in relevant and innovative ways to suit a particular audience

Learning Outcomes

As a result of undertaking this course, a student should be better able to:

1. Design a research project encapsulating the conceptual and practical aspects of research
2. Refine research design to meet the objectives and purpose of the project
3. Develop research instruments appropriate to research design
4. Write up a formal research report

Unit-I

Research: meaning, characteristics, types and relevance of research; trend and challenges with special reference to tourism and hotel business. Research process. Identification and formulation of research problem. Research methodology: meaning and procedural guidelines. Literature review – Meaning, Importance and sources of literature

Unit-II

Research design- Meaning of research design; need for research design; features of a good Research design; different research designs. Sampling design: the concept of sampling; Aims of sampling, census versus sample survey; steps in sampling design; characteristics of a good sample design; criteria for selecting a sampling procedure; sampling techniques/methods: probability sampling and non-probability sampling.

Unit-III

Measurement and scaling techniques- Measurement in research; sources of Error in measurement; test of sound measurement; technique of developing measurement tools; measurement scales; meaning of scaling; bases of scales- classification, importance; scaling techniques-rating and ranking; types of scales. Collection of Data- nature, sources of data; methods of data collection.

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Unit-IV

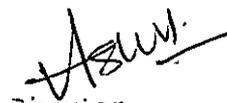
Processing of data: Classification and Tabulation, Interpretation of data Report writing-meaning functions; types of research report; significance of report writing report.

Suggested Reading:

- Research Methodology (Pearson Publication) by Ranjit Kumar
- Management Research Methodology (Pearson Publication) by Krishnaswamy, Sivakumar & Mathirajan
- Business Research Methods (Tata McGraw Hill Publication) by Cooper & Schindler
- Research Methodology (New Age Publishers) by C.R. Kothari
- Methods in Social Research (Surjeet Publications) by William J. Goode & Paul K. Hatt

Instructions for External Examiner:

The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.



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SEMESTER-IV

25ITM 204DS01

TOURISM PLANNING & SUSTAINABLE TOURISM

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. Understand the concept of tourism policy planning including institutional frameworks and the roles of government, public, and private sectors.
2. Explore national tourism policy administration focusing on policy-making bodies, processes, and key historical committees and reports.
3. Grasp the principles of sustainable tourism development and the dimensions of social, economic, and environmental sustainability.
4. Investigate approaches to sustainable tourism such as eco-tourism, global initiatives, responsible tourism, and eco-friendly practices.

Learning Outcomes

After Completing this course the students will be able to:

1. Comprehensive understanding of tourism policy planning and the roles of various sectors in policy formulation.
2. Knowledge of national tourism policy administration and historical committees and reports shaping tourism policy.
3. Awareness of sustainable tourism development and its dimensions, including global warming and climate change impacts.
4. Ability to analyze sustainable tourism approaches including eco-tourism, global initiatives, and eco-friendly practices.

Unit I: Concept of Tourism Policy Planning

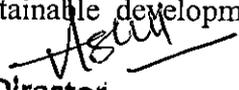
Institutional framework and the principal lines of public tourism policy; The role of gov. public and private sector in formulation of tourism policy; Roles of international, national, state and local tourism organizations in carrying out tourism policies.

Unit II: National Administration and Tourism Policy

Policy making bodies and its process at national levels; Outline of L.K.Jha Committee (Ad-hoc Committee) - 1963, National Tourism Policy -1982, National Committee Report-1998, National Action Plan on Tourism – 1992, 2002

Unit III: Sustainable Tourism Development

Background, concept and definition; Dimensions of sustainability- social, economic, environmental; Global warming and sustainable development; Sustainability and climate


Director

change issues in tourism ; Benefits and issues of Sustainable tourism development; World Conference on Sustainable Tourism; Sustainable tourism planning-principles, basic concept in Sustainable design

Unit IV: Approaches to Sustainable Tourism

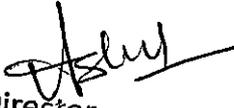
Eco-tourism; Global initiative for sustainable tourism development; Responsible tourism; Eco- friendly practices and energy waste management; Benefits of sustainable tourism development

Suggestive Readings:

1. Tourism Policy and Planning: Yesterday, Today, and Tomorrow by David L. Edgell Sr. et al., Routledge, 2008
2. Tourism: Principles and Practice by John Fletcher et al., Pearson, 2017
3. Sustainable Tourism: A Global Perspective by Rob Harris et al., Routledge, 2002
4. Tourism Planning: Policies, Processes and Relationships by Colin Michael Hall, Pearson, 2008
5. Managing Sustainable Tourism: A Legacy, for the Future by David L. Edgell Sr., Routledge, 2016

Instructions for External Examiner:

The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.


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TOURISM PRODUCT OF WORLD

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. Identify key tourist destinations in Asia and the Pacific including Singapore, Malaysia, Thailand, Hong Kong, China, Australia, and New Zealand.
2. Explore significant destinations in the Middle East and Africa such as UAE, South Africa, Tanzania, Kenya, Turkey, and Mauritius.
3. Understand prominent tourist spots in Europe including the UK, France, Germany, Italy, Switzerland, Austria, Belgium, and the Netherlands.
4. Analyze major tourist attractions in the Americas like the Eastern and Western parts of the USA, Canada, Brazil, and Mexico.

Learning Outcomes

1. Comprehensive knowledge of Asia and Pacific destinations and their key tourist attractions.
2. Understanding of Middle East and Africa destinations and their cultural and tourist attractions.
3. Familiarity with European tourist destinations and their significant tourist spots.
4. Ability to analyze tourist attractions in the Americas and assess major destinations

Unit-I

Major Destinations of Asia and Pacific Regions: Singapore, Malaysia, Thailand, Hong Kong, China, Australia and New Zealand

Unit-II

Major Destinations of Middle East & Africa Regions: UAE, South Africa, Tanzania, Kenya, Turkey, Mauritius

Unit-III

Major Destinations of Europe Region: UK, France, Germany, Italy, Switzerland, Austria, Belgium, Netherlands

Unit-IV

Major Destinations of America Region: Eastern Part of USA, Western Part of USA, Canada, Brazil, Mexico

Suggested Readings:

- World Atlas, Oxford Press
- Tour Brochures of related places
- Lonely Planet of related destinations



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👁 Websites of related destinations

Instructions for External Examiner:

The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.



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FIELD TOUR-III

Evaluation: External (Report & Viva Voce) - 70 Marks, Internal - 30 Marks

Credits: 04

This course aims to provide students with practical exposure to different tourism destinations, equipping them with the skills and knowledge necessary to excel in the tourism industry.

Course Outcomes (COs):

- **CO1:** Enable students to gain in-depth understanding and firsthand experience of a different Destination/Event/Travel Company, enhancing their practical knowledge.
- **CO2:** Assist students in envisioning their career paths within the tourism and travel industry, providing them with real-world insights and experiences.
- **CO3:** Develop students' skills in creating comprehensive itineraries, including accurate costing and budgeting for travel plans.
- **CO4:** Enhance students' understanding of the operational and cultural aspects of destinations/events, including the dos and don'ts, ensuring better preparation for their future roles.

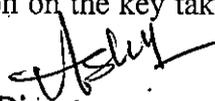
Field Tour Overview:

Students will participate in a field tour to cover selected destinations from Haryana, Himachal, Punjab, Uttarakhand, Rajasthan, Uttar Pradesh, Chandigarh and Delhi, broadening their exposure to diverse tourism environments. The Institute/Department/College will decide and arrange the tour through DSW/Director/Principal, with two faculty members and/or Research Scholars (M/F) accompanying the students. The costs shall be borne by the students. Upon completion of the tour, students will submit a detailed report, which will be evaluated by an external examiner, followed by a viva voce examination. Students will also promote their experiences on various social media platforms, tagging the destinations and supporting the National Tourism Youth Club M.D University Chapter.

Field Tour Report Requirements:

The Field Tour Report should include the following sections:

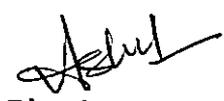
- **Detailed Tour Itinerary:** A comprehensive itinerary outlining the schedule and activities undertaken during the tour.
- **Brief about the Destination:** An overview of the destination, including historical, cultural, and geographical information.
- **Various Attractions of the Destination:** Description of the main attractions, landmarks, and points of interest visited.
- **Costing Details:** Detailed breakdown of the costs involved in the tour, including transportation, accommodation, meals, and other expenses.
- **USP of the Destination:** Identification of the unique selling points (USPs) that make the destination attractive to tourists.
- **Learning from the Visit:** Reflection on the key takeaways and lessons learned from the tour experience.


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Report Preparation Guidelines:

- All reports should be typed in **Times New Roman**.
- **Headings:** 14 points, bold.
- **Main Body:** 12 points, justified.



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25ITM 204DS04

TOUR GUIDING ESSENTIALS

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning objective:

1. This course has been designed to inculcate among students tour guiding & escorting skills and prepare them to offer best services to tourists- our honored guests.
2. Identify guide and escort
3. Explain the responsibilities of a guide and an escort
4. Discuss the skills and techniques to be a successful guide

Learning outcomes

After completing the course the students will be able to:

- 1: Understand the various concepts related to tours and tour guiding, tour guiding as an emerging business and role and importance of hygiene in conducting operations as a tour guide.
- 2: Various techniques used by the tour operators during conduct of the tours and how can he emerge as a leader in the process.
- 3: Understand the social responsibilities and their importance in various tour operations.
- 4: Understand the various procedures to be carried out for conducting successful tour, planning and organizing of tours.

Unit I

The tour Guide- Meaning and importance, early history, public perception, the business of guiding, organizing a guiding business

Unit II

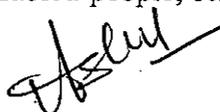
The guiding techniques- leadership and social skills, presentation and speaking skills, The guide's personality, moments of truth, the seven sins of guide, the service cycle, working with different age groups, working under difficult circumstances

Unit III

The role of guide and interpretation: Are guiding and interpretation synonymous? Creating memorable interpretations, Interpreting different themes- nature, history, art, architecture and incidental interpretations, Responsibilities to locals and society.

Unit IV

Conducting tours: Pre tour planning, modes of transportation, types of tours, traveler with special needs, guidelines for working with disabled people, relationship with fellow guides, motor / car operators and companies.


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Suggested Readings:

- Chowdhary, N.. (2013) Handbook for Tour Guides. New Delhi: Matrix Publishers.
- Rabotic, B. (2010). Professional tourist guiding: The importance of interpretation for tourist experiences. In 20th Biennial International Congress: New Trends in Tourism and Hotel Management, 06-08.
- Weiler, B., & Ham, S. H. (2001). Tour guides and interpretation. Encyclopedia of Ecotourism, 549-563.
- Branislav, R. (2010). Professional tour guiding: The importance of interpretation for tourist experiences. Tourism & Hospitality Management.
- Weiler, B., & Ham, S. H. (2002). Tour guide training: A model for sustainable capacity building in developing countries. Journal of Sustainable Tourism, 10(1), 52-69.
- Pond, K. L. (1993). The professional guide: Dynamics of tour guiding. New York USA: Van•Nostrand Reinhold Company.
- Prakash, M., & Chowdhary, N. (2010). What are we training tour guides for India? Turizam, 14(2), 53-65

Instructions for External Examiner:

The question paper shall be divided in two sections. Section A shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.



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TOURISM & HOSPITALITY MARKETING

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives:

1. To make the students understand the basic concepts, philosophies and evolution of marketing and also acquaint them with service marketing.
2. To make them analyze the various environmental factors which affect the consumer buying behavior and the buyer decision making process of travelers in Tourism Industry.
3. To enable the students understand the p's of marketing product, place and price.
4. To acquaint them with the marketing communication mix with a special reference to socially responsible marketing communication.

Learning Outcomes:

After the completion of the course students will be able to:

1. To understand what service marketing is and how the present marketing management philosophy evolved.
2. Apply the knowledge regarding various environmental factors which affect the buying decisions of guests in Hospitality and Tourism Industry.
3. Gain the knowledge about the various p's and major strategies and decisions regarding these p's of marketing in Hospitality and Tourism industry.
4. Understand the various ways of communicating with the customers and also the role of socially responsible marketing communication in Hospitality and Tourism Industry.

Unit I

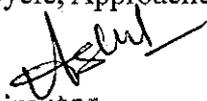
Introduction to Marketing: Needs, Wants and Demands; Products and Services; Markets; Marketing; The Production Concept, The Product Concept, The Selling Concept, The Marketing Concept, The Societal Marketing Concept; The Marketing Process, Service Characteristic of Hospitality and Tourism Business.

Unit II

Marketing Environment, Consumer Markets and Consumer Buyer Behavior: Micro and Macro Environment, Characteristics, Factors Affecting Consumer Behaviour, Buying Decision Behaviour, The Buyer Decision Process.

Unit III

Distribution Channels, Product Pricing and Services Strategy: Nature and Importance of Distribution System, Marketing Intermediaries, What is Product, Product Classification, Individual Product Decisions, Product Life Cycle, Approaches to hospitality service pricing.


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Unit IV

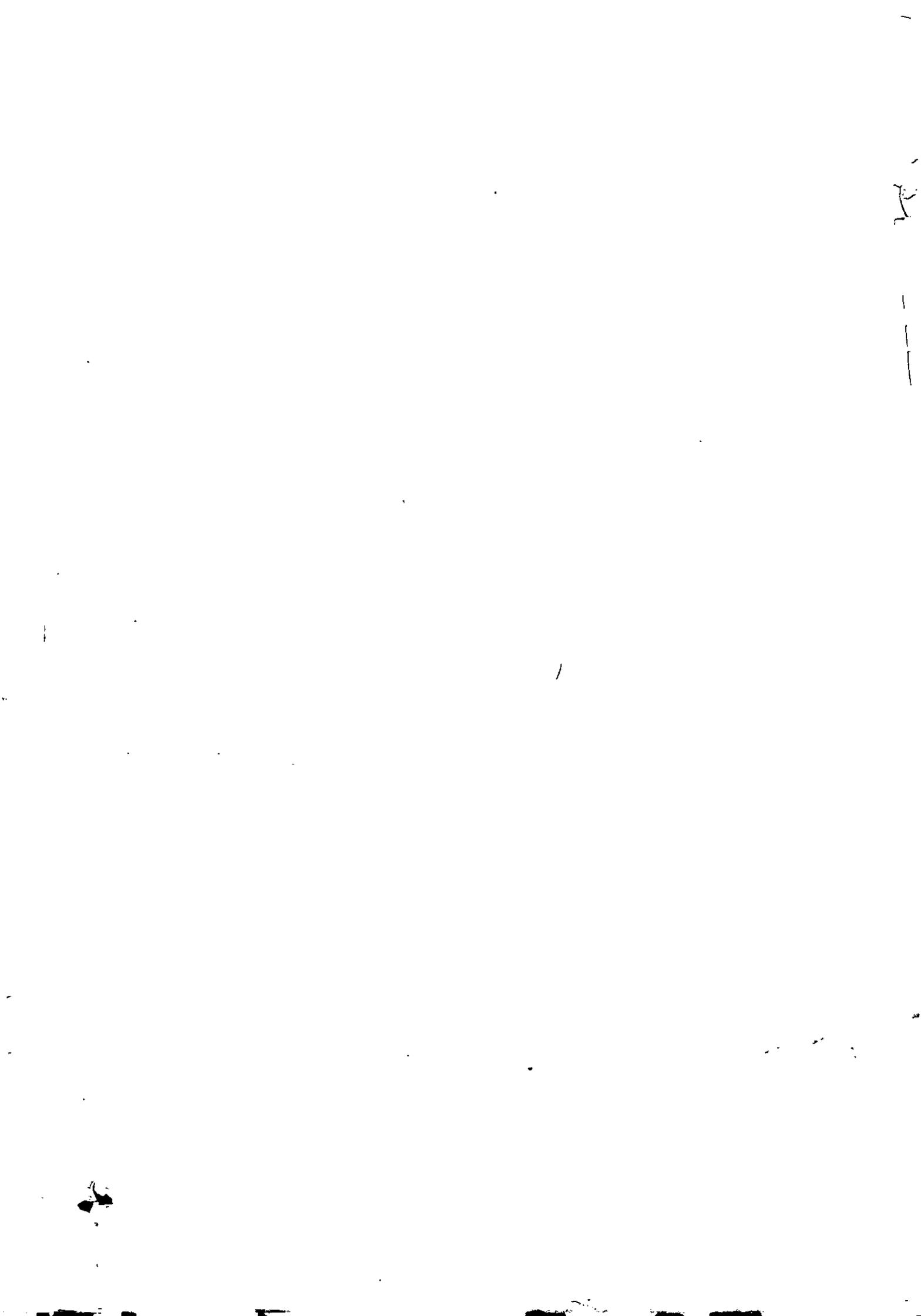
Public Relations, Sales Promotions and Integrated Marketing Communication: The Marketing Communications Mix, The Changing Face of Marketing Communications, Integrated Marketing Communications, Socially Responsible Marketing Communication, Advertising, Sales Promotion, Public Relations, The Public Relation Process, Personnel Selling, Direct Marketing.

