

BHARATHIARUNIVERSITY: COIMBATORE-641 046
B.Com (INTERNATIONAL BUSINESS)
(For the students admitted during the academic year 2012-13 and onwards)
Scheme of examinations
SCHEME OF EXAMINATION - CBCS PATTERN

Part	Study Components	Course Title	Ins. hrs / week	Examinations				Credits
				Dur.Hr	CIA	Marks	Total	
SEMESTER -I								
I	Language-I		6	3	25	75	100	4
II	English-I		6	3	25	75	100	4
III	Core I - Principles of Accounting		5	3	25	75	100	4
III	Core II- Business Organisation and Office Management		5	3	25	75	100	4
III	Allied Paper I – World Economic Resources		6	3	25	75	100	4
IV	Environmental Studies #		2	3	-	50	50	2
SEMESTER-II								
I	Language-II		6	3	25	75	100	4
II	English-II		6	3	25	75	100	4
III	Core III - Financial Accounting		5	3	25	75	100	4
III	Core IV - Principles of Marketing		5	3	25	75	100	4
III	Allied Paper II - International Trade Procedures and Documentation		6	3	25	75	100	4
IV	Value Education - Human Rights #		2	3	-	50	50	2
SEMESTER-III								
III	Core V - Higher Financial Accounting		7	3	25	75	100	4
III	Core VI - Commercial Law		6	3	25	75	100	4
III	Core VII - Banking and Foreign Exchange		6	3	25	75	100	4
III	Allied : III - Mathematics for Business		6	3	25	75	100	4
IV	Skill based Subject -1 : Business Application Software-I		3	3	20	55	75	3
IV	Tamil @ / Advanced Tamil # (or)Non-Major Elective-I Yoga for Human Excellence # / Women's Rights # Constitution of India #		2	3	50		50	2
SEMESTER-IV								
III	Core VIII - Corporate Accounting-I		5	3	25	75	100	4
III	Core IX - Logistics Management		4	3	25	75	100	4
III	Core X - Business Taxation		4	3	25	75	100	4
III	Core XI - Executive Business Communication		3	3	20	55	75	3
III	Core XII - International Marketing Management		3	3	20	55	75	3
III	Allied : IV : Statistics for Business		6	3	25	75	100	4
IV	Skill based Subject-2 : Computer Applications (MS-Word and MS-Excel)-Practical –I		3	3	30	45	75	3

IV	Tamil @ / Advanced Tamil # (or) Non-major elective - II: General Awareness #	2	3	50	50	2
SEMESTER –V						
III	Core XIII - Corporate Accounting- II	6	3	25	75	100
III	Core XIV – Brand Management	5	3	25	75	100
III	Core XV - Cost Accounting	5	3	25	75	100
III	Core XVI - Income Tax Law and Practice	6	3	25	75	100
III	Elective-I :	5	3	25	75	100
IV	Skill based Subject-3 : Business Application Software-II	3	3	20	55	75
SEMESTER –VI						
III	Core XVII - Management Accounting	6	3	25	75	100
III	Core XVII - Principles of Auditing	5	3	25	75	100
III	Core XIX - International Business Strategy	6	3	25	75	100
III	Elective -II:	5	3	25	75	100
III	Elective-III:	5	3	25	75	100
IV	Skill based Subject-4 : Computer Applications : MS-PowerPoint, MS-Access and Tally 9.2 -Practical-II	3	3	30	45	75
V	Extension Activities @	-		50	-	50
TOTAL					3500	140

\$ Includes 25% / 40% continuous internal assessment marks for theory and practical papers respectively. @ No University Examinations. Only Continuous Internal Assessment (CIA) # No Continuous Internal Assessment (CIA). Only University Examinations.

List of Elective Papers (Colleges can choose any one of the paper as electives)		
Elective — I	A	Garment Merchandising
	B	Garment Costing
	C	Quality Assurance in Garment Industry
Elective - II	A	Supply Chain Management-I
	B	Supply Chain Management-ii
	C	Cargo Management
Elective - III	A	Tourism Marketing
	B	Emerging Trends in Tourism
	C	Tour Operation Management

Note: The syllabi of B.Com. degree programme from the academic year 2010-11 and subsequent changes be followed in respect the remaining papers which are not furnished below.

