

**SCHEME OF EXAMINATIONS**

Study Components	Course Title	Ins. hrs / week	Examinations				Credits
			Dur.Hrs	CIA	Marks	Total	
<b>SEMESTER - I</b>							
	Management Principles and Practice	4½	3	25	75	100	3
	Organisational Behaviour	4½	3	25	75	100	3
	Managerial Economics	4½	3	25	75	100	3
	Financial and Management Accounting	4½	3	25	75	100	3
	Quantitative Methods for Management	4½	3	25	75	100	3
	Executive Communication	4½	3	25	75	100	3
	Computer Application in Management	3	-	-	-	-	-
	<b>Elective/Diploma-I : Entrepreneur Development</b>	3	3	25	75	100	3
<b>SEMESTER –II</b>							
	Operations Management	4½	3	25	75	100	3
	Marketing Management	4½	3	25	75	100	3
	Financial Management	4½	3	25	75	100	3
	Human Resource Management	4½	3	25	75	100	3
	Quantitative Techniques	4½	3	25	75	100	3
	Research Methods for Management	4½	3	25	75	100	3
	Computer Applications in Management* – Practical	2	3	40	60	100	3
	a). Management Practical *	-	-	-	-	-	-
	b). Comprehensive Viva-Voce (Internal) #	-	-	-	-	-	-
	<b>Elective/Diploma: II: Entrepreneurship &amp; Innovations</b>	3	3	25	75	100	3
<b>SMESTER – III</b>							
	Business Environment & Ethics	4½	3	25	75	100	3
	Management Information System	4½	3	25	75	100	3
	Hospitality Management	4½	3	25	75	100	3
	Tourism planning and marketing	4½	3	25	75	100	3
	Eco- Tourism	4½	3	25	75	100	3
	International Hospitality Law	4½	3	25	75	100	3
	Summer Placement Project Report & Viva-Voce	-	-	20	80	100	3
	<b>Elective/Diploma-III : Legal Aspects of Business</b>	3	3	25	75	100	3
<b>SEMESTER – IV</b>							
	Strategic Management : Indian Global Context	4½	3	25	75	100	3
	International Business	4½	3	25	75	100	3
	International tourism management	4½	3	25	75	100	3
	Tourism Business Environment	4½	3	25	75	100	3
	Tourism Products	4½	3	25	75	100	3
	<b>Project Work</b>	4½	3	25	75	100	3
	a. Management Practice (*)	-	-	-	-	-	-
	b. Comprehensive Viva-Voce (Internal)*	-	-	-	-	-	-
	<b>Elective/Diploma-IV : Business Plan</b>	3	3	25	75	100	3
<b>TOTAL</b>						<b>3000</b>	<b>90</b>

- \* The Course will be taught during III and IV Semesters.
  - \*\*\* Application based project work would be guided by one or two (in the case of inter functional) teachers, the evaluation should be experts who have not less than 5 years of experience in the respective fields of specialization.
  - # The Comprehensive Viva-Voce is to be internally evaluated / conducted by the colleges/ institutes themselves and be awarded the grades. No external examiners.
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*Note : 4 ½ hrs of contact session include 3hrs of mandatory contact hours and 1 ½ hrs of optional / tutorial sessions.*

## **SYLLABI**

### 1.1 MANAGEMENT PRINCIPLES AND PRACTICE

**Course Number** :

**Subject Description :**

This course presents the Principles of Management, emphasizing managerial functions, explaining internal management of organizations and behavioural concepts as applied to practical management problems.

**Goals:**

To enable the students to learn the basic functions, principles and concepts of management.

**Objectives:**

On successful completion of the course the students should have:

Understood management functions and principles.

Learnt the scientific decision making process and problem solving techniques.

Learnt the modern trends in management process.

***Unit I***

Management : Science, Theory and Practice - The Evolution of Management Thought and the Patterns of Management Analysis - Management and Society : The External Environment, Social Responsibility and Ethics - Global and Comparative Management - The Basis of Global Management.

***Unit II***

The Nature and Purpose of Planning - Objectives - Strategies, Policies and Planning Premises - Decision Making - Global Planning.

***Unit III***

The Nature of Organizing and Entrepreneurship - Organizational Structure : Departmentation - Line/Staff Authority and Decentralization - Effective Organizing and Organizational Culture - Global Organizing.

***Unit IV***

Co-ordination functions in Organisation - Human Factors and Motivation - Leadership - Committees and group Decision Making - Communication - Global Leading.

***Unit V***

The System and Process of Controlling - Control Techniques and Information Technology - Productivity and Operations Management - Overall Control and toward the Future through Preventive Control - Global Controlling and Global Challenges.

***References :***

1. Koontz & Weirich, Essentials of Management, Tata McGraw Hill.
2. VSP Rao, V Hari Krishna – Management: Text and Cases, Excel Books, I Edition, 2004
3. Stoner & Wankai, Management, PHI.
4. Robert Krcitner, Management, ATTBS.
5. Weirich & Koontz, Management - A Global perspective, McGraw Hill.
6. Helliregarl, Management, Thomson Learning, 2002.
7. Robbins.S.P., Fundamentals of Management, Pearson, 2003.

## *1.2 ORGANISATIONAL BEHAVIOUR*

**Course Number :**

**Subject Description :**

Organizational Behaviour brings out the personality and behavioural science, its influence on organizational behaviour by understanding the concepts of organizational change, politics and behaviour.

**Goals:**

To enable the students to learn the basics of individual behaviour and an organizational behaviour.

**Objectives:**

On successful completion of the course the students should have:

Understood personality traits and its influence on organization.

How personality traits can be molded to suit the organization.

To learn the modern trends, theories and concepts in organizational behaviour

### ***Unit I***

Organisational Behaviour : History - evaluation, Challenges & opportunities, contributing disciplines, management functions and relevance to Organisation Behaviour.

Personality - Determinants, structure, behaviour, assessment, psycho-analytical social learning, job-fit, trait theories.

### ***Unit II***

Emotions and Emotional Intelligence as a managerial tool. Implications of EI on managers and their performance. Attitudes - relationship with behaviour, sources, types, consistency, work attitudes, values - importance, sources, types, ethics and types of management ethics. Perception - Process, Selection, Organisation Errors, Managerial implications of perception.

Learning - classical, operant and social cognitive approaches. Implications of learning on managerial performance.

### ***Unit III***

Stress - Nature, sources, Effects, influence of personality, managing stress.

Conflict - Management, Levels, Sources, bases, conflict resolution strategies, negotiation.

Foundations of group behaviour : linking teams and groups, Stages of development Influences on team effectiveness, team decision making. Issues in Managing teams.

### ***Unit IV***

Organisational change - Managing planned change. Resistance to change - Approaches to managing organisational change - Organisational Development - values - interventions, change management.

Organisational politics - Political behaviour in organisation, Impression management, Self monitoring. Organisational culture - Dynamics, role and types of culture and corporate culture, ethical issues in organisational culture, creating and sustaining culture.

### ***Unit V***

Organisational Behaviour responses to Global and Cultural diversity, challenges at international level, Homogeneity and heterogeneity of National cultures, Differences between countries, The Challenges of work force diversity and managing diversity Cases.

**References :**

1. Robbins.S. Organisational Behaviour, X edn., Prentice-Hall, India.
2. Hellinegal Slocum, Woodman, Organisational Behaviour, IX edn., Thomson learning.
3. Umasekaran, Organisational Behaviour, Tata McGraw Hill.
4. Robbins S.P., Concepts contrivances and applications, Prentice Hall.
5. Umasekaran, Organisational Behaviour.
6. Helliregal.et.al, Organisational Behaviour, Thomson Learning.
7. McShane & Glinow, Organisational Behaviour, Tata McGraw Hill.
8. Harris & Hartman, Organisational Behaviour, Jaico, 2003.

### *1.3 MANAGERIAL ECONOMICS*

**Course Number :****Subject Description :**

Managerial economics emphasize on the influence on micro and macro economics on managerial decision making, explaining the supply, demand and cost functions, its relative impact on the economy and the company correlating to profit and investment analysis.

**Goals:**

To enable the students to learn the application of the economic principles and policies on managerial decision making.

**Objectives:**

On successful completion of the course the students should have:

Understood the economic principles and policies on managerial decision making.

Learn demand, supply, cost and profit concepts and functions along with its applications.

To learn profit policies, planning and problem solving techniques.

To learn inflation, deflation and balance of payment on national income.

**UNIT I :** Managerial Economics - meaning, nature and scope - Managerial Economics and business decision making - Role of Managerial Economist - Fundamental concepts of Managerial Economics.

Demand Analysis - meaning, determinants and types of demand - Elasticity of demand.

**UNIT II :** Supply meaning and determinants - production decisions - production functions - Isoquants, Expansion path - Cobb-Douglas function.