Suggested Readings:

- Services Marketing – Ravishankar
- Services Marketing – Zeital Valerire – A and Mary Jo Baiter Publisher: McGraw Hill
- Service Marketing - Wood ruffe Helen Publisher Macmillan
- Foundation and Practices Marketing of Services – Strategies for Success, Harsh V.Verma, Professional Manager's Library, Global Business Press
- Marketing Management, Philip Kotler, Prentice – Hall of India, New Delhi
- Hospitality & Travel Marketing, Alastair M. Morrison
- Strategic Hotel and Motel Marketing – Hart & Troy
- Marketing for Hospitality Industry – Robert
- Marketing Management in South Asian Perspective, Kotler, Philip, Kevin Keller, A.Koshy and M.Jha,- Pearson Education, New Delhi
- Marketing – Kerin, Hartley, Berkowitz and Rudeliu, TMH, New Delhi



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**INSTITUTE OF HOTEL & TOURISM MANAGEMENT
MAHARSHI DAYANAND UNIVERSITY, ROHTAK**

AG 2752
10/9/24

No.: -IHTM/2024/ 8516

Date: 10.09.2024

To

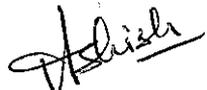
A.R. (Academic Branch)

MDU, Rohtak

Subject: Minutes of UGBOS held on 09.09.2024 along with copy of Scheme and Syllabus of examination of BTM (2023-24, 2nd year onwards) as per NEP 2020.

Sir

Please find enclosed Minutes of UGBOS held on 09.09.2024 along with copy of Scheme and Syllabus of examination of BTM (2023-24, 2nd year onwards) as per NEP 2020 with this letter.


Director-IHTM
Inst. of Hotel & Tourism Management
M.D. University, Rohtak-Haryana

Encl: As above

**INSTITUTE OF HOTEL & TOURISM MANAGEMENT
MAHARSHI DAYANAND UNIVERSITY ROHTAK**

**Proceeding of the Under Graduate Board of Studies (UGBOS) in Hotel & Tourism Management held
on 09.09.2024 at 10:00 AM**

The following members were present:-

- | | |
|--------------------------|----------------|
| 1. Prof. Ashish Dahiya | Chairman |
| 2. Prof. Sandeep Malik | Member |
| 3. Dr. Goldi Puri | Member |
| 4. Dr. Anoop Kumar | Member |
| 5. Prof. Kamna Sachdeava | Outside Expert |

ITEM NO 1:

The minutes of previous UGBOS held on 07.12.2023 and the approvals obtain via circulation were reported and confirmed.

ITEM NO 2:

(2023-24) for second year onwards

The approval for syllabus and scheme of BTM as per NEP obtained by circulation and the Director was authorized to incorporate changes if any in view of IQAC/ Centre for Curriculum Design and Development/University in accordance with NEP 2020, the same was ratified.

ITEM NO 3:

The board approved the scheme and syllabus of certificate course in Food Truck.

The meeting ended with a vote of thanks to the chair.

(ASHISH DAHIYA)

(SANDEEP MALIK)

9/9/2024

(GOLDI PURI)

(ANOOP KUMAR)

9/9/2024

(KAMNA SACHDEVA)

MAHARSHI DAYANAND UNIVERSITY, ROHTAK

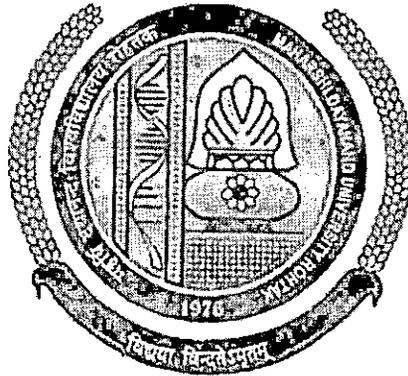
BACHELOR OF TOURISM AND TRAVEL MANAGEMENT

(BTTM) – 4YEARS

PROGRAMME STRUCTURE & DETAILED SYLLABUS

Under NEP 2020

w.e.f SESSION 2023-24



Director
Director,
Institute of Hotel & Tourism
M.D. University, ROHTAK 1

PROGRAMME SPECIFIC OUTCOMES

The programme specific outcomes of four years (Eight Semester) BTTM programme are as follows:

PSO 1:	Students will develop a comprehensive understanding of Tourism and Hospitality, including a deep knowledge of Haryana's unique culture and cuisine. Students will also acquire essential computer skills require in various fields of tourism operations.
PSO 2:	Students will specialize in Travel Agency & Tour Operations, gaining expertise in Adventure Tourism. They will also acquire essential skills require for Tour Guiding and Escorting.
PSO 3:	Students will delve into the world of Tourism Geography, gaining insights into India's natural, religious, cultural, and heritage tourism products. Additionally, students will acquire essential accounting skills tailored for the tourism industry.
PSO 4:	Students will specialize in Special Interest Tourism, gaining in-depth knowledge of Cultural Tourism in India. They will also develop expertise in Travel Documentation, understand the principles and practices of Management, and become proficient in Airlines Ticketing.
PSO 5:	Students will engage in a valuable internship, gaining hands-on experience in the tourism industry. They will also develop a deep understanding of Tourism Policy in India, explore Transport Management, discover Major Destinations of the World, and acquire skills in Human Resource Management. Additionally, students will specialize in Tour Packaging and Itinerary Preparation, preparing them for successful careers in the dynamic field of tourism and travel management.
PSO 6:	Students will specialize in Hotel & Resort Management, gaining expertise in this vital sector of the industry. They will also explore the principles of Sustainable Tourism, delve into Major Destinations of the World, and acquire skills in Tourism Marketing. Moreover, students will harness the power of Digital Tools for success in the modern tourism landscape.
PSO 7:	Students will specialize in the art of Itinerary Planning and tour Packaging, mastering the craft of creating memorable journeys. They will also gain valuable expertise in Event Management, explore the eco-friendly aspects of Eco-Tourism, become proficient in airline ticketing, and gain insights into Tourist Behavior.
PSO 8:	Students will specialize in Tourism Operations, gaining practical knowledge of the inner workings of the tourism industry. They will also stay ahead of the curve by exploring Emerging Trends in Tourism; becoming wildlife enthusiasts with Wildlife Tourism, and championing Responsible Tourism practices.


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BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTTM)								
Semester	Discipline-Specific Courses (DSC)-Major		Minor(MIC)/Vocational (VOC)	Multidisciplinary courses (MDC)	Ability Enhancement courses (AEC)	Skill Enhancement Courses (SEC)/Internship/Dissertation	Value Added Courses (VAC)	Total Credits
	✓23 BTM 401 DS01	✓23 BTM 401 DS02						
I	Foundations of Tourism and Hospitality @ 4 credits	✓Maryana Tourism: Culture, Cuisine & Customs @ 4 credits	Choose from the Central Pool of the University @ 4 credits	Choose from the Central Pool of the University @ 3 credits	Choose from the Central Pool of the University @ 2 credits	23 BTM 401SE01 Computer Application in Tourism @ 3 credits	Choose from the Central Pool of the University @ 2 credits	22

Minor(MIC)/Vocational (VOC)(Offered by IHTM for other UTDs)Fundamentals of Tourism (23 HTM401MI01)

Multidisciplinary courses (MDC)(Offered by IHTM for other UTDs)Food & Culinary Tourism Treasures of India (23 HTMX01MD01)

Semester	Discipline-Specific Courses (DSC)-Major		Minor(MIC)/Vocational (VOC)	Multidisciplinary courses (MDC)	Ability Enhancement courses (AEC)	Skill Enhancement Courses (SEC)/Internship/Dissertation	Value Added Courses (VAC)	Total Credits
	✓23 BTM 402 DS01	✓23 BTM 402 DS02						
II	✓Travel Agency & Tour Operations @ 4 credits	✓Adventure Tourism @ 4 credits	Choose from the Central Pool of the University @ 4 credits	Choose from the Central Pool of the University @ 3 credits	Choose from the Central Pool of the University @ 2 credits	✓23 BTM 402SE01 Tour Guiding Skills @ 3 credits	Choose from the Central Pool of the University @ 2 credits	22

Minor(MIC)/Vocational (VOC)(Offered by IHTM for other UTDs)Natural Tourism Treasures of India (23 HTM402MI01)

Multidisciplinary courses (MDC)(Offered by IHTM for other UTDs)Tourism & Hospitality: An Introduction (23 HTMX02MD01)

Students may avail multiple entry & exit options in view of Ordinance of Curriculum and Credit Framework for Undergraduate Programmes (CCFUGP) under NEP 2020 of the University

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M.D. University, Rohtak-Haryana

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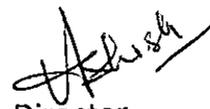
Semester	Discipline-Specific Courses (DSC)-Major			Minor(MIC)/Vocational (VOC)	Multidisciplinary courses (MDC)	Ability Enhancement courses (AEC)	Skill Enhancement Courses (SEC)/Internship/Dissertation	Value Added Courses (VAC)	Total Credits
III	✓ 24 BTM 403 DS01	✓ 24 BTM 403 DS02	✓ 24 BTM 403 DS03				24 BTM 403SE01	----	24
	✓ Tourism Geography @ 4 credits	✓ Tourism Products of India (Natural) @ 4 credits	✓ Tourism Products of India (Religious) @ 4 credits	Choose from the Central Pool of the University @ 4 credits	Choose from the Central Pool of the University @ 3 credits	Choose from the Central Pool of the University @ 2 credits	Accounting Skills for Tourism @ 3 credits		

Minor(MIC)/Vocational (VOC)(Offered by IHTM for other UTDs) Cultural & Heritage Tourism Treasures of India (24 HTM403MI01)

Multidisciplinary courses (MDC)(Offered by IHTM for other UTDs) Unveiling Incredible India: A Journey into Tourism and Hospitality (24 HTMX03MD01)

Semester	Discipline-Specific Courses (DSC)-Major				Minor(MIC)/Vocational (VOC)	Multidisciplinary courses (MDC)	Ability Enhancement courses (AEC)	Skill Enhancement Courses (SEC)/Internship/Dissertation	Value Added Courses (VAC)	Total Credits
IV	✓ 24 BTM 404 DS01	24 BTM 404 DS02	✓ 24 BTM 404 DS03	✓ 24 BTM 404 DS04	✓ 24 HTM404MV 01	----		----		24
	✓ Special Interest Tourism @ 4 credits	Tourism Products of India (Cultural) @ 4 credits	✓ Travel Documentation @ 4 credits	✓ Management: Principles & Practices @ 4 credits	✓ Airlines Ticketing @ 4 credits		Choose from the Central Pool of the University @ 2 credits		Choose from the Central Pool @ 2 credits	

Students may avail multiple entry & exit options in view of Ordinance of Curriculum and Credit Framework for Undergraduate Programmes (CCFUGP) under NEP 2020 of the University



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Semester	Discipline-Specific Courses (DSC)-Major				Minor(MIC) /Vocational (VOC)	Multidisciplinary courses (MDC)	Ability Enhancement courses (AEC)	Skill Enhancement Courses (SEC)/Internship/Dissertation	Value Added Courses (VAC)	Total Credits
	25 BTM 405 DS01	25 BTM 405 DS02	25 BTM 405 DS03	25 BTM 405 DS04						
V	Tourism Policy of India	Transport Management	Major Destinations of the World-I	Human Resource Management	25 HTM405MV 01	---	---	25BTM405IN01 Internship	---	24
	@ 4 credits	@ 4 credits	@ 4 credits	@ 4 credits	Tour Packaging & Itinerary Preparation @ 4 credits		@ 4 credits			

Semester	Discipline-Specific Courses (DSC)-Major				Minor(MIC) /Vocational (VOC)	Multidisciplinary courses (MDC)	Ability Enhancement courses (AEC)	Skill Enhancement Courses (SEC)/Internship/Dissertation	Value Added Courses (VAC)	Total Credits
	25 BTM 406 DS01	25 BTM 406 DS02	25 BTM 406 DS03	25 BTM 406 DS04						
VI	Hotel & Resort Management	Sustainable Tourism	Major Destinations of the World-II	Tourism Marketing	25 HTM406MV 01	---	---	---	---	20
	@ 4 credits	@ 4 credits	@ 4 credits	@ 4 credits	Digital Tools in Tourism for success @ 4 credits					

Students may avail multiple entry & exit options in view of Ordinance of Curriculum and Credit Framework for Undergraduate Programmes (CCFUGP) under NEP 2020 of the University

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Semester	Discipline-Specific Courses (DSC)-Major					Minor(MIC)/ Vocational (VOC)	Multidisciplinary courses (MDC)	Ability Enhancement courses (AEC)	Skill Enhancement Courses (SEC)/Internship/Dissertation	Value Added Courses (VAC)	Total Credits
	26 BTM 407 DS01	26 BTM 407 DS02	26 BTM 407 DS03	26BTM 407 DS04	26 BTM 407 DS05						
VII	Itinerary Planning & Tour Packaging	Event Management	Eco Tourism	Airlines Ticketing	Tourist Behavior	Choose from the Central Pool of the University	---	---	---	---	24
	@ 4 credits	@ 4 credits	@ 4 credits	@ 4 credits	@ 4 credits						

Minor(MIC)/Vocational (VOC)(Offered by IHTM for other UTDs)Food & Culinary Tourism Treasures of India (26 HTM407MI01)

Semester	Discipline-Specific Courses (DSC)-Major					Minor (MIC) /Vocational (VOC)	Multidisciplinary courses (MDC)	Ability Enhancement courses (AEC)	Skill Enhancement Courses (SEC) /Internship/ Dissertation	Value Added Courses (VAC)	Total Credits
	26BTM 408 DS01	26 BTM 408 DS02	26 BTM 408 DS03	26 BTM 408 DS04	26 BTM 408 DS05						
VIII (4yr UG Hon.)	Tourism Operations	Emerging Trends in Tourism	Wildlife Tourism	Responsible Tourism	Food of India	Choose from the Central Pool of the University	---	---	---	---	24
	@ 4 credits	@ 4 credits	@ 4 credits	@ 4 credits	@ 4 credits						

Minor(MIC)/Vocational (VOC)(Offered by IHTM for other UTDs)Travel Documentation (26HTM408MI01)

Students may avail multiple entry & exit options in view of Ordinance of Curriculum and Credit Framework for Undergraduate Programmes (CCFUGP) under NEP 2020 of the University

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Semester	Discipline-Specific Courses (DSC)-Major		Minor(MIC)/Vocational (VOC)	Multidisciplinary courses (MDC)	Ability Enhancement courses (AEC)	Skill Enhancement Courses (SEC)/Internship/Dissertation	Value Added Courses (VAC)	Total Credits
	26BTM 408 DS06	26BTM 408 DS07	26 HTM 408MI02	---	---	26BTM408PD01	---	
VIII (4yr UG Hon. With Research)	Research Methodology @ 4 credits	Quantitative and Applied Techniques @ 4 credits	Travel Documentation @ 4 credits			Research project/Dissertation @12 credits		24

Students may avail multiple entry & exit options in view of Ordinance of Curriculum and Credit Framework for Undergraduate Programmes (CCFUGP) under NEP 2020 of the University

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Semester I

23BTM 401DS01 ✓

FOUNDATIONS OF TOURISM & HOSPITALITY ✓

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. This course aims at creating a basic understanding on the nature of Tourism business, meaning, type, elements and component of tourism
2. To enable the students to understand the growth and development of tourism and various factors which are influencing it
3. To develop the understanding regarding impacts on various aspects of life along with different service providers which are very important for the growth of tourism
4. To help students get acquainted with problems and prospects of tourism in future.

Learning Outcomes

After the completion of the course the students will be able to:

1. Describe the history and structure of travel and hospitality industry
2. Appraise the positive and negative impacts of tourism destination development
3. Analyze arrange of tourist needs and motivations to travel
4. Discuss the development and distribution of tourism products

Unit I : Introduction to Tourism

Meaning, definition, characteristics and Types of Tourism, History of Tourism through ages, components of Tourism, Tourism as an industry.

Unit II : History & Impacts of Tourism

Travel Motivation, Pull and Push Forces in Tourism, Transportation: types and relevance in tourism, Accommodation: types and relevance in Tourism, Concept of Tourism Chain: Vertical and Horizontal integration in Tourism chain.

