

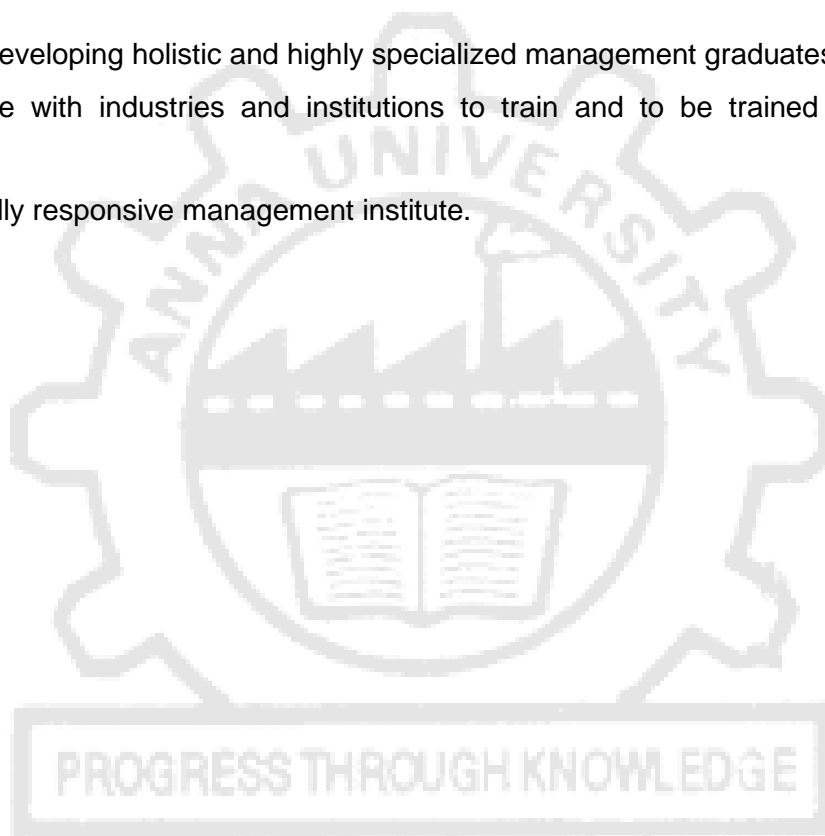
ANNA UNIVERSITY, CHENNAI
UNIVERSITY DEPARTMENTS
MBA-TOURISM MANAGEMENT FULL-TIME (SS)
REGULATIONS – 2019
CHOICE BASED CREDIT SYSTEM

VISION

To be an iconic management institute with a goal of developing competent and socially conscious management professionals

MISSION

- To focus on developing holistic and highly specialized management graduates.
- To collaborate with industries and institutions to train and to be trained in contemporary practices
- To be a socially responsive management institute.



Attested


DIRECTOR
Centre for Academic Courses
Anna University, Chennai-600 025

ANNA UNIVERSITY, CHENNAI
UNIVERSITY DEPARTMENTS
MBA-TOURISM MANAGEMENT FULL-TIME (SS)
REGULATIONS – 2019
CHOICE BASED CREDIT SYSTEM

PROGRAM EDUCATIONAL OBJECTIVES (PEOS) :

Masters degree in Business Administration (Tourism Management) is designed to facilitate the prospective managers to effectively manage the hospitality and tourism operations.

- I. To have an overview about the hospitality and tourism industry globally and gain insights about the tourism practices in India.
- II. To learn the qualitative and quantitative tools and techniques for effective managerial decision making.
- III. To have real time industry orientation and practice.

PROGRAM OUTCOMES (POS) :

1. Knowledge about the hospitality and tourism industry practices.
2. Ability to understand the process and apply specific practices to improve effectiveness and productivity in tourism operations.
3. Ability to develop a framework for research in the tourism domain.
4. The capability to hypothesize and test specific tourism related concepts using statistical tools
5. Ability to update to current practices followed globally in hospitality and tourism and to customize the same to the Indian context.
6. Ability to derive visions of business from the social needs.
7. Ability to understand one's own ability to set achievable targets and complete them.
8. Ability to pursue life long learning.
9. To have a fulfilling business career.
10. Ability to have financial literacy.
11. Ability to fulfil social outcome.
12. Ability to understand business analytics.

MAPPING OF PEOS WITH POS:

Programme Educational Objectives	Programme Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
I	3	3	1	1	3	1	1	3	2	2	2	3
II	3	3	3	2	3	3	2	3	2	1	2	3
III	3	3	3	3	3	2	3	1	1	1	1	3
IV	3	3	3	3	1	3	2	1	1	1	1	3
V	3	3	1	1	3	3	1	2	3	3	3	3

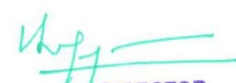
Attested

[Signature]

DIRECTOR
 Centre for Academic Courses
 Anna University, Chennai-600 025

		Course Title	Program Outcomes				
			PO1	PO2	PO3	PO4	PO5
YEAR 1	SEM1	Tourism Principles and Practices	√	√			√
		Management Concepts and Organizational Behavior		√	√		√
		Accounting for Management		√		√	
		Managerial Economics		√			√
		Legal Aspects of Business	√	√			√
		Quantitative Methods		√		√	
		Hospitality Management	√	√			√
		Indian Ethos and Business Ethics (Seminar)	√	√			
		Business Communications (Laboratory)		√		√	
	SEM 2	Business Research Methodology		√		√	
		Financial Management in Tourism		√		√	
		Human Resource Management		√			√
		Tourism Marketing	√	√			√
		Services Operations and Quality Management		√	√		√
		Travel Management	√	√			√
		Non Functional Elective					
		Data Analysis for Tourism (Laboratory)		√	√	√	
		Rural Community Engagement	√		√		√
YEAR 2	SEM 3	Strategic Management		√	√		
		Event management					
		Elective I					
		Elective II					
		Elective III					
		Elective IV					
		Elective V					
		Elective VI					
		Creativity and Innovation Laboratory		√	√		√
	Summer Internship	√	√	√	√	√	
	SEM 4	Project Work	√	√	√	√	√

Attested



DIRECTOR
Centre for Academic Courses
Anna University, Chennai-600 025

TOURISM ELECTIVES

	PO1	PO2	PO3	PO4	PO5
International Tourism	√	√			√
Tourism Geography	√	√			√
Culture and Heritage	√	√			√
Tourism Products in India	√	√	√		
Accommodation and House Keeping Management	√	√			
Travel Media and Public Relations	√	√	√		
Destination Planning and Management	√	√			√
Tour Operations	√	√			
Leisure and Recreation Management	√	√			√
Medical Tourism	√	√			√

NON-FUNCTIONAL ELECTIVES

	PO1	PO2	PO3	PO4	PO5
Entrepreneurship Development					
Corporate Governance					
Micro and small Business Management					
Infrastructure Management					
Healthcare Management					
Sports Management					
Media Management for Tourism					

PROGRESS THROUGH KNOWLEDGE

Attested

[Signature]

DIRECTOR
Centre for Academic Courses
Anna University, Chennai-600 025

ANNA UNIVERSITY, CHENNAI
UNIVERSITY DEPARTMENTS
REGULATIONS – 2019
CHOICE BASED CREDIT SYSTEM
M.B.A TOURISM MANAGEMENT FULL-TIME (SS)
CURRICULA AND SYLLABI I TO IV SEMESTERS

SEMESTER – I

SL. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
THEORY								
1.	TM5101	Tourism Principles and Practices	PCC	3	0	0	3	3
2.	BA5151	Management Concepts and Organizational Behavior	PCC	3	0	0	3	3
3.	TM5102	Accounting for Management	PCC	3	0	0	3	3
4.	BA5152	Managerial Economics	PCC	3	0	0	3	3
5.	BA5153	Legal Aspects of Business	PCC	3	0	0	3	3
6.	TM5103	Quantitative Methods	PCC	3	0	0	3	3
7.	TM5104	Hospitality Management	PCC	3	0	0	3	3
PRACTICALS								
8.	BA5161	Indian Ethos and Business Ethics (Seminar)	EEC	0	0	4	4	2
9.	BA5162	Business Communications (Laboratory)	EEC	0	0	4	4	2
TOTAL				21	0	8	29	25

SEMESTER - II

SL. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
THEORY								
1.	BA5252	Business Research Methods	PCC	3	0	0	3	3
2.	TM5201	Financial Management in Tourism	PCC	3	0	0	3	3
3.	BA5251	Human Resource Management	PCC	3	0	0	3	3
4.	TM5202	Tourism Marketing	PCC	3	0	0	3	3
5.	TM5203	Services Operations and Quality Management	PCC	3	0	0	3	3
6.	TM5204	Travel Management	PCC	3	0	0	3	3
7.		Non-Functional Elective	PEC	3	0	0	3	3
PRACTICALS								
8.	TM5211	Data analysis for Tourism (Laboratory)	PCC	0	0	4	4	2
9.	BA5261	Rural Community Engagement	EEC	0	0	4	4	2
TOTAL				21	0	8	29	25

NOTE: In the second Semester

Students need to choose one elective from the Non-Functional stream

Summer internship – minimum of 4 weeks of internship Training diary has to be submitted

Attested

[Signature]

III SEMESTER

SL. NO	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
THEORY								
1.	BA5351	Strategic Management	PCC	3	0	0	3	3
2.	TM5351	Event management	PCC	3	0	0	3	3
3.		Elective I	PEC	3	0	0	3	3
4.		Elective II	PEC	3	0	0	3	3
5.		Elective III	PEC	3	0	0	3	3
6.		Elective IV	PEC	3	0	0	3	3
7.		Elective V	PEC	3	0	0	3	3
8.		Elective VI	PEC	3	0	0	3	3
PRACTICALS								
9.	BA5361	Creativity and Innovation Laboratory	EEC	0	0	4	4	2
10	TM5311	Summer Internship	EEC	0	0	4	4	2
TOTAL				24	0	8	32	28

In third semester Students need to choose Six electives to be chosen from the Tourism Specialization

IV SEMESTER

SL. NO	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
PRACTICALS								
1.	TM5411	Project Work	EEC	0	0	24	24	12
TOTAL				0	0	24	24	12

PROGRESS THROUGH KNOWLEDGE

TOTAL NO. OF CREDITS: 90

Attested

[Signature]

DIRECTOR
Centre for Academic Courses
Anna University, Chennai-600 025

NON FUNCTIONAL ELECTIVES

SL. NO	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
1.	BA5071	Entrepreneurship Development	PEC	3	0	0	3	3
2.	BA5072	Corporate Governance	PEC	3	0	0	3	3
3.	BA5073	Micro and small business management	PEC	3	0	0	3	3
4.	TM5011	Infrastructure Management	PEC	3	0	0	3	3
5.	TM5012	Healthcare Management	PEC	3	0	0	3	3
6.	TM5013	Sports Management	PEC	3	0	0	3	3
7.	TM5014	Media management for Tourism	PEC	3	0	0	3	3

PROGRAM ELECTIVE COURSES (PEC)

TOURISM ELECTIVES

SL. NO	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
1.	TM5001	International Tourism	PEC	3	0	0	3	3
2.	TM5002	Tourism Geography	PEC	3	0	0	3	3
3.	TM5003	Culture and Heritage	PEC	3	0	0	3	3
4.	TM5004	Tourism Products in India	PEC	3	0	0	3	3
5.	TM5005	Accommodation and House Keeping Management	PEC	3	0	0	3	3
6.	TM5006	Travel Media and Public Relations	PEC	3	0	0	3	3
7.	TM5007	Destination Planning and Management	PEC	3	0	0	3	3
8.	TM5008	Tour Operations	PEC	3	0	0	3	3
9.	TM5009	Leisure and Recreation Management	PEC	3	0	0	3	3
10	TM5010	Medical Tourism	PEC	3	0	0	3	3

Attested

[Signature]

DIRECTOR
Centre for Academic Courses
Anna University, Chennai-600 025

OBJECTIVES:

- To comprehend the conceptual dimensions of tourism industry
- To understand the dynamics of tourism businesses and its impacts

UNIT I INTRODUCTION 9

Tourist/ Visitor/ Traveler/ Excursionist, Early and Medieval Period of Travel: Renaissance and Its Effects on Tourism - Birth of Mass Tourism, Old and New Age Tourism, Concept of Tourism: Nature - Scope - Characteristics - Components - Significance of Tourism - Tourism System: Interdisciplinary Approaches - Motivations and Deterrents to Travel –Emerging Areas and Practices.

UNIT II FORMS OF TOURISM 9

Inbound, Outbound, National, International- Alternative Tourism – Inclusive Tourism, Current Trends in Domestic and Global Tourism: Tourism Statistics- Need for Measurement of Tourism - Tourism Demand and Supply.

UNIT III TOURISM INDUSTRY 9

Structure, Functions and Constituents - Direct, Indirect and Support Services - Basic Components of Tourism: Transport - Accommodation- Facilities & Amenities, Horizontal and Vertical Integration in Tourism Business, Infrastructure & Superstructure.

UNIT IV TOURISM THEORY 9

Leiper's Geo-Spatial Model - Mill-Morrison's Tourism Policy Model - Mathieson & Wall's Travel Buying Behaviour Model - Butler's Tourism Area Life Cycle (TALC) Model - Doxey's Irridex Model – Crompton's Push and Pull Theory- Stanley Plog's Psychographic Model- Gunn's Tourism Planning Model

UNIT V TOURISM ORGANIZATIONS 9

UNWTO, IATA, ICAO, WTTC, IHA, TAAI, FHRAI, ITDC, ICPB, IATO, IRCTC, State Tourism Development Corporations, Airport Authority of India, Archaeological Survey of India, Ministries of Tourism and Culture, Director General of Civil Aviation, Government of India.

TOTAL: 45 PERIODS**OUTCOMES:**

- CO1 Students will learn the nature and concept of tourism.
- CO2 Understand the various forms of tourism and its demand.
- CO3 Understand the primary structures, functions and operations of tourism industry.
- CO4 Students will explore the various theories of tourism.
- CO5 Understand the various organizations involved in tourism.

REFERENCES :

1. Rajat Gupta, Nishant Singh, Ishita Kirar and Mahesh Kumar Bairwa, Hospitality and Tourism Management, Vikas Publishing House Pvt. Ltd., 2015
2. Charles R. Goeldner and J. R. Brent Ritchie, Tourism: Principles, Practices, Philosophies, 12th Edition, Wiley, 2016
3. Sampad Kumar Swain and Jitendra Mohan Mishra, Tourism: Principles and Practices (Oxford Higher Education), Nov 2011
4. Chris Cooper, John Fletcher, Alan Fyall, David Gilbert and Stephen Wanhill, Tourism: Principles and Practice, 5th Edition, Pearson Education Limited, 2013
5. Renu Malra, Tourism Principles Practices Concepts And Philosophies, Anmol Publications Pvt. Ltd., 2013

Attested


DIRECTOR
Centre for Academic Courses
Anna University, Chennai-600 025

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	2	3	2	1	1	3	1	1	2	1
CO2	3	3	1	3	2	2	1	3	2	2	1	2
CO3	3	2	3	1	3	2	2	3	2	1	1	2
CO4	3	3	3	3	2	1	1	3	1	1	2	2
CO5	3	3	3	2	3	3	2	3	2	1	1	2

BA5151 MANAGEMENT CONCEPTS AND ORGANIZATIONAL BEHAVIOR L T P C
3 0 0 3

OBJECTIVES :

- To familiarize the students to the basic concepts of management in order to aid in understanding how an organization functions, and in understanding the complexity and wide variety of issues managers face in today's business firms.
- To acquaint the students with the fundamentals of managing business and to understand individual and group behaviour at work place so as to improve the effectiveness of an organization. The course will use and focus on Indian experiences, approaches and cases.

UNIT I NATURE AND THEORIES OF MANAGEMENT 9

Evolution of management Thought-Classical, Behavioral and Management Science Approaches Management- meaning, levels, management as an art or science, Managerial functions and Roles, Evolution of Management Theory- Classical era- Contribution of F.W.Taylor, Henri Fayol, Neo-Classical-Mayo & Hawthorne Experiments. • Modern era – system & contingency approach Managerial Skills.

UNIT II PLANNING AND ORGANISING 9

Planning - Steps in Planning Process - Scope and Limitations - Forecasting and types of Planning - Characteristics of a sound Plan - Management by Objectives (MBO) - Policies and Strategies - Scope and Formulation - Decision Making - Types, Techniques and Processes.

Organisation Structure and Design - Authority and Responsibility Relationships - Delegation of Authority and Decentralisation - Interdepartmental Coordination - - Impact of Technology on Organisational design - Mechanistic vs Adoptive Structures - Formal and Informal Organisation. Control: meaning, function, Process and types of Control.

UNIT III INDIVIDUAL BEHAVIOUR 9

Meaning of Organizational behavior, contributing disciplines, importance of organizational behavior, Perception and Learning - Personality and Individual Differences - Motivation theories and Job Performance - Values, Attitudes and Beliefs - Communication Types-Process - Barriers - Making Communication Effective.

UNIT IV GROUP BEHAVIOUR 9

Groups and Teams: Definition, Difference between groups and teams, Stages of Group Development, Group Cohesiveness, Types of teams, Group Dynamics - Leadership - Styles - Approaches - Power and Politics - Organisational Structure - Organisational Climate and Culture, Conflict: concept, sources, Types, Stages of conflict, Management of conflict Organisational Change and Development.