Cost concepts - cost - output relationship - Economies and diseconomies of scale - cost functions.

**UNIT III :** Market structure - characteristics - Pricing and output decisions - methods of pricing - differential pricing - Government intervention and pricing.

**UNIT IV:** Profit - Meaning and nature - Profit policies - Profit planning and forecasting - Cost volume profit analysis - Investment analysis.

**UNIT V :** National Income - Business cycle - inflation and deflation - balance of payments - Monetary and Fiscal Policies

**References :**

1. Joel Dean - Managerial Economics, Prentice Hall/Pearson.
2. Rangarajan - Principles of Macro Economics, Tata McGraw Hill.
3. Atmanand, Managerial Economics, Excel, 2001.
4. Athmanand.R., Managerial Economics, Excel, 2002, New Delhi.
5. Mankar.V.G., Business Economics, Macmillan, Business Book, 1999.

### *1.4 FINANCIAL AND MANAGEMENT ACCOUNTING*

**Course Number :****Subject Description :**

Financial and Management Accounting emphasize on accounting concepts and application of accounting principles and managerial decision making. The content of this paper takes care of financial accounting, management accounting and cost accounting.

**Goals :**

To enable the students to learn the basic functions, principles, concepts and application of accounting in management.

**Objectives :**

On successful completion of the course the students should have:

Understood the financial accounting along with the preparation of final accounts.

Understood the concepts and application of management accounting along with the preparation.

To learn the cost accounting concepts and applications.

**UNIT I**

Financial Accounting - Definition - Accounting Principles - Concepts and conventions - Trial Balance - Final Accounts (Problems) - Depreciation Methods-Straight line method, Written down value method, Sinking fund method.

**UNIT II**

Financial Statement Analysis - Objectives - Reorganizing the Financial Statement Information - Techniques of Financial Statement Analysis: Comparative Statements, Common - Size statement, Trend Percentage - Accounting Ratios: construction of balance sheet using ratios (problems)-Dupont analysis.

**UNIT III**

Fund Flow Statement - Statement of Changes in Working Capital - Computation of Fund from Operations - Workings for Computation of various sources and uses - Preparation of Fund Flow Statement - Cash Flow Statement Analysis- Computation of Cash from Operations Problems - Distinction between Fund Flow and Cash Flow Statement. Problems

**UNIT IV**

Cost Accounting - Meaning - Distinction between Financial Accounting and Cost Accounting - Cost Terminology: Cost, Cost Centre, Cost Unit - Elements of Cost - Cost Sheet - Problems. Budget, Budgeting, and Budgeting Control - Types of Budgets - Preparation of Flexible and fixed Budgets, master budget and Cash Budget - Problems -Zero Base Budgeting.

**UNIT V**

Marginal Costing - Definition - distinction between marginal costing and absorption costing - Break even point Analysis - Contribution, p/v Ratio, margin of safety - Decision making under marginal costing system-key factor analysis, make or buy decisions, export decision, sales mix decision-Problems

**References:**

1. Advanced Accountancy - R.L.Gupta and Radhaswamy
2. Management Accounting - Brown and Howard
3. Management Accounting - Khan and Jain
4. Management Accounting - S.N.Maheswari
5. Management Accounting - Antony and Recece
6. Management Accounting - J.Batty

Questions : 80% of the questions shall be problems  
20% of the questions shall be theory based.

### *1.5 QUANTITATIVE METHODS FOR MANAGEMENT*

**Course Number** :

**AIM**

To enable students to acquire the knowledge of mathematics & statistics and their use in business decision making.

**UNIT I**

Linear, Non-Linear functions – graphical representation of functions, Constants, Variables – notion of Mathematical models – concept of trade off – notion of constants – concept of Interest. Basic Concept of differentiation – integration – optimisation concepts – use of differentiation for optimization of business problem

**UNIT II**

Data Analysis – Uni-Variate – ungrouped and grouped data measures of central Tendencies, measures of dispersion – C V percentages (problem related to business applications). Bivariate – correlation and regression – problems related to business applications

**UNIT III**

Probability – definitions – addition and multiplication Rules (only statements) – simple business application problems – probability distribution – expected value concept – theoretical probability distributions – Binomial, Poison and Normal – Simple problems applied to business.

**UNIT IV**

Basic concept of index numbers – simple and weighted index numbers – concept of weights - types of index numbers – Business index number – CPT, WPI, Sensex, Nifty, Production Index, Time series – variations in Time Series for business forecasting.

**UNIT V**

Hypothesis testing of Proportion and Mean – single and two tailed tests – errors in Hypothesis Testing – Measuring the power of Hypothesis test. Chi-Square Tests

**References :**

1. Statistics for Management – Richard L Levin & Daid S Rubin
2. Statistical Methods – S P Gupta
3. Statistics for Business and Economics – R P Hoods – MacMillan India Limited
4. David M.Levine, Timothy C.Krehbiel and Mark L.Berenson  
“Business Statistics: A First Course” , Pearson Education Asia
5. Amir D. Aczel, Complete Business Statistics, 5<sup>th</sup> edition, Irwin McGraw-Hill.

Questions : 80% of the questions shall be problems  
20% of the questions shall be theory based.

## 1.6 EXECUTIVE COMMUNICATION

**Course Number** :

**Subject Description** :

Executive Communication emphasizing the development of both soft hard skill for smooth managerial functioning.

**Goals:**

To enable the students to develop written and oral communication skills in students and groom them as effective management professionals.

**Objectives:**

On successful completion of the course the students should have:

Understand the preparation and development of business letters and reports.

To learn about meetings and group discussions.

To learn the modern trends in communication and application for effective managerial functioning.

**UNIT I:** Communication - Meaning and significance for management - Types of communication - Media-Barriers to communication - Principles of effective communication.

**UNIT II:** Correspondence - Norms for Business letters - Letter for different kinds of situations - Personalized standard letters, enquiries, customers complaints, collection letters - sales promotion letters.

**UNIT III:** Report writing - Structure of reports - long & short reports - formal & informal reports - writing research reports technical reports - norms for including exhibits & appendices.

**UNIT IV:** Non-verbal communication - personal appearance posture - body language - use of charts, diagrams & tables - visual & audio visual aids for communication - Dyadic communication:- face to face communication - telephonic conversation.

**UNIT V:** Conducting Meetings: Procedure - preparing Agenda, minutes and resolutions - conducting seminars and conferences:- Procedure of Regulating speech - evaluating oral presentation - Group Discussion: Drafting speech.

**References :**

1. WOOLCOTT & UNWIN - Mastering Business Communication, McMillan.
2. RAISHER: Business Communication - AITBS
3. KRISHNAMOHAN & MEERA BANNERJEE - Developing Communication Skills, Mc Millan
4. Lesikar and Flatley – Basic Business Communications Skills for empowering the Internet Generation, 10<sup>th</sup> Edition, TMH, 2005
5. Kitty O Locker and Stephen Kyo Kaczmarek – Business Communication Building Critical skills, 3<sup>rd</sup> Edition, TMH, 2007
6. Anderson & Others: Assignment & Thesis writing.
7. Rajendra Paul and Koralahalli - Business Communication.
8. Lesikar and Flatley, Basic Business Communication, TMH Publications, New Delhi, 2002.



## 1.7 COMPUTER APPLICATIONS IN MANAGEMENT

**Course Number** :

**Aim** : To introduce the concepts of information technology and their application in management decision making.

**Components of a Computer** - Hardware & Software - Operating systems - Directories and File properties.

**MS OFFICE** - Introduction to WORD, POWERPOINT and EXCEL.

**WORD** - Creating a new document with templates & Wizard - Creating own document - Opening/modifying a saved document - converting files to and from other document formats - Using keyboard short-cuts & mouse - Adding symbols & pictures to documents - headers and footers - Finding and replacing text - spell check and Grammar check - Formatting text - paragraph formats - adjusting margins, line space - character space - Changing front type, size - Bullets and numbering - Tables - Adding, editing, deleting tables - Working within tables - Adding, deleting, modifying rows and columns - merging & splitting cells.

**EXCEL** - Working with worksheets - cells - Entering, editing, moving, copying, cutting, pasting, transforming data - Inserting and deleting of cells, rows & columns - Working with multiple worksheets - switching between worksheets - moving, copying, inserting & deleting worksheets - Using formulas for quick Calculations - Working & entering a Formula - Formatting a worksheet - Creating and editing charts - elements of an EXCEL chart - Selecting data to a chart - Types of chart - chart wizard - Formatting chart elements - Editing a chart - Printing charts.

**POWERPOINT** - Creating new presentations - Auto content wizard - Using template - Blank presentation - Opening existing presentations - Adding, editing, deleting, copying, hiding slides - Presentations - Applying new design - Adding graphics - Using headers and footers - Animating text - Special effects to create transition slides - Controlling the transition speed - Adding sounds to slides - Using action buttons.