Unit III : Tourism Organizations

Tourism Organizations: Origin, Organization and Function of WTO, IATA as International Organizations while TAAI, IATO and ITDC as Domestic Organizations

Unit IV : Various Terms related to Tourism

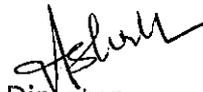
Explaining of the terms- Tours, Tourist, and Visitor, traveller, Excursionist, Resource, Attraction, W.T.O. classification of Tourists and its significance. Problem and Prospects of Tourism

A. K. Singh

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Suggested Readings:

- Anand, M.M., Tourism and hotel Industry in India, Prentice Hall, New Delhi, 1976
- Bhatia, A. K., International Tourism, Sterling Publishers, New Delhi
- Bhatia, A. K., Tourism development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi
- McIntosh, Robert, W. Goldner, Charles, Tourism: Principles, Practices and Philosophies, John Wiley and Sons Inc. New York, 1990 (9th edition)
- Mill, Robert Christie and Alastair M. Morrison, The Tourism System, Englewood Cliffs, N.J., Prentice Hall, 1985
- Negi, J.M.S., Tourism and Travel- Concepts and principles, Gitanjali Publishing House, New Delhi, 1990
- Robinson, H.A., Geography of Tourism, Me Donald and Evans, London, 1976



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✓ 23BTM 401DS02

✓ **HARYANA TOURISM, CULTURE, CUISINE & CUSTOMS**

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives:

1. To gain a comprehensive understanding of Haryana's geography, history, culture, and various forms of tourism.
2. To delve into Haryana's cultural tourism potential, including its people, traditions, and tourism resources.
3. To learn about Haryana's transportation and accommodation sector, and gain knowledge about traditional cuisine.
4. To familiarize with Haryana's tourism policy, hospitality education, and key tourist attractions.

Learning Outcomes:

1. Upon completion, students will be able to articulate an understanding of Haryana's history, culture, and various forms of tourism.
2. Students will be able to discuss and analyze Haryana's cultural tourism resources and potential.
3. Students will be able to explain Haryana's transportation, accommodation options, and traditional cuisine.
4. Students will be able to evaluate Haryana's tourism policy, hospitality education, and identify key tourist attractions.

Unit I: Introduction & Overview of Haryana

- **Geographical & Historical Background:** Dive into the geographical features and historical roots of Haryana.
- **Administrative Divisions & Cultural Zones:** Explore the administrative structure and cultural diversity within the state.
- **Prominent Personalities:** Learn about influential figures from Haryana and their contribution to tourism.
- **Haryana Tourism:** Discover the popular forms of tourism prevalent in Haryana, such as Highway Tourism, Farm Tourism, Eco Tourism, Pilgrimage Tourism, Golf Tourism, MICE Tourism, and Sports Tourism.


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Unit II: Cultural Tourism Potential in Haryana

- **People & Traditions:** Understand the people, traditional costumes, dances, and music of Haryana.
- **Fairs & Festivals:** Learn about key cultural events, with a special focus on Surajkund Crafts Mela, Kartik & Geeta Jayanti Samaroh.
- **Tourism Resources:** Explore the state's monuments, museums, religious and pilgrimage centers like Kurukshetra, Pehowa, Jyotisar, Agroha, Pindara, Bheemeshwari Mata Beri, Mansa Devi, and Sheetla Mata.

Unit III: Transportation, Accommodation & Cuisine of Haryana

- **Transportation:** Understand the transportation network in Haryana, including highways, major railway routes, junctions, stations, and airports.
- **Accommodation:** Learn about Haryana Tourism Complexes and other major hotels like ITC Grand Bharat Gurugram, Taj Chandigarh, and The Oberoi Gurugram.
- **Cuisine:** Discover the traditional foods and culinary delights of Haryana, including popular eating joints and highway Dhabhas.

Unit IV: Tourism Policy, Education & Key Tourist Attractions of Haryana

- **Tourism Policy:** Study the tourism policy of Haryana.
- **Tourism & Hospitality Education:** Learn about Haryana's role in tourism and hospitality education, including universities, colleges, and institutes offering related programs.
- **Key Tourist Attractions:** Explore the main tourist attractions across the districts of Haryana.

Suggested Readings:

1. "Haryana: Past and Present" by Malti Malik, Publisher: Sonali Publications
2. "Haryana: Cultural Heritage Guide" by B.S. Nijjar, Publisher: Rupa Publications
3. "Traditional Indian Costumes and Textiles" by Mohinder Singh Randhawa, Publisher: Indian Council for Cultural Relations
4. "India's Railway Man: A Biography of E. Sreedharan" by Rajendra B. Aklekar (For understanding major railway junctions and routes in Haryana), Publisher: Rupa Publications
5. "Flavours of Haryana: A Food Guide" by Tarla Dalal, Publisher: Sanjay & Co/Mumbai/India



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← 380 →

✓ 28BTM 401SE01

✓ **COMPUTER APPLICATIONS IN TOURISM**

Evaluation: External - 50 Marks, Internal - 25 Marks

Duration: 3 hours

Credits: 03

Learning Objectives:

1. To understand the fundamentals of computers, including their classification, generations, capabilities, and limitations.
2. To gain knowledge about computer hardware components and their functionalities.
3. To comprehend various types of software and their applications, with an emphasis on MS Office tools.
4. To examine the role of Internet and Information & Communication Technology (ICT) in the tourism and hospitality industry, including an analysis of successful online business models.

Learning Outcomes:

Upon completion students will be able:

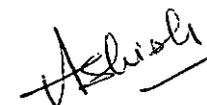
1. To explain the basics of computers, their evolution, and applications in the hospitality industry.
2. Students will be able to identify and describe the functions of various computer hardware components.
3. Students will be capable of using basic MS Office tools and understanding the differences between various types of software.
4. Students will have an understanding of how Internet and ICT contribute to the tourism industry, and will be able to analyze successful online tourism business models.

Unit I: Basics of Computers

- Introduction to computers: Classification, generations, organization, capabilities, characteristics, limitations
- Application of computers in the hospitality industry

Unit II: Understanding Computer Hardware

- Components of computers: Understanding hardware elements including input devices, storage devices, processing units, and output devices
- Comprehending the block diagram of a computer



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Unit III: Introduction to Computer Software

- Introduction to different types of software: System software, application software, utility software
- Hands-on practice with MS Office tools: Basics of MS Word, MS Excel, and MS PowerPoint
- Creation of Gmail Account (anu.bttm.24@gmail.com name. course name. batch year @gmail.com)
- Creation of class whats app groups, broadcasts, do's and don't of whats app groups.

Unit IV: Introduction to Internet and Information & Communication Technology (ICT) in Tourism

- Introduction to Internet and ICT
- Exploring how ICT can provide a competitive edge in the tourism industry
- Understanding successful online tourist business models and an overview of tourism websites
- Discussing online tourism services and benefits
- Analyzing the role of IT in tourism through case studies of IRCTC, MakeMyTrip.com, Yatra.com, TripAdvisor.com, etc.

Suggested Readings:

1. "Introduction to Computers" by Leon & Lion, Publisher: Vikas Publishing House, New Delhi
2. "Computer Concepts" (7th Edition) by June Jamrich Parsons, Publisher: Thomson Learning, Bombay
3. "Strategic Management and Information Systems" by Wendy Robson, Publisher: Pitman Publishers
4. "Computer Networks and Internet" by Douglas E. Comer (4th Edition), Publisher: Pearson Education
5. "Data Communications and Computer Networks" by Curt M. White, Publisher: Thomson Learning, Bombay



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Semester-II

23BTM 402DS01

Travel Agency and Tour Operation

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives:

1. To help students understand the meaning, concept, and significance of travel agency and tour operation business, as well as the historical growth and development of the industry.
2. To enable students to understand the organizational structure of travel agency and tour operator companies, and to familiarize them with career prospects in various departments.
3. To provide students with the knowledge necessary to start their own business in the field of travel and tourism.
4. To develop an understanding of tour package and itinerary preparation.

Learning Outcomes:

Upon completion of this course, students will be able to:

1. Understand the operation of travel and tourism and its association with various other fields of tourism.
2. Acquire the skills necessary to professionally fit into the organizational setup of travel and tourism agencies.
3. Develop the competencies necessary to start their own business in the fields of travel and tourism.
4. Apply the knowledge pertaining to the role of various associations in promoting travel and tourism business.

Unit I: Introduction to Travel Agency

- History, growth, definition, types, and present status of travel agencies
- Organizational structure and working of travel agencies
- Differentiation between travel agencies and tour operation businesses
- Process for approval of travel agencies in India

Unit II: The Role of Travel Agents

- Definition, types, rights, and duties of travel agents



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- Functions: Understanding the function of travel agencies, providing travel information and counseling to tourists, itinerary preparation, travel retailing, and operations, preparation of tour packages
- Sources of income: Commission, service charges, and mark-up on tours

Unit III: Introduction to Tour Operators

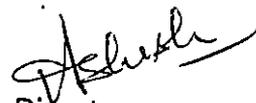
- Types of tour operators, rules for recognition of tour operators, role of tour operators
- Functions: Market research and tour package formulation, assembling, processing, and disseminating information on destinations, liaison with principles, preparation of itineraries, tour operations, and post-tour management
- Practical exercise and basic requirements in setting up a travel agency and tour operation unit

Unit IV: Tour Package Management

- Concept, nature, features, and methods of tour package management
- Types of tours, tour package pricing – nature, need, and determination
- Formulation, printing, and distribution of tour package brochure
- Itinerary planning, costing, and communicating with clients and principles

Suggested Readings:

1. "The Business of Tourism" by Holloway J.C., Publisher: Mac Donald and Evans
2. "Manual of Travel Agency Practice" by Gwenda Syratt, Publisher: Butterworth Heinemann, London
3. "Guide to Starting and Operating Successful Travel Agency" by Laurence Stevens, Publisher: Delmar Publishers Inc., New York
4. "Professional Travel Agency Management" by Chuck Gee and Y. Makens, Publisher: Prentice Hall, New York.



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✓23BTM 402DS02

✓ADVENTURE TOURISM

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives:

1. Define adventure tourism and its scope, including land-based, water-based, and air-based activities.
2. Understand and apply the basic minimum standards for adventure tourism activities.
3. Analyze the economic, social, cultural, and environmental impacts of adventure tourism.
4. Identify the equipment requirements specific to various adventure tourism activities.

Learning Outcomes:

After completing this subject, students will be able

1. To recognize and categorize different adventure tourism activities, including land-based, water-based, and air-based options.
2. To be competent in assessing adventure tourism activities against established standards, ensuring safety and quality.
3. To evaluate the multifaceted impacts of adventure tourism on economic, social, cultural, and environmental dimensions.
4. To understand about the equipment required for various adventure tourism activities and will be better prepared to address challenges and explore career opportunities in the field.

Unit I: Introduction to Adventure Tourism

Fundamental concepts of adventure tourism: definition, scope, and nature. Popular tourist destinations in India for various land-based adventure activities such as mountaineering, trekking, desert safaris, skiing, and car rallies. Various types of water-based adventure tourism activities like rafting, kayaking, canoeing, surfing, water skiing, and scuba diving. An overview of air-based adventure activities like parasailing, paragliding, ballooning, and hand gliding.

Unit II: Standards and Training in Adventure Tourism

Understanding basic minimum standards for adventure tourism-related activities with special reference to land-based, water-based, and air-based adventure tourism. Furthermore, Institutions and organizations in India that offers adventure tourism training to aspiring adventurers and professionals.



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Unit III: Impacts and Stakeholders

Impacts of adventure tourism, encompassing economic, social, cultural, and environmental dimensions. Roles played by various stakeholders in the development of adventure tourism in India, including the government, local communities, tourists, and businesses.

Unit IV: Equipment, Challenges, and Opportunities

Equipment requirements for different adventure tourism activities, such as mountaineering, trekking, canoeing, kayaking, scuba diving, parasailing, and paragliding. Challenges and issues pertinent to the adventure tourism industry, emphasizing risk management. Career prospects and job opportunities available in various sectors of the adventure tourism field.

Suggested Readings:

- Ball, S. (2012), Encyclopedia of Tourism Resources in India, New Delhi. Butterworth-Heinemann.
- Bose, S.C. (1976), Geography of the Himalayas, New Delhi. National Book Trust
- Dixit, M. (2002), Tourism Products, Lucknow. New Royal Book Co.
- Gamma, Karl. (1985), The Handbook of Skiing, London. Pelham Books
- Negi, Sharad Singh. (2002), Handbook of National Parks, Wildlife Sanctuaries, and Biosphere Reserves in India, New Delhi. Indus Publishing Co.
- Robinet Jacob. (2013), Places of Touristic Interest in India, New Delhi. Abhijeet Publications.



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✓ 23BTTM402SE01

✓ **TOUR GUIDING SKILLS**

Evaluation: External - 50 Marks, Internal - 25 Marks

Duration: 3 hours

Credits: 03

Learning objective:

1. This course has been designed to inculcate among students tour guiding & escorting skills and prepare them to offer best services to tourists- our honoured guests.
2. Identify guide and escort
3. Explain the responsibilities of a guide and an escort
4. Discuss the skills and techniques to be a successful guide

Learning outcomes

- 1: Understand the various concepts related to tours and tour guiding, tour guiding as an emerging business and role and importance of hygiene in conducting operations as a tour guide.
- 2: Various techniques used by the tour operators during conduct of the tours and how can he emerge as a leader in the process.
- 3: Understand the social responsibilities and their importance in various tour operations.
- 4: Understand the various procedures to be carried out for conducting successful tour, planning and organising of tours.

Unit I : Introduction to Tour Guide & Guiding

The tour Guide- Meaning and importance, early history, public perception, the business of guiding, organizing a guiding business.

Unit II : Tour Guiding Techniques

The guiding techniques- leadership and social skills, presentation and speaking skills, The guide's personality, moments of truth, the seven sins of guide, the service cycle, working with different age groups, working under difficult circumstances

Unit III : Role & Responsibilities of Tour Guides

The role of guide and interpretation: Are guiding and interpretation synonymous? Creating memorable interpretations, Interpreting different themes- nature, history, art, architecture and incidental interpretations, Responsibilities to locals and society.



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Unit IV: Process of Conducting Tours

Conducting tours: Pre tour planning, modes of transportation, types of tours, traveler with special needs, guidelines for working with disabled people, relationship with fellow guides, motor / car operators and companies.

Suggested Readings:

- Chowdhary, N.. (2013) Handbook for Tour Guides. New Delhi: Matrix Publishers.
- Rabotic, B. (2010). Professional tourist guiding: The importance of interpretation for tourist experiences. In 20th Biennial International Congress: New Trends in Tourism and Hotel Management, 06-08.
- Weiler, B., & Ham, S. H. (2001). Tour guides and interpretation. Encyclopedia of Ecotourism, 549-563. Branislav, R. (2010). Professional tour guiding: The importance of interpretation for tourist experiences. Tourism & Hospitality Management.
- Weiler, B., & Ham, S. H. (2002). Tour guide training: A model for sustainable capacity building in developing countries. Journal of Sustainable Tourism, 10(1), 52-69.
- Pond, K. L. (1993). The professional guide: Dynamics of tour guiding. New York USA: Van Nostrand Reinhold Company.
- Prakash, M., & Chowdhary, N. (2010). What are we training tour guides for India? Turizam, 14(2), 53-65



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✓ Semester-III

✓ 24BTM 403DS01

✓ TOURISM GEOGRAPHY

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning objective :

1. To help the students get acquainted with the fundamentals of Geography, climatic regions of world and International Date Line.
2. To enable the students to understand the relationship of geography and Tourism and to make aware the students about various Tourism Models.
3. To provide the students the first hand knowledge about Political and Physical features of World Geography
4. To develop the understanding regarding the Indian Geography including Physical and Political features of Indian Subcontinent and to enlighten them about climatic conditions prevailing in India

Learning Outcomes:

1. Student will be able to understand fundamentals of Geography, climatic regions of world and International Date Line.
2. To understand the importance and scope of geography in tourism.
3. Get awareness about the Political and Physical features of World Geography
4. Students will be able to acquire the knowledge about Physical and Political features of Indian Geography and to apply the knowledge of climatic conditions prevailing in India in designing tour itineraries.

Unit I : Introduction to Tourism Geography

Fundamentals of geography, climatic regions of the world, study of maps, Latitude, longitude, International Date Line.

Unit II :Importance of Tourism Geography

Importance of Geography in Tourism, definition, scope and contents of geography of Tourism, Tourism Models.

Unit III :Political and Physical Features of World Geography

Political and Physical features of World Geography: America, South America, Europe, Asia, Africa and Australia.



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Unit IV :Political and Physical Features of Indian Geography

Physical and Political features of Indian Subcontinent, climatic conditions prevailing in India, Some important locations prevailing in famous for international tourism.

