

Curriculum Book
and
Assessment and Evaluation Scheme
based on

Outcome Based Education (OBE)
in
Master of Business Administration in
Tourism and Hospitality
MBA (THM)
2 Years Degree Program

Revised as on 01 August 2023
Applicable w.e.f. Academic Session 2023-24



AKS University

Satna 485001, Madhya Pradesh, India

Faculty of Management Studies
Department of Business Administration

[Signature]
HOD

Faculty of Management Studies
AKS University, Satna (M.P.)

[Signature]
Dean
Faculty of Management Studies
AKS University
Satna 485001 (M.P.)

[Signature]
Professor B.A. Chopade
Vice - Chancellor
AKS University
Satna, 485001 (M.P.)

Curriculum Book
and
Assessment and Evaluation Scheme

based on

Outcome Based Education (OBE)

in

**Master of Business Administration in
Tourism and Hospitality
MBA (THM)**

2 Years Degree Program

Revised as on 01 August 2023
Applicable w.e.f. Academic Session 2023-24



AKS University

Satna 485001, Madhya Pradesh, India

**Faculty of Management Studies
Department of Business Administration**



AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

CONTENTS

SINo	Item	PageNo
1.	Forwarding	i
2.	Vice Chancellor Message	ii
3.	Preface	iii
4.	Introduction, Vision & Mission	1
5.	Programme Educational Objectives (POE), Programme Outcome (POs)	2-3
6.	General Course Structure and theme	4
7.	Component of Curriculum	4
8.	General Course Structure and Credit Distribution	5-6
9.	Course code and definition	6-13
10.	Semester wise Course Structure	13-17
11	Semester I	17-100
12	Semester-II	101-172
13	Semester-III	173-246
14	Semester-IV	247-303



AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revisedason01 August 2023)

Forwarding

I am thrilled to observe the updated curriculum of the Management Department for MBA (Tourism & Hospitality) Program, which seamlessly integrates the most recent technological advancements and adheres to the guidelines set forth by AICTE. The revised curriculum also thoughtfully incorporates the directives of NEP-2020 and the Sustainable Development Goals.

The alignment of course outcomes (COs), Programme Outcome (POs) and Programme specific outcomes (PSOs) has been intricately executed, aligning perfectly with the requisites of NEP-2020 and NAAC standards. I hold the belief that this revised syllabus will significantly enhance the skills and employability of our students.

With immense satisfaction, I hereby present the revised curriculum for the MBA (Tourism & Hospitality) program for implementation in the upcoming session.

ER. ANANT SONI

**Pro Chancellor & Chairman
AKS University, Satna**

01- August-2023



AKS University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised as on 01 August 2023)

From the Desk of the Vice-Chancellor



AKS University is currently undergoing a process to revamp its curriculum into an outcome-based approach, with the aim of enhancing the teaching and learning process. The foundation of quality of quality education lies in the implementation of a curriculum that aligns with both societal and industrial needs, focusing on relevant outcomes. This entails dedicated and inspired

Faculty members, as well as impactful industry internships

As we navigate the constantly evolving landscape of the tourism and hospitality industry, it is imperative that we remain committed to fostering an environment of innovation and adaptability. Our programs must continue to emphasize the integration of cutting-edge technologies and sustainable practices, equipping our graduates with the skills necessary to excel in this dynamic field.

Furthermore, in light of the recent global challenges, we must prioritize the development of resilient strategies that ensure the safety and well-being of both our guests and staff. Let us strive to uphold the highest standards of hospitality and service, while remaining conscious of the health and security concerns that are integral to the experiences we provide.

I encourage all members of our academic community to actively engage in collaborative research and industry partnerships, as we endeavor to contribute to the advancement and revitalization of the tourism and hospitality sector on both local and global scales.

With the dedication and creativity of our faculty and students, I am confident that we will continue to position ourselves as leaders in the field, nurturing the next generation of hospitality professionals and thought leaders.

AKS University warmly invites input and suggestions from industry experts and technocrats and Alumni students to enhance the curriculum and make it more student-centric. Your valuable insights will greatly contribute to shaping an education that best serves the needs and aspirations of our students.

PROFESSOR B.A. CHOPADE

*Vice-Chancellor
AKS University, Satna*



AKS University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

01-August-2023

Preface

As part of our commitment to ongoing enhancement, the Department of Business Administration consistently reviews and updates its MBA (Tourism & Hospitality) program curriculum every three years. Through this process, we ensure that the curriculum remains aligned with the latest managerial developments, as well as local and global industrial and social demands.

During this procedure, the existing curriculum for the MBA (Tourism & Hospitality) Program undergoes evaluation by a panel of industry specialists, and academicians. Following meticulous scrutiny, the revised curriculum has been formulated and is set to be implemented starting from August 01, 2023. This implementation is contingent upon the endorsement of the curriculum by the University's Board of Studies and Governing Body.

This curriculum closely adheres to the AICTE model syllabus distributed in May 2023. It seamlessly integrates the guidelines set forth by the Ministry of Higher Education, Government of India, through NEP- 2020, as well as the principles of Sustainable Development Goals. In order to foster the holistic skill development of students, a range of practical activities, including Industrial Visits, Project planning and execution, Report Writing, Seminars, and Industrial On-Job Training, have been incorporated. Furthermore, in alignment with AICTE's directives, the total credit allocation for the MBA (Tourism & Hospitality) program is capped at 103 credits.

This curriculum is enriched with course components in alignment with AICTE guidelines, encompassing various disciplines such as Tourism Management Core Courses: 30 credits, Tourism Management Elective Course: 6 credits, Management Core Course: 21 credits, Computer Science Course: 6 credits. Soft skill Development Course: 8 credits, Tourism Management Practical / Industrial Training: 32 credits. To ensure a comprehensive learning experience, detailed evaluation schemes and rubrics have also been meticulously provided.

For each course, a thorough mapping of Course Outcomes, Program Outcomes, and Program Specific Outcomes has been undertaken. As the course syllabus is being meticulously developed, various elements such as session outcomes, laboratory instruction, classroom instruction, self-learning activities, assignments, and mini projects are meticulously outlined.

We hold the belief that this dynamic curriculum will undoubtedly enhance independent thinking, skills, and overall employability of the students.

PROFESSOR (Dr.) Harshwardhan Shrivastava

Dean, Faculty of Management Studies
AKS University, Satna



AKS University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

01-August-2023

Introduction

AKS University proudly stands as a pioneer, being the first in the Satna to introduce a comprehensive 2-year MBA (Tourism & Hospitality) program in management back in 2021. This innovative curriculum has been meticulously crafted to align with the dynamic needs of the tourism industry and the most current technological advancements.

The curriculum for an MBA in Tourism and Hospitality Management typically includes courses such as Strategic Management in Tourism, Hospitality Operations Management, Tourism Marketing, and Financial Management in Hospitality, Sustainable Tourism, and Destination Management. It also often covers subjects like Leadership in Hospitality, Tourism Economics, and Global Tourism Trends, among others. Practical components, internships, and real-world projects are often integrated to provide hands-on experience in the field.

Vision

The vision of an MBA in Tourism and Hospitality Management is to cultivate a cadre of skilled professionals equipped with comprehensive knowledge, practical skills, and a global perspective to lead and innovate in the dynamic and competitive tourism and hospitality industry. This includes fostering a deep understanding of sustainable practices, customer service excellence, and effective management strategies, while instilling a commitment to ethical and responsible business practices within the sector.

Mission

1. **M1:** To provide state of the art infrastructure for quality delivery of academics and assistance for research in the field of Tourism and Hospitality.
2. **M2:** To encourage the budding potential entrepreneurs and motivate others by facilitating an environment and culture of innovation in the field of Tourism and Hospitality.
3. **M3:** To extend support to the students by providing them a platform for choosing career opportunities in the Tourism and Hospitality industry through campus placements and allied programs.



AKS University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Program Educational Objectives (PEOs)

PEO 1: Tourism & hospitality graduates will be proficient to apply comprehensive acquaintance about the various domain of Hospitality Management.

PEO 2: Tourism & hospitality graduates will be skilled to apply knowledge and accomplish expertise to keep pace with global demand in the hospitality segment.

PEO 3: Tourism & hospitality graduates will implant critical thinking, creativity and the ability to innovate new products and services to gratify the guests.

PEO 4: Tourism & hospitality graduates will empower the students to recognize & custom the highest standard of ethical behavior in the hospitality industry.

PEO 5: Tourism & hospitality graduates will attain enlarge entrepreneurial knowledge and skills in hospitality to create employment opportunity for the community and serve the society

Program Outcomes (POs)

MBA (Tourism & Hospitality) Post Graduate will able to perform:

PO 1: Leadership Skills: Demonstrate effective leadership skills in the context of the tourism and hospitality industry. They should be capable of leading teams, making strategic decisions, and managing resources.

PO 2: Industry Knowledge: Acquire a deep understanding of the tourism and hospitality industry, including current trends, challenges, and opportunities. Stay updated on global and regional developments that impact the industry.

PO 3: Customer Service Excellence: Emphasize the importance of providing exceptional customer service in the context of tourism and hospitality. Implement strategies to enhance the customer experience and satisfaction.

PO 4: Financial Management: Gain proficiency in financial management specific to the tourism and hospitality sector. Understand budgeting, cost control, revenue management, and financial analysis.



AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

PO 5: Marketing & brand Management: Learn effective marketing strategies for tourism and hospitality businesses. Understand brand management and the importance of building and maintaining a positive brand image.

PO 6: Global Perspective: Understand the global nature of the tourism and hospitality industry. Develop cross-cultural communication skills and a global mindset.

PO 7: Entrepreneurial Skills: Encourage an entrepreneurial mindset for graduates who may want to start their own tourism or hospitality ventures.

PO 8: Ethical and Sustainable Practices: Emphasize the importance of ethical decision-making in the industry. Understand and promote sustainable practices in tourism and hospitality.

Program Specific Outcomes (PSOs)

On completion of MBA (Tourism & Hospitality) program, the students will achieve the following program specific outcomes:

PSO 1: This course is designed with the aim towards fulfilling the requirements for trained & qualified executives for global industry of tourism.

PSO 2: To educate students with our culture & traditions.

PSO3: Enables the students to enhance their language skills by teaching English/French language.

PSO 4: Provide practical knowledge to students through training program.

Consistency/Mapping of PEOs with Mission of the Department

PEO	M1	M2	M3	M4
PEO1	3	2	3	3
PEO2	2	3	3	3
PEO3	3	3	2	2
PEO4	3	2	2	3
PEO5	2	3	3	2

1: Slight (Low), 2: Moderate (Medium), 3: Substantial (High) “-”: No correlation



AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)
General Course Structure & Theme

1. Definition of Credit:

1 Hr. Lecture (L) per week	1 Credit
1 Hr. Tutorial (T) per week	1 Credit
2 Hr. Practical (P) per week	1 Credit

2. Range of Credits:

In the light of the fact that a typical Model two-year Post Graduate degree program in management (Tourism & Hospitality) has about 100 credits, the total number of credits proposed for the Two-year MBA in Tourism & hospitality is kept as 103 considering NEP-20 and NAAC guidelines.

3. Structure of PG Program in MBA (Tourism & Hospitality):

The structure of PG program in MBA (Tourism & Hospitality) shall have essentially the following categories of courses with the breakup of credits as given:

Components of the Curriculum

(Program curriculum grouping based on course components)

Sl. No	Course Component	% of total number of credits of the Program	Total number of Credits
1	Tourism Management Core Course (TMC)	29.12	30
2	Tourism Elective Course (TEC)	5.82	6
3	Tourism Management Practical / Industrial training (TPT)	31.06	32
4	Management Core Course (MCC)	20.38	21
5	Computer Science Course (CSC)	5.82	6
6	Soft Skills Development (SSD)	7.76	8
Total		100.00	103



AKS University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

General Course Structure and Credit Distribution Curriculum of MBA (Tourism & Hospitality)

Semester-I		Semester-II	
Course Title	Credit	Course Title	Credit
Conceptual Framework of Domestic & International Tourism	3:0:0=3	Financial Management	3:0:0=3
Developing Tourism Products	3:0:0=3	Marketing Management-I	3:0:0=3
Managerial Process and Organizational Behavior	3:0:0=3	Business Research and Quantitative Techniques	3:0:0=3
Eco-Tourism : Trends & Prospects	3:0:0=3	Madhya Pradesh Tourism	3:0:0=3
Computer Application	3:0:0=3	Computing & Information System in Tourism	2:0:1=3
Indian Society and Culture : A Tourism Perspectives	3:0:0=3	Travel Agency and Tour Operations	3:0:0=3
Public Relations, Communication Skills and Personality Development	2:0:0=2	Assignment	0:0:1=1
Assignment	0:0:1=1	Seminar	0:0:1=1
Seminar	0:0:1=1	Comprehensive Viva	0:0:4=4
Comprehensive Viva	0:0:4=4		
Total Credits	26	Total Credits	24
Semester-III		Semester-IV	
Credit	Course Title	Credit	
	Management of Human Resources	3:0:0=3	Adventure Tourism Operations
	Tourism Marketing and Consumer Behaviour-II	3:0:0=3	Business Policy
	Tourism Planning, Policy and Development	3:0:0=3	Tourism Impacts
	Basic Cargo Rating & Documentations	3:0:0=3	
Elective- Choose any one		Elective- Choose any one	
	Foreign Language (French)*	3:0:0=3	Foreign Language (French)*
	Foreign Language (English)*	3:0:0=3	Foreign Language (English)*
	Meetings, Incentives, Conferences and Exhibitions (MICE)	3:0:0=3	Attraction Management



AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

Field Study	0:0:4=4	Industrial Training	0:0:8=8
Comprehensive Viva	0:0:4=4	Comprehensive Viva (Virtual Credit)	0:0:4=4
Total Credits	26	Total Credits	27

***Out of two, student may select any one Centric Elective (C. Elective)
 Total Credit: 103**

Course code and definition:

L	Lecture
T	Tutorial
P	Practical
C	Credit
TMC	Tourism Management Core Course
MCC	Management Core Course
TEC	Tourism Elective Course
TPT	Tourism Management Practical / Industrial Training
CSC	Computer Science Course
SSD	Soft Skills Development (SSD)

Course level coding scheme:

Three-digit number (odd numbers are for the odd semester courses and even numbers are for even semester courses) used as suffix with the Course Code for identifying the level of the course. Digit at hundred's place signifies the year in which course is offered. e.g.

101, 102 for first semester.

201, 202--- for second semester.

301, 302--- for third semester.

401, 402--- for fourth semester. Category- Wise Courses

Tourism Management Core Course (TMC)

(i) Number of Tourism Management Core Course (TMC):10, Credits: 30

Sl.	CodeNo.	Subject	Semester	Credits
1	31TM101	Conceptual Framework of Domestic & International Tourism	1	3:0:0 =3
2	31TM102	Developing Tourism Products	1	3:0:0 =3
3	31TM104	Eco-Tourism : Trends & Prospects	1	3:0:0 =3



AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

4	31TM106	Indian Society and Culture : A Tourism Perspectives	1	3:0:0 =3
5	31TM204	Madhya Pradesh Tourism	2	3:0:0 =3
6	31TM206	Travel agency & Tour Operations	2	3:0:0 =3
7	31TM303	Tourism Planning policy and Development	3	3:3:0 =3
8	31TM304	Basic cargo rating & documentation	3	3:0:0 =3
9	31TE401	Adventure Tourism Operations	4	3:0:0 =3
10	31TM403	Tourism Impacts	4	3:0:0 =3
Total Credits:				30

(ii) Number of Tourism Management Elective Course (TEC): 02, Credits: 06

Sl.	CodeNo.	Subject	Semester	Credits
1	31TE306	Meetings, Incentives, Conference and Exhibition	3	3:0:0 =3
2	31TE405	Attraction Management	4	3:0:0 =3
Total Credits				06



AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

(iii) Number of Tourism Management Practical Course /Industrial training / Project (TPT):10, Credits: 32

Sl.	CodeNo.	Subject	Semester	Credits
1	31TP151	Assignment	1	0:0:1 =1
2	31TP152	Seminar	1	0:0:1 =1
3	31TP153	Comprehensive Viva	1	0:0:4 =4
4	31TP251	Assignment	2	0:0:1 =1
5	31TP252	Seminar	2	0:0:1 =1
6	31TP253	Comprehensive Viva	2	0:0:4 =4
7	31TP351	Field Study	3	0:0:4 =4
8	31TP352	Comprehensive Viva	3	0:0:4 =4
9	31TP451	Industrial Training	4	0:0:8 =8
10	31TP452	Comprehensive Viva	4	0:0:4 =4
Total Credits:				32

(iv) Number of Management Core Course (MCC): 07, Credits: 21

Sl.	Code No.	Subject	Semester	Credits
1	31MT103	Managerial process and organizational behavior	1	3:0:0 =3
2	31MT201	Financial Management	2	3:0:0 =3
3	31MT202	Marketing Management –I	2	3:0:0 =3
4	31MT203	Business Research & Quantitative Techniques	2	3:0:0 =3
5	31MT301	Management of Human Resources	3	3:0:0 =3
6	31MT302	Tourism Marketing & consumer behavior-II	3	3:0:0 =3
7	31MT402	Business Policy	4	3:0:0 =3
Total Credits:				21



AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

(v) Number of Computer Science Course (CSC): 02, Credits: 06

Sl.	Code No.	Subject	Semester	Credits
1	31CA105	Computer Application	1	2:0:1=3
2	31CA205	Computing & Information system in Tourism	2	2:0:1=3
Total Credits:				6

(vi) Number of Soft Skills Development Course (SSD): 03, Credits: 08

Sl.	Code No.	Subject	Semester	Credits
1	31SD107	Public Relations, Communication Skills & Personality Development	1	2:0:0=2
2	31SD305-A	Foreign Language (French)	3	3:0:0=3
	31SD305-B	Foreign Language (English)		
3	31SD404-A	Foreign Language (French)	4	3:0:0=3
	31SD404-B	Foreign Language (English)		
Total Credits:				8

Semester wise Course Structure

Semester wise Brief of total Credits and Teaching Hours

Semester	L	T	P	Total Hours Per Week	Total Hours	Total Credit
Semester-I	19	2	7	35	35 x 15 = 525	26
Semester-II	17	2	7	33	33 x 15 = 495	24
Semester-III	18	2	8	36	36 x 15 = 540	26
Semester-IV	15	1	12	40	40 x 15 = 600	27
Total	69	07	34	144	2160 Hours	103



AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

Details of Semester Wise Course Structure Semester –I

SN	Category	Code	Course Title	L	T	P	Total Hour	Credit
1	TMC	31TM101	Conceptual Framework of Domestic & International Tourism	3	0	0	3	3
2	TMC	31TM102	Developing Tourism Products	3	1	0	4	3
3	MCC	31MT103	Managerial process and organizational behavior	3	0	0	3	3
4	TMC	31TM104	Eco-Tourism : Trends & Prospects	3	1	0	4	3
5	CSC	31CA105	Computer Application	2	0	1	3	3
6	TMC	31TM106	Indian Society and Culture : A Tourism Perspectives	3	0	0	3	3
7	SSD	31SD107	Public Relations, Communication Skills & Personality Development	2	0	0	2	2
8	TPT	31TP151	Assignment	0	0	1	1	1
9	TPT	31TP152	Seminar	0	0	1	1	1
10	TPT	31TP153	Comprehensive Viva	0	0	4	4	4
Total				19	2	7	28	26

Semester –II

SN	Category	Code	Course Title	L	T	P	Total Hour	Credit
1	MCC	31MT201	Financial Management	3	0	0	3	3
2	MCC	31MT202	Marketing Management -I	3	0	0	3	3
3	MCC	31MT203	Business Research and Quantitative Technique	3	0	0	3	3
4	TMC	31TM204	Madhya Pradesh Tourism	3	1	0	4	3
5	CSC	31CA205	Computing & Information System in Tourism	2	0	1	3	3
6	TMC	31TM206	Travel Agency and Tour Operations	3	1	0	4	3
7	TPT	31TP251	Assignment	0	0	1	1	1
8	TPT	31TP252	Seminar	0	0	1	1	1
9	TPT	31TP253	Comprehensive Viva	0	0	4	4	4
Total				17	2	7	26	24



AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

Semester –III

SN	Category	Code	Course Title	L	T	P	Total Hour	Credit
1	MCC	31MT301	Management of Human Resources	3	0	0	3	3
2	MCC	31MT302	Tourism Marketing & Consumer Behavior-II	3	0	0	3	3
3	TMC	31TM303	Tourism Planning, Policy and Development	3	0	0	3	3
4	TMC	31TM304	Basic Cargo Rating & Documentation	3	1	0	4	3
5	SSD	31SD305-A	Foreign Language (French)	3	0	0	3	3
		31SD305-B	Foreign Language (English)					
6	TEC	31TE306	Meetings, Incentives, Conference and Exhibitions	3	1	0	4	3
7	TPT	31TP351	Field Study	0	0	4	4	4
8	TPT	31TP352	Comprehensive Viva	0	0	4	4	4
Total				18	2	8	28	26

Semester –IV

SN	Category	Code	Course Title	L	T	P	Total Hour	Credit
1	TMC	31TM401	Adventure Tourism Operations	3	0	0	3	3
2	MCC	31MT402	Business Policy	3	0	0	3	3
3	TMC	31TM403	Tourism Impact	3	0	0	3	3
4	SSD	31SD404-A	Foreign Language (French)	3	0	0	3	3
		31SD404-B	Foreign Language (English)					
5	TEC	31TE405	Attraction Management	3	1	0	4	3
6	TPT	31TP451	Industrial Training	0	0	8	8	8
7	TPT	31TP452	Comprehensive Viva (Virtual Credits)	0	0	4	4	4
Total				15	1	12	28	27



AKS University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Induction Program

Induction program for students to be offered right at the start of the first year. It is mandatory. AKS University has designed an induction program for 1st year student, details are below:

- I. Physical activity
- II. Creative Arts
- III. Universal Human Values
- IV. Literary
- V. Proficiency Modules
- VI. Lectures by Eminent People
- VII. Visits Historical Areas
- VIII. Familiarization to Dept./Branch & Innovations

Mandatory Visits/Workshop/Expert Lectures

- I. It is mandatory to arrange one industrial visit every semester for the students.
- II. It is mandatory to conduct a One-week workshop during the winter break after fifth semester on professional/ industry/ entrepreneurial orientation.
- III. It is mandatory to organize at least one expert lecture per semester for each branch by inviting resource persons from industry.

Evaluation Scheme

For Theory Courses:

- I. The weightage of Internal assessment is 50% and;
- II. End Semester Exams is 50%

The student has to obtain at least 40% marks individually both in internal assessment and end semester exams to pass.

For Practical Courses:

- I. The weightage of Internal assessment is 50% and;
- II. End Semester Exams is 50%

The student has to obtain at least 40% marks individually both in internal assessment and end semester exams to pass.

For Summer Internship/Projects/Seminar etc.:

Evaluation is based on work done, quality of report, performance in viva-voce, presentation etc.

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Semester-I

Course code: 31THM101

Course Title	Conceptual Framework of Domestic & International Tourism
Pre-requisite	Calculus or Business Calculus is a required course for general education requirements in business schools and it is a prerequisite for conceptual understanding of domestic & International Tourism
Rationale	This subject gives managers the ability to assess past performance, project future business practices, and operate the organization profitably. This study was to explore the links among tourists' needs, brand personality perceptions, self-congruity and behavioural intentions and satisfaction as proposed in the preliminary destination branding and choice model presented

Course Outcomes:

31THM 101.1: Discuss about the conceptual meaning, history of tourism and growth around the World.

31THM 101.2: Understand the role of tourism organization -national & international level

31THM 101.3: Apply the knowledge about types of tourism and frontier formalities, travel motivator Etc.

31THM 101.4: Develop ongoing professional development strategies and plans to enhance industry Knowledge and leadership skills for tourism industry sectors

31THM 101.5: Evaluate about the different stakeholders and relevant agencies in the tourism Industry and how these stakeholders play their functions

Scheme of Studies:

Board of Study	Course Code	Course Title	Scheme of studies(Hours/Week)				Total Study Hours (CI+LI+SW+SL)	Total Credits (C)
			C I	L I	S W	S L		
TMC	31THM101	Conceptual framework of domestic & international Tourism	3	0	1	1	5	3

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or Other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

Theory

Board of Study	Course Code	Course Title	Scheme of Assessment (Marks)							
			Progressive Assessment (PRA)						End Semester Assessment (ESA)	Total Marks (PRA+ESA)
			Class/Home Assignment (CA) 5 number 3 mark each	Class Test (CT) 2 (best of 3) 10 mark each	Seminar (SA)	Class Activity (CAT)	Class Attendance (AT)	Total Marks (CA+CT+SA+CAT+AT)		
PC C	31T HM 101	Conceptual framework of domestic & International Tourism	15	20	5	5	5	50	50	100

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self-Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31 THM 101.1: Student will understand importance and uses of tourism product & services.

Approximate Hours

Item	App XHrs
CI	10
LI	0
SW	1
SL	1
Total	12

Session Outcomes(SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning(SL)
<p>SO1.1 Student will be able to understand about the concept of tourism</p> <p>SO1.2 Identify the nature & scope of tourism.</p> <p>SO1.3 Apply the knowledge about the linkages & relationship with other discipline.</p> <p>SO1.4 Develop knowledge about the tourism with references to ecology & environment</p> <p>SO1.5 Evaluate the current trends & future scenario of tourism industry</p>		<p>Unit 1.0 Introduction (10 hrs.)</p> <p>1.1 Tourism concepts</p> <p>1.2 Definition of Tourism</p> <p>1.3 Nature & Scope of Tourism</p> <p>1.4 Relationship with other disciplines</p> <p>1.5 Tourism with reference to history</p> <p>1.6 Tourism with reference to archeology</p> <p>1.7 Tourism with reference to Economics</p> <p>1.8 Tourism with reference to Sociology</p> <p>1.9 Tourism with reference to Geography</p> <p>1.10 Tourism with reference to Ecology and environment</p>	<p>1. Destination visit</p> <p>2. Virtual Tour</p> <p>3. Visit Historical sites</p> <p>4. Map Study</p>

SW-1 Suggested Sessional Work (SW):

a. Assignments:

- Discuss about the History & development of Tourism?
- Write the interrelationship between tourism & other discipline?

b. Mini Project:

- PPT Presentation
- Destination Visit Reports

c. Other Activities (Specify):

- Students teach students
- Class Quiz

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31 THM 101.2: Understand the role of tourism organization -national & international level

Approximate Hours

Item	AppXHrs
CI	8
LI	0
SW	1
SL	1
Total	10

Session Outcomes(SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p>SO2.1 Will be able to understand the history of tourism.</p> <p>SO2.2 Will be able to analyze the significance of tourism.</p> <p>SO2.3 Develop knowledge about Domestic & international tourism.</p> <p>SO2.4 Evaluate the role of government for development of Tourism sector.</p> <p>SO2.5 Create the knowledge about national & International tourism organization.</p>		<p>Unit-2 History (08 hrs.)</p> <p>2.1 History of Tourism</p> <p>2.2 Development of Tourism</p> <p>2.3 Significance of Tourism</p> <p>2.4 Domestic Tourism</p> <p>2.5 International Tourism</p> <p>2.6 Role of Government for Development of Tourism</p> <p>2.7 National Tourism Organization</p> <p>2.8 International Tourism Organization</p>	<p>1. Visit the Museum</p> <p>2. Archaeological sites</p> <p>3. Historical monuments</p>

SW-2 Suggested Sessional Work (SW):

- a. **Assignments:** What is the role of tourism organization for development of tourism?
- b. **Mini Project:** Presentation
- c. **Other Activities (Specify):** Visit the local historical sites & museum to enhance their knowledge.

31 THM 101.3: Student use the tools such as map, brochures, lonely planet tour guide book to Enhance their knowledge about the destinations

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

Approximate Hours

Item	App X Hrs
CI	9
LI	0
SW	1
SL	1
Total	11

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p>SO3.1 Understand about the frontier formalities of tourism during the trips</p> <p>SO3.2 Develop knowledge about the domestic & International tourism</p> <p>SO3.3 Apply knowledge about the tourism motivation – Push & Pull factors</p> <p>SO3.4 Evaluate domestic & International tourism & their importance</p> <p>SO3.5 Create the Knowledge about the role & responsibility of travel agent & tour Operators</p>		<p>Unit3: Typology and Frontier formalities (09 hrs.)</p> <p>3.1 Types of Domestic Tourism</p> <p>3.2 Types of International Tourism</p> <p>3.3 Frontier Formalities</p> <p>3.4 Tourism Motivation</p> <p>3.5 Introduction of Travel Agent</p> <p>3.6 Types of Travel Agent</p> <p>3.7 Introduction of Tour Operators</p> <p>3.8 Types of Tour Operators</p> <p>3.9 Role & Responsibilities of TA & TO</p>	<p>1. Visit Visa Office</p> <p>2. Visit Tourism information centre</p> <p>3. Collect all the information through government sites like Ministry of tourism, Airport authority of India etc.</p> <p>4. Industrial visit</p>

SW-3 Suggested Sessional Work (SW):

- a. **Assignments:** Fair & festivals of India.
- b. **Mini Project:** Visit travel agency offices & enhance skills.
- c. **Other Activities (Specify):** Students teach weak students in the class to solve their doubts.

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31 THM 101.4: Develop ongoing professional development strategies and plans to enhance industry knowledge and leadership skills for tourism industry sectors.

Approximate Hours

Item	App X Hrs
CI	7
LI	0
SW	1
SL	1
Total	9

Session Outcomes(SOs)	Laboratory Instruction (LI)	Classroom Instruction(CI)	Self-Learning (SL)
<p>SO4.1 Understand about the various types of tourism like –Domestic, Adventure & Religious</p> <p>SO4.2 Analyze the growth & development of tourism</p> <p>SO4.3 Develop knowledge about the economic gain & characteristics of tourism</p> <p>SO4.4 Evaluate the current trends of tourism industry</p> <p>SO4.5 Create knowledge about the development of tourism industry</p>		<p>Unit4:Tourism Infrastructure (07 hrs.)</p> <p>4.1 Tourism –Domestic</p> <p>4.2 Adventure Tourism</p> <p>4.3 Religious Tourism</p> <p>4.4 Tourism Sectors</p> <p>4.5 Economic and Operating characteristics of Tourism sectors</p> <p>4.6 Current Trends of Tourism</p> <p>4.7 Development of Tourism</p>	<ol style="list-style-type: none"> 1. Visit the nearest hotel & get practical knowledge 2. Visit government hotels websites & get knowledge about hotel industry 3. Visit sites of airport authority of India & get details about air transport 4. Visit the attraction sites to get real experience about tourism services

SW-4 Suggested Sessional Work (SW):

- Assignments:** Tourism Infrastructure
- Mini Project:** Visit the nearest hotel & get real experience
- Other Activities (Specify):** Solve students doubts and revision of the unit

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revisedason01 August 2023)

31 THM 101.5: Evaluate about the different stakeholders and relevant agencies in the tourism Industry and how this stakeholder plays their functions

Approximate Hours

Item	App XHrs
CI	11
LI	0
SW	1
SL	1
Total	13

Session Outcomes(SOs)	Laboratory Instruction (LI)	Classroom Instruction(CI)	Self-Learning(SL)
<p>SO5.1 Apply the knowledge about tourism organization.</p> <p>SO5.2 Analyze the role of tourism organization for development of tourism</p> <p>SO5.3 Gain knowledge about the vision & mission of IATO.</p> <p>SO5.4 Develop knowledge about an organizational structure of Department of tourism in India.</p> <p>SO5.5 Evaluate the role of department of tourism govt. of India</p>		<p>Unit-5 Tourism Organization (Hrs. 11)</p> <p>5.1 Tourism & Travel Organization</p> <p>5.2 National Tourism Organization</p> <p>5.3 International Tourism Organization</p> <p>5.4 Department of Tourism, Government of India(GOI)</p> <p>5.5 United Nation World Tourism Organization. (UNWTO)</p> <p>5.6 International Air Transport Association (IATA)</p> <p>5.7 Pacific Asia Travel Association (PATA)</p> <p>5.8 Indian Association of Tour operator (IATO)</p> <p>5.9 Organizational structure of Department of tourism in India</p> <p>5.10 Role & responsibility of Tourism Organization</p> <p>5.11 Travel agent association of India (TAAI)</p>	<p>1. Visit the national tourism organization sites to get the information</p> <p>2. Study about International organization – IATA, UNWTO, ICAO.</p>

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

SW-5 Suggested Sessional Work (SW):

- Assignments:** Please explain one national & International tourism organization.
- Mini Project:** Make a chart about the historical sites of Madhya Pradesh
- Other Activities (Specify):** Students solve doubts to other students.