UNIT V EMERGING ASPECTS OF ORGANIZATIONAL BEHAVIOUR 9

Comparative Management Styles and approaches - Japanese Management Practices Organisational Creativity and Innovation - Organizational behavior across cultures - Conditions affecting cross cultural organizational operations, Managing International Workforce, Productivity and cultural contingencies, Cross cultural communication, Management of Diversity.

TOTAL: 45 PERIODS

OUTCOMES:

On completion of course, Students will develop

CO1 Understanding of various management concepts and skills required in the business world

CO2 In-depth knowledge of various functions of management in a real time management context

CO3 Understanding of the complexities associated with management of individual behavior in the organizations

CO4 Develop the skillset to have manage group behaviour in Organizations

CO5 Insights about the current trends in managing organizational behaviour

REFERENCES:

1. Andrew J. Dubrin, Essentials of Management, Thomson Southwestern, 9th edition, 2012.
2. Samuel C. Certo and Tervis Certo, Modern management: concepts and skills, Pearson education, 12th edition, 2012.
3. Harold Koontz and Heinz Weihrich, Essentials of management: An International & Leadership Perspective, 9th edition, Tata McGraw-Hill Education, 2012.
4. Charles W.L Hill and Steven L McShane, „Principles of Management, McGraw Hill Education, Special Indian Edition, 2007.
5. Stephen P. Robins, Organisational Behavior, PHI Learning / Pearson Education, 11th edition, 2008.
6. Fred Luthans, Organisational Behavior, McGraw Hill, 13th Edition, 2015.
7. Don Hellriegel, Susan E. Jackson and John W. Slocum, Management- A competency-based approach, Thompson South Western, 11th edition, 2008.
8. Heinz Weihrich, Mark V Cannice and Harold Koontz, Management- A global entrepreneurial perspective, Tata McGraw Hill, 12th edition, 2008.
9. Stephen P. Robbins, David A. DeCenzo and Mary Coulter, Fundamentals of management, Prentice Hall of India, 2012.
10. Mc Shane & Von Glinov, Organisational Behavior, 4th Edition, Tata Mc Graw Hill, 2007.
11. Nelson, Quick, Khandelwal. ORGB – An innovative approach to learning and teaching. Cengage learning. 2nd edition. 2012
12. Ivancevich, Konopaske & Maheson, Organisational Behavior & Management, 7th edition, Tata McGraw Hill, 2008.
13. Udai Pareek, Understanding Organisational Behavior, 3rd Edition, Oxford Higher Education, 2011.
14. Jerald Greenberg, Behavior in Organization, PHI Learning. 10th edition. 2011

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	3	2	2	1	1	1	2	2	1	1
CO2	3	2	3	3	2	2	1	1	2	2	1	2
CO3	2	3	3	3	2	3	2	1	1	2	2	1
CO4	3	2	3	2	1	2	2	2	1	1	2	1
CO5	2	3	2	3	3	1	1	3	1	2	2	1

Attested



DIRECTOR
Centre for Academic Courses
Anna University, Chennai-600 025

OBJECTIVE :

- Acquire a reasonable knowledge in accounts analysis and evaluate financial statements.

UNIT I FINANCIAL ACCOUNTING**9**

Introduction to Financial, Cost and Management Accounting – Generally accepted accounting principles– Double Entry System – Preparation of Journal, Ledger and Trial Balance Preparation of Final Accounts: Trading, Profit and Loss Account and Balance Sheet - Reading the financial statements.

UNIT II ANALYSIS OF FINANCIAL STATEMENTS**9**

Financial ratio analysis, Interpretation of ratio for financial decisions- Dupont Ratios – Comparative statements - common size statements. Cash flow (as per Accounting Standard 3) and Funds flow statement analysis – Trend Analysis.

UNIT III COST ACCOUNTING**9**

Cost Accounts – Classification of costs – Job cost sheet – Job order costing – Process costing – (excluding Interdepartmental Transfers and equivalent production) – Joint and By Product Costing – Activity Based Costing, Target Costing.

UNIT IV MARGINAL COSTING**9**

Marginal Costing and profit planning – Cost, Volume, Profit Analysis – Break Even Analysis – Decision making problems -Make or Buy decisions -Determination of sales mix - Exploring new markets - Add or drop products -Expand or contract.

UNIT V BUDGETING AND VARIANCE ANALYSIS**9**

Budgetary Control – Sales, Production, Cash flow, fixed and flexible budget – Standard costing and Variance Analysis – (excluding overhead costing) -Accounting standards and accounting disclosure practices in India.

TOTAL :45 PERIODS**OUTCOMES :**

1. A thorough grounding of financial accounting concepts
2. Preparation of financial statement analysis
3. Understand the management and cost accounting techniques
4. Apply the management and cost accounting techniques for decision making
5. Assess the accountancy standards of practices in India

REFERENCES :

1. R. Narayanaswamy, Financial Accounting, PHI, sixth edition, 2017.
2. M.Y. Khan & P.K. Jain, Management Accounting, Tata McGraw Hill, 2017.
3. T.S. Reddy & A. Murthy, Financial Accounting, Margham Publications, 2014
4. Jan Williams, Susan Haka, Mark S bettner, Joseph V Carcello, Financial and Managerial Accounting - The basis for business Decisions, 17th edition, Tata McGraw Hill Publishers, 2017
5. Horngren, Surdem, Stratton, Burgstahler, Schatzberg, Introduction to Management Accounting, PHI Learning, 2014 , 16th edition.
6. Stice&Stice, Financial Accounting Reporting and Analysis, 8th edition, Cengage Learning, 2015.
7. SinghviBodhanwala, Management Accounting – Text and cases,2nd edition PHI Learning, 2012
8. Ashish K. Battacharya, Introduction to Financial Statement Analysis, Elseiver, 2012.

Attested

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	-	1	2	1	1	1	-	3	3	-	-
CO2	3	2	1	2	2	2	-	2	-	3	-	2
CO3	3	3	2	2	3	2	1	2	1	3	-	1
CO4	3	3	2	3	3	2	1	1	1	2	-	1
CO5	3	2	3	2	2	2	1	2	-	2	-	-

BA5152

MANAGERIAL ECONOMICS

L T P C
3 0 0 3

OBJECTIVE :

- To introduce the concepts of scarcity and efficiency; to explain principles of micro economics relevant to managing an organization; to describe principles of macroeconomics to have the understanding of economic environment of business.

UNIT I INTRODUCTION

9

The themes of economics – scarcity and efficiency – three fundamental economic problems – society’s capability – Production possibility frontiers (PPF) – Productive efficiency Vs economic efficiency – economic growth & stability – Micro economies and Macro economies – the role of markets and government – Positive Vs negative externalities.

UNIT II CONSUMER AND PRODUCER BEHAVIOUR

9

Market – Demand and Supply – Determinants – Market equilibrium – elasticity of demand and supply – consumer behaviour – consumer equilibrium – Approaches to consumer behaviour – Production – Short-run and long-run Production Function – Returns to scale – economies Vs diseconomies of scale – Analysis of cost – Short-run and long-run cost function – Relation between Production and cost function.

UNIT III PRODUCT AND FACTOR MARKET

9

Product market – perfect and imperfect market – different market structures – Firm’s equilibrium and supply – Market efficiency – Economic costs of imperfect competition – factor market – Land, Labour and capital – Demand and supply – determination of factor price – Interaction of product and factor market – General equilibrium and efficiency of competitive markets.

UNIT IV PERFORMANCE OF AN ECONOMY – MACRO ECONOMICS

9

Macro-economic aggregates – circular flow of macroeconomic activity – National income determination – Aggregate demand and supply – Macroeconomic equilibrium – Components of aggregate demand and national income – multiplier effect – Demand side management – Fiscal policy in theory.

UNIT V AGGREGATE SUPPLY AND THE ROLE OF MONEY

9

Short-run and Long-run supply curve – Unemployment and its impact – Okun’s law – Inflation and the impact – reasons for inflation – Demand Vs Supply factors – Inflation Vs Unemployment tradeoff – Phillips curve – short- run and long-run – Supply side Policy and management- Money market- Demand and supply of money – money-market equilibrium and national income – the role of monetary policy.

TOTAL: 45 PERIODS

OUTCOMES:

1. To introduce the concepts of scarcity and efficiency;
2. To explain principles of microeconomics relevant to managing an organization
3. To describe principles of macroeconomics
4. To have the understanding of economic environment of business.
5. To study about the policies that regulate economic variables

Attested

REFERENCES :

1. Paul A. Samuelson, William D. Nordhaus, Sudip Chaudhuri and Anindya Sen, Economics, 19th edition, Tata McGraw Hill, New Delhi, 2011
2. William Boyes and Michael Melvin, Textbook of economics, Biztantra, 7 th edition 2008.
3. N. Gregory Mankiw, Principles of Economics, 8 th edition, Thomson learning, New Delhi,2017.
4. Richard Lipsey and Alec Chrystal, Economics, 13th edition, Oxford, University Press, New Delhi, 2015.
5. Karl E. Case and Ray C. Fair, Principles of Economics, 12th edition, Pearson, Education Asia, New Delhi, 2017.
6. Panneerselvam. R, Engineering Economics, 2 nd Edition, PHI Learning, 2014.

Course Objectives	Programme Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
I	3	1	1	1	3	3	2	2	3	3	3	3
II	3	3	3	3	3	3	2	2	2	2	2	2
III	3	2	1	2	2	2	2	2	3	3	3	3
IV	3	3	3	3	3	3	1	1	1	2	2	2
V	3	3	3	2	2	1	2	2	2	2	3	3

BA5153

LEGAL ASPECTS OF BUSINESS

L T P C
3 0 0 3

OBJECTIVE:

- The objective of this course is to familiarize the students with various laws that will help them to refine their understanding of how law affects the different aspects of business.

UNIT I COMMERCIAL LAW

9

THE INDIAN CONTRACT ACT 1872

Definition of contract, essentials elements and types of a contract, Formation of a contract, performance of contracts, breach of contract and its remedies, Quasi contracts - Contract Of Agency: Nature of agency, Creation and types of agents, Authority and liability of Agent and principal: Rights and duties of principal and agents, termination of agency.

THE SALE OF GOODS ACT 1930 Nature of Sales contract, Documents of title, risk of loss, Guarantees and Warranties, performance of sales contracts, conditional sales and rights of an unpaid seller -

Negotiable Instruments Act 1881: Nature and requisites of negotiable instruments. Types of negotiable instruments, liability of parties, holder in due course, special rules for Cheque and drafts, discharge of negotiable instruments.

UNIT II COMPANY LAW AND COMPETITION ACT

9

COMPANY ACT 1956&2013 Major principles – Nature and types of companies, Formation, Memorandum and Articles of Association, Prospectus, Power, duties and liabilities of Directors, winding up of companies, Corporate Governance.

Competition Act 2002 - Introduction, Definitions, Enquiry into Certain Agreements and Dominant Position of Enterprise and Combinations.

UNIT III INDUSTRIAL LAW

9

An Overview of Factories Act - Payment of Wages Act - Payment of Bonus Act - Industrial Disputes Act.

UNIT IV CORPORATE TAX & GST 9

Corporate Tax Planning, Corporate Taxes and Overview of Latest Developments in Indirect tax Laws relating to GST:An introduction including constitutional aspects, Levy and collection of CGST & IGST, Basic concept of time and value of supply, Input tax credit, Computation of GST Liability, Registration, Tax Invoice, Credit & Debit Notes, Electronic Way bill, Returns, Payment of taxes including Reverse Charge

UNIT V CONSUMER PROTECTION ACT AND INTRODUCTION OF CYBER LAWS 9

Consumer Protection Act – Consumer rights, Procedures for Consumer grievances redressal, Types of consumer Redressal Machineries and Forums-- Cyber crimes, IT Act 2000 and 2002, Cyber Laws,

Introduction of IPR Intellectual Property Laws- Introduction, Legal Aspects of Patents, Filing of Patent Applications, Rights from Patents, Infringement of Patents, Copyright and its Ownership, Infringement of Copyright, Civil Remedies for Infringement.– Copy rights, Trade marks, Patent Act. Introduction, Right to Information Act, 2005.

TOTAL: 45 PERIODS

OUTCOMES:

- CO1 Understand the fundamental legal principles in developing various contracts and commercial laws in the business world
- CO2 Identify the common forms of business associations and elements of Corporate Governance
- CO3 Develop insights regarding the laws related to industrial environment
- CO4 Ability to understand the fundamentals of corporate tax and GST
- CO5 Understand the role of consumer rights and cyber laws in the modern business environment

REFERENCES :

1. N. D. Kapoor, Elements of mercantile Law, Sultan Chand and Company, India, 2017.
2. P. K. Goel, Business Law for Managers, Biztantatara Publishers, India, 2017.
3. AkhileshwarPathack, Legal Aspects of Business, 4th Edition, Tata McGraw Hill, 2018.
4. Kumar, Ravinder (2016). Legal Aspects of Business, 4/e; New Delhi: Cengage Learning
5. Text Book of Indirect Tax – Sinha P.K Dr. Vinod Singhania, Taxman Publication, New Delhi
6. GST Manual with GST Law Guide & GST Practice Referencer (Set of 2 Volumes) (10th Edition,October 2018) Paperback – 2018 by Taxmann (Author)
7. P. P. S. Gogna, Mercantile Law, S. Chand & Co. Ltd., India, Fourth Edition, 2010.
8. Dr. Vinod, K. Singhania, Direct Taxes Planning and Management, 2008.
9. Richard Stim, Intellectual Property- Copy Rights, Trade Marks, and Patents, Cengage Learning, 2008.
10. Daniel Albuquerque, Legal Aspect of Business, Oxford, 2012
11. Ravinder Kumar– Legal Aspect of Business.– Cengage Learning, 2nd Edition-2011.
12. GST Ready Reckoner-As amended by CGST (Amdt.) Act 2018/IGST (Amdt.) Act 2018/UTGST (Amdt.) Act 2018/GST (Compensation to States) Amdt. Act 2018 (8th Edition,October 2018) Paperback – 2018by V.S.Datey (Author)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	1	2	1	2		3	3	2	1	1
CO2	3	3	2	3	2	1	1	3	1	1	1	2
CO3	2	3	3	2	2	1	1	3	2	2	2	1
CO4	3	3	3	2	2	2	1	2	1	2	1	1
CO5	3	2	1	3	2	2	2	3	2	1	2	1

Attested

[Signature]

OBJECTIVE:

- To learn the applications of statistics in business decision making.

UNIT I INTRODUCTION

9

Basic definitions and rules for probability, conditional probability independence of events, Baye's theorem, and random variables, Probability distributions: Binomial, Poisson, Uniform and Normal distributions.

UNIT II SAMPLING DISTRIBUTION AND ESTIMATION

9

Introduction to sampling distributions, sampling distribution of mean and proportion, application of central limit theorem, sampling techniques. Estimation: Point and Interval estimates for population parameters of large sample and small samples, determining the sample size.

UNIT III TESTING OF HYPOTHESIS - PARAMETIRC TESTS

9

Hypothesis testing: one sample and two sample tests for means and proportions of large samples (z-test), one sample and two sample tests for means of small samples (t-test), F-test for two sample standard deviations. ANOVA one and two way

UNIT IV NON-PARAMETRIC TESTS

9

Chi-square test for single sample standard deviation. Chi-square tests for independence of attributes and goodness of fit. Sign test for paired data. Rank sum test. Kolmogorov-Smirnov – test for goodness of fit, comparing two populations. Mann – Whitney U test and Kruskal Wallis test. One sample run test.

UNIT V CORRELATION AND REGRESSION

9

Correlation – Coefficient of Determination – Rank Correlation – Regression – Estimation of Regression line – Method of Least Squares – Standard Error of estimate.

TOTAL: 45 PERIODS**OUTCOMES:**

- To facilitate objective solutions in business decision making.
- To understand and solve business problems
- To apply statistical techniques to data sets, and correctly interpret the results.
- To develop skill-set that is in demand in both the research and business environments
- To enable the students to apply the statistical techniques in a work setting.

REFERENCES :

1. Richard I. Levin, David S. Rubin, Statistics for Management, Pearson Education, 7th Edition, 2011.
2. Prem. S. Mann, Introductory Statistics, Wiley Publications, 2013.
3. Srivatsava TN and ShailajaRego, Statistics for Management, Tata McGraw Hill, 2008.
4. Ken Black, Applied Business Statistics, 7th Edition, Wiley India Edition, 2012.
5. Anderson D.R., Sweeney D.J. and Williams T.A., Statistics for business and economics, 11th edition, Thomson (South – Western) Asia, Singapore, 2012.
6. N. D. Vohra, Business Statistics, Tata McGraw Hill, 2012.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	1	3	2	2	1	1	2	1	1	3
CO2	3	3	1	3	2	3	1	2	2	1	1	3
CO3	3	2	1	2	2	2	1	1	1	1	1	3
CO4	3	2	1	3	2	3	1	2	2	1	1	2
CO5	3	3	1	3	2	3	1	2	2	1	1	2

Attested

OBJECTIVES:

- To study the flow of activities and functions in today's Hotel operation.
- To establish the importance of various departments and its role in the Hospitality Industry.