FIRST SEMESTER

Allied I - WORLD ECONOMIC RESOURCES

Unit- I

Resources: Concept and importance in development- Dynamic character of world resources- Natural resources and Human resources- usefulness of the study of the resources- Interlink between resources and trade.

Unit- II

Geographical Environment- Physical environment: landforms, coastline, rivers, climate, soils, and natural vegetation.

Human environment- Growth and distribution of population- races- Economic and cultural organization of societies- entrepreneurial and managerial resources.

Unit – III

Natural regions: Wet equatorial regions- Monsoon regions – Mediterranean regions- cool temperature region- Green lands- Polar regions.

Agriculture and allied resources: Factors affecting agriculture- types of farming- food crops, industrial crops- cash crops- animal resources- fishery resources- forest resources- direct and indirect benefits of forests- types and distribution of world forests- types and distribution of world forests- world trade in agricultural and allied products.

Unit- IV

Energy Resources: Types of energy- energy and economic development- coal, petroleum, natural gas, electric power and atomic energy- need for conventional energy- energy conservation and alternatives- MNC's in energy project in developing countries.

Mineral Resources: Importance of minerals- classification- world distribution and trade in important minerals- Iron ore, Manganese, Copper, Aluminum, Mica.

Unit- V

Manufacturing Industries: Factors of location- Theories of industrial location- distribution of cotton textile, iron and steel, automobile, ship building, aircraft, and electronics industries, software industry- General idea of world trade in manufactured goods.

References:

World Resources and trade : Kanna and Gupta

World Resources : Zimmermen

World Resources and Trade : Agarwal and Monga

Economic and Commercial geography : Das Guptha

Economic Geography- A Resource Approach : Gune and Chattergi.

SECOND SEMESTER
Allied II - INTERNATIONAL TRADE PROCEDURES AND
DOCUMENTATION

Unit- I

International Market Research – Strategies, Product Planning, Cost estimation, sales Forecast, Different Registers, Significance of Documentation & Related procedures, Export management, Organisation Structure.

Unit II

Export and Import Policy and Procedures, Preliminary information, Export sales Quotation, Different Incoterms: FOB/C & F, CIF etc. Methods of payments, Shipping & distribution, after sales service – Customer complaint and conflict resolution.

Unit _III

Pre-requisites: PAN Number, IEC Number, Application & Related documents for IEC, Role of DGFT, Export Promotion Councils, RCMC, other related procedures of registration, Import Policy and Procedures, licensing rules, Conditions and Obligations of Importers, Different Custom Duties (Import), Customs administration and procedures – Clearance of Import cargo, Indian case, Import Finance.

Unit- IV

Exchange Control Regulations: RBI Guide Lines, Authorised Dealers, FERA/FEMA, Permitted Currencies, ACU, Export Realization, Procedure & Related documents. Trends in India's Export & Import.

Unit-V

Export Documents: Export Order, Letter of Credit, Export Declaration Forms, Bill of Lading/Airway Bill, Bill of Exchange, Shipping Bill, Certificate of Origin, Invoice, Packing list, GSP Certificate, Legalization of documents, Bank Certificate of Export & Realization.

References:

1. Ministry of Commerce and Industry, Hand Book of Procedures, Volume I and II
GOI, New Delhi – 2000.
2. Mahajan, Guide to Export Policy, Procedures and Documentation 2000-2001
3. Ballu. R. H. – Business Logistics Management, PHI, Inc 1999- 2000.
4. Government of India, Customs Tariff of India 2000 – 2001, 1999/2000.
5. Jain, R.K. Customs Law Manual, Centax Publications Pvt. Ltd., 2000.

SEMESTER –III

CORE- VII- BANKING AND FOREIGN EXCHANGE

Unit 1

Definition of banker and customer- general relationship- Special relationship- Evolution of commercial banks – functions of modern commercial banks – branch banking – CRM in banking – Multinational banking – customer service.