Brief of Hours suggested for the Course Outcome

Course Outcomes	Class Lecture (CI)	Sessional Work (SW)	Self-Learning (SI)	Total hour (CI+SW+SI)
31THM101.1: Discuss about the conceptual meaning, history of tourism and growth around the world. Connection with the other discipline.	10	1	1	12
31THM101.2: Understand the role of tourism organization -national & international level	8	1	1	10
31THM101.3: Apply the knowledge about types of tourism and frontier formalities, travel motivator etc..	9	1	1	11
31THM 101.4: Develop ongoing professional development strategies and plans to enhance industry knowledge and leadership skills for tourism industry sectors.	7	1	1	9
31THM 101.5: Evaluate about the different stakeholders and relevant agencies in the tourism industry and how these stakeholder plays their functions	11	1	1	13
Total Hours	45	5	5	55

Suggestion for End Semester Assessment

Suggested Specification Table (For ESA)

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
CO-1	Introduction					
CO-2	History					

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

CO-3	Typology and Frontier formalities					
CO-4	Tourism Infrastructure					
CO-5	Tourism Organization					
Total						50

Legend: **Ap: Apply,** **An: Analyze,** **Ev: Evaluate** **Cr: Create**

The end of semester assessment for Conceptual Framework of Domestic & International Tourism will be held with written examination of 50 marks

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Role Play
6. Visit to cement plant
7. Demonstration
8. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT, Blog, Facebook, Twitter, Whatsapp, Mobile, Online sources)
9. Brainstorming

Suggested Learning Resources:

(a) Books:

S. No.	Title	Author	Publisher	Edition & Year
1	Tourism Development: Principles & practices	Bhatia, A.K	Sterling publication	2009
2	International Tourism: fundamentals & practices	Bhatia, A.K	Sterling Publication	1997
3	Travel agency & tour operation: Concept & principles	Negi, Jagmohan	Kanishka Publisher distributors	2006

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos. POs and PSOs Mapping

Course Title: MBA (THM)

Course Code: 31THM101

Course Title: Conceptual Framework of Domestic & International Tourism

Course Outcomes	Program Outcomes								Program Specific Outcome			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
	Leadership Skills	Industry Knowledge	Customer Service Excellence	Financial management	Marketing & Brand Management	Global Perspective	Entrepreneurial Skills	Ethical and Sustainable Practices	This course is designed with the aim to wards fulfilling there requirements for trained &qualified executives for Global industry of tourism.	Provide practical knowledge to students through training program	Enables students for critical thinking through the relevant business problems studies	understand global trends and emerging issues in travel, tourism and cargo sector
CO1: Discuss about the conceptual meaning, history of tourism and growth around the world. Connection with the other discipline.	3	3	2	2	3	2	3	2	3	2	2	1
CO 2 : Understand the role of tourism organization - national & international level	3	2	3	2	1	2	3	2	2	2	2	1

CO3 : Apply the Knowledge about types of tourism and frontier formalities, travel motivator etc	3	2	1	1	1	2	2	2	1	1	2	2
CO4: Develop ongoing professional development strategies and plans to enhance industry knowledge and leadership skills for tourism industry sectors	3	2	2	2	3	2	3	2	3	3	3	2
CO5: Evaluate about the different stakeholders and relevant agencies in the tourism industry and how these stakeholder plays their functions	2	3	2	1	1	3	3	3	3	3	1	3

Legend: 1–Low, 2–Medium, 3– High

Course Curriculum Map:

Pos & PSOs No.	Cos No. & Titles	SOs No.	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO1: Discuss about the conceptual meaning, history of tourism and growth around the world. Connection with the other discipline.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-1.0 Introduction 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO 2 : Understand the role of tourism organization -national & international level	SO2.1 SO2.2 SO2.3 SO2.4 SO2.5		Unit-2.0 History 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO3 : Apply the Knowledge about types of tourism and frontier formalities, travel motivator etc	SO3.1 SO3.2 SO3.3 SO3.4 SO3.5		Unit-3.0 Typology and Frontier formalities 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO4: Develop ongoing professional development strategies and plans to enhance industry knowledge and leadership skills for tourism industry sectors	SO4.1 SO4.2 SO4.3 SO4.4 SO4.5		Unit-4.0 Tourism Infrastructure 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO5: Evaluate about the different stakeholders and relevant agencies in the tourism industry and how these stakeholder plays their functions	SO5.1 SO5.2 SO5.3 SO5.4 SO5.5		Unit5.0 Tourism Organization 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9, 5.6, 5.7, 5.8, 5.9, 5.10, 5.11	

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Semester-I

Course code: 31THM102

Course Title	Developing Tourism Products
Pre-requisite	Basic Knowledge of Tourism and its elements like attractions, accommodations and transportation etc. along with understanding of marketing concepts
Rationale	This subject gives managers the ability to develop and establish to meet the needs of tourists interested in specific destination in which it is offered. A Tourism Product also leads to the overall establishment of a Tourism Destination.

Course Outcomes:

31THM102.1: Define the conceptual meaning of tourism products, Characteristics and typology.

31THM102.2: To understand the tourism elements in detail like attractions, accommodations and Transportation etc

31THM102.3: To identify the various types of accommodation & their role in hospitality sectors.

31THM102.4: To relate the basic knowledge of various modes of transportation and different Organizations in the field of tourism.

31THM102.5: To develop knowledge about the shopping facilities in different states.

Scheme of Studies:

Board of Study	Course Code	Course Title	Scheme of studies (Hours/Week)				Total Study Hours (CI+LI+SW+SL)	Total Credits (C)
			C I	L I	S W	S L		
TMC	31THM102	Developing Tourism Products	3	0	1	1	5	3

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of Teacher to ensure outcome of Learning.

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

Scheme of Assessment:

Theory

Board of Study	Course Code	Course Title	Scheme of Assessment (Marks)							
			Progressive Assessment (PRA)						End Semester Assessment (ESA)	Total Marks (PRA+ESA)
			Class/Home Assignment number 3 marks each (CA)	Class Test 2 (2 best out of 3) 10 marks each (CT)	Seminar one (SA)	Class Activity anyone (CAT)	Class Attendance (AT)	Total Marks (CA+CT+SA+CAT+AT)		
TM C	31TH M102	Developing Tourism Products	15	20	5	5	5	50	50	100

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self-Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31 THM 102.1: Define the conceptual meaning of tourism products, Characteristics and Typology.

Approximate Hours

Item	App X Hrs
CI	7
LI	0
SW	1
SL	1
Total	9

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction (CI)	Self-Learning(SL)
<p>SO1.1 Understand the concept of Tourism Products.</p> <p>SO1.2 To learn about the concept of Consumer Product</p> <p>SO1.3 Differentiation between Tourism Product and Consumer Product.</p> <p>SO1.4 Knowledge about the elements of Tourism Products.</p> <p>SO1.5 Describe the Characteristics of Tourism Product.</p>		<p>Unit 1.0 Tourism Product (07 hrs.)</p> <p>1.1 Understand the Conceptual meaning of tourism products</p> <p>1.2 Explain the concept of Consumer Product</p> <p>1.3 Difference between Tourism Product & Consumer Product</p> <p>1.4 Identify the Elements of Tourism Product</p> <p>1.5 Describe the Characteristics of Tourism Product</p> <p>1.6 Explain about Tourism Production systems</p> <p>1.7 Define Typology of Tourism products.</p>	<p>1. Growth of Tourism Products</p> <p>2. Relevant Examples of Tourism Products</p>

SW-1 Suggested Sessional Work (SW):

a. Assignments:

- Discuss the importance of Tourism Products along with its elements

b. Mini Project:

- Not required

c. Other Activities (Specify):

- Group Discussion

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

31 THM 101.2: Understand the role of tourism organization -national & international level

Approximate Hours

Item	App X Hrs
CI	15
LI	0
SW	1
SL	1
Total	17

Session Outcomes(SOs)	Laboratory Instruction (LI)	Classroom Instruction(CI)	Self-Learning(SL)
<p>SO2.1 Understand the concept of Natural Attraction</p> <p>SO2.2 Acquire knowledge about types of Natural Attraction.</p> <p>SO2.3 Illustrate the examples of Natural Attraction</p> <p>SO2.4 Understand about Man Made Attraction</p> <p>SO2.5 Learning about Socio – Cultural Attraction.</p>		<p>Unit-2 Background of tourism elements (15 hrs.)</p> <p>2.1 Understand about various Natural Attraction</p> <p>2.2 Jim Corbett Tiger Resort, Bharatpur Bird Sanctuary</p> <p>2.3 Kanha National Park and Sundarban Biosphere Reserve</p> <p>2.4 Sea beaches (Goa and Kerala)</p> <p>2.5 Man Made Attraction</p> <p>2.6 Tourism Circuits</p> <p>2.7 Buddhist Circuit</p> <p>2.8 Desert Circuit</p> <p>2.9 Golden Triangle, TajMahal, Red Fort of Delhi & Forts & Palace of Jaipur</p> <p>2.10 Socio-Cultural Attraction</p> <p>2.11 Kullu Dushara</p> <p>2.12 Camel Festival of Jaisalmer,</p> <p>2.13 Nehru Boat Race of Kerala</p> <p>2.14 Durgapuja of West Bengal</p> <p>2.15 Hemis Festival of Laddhak</p>	<p>1. Put examples of various Natural Attraction</p> <p>2. Collect pictures of Man Made Attractions</p>

SW-2 Suggested Sessional Work (SW):

- a. **Assignments:** Detail with the help of examples and pictures the various Natural Attraction in India
- b. **Mini Project:** Collect Pictures of Man Made Attractions and Socio – Cultural Attractions
- c. **Other Activities (Specify):** Presentation

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

31 THM 102.3: To identify the various types of accommodation & their role in hospitality sectors.

Approximate Hours

Item	App X Hrs
CI	7
LI	0
SW	1
SL	1
Total	9

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction (CI)	Self-Learning(SL)
<p>SO3.1 Conceptual understanding of Accommodation.</p> <p>SO3.2 Knowledge about Classification of Hotels.</p> <p>SO3.3 Apply the concept of Food Plans.</p> <p>SO3.4 Understand about concept of National and International Choice of India.</p> <p>SO3.5 Conceptual knowledge of Emergence of Heritage Hotels</p>		<p>Unit3: Accommodation (07 hrs.)</p> <p>3.1 Accommodation</p> <p>3.2 Classification of Hotels</p> <p>3.3 Types of Hotels</p> <p>3.4 Food Plans (Meal Plans)</p> <p>3.5 National Hotel choice of India</p> <p>3.6 International Hotel choice of India</p> <p>3.7 Emergence of Heritage Hotels</p>	<p>1. Identify the importance of Accommodation.</p> <p>2. Put examples related to Classification of Hotels.</p>

SW-3 Suggested Sessional Work (SW):

- a. **Assignments:** Discuss about Classification and Emergence of Heritage Hotels
- b. **Mini Project:**
- c. **Other Activities (Specify):** Case study

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

31 THM 102.4: To relate the basic knowledge of various modes of transportation and different organizations in the field of tourism

Approximate Hours

Item	App X Hrs
CI	12
LI	0
SW	1
SL	1
Total	14

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction (CI)	Self-Learning(SL)
<p>SO4.1 Understand the role of ICAO, IATA, IAAI.</p> <p>SO4.2 Apply the knowledge of Travel Agency and Tour Operators</p> <p>SO4.3 Analyze Transport Authority, Insurance and Road Taxes</p> <p>SO4.4 Evaluate the State bus network, Air Transport and Rail Transport.</p> <p>SO4.5 Create future growth of Water Transport in India.</p>		<p>Unit4: Transportation (12 hrs.)</p> <p>4.1 Role of ICAO, IATA, IAAI</p> <p>4.2 Domestic Air Transport.</p> <p>4.3 Surface Transport System</p> <p>4.4 Travel agency and Tour operators</p> <p>4.5 State and inter State bus and coach network</p> <p>4.6 Air Transport -Air Transport Facilities</p> <p>4.7 Control of fares and tariffs</p> <p>4.8 Transport Authority, Insurance and Road Taxes</p> <p>4.9 Rail Transport -Rail Transport Facilities</p> <p>4.10 Role of Railway for Development of Tourism</p> <p>4.11 Water Transport - Growth & Development</p> <p>4.12 Future growth of water transport in India</p>	<p>1. Learn Practical knowledge of Surface Transport System.</p> <p>2. Importance of Transportation in field of Tourism</p>

SW-4 Suggested Sessional Work(SW):

- a. **Assignments:** Explain the concept of Fairs and Tariffs in Transportation
- b. **Mini Project:** Collect Information about various modes of Transportation
- c. **Other Activities (Specify):** Presentation

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

31 THM 102.5: To develop knowledge about the shopping facilities in different states

Approximate Hours

Item	App X Hrs
CI	4
LI	0
SW	1
SL	1
Total	6

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
<p>SO5.1 Understand about Shopping Facilities in different states.</p> <p>SO5.2 Conceptual knowledge of Souvenirs, Handy Crafts of J & K, Rajasthan.</p> <p>SO5.3 Conceptual knowledge of U.P. & Delhi</p> <p>SO5.4 Apply the knowledge of Authorized Shopping.</p> <p>SO5.5 Review the concept of Emporiums and outlets at Major Tourist place.</p>		<p>Unit -5 Shopping Facilities (04 hrs.)</p> <p>5.1 Souvenirs, Handy Crafts of J& K, Rajasthan.</p> <p>5.2 Souvenirs, Handy Crafts of U.P & Delhi</p> <p>5.3 Authorized Shopping</p> <p>5.4 Emporiums and outlets at major tourist place</p>	<p>1. Importance of Shopping Facilities.</p> <p>2. Learn about need of Authorized Shopping</p>

SW-5 Suggested Sessional Work(SW):

- a. **Assignments:** Write a detail note on Handy Crafts of major Tourist Places.
- b. **Mini Project:** Identify major Trends of Shopping Facilities in different states
- c. **Other Activities (Specify):** Group Discussion on Emporiums and outlets at Major Tourist place.

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Brief of Hours suggested for the Course Outcome

Course Outcomes	Class Lecture (Cl)	Sessional Work (SW)	Self-Learning (Sl)	Total hour (Cl+SW+Sl)
31THM102.1: Define the conceptual meaning of tourism products, Characteristics and typology.	7	1	1	9
31THM102.2: To understand the tourism elements in detail like attractions, accommodations and transportation etc.	15	1	1	17
31THM102.3: To identify the various types of accommodation & their role in hospitality sectors.	7	1	1	9
31THM102.4: To relate the basic knowledge of various modes of transportation and different organizations in the field of tourism.	12	1	1	14
31THM102.5: To develop knowledge about the shopping facilities in different states.	4	1	1	6
Total Hours	45	5	5	55

Suggestion for End Semester Assessment

Suggested Specification Table (For ESA)

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
CO-1	Introduction					
CO-2	History					
CO-3	Typology and Frontier formalities					
CO-4	Tourism Infrastructure					
CO-5	Tourism Organization					
Total						50

Legend: Ap: Apply, An: Analyze, Ev: Evaluate, Cr: Create

The end of semester assessment for Developing Tourism Products will be held with written examination of 50 marks

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorial

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

3. Case Method
4. Group Discussion
5. Role Play
6. Demonstration
7. Brainstorming

Suggested Learning Resources:

(a) Books:

S. No.	Title	Author	Publisher	Edition & Year
1	Tourism Development: Principles and Practice	Bhatia, A.K.	Sterling Publishers	2009
2	International Tourism: Fundamentals and Practices	Bhatia, A.K.	Sterling Publishers	2009
3	Tour and Travel: Concepts and Principles	Negi, Jagmohan	Gitanjali Publishing House	2009

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos. POs and PSOs Mapping

Course Title: MBA (THM)

Course Code: 31THM102

Course Title: Developing Tourism Products

Course Outcomes	Program Outcomes								Program Specific Outcome			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
	Leadership Skills	Industry Knowledge	Customer Service Excellence	Financial management	Marketing & Brand Management	Global Perspective	Entrepreneurial Skills	Ethical and Sustainable Practices	This course is designed with the aim towards fulfilling the requirements for trained & qualified executives for Global industry of tourism.	Provide practical knowledge to students through training program	Enables students for critical thinking through the relevant business problems studies	understand global trends and emerging issues in travel, tourism and cargo sector
CO1: Define the conceptual meaning of tourism products, Characteristics and typology.	3	1	2	1	2	3	1	2	2	3	1	2
CO2: To understand the tourism elements in detail like-attractions, accommodations and transportation	3	1	2	2	1	2	2	2	3	2	2	1

etc.												
CO3 : To identify the various types of accommodation & their role in hospitality sectors	3	2	1	2	2	1	2	2	3	2	2	2
CO 4: To relate the basic knowledge of various modes of transportation and different organizations in the field of tourism	3	2	1	1	2	2	2	2	3	3	2	2
CO 5: To develop knowledge about the shopping facilities in different states	3	1	2	2	1	2	2	2	3	2	2	1

Legend: 1–Low,2–Medium,3– High

Course Curriculum Map:

Pos & PSOs No.	Cos No. & Titles	SOs No.	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO1: Define the conceptual meaning of tourism products, Characteristics and typology.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-1.0 Tourism Product 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO2: To understand the tourism elements in detail like-attractions, accommodations and transportation etc.	SO2.1 SO2.2 SO2.3 SO2.4 SO2.5		Unit-2.0 Background of tourism elements 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11, 2.12, 2.13, 2.14, 2.15	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO3 : To identify the various types of accommodation & their role in hospitality sectors	SO3.1 SO3.2 SO3.3 SO3.4 SO3.5		Unit-3.0 Accommodation 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO 4: To relate the basic knowledge of various modes of transportation and different organizations in the field of tourism	SO4.1 SO4.2 SO4.3 SO4.4 SO4.5		Unit-4.0 Transportation 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10, 4.11, 4.12	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO 5: To develop knowledge about the shopping facilities in different states	SO5.1 SO5.2 SO5.3 SO5.4 SO5.5		Unit5.0 Shopping Facilities 5.1, 5.2, 5.3, 5.4	

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Semester-I

Course code: 31THM103

Course Title	Managerial Process and Organizational Behavior
Pre-requisite	Student will be able to learn and Understands the concept of management thoughts, principles and how to apply it in an organization
Rationale	The students will study about principles and different practices of management which help the student to understand the application of principles of management which makes the managers and employees more conscious, realistic, thoughtful, justifiable, reasonable and free from personal biasness. The decisions taken on the basis of principles of management and organizational behavior are subject of evaluation and objective assessment. Through this student will learn about logical thinking, sensibility

Course Outcomes:

31THM103.1: Define management with different forms of business and able to understand the Evaluation of management school thought.

31THM103.2: Explain the overview of Functions of management with different organizational Structure.

31THM103.3: Analyze and understand the significance of organizational behavior in various aspects.

31THM103.4: Determine and analyze the importance of individual behavior in an organization.

31THM103.5: Analyze the significance and importance of groups and teams with interpersonal Behavior

Scheme of Studies:

Board of Study	Course Code	Course Title	Scheme of studies(Hours/Week)				Total Study Hours (CI+LI+SW+SL)	Total Credits (C)
			C I	L I	S W	S L		
MCC	31THM103	Managerial Process and Organizational Behaviour	3	0	1	1	5	3

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of Teacher to ensure outcome of Learning.

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Scheme of Assessment:

Theory

Board of Study	Course Code	Course Title	Scheme of Assessment (Marks)							
			Progressive Assessment (PRA)						End Semester Assessment (ESA)	Total Marks (PRA+ESA)
			Class/Home Assignment (3 marks each) (CA)	Class Test 2 (2 best out of 3) (10 marks each) (CT)	Seminar (SA)	Class Activity (CAT)	Class Attendance (AT)	Total Marks (CA+CT+SA+CAT+AT)		
MCC	31TH M103	Managerial Process and Organizational Behavior	15	20	5	5	5	50	50	100

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self-Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31THM103.1: Define management with different forms of business and able to understand the evaluation of management school thought

Approximate Hours

Item	App X Hrs
CI	10
LI	0
SW	1
SL	1
Total	12

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
<p>SO1.1 To understand the concept of Management.</p> <p>SO1.2 To analyze the process of Management.</p> <p>SO1.3 To apply the functions of management in practical way.</p> <p>SO1.4 Understand Management school thought.</p> <p>SO1.5 To Apply Managerial functions and Roles in an organization.</p>		<p>Unit 1.0 Concept of Management (10 hrs.)</p> <p>1.1 Meaning and scope of management</p> <p>1.2 Process of management</p> <p>1.3 Schools of management thought</p> <p>1.4 Neo Classical Approach</p> <p>1.5 Functions of management</p> <p>1.6 Classical Approach</p> <p>1.7 human behaviour approach</p> <p>1.8 Decision Theory</p> <p>1.9 System Approach</p> <p>1.10 Contingency Approach</p>	<p>1. Nature and Characteristics of management.</p> <p>2. Importance of Management school thoughts.</p>

SW-1 Suggested Sessional Work (SW):

a. Assignments:

- Describe in detail about Different Schools of Management Thought

b. Mini Project:

- Not required

c. Other Activities (Specify):

- Case Study, PPT Presentation

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31THM103.2: Explain the overview of Functions of management with different organizational structure

Approximate Hours

Item	App X Hrs
CI	8
LI	0
SW	1
SL	1
Total	10

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
<p>SO2.1 Understand types of Plans and planning process.</p> <p>SO2.2 To analyze the role and importance of Directing.</p> <p>SO2.3 Apply Delegation process & correlate with Decentralization.</p> <p>SO2.4 To create awareness about various Common organizational structures.</p> <p>SO2.5 To apply the Controlling Process in an Organization.</p>		<p>Unit-2 Planning, Organizing, Directing & Controlling (08 hrs.)</p> <p>2.1 Planning: Concepts and Objectives</p> <p>2.2 Nature and Process of Planning</p> <p>2.3 concept and nature of organizing</p> <p>2.4 Process of organizing</p> <p>2.5 Concept and nature of Directions</p> <p>2.6 Principles and Techniques of Directions</p> <p>2.7 Concepts and objectives of controlling</p> <p>2.8 Charts and Manual</p>	<p>1. Decision making process</p> <p>2. Relation between Planning and Controlling</p>

SW-2 Suggested Sessional Work (SW):

- a. **Assignments:** Define Organizing and its importance in management
- b. **Mini Project:** framework of planning process
- c. **Other Activities (Specify):** Presentation, Case Study

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31THM103.3: Analyze and understand the significance of organizational behavior in various aspects.

Approximate Hours

Item	AppXHrs
CI	7
LI	0
SW	1
SL	1
Total	9

Session Outcomes(SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning(SL)
<p>SO3.1 To Discuss the Nature and importance of organizational behavior.</p> <p>SO3.2 To Understand the concept and nature of Interpersonal Behavior.</p> <p>SO3.3 To analyze the concept of Individual Differences.</p> <p>SO3.4 To learn about Causing Factors of Individual Differences.</p> <p>SO3.5 To understand the importance and correlation of Transactional Analysis, Johri Window.</p>		<p>Unit3: Overview of Organizational Behaviour (07 hrs.)</p> <p>3.1 Concept and nature of OB</p> <p>3.2 Interpersonal Behaviour Dynamics</p> <p>3.3 Transaction analysis</p> <p>3.4 Johri window</p> <p>3.5 Individual Differences: Concept</p> <p>3.6 Factors Causing Individual Differences</p> <p>3.7 Relationship between Transaction Analysis and Johri Window</p>	<p>1. Bases of organization al behavior.</p> <p>2. Importance of Organization al Behavior</p>

SW-3 Suggested Sessional Work (SW):

- a. Assignments:** Define Interpersonal Behavior Dynamics and its types
- b. Mini Project:** Define the relationship between Transactional Analysis and Johri Window
- c. Other Activities (Specify):** Case analysis and presentation

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31THM103.4: Determine and analyze the importance of individual behavior in an organization

Approximate Hours

Item	App X Hrs
CI	9
LI	0
SW	1
SL	1
Total	11

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction (CI)	Self-Learning(SL)
<p>SO4.1 To Understand the concept, nature and process of perception.</p> <p>SO4.2 To analyze the concept and theories of learning.</p> <p>SO4.3 To understand importance of attitudes and values in Individual Behavior.</p> <p>SO4.4 To analyze the factors of Personality Development.</p> <p>SO4.5 To know the importance of Organizational Buying Behavior</p>		<p>Unit4:Determinants of Individual Behavior (09 hrs.)</p> <p>4.1 Concept: Attitudes and Values</p> <p>4.2 Concept: Perception</p> <p>4.3 Types and sources of Formation.</p> <p>4.4 Concept of Learning</p> <p>4.5 Major Influences of Perception</p> <p>4.6 Concept: Personality and its types</p> <p>4.7 Concept: Factors contribution to Personality.</p> <p>4.8 Theories of Learning</p> <p>4.9 Organizational Buying Behavior</p>	<p>1. Perception Process.</p> <p>2. Importance of Learning as Individual</p>

SW-4 Suggested Sessional Work (SW):

- a. **Assignments:** What is perception? Explain about major influence of the perception process
- b. **Mini Project:** Describe about Theories of Learning
- c. **Other Activities (Specify):** Saes analysis and presentation

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31THM103.5: Analyze the significance and importance of groups and teams with interpersonal behaviour

Approximate Hours

Item	App X Hrs
CI	9
LI	0
SW	1
SL	1
Total	11

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction (CI)	Self-Learning(SL)
<p>SO5.1 Groups and Teams: Definition, Difference between Groups and teams.</p> <p>SO5.2 Concept and applications of motivation.</p> <p>SO5.3 Able to implement Organizational Change</p> <p>SO5.4 To analyze work measurement and standards.</p> <p>SO5.5 To understand different styles of Leadership.</p>		<p>Unit-5 Dynamics of group behavior and key issues in organizational behavior (09 hrs.)</p> <p>5.1 Concept of Group Dynamics</p> <p>5.2 Formation of Groups</p> <p>5.3 Motivation: Concept</p> <p>5.4 Theories of Motivation</p> <p>5.5 Management of change</p> <p>5.6 Leadership: Concept and Styles.</p> <p>5.7 Work measurement and standards.</p> <p>5.8 Importance of Leadership</p> <p>5.9 Importance of Motivation</p>	<ol style="list-style-type: none"> 1. Learned about group and team. 2. Bases of motivation

SW-5 Suggested Sessional Work(SW):

- Assignments:** Explain about motivation and its theories.
- Mini Project:** Write the importance of leadership.
- Other Activities(Specify):** Case analysis and presentation

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Brief of Hours suggested for the Course Outcome

Course Outcomes	Class Lecture (Cl)	Sessional Work (SW)	Self-Learning (Sl)	Total hour (Cl+SW+Sl)
31THM103.1: Define management with different forms of business and able to understand the evaluation of management school thought.	10	1	1	12
31THM103.2: Explain the overview of Functions of management with different organizational structure.	10	1	1	12
31THM103.3: Analyze and understand the significance of organizational behavior in various aspects.	07	1	1	09
31THM103.4: Determine and analyze the importance of individual behavior in an organization.	09	1	1	11
31THM103.5: Analyze the significance and importance of groups and teams with interpersonal behavior.	09	1	1	11
TotalHours	45	05	05	55

Suggestion for End Semester Assessment

Suggested Specification Table (For ESA)

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
CO-1	Concept of Management					
CO-2	Planning, Organizing, Directing & Controlling					
CO-3	Overview of Organizational Behavior					
CO-4	Determinants of Individual Behavior					
CO-5	Dynamics of group behavior and key issues in organizational behavior					
Total						50

Legend: Ap: Apply, An: Analyze, Ev: Evaluate Cr: Create

The end of semester assessment for Managerial Process and Organizational Behaviour will be held with written examination of 50 marks

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Role Play
6. Demonstration
7. Brainstorming

Suggested Learning Resources:

(a) Books:

S. No.	Title	Author	Publisher	Edition & Year
1	Fundamental of Management	Stephen P. Robbins, David A. Decenzo, Sanghmitra Bhattacharya	Pearson Education	2009
2	Management Theory and Applications	Kreitner	Cengage Learning, India	2009
3	Management Principles and Applications	Griffin	Cengage Learning, India	First Edition
4	Essentials of Management	Harold Koontz, O'Donnell and Heinz Weihrich	New Delhi, TMHi	2006
5	Lecture note provided by Faculty of Management, AKS University, Satna			

Curriculum Development Team:

1. Dr.Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr.Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr.Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr.Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs.Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr.Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos. POs and PSOs Mapping

Course Title: MBA (THM)

Course Code: 31THM103

Course Title: Managerial Process and Organizational Behaviour

Course Outcomes	Program Outcomes								Program Specific Outcome			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
	Leadership Skills	Industry Knowledge	Customer Service Excellence	Financial management	Marketing & Brand Management	Global Perspective	Entrepreneurial Skills	Ethical and Sustainable Practices	This course is designed with the aim towards fulfilling there requirements for trained & qualified executives for Global industry of tourism.	Provide practical knowledge to students through training program	Enables students for critical thinking through the relevant business problems studies	understand global trends and emerging issues in travel, tourism and cargo sector
CO1: Define management with different forms of business and able to understand the evaluation of management school thought.	2	3	2	2	1	3	1	2	2	3	1	2
CO2: Explain the overview of Functions of	2	2	3	2	1	3	2	2	2	3	2	1

management with different organizational structure.												
CO3: Analyze and understand the significance of organizational behavior in various aspects.	2	3	1	2	2	2	1	2	3	3	2	1
CO4: Determine and analyze the importance of individual behavior in an organization.	2	2	2	1	2	2	2	2	3	3	2	2
CO5: Analyze the significance and importance of groups and teams with interpersonal behavior.	2	1	2	2	1	3	2	2	2	3	2	1

Legend: 1–Low,2–Medium,3– High

Course Curriculum Map:

Pos & PSOs No.	Cos No. & Titles	SOs No.	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO1: Define management with different forms of business and able to understand the evaluation of management school thought.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-1.0 Concept of Management 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO2: Explain the overview of Functions of management with different organizational structure.	SO2.1 SO2.2 SO2.3 SO2.4 SO2.5		Unit-2.0 Planning, Organizing, Directing & Controlling 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO3: Analyze and understand the significance of organizational behavior in various aspects.	SO3.1 SO3.2 SO3.3 SO3.4 SO3.5		Unit-3.0 Organisational Behaviour 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO4: Determine and analyze the importance of individual behavior in an organization.	SO4.1 SO4.2 SO4.3 SO4.4 SO4.5		Unit-4.0 Determinants of Individual Behavior 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO5: Analyze the significance and importance of groups and teams with interpersonal behavior.	SO5.1 SO5.2 SO5.3 SO5.4 SO5.5		Unit5.0 Dynamics of group behavior and key issues in organizational behavior 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9	

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Semester-I

Course code: 31THM104

Course Title	ECO-TOURISM : TRENDS & PROSPECTS
Pre-requisite	Basic Knowledge of tourism and its elements like attractions, accommodations and transportation etc. along with understand of marketing concepts
Rationale	Ecotourism serves as a vital tool for promoting environmental conservation, fostering sustainable development, and supporting local communities. By encouraging responsible travel to natural areas, it aims to minimize the negative impacts of tourism while generating economic benefits for the host destinations. Through education and engagement, ecotourism seeks to raise awareness about biodiversity, conservation, and cultural heritage, fostering a deeper appreciation for the natural world and promoting the preservation of fragile ecosystems for future generations.

Course Outcomes:

31THM 104.1: Define the concept, emergence & growth of Eco tourism

31THM 104.2: To develop knowledge about environment and negative impact of tourism on it.

31THM 104.3: To develop knowledge about various eco-tourism resources.

31THM 104.4: To introduce the concept of sustainable development.

31THM 104.5: Identify the role of locals in eco- tourism

Scheme of Studies:

Board of Study	Course Code	Course Title	Scheme of studies (Hours/Week)				Total Study Hours (CI+LI+SW+SL)	Total Credits (C)
			C I	L I	S W	S L		
TMC	31THM104	ECO-TOURISM : TRENDS & PROSPECTS	3	0	1	1	5	3

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of Teacher to ensure outcome of Learning.

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Scheme of Assessment:

Theory

Board of Study	Course Code	Course Title	Scheme of Assessment (Marks)							
			Progressive Assessment (PRA)						End Semester Assessment (ESA)	Total Marks (PRA+ESA)
			Class/Home Assignment number 5 each (CA)	Class Test 2 (2 best out of 3) 10 marks each (CT)	Seminar one (SA)	Class Activity anyone (CAT)	Class Attendance (AT)	Total Marks (CA+CT+SA+CAT+AT)		
TMC	31THM104	ECO-TOURISM: TRENDS & PROSPECTS	15	20	5	5	5	50	50	100

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self-Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

31THM 104.1: Define the concept, emergence & growth of Eco tourism

Approximate Hours

Item	App X Hrs
CI	9
LI	0
SW	1
SL	1
Total	11

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
SO1.1 Understand the concept of Ecotourism		Unit 1.0 Introduction of ECO-Tourism (09 hrs.)	1. Growth of Ecotourism

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

<p>SO1.2 To learn about the origin and emergence of Ecotourism</p> <p>SO1.3 Differentiation among Ecotourism</p> <p>SO1.4 Knowledge about sustainable tourism</p> <p>SO1.5 Able to analyze actors in Ecotourism as an attraction</p>		<p>1.1 Introduction concept</p> <p>1.2 Origin, emergence</p> <p>1.3 Growth, development, definitions</p> <p>1.4 Types of ecotourism</p> <p>1.5 Impacts of ecotourism</p> <p>1.6 Actors in ecotourism. Ecotourism as an attraction</p> <p>1.7 Differentiation among ecotourism</p> <p>1.8 Sustainable tourism</p> <p>1.9 Attraction tourism</p>	<p>2. Relevant Examples of Ecotourism</p>
--	--	--	---

SW-1 Suggested Sessional Work (SW):

- a. **Assignments:**
 - Discuss the growth of Ecotourism
- b. **Mini Project:**
 - Visit wild life century and submit report on it
- c. **Other Activities (Specify):**
 - Class Presentation

31THM 104.2: To develop knowledge about environment and negative impact of tourism on it
Approximate Hours

Item	App X Hrs
CI	9
LI	0
SW	1
SL	1
Total	11

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

<p>SO2.1 Understand the concept of Ecotourism resources</p> <p>SO2.2 Acquire knowledge about Ecotourism resources in different fields</p> <p>SO2.3 Illustrate the examples of biosphere reserves</p> <p>SO2.4 Understand about lion and crocodile projects</p> <p>SO2.5 Learning about wet lands, coral reefs and desert</p>		<p>Unit-2 Eco-Tourism Resources (09 hrs.)</p> <p>2.1 Define Eco-Tourism Resources</p> <p>2.2 Eco-Tourism Resources in Indian-National parks</p> <p>2.3 Sanctuaries,</p> <p>2.4 Tiger Reserves</p> <p>2.5 Lion and Crocodile projects</p> <p>2.6 Biosphere Reserves</p> <p>2.7 Wet lands</p> <p>2.8 Coral reefs</p> <p>2.9 Desert.</p>	<p>1. Put examples of various Ecotourism resources</p> <p>2. Collect pictures of biosphere reserves</p>
---	--	--	---

SW-2 Suggested Sessional Work (SW):

- a. **Assignments:** Detail with the help of examples and pictures the various lion and crocodile Projects.
- b. **Mini Project:** Collect Pictures of Biosphere Reserves.
- c. **Other Activities (Specify):** PPT Presentation

31THM 104.3: To develop knowledge about various eco-tourism resources.