Suggested Readings:

- Robinson, HA, 'A Geography of Tourism'
- Burton, Rosemary, 'The Geography of Travel & Tourism'
- Boniface B. and Cooper C, ' Geography of Travel and Tourism'
- Mc Donals and Evans, 'A geography of Tourism'
- Encyclopædia of World Geography
- India, Lonely Planet Publication
- Travel Information Manual, IATA, Netherland, 2006
- ATLAS
- Blue and Red OAG, IATA, Geneva, 2006
- Michael Hall, 'Geography Travel & Tourism', Routledge, London, 1999



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✓24BTM 403DS02

✓TOURISM PRODUCTS OF INDIA (NATURAL)

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives:

1. To gain a broad understanding of India's geographical, climatic, and natural features, and their impact on tourism.
2. To delve into the tourism significance of the Northern Mountain ranges, including religious, hill station, and adventure tourism.
3. To investigate the cultural, religious, and adventure tourism aspects of the deserts and central plains.
4. To comprehend the tourism relevance of the Indian Peninsula and coastal regions, including religious, cultural, and beach tourism.

Learning Outcomes:

1. Upon completion, students will be able to articulate an understanding of India's diverse geography, climate, vegetation, wildlife, and tourism appeal.
2. Students will be able to discuss and analyze the tourism significance of the Northern Mountain ranges.
3. Students will be able to explain the tourism aspects of the deserts and central plains.
4. Students will be able to evaluate the tourism relevance of the Indian Peninsula and coastal regions.

Unit I: Introduction to India

- **General Overview:** Learn about India's states, capitals, physiographic units, seasons, and climatic regions, and understand their impacts on tourism.
- **Natural Vegetation & Wildlife:** Explore the diverse vegetation and wildlife of India and its significance for wildlife tourism.
- **India: A Destination for All Reasons & Seasons:** Understand the country's appeal as a year-round destination.

Unit II: The Northern Mountains

- **Introduction to the Himalayas & Other Ranges:** Learn about the Himalayas and other mountain ranges, and their significance for religious, hill station, and adventure tourism.
- **Case Studies:** Detailed study of tourism in Srinagar, Shimla, Nainital, Darjeeling, and Gangtok.



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Unit III: The Central Plains

- **Introduction to Deserts & Central Plains:** Understand the role of deserts and central plains in cultural, religious, and adventure tourism.
- **Case Studies:** Detailed study of tourism in Amritsar, Jaipur, Delhi, Lucknow, and Kolkata.

Unit IV: The Peninsula and the Coastal Plains and Islands

- **Features of the Indian Peninsula:** Explore the general features of the Indian Peninsula and their significance for tourism.
- **Features of the Coastal Regions:** Understand the features of India's coastal regions, and their importance for religious, cultural, and beach tourism.
- **Case Studies:** Detailed study of tourism in Hyderabad, Bangalore, Ooty, Mumbai, Goa, and Andaman & Nicobar Islands.

Suggested Readings:

- "India: A Sacred Geography" by Diana L. Eck, Publisher: Harmony
- "India: A Travel Guide" by Michael Benanav, Publisher: Lonely Planet
- "Mountains of the God: Spiritual Ecology of Himalayan Region" by Trilochan Singh Josh, Publisher: Indus Publishing Company
- "The Plains of North India" by R. K. Gupta, Publisher: Concept Publishing Company
- "India's Western Coast - People's, History, Cultures" by AparnaKapadia, Publisher: Cambridge University Press

Ashish

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✓24BTM 403DS03

✓TOURISM PRODUCT OF INDIA (RELIGIOUS)

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objective:

1. To help the students get acquainted with the concept, Definition and significance of Religious Tourism and to enlighten them about problem and prospects of religious tourism in India.
2. To enable the students to understand the teachings and philosophy of Hinduism Buddhism and Jainism and to make aware the students about theoretical and methodological aspects of study of religion and tourism.
3. To provide the students the first hand knowledge about basic features and philosophy of Islam and Christianity Religion in India
4. Provide a thorough knowledge about the major religious destination of India which is very vital in Tourism development:

Learning Outcomes:

1. Students will be able to gain the knowledge of various types of relations between religion and tourism.
2. Get awareness about the Philosophy of major religion in India as well as knowledge of chosen pilgrimage traditions and their interconnection with tourism.
3. Students will have acquired the knowledge of basic feature and geographical extent of major religion in India as well as familiarize them how to study the aspect of religion – tourism nexus.
4. Students will be able to gain and apply the knowledge of various religious destinations in India and their importance for promoting tourism in India.

Unit-I

Religious Tourism: An Overview, Religious Tourism: Concept, Definition and Significance
Trends and Pattern in Religious tourism in India Problems and Prospects of Religious Tourism in India



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Unit-II

Major Religions in India – I: Hinduism (Vedic, Bhagvatism and Shaivism streams) basic features. Buddhism and Jainism: Their teachings and Philosophy

Unit III

Major Religions in India – II: Islam and Christianity in India: Basic Features and geographical Extent. Sikhism: Basic Features.

Unit-IV

Major Religious Destinations of India: Hinduism: Four Dhams i.e. Badrinath, Rameshwaram, Puri and Dwarka, Varanasi, Mathura Vrindavan, Haridwar, Vaishno Devi, Allahabad and Tirupati, Buddhism & Jainism : Bodh Gaya, Sarnath, Mount Abu, Palitana Islam, Christianity and Sikhism: Ajmer, Goa and Amritsar.

Suggested Readings:

- Abid Hussain, S. 2003 (reprint) The National Culture of India, National Book Trust, New Delhi.
- Basham, A.L., 1985 (reprint) The Wonder That Was India, Rupa % Co., New Delhi
- Hay, Stephen, (Ed.) 1992, Sources of Indian Tradition, 2 vols., Penguin Books, Delhi
- Nadakarni, M.V. 2006, Hinduism: The Gandhian Perspective, Ane Books India, New Delhi
- Radhakrishnan, S. 1999 (Oxford India paperback) Indian Philosophy, 2 vols., Oxford University Press, New Delhi

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✓24BTM 403SE01

✓ACCOUNTING SKILLS FOR TOURISM

Evaluation: External - 50 Marks, Internal - 25 Marks

Duration: 3 hours

Credits: 03

Learning Objectives

1. Understand fundamental accounting concepts, including business transactions, accounting functions, and principles.
2. Learn principles of the double entry system and practical application in journal entries, ledgers, and subsidiary books.
3. Analyze components of financial statements and learn preparation and presentation of final accounts.
4. Explore concepts of depreciation, reserves, provisions, and computer applications in financial statement preparation.

Learning Outcomes

After completing the course students will be able to

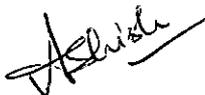
1. Explain fundamental accounting concepts and the importance of accounting principles.
2. Demonstrate proficiency in the double entry system and preparation of journal entries, ledgers, and subsidiary books.
3. Prepare and present basic financial statements, including trial balances and final accounts.
4. Understand and apply depreciation, reserves, and provisions, utilizing computer applications for financial statements.

Unit I: Accounting Theory

Business Transaction and Basic Terminology, Need to Study Accounting, Accounting functions, Purpose of Accounting Records, Accounting Principles – Concepts and Conventions.

Unit II: Account Records

Principles of Double Entry System, Journal Entries, Ledger, Subsidiary Books– Cash, Sales & Purchase books, Bank Reconciliation statement.



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Unit III: Financial Statement

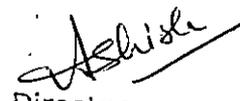
Basic Financial Statements, Trial Balance, Preparation of Final Accounts Basic Adjustments to final Accounts, Methods of Presenting Final Accounts Practical Problem,

Unit IV: Depreciation Reserves and Provisions

Meaning, basic Methods of Depreciation and Reserves, Use of Computer Application in Preparation of Records and Financial statements.

Suggested Readings:

- Hospitality Management Accounting, Michael M Coltman
- Hotel Accountancy & Finance – S.P. Jain & K.L. Narang, First 1999 Kalyani
- Hotel Accounting Earnest B. Horwath & Luis Toth
- Uniform System of Accounts, Publisher: EIAH & LA, USA
- Hotel Accounting & Financial Control By Ozi A.D' Cunha & Gleson O. D'
- Cunha Publisher: Dicky,sEnterprize, Kandivali, Mumbai
- Hospitality Accounting – Publisher: Prentia Hall Upper Sadde, River New Jersey
- Accounting for Management, S K Bhattacharya, Vikas Publishing House
- Hospitality Financial Accounting By Jerry J Weygandt, Publisher Wiley & sons
- Accounting in Hotel & Catering Industry – Richard Kotas- Four – 1981-
- International Textbook Company
- Comprehensive Accountancy, SA Siddiqui
- A complete Course in Accounting Volume – I, N.D. Kappor
- Double – Entry Book- Kéeping, Rc. Chawla & C. Juneja



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✓ SEMESTER-IV

✓ 24BTM 404DS01

✓ SPECIAL INTEREST TOURISM

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. Understand the concept, features, significance, and scope of Special Interest Tourism (SIT) and the factors responsible for its growth.
2. Learn how to develop SIT by understanding the market, analyzing potential, designing products, and assessing key factors like accessibility and attitudes.
3. Explore various types of SIT including adventure tourism, agri-tourism, ancestry tourism, cultural tourism, cinematic tourism, dark tourism, eco-tourism, food tourism, gambling tourism, photographic tourism, wedding tourism, and wine tourism.
4. Understand the management needs and latest trends in special interest tourism.

Learning Outcomes

After completing this course students will be able to:

1. Explain the concept, features, significance, and scope of SIT and identify the factors contributing to its growth.
2. Demonstrate the ability to develop and design SIT products by understanding market needs and incorporating key factors such as product attractions and accessibility.
3. Identify and describe various types of SIT and their unique characteristics and attractions.
4. Manage SIT operations and evaluate emerging trends and issues, applying the latest knowledge and practices in special interest tourism.

Unit 1

Understand the concept of Special Interest Tourism (SIT), Features and Significance of SIT, Scope of Special Interest Tourism, Understand the factors responsible for the growth of Special Interest Tourism,

Unit 2

Developing SIT, Understanding Market, Analyzing Potential, Designing SIT, Product Attractions, Accessibility, A Key Factor, Attitudes: Characteristic Features.

Asishu

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Unit 3

Types of Special Interest Tourism (SIT)- Adventure tourism, Agri tourism, Ancestry tourism, Cultural Tourism, Cinematic Tourism, Dark Tourism, Eco Tourism, Food Tourism, Gambling Tourism, Photographic Tourism, Wedding Tourism, Wine Tourism.

Unit 4

Understanding the management needs and issues of special interest tourism, latest trends in special interest tourism

Suggestive Readings:

1. "Special Interest Tourism" by Norman Douglas, Ngaire Douglas, Ros Derrett (2001, John Wiley & Sons Australia, Ltd)
2. "Tourism: Principles and Practice" by John Fletcher, Alan Fyall, David Gilbert, Stephen Wanhill (2013, Pearson)
3. "The SAGE Handbook of Tourism Studies" edited by Tazim Jamal and Mike Robinson (2009, SAGE Publications)
4. "Marketing for Tourism and Hospitality" by Philip Kotler, John T. Bowen, James Makens, Seyhmus Baloglu (2016, Pearson)
5. "The Business of Tourism" by J. Christopher Holloway, Claire Humphreys (2019, Pearson)
6. "Tourism Management: An Introduction" by Clare Inkson, Lynn Minnaert (2012, SAGE Publications)
7. "Adventure Tourism: The New Frontier" edited by Colin Beard, John Swarbrooke, Suzanne Leckie, Gill Pomfret (2012, Routledge)
8. "Cultural Tourism: Global and Local Perspectives" edited by Greg Richards (2007, Routledge)
9. "Dark Tourism and Place Identity: Managing and Interpreting Dark Places" by Leanne White, Elspeth Frew (2013, Routledge)
10. "Eco-Tourism" by David A. Fennell (2014, Routledge)
11. "Food Tourism: A Practical Marketing Guide" by John Stanley, Linda Stanley (2014, CABI)
12. "Wine Tourism Around the World" edited by C. Michael Hall, Liz Sharples, Brock Cambourne, Niki Macionis (2000, Routledge)
13. "Sustainable Tourism: Principles, Contexts and Practices" by David A. Fennell (2015, Routledge)
14. "Tourism Management Dynamics: Trends, Management and Tools" edited by Dimitrios Buhalis, Carlos Costa (2006, Routledge)
15. "Innovative Approaches to Tourism and Leisure" edited by Vicky Katsoni, Marival Segarra-Oña (2019, Springer)



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✓24BTM 404DS02

✓**TOURISM PRODUCTS OF INDIA (CULTURAL)**

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. To help students get acquainted with the definitions, concepts and terminologies of culture and its useful relationships with Indian tourism.
2. Students are given knowledge about various Indian Architecture attractions, which are very vital in tourism development with special reference to Ajanta, Ellora, Sanchi, Khajuraho, Sun temple of Konark, temple at Thanjavur, TajMahal etc.
3. To provide the students the first-hand knowledge about the Classical Dances and classical Music of India.
4. Provides a thorough knowledge about the Major Fairs and festivals of India and their significance for tourism with special reference to Holi, Dussehra, Diwali, Baisakhi, Pongal, Bihu, Desert festival, Surajkund Craft fair, International Trade Fair etc.

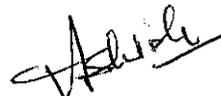
Learning Outcomes

After the completion of the course the students will be able to:

1. Gain the knowledge and skills to identify cultural tourism products of India.
2. Students will be able to gain and apply the knowledge of various types of attraction based on Indian architecture.
3. Students will be able to appraise the knowledge various classical dance and music of India and its useful relationship with tourism.
4. They will be able to explore major fairs and festivals of India and their importance for promoting tourism in India.

Unit I

Introduction to Culture: Culture: Concept and its essential Features, Indian Culture: Fundamentals of Indian Culture; Indian culture through the Ages, Culture and tourism relationship with special reference to India



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Unit II

Indian Architecture – I: Buddhist Architecture: Ajanta, Ellora and Sanchi, Hindu Architecture: Khajuraho temples, Sun temple of Konark, Shore Temple of Mamallapuram and Brihadisvara temple at Thanjavur, Medieval Architecture: TajMahal, Red Fort of Delhi, FatehpurSikri and QutubMinar

Unit III

Dances and Music of India: Classical Dances of India, Classical Music of India

Unit IV

Major Fairs and festivals of India and their significance for tourism Holi, Dussehra, Diwali, Baisakhi, Pongal, Bihu, Desert festival – Jaisalmer, Surajkund Craft fair, International Trade Fair - New Delhi,

Suggested Readings

- Introduction to India: Culture and Traditions of India: India Guide Book Kindle Edition by Shalu Sharma
- Indian Culture & Heritage: Indian Culture, Heritage, History, Arts, Architecture & Tourism by Anurag Mathur
- Indian Cultural Heritage Perspective For Tourism By L. K. Singh
- Religious Journeys in India: Pilgrims, Tourists, and Travelers edited by Andrea Marion Pinkney, John Whalen-Bridge.
- Tourism Products by Robinet Joseph and Anoop Philip
- Cultural Tourism & Development by Romila Chawla
- Tourism Statistics at a glance 2019, Ministry of Tourism, Government of India

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24BTM 404DS03

TRAVEL DOCUMENTATION

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. Gain a comprehensive understanding of the fundamental concepts and types of travel documentation.
2. Explore the essential components and features of passports as a crucial travel document.
3. Examine the diverse aspects of visas and their importance in international travel.
4. Acquire practical knowledge of visa application procedures for various countries and regions.

Learning Outcomes:

1. To define travel documentation, identify its various types, and explain their roles in international travel.
2. Describing the key components of a passport, differentiating between passport types, and explaining their significance in travel.
3. To classify types of visas, comprehend visa application procedures, and understand their role in controlling entry to foreign countries.
4. Proficient in explaining the visa application process, requirements, and challenges for obtaining visas in specific destinations such as Singapore, Thailand, Dubai, Schengen countries, the USA, and Canada.

UNIT-I

Introduction to Travel Documentation: Meaning of Travel Documents, Importance of Travel Documents, Types of Travel Documents such as Passport, Visa, Currency, Insurance, Travel Itinerary, Health Certificates etc. Contents Included in Travel Documents. Challenges and Issues Related to Travel Documents.

UNIT-II

Passport: Introduction to Passport, Various types of passport, Pages of passport and contents included in passport, Procedure to obtain an ordinary Indian Passport under Normal and Tatkal Scheme, Documents required, An Introduction to Passport Seva portal, ECR and ECNR passport.



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UNIT-III

Visa: Introduction to visa, Type of Visa, Basic documents to obtain a tourist visa, Visa Denial and Appeals, Visa on Arrival, E-Visa, Contents included in Visa. Challenges and Future Trends in Visa processing.