**TALLY** - Introduction and Installation, Required Hardware, Preparation for installation of Tally software, installation. Working in Tally : Opening new company, Safety of Accounts or Password, Characteristics, Making Ledger Accounts, Writing voucher, voucher entry, Making different types of vouchers, Correcting sundry debtors and sundry creditors accounts, Preparation of Trial Balance, Books of Accounts, Cash Book, Bank Books, Ledger Accounts, Group Summary, Sales Register and Purchase Register, Journal Register, Statement of Accounts & Balance Sheet.

**Practicals** : Simple problems to be done in WORD, EXCEL and POWERPOINT using all the above mentioned topics.

**References :**

OFFICE 2000 complete - BPB

Windows 98 complete - BPB

Windows 98 6in1 by JANE CALABRIA and DOROTHY BURKE - PHI

using Microsoft OFFICE 2000 by ED, BOTT - PH

## **D.1 PG DIPLOMA IN ENTREPRENEUR DEVELOPMENT : ENTREPRENEUR DEVELOPMENT**

**Course Number** \_\_\_\_\_ :

**Subject Description** \_\_\_\_\_ :

This course presents the concepts, characteristics and role of entrepreneur and the basics of project finance and issues related to setting small business.

**Goals :**

To enable the students to develop the achievement motivation and to develop entrepreneurial competency.

**Objectives:**

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

1. the concept, characteristics and role of entrepreneur
2. the need for developing rural entrepreneurship
3. the impact of government actions in entrepreneurship development.
4. the factor that motivate the people go for their own business.
5. the opportunities available for adapting for entrepreneurs career

**Contents**

### **UNIT I**

Entrepreneur - meaning - importance - Qualities, nature types, traits, culture, Similarities and differences between entrepreneur and intrapreneur. Entrepreneurship and economic development - its importance - Role of entrepreneurship - entrepreneurial - environment.

### **UNIT II**

Evolution of entrepreneurs - entrepreneurial promotion: Training and developing motivation: factors - mobility of entrepreneurs - entrepreneurial change - occupational mobility - factors in mobility - Role of consultancy organisations is promoting entrepreneurs - Forms of business for - entrepreneurs.

### UNIT III

**Project management: Sources of business idea - Project classifications - identifications - formulation and design - feasibility analysis - Preparation of Project Report and presentation. Financial analysis - concept and scope - project cost estimate - operating revenue estimate - Ratio analysis - investment Process - B E analysis - Profit analysis - Social cost benefit analysis - Project Appraisal methods - Project Report preparation.**

### UNIT IV

**Project finance: Sources of finance - Institutional finance - Role of IFC, IDBI, ICICI, LIC, SFC, SIPCOT, Commercial Bank - Appraisal of bank for loans.**

Institutional aids for entrepreneurship development - Role of DICS, SIDCO, NSICS, IRCI, NIDC, SIDBI, SISI, SIPCOT, Entrepreneurial guidance bureau - Approaching Institutions for assistance

### UNIT V

**Setting small scale industries - location of enterprise - steps in setting SSI unit - Problems of entrepreneurs - Sickness in small industries - reasons and remedies - Incentives and subsidies - Evaluating entrepreneurial performance - Rural entrepreneurship - Women entrepreneurship.**

## REFERENCE

1. Vasanth Desai “*Dynamics of Entrepreneurial Development and Management*” Himalaya Publishing House.
2. N.P.Srinivasan & G.P. Gupta “*Entrepreneurial Development*” Sultanchand & Sons.
3. P.Saravanavelu “*Entrepreneurship Development*” Eskapee publications.
4. S.S.Khanka “*Entrepreneurial Development*” S.Chand & Company Ltd.,
5. Satish Taneja, *Entrepreneur Development ; New Venture Creation*

**Equipments/Softwares and other teaching aids and tools:** Computer, LCD Projector, OHP, PowerPoint slides

**Preferable Method of Teaching:** Lectures and Case Study

**Suggested components for evaluation for internal:** Internal Test, Assignment and Seminar

**Suggested contact hours required for teaching:** 45 Hours

## 2.1 OPERATIONS MANAGEMENT

**Course Number** :

**AIM :** To focus on key analytical methods and provide practical insight for operations management.

**UNIT I :** Operations Management – Meaning – Importance – historical contributions – System view of OM - Operation strategy and competitiveness - Functions of OM – types of production systems

**UNIT II :** Product design and process selection – Evaluation and Selection of appropriate Production and Operations technology. Product Design and process selection. Types of layout – analysis and selection of layout – Product and / or Process layout, Cellular, Lean and Agile manufacturing systems – Computer Integrated Manufacturing Systems - Assembly line balancing.

**UNIT III :** Production planning and control – meaning – functions – aggregate planning – master production schedule (MPS) – Material requirement planning (MRP) – BOM – Capacity requirement planning (CRP) – Techniques – problems in MRP and CRP – an introduction to MRP II and ERP – Business Process Re-engineering - Total Productive Maintenance (TPM)

**UNIT IV :** Materials management – functions – material planning and budgeting – Value Analysis - purchase functions and procedure - inventory control – types of inventory – safety stock – order point – service level – inventory control systems – perpetual – periodic – JIT – KANBAN.

**UNIT V :** Total Quality Management Concept - Statistical Quality Control for Acceptance Sampling and Process Control – Concepts of O.C.C. Curve – Use of the O.C. Curve – Concept of Type I and Type II error – Quality movement – Quality circles — ISO Quality Certifications and types – **Quality assurance – Six Sigma concept.**

### References :

1. Production and Operations Management – Everest E Adam & Ebert – PHI – publication fourth edition.
2. Operations Management (Theory and Problems ) – Joseph G Monks – McGraw Hill Intl.
3. Production and Operations Management – S N Chary – TMH Publications
4. Production and Operations Management – Pannerselvam, PHI
5. Lee J. Krajewski and Larry P. Ritzman, “Operations Management: Process and value Chains”, 7<sup>th</sup> Edition, PHI, 2007
6. Hunawalla and Patil – production and Operations Management, Himalaya.
7. Modern Production and operations management – E.S Buffa.
8. Lee J. Krajewski and Larry P. Ritzman, “ Operations Management: Strategy and Analysis”, Addison Wesley.
9. Chase, Aquilano & Jacobs “Production and Operations Management”, Tata McGraw Hill.

**Questions** : 40% of the questions shall be problems  
60% of the questions shall be theory based.

## 2.2 *MARKETING MANAGEMENT*

**Course Number** :

**Subject Description :**

To enable the students to understand the market and marketing concepts, functions and systems by emphasizing on strategies and global market.

**Goals:**

To enable the students to learn the basic functions, principles and concepts of marketing for effective managerial function.

**Objectives:**

On successful completion of the course the students should have:

Understand the marketing concepts and tasks in the global economy.

To learn the buyer behaviour and factors influencing the buyer behaviour.

To understand the marketing communication process and mix along with the marketing channels.

***Unit I***

Marketing Concepts and Tasks, Defining and delivering customer value and satisfaction - Value chain - Delivery network, Marketing environment, Adapting marketing to new liberalised economy - Digitalisation, Customisation, Changing marketing practices, e-business - setting up websites; Marketing Information System, Strategic marketing planning and organization.

***Unit II***

Buyer Behaviour, Market Segmentation and Targeting, Positioning and differentiation strategies, Product life cycle strategies, New product development, Product Mix and Product line decisions, Branding and Packaging, Price setting - objectives, factors and methods, Price adapting policies, Initiating and responding to price changes.

***Unit III***

Marketing channel system - Functions and flows; Channel design, Channel management - Selection, Training, Motivation and evaluation of channel members; Channel dynamics - VMS, HMS, MMS; Market logistics decisions.

***Unit IV***

Integrated marketing communication process and Mix; Advertising, Sales promotion and Public relation decisions. Direct marketing - Growth, Benefits and Channels; Telemarketing; Salesforce objectives, structure, size and compensation.

***Unit V***

Identifying and analysing competitors, Designing competitive strategies for leaders, challengers, followers and nichers : Customer Relationship marketing - Customer database, Data warehousing and mining. Attracting and retaining customers, Customerism in India, Controlling of marketing efforts.

Global Target market selection, standardization Vs adoption, Product, Pricing, Distribution and Promotional Policy.