Approximate Hours

Item	App X Hrs
CI	9
LI	0
SW	1
SL	1
Total	11

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction (CI)	Self-Learning (SL)

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

<p>SO3.1 Conceptual understanding of Sustainable ecotourism development</p> <p>SO3.2 Knowledge about Causes of Global warming.</p> <p>SO3.3 Apply the concept of Sustainable ecotourism development</p> <p>SO3.4 Understand about concept of poverty alleviation through ecotourism</p> <p>SO3.5 Conceptual knowledge of Responsible tourism</p>		<p>Unit3: Sustainable ecotourism development (09 hrs.)</p> <p>3.1 Concept of Sustainable ecotourism development</p> <p>3.2 Meaning and definition of Sustainable ecotourism development</p> <p>3.3 Global and local significance</p> <p>3.4 Global and local Challenges</p> <p>3.5 Global warming and tourism</p> <p>3.6 Causes of Global warming and tourism</p> <p>3.7 Poverty alleviation through ecotourism</p> <p>3.8 Causes of poverty alleviation</p> <p>3.9 Responsible tourism</p>	<p>1. Identify the importance of Sustainable ecotourism development</p> <p>2. Put examples related to Global and local challenges</p>
---	--	--	---

SW-3 Suggested Sessional Work (SW):

- a. **Assignments:** Discuss about Emergence of Sustainable ecotourism development.
- b. **Mini Project:** Global warming and tourism.
- c. **Other Activities (Specify):** Case study

31THM 104.4: To introduce the concept of sustainable development

Approximate Hours

Item	App X Hrs
CI	9
LI	0
SW	1
SL	1
Total	11

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction (CI)	Self-Learning(SL)
-----------------------	----------------------------	----------------------------	-------------------

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

<p>SO4.1 Understand the role of Ecotourism market</p> <p>SO4.2 Application of Ecotourism development guidelines</p> <p>SO4.3 Analysis of Local people's participation and job opportunities</p> <p>SO4.4 Evaluate the Ecotourism policy of Madhya Pradesh</p> <p>SO4.5 Create future growth of channelization of Ecotourism</p>		<p>Unit4:Eco-tourism market ((09 hrs.)</p> <p>4.1 Overview of Ecotourism market</p> <p>4.2 Nature of Ecotourism</p> <p>4.3 Channelization of Ecotourism</p> <p>4.4 Ecotourism development guidelines</p> <p>4.5 Code of conducts</p> <p>4.6 Ecotourism accommodation</p> <p>4.7 Local people's participation and job opportunities</p> <p>4.8 Ecotourism policy of India</p> <p>4.9 Ecotourism policy of Madhya Pradesh</p>	<p>1. Learn Practical knowledge of Ecotourism market.</p> <p>2. Importance of channelization of Ecotourism</p>
--	--	--	--

SW-4 Suggested Sessional Work (SW):

- a. **Assignments:** Explain the Ecotourism policy of Madhya Pradesh
- b. **Mini Project:** Create future growth of channelization of Ecotourism
- c. **Other Activities (Specify):** Class Presentation

31THM 104.5: Identify the role of locals in eco- tourism

Approximate Hours

Item	App X Hrs
CI	9
LI	0
SW	1
SL	1
Total	11

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction (CI)	Self-Learning(SL)

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

<p>SO5.1 Understand about Eco-tourism organizations.</p> <p>SO5.2 Conceptual knowledge of International and national Eco-tourism opportunities.</p> <p>SO5.3 Conceptual knowledge of tourism prospects in Madhya Pradesh, Rajasthan, Kerala, Sikkim.</p> <p>SO5.4 Apply the knowledge of tourism prospects in Jammu & Kashmir, Goa, Lakshadweep, Andaman and Nicobar</p> <p>SO5.5 Review the concept of tourism prospects.</p>		<p>Unit-5 Eco-tourism Organizations (09 hrs.)</p> <p>5.1 Define Eco-tourism Organizations</p> <p>5.2 International and National ecotourism opportunities</p> <p>5.3 Prospects in Madhya Pradesh</p> <p>5.4 Prospects in Rajasthan</p> <p>5.5 Prospects in Kerala</p> <p>5.6 Prospects in Sikkim, J & K</p> <p>5.7 Prospects in Goa</p> <p>5.8 Prospects in Lakshadweep</p> <p>5.9 Prospects in Andaman and Nicobar</p>	<p>1. Importance of Ecotourism organizations.</p> <p>2. Learn about tourism prospectus in different states</p>
---	--	---	--

SW-5 Suggested Sessional Work (SW):

- Assignments:** Write a detail note on tourism prospects in Madhya Pradesh.
- Mini Project:** Identify major Trends of tourism prospects in Jammu & Kashmir.
- Other Activities (Specify):** Group Discussion and class presentation

Brief of Hours suggested for the Course Outcome

Course Outcomes	Class Lecture (CI)	Sessional Work (SW)	Self-Learning (SI)	Total hour (CI+SW+SI)
CO-1: Define the concept, emergence & growth of Eco tourism	9	1	1	11
CO-2: To develop knowledge about environment and negative impact of tourism on it	9	1	1	11
CO-3: To develop knowledge about various eco-tourism resources	9	1	1	11

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

CO-4: To introduce the concept of sustainable development	9	1	1	11
CO-5: Identify the role of locals in eco-tourism	9	1	1	11
Total Hours	45	05	05	55

Suggestion for End Semester Assessment

Suggested Specification Table (For ESA)

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
CO-1	Introduction of ECO-Tourism					
CO-2	Eco-Tourism Resources					
CO-3	Sustainable ecotourism development					
CO-4	Eco-tourism market					
CO-5	Eco-tourism Organizations					
Total						50

Legend: Ap: Apply, An: Analyze, Ev: Evaluate Cr: Create

The end of semester assessment for ECO-TOURISM: TRENDS & PROSPECTS will be held with written examination of 50 marks

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks.

Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Role Play
6. Demonstration
7. Brainstorming

Suggested Learning Resources:

(a) Books:

S. No.	Title	Author	Publisher	Edition & Year
1	Glimpses of Indian Tribal life	Khanna, D.P.S	Sarita Book House Delhi	
2	Tourism Development and Resource Conservation	Negi, Jagmohan	Metropolitan Pvt. Ltd. N. Delhi	
3	Handbook of National Parks, Sanctuaries and Biosphere Reserves in India	Negi, S.S.	Indus Publishing Company, New Delhi	
4	Lecture note provided by Faculty of Management, AKS University, Satna			

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Curriculum Development Team:

1. Dr.Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr.Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr.Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr.Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs.Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr.Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos. POs and PSOs Mapping

Course Title: MBA (THM)

Course Code: 31THM104

Course Title: ECO-TOURISM: TRENDS & PROSPECTS

Course Outcomes	Program Outcomes								Program Specific Outcome			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
	Leadership Skills	Industry Knowledge	Customer Service Excellence	Financial management	Marketing & Brand Management	Global Perspective	Entrepreneurial Skills	Ethical and Sustainable Practices	This course is designed with the aim to wardsfulfilling the requirements for trained & qualified executives for Global industry of tourism.	Provide practical knowledge to students through training program	Enables students for critical thinking through the relevant business problems studies	understand global trends and emerging issues in travel, tourism and cargo sector
CO1: Define the concept, emergence & growth of Eco tourism	3	1	2	1	2	3	1	2	2	3	1	2
CO2: To develop knowledge about environment and negative impact of tourism on it	1	1	2	2	1	2	2	2	3	2	2	1
CO3: To develop knowledge about	3	2	1	2	2	1	2	2	3	2	2	2

various eco-tourism resources												
CO4: To introduce the concept of sustainable development	3	2	1	1	2	2	2	2	3	3	2	2
CO5: Identify the role of locals in eco-tourism	3	1	2	2	1	2	2	2	3	2	2	1

Legend: 1–Low, 2–Medium, 3– High

Course Curriculum Map:

Pos & PSOs No.	Cos No. & Titles	SOs No.	Laboratory Instruction (LI)	Class room Instruction(CI)	Self-Learning (SL)
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO1: Define the concept, emergence & growth of Eco tourism	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-1.0 Introduction of ECO-Tourism 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO2: To develop knowledge about environment and negative impact of tourism on it	SO2.1 SO2.2 SO2.3 SO2.4 SO2.5		Unit-2.0 Eco-Tourism Resources 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO3: To develop knowledge about various eco-tourism resources	SO3.1 SO3.2 SO3.3 SO3.4 SO3.5		Unit-3.0 Sustainable ecotourism development 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9	
POs 1,2,3,4,5,6,7,8	CO4: To introduce the	SO4.1 SO4.2		Unit-4.0 Eco-tourism market 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9	

PSOs 1,2,3,4	concept of sustainable development	SO4.3 SO4.4 SO4.5			
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO5: Identify the role of locals in eco- tourism	SO5.1 SO5.2 SO5.3 SO5.4 SO5.5		Unit5.0Eco-tourism Organizations 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9	

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Semester-I

Course code: 31THM105

Course Title	COMPUTER APPLICATION
Pre-requisite	Student should have basic knowledge of computer such as Input devices, central processing unit and output devices. Student should aware of how to power on computer and how to shut down computer
Rationale	The subject of Data processing software much like the suite of tools offered by Microsoft Office, is an indispensable resource in today's digital era. Just as Microsoft Office applications streamline and enhance productivity in various office tasks, this subject empowers individuals and organizations to make informed decisions about their computing resources, resulting in increased productivity and cost-efficiency. Much like Word helps craft documents, Excel crunches numbers, and PowerPoint delivers impactful presentations, our subject equips students with the knowledge and skills needed to navigate the dynamic world of personal computing. It's a bit like having the right software for the job, where understanding the right PC package configuration and customization is key to achieving desired outcomes.

Course Outcomes:

31THM 105.1: Understand the basic components and functions of a computer system

31THM 105.2: Demonstrate basic IT skills for effective use of technology

31THM 105.3: Apply styles, templates, and document formatting features

31THM105.4: Develop and format spreadsheets in Microsoft Excel

31THM105.5: Design and create effective presentations using Microsoft PowerPoint

Scheme of Studies:

Board of Study	Course Code	Course Title	Scheme of studies(Hours/Week)				Total Credits (C)	
			C I	L I	S W	S L		
CSC	31THM 105	Computer Application	3	0	1	1	5	3

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or Other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of Teacher to ensure outcome of Learning.

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

Scheme of Assessment:

Theory

Board of Study	Course Code	Course Title	Scheme of Assessment (Marks)							
			Progressive Assessment (PRA)						End Semester Assessment (ESA)	Total Marks (PRA+ESA)
			Class/Home Assignments number 3 mark each (CA)	Class Test 2 (2 best out of 3) 10 mark each (CT)	Seminar one (SA)	Class Activity anyone (CAT)	Class Attendance (AT)	Total Marks (CA+CT+SA+CAT+AT)		
CS C	31TH M105	Computer Application	15	20	5	5	5	50	50	100

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self-Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

31THM 104.1: Define the concept, emergence & growth of Eco tourism

Approximate Hours

Item	App X Hrs
CI	9
LI	1
SW	1
SL	0
Total	11

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
------------------------	-----------------------------	----------------------------	--------------------

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

<p>SO1.1: Will be able to understand MS Windows and its Features</p> <p>SO1.2: Understanding Versions of Windows and their Use</p> <p>SO1.3: Navigating the Windows Environment</p> <p>SO1.4: Understanding the Dialog Boxes, Toolbars, and File Handling</p> <p>SO1.5: Understanding the Shortcuts, Auto Starts, and Accessories.</p>		<p>Unit 1.0 Computer Fundamentals (Hrs. 09)</p> <p>1.1 History of computers</p> <p>1.2 Components of Computer</p> <p>1.3 Computer System,</p> <p>1.4 Computer Software</p> <p>1.5 Number systems</p> <p>1.6 Block diagram,</p> <p>1.7 operating systems,</p> <p>1.8 Compiler,</p> <p>1.9 Assembler and Interpreter</p>	
---	--	---	--

SW-1 Suggested Sessional Work (SW):

- a. Assignments:
- b. Mini Project:
- c. Other

31THM 105.2: Demonstrate basic IT skills for effective use of technology

Approximate Hours

Item	App X Hrs
CI	10
LI	2
SW	1
SL	0
Total	13

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
-----------------------	----------------------------	---------------------------	-------------------

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

<p>SO2.1: Understand about computer reservation systems</p> <p>SO2.2: Gain knowledge to booking of hotel & Transport</p> <p>SO2.3 Identify the reservation software like –Galileo, Amadeus, Sabre & world span</p> <p>SO2.4: Evaluate about the global distribution systems</p> <p>SO2.5: Create knowledge about the application of information technology in tourism</p>		<p>Unit-2 IT IN TOURISM (Hrs. 10)</p> <p>2.1 CRS for Hotels</p> <p>2.2 Airlines,</p> <p>2.3 Roadways and Railways,</p> <p>2.4 Global Distribution, 2.5 System in Tourism, 2.6 E–Ticketing and I-Ticket</p> <p>2.7 Introduction to Galileo, Amadeus, Sabre, Word span</p> <p>2.8 M/S in tourism, DSS, ESS, EIS, TPS,</p> <p>2.9 Application of Information</p> <p>2.10 Technology in Tourism</p>	
--	--	--	--

SW-2 Suggested Sessional Work (SW):

- a. Assignments:
- b. Mini Project:
- c. Other Activities (Specify):

31THM 105.3: Apply styles, templates, and document formatting features

Approximate Hours

Item	App X Hrs
CI	9
LI	1
SW	1
SL	0
Total	11

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

<p>SO3.1: Introduction and Features of MS-Word and Word processing</p> <p>SO3.2: Understanding Creating a New Document and Formatting text</p> <p>SO3.3: Understanding text Replacement and spelling</p>		<p>Unit3: MS-Word (Hrs. 09)</p> <p>3.1 Word Processing Concept:</p> <p>3.2 Creating, saving, closing and opening document,</p> <p>3.3 Selecting text, editing text finding & replacing text,</p> <p>3.4 Printing documents</p> <p>3.5 Creating and printing, merge documents (Mail-Merge),</p> <p>3.6 Character and paragraph</p> <p>3.7 Formatting page design and layout,</p> <p>3.8 Creating tables and charts,</p> <p>3.9 Document templates and wizards</p>	
---	--	---	--

SW-3 Suggested Sessional Work (SW):

- a. Assignments:
- b. Mini Project:
- c. Other Activities (Specify):

31THM 105.4: Develop and format spreadsheets in Microsoft Excel

Approximate Hours

Item	App X Hrs
CI	9
LI	2
SW	0
SL	0
Total	11

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

<p>SO4.1 Introduction to Excel and Data Entry</p> <p>SO4.2 Working with Numbers and Formulas</p> <p>SO4.3 Worksheet Layout and Formatting</p> <p>SO4.4 Printing and Worksheet Spelling Checking</p> <p>SO4.5 Advanced Excel Techniques</p>	<p>Unit4: Excel Spreadsheet & presentation (Hrs. 09)</p> <p>4.1 Spreadsheet concepts,</p> <p>4.2 Creating, saving, closing</p> <p>4.3 Editing worksheets</p> <p>4.4 Entering date in cell/formula,</p> <p>4.5 Handling operators in formula,</p> <p>4.6 Formatting Cells,</p> <p>4.7 Changing data alignment, changing font,</p> <p>4.8 Chart and graphs–</p> <p>4.9 Creating, previewing, modifying</p>	
---	---	--

SW-4 Suggested Sessional Work(SW):

- a. Assignments:
- b. Mini Project:
- c. Other Activities (Specify):

31THM 105.5: Design and create effective presentations using Microsoft PowerPoint

Approximate Hours

Item	App X Hrs
CI	8
LI	2
SW	0
SL	0
Total	10

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
-----------------------	----------------------------	---------------------------	-------------------

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

<p>SO5.1 Introduction to PowerPoint and Basic Presentation Creation</p> <p>SO5.2 Text Formatting and Spell and Grammar Checking</p> <p>SO5.3 Transitions, Animation, and Linking</p> <p>SO5.4 Preparing Handouts and Finalizing Presentations</p>	<p>Unit -5 Power Point Presentations (Hrs. 08)</p> <p>5.1 Creating,</p> <p>5.2 Opening and saving presentation</p> <p>5.3 Working in Different views,</p> <p>5.4 Working with slides,</p> <p>5.5 Adding and formatting text,</p> <p>5.6 Designing Slide shows,</p> <p>5.7 Running and controlling a slide show,</p> <p>5.8 Printing presentation.</p>
---	--

SW-5 Suggested Sessional Work (SW):

- a. **Assignments:**
- b. **Mini Project:**
- c. **Other Activities(Specify):**

Brief of Hours suggested for the Course Outcome

Course Outcomes	Class Lecture (CI)	Sessional Work (SW)	Self-Learning (SI)	Total hour(CI+SW+SI)
31THM 105.1: Understand the basic components and functions of a computer system	9	0	1	10
31THM 105.2: Demonstrate basic IT skills for effective use of technology	10	2	1	13
31THM 105.3: Apply styles, templates, and document formatting features	9	0	1	13
31THM 105.4: Develop and format spreadsheets in Microsoft Excel	9	2	1	11
31THM 105.5: Design and create effective presentations using Microsoft PowerPoint	8	2	1	10
Total Hours	45	6	5	57

Suggestion for End Semester Assessment

Suggested Specification Table(For ESA)

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
CO-1	Computer Fundamentals					
CO-2	IT in Tourism					
CO-3	MS –Word					
CO-4	Excel Spreadsheet & presentation					
CO-5	Power Point Presentations					
Total						50

Legend: Ap: Apply, An: Analyze, Ev: Evaluate Cr: Create

The end of semester assessment for COMPUTER APPLICATION will be held with written examination of 50 marks

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks.

Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Role Play
6. Visit to cement plant
7. Demonstration
8. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT, Blog, Facebook, Twitter, Whatsapp, Mobile, Online sources)
9. Brainstorming

Suggested Learning Resources:

(a) Books:

S. No.	Title	Author	Publisher	Edition & Year
1	Microsoft Office 97	Will Train Gini Courter Annette Marquis	BPB Publication.	
2	Microsoft Office 2000	Gini Courter & Annette Marquis	BPB Publication	
3	MS Office 2000 for Everyone	Saxena Sanjay		
4	Lecture note provided by Faculty of Management, AKS University, Satna			

Curriculum Development Team:

1. Dr.Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr.Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr.Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.

AK S University

Faculty of Management Studies

Department of Business Administration

Curriculum of MBA (Tourism & Hospitality) Program

(Revised on 01 August 2023)

6. Mr.Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs.Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. KiranChhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr.Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos. POs and PSOs Mapping

Course Title: MBA (THM)

Course Code: 31THM101

Course Title: Conceptual Framework of Domestic & International Tourism

Course Outcomes	Program Outcomes								Program Specific Outcome			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
	Leadership Skills	Industry Knowledge	Customer Service Excellence	Financial management	Marketing & Brand Management	Global Perspective	Entrepreneurial Skills	Ethical and Sustainable Practices	This course is designed with the aim to wards fulfilling the requirement sfor trained &qualified executives for Global industry of tourism.	Provide practical knowledge to students through training program	Enables students for critical thinking through the relevant business problems studies	understand global trends and emerging issues in travel, tourism and cargo sector
CO1: Understand the basic components and functions of a computer system	3	1	2	1	2	3	1	2	2	3	1	2
CO2: Demonstrate basic IT skills for effective use of technology	3	1	1	2	2	2	2	2	3	2	2	1
CO3: Apply styles, templates, and document formatting features	3	2	3	2	2	1	2	2	3	2	2	2

CO4: Develop and format spreadsheets in Microsoft Excel	3	2	1	1	2	3	2	2	3	3	2	2
CO5: Design and create effective presentations using Microsoft PowerPoint	3	1	2	3	1	2	2	2	3	2	2	1

Legend: 1–Low,2–Medium,3– High

Course Curriculum Map:

POs & PSOs No.	Cos No. &Titles	SOs No.	Laboratory Instruction (LI)	Classroom Instruction(CI)	Self-Learning (SL)
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO1: Understand the basic components and functions of a computer system	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-1.0Computer Fundamentals 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO2: Demonstrate basic IT skills for effective use of technology	SO2.1 SO2.2 SO2.3 SO2.4 SO2.5		Unit-2.0IT in Tourism 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10	

POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO3: Apply styles, templates, and document formatting features	SO3.1 SO3.2 SO3.3		Unit-3.0MS –Word 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO4: Develop and format spreadsheets in Microsoft Excel	SO4.1 SO4.2 SO4.3 SO4.4 SO4.5		Unit-4.0 Excel Spreadsheet & presentation 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO5: Design and create effective presentations using Microsoft PowerPoint	SO5.1 SO5.2 SO5.3 SO5.4		Unit5.0Power Point Presentations 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8	

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Semester-I

Course code: 31THM106

Course Title	Indian Society and Culture : A Tourism Perspectives
Pre-requisite	Basic Knowledge of Indian society & culture -Tourism and its elements like attractions, accommodations and transportation Etc. along with understanding of marketing concepts
Rationale	This subject gives managers the ability to develop and establish to meet the needs of tourists Interested in specific destination in which it is offered. And knowledge about their culture & traditions. A Tourism Product also leads to the overall establishment of a Tourism Destination

Course Outcomes:

31THM106.1: Understand history of India & its cultural heritages

31THM106.2: Explain the structure of Indian society, origin of caste system and ashram vyavastha

31THM106.3: To develop knowledge about different religions and tribes of India.

31THM106.4: Develop deep insight of Indian philosophy

31THM106.5: Develop good understanding of Indian rituals and spirit of Indian culture

Scheme of Studies:

Board of Study	Course Code	Course Title	Scheme of studies(Hours/Week)				Total Credits (C)	
			C I	L I	S W	S L		Total Study Hours (CI+LI+SW+SL)
TMC	31THM106	Indian Society and Culture: A Tourism Perspectives	3	0	1	1	5	3

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or Other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Scheme of Assessment:

Theory

Board of Study	Course Code	Course Title	Scheme of Assessment (Marks)							
			Progressive Assessment (PRA)						End Semester Assessment (ESA)	Total Marks (PRA + ESA)
			Class/Home Assignment (CA)	Class Test 2 (2 best out of 3) (CT)	Seminar (SA)	Class Activity (CAT)	Class Attendance (AT)	Total Marks (CA+CT+SA+CAT+AT)		
TMC	31THM106	Indian Society and Culture : A Tourism Perspectives	15	20	5	5	5	50	50	100

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self-Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

31 THM 106.1: Understand history of India & its cultural heritages.

Approximate Hours

Item	App X Hrs
CI	8
LI	0
SW	1
SL	1
Total	10

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
------------------------	-----------------------------	----------------------------	--------------------

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

<p>SO1.1 Student will be able to understand about the Indian history.</p> <p>SO1.2 Develop knowledge about the cultural heritage of India</p> <p>SO1.3 Evaluate the structure of Indian society</p> <p>SO1.4 Identify the origin of caste systems in Indian society</p> <p>SO1.5 Create knowledge about Ashram Vyavastha</p>		<p>Unit 1.0 Indian History (Hrs. 08)</p> <p>1.1 Brief understanding of Indian History</p> <p>1.2 Ancient History</p> <p>1.3 Medieval History</p> <p>1.4 Modern History</p> <p>1.5 Cultural Heritage of India</p> <p>1.6 Structure of Indian Society</p> <p>1.7 Caste System in India</p> <p>1.8 Ashram Vyavasthology and environment</p>	<p>1. Growth & development of Indian history</p> <p>2. Visit cultural art gallery & enhance knowledge about Indian culture</p>
---	--	---	--

SW-1 Suggested Sessional Work (SW):

a. Assignments:

- Discuss the importance role of Indian history in tourism sectors

b. Mini Project:

c. Other Activities (Specify):

- Group Discussion

31 THM 106.2: Explain the structure of Indian society, origin of caste system and ashram vyavastha

Approximate Hours

Item	AppXHrs
CI	9
LI	0
SW	1
SL	1
Total	11

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
<p>SO2.1 Develop knowledge of Indian Society</p>		<p>Unit-2 Communities (Hrs. 09)</p>	<p>1. Collect knowledge</p>

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

<p>SO2.2 Acquire knowledge about Indian community</p> <p>SO2.3 Gain knowledge of Hindu & Muslims religion & their practices</p> <p>SO2.4 Apply the knowledge of Jainism & Buddhism religion practices</p> <p>SO2.5 Learning about the lifestyle of tribes</p>		<p>2.1 Elementary Knowledge of Indian Society</p> <p>2.2 Indian Communities</p> <p>2.3 Religions</p> <p>2.4 Hindu</p> <p>2.5 Muslims</p> <p>2.6 Buddhist</p> <p>2.7 Jainism</p> <p>2.8 Christian</p> <p>2.9 Tribes</p>	<p>about the Origin of Indian religion</p> <p>2. Study about Indian Communities</p>
---	--	--	---

SW-2 Suggested Sessional Work (SW):

- a. **Assignments:** Explain detail about the Indian community?
- b. **Mini Project:**
- c. **Other Activities (Specify):** Collect Pictures of different religious places & submit the project

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

31 THM 106.3: To develop knowledge about different religions and tribes of India

Approximate Hours

Item	App X Hrs
CI	10
LI	0
SW	1
SL	1
Total	12

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
<p>SO3.1 Conceptual understanding of Indian Philosophy</p> <p>SO3.2 Develop Knowledge about Indian philosophical systems</p> <p>SO3.3 Apply the practices of Yoga</p> <p>SO3.4 Create knowledge about orthodox & heterodox</p> <p>SO3.5 Apply the principles of Buddhism & Jainism</p>		<p>Unit3: Indian Philosophy (Hrs. 10)</p> <p>3.1 Elements of Indian Philosophy</p> <p>3.2 Orthodox (Astika) or Six Chief</p> <p>3.3 Philosophical Systems</p> <p>3.4 Mimansa</p> <p>3.5 Vedanta</p> <p>3.6 Sankhya, Yoga</p> <p>3.7 Nyaya and Vaishesika</p> <p>3.8 Heterodox (Nastika)</p> <p>3.9 The Charakavas</p> <p>3.10 The Buddhists and the Jains</p>	<p>1. Identify the importance of Philosophy.</p> <p>2. Principles & practices of Jainism & buddism</p>

SW-3 Suggested Sessional Work (SW):

- a. **Assignments:** Discuss about the principles & practices of Indian philosophy.
- b. **Mini Project:**
- c. **Other Activities (Specify):**Case study

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

31 THM 106.4: Develop deep insight of Indian philosophy

Approximate Hours

Item	App X Hrs
CI	13
LI	0
SW	1
SL	1
Total	15

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
<p>SO4.1 Understand the knowledge of Art & sculpture</p> <p>SO4.2 identify the sculpture of Indus valley period</p> <p>SO4.3 Develop knowledge about the Mathura & Gandhar school of arts</p> <p>SO4.4 Evaluate the sculptures of the north Indian dynasties</p> <p>SO4.5 Differentiate about mughal & rajput paintings</p>		<p>Unit4: Indian Arts & Sculpture (Hrs. 13)</p> <p>4.1 Elementary knowledge of Indian Art – Sculptures</p> <p>4.2 Indus Valley</p> <p>4.3 Mauryan</p> <p>4.4 Sunga</p> <p>4.5 Mathura and Gandhar school of Art,</p> <p>4.6 Satavahana</p> <p>4.7 Gupta</p> <p>4.8 Sculptures of the other dynasties of north and south India</p> <p>4.9 Chandellas, Kalachuris, Pallavas, Rashtrakutas</p> <p>4.10 Cholas and Chalukyas</p> <p>4.11 Painting- Ajanta paintings</p> <p>4.12 Mughal Paintings</p> <p>4.13 Rajput Paintings</p>	<p>1. Learn Practical knowledge of art & sculpture.</p> <p>2. Visit the Museum & archeological sites of India</p>

SW-4 Suggested Sessional Work(SW):

- a. **Assignments:** Explain the various types of art & architectures
- b. **Mini Project:**
- c. **Other Activities (Specify):** Class Presentation

31 THM 106.5: To develop knowledge about the shopping facilities in different states

Approximate Hours

Item	App XHrs
CI	6
LI	0
SW	1
SL	1

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Total	8
-------	---

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
SO5.1 Understand about Indian Ritual SO5.2 Knowledge about the various types of rituals SO5.3 Develop knowledge about the spirit of Indian Culture SO5.4 Apply the various types of Indian culture SO5.5 Create knowledge about unity in Diversity		Unit -5 Indian Rituals (Hrs. 06) 5.1 Introduction to Indian Rituals 5.2 Types of Indian Rituals 5.3 Spirit of Indian Culture 5.4 Types of Indian Culture 5.5 Multiplicity 5.6 Unity in Diversity	1. Importance of rituals 2. Unity & Diversity

SW-5 Suggested Sessional Work(SW):

- a. **Assignments:** Write a detail note on Handy Crafts of major Tourist Places.
- b. **Mini Project:**
- c. **Other Activities(Specify):** Group Discussion on Emporiums and outlets at Major Tourist place.

Brief of Hours suggested for the Course Outcome

Course Outcomes	Class Lecture (CI)	Sessional Work (SW)	Self-Learning (SI)	Total hour(CI+SW+SI)
31THM106.1: Understand history of India & its cultural heritages	8	1	1	10
31THM106.2: Explain the structure of Indian society, origin of caste system and ashram vyavastha	9	1	1	11
31THM106.3: To develop knowledge about different religions and tribes of India	10	1	1	12
31THM106.4: Develop deep insight of Indian philosophy	13	1	1	15

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

31THM106.5: Develop good understanding of Indian rituals and spirit of Indian culture	6	1	1	8
Total Hours	46	5	5	56

Suggestion for End Semester Assessment

Suggested Specification Table(For ESA)

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
CO-1	Indian History					
CO-2	Indian Community					
CO-3	Indian Philosophy					
CO-4	Indian art & Sculpture					
CO-5	Indian Rituals					
Total						50

Legend: Ap: Apply, An: Analyze, Ev: Evaluate Cr: Create

The end of semester assessment for Indian Society and Culture : A Tourism Perspectives will be held with written examination of 50 marks

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks.

Teachers can also design different tasks as per requirement, for end semester assessment.

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Role Play
6. Visit to cement plant
7. Demonstration
8. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT, Blog, Facebook, Twitter, Whatsapp, Mobile, Online sources)
9. Brainstorming

Suggested Learning Resources:

(a) Books:

S. No.	Title	Author	Publisher	Edition & Year
1	Races and Cultures of India	Majumdar, D.N	Asia Publications	1944
2	Tribal and their Culture	Ghosh, G.K	Ashish Publication	2009
3	Tour and Travel: Concepts and Principles	Negi, Jagmohan	Gitanjali Publishing House	2006

Curriculum Development Team:

1. Dr.Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr.Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr.Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr.Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs.Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr.Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos. POs and PSOs Mapping

Course Title: MBA (THM)

Course Code: 31THM106

Course Title: Indian Society and Culture : A Tourism Perspectives

Course Outcomes	Program Outcomes								Program Specific Outcome			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
	Leadership Skills	Industry Knowledge	Customer Service Excellence	Financial management	Marketing & Brand Management	Global Perspective	Entrepreneurial Skills	Ethical and Sustainable Practices	This course is designed with the aim towards fulfilling the requirements for trained & qualified executives for Global industry of tourism.	Provide practical knowledge to students through training program	Enables students for critical thinking through the relevant business problems studies	understand global trends and emerging issues in travel, tourism and cargo sector
CO1 Understand history of India & its cultural heritages	3	1	2	1	2	3	1	2	2	3	1	2
CO 2 Explain the structure of Indian society, origin of caste system and ashram vyavastha	3	1	2	2	1	2	2	2	3	2	2	1
CO3 : To develop knowledge about different religions and tribes of India	3	2	1	2	2	1	2	2	3	2	2	2

CO 4: Develop deep insight of Indian philosophy	3	2	1	1	2	2	2	2	3	3	2	2
CO5: Develop good understanding of Indian rituals and spirit of Indian culture	3	1	2	2	1	2	2	2	3	2	2	1

Legend: 1–Low,2–Medium,3– High

Course Curriculum Map:

POs&PSOs No.	COsNo.&Titles	SOsNo.	Laboratory Instruction (LI)	ClassroomInstruction(CI)	Self-Learning (SL)
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO1 Understand history of India & its cultural heritages	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-1.0Indian History 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO 2 Explain the structure of Indian society, origin of caste system and ashram vyavastha	SO2.1 SO2.2 SO2.3 SO2.4 SO2.5		Unit-2.0Indian Community 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9	

POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO3 : To develop knowledge about different religions and tribes of India	SO3.1 SO3.2 SO3.3 SO3.4 SO3.5		Unit-3.0 Indian Philosophy 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO 4: Develop deep insight of Indian philosophy	SO4.1 SO4.2 SO4.3 SO4.4 SO4.5		Unit-4.0 Indian art & Sculpture 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10, 4.11, 4.12, 4.13	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO5: Develop good understanding of Indian rituals and spirit of Indian culture	SO5.1 SO5.2 SO5.3 SO5.4 SO5.5		Unit5.0 Indian Rituals 5.1, 5.2, 5.3, 5.4, 5.5, 5.6	

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

Semester-I

Course code: 31THM107

Course Title	Public Relations, Communication Skills & Personality Development
Pre-requisite	Professionals in public relations generally require a Master degree in public relations, communications, marketing, English, and business. Students develop a portfolio of projects through all these programmes which highlights the skills to future employers
Rationale	Successful communication helps us better understand people and situations. It helps us overcome diversities, build trust and respect, and create conditions for sharing creative ideas and solving problems

Course Outcomes:

31THM 107.1: Understand the basics of communication skills and will know about the barriers of Communication

31THM 107.2: They will distinguish between different gestures, postures, facial expressions and Learn to understand various non –verbal cues which are the most important part of Communication

31THM 107.3: Prepare, organize and deliver engaging oral presentations

31THM 107.4: They will have a deep insight to plan and construct technical reports to present a Solution to the quest or to submit a proposal to a client

31THM 107.5: It will help them to develop grooming, dressing sense, how to behave with male and Female client which will give them a competitive edge

Scheme of Studies:

Board of Study	Course Code	Course Title	Scheme of studies(Hours/Week)				Total Study Hours (CI+LI+SW+SL)	Total Credits (C)
			C I	L I	S W	S L		
SSD	31THM107	Public Relations, Communication Skills & Personality Development	3	0	1	1	5	3

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of Teacher to ensure outcome of Learning.