Unit 2

Opening of an new account- General precautions- Types of accounts- Fixed deposits- savings account- Current account- Recurring deposits- special type of customers- Minor- Lunatic- drunkards- joint account- partnership account- Public limited company- Closure of accounts.

Unit 3

Negotiable instruments- meaning- characteristics- types- Bills of exchange- Essentials- Promissory note- essentials- Cheques- Essentials- Endorsement- Crossing of Cheques- Marking of Cheques.

Unit 4

Foreign exchange markets- Features- participants- Interbank transactions- Interbank quotations- Interbank rates and arbitraging- Interbank dealings- cover deals- trading- funding of vostro account- swap deals.

Unit 5

Exchange management by banks- Dealing position- exchange position- cash position- Accounting and reporting- Foreign exchange risk management- Measuring of Value At Risk (VAR).

BOOKS RECOMMENDED:

1. Principles and practice of banking - Study material for Diploma in banking & finance (Macmillan Publication) 2008.
2. International Financial Management – PG Apte, Mc Graw Hill, 2010
3. Banking theory law and practice – Gordon and Natarajan, Himalaya Publishing House, 2010.
4. Fundamentals of Modern Banking – NC Majumdar – New Central Book Agency (P) Ltd, 2010.
5. Foreign exchange and risk management– C. Jeevanandham, Sultan Chand, 2010.

SEMESTER- IV
CORE IX- LOGISTICS MANAGEMENT

UNIT I

International marketing logistics – meaning – concept – objectives – value chain – logistics system elements – information – transportation – material handling – inventory – warehousing – communication – inbound logistics and outbound logistics.

UNIT II

International transport system – all transport – ocean – multi modalization – world sea borne trade – world shipping – Indian shipping industry – port infrastructural development – issues in Indian shipping.

UNIT III

Containerization – classification of containers – role of ICD and CFS – types of ships – operating systems : liners and tramp- features- merits and demerits.

UNIT IV

International freight principles – factors – liner freight- advance freight- lumpsum freight- back freight- prorate freight- dead freight – tramp freight – rebate system – air tariff structure – principles – types.

UNIT V

Air shipment – consolidation – role and function of IATA – maritime frauds and unethical practices – institutional arrangements for resolving shipping problem – global logistics.

BOOKS RECOMMENDED

1. Fundamentals of Logistics Management, Douglas M. Lambert, James Stock, Lisa M. Ellram, Mc Graw Hill Irwin International Edition, 1998
2. Logistical Management- The integrated Supply Chain Process, Donald J.Bowersox, David J.Closs, Tata Mc Graw Hill Publishing Company Ltd., New Delhi, 5th Reprint, 2003
3. Logistics Management & World Seaborne Trade, Dr. Krishnaveni Muthiah, Himalaya Publishing House, New Delhi, 1999
4. Logistics Strategy Cases & Concepts, Roy D. Shapiro, James L. Heskett, West Publishing Co., 1985
5. Business Logistics Management- Theory and Practice, Vogt, WJ. Piennar, PWC. De. Wit, Oxford University Press, Southern Africa, 2002.

SEMESTER- IV
CORE –X BUSINESS TAXATION

Unit I:

Federal Finance – Principles of Federal Finance-Federal system under the Indian Constitution- Union list - State list-Concurrent list - Source of revenue for union and states - Distribution of revenue between union and states- Role of Finance Commission. Meaning of tax –characteristic of tax system – Objectives of taxation –Canons of taxation –Requisites of good tax system –Kinds of taxes.

Unit II:

Sales tax –Meaning –Need- Effects of sales tax on production And distribution – Value added taxmeaning –salient features –Tamil Nadu Value Added ax Act 2006- Definitions – Registration of dealers-Computation of value added tax liability –Input tax credit - Filing of returns- assessment procedures.

Unit III:

Central Sales Tax Act 1956 – Meaning and scope - Salient features of CST- Definitions- Sale (or)Purchase in the course of Inter state Trade, outside state and in the course of import and export- Declared goods of special importance. Inter- State Sales- Registration of dealers- Declaration/ Certificate to be issued by dealer- Determination of turnover- Levy and collection.