UNIT I INTRODUCTION TO HOSPITALITY & TOURISM 9

Hospitality & Tourism - Origin, Growth and Importance – Industries related to Tourism – Evolution and Growth of Hotels – Evolution of Tourism – Factors Affecting Hospitality and Tourism Industry – Employment Opportunities in Hospitality & Tourism.

UNIT II HOTEL INDUSTRY 9

Clarification of Hotels – Major Departments of a Hotel – Star Ratings of Hotels – Global Standards for Hotels – Managing Value Added Services – Specialty Resorts – Book Sellers – Spa – Beauty Clinics – Gymnasiums.

UNIT III FOOD SERVICE & LODGING 9

The Restaurant Business – Restaurant Operations – Restaurant Industry Organization – Competitive Foods – Issues Facing Food Industry – Onsite Food Service – Lodging – Meeting Guest Needs – Forces Shaping the Hotel Business – Competition in the Lodging Business.

UNIT IV HOUSEKEEPING & FRONT OFFICE MANAGEMENT 9

Housekeeping Department - Operations and Management – Budgeting – Changing Trends - Role of Service in Hospitality Industry – Accommodation Management – Planning – Front Office Management – Concierge - Computer Applications - Security and Control.

UNIT V HOSPITALITY AND RELATED SECTORS 9

Theme Parks – Conventions Centres – Cruises – Event Management – Recreation and leisure activities – Tourism and Hospitality in 21st century – Global gaming and Casino operations – Recent trends.

TOTAL: 45 PERIODS**OUTCOMES:**

- CO1 Understand why service has become such an important facet of the hospitality industry.
 CO2 Understand hotel ownership and developments via hotel franchising and management contracts.
 CO3 Students will learn the different characteristics of chain and independent restaurants.
 CO4 Explore the areas of housekeeping department.
 CO5 Understand the relationship of recreation and leisure to wellness.

REFERENCES :

1. John R. Walker, Introduction to Hospitality, Pearson Education Limited, 7th edition, 2017
2. Raghubalan G. & Smritee R., Hotel Housekeeping operations and Management. New Delhi: Oxford University Press. 3rd edition, 2016
3. Negi, J., Professional Hotel Management, S. Chand & Company Pvt. Ltd, 3rd Edition, 2014
4. Roy C Wood, Key Concepts of Hospitality Management, SAGE Publications, 2013
5. Clayton W. Barrows, Tom Powers and Dennis Reynolds, Introduction to Management in the Hospitality Industry, John Wiley and Sons, Inc, 10th Edition, 2012
6. James A. Bardi, Hotel Front Office Management, John Wiley and Sons, Inc, 5th Edition, 2010

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	3	2	2	1	2	3	1	1	2
CO2	3	1	3	1	3	3	3	2	2	2	1	2
CO3	3	1	2	2	3	3	2	1	2	3	1	3
CO4	3	3	1	2	3	2	2	1	3	3	1	1
CO5	3	3	3	2	3	2	1	1	2	2	1	3

OBJECTIVES :

- To enable the learners in understanding of the basic concepts of Indian Ethos and familiarise about ethical behaviour and value systems at work.
- To enable the learners to have exposure on business ethics and ethical business perspectives.

NOTE :

- The following is the list of topics suggested for preparation and presentation by students twice during the semester.
- This will be evaluated by the faculty member(s) handling the course and the final marks are consolidated at the end of the semester. No end semester examination is required for this course.
 - 1) Indian Ethos and Personality Development
 - 2) Work ethos and values for Professional Managers
 - 3) Indian Values, Value Systems and Wisdom for modern managers
 - 4) Management Lessons from the Vedas, Puranas, Indian religions
 - 5) Spirituality in Business Management
 - 6) Individual Culture and Ethics
 - 7) Ethical codes of conduct and value Systems
 - 8) Loyalty and Ethical Behaviour
 - 9) Ethical business issues and solutions
 - 10) Social Responsibilities of Business

TOTAL : 60 PERIODS**OUTCOMES :**

- The learners are able to apply the basic concepts of Indian ethos and value systems at work.
- The learners can handle issues of business ethics and offer solutions ethical perspectives

TOTAL : 60 PERIODS**COURSE OUTCOMES :****After the completion of the course, the students will be able to:**

CO1. The learners are able to apply the basic concepts of Indian ethos and value systems at work.

CO2. The learners can handle issues of business ethics and offer solutions in ethical perspectives

CO3. The learners are professionally efficient and skilful in value systems and culture

CO4. The learners are capable in ethically manage business towards well being of the society.

CO5: The learners can be socially effective in undertaking business responsibilities

Course Outcome	Programme Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
I	3	2	3	2	2	3	3	2	3	2	3	2
II	2	1	2	3	1	3	2	2	3	3	3	3
III	1	3	2	1	2	2	3	3	2	3	2	2
IV	3	2	1	2	2	1	2	3	2	3	2	2
V	3	2	2	3	2	3	1	2	3	2	2	3

Attested

OBJECTIVES:

- To help the students to acquire some of the necessary skills to handle day-to-day managerial responsibilities, such as - making speeches, controlling one-to-one communication, enriching group activities and processes, giving effective presentations, writing letters, memos, minutes, reports and advertising, and maintaining one's poise in private and in public,

UNIT I INTRODUCTION AND TYPES OF BUSINESS COMMUNICATION

Introduction to Business Communication: Principles of effective communication, Target group profile, Barriers of Communication, Reading Skills, Listening, Feedback. - Principles of Nonverbal Communication: Professional dressing and body language. Role Playing, Debates and Quiz. Types of managerial speeches - Presentations and Extempore - speech of introduction, speech of thanks, occasional speech, theme speech. - Group communication: Meetings, group discussions. - Other Aspects of Communication: Cross Cultural Dimensions of Business Communication Technology and Communication, Ethical & Legal Issues in Business Communication.

UNIT II BUSINESS COMMUNICATION WRITING MODELS AND TOOLS

Business letters, Routine letters, Bad news and persuasion letters, sales letters, collection letters, Maintaining a Diary, Resume/CV, job application letters, proposals. Internal communication through - notices, circulars, memos, agenda and minutes, reports. Case Studies. Exercises on Corporate Writing, Executive Summary of Documents, Creative Writing, Poster Making, Framing Advertisements, Slogans, Captions, Preparing Press Release and Press Notes

UNIT III EFFECTIVE PRESENTATIONS

Principles of Effective Presentations, Principles governing the use of audiovisual media.

UNIT IV INTERVIEW SKILLS

Mastering the art of giving interviews in - selection or placement interviews, discipline interviews, appraisal interviews, exit interviews, web /video conferencing, tele-meeting.

UNIT V REPORT WRITING

Objectives of report, types of report, Report Planning, Types of Reports, Developing an outline, Nature of Headings, Ordering of Points, Logical Sequencing, Graphs, Charts, Executive Summary, List of Illustration, Report Writing.

Note: The emphasis of the entire subject should be on practical aspects.

Practical: Module 1-This module introduces both written and spoken communication skills to students to build their confidence in delivering clear and logical messages to their audience. They will develop written communication skills through crafting business messages such as business letters, emails, and meeting minutes. In addition, students will work through presentations and simulated meetings to refine their spoken communication skills, discussion techniques and people skills.

Practical - Module 2-This module builds on the foundation of Business Communication 1 and creates opportunities for students to strengthen their oral and written communication. Students will be required to enhance their presentation skills through impromptu speeches. Students will also learn how to prepare a formal business report. Job hunting and employment skills will be introduced to prepare students for a positive start to their careers. Students will be taught to write application letters and resumes. Additionally, students will learn job interview techniques through role-plays and simulations

Practical - Module 3-This practical module aims to help students be persuasive in the business world. Students will learn listening and data gathering skills to better understand their target audience's needs and requirements and persuasive skills to convince the audience to accept a new policy/suggestion/product through role-playing a boardroom presentation. Students will also be taught business networking skills including conversation techniques, dining etiquette and personal branding through role-plays and simulations.

TOTAL : 60 PERIODS

OUTCOMES :

CO1: Develop good managerial communication skills

CO2: Ability to excel in different forms of written communication required in a business context

CO3: Develop good presentation skills

CO4: In-depth understanding of interview skills

CO5: Ability to prepare Business reports

REFERENCES :

1. Rajendra Pal, J.S. Korlahalli ,Essentials of Business Communication by, Sultan Chand & Sons, 13th Edition
2. Meenakshi Raman, Prakash Singh ,Business Communication by, Oxford, 2 nd edition, 2012
3. Raymond V. Lesikar, Flatley, Basic Business Communication Skills for Empowering the Internet Generation by, M.E., TMGH , New Delhi , 10 th edition, 2004
4. Ludlow R , Panton ,The Essence of Effective Communications , Prentice Hall of India Pvt. Ltd. 2, 1995
5. C. S. Rayadu , Communication by, HPH, 2015
6. R. C. Sharma , Krishna Mohan ,Business Correspondence & Report Writing , Tata McGraw Hill, 5th Edition, 2017
7. Malcolm Goodale , Developing Communication Skills, 2nd Edition Professional Presentations, Cambridge University Press
8. Supplementary Reading Material Business Communication - Harvard Business Essentials Series, HBS Press
9. Adair, J , Effective Communication. , Pan Macmillan Excellence in Business Communication by Thill, J. V. &Bovee, G. L, McGraw Hill, New York. Business Communications: From Process to Product by Bowman, J.P. &Branchaw, P.P., Dryden Press, Chicago.

WEBSITES :

www.businesscommunicationskills.com

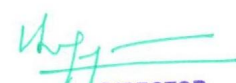
www.kcittraining.com

www.mindtools.com

www.businesscommunication.org

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	3	3	2	2	1	3	3	1	1	1
CO2	2	3	3	2	2	1	1	3	3	2	2	2
CO3	3	2	1	2	2	2	3	1	2	1	2	1
CO4	3	1	2	3	2	1	1	3	2	1	2	2
CO5	3	1	2	3	2	1	1	1	2	2	1	1

Attested



DIRECTOR
Centre for Academic Courses
Anna University, Chennai-600 025

OBJECTIVE:

- To make the students of tourism understand the principles of scientific methodology in business enquiry, develop analytical skills of business research and to prepare scientific business reports.

UNIT I INTRODUCTION**9**

Business Research – Definition and Significance – the research process – Types of Research – Exploratory and causal Research – Theoretical and empirical Research – Cross –Sectional and time – series Research – Research questions / Problems – Research objectives – Research hypotheses – characteristics – Research in an evolutionary perspective – the role of theory in research.

UNIT II RESEARCH DESIGN AND MEASUREMENT**9**

Research design – Definition – types of research design – exploratory and causal research design – Descriptive and experimental design – different types of experimental design – Validity of findings – internal and external validity – Variables in Research – Measurement and scaling – Different scales – Construction of instrument – Validity and Reliability of instrument.

UNIT III DATA COLLECTION**9**

Types of data – Primary Vs Secondary data – Methods of primary data collection – Survey Vs Observation – Experiments – Construction of questionnaire and instrument – Types of Validity – Sampling plan – Sample size – determinants optimal sample size – sampling techniques – Sampling methods.

UNIT IV DATA PREPARATION AND ANALYSIS**9**

Data Preparation – editing – Coding –Data entry – Validity of data – Qualitative Vs Quantitative data analyses – Applications of Bivariate and Multivariate statistical techniques, Factor analysis, Discriminant analysis, Cluster analysis, Multiple regression and Correlation, Multidimensional scaling – Conjoint Analysis – Application of statistical software for data analysis.

UNIT V REPORT DESIGN, WRITING AND ETHICS IN BUSINESS RESEARCH**9**

Research report –Types – Contents of report – need for executive summary – chapterization – contents of chapter – report writing – the role of audience – readability – comprehension – tone – final proof – report format – title of the report – ethics in research – Ethics in research – Subjectivity and Objectivity in research.

TOTAL : 45 PERIODS**OUTCOMES :**

- Students will understand and appreciate scientific inquiry
- Students would know to write research proposals
- The students would be able to undertake a systematic outlook towards business situations for the purpose of objective decision making, and the method of conducting scientific inquiry to solve organizational problems
- Students would be able to analyze data and find solutions to the problems.
- Students could prepare research reports

REFERENCES :

1. Donald R. Cooper, Pamela S. Schindler and J K Sharma, Business Research methods, 11th Edition, Tata Mc Graw Hill, New Delhi, 2012.
2. Alan Bryman and Emma Bell, Business Research methods, 3rd Edition, Oxford University Press, New Delhi, 2011.
3. Uma Sekaran and Roger Bougie, Research methods for Business, 5th Edition, Wiley India, New Delhi, 2012.
4. William G Zikmund, Barry J Babin, Jon C.Carr, AtanuAdhikari, Mitch Griffin, Business Research methods, A South Asian Perspective, 8th Edition, Cengage Learning, New Delhi, 2012.
5. Panneerselvam. R, Research Methodology, 2nd Edition, PHI Learning, 2014.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	1	3	2	3	1	2	2	1	1	2
CO2	3	3	2	2	1	2	2	2	2	1	1	2
CO3	3	3	2	3	3	3	1	1	2	1	1	2
CO4	3	2	1	2	3	2	2	2	2	1	1	3
CO5	3	2	1	2	2	2	1	2	2	1	1	2

TM5201

FINANCIAL MANAGEMENT IN TOURISM

L T P C
3 0 0 3

OBJECTIVE:

- To facilitate the students about the methods and techniques of financial management and to sensitize them about how to manage finance efficiently in an organization.

UNIT I FINANCIAL MANAGEMENT AND FINANCIAL MARKETS

Financial management – Objectives And functions – Profit Vs Wealth Maximization - Time value of money –Compounding and Discounting – Concepts of Risk And Returns – Financial markets – Capital markets, Money market – Financial instruments – Key Financial Intermediaries in Tourism Industry.

UNIT II SOURCES OF LONG TERM FINANCE AND THEIR VALUATION

Sources of Long Term Finance - Bonds- Features- Valuation of bonds; Preference Stock – features - Valuation of Preference Stock; Common Stock- Features, Valuation Of Common Stock – Valuation Models. Leasing, Hire Purchase and Project Financing.

UNIT III INVESTMENT DECISIONS

Capital Budgeting Principles and Techniques – Nature of Capital Budgeting – Evaluation Techniques: Payback, Accounting Rate Of Return, Net Present Values, Internal Rate Of Return, Profitability Index - Project Selection under Capital Rationing – Concepts and Measurement of Cost of Capital – Specific Cost And Overall Cost of Capital.

UNIT IV FINANCING DECISIONS

Operating and Financial Leverage -Capital Structure – determinants – Optimal Capital Structure – Capital Structure Theories; Working Capital – concepts need and determinants – estimates of working capital and Sources of working capital finance .

UNIT V FINANCING OF TOURISM PROJECTS

Financing of Tourism Projects – National Financial Policies and Rule of Public and Private Sectors; Tourism Finance Corporation of India: Aims, Objectives and Functions - International Funding – Types – Conditions

TOTAL :45 PERIODS

OUTCOMES:

1. Students will gain an understanding of the financial markets and instruments in India
2. Recognize the time value of money
3. Assess and evaluate various long-term sources of finance
4. Ability to comprehend the technique of making decisions relating to investment and finance functions
5. Gain an in-depth knowledge about the funding and appraisal of tourism projects in India

REFERENCES :

1. I.M.Pandey, Financial Management, Vikas, 2012
2. M.Y. Khan & Jain, Financial Management, McGraw Hill 2012.
3. Prasanna Chandra, Financial Management, 9th edition, Tata McGraw Hill, 2012.

Attested

[Signature]

DIRECTOR
Centre for Academic Courses
Anna University, Chennai-600 025

4. Robert E. Chatfield, Michael C. Dalbor, Hospitality Financial Management: Prentice Hall US 2009.
5. William P. Andrew, James W. Damitio, Ph.D, CMA, Raymond S. Schmidgall, Financial Management for the Hospitality Industry: Prentice Hall US 2009

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	1	1	2	-	-	1	2	2	3	1	2
CO2	2	-	1	3	2	1	-	1	-	3	-	1
CO3	3	2	2	3	2	1	2	-	2	3	1	-
CO4	3	2	1	2	2	2	1	2	1	3	1	1
CO5	3	2	2	2	2	1	2	-	2	3	1	2

BA5251

HUMAN RESOURCE MANAGEMENT

L T P C
3 0 0 3

OBJECTIVE:

- To provide knowledge about management issues related to staffing, training, performance, compensation, human factors consideration and compliance with human resource requirements.

UNIT I PERSPECTIVES IN HUMAN RESOURCE MANAGEMENT 9

Evolution of human resource management – The importance of the human capital – Role of human resource manager –Challenges for human resource managers - trends in Human resource policies – Computer applications in human resource management – Human resource accounting and audit.

UNIT II HUMAN RESOURCE PLANNING AND RECRUITMENT 9

Importance of Human Resource Planning – Forecasting human resource requirement –matching supply and demand - Internal and External sources- Organizational Attraction-. Recruitment, Selection, Induction and Socialization- Theories, Methods and Process.

UNIT III TRAINING AND DEVELOPMENT 9

Types of training methods –purpose- benefits- resistance. Executive development programme – Common practices - Benefits – Self development – Knowledge management.

UNIT IV EMPLOYEE ENGAGEMENT 9

Compensation plan – Reward – Motivation – Application of theories of motivation – Career management – Mentoring - Development of mentor – Protégé relationships- Job Satisfaction, Employee Engagement, Organizational Citizenship Behavior: Theories, Models.