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

Scheme of Assessment:

Theory

Board of Study	Course Code	Course Title	Scheme of Assessment (Marks)							
			Progressive Assessment (PRA)						End Semester Assessment (ESA)	Total Marks (PRA+ESA)
			Class/Home Assignment (CA)	Class Test 2 (2 best out of 3) (CT)	Seminar (SA)	Class Activity (CAT)	Class Attendance (AT)	Total Marks (CA+CT+SA+CAT+AT)		
SSD	31TH M107	Public Relations, Communication Skills & Personality Development	15	20	5	5	5	50	50	100

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self-Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

31 THM 107.1: Understand the basics of communication skills and will know about the barriers of communication.

Approximate Hours

Item	App X Hrs
CI	6
LI	0
SW	1
SL	1
Total	8

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
------------------------	-----------------------------	----------------------------	--------------------

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

<p>SO1.1 Understand the concept of public relation</p> <p>SO1.2 To learn about the concept of publicity</p> <p>SO1.3 Differentiation between public relation and publicity</p> <p>SO1.4 Knowledge about the Tourism marketing</p> <p>SO1.5 Describe the importance of public relation and publicity</p>		<p>Unit 1.0 Public relation & publicity (Hrs. 06)</p> <p>1.1 Understand the Conceptual meaning of Public relation and publicity</p> <p>1.2 Definition and meaning of public relation</p> <p>1.3 Difference between public relation and publicity</p> <p>1.4 Importance of public relation in tourism marketing</p> <p>1.5 Concept of tourism marketing</p> <p>1.6 Impact of tourism and there public relation</p>	<p>1. Types of publicity</p> <p>2. Importance of tourism marketing in India</p>
--	--	--	---

SW-1 Suggested Sessional Work (SW):

a. Assignments:

- Discuss the importance of Tourism Products along with its elements

b. Mini Project: Not Required

c. Other Activities (Specify):

- Group Discussion

31 THM 107.2: Student will distinguish between different gestures, postures, facial expressions

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

and learn to understand various non-verbal cues which are the most important Part of communication

Approximate Hours

Item	App X Hrs
CI	10
LI	0
SW	1
SL	1
Total	12

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
<p>SO2.1 Understand the concept of communication skills</p> <p>SO2.2 To learn about the barriers and overcoming to this</p> <p>SO2.3 Differentiation between speaking and communication skill</p> <p>SO2.4 Knowledge about the group discussion</p> <p>SO2.5 Creates interviews through communication skills</p>		<p>Unit-2 Communication Skills (Hrs. 10)</p> <p>2.1 Meaning and importance of communication skills.</p> <p>2.2 Objectives and principles of communication skills.</p> <p>2.3 Forms of communication</p> <p>2.4 Process of communication</p> <p>2.5 barriers to effective communication and over-coming barriers</p> <p>2.6 Listening and speaking, group discussion and interviews</p> <p>2.7 Body languages, gestures</p> <p>2.8 types of postures,</p> <p>2.9 meaning and types of facial expressions</p> <p>2.10 Importance of dress code.</p>	<p>1. Types of communication</p> <p>2. Importance of communication skill</p>

SW-2 Suggested Sessional Work (SW):

- a. **Assignments:** Discuss the importance of Tourism Products along with its elements
- b. **Mini Project:** Not Required
- c. **Other Activities (Specify):** Group Discussion

31 THM 107.3: Prepare, organize and deliver engaging oral presentations

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

Approximate Hours

Item	App X Hrs
CI	5
LI	0
SW	1
SL	1
Total	7

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
<p>SO3.1 Understand the concept of presentation</p> <p>SO3.2 To learn about telephonic conversions</p> <p>SO3.3 Differentiation between presentation and seminar</p> <p>SO3.4 Knowledge about reports and business letters</p> <p>SO3.5 Create meetings in organization</p>		<p>Unit3:Presentation Skills (Hrs. 05)</p> <p>3.1 Meaning and importance of presentation</p> <p>3.2 Objectives and principles of meeting</p> <p>3.3 Importance of seminars and telephonic conversations</p> <p>3.4 Meaning of advertisements ,reports</p> <p>3.5 Business letters, applications and notices</p>	<p>1. Role of presentation in organization</p>

SW-3 Suggested Sessional Work (SW):

- a. **Assignments:** Discuss the importance of Tourism Products along with its elements
- b. **Mini Project:** Not Required
- c. **Other Activities (Specify):** Group Discussion

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31 THM 107.4: Students will have a deep insight to plan and construct technical reports to present a solution to the quest or to submit a proposal to a client

Approximate Hours

Item	AppXHrs
CI	5
LI	0
SW	1
SL	1
Total	7

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
<p>SO4.1 Understand the concept of personality development</p> <p>SO4.2 To learn about techniques of personality development</p> <p>SO4.3 Differentiation between role of family and educational institute in personality development</p> <p>SO4.4 Knowledge about factor affecting personality</p> <p>SO4.5 Develop skills & personality</p>		<p>Unit4:Personality Development (Hrs. 05)</p> <p>4.1 Concept of personality,</p> <p>4.2 Definition, factors affecting personality, types.</p> <p>4.3 Introduction to personality development,</p> <p>4.4 Its purpose, scope and techniques.</p> <p>4.5 Role of family and educational institutes in personality development</p>	<p>1. Role of personality development in working place</p>

SW-4 Suggested Sessional Work(SW):

- a. **Assignments:** Discuss the importance of Tourism Products along with its elements
- b. **Mini Project:** Not Required
- c. **Other Activities (Specify):** Group Discussion

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31 THM 107.5: Students will have a deep insight to plan and construct technical reports to present a solution to the quest or to submit a proposal to a client

Approximate Hours

Item	App X Hrs
CI	4
LI	0
SW	1
SL	1
Total	6

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
<p>SO5.1 Understand the concept of personality grooming</p> <p>SO5.2 To learn about physical fitness</p> <p>SO5.3 Differentiation between formal and informal behaviour</p> <p>SO5.4 Knowledge about dressing sense</p> <p>SO5.5 create personality grooming</p>		<p>Unit -5 Personality Grooming (Hrs. 04)</p> <p>5.1 Personality grooming,</p> <p>5.2 Physical fitness, dressing sense,</p> <p>5.3 Formal and informal clothing,</p> <p>5.4 Behaviour with male and female clients, behaviour in office</p>	<p>1. How to develop personality according to situation</p>

SW-5 Suggested Sessional Work(SW):

- a. **Assignments:** Discuss the importance of Tourism Products along with its elements.
- b. **Mini Project:** Not Required
- c. **Other Activities(Specify):** Group Discussion

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Brief of Hours suggested for the Course Outcome

Course Outcomes	Class Lecture (CI)	Sessional Work (SW)	Self-Learning (SI)	Total hour(CI+SW+SI)
31THM 107.1 Understand the basics of communication skills and will know about the barriers of communication	6	1	1	8
31THM 107.2: They will distinguish between different gestures, postures, facial expressions and learn to understand various non-verbal cues which are the most important part of communication.	10	1	1	12
31THM 107.3: Prepare, organize and deliver engaging oral presentations	5	1	1	7
31THM 107.4: They will have a deep insight to plan and construct technical reports to present a solution to the quest or to submit a proposal to a client	5	1	1	7
31THM 107.5: It will help them to develop grooming, dressing sense, how to behave with male and female client which will give them a competitive edge	4	1	1	6
Total Hours	30	5	5	40

Suggestion for End Semester Assessment

Suggested Specification Table(For ESA)

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
CO-1	Public Relation & Publicity					
CO-2	Communication Skills					
CO-3	Presentations Skills					
CO-4	Personality Development					
CO-5	Personality Grooming					
Total						50

Legend: Ap: Apply, An: Analyze, Ev: Evaluate Cr: Create

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

The end of semester assessment for Public Relations, Communication Skills & Personality Development will be held with written examination of 50 marks

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks.

Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Role Play
6. Visit to cement plant
7. Demonstration
8. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT, Blog, Facebook, Twitter, Whatsapp, Mobile, Online sources)
9. Brainstorming

Suggested Learning Resources:

(a) Books:

S. No.	Title	Author	Publisher	Edition & Year
1	Dynamics of Successful personality development	Bhatti, J.R	Pearson, New Delhi	2000
2	Think & go rich	Napoleon Hill	RAM PRASAD PUBLICATIONS	2016
3	Personality Development	D.P. Sabharwal	Fingerprints publishing	2015

Curriculum Development Team:

1. Dr.Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr.Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr.Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr.Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs.Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr.Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos. POs and PSOs Mapping

Course Title: MBA (THM)

Course Code: 31THM107

Course Title: Public Relations, Communication Skills & Personality Development

Course Outcomes	Program Outcomes								Program Specific Outcome			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
	Leadership Skills	Industry Knowledge	Customer Service Excellence	Financial management	Marketing & Brand Management	Global Perspective	Entrepreneurial Skills	Ethical and Sustainable Practices	This course is designed with the aim towards fulfilling the requirements for trained & qualified executives for Global industry of tourism.	Provide practical knowledge to students through training program	Enables students for critical thinking through the relevant business problems studies	understand global trends and emerging issues in travel, tourism and cargo sector
31THM 107.1 Understand the basics of communication skills and will know about the barriers of communication	3	1	2	1	2	3	1	2	2	3	1	2
31THM 107.2: They will distinguish between different gestures, postures, facial	3	1	2	2	1	2	2	2	3	2	2	1

expressions and learn to understand various non –verbal cues which are the most important part of communication.												
31THM 107.3: Prepare, organize and deliver engaging oral presentations	3	2	1	2	2	1	2	2	3	2	2	2
31THM 107.4: They will have a deep insight to plan and construct technical reports to present a solution to the quest or to submit a proposal to a client	3	2	1	1	2	2	2	2	3	3	2	2
31THM 107.5: It will help them to develop grooming, dressing sense, how to behave with male and female client which will give them a competitive edge	3	1	2	2	1	2	2	2	3	2	2	1

Legend: 1–Low,2–Medium,3– High

Course Curriculum Map:

POs&PSOs No.	COsNo.&Titles	SOsNo.	Laboratory Instruction (LI)	ClassroomInstruction(CI)	Self-Learning (SL)
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	31THM 107.1 Understand the basics of communication skills and will know about the barriers of communication	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-1.0Public Relation & Publicity 1.1, 1.2, 1.3, 1.4, 1.5, 1.6	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	31THM 107.2: They will distinguish between different gestures, postures, facial expressions and learn to understand various non –verbal cues which are the most important part of communication.	SO2.1 SO2.2 SO2.3 SO2.4 SO2.5		Unit-2.0Communication Skills 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	31THM 107.3: Prepare, organize and deliver engaging oral presentations	SO3.1 SO3.2 SO3.3 SO3.4 SO3.5		Unit-3.0Presentations Skills 3.1, 3.2, 3.3, 3.4, 3.5	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	31THM 107.4: They will have a deep insight to plan and construct technical reports to present a solution to the quest or to submit a proposal to a client	SO4.1 SO4.2 SO4.3 SO4.4 SO4.5		Unit-4.0 Personality Development 4.1, 4.2, 4.3, 4.4, 4.5	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	31THM 107.5: It will help them to develop grooming, dressing sense, how to behave with male and female client which will give them a competitive edge	SO5.1 SO5.2 SO5.3 SO5.4 SO5.5		Unit5.0Personality Grooming 5.1, 5.2, 5.3, 5.4	

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Semester-II

Course code: 31THM201

Course Title	Financial Management
Pre-requisite	Students will enhance their ability to navigate the complexities of financial management effectively
Rationale	The rationale of financial management is to optimize the use of financial resources to achieve the goals of the organization, whether it's maximizing shareholder wealth, ensuring profitability, managing risks, or maintaining financial stability. Effective financial management is crucial for the long-term success and sustainability of a business.

Course Outcomes:

31THM201.1: Define key financial management terms and concepts

31THM201.2: Explain the importance of time value of money in financial decision-making

31THM201.3: Apply financial analysis techniques to evaluate a company's performance

31THM201.4: Analyze the impact of various financial decisions on a company's profitability

31THM201.5: Assess the ethical implications of financial decisions

Scheme of Studies:

Board of Study	Course Code	Course Title	Scheme of studies (Hours/Week)				Total Study Hours (CI+LI+SW+SL)	Total Credits (C)
			C I	L I	S W	S L		
MCC	31THM201	Financial Management	3	0	1	1	5	3

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of Teacher to ensure outcome of Learning.

Scheme of Assessment:

Theory

Scheme of Assessment (Marks)			
Progressive Assessment (PRA)			Total

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

Board of Study	Course Code	Course Title	Class/Home Assignment Number 3 marks each (CA)	Class Test 2 (2 best out of 3) 10 marks each (CT)	Seminar one (SA)	Class Activity one (CAT)	Class Attendance (AT)	Total Marks (CA+CT+SA+CAT+AT)	End Semester Assessment (ESA)	Final Marks (PRA+ESA)
MCC	31THM201	Financial Management	15	20	5	5	5	50	50	100

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self-Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

31THM201.1: Define key financial management terms and concepts

Approximate Hours

Item	App X Hrs
CI	9
LI	0
SW	1
SL	1
Total	11

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

<p>SO1.1 Define key financial terms such as assets, liabilities, equity, revenue, and expenses</p> <p>SO1.2 Describe the relationship between risk and return in financial decision-making</p> <p>SO1.3 Apply time value of money concepts to make investment decisions</p> <p>SO1.4 Analyze the risk factors associated with different investment options</p> <p>SO1.5 Evaluate the effectiveness of financial strategies in achieving organizational goals</p>	<p>Unit-1.0: Introduction of Finance (Hrs. 09)</p> <p>1.1 Concept of Finance</p> <p>1.2 Sources of funds in organization</p> <p>1.3 Accounting function</p> <p>1.4 Types of financial decisions</p> <p>1.5 Importance of financial decisions</p> <p>1.6 Objective of financial decisions</p> <p>1.7 Organization and responsibilities of finance function</p> <p>1.8 Role of financial executive in organization structure</p> <p>1.9 Status of financial executive in organization structure</p>	<p>1. Practice of Types of Financial Decision</p> <p>2. Practice of financial executive in organization structure</p>
---	--	---

SW-1 Suggested Sessional Work (SW):

- a. **Assignments:** Describe the salient features of the modern approaches to financial Management
- b. **Mini Project:** Prepare the organization structure
- c. **Other Activities (Specify):** PPT Presentation

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31THM201.2: Explain the importance of time value of money in financial decision-making

Approximate Hours

Item	App X Hrs
CI	9
LI	0
SW	1
SL	1
Total	11

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p>SO2.1 Define key terms related to financial management and funding sources</p> <p>SO2.2 Describe the relationship between a company's financial needs and its growth or operational changes</p> <p>SO2.3 Utilize financial modeling to predict future funds requirements based on different scenarios</p> <p>SO2.4 Analyze financial statements to identify trends in funds utilization</p> <p>SO2.5 Evaluate the effectiveness of different funding strategies in meeting specific business needs</p>	.	<p>Unit-2.0: Patterns of Funds Requirements (Hrs. 09)</p> <p>2.1 Short-term financial planning</p> <p>2.2 Medium-term financial planning</p> <p>2.3 Long-term financial planning</p> <p>2.4 Concept of Capitalization</p> <p>2.5 Characteristics of Capitalization</p> <p>2.6 Numerical Questions of Capitalization</p> <p>2.7 Types of Securities</p> <p>2.8 Evaluation from income</p> <p>2.9 Risk and Control point of view</p>	<p>1. Practice of Capitalization on numerical question</p>

SW-2 Suggested Sessional Work (SW):

- a. Assignments:** What is Financial Planning? Briefly explain long term and short term financial planning
- b. Mini Project:** Prepare the flow chart of Financial Planning
- c. Other Activities (Specify):** Class presentation

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31THM201.3: Apply financial analysis techniques to evaluate a company's performance

Approximate Hours

Item	App X Hrs
CI	9
LI	0
SW	1
SL	1
Total	11

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p>SO3.1 Define key terms related to capital structure (e.g., debt, equity, leverage)</p> <p>SO3.2 Explain the concept of capital structure and its importance for a company</p> <p>SO3.3 Analyze financial statements to calculate the current capital structure of a company</p> <p>SO3.4 Evaluate the risk and return trade-offs associated with different capital structures</p> <p>SO3.5 Critique the capital structure decisions of a real-world company based on financial performance</p>		<p>Unit-3.0: Capital Structure Planning (Hrs. 09)</p> <p>3.1 Introduction of Capital Structure Planning</p> <p>3.2 Approaches to capital structure</p> <p>3.3 Objectives of Capital structure</p> <p>3.4 Determinants of optimum capital structure</p> <p>3.5 Concept of Cost of capital</p> <p>3.6 Numerical question of cost of capital</p> <p>3.7 Introduction of Leverage Analysis</p> <p>3.8 Numerical question of Operating leverage Analysis</p> <p>3.9 Numerical question of Financial leverage Analysis</p>	<p>1. Practice of cost of capital numerical question</p> <p>2. Practice of Leverage numerical question</p>

SW-3 Suggested Sessional Work (SW):

- a. **Assignments:** Explain the combined leverage. How will you measure its degree?
- b. **Mini Project:** Prepare formula's structure of Leverage Analysis
- c. **Other Activities (Specify):** PPT presentation

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31THM201.4: Analyze the impact of various financial decisions on a company's profitability

Approximate Hours

Item	AppXHrs
CI	9
LI	0
SW	1
SL	1
Total	11

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p>SO4.1 Define key capital budgeting terms (e.g., net present value, internal rate of return, payback period)</p> <p>SO4.2 Interpret the meaning and significance of various capital budgeting metrics</p> <p>SO4.3 Apply decision rules to determine whether to accept or reject an investment proposal</p> <p>SO4.4 Evaluate the impact of changes in key assumptions (e.g., discount rate) on capital budgeting outcomes</p> <p>SO4.5 Assess the risk factors associated with capital budgeting decisions</p>		<p>Unit-4.0: Capital Budgeting (Hrs. 09)</p> <p>4.1 Introduction of Capital Budgeting</p> <p>4.2 Process of ranking</p> <p>4.3 Method of ranking</p> <p>4.4 Investment proposal</p> <p>4.5 Management of corporate debt capacity</p> <p>4.6 Concept of Dividend</p> <p>4.7 Process of dividend distribution</p> <p>4.8 Decisions and dividend policy</p> <p>4.9 Numerical question of Dividend</p>	<p>1. Practice of Dividend Numerical question</p>

SW-4 Suggested Sessional Work (SW):

- a. **Assignments:** Explain the nature and concept of Capital Expenditure Budgeting. Examine its need and importance.
- b. **Mini Project:** Prepare the structure of Capital Budgeting.
- c. **Other Activities (Specify):** PPT presentation

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31THM201.5: Assess the ethical implications of financial decisions

Approximate Hours

Item	AppXHrs
CI	9
LI	0
SW	1
SL	1
Total	11

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p>SO5.1 Define working capital and its components (current assets and current liabilities)</p> <p>SO5.2 Describe how changes in working capital can impact a company's liquidity.</p> <p>SO5.3 Apply different strategies for managing working capital in a given scenario</p> <p>SO5.4 Analyze the working capital cycle of a specific industry</p> <p>SO5.5 Assess the effectiveness of a company's working capital management strategy</p>		<p>Unit-5.0: Working Capital Management (Hrs. 09)</p> <p>5.1 Concept of Working Capital Management</p> <p>5.2 Merit and Demerit of Working Capital Management</p> <p>5.3 Management of inventory</p> <p>5.4 Management of Accounts Receivables</p> <p>5.5 Management of Accounts Payables</p> <p>5.6 Method of Working Capital Analysis</p> <p>5.7 Structure of Working Capital Analysis</p> <p>5.8 Tools for analysis of working capital</p>	<p>1. Practice of Demerit of Working Capital Management</p> <p>2. Practice of Method of Working Capital Analysis</p> <p>3. Practice of Tools for analysis of working capital</p>

SW-5 Suggested Sessional Work (SW):

- a. Assignments:** What is the meaning of Working Capital? Explain the factors affecting the Working Capital requirement of a business.
- b. Mini Project:** Prepare the format of Working Capital Analysis.
- c. Other Activities (Specify):** PPT Presentation

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Brief of Hours suggested for the Course Outcome:

Course Outcomes	Class Lecture (Cl)	Sessional Work (SW)	Self-Learning (Sl)	Total hour (Cl+SW+Sl)
31THM201.1: Define key financial management terms and concepts	9	1	1	11
31THM201.2: Explain the importance of time value of money in financial decision-making	9	1	1	11
31THM201.3: Apply financial analysis techniques to evaluate a company's performance	9	1	1	11
31THM201.4: Analyze the impact of various financial decisions on a company's profitability	9	1	1	11
31THM201.5: Assess the ethical implications of financial decisions	9	1	1	11
Total Hours	45	5	5	55

Suggestion for End Semester Assessment:

Suggested Specification Table (For ESA)

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
CO-1	Introduction of Finance					
CO-2	Patterns of Funds Requirements					
CO-3	Capital Structure Planning					
CO-4	Capital Budgeting					
CO-5	Working Capital Management					
Total						50

Legend: Ap: Apply,

An: Analyze,

Ev: Evaluate

Cr: Create

The end of semester assessment for Financial Management will be held with written examination of 50 marks

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above

tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Demonstration
6. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT, Blog, Facebook, Twitter, Whatsapp, Mobile, Online sources)

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

7. Brainstorming

Suggested Learning Resources:

(a) Books:

S. No.	Title	Author	Publisher	Edition & Year
1	Financial Management	I.M. Pandey	Vikas Publication	
2	Financial Management	Dr. S.P. Gupta	Sahitya Bhawan Publications, Agra	2019 Edition
3	Fundamentals of Financial Management	R.P. Rustagi	Tax Mann Publishers	18 th Edition
4	Fundamentals Of Financial Management	Amit Singhal	Vikas Publishing House	1 st Edition
5	Lecture notes provided by Dept. of Management, AKS University, Satna			

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos. POs and PSOs Mapping

Course Title: MBA (THM)

Course Code: 31THM102

Course Title: Financial Management

Course Outcomes	Program Outcomes								Program Specific Outcome			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
	Leadership Skills	Industry Knowledge	Customer Service Excellence	Financial management	Marketing & Brand Management	Global Perspective	Entrepreneurial Skills	Ethical and Sustainable Practices	This course is designed with the aim towards fulfilling the requirement for trained employees for Global industry of tourism.	Provide practical knowledge to students through training program	Enables students for critical thinking through the relevant business problems studies	understand global trends and emerging issues in travel, tourism and cargo sector
CO1: Define key financial management terms and concepts	1	1	1	3	1	1	1	1	1	2	2	3
CO2: Explain the importance of time value of money in financial decision-making	3	3	2	3	1	1	1	1	1	2	2	3
CO3: Apply financial analysis techniques to evaluate a company's performance	1	1	1	3	1	1	1	1	1	1	1	1
CO4: Analyze the impact of various	1	1	1	3	1	1	1	1	1	1	1	1

financial decisions on a company's profitability												
CO5: Assess the ethical implications of financial decisions	1	1	1	3	1	1	1	1	1	1	1	1

Legend: 1–Low,2–Medium,3– High

Course Curriculum Map:

POs&PSOs No.	COsNo.&Titles	SOsNo.	Laboratory Instruction (LI)	Classroom Instruction(CI)	Self-Learning (SL)
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO1: Define key financial management terms and concepts	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-1.0Introduction of Finance 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO2: Explain the importance of time value of money in financial decision-making	SO2.1 SO2.2 SO2.3 SO2.4 SO2.5		Unit-2.0Patterns of Funds Requirements 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO3: Apply financial analysis techniques to evaluate a company's performance	SO3.1 SO3.2 SO3.3 SO3.4 SO3.5		Unit-3.0Capital Structure Planning 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO4: Analyze the impact of various financial decisions on a company's profitability	SO4.1 SO4.2 SO4.3 SO4.4 SO4.5		Unit-4.0Capital Budgeting: 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO5: Assess the ethical implications of financial decisions	SO5.1 SO5.2 SO5.3 SO5.4 SO5.5		Unit5.0Working Capital Management: 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9	

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Semester-II

Course code: 31THM202

Course Title	Marketing Management-I
Pre-requisite	Marketing management involves planning, organizing, directing, and controlling activities related to the creation, communication, and delivery of value to customers. To effectively engage in marketing management, individuals should possess a combination of skills, knowledge, and attributes
Rationale	Studying marketing management is grounded in its pivotal role in the success and sustainability of businesses in today's competitive marketplace. Marketing management is a dynamic and multifaceted discipline that involves planning, implementing, and controlling various activities to meet the needs and wants of customers while achieving organizational objectives

Course Outcomes:

- 31THM202.1:** Define and explain key marketing concepts, including the marketing mix (product, Price, place, and promotion) and the importance of customer value.
- 31THM202.2:** Understanding the marketing research and marketing environment.
- 31THM202.3:** Analyze the factors influencing market demand, including economic, social, and Cultural factors and identify different bases for market segmentation.
- 31THM202.4:** Understand how product, pricing, and distribution strategies align with market Segmentation.
- 31THM202.5:** Create an ability to integrate product, pricing, and distribution strategies to design a comprehensive marketing mix for a specific product

Scheme of Studies:

Board of Study	Course Code	Course Title	Scheme of studies (Hours/Week)				Total Study Hours (CI+LI+SW+SL)	Total Credits (C)
			C I	L I	S W	S L		
MCC	31THM 202	Marketing Management -I	3	0	1	1	5	3

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or Other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Theory

Board of Study	Course Code	Course Title	Scheme of Assessment (Marks)							
			Progressive Assessment (PRA)						End Semester Assessment (ESA)	Total Marks (PRA + ESA)
			Class/Home Assignment Number (3 marks each) (CA)	Class Test 2 (2 best out of 3) (10 marks each) (CT)	Seminar (5 marks) (SA)	Class Activity (5 marks) (CAT)	Class Attendance (5 marks) (AT)	Total Marks (CA+CT+SA+CAT+AT)		
MCC	31THM202	Marketing Management-I	15	20	5	5	5	50	50	100

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self-Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

31THM202.1: Define and explain key marketing concepts, including the marketing mix (product, price, place, and promotion) and the importance of customer value

Approximate Hours

Item	App X Hrs
CI	5
LI	0
SW	1
SL	1
Total	7

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
SO1.1 Develop a clear understanding of fundamental marketing concepts.		Unit-1.0: Introduction to Marketing Management] (Hrs. 05)	1. Role of marketing 2. Classification of market

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

<p>SO1.2 Recognize the significance of marketing in business</p> <p>SO1.3 Define and comprehend the concept of market orientation</p> <p>SO1.4 Understand role of marketing in creating customer value, building brand equity, and achieving organizational objectives</p> <p>SO1.5 Define and comprehend key marketing terms and concepts such as the marketing mix</p>		<p>1.1 Marketing– Definition.</p> <p>1.2 Concept of marketing</p> <p>1.3 Company's orientation towards marketplace</p> <p>1.4 Process</p> <p>1.5 Marketing Mix</p>	
--	--	--	--

SW-1 Suggested Sessional Work (SW):

- a. **Assignments:** Discuss the major components of marketing under which organization conduct their marketing activities.
- b. **Mini Project :** PPT Presentation on the topic Marketing mix
- c. **Other Activities (Specify):** Group discussion, Class quiz

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31THM202.2: understanding of the ecosystems within wildlife sanctuaries and national parks, including the flora and fauna, and the interactions that sustain biodiversity.

Approximate Hours

Item	App X Hrs
CI	6
LI	0
SW	1
SL	1
Total	8

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p>SO2.1 Develop a sophisticated understanding of the role and significance of marketing research in strategic decision-making</p> <p>SO2.2 Understand the integration of marketing research with business analytics, leveraging big data and advanced analytics tools for decision-making</p> <p>SO2.3 Develop a heightened awareness of the strategic significance of the marketing environment in shaping business decisions</p> <p>SO2.4 Explain how micro-environmental factors influence marketing decisions</p> <p>SO2.5 Identifying the micro and macro environment</p>		<p>Unit-2.0: Analyzing marketing opportunities (Hrs. 06)</p> <p>2.1 Marketing Research: Definition</p> <p>2.2 Significance,</p> <p>2.3 Procedure and Scope</p> <p>2.4 Marketing Environment</p> <p>2.5 Introduction to Micro and Macro environment</p> <p>2.6 Scanning the major macro environment</p>	<p>1. Fad, trend, mega trend</p> <p>2. Process of marketing research</p>

SW-2 Suggested Sessional Work (SW):

- a. **Assignments:** What do you understand by marketing research? Explain the process of marketing research.
- b. **Mini Project:** Presentation
- c. **Other Activities (Specify):** Group discussion, quiz

31THM202.3: Analyze the factors influencing market demand, including economic, social, and Cultural factors and identify different bases for market segmentation.

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

Approximate Hours

Item	App X Hrs
CI	9
LI	0
SW	1
SL	1
Total	11

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p>SO3.1 Identify factors that contribute to changes in market demand</p> <p>SO3.2 Explain how market segmentation helps in tailoring marketing strategies</p> <p>SO3.3 Evaluate the effectiveness of different segmentation approaches</p> <p>SO3.4 Compare and contrast market demand in different industries</p> <p>SO3.5 Critically assess the success of implemented segmentation strategies</p>		<p>Unit-3.0: Forecasting market demand and market segmentation (Hrs. 09)</p> <p>3.1 Forecasting Market Demand</p> <p>3.2 Estimating current and future demands</p> <p>3.3 Market Segmentation</p> <p>3.4 Patterns of market segmentation</p> <p>3.5 Procedure</p> <p>3.6 Bases for segmenting</p> <p>3.7 levels of market segmentation</p> <p>3.8 Product differentiation</p> <p>3.9 Product positioning</p>	<p>1. Importance of market segmentation</p> <p>2. Pattern of market segmentation</p>

SW-3 Suggested Sessional Work (SW):

- a. **Assignments:** What do you understand by market segmentation? Explain the bases, levels and steps of market segmentation.
- b. **Mini Project:** Real life Examples of market segmentation to capture the different customer groups.
- c. **Other Activities (Specify):** Case study and presentation

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31THM202.4: Understand how product, pricing, and distribution strategies align with market segmentation.

Approximate Hours

Item	App X Hrs
CI	15
LI	0
SW	1
SL	1
Total	17

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p>SO4.1 Gaining insights into various product strategies, including product development, differentiation, and positioning</p> <p>SO4.2 Understanding the importance of pricing in relation to market positioning and perceived value</p> <p>SO4.3 Recognition of the interdependence of product, pricing, and distribution strategies</p> <p>SO4.4 Understanding how brand strategy integrates with overall business goals</p> <p>SO4.5 Understanding the role of packaging in product marketing and consumer perception</p>		<p>Unit-4.0: Product, pricing and distribution strategies (Hrs. 15)</p> <p>4.1 Product: Concept</p> <p>4.2 Classification,</p> <p>4.3 Product Life Cycle (PLC)</p> <p>4.4 Branding and Packaging.</p> <p>4.5 Pricing</p> <p>4.6 Objective</p> <p>4.7 Selecting a Pricing Method</p> <p>4.8 Promotional Pricing</p> <p>4.9 Price Discounts</p> <p>4.10 Allowances</p> <p>4.11 Distribution:</p> <p>4.12 Channel management</p> <p>4.13 Retailing</p> <p>4.14 Wholesaling</p> <p>4.15 Physical distribution</p>	<p>1. Classification of product</p> <p>2. Objectives of packaging</p>

SW-4 Suggested Sessional Work (SW):

a. Assignments:

- Explain the product life cycle with diagram.
- What is packaging. Write its objectives and major packaging decisions.

b. Mini Project: PPT Presentation.

c. Other Activities (Specify): Case Study and group discussion

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31THM202.5 Create an ability to integrate product, pricing, and distribution strategies to design a comprehensive marketing mix for a specific product.

Approximate Hours

Item	App X Hrs
CI	10
LI	0
SW	1
SL	1
Total	12

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p>SO5.1 Define and recall key terms and concepts related to communication and promotion strategies</p> <p>SO5.2 Interpret the role of various communication channels in reaching target audiences</p> <p>SO5.3 Demonstrate the application of integrated marketing communications (IMC) principles in a given scenario</p> <p>SO5.4 Evaluate the strengths and weaknesses of different communication channels in a specific business context</p> <p>SO5.5 Interpret the impact of cultural, social, and economic factors on advertising strategies</p>	.	<p>Unit-5.0: Communication and promotion strategies (Hrs. 10)</p> <p>5.1 Communication</p> <p>5.2 Process of communication</p> <p>5.3 Barriers in effective communication.</p> <p>5.4 Channels of communication.</p> <p>5.5 Objectives of marketing communication</p> <p>5.6 Promotion</p> <p>5.7 Advertising,</p> <p>5.8 Sales promotion</p> <p>5.9 Personal selling</p> <p>5.10 Direct marketing</p>	<p>1. Various channels of communication</p> <p>2. Objectives of marketing communication</p> <p>3. Steps of marketing communication</p> <p>4. Advantages of advertising</p>

SW-5 Suggested Sessional Work (SW):

- a. Assignments:** Explain in detail about the 5 Ms of Advertising.
- b. Mini Project:** Visit nearby advertising agencies and discuss about how it helps the brand to increase the sales.
- c. Other Activities (Specify):** Make an advertisement of an existing or a new product.