Unit IV:

Central Excise Duty-concept- Meaning- Sharing of central excise duty-important definitions- Valuation of excisable goods- Registration of dealers and declaration of goods-computation and payment-clearance of goods-CENVAT scheme-exemption to small scale industries- Records, Audit and submission of return.

Unit V:

Customs duty- concept-Types of costumes duty- Procedure for Import and Export of Goods - Valuation –Exemption - Clearance procedure –Export promotion scheme- Drawback of duties- Baggage Rules-Import and Export through carrier- Post parcels.

Reference Books

1. The Central Sales Tax Act, 1956.
2. Commentary on Tamil Nadu Central Sales Tax Act, 1956.
3. The Central Sales Tax Act (Act 74 of 1956) compiled by N.Srinivasan (The Little Flower Co., Chennai), 2005
4. Indirect taxes Law& Practice-V.S.Datey-Taxman Publications (Pvt.) Ltd., New Delhi, 2007.
5. Direct and Indirect Taxes, Dr. M.C. Mehrotra, Dr. S.P.Goyal, Sahitya Bhawan Publications, New Delhi, 2007.

SEMESTER- IV

CORE – XII- INTERNATIONAL MARKETING MANAGEMENT

Unit - I

Product and pricing Strategy :

Meaning and concept of products – Product classification – Product line decisions –Product mix decisions –Branding and Packaging decisions – New product development strategy – Product life cycle strategies.

Unit-II

Pricing Strategy:

Importance of pricing decisions in marketing –Factors affecting pricing decision, Price determination, pricing methods, new product pricing strategies – Product mix pricing strategies – Price changes.

Unit-III

Promotion Strategy:

Meaning of marketing communication, Importance of promotion –Promotion mix, Forms of promotion – Personal selling, Nature, Scope and importance – Advertising, Meaning, Objectives and importance – Media sales promotion – Nature, importance and techniques.

Unit -IV:

Distribution Strategy:

Meaning, Nature and importance, Alternative channels of distribution – Factors to be considered for selecting channel. Functions of distribution channels.

Unit V:

Retailing and Wholesaling :

Meaning, - Types of retailers –Retailer marketing process – Retailer marketing decisions – The future of retailing , wholesaling – Types of wholesalers –Wholesaler marketing decision, Trends in wholesaling.

Text Book:

Philip Kotler (Marketing Management-Analysis, Planning and Control- New Delhi, PHI- 2000 11th edition.

Reference Books :

1. Hepner H.W.: Modern Marketing- Dynamics and Management.
2. Boyd H.V. and West Fall R.: Marketing Research.
3. James M. Carman and Kenneth P. Phillips and Duncan: Marketing Principles and Methods.

SEMESTER – V

CORE XIV - BRAND MANAGEMENT

Objective

To teach the importance of brand and its impacts among the customers

Unit I

Introduction- Basic understanding of brands – concepts and process – significance of a brand – brand mark and trade mark – different types of brands – family brand, individual brand, private brand – selecting a brand name – functions of a brand – branding decisions – influencing factors.

Unit II

Brand Associations: Brand vision – brand ambassadors – brand as a personality, as trading asset, Brand extension – brand positioning – brand image building

Unit III

Brand Impact: Branding impact on buyers – competitors, Brand loyalty – loyalty programmes – brand equity – role of brand manager – Relationship with manufacturing - marketing- finance - purchase and R & D – brand audit

Unit IV

Brand Rejuvenation: Brand rejuvenation and re-launch, brand development through acquisition takes over and merger – Monitoring brand performance over the product life cycle. Co-branding.