UNIT-IV

Procedure to obtain Visa: Tourist visa eligibility criteria, application requirement, processing time, visa fees, detailed procedures Procedure to obtain tourist visa for Singapore, Thailand, Dubai, Schengen Visa, USA and Canada.

Suggested Readings:

1. Mill, R. C. (2016). Travel and Tourism: An Introduction to Travel Agency Operations. Publisher.
2. Froman, C. (2018). Passport to the World: Your A to Z Guided Tour. Publisher.
3. House, M. G. (2020). Visa Guide for Travelers. Publisher.
4. Stoppelenburg, R. (2019). The Schengen Visa: Everything You Need to Know. Publisher.
5. Peerally, S. (2017). U.S. Visa: Visa Denial & Rejection. Publisher.
6. Official Websites of Ministry of external affairs, Government of India
7. VFS Global website of USA and Canada.



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✓24BTM 404DS04

✓**MANAGEMENT: PRINCIPLES & PRACTICES**

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives:

1. To understand the nature and functions of management, evolution of management thinking and recent trends in management thought in Hospitality and Tourism Industry.
2. To make the students understand planning and types of plans, decision making process, MBO and forecasting.
3. To acquaint the students with principles of organizing, delegation and organizational structure and its forms.
4. To make students understand the concept of motivation and its theories, concept of communication, leadership styles and skills and controlling.

Learning Outcomes:

After the completion of the course students will be able to:

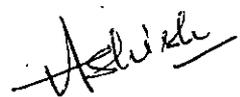
1. Gain the knowledge regarding concept, functions and level of management and also will be able to learn the history and evolution of management thought.
2. Apply the knowledge pertaining to, planning, decision making process and forecasting.
3. Acquire knowledge pertaining to organizing, delegation and its benefits and various forms of organizational structure.
4. Apply the knowledge regarding motivating employees, communication with employees and leadership skills and styles.

Unit 1

Concept and Nature of Management: Concept & Definitions, Features of Management, Management As Science, Art & Profession, Levels of Management, Nature of Management Process, Classification of Managerial Functions, Evolution of Management Thought Approaches To Management (Classical, Behavioural, Quantitative Contingency), Contribution of Leading Thinkers, Recent Trends In management Thought.

Unit 2

Planning – Process and Types, Decision Making Process, Management By Objectives (MBO), Forecasting


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Unit 3

Organizing: Nature & Principles of Organization, Span of Management, Authority & Responsibility, Delegation and Decentralization, Forms of Organization Structure, Line & Staff Authority Relationships

Unit 4

Motivation – Concept and concept and content theories, Communication – Process, Barriers and types, Leadership – concept, styles and skills, Coordination, Controlling: Nature & Process of Controlling

Suggested Readings:

- Chandra Bose/ Principles of Management & Administration, Prentice Hall of India
- Essential of Management Koontz & Wrihrich Tata McGraw – Hill Publishing Co. Ltd.
- Essentials of Management – Chatterji and by Koontz & O'donnel
- Fundamentals of Management – J.S. Chandran Principles of Mgt.- P.N, Reddy
- Management – Stoner & Freeman .
- Management and Organization – M. Louis Allen Management Theory and Practice- Earnest Dale
- Management Stoner, Freeman & Gilbert Prentice Hall of India Pvt Ltd
- Management Tasks – Peter F Drucker Management Prcess – Davar R
- Management Theory & Practice C.B. Gupta (CBG) Sultan Chand & Sons
- Management Today: Principles and Practice – Burton, Jene, Tata McGraw Hill Publishing Co. Ltd



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✓24HTM404MV01

✓**AIRLINES TICKETING**

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. To acquaint the students about the basic airlines geography, calculation of flight timings and role and significance of various associations related to aviation industry at global and National level.
2. To make the students understand about the historical perspective as well as current status of aviation industry in India, the procedure of e-ticketing and fare calculation.
3. To provide the information about various IATA code, travel documentations and travel formalities.
4. To help students get acquainted with various software like Galelio, Amadeus etc. used for ticketing.

Learning Outcomes

After the completion of the course the students will be able to:

1. Gain the knowledge of flying time calculation and structure of aviation industry at national and global level
2. To acquire the skills of e-ticketing and fare calculation.
3. To enhance the competencies of the students in travel documentation and formalities
4. To acquire the skill for operating Global Distribution Systems like Galelio and Amadeus.

Unit I

Airlines Geography- IATA areas, sub areas, sub regions. Time calculation- GMT variation, concept of standard time and daylight saving time, Calculator of elapsed time, flying time and ground time, Aviation Organization: IATA and ICAO

Unit II

Familiarization with OAG- 3 letters city code and airport code, airline Designated code, minimum connecting time, global indicator, Familiarization with air tariff: currency regulations, NUC conversion Factors, general rules. Familiarization with TIM, Passport, Visa, Custom Regulations, Health Regulations and Airport Tax, Passenger needing Special attention

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Unit III

Credit Cards- Concept, types, benefits and different types of credit cards Fare construction - Passenger Ticket, Mileage principal, EMA, EMS, One Way journey, Round trip and circle journey, HIP, Back Haul minimum Check (BHC) Add -ons. General limitations on Indirect Travel, Mixed Class journey, around the world fares (RTW) special fairs, MCO, PTA and Universal air travel plan

Unit IV

Airlines Reservation System - CRS- Comparative study of different CRS System

Suggested Readings:

- Gupta S.K : International Airfare & Ticketing Methods & Technique UDH Publishers & Distributors (P) Ltd. New Delhi.
- Sinha P.C: Encyclopedia of Tourism Management
- JagmohanNegi: Travel Agency & Tour Operation Concepts & principle
- Galileo systems
- ABC & OAG Guide, TIM Air Tariff.


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Semester-V

25BTM 405DS01

TOURISM POLICY OF INDIA

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. Understand tourism policy planning, including roles of government, public, and private sectors, and tourism organizations at various levels.
2. Learn about national policy-making bodies, processes, and key tourism policy documents and action plans in India.
3. Explore tourism planning techniques, objectives, methods, steps, and factors influencing destination planning.
4. Investigate tourism planning methods at different levels and study features of five-year tourism plans in India.

Learning Outcomes

After completing this course students will be able to:

1. Explain tourism policy planning and the roles of government, public, and private sectors, and tourism organizations.
2. Evaluate national tourism policy-making bodies, processes, and key tourism policy documents in India.
3. Apply tourism plan formulation techniques and destination planning considering objectives, methods, and influencing factors.
4. Implement tourism planning methods at various levels and analyze features of five-year tourism plans in India.

Unit 1

Concept of Tourism Policy Planning Institutional framework and the principal lines of public tourism policy; The role of govt. public and private sector in formulation of tourism policy; Roles of international, national, state and local tourism organizations in carrying out tourism policies.

Unit 2

National Administration and Tourism Policy Policy making bodies and its process at national levels; Outline of L.K.Jha Committee (Ad-hoc Committee) - 1963, National Tourism Policy - 1982, National Committee Report-1998, National Action Plan on Tourism - 1992, 2002 . . .



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Unit 3

Background, Approach and Process of Tourism Planning Techniques of Plan Formulation; Planning for Tourism Destinations-Objectives, methods, steps and factors influencing planning; Destination life cycle concept.

Unit 4

Tourism planning at international, national, regional, state and local Methods of tourism planning; Important features of five year tourism plans in India; Elements, Agents, Processes and typologies of tourism development.

Suggested Readings:

1. Bezbarua, M.P(1999) Indian Tourism Beyond The Millenium, Gyan Publishing House
2. Burkart,&Medlik (1981) Tourism; Past, Present and Future, Heinemann, London
3. Gee, Chuck Y, James C. Makens , Dexter J. L. & Choy (1997) The Travel Industry, Wiley
4. Murphy, Peter H, (1985) Tourism:A Community Approach, Routledge, London
5. Donald E. Hawkins, Elwood L. Dhafer and James mRovelstad (1995) Tourism Planning and Development Issues, George Washington University, Washington DC.
6. Mason, P (2003) Tourism Impacts, Planning and Management, Taylor & Francis
7. Hawkins, D.E (1980) Tourism Planning and Development. George University Press, London
8. P.C. Sinha (1998) Tourism Planning, Anmol Publication Pvt. Ltd., New Delhi.
9. Badan, B.S. Bhatt, H (2007) Tourism Planning and Development, Commonwealth Publishers, New Delhi
10. Sharma, K.K (2004) Tourism and Economic Development. Sarup Book Publishers Pvt. Ltd, Delhi



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25BTM 405DS02

TRANSPORT MANAGEMENT

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. To help students get acquainted with the meaning, concept and significance of transportation system in India and to enlighten them about the historical growth and development of the transportation with its linkages.
2. To enable the students to understand the significance of transport for tourism and to make aware the students about various career prospects in different modes of transportation.
3. To provide the students the first- hand knowledge to start up their own entrepreneurship in the field of transport.
4. To develop the understanding regarding the significant role of various modes of transportation for promotion of tourism in India.

Learning Outcomes

After the completion of the course the students will be able to:

1. To understand the importance of transportation in Tourism.
2. To understand the relationship between transport and tourism.
3. To review the various transportation modes and the factors influencing the development and choice determination.
4. To introduce the fundamentals of transportation management. To apply the knowledge pertaining to role of various transport organizations both public and private in promoting tourism business.

Unit-I

History of different modes of transportation Landmarks in the development of transport sector and factors affecting the development of different modes of transport.

Unit-II

Airlines & tourism: history of airlines' in India. Role of airlines in tourism promotion: recent policies regarding airlines, Problems of airlines business.



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Unit-III

Growth and development of surface transport in India, importance of surface transportation. Infrastructural basis for surface transport ..

Unit-IV

Railway & tourism: history & present status of Indian railway. Role of Indian railway in tourism promotion. Special trains & packages for tourists. Problems faced by Indian railway.

Suggested Readings:

- JagmohanNegi – Travel Agency and Tour Operations.
- Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text Bhatia, A.K., - International Tourism
- Seth, P.N., (1999) Successful Tourism Management (Vol 1 &2)
- www.indianrailways.gov.in
- www.irctc.co.in
- www.dorth.gov.in
- www.morth.nic.in



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25BTM 405DS03

MAJOR DESTINATIONS OF THE WORLD-I

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. Understand the major cities and tourist attractions of Singapore, Malaysia, Thailand, Hong Kong, and China.
2. Learn about the major cities and tourist attractions of Australia, New Zealand, South Africa, Kenya, and Egypt.
3. Explore the major cities and tourist attractions of Turkey, Mauritius, Dubai, Tanzania, and the Philippines.
4. Gain knowledge of the major cities and tourist attractions of Nepal, Bhutan, Sri Lanka, Maldives, and Seychelles.

Learning Outcomes

After completing this course students will be able to

1. Identify and describe the major cities and key tourist attractions in Singapore, Malaysia, Thailand, Hong Kong, and China.
2. Identify and describe the major cities and key tourist attractions in Australia, New Zealand, South Africa, Kenya, and Egypt.
3. Describe the major cities and key tourist attractions in Turkey, Mauritius, Dubai, Tanzania, and the Philippines.
4. Describe the major cities and key tourist attractions in Nepal, Bhutan, Sri Lanka, Maldives, and Seychelles.

Unit 1

Major cities and tourist attractions of: Singapore, Malaysia, Thailand, Hongkong, China

Unit 2

Major cities and tourist attractions of: Australia, New Zealand, South Africa, Kenya, Egypt

Unit 3

Major cities and tourist attractions of: Turkey, Mauritius, Dubai, Tanzania, Philippines

Unit 4

Major cities and tourist attractions of: Nepal, Bhutan, Sri Lanka, Maldives, Seychelles

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Suggestive Readings

1. "Lonely Planet Singapore" by Lonely Planet, Ray Bartlett (2019, Lonely Planet) <https://www.lonelyplanet.com/singapore>
2. "Lonely Planet Malaysia, Singapore & Brunei" by Lonely Planet, Brett Atkinson (2018, Lonely Planet) <https://www.lonelyplanet.com/malaysia>
3. "Lonely Planet Thailand" by Lonely Planet, Austin Bush (2022, Lonely Planet) <https://www.lonelyplanet.com/thailand>
4. "Lonely Planet Hong Kong" by Lonely Planet, Piera Chen (2018, Lonely Planet) <https://www.lonelyplanet.com/china/hong-kong>
5. "Lonely Planet China" by Lonely Planet, Damian Harper (2021, Lonely Planet) <https://www.lonelyplanet.com/china>
6. "Lonely Planet Australia" by Lonely Planet, Brett Atkinson (2022, Lonely Planet) <https://www.lonelyplanet.com/australia>
7. "Lonely Planet New Zealand" by Lonely Planet, Peter Dragicevich (2022, Lonely Planet) <https://www.lonelyplanet.com/new-zealand>
8. "Lonely Planet South Africa, Lesotho & Swaziland" by Lonely Planet, Simon Richmond (2018, Lonely Planet) <https://www.lonelyplanet.com/south-africa>
9. "Lonely Planet Kenya" by Lonely Planet, Anthony Ham (2018, Lonely Planet) <https://www.lonelyplanet.com/kenya>
10. "Lonely Planet Egypt" by Lonely Planet, Jessica Lee (2022, Lonely Planet) <https://www.lonelyplanet.com/egypt>
11. "Lonely Planet Turkey" by Lonely Planet, Jessica Lee (2021, Lonely Planet) <https://www.lonelyplanet.com/turkey>
12. "Lonely Planet Mauritius, Reunion & Seychelles" by Lonely Planet, Jean-Bernard Carillet (2019, Lonely Planet) <https://www.lonelyplanet.com/mauritius>
13. "Lonely Planet Dubai & Abu Dhabi" by Lonely Planet, Jessica Lee (2020, Lonely Planet) <https://www.lonelyplanet.com/united-arab-emirates/dubai>
14. "Lonely Planet Tanzania" by Lonely Planet, Mary Fitzpatrick (2018, Lonely Planet) <https://www.lonelyplanet.com/tanzania>
15. "Lonely Planet Philippines" by Lonely Planet, Greg Bloom (2022, Lonely Planet) <https://www.lonelyplanet.com/philippines>
16. "Lonely Planet Nepal" by Lonely Planet, Bradley Mayhew (2022, Lonely Planet) <https://www.lonelyplanet.com/nepal>
17. "Lonely Planet Bhutan" by Lonely Planet, Bradley Mayhew (2017, Lonely Planet) <https://www.lonelyplanet.com/bhutan>
18. "Lonely Planet Sri Lanka" by Lonely Planet, Ryan VerBerkmoes (2018, Lonely Planet) <https://www.lonelyplanet.com/sri-lanka>
19. "Lonely Planet Maldives" by Lonely Planet, Tom Masters (2018, Lonely Planet) <https://www.lonelyplanet.com/maldives>
20. "Lonely Planet Mauritius, Reunion & Seychelles" by Lonely Planet, Jean-Bernard Carillet (2019, Lonely Planet) <https://www.lonelyplanet.com/seychelles>



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25BTM 405DS04

HUMAN RESOURCE MANAGEMENT

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives:

1. To help the students understand the concept of HRM, its scope and functions in Hospitality and Tourism Industry with a focus on contemporary issues in HRM
2. To accredit the students with the various functions of HRM like HRP, recruitment, selection, induction, outplacement etc. To make them learn the importance of employee welfare and maintenance.
3. To enable the students understand the various methods of training and executive development and the concept of transfer and promotion.
4. To acquaint the students with the most important functions of HRM like compensation, performance appraisal and various latest methods used for the same.

Learning Outcomes:

After the completion of the course students will be able to:

1. Understand the role and importance of Human Resource Management in Hospitality and Tourism Industry-. They will also be able to recognize the challenges faced by HRM in Hospitality and Tourism Industry.
2. Gain the knowledge about the selection and recruitment procedure used by companies in Industry and also understand the importance of induction, outplacement and welfare facilities provided by the employer to its employees.
3. Acquire the knowledge regarding training and development methods and importance of transfers and promotion.
4. To apply the knowledge pertaining to compensation and performance appraisal methods in the Industry.

Unit I

Concept of HRM and HRD; role of HR practitioner; managing the HR function; scope of HRM, contemporary issues in HRM

Unit II

Job, role and competence analysis; human resource planning; recruitment and selection; induction; redundancy, outplacement and dismissal; maintenance and welfare activities – employee health and safety, fatigue and welfare activities



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Unit III

Training and its methods; Executive development and its techniques Career management; transfer and promotion

Unit IV

Aims, components, factor influencing employee compensation; internal equity, external equity and individual worth; pay structure; incentive payments, performance appraisal; 360 degree feedback.