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

Brief of Hours suggested for the Course Outcome:

Course Outcomes	Class Lecture (Cl)	Sessional Work (SW)	Self-Learning (Sl)	Total hour (Cl+SW+Sl)
31THM202.1: Define and explain key marketing concepts, including the marketing mix (product, price, place, promotion) and the importance of customer value	5	1	1	7
31THM202.2: Explain the importance of time value of money in financial decision-making	6	1	1	8
31THM 202.3: Analyze the factors influencing market demand, including economic, social, and cultural factors and identify different bases for market segmentation	9	1	1	11
31THM202.4: Understand how product, pricing, and distribution strategies align with market segmentation	15	1	1	17
31THM202.5: Create an ability to integrate product, pricing, and distribution strategies to design a comprehensive marketing mix for a specific product	10	1	1	12
Total Hours	45	5	5	55

Suggestion for End Semester Assessment:

Suggested Specification Table (For ESA)

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
CO-1	Introduction to marketing management					
CO-2	Analyzing marketing opportunities.					
CO-3	Forecasting market demand and market segmentation					
CO-4	Product, pricing and distribution strategies					
CO-5	Communication and promotion strategies					
Total						50

Legend: Ap: Apply, An: Analyze, Ev: Evaluate Cr: Create

The end of semester assessment for Marketing Management-I will be held with written examination of 50 marks

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above Tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Demonstration
6. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT, Blog, Facebook, Twitter, Whatsapp, Mobile, Online sources)
7. Brainstorming

Suggested Learning Resources:

(a) Books:

S. No.	Title	Author	Publisher	Edition & Year
1	Marketing Management	Kotler, P	Prentice Hall.	
2	Basic Marketing	McCarthy/Perreault		
3	Reading in Basic Marketing.	Grashof, Brogowics, McCarthy		
4	Lecture notes provided by Dept. of Management, AKS University, Satna			

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos. POs and PSOs Mapping

Course Title: MBA (THM)

Course Code: 31THM202

Course Title: Marketing Management -I

Course Outcomes	Program Outcomes								Program Specific Outcome			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
	Leadership Skills	Industry Knowledge	Customer Service Excellence	Financial management	Marketing & Brand Management	Global Perspective	Entrepreneurial Skills	Ethical and Sustainable Practices	This course is designed with the aim towards fulfilling the requirements for trained & qualified executives for Global industry of tourism.	Provide practical knowledge to students through training program	Enables students for critical thinking through the relevant business problems studies	understand global trends and emerging issues in travel, tourism and cargo sector
CO1: Define and explain key marketing concepts, including the marketing mix (product, price, place, and promotion) and the importance of customer value	3	3	2	1	3	2	3	2	3	2	2	2
CO2: Understanding the marketing research and marketing environment	3	2	3	2	2	2	3	2	3	2	2	1
CO3: Analyze the factors influencing	3	2	1	2	1	2	2	2	1	3	2	2

market demand, including economic, social, and cultural factors and identify different bases for market segmentation												
CO4: Understand how product, pricing, and distribution strategies align with market segmentation	3	3	2	2	3	2	3	2	3	3	3	2
CO5: Create an ability to integrate product, pricing, and distribution strategies to design a comprehensive marketing mix for a specific product	3	2	3	2	1	3	3	3	2	3	1	3

Legend: 1–Low,2–Medium,3– High

Course Curriculum Map:

POs&PSOs No.	COsNo.&Titles	SOsNo.	Laboratory Instruction (LI)	ClassroomInstruction(CI)	Self-Learning (SL)
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO1: Define and explain key marketing concepts, including the marketing mix (product, price, place, and promotion) and the importance of customer value	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-1.0Introduction to marketing management 1.1, 1.2, 1.3, 1.4, 1.5	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO2: Understanding the marketing research and marketing environment	SO2.1 SO2.2 SO2.3 SO2.4 SO2.5		Unit-2.0Analyzing marketing opportunities 2.1, 2.2, 2.3, 2.4, 2.5, 2.6	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO3: Analyze the factors influencing market demand, including economic, social, and cultural factors and identify different bases for market segmentation	SO3.1 SO3.2 SO3.3 SO3.4 SO3.5		Unit-3.0Forecasting market demand and market segmentation 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO4: Understand how product, pricing, and distribution strategies align with market segmentation	SO4.1 SO4.2 SO4.3 SO4.4 SO4.5		Unit-4.0Product, pricing and distribution strategies 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10, 4.11, 4.12, 4.13, 4.14, 4.15	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO5: Create an ability to integrate product, pricing, and distribution strategies to design a comprehensive marketing mix for a specific product	SO5.1 SO5.2 SO5.3 SO5.4 SO5.5		Unit-5.0Communication and promotion strategies 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9, 5.10	

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Semester-II

Course code: 31THM203

Course Title	Business Research and Quantitative Techniques
Pre-requisite	Research methodology is for imparting the knowledge of different areas of research to the students. The course is concerned with systematic gathering and analysis of information needed either to understand or to solve a managerial problem or a phenomenon. The objective of the course is to sensitize students with an appropriate research design, several research techniques, to enable them to conduct investigations within and outside their organizations.
Rationale	The rationale for employing business research and quantitative techniques is rooted in the pursuit of evidence-based decision-making, risk mitigation, efficiency improvement, and gaining a competitive edge in the business landscape. These methods provide a structured and objective approach to addressing complex business challenges.

Course Outcomes:

31THM 203.1: Understanding of the basic framework of research process.

31THM203.2: Understanding of various research designs and techniques and various sources of Information for literature review and data collection.

31THM 203.3: Validating the knowledge of hypothesis testing for large and small samples.

31THM 203.4: Evaluate basic knowledge of analyzing data using various statistical and mathematical techniques for business decisions.

31THM 203.5: Solving tools such as correlation and regression in estimating demand in highly competitive markets.

Scheme of Studies:

Board of Study	Course Code	Course Title	Scheme of studies (Hours/Week)				Total Study Hours (CI+LI+SW+SL)	Total Credits (C)
			CI	LI	SW	SL		
MCC	31THM203	Business Research and Quantitative Techniques	3	0	1	1	5	3

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

Scheme of Assessment:

Theory

Board of Study	Course Code	Course Title	Scheme of Assessment (Marks)							End Semester Assessment (ESA)	Total Marks (PRA+ESA)
			Progressive Assessment (PRA)						Total Marks (CA+CT+SA+CAT+AT)		
			Class/Home Assignment Number 3 marks each (CA)	Class Test 2 (2 best out of 3) 10 marks each (CT)	Seminar one (SA)	Class Activity one (CAT)	Class Attendance (AT)				
MCC	31TH M203	Business Research and Quantitative Techniques	15	20	5	5	5	50	50	100	

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self-Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31 THM 203.1: Understanding of the basic framework of research process

Approximate Hours

Item	App X Hrs
CI	7
LI	0
SW	1
SL	1
Total	9

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p>SO1.1 Identify Sources of Information understand different Research Methods, apply selected Research Methods.</p> <p>SO1.2 Develop Data Analytics Skills which would make them to carry out meaningful interpretation of the data sets. Such skills would help them to solve any Business or Research Problem</p>	.	<p>Unit-1.0: Concept of research & research problem (Hrs. 07)</p> <p>1.1 Introduction of RM</p> <p>1.2 Concept of RM</p> <p>1.3 Nature of RM</p> <p>1.4 Significance of research</p> <p>1.5 Concept of research problem</p> <p>1.6 Selection of research problem</p> <p>1.7 Formulation of research problem</p>	<p>1.Types of research problem with example</p>

SW-1 Suggested Sessional Work (SW):

- Assignments:** Discuss types of research and their uses in practical life.
- Mini Project:** PPT Presentation
- Other Activities (Specify):** Students teach students

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31 THM 203.2: understanding of various research designs and techniques and various sources of information for literature review and data collection

Approximate Hours

Item	App X Hrs
CI	15
LI	0
SW	1
SL	1
Total	17

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p>SO2.1 Examine of various research designs and techniques</p> <p>SO2.2 Apply to Collect, analyze, and interpret quantitative and qualitative data using relevant data collection techniques and analysis methods</p> <p>SO2.3 Organize formulating research questions, developing a research proposal, and creating a project timeline</p>		<p>Unit-2.0: Research design & data collection (Hrs. 15)</p> <p>2.1 Research design</p> <p>2.2 data collection</p> <p>2.3 Concept and types.</p> <p>2.4 Survey and its Methods:</p> <p>2.5 inverse Census method,</p> <p>2.6 Sample Method,</p> <p>2.7 Types of Sampling Technique,</p> <p>2.8 Types of Universe. Data Collection : Primary data –</p> <p>2.9 concept, direct personal investigation, Indirect oral investigation,</p> <p>2.10 local report,</p> <p>2.11 schedules and questionnaires,</p> <p>2.12 Drafting of questionnaire;</p> <p>2.13 measuring and scaling techniques;</p> <p>2.14 Secondary data– Source of secondary</p> <p>2.15 data, editing and scrutinizing of secondary data</p>	<p>Take any specialized area problem and formulate questionnaire</p>

SW-2 Suggested Sessional Work (SW):

- a. **Assignments:** What is a secondary data? Discuss different type of data with example.
- b. **Mini Project:**

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

c. **Other Activities (Specify):** Class presentation

31 THM 203.3: Validating the knowledge of hypothesis testing for large and small samples

Approximate Hours

Item	App X Hrs
CI	8
LI	0
SW	1
SL	1
Total	10

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p>SO3.1 Analyze various methods of Non-parametric tests</p> <p>SO3.2 Assess about small sample tests based on Chi-square, t and F distributions</p> <p>SO3.3 Evaluate formulating and testing a hypothesis, using critical values to draw conclusions and determining probability of making errors in hypothesis tests</p>		<p>Unit-3.0: Hypothesis test of significance (Hrs. 08)</p> <p>3.1 Concept, types of hypothesis,</p> <p>3.2 Formulation of hypothesis.</p> <p>3.3 Test of significance in large sample (z-test),</p> <p>3.4 test of significance in small sample (t-test),</p> <p>3.5 test of significance in more than one sample (F-test),</p> <p>3.6 Meaning and uses of chi-square test,</p> <p>3.7 Chi-square test</p> <p>3.8 standard error</p>	<p>1. Parametric and non-parametric test with rules</p>

SW-3 Suggested Sessional Work (SW):

- a. **Assignments:** Write the detail note Hypothesis testing.
- b. **Mini Project:**
- c. **Other Activities (Specify):** PPT presentation

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31 THM 203.4: Evaluate basic knowledge of analyzing data using various statistical and Mathematical techniques for business decisions

Approximate Hours

Item	App X Hrs
CI	10
LI	0
SW	1
SL	1
Total	12

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p>SO4.1 Students will define about central tendency: mean median mode</p> <p>SO4.2 Students will explain acquire and improve mathematical maturity by stressing on problem solving</p> <p>SO4.3 Students will able to solve geometric and harmonic mean problems</p> <p>SO4.4 Students will able to distinguish mean, median and mode</p> <p>SO4.5 construct about all parameters of measure of central tendency capital budgeting decisions</p>		<p>Unit-4.0: Fundamental of statistics (Hrs. 10)</p> <p>4.1 Averages as a measure of central tendency.</p> <p>4.2 Mean direct method , Mean short cut method</p> <p>4.3 mean step deviation method</p> <p>4.4 Median individual series, Median discrete series</p> <p>4.5 Median class interval</p> <p>4.6 missing frequency of median</p> <p>4.7 missing frequency of mean</p> <p>4.8 Mode</p> <p>4.9 Arithmetic mean, weighted mean</p> <p>4.10 standard deviation mean deviation</p>	<p>1. Merits and demerits of mean ,median and mode</p>

SW-4 Suggested Sessional Work (SW):

- a. **Assignments:** Explain about central tendency and give numeric example of mean, median and Mode.
- b. **Mini Project:** PPT Presentation.
- c. **Other Activities (Specify):** Solve students doubts and revision of the unit

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31THM 401.5 Solving tools such as correlation and regression in estimating demand in highly competitive markets

Approximate Hours

Item	App X Hrs
CI	5
LI	0
SW	1
SL	1
Total	7

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
SO5.1 Differentiate between correlation and regression SO5.2 Evaluate basic ideas of linear regression and correlation SO5.3 Describe the linear regression model and interpret		Unit-5.0: Correlation & regression analysis (Hrs. 05) 5.1 Correlation & regression analysis: 5.2 Concept and importance of correlation, types of correlation, co-efficiency of 5.3 correlation method by Karl Pearson; 5.4 correlation without deviation 5.5 Regression Analysis	1. What is Regression Analysis in Business Analytics?

SW-5 Suggested Sessional Work (SW):

- a. Assignments:** Write about correlation and their types with example. Explain regression Method.
- b. Mini Project:**
- c. Other Activities (Specify):** Students solve doubts to other students

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Brief of Hours suggested for the Course Outcome:

Course Outcomes	Class Lecture (CI)	Sessional Work (SW)	Self-Learning (SI)	Total hour (CI+SW+SI)
31THM203.1: Understanding of the basic framework of research process	7	1	1	9
31THM203.2: Understanding of various research designs and techniques and various sources of information for literature review and data collection	15	1	1	17
31THM203.3: Validating the knowledge of hypothesis testing for large and small samples	8	1	1	10
31THM203.4: Evaluate basic knowledge of analyzing data using various statistical and mathematical techniques for business decisions	10	1	1	12
31THM203.5: Solving tools such as correlation and regression in estimating demand in highly competitive markets	5	1	1	7
Total Hours	45	5	5	55

Suggestion for End Semester Assessment:

Suggested Specification Table (For ESA)

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
CO-1	Concept of research & research problem					
CO-2	Research design & data collection					
CO-3	Hypothesis test of significance					
CO-4	Fundamentals of Statistics					
CO-5	Correlation & regression analysis					
Total						50

Legend: Ap: Apply,

An: Analyze,

Ev: Evaluate

Cr: Create

The end of semester assessment for Business Research and Quantitative Techniques will be held with written examination of 50 marks

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

1. Improved Lecture

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

2. Tutorial
3. Case Method
4. Group Discussion
5. Demonstration
6. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT, Blog, Facebook, Twitter, Whatsapp, Mobile, Online sources)
7. Brainstorming

Suggested Learning Resources:

(a) Books:

S. No.	Title	Author	Publisher	Edition & Year
1	Statistical Methods	S.P.Gupta & Kapoor	Sultan Chand	
2	Statistical Techniques	N.K.Sharma	Mangal Deep, Pub, Jaipur	
3	Statistics for Management	Richard, Lewin	Prentice Hall	
4	Lecture notes provided by Dept. of Management, AKS University, Satna			

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos. POs and PSOs Mapping

Course Title: MBA (THM)

Course Code: 31THM203

Course Title: Business Research and Quantitative Techniques

Course Outcomes	Program Outcomes								Program Specific Outcome			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
	Leadership Skills	Industry Knowledge	Customer Service Excellence	Financial management	Marketing & Brand Management	Global Perspective	Entrepreneurial Skills	Ethical and Sustainable Practices	This course is designed with the aim towards fulfilling the requirements for trained & qualified executives for Global industry of tourism.	Provide practical knowledge to students through training program	Enables students for critical thinking through the relevant business problems studies	understand global trends and emerging issues in travel, tourism and cargo sector
CO1: Understanding of the basic framework of research process	1	2	2	1	2	2	2	3	2	2	3	1
CO2: Understanding of various research designs and techniques and various sources of information for literature review and data collection	3	2	3	1	2	3	3	2	3	2	3	1
CO3: Validating the knowledge of	3	2	1	1	2	3	3	2	1	3	3	1

hypothesis testing for large and small samples												
CO4: Evaluate basic knowledge of analyzing data using various statistical and mathematical techniques for business decisions	3	3	2	1	2	3	3	2	3	3	2	1
CO5: Solving tools such as correlation and regression in estimating demand in highly	3	2	1	1	1	2	2	2	2	2	1	1

Legend: 1–Low,2–Medium,3– High

Course Curriculum Map:

POs&PSOs No.	COsNo.&Titles	SOsNo.	Laboratory Instruction (LI)	ClassroomInstruction(CI)	Self-Learning (SL)
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO1: Understanding of the basic framework of research process	SO1.1 SO1.2		Unit-1.0Concept of research & research problem 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO2: Understanding of various research designs and techniques and various sources of information for literature review and data collection	SO2.1 SO2.2 SO2.3		Unit-2.0Research design & data collection 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11, 2.12, 2.13, 2.14, 2.15	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO3: Validating the knowledge of hypothesis testing for large and small samples	SO3.1 SO3.2 SO3.3		Unit-3.0Hypothesis test of significance 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO4: Evaluate basic knowledge of analyzing data using various statistical and mathematical techniques for business decisions	SO4.1 SO4.2 SO4.3 SO4.4 SO4.5		Unit-4.0Fundamentals of Statistics 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO5: Solving tools such as correlation and regression in estimating demand in highly	SO5.1 SO5.2 SO5.3		Unit5.0Correlation & regression analysis 5.1, 5.2, 5.3, 5.4, 5.5	

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Semester-II

Course code: 31THM204

Course Title	Madhya Pradesh Tourism
Pre-requisite	Understanding the geography and historical background of Madhya Pradesh is crucial for providing accurate information to tourists and enhancing their experience
Rationale	The subject Madhya Pradesh Tourism promoting tourism in Madhya Pradesh, India, is multifaceted and encompasses economic, social, cultural, and environmental considerations. Madhya Pradesh is rich in cultural heritage, boasting historical monuments, ancient temples, and archaeological sites. Promoting tourism helps in preserving and showcasing this cultural wealth to a wider audience.

Course Outcomes:

31THM 204.1: Students learn about Geography and geology, climate and weather condition to Understand the climate of the state, these key elements are very important to prepare An itinerary of M.P.

31THM 204.2: Understand about THE GLORIOUS history of M.P. in all three stages, Ancient, Medieval and modern.

31THM 204.3: Identify Tourist inflow and outflows the important key factors for any state, so they Can understand the tourist arrivals and departure in the state

31THM 204.4: Develop the knowledge about the promotion policy made by the State government, Policy planners and role of government for the betterment of tourism in state.

31THM 204.5: Assess the social and economic impact from tourism industry for their future Opportunities.

Scheme of Studies:

Board of Study	Course Code	Course Title	Scheme of studies (Hours/Week)				Total Study Hours (CI+LI+SW+SL)	Total Credits (C)
			CI	LI	SW	SL		
TMC	31THM204	Madhya Pradesh Tourism	3	0	1	1	5	3

Legend:

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of Teacher to ensure outcome of Learning.

Scheme of Assessment:

Theory

Board of Study	Course Code	Course Title	Scheme of Assessment (Marks)							
			Progressive Assessment (PRA)						End Semester Assessment (ESA)	Total Marks (PRA + ESA)
			Class/Home Assignment (5 number 3 mark each) (CA)	Class Test 2 (2 best out of 3) 10 mark each (CT)	Seminar (SA)	Class Activity (anyone) (CAT)	Class Attendance (AT)	Total Marks (CA+CT+SA+CAT+AT)		
TMC	31TH M204	Ma dhy a Pra des h To uris m	15	20	5	5	5	50	50	100

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self-Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

31 THM 204.1: Students learn about Geography and geology, climate and weather condition to Understand the climate of the state, these key elements are very important to Prepare an itinerary of M.P.

Approximate Hours

Item	App X Hrs
CI	8
LI	0
SW	1
SL	1
Total	10

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p>SO1.1 Student will be able to understand about the history of Madhya Pradesh</p> <p>SO1.2 Identify the importance of geography in tourism sector</p> <p>SO1.3 Apply the knowledge about the climate of the state</p> <p>SO1.4 Develop knowledge about the mountains & rivers of the state</p> <p>SO1.5 Evaluate the overall impact of geographical condition of the state</p>		<p>Unit-1.0: Introduction of Madhya Pradesh (Hrs.08)</p> <p>1.1 Introduction 1.2 Geography 1.3 Geology 1.4 Climate 1.5 Flora 1.6 Fauna 1.7 River 1.8 Mountain</p>	<p>1. Map reading 2. Geography of M.P.</p>

SW-1 Suggested Sessional Work (SW):

- a. **Assignments:** Write the detailed note about the geography of Madhya Pradesh?
- b. **Mini Project:**
 - PPT Presentation
 - Destination Visit Reports
- c. **Other Activities (Specify):** Students teach students, Class Quiz

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31 THM 204.2: Understand about THE GLORIOUS history of M.P. in all three stages, Ancient, medieval and modern

Approximate Hours

Item	App X Hrs
CI	10
LI	0
SW	1
SL	1
Total	12

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p>SO2.1 Will be able to understand about the nature of convention market</p> <p>SO2.2 Will be able to analyze the growth & development of MICE</p> <p>SO2.3 Develop knowledge About the conference facilities & demand</p> <p>SO2.4 Evaluate the economic & social significance of convention market</p> <p>SO2.5 Create the knowledge about national & international market of convention</p>		<p>Unit-2.0: Brief History of Madhya Pradesh (Hrs.10)</p> <p>2.1 History of Madhya Pradesh</p> <p>2.2 Ancient History</p> <p>2.3 Dynasty of ancient history in M.P</p> <p>2.4 Historical monuments</p> <p>2.5 Medieval History</p> <p>2.6 Dynasty of Medieval period</p> <p>2.7 Monuments</p> <p>2.8 Modern History</p> <p>2.9 Dynasty of Modern history</p> <p>2.10 Monuments of modern history</p>	<p>1. Organize meetings</p> <p>2. Visit Industry</p> <p>3. Attend webinar</p>

SW-2 Suggested Sessional Work (SW):

- a. **Assignments:** Discuss about the history of Madhya Pradesh? And also mention the Importance of it.
- b. **Mini Project:** Presentation
- c. **Other Activities (Specify):** Visit the historical sites of Madhya Pradesh.

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31 THM 204.3: Identify Tourist inflow and outflows the important key factors for any state, so they can understand the tourist arrivals and departure in the state

Approximate Hours

Item	App X Hrs
CI	9
LI	0
SW	1
SL	1
Total	11

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p>SO3.1 Understand about heritage of Madhya Pradesh</p> <p>SO3.2 Identify the world heritage sites in India</p> <p>SO3.3 Differentiate between wild life sanctuaries & national park</p> <p>SO3.4 Evaluate the importance of Monuments</p> <p>SO3.5 Create the Knowledge about the fairs & festivals of Madhya Pradesh</p>		<p>Unit-3.0: Heritage of Madhya Pradesh (Hrs.09)</p> <p>3.1 Heritage of M.P</p> <p>3.2 World Heritage sites</p> <p>3.3 Pilgrimage sites</p> <p>3.4 Wild Life sanctuaries</p> <p>3.5 National Park</p> <p>3.6 Religious sites</p> <p>3.7 Fairs of M.P</p> <p>3.8 Festivals of M.P</p> <p>3.9 Monuments</p>	<p>1. Learn about world heritage sites in India</p> <p>2. UNESCO Sites</p>

SW-3 Suggested Sessional Work (SW):

- a. **Assignments:** Make a chart of the important fairs & festivals of Madhya Pradesh.
- b. **Mini Project:** Visit the heritage sites & get information about it.
- c. **Other Activities (Specify):** Students teach weak students in the class to solve their doubts.

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

31 THM 204.4: Develop the knowledge about the promotion policy made by the State Government, policy planners and role of government for the betterment of Tourism in state

Approximate Hours

Item	App X Hrs
CI	9
LI	0
SW	1
SL	1
Total	11

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p>SO4.1 Understand the importance of tourism infrastructure</p> <p>SO4.2 Gain knowledge about the transport connectivity of Madhya Pradesh</p> <p>SO4.3 Develop knowledge about the natural & man made sites of M.P</p> <p>SO4.4 Evaluate the gap between tourist & host community</p> <p>SO4.5 Create knowledge about the infrastructural development of M.P</p>		<p>Unit-4.0: Infrastructure (Hrs.09)</p> <p>4.1 Tourism Infrastructure</p> <p>4.2 Transport</p> <p>4.3 Types of Transport</p> <p>4.4 Accommodation</p> <p>4.5 Types of Hotels</p> <p>4.6 Types of Meal plan</p> <p>4.7 Attraction sites</p> <p>4.8 Natural attraction</p> <p>4.9 Man Made attraction</p> <p>Other Facilities</p>	<p>1. Visit MPSTDC SITES</p> <p>2. Get information through M.P. tourism websites</p>

SW-4 Suggested Sessional Work (SW):

- a. **Assignments:** Write the role of infrastructural development in the field of tourism sectors.
- b. **Mini Project:** PPT Presentation.
- c. **Other Activities (Specify):** Solve students doubts and revision of the unit

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31THM 204.5 Assess the social and economic impact from tourism industry for their future opportunities

Approximate Hours

Item	App X Hrs
CI	9
LI	0
SW	1
SL	1
Total	11

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
SO5.1 Apply knowledge about the tourist flow- Domestic as well International tourist SO5.2 Analyze the significance of tourism SO5.3 Gain knowledge about the policy planner & framework SO5.4 Develop knowledge about the role of government for promotion & development of Tourism SO5.5 Create the knowledge about the tourism intermediaries		Unit-5.0: Tourism Impact (Hrs.09) 5.1 Tourist Flow in M.P 5.2 Social Impact 5.3 Economic Impact 5.4 Environmental 5.5 Cultural Impact 5.6 Policy Planner & Framework 5.7 Role of Government 5.8 Public Sectors 5.9 Private Sectors	1. Govt. tourism Policy 2. Tourism Intermediaries

SW-5 Suggested Sessional Work (SW):

a. Assignments:

- Write detail note about the MPSTDC.
- Explain objectives & mission of Madhya Pradesh Tourism.

b. Mini Project: Visit the nearest airport & see the security procedure

c. Other Activities (Specify): Students solve doubts to other students

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Brief of Hours suggested for the Course Outcome:

Course Outcomes	Class Lecture (Cl)	Sessional Work (SW)	Self-Learning (Sl)	Total hour (Cl+SW+Sl)
31THM204.1: Students learn about Geography and geology, climate and weather condition to understand the climate of the state, these key elements are very important to prepare an itinerary of M.P.	7	1	1	9
31THM204.2: Understand about THE GLORIOUS history of M.P. in all three stages, Ancient, medieval and modern	15	1	1	17
31THM204.3: Identify Tourist inflow and outflows the important key factors for any state, so they can understand the tourist arrivals and departure in the state	8	1	1	10
31THM204.4: Develop the knowledge about the promotion policy made by the State government, policy planners and role of government for the betterment of tourism in state	10	1	1	12
31THM204.5: Assess the social and economic impact from tourism industry for their future opportunities	5	1	1	7
Total Hours	45	5	5	55

Suggestion for End Semester Assessment:

Suggested Specification Table (For ESA)

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
CO-1	Introduction of Madhya Pradesh					
CO-2	Brief History of Madhya Pradesh					
CO-3	Heritage of Madhya Pradesh					
CO-4	Infrastructure					
CO-5	Tourism Impact					
Total						50

Legend: Ap: Apply,

An: Analyze,

Ev: Evaluate

Cr: Create

The end of semester assessment for Madhya Pradesh Tourism will be held with written examination of 50 marks

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

AK S University
Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Demonstration
6. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT, Blog, Facebook, Twitter, Whatsapp, Mobile, Online sources)
7. Brainstorming

Suggested Learning Resources:

(a) Books:

S. No.	Title	Author	Publisher	Edition & Year
1	Historical Geography of Ancient India	Bimala Churn Law	Gyan Publishing House	2021
2	Madhya Pradesh Geography	Kumar, Deepak	Notion Press	2020
3	Geography of Madhya Pradesh	Gupta, Sanjay	Samiksha Publication	2016
4	Lecture notes provided by Dept. of Management, AKS University, Satna			

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos. POs and PSOs Mapping

Course Title: MBA (THM)

Course Code: 31THM204

Course Title: Madhya Pradesh Tourism

Course Outcomes	Program Outcomes								Program Specific Outcome			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
	Leadership Skills	Industry Knowledge	Customer Service Excellence	Financial management	Marketing & Brand Management	Global Perspective	Entrepreneurial Skills	Ethical and Sustainable Practices	This course is designed with the aim towards fulfilling the requirements for trained & qualified executives for Global industry of tourism.	Provide practical knowledge to students through training program	Enables students for critical thinking through the relevant business problems studies	understand global trends and emerging issues in travel, tourism and cargo sector
CO1: Students learn about Geography and geology, climate and weather condition to understand the climate of the state, these key elements are very important to prepare an itinerary of M.P.	3	2	2	1	3	2	3	2	3	2	2	3
CO2: Understand about THE GLORIOUS history of M.P. in all three	3	2	3	2	1	2	3	2	2	2	2	1

stages, Ancient, medieval and modern												
CO3: Identify Tourist inflow and outflows the important key factors for any state, so they can understand the tourist arrivals and departure in the state	3	2	1	1	1	2	2	2	1	1	2	2
CO4: Develop the knowledge about the promotion policy made by the State government, policy planners and role of government for the betterment of tourism in state	3	2	2	2	3	2	3	2	3	3	3	2
CO5: Assess the social and economic impact from tourism industry for their future opportunities	2	3	2	3	2	3	3	3	3	3	2	3

Legend: 1–Low,2–Medium,3– High

Course Curriculum Map:

POs&PSOs No.	COsNo.&Titles	SOsNo.	Laboratory Instruction (LI)	ClassroomInstruction(CI)	Self-Learning (SL)
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO1: Students learn about Geography and geology, climate and weather condition to understand the climate of the state, these key elements are very important to prepare an itinerary of M.P.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-1.0Introduction of Madhya Pradesh 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO2: Understand about THE GLORIOUSE history of M.P.in all three stages, Ancient, medieval and modern	SO2.1 SO2.2 SO2.3 SO2.4 SO2.5		Unit-2.0Brief History of Madhya Pradesh 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11, 2.12, 2.13, 2.14, 2.15	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO3: Identify Tourist inflow and outflows the important key factors for any state, so they can understand the tourist arrivals and departure in the state	SO3.1 SO3.2 SO3.3 SO3.4 SO3.5		Unit-3.0Heritage of Madhya Pradesh 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO4: Develop the knowledge about the promotion policy made by the State government, policy planners and role of government for the betterment of tourism in state	SO4.1 SO4.2 SO4.3 SO4.4 SO4.5		Unit-4.0Infrastructure 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO5: Assess the social and economic impact from tourism industry for their future opportunities	SO5.1 SO5.2 SO5.3 SO5.4 SO5.5		Unit5.0Tourism Impact 5.1, 5.2, 5.3, 5.4, 5.5	

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Semester-II

Course code: 31THM205

Course Title	Computing & Information System in Tourism
Pre-requisite	The study of Computing and Information Systems in Tourism involves the application of technology to manage and enhance various aspects of the tourism industry. To succeed in this field, individuals should possess a combination of technical skills, knowledge of tourism industry dynamics, and an understanding of business principles.
Rationale	The subject is designed to provide students with a comprehensive understanding of Computing and Information Systems in Tourism. This subject aims to equip students with the knowledge and skills necessary to leverage information technology in addressing the challenges and opportunities within the tourism sector.

Course Outcomes:

- 31THM 205.1:** Gain insights into the use of Management Information Systems for Customer Relationship Management in the tourism industry.
- 31THM 205.2:** Gain hands-on experience and technical proficiency in using popular CRS software platforms.
- 31THM 205.3:** Develop technical skills in programming languages, database management, and other relevant technologies to implement and manage computing solutions in a tourism context.
- 31THM 205.4:** Prepare students for roles in the travel and hospitality industry that involve the use of Computer Reservation Systems.
- 31THM 205.5:** Create knowledge of how PNRs and flight availability information are managed With in Global Distribution System.

Scheme of Studies:

Board of Study	Course Code	Course Title	Scheme of studies(Hours/Week)				Total Study Hours (CI+LI+SW+SL)	Total Credits (C)
			C I	L I	S W	S L		
CSC	31THM 205	Computing & Informatio n System in Tourism	3	0	1	1	5	3

Legend:

- CI:** Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),
- LI:** Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)
- SW:** Sessional Work (includes assignment, seminar, mini project etc.),
- SL:** Self Learning,

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

Theory

Board of Study	Course Code	Course Title	Scheme of Assessment (Marks)							
			Progressive Assessment (PRA)						End Semester Assessment (ESA)	Total Marks (PRA + ESA)
			Class/Home Assignment (3 marks each) (CA)	Class Test 2 (2 best out of 3) (10 marks each) (CT)	Seminar (SA)	Class Activity (CAT)	Class Attendance (AT)	Total Marks (CA+CT+SA+CAT+AT)		
CSC	31TH M205	Computing & Information System in Tourism	15	20	5	5	5	50	50	100

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self-Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31THM 205.1: Gain insights into the use of Management Information Systems for Customer Relationship Management in the tourism industry.

Approximate Hours

Item	App X Hrs
CI	8
LI	0
SW	1
SL	1
Total	10

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p>SO1.1: Understanding of fundamental MIS concepts, including the role of information systems in organizations</p> <p>SO1.2: Identify various types of information systems, and their impact on decision-making.</p> <p>SO1.3: Analyze business processes, identify information system requirements, and design effective solutions.</p> <p>SO1.4: Demonstrate proficiency in database management, including the ability to design, implement, and query databases relevant to organizational needs.</p> <p>SO1.5: Create application that enhances a specific aspect of tourism or business operations.</p>		<p>Unit-1.0: Management information system (Hrs.08)</p> <p>1.1 Introduction</p> <p>1.2 Concept of MIS</p> <p>1.3 Structure</p> <p>1.4 Basic Information Systems</p> <p>1.5 Marketing Information system</p> <p>1.6 Personal Marketing System,</p> <p>1.7 Concepts of Decision Making</p> <p>1.8 Models of MIS</p>	<p>1. Role of Management information System</p>

SW-1 Suggested Sessional Work (SW):

- a. **Assignments:** Explain the role of Management information system in tourism industry?
- b. **Mini Project:**
 - PPT Presentation
- c. **Other Activities (Specify):**
 - Students teach students
 - Class Quiz

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31THM 205.2: Gain hands-on experience and technical proficiency in using popular CRS software platforms.