**References :**

1. Marketing Management - Philip Kotler - Pearson Education/PHI 12<sup>th</sup> Edition, 2006.
2. Marketing Management - Rajan Saxena - Tata McGraw Hill, 2002.
3. Marketing Management: Planning, Implementation and Control: Global Perspective Indian Context – VS Ramasamy & S. Namakumari - Macmillan India, 2007.
4. Marketing Management: A South Asian Perspective – Philip Kotler and Kevin Lane Kotler, Pearson Education, 11<sup>th</sup> Edition, 2007.
5. Basic Marketing - Perreault and McGarthy - Tata McGraw Hill, 2002.
6. Case and Simulations in Marketing - Ramphal and Gupta - Gollgatia, Delhi.
7. Case Studies in Marketing - R.Srinivasan - PHI.
8. Marketing concepts and cases – Michael J Etzel, Bruce J Walker, William J Stanton and Ajay Pandit, TMH 13<sup>th</sup> Edition, New Delhi, 2007.
9. Marketing Management – S.Jayachandran - TMH, 2003.

## 2.3 FINANCIAL MANAGEMENT

**Course Number :**

**Subject Description :**

Financial Management emphasizes the functions of financial management explaining the investment, finance, dividend and working capital function along with the practical management problems.

**Goals:**

To enable the students to learn the basic functions, principles and concepts of finance in management.

**Objectives:**

On successful completion of the course the students should have:

To learn the various functions of financial management along with the application.

To learn capital budgeting and cost of capital.

To understand capital structure, dividend policy and working capital management.

**UNIT I**

Objectives and functions of Financial Management - Role of Financial Management in the organisation - Risk-Return relationship- Time value of money concepts - Indian Financial system - Legal, Regulatory and tax framework. Sources of Long term finance - Features of Capital market development in India - Role of SEBI in Capital Issues.

**UNIT II**

Capital Budgeting - methods of appraisal - Conflict in criteria for evaluation - Capital Rationing - Problems - Risk analysis in Capital Budgeting.

**UNIT III**

Cost of Capital - Computation for each source of finance and weighted average cost of capital - EBIT -EPS Analysis - Operating Leverage - Financial Leverage - problems.

**UNIT IV**

Capital Structure Theory - Net Income Approach - Net Operating Income Approach - MM Approach - Dividend Policy - Types of Dividend Policy - Dividend Policy and share valuation - CAPM.

**UNIT V**

Working Capital Management - Definition and Objectives - Working Capital Policies - Factors affecting Working Capital requirements - Forecasting Working Capital requirements (problems) - Cash Management - Receivables Management and - Inventory Management - Working Capital Financing - Sources of Working Capital and Implications of various Committee Reports.

## **References :**

1. Richard A. Brealey, Stevart C. Myers, "Principles of Corporate Finance" McGraw Hill, New York.
2. James C. Van Horns, "Financial Management & Policy" Prentice Hall of India (P) Ltd., New Delhi.
3. John J. Hampton, "Financial Decision Making – Concepts, Problems and Cases" Prentice Hall of India (P) Ltd., New Delhi (1994).
4. Prasanna Chandra, "Financial Management – Theory and Practice", Tata McGraw Hill, New Delhi (1994).
5. B J Camsey, Engene F. Brigham, "Introduction to Financial Management", The Gryden Press.
6. I.M. Pandey, "Financial Management", Vikash Publishing, New Delhi.

## *2.4 HUMAN RESOURCE MANAGEMENT*

### **Course Number :**

#### **Unit I : Human Resource Function**

Human Resource Philosophy - Changing environments of HRM - Strategic human resource management - Using HRM to attain competitive advantage - Trends in HRM - Organisation of HR departments - Line and staff functions - Role of HR Managers.

#### **Unit II : Recruitment & Placement**

Job analysis : Methods - IT and computerised skill inventory - Writing job specification - HR and the responsive organisation.

Recruitment and selection process : Employment planning and forecasting - Building employee commitment : Promotion from within - Sources, Developing and Using application forms - IT and recruiting on the internet.

Employee Testing & selection : Selection process, basic testing concepts, types of test, work samples & simulation, selection techniques, interview, common interviewing mistakes, Designing & conducting the effective interview, small business applications, computer aided interview.

#### **Unit III : Training & Development**

Orientation & Training : Orienting the employees, the training process, need analysis, Training techniques, special purpose training, Training via the internet.

Developing Managers : Management Development - The responsive managers - On-the-job and off-the-job Development techniques using HR to build a responsive organisation. Management Developments and CD-Roms - Key factor for success.

Performance appraisal : Methods - Problem and solutions - MBO approach - The appraisal interviews - Performance appraisal in practice.

Managing careers : Career planning and development - Managing promotions and transfers.

#### **Unit IV : Compensation & Managing Quality**

Establishing Pay plans : Basics of compensation - factors determining pay rate - Current trends in compensation - Job evaluation - pricing managerial and professional jobs - Computerised job evaluation.

Pay for performance and Financial incentives : Money and motivation - incentives for operations employees and executives - Organisation wide incentive plans - Practices in Indian organisations.

Benefits and services : Statutory benefits - non-statutory (voluntary) benefits - Insurance benefits - retirement benefits and other welfare measures to build employee commitment.

#### **Unit V : Labour relations and employee security**

Industrial relation and collective bargaining : Trade unions - Collective bargaining - future of trade unionism. Discipline administration - grievances handling - managing dismissals and separation.

Labour Welfare : Importance & Implications of labour legislations - Employee health - Auditing HR functions, Future of HRM function.

## References:

1. Gary Dessler, "Human Resource Management", Seventh edition, Prentice-Hall of India P.Ltd., Pearson.
2. H. John Bernardin & Joyee E.A. Russel, Human Resource Management - An experiential approach, 4<sup>th</sup> Edition, McGraw-Hill International Edition., 2007
3. David A. DeCenzo & Stephen P. Robbins, Personnel/Human Resource Management, Third edition, PHI/Pearson.
4. VSP Roa, Human Resource Management : Text and cases, First edition, Excel Books, New Delhi - 2000.
5. Dr. R. Venkatapathy & Assissi Menacheri, Industrial Relations & Labour Welfare, Adithya Publications, CBE, 2001.
6. Robert L. Gibson and Marianne H. Mitchell, Introduction to Counseling and Guidance, VI edition, PHI, 2005.

## 2.5 QUANTITATIVE TECHNIQUES

**Course Number** :  
**AIM**

To enable the students to learn the techniques of operation Research and resources Management and their application in business management.

### UNIT I

Mathematical Models – deterministic and probabilistic – simple business examples – OR and optimization models – Linear Programming – formulation – graphical solution – Dual of linear programming problem – Economic interpretation

### UNIT II

Transportation model – Initial Basic Feasible solutions – optimum solution for non – degeneracy model – Trans-shipment Model – Assignment Model

### UNIT III

Network Model – networking – CPM – critical path – Time estimates – critical path – crashing, Resource levelling, Resources planning. Waiting Line Model – Structure of model – M/M/1 for infinite population.

### UNIT IV

Inventory Models – Deterministic – EOQ – EOQ with Price Breaks – Probabilistic Inventory Models - Probabilistic EOQ model

### UNIT V

Simulation – types of simulation – Monte Carlo simulation – simulation problems.

Decision Theory – Pay off tables – decision criteria – decision trees.

## References :

1. Operations Research – An Introduction – Hamdy A. Taha
2. Operations Research – Kanti Swarup, Gupta and Man Mohan
3. Operations Research – Dr. J.K. Sharma Macmillan Indian Ltd.
4. Operations Research – R. Panneerselvam, 2<sup>nd</sup> Edition, PHI, 2007
5. Operations Research, Concepts and cases – Fredrick S Hillier and Herald J Lieberman, 8<sup>th</sup> Edition, TMH, 2003
6. Hamdy A. Taha, "An Introduction to Operations Research, Prentice Hall, Sixth edition, 2000
7. Ronald L. Rardin, "Optimization in Operations Research", Pearson Education
8. J. K. Sharma, "Operations Research: Theory and Applications", Macmillan, 1997
9. U.K. Srivastava, G.V. Shenoy, S. C. Sharma, "Quantitative Techniques for Managerial Decision", Second Edition, Prentice Hall of India

Questions : 80% of the questions shall be problems  
20% of the questions shall be theory based.

## 2.6 RESEARCH METHODS FOR MANAGEMENT

**Course Number** :

**Subject Description :**

Research Methods of Management emphasizing on the methodology of research and its application in managerial decision making, explaining hypothesis, meaning and types, sampling design along with the various parametric and non-parametric test.

**Goals:**

To familiarize the students with methodology of research and its application in managerial decision making.

**Objectives:**

On successful completion of the course the students should have:

To understand scope and significance of research in business decisions.

To study and understand sampling techniques along with hypothesis.

To understand various scaling techniques and parametric and non-parametric test.

**UNIT I**

Research - meaning - scope and significance - Types of research - Research Process - Characteristics of good research - Scientific method - Problems in research - Identifying research problem – concepts, constructs and theoretical framework.