Suggested Readings:

- Human Resource Development & Management in the Hotel Industry – S.K. Bhatia, Nirpal Singh
- Principles and Techniques of Personnel Management Human Resource Management – Dr. Jagmohan Negi
- Human Resource Development Practice in Travel and Tourism – S.C. Bagri



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25 HTM405MV01

TOUR PACKAGING & ITINERARY PREPARATION

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. To help students get acquainted with the meaning, concept & importance of Itinerary planning
2. To enable the students to understand the concept and design of tour packages
3. To provide the students the first-hand knowledge tour costing & pricing
4. To develop the understanding regarding operations of Tour Packages

Learning Outcomes

After the completion of the course the students will be able to:

1. Gain the knowledge of Itinerary Planning & Development.
2. To acquire the skills to design & develop the package tours.
3. To develop the competencies related to do the costing of various kinds of tour packages.
4. To develop the competencies related to the operational aspects of tour packaging.

Unit I

Itinerary Planning & Development: Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Don'ts of Itinerary Preparation

Unit II

Developing Package Tour: Tour Formulation and Designing Process, Importance of tour Packaging, Classifications of Tour Packages on the basis of operation, Components of Package Tours, Pre Tour Management, Tour Operation, Post Tour Management.

Unit III

Concept of Costing - Types of Costs, Components of Tour Cost - Preparation of Cost Sheet - Tour Pricing - Calculation of Tour Price, Costing of tour packages of FIT, GIT and Inbound Tours.



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Unit IV

Operation of Package Tour: Confirmation of Tour, Creation of Docket/ File, Issue of Tour Vouchers, Reconfirmation with Airlines, Hotel & Ground Service Providers, Distributing Customized Itinerary to Tour Leader, Guide, Driver & Transporter, Standard Procedures for Pickup and Drop, Check-in and Check-out in the Hotel.

Suggested Readings

1. Swain, S.K. & Mishra, J.M.(2012). Tourism Principles & Practices, Oxford University Press, New Delhi.
2. Chand, M. (2002), Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd., New Delhi.
3. Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
4. Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279.
5. Roday. S, Biwal.A&Joshi.V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.
4. Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.



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Semester-VI

25BTM 406DS01

HOTEL & RESORT MANAGEMENT

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. Understand the principles, concepts, organization, classification, and regulatory guidelines of the hotel industry.
2. Learn front office techniques, including reservation, reception, registration, guest handling, billing, and departure activities.
3. Explore banquet and convention management, including meeting arrangements and the role of hotel associations.
4. Gain knowledge of resort management, including planning, development, and key elements of a resort complex.

Learning Outcomes

After completing this course students will be able to

1. Explain the principles, organization, classification, and regulatory guidelines of the hotel industry.
2. Demonstrate front office techniques, including reservation, reception, guest handling, and departure activities.
3. Organize and manage banquets, conventions, and understand the role of hotel associations.
4. Describe resort management, including planning, development, and the key elements of a resort complex.

Unit I

Definition, size and scope of Hotel Industry, Principles and concepts of Hotel and its objectives, organization, departments and classification of Hotels, star categorization, types of rooms and types of plan- License, Permits and regulatory condition and guidelines for hotel

Unit II

Front Office Techniques- Front office lay out and activities, guest Activities in hotel reservation, role of reception-Forecasting room Availability, registration procedure, handling guests on arrival, Food and Beverages, Billing and departure activities, Group Handling, Role of Front Office Manager and Personnel



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Unit III

Banquet Function, Convention Halls, Meeting room- Arrangement for General and business meetings, organizations and procedure for Arrangement of conferences, exhibitions, and outdoor

catering. National and International Hotel Associations and their operation, incentives and subsidies extended to Hotel in tourist areas

Unit IV

Resort Management- Historical perspective, Indian scenario, basic Characteristics, phases of resort planning and development, trends and Factors in development, Trends and factors in developed tourist markets Leading to growth to resort concept, basic element of a resort complex- Loading facilities, land escaping, Dining and Drinking facilities, Family Oriented services, shops and entertainment services

Suggested Readings:

- Boardman R.D. Hotel, catering costing, and Budgets, 1975,
- Heinement, London.
- Bursteen Harnery, Management of Hotels and Motels 1980 Marcil
- Dekher Inc.
- Negi Jagmohan -- Tourism and Hoteliering 1982 Gitanjali Publishing
- House, New Delhi.
- Negi Jagmohan, Principles of Grading and Classification of Hotels.


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25BTM 406DS02

SUSTAINABLE TOURISM

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. Understand the meaning, definition, scope, and development components of sustainable tourism.
2. Analyze key issues in sustainable tourism development, including ecotourism, carrying capacity, and fair pricing.
3. Evaluate the environmental, economic, and social dimensions of sustainable tourism.
4. Identify the roles of public sector bodies, local authorities, tourism industry, voluntary organizations, host communities, media, and tourists in sustainable tourism.

Learning Outcomes

After completing this course students will be able to:

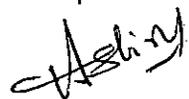
1. Apply principles of sustainable tourism and make ethical and socially responsible decisions in tourism management.
2. Develop strategies to address key issues like ecotourism, carrying capacity, and promote community involvement in sustainable tourism.
3. Assess the environmental, economic, and social impacts of tourism activities and propose mitigation measures.
4. Engage effectively with key actors in sustainable tourism to promote sustainable tourism development and practices.

Unit I: Sustainable Tourism

Meaning, definition, and scope, sustainable tourism development components, major issues in understanding sustainable development, principles of sustainable tourism management aspects of ethics and social responsibility of key stakeholders.

Unit II: Key Issues of Sustainable Tourism Development

Ecotourism, carrying capacity, de-marketing, fair pricing, transportation, education. role of the industry, the roles of public and private sectors, community involvement, and local control, along with their linkages.



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Unit III: Dimensions of Sustainable Tourism

Environmental, economic, and social aspects, Environment-scope of the concept of environment, major potential impacts of tourism on environment, Economic Dimension-scope of the concept, and major impacts of tourism on it, Social Dimension-scope of the concept of socio-cultural environment and impacts of tourism on socio cultural issues

Unit IV: Key Actors in Sustainable Tourism

Public sector, government bodies, local authorities, Tourism industry, voluntary organisations host community, Media, and tourists Books

Suggested Readings:

1. Swarbooke, J-sustainable Tourism Management-Rawat publication, Jaipur
2. William Theobald-Global Tourism: The Next Decade-Butterworth Heinemann.
3. <http://www.environment.gov.au/heritage/publications/strategy/pubs/steps.pdf>.
4. http://sanctuaries.noaa.gov/management/international/pdfs/day1_concepts_manual.pdf.
5. <http://www.unep.fr/shared/publications/pdf/IDTx0592xpA-TourismpolicyEfv.pAf>.
6. http://www.nwhf.no/files/File/culture_fulltext.pdf
7. http://www.rainforest-alliance.org/tourism/documents/tourism_practices_guide.pdf
8. http://unctad.or g/ en / Docs/d itctncd2 0065_e n. pdf
9. http://ec.europa.eu/enterprise/sectors/tourism/files/docs/tsg/tsg_final_report_en.pdf
10. <http://www.visitcalifornia.com/media/uploads/files/edito rlcTTC%ZosustainableTo20Tourism%20Handbook.pdf>



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25BTM 406DS03

MAJOR DESTINATIONS OF THE WORLD-II

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. Explore the major cities and tourist attractions in the United Kingdom, France, Netherlands, Belgium, and Italy.
2. Investigate the major cities and tourist attractions in Germany, Switzerland, Austria, Greece, and Spain.
3. Examine the major tourist attractions in New York, Los Angeles, Las Vegas, Washington DC, and San Francisco.
4. Understand the major cities and tourist attractions in Canada, Mexico, Brazil, Argentina, and Peru.

Learning Outcomes

After completing this course students will be able to:

1. Identify and describe key tourist attractions in the United Kingdom, France, Netherlands, Belgium, and Italy.
2. Analyze and compare tourist attractions in Germany, Switzerland, Austria, Greece, and Spain.
3. Evaluate and present major tourist attractions in New York, Los Angeles, Las Vegas, Washington DC, and San Francisco.
4. Summarize key tourist attractions in Canada, Mexico, Brazil, Argentina, and Peru.

Unit 1

Major cities and tourist attractions of: United Kingdom, France, Netherlands, Belgium, Italy

Unit 2

Major cities and tourist attractions of: Germany, Switzerland, Austria, Greece, Spain

Unit 3

Tourist Attractions of Major Cities of USA: New York, Los Angeles, Las Vegas, Washington DC, San Francisco

Unit 4

Major cities and tourist attractions of: Canada, Mexico, Brazil, Argentina, Peru



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Suggestive Readings:

1. "Lonely Planet Great Britain" by Lonely Planet, Neil Wilson (2019, Lonely Planet) <https://www.lonelyplanet.com/united-kingdom>
2. "Lonely Planet France" by Lonely Planet, Nicola Williams (2022, Lonely Planet) <https://www.lonelyplanet.com/france>
3. "Lonely Planet The Netherlands" by Lonely Planet, Catherine Le Nevez (2020, Lonely Planet) <https://www.lonelyplanet.com/netherlands>
4. "Lonely Planet Belgium & Luxembourg" by Lonely Planet, Mark Elliott (2020, Lonely Planet) <https://www.lonelyplanet.com/belgium>
5. "Lonely Planet Italy" by Lonely Planet, Cristian Bonetto (2022, Lonely Planet) <https://www.lonelyplanet.com/italy>
6. "Lonely Planet Germany" by Lonely Planet, Andrea Schulte-Peevers (2022, Lonely Planet) <https://www.lonelyplanet.com/germany>
7. "Lonely Planet Switzerland" by Lonely Planet, Nicola Williams (2022, Lonely Planet) <https://www.lonelyplanet.com/switzerland>
8. "Lonely Planet Austria" by Lonely Planet, Anthony Haywood (2020, Lonely Planet) <https://www.lonelyplanet.com/austria>
9. "Lonely Planet Greece" by Lonely Planet, Korina Miller (2020, Lonely Planet) <https://www.lonelyplanet.com/greece>
10. "Lonely Planet Spain" by Lonely Planet, Anthony Ham (2022, Lonely Planet) <https://www.lonelyplanet.com/spain>
11. "Lonely Planet New York City" by Lonely Planet, Regis St. Louis (2022, Lonely Planet) <https://www.lonelyplanet.com/usa/new-york-city>
12. "Lonely Planet Los Angeles, San Diego & Southern California" by Lonely Planet, Brett Atkinson (2020, Lonely Planet) <https://www.lonelyplanet.com/usa/los-angeles>
13. "Lonely Planet Las Vegas" by Lonely Planet, Bradley Mayhew (2021, Lonely Planet) <https://www.lonelyplanet.com/usa/las-vegas>
14. "Lonely Planet Washington, DC" by Lonely Planet, Karla Zimmerman (2020, Lonely Planet) <https://www.lonelyplanet.com/usa/washington-dc>
15. "Lonely Planet San Francisco" by Lonely Planet, Alison Bing (2022, Lonely Planet) <https://www.lonelyplanet.com/usa/san-francisco>
16. "Lonely Planet Canada" by Lonely Planet, Korina Miller (2022, Lonely Planet) <https://www.lonelyplanet.com/canada>
17. "Lonely Planet Mexico" by Lonely Planet, Brendan Sainsbury (2020, Lonely Planet) <https://www.lonelyplanet.com/mexico>
18. "Lonely Planet Brazil" by Lonely Planet, Regis St. Louis (2022, Lonely Planet) <https://www.lonelyplanet.com/brazil>
19. "Lonely Planet Argentina" by Lonely Planet, Isabel Albiston (2020, Lonely Planet) <https://www.lonelyplanet.com/argentina>
20. "Lonely Planet Peru" by Lonely Planet, Carolyn McCarthy (2020, Lonely Planet) <https://www.lonelyplanet.com/peru>



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25BTM 406DS04

TOURISM MARKETING

Evaluation: External - 70 Marks; Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives:

1. To make the students understand the basic concepts, philosophies and evolution of marketing and also acquaint them with service marketing.
2. To make them analyze the various environmental factors which affect the consumer buying behavior and the buyer decision making process of travelers in Tourism Industry.
3. To enable the students understand the p's of marketing product, place and price.
4. To acquaint them with the marketing communication mix with a special reference to socially responsible marketing communication.

Learning Outcomes:

After the completion of the course students will be able to:

1. To understand what service marketing is and how the present marketing management philosophy evolved.
2. Apply the knowledge regarding various environmental factors which affect the buying decisions of guests in Hospitality and Tourism Industry.
3. Gain the knowledge about the various p's and major strategies and decisions regarding these p's of marketing in Hospitality and Tourism industry.
4. Understand the various ways of communicating with the customers and also the role of socially responsible marketing communication in Hospitality and Tourism Industry.

Unit I

Introduction to Marketing: Needs, Wants and Demands; Products and Services; Markets; Marketing; The Production Concept, The Product Concept, The Selling Concept, The Marketing Concept, The Societal Marketing Concept; The Marketing Process, Service Characteristic of Hospitality and Tourism Business

Unit II

Marketing Environment, Consumer Markets and Consumer Buyer Behavior: Micro and Macro Environment, Characteristics, Factors Affecting Consumer Behaviour, Buying Decision Behaviour, The Buyer Decision Process.



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Unit III

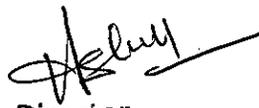
Distribution Channels, Product Pricing and Services Strategy: Nature and Importance of Distribution System, Marketing Intermediaries, What is Product, Product Classification, Individual Product Decisions, Product Life Cycle, Approaches to hospitality service pricing.

Unit IV

Public Relations, Sales Promotions and Integrated Marketing Communication: The Marketing Communications Mix, The Changing Face of Marketing Communications, Integrated Marketing Communications, Socially Responsible Marketing Communication, Advertising, Sales Promotion, Public Relations, The Public Relation Process, Personnel Selling, Direct Marketing.

Suggested Readings:

- Services Marketing – Ravishankar
- Services Marketing – ZeitalValerire – A and Mary Jo Baiter Publisher: McGraw Hill
- Service Marketing - Wood ruffe Helen Publisher Macmillan
- Foundation and Practices Marketing of Services – Strategies for Success, Harsh V. Verma, Professional Manager's Library, Global Business Pres
- Marketing Management, Philip Kotler, Prentice – Hall of India, New Delhi
- Hospitality & Travel Marketing, Alastair M. Morrison
- Strategic Hotel and Motel Marketing – Hart & Troy
- Marketing for Hospitality Industry – Robert
- Marketing Management in South Asian Perspective, Kotler, Philip, Kevin Keller, A. Koshy and M. Jha, - Pearson Education, New Delhi
- Marketing – Kerin, Hartley, Berkowitz and Rudelius, TMH, New Delhi



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25 HTM 406MV01

DIGITAL TOOLS IN TOURISM FOR SUCCESS

Evaluation: External –35 Marks, Internal - 15 Marks

Duration: 3 hours

Credits: .02

Course Objectives:

1. **Understand the Digital Transformation in Tourism:** Grasp the comprehensive digital transformation in tourism.
2. **Explore Key Digital Technologies:** Familiarize with websites, mobile apps, and social media in tourism.
3. **Learn Fundamentals of Digital Marketing:** Gain foundational knowledge of digital marketing for tourism.
4. **Examine Emerging Technologies and Trends:** Explore VR, AR, AI, and future trends in tourism.

Course Outcomes:

1. **Comprehend the Role of Digital Tools:** Explain the significance and impact of digital tools in tourism.
2. **Utilize Key Digital Technologies:** Use websites, mobile apps, and social media to enhance tourism services.
3. **Apply Digital Marketing Strategies:** Develop and implement digital marketing strategies for tourism.
4. **Analyze and Adopt Emerging Technologies:** Analyze and incorporate VR, AR, and AI into tourism planning.

Unit 1: Introduction to Digital Tools in Tourism

Overview of Digital Transformation in Tourism: Definition and significance of digital tools in tourism, Evolution and impact on the tourism industry. **Key Digital Technologies:** Websites and mobile applications, Social media platforms (Facebook/Twitter/Instagram/Snapchat etc.) and their role in tourism. LinkedIn and professional applications

Unit 2: Digital applications in Tourism

WhatsApp & WhatsApp Business, Telegram, Meta, Social media platforms, (Facebook/Twitter/Instagram/Snapchat etc.) and their role in the tourism industry



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Unit 3: Fundamentals of Digital Marketing

Basics of digital marketing, Importance of digital presence for tourism businesses. **Social Media and Content Marketing:** Effective use of social media platforms, Creating engaging content and blogging for tourism promotion.

Unit 4: Emerging Technologies and Trends

Virtual and Augmented Reality: Basics of VR and AR., Applications of VR and AR in enhancing tourism experiences. **Artificial Intelligence and Future Trends:** Introduction to AI and chatbots, Overview of future trends in digital tourism.

Activity:

- Visit Incredible India Portal and explore the applications of digital tools from Tourist Perspective.
- Visit two tourism & travel portals along with their Apps and explore the applications of digital tools from Tourist Perspective.