Unit V

Brand Strategies: Designing and implementing branding strategies – Case studies

REFERENCES:

- 1) Kevin Lane Keller, “Strategic brand Management”, Person Education, New Delhi, 2003.
- 2) Lan Batey Asian Branding – “A great way to fly”, Prentice Hall of India, Singapore 2002.
- 3) Jean Noel, Kapferer, “Strategic brand Management”, The Free Press, New York, 1992.
- 4) Paul Tmeporal, Branding in Asia, John Wiley & sons (P) Ltd., New York, 2000.
- 5) S.Ramesh Kumar, “Managing Indian Brands”, Vikas publishing House (P) Ltd., New Delhi, 2002.
- 6) Jagdeep Kapoor, “Brandex”, Biztantra, New Delhi, 2005.

SEMESTER- VI

CORE XIX- INTERNATIONAL BUSINESS STRATEGY

Unit- 1:

World of International Business- Challenges of International Business.-Multinational Enterprises- Triad and International Business.

Unit- II:

Environment of International Business- International Politics and Economic Integration- International Culture International Trade- International Trade International Finance

Unit- III:

International Business Strategy- Global Strategic Planning- Organizing Strategy Production strategy-Global sourcing –Global supply management and technology transfer
Marketing strategy- Human Resource Management Strategy- Political Risk and Negotiation Strategy- International Financial Management.

Unit- IV

International Business Strategies in Action - Corporate Strategy and National Competitiveness - Doing Business in European Community- Doing Business In Japan Doing Business in North America -Doing Business in Non-Trial Nations .

Unit- V:

International Business Horizons - International Joint Ventures - Future Challenges of International Business.

References

1. Rungman.A.M and Hodgetts. R.M., International Business; A Strategic Management Approach, McGrawhill,.Inc, New Delhi- 1999-2000.
2. Keealas.A.G., Global Business Strategy, South –Western, 1999-2000,
3. Garland.J. and Farmer. R.N., International Dimension of Business Policy and Strategy, PWS-KENT 1999-2000,
4. Nagandhi.A.R., International Management, PHI, New Delhi, 1999/2000
5. Davidson.W.H., Global Strategic Management, John Wiley and Sons, 1999/2000,
6. Faeyrweather.J., Internatoinal Business Strategy and Administration, Bllinter Publishers Mass, 1999/2000
7. Bhalla.V.K. and Shivaramu. S.,International Business: Environment and Management, Anmol Publications, New Delhi, 2000
8. Porter.M.E., the Competitive Advantage of Nations, The Free Press, New York 1999-2000
9. Porter .M. E. Competitive advantage, The FreePress, NewYork, 1998 or 1999-2000.

ELECTIVES

GARMENT MERCHANDISING

UNIT I

Fundamentals of merchandising -• Responsibilities of the merchandiser - Merchandise planning: target markets, market segmentations and marketing Research

UNIT II

Planning and Controlling and control tools: marketing calendar, merchandise Calendar, sales forecast - Execution: Line development: objectives, elements, planning, control, research, line plan, styling direction and product development and adoption -Pricing: pricing strategies, objectives, pricing formula - Costing principles and strategies

UNIT III

Introduction to Standardization and Quality control in apparel industry- Importance of consumer perception of apparel quality- Managing apparel quality through inspection and sampling procedures.

UNIT IV

Sourcing strategies: objectives, global sourcing, the role of merchandiser in Sourcing, - sourcing options, - factors in sourcing options, factors in sourcing Decision- customer/ vendor relationship - Domestic and International sourcing Process

UNIT V

Fashion Visual Merchandising- Functions of Visual Merchandising- Elements of Visual Merchandising - Store exteriors, interiors& windows – image, atmosphere 7 theatrics - Display props, fixtures, mannequins, floral, signage & graphics.

Reference

1. Rosenau, J. A., Wilson David L. David., Apparel Merchandising-The line starts here, Fairchild publications, New York.2006
2. Mehta, Pradeep., Managing Quality in the Apparel Industry, New Age International Pvt. Limited,2004

Books Recommended:

1. Stone, Elaine. & Samples, J.A., Fashion Merchandising, Mc Graw Hill Book Co

GARMENT COSTING

Unit-1

Introduction to Cost Accounting : Responsibility accounting, uses of cost accounting, elements of cost, Direct material, Direct labour, factory overhead; cost of goods manufactured statements, cost behaviour