**UNIT II**

Hypothesis:- meaning - sources - Types - formulation Research design - Types - case study - features of good design - measurement - meaning - need Errors in measurement - Tests of sound measurement Techniques of measurement - scaling Techniques - meaning - Types of scales - scale construction techniques.

**UNIT III**

Sampling design - meaning - concepts - steps in sampling - criteria for good sample design - Types of sample designs - Probability and non-probability samples. Data collection:- Types of data - sources - Tools for data collection methods of data collection - constructing questionnaire - Pilot study - case study - Data processing:- coding - editing - and tabulation of data - Data analysis.

**UNIT IV**

Test of Significance:- Assumptions about parametric and non-parametric tests. Parametric Test - T test, F Test and Z test - Non Parametric Test - U Test, Kruskal Wallis, sign test. Multivariate analysis-factor, cluster, MDS, Discriminant ananlysis. (NO Problems). SPSS and its applications.

**UNIT V**

Interpretation - meaning - Techniques of interpretation - Report writing:- Significance - Report writing:- Steps in report writing - Layout of report - Types of reports - Oral presentation - executive summary - mechanics of writing research report - Precautions for writing report - Norms for using Tables, charts and diagrams - Appendix:- norms for using Index and Bibliography.



**References:**

1. Rao K.V. Research methods for management and commerce - sterling
2. Zigmund, Business Research Methods
3. Kothari C.R.- Research methodology
4. Donald R.Cooper and Pamela S.Schindler - Business Research Methods - Tata McGraw Hill, 2007
5. Naresh K Malhotra – Marketing Research: An Applied Orientation, Pearson Education, 4<sup>th</sup> Edition, 2004
6. Wilkinson Bhadarkar - Methodology and Techniques of Social Research - Himalaya.
7. Anderson etal - Assignment and Thesis writing.
8. Uma Sekaran, Research Methods for Business, Wiley Publications.

**Note :** 20% of the questions shall be problems  
80% of the questions shall be theory based.

**2.7 Computer Applications in Management (Only Practical Examination)****D.2 PG DIPLOMA IN ENTREPRENEUR DEVELOPMENT : ENTREPRENEURSHIP AND INNOVATIONS**

**Course Number** \_\_\_\_\_ :

**Subject Description**

The course presents the various aspects of entrepreneurship, invention and importance of innovation in business management and expansion.

**Goals**

To enable the students to learn the various aspects of innovation and methods of Fostering Innovation

**Objectives**

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

1. the importance of innovation in business
2. the process of planning innovation
3. the role of innovation in marketing.
4. the various tools in technological innovation.

Contents

**UNIT I**

Innovation in business – the big picture –The IQ – Innovation Quotient – Stepping off the cliff – Establishing environments for creativity - Cycling worlds – Creating the climate – Taking risks, failing and being OK.

**UNIT II**

Working in an environment for creativity – The death of the chairperson – Listening: for ideas and to the meeting in your head – Speaking for easy listening – Questioning... the wisdom? – The destructive nature of questions – Hiding ideas behind questions – Discounting and revenge cycles – itemized response

**UNIT III**

The Creative Problem – solving Structure - Planning - Task analysis – Springboards – Speculative thinking exercise – Imaging, metaphor, analogy and excursion – Journey into absurdity – Selection of springboards – Idea development – Developmental thinking exercise – Next steps – Learning from actual experience.

#### **UNIT IV**

Invention and Innovation – The Breakthrough Dilemmas – Invention : Seeing Differently – Innovation: The Long Road – Fostering Invention – Mentoring and Apprenticeship – Fostering Innovation – Innovative Research Groups – Obstacles to Radical Innovation – Cultures of Innovation – Innovation at the Crossroads.

#### **UNIT V**

Innovation and the Market – Assessing the Risk - The Innovation Process – Where Are We Now ? – The Diagnosis – The Consultation Group – Selecting a Strategy – Preparing the Organisation – Setting up the Investment.

Evaluating the Costs of the Project – Evaluating the Impact of the Project - Innovation is a State of Mind – Technology Watch – Acquiring Technological Innovation – Intellectual Property – Partnership

#### **REFERENCE**

1. Bellon Whittington “Competing through Innovation” , Prentice
2. Peter F. Drucker, Innovation and Entrepreneurship
3. Michael H. Morris, Donald F. Kuratko, and Jeffery G Covin, Corporate Entrepreneurship & Innovation
4. Robin Lowe and Sue Marriott, Enterprise: Entrepreneurship and Innovation: Concepts, Contexts and Commercialization
5. John Bessant and Joe Tidd, Innovation and Entrepreneurship

**Equipments/Softwares and other teaching aids and tools:** Computer, LCD Projector, OHP, PowerPoint slides

**Preferable Method of Teaching:** Lectures and Case Study

**Suggested components for evaluation for internal:** Internal Test, Assignment and Seminar

**Suggested contact hours required for teaching:** 45 Hours

### **3.1 BUSINESS ENVIRONMENT AND ETHICS**

**Course Number** :

**Subject Description** :

Business Environment Ethics emphasizing on emerging trends in social, political, ethical and legal aspects affecting business decisions explaining the business environment concepts in significance along with the fiscal policy.

**Goals:**

To enable the students to learn the knowledge of emerging trends in social, political, ethical and legal aspects affecting business decisions.

**Objectives:**

On successful completion of the course the students should have:

Understand the concepts in significance of business environment along with the social responsibility.

To learn organizational ethic theories and sources.

To understand the fiscal policy and legal environment of business.

To understand global management issues.

#### **UNIT I**

Business environment - The concept and significance - constituents of business environment - Business and society, Business & ethics - Social responsibility - Environmental Pollution and control. Business and culture - Business and Government - Political system and its influence on business - Indian constitution - Directive Principles of State Policy.

## **UNIT II**

Managing Ethics - Frame work of organizational ethic theories and sources, ethics across cultures, factors influencing business ethics, ethical decision making, ethical values and stakeholders, ethics and profit, Corporate governance Structure of boards, reforms in boards, compensation issues, ethical leadership for improved Corporate governance and better business education.

## **UNIT III**

Global management Issues MNCs Politics and Environment  
Multi national corporations and Government relationship, Business in Politics, Managing environmental quality, Ethics & Profit in Business.

## **UNIT IV**

Fiscal Policy - Central finances and New fiscal policy - Direct and indirect Tax structure, VAT, MODVAT - Service Tax problems and reforms - Expenditure Tax - Public debts & deficit financing.

## **UNIT V**

Legal environment of business - Monopolies Restrictive Trade Practices Act. Foreign Exchange Management Act-1 Securities and Exchange Board of India Act - Customs & Central Excise Act - Central & State Sales Tax - Consumer Protection Act Patents Act - Competition Law.

### **References :**

1. Adhikari M - Economic Environment of management
2. Francis Cherunilam - Business Environment
3. Pruti S. - Economic & Managerial Environment in India
4. Shaikh Saleem – Business Environment, Pearson Education, 2006
5. Davis & Keith William C. Frederik - Business and society
6. Amarchand D - Government and Business
7. Mankard - Business Economics, Mac Millan.
8. A.N.Agarwal - Indian Economy - Wishwa Prakashan
9. Steiner & Steiner - Business Government and Society, McGraw Hill, 2003.
10. Kitson.A and Campbell.R - The Ethical Organisation, Palgrave, 2001.

## *3.2 MANAGEMENT INFORMATION SYSTEM*

**Course Number** :

### ***Unit I***

Foundations of Information Systems: A framework for business users - Roles of Information systems - System concepts - Organisation as a system - Components of Information Systems - IS Activities - Types of IS.

### ***Unit II***

IS for operations and decision making: Marketing IS, Manufacturing IS, Human Resource IS, Accounting IS and Financial IS - Transaction Processing Systems- Information Reporting System - Information for Strategic Advantage.

### ***Unit III***

DSS and AI: DSS models and software: The decision making process - Structured, Semi Structured and Unstructured problems; What if analysis, Sensitivity analysis, Goal-seeking Analysis and Optimizing Analysis. Overview of AI, Neural Networks, Fuzzy Logic Systems, Genetic Algorithms - Expert Systems.

#### **Unit IV**

Managing Information Technology: Managing Information Resources and technologies - IS architecture and management - Centralised, Decentralised and Distributed - EDI, Supply chain management & Global Information technology Management.

#### **Unit V**

Security and Ethical Challenges: IS controls - facility control and procedural control - Risks to online operations - Denial of service, spoofing - Ethics for IS professional - Societal challenges of Information technology.