Approximate Hours

Item	App X Hrs
CI	9
LI	0
SW	1
SL	1
Total	11

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p>SO2.1: Demonstrate a clear understanding of the basic concepts and protocols that underpin the functioning of the Internet.</p> <p>SO2.2: Understanding the importance of secure connections (HTTPS).</p> <p>SO2.3: Develop skills in conducting internet research, evaluating the credibility of online sources, and citing information appropriately.</p> <p>SO2.4: Effectively organize and manage email content using folders, labels, and other organizational features within an email client.</p> <p>SO2.5: Demonstrate proficiency in accessing the internet and using email on mobile devices.</p>	.	<p>Unit-2.0: Internet & Email (Hrs.09)</p> <p>2.1 Introduction</p> <p>2.2 Internet & E-mail</p> <p>2.3 Internet Services</p> <p>2.4 Feature,</p> <p>2.5 Internet Addressing</p> <p>2.6 Internet Protocols,</p> <p>2.7 World Wide Web (WWW)</p> <p>2.8 Internet/Web Browsing,</p> <p>2.9 Electronic Mail (e-mail)</p>	<p>1. History of Computer</p>

SW-2 Suggested Sessional Work (SW):

- a. **Assignments:** Write the detail note about the history of computer?
- b. **Mini Project:**
- c. **Other Activities (Specify):** PPT Presentation

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31THM 205.3: Develop technical skills in programming languages, database management, and other relevant technologies to implement and manage computing solutions in a tourism context.

Approximate Hours

Item	App X Hrs
CI	14
LI	0
SW	1
SL	1
Total	16

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p>SO3.1: Understand the role of information technology in the field of tourism</p> <p>SO3.2: Gain proficiency in using Computer Reservation Systems (CRS) to make and manage travel reservations</p> <p>SO3.3: Understand the operations and business models of Online Travel Agencies, including the use of technology</p> <p>SO3.4: Explore the unique challenges and opportunities of food and beverage management in resorts.</p> <p>SO3.5: Apply project management skills to plan, execute, and evaluate the implementation of information technology projects within the travel industry</p>		<p>Unit-3.0: Travel Business & Information Technology (Hrs.014)</p> <p>3.1 Travel business</p> <p>3.2 Information technology agency management</p> <p>3.3 Foreign exchange systems</p> <p>3.4 The History of IT in Travel</p> <p>3.5 Business Travel</p> <p>3.6 Travel and Entertainment,</p> <p>3.7 Leisure Travel</p> <p>3.8 Trade Bodies,</p> <p>3.9 The Bank Settlement Plan (BSP),</p> <p>3.10 Agency Management Functions,</p> <p>3.11 Sabre Information Network (STIN),</p> <p>3.12 Agency Data System (ADS),</p> <p>3.13 Foreign Exchange, Foreign Currency</p> <p>3.14 Products, Power Point</p>	<p>1. AMEDIUS Software</p>

SW-3 Suggested Sessional Work (SW):

- a. **Assignments:** Travel Business & Information Technology.
- b. **Mini Project:**

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

c. **Other Activities (Specify):** Students teach weak students in the class to solve their doubts.

31THM 205.4: Prepare students for roles in the travel and hospitality industry that involve the use of Computer Reservation Systems.

Approximate Hours

Item	App X Hrs
CI	5
LI	0
SW	1
SL	1
Total	7

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p>SO4.1 Discuss the specific skills and knowledge required for booking reservation</p> <p>SO4.2 Understand the importance of technology in the field of tourism</p> <p>SO4.3 Develop strong interpersonal skills to create reservation voucher</p> <p>SO4.4 Understand how these skills contribute to creating positive and memorable experiences for participants</p> <p>SO4.5 Develop skills in planning and organizing tour packages</p>		<p>Unit-4.0: Reservation & Networking Systems (Hrs.05)</p> <p>4.1 Central Reservation Systems</p> <p>4.2 Air Travel,</p> <p>4.3 Rail Travel</p> <p>4.4 Road Transport</p> <p>4.5 Hotel Reservation System</p>	<p>1. Explore Various Types of Networking systems</p> <p>2. Develop Effective Communication Skills</p>

SW-4 Suggested Sessional Work (SW):

- a. **Assignments :**Reservation & Networking Systems.
- b. **Mini Project:** PPT Presentation.
- c. **Other Activities (Specify):** Solve students doubts and revision of the unit

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31THM 205.5: Create knowledge of how PNRs and flight availability information are managed within Global Distribution Systems.

Approximate Hours

Item	App X Hrs
CI	9
LI	0
SW	1
SL	1
Total	11

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p>SO5.1 Apply the knowledge about the PNR</p> <p>SO5.2 Evaluate the implementation of information technology projects</p> <p>SO5.3 Gain knowledge about the E-Ticketing, Online booking.</p> <p>SO5.4 Develop knowledge about tourism production system</p> <p>SO5.5 Evaluate the role Information Technology</p>		<p>Unit-5.0: Passenger Name Record (Hrs.09)</p> <p>5.1 PNR</p> <p>5.2 Flight Availability,</p> <p>5.3 E-ticket,</p> <p>5.4 Intelligent Ticket,</p> <p>5.5 Tourism Production System (TPS).</p> <p>5.6 CRS</p> <p>5.7 GDS</p> <p>5.8 Amadeus software</p> <p>5.9 Galileo</p>	<p>1. Learn how to create PNR</p>

SW-5 Suggested Sessional Work (SW):

a. Assignments:

- Write the detail note about how to create PNR for guest.

b. Mini Project:

- c. Other Activities (Specify):** Students solve doubts to other students

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

Brief of Hours suggested for the Course Outcome:

Course Outcomes	Class Lecture (CI)	Sessional Work (SW)	Self-Learning (SI)	Total hour (CI+SW+SI)
31THM205.1: Gain insights into the use of Management Information Systems for Customer Relationship Management in the tourism industry.	8	1	1	10
31THM205.2: Gain hands-on experience and technical proficiency in using popular CRS software platforms.	9	1	1	11
31THM205.3: Develop technical skills in programming languages, database management, and other relevant technologies to implement and manage computing solutions in a tourism context.	14	1	1	16
31THM205.4: Prepare students for roles in the travel and hospitality industry that involve the use of Computer Reservation Systems.	5	1	1	7
31THM205.5: Create knowledge of how PNRs and flight availability information are managed within Global Distribution Systems.	9	1	1	11
Total Hours	45	5	5	55

Suggestion for End Semester Assessment:

Suggested Specification Table (For ESA)

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
CO-1	Management information system					
CO-2	Internet & Email					
CO-3	Travel Business & Information Technology					
CO-4	Reservation & Networking Systems					
CO-5	Passenger Name Record					
Total						50

Legend: Ap: Apply, An: Analyze, Ev: Evaluate Cr: Create

The end of semester assessment for Computing & Information System in Tourism will be held with written examination of 50 marks

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above

AK S University
Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Demonstration
6. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT, Blog, Facebook, Twitter, Whatsapp, Mobile, Online sources)
7. Brainstorming

Suggested Learning Resources:

(a) Books:

S. No.	Title	Author	Publisher	Edition & Year
1	Computer reservation system: A complete guide	Gerardus Blokydyk	5 Star cook	2018
2	Computer Applications	Bhatnagar, Salini	Unknown Binding	2020
3	Information Technology for Travel & Tourism	Gary, Inkpen	Financial times prentice hall	1994
4	Lecture notes provided by Dept. of Management, AKS University, Satna			

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos. POs and PSOs Mapping

Course Title: MBA (THM)

Course Code: 31THM205

Course Title: Computing & Information System in Tourism

Course Outcomes	Program Outcomes								Program Specific Outcome			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
	Leadership Skills	Industry Knowledge	Customer Service Excellence	Financial management	Marketing & Brand Management	Global Perspective	Entrepreneurial Skills	Ethical and Sustainable Practices	This course is designed with the aim towards fulfilling the requirements for trained & qualified executives for Global industry of tourism.	Provide practical knowledge to students through training program	Enables students for critical thinking through the relevant business problems studies	understand global trends and emerging issues in travel, tourism and cargo sector
CO1: Gain insights into the use of Management Information Systems for Customer Relationship Management in the tourism industry	3	3	2	1	3	2	3	2	3	2	2	2
CO2: Gain hands-on experience and technical proficiency in using popular CRS software platforms	3	2	3	2	1	2	3	2	3	2	2	1

CO3: Develop technical skills in programming languages, database management, and other relevant technologies to implement and manage computing solutions in a tourism context	3	2	1	2	1	2	2	2	1	3	2	2
CO4: Prepare students for roles in the travel and hospitality industry that involve the use of Computer Reservation Systems	3	2	2	2	3	2	3	2	3	3	3	2
CO5: Create knowledge of how PNRs and flight availability information are managed within Global Distribution Systems	3	2	2	2	1	3	3	3	2	3	1	3

Legend: 1–Low,2–Medium,3– High

Course Curriculum Map:

POs&PSOs No.	COsNo.&Titles	SOsNo.	Laboratory Instruction (LI)	ClassroomInstruction(CI)	Self-Learning (SL)
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO1: Gain insights into the use of Management Information Systems for Customer Relationship Management in the tourism industry	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-1.0Management information system 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO2: Gain hands-on experience and technical proficiency in using popular CRS software platforms	SO2.1 SO2.2 SO2.3 SO2.4 SO2.5		Unit-2.0Internet & Email 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO3: Develop technical skills in programming languages, database management, and other relevant technologies to implement and manage computing solutions in a tourism context	SO3.1 SO3.2 SO3.3 SO3.4 SO3.5		Unit-3.0Travel Business & Information Technology 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10. 2.11, 2.12, 3.13, 3.14	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO4: Prepare students for roles in the travel and hospitality industry that involve the use of Computer Reservation Systems	SO4.1 SO4.2 SO4.3 SO4.4 SO4.5		Unit-4.0Reservation & Networking Systems 4.1, 4.2, 4.3, 4.4, 4.5	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO5: Create knowledge of how PNRs and flight availability information are managed within Global Distribution Systems	SO5.1 SO5.2 SO5.3 SO5.4 SO5.5		Unit5.0Passenger Name Record 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9	

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Semester-II

Course code: 31THM206

Course Title	Travel Agency and Tour Operations
Pre-requisite	Study the fundamentals of tourism, including its history, trends, and the impact on economies. Understand the principles of travel management and how to organize and plan tours.
Rationale	The subject is designed to provide students with a comprehensive understanding of the travel and tourism industry, including its structure, functions, and key players. This knowledge is crucial for anyone aspiring to work in or manage travel agencies and tour operations.

Course Outcomes:

- 31THM 206.1:** Understanding of the travel and tourism industry, including its historical development, current trends, and future projections.
- 31THM 206.2:** Describe the functions and operations of travel agencies, including the roles of travel Agents, reservation systems, and customer service practices.
- 31THM 206.3:** Apply a comprehensive understanding of the structure, functions, and components of the travel and tourism industry.
- 31THM 206.4:** Develop knowledge about the legal and ethical considerations in the travel industry, Including licensing requirements, contractual obligations, and compliance with Consumer protection laws.
- 31THM 206.5:** Create the ability to plan and design travel itineraries, taking into account factors such as client preferences, budget constraints, and the availability of attractions.

Scheme of Studies:

Board of Study	Course Code	Course Title	Scheme of studies (Hours/Week)				Total Study Hours (CI+LI+SW+SL)	Total Credits (C)
			C I	L I	S W	S L		
TMC	31THM206	Travel Agency and Tour Operations	3	0	1	1	5	3

Legend:

- CI:** Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),
- LI:** Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)
- SW:** Sessional Work (includes assignment, seminar, mini project etc.),
- SL:** Self Learning,
- C:** Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of Teacher to ensure outcome of Learning.

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

Scheme of Assessment:

Theory

Board of Study	Course Code	Course Title	Scheme of Assessment (Marks)							
			Progressive Assessment (PRA)						End Semester Assessment (ESA)	Total Marks (PRA + ESA)
			Class/Home Assignment (5 number 3 marks each) (CA)	Class Test 2 (2 best out of 3) 10 marks each (CT)	Seminar (SA)	Class Activity (any one) (CAT)	Class Attendance (AT)	Total Marks (CA+CT+SA+CAT+AT)		
TMC	31TH M206	Travel Agency and Tour Operations	15	20	5	5	5	50	50	100

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self-Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31 THM 206.1: Understanding of the travel and tourism industry, including its historical development, current trends, and future projections.

Approximate Hours

Item	App X Hrs
CI	9
LI	0
SW	1
SL	1
Total	11

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p>SO1.1 Student will be able to understand about the history of TA & TO</p> <p>SO1.2 Identify the role of Travel Agency & Tour Operators</p> <p>SO1.3 Apply the knowledge about the right, duties & nature of TA & TO</p> <p>SO1.4 Develop knowledge about the Changing status of TA & TO</p> <p>SO1.5 Evaluate the current trends of travel business</p>	.	<p>Unit-1.0: Introduction of Travel Agency & Tour Operations (Hrs.09)</p> <p>1.1 Travel Agency</p> <p>1.2 Tour Operations</p> <p>1.3 History of Travel Agency</p> <p>1.4 Changing status of Travel agency</p> <p>1.5 Changing Status of Tour Operations</p> <p>1.6 Right, Duties & Nature of TA</p> <p>1.7 Right duties & nature of TO</p> <p>1.8 Role of Travel Agent</p> <p>1.9 Role of Tour Operator</p>	<p>1. Types of travel agency</p> <p>2. Nature of Tour Operations</p>

SW-1 Suggested Sessional Work (SW):

- a. **Assignments:** Describe the role of travel agency & tour operators? Also mention the current scenario of tourism business?
- b. **Mini Project:**
 - PPT Presentation
 - Destination Visit Reports
- c. **Other Activities (Specify):**
 - Students teach students
 - Class Quiz

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31 THM 206.2: Describe the functions and operations of travel agencies, including the roles of travel agents, reservation systems, and customer service practices.

Approximate Hours

Item	App X Hrs
CI	9
LI	0
SW	1
SL	1
Total	11

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
SO2.1 Will be able to understand about the functions of Travel agency SO2.2 Will be able to analyze the growth & development of travel business SO2.3 Develop knowledge About how to prepare Itinerary SO2.4 Apply the knowledge for making reservation SO2.5 Create the knowledge about foreign currency exchange		Unit-2.0: Functions & Services (Hrs.09) 2.1 Functions of Travel agency 2.2 Functions of Tour Operators 2.3 Planning of sight-seeing and shopping 2.4 Preparation of Itineraries 2.5 Ticketing- Rail reservations and Airline reservations 2.6 Marketing of Tourism packages 2.7 Reservation of Hotel, Transport & other services 2.8 Foreign currency exchange 2.9 Economies of Travel agency business	1. Make Itineraries 2. Read instructions & plan a trip

SW-2 Suggested Sessional Work (SW):

- a. **Assignments:** Explain the functions of Travel agency & Tour operators?
- b. **Mini Project:** PPT Presentation
- c. **Other Activities (Specify):** Visit the local travel agency offices & collect information.

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31 THM 206.3: Apply a comprehensive understanding of the structure, functions, and components of the travel and tourism industry.

Approximate Hours

Item	App X Hrs
CI	9
LI	0
SW	1
SL	1
Total	11

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p>SO3.1 Understand about the organization structure of TA & TO</p> <p>SO3.2 Discuss about the types of TA & TO</p> <p>SO3.3 Identify the linkages of TA & TO</p> <p>SO3.4 Evaluate the Hotel tariff & air fare calculation</p> <p>SO3.5 Create the Knowledge about national & International travel association</p>		<p>Unit-3.0: Organizational Structure and Linkages (Hrs.09)</p> <p>3.1 Organizational Structure of TA</p> <p>3.2 Organizational Structure of TO</p> <p>3.3 Linkages of Travel agency</p> <p>3.4 Linkages of Tour Operators</p> <p>3.5 Transporter</p> <p>3.6 Accommodation Providers</p> <p>3.7 Rail & Airlines</p> <p>3.8 National & International travel association</p> <p>3.9 Job Training for Guide</p>	<p>1. Inbound Tour</p> <p>2. Outbound Tour</p>

SW-3 Suggested Sessional Work (SW):

- a. **Assignments:** Write the detail note about the national travel association?
- b. **Mini Project:** MOT, IATO, TAAI
- c. **Other Activities (Specify):** Students teach weak students in the class to solve their doubts.

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31 THM 206.4: Develop knowledge about the legal and ethical considerations in the travel Industry, including licensing requirements, contractual obligations, and Compliance with consumer protection laws.

Approximate Hours

Item	App X Hrs
CI	9
LI	0
SW	1
SL	1
Total	11

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
SO4.1 Understand the legal responsibilities of Travel agents SO4.2 Identify the difficulties of travel agents SO4.3 Analyze the remuneration & earnings of Travel agency SO4.4 Evaluate the guidelines of travel agent SO4.5 Create knowledge about the literature of travel agency business	.	Unit-4.0: Legal Responsibilities and Incentives (Hrs.09) 4.1 Legal responsibilities of Travel Agents 4.2 Difficulties of Travel Agents 4.3 Incentives 4.4 Remuneration 4.5 Earnings 4.6 Familiarization Trips 4.7 Guidelines for Travel agency 4.8 Literature for Travel agency 4.9 State & Travel agency	1. Tourism & Hospitality Law 2. Guidelines of Travel agency business

SW-4 Suggested Sessional Work (SW):

- a. **Assignments:** Make detailed note about the legal responsibilities of Travel agency business.
- b. **Mini Project:** PPT Presentation.
- c. **Other Activities (Specify):** Solve students doubts and revision of the unit

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

31THM 206.5 Create the ability to plan and design travel itineraries, taking into account factors such as client preferences, budget constraints, and the availability of attractions.

Approximate Hours

Item	App X Hrs
CI	9
LI	0
SW	1
SL	1
Total	11

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p>SO5.1 Apply the knowledge about the government & tourism</p> <p>SO5.2 Analyze the role of govt. organization in the tourism sector</p> <p>SO5.3 Gain knowledge about the vision & mission of IATO.</p> <p>SO5.4 Develop knowledge about an organizational structure of Department of tourism in India.</p> <p>SO5.5 Evaluate the role of department of tourism govt. of India</p>		<p>Unit-5.0: Government and Tourism (Hrs.09)</p> <p>5.1 State govt. Tourism</p> <p>5.2 Mission & Objectives</p> <p>5.3 Central Govt. Tourism</p> <p>5.4 Mission & Objectives</p> <p>5.5 Infrastructure Development</p> <p>5.6 Industry Collaboration</p> <p>5.7 Management</p> <p>5.8 ITDC</p> <p>5.9 STDC</p>	<p>1. Visit the national tourism organization sites to get the information</p> <p>2. Study about International organization –IATA, UNWTO, ICAO</p>

SW-5 Suggested Sessional Work (SW):

a. Assignments:

- Write the detail note of Indian tourism development co-operation.
- Explain objectives & mission of tourism organization.

b. Mini Project: Visit the nearest airport & see the security procedure.

c. Other Activities (Specify): Students solve doubts to other students

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

Brief of Hours suggested for the Course Outcome:

Course Outcomes	Class Lecture (CI)	Sessional Work (SW)	Self-Learning (SI)	Total hour (CI+SW+SI)
31THM206.1: Understanding of the travel and tourism industry, including its historical development, current trends, and future projections	9	1	1	11
31THM206.2: Describe the functions and operations of travel agencies, including the roles of travel agents, reservation systems, and customer service practices	9	1	1	11
31THM206.3: Apply a comprehensive understanding of the structure, functions, and components of the travel and tourism industry	9	1	1	11
31THM 206.4: Develop knowledge about the legal and ethical considerations in the travel industry, including licensing requirements, contractual obligations, and compliance with consumer protection laws.	9	1	1	11
31THM 206.5: Create the ability to plan and design travel itineraries, taking into account factors such as client preferences, budget constraints, and the availability of attractions	9	1	1	11
Total Hours	45	5	5	55

Suggestion for End Semester Assessment:

Suggested Specification Table (For ESA)

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
CO-1	Introduction of Travel Agency & Tour Operations					
CO-2	Functions & Services					
CO-3	Organizational Structure and Linkages					
CO-4	Legal Responsibilities and Incentives					
CO-5	Government and Tourism					
Total						50

Legend: Ap: Apply, An: Analyze, Ev: Evaluate Cr: Create

The end of semester assessment for Travel Agency and Tour Operations will be held with written examination of 50 marks

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above

AK S University
Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Demonstration
6. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT, Blog, Facebook, Twitter, Whatsapp, Mobile, Online sources)
7. Brainstorming

Suggested Learning Resources:

(a) Books:

S. No.	Title	Author	Publisher	Edition & Year
1	Tourism Development: Principles & practices	Bhatia, A.K	Sterling publication	2009
2	International Tourism: fundamentals & practices	Bhatia, A.K	Sterling Publication	1997
3	Travel agency & tour operation: Concept & principles	Negi, Jagmohan	Kanishka Publisher distributors	2006
4	Lecture notes provided by Dept. of Management, AKS University, Satna			

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos. POs and PSOs Mapping

Course Title: MBA (THM)

Course Code: 31THM206

Course Title: Travel Agency and Tour Operations

Course Outcomes	Program Outcomes								Program Specific Outcome			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
	Leadership Skills	Industry Knowledge	Customer Service Excellence	Financial management	Marketing & Brand Management	Global Perspective	Entrepreneurial Skills	Ethical and Sustainable Practices	This course is designed with the aim towards fulfilling the requirements for trained & qualified executives for Global industry of tourism.	Provide practical knowledge to students through training program	Enables students for critical thinking through the relevant business problems studies	understand global trends and emerging issues in travel, tourism and cargo sector
CO1: Understanding of the travel and tourism industry, including its historical development, current trends, and future projections	3	3	2	1	3	2	3	2	3	2	2	2
CO2: Describe the functions and operations of travel agencies, including the roles of travel agents, reservation systems, and customer	3	2	3	2	1	2	3	2	3	2	2	1

service practices												
CO3: Apply a comprehensive understanding of the structure, functions, and components of the travel and tourism industry	3	2	1	2	1	2	2	2	1	3	2	2
CO4: Develop knowledge about the legal and ethical considerations in the travel industry, including licensing requirements, contractual obligations, and compliance with consumer protection laws	3	2	2	2	3	2	3	2	3	3	3	2
CO5: Create the ability to plan and design travel itineraries, taking into account factors such as client preferences, budget constraints, and the availability of attraction	3	2	2	2	1	3	3	3	2	3	1	3

Legend: 1–Low,2–Medium,3– High

Course Curriculum Map:

POs&PSOs No.	COsNo.&Titles	SOsNo.	Laboratory Instruction (LI)	ClassroomInstruction(CI)	Self-Learning (SL)
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO1: Gain insights into the use of Management Information Systems for Customer Relationship Management in the tourism industry	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-1.0Introduction of Travel Agency & Tour Operations 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO2: Gain hands-on experience and technical proficiency in using popular CRS software platforms	SO2.1 SO2.2 SO2.3 SO2.4 SO2.5		Unit-2.0Functions & Services 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO3: Develop technical skills in programming languages, database management, and other relevant technologies to implement and manage computing solutions in a tourism context	SO3.1 SO3.2 SO3.3 SO3.4 SO3.5		Unit-3.0Organizational Structure and Linkages 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO4: Prepare students for roles in the travel and hospitality industry that involve the use of Computer Reservation Systems	SO4.1 SO4.2 SO4.3 SO4.4 SO4.5		Unit-4.0Legal Responsibilities and Incentives 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO5: Create knowledge of how PNRs and flight availability information are managed within Global Distribution Systems	SO5.1 SO5.2 SO5.3 SO5.4 SO5.5		Unit5.0Government and Tourism 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9	

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Semester-III

Course code: 31THM301

Course Title	Management of Human Resources
Pre-requisite	Basic Knowledge about the concept of Human Resource Management, administrative functions, Interpersonal behaviours and role of HR managers in the context of human resources.
Rationale	Human Resource Management contribute significantly to the success of an Organization. It helps to bridge the gap between employees' performance and the organizational strategic goals. It helps the students to manage people, handle customer relations and improves the overall productivity of Organisations.

Course Outcomes:

31THM 301.1: Students will understand the concept of Human Resource Management along with the various challenges.

31THM 301.2: Students will develop knowledge about different kind of needs & behaviour of employees in organization.

31THM 301.3: Students will understand the concept of Job Evaluation along with the various Incentives.

31THM 301.4: Students will analyze the importance of Human Relations along with welfare of Employees.

31THM 301.5: Students will apply knowledge about employee grievances and handling procedure.

Scheme of Studies:

Board of Study	Course Code	Course Title	Scheme of studies(Hours/Week)				Total Study Hours (CI+LI+SW+SL)	Total Credits (C)
			C I	L I	S W	S L		
MCC	31THM301	Management of Human Resources	3	0	1	1	5	3

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Theory

Board of Study	Course Code	Course Title	Scheme of Assessment (Marks)							
			Progressive Assessment (PRA)						End Semester Assessment (ESA)	Total Marks (PRA + ESA)
			Class/Home Assignment (3 marks each) (CA)	Class Test (2 best out of 3) (10 marks each) (CT)	Seminar (5) (SA)	Class Activity (any one) (CAT)	Class Attendance (AT)	Total Marks (CA+CT+SA+CAT+AT)		
MCC	31TH M301	Management of Human Resources	15	20	5	5	5	50	50	100

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self-Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

31 THM 301.1: Students will understand the concept of Human Resource Management along with the various challenges

Approximate Hours

Item	App XHrs
CI	10
LI	0
SW	1
SL	1
Total	12

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
<p>SO1.1 Student will be able to understand about the concept of Human Resource Management.</p> <p>SO1.2 Identify the nature & scope of Human Resource Management</p> <p>SO1.3 Apply the knowledge about functions of HRM.</p> <p>SO1.4 Develop knowledge about the various challenges to HRM</p> <p>SO1.5 Evaluate the current trends & future scenario of Human Resource Management</p>		<p>Unit-1.0 Introduction to HRM (Hrs.10)</p> <p>1.1 Meaning and Definition</p> <p>1.2 Scope</p> <p>1.3 Objectives</p> <p>1.4 Functions</p> <p>1.5 Origin of human resource management</p> <p>1.6 Challenges of Modern human resource management</p> <p>1.7 Technological challenge</p> <p>1.8 Economic challenge</p> <p>1.9 Demographic challenge</p> <p>1.10 Cultural and governmental challenge</p>	<p>1. Concept of Personnel Management</p> <p>2. Modern Human Resource Practices</p>

SW-1 Suggested Sessional Work (SW):

a. Assignments:

- Describe the role of Human Resource Management in scenario of Indian companies.

b. Mini Project:

- PPT Presentation

c. Other Activities (Specify):

- Class quiz

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

31 THM 301.2: Students will develop knowledge about different kind of needs & behaviour of Employees in organization

Approximate Hours

Item	App X Hrs
CI	14
LI	0
SW	1
SL	1
Total	16

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
<p>SO2.1 Students will understand the concept of Human Resource Planning.</p> <p>SO2.2 Students analyze the significance of Human Resource Development.</p> <p>SO2.3 Students will develop knowledge about Strategic Human Resource Planning.</p> <p>SO2.4 Students will evaluate the role of Performance appraisal.</p> <p>SO2.5 Students will be able to apply recruitment and selection in practical life.</p>		<p>Unit-2 Human Resource planning & Development (Hrs.14)</p> <p>2.1 Meaning & Definition</p> <p>2.2 Process</p> <p>2.3 Importance</p> <p>2.4 Strategic human resource planning</p> <p>2.5 Job analysis</p> <p>2.6 Job Description</p> <p>2.7 Specification</p> <p>2.8 Recruitment</p> <p>2.9 Selection</p> <p>2.10 Placement</p> <p>2.11 Induction process</p> <p>2.12 Employee training</p> <p>2.13 Performance appraisal.</p> <p>2.14 Career planning and development</p>	<p>1. Executive Development</p> <p>2. Sources of Recruitment</p>

SW-2 Suggested Sessional Work (SW):

- a. **Assignments:** Explain the Recruitment and Selection Process of any Indian Company with example.
- b. **Mini Project:** Presentation
- c. **Other Activities (Specify):** Demonstration on Recruitment and Selection Process

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31 THM 301.3: Students will understand the concept of Job Evaluation along with the various Incentives.

Approximate Hours

Item	App X Hrs
CI	9
LI	0
SW	1
SL	1
Total	11

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
<p>SO3.1 Understand about the concept of Job Evaluation</p> <p>SO3.2 Develop knowledge about Salary Administration.</p> <p>SO3.3 Apply knowledge about the Incentive plans at workplace</p> <p>SO3.4 Evaluate Promotions and Demotions and their significance.</p> <p>SO3.5 Differentiate the Knowledge about the Transfers and Turnovers.</p>		<p>Unit3:Job Compensation (Hrs.09)</p> <p>3.1 Introduction of Job Evaluation</p> <p>3.2 Salary administration</p> <p>3.3 Incentive plans</p> <p>3.4 Fringe benefits</p> <p>3.5 Promotion</p> <p>3.6 Demotions</p> <p>3.7 Transfers</p> <p>3.8 Separation</p> <p>3.9 Absenteeism and turnover</p>	<p>1. Job Compensation Regulations.</p> <p>2. Methods of Job Evaluation</p>

SW-3 Suggested Sessional Work (SW):

- a. **Assignments:** Explain the various terms related to Fringe Benefits.
- b. **Mini Project:** Practical Examples of Incentive Plans.
- c. **Other Activities (Specify):** Case study.

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31 THM 301.4: Students will analyze the importance of Human Relations along with welfare of Employees

Approximate Hours

Item	App X Hrs
CI	6
LI	0
SW	1
SL	1
Total	8

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
<p>SO4.1 Understand about the overview of Human Relations</p> <p>SO4.2 Analyze the need of Work – Life Balance</p> <p>SO4.3 Develop knowledge about the Social Security at workplace.</p> <p>SO4.4 Evaluate the current trends of quality of work life in Indian companies.</p> <p>SO4.5 Create knowledge about managing employee turnover in practical aspects.</p>		<p>Unit4:Welfare of Employees (Hrs.06)</p> <p>4.1 Human Relations</p> <p>4.2 Social security</p> <p>4.3 Work-life balance</p> <p>4.4 Quality of work life</p> <p>4.5 Separation of employees</p> <p>4.6 Managing employee turnover</p>	<p>1. Development of Human Relations</p> <p>2. Approaches of Human Relations</p>

SW-4 Suggested Sessional Work(SW):

- a. **Assignments:** Describe the significance of Work life balance in present scenario.
- b. **Mini Project:** Explain Quality of work life with practical examples
- c. **Other Activities (Specify):** Presentation

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31 THM 301.5: Students will apply knowledge about employee grievances and handling procedure.

Approximate Hours

Item	App X Hrs
CI	6
LI	0
SW	1
SL	1
Total	8

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
<p>SO5.1 Apply the knowledge about Human Relations</p> <p>SO5.2 Analyze the role of Participation and Empowerment in management.</p> <p>SO5.3 Gain knowledge about the approaches of Human Relations</p> <p>SO5.4 Develop knowledge about employee grievances and discipline</p> <p>SO5.5 Evaluate the role of Collective bargaining in present scenario.</p>		<p>Unit-5 Human Relations (Hrs.06)</p> <p>5.1 Meaning and Definition</p> <p>5.2 Objectives</p> <p>5.3 Approaches to human relations</p> <p>5.4 Employee grievances and discipline</p> <p>5.5 Participation and empowerment</p> <p>5.6 Collective bargaining and its process.</p>	<p>1. Study about Worker's Participation.</p> <p>2. Causes of Employee Grievances.</p>

SW-5 Suggested Sessional Work(SW):

- a. **Assignments:** Write a detail note on development of Human Relations.
- b. **Mini Project:** Explain Collective Bargaining with practical examples.
- c. **Other Activities(Specify):** Case study

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Brief of Hours suggested for the Course Outcome

Course Outcomes	Class Lecture (CI)	Sessional Work (SW)	Self-Learning (SI)	Total hour (CI+SW+SI)
31THM301.1: Students will understand the concept of Human Resource Management along with the various challenges.	10	1	1	12
31THM301.2: Students will develop knowledge about different kind of needs & behavior of employees in organization.	14	1	1	16
31THM301.3: Students will understand the concept of Job Evaluation along with the various Incentives.	9	1	1	11
31THM301.4: Students will analyze the importance of Human Relations along with welfare of Employees.	6	1	1	8
31THM301.5: Students will apply knowledge about employee grievances and handling procedure.	6	1	1	8
Total Hours	45	05	05	55

Suggestion for End Semester Assessment

Suggested Specification Table (For ESA)

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
CO-1	Introduction to HRM					
CO-2	Human Resource planning & Development					
CO-3	Job Compensation					
CO-4	Welfare of Employees					
CO-5	Human Relations					
Total						50

Legend: Ap: Apply, An: Analyze, Ev: Evaluate Cr: Create

The end of semester assessment for Management of Human Resources will be held with written examination of 50 marks

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks.

Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

1. Improved Lecture

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

2. Tutorial
3. Case Method
4. Group Discussion
5. Role Play
6. Demonstration
7. Brainstorming

Suggested Learning Resources:

(a) Books:

S. No.	Title	Author	Publisher	Edition & Year
1	Human Resource Management & human Relations	V.P Micheal	Himalayan Books	2016
2	Management of Human Resource	R.S.Dwivedi	Vikas	2009
3	Human Resource Management	Dr. C.B. Gupta	Sultan Chand And Sons	2018
4	Lecture note provided by Faculty of Management, AKS University, Satna			

Curriculum Development Team:

1. Dr.Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr.Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr.SeemaDwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr.Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs.Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. KiranChhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr.Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos. POs and PSOs Mapping

Course Title: MBA (THM)

Course Code: 31THM301

Course Title: Management of Human Resources

Course Outcomes	Program Outcomes								Program Specific Outcome			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
	Leadership Skills	Industry Knowledge	Customer Service Excellence	Financial management	Marketing & Brand Management	Global Perspective	Entrepreneurial Skills	Ethical and Sustainable Practices	This course is designed with the aim towards fulfilling the requirements for trained & qualified executives for Global industry of tourism.	Provide practical knowledge to students through training program	Enables students for critical thinking through the relevant business problems studies	understand global trends and emerging issues in travel, tourism and cargo sector
CO1: Students will understand the concept of Human Resource Management along with the various challenges.	3	3	2	2	3	2	3	2	3	2	2	1
CO2: Students will develop knowledge about different kind of needs &	3	2	3	2	1	2	3	2	2	2	2	1

behaviour of employees in organization.												
CO3: Students will understand the concept of Job Evaluation along with the various Incentives.	3	2	1	1	1	2	2	2	1	1	2	2
CO4: Students will analyze the importance of Human Relations along with welfare of Employees.	3	2	2	2	3	2	3	2	3	3	3	2
CO5: Students will apply knowledge about employee grievances and handling procedure.	2	3	2	1	1	3	3	3	3	3	1	3

Legend: 1–Low,2–Medium,3– High

Course Curriculum Map:

POs&PSOs No.	COsNo.&Titles	SOsNo.	Laboratory Instruction (LI)	ClassroomInstruction(CI)	Self-Learning (SL)
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO1: Students will understand the concept of Human Resource Management along with the various challenges.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-1.0Introduction to HRM 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO2: Students will develop knowledge about different kind of needs & behaviour of employees in organization.	SO2.1 SO2.2 SO2.3 SO2.4 SO2.5		Unit-2.0Human Resource planning & Development 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11, 2.12, 2.13, 2.14	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO3: Students will understand the concept of Job Evaluation along with the various Incentives.	SO3.1 SO3.2 SO3.3 SO3.4 SO3.5		Unit-3.0Job Compensation 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO4: Students will analyze the importance of Human Relations along with welfare of Employees.	SO4.1 SO4.2 SO4.3 SO4.4 SO4.5		Unit-4.0 Welfare of Employees 4.1, 4.2, 4.3, 4.4, 4.5, 4.6	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO5: Students will apply knowledge about employee grievances and handling procedure.	SO5.1 SO5.2 SO5.3 SO5.4 SO5.5		Unit5.0Human Relations 5.1, 5.2, 5.3, 5.4, 5.5, 5.6	

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Semester-III

Course code: 31THM302

Course Title	Tourism Marketing & Consumer Behaviour-II
Pre-requisite	Basic Knowledge about the concept of Hospitality Marketing along with the knowledge from psychology, sociology, economics, and business can provide a well-rounded foundation for understanding and analyzing consumer behavior.
Rationale	Consumer behavior is a complex field that involves the study of how individuals and groups make decisions about what to buy, use, and dispose of. Understanding consumer behavior requires knowledge from various disciplines. Tourism marketing is essential for harnessing the economic and social benefits of tourism while balancing the need for sustainability and responsible management. It involves creating and promoting a destination's brand to attract visitors, generate revenue, and contribute to the overall development of the region.

Course Outcomes:

31THM302.1: Students will understand the concept of Tourism Marketing and its need in tourism industry.

31THM302.2: Students will develop knowledge about Marketing Information System and Marketing Research.

31THM302.3: Students will apply the practical knowledge of marketing strategies in Tourism Marketing.

31THM302.4: Students will analyze the importance and Globalization of Destination Marketing in Tourism Industry.

31THM302.5: Students will be able to evaluate the principles of Consumer Behaviour in real world scenarios.

Scheme of Studies:

Board of Study	Course Code	Course Title	Scheme of studies(Hours/Week)				Total Credits (C)	
			C I	L I	S W	S L		Total Study Hours (CI+LI+SW+SL)
MCC	31THM302	Tourism Marketing & Consumer Behaviour-II	3	0	1	1	5	3

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

Theory

Board of Study	Course Code	Course Title	Scheme of Assessment (Marks)							
			Progressive Assessment (PRA)						End Semester Assessment (ESA)	Total Marks (PRA + ESA)
			Class/Home Assignment (5 number 3 mark each) (CA)	Class Test (2 best out of 3) (10 mark each) (CT)	Seminar (5) (SA)	Class Activity (5) (CAT)	Class Attendance (5) (AT)	Total Marks (CA+CT+SA+CAT+AT)		
MCC	31TH M302	Tourism Marketing & Consumer Behaviour-II	15	20	5	5	5	50	50	100

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self-Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31THM302.1: Students will understand the concept of Tourism Marketing and its need in Tourism industry

Approximate Hours

Item	App X Hrs
CI	11
LI	0
SW	1
SL	1
Total	13

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p>SO1.1 Student will be able to understand about the concept of Hospitality marketing</p> <p>SO1.2 Identify the nature & scope of Tourism Marketing</p> <p>SO1.3 Apply the knowledge about Service Marketing</p> <p>SO1.4 Develop knowledge about the various Management strategies for service industry</p> <p>SO1.5 Evaluate the current trends & future scenario of Tourism Marketing.</p>		<p>Unit-1.0: Introduction (Hrs.11)</p> <p>1.1 Concept of Hospitality marketing</p> <p>1.2 Scope of Hospitality marketing</p> <p>1.3 Importance of Hospitality marketing</p> <p>1.4 Concept of Tourism marketing</p> <p>1.5 Scope of Tourism marketing</p> <p>1.6 Importance of Tourism marketing</p> <p>1.7 Concept of Service Marketing</p> <p>1.8 Scope of Service Marketing</p> <p>1.9 Importance of Service Marketing</p> <p>1.10 Management strategies for service industry</p> <p>1.11 Types of Services</p>	<p>1. Trends in Hospitality Marketing</p> <p>2. Modern Tourism Management Practices</p>

SW-1 Suggested Sessional Work (SW):

- Assignments:** Explain the concept of Tourism Marketing with example of Hotel or Tourist Place.
- Mini Project:** PPT Presentation
- Other Activities (Specify):** Class Quiz

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31THM302.2: Students will develop knowledge about Marketing Information System and Marketing Research

Approximate Hours

Item	App X Hrs
CI	9
LI	0
SW	1
SL	1
Total	11

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p>SO2.1 Students will understand the concept of Marketing information system.</p> <p>SO2.2 Students analyze the significance of Marketing Research</p> <p>SO2.3 Students will develop knowledge about Computer application in tourism MIS.</p> <p>SO2.4 Students will evaluate the micro and macro environment.</p> <p>SO2.5 Students will be able to scan the different tourism environment.</p>	.	<p>Unit-2.0: Marketing information system & research (Hrs.09)</p> <p>2.1 Meaning & Definition of MIS</p> <p>2.2 Concept of Marketing Research</p> <p>2.3 Process of Marketing Research</p> <p>2.4 Importance of MIS</p> <p>2.5 Computer application in tourism MIS</p> <p>2.6 Importance of marketing research in tourism industry</p> <p>2.7 Micro Environment</p> <p>2.8 Macro Environment</p> <p>2.9 Scanning the different micro and macro tourism environment</p>	<p>1. Role of Computers in Tourism</p> <p>2. Components of MIS</p>

SW-2 Suggested Sessional Work (SW):

- a. **Assignments:** Define the role of Technology and Computers in Tourism Industry.
- b. **Mini Project:** Presentation
- c. **Other Activities (Specify):** Demonstration on Process of Marketing Research.

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31THM302.3: Students will apply the practical knowledge of marketing strategies in Tourism Marketing.

Approximate Hours

Item	App X Hrs
CI	10
LI	0
SW	1
SL	1
Total	12

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p>SO3.1 Understand about the concept of Market Segmentation.</p> <p>SO3.2 Develop knowledge about Product Levels and Product Life Cycle</p> <p>SO3.3 Apply knowledge about the Pricing Strategies in present market scenarios.</p> <p>SO3.4 Evaluate Effective ways for working with tourism.</p> <p>SO3.5 Analyze Promotional activities in tourism marketing.</p>		<p>Unit-3.0: Practical implementation of Tourism marketing (Hrs.10)</p> <p>3.1 Market Segmentation</p> <p>3.2 Market Targeting</p> <p>3.3 Product Levels</p> <p>3.4 Product Life Cycle</p> <p>3.5 Related strategies</p> <p>3.6 Pricing strategies</p> <p>3.7 Tourism marketing</p> <p>3.8 Intermediaries</p> <p>3.9 Effective ways for working with tourism marketing intermediaries</p> <p>3.10 Promotional activities in tourism marketing</p>	<p>1. Market Positioning.</p> <p>2. Types of Pricing Strategies</p>

SW-3 Suggested Sessional Work (SW):

- a. **Assignments:** Explain the concept of Product Life Cycle and the Pricing Strategies.
- b. **Mini Project:** Practical Examples of Promotional Strategies and Product Life cycle.
- c. **Other Activities (Specify):** Case study

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31THM302.4: Students will analyze the importance and Globalization of Destination Marketing in Tourism Industry.

Approximate Hours

Item	App X Hrs
CI	8
LI	0
SW	1
SL	1
Total	10

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p>SO4.1 Understand about the overview of Destination Marketing</p> <p>SO4.2 Analyze the need of management of tourist destination</p> <p>SO4.3 Develop knowledge about the globalization of Tourism Industry</p> <p>SO4.4 Evaluate the current trends of Market Segmentation.</p> <p>SO4.5 Create knowledge about organizing and managing tourism marketing.</p>	.	<p>Unit-4.0: Destination Marketing (Hrs.08)</p> <p>4.1 Concept</p> <p>4.2 Importance</p> <p>4.3 Globalization of tourism industry</p> <p>4.4 Management of tourist destination</p> <p>4.5 Segmenting</p> <p>4.6 Monitoring the tourist market</p> <p>4.7 Organizing</p> <p>4.8 Managing tourism marketing.</p>	<p>1. Scope of Destination Marketing</p> <p>2. Importance of Tourist market</p>

SW-4 Suggested Sessional Work (SW):

- a. **Assignments:** Write a detail note on Destination Marketing in Tourism Industry.
- b. **Mini Project:** Explain the relevance of Destination Marketing in present scenario.
- c. **Other Activities (Specify):** Presentation

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31THM302.5: Students will be able to evaluate the principles of Consumer Behaviour in real world scenarios.

Approximate Hours

Item	App X Hrs
CI	7
LI	0
SW	1
SL	1
Total	9

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p>SO5.1 Apply the knowledge about consumer behavior in practical life.</p> <p>SO5.2 Analyze the role of models of consumer behavior.</p> <p>SO5.3 Gain knowledge about the Consumer Buying Behaviour.</p> <p>SO5.4 Develop knowledge about Environmental influences on consumer behavior</p> <p>SO5.5 Evaluate the role of Consumer involvement in the buying decision</p>	.	<p>Unit-5.0: Consumer Behavior (Hrs.07)</p> <p>5.1 Concept</p> <p>5.2 Models</p> <p>5.3 Individual determinants of consumer behavior</p> <p>5.4 Environmental influences on consumer behavior</p> <p>5.5 Consumer Buying Behaviour Process</p> <p>5.6 Consumer involvement in the buying decision.</p> <p>5.7 Group Buying Behaviour</p>	<p>1. Importance of consumer behavior.</p> <p>2. Types of Consumers</p>

SW-5 Suggested Sessional Work (SW):

- a. **Assignments:** Write a detail note on Significance of Consumer Behaviour Models.
- b. **Mini Project:** Explain consumer buying decision with practical examples.
- c. **Other Activities (Specify):** Case study

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

Brief of Hours suggested for the Course Outcome:

Course Outcomes	Class Lecture (CI)	Sessional Work (SW)	Self-Learning (SI)	Total hour (CI+SW+SI)
31THM302.1: Students will understand the concept of Human Resource Management along with the various challenges.	11	1	1	13
31THM302.2: Students will develop knowledge about different kind of needs & behavior of employees in organization.	9	1	1	11
31THM302.3: Students will understand the concept of Job Evaluation along with the various Incentives.	10	1	1	12
31THM302.4: Students will analyze the importance of Human Relations along with welfare of Employees.	8	1	1	10
31THM302.5: Students will apply knowledge about employee grievances and handling procedure	7	1	1	9
Total Hours	45	5	5	55

Suggestion for End Semester Assessment:

Suggested Specification Table (For ESA)

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
CO-1	Introduction					
CO-2	Marketing information system & research					
CO-3	Practical implementation of Tourism marketing					
CO-4	Destination Marketing					
CO-5	Consumer Behaviour					
Total						50

Legend: Ap: Apply, An: Analyze, Ev: Evaluate Cr: Create

The end of semester assessment for Tourism Marketing & Consumer Behaviour-II will be held with written examination of 50 marks

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

1. Improved Lecture

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

2. Tutorial
3. Case Method
4. Group Discussion
5. Demonstration
6. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT, Blog, Facebook, Twitter, Whatsapp, Mobile, Online sources)
7. Brainstorming

Suggested Learning Resources:

(a) Books:

S. No.	Title	Author	Publisher	Edition & Year
1	Marketing for Hospitality & Tourism	Kotler P	Pearson	2016
2	Marketing for Tourism	Holloway J.C.	Prentice Hall	2004
3	Destination Marketing Organizations	Steven Pike	Elsevier	2004
4	Lecture notes provided by Dept. of Management, AKS University, Satna			

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos. POs and PSOs Mapping

Course Title: MBA (THM)

Course Code: 31THM302

Course Title: Tourism Marketing & Consumer Behaviour-II

Course Outcomes	Program Outcomes								Program Specific Outcome			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
	Leadership Skills	Industry Knowledge	Customer Service Excellence	Financial management	Marketing & Brand Management	Global Perspective	Entrepreneurial Skills	Ethical and Sustainable Practices	This course is designed with the aim towards fulfilling the requirements for trained & qualified executives for Global industry of tourism.	Provide practical knowledge to students through training program	Enables students for critical thinking through the relevant business problems studies	understand global trends and emerging issues in travel, tourism and cargo sector
CO1: Students will understand the concept of Tourism Marketing and its need in tourism industry.	3	3	2	2	3	2	3	2	3	2	2	1
CO2: Students will develop knowledge about Marketing Information System and Marketing Research	3	2	3	2	1	2	3	2	2	2	2	1
CO3: Students will apply the practical	3	2	1	1	1	2	2	2	1	1	2	2

knowledge of marketing strategies in Tourism Marketing.												
CO4: Students will analyze the importance and Globalization of Destination Marketing in Tourism Industry	3	2	2	2	3	2	3	2	3	3	3	2
CO5: Students will be able to evaluate the principles of Consumer Behaviour in real world scenarios	2	3	2	1	1	3	3	3	3	3	1	3

Legend: 1–Low,2–Medium,3– High

Course Curriculum Map:

POs&PSOs No.	COsNo.&Titles	SOsNo.	Laboratory Instruction (LI)	ClassroomInstruction(CI)	Self-Learning (SL)
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO1: Students will understand the concept of Tourism Marketing and its need in tourism industry.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-1.0Introduction 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO2: Students will develop knowledge about Marketing Information System and Marketing Research	SO2.1 SO2.2 SO2.3 SO2.4 SO2.5		Unit-2.0Marketing information system & research 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO3: Students will apply the practical knowledge of marketing strategies in Tourism Marketing.	SO3.1 SO3.2 SO3.3 SO3.4 SO3.5		Unit-Practical implementation of Tourism marketing 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO4: Students will analyze the importance and Globalization of Destination Marketing in Tourism Industry	SO4.1 SO4.2 SO4.3 SO4.4 SO4.5		Unit-4.0Destination Marketing 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO5: Students will be able to evaluate the principles of Consumer Behaviour in real world scenarios	SO5.1 SO5.2 SO5.3 SO5.4 SO5.5		Unit5.0Consumer Behaviour 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7	

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

Semester-III

Course code: 31THM303

Course Title	Tourism Planning, Policy and Development
Pre-requisite	The planning and development of tourism policies require a comprehensive understanding of various factors and considerations to ensure sustainable and effective outcomes.
Rationale	Studying Tourism Policy, Planning, and Development as a subject lies in the multifaceted nature of the tourism industry and its impact on economies, societies, cultures, and environments. Here are key reasons that justify the inclusion of this subject in academic curricula

Course Outcomes:

31THM 303.1: Understand key concepts in tourism policy and planning from social, ethical and global perspectives.

31THM 303.2: Demonstrate the application of tourism policy and planning to achieve sustainable tourism management best practice.

31THM 303.3: Analyze tourism policy and planning challenges and develop feasible thoughtful recommendations.

31THM 303.4: Explain and analyze key concepts in tourism policy and planning.

31THM 303.5: Evaluate creative, thoughtful feasible solutions for aviation international safety, \ health and hygiene.

Scheme of Studies:

Board of Study	Course Code	Course Title	Scheme of studies (Hours/Week)				Total Study Hours (CI+LI+SW+SL)	Total Credits (C)
			C I	L I	S W	S L		
TMC	31THM303	Tourism Planning, Policy and Development	3	0	1	1	5	3

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

Scheme of Assessment:

Theory

Board of Study	Course Code	Course Title	Scheme of Assessment (Marks)							
			Progressive Assessment (PRA)						End Semester Assessment (ESA)	Total Marks (PRA + ESA)
			Class/Home Assignment Number (CA)	Class Test (2 best out of 3) (CT)	Seminar (SA)	Class Activity (CAT)	Class Attendance (AT)	Total Marks (CA+CT+SA+CAT+AT)		
TMC	31T HM 303	Tourism Planning, Policy and Development	15	20	5	5	5	50	50	100

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self-Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31THM 303.1: Understand key concepts in tourism policy and planning from social, ethical and global perspectives

Approximate Hours

Item	App X Hrs
CI	9
LI	0
SW	1
SL	1
Total	11

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p>SO1.1 Student will be able to understand about the concept of Planning for Tourism</p> <p>SO1.2 Identify the nature & scope of tourism planning.</p> <p>SO1.3 Apply the knowledge about the linkages & relationship with other discipline.</p> <p>SO1.4 Develop knowledge about the Human Resource Development</p> <p>SO1.5 Evaluate the planning at regional level, National and International</p>		<p>Unit-1.0 Planning for Tourism (Hrs.09)</p> <p>1.1 Introduction of Tourism Planning</p> <p>1.2 Meaning and Definition</p> <p>1.3 Planning for Tourism</p> <p>1.4 Human Resource Development (HRD)</p> <p>1.5 Role of HRD for Tourism planning & Development</p> <p>1.6 Planning for Tourism Resort</p> <p>1.7 Planning at Regional Level</p> <p>1.8 National Level</p> <p>1.9 International Level</p>	<p>1. Destination visit</p> <p>2. Virtual Tour</p> <p>3. Visit Historical sites</p> <p>4. Map Study</p>

SW-1 Suggested Sessional Work (SW):

a. Assignments:

- Discuss about the role of Human resource development for planning and development in tourism sectors?
- Write the detail about the state tourism development corporation?

b. Mini Project:

- PPT Presentation, Destination Visit Reports

c. Other Activities (Specify):

- Class quiz, Students teach students

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31THM 303.2: Demonstrate the application of tourism policy and planning to achieve sustainable tourism management best practice

Approximate Hours

Item	App X Hrs
CI	8
LI	0
SW	1
SL	1
Total	10

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
<p>SO2.1 Will be able to understand about the tourism organization.</p> <p>SO2.2 Will be able to analyze the role of national tourism organization</p> <p>SO2.3 Develop knowledge about International tourism</p> <p>SO2.4 Identify the challenges of tourism planning</p> <p>SO2.5 Create the knowledge about the problems of standard</p>		<p style="text-align: center;">Unit-2 Tourism Organization (Hrs.08)</p> <p>2.1 Introduction of Tourism Organization</p> <p>2.2 National Tourism organization</p> <p>2.3 Role of National Tourism organization</p> <p>2.4 International Tourism organization</p> <p>2.5 Role of International Tourism organization</p> <p>2.6 Planning for Tour components</p> <p>2.7 Challenges of Tourism Planning</p> <p>2.8 Problems of Standard</p>	<ol style="list-style-type: none"> 1. Visit the tourism organization websites 2. Archaeological sites 3. Historical monuments sites

SW-2 Suggested Sessional Work (SW):

- a. **Assignments:** What is the role of tourism organization for development of tourism?
- b. **Mini Project:** Presentation
- c. **Other Activities (Specify):** What is the role of tourism organization for development of tourism?

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31THM 303.3: Analyze tourism policy and planning challenges and develop feasible thoughtful recommendations.

Approximate Hours

Item	App X Hrs
CI	9
LI	0
SW	1
SL	1
Total	11

Session Outcomes(SOs)	Laboratory Instruction (LI)	Classroom Instruction(CI)	Self-Learning(SL)
<p>SO3.1 Understand about the International Tourism</p> <p>SO3.2 Develop knowledge about the growth of International tourism</p> <p>SO3.3 Apply knowledge about the issues & problems of International tourism</p> <p>SO3.4 Evaluate the impact of International tourism & their importance</p> <p>SO3.5 Create the Knowledge about the role & responsibility of International tourism for planning & development</p>		<p>Unit3:International Tourism(Hrs.09)</p> <p>3.1 Define International Tourism</p> <p>3.2 Growth of International Tourism</p> <p>3.3 Characteristics of International Tourism</p> <p>3.4 Issues of International Tourism</p> <p>3.5 Problems of International Tourism</p> <p>3.6 Impact of International Tourism</p> <p>3.7 Process of International Tourism</p> <p>3.8 Effecting factors for International Business</p> <p>3.9 Role of International tourism for planning & development</p>	<p>1. Visit Tourism information centre</p> <p>2. Collect all the information through government sites like Ministry of tourism, Airport authority of India etc.</p> <p>3. Industrial visit</p>

SW-3 Suggested Sessional Work (SW):

- a. **Assignments:** Write the role of International tourism for growth & development of the Industry.
- b. **Mini Project:** Visit travel agency offices & enhance skills.
- c. **Other Activities (Specify):** Students teach weak students in the class to solve their doubts.

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

31THM 303.4: Explain and analyze key concepts in tourism policy and planning.

Approximate Hours

Item	App X Hrs
CI	10
LI	0
SW	1
SL	1
Total	12

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
<p>SO4.1 Understand the meaning & definition of ecology</p> <p>SO4.2 Analyze the growth & development of Eco-tourism</p> <p>SO4.3 Develop knowledge about the economic gain & characteristics of Eco tourism</p> <p>SO4.4 Evaluate the role of govt. planning for environment protection</p> <p>SO4.5 Create knowledge about the development of environment & planning for youth</p>		<p>Unit4:Ecology & Environment (Hrs.10)</p> <p>4.1 Introduction of Ecology</p> <p>4.2 Meaning & definition</p> <p>4.3 Role of Eco system in Tourism</p> <p>4.4 Planning for Ecology</p> <p>4.5 Define the environment</p> <p>4.6 Environment Protection</p> <p>4.7 Planning for Environment Protection</p> <p>4.8 Role of govt. for development of Environment</p> <p>4.9 Planning for Youth</p> <p>4.10 Planning for Sports Tourism</p>	<ol style="list-style-type: none"> 1. Visit the national park 2. Visit wild life centaury 3. Visit the attraction sites to get real experience about tourism services

SW-4 Suggested Sessional Work(SW):

- Assignments:** Write detail notes about Kanha National Park.
- Mini Project:** Visit the nearest national park & get real experience.
- Other Activities (Specify):** Solve students doubts and revision of the unit.

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

31THM 303.5: Evaluate creative, thoughtful feasible solutions for aviation international safety, health and hygiene.

Approximate Hours

Item	App X Hrs
CI	9
LI	0
SW	1
SL	1
Total	11

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
<p>SO5.1 Apply the knowledge about tourism organization.</p> <p>SO5.2 Analyze the role of tourism organization for development of tourism</p> <p>SO5.3 Gain knowledge about the vision & mission of IATO.</p> <p>SO5.4 Develop knowledge about an organizational structure of Department of tourism in India.</p> <p>SO5.5 Evaluate the role of department of tourism govt. of India</p>		<p>Unit-5 International Co-Operation (Hrs.09)</p> <p>5.1 Introduction of International Co-operation</p> <p>5.2 International Co-operation in Aviation</p> <p>5.3 International Co-operation in International Safety</p> <p>5.4 International Co-operation in health</p> <p>5.5 International Co-operation in Hygiene</p> <p>5.6 International Co-operation in Standardization</p> <p>5.7 International Co-operation in Immigration</p> <p>5.8 Immigration procedure</p> <p>5.9 Documentation</p>	<p>1. Visit the national tourism organization sites to get the information</p> <p>2. Study about International organization – IATA, UNWTO, ICAO.</p>

SW-5 Suggested Sessional Work(SW):

- a. **Assignments:** Write the immigration procedure & documentation needed for traveller.
- b. **Mini Project:** Visit the nearest airport & see the security procedure.
- c. **Other Activities(Specify):** Students solve doubts to other students.

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Brief of Hours suggested for the Course Outcome

Course Outcomes	Class Lecture (Cl)	Sessional Work (SW)	Self-Learning (Sl)	Total hour (Cl+SW+Sl)
31THM303.1: Understand key concepts in tourism policy and planning from global perspectives	9	1	1	11
31THM303.2: Demonstrate the application of tourism policy and planning to achieve sustainable tourism management best practice	8	1	1	10
31THM303.3: Analyze tourism policy and planning challenges and develop feasible thoughtful recommendations	9	1	1	11
31THM303.4: Explain and analyze key concepts in tourism policy and planning.	10	1	1	12
31THM303.5: Evaluate creative, thoughtful feasible solutions for aviation international safety, health and hygiene.	9	1	1	11
TotalHours	45	05	05	55

Suggestion for End Semester Assessment

Suggested Specification Table (For ESA)

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
CO-1	Planning for Tourism					
CO-2	Tourism Organization					
CO-3	International Tourism					
CO-4	Ecology & Environment					
CO-5	International Co -Operations					
Total						50

Legend: Ap: Apply, An: Analyze, Ev: Evaluate Cr: Create

The end of semester assessment for Tourism Planning, Policy and Development will be held with written examination of 50 marks

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorial

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

3. Case Method
4. Group Discussion
5. Role Play
6. Demonstration
7. Brainstorming

Suggested Learning Resources:

(a) Books:

S. No.	Title	Author	Publisher	Edition & Year
1	Tourism Development: Principles & practices	Bhatia, A.K	Sterling publication	2009
2	International Tourism: fundamentals & practices	Bhatia, A.K	Sterling Publication	1997
3	Travel agency & tour operation: Concept & principles	Negi, Jagmohan	Kanishka Publisher distributors	2006
4	Lecture note provided by Faculty of Management, AKS University, Satna			

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos. POs and PSOs Mapping

Course Title: MBA (THM)

Course Code: 31THM303

Course Title: Tourism Planning, Policy and Development

Course Outcomes	Program Outcomes								Program Specific Outcome			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
	Leadership Skills	Industry Knowledge	Customer Service Excellence	Financial management	Marketing & Brand Management	Global Perspective	Entrepreneurial Skills	Ethical and Sustainable Practices	This course is designed with the aim towards fulfilling the requirements for trained & qualified executives for Global industry of tourism.	Provide practical knowledge to students through training program	Enables students for critical thinking through the relevant business problems studies	understand global trends and emerging issues in travel, tourism and cargo sector
CO1: Understand key concepts in tourism policy and planning from social, ethical and global perspectives.	3	3	2	2	3	3	3	2	3	2	2	1
CO2: Demonstrate the application of tourism policy and planning to achieve sustainable tourism	3	2	3	2	1	2	3	2	2	2	2	1

management best practice.												
CO3: Analyze tourism policy and planning challenges and develop feasible thoughtful recommendations.	3	2	1	1	1	2	2	2	1	1	2	2
CO4: Explain and analyze key concepts in tourism policy and planning.	3	2	2	2	3	2	3	2	3	3	3	2
CO5: Evaluate creative, thoughtful feasible solutions for aviation international safety, health and hygiene.	2	3	2	1	1	3	3	3	3	3	1	3

Legend: 1–Low,2–Medium,3– High

Course Curriculum Map:

POs&PSOs No.	COsNo.&Titles	SOsNo.	Laboratory Instruction (LI)	ClassroomInstruction(CI)	Self-Learning (SL)
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO1: Understand key concepts in tourism policy and planning from social, ethical and global perspectives.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-1.0Planning for Tourism 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO2: Demonstrate the application of tourism policy and planning to achieve sustainable tourism management best practice.	SO2.1 SO2.2 SO2.3 SO2.4 SO2.5		Unit-2.0Tourism Organization 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO3: Analyze tourism policy and planning challenges and develop feasible thoughtful recommendations.	SO3.1 SO3.2 SO3.3 SO3.4 SO3.5		Unit-3.0International Tourism 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO4: Explain and analyze key concepts in tourism policy and planning.	SO4.1 SO4.2 SO4.3 SO4.4 SO4.5		Unit-4.0 Ecology & Environment 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO5: Evaluate creative, thoughtful feasible solutions for aviation international safety, health and hygiene.	SO5.1 SO5.2 SO5.3 SO5.4 SO5.5		Unit5.0International Co-operation 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9	

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Semester-III

Course code: 31THM304

Course Title	Basic Cargo Rating & Documentations
Pre-requisite	Cargo rating and documentation. Managing cargo involves several steps, from determining the appropriate rating for the type of goods being transported to ensuring all necessary documentation is in order.
Rationale	The subject of basic cargo rating and documentation is critical within the broader context of logistics, transportation, and international trade. Understanding and implementing basic cargo rating and documentation lies in ensuring a smooth and efficient logistics and shipping process.

Course Outcomes:

31THM 304.1: Understand the air cargo terms and expressions.

31THM 304.2: Analyze the industry regulations, functions of ICAO, IATA and DGCA.

31THM 304.3: Apply the knowledge about aircraft structure, characteristics and loading limitations and special loads in cargo.

31THM 304.4: Develop knowledge about the operations of import and export consignments.

31THM 304.5: Evaluate creative, thoughtful feasible solutions for aviation international safety, health and hygiene.

Scheme of Studies:

Board of Study	Course Code	Course Title	Scheme of studies (Hours/Week)				Total Study Hours (CI+LI+SW+SL)	Total Credits (C)
			C I	L I	S W	S L		
TMC	31THM304	Basic Cargo Rating & Documentations	3	0	1	1	5	3

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

Scheme of Assessment:

Theory

Board of Study	Course Code	Course Title	Scheme of Assessment (Marks)							
			Progressive Assessment (PRA)						End Semester Assessment (ESA)	Total Marks (PRA + ESA)
			Class/Home Assignment (3 marks each) (CA)	Class Test 2 (2 best out of 3) (10 marks each) (CT)	Seminar (5) (SA)	Class Activity (5) (CAT)	Class Attendance (5) (AT)	Total Marks (CA+CT+SA+CAT+AT)		
TMC	31THM304	Basic Cargo Rating & Documentations	15	20	5	5	5	50	50	100

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self-Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

31 THM 304.1: Understand the air cargo terms and expressions.

Approximate Hours

Item	App X Hrs
CI	9
LI	0
SW	1
SL	1
Total	11

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
<p>SO1.1 Student will be able to understand about the concept of cargo</p> <p>SO1.2 Identify the role and components of cargo industry</p> <p>SO1.3 Apply the knowledge about the rules regarding the cargo acceptance</p> <p>SO1.4 Develop knowledge about the rounding of weight & dimension/currencies</p> <p>SO1.5 Evaluate the principles of cargo rates</p>		<p>Unit-1.0 Introduction of Cargo Industry (Hrs.09)</p> <p>1.1 Introduction of Cargo</p> <p>1.2 Types of Cargo</p> <p>1.3 Components of Cargo</p> <p>1.4 Familiarization of Cargo Tariff</p> <p>1.5 Rules regarding cargo acceptance</p> <p>1.6 Rounding of Weight</p> <p>1.7 Rounding of Dimension / Currencies</p> <p>1.8 Principles of Cargo rates</p> <p>1.9 Chargeable Weight</p>	<p>1. History of Cargo</p> <p>2. Visit logistic & supply chain offices near Satna</p> <p>3. Map Study</p>

SW-1 Suggested Sessional Work (SW):

a. Assignments:

- Write the detailed note about the history & development of Cargo Industry? And also explain about its types
- Write the detail note about the state tourism development corporation?

b. Mini Project:

- PPT Presentation
- Destination Visit Reports

c. Other Activities (Specify):

- Class quiz, Students teach students

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31 TM 304.2: Analyze the industry regulations, functions of ICAO, IATA and DGCA.

Approximate Hours

Item	App X Hrs
CI	9
LI	0
SW	1
SL	1
Total	11

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
<p>SO2.1 Will be able to understand about the general cargo rates</p> <p>SO2.2 Will be able to analyze the types of fare & tariff in Cargo sectors</p> <p>SO2.3 Develop knowledge about the specific commodity rates</p> <p>SO2.4 Identify the types of bill like airway bill and disbursement bill</p> <p>SO2.5 Create the knowledge about what type of documents are required for shipping & cargo agency</p>		<p>Unit-2 General Cargo Rates (Hrs.09)</p> <p>2.1 Charges Collect Fees (CC)</p> <p>2.2 Introduction of general cargo rates</p> <p>2.3 Concept</p> <p>2.4 Ratings of General Cargo rates</p> <p>2.5 Specific Commodity Rates</p> <p>2.6 Valuation Charges</p> <p>2.7 Airway Bill</p> <p>2.8 Disbursement bill (DB)</p> <p>2.9 Government Documents</p>	<ol style="list-style-type: none"> 1. Visit the nearest logistic company 2. websites 3. Airline cargo 4. Shipping agency

SW-2 Suggested Sessional Work (SW):

- a. **Assignments:** What is general cargo rate? Please explain with example.
- b. **Mini Project:** Presentation
- c. **Other Activities (Specify):** Visit the local logistic company to enhance their knowledge.

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31 THM 304.3: Apply the knowledge about aircraft structure, characteristics and loading limitations and special loads in cargo.