Recommended Reading:

1. Buhalis, D. (Ed.). (2019). "Tourism Management: Dynamics, Challenges, and Tools."
2. Egger, R., & Buhalis, D. (2008). "eTourism Case Studies: Management and Marketing Issues in eTourism."
3. Gretzel, U., Sigala, M., Xiang, Z., & Koo, C. (2015). "Smart Tourism: Foundations and Developments."
4. Leung, R., Law, R., van Hoof, H., & Buhalis, D. (2013). "Social Media in Tourism and Hospitality: A Literature Review."


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Semester-VII

26 BTM407DS01

ITINERARY PLANNING & TOUR PACKAGING

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

5. To help students get acquainted with the meaning, concept & importance of Itinerary planning
6. To enable the students to understand the concept and design of tour packages
7. To provide the students the first-hand knowledge tour costing & pricing
8. To develop the understanding regarding operations of Tour Packages

Learning Outcomes

After the completion of the course the students will be able to:

5. Gain the knowledge of Itinerary Planning & Development.
6. To acquire the skills to design & develop the package tours.
7. To develop the competencies related to do the costing of various kinds of tour packages.
8. To develop the competencies related to the operational aspects of tour packaging.

Unit I

Itinerary Planning & Development: Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Don'ts of Itinerary Preparation

Unit II

Developing Package Tour: Tour Formulation and Designing Process, Importance of tour Packaging, Classifications of Tour Packages on the basis of operation, Components of Package Tours, Pre Tour Management, Tour Operation, Post Tour Management.

Unit III

Concept of Costing - Types of Costs, Components of Tour Cost - Preparation of Cost Sheet - Tour Pricing - Calculation of Tour Price, Costing of tour packages of FIT, GIT and Inbound Tours.



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Unit IV

Operation of Package Tour: Confirmation of Tour, Creation of Docket/ File, Issue of Tour Vouchers, Reconfirmation with Airlines, Hotel & Ground Service Providers, Distributing Customized Itinerary to Tour Leader, Guide, Driver & Transporter, Standard Procedures for Pickup and Drop, Check-in and Check-out in the Hotel.

Suggested Readings

1. Swain, S.K. & Mishra, J.M.(2012). Tourism Principles & Practices, Oxford University Press, New Delhi. 2. Chand, M. (2002), Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd., New Delhi.
3. Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
4. Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279.
5. Roday. S, Biwal.A&Joshi.V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296. 4. Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.



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26BTM 407DS02

EVENT MANAGEMENT

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. To help students get acquainted with the meaning, concept, types and implications of the event management and to enlighten them about the skills required for a good event planner.
2. To enable the students to understand the concept and design of event, elements of events and to make aware the students about event infrastructure and negotiating contract with event organizer.
3. To provide the students the first-hand knowledge about the nature and process of event marketing and promotion
4. To develop the understanding regarding financial management of events and to make aware the students regarding various safety and security consideration or crowd management and evacuation in events.

Learning Outcomes

After the completion of the course the students will be able to:

1. Gain the knowledge of events and its types and their implications.
2. To acquire the skills to professionally fit into the event planner business and how to develop professionally.
3. To develop the competencies to start their own business in the field of event's organizers and to understand the process of event marketing and promotions.
4. Recognise the requirements of crowd management as well as understand the principles of safety and security consideration.

Unit I

Events- Nature, Definition and scope, C's of Events, advantage and disadvantage of Events, Categories and Typologies, Skills required to be a good Event Planners.

Unit II

Concept and Design of Events, key elements of Events, Event Infrastructure, core concept, core people, core talent, core structure, Set Objectives for the Event, Negotiating Contracts with event Organizers, Venue, Media.



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Unit III

Marketing & Promotion of Events: Nature of Event Marketing, Process of Event Marketing, The Marketing Mix, Sponsorship. Promotion: Image/ Branding, Advertising, Publicity and Public Relation.

Unit IV

Financial Management of Events, Staffing, Leadership. Safety and Security: Occupational Safety and Health, Incident Reporting, Crowd Management and Evacuation.

Suggested Readings:

- Coleman, Lee & Frankle, Powerhouse Conferences. Educational Institute of AH & MA.
- Hoyle, Dorf & Jones, Meaning conventions & Group business. Educational institute of AH & MA.
- Lynn Van Der Wagen, Carlos, Event Management, Pearson, New Delhi.
- Fenich, Meetings, Exposition, Events and Convention, Pearson.
- Sanjay Singh Gaur, Sanjay V Saggere, Event Marketing Management, Vikas Publication, New Delhi



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26 BTM407DS03

ECO TOURISM

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. To help students get acquainted with the meaning, concept and importance of ecotourism and its significance in tourism growth.
2. To familiarize the students and to use the theoretical knowledge to manage ecotourism resources and to make aware the students about ecotourism resources in India such as National Parks, Wild life sanctuaries, Tiger reserves, Biosphere reserves, wetlands, coral reefs, desert ecotourism.
3. To understand the Guidelines for ecotourism development for government, for developers and operators, for visitors and for host population, and have in-depth knowledge about ecotourism through case-studies.
4. To develop the understanding about Eco Tourism and Development through Community awareness and participation and to comprehend the students regarding environmental, socio-cultural and economic conservation.

Learning Outcomes:

After the completion of the course the students will be able to:

1. Gain the Knowledge about ecotourism concept, principles and significance.
2. To obtain information regarding various Eco Tourism Resources in India and how to manage ecotourism sites.
3. Get awareness about the Guidelines provided for ecotourism development for government, for developers and operators, for visitors and for host population and be familiar with the model ecotourism projects.
4. Recognise the environmental, socio-cultural and economic conservation through ecotourism and be aware of Community participation in ecotourism.

Unit I

Emergence of Ecotourism, concept and definitions, growth and development. Ecotourism principals, profiling the eco tourists, Mass and alternative tourism, potential benefits from ecotourism



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Unit II

Eco Tourism Resources in India: National Parks, Wild life sanctuaries, Tiger reserves, Biosphere reserves, wetlands, coral reefs, desert ecotourism.

Unit III

National Tourism Policy: Guidelines for ecotourism development for government, for developers and operators, for visitors and for host population, Eco safe practices Case Studies- Bangaram Islands and Kerala

Unit IV

Eco Tourism and Development: Community awareness and participation Contribution of ecotourism to environmental. Conservation: Socio-cultural conservation and economic conservation

Suggested Readings:

- Bhatia, A. K., International Tourism, Sterling Publishers, New Delhi
- Bhatia, A. K., Tourism development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi
- McIntosh, Robert, W. Goldner, Charles, Tourism: Principles, Practices and Philosophies, John Wiley and Sons Inc. New York, 1990 (9th edition)
- Mill, Robert Christie and Alastair M. Morrison, The Tourism System, Englewood Cliffs, N.J., Prentice Hall, 1985
- Negi, J.M.S., Tourism and Travel- Concepts and principles, Gitanjali Publishing House, New Delhi, 1990
- Robinson, H.A., Geography of Tourism, Me Donald and Evans, London, 1976


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26 BTM 407DS04

AIRLINES TICKETING

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. To acquaint the students about the basic airlines geography, calculation of flight timings and role and significance of various associations related to aviation industry at global and National level.
2. To make the students understand about the historical perspective as well as current status of aviation industry in India, the procedure of e-ticketing and fare calculation.
3. To provide the information about various IATA code, travel documentations and travel formalities.
4. To help students get acquainted with various software like Galelio, Amadeus etc. used for ticketing.

Learning Outcomes

After the completion of the course the students will be able to:

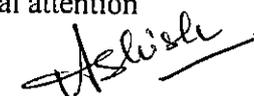
1. Gain the knowledge of flying time calculation and structure of aviation industry at national and global level
2. To acquire the skills of e-ticketing and fare calculation.
3. To enhance the competencies of the students in travel documentation and formalities
4. To acquire the skill for operating Global Distribution Systems like Galelio and Amadeus.

Unit I

Airlines Geography- IATA areas, sub areas, sub regions. Time calculation- GMT variation, concept of standard time and daylight saving time, Calculator of elapsed time, flying time and ground time, Aviation Organization: IATA and ICAO

Unit II

Familiarization with OAG- 3 letters city code and airport code, airline Designated code, minimum connecting time, global indicator, Familiarization with air tariff: currency regulations, NUC conversion Factors, general rules. Familiarization with TIM, Passport, Visa, Custom Regulations, Health Regulations and Airport Tax, Passenger needing Special attention



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Unit III

Credit Cards- Concept, types, benefits and different types of credit cards Fare construction – Passenger Ticket, Mileage principal, EMA, EMS, One Way journey, Round trip and circle journey, HIP, Back Haul minimum Check (BHC) Add -ons. General limitations on Indirect Travel, Mixed Class journey, around the world fares (RTW) special fairs, MCO, PTA and Universal air travel plan

Unit IV

Airlines Reservation System – CRS- Comparative study of different CRS System

Suggested Readings:

- Gupta S.K : International Airfare & Ticketing Methods & Technique UDH
- Publishers & Distributors (P) Ltd. New Delhi.
- Sinha P.C: Encyclopedia of Tourism Management
- JagmohanNegi: Travel Agency & Tour Operation Concepts & principle
- Galileo systems
- ABC & OAG Guide, TIM Air Tariff



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26BTM 407DS05

TOURIST BEHAVIOR

Evaluation: External - 70 Marks, Internal-- 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives:

1. Understand the key concepts and factors influencing tourist behavior.
2. Analyze the theories and models related to tourist perception, learning, and attitude formation.
3. Explore the impact of cultural differences on tourist behavior and cross-cultural interactions.
4. Evaluate the tourist decision-making process and its implications for tourism marketing.

Learning Outcomes:

After the completion of the course the students will be able to:

1. Explain the fundamental concepts and factors affecting tourist behavior.
2. Apply theories and models to analyze tourist perception, learning, and attitude changes.
3. Assess the influence of cultural differences on tourist behavior and address cross-cultural challenges.
4. Analyze and evaluate the decision-making process of tourists and its impact on marketing strategies.

Unit 1

Introduction: Concept of tourist behavior; importance of understanding tourist behavior; factors affecting tourist behavior; models of tourist behavior; Tourist motivation– types and systems of need; Personality and tourist behavior– theories, self and self image.

Unit 2

Tourist perception– elements, dynamics, perceived risk; Tourist learning– behavioral learning and cognitive learning theories, measures of learning; tourist attitude formation and change– structural models (tri-component, multi-attribute, tying to consumer) and strategies for attitude change (ELM, cognitive dissonance and attribution theory).

Unit 3

Culture and Tourist Behaviour– concept, characteristics, cultural differences, cultural dimensions, values and culture, sub cultures; Cross Cultural Tourist Behavior concept and challenge, cultural shock, differences among societies, multi-cultural competence.



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Unit 4

The Tourist decision-making process; Role in Decision making; Steps in Decision making Process; Models of purchase decision-making in tourism; Levels of Consumer Decision making; Purchase decision-making and marketing in tourism; The Purchase Decision making Process; Limitation of purchase decision model; Determinants -Types; Personal Determinants to the tourist; Determinants of group travel; Time Lapses and Determinants.

Suggested Readings

- Schiffman, L.G and Wisenblit, J. (2018). Consumer Behaviour. Pearson Education
- Horner, Susan and Swarbrooke, John (2016). Consumer Behaviour in Tourism, 3/e. Burlington: Butterworth-Heinemann. (L)
- Pizam, A. and Mansfield, Y. (2000). Consumer Behaviour in Travel and Tourism, New York: Routledge.
- Bowen, D. and Clarke, J. (2009). Contemporary Tourist Behaviour: Yourself and Others and Tourists. Cambridge; Cambridge University Press.
- Malhotra, N.K. and Dash, S. (2016). Marketing Research- An Applied Orientation, Pearson



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Semester-VIII

26BTM 408DS01

TOURISM OPERATIONS

Evaluation: External - 70 Marks, Internal, - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. Understand the documentation and procedures involved in inbound tour operations, including quotation methodology, pricing, and tariff management.
2. Analyze payment issues and financial management in inbound tours, including credit card transactions, electronic transfers, and refund policies.
3. Explore the management of outbound tour operations, focusing on group bookings, independent tours, and fixed departures.
4. Learn the documentation and procedural requirements for outbound tours, including visa processing, international reservations, and itinerary preparation.

Learning Outcomes

After the completion of the course the students will be able to:

1. Apply documentation procedures and pricing strategies in inbound tour operations.
2. Handle payment issues and financial management in inbound tourism effectively.
3. Manage group and independent bookings for outbound tours efficiently.
4. Complete documentation and reservations for international outbound tours, including itinerary and costing procedures.

Unit 1

Inbound Tour Operations I: Documentation & Procedures: Methodology of Quotation, Pricing, Tariff – FIT, GIT and Special Rates, Pricing a tour; Filing – booking, reservation forms, cancellation, status report, docket; documentation - vouchers, informing ground agents.

Unit 2

Inbound Tour Operations II: Credit card and payment issues, Electronic Transfer, post tour management; refund and cancellation charges. Car Rental Companies its tariff calculation. Itinerary Preparation & Costing procedure of Inbound tours.



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Unit 3

Outbound Tour Operations I: Managing outbound tour operations- characteristics of outbound tours, Procedures of Group Bookings, Group booking considerations, Procedures of Independent Tours, Operations procedures of fixed departures.

Unit 4:

Outbound Tour Operations II: Documentation, Visa processing, reservations, reservations of international airlines, vouchers, payments procedures in outbound tourism. Itinerary preparation & Costing Procedure of Outbound Tours, booking of international cruise liners.

Suggestive Readings:

1. "Tourism Operations and Management" by Sunetra Roday, Archana Biwal, Vandana Joshi (2009, Oxford University Press)
2. "Tourism: Principles and Practice" by John Fletcher, Alan Fyall, David Gilbert, Stephen Wanhill (2013, Pearson)
3. "International Tourism: Cultures and Behavior" by Yvette Reisinger (2009, Butterworth-Heinemann)
4. "Tourism: The Business of Travel" by Roy A. Cook, Laura J. Yale, Joseph J. Marqua (2010, Prentice Hall)
5. "Tourism Management: An Introduction" by Clare Inkson, Lynn Minnaert (2012, SAGE Publications)
6. "The Travel Industry" by Chuck Y. Gee, James C. Makens, Dexter J.L. Choy (1997, Van Nostrand Reinhold)
7. "Global Tourism" edited by William F. Theobald (2005, Butterworth-Heinemann)
8. "Handbook of Research on Global Hospitality and Tourism Management" edited by Vincent C.S. Heung, Billy Bai, Zhenxing Mao (2015, IGI Global)
9. "Tour Operations Management" by Stephen Page (2011, Routledge)
10. "Managing Tourism and Hospitality Services: Theory and International Applications" edited by B. Prideaux, E. Laws (2006, CABI)
11. "Travel Agency and Tour Operations: Concepts and Principles" by Jagmohan Negi (2005, Kanishka Publishers)
12. "Essentials of Tourism" by Chris Cooper (2012, Pearson)



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26BTM 408DS02

EMERGING TRENDS IN TOURISM

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. To help students get acquainted with the meaning, concept and importance of emerging trends and dimensions of tourism in India.
2. To enable the students to understand the concept of rural tourism and its relation with other types of tourism and to enlighten them about the benefits or burden of rural tourism.
3. To provide the students the first-hand knowledge about planning and organizing MICE business and to make aware the students about skills and responsibilities required for a meeting manager.
4. To develop the understanding regarding the significant role of Indian Medical Tourism in country as well as at global level.

Learning Outcomes

After the completion of the course the students will be able to:

1. Gain the knowledge of emerging trends of tourism in India.
2. To obtain information regarding the rural tourism and its association with various other form of tourism.
3. Get awareness about the concept of MICE as well as its process of organizing.
4. Acquire the knowledge about the status of medical tourism in India and its relationship with other form of tourism as well as major markets of Indian medical tourism.

Unit I

Concepts of emerging trends and dimensions, importance of study and Major emerging types of tourism in India.

Unit II

Rural Tourism- concept and its relation with other types of tourism. Aims And objectives behind promoting rural tourism. Resource available in India for rural tourism, Rural tourism- Benefits or Burden?

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Unit III

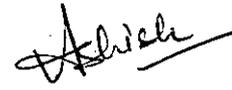
MICE- Meaning and concept of MICE, understanding planning and Organizing conference, exhibitions and trade fares, facilities available in India for MICE, Convention Management- Role of the meeting manager, Types, skills required and responsibilities.