#### **TEXT BOOKS**

1. James A O'Brien, "Management Information Systems", Tata McGraw Hill, Fourth Edition, 1999.
2. Effy Oz, "Management Information Systems", Vikas Publishing House, Third Edition, 2002.
3. Kenneth C Laudon and Jane P Laudon, "Management Information System", 9<sup>th</sup> Edition, PHI, New Delhi, 2006.
4. Waman S Jawadekar , "Management Information System Text and cases", Third Editions, Tata McGraw-Hill ,2007.
5. R.Srinivasan, "Strategic Management", II<sup>nd</sup> edition, Prentice Hall of India, New Delhi.
6. M.Senthil, "Management Information System", 2003.

### **3.3. HOSPITALITY MANAGEMENT**

**Objective :** To explain management of Tourism sector.

**Unit I** The World of Hospitality: Introduction to Hotel, Travel and tourism Industry - Nature of Hospitality: Communication, Turnover, Demands and Rewards - Economic and Other Impacts of Hotel, Tourism, and Travel Industry - Early History of Lodging - Globalization of the Lodging Industry - Franchising

**Unit II** The Organization and Structure of Lodging Operations : Size and Scope of the Industry - Classifications of Hotels - Hotel Market Segments - Organization of Hotels - Food Service Industry : Composition and Size of Food Service Industry - Organization of Hotel and Restaurant Food Service - Management and Operation of Food Services

**Unit III** The Rooms Division: The Front Office Department - The Reservation Department - The Telecommunications Department - The Uniformed Service Department

**Unit IV** Functional areas: Engineering and Maintenance Division - Marketing and Sales Division - Accounting Division - Human Resources Division - Security Division

**Unit V** Hospitality Marketing: Distinctive characteristics - Seven Ps of Marketing – Segmentation., Targeting and Positioning - Future trends in Hospitality Industry: Usage of CRS in Hotel Industry, Chain of hotels- Role of Associations in hospitality management

#### **REFERENCE:**

1. Gray and Ligouri: Hotel and Motel Management and operations (Delhi: Prentice Hall India) 2002
2. Andrews: Hotel front office training manual Bombay: Tata McGraw Hill, 2002.
3. Negi: Hotels for Tourism Development Delhi: Metropolitan India, 2004.
4. Negi: Professional Hotel Management Delhi: S.Chand 2003

### 3.4. TOURISM PLANNING AND MARKETING

**Objectives:** The module will expose the students about the Tourism policy of India and of a few tourism states of the country.

**Unit – I Introduction:** Concept of Policy, Formulating tourism policy, Role of government, public and private sectors, Role of international multinational, state and local tourism organisations in carrying out tourism policies.

**Unit – II Tourism Policy:** Study of National Tourism Policy 1982 and 2002, National Action Plan on Tourism, 1992: Special Tourism Area Development Programme. The concept of National Tourism Board, National Committee on Tourism, Case study of tourism policies of a few states (Uttar Pradesh, Rajasthan, Kerala, Madhya Pradesh,). Investment opportunities and government policy for investment in hotel/tourism industry. Sources of funding.

**Unit – III Understanding Tourism Planning:** Conceptual meaning of Tourism Planning, Evolution of Tourism Planning, General Concepts of Planning, Levels and Types of Tourism Planning, Background Approach and planning scale. Public and Private sectors role in Tourism Development. Analysis of an individual Tourism Project (development of the Buddhist circuit)

**Unit – IV International Agreements:** Chicago Convention, Warsaw Convention, Open Sky Policy, Bermuda Convention, Euro Agreement, Schengen Agreement.

**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..

#### **Suggested Readings:**

- New Inskip, Edward, Tourism Planning : An Integrated and Sustainable Development Approach ( 1991) VNR, New York.
- Ashworth, G. J. (2000), The Tourist Historic City. Retrospect and Prospect of Managing the Heritage City, Pergamon, Oxford
- Dept. of Tourism, GOI Investment Opportunities in Tourism (Brochure).
- Sharma, J. K. (2000), Tourism Development. Design for ecological sustainability, Kaniska Publication, New Delhi.
- . Maclean, Hunter: Marketing Management (Tourism in your business)

### 3.5. ECO-TOURISM

#### UNIT I

Meaning and objectives of Ecology, 5 basic laws and 20 great ideas in Ecology, Ecosystem, functions, basic properties, management of Ecosystem, Food cycle, Food chain, paradigm shifts in Tourism Ecology.

#### UNIT II

Human Ecology, Tourism Geography - Types of Pollution - Pollution ecology - Energy environment nexus, Ecological Footprint practice - Ecological and socio-economic indicators, measures to control pollution.

#### UNIT III

Definitions, Principles & function of Ecotourism, Tourism & Ecology relationship, Ecotourism facts, trends, western views of ecotourism, ecotourism in protected areas, ecotourism activities - trekking, canoeing, rock climbing, angling, folk dance and music, ethnic cuisine.

#### UNIT IV

Development, Definition & Principles, eco-development, sustainable development - definition & principles, common properties, resource management, community participation, multistakeholder participation & responsiveness towards sustainable eco-tourism, Ecotourism in different topography, carrying capacity, ecotourism & Poverty alleviations.

#### UNIT V

Eco-tourism development agencies, The international Ecotourism society, Role of Ecotourism in WTO, UNDP, UNEP, Ministry of Tourism(GOI), Case Studies - Nandadevi Biosphere Resources, Sunderban national resources, Periyar National resources, Idduki & Thekkady in Kerala, Jungle & Lodges in Karnataka, Eco tourism in Uttaranchal & Himachal Pradesh.

#### REFERENCES

1. Sukanta K Chaudhury, 'Culture, Ecology and Sustainable development' Mittal, New Delhi, 2006 -
2. Ramesh Chawala, 'Ecology and Tourism Development', Sunit international, New Delhi, 2006
3. Matha Honey, 'Ecotourism certification, setting standards & Practices, Island press, Chicago, 2002
4. Rast Buckley, 'Environmental impacts of Ecotourism', CABI, London, 2004
5. Prabhas C Sinha, 'Guidelines for Human Environmental Sustainable development, Global environment law, policy and action plan, SBS publications, New Delhi, 2006.
6. SK. Ahluwalia, 'Basic principles of environmental resources, Jaipur, 2006.
7. Journal of Sustainable Tourism, Channel View Publishers
8. Journal of Eco-Tourism, Channel View Publishers

# INTERNATIONAL HOSPITALITY LAW

**Objective :** To explain rules in doing hospitality.

**Unit I** Basic Legal Principles Governing Hospitality Operations - The Common Law Basis for Laws Governing the Hotelkeeper - The Hotelkeeper and the Law of Contracts

**Unit II** The Hotelkeeper and the Laws of Torts and Negligence - The Hotel's Duty to Receive Guests and Its Right to Refuse Guests – The Hotel's Duty to Protect Guests

**Unit III** The Hotel's Right to Evict a Guest, Tenant, Restaurant Patron, or Others - The Guest's Right to Privacy - The Hotel's Liability Regarding Guests' Property - Maintenance of Guest Registers

**Unit IV** Frauds Committed Against Hotels and Crimes of Trespass - Other Laws Relating to Food Service - Wage and Hour Laws Applicable to Hotel Employees -

**Unit V** Consumer Protection Laws Affecting Hotels - Public Health and Safety Requirements

## **References:**

Understanding hospitality Law, Jack.P. Jeffries and Banks Brown 4<sup>th</sup> edition.

Chips Books,Texas.

Hospitality and tourism law, M.Boustiv, J.Ross, N.Geddes, W.Stewart, International Thomson Business press 1999.

Food Safety and Standards Act,2006., International Law Book Company , New Delhi.

Principles of Hospitality Law, Mike Boella, Alan Pannett,2<sup>nd</sup> edition, Cengage Learning Business Press,



### **3.7 SUMMER PROJECT REPORT & VIVA VOCE**

#### **D.3 PG DIPLOMA IN ENTREPRENEUR DEVELOPMENT : LEGAL ASPECTS OF BUSINESS**

**Course Number :**

**Subject Description :**

This course presents the various types of business organisations and the various legal formalities to be followed to start an organisation.

**Goals :**

To enable the students to learn the various kinds of business organisation and the method of promoting them.

**Objectives**

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

1. the various types of business organisations
2. the merits and demerits of various form of organisation
3. the various legal formalities in starting an organisation
4. the procedure for establishing a company.