UNIT V PERFORMANCE EVALUATION AND CONTROL 9

Method of performance evaluation – Feedback – Industry practices. Promotion, Demotion, Transfer and Separation – Implication of job change. The control process – Importance – Methods – Requirement of effective control systems grievances – Causes – Implications – Redressal methods.

TOTAL: 45 PERIODS

OUTCOMES :

- Students would have gained knowledge on the various aspects of HRM
- Students will gain knowledge needed for success as a human resources professional.
- Students will develop the skills needed for a successful HR manager
- Students would be prepared to implement the concepts learned in the workplace.
- Students would be aware of the emerging concepts in the field of HRM

REFERENCES :

1. Gary Dessler and Biju Varkkey, Human Resource Management, 14th Edition, Pearson Education Limited, 2015.
2. David A. Decenzo, Stephen P. Robbins, and Susan L. Verhulst, Human Resource Management, Wiley, International Student Edition, 11th Edition, 2014.
3. Luis R. Gomez-Mejia, David B. Balkin, Robert L. Cardy. Managing Human Resource. PHI Learning. 2012
4. Bernadin, Human Resource Management, Tata McGraw Hill, 8th edition 2012.
5. Wayne Cascio, Managing Human Resource, McGraw Hill, 2007.
6. Ivancevich, Human Resource Management, McGraw Hill 2012.
7. Uday Kumar Haldar, Juthika Sarkar. Human Resource management. Oxford. 2012

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	1	2	2	2	1	1	2	1	1	1
CO2	3	3	2	3	2	2	2	2	3	1	2	1
CO3	3	3	3	3	3	3	2	2	3	1	2	1
CO4	3	3	2	3	3	2	2	2	2	1	1	1
CO5	3	3	1	2	2	2	2	2	2	1	1	1

TM5202

TOURISM MARKETING

L T P C
3 0 0 3

OBJECTIVE:

- To expose students to Tourism marketing and Tourist behaviour. It throws focus on the right marketing mix for Tourism Industry and enlightens on the trends in Tourism Marketing.

UNIT I INTRODUCTION TO TOURISM MARKETING

9

Understanding Tourism Marketing Nature and Marketing Process – Growth – Strategic Planning – Orientations; Tourism Product – Characteristics; Challenges in Tourism Marketing; Tourism Marketing Environment – Micro Environment – Macro Environment – Environment Analysis.

UNIT II TOURISM MARKETS & TOURIST BEHAVIOR

8

Tourism Markets – Types; Tourist Behavior – Risks Involved in Travel Purchase; Tourist Buying Process – Factors influencing Tourist Buying Behavior – Environmental Factors – Individual Factors; Tourist Decision Making Models – Demand Forecasting; Market Segmentation – Targeting – Market Positioning for Competitive Advantage.

UNIT III TOURISM MARKETING MIX - I

12

Tourism Product – Design – New Product Development – Destination Development – Product Life Cycle – Destination Life Cycle – Tourism Area Life Cycle; Pricing Tourism Products – Pricing Considerations and Approaches, Pricing Strategies and Methods of Price Fixation; Tourism Distribution – Distribution Chain / Channels – Channel Design Decisions – Channels in India – Managing Channels; Tourism Promotion – Factors Affecting and Components of Promotion Mix – Advertising – Public Relations – Sales Promotion – Personal Selling – Important Promotion Tools in Tourism.

UNIT IV TOURISM MARKETING MIX – II

8

People in Tourism – Service Quality Ingredients - Service Encounters – Managing People & Encounters in Tourism Experience – CRM – Internal Marketing – Capacity Building; Process in Tourism – Elements of Process – Managing Process – Development in Service Processes – Capacity Demand Management; Role of Physical Evidence in Tourism – Functions – Service Scapes & Servuction - Components – Building Physical Evidences.

UNIT V TOURISM MARKETING STRATEGIES**8**

Market Competition & Competitive Tourism Marketing Strategies; Technology in Tourism Marketing – CRS &GDS – Electronic Tourism – Using Websites; Tourism Marketing and Development – Socially Responsible Marketing – Social Marketing – Green Marketing – Government Bodies and NGOs in Tourism

TOTAL: 45 PERIODS**OUTCOMES:**

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

- CO1. Understand tourism marketing principles and contemporary marketing practices,
- CO2. Understand marketing principles and contemporary marketing practices
- CO3. Understand the tourist buying behaviour
- CO4. Access, examine and assess the effectiveness of marketing strategies applied to tourism by using tourism marketing mix elements.
- CO5. Work independently and as a team member to collect and analyse information to guide your problem solving and decision making

REFERENCES :

1. Manjula Chaudhary (2010), Tourism Marketing, Oxford University Press, New Delhi.
2. Philip Kotler, John T Bowen, James C Makens (2012), Marketing for Hospitality and Tourism, Pearson, New Delhi
3. Ramasamy, V.S., & Namakumar, S. (2002), Marketing Management: Planning & Control. New Delhi: Macmillan
4. S.M.Jha (2011) Tourism Marketing, Himalaya Publishing house.
5. Devashish Dasgupta (2011), Tourism Marketing, Pearson, New Delhi
6. Alastair M. Morrison (2009), Hospitality and Travel Marketing, 4th Edition, Cengage Learning.

Course Outcome	Programme Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
I	3	2	2	2	3	1	1	1	2	1	1	1
II	3	3	3	2	2	1	2	1	3	1	2	1
III	3	2	1	2	2	2	3	2	2	2	1	1
IV	3	3	2	3	3	1	1	2	2	2	2	1
V	3	2	1	2	2	1	2	3	2	3	3	1

Attested



DIRECTOR
Centre for Academic Courses
Anna University, Chennai-600 025

OBJECTIVE:

To learn the philosophies and tools of services operations and quality.

UNIT I UNDERSTANDING SERVICES**9**

Services – Importance, Role and Nature of services – Service Strategy –competitive environment, generic strategies, winning customers- competitive role of information in services.

UNIT II DESIGNING THE SERVICE FIRM**9**

Service Design Elements – Service Blueprinting –Technology in service Encounter- Servicescapes- Facility design – process analysis – Service facility layout- Service Facility Location – facility location techniques.

UNIT III MANAGING SERVICE OPERATIONS**9**

Managing capacity and demand – Managing Waiting Lines –Queuing systems – Essential features, psychology of waiting –Managing for growth- expansion strategies, franchising, globalization;

UNIT IV INTRODUCTION TO QUALITY MANAGEMENT**9**

Quality – vision, mission and policy statements. Customer Focus – customer perception of quality, Translating needs into requirements, customer retention-Dimensions of product and service quality-Cost of services quality.

UNIT V CONCEPTS OF SERVICES QUALITY**9**

Definitions -Significance -Measuring Service Quality -Service Quality Gap Model - Service Quality Standards - Strategies for Improving Service Quality - Monitoring Service Quality. Concepts of Quality circle, Japanese 5S principles applicable to services.

TOTAL: 45 PERIODS**OUTCOMES:**

- Appreciation of nature of service operations
- Ability to design services
- ability to manage service operations
- Understanding of total quality management
- Ability to inculcate quality in service design and delivery

REFERENCES :

1. James A. Fitzsimmons and Mona J. Fitzsimmons, Service Management – Operations, Strategy, Information Technology, McGraw Hill Education (India) – 7 th Edition 2014.
2. Dale H.Besterfield, Carol Besterfield – Michna, Glen H. Besterfield, Mary Besterfield – Sacre, Hermant – Urdhwareshe, Rashmi Urdhwareshe, Total Quality Management, Revised Third edition, Pearson Education, 2011.
3. Shridhara Bhat K, Total Quality Management – Text and Cases, Himalaya Publishing House, 2010.
4. Valarie A Zeithmal and Parasuraman, Service Quality, Marketing Science Institute, Massachusetts.
5. M. Raghavachari& KV Ramani, Delivering Service Quality: Managerial Challenges for 21st Century, Macmillan Publishers India, Third Edition 2011.
6. CengizHaksever, Barry Render, Roberta S. Russell, Rebert G. Murdick, Service Management and Operations, Pearson Education – Second Edition.
7. Richard Metters, Kathryn King-Metters, Madeleine Pullman, Steve Walton Successful Service Operations Management, South-Western, Cengage Learning, 2nd Edition

Attested

IPR	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	3	3	3	3	3	3	1	2	1
CO2	3	3	2	3	3	3	3	3	3	1	1	1
CO3	3	3	3	3	3	3	3	3	3	1	2	3
CO4	3	3	3	3	3	3	2	2	3	2	1	1
CO5	3	3	3	3	3	3	2	2	3	1	2	1

TM5204

TRAVEL MANAGEMENT

L T P C
3 0 0 3

OBJECTIVE :

- To enable the students to enhance the skills and knowledge on travel industry and its types.

UNIT I INTRODUCTION 9

Travel Industry – modes of Travel – Air, Rail, Road, Sea, Authorities; Classification of travels- Inbound& Outbound Tours- Classification

UNIT II TRAVEL AGENCY 9

Introduction to Travel Trade: Historical Background of Travel Trade, Significance of Travel Agency Business, Meaning of Travel Agency- Types of Travel Agent- Full Service Agency, Commercial Agency, Implant Agency, Group / Incentive Agency, Types of Tour Operator- Inbound, Outbound , Domestic, Ground and Specialized.

UNIT III COMPONENTS OF TRAVEL MANAGEMENT 9

Market Survey and Research , A Guide to Marketing of Leisure Activities, Marketing Techniques of a Travel management - Marketing of Conferences, Congress, Conventions, Incentive Travel, Workshops, Seminars, MICE, Fare constructions and Scheduling - railway and airlines, consumer mix, Rules and regulations for registration - International Travel Formalities- Foreign Exchange Regulations, passport, visas, Clearances and other Procedures.

UNIT IV CARGO MANAGEMENT 9

Air & Sea ,Pre-requisites, Different types of Cargo, Documentations, Cargo Rates, Loading, Manifestation, Transshipment, Handling at Destination, Regulations.

UNIT V MODERNIZATION AND TRENDS IN TRAVEL INDUSTRY 9

Impact of Liberalization, Strategic trends in Travel Industry- Disinvestments, Takeovers, Consolidations, and Acquisitions in Travel Industry.

TOTAL : 45 PERIODS

COURSE OUTCOMES:

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

- CO1. Describe the management components within the organizations of transportation
- CO2. Understand the foundations for marketing assessments of the tourist, travel segments and vendor products and services.
- CO3. Appreciate the role of cargo management in the domain of travel management
- CO4. Define tourism along with appropriate industry models.
- CO5. Understand the modernization and trends in travel industry

REFERENCES :

- Chand, M. (2009), Travel Agency Management: An Introductory Text. Anmol Publications Pvt. Ltd., New Delhi.
- Swain, S.K. & Mishra, J.M.(2012). Tourism: Principles & Practices. Oxford University Press, New Delhi.
- Holloway, J.C. (2012), The Business of Tourism, Prentice Hall, London,

4. Roday. S, Biwal. A & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi.
5. Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.
6. Negi. J (2009), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
7. Walker, J.R. & Walker, J.J.(2011). Tourism Concepts and Practices, Pearson, New Delhi.

Course Outcome	Programme Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
I	3	3	2	2	2	1	2	1	2	2	1	2
II	3	2	2	2	3	1	1	2	2	2	2	1
III	3	2	1	2	2	1	1	2	1	1	1	2
IV	3	3	2	2	3	2	1	1	1	2	1	1
V	3	2	1	2	2	1	1	2	1	2	3	2

TM5211

DATA ANALYSIS FOR TOURISM

L T P C
0 0 4 2

OBJECTIVE

- To have hands-on experience on decision making and launching a web page

S.No.	Exp. No.	Details of experiments	Duration
		Name	
1	1	Descriptive Statistics	4
2	2	Hypothesis - Parametric	4
3	3	Hypothesis – Non-parametric	4
4	4	Forecasting	4
5		Extended experiment – 1 (Domain specific)	4
6	5	Transportation & Assignment	4
7	6	Queuing Theory	4
8	7	Risk Analysis & Sensitivity Analysis	4
9	8	Revenue Management using Pivot tables	4
10	-	Extended experiment – 2 (Domain specific)	4
11	9	HTML Formatting	4

Attested


DIRECTOR
Centre for Academic Courses
Anna University, Chennai-600 025

12	10	HTML Links	4
13	11	HTML Tables	4
14	12	HTML Forms	4
15	-	Extended experiments – 3 (Domain specific)	4

- Spreadsheet Software
- Data Analysis Tools

TOTAL: 60 PERIODS

OUTCOMES :

- Knowledge of spreadsheets for business decision making
- Learn about descriptive statistics
- Learn about queuing theory
- Understand risk and sensitivity analysis
- Knowledge of Launching a web page

REFERENCES :

1. David R. Anderson, et al, "An Introduction to Management Sciences: Quantitative approaches to Decision Making", (13th edition) South-Western College Pub, 2011.
2. William J. Stevenson, CeyhunOzgur, "Introduction to Management Science with Spreadsheet", Tata McGraw Hill, 2009.
3. Hansa Lysander Manohar, "Data Analysis and Business Modelling using Microsoft Excel" PHI, 2017.
4. David M. Levine et al, "Statistics for Managers using MS Excel" (6th Edition) Pearson, 2010.
5. Minnick, C. WebKit for Dummies. John Wiley & Sons, (2012).

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	1	1	2	2	2	3	3	3	1	2	3
CO2	2	2	1	1	3	3	1	3	2	1	3	2
CO3	1	2	3	1	2	3	1	2	3	1	2	3
CO4	1	2	1	3	1	2	1	3	3	2	3	2
CO5	1	2	3	3	2	1	1	2	1	3	2	3

Attested

[Signature]
DIRECTOR
 Centre for Academic Courses
 Anna University, Chennai-600 025

OBJECTIVES:

- To provide practical opportunities for students to participate in rural community mobilization, service engagement and empowerment activities
- To promote preparation of strategies for building resilience and community responding system in nutrition including water, food safety and healthcare
- To orient the students into Village Development Plans and handling susceptibility of rural communities to impending emergencies arising out of natural and manmade disasters, climate variability

COURSE CONTENT :

- | | |
|---|----|
| 1. Dynamics of Rural Society: Social, Economic, political and cultural | 6 |
| 2. Community Goal setting : Inner Engineering | 6 |
| 3. Participatory Learning and social mapping : Approaches and methods, community project proposal and project management, concept and steps, Thematic maps | 12 |
| 4. Village development including aspects and process of preparation of village disaster management plan | 6 |
| 5. Resource Mapping: Natural and Human resource mapping and management | 6 |
| 6. Rural Institutions: Engagement with school/ street/ Health centre/ Panchayat/ SHGs | 6 |
| 7. Community Awareness: Health & Hygiene/ Rights/ Policies & Programmes/ Corruption | 6 |
| 8. Disaster Management: Disaster Preparedness- Risk reduction, Rehabilitation- Physical and Psychological aspects | 6 |
| 9. Professional Intervention- Partnership with Public, Private and Non-governmental organizations | 6 |

TOTAL: 60 PERIODS**OUTCOMES:**

- CO1: Understand the social, economic, political and cultural framework of the rural society
- CO2: Address the challenges with suitable solutions in the identified rural issues
- CO3: Engage in rural community development programmes
- CO4: Ability to create community awareness on health and hygiene and disaster management
- CO5: Knowledge on establishing professional intervention

REFERENCES:

1. Common core curriculum for Rural Engagement, National council of Rural Institutes, MHRD, GOI.
2. Katarsingh and Anil Shishodia, "Rural development: Principles, Policies and Management", Sage publications, 2016
3. A Azeez & S.M.J Akhtar, " Rural development in India", Kalpaz publications, 2016
4. Transforming rural India, Ministry of Rural Development, GOI.
5. David R. Anderson, et al, "An Introduction to Management Sciences: Quantitative approaches to Decision Making", (13th edition) South-Western College Pub, 2011.
6. William J. Stevenson, Ceyhun Ozgur, "Introduction to Management Science with Spreadsheet", Tata McGraw Hill, 2009.
7. Hansa Lysander Manohar, "Data Analysis and Business Modelling using Microsoft Excel" PHI, 2017.
8. David M. Levine et al, "Statistics for Managers using MS Excel" (6th Edition) Pearson, 2010.

Attested


 DIRECTOR
 Centre for Academic Courses
 Anna University, Chennai-600 025

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	3	2	2	3	2	2	1	1	2	2
CO2	3	3	2	2	3	3	2	2	2	2	1	1
CO3	3	3	2	2	2	3	2	3	2	1	2	1
CO4	2	2	3	2	3	3	2	3	1	1	1	2
CO5	2	3	2	2	3	2	2	3	2	1	2	1

BA5351

STRATEGIC MANAGEMENT

L T P C

3 0 0 3

OBJECTIVES :

- To learn the major initiatives taken by a company's top management on behalf of corporate, involving resources and performance in external environments. It entails specifying the organization's mission, vision and objectives, and to equip with skills required to manage business and non-business organizations at senior levels. The course adopts a functional approach to management developing policies and plan to understand the analysis and implementation of strategic management in strategic business units.