Unit IV

Medical Tourism- concept and its relation with other types of tourism. Overview and operational aspects of medical tourism facilitators. Major markets of Indian medical tourism Resource available in India medical Tourism

Suggested Readings:

- A.K. Bhatia, 'Event Management', Sterling Publishers Pvt. Ltd. Delhi, 2001.
- Anton Shone & Bryn Parry, 'Successful Event Management', 2002.37
- Leonard H. Hoyle, Jr, 'Event Marketing', John Willy and Sons, New York, 2002.
- Joe Jeff Goldblatt, "Special Events: Best Practices in Modern Event Management (Hospitality, Travel & Tourism)", John Willy and Sons, New York, 1997.
- Avrich, Barry 'Event and Entertainment Marketing', Vikas, Delhi. 1994.
- Panwar J.S, 'Marketing in the New Era', Sage, Delhi, 1998.



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26BTM 408DS03

WILD LIFE TOURISM

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. Understand the definition, scope, history, and evolution of wildlife tourism, and its significance in conservation and economic development.
2. Analyze the development of wildlife tourism destinations, infrastructure requirements, environmental impact assessments, and the role of policies and regulations.
3. Learn the processes involved in creating wildlife tour packages, itinerary preparation, costing strategies, and ensuring safety and security during tours.
4. Examine the challenges faced in wildlife tourism, conservation strategies, and future trends promoting responsible and sustainable practices.

Learning Outcomes

After the completion of the course the students will be able to:

1. Explain the importance of wildlife tourism in conservation and economic development and identify various types of wildlife tourism.
2. Assess the infrastructure and policy requirements for developing wildlife tourism destinations and understand stakeholder involvement and community participation.
3. Design wildlife tour packages, prepare itineraries, implement costing strategies, and manage safety and visitor satisfaction.
4. Analyze the challenges in wildlife tourism, propose conservation strategies, and identify future trends and innovations in the industry.

Unit I:

Introduction to Wildlife Tourism: definition, scope, of wildlife tourism, highlighting its importance in conservation and economic development. Key concepts such as ecotourism, sustainable tourism principles, wildlife conservation, protected areas, biodiversity hotspots, and endangered species, types of wildlife tourism, including safaris, bird watching, marine wildlife tourism, and nature trails.

Unit II:

Developing wildlife tourism destinations, infrastructure requirements, and environmental impact assessments. Carrying capacity, visitor management, and the importance of policies and regulations at both national and international levels. The role of government, non-governmental



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organizations, and ethical considerations of wildlife tourism. Stakeholder involvement and community participation.

Unit III:

Creation of wildlife tour packages, itinerary preparation, and costing strategies. Safari operations, bird watching tours, and marine wildlife tours, including planning and safety measures. Ensuring safety and security, and managing visitor expectations and satisfaction.

Unit IV:

Challenges and Future of Wildlife Tourism such as human-wildlife conflicts, environmental degradation, habitat loss, and the impact of climate change. Conservation strategies, including wildlife conservation initiatives, the role of technology, and community-based approaches, are explored. Future trends in wildlife tourism, innovations, emerging destinations, and promoting responsible and sustainable practices.

Suggestive Readings:

1. "Wildlife Tourism" by David Newsome, Susan A. Moore, Ross Kingston Dowling (2004, Channel View Publications)
2. "Ecotourism and Sustainable Development: Who Owns Paradise?" by Martha Honey (2008, Island Press)
3. "Wildlife Conservation and Management" by Grahame J. W. Webb, Harry Messel, Charless Michael (2012, Springer)
4. "Tourism and Sustainability: Development, Globalisation and New Tourism in the Third World" by Martin Mowforth, Ian Munt (2015, Routledge)
5. "Biodiversity and Tourism: Conflicts on the World's Seacoasts and Strategies for Their Solution" by Clem Tisdell (2001, Channel View Publications)
6. "Handbook of Ecotourism" by David Weaver (2001, Routledge)
7. "Tourism and National Parks: International Perspectives on Development, Histories and Change" by Warwick Frost, C. Michael Hall (2009, Routledge)
8. "Marine Wildlife and Tourism Management: Insights from the Natural and Social Sciences" by James E. S. Higham, Michael Lück (2007, CABI)
9. "Ecotourism: Principles and Practices" by Ralf Buckley (2009, CABI)
10. "Responsible Tourism: Critical Issues for Conservation and Development" by Anna Spenceley (2012, Routledge)
11. "Bird Watching and Ecotourism" by Genevieve Slocum (2010, CAB International)
12. "Environmental Impact Assessment: Theory and Practice" by Peter Wathern (1988, Routledge)



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26BTM 408DS04

RESPONSIBLE TOURISM

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. To Understand SIT characteristics, types, strategic approaches, and sustainability practices.
2. To Identify factors driving health tourism and examine global trends and ethical considerations.
3. To Investigate rural tourism development, benefits, and challenges through case studies.
4. To Identify and assess emerging tourism trends and their impacts.

Learning Outcomes

After completing the course students will be able to:

1. Describe SIT characteristics and evaluate its management, marketing, and sustainability.
2. Demonstrate understanding of health tourism factors, global trends, and ethical issues.
3. Analyze rural tourism's role and challenges, and propose solutions based on case studies.
4. Critically assess emerging tourism areas and predict future trends and impacts.

After completing this course students will be able to:

UNIT-I Special Interest Tourism

Characteristics, socio-economic impact-Types of SIT - Strategic approaches- Management tools and Techniques-Marketing of Special Interest attractions Sustainability and Special Interest Tourism.

UNIT-II Health & Wellness

Determinants of Health and Wellness- Factors Responsible for Growth of Health and Medical Tourism, Global Medical Tourism Scenario-Stakeholders, Certification and Accreditation-Tourism and wellness -Dimensions of wellness- types of Spas -Ethical, Legal, Economic and Environmental Issues in Health and Medical Tourism -Case studies about selected medical and wellness tourism destinations

UNIT-III Rural Tourism

Rural areas as a tourism product- Rural Life, Art, Culture and Heritage Development and Conservation of Rural Tourism Resources: Festivals, Agricultural Exhibitions, Thematic Routes,



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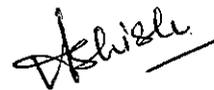
Special Markets, Ethnic Restaurants- Needed indicators and monitoring - Holistic benefits to the society - Challenges of Rural Tourism-Selected case studies on popular rural destinations

UNIT-IV Emerging Special Interest Areas

Ethnic tourism, Agro tourism, Slow Tourism, Food Tourism, Shopping tourism, sports tourism, Film Tourism, Music Tourism, Literary Tourism, Accessible Tourism, Voluntourism- Impact of SITs : social, economical, environmental – Future trends.

Suggested Readings

1. Agarwal, S., Busby , G., & Huang, R. (2018). Special Interest Tourism: Concepts, Contexts and Cases. London: CABI.
2. Douglas, N., Douglas, N., & Derrett, R. (2002). Special Interest Tourism. Brisbane: Wiley.
3. E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website:
<http://epgp.inflibnet.ac.in/ahl.php?csrno=1827>Select-P-09>
4. Inskeep, E. (1991). Tourism Planning: An Integrated and Sustainable Development Approach, New York: Van Nostrand Reinhold.
5. Myers, J.E., Sweeney, T.J. (2005). Counselling for Wellness: Theory, Research and Practice. Alexandria: American Counselling Association.
6. Novelli, M. (Ed.). (2005). Niche Tourism: Contemporary Issues, Trends and Cases. London: Routledge.



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26BTM 408DS05

FOOD OF INDIA

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. Understand the key features and factors affecting eating habits in Northern India, including geographic location, historical background, available ingredients, equipment, staple foods, and regional specialties.
2. Analyze the culinary traditions of Western India and Madhya Pradesh, focusing on geographic location, historical background, available ingredients, equipment, staple foods, and regional specialties.
3. Explore the food culture of Eastern India, including West Bengal, Orissa, Bihar, and the North-Eastern states, with an emphasis on geographic location, historical background, available ingredients, equipment, staple foods, and regional specialties.
4. Learn about the diverse culinary practices of South India and Goa, including geographic location, historical background, available ingredients, equipment, staple foods, and regional specialties.

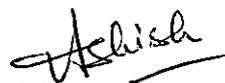
Learning Outcomes

After the completion of the course the students will be able to:

1. Explain the key features and factors affecting eating habits in Northern India and identify regional specialties.
2. Analyze and describe the culinary traditions of Western India and Madhya Pradesh, identifying key ingredients and regional specialties.
3. Explore and articulate the food culture of Eastern India, recognizing the influence of geographic location and historical background on regional specialties.
4. Understand and describe the diverse culinary practices of South India and Goa, including the key ingredients, equipment, and regional specialties.

Unit – 1

Indian Food: Introduction, Key Features & Factors that affect eating habits in different parts of the country i.e. geographic location, historical background, available ingredients, equipments, staple foods. Essentials of Indian Food: Spices, Herbs etc. Food of Northern India (Kashmir, Punjab, Haryana, Delhi, Himachal, Uttar Pradesh): Introduction, geographic location, historical background, available ingredients, equipments, staple foods & Regional specialties.



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Unit - 2

Western India (Rajasthan, Gujarat, Maharashtra) & Madhya Pradesh: Introduction, geographic location, historical background, available ingredients, equipments, staple foods & Regional specialities.

Unit - 3

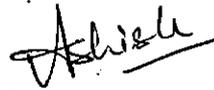
Food of Eastern India (West Bengal, Orissa, Bihar and North-Eastern States): Introduction, geographic location, historical background, available ingredients, equipments, staple foods & Regional specialities.

Unit - 4

Food of South India (Andhra Pradesh, Tamil Nadu, Karnataka & Kerala) & Goa: Introduction, geographic location, historical background, available ingredients, equipments, staple foods & Regional specialities.

Suggested Readings:

- Theory of Cookery, Krishna Arora, Frank Bros. & Co.
- Food Production Operations: Parvinder S Bali, Oxford University Press
- Modern Cookery (Vol- I & II) By Philip E. Thangam, Publisher: Orient Longman
- Practical Cookery By Kinton & Cesarani
- Theory of Catering By Kinton & Cesarani



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Semester – VIII
(4 Yrs UG Hon. With Research)

26BTM 408DS06

RESEARCH METHODOLOGY

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

The course seeks to develop the following capabilities:

1. The ability to understand and integrate research methodologies and their appropriateness to particular issues faced by tourism organizations
2. The ability to identify research questions relevant to the tourism industry
3. The ability to critically evaluate research undertaken by others and determine its relevance and value
4. The ability to present research findings in relevant and innovative ways to suit a particular Audience

Learning Outcomes

As a result of undertaking this course, a student should be better able to:

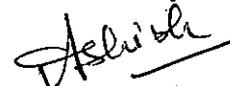
1. Design a research project encapsulating the conceptual and practical aspects of research
2. Refine research design to meet the objectives and purpose of the project
3. Develop research instruments appropriate to research design
4. Write up a formal research report

Unit-I

Introduction to research methodology: Meaning, definition, characteristics and types of research, Methodology of research, formulation of research problem Research Design: Meaning, characteristics of research design, steps in research design.

Unit II

Sampling Design and Data Collection: Meaning of sampling, aims in selection of a sample, Types of sample design. Data collection – Meaning, types of data, methods of collecting primary data observation, interview and questionnaire, Sources of secondary data.



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Unit III

Processing and Analysis of data: Editing, Coding, Classification and tabulation, Graphical presentation of Data-Bar-chart, pie-chart and curves Interpretation of Data meaning, methods of dataanalysis

Unit IV

Report Writing: Meaning, types and steps involved in writing report, layout of the research report, mechanics of writing a research report, challenges of a good writing

Suggested Readings

- Kumar Ranjit: Research Methodology: A Step by Step Guide for Beginners, Sage Publication, 2014.
- Kothari C.R.: Research Methodology, New Age International, 2011.
- Shajahan S.: Research Methods for Management, 2004.
- Mustafa A.: Research Methodology, 2010.
- Thanulingom N : Research Methodology, Himalaya Publishing
- C. Rajendar Kumar : Research Methodology , APH Publishing
- Gupta Hitesh and Gupta S. L.: Research Methodology, International Book House, 2011.



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26BTM 408DS07

QUANTITATIVE AND APPLIED TECHNIQUES

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. Understand the meaning and importance of statistics and methods for presenting data.
2. Learn to calculate descriptive statistics and apply sampling methods in research.
3. Explore measures of central tendency and variation to summarize data.
4. Understand and apply correlation and regression analysis to evaluate relationships between variables.

Learning Outcomes

After Completing this course the students will be able to

1. Define statistics and present data using tables and graphs.
2. Calculate and interpret descriptive statistics and understand sampling errors.
3. Compute measures of central tendency and variation for data analysis.
4. Apply correlation and regression techniques to analyze data relationships.

Unit- I

Introduction of Statistics: Origin, Development, Definition, Scope, Uses and Limitations. Statistical Data: Types of Measurement scales- normal, Ordinal, Interval and Ratio level measurement; Collection, Classification and Tabulation of Primary and Secondary data. Presentation of data: Diagrammatic and Graphical presentation of Data- Bar, Squares, rectangular and Circular diagrams; Histogram, frequency polygon, Ogives, Stem and Leaf displays box plots.

Unit- II

Central Tendency and Partition values; Concept and Measures of Central tendency, Quartiles, Deciles, Percentiles.

Dispersion: Concept and Its absolute as well as relative measures.


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Unit- III

Moments, Skewness and Kurtosis: Moments about any point and about mean and their relationship between them.

Sheppard's Corrections for Moments. Concept of symmetrical distribution and skewness, measures and Co-efficient of skewness, Concept of Kurtosis and its measures.

Unit- IV

Analysis of Bivariate data:

Correlation-concept, scatter diagram, Karl Pearson's co-efficient of Correlation and its properties Spearman's rank Correlation, Concurrent deviation method.

Regression: Meaning and Definition, Difference between Correlation and Regression, Principle of least squares and fitting of a line of best fit to the given data, Regression lines, Properties of regression Co-efficient and Regression lines, standard error of estimate, Co-efficient of determination.

Suggested Readings:

1. Dr.S.P.Gupta, Statistical methods, S.Chand & Co., New-Delhi..
2. D.N.Elhance, Veena Elhance, B.M.Aggarwal, Fundamentals of Statistics, Kitab Mahal.
3. N.P.Aggarwal, Quantitative Techniques, Ramesh Book Depot., Jaipur.
4. R.P.Hooda, Statistics for Business and Economics, Mcmillan India Ltd., New Delhi.


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- 450 -

26HTM 408MI02

TRAVEL DOCUMENTATION

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. Gain a comprehensive understanding of the fundamental concepts and types of travel documentation.
2. Explore the essential components and features of passports as a crucial travel document.
3. Examine the diverse aspects of visas and their importance in international travel.
4. Acquire practical knowledge of visa application procedures for various countries and regions.

Learning Outcomes:

1. To define travel documentation, identify its various types, and explain their roles in international travel.
2. Describing the key components of a passport, differentiating between passport types, and explaining their significance in travel.
3. To classify types of visas, comprehend visa application procedures, and understand their role in controlling entry to foreign countries.
4. Proficient in explaining the visa application process, requirements, and challenges for obtaining visas in specific destinations such as Singapore, Thailand, Dubai, Schengen countries, the USA, and Canada.

UNIT-I

Introduction to Travel Documentation: Meaning of Travel Documents, Importance of Travel Documents, Types of Travel Documents such as Passport, Visa, Currency, Insurance, Travel Itinerary, Health Certificates etc. Contents Included in Travel Documents. Challenges and Issues Related to Travel Documents.

UNIT-II

Passport: Introduction to Passport, Various types of passport, Pages of passport and contents included in passport, Procedure to obtain an ordinary Indian Passport under Normal and Tatkal Scheme, Documents required, An Introduction to Passport Seva portal, ECR and ECNR passport.


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UNIT-III

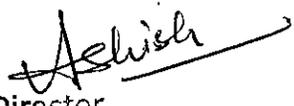
Visa: Introduction to visa, Type of Visa, Basic documents to obtain a tourist visa, Visa Denial and Appeals, Visa on Arrival, E-Visa, Contents included in Visa. Challenges and Future Trends in Visa processing.

UNIT-IV

Procedure to obtain Visa: Tourist visa eligibility criteria, application requirement, processing time, visa fees, detailed procedures Procedure to obtain tourist visa for Singapore, Thailand, Dubai, Schengen Visa, USA and Canada.

Suggested Readings:

1. Mill, R. C. (2016). Travel and Tourism: An Introduction to Travel Agency Operations. Publisher.
2. Froman, C. (2018). Passport to the World: Your A to Z Guided Tour. Publisher.
3. House, M. G. (2020). Visa Guide for Travelers. Publisher.
4. Stoppelenburg, R. (2019). The Schengen Visa: Everything You Need to Know. Publisher.
5. Peerally, S. (2017). U.S. Visa: Visa Denial & Rejection. Publisher.
6. Official Websites of Ministry of external affairs, Government of India
7. VFS Global website of USA and Canada.


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