**Contents**

**UNIT I**

Nature And Scope Of Business-Concept of Business-Branches of Business-Business System-Business organization as a system-systems approach applied in an organization-Objectives of modern business-Essentials of a successful business-Forms of Business Organisations- Forms of private and public sector enterprises-Rationality of public enterprises-Objectives of public enterprises-Management of state enterprises-Forms of state enterprises-Department undertaking-Government company-Public corporation-Features, merits and demerits.-Planning- Advantages and limitations of planning – organization structure- Line, functional, staff organisations-Line and staff conflicts-projects, committee organization-Management consultancy

**UNIT II**

Law Relating To Partnership: Growth of Law of Partnership-Customs and usage of trade as origin; partnership law under the different schools-Hindu Law of partnership, Jews Law, Roman Law, French Law, English Law, American Law and Indian Law.-Indian Partnership Act,1932 – Introduction-Applications to provisions of Act IX of 1872 (Indian Contract Act,1872)-Outline of the Act. Definition of Partnership-Mode of creating partnership-Deed of Partnership-Firm name-Property of the firm-Tenancy right-Position of minor-Position of alien enemy-Insolvent-Married and un married woman-Hindu Undivided Family-A foreigner, Convict, Corporation in partnership-Types of Partnership-Partnership at will and Particular partnership, Classification of partnership on the basis of liabilities-Limited liability partnership and unlimited liability partnership-and Partner by holding out of estoppels.

**UNIT III**

Partnership and Other Association-Partnership and H.U.F-Partnership and co-ownership-Partnership and club or non-trading association-Partnership and Joint Stock Company. Rights, Duties, Liabilities and Authorities of Partners-Mutual rights and duties-Rights and authorities-Liabilities-Rights of transferee of a partner's interest-Rights of a partner-Duties of partners-mandatory and duties subject to agreement-Authorities of partners-Limitation of implied authorities-Reconstruction-Liability of a retiring partner-Liability of insolvent partner-Effect of change in constitution of the firm on guarantee given-Rights of outgoing partner-Agreement in restraint of trade.

**UNIT IV**

Registration of Firm-Mode of registration-Application for registration-Signature-Verification-Fees-Certificate of registration-Registrar of firm-Rectification of mistake-Amendment of register by order of court-Penalty for furnishing false particulars-Inspection-Copy and rules of evidence regarding register and filed documents-Effects of non-registration of firm-Dissolution of Firm – Types of dissolution-Compulsory dissolution - voluntary dissolution under supervision of court and without the supervision of court-Rights- duties-and liabilities after dissolution of firm-Mode of giving public notice.

## **UNIT V**

Company Law – Nature of Company-Kinds of Companies-Formation of Company-Memorandum of Association-Articles of Association-Prospectus-Membership in a Company-Share Capital-Shares-Borrowing Powers-Management and Administration-Meetings and Proceedings-Accounts and Auditors-Prevention of Oppression and Mismanagement-Compromises, Arrangements and Reconstructions-Winding up.

Indemnity And Guarantee-Bailment And Pledge-Contract Of Agency-Sale Of Goods – Formation of Contract – Conditions and Warranties –Transfer of Property – Performance of Contract – Rights of an Unpaid Seller-Negotiable Instruments – Negotiable Instruments – Notes, Bills and Cheques-Parties to a Negotiable Instrument – Negotiation-Presenment of a Negotiable Instrument-Dishnour of a Negotiable Instrument-Discharge of a Negotiable Instrument-Rules of Evidence.

### **REFERENCE :**

1. SS Gulshan, Business Law, Excel Books, 3<sup>rd</sup> Edition, 2006
2. Y.K.Bhusan, Business organisation and management
3. R.K.Sharma and Sashi K. Gupta, Business organisations.
4. S.C.Khuchal, Business Law
5. N.D.Kapoor, Business Law

**Equipments/Softwares and other teaching aids and tools:** Computer, LCD Projector, OHP, PowerPoint slides

**Preferable Method of Teaching:** Lectures and Case Study

**Suggested components for evaluation for internal:** Internal Test, Assignment and Seminar

**Suggested contact hours required for teaching:** 45 Hours

## *4.1 STRATEGIC MANAGEMENT : INDIAN AND GLOBAL CONTEXT*

**Course Number** :

**Objectives** : Students are expected to integrate their knowledge gained in various functional areas to make business decisions, from the general manager's point of view in the global and Indian context.

Teaching and Examination: Students are expected to keep abreast of the contemporary business practices by reading the business practices by reading the business magazines and management journals.

Case studies, application project Seminars and group exercises will supplement the class lectures.

### ***Unit I***

Corporate Strategic Planning - Mission - Vision of the firm - Development, maintenance and the role of leader - Hierarchal levels of planning - Streagic planning process. Strategic management Practice in India. Competitive advantage of Nations and its implication on Indian Business.

### ***Unit II***

Environment Analysis & Internal Analysis of Firm:

General environment scanning, competitive & environment analysis - to identify opportunities & threat - Assessing internal environment through functional approach and value chain - identifying critical success factors - to identify the strength & weakness - SWOT audit - core competence - Stockholders' expectations, Scenario-planning - industry analysis.

### **Unit III**

#### **Strategy Formation**

Generic strategies - Grand strategies - Strategies of leading Indian companies - The role of diversification - limits - means and forms. Strategic management for small organisations, non-profit organisations and large multi product and multiple market organisations.

### **Unit IV**

#### **Tools of Strategy Planning and evaluation :**

Competitive cost dynamics - experience curve - BCG approach - cash flow implication -IA-BS matrix - A.D.Littles Life-cycle approach to strategic planning - Business portfolio balancing - Assessment of economic contribution of strategy - Strategic funds programming.

#### **Strategy implication & Control :**

Various approaches to implementation of strategy - Matching organisation structure with strategy - 7S model - Strategic control process - Du Pont's control model and other Quantitative and Qualitative tools - Balanced score card - M.Porter's approach for Globalisation - Future of Strategic Management.

#### **References :**

1. Pearce & Robinson, Strategic Management, All Indian Travellers N D.
2. A.C.Hax and NS, Strategic Management: An Integrative Perspective, Majifu, Prentice Hall.
3. Michael Porter, Competitive strategies.
4. John A Pearce II and Richard B Robinson, "Strategic Management: Formulation, Implementation and Control", 9<sup>th</sup> Edition, TMH, 2007
5. Michael Porter, Competitive Advantage of Nations.
6. Samul C. Certo and J.Paul Peter, Strategic Management, Second Edn. Concepts & Application, McGraw Hill.
7. Gregory G.Dess and Alex Miller, Strategic Management, McGraw Hill.
8. Gerry Johnson & Kevan scholes, Exploring Corporate Strategy: Text & Cases, Prentice Hall India.
9. Jauch.L., Rajive Gupta & William.F.Glueck, Business Policy and Strategic Management, Frank Bros&Co., 2003.
10. Fred R.David, Strategic Management Concepts & Cases, Pearson, 2003.
11. R.Srinivasan, Strategic Management, II edition, Prentice Hall of India, New Delhi.

## 4.2 INTERNATIONAL BUSINESS

**Course Number** :

### **UNIT - I**

Introduction and Overview

Introduction and Overview : Introduction - The Globalization of the World Economy - The Changing Nature of International Business - Differences in International Business.

### **UNIT - II**

Country Factors

National Differences in Political Economy : Introduction - Political Systems - Economic Systems - Legal Systems - The Determinants of Economic Development - States in Transition.

Differences in Culture : Introduction - Social Structure - Religion - Language - Education - Culture and the Workplace - Cultural Change - Cross-Cultural Literacy - Culture and competitive Advantage.

### **UNIT - III**

The Global Trade and Investment Environment

International trade Theory : Introduction - An Overview of Trade Theory - Mercantilism - Absolute Advantage - Comparative Advantage - Heckscher-Ohlin Theory - The New Trade Theory - National Competitive Advantage - Porter's Diamond.

The Revised Case for Free Trade - Development of the World - Trading System - WTO & development of World trade - Regional grouping of countries and its impact.

### **UNIT - IV**

Foreign Direct Investment : Introduction - Foreign Direct Investment in the World Economy - Horizontal Foreign Direct Investment - Vertical Foreign Direct Investment. Benefits and advantages to host and home countries.

The Global Monetary System

The Foreign Exchange Market : Introduction - The Functions of the Foreign Exchange Market.

### **UNIT - V**

The Strategy and Structure of International Business

The Strategy of International Business : Introduction - Strategy and the Firm - Profiting from Global Expansion - Pressures for Cost Reductions and Local Responsiveness - Strategic Choice.

Mode of Entry and Strategic Alliances : Introduction - Entry Modes - Selecting and Entry Mode - Strategic Alliances - Making Alliances Work.

Exporting, Importing and Counter trade : Introduction - The Promise and Pitfalls of Exporting - Improving Export Performance - Export and Import Financing - Export Assistance - Counter trade.

### **References :**

1. Hill.C.W., International Business : Competing in the Global market place, Irwin-McGraw Hill, 1999.
2. Philip R.Cateora, International Marketing, Irwin McGraw Hill, 9th edn.
3. Shivaramu, International Business, Macmillan India.
4. Francis Cherunilam, International Business, Wheeler Publications.
5. Charles W.L., Hill, International Business, Irwin-McGraw Hill, 1998.