Unit -II

Patterns in the apparel industry-fixed variable, semi variable job order for process costing; Accounting for factory overhead: Capacity level concepts, production and service departments direct and indirect costs over and under applied overhead. cost volume profit analysis;

Unit-III

Breakeven analysis: Contribution margin, Variable, cost ratio, marginal income.; sales mix by garment style, effect of volume change, price/column analysis

Unit -IV

Apparel Marketing cost Analysis: Marketing cost accounting, marketing cost standards, variance analysis for marketing cost, effective variance, price variance; Determining Pricing of apparel products: Price elasticity of demand and supply, sample costing-marginal revenue and marginal cost, cost plus pricing methods; Full cost pricing, conversion cost pricing differential cost pricing .variable cost pricing, direct cost pricing derivation of cost of apparel products-woven knits:

Unit-V

The budgeting process: Budgeting principles for the apparel industry, fixed vs. variable budget ,master budget, laminations of budgets any justification effort

References

1. Richard D.Irwin Incn, "Principles of cost Accounting: Managerial Applications" Revised by Gayle Rayburn 1983
2. Sultan Chand& sons"Management Accounting"New Delhi, 2nd edition 1998

QUALITY ASSURANCE IN GARMENT INDUSTRY

Unit -1

Definition and scope of quality control – establishing merchandising standards – Establishing raw material quality, quality control specifications – quality control of raw material

Unit -II

Establishing processing quality specification – training quality control personnel – the quality standard control – quality control inspection, procedures for processing – quality control of finished garments – quality control and government contacts – quality control for packaging, warehousing and shipping – statistical quality control. Sampling plans — wide quality standards.

Unit-III

Function of production control – production analysis – quality specifications – qualitative Specifications – scope of apparel manufacturing activity –coordinating departmental activities – distribution of documents and records

Unit-IV

Type of control forms – basic production systems – principles for choosing a production a production system – evaluating production systems – flow process grids for production control – scheduling calculation, graph methods, scheduling bundles of varying amounts, mathematical formulas for scheduling – producing many styles simultaneously - producing many styles consecutively in one line.

Unit -V

Design satisfaction tests. - Fabric specification - cloth defects - four point system – shrinkage potential. Garment specification - manufacturing specification – name of operation and associated details in respect of sewing, dyeing and washing of garments. Garments testing- seam strength, seam slippage, garment checking procedure, interlining-peel bond strength. Style features – trims specification - stitch specification - size scale – garment dimensions and tolerances Quality of trims and accessories. Defects in garments and their remedies - A, B and C zones in a garment With respect to defects. Quality Analysis for Children’s Wear, Casual Wear, Sports Wear, Army Wear, Uniform Wear.

Reference

1. An Introduction to Quality Control for the Apparel Industry (Quality and Reliability) Pradip V. Mehta

SUPPLY CHAIN MANAGEMENT-I

Unit -1

Understanding the Supply Chain Supply Chain Performance: Achieving Strategic Fit and Scope Supply Chain Drivers and Metrics- Demand Forecasting in a Supply Chain- Aggregate Planning in a Supply Chain

Unit – II

Planning Supply and Demand in a Supply Chain: Managing Predictable Variability - Managing Economies of Scale in a Supply Chain: Cycle Inventory- Managing Uncertainty in a Supply Chain: Safety Inventory

Unit –III

Determining the Optimal Level of Product Availability - Transportation Decisions in a Supply Chain- Designing Distribution Networks and Applications to e-Business-

Unit –IV

Network Design in the Supply Chain- Network Design in an Uncertain Environment- Sourcing Decisions in a Supply Chain

Unit –V

Pricing and Revenue Management in a Supply Chain- Information Technology in a Supply Chain- Coordination in a Supply Chain

References

1. Strategic Logistics Management by D.M. Lambert and J.R. Stock.
2. The Management of Business Logistics by J.J Coyle, E.J. Bardi and C.J. Langley.
3. Logistical Management by D.J. Bowersox, D.J. Closs, O.K. Helferich.
4. Business logistics Management by Ronald H. Ballou
5. Inventory Management and Production Planning and Scheduling by Edward A. Silver, David F. Pyke,
6. and Rein Peterson