UNIT I STRATEGY AND PROCESS

9

Conceptual framework for strategic management, the Concept of Strategy and the Strategy Formation Process – Stakeholders in business – Vision, Mission and Purpose – Business definition, Objectives and Goals - Corporate Governance and Social responsibility-case study.

UNIT II COMPETITIVE ADVANTAGE

9

External Environment - Porter's Five Forces Model-Strategic Groups Competitive Changes during Industry Evolution-Globalisation and Industry Structure - National Context and Competitive advantage Resources- Capabilities and competencies–core competencies-Low cost and differentiation Generic Building Blocks of Competitive Advantage- Distinctive Competencies-Resources and Capabilities durability of competitive Advantage- Avoiding failures and sustaining competitive advantage-Case study.

UNIT III STRATEGIES

9

The generic strategic alternatives – Stability, Expansion, Retrenchment and Combination strategies - Business level strategy- Strategy in the Global Environment-Corporate Strategy- Vertical Integration-Diversification and Strategic Alliances- Building and Restructuring the corporation- Strategic analysis and choice – Managing Growth - Environmental Threat and Opportunity Profile (ETOP) - Organizational Capability Profile - Strategic Advantage Profile - Corporate Portfolio Analysis - SWOT Analysis - GAP Analysis - Mc Kinsey's 7s Framework - GE 9 Cell Model – Distinctive competitiveness - Selection of matrix - Balance Score Card-case study.

UNIT IV STRATEGY IMPLEMENTATION & EVALUATION

9

The implementation process, Resource allocation, Designing organisational structure-Designing Strategic Control Systems- Matching structure and control to strategy-Implementing Strategic change-Politics-Power and Conflict-Techniques of strategic evaluation & control-case study.

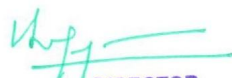
UNIT V OTHER STRATEGIC ISSUES

9

Managing Technology and Innovation - Strategic issues for Non Profit organisations. New Business Models and strategies for Internet Economy-case study Challenges in Strategic Management: Introduction, Strategic Management as an Organisational Force, Dealing with Strategic Management in Various Situations, Strategic Management Implications and Challenges

Recent Trends in Strategic Management: Introduction, Strategic Thinking, Organisational Culture and its Significance, Organisational Development and Change, Change Management, Strategic management in a new globalised economy

TOTAL: 45 PERIODS

Attested


DIRECTOR
Centre for Academic Courses
Anna University, Chennai-600 025

OUTCOMES :

- CO1: Ability to understand the Strategic management process and social responsibility of business organizations
- CO2: In-depth understanding about the need for developing competitive advantage for organizations
- CO3: Provides insights into various corporate and business level strategies
- CO4: Facilitates to identify the various control systems required for organizational strategy implementation process
- CO5: Enhances the cognitive knowledge about various strategic issues and development of new business models

REFERENCES :

1. Hill. Strategic Management: An Integrated approach, 2009 Edition Wiley (2012).
2. John A.Parnell. Strategic Management, Theory and practice Biztantra (2012).
3. AzharKazmi, Strategic Management and Business Policy, 3rd Edition, Tata McGraw Hill, 2008
4. AdriaunHaberberg and Alison Rieple, Strategic Management Theory & Application, Oxford University Press, 2008.
5. Lawrence G. Hrebiniak, Making strategy work, Pearson, 2nd edition, 2013.
6. Gupta, Gollakota and Srinivasan, Business Policy and Strategic Management – Concepts and Application, Prentice Hall of India, 2nd Revised edition, 2007.
7. Dr.DharmaBir Singh, Strategic Management & Business Policy, KoGent Learning Solutions Inc., Wiley, 2012.
8. John Pearce, Richard Robinson and Amitha Mittal, Strategic Management, McGraw Hill, 12th Edition, 2012

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	2	2	1	1	2	1	2	1	1
CO2	2	2	1	3	3	2	1	2	2	2	1	1
CO3	3	3	2	1	2	2	1	2	1	2	2	1
CO4	2	3	3	2	2	1	1	2	1	2	1	2
CO5	3	3	2	2	2	1	2	2	2	1	1	1

PROGRESS THROUGH KNOWLEDGE

TM5351

EVENT MANAGEMENT

L T P C
3 0 0 3

OBJECTIVE :

- This course is designed to provide an introduction to the principles of event management. The course aims to impart knowledge on the various events and how these events can be organized successfully.

UNIT I EVENT CONTEXT

9

History & Evolution – Types of events – MICE – Types of Meeting, Trade Shows, Conventions, Exhibitions- Structure of event industry – Event Management as a profession – Perspectives on event : Government, Corporate & Community – Code of Ethics.

UNIT II EVENT PLANNING & LEGAL ISSUES

9

Conceptualizing the event – Host, sponsor, Media, Guest, Participants, Spectators – Crew – Design of concept – Theme and content development – Visualization – Event objectives – Initial planning – Budgeting – Event design and budget checklist – Preparation of functional sheets – Timing – Contracts and Agreements – Insurance, Regulation, Licence and Permits – Negotiation.

UNIT III EVENT MARKETING**9**

Role of Strategic Marketing Planning - Pricing – Marketing Communication Methods & budget – Elements of marketing communication – Managing Marketing Communication – Role of Internet – Sponsorship – Event sponsorship – Strategy – Managing Sponsorships – Measuring & Evaluating sponsorship.

UNIT IV EVENT OPERATION**9**

Site Selection – Types of location – Venue Requirements – Room, Stage, Audi-Visual, Lighting, Performers, Decors, Caterer, Photography & Videography – Protocols – Guest list – Guest demographics – Children at event – Invitation – Media – Freelance Event Operation – Road show - Food & Beverage – Entertainment – Event Logistics – Supply of facilities – Onsite logistics – Control of event logistics – Evaluation & Logistics.

UNIT V SAFETY & EVENT EVALUATION**9**

Risk assessment – Safety officer, Medical Manager – Venue, Structural safety – Food safety – Occupational safety – Fire Prevention – Sanitary facilities – Vehicle traffic – Waste Management. Event Impact – Event Evaluation Process – Service Quality - Customer Satisfaction.

TOTAL: 45 PERIODS**OUTCOMES :**

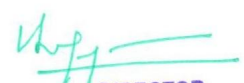
1. Learning about structure and code of ethics of events
2. Exploring and getting to know about event planning and regulations
3. Understand about event marketing, planning and strategies
4. Enhance professional skills in event management
5. Analyse the safety measure of event management

REFERENCES :

1. Lynn Van Der Wagen, Event Management for Tourism, Cultural Business & Sporting Events, 4 th Edition, Pearson Publications, 2014.
2. Lynn Van Der Wagen, & Brenda R. Carlos ,Sucessful Event Management.
3. Judy Allen, Event Planning 2nd Edition, Wiley & Sons, Canada, 2014.
4. G.A.J. Bowdin, Events Management ,Elseiver Butterworth
5. John Beech, Sebastian Kaiser & Robert Kaspar, The Business of Events Management, Pearson Publication, 2014.
6. Judy, Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management, 2014.
7. Shannon Kilkenny, The complete guide to successful event planning.
8. Julia Rutherford Silvers, Professional Event Coordination, The Wiley Event Management Series.
9. Allison ,The Event Marketing Handbook: Beyond Logistics & Planning.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	1	2	2	2	1	2	1	3	1	1
CO2	3	3	2	2	3	3	2	3	3	2	3	2
CO3	3	3	2	3	3	3	2	3	3	2	3	2
CO4	3	3	3	3	3	3	3	2	3	2	3	2
CO5	2	2	3	3	3	2	2	3	2	2	3	2

Attested



DIRECTOR
Centre for Academic Courses
Anna University, Chennai-600 025

OBJECTIVES:

- To understand the nuances involved in Creativity & Innovation.
- To get hands on experience in applying creativity in problem solving.

UNIT I INTRODUCTION**12**

Need for Creative and innovative thinking for quality – Essential theory about directed creativity, Components of Creativity, Methodologies and approaches, individual and group creativity, Organizational role in creativity, types of innovation, barriers to innovation, innovation process, establishing criterion for assessment of creativity & innovation.

UNIT II MECHANISM OF THINKING AND VISUALIZATION**12**

Definitions and theory of mechanisms of mind heuristics and models: attitudes, Approaches and Actions that support creative thinking - Advanced study of visual elements and principles- line, plane, shape, form, pattern, texture gradation, color symmetry. Spatial relationships and compositions in 2 and 3 dimensional space - procedure for genuine graphical computer animation – Animation aerodynamics – virtual environments in scientific Visualization – Unifying principle of data management for scientific visualization – Visualization benchmarking

UNIT III CREATIVITY**12**

Nature of Creativity: Person, Process, Product and Environment, Methods and tools for Directed Creativity – Basic Principles – Tools that prepare the mind for creative thought – stimulation – Development and Actions: - Processes in creativity ICEDIP – Inspiration, Clarification, Distillation, Perspiration, Evaluation and Incubation – Creativity and Motivation The Bridge between man creativity and the rewards of innovativeness – Applying Directed Creativity.

UNIT IV CREATIVITY IN PROBLEM SOLVING**12**

Generating and acquiring new ideas, product design, service design – case studies and hands-on exercises, stimulation tools and approaches, six thinking hats, lateral thinking – Individual activity, group activity, contextual influences. Assessing Your Personal Creativity and Ability to Innovate, Enhancing Your Creative and Innovative Abilities

UNIT V INNOVATION**12**

Innovation- radical vs evolutionary,– Introduction to TRIZ methodology of Inventive Problem Solving – the essential factors – Innovator’s solution – creating and sustaining successful growth – Disruptive Innovation model – Segmentive Models – New market disruption –Managing the Strategy Development Process – The Role of Senior Executive in Leading New Growth – Passing the Baton, Entrepreneurial Tools for Creativity and Innovation

TOTAL: 60 PERIODS**OUTCOMES :**

- CO1: Provides insights about approaches to creativity and innovation
- CO2: Understanding of heuristic models and its applications
- CO3: Enhances the knowledge of nature of creativity
- CO4: Ability to apply creativity in problem solving
- CO5: Knowledge about radical and disruptive models of innovation

Note: Students will undergo the entire programme similar to a Seminar. It is activity based course. Students will undergo the programme with both theoretical and practical content. Each student will be required to come out with innovative products or services. This will be evaluated by the faculty member(s) handling the course and the consolidated marks can be taken as the final mark. No end semester examination is required for this course

REFERENCES:

1. Rousing Creativity: Think New Now Floyd Hurt, ISBN 1560525479, Crisp Publications Inc.1999
2. Geoffrey Petty, "how to be better at Creativity", The Industrial Society 2012

*Attested**Woj*

DIRECTOR
Centre for Academic Courses
Anna University, Chennai-600 025

3. Clayton M. Christensen Michael E. Raynor," The Innovator's Solution", Harvard Business School Press Boston, USA, 2007
4. Semyon D. Savransky," Engineering of Creativity – TRIZ", CRC Press New York USA," 1st edition 2000
5. CSG Krishnamacharyalu, Lalitha R Innovation management, Himalaya Publishing House 2013

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	3	2	2	2	3	3	1	2	2
CO2	3	2	1	3	2	2	1	3	3	2	1	1
CO3	3	3	2	2	1	2	2	3	3	1	2	1
CO4	3	3	2	1	3	2	2	3	3	1	1	2
CO5	3	3	1	3	2	2	1	3	3	1	2	1

BA5071

ENTREPRENEURSHIP DEVELOPMENT

L T P C
3 0 0 3

OBJECTIVES:

- To equip and develop the learners entrepreneurial skills and qualities essential to undertake business.
- To impart the learners entrepreneurial competencies needed for managing business efficiently and effectively.

UNIT I ENTREPRENEURIAL COMPETENCE

9

Entrepreneurship concept – Entrepreneurship as a Career – Entrepreneurial Personality - Characteristics of Successful Entrepreneurs – Knowledge and Skills of an Entrepreneur.

UNIT II ENTREPRENEURIAL ENVIRONMENT

9

Business Environment - Role of Family and Society - Entrepreneurship Development Training and Other Support Organisational Services - Central and State Government Industrial Policies and Regulations.

UNIT III BUSINESS PLAN PREPARATION

9

Sources of Product for Business - Prefeasibility Study - Criteria for Selection of Product - Ownership - Capital Budgeting- Project Profile Preparation - Matching Entrepreneur with the Project - Feasibility Report Preparation and Evaluation Criteria.

UNIT IV LAUNCHING OF SMALL BUSINESS

9

Finance and Human Resource Mobilisation - Operations Planning - Market and Channel Selection - Growth Strategies - Product Launching – Incubation, Venture capital, Start-ups.

UNIT V MANAGEMENT OF SMALL BUSINESS

9

Monitoring and Evaluation of Business - Business Sickness - Prevention and Rehabilitation of Business Units - Effective Management of small Business - Case Studies.

TOTAL : 45 PERIODS

OUTCOMES :

After the completion of the course, the students will be able to:

- CO1. The learners will gain entrepreneurial competence to run the business efficiently.
- CO2. The learners are able to undertake businesses in the entrepreneurial environment
- CO3. The learners are capable of preparing business plans and undertake feasible projects.
- CO4. The learners are efficient in launching and develop their business ventures successfully
- CO5. The learners shall monitor the business effectively towards growth and development.

REFERENCES :

1. S.S.Khanka, Entrepreneurial Development, S.Chand and Company Limited, New Delhi, 2016.
2. R.D.Hisrich, Entrepreneurship, Tata McGraw Hill, New Delhi, 2018.
3. Rajeev Roy ,Entrepreneurship, Oxford University Press, 2nd Edition, 2011.
4. Donald F Kuratko,T.V Rao. Entrepreneurship: A South Asian perspective. Cengage Learning, 2012.
5. Dr. Vasant Desai, "Small Scale Industries and Entrepreneurship", HPH,2006.
6. Arya Kumar. Entrepreneurship, Pearson,2012.
7. Prasanna Chandra, Projects – Planning, Analysis, Selection, Implementation and Reviews, Tata McGraw-Hill, 8 th edition ,2017.

Course Outcome	Programme Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
I	2	1	2	2	3	2	3	3	2	3	2	2
II	2	2	1	2	3	2	2	3	2	2	3	2
III	3	2	3	2	2	1	3	2	2	3	3	3
IV	2	3	2	1	3	3	2	2	3	2	2	2
V	3	2	2	3	2	3	2	2	1	2	2	3

BA5072**CORPORATE GOVERNANCE**

L	T	P	C
3	0	0	3

OBJECTIVES:

- This course will help to explore, recognize and understand the multiple paradoxes related to the study and application of corporate governance in organizations.
- The course will help to relate the corporate government practices of an organization to its performance, and to develop the technical skills required to evaluate the governance of a company from the perspective of an investor (individual or organizational capacity).

UNIT I FUNDAMENTAL OF CORPORATE AND GOVERNANCE**9**

Understanding Corporate Governance: Corporate governance – an overview, History of corporate governance-Concept of corporations -Concept of extended view of corporate citizenship, Owners and stakeholders, Types of owners, Rights and privileges of shareholders (Fernando, 4), Ownership structures and corporate governance- Pyramids and Tunneling:- Issues of corporate control and cash flow rights- Examples from restructure proposals of Vedanta group -Need for investor protection

UNIT II THEORIES AND PRACTICE OF CORPORATE GOVERNANCE**9**

Concepts of Corporate Governance-Theory & practices of corporate governance, corporate governance mechanism and overview – land marks in emergence of corporate governance. Perspectives on Corporate Governance-Market and control model of governance chain- Global Corporate Governance Practices - Anglo-American Model - German Model - Japanese Model - Landmarks in Emergence of Corporate Governance- Board of Directors: Powerful Instrument of Governance - Types of Directors - Importance of Independent Directors

UNIT III ADMINISTRATIVE AND AUDIT MECHANISM**9**

Board Committees and Chairman - Separation OF CEO & Board Chairman post - Nomination Committee - Board Selection - Boards Performance Evaluation- Executive Compensation - Role of Remuneration Committee - Human Side of Governance- Financial Oversight and Audit Mechanisms - Audit Committee - Disclosure mechanisms - Role of SEBI

Attested

UNIT IV GOVERNANCE METHODS AND RATING 9

Governance and Risk Management • Risk Management Committee - Corporate Misconduct & Misgovernance- Reasons for Corporate Misconduct - Whistle Blower’s Protection - Factors Responsible for Obstructing Effective Corporate Governance Practices- Corporate Governance Rating • Standard & Poor’s Corporate Governance Scores • Corporate Governance Rating Methodology (Crisil)

UNIT V GOVERNANCE ISSUES AND PRACTICES 9

Governance of Financial Organizations & PSU’s- Organizational patterns of PSU’s - Powers of PSU Boards - Governance issues in Entrepreneurial Firms - Unique issues among entrepreneurial forms- Choosing Board of Directors and Venture capitalists - Role of venture capitalists and buy-outs- Corporate Governance in Practice - Governance issues in MNC’s & Joint Ventures

TOTAL : 45 PERIODS

OUTCOMES :

1. Demonstrate a solid understating of the purpose and nature of corporations
2. Evaluate different stakeholder’s roles and significance in relations to corporate governance
3. Explain the importance of regulation, markets and information in corporate governance
4. Understand corporate governance methods and practices
5. Critically assess governance concerns for individual corporation and their stakeholders

REFERENCES :

1. Mandal, S.K (2012). Ethics in Business and Corporate Governance, 2/e; New Delhi: McGraw Hill Education
2. Cadbury, Adrian, Corporate Governance and Chairmanship: a personal view, Oxford University Press, 2003
3. Chandratre, K R and A N Navare, Corporate Governance – A Practical Handbook, Bharat Law House Pvt. Ltd., 2010 Edn
4. Saleem Sheikh & William Rees, Corporate Governance & Corporate Control, Cavendish Publishing Ltd., 1995
5. Fernando, A.C (2012). Corporate Governance: Principles, Policies and Practices, 2/e; New Delhi: Pearson
6. Jain, Arun K (2010). Corporate Governance: Strategy and Ethics, New Delhi: McGraw Hill Education

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	1	2	2	2	1	2	1	3	1	1
CO2	3	2	3	2	2	2	1	1	2	3	3	2
CO3	3	2	3	2	2	2	1	1	2	3	3	2
CO4	3	2	1	2	2	2	1	2	1	3	1	1
CO5	3	2	3	2	2	2	1	1	2	3	3	2

BA5073 MICRO AND SMALL BUSINESS MANAGEMENT

L	T	P	C
3	0	0	3

OBJECTIVES:

- To familiarize students with the theory and practice of small business management.
- To learn the legal issues faced by small business and how they impact operations.