## 4.3. INTERNATIONAL TOURISM MANAGEMENT

**Objective:** To familiarise the students with the concepts and practices of International Tourism

### **Unit I**

Globalisation & tourism sector Globalisation & the business world, the tourism industry, challenges, Factors affecting Global & regional tourist movements, Demand and origin factors, destination & resource factors. Contemporary trends in international tourist movements.

### **Unit II**

The emergence of international hotels & tourisms .Historical aspects, development of chains, development abroad, airline connection .-Political aspects of the international travel, tourism -Barriers to travel, tourism investment & business, regulations, international organisations dealing with barriers viz : WTO, IMF, IHA, need for government support of tourism, national tourism organizations, political stability, travel advisories, political risk, crisis management

### **Unit III**

International hotels -Balancing global & local perspectives -Operating in a multinational environment ---International rules & regulations -a brief study

Human resources & cultural diversity -Understanding cultural diversity, cultural perceptions, business protocol, cultural considerations in negotiations

### **Unit IV**

International tourism sales & marketing -Market research, developing an international marketing strategy, understanding various travel distribution systems viz GDS, product positioning

### **Unit V**

Global competition & the future -Long -term tourism growth trends, tourism growth in major regions, transportation developments, technology & automation, Development issues, tourism & the environment.

### **References:**

1. International Tourism by H.L.Bhattia
2. Contemporary tourism: an international approach-Chris Cooper&C.Michael Hail
3. International cases in Tourism Management-Susan Horner&John Susan Brooke
4. The International Marketing of Travel and Tourism: A Strategic approach by Francois Vellas & Lionel Becherel
5. Human Resource Management for Tourism ,Hospitality and Leisure Industries: An International Perspective by Tom Baum

## 4.4. TOURISM BUSINESS ENVIRONMENT

**Objective :** To give student knowledge of International rules and trends in Tourism worldwide.

**Unit I:** History of Tourism both International and National, Definition, nature, importance, components and typology of tourism.

**Unit II:** Concepts of domestic and international tourism, recent trends. Organization of both national and international in world in promotion and development – WTO, IATA, UPTAA, AI, IATO, etc.

**Unit III:** Growth and development of tourism in India, National Action Plan 1992.

**Unit IV:** Impacts of tourism-economics, social, physical and environmental, Tourism trends world over and its futuristic study.

**Unit \_V** Emerging trends in tourism—health tourism, adventure tourism, ecotourism .

### **Suggested Readings :**

1. Aggrawal, Surinder : Travel Agency Management: Communication India, 1983.
2. Bhatia, A.K. : Tourism Development, Principles and practices: Sterling Publishers (P) Ltd.,  
New Delhi.
3. Anand, M.M.: Tourism and Hotel Industry in India: Sterling Publishers (P) Ltd., New Delhi.
4. Brymer, Robert A. : Introduction to Hotel and Restaurant Management, Hub Publications,  
Co., Iowa, 1984.
5. Burkart & Madlik : Tourism- Past, present and future, Heinemann, London.
6. Christopher J. Holloway: The Business of Tourism: Macconald and Evans, 1983.
7. I.I.T.T.M.: Growth of Modern Tourism Monograph: IITTM, New Delhi, 1989.
8. I.I.T.T.M.: Tourism as an Industry – monograph: IITTM, New Delhi, 1989.

## 4.5. TOURISM PRODUCTS

**Objective :** To give student idea about kinds of Tourist products.

**Unit I:** Define Product. Difference with service Industry. Tourism Product – its salient features components of Tourism industry. How is this different from other consumer industries? Tourism resources as products.

**Unit II:** Socio cultural Resource –I: Architectural Heritage of India: Historical monuments of tourism significance – ancient, medieval and modern – Important historical/archaeological sites, Museum, art galleries and libraries – their location, assets and characteristics.

**Unit III:** Socio Cultural Resource-II: Important shrines (4 each) of the Hindus, Buddhist, Jain, Sikh, Muslim, Christians and others. Performing Arts – Classical dance forms and styles, Indian folk dance, classical vocal music gharanas/schools. Handicrafts & Handloom Fairs and festivals of India.

**Unit IV:** National Tourist Resource: Tourist resource potential in mountain with special reference to Himalayas. India's main desert areas, desert safaris and desert festival. Coastal areas, beaches and islands: with special reference to Andaman and Nicobar islands.

**Unit V:** Introduction to Marketing: The Concept of marketing, Nature, classification and characteristics of services and their marketing implications. Methodology considerations and pricing of Tour Packing, designing and printing of Tour Brochure.

### **Suggested Readings :**

1. Acharya, Ram: Tourism and Cultural Heritage of India
2. Basham A.L.: The wonder that was India
3. Bharatiya Vidya Bhawan: Imperial Unity
4. -----do-----: Classical Age, relevant chapters.
5. -----do-----: Struggle for Empire, relevant chapters.
6. -----do-----: Age of Imperial Kannauj, relevant chapters.
7. Douglas Foster: Travel and Tourism Management
8. Eck Dianna, Varanasi, The City of Light
9. Harle, J.C.: The Art and Architecture of Indian sub-continent
10. Hussain, A.A.: The National Culture of India
11. Kotler, Philip: Marketing and Management, Universal Publications, New Delhi.
12. Maclean, Hunter: Marketing Management (Tourism in your business)
13. Mukerjee, R.K.: The culture and Art of India
14. Negi, M.S.: Tourism and Hoteliering
15. Percy Brown: Indian Architecture- Hindu and Buddhist period
16. Percy Brown : Islamic Architecture
17. Wahab, S. Grampter: Tourism Marketing: Tourism International, Press, London

## **D.4 P.G. DIPLOMA IN ENTREPRENEUR DEVELOPMENT : BUSINESS PLAN**

**Course Number** :

### ***Subject Description***

The course presents the various aspects of a business plan and its preparation.

### ***Goals***

To enable the students to prepare a good business plan.

### ***Objectives***

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

1. the importance of business plan.
2. the various components of business plan.
3. to prepare the business plan for starting a business.

### **Contents**

#### **UNIT I**

Business Plan : The Meaning - The 'Why' of Business Plan - Basic Parameters - Basic parameters : Timing of Decisions Undertaken - Project Parameters :The Common Considerations - Factor of successful business - capital management - eligibility to attract motivates- financial control - Anticipating change and adaptability.

#### **UNIT II**

Business Plan process - Sources of Information - Internet , government sources and statistics - offline research resources- Library -SBDC's - Trade and industries association - sources of market research - evaluating data - Benefits of Market Study - Coverage of Market Study - Information Sources - Market Demand : A Five Dimensional Concept

#### **UNIT III**

Business Plan Components - The Executive Summary - Company Description - Industry Analysis & Trends - Target Market - Competition - Strategic Position & Risk Assessment - Marketing Plan & Sales Strategy - operations - Technology Plan - management & Organization - Community Involvement & Social Responsibility - Development, Milestones & Exit Plan - The Financials.

#### **UNIT IV**

Exploratory -cum-Desk Research (EDR) - Field Interviews : An Essential Skill - Field Interviews : useful Tips - Product / Service and EDR /DMR - Detailed Market Research (DMR) - Other Methods - Analysis of Information - Need for Judgments - Soft Drink Illustration - Errors and Precautions - Manufacturing Process - Sources of Technical Know-how - Reassurance on Manufacturing Process - Plant and Machinery - Supplier Identification - Interaction with Suppliers - Supplier Selection - Tips on Supplier - transaction.

#### **UNIT V**

The Lay - out - Built-up Area - Raw materials - Packing - Land Requirement - Utilities - Manpower - Search for Location : Reasons - Selection Criteria-Information Sources - Location / Site Selection - Purpose of Financial viability - Financial viability : Meaning - Project Cost - Avoid Differences with Loaning Agency - Working Capital and Working Capital Margin - Assessment of Working Capital Requirement - Working Capital Assistance. Capacity Utilization and Income, Expenditure, Profit Estimate - Viability Test - profitability - Cash Flow Estimate - Risk Analysis - Financial Viability : A Recapitulation - Implementation schedule.



## **REFERENCE**

1. Rhonda Abrams “The Successful business Plan Secrets & Strategies” Prentice
2. Rhonda Abrams “ The business Plan in a day ” Prentice
3. Business plan Preparation –Entrepreneurship Development Institute of India
4. Arthur R. DeThomas Ph.D. and Lin Gensing-Pophal, Writing a Convincing Business Plan
5. Mike P. McKeever, How to Write a Business Plan

**Equipments/Softwares and other teaching aids and tools:** Computer, LCD Projector, OHP, PowerPoint slides

**Preferable Method of Teaching:** Lectures and Case Study

**Suggested components for evaluation for internal:** Internal Test, Assignment and Seminar

**Suggested contact hours required for teaching:** 45 Hours