SUPPLY CHAIN MANAGEMENT-II

Unit I

Supply Chain Management – Global Optimisation – importance – key issues – Inventory management – economic lot size model. Supply contracts – centralized vs. decentralized system

Unit II

Supply chain Integrates- Push, Pull strategies – Demand driven strategies – Impact on grocery industry – retail industry – distribution strategies

Unit III

Strategic Alliances: Frame work for strategic alliances – 3PL – merits and demerits – retailer – supplier partnership – advantages and disadvantages of RSP – distributor Integration

Unit IV

Procurement and Outsourcing: Outsourcing – benefits and risks – framework for make/buy decision – e-procurement – frame work of e-procurement

Unit V

Dimension of customer Value – conformance of requirement – product selection – price and brand – value added services – strategic pricing – smart pricing – customer value measures

Reference Books:

1. Rushton, A., Oxley, J & Croucher, P (2nd Edition, 2000). Handbook of Logistics and Distribution Management. Kogan Page.
2. Simchi-Levi, David, Kamisnsky, Philip, and Simchi-Levi, Edith. (2nd Edition, 2004). Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies. Irwin/McGraw Hill 32

CARGO MANAGEMENT

Unit- I

Cargo History, Concepts and Common terms used in Cargo handling, Rules governing acceptance of Cargo.

Unit-II

Cargo Rating- Familiarization of Cargo Tariffs. Rounding off of the weights/Dimensions/ currencies. Chargeable weight rating-Specific commodity rates, class rates, general cargo rates, valuation charges

Unit- III

Documentation: Air way bill, charges correction advice, irregularity report, cargo manifesto, cargo transfer Manifesto, documents concerning postal mails and diplomatic mails. Shippers declaration for dangerous goods.

Unit- IV

Handling- Cargo capacity of Air and Ships. Cargo needing special attention, introduction to dangerous goods regulations. Some important Cargo companies.

Unit V

Documents Relating to Air Cargo

Reference

Air Cargo Tariff Manuals
IATA Live Animals Regulations Manuals
IATA Special Mail Manual.

TOURISM MARKETING

Unit – I

Marketing: Core concepts in marketing; Needs, Wants, Demands, Products markets. Marketing management philosophies-Production, Product, Selling, Marketing and societal perspectives. Economic importance of marketing.

Unit – II

Analysis and selection of market: Measuring and forecasting tourism demand; Forecasting methods, Managing capacity and demand. Market segmentation and positioning (STP)

Unit – III

Marketing Strategies: Developing marketing environment, Consumer buying behaviour, Competitive differentiation and competitive marketing strategies. New product development. product life cycle, Customer satisfaction and related strategies in internal and' external marketing; Interactive and relationship marketing.

Unit – IV

Planning marketing programmes : Product and product strategies; Product line, Product mix Branding and packaging. Pricing considerations. Approaches and strategies. Distribution channels and strategies.

Unit – V

Tourism Marketing : Service characteristics of tourism. Unique features of tourist demand and tourism product, Tourism marketing mix. Marketing of Tourism. Services : Marketing of Airlines, Hotel, Resort, Travel Agencies and other tourism related services-Challenges and strategies..

References

- Kotler, Philip : Marketing Management & Hospitality and Tourism Marketing
- Sinha, P.C : Tourism marketing
- Vearne, Morrison Alison: Hospitality marketing
- Kotler, Philip and Armstrong Philip, Principle of Marketing, 1999, Prentice-Hall India, 1999
- Assael H., Consumer Behavior and Marketing Action (2nd edn. 1985) kent, Boston.
- Crough, Marketing Research for Managers.
- Singh Raghbir, Marketing and Consumer Behaviour.
- Patel, S.G., Modern Market Research, Himalaya Publishing.