UNIT I INTRODUCTION TO SMALL BUSINESS 9

Creation, Innovation, entrepreneurship and small business - Defining Small Business –Role of Owner – Manager – government policy towards small business sector –elements of entrepreneurship –evolution of entrepreneurship –Types of Entrepreneurship – social, civic, corporate - Business life cycle - barriers and triggers to new venture creation – process to assist start ups – small business and family business.

UNIT II SCREENING THE BUSINESS OPPORTUNITY AND FORMULATING THE BUSINESS PLAN

9

Concepts of opportunity recognition; Key factors leading to new venture failure; New venture screening process; Applying new venture screening process to the early stage small firm Role planning in small business – importance of strategy formulation – management skills for small business creation and development.

UNIT III BUILDING THE RIGHT TEAM AND MARKETING STRATEGY

9

Management and Leadership – employee assessments – Tuckman’s stages of group development - The entrepreneurial process model - Delegation and team building - Comparison of HR management in small and large firms - Importance of coaching and how to apply a coaching model.

Marketing within the small business - success strategies for small business marketing - customer delight and business generating systems, - market research, - assessing market performance-sales management and strategy - the marketing mix and marketing strategy.

UNIT IV FINANCING SMALL BUSINESS

9

Main sources of entrepreneurial capital; Nature of ‘bootstrap’ financing - Difference between cash and profit - Nature of bank financing and equity financing - Funding-equity gap for small firms.

Importance of working capital cycle - Calculation of break-even point - Power of gross profit margin- Pricing for profit - Credit policy issues and relating these to cash flow management and profitability.

UNIT V VALUING SMALL BUSINESS AND CRISIS MANAGEMENT

9

Causes of small business failure - Danger signals of impending trouble - Characteristics of poorly performing firms - Turnaround strategies

Concept of business valuation - Different valuation measurements - Nature of goodwill and how to measure it - Advantages and disadvantages of buying an established small firm - Process of preparing a business for sale.

TOTAL: 45 PERIODS

OUTCOMES:

1. Familiarise the students with the concept of small business
2. In depth knowledge on small business opportunities and challenges
3. Ability to devise plans for small business by building the right skills and marketing strategies
4. Identify the funding source for small start ups
5. Business evaluation for buying and selling of small firms

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	1	-	1	-	1	2	1	2	-	1
CO2	3	3	3	3	3	3	3	2	3	3	2	3
CO3	3	3	2	2	3	3	2	3	3	2	3	2
CO4	3	2	2	-	2	1	2	-	2	1	1	-
CO5	3	2	2	3	2	1	3	2	3	3	2	3

REFERENCES:

1. Hankinson,A.(2000). “The key factors in the profile of small firm owner-managers that influence business performance. The South Coast Small Firms Survey, 1997-2000.” Industrial and Commercial Training 32(3):94-98.
2. Parker,R.(2000). “Small is not necessarily beautiful: An evaluation of policy support for small and medium-sized enterprise in Australia.” Australian Journal of Political Science 35(2):239-253.
3. Journal articles on SME’s.

Attested


DIRECTOR
Centre for Academic Courses
Anna University, Chennai-600 025

OBJECTIVE:

- To understand the physical infrastructure system that supports the business and society.

UNIT I INTRODUCTION TO INFRASTRUCTURE 9

Definition of Infrastructure - various committee reports, CSO, RBI, IRDA, Income Tax Department, World Bank and Economic Survey, India as a destination for Infrastructure Investment, Basic Indicators - Growth Rate, GDP, Capital Markets, Inflation Trends, Economic Reforms.

UNIT II INFRASTRUCTURE RISK MANAGEMENT 9

Developing financial models for infrastructure, introduction to project finance. Risks in infrastructure, quantitative risk analysis, qualitative risk management, risk management strategies. Various Infrastructure Sectors, Challenges & Opportunity.

UNIT III POWER & ENERGY SECTOR 9

Size, Structure, Policy, major players present in value chain Potential, Generation & Capacity Addition Plant Load Factor (PLF), Various Electrification programmes and policies, Nuclear Power, Captive Generation, Power from Renewable and non renewable sources, Hybrid Systems, Promotional Policies.

UNIT IV FDI POLICY FRAMEWORK & PPP 9

Introduction to Private sector participation, Investing in India, Public Private Partnership, Infrastructure Deficit, Challenges, Twelfth Plan Sector Share (%), Policy Challenges and Stages of PPPs, Governance Structure for PPPs Instruments of Governance, FDI Policy overview, FIPB approval, Entry Options for Foreign Investors.

UNIT V LAW AND POLICY 9

Important Laws Governing Business, Investment Facilitation Agencies, Foreign Investment Implementation Authority (FIIA), Investment Commission, India Brand Equity Foundation (IBEF), Urban Infrastructure. Electricity Act (conservation, consumption), Existing Law and Policies (land, air, water, wildlife, forests, etc.), Regulatory Framework on Renewable Energy in India

TOTAL: 45 PERIODS**OUTCOMES:**

- Understanding the fundamentals of infrastructure.
- Understanding risks management of infrastructure.
- Awareness of an overview of the power and energy sector.
- Awareness of the FDI policy and PPP.
- Awareness of law and policy for managing infrastructure

REFERENCES:

1. Global Platform for Sustainable Cities, World Bank. 2018. "Urban Sustainability Framework." 1st ed. Washington, DC: World Bank.
2. India means Business: Investment Opportunities in infrastructure, Ministry of External Affairs, Govt. of India, 2014.
3. Moltke, A. (Ed.), McKee, C. (Ed.), Morgan, T. (Ed.), Töpfer, K. (Ed.). (2004). Energy Subsidies. London: Routledge.
4. Anoop Singh: Policy and Regulatory Environment for Private Investment in the Power Sector, 2011
5. Twelfth five year plan (2012/2017)/Planning Commission, Government of India
6. . 116th power survey report of CEA, Govt. of India, Sept. 2000.
7. Gazette of India, Notifications under Environment (Protection) Act, 2015.
8. The Urban Land (Ceiling & Regulation) Act, 1976, The Urban Land (Ceiling & Regulation) Repeal Act, 1999.

9. The bare acts (The Electricity Conservation Act, 2001, The Electricity Act 2003, National Electricity Policy 2005, Tariff Policy, Rural Electricity Policy).
10. Report of Investment Commission, 2006.

ISM	PO1	PO2	PO3	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	1	3	1	1	2	3	1	1	1	1
CO2	3	3	2	2	3	3	2	3	1	2	1	2	1
CO3	3	3	2	3	2	2	3	3	2	1	1	3	1
CO4	3	1	3	2	3	1	2	3	3	2	2	3	1
CO5	1	3	3	3	2	3	2	2	3	1	1	3	1

TM5012

HEALTHCARE MANAGEMENT

L T P C
3 0 0 3

OBJECTIVES:

- To familiarize with the healthcare environment
- To understand the concepts of management with relevance to hospitals

UNIT I INTRODUCTION TO PUBLIC HEALTH 9

Evolution of Public Health. Important Public Health Acts, Health problems of developed and developing countries, Health problems in India, Environment and Health.

UNIT II BASIC EPIDEMIOLOGY 9

Epidemiology – Aims – Principles – Descriptive, Analytical and Experimental Epidemiology - Methods – Uses

UNIT III UNDERSTANDING HEALTHCARE SYSTEMS 9

Conceptual Approach to Understanding the Health Care Systems – Evolution – Institutional Setting - Out Patient services – Medical Services – Surgical Services – Operating department – Pediatric services – Dental services – Psychiatric services – Casualty & Emergency services – Hospital Laboratory services – Anesthesia services – Obstetrics and Gynecology services – Neuro – Surgery service – Neurology services.

UNIT IV OVERVIEW OF HEALTHCARE SECTOR IN INDIA 9

Overview of Health Care Sector in India – Primary care – Secondary care – Tertiary care – Rural Medical care – urban medical care – curative care – Preventive care – General & special Hospitals-Understanding the Hospital Management – Role of Medical, Nursing Staff, Paramedical and Supporting Staff - Health Policy - Population Policy - Drug Policy – Medical Education Policy

UNIT V HEALTH CARE REGULATION 9

Health Care Regulation – WHO, International Health regulations, IMA, MCI, State Medical Council Bodies, Health universities and Teaching Hospitals and other Health care Delivery Systems

TOTAL: 45 PERIODS

OUTCOMES :

- Understanding the evolution of the importance of public health.
- Understanding the fundamentals of epidemiology.
- Understanding the systems in healthcare.
- Awareness of an overview of the Indian healthcare sector.
- Awareness of healthcare regulation.

REFERENCES :

1. Introduction To Health Care Management ,by Sharon bell and Nancy H, 2016
2. Healthcare Management, Rose Dunn, Health administration pr, 10 th edition, 2015
3. Innovations in Healthcare Management: Cost-Effective and Sustainable Solutions, VK singh & Paul Lillrank, Productivity press, 2015.

HCM	PO1	PO2	PO3	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	3	1	3	3	2	1	1	3	1	3	1
CO2	3	2	1	2	2	1	3	2	2	1	1	1	1
CO3	3	3	2	1	3	2	3	3	1	2	1	3	1
CO4	2	1	3	3	3	1	2	3	3	1	1	1	1
CO5	3	3	1	2	2	3	1	2	3	3	1	2	1

TM5013

SPORTS MANAGEMENT

L T P C
3 0 0 3

OBJECTIVE :

- To understand the components to manage the sports industry.

UNIT I FACILITIES PLANNING

9

Planning and Management Infrastructure Facilities like Courts, tracks, Gallery, provision for Drinking Water, Lighting, Sitting Arrangements - Ergonomic and Safety Issues : Legal Issues, Audience Satisfaction, Handicap Accessibility - Site selection - Construction of New Facilities - Financing : Public, Private - Design of the Facility, Time Management.

UNIT II DEVELOPMENTS & MAINTENANCE

9

Developments & Maintenance of Sports Arena, Grounds, Indoor Stadium, Tents, Camps - Responsibilities of facilities managers - Essential knowledge and skills required for operating a sport facility: Soft Skills (interpersonal and PR skills)& Hard Skills – Crisis management : crowd and alcohol management.

UNIT III FACILITY ADMINISTRATION

9

Sport Marketing : Corporate Sponsorship, Licensing, Media's Role, Advertising, Promotions, Endorsement of Products by Athletes.
Accounting and Finance in Sports : Working Within a Budget, Limited Funding. Payroll/Salary Cap/Luxury Tax- Examining Sources of Income : Ticket Sales, Merchandise, Auxiliary Sales, Fundraising Activities, Sponsorship - Examining Expenses: Payroll , Marketing/Advertising

UNIT IV MEDIA & EVENT MANAGEMENT

9

Sports media- Introduction to different Sports Media - Sports Channels- Popular Sports Channels Operating in India, Profile, Top Management, Functional Departments, Work Culture, Telecast rights for major Sporting Events, Program Mix, Advertising Opportunities
Critical phase of facility management: From pre-event briefings to Cleanup and closings, Merchandising, Housekeeping and Maintenance

UNIT V LEGAL ISSUES & ETHICS

9

Sport Law and Sport Agents - Legal Issues Affecting Sport : Labor Contracts (Collective Bargaining), Pro Sports as Monopolies, Federal and State Legislation, Role and Responsibility of the Sport Agent
Gambling Issues - Fund Raising Issues - Sponsorship of Alcohol and Tobacco Companies - Athletes as Role Models - Management of Ethical Decision Making

TOTAL: 45 PERIODS

OUTCOMES

1. To understand the components to manage the sports industry.
2. To identify the basic principles of sports management
3. To understand elements of sports marketing and promotions
4. To identify important social issues and possible future trends in the field of sports management
5. To gain a knowledge of careers in sports management

Attested

[Signature]
DIRECTOR
Centre for Academic Courses
Anna University, Chennai-600 025

REFERENCES :

1. Pederson, P., Parks, J., Jerome, Q., & Thibault, L. Contemporary Sport Management, Fourth Edition, Champaign, IL: Human Kinetics, 2010.
2. Hernandez, R. A. Managing sport organizations, Human Kinetics, 2002.
3. Andrews, P. Sports journalism: A practical introduction, Sage, 2013.
4. Robert E Baker, Craig Esherick, Robert Baker, Fundamentals of Sport Management (Human Kinetics' Fundamentals of Sport and Exercise Science) 1st Edition, Routledge publications, 2013.
5. Russell Hoye, Aaron Smith, Bob Stewart, Matthew Nicholson, Hans Westerbeek, Sport Management, Third Edition: Principles and applications 3rd Edition, Routledge publications ,2012
6. Rob Wilson, Mark Piekarz, Sport Management: The Basics 1st Edition, Routledge publications, 2016

Course Objectives	Programme Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
I	1	2	1	1	3	3	3	3	3	2	2	2
II	2	3	2	1	3	3	2	1	2	2	3	3
III	3	3	2	2	3	3	2	2	2	2	2	2
IV	3	2	1	1	2	2	3	3	3	3	2	2
V	3	3	1	1	3	2	3	3	2	2	2	2

TM5014

MEDIA MANAGEMENT FOR TOURISM

L T P C
3 0 0 3

OBJECTIVES :

- To introduce the concept and process of media management
- To develop an understanding of the basic functions of media management.
- To prepare professionals interested in careers in media management, photography, Film making.

UNIT I MEDIA MANAGEMENT

9

Definitions of Media and Mass Media; Traditional Forms of Media; Print media- Types, Importance; Radio- Radio Broadcasting, Radio Technology, AM and FM transmission, audience and reach; Television- origin and development, functions of television; New Media- Nature and Scope of the new media, content generation, reach, online journalism, web TV, Podcasting, e - Publishing.

UNIT II WRITING FOR MEDIA

9

Four characteristics of media writing- accuracy, clarity, efficiency, precision, Importance of Basics tools for writing – Grammar, Spelling, Punctuation, Following the Style and Stylebook – AP Style book, Libel Manual. Shooting Script and Post –Shoot Script, Importance of the beginning, the middle and the end. Writing for different genres, Writing for fictional and factual.

UNIT III PHOTOGRAPHY

9

History of Photography, History of camera, Different camera formats, working of an SLR and DSLR Cameras. Features and functions of SLR and DSLR Cameras. Various camera controls. Zonesystem. Exposure. Image sensors. Different storage formats.

UNIT IV FILM MAKING

9

Scripting, Research, Feasibility Check, Preproduction planning, budgeting, Previsualisation, Script Breakdown, Scheduling, Casting, Production Designer, Location Scouting, Costume Designer, Make up Artist, Production and Postproduction.

Attested

UNIT V PLACES AND PERSONS OF HISTORICAL IMPORTANCE**9**

Identifying of Historically important persons and places – doing background research on the subject – planning for a photo shoot to get an idea for film making – relating the subject with cultural or historical importance- indirectly serve as a tourism promotion

TOTAL: 45 PERIODS**OUTCOMES :**

- CO1: Knowledge of media management in Tourism Industry .
 CO2: Ability to develop media articles for tourism management
 CO3: Enhancement of Photographic skills for travel media management
 CO4: Knowledge or Film Making for content generation for travel media
 CO5: Knowledge of conducting background Research on places and people of historical importance for tourism promotion

REFERENCES :

1. Ravindran, R.K. "Media in Development Arena", Indian Publishers & Distributors, 2000
2. Kumar, Keval J, "Mass Communication in India", Jaico Publishing Co.,4th edition.
3. Scott Kelby, The Digital Photography Book, Peachpit Press,2009
4. ThomasA.Ohanian& Michael E.Phillips, Digital Film Making, Second Edition, Focal Press,2006.
5. Ben long, Complete Digital Photography, Charles River Media, Third Edition, 2005
6. Jason J Tomaric , The power film making kit, Focal Press, 2008
7. Sharma, J.K, 'Media and Electronic Media – Implications for the future", Authors Press, New Delhi, 2003

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	3	2	3	2	1	3	2	1	2	2
CO2	2	3	3	1	3	3	2	3	2	2	1	1
CO3	3	3	2	2	2	3	2	3	2	1	2	1
CO4	3	3	2	1	3	1	2	3	2	2	1	2
CO5	3	3	2	3	3	2	1	3	2	1	2	1

TM5001**INTERNATIONAL TOURISM**

L	T	P	C
3	0	0	3

OBJECTIVE:

- The course aims to provide the past, present and future perspectives of international tourism. The factors and challenges influencing the growth of international tourism will be studied. The students will study the role of international regulatory bodies.