EMERGING TRENDS IN TOURISM

Unit I

Adventure Tourism: Emerging Trends: Different new types of concepts emerging in Tourism and its Dimensions. Concept of Adventure, Types of adventure sports and tourism, Land based Adventure (Trekking, Mountaineering, Rock Climbing etc), Water based adventure (Water surfing, white water rafting, para-sailing etc) and Air based adventure (Parachute jumping, Gliding, para-gliding etc)

Unit II

Ecotourism and Sustainable Tourism: Concept of ecotourism and sustainable tourism and its Management. The impacts of ecotourism in an area (positive and negatives), some best practised ecotourism sites in world. Eco-tel and Eco resorts. Theme Parks. Rural and Urban Tourism.

Unit III

Tourism Impacts: Socio-cultural impacts of tourism, Economic impact and Environmental impact- Environment Impact Assessment, Approach to evaluating Impacts and Control Measures, Measuring Economic Costs and Benefits.

Unit IV

Legal issues and Tourism Related Laws: Principles and practices in Business ethics. Ethical and legal responsibilities of Travel Agencies. A study of laws relating to accommodation, Travel Agency, Airways, and Surface Transport. Consumer Protection Act, 1986; A study of laws related to Ancient Monuments Preservation Act, 1904; Ancient Monuments & Archaeological site and Remains Act, 1972; A study of laws relating to foreigners Act, 1946; Foreign Exchange Regulation Act, 1973, Passport Act, 1967 and Wildlife Protection act, 1972.

Unit V

Outbound and Inbound Tourism Trends: Introduction to Demand for Tourism Patterns: Determinants and Motivations of Tourism Demand, Measuring the Tourism Demand. Tourism Statistics: Types of Tourist Statistics and their sources and limitations, Domestic Tourism sources, methods and dimensions. International Tourism: sources, methods, dimension. Emerging trends, cause of variation of tourism trends. Some important outbound and inbound Tourism packages & Destinations

References

- Pearce, D.G. and Butler, R.W. Contemporary issues in tourism development, Routledge
- Hall, CM and Page, SJ. The Geography of Tourism and Recreation, Routledge.
- Dixit, M. Tourism Products, Royal Publishers.

TOUR OPERATION MANAGEMENT

Unit – I

Preparing for Work in Travel Operation: Appearance of Staff, Working area, Agencies internal environment, Checklist for display areas, Health and safety at work; Stationery, Printing and office supplies, Filing system in Travel Agency: Materials for Filing Retrieving information, types of files e.g. correspondence files, Client files, Computer and Data bases, Effective communication in Travel Agency: Use of Telephone, Use of Telelx & Fax, special Handling of business correspondence, Method of Taking Care of Customers.

Unit – II

Domestic Counter: Service provided by Domestic counter: Tickets (Air & Railways), Car Hire and Surface Transport: Agencies for Domestic Car Hire/Surface Transportation: Their terms and Condition, Procedure for reservation; documents required, Billing and payment procedure, Commission Structure, Problems faced by Clients with Domestic Airlines Railways, Hotels, Car rental, Any other.

Unit – III

International Travel Counter; Services provided by International Counter; Government rules on International Travels. Reservation procedure for International and other travel related Vouchers like MCO, PTA, PSR, etc, Procedure for lost ticket, Refund and Cancellation charges.

Unit - IV

Places of Tourist interest in various destinations in India, Types of accommodation available, Modes of transportation and length of stay. Concept of Tour Itinerary and Preparation of sample itinerary with the timings and mode of Air/train or by surface and details of sightseeing, types of Accommodations and other services. Tour Costing: Methodology of Quotation Preparation and preparation of sample quotation for tour operation with various plans and services.

Unit - V

Procedure for Domestic and International Hotel Reservations. Documentation related with Hotel Reservation/Configuration/Cancellation, Preparation of Hotel and Other Service Vouchers, Procedure and documents involved in informing Sub-Agents for services; Procedure of checking and passing the bills of the transport/hotels and Guide/escorts, RBI guidelines/Rules regarding the foreign exchange transactions.

Reference

- Chand, M., Travel Agency Management: An Introductory Text
- Seth, P. N., Successful Tourism Management
- Travel operation : South Asia Integrated Tourism Human Resource
- Development Programme (SAITHRDP)
- Tour Guiding : SAITHRDP.