UNIT I THE GLOBAL ENVIRONMENT**9**

Globalization- scope of international tourism- types, Cultural diversity- Intercultural theories-cultural practices-impact on tourism. Cultural influences on intercultural communication- social interactions.

UNIT II INTERNATIONAL TOURISM GROWTH**9**

Economic determinants-forces and factors influencing growth of international tourism, trends - regional, domestic and global tourist movements, methods and measurements in determining future trends. Arrivals – receipts, foreign exchange, emerging trends in international travel, sustainable tourism, experiential tourism, social responsible tourism – Ethics – Emerging threats in International Tourism.

UNIT III REGIONAL DISTRIBUTION OF INTERNATIONAL TOURISM**9**

International Tourism (inbound and outbound tourism) trends in : Europe -France, Spain, Italy, and United Kingdom, USA, Mexico, Caribbean, Islands and Brazil, China, Thailand, Singapore, Australia, and New Zealand, South Africa, Kenya and Egypt.

UNIT IV INTERNATIONAL TRENDS**9**

Tourism bills of Rights, tourism code, Manila declaration, International conventions: Warsaw convention 1924, Chicago convention 1944, Brussels convention 1961 and 1966, Athens convention 1974, Helsinki accord 1974, IATA conditions of carriage (passage and baggage). World travel laws.

UNIT V ROLE OF GOVERNMENT AND INTERNATIONAL TOURISM BODIES/ ORGANISATIONS**9**

Tourism Bodies :Need for Tourism organizations, Functions, Administrative set up: National Tourism Organization (NTO).

Tourism Organizations : Role of United Nations World Tourism Organization (UNWTO); World Travel & Tourism Council (WTTC); Pacific Asia Travel Association (PATA) : International Air Transports Association (IATA): International Union of Official Travel Organisation (IUOTO); UFTAA, WATA, International Civil Aviation Organisation (ICAO), Travel industry fairs – advantages of participation. Travel Mart – WTM, ITB, KTM and FITUR.

TOTAL: 45 PERIODS**OUTCOMES:**

CO1: Ability to comprehend the importance of international tourism and impact of culture

CO2: Knowledge of factors influencing the growth of International Tourism

CO3: Understanding of the regional distribution of International Tourism

CO4: Understanding of the current international trends in tourism

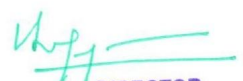
CO5: Knowledge of important regulatory bodies in international tourism.

REFERENCES :

1. Yvette Reisinger, International Tourism- Cultures and Behavior, Taylor & Francis, 2011.
2. A. K. Bhatia, International Tourism Management, Sterling Publishers Private Limited, 2011.
3. Roland Conrady and Martin Buck, Trends and Issues in Global Tourism, Springer Science & Business Media, 2012
4. Myra Shackley, Atlas of Travel and Tourism Development, Routledge, 2006.
5. Sarah M. Lyon and E. Christian Wells, Global Tourism: Cultural Heritage and Economic Encounters, Lanham, MD, AltaMira Press, 2012.
6. John Burkart, S. Medlik, Tourism: Past, Present and Future, Helnemann, 2 nd edition, 1986.
7. TejVir Singh, H. Leo Theuns and Frank M. Go, Towards Appropriate Tourism: The Case of Developing Countries, European University Studies, Series 11, 1989.
8. Robert Christie Mill and Alastair M. Morrison, The Tourism System: An Introductory Text, Prentice-Hall, 1992

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	2	3	2	1	3	2	1	2	2
CO2	3	3	3	2	3	3	2	3	2	2	1	1
CO3	3	3	2	2	3	2	2	3	2	1	2	1
CO4	3	3	3	1	3	2	2	3	2	2	1	2
CO5	3	3	2	1	3	2	1	3	2	1	2	1

Attested



DIRECTOR
Centre for Academic Courses
Anna University, Chennai-600 025

OBJECTIVE:

- To introduce the students to the various geographical locations across the world with a tourism perspective.

UNIT I BASIC GEOGRAPHY 9

Definition, scope and importance of Tourism geography, Impact of weather and climate on Tourist destinations. Study of maps, longitude & latitude, international date line, time variations, time difference, GMT variations, concepts of elapsed time, flying time, ground time. Standard time and summer time (day light saving time).

UNIT II INDIA 9

Physical Factors – Relief, Climate, Vegetation, wildlife, water Bodies. Socio-cultural and economic factors influencing tourism in India - Political boundaries and major tourist attractions. Modes of travel to the places of tourism in India

UNIT III ASIA, CANADA AND EUROPE 9

An overview of the physical features, political boundaries, tourism destinations and best time to visit the following countries in Asia and Europe, the states in Canada, and available modes of travel to these destination countries/states from India.

Asia: China, Mongolia, Japan, Korea, Thailand, Philippines, Singapore, Malaysia, Bangladesh, Maldives, Nepal, Pakistan, Sri Lanka. Canada: Ontario, Ottawa, Montreal, British Columbia. Europe - England, France, Italy, Spain, Ireland, Turkey, Spain, Netherlands, Czech Republic, Austria, Germany, Greece, Switzerland, Russia, Ukraine

UNIT IV UNITED STATES OF AMERICA, CENTRAL AND SOUTH AMERICA 9

An overview of the physical features, political boundaries, tourism destinations, best time to visit the following states in USA, Central and South America and available modes of travel to these destinations from India.

United States of America: California, New York, Texas, Pennsylvania, Florida, Virginia, Massachusetts, Ohio, Washington, Florida, Nevada, Georgia, Hawaii, North and South Carolina and Rhode Island. Central America - Costa Rica, Panama, Nicaragua, Guatemala, Honduras, Belize. South America: Peru, Ecuador, Venezuela, Chile, Bolivia, Brazil.

UNIT V AFRICA, UAE AND AUSTRALIA 9

An overview of the physical features, political boundaries, tourism destinations, best time to visit the following countries in Africa, UAE and Australia and the available modes of travel to these destinations from India.

Africa: Kenya, Zimbabwe, Zambia, Egypt, Mali, South Africa, Morocco, Ethiopia, Uganda, Rwanda, Congo, Tanzania, Mauritius, Gambia. Middle East: United Arab Emirates, Israel, Saudi Arabia, Iran, Syria, Lebanon, Jordan. Australia, New Zealand and Papua New Guinea

TOTAL: 45 PERIODS**OUTCOMES:**

1. General knowledge of worldwide tourism flows
2. Ability to Plan a trip to a tourism destination
3. Awareness of the physical and political features of global locations
4. Knowledge of the climatic conditions and best time to travel.
5. Awareness of global position systems and the time zones.

REFERENCES :

1. Alan A. Lew, Colin Michael Hall, Dallen J. Timothy, World Geography of Travel and Tourism: A Regional Approach, Butterworth-Heinemann, 2008.
2. Robinson H.: A Geography of Tourism, Mac Donald & Evans London, 1978
3. Douglas Pearce, Topics in Applied Geography, Tourism Development, Longman Scientific Technical, New York, 1995.
4. Majid Husain, Geography of India, Tata McGraw Hill, 2012.

CO	Programme Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10	P11	P12
I	3	3	2	1	3	3	3	3	2	2	2	1
II	3	3	3	1	3	2	1	3	3	2	1	2
III	3	3	3	1	3	1	1	1	1	1	1	1
IV	1	3	2	1	3	2	2	3	1	1	1	1
V	2	3	1	1	3	1	2	3	1	1	1	1

TM5003

CULTURE AND HERITAGE

L T P C
3 0 0 3

OBJECTIVES :

- To provide the background of Indian culture and heritage
- To give students a solid foundation for understanding and managing cultural diversity in the workplace.

UNIT I INTRODUCTION TO INDIAN CULTURE AND HERITAGE 9

Salient features of Indian culture – socio, ethnic historical and religious perspectives of Indian culture; Cultural transition, Indian cultural heritage.

UNIT II CULTURAL DIMENSIONS AND REFLECTIONS 9

Key elements of Indian cultural dimensions –Tangible and intangible culture- Dimensions of national cultures -Distinctiveness of Indian culture in personal life, social life and work life – languages and literature- Cultural traits under major religious background – Reflection in arts, paintings, dance, music – Ceremonies celebrations – Place of worships – Belief, attitude and perception – Museum – Special interest – Tourism

UNIT III CULTURAL MIX 9

Cultural dissimilarities across world – across nation; Major issues – challenges to hospitality industry; Influence of global culture – Relationship between national culture and organization structure; International dimensions of organizational culture; Impact on personal and work life – Impact on tourist.

UNIT IV CROSS CULTURAL MANAGEMENT 9

Frameworks of cross cultural management- Cultural shock and acculturation- Cross- cultural training- Managing multicultural teams- Cultural negotiations- Global leadership and motivational issues-Cultural differences in ethics and decision making

UNIT V GLOBAL APPROACH 9

UNESCO – criteria, fairs and festivals, funding, committee and convention, reporting and monitoring, approved heritage sites-challenges, Impact of IT, Trends.

TOTAL: 45 PERIODS

COURSE OUTCOMES :

After the completion of the course, the students will be able to:

- CO1. The learners should be able to describe Indian culture and heritage.
- CO2. The learners are competent on the influence and different national cultures can influence
- CO3. The learners are capable to appreciate the relevance of cultural mix elements
- CO4. The learners are able to appreciate the significance of cross cultural management
- CO5. The learners are effectively able to handle issues by global approaches in culture and heritage.

REFERENCES :

1. F.r. Allchin, Conservation of Indian Heritage, Cosmo publications, New Delhi
2. David C. Thomas, Cross-cultural management- Essential concepts, Sage Publications, 2008
3. S.M.Dewan, Corporate governance in public sector enterprises, Pearson Longman, 2006.
4. G. Hofstede, Culture and organizations: intercultural cooperation and its importance for survival, Harper Collins, London, 2010.
5. Rajiv Desai , Indian business culture - An Insider's guide , Butterworth and Heinemann, 19
6. Ananda Das gupta , Human values in Management , Ashgate publishing limited, 2004.

Course Outcome	Programme Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
I	3	2	2	3	2	3	2	3	3	2	2	3
II	2	1	3	3	2	2	3	2	3	2	3	3
III	2	2	2	3	2	3	3	2	2	1	2	2
IV	3	2	2	2	1	2	2	3	3	2	2	3
V	2	2	2	3	3	3	3	2	3	2	3	3

TM5004

TOURISM PRODUCTS IN INDIA

L T P C
3 0 0 3

OBJECTIVE

- To enable the students to understand the tourist resources in India, prepare a theme based tour itinerary and manage the tourist destinations travel.

UNIT I INTRODUCTION 9

Tourism Products: Definition, Concept, Characteristics and Classification. Cultural Heritage of India — Stages of evolution, continuity. Heritage - Types of Heritage Tourism, Heritage Management Organizations.

UNIT II NATURAL RESOURCES 9

Natural resources: Wildlife sanctuaries - National parks - Biosphere reserves – Back water Tourism - Mountain and Hill Tourist Destinations – Islands, Beaches, Caves & Deserts of India.

UNIT III TOURISM CIRCUITS 9

Major tourism circuits of India: Inter State and Intra-State Circuits - Religious Circuits - Heritage Circuits - Wildlife Circuits.

UNIT IV MANMADE DESTINATIONS AND THEME PARKS 9

Manmade Destinations: Locations of Adventure sports - Commercial attractions - Amusement Parks – Gaming - Shopping - Live Entertainments - Supplementary accommodation - House boats – Tree houses - Home stays - Tourism by rail - Palace on wheels - Zoological and Botanical Garden.

UNIT V CONTEMPORARY DESTINATIONS IN INDIA 9

Places and Packages for Ecotourism, Rural Tourism, Golf Tourism, Medical Tourism and Pilgrimage Tourism - Camping Tourism.

TOTAL: 45 PERIODS

OUTCOMES:

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

- CO1. Appreciate the vast tourist attractions of India.
- CO2. Understand the richness of culture and heritage of India.
- CO3. Understand the major natural resources of India.
- CO4. Understand the major manmade attractions of India.
- CO5. To identify and manage emerging tourist destinations.

Attested


DIRECTOR
Centre for Academic Courses
Anna University, Chennai-600 025

REFERENCES :

1. S.P. Gupta (2003), Cultural Tourism in India, Indraprastha Museum of Art and Archaeology, New Delhi.
2. Jacob, R. (2012). Indian Tourism Products. Abhijeet publications.
3. Hussain.A.K (2000). The National Culture of India. National Book Trust, New Delhi.
4. Sahai, S. (2006), Indian Architecture: Hindu Buddhist and Jain. Prakash Books.
5. The Gazette of India: History and Culture, Vol.2
6. Incredible India website and Tourism websites of individual states like Tamilnadu, Kerala, etc.

Course Outcome	Programme Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
I	3	3	2	2	3	2	1	2	3	2	2	2
II	3	2	2	1	3	1	1	3	3	1	2	1
III	2	2	2	2	2	2	1	1	3	1	2	1
IV	3	3	2	2	3	2	1	1	2	2	1	2
V	2	2	2	2	1	1	2	2	2	1	2	1

TM5005 ACCOMMODATION AND HOUSE KEEPING MANAGEMENT

L T P C
3 0 0 3

OBJECTIVES :

- To study the flow of activities and functions in lodging operations.
- To make the learner to understand about the operation and the management of front office and Housekeeping departments in hotels.

UNIT I INTRODUCTION**9**

Hotel Industry – Classification of hotels – Other types of lodging – Types of rooms – Tariff Plans – Duties & Responsibilities of front office personnel – Inter-department coordination.

UNIT II FRONT OFFICE MANAGEMENT**9**

Room Reservation – Types of reservation – Front office accounting – Registration – Lobby and well desk operations – Guest Services – Settlements – Safety & Security – Night Audit - Yield Management – Budgetary Control.

UNIT III HOUSE KEEPING MANAGEMENT**9**

Importance of housekeeping – Departmental Structures – Coordination with other departments – Duties & Responsibilities of Executive housekeeper, Asst. Executive house keeper, floor supervisor, room attendant – House Keeping Control desk.

UNIT IV HOUSE KEEPING FUNCTION**9**

Linen & Uniform – Laundry: Equipment, detergents, Stain removal, Laundry Process flow – Sewing – Cleaning Practice: Equipment, Cleaning agents, Cleaning methods – Pest Control – Public area cleaning and maintenance.

UNIT V INFRASTRUCTURE MANAGEMENT & OTHER SOURCES**9**

Elements of Interior Decoration & Design – Colours – Furniture – Floor – Lighting – Floral art – Textiles – Carpets – Catering Services – Wellness & Fitness Services – Leisure & Travel Services – Business Services – Concierge services - Innovative ideas.

TOTAL: 45 PERIODS

COURSE OUTCOME:

The student gets to learn about

1. The basics of Hotel Industry, classifications, duties and responsibilities
2. Operations of front office management
3. Importance and structures of Housekeeping management
4. Functions of housekeeping department
5. Infrastructure management

REFERENCES :

1. James , Hotel Front Office Management, 5th Edition, Wiley, 2014.
2. Sudhir Andrews. Text book of Hotel Housekeeping Management & Operations, Tata Mcgraw Hill, 2008.
3. Jatashankar R. Tiwari, Hotel Front office & Operations management, Oxford University Press, 2009.
4. Anutosh Bhakta. Professional Hotel Front Office Management. Tata McGraw Hill 2012.
5. Ahmed Ismail. Front Office Operations and Management. Cengage Learning.
6. Raghubalan and Smritee Raghubalan. Hotel Housekeeping Operations and Management. Second Edition. Oxford 2007.
7. Casado, M. Housekeeping Management. John Wiley and Sons, Inc. 2nd edition, 2011.

CO	Programme Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10	P11	P12
I	3	2	1	3	3	1	2	1	3	2	2	1
II	3	3	3	3	3	2	1	1	2	3	2	1
III	3	2	3	2	2	2	1	2	3	2	3	2
IV	3	3	3	3	3	3	1	1	2	3	2	2
V	3	1	1	3	3	2	1	1	2	2	3	2

TM5006**TRAVEL MEDIA AND PUBLIC RELATIONS**

L	T	P	C
3	0	0	3

OBJECTIVES:

- To facilitate in the understanding of travel media and its role in tourism promotion through public relations.
- To impart and equip the students with practical know-how on travel writing and dynamics of making of travelogues.

UNIT I HISTORICAL UNDERSTANDING OF MASS MEDIUMS 9

History of print media – Global and Indian context, Advent of printing; British and American streams of journalism; Overview of world mass media -- Sky Invasion, Newspapers and Globalization, Role of Travel Media

UNIT II COMMUNICATION MESSAGE AND ITS CONSTRUCTION 9

Idea of a successful message; Ethics, Standards and Practices; Relevance of effective messages, interpretation of cues; How and what you communicate; Self-awareness in travel communication –Power of message/words; Organization – converting information into convenient understandable messages, Interpretation – how easily the thoughts of the source is organized for the receiver to interpret it correctly

UNIT III TRAVEL WRITING 9

News Worthiness of developed Ideas; Writing Travel Pieces; Writing and Submitting Stories for Travel Mediums; Articles and Short Pieces, Travel Magazines, Travel Newsletters, Travel and Guide Books; Travel Reviews; the Internet; Coffee Table Books and Anthologies; Preparing Scripts for Travel Programs; Conducting Interviews; Visual support

UNIT IV GENERAL INTRODUCTION TO PUBLIC RELATIONS 9
 Public Relations Fundamentals – Definitions, Practices, Strengths -Duties and responsibilities of a Public relations manager, Code of ethics, Emergence of Public Relations –from ancient times to Modern- the changing role of PR. Grunig and Hunt’s four models. Public Relations in India – a historical perspective- pre and post independence era-liberalised economy and corporate -PR in India growth and challenges.

UNIT V ROLE OF PUBLIC RELATIONS 9
 Standard PR Tools and Most Common Travel/Tourism PR Tools, PR at Hotels and Lodging Establishments, Restaurant Public Relations, Transportation Public Relations, Destination and Tourist Attraction PR, What Travel and Tourism Employers Should Understand About PR

TOTAL: 45 PERIODS

OUTCOMES:

- CO1 Understand the importance of mass media.
- CO2 To know and appreciate the field of communication and within Travel Media.
- CO3 Students will know how to write travel articles, magazines and newsletters.
- CO4 Explore of the opportunities available in public relations profession.
- CO5 Understand the role of public relations in various sectors.

REFERENCES :

1. Seema Hasan, Mass Communication Principles and Concepts, 2nd Edition, CBS Publishers & Distributors Pvt Ltd, 2016
2. Dennis E. Deuschl, Travel and Tourism Public Relations – An Introductory Guide for Hospitality Managers, Routledge, 2011
3. Keval J. Kumar, Mass Communication in India, 4th Edition, JAICO Publishing House, 2010
4. AnnamulaiMurguan, Tourism and Public Relations, Kalpaz Publications, 2013

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	2	1	3	1	2	3	3	1	3	2
CO2	3	3	1	2	3	2	3	3	2	1	2	1
CO3	3	3	2	1	3	1	2	3	2	1	2	3
CO4	3	3	2	1	3	1	3	3	3	1	2	2
CO5	3	2	2	1	1	3	1	3	3	1	2	1

TM5007

DESTINATION PLANNING AND MANAGEMENT

L T P C
3 0 0 3

OBJECTIVE:

- To prepare the learners with knowledge and skills essential to understanding and manage the needs of destination

UNIT I INTRODUCTION 9
 Tourists destination-concepts/ notions; Destination- Elements of Tourists Destination - Characteristics of successful destination- Uniqueness of destination management-Sustainable Tourism Development :Meaning , Principles and Practices

UNIT II TOURISM DESTINATION PLANNING 9
 Tourists destination development; planning and development of tourism; Traditional and contemporary approaches to destination planning- History & Influence on planning- Factors affecting the planning process- Stages in destination planning Benefits of strategic plans- Outcome of destination planning - Strategic Plans
 Environment Analysis, Resource Analysis, Regional Environment analysis. Market analysis, competitor's analysis

Attested

Woj
 DIRECTOR
 Centre for Academic Courses
 Anna University, Chennai-600 025

UNIT III DESTINATION PRODUCT DEVELOPMENT & PROMOTION 9
 Destination Marketing Mix - Destination Competitiveness – Distribution Channels- Marketing Communication and Strategies. Segmenting, Targeting, and Positioning. Destination branding, Destination Image

Resort development-Types, Planning and Development

UNIT IV TOURISM DESTINATION MANAGEMENT 9
 Stakeholders in destination management- Destination governance- Destination management organization (DMO)Partnership and Team-building –Leadership and Coordination- Community Relations& Roles Tourists Destination - Destination Information and Communication Technologies - Future of Destination Management

UNIT V EMERGING TRENDS IN DESTINATION MANAGEMENT 9
 Environmental Management Systems -Integrated Coastal Zone Management- Eco-friendly Practices -Water Conservation- Energy Efficiency - Waste Management - Commoditisation Community Participation– Responsible tourism - Space Tourism - Recent Trends - Best Practices.
TOTAL : 45 PERIODS

OUTCOMES:

- Understanding the fundamentals of managing the destination.
- Understanding the planning of tourism destination.
- Understanding the destination promotion and development.
- Ability to manage a tourism destination.
- Awareness of the emerging trends in managing destinations.

REFERENCES:

1. C.Gunn (2002), Tourism Planning: Basic, Concepts and Cases, Cognizant Publication.
2. Krishan K. Kamra, Managing Tourist Destination: Development, Planning, Marketing & Policies, Kanishka Publishers, 2005.
3. Alastair Morrison, Marketing & Managing Tourism Destination, Routledge Publications, 2013.
4. Nigel Morgan, Annette Pritchard & Roger Pride (2011), Destination branding: Creating the Unique Proposition, Butterworth and Heinemann , 3 rd edition.
5. Middleton, V.T.C and Hawkins, R. (1998), Sustainable Tourism: A Marketing Perspective, Butterworth – Heinemann, Oxford.
6. Shalini Singh, DallenJ.Timothy& Ross Kingston Dowling (2003), Tourism in Destination Communities, CABI Publishing.
7. The Environment (Protection) Act, 1986, amended 1991, <http://envfor.nic/legis/legis.htm>
8. A practical guide to Tourism Destination Management, World Tourism Organization Publication.

DPM	PO1	PO2	PO3	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	3	2	1	2	2	1	2	2	1	1	3	1
CO2	3	2	1	3	3	1	3	2	1	2	1	1	1
CO3	2	3	3	1	2	2	2	3	1	1	1	3	1
CO4	2	1	2	3	3	1	3	3	3	3	1	1	1
CO5	1	2	3	2	2	3	1	2	3	1	1	2	1

Attested


DIRECTOR
 Centre for Academic Courses
 Anna University, Chennai-600 025

OBJECTIVE:

- To make the students knowledgeable in tour operations and its related documentation. The student will study the tour preparation, marketing tour products and the role of guides and escorts in tour operations.

UNIT I TOUR INDUSTRY 9

Tour operations business – definition, evolution; Types of tours – inbound, outbound, escorted, guided, types of package tours and operators; factors affecting tour design and selection; Tourism intermediaries - mass-market package holidays, specialist tour operators, domestic & international, collaborative tourism.

UNIT II ITINERARY PREPARATION 9

Itinerary Preparation -meaning, types, Resources and steps of preparation, Do's and don'ts of itinerary preparation; Tour Formulation and Designing Process - Starting of tour operations business, departments of tour operations, tour departure procedure, activities.

UNIT III TOUR OPERATIONS BUSINESS 9

Tour operations process, research, planning, costing, costing elements; Tour operations business – role, relevance, tour operational techniques – Booking a tour, reservations, hotel booking procedures, boarding bus/coach, emergency procedures, finance details, travel insurance, Foreign Exchange, Cargo, documentation, food and beverages, transportation delays; Recognition - IATA Accreditation - Recognition from Government; Travel trade organizations – Objectives, activities and functions.

UNIT IV MARKETING AND PROMOTION OF TOUR 9

Marketing and promotion of tour – marketing strategies of tour operation business, tour brochure, how to prepare a tour brochure, items to be included in tour brochure, tools used to market tour packages, Indian and world tourism day; Promotion of Tour Operation - Mix and Media, Types of media, Selection criteria; Tour Pricing - Calculation of Tour Price - Pricing Strategies.

UNIT V GUIDING AND ESCORTING 9

Guiding and escorting – meaning, concepts, golden rules of guiding, difference between guide and escort, skills, responsibilities of guides, interpreting sites, escorts, personal hygiene, grooming, pre, post, and during tour responsibilities, checklist, safety and security, insurance, first aid, emergency handling, leading a group, code of conduct.

TOTAL:45 PERIODS**OUTCOMES:**

- Understanding of tour industry
- Ability to prepare tour itinerary
- Awareness of rules and regulations in booking tours
- ability to market and promote tours
- Appreciate the importance of guides and tour escorts

REFERENCES :

1. K. Bhatia, Business of Travel Agency & Tour Operations Management, Sterling Publishers, 2012.
2. JagmohanNegi, Travel Agency and Tour Operation Concepts and Principles, Kanishka Publishers & Distributors, 2006.
3. Lalita Sharma, Travel Agency & Tour Operation Concepts and Principles, Centrum Press, 2010.
4. Dennis L. Foster, The Business of Travel: Agency Operations and Administration, Glencoe Division, Macmillan/McGraw-Hill, 1991.
5. SunetraRoday, Archana BiwalandVandana Joshi, Tourism: Operations and Management, Oxford University Press, 2009.

IPR	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	3	3	3	3	3	3	1	2	1
CO2	3	3	2	3	3	3	3	3	3	1	1	1
CO3	3	3	3	3	3	3	3	3	3	2	2	1
CO4	3	3	3	3	3	3	2	2	3	1	1	1
CO5	3	3	3	3	3	3	2	2	3	1	2	1

TM5009

LEISURE AND RECREATION MANAGEMENT

L T P C
3 0 0 3

OBJECTIVES :

- To introduce the student to the broad base of study needed for understanding of the fundamentals of and issues in leisure and recreation management.

UNIT I INTRODUCTION TO LEISURE 9

Introduction, the historical analysis of leisure, Leisure – the social context, Demand for leisure, leisure participation and leisure behavior, Supply for leisure, leisure places, spaces and environment, Planning, managing and marketing leisure.

UNIT II SECTORS IN LEISURE 9

The public, private and voluntary sectors in leisure provision, Leisure and the experience economy: the cultural industries and entertainment, Urban leisure, Coastal leisure, Rural leisure, Future of leisure.

UNIT III INTRODUCTION TO RECREATION 9

Recreation: an overview - Recreation & Leisure Participation and Behavior - Role in Health & Well-Being - Leisure & Culture - Mass Leisure: Popular Culture & Purple Leisure - Balancing Leisure & Work services.

UNIT IV RECREATION MANAGEMENT 9

Recreation Theories -Impact of recreation on tourism - Recreation Resource Management - Recreational and Tourist Motivation - Barriers to Recreation - Gender and Social Constraints Tourism and recreation planning and policy - Urban and rural recreation - Relationships between leisure, recreation and tourism.

UNIT V RECENT TRENDS 9

Trends in the recreation industry- Tourists and recreational demand for wilderness, National Parks and natural areas - Supply of the wilderness and outdoor recreation experience Tourism recreation and climate change - - Environmental perspectives on coastal recreation and tourism. Technology Impacts on Recreation & Leisure

TOTAL: 45 PERIODS

OUTCOMES:

- CO1: Ability to design, conduct, promote, evaluate, and manage activities involved in the successful operation of a variety of leisure and recreation organizations and operations
- CO2: Knowledge about various segments of leisure
- CO3: Knowledge about the types of recreational activities and its impact on health
- CO4: Understanding of factors influencing recreation management and tourism
- CO5: Knowledge about the contemporary trends in Recreation Industry

REFERENCES :

1. Stephen J. Page and Joanne Connell, Leisure – An Introduction, Pearson Education Limited, 2010.
2. George Torkildsen (2000), Leisure and Recreation Management, Fourth Edition, E&FN Spon, London.

Attested

[Signature]
DIRECTOR
Centre for Academic Courses
Anna University, Chennai-600 025

3. Daniel D. McLean and Amy R. Hurd, Kraus' Recreation and Leisure in Modern Society, Jones and Bartlett Learning, 10th Edition, 2015.
4. William C. Gartner & David W. Lime (2000), Trends in Outdoor, Recreation, Leisure and Tourism, CABI, London.
5. Chris Ryan (2006), Recreational Tourism, Demands and Impacts, Viva Books, New Delhi.
6. Michael Hall.C. & James Higham (2006), Tourism, Recreation and Climate Change, Viva Books, New Delhi.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	3	2	3	2	2	3	1	1	2	2
CO2	3	3	2	2	3	2	2	3	2	2	1	1
CO3	3	3	2	1	3	2	2	3	2	1	2	1
CO4	3	3	3	2	2	1	2	2	1	1	1	2
CO5	3	3	2	1	3	2	1	3	2	1	2	1

TM5010

MEDICAL TOURISM

L T P C
3 0 0 3

OBJECTIVE :

- To give an overview of global health care practices and strategies for marketing and communications in India with focus on international tourists.

UNIT I INTRODUCTION TO HEALTH CARE IN INDIA 9

Historical Review – Health care services: Level & Types -- Disease burden - Public Services in India - Private health care sector growth: a retrospective & road ahead -- Pharmaceutical, Biotechnology - Health Insurance- Financing and delivery of health services: Issues & Challenges.

UNIT II MEDICAL TOURISM 9

Concept, typology Genesis and growth of Medical Tourism - benefits of medical tourism, Factors responsible for growth of health and medical tourism. Medical Tourism Business- Global medical tourism scenario, Stakeholders, countries promoting medical tourism – Health and Medical Tourism markets at global level.

UNIT III MEDICAL TOURISM PRODUCT AND PACKAGE 9

Factors and Steps for designing product and tour package, development, issues and considerations, Approvals and formalities, Pre-tour arrangements, tour operations and post-tour management, Health Insurance, Claiming Health Insurance

UNIT IV LEGAL ASPECTS OF MEDICAL TOURISM 9

Certification and Accreditation in health and medical tourism, Ethical, legal, economic and environmental issues in health and medical tourism. An Introduction to National Accreditation Board for Hospitals & Healthcare (NABH) and Joint Commission International (JCI).

UNIT V MEDICAL TOURISM IN INDIA 9

Centres/Destinations, Current and futuristic trends, Potentials, Issues and Challenges, Troughing the challenges, Government Support.

TOTAL : 45 PERIODS

OUTCOMES :

- CO1: The students will have an overview of contemporary tourism practices and global perspectives.
- CO2: Knowledge about Indian healthcare services
- CO3: Design of healthcare tourism products
- CO4: Understanding of various guiding forums that support Medical Tourism
- CO5: Knowledge of various futuristic opportunities

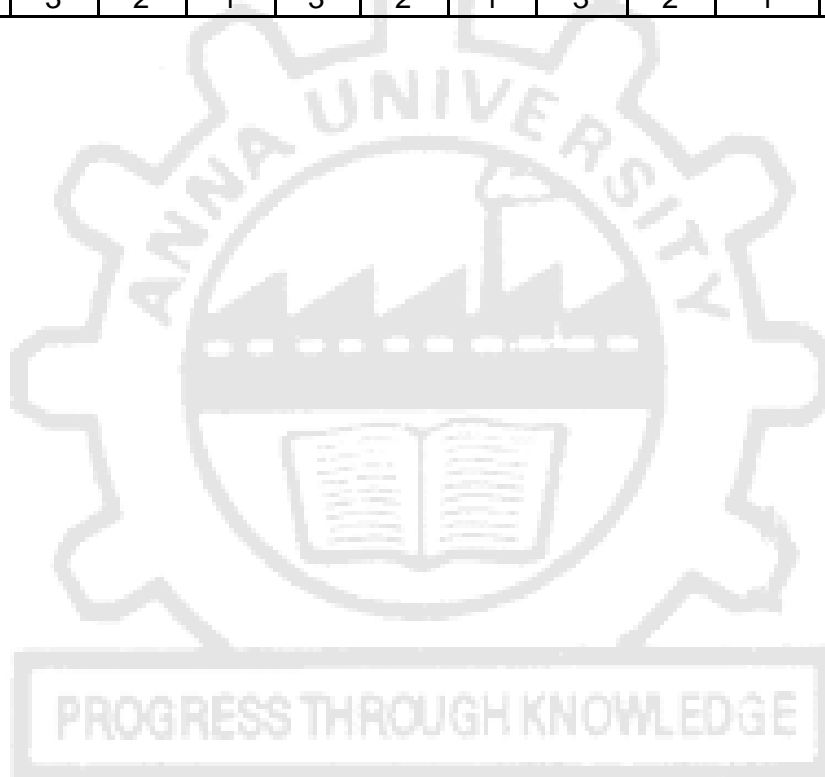
Attested

[Signature]
DIRECTOR
Centre for Academic Courses
Anna University, Chennai-600 025

REFERENCES:

1. MilicaZ. Bookman Karla R. Bookman, Medical Tourism in developing countries, palgrave Macmillan™ 2007.
2. Raj Pruthi, Medical Tourism in India , Arise publishers & Distributors, 2006
3. RNCOS, Opportunities in Medical Tourism in India(2007), RNCOS E-Services Pvt. Ltd., 2006.
4. Michael D. Horowitz Jeffrey A. Rosensweig, Medical Tourism – Health Care in The global economy (Trends), American College of Physician Executive, 2007.
5. Sonali Kulkarni, Medical Tourism in India, Book Enclave, 2008
6. Glenn Cohen, Patients with Passports: Medical Tourism, Law, and Ethics, Oxford University Press, 2015

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	2	3	2	2	3	1	1	2	2
CO2	3	3	3	2	3	2	2	3	2	2	1	1
CO3	3	3	2	1	3	2	2	3	2	1	2	1
CO4	3	3	2	1	2	1	2	2	1	1	1	2
CO5	3	3	2	1	3	2	1	3	2	1	2	1



Attested



DIRECTOR
Centre for Academic Courses
Anna University, Chennai-600 025