Approximate Hours

Item	App X Hrs
CI	9
LI	0
SW	1
SL	1
Total	11

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
<p>SO3.1 Understand about meaning & definition of Shipping bill</p> <p>SO3.2 Discuss about the types of shipping bill</p> <p>SO3.3 Differentiate between export & import formalities</p> <p>SO3.4 Evaluate the challenges of import & export businesses</p> <p>SO3.5 Create the Knowledge about the customs formalities development</p>		<p>Unit3:Custom Formalities (Hrs.09)</p> <p>3.1 Meaning and Definition</p> <p>3.2 Shipping Bill</p> <p>3.3 Shipping Bill Formalities</p> <p>3.4 Define Export</p> <p>3.5 Types of Export</p> <p>3.6 Export Formalities</p> <p>3.7 Define the term Import</p> <p>3.8 Import formalities</p> <p>3.9 Custom formalities development</p>	<p>1. IB BOOK READING</p> <p>2. Collect all the information through export import business sites</p>

SW-3 Suggested Sessional Work (SW):

- a. **Assignments:** Please specify the import & export businesses?
- b. **Mini Project:** Visit the industry & get practical knowledge to enhance skills.
- c. **Other Activities (Specify):** Students teach weak students in the class to solve their doubts.

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

31 TM 304.4: Develop knowledge about the operations of import and export consignments.

Approximate Hours

Item	App X Hrs
CI	9
LI	0
SW	1
SL	1
Total	11

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
<p>SO4.1 Understand the meaning & definition of cargo industry</p> <p>SO4.2 Analyze the growth & development of Cargo industry</p> <p>SO4.3 Develop knowledge about the economic gain & characteristics of cargo sector</p> <p>SO4.4 Evaluate the rules about cargo tariff & cargo acceptance</p> <p>SO4.5 Create knowledge about rounding of weight & dimension/ currencies</p>		<p>Unit4: Cargo Industry (Hrs.09)</p> <p>4.1 Introduction of Cargo</p> <p>4.2 Types of Cargo</p> <p>4.3 Components of Cargo</p> <p>4.4 Familiarization of Cargo Tariff</p> <p>4.5 Rules regarding cargo acceptance</p> <p>4.6 Rounding of Weight</p> <p>4.7 Rounding of Dimension / Currencies</p> <p>4.8 Principles of Cargo rates</p> <p>4.9 Chargeable Weight</p>	<p>1. RELATED BOOKS</p> <p>2. Get information through online</p>

SW-4 Suggested Sessional Work(SW):

- a. **Assignments:** Discuss about Cargo tariff & principles of cargo rates.
- b. **Mini Project:** PPT.
- c. **Other Activities (Specify):** Solve student's doubts and revision of the unit.

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

31TM 304.5 Evaluate creative, thoughtful feasible solutions for aviation international safety, health and hygiene.

Approximate Hours

Item	App X Hrs
CI	9
LI	0
SW	1
SL	1
Total	11

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning (SL)
<p>SO5.1 Apply the knowledge about cargo agency</p> <p>SO5.2 Analyze the cargo agency sales report & it's important</p> <p>SO5.3 Identify the cargo agency commission & its type</p> <p>SO5.4 Develop knowledge about the custom regulation</p> <p>SO5.5 Evaluate the importance of cargo act</p>		<p>Unit-5 Cargo Documentation (Hrs.09)</p> <p>5.1 Introduction of Cargo Agency</p> <p>5.2 Cargo Agency sales report</p> <p>5.3 Importance of sales report</p> <p>5.4 Cargo agency Commission</p> <p>5.5 Types of Commission</p> <p>5.6 Basic of Customs</p> <p>5.7 Customs regulation</p> <p>5.8 Cargo Acts</p> <p>5.9 Importance of Cargo Acts</p>	<p>1. Visit the national tourism organization sites to get the information</p> <p>2. Study about International organization – IATA, UNWTO, ICAO.</p>

SW-5 Suggested Sessional Work(SW):

- a. **Assignments:** Please explain the importance of documentation in cargo sector?
- b. **Mini Project:** Visit the nearest airport & see the security procedure.
- c. **Other Activities(Specify):** Students solve doubts to other students.

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

Brief of Hours suggested for the Course Outcome

Course Outcomes	Class Lecture (CI)	Sessional Work (SW)	Self-Learning (SI)	Total hour(CI+SW+SI)
31TM304.1: Understand the air cargo terms and expressions	9	1	1	11
31TM304.2: Analyze the industry regulations, functions of ICAO, IATA and DGCA	9	1	1	11
31TM304.3: Apply the knowledge about aircraft structure, characteristics and loading limitations and special loads in cargo	9	1	1	11
31TM304.4: Develop knowledge about the operations of import and export consignments	9	1	1	11
31TM304.5: Evaluate creative, thoughtful feasible solutions for aviation international safety, health and hygiene	9	1	1	11
TotalHours	45	05	05	55

Suggestion for End Semester Assessment

Suggested Specification Table(For ESA)

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
CO-1	Introduction of Cargo Industry					
CO-2	General Cargo Rates					
CO-3	Custom Formalities					
CO-4	Regulations of Cargo					
CO-5	Cargo Documentation					
Total						50

Legend: Ap: Apply, An: Analyze, Ev: Evaluate Cr: Create

The end of semester assessment for Basic Cargo Rating & Documentations will be held with written examination of 50 marks

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Role Play
6. Demonstration
7. Brainstorming

Suggested Learning Resources:

(a) Books:

S. No.	Title	Author	Publisher	Edition & Year
1	Tourism Development: Principles & practices	Bhatia, A.K	Sterling publication	2009
2	International Tourism: fundamentals & practices	Bhatia, A.K	Sterling Publication	1997
3	Travel agency & tour operation: Concept & principles	Negi, Jagmohan	Kanishka Publisher distributors	2006
4	Lecture note provided by Faculty of Management, AKS University, Satna			

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos. POs and PSOs Mapping

Course Title: MBA (THM)

Course Code: 31THM304

Course Title: Basic Cargo Rating & Documentation

Course Outcomes	Program Outcomes								Program Specific Outcome			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
	Leadership Skills	Industry Knowledge	Customer Service Excellence	Financial management	Marketing & Brand Management	Global Perspective	Entrepreneurial Skills	Ethical and Sustainable Practices	This course is designed with the aim towards fulfilling the requirements for trained & qualified executives for Global industry of tourism.	Provide practical knowledge to students through training program	Enables students for critical thinking through the relevant business problems studies	understand global trends and emerging issues in travel, tourism and cargo sector
CO1: Understand the air cargo terms and expressions	3	1	2	1	3	2	3	2	3	2	2	1
CO2: Analyze the industry regulations, functions of ICAO, IATA and DGCA	3	2	3	2	1	2	3	2	2	2	2	1
CO3: Apply the knowledge about aircraft structure, characteristics and loading limitations	3	2	1	1	1	2	2	2	1	1	2	2

and special loads in cargo												
CO4: Develop knowledge about the operations of import and export consignments	3	2	2	2	3	2	3	2	3	3	3	2
CO5: Evaluate creative, thoughtful feasible solutions for aviation international safety, health and hygiene	2	3	2	1	1	3	3	3	3	3	1	3

Legend: 1–Low,2–Medium,3– High

Course Curriculum Map:

POs&PSOs No.	COsNo.&Titles	SOsNo.	Laboratory Instruction (LI)	ClassroomInstruction(CI)	Self-Learning (SL)
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO1: Understand the air cargo terms and expressions	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-1.0Introduction of Cargo Industry 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO2: Analyze the industry regulations, functions of ICAO, IATA and DGCA	SO2.1 SO2.2 SO2.3 SO2.4 SO2.5		Unit-2.0General Cargo Rates 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO3: Apply the knowledge about aircraft structure, characteristics and loading limitations and special loads in cargo	SO3.1 SO3.2 SO3.3 SO3.4 SO3.5		Unit-3.0Custom Formalities 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO4: Develop knowledge about the operations of import and export consignments	SO4.1 SO4.2 SO4.3 SO4.4 SO4.5		Unit-4.0 Regulation of Cargo 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO5: Evaluate creative, thoughtful feasible solutions for aviation international safety, health and hygiene	SO5.1 SO5.2 SO5.3 SO5.4 SO5.5		Unit5.0Cargo Documentation 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9	

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Semester-III

Course code: 31THM305 (B)

Course Title	Foreign Language (English)
Pre-requisite	Students should have basic knowledge of English Language..
Rationale	Students will understand and implement the basic English reading and writing skills. Effective Communication skills will further help to groom student's personality and professional etiquettes.

Course Outcomes:

31THM 305 (B).1: Need of English communication skill for a manager.

31THM 305 (B).2: Students will learn formal writing skills.

31THM 305 (B).3: Significance of communication ethics.

31THM 305 (B).4: Understand different type's business letters.

31THM 305 (B).5: Public speaking skills and personality grooming.

Scheme of Studies:

Board of Study	Course Code	Course Title	Scheme of studies (Hours/Week)				Total Credits (C)	
			C I	L I	S W	S L		Total Study Hours (CI+LI+SW+SL)
SSD	31THM305 (B)	Foreign Language (English)	3	0	1	1	5	3

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

Theory

								Scheme of Assessment (Marks)
--	--	--	--	--	--	--	--	------------------------------

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Board of Study	Course Code	Course Title	Progressive Assessment (PRA)						End Semester Assessment (ESA)	Total Marks (PRA+ESA)
			Class/Home Assignment (5 number 3 marks each) (CA)	Class Test 2 (2 best out of 3) 10 marks each (CT)	Seminar (SA)	Class Activity (CAT)	Class Attendance (AT)	Total Marks (CA+CT+SA+CAT+AT)		
SSD	31TH M305 (B)	Foreign Language (English)	15	20	5	5	5	50	50	100

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self-Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

31THM 305 (B).1: Need of English communication skill for a manager.

Approximate Hours

Item	App X Hrs
CI	10
LI	0
SW	1
SL	1
Total	12

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
SO1.1 Students will understand the need of English Communication		Unit-1.0 Basics of Communication Skill (Hrs.10)	

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

<p>SO1.2 Significance of correct pronunciation</p> <p>SO1.3 Students are able to learn effective writing skills</p> <p>SO1.4: Students will be able to organize their thoughts</p> <p>SO1.5 Students will be able to comprehend the written text effectively</p>		<p>1.1 Need of English Communication</p> <p>1.2 Communication skill for managers</p> <p>1.3 Correct Pronunciation Skill</p> <p>1.4 Writing Skills</p> <p>1.5 Organising and structuring of ideas</p> <p>1.6 Reading activity</p> <p>1.7 Correct writing aids</p> <p>1.8 Structuring of ideas</p> <p>1.9 Clear Articulation</p> <p>1.10 Phonics</p>	
--	--	--	--

SW-1 Suggested Sessional Work (SW):

- a. Assignments:
- b. Mini Project:
- c. Other Activities (Specify):

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31 TM 305 (B).2: Students will learn formal writing skills.

Approximate Hours

Item	App X Hrs
CI	10
LI	0
SW	1
SL	1
Total	12

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
SO2.1 Students will learn effective reading SO2.2: Students will learn to frame various kinds of applications SO2.3 Understand essay writing SO2.4 Students will be able differentiate between formal and informal letter SO2.5 Students will learn about notices and messages		Unit-2 Reading and Writing Skill (Hrs.10) 2.1 Unseen passage 2.2 Newspaper Reading 2.3 Application 2.4 Types of Applications 2.5 Essay 2.6 Letters 2.7 Formal letters 2.8 Informal letters 2.9 Notices 2.10 Messages	1. Read English Newspapers

SW-2 Suggested Sessional Work (SW):

- a. Assignments:**
- b. Mini Project:**
- c. Other Activities (Specify):**

31THM 305 (B).3: Significance of communication ethics.

Approximate Hours

Item	App X Hrs
CI	8
LI	0
SW	1
SL	1
Total	10

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

Session Outcomes (SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
<p>SO3.1 Students will understand communication ethics</p> <p>SO3.2 Students will be able to know pitfalls in communication</p> <p>SO3.3 Students will be able to analyse ethics in resume</p> <p>SO3.4 Students will be able to explain about ethics in sales messages</p> <p>SO3.5 Students will learn effective communication skill</p>		<p>Unit3: Communication Ethics (Hrs.08)</p> <p>3.1 Communication Ethics</p> <p>3.2 Common pitfalls in communication</p> <p>3.3 Ethics in resumes</p> <p>3.4 3.4 Ethics in sales messages</p> <p>3.5 Effective communication</p> <p>3.6 7C's of Communication</p> <p>3.7 Guidelines of Effective Communication</p> <p>3.8 Importance of Effective Communication</p>	

SW-3 Suggested Sessional Work (SW):

- a. **Assignments:**
- b. **Mini Project:**
- c. **Other Activities (Specify):**

31 TM 305 (B).4: Understand different type's business letters.

Approximate Hours

Item	App X Hrs
CI	9
LI	0
SW	1
SL	1
Total	11

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
<p>SO4.1 Understanding about the use of Business letters</p> <p>SO4.2 Students will be able to understand the basic layout and structure of letter</p> <p>SO4.3 Classify different types of business letters</p> <p>SO4.4 Implement effective writing skills in corporate sector</p> <p>SO4.5 Able to file complains in a professional tone</p>		<p>Unit4:Business letter writing (Hrs.09)</p> <p>4.1 Mechanical structure and layout of letter</p> <p>4.2 Different types of letters</p> <p>4.3 Style and format of letters</p> <p>4.4 Specimen letters</p> <p>4.5 Circular Letters</p> <p>4.6 Sales letter</p> <p>4.7 Complains</p> <p>4.8 Enquires and Replies</p> <p>4.9 Offers and quotations</p>	

SW-4 Suggested Sessional Work(SW):

- a. Assignments:
- b. Mini Project:
- c. Other Activities (Specify):

31THM 305 (B).5 Public speaking skills and personality grooming.

Approximate Hours

Item	App X Hrs
CI	8
LI	0
SW	1
SL	1
Total	10

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning (SL)
<p>SO5.1 Students will be able to understand the procedure of group discussion</p> <p>SO5.2 Students will be able to relate to interview skills</p> <p>SO5.3 Students will understand the power of personality grooming etiquettes</p> <p>SO5.4 Students become acquainted with the professional dressing etiquettes</p> <p>SO5.5 Students face various mock interview sessions for their final campus drive</p>		<p>Unit-5 Personality Development Skills (Hrs.08)</p> <p>5.1 Group Discussion Technique</p> <p>5.2 Personal Interview Skills</p> <p>5.3 Personality Development Skills</p> <p>5.4 Meeting Etiquettes</p> <p>5.5 Grooming Etiquettes</p> <p>5.6 Mock Interview</p> <p>5.7 Professional Dressing</p> <p>5.8 Group Discussion on current affairs</p>	

SW-5 Suggested Sessional Work(SW):

- a. Assignments:
- b. Mini Project:
- c. Other Activities(Specify):

Brief of Hours suggested for the Course Outcome

Course Outcomes	Class Lecture (CI)	Sessional Work (SW)	Self-Learning (SI)	Total hour(CI+SW+SI)
31THM 305 (B).1: Need of English communication skill for a manager	10	1	1	12
31THM 305 (B).2: Students will learn formal writing skills	10	1	1	12
31THM 305 (B).3: Significance of communication ethics	8	1	1	10
31THM 305 (B).4: Understand different types business letters	9	1	1	11

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

31THM 305 (B).5: Public speaking skills and personality grooming	8	1	1	10
TotalHours	45	05	05	55

Suggestion for End Semester Assessment

Suggested Specification Table(For ESA)

CO	UnitTitles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
CO-1	Basics of Communication skill					
CO-2	Reading and Writing Skill					
CO-3	Communication Ethics					
CO-4	Business letter writing					
CO-5	Personality Development Skills					
Total						50

Legend: Ap: Apply, An: Analyze, Ev: Evaluate Cr: Create

The end of semester assessment for Foreign Language (English) will be held with written examination of 50 marks

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Role Play
6. Demonstration
7. Brainstorming

Suggested Learning Resources:

(a) Books:

S. No.	Title	Author	Publisher	Edition & Year
1	Business and Management Communication	Ritch Sorenson	Pearson Publication	1996
2	Business Communication	Matthukutty M. Monippally	McGraw Hill Education	2017
3	Business Communication :Skills, concept and application	Chaturvedi. P.D & Mukesh	Pearson education India	2013
4	Lecture note provided by Faculty of Management, AKS University, Satna			

Curriculum Development Team:

AK S University

Faculty of Management Studies

Department of Business Administration

Curriculum of MBA (Tourism & Hospitality) Program

(Revised on 01 August 2023)

1. Dr.Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr.Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr.Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr.Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs.Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr.Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos. POs and PSOs Mapping

Course Title: MBA (THM)

Course Code: 31THM305 (B)

Course Title: Foreign Language (English)

Course Outcomes	Program Outcomes								Program Specific Outcome			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
	Leadership Skills	Industry Knowledge	Customer Service Excellence	Financial management	Marketing & Brand Management	Global Perspective	Entrepreneurial Skills	Ethical and Sustainable Practices	This course is designed with the aim towards fulfilling the requirements for trained & qualified executives for Global industry of tourism.	Provide practical knowledge to students through training program	Enables students for critical thinking through the relevant business problems studies	understand global trends and emerging issues in travel, tourism and cargo sector
CO1: Need of English communication skill for a Manager	3	3	3	2	3	3	3	2	3	3	3	3
CO2: Students will learn formal writing skills	3	3	3	2	3	3	1	1	2	1	3	2
CO3: Significance of communication ethics	3	3	3	2	3	3	2	3	1	2	2	3
CO4: Understand	3	3	3	1	3	3	2	3	2	3	2	2

different types business letters												
CO5: Public speaking skills and personality grooming	3	2	3	2	3	3	1	1	2	2	2	3

Legend: 1–Low,2–Medium,3– High

Course Curriculum Map:

POs&PSOs No.	COsNo.&Titles	SOsNo.	Laboratory Instruction (LI)	ClassroomInstruction(CI)	Self-Lea rnin g (SL)
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO1: Need of English communication skill for a Manager	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-1.0Basics of CommunicationSkill 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO2: Students will learn formal writing skills	SO2.1 SO2.2 SO2.3 SO2.4 SO2.5		Unit-2.0Reading and Writing Skill 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO3: Significance of communication ethics	SO3.1 SO3.2 SO3.3 SO3.4 SO3.5		Unit-3.0Communication Ethics 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9	
POs 1,2,3,4,5,6,7,8 PSOs	CO4: Understand differenttypes business letters	SO4.1 SO4.2 SO4.3 SO4.4		Unit-4.0 Business letter writing 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8	

1,2,3,4		SO4.5		
POs 1,2,3,4,5,6,7,8	CO5: Public speaking skillsand personality grooming	SO5.1		Unit5.0Personality Development Skills 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9
PSOs		SO5.2		
1,2,3,4		SO5.3		
		SO5.4		
		SO5.5		

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised as on 01 August 2023)

Semester-III

Course code: 31THM306

Course Title	Meetings, Incentives, Conferences and Exhibitions
Pre-requisite	MICE provide a general framework for event management, and the specific details will depend on the nature of the event. Always be adaptable and ready to address unforeseen challenges during the planning and execution phases.
Rationale	The subject MICE -meetings, incentives, conferences, and exhibitions is grounded in the diverse benefits these events bring, ranging from knowledge exchange and professional development to economic impact and brand exposure. Whether in business, academia, or other sectors, these events play a crucial role in fostering collaboration, innovation, and growth.

Course Outcomes:

31THM 306.1: Understand about the Meetings, Incentives, conferences and Exhibition.

31THM 306.2: Analyze about the advancement of science and technology in event & conference business.

31THM 306.3: Apply the knowledge about community participation and its various impacts on their lives

31THM 306.4: Develop knowledge about the strategies for planning, promotion, implementation, and Evaluation of special event.

31THM 306.5: Exhibit their descriptive skills for the emerging dimensions of convention business.

Scheme of Studies:

Board of Study	Course Code	Course Title	Scheme of studies(Hours/Week)				Total Study Hours (CI+LI+SW+SL)	Total Credits (C)
			C I	L I	S W	S L		
TEC	31THM306	Meetings, Incentives, Conferences and Exhibitions	3	0	1	1	5	3

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised as on 01 August 2023)

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

Theory

Board of Study	Course Code	Course Title	Scheme of Assessment (Marks)							
			Progressive Assessment (PRA)						End Semester Assessment (ESA)	Total Marks (PRA+ESA)
			Class/Home Assignment (5 number 3 mark each (CA))	Class Test 2 (2 best out of 3) 10 mark each (CT)	Seminar (SA)	Class Activity (CAT)	Class Attendance (AT)	Total Marks (CA+CT+SA+CAT+AT)		
TEC	31THM306	Meetings, Incentives, Conferences and Exhibitions	15	20	5	5	5	50	50	100

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self-Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

31 THM 306.1: Understand about the Meetings, Incentives, conferences and Exhibition.

Approximate Hours

Item	App X Hrs
CI	8
LI	0
SW	1
SL	1
Total	10

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised as on 01 August 2023)

<p>SO1.1 Student will be able to understand about the concept of MICE</p> <p>SO1.2 Identify the role and components of MICE</p> <p>SO1.3 Apply the knowledge about the rules regarding the conference market</p> <p>SO1.4 Develop knowledge about the types of meetings, incentives, conference and exhibitions</p> <p>SO1.5 Evaluate mice industry & convention venues</p>		<p>Unit-1.0Introduction of MICE (Hrs.08)</p> <p>1.1 Introduction to Meetings</p> <p>1.2 Incentives</p> <p>1.3 Conventions</p> <p>1.4 Conference</p> <p>1.5 Exhibitions</p> <p>1.6 Definitions of conference</p> <p>1.7 Components of Conference market</p> <p>1.8 Introduction to the convention venues</p>	<ol style="list-style-type: none"> 1. Visit Event company 2. Attend virtual conference & seminar
--	--	--	--

SW-1 Suggested Sessional Work (SW):

- a. **Assignments:** Write the detailed note about the history & development of MICE Industry? And also explain about its types.
- b. **Mini Project:** PPT Presentation, Destination Visit Reports
- c. **Other Activities (Specify):** Students teach students, Class quiz

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised as on 01 August 2023)

31 TM 306.2: Analyze about the advancement of science and technology in event & conference.

Approximate Hours

Item	App X Hrs
CI	7
LI	0
SW	1
SL	1
Total	9

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
<p>SO2.1 Will be able to understand about the nature of convention market</p> <p>SO2.2 Will be able to analyze the growth & development of MICE</p> <p>SO2.3 Develop knowledge About the conference facilities & demand</p> <p>SO2.4 Evaluate the economic & social significance of convention market</p> <p>SO2.5 Create the knowledge about national & international market of convention</p>		<p>Unit-2The Nature of Convention Market (Hrs.07)</p> <p>2.1 Nature of convention markets</p> <p>2.2 Demand for Conference Facilities</p> <p>2.3 The growth and development of the industry</p> <p>2.4 The Economic significance of Convention</p> <p>2.5 The Social significance of Convention</p> <p>2.6 Impact of Convention on National Communities</p> <p>2.7 International Market</p>	<p>1. Organize meetings</p> <p>2. Visit Industry</p> <p>3. Attend webinar</p>

SW-2 Suggested Sessional Work (SW):

- a. **Assignments:** Discuss about the convention market? And also mention the importance of it.
- b. **Mini Project:** Presentation
- c. **Other Activities (Specify):** Visit the local logistic company to enhance their knowledge.

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
 (Revised as on 01 August 2023)

31 THM 306.3: Apply the knowledge about community participation and its various impacts on their lives.

Approximate Hours

Item	AppXHrs
CI	8
LI	0
SW	1
SL	1
Total	10

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
<p>SO3.1 Understand about meaning & definition of Shipping bill</p> <p>SO3.2 Discuss about the types of shipping bill</p> <p>SO3.3 Differentiate between export & import formalities</p> <p>SO3.4 Evaluate the challenges of import & export businesses</p> <p>SO3.5 Create the Knowledge about the customs formalities development</p>		<p>Unit3:The Association Market (Hrs.08)</p> <p>3.1 Introduction of Association market</p> <p>3.2 Future trends of trade</p> <p>3.3 Social Association</p> <p>3.4 Govt. Association</p> <p>3.5 Organizational structure of associations</p> <p>3.6 Financial structure of associations</p> <p>3.7 National associations market</p> <p>3.8 International associations market</p>	<p>1. BOOK READING</p> <p>2. Collect all the information through online event management business sites</p>

SW-3 Suggested Sessional Work (SW):

- a. Assignments:** Please specify the association market? And also describe its type.

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised as on 01 August 2023)

b. Mini Project: Visit the industry & get practical knowledge to enhance skills.

c. Other Activities (Specify): Students teach weak students in the class to solve their doubts.

31 TM 306.4: Develop knowledge about the strategies for planning, promotion, implementation, and evaluation of special event.

Approximate Hours

Item	App X Hrs
CI	14
LI	0
SW	1
SL	1
Total	16

Session Outcomes(S Os)	Laboratory Instruction (LI)	Classroom Instruction(CI)	Self-Learning(SL)
<p>SO4.1 Understand about the new product development (how to introduce new product In the market)</p> <p>SO4.2 Analyze the corporate market & trade show exhibitions</p> <p>SO4.3 Develop knowledge about the major participants organization & membership</p> <p>SO4.4 Evaluate the benefits of convention facilities</p> <p>SO4.5 Create knowledge about project planning & development, bureau structure & funding</p>		<p>Unit4:Corporate Marketing (Hrs.14)</p> <p>4.1 New product development to serve the corporate market</p> <p>4.2 Trade shows and exhibitions</p> <p>4.3 Principle purposes</p> <p>4.4 Types of shows, benefits</p> <p>4.5 Major participants, organization and membership</p> <p>4.6 Evaluation of attendees</p> <p>4.7 Convention / Exhibition facilities</p> <p>4.8 Benefits of convention facilities</p> <p>4.9 Inter-related venues</p> <p>4.10 Project planning and development</p> <p>4.11 Meeting planners/convention manager</p> <p>4.12 Organization and planning events, major attributes of meeting planners</p> <p>4.13 Types of meeting planners, convention and visitors bureau</p> <p>4.14 Bureau structure and funding</p>	<p>1. RELATED BOOKS</p> <p>2. Get the information through online</p>

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised as on 01 August 2023)

SW-4 Suggested Sessional Work(SW):

- a. **Assignments:** Discuss about Cargo tariff & principles of cargo rates.
- b. **Mini Project:**PPT
- c. **Other Activities (Specify):** Solve students doubts and revision of the unit

1TM 306.5 Exhibit their descriptive skills for the emerging dimensions of convention business.

Approximate Hours

Item	App X Hrs
CI	9
LI	0
SW	1
SL	1
Total	11

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
<p>SO5.1 Apply the knowledge about the contracts negotiation</p> <p>SO5.2 Analyze the role of hotel convention & service management</p> <p>SO5.3 Gain knowledge about the transportation group fares, airline negotiations & cargo services</p> <p>SO5.4Develop knowledge about food and beverage, planning & operation management</p>		<p>Unit-5Contract Negotiation (Hrs.09)</p> <p>5.1 Contract Negotiations, the Law and meeting professionals</p> <p>5.2 Meeting & convention check lists</p> <p>5.3 Development of convention hotel</p> <p>5.4 Sales and marketing plans.</p> <p>5.5 Hotel convention service management.</p> <p>5.6 Transportation: group fares, airline negotiations, extra services, cargo transportation.</p> <p>5.7 Food and beverage planning and</p>	<p>1. Visit trade show</p> <p>2. Attend events</p>

AK S University

Faculty of Management Studies

Department of Business Administration

Curriculum of MBA (Tourism & Hospitality) Program

(Revised as on 01 August 2023)

SO5.5 Evaluate the role of major incentive market in the world		operation management 5.8 Incentive tours: major incentive market in the world 5.9 Basic infrastructure requirements for organizing incentive tours.	
---	--	---	--

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised as on 01 August 2023)

SW-5 Suggested Sessional Work (SW):

- Assignments:** What do you understand about contract negotiation? also mention the types of contract.
- Mini Project:** Visit Event company & make a report.
- Other Activities (Specify):** Students solve doubts to other students.

Brief of Hours suggested for the Course Outcome

Course Outcomes	Class Lecture (CI)	Sessional Work (SW)	Self-Learning (SI)	Total hour (CI+SW+SI)
31TM306.1: Understand about the Meetings, Incentives, conferences and Exhibition	8	1	1	10
31TM306.2: Analyze about the advancement of science and technology in event & conference business	7	1	1	9
31TM306.3: Apply the knowledge about community participation and its various impacts on their lives	8	1	1	10
31TM306.4: Develop knowledge about the strategies for planning, promotion, implementation, and evaluation of special event	14	1	1	16
31TM306.5: Exhibit their descriptive skills for the emerging dimensions of convention business	9	1	1	11
Total Hours	46	05	05	56

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised as on 01 August 2023)

Suggestion for End Semester Assessment

Suggested Specification Table(For ESA)

CO	UnitTitles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
CO-1	Introduction of MICE					
CO-2	The Nature of Convention Market					
CO-3	The Association Market					
CO-4	Corporate Marketing					
CO-5	Contract Negotiation					
Total						50

Legend: Ap: Apply, An: Analyze, Ev: Evaluate Cr: Create

The end of semester assessment for Meetings, Incentives, Conferences and Exhibitions will be held with written examination of 50 marks

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks.

Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Role Play
6. Demonstration
7. Brainstorming

Suggested Learning Resources:

(a)Books:

S. No.	Title	Author	Publisher	Edition &Year
1	Power house conferences	Coleman, Lee Finkle	Educational institute of AH&MA.	1991
2	Managing conventions and group business	Hoyle, Dorf and Jones	Educational institute of AH&MA	1995
3	Lecture note provided by Faculty of Management, AKS University, Satna			

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised as on 01 August 2023)

Curriculum Development Team:

1. Dr.Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr.Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr.SeemaDwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr.Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs.Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. KiranChhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr.Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos. POs and PSOs Mapping

Course Title: MBA (THM)

Course Code: 31THM306

Course Title: Meetings, Incentives, Conferences and Exhibitions

Course Outcomes	Program Outcomes								Program Specific Outcome			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
	Leadership Skills	Industry Knowledge	Customer Service Excellence	Financial management	Marketing & Brand Management	Global Perspective	Entrepreneurial Skills	Ethical and Sustainable Practices	This course is designed with the aim towards fulfilling the requirements for trained & qualified executives for Global industry of tourism.	Provide practical knowledge to students through training program	Enables students for critical thinking through the relevant business problems studies	understand global trends and emerging issues in travel, tourism and cargo sector
CO1: Understand about the Meetings, Incentives, conferences and Exhibition	3	3	2	2	3	2	3	2	3	3	2	1
CO2: Analyze about the advancement of science and technology in event & conference	3	2	3	2	1	2	3	2	2	2	2	1

business.												
CO3: Apply the knowledge about community participation and its various impacts on their lives	3	2	3	1	1	2	2	2	3	2	2	3
CO4: knowledge about the strategies for planning, promotion, implementation, and evaluation of special event	3	2	2	2	3	2	3	2	3	3	3	2
CO5: Exhibit their descriptive skills for the emerging dimensions of convention business	2	3	2	3	1	3	3	3	3	3	1	3

Legend: 1–Low,2–Medium,3– High

Course Curriculum Map:

POs&PSOs No.	COsNo.&Titles	SOsNo.	Laboratory Instruction (LI)	ClassroomInstruction(CI)	Self-Learning (SL)
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO1: Understand about the Meetings, Incentives, conferences and Exhibition	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-1.0Introduction of MICE 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO2: Analyze about the advancement of science and technology in event & conference business.	SO2.1 SO2.2 SO2.3 SO2.4 SO2.5		Unit-2.0The Nature of Convention Market 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO3: Apply the knowledge about community participation and its various impacts on their lives	SO3.1 SO3.2 SO3.3 SO3.4 SO3.5		Unit-3.0The Association Market 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO4: knowledge about the strategies for planning, promotion, implementation, and evaluation of special event	SO4.1 SO4.2 SO4.3 SO4.4 SO4.5		Unit-4.0 Corporate Marketing 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10, 4.11, 4.12, 4.13, 4.14	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO5: Exhibit their descriptive skills for the emerging dimensions of convention business	SO5.1 SO5.2 SO5.3 SO5.4 SO5.5		Unit5.0Tourism and Travel Organizations 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9	

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Semester-IV

Course code: 31THM401

Course Title	Adventure Tourism Operations
Pre-requisite	Understand and comply with local, national, and international regulations related to adventure tourism. This includes obtaining necessary permits and licenses. There are several important prerequisites that individuals or organizations should consider to ensure safety, compliance, and overall success in the adventure tourism industry.
Rationale	The subject is designed to provide students with a comprehensive understanding of adventure tourism operations. It lies in ensuring the safety, well-being, and overall positive experience of participants, as well as the sustainability and success of the business.

Course Outcomes:

31THM 401.1: Gain knowledge of the adventure tourism industry, including its history, trends, and the economic impact on local and global levels.

31THM 401.2: Understanding of the ecosystems within wildlife sanctuaries and national parks, including the flora and fauna, and the interactions that sustain biodiversity.

31THM 401.3: Apply to develop proficiency in technical skills such as rock climbing, ice climbing, rope work, and other mountaineering-specific techniques.

31THM 401.4: Conduct thorough risk assessments for each adventure sport and develop effective risk management strategies.

31THM 401.5: Create the ability to Develop skills in emergency response and wildlife rescue operations to address situations such as natural disasters, poaching incidents, or wildlife health emergencies.

Scheme of Studies:

Board of Study	Course Code	Course Title	Scheme of studies (Hours/Week)				Total Study Hours (CI+LI+SW+SL)	Total Credits (C)
			C I	L I	S W	S L		
TMC	31THM401	Adventure Tourism Operations	3	0	1	1	5	3

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of Teacher to ensure outcome of Learning.

Scheme of Assessment:

Theory

Board of Study	Course Code	Course Title	Scheme of Assessment (Marks)							
			Progressive Assessment (PRA)						End Semester Assessment (ESA)	Total Marks (PRA+ESA)
			Class/Home Assignment Number 3 marks each (CA)	Class Test 2 (2 best out of 3) 10 marks each (CT)	Seminar one (SA)	Class Activity any one (CAT)	Class Attendance (AT)	Total Marks (CA+CT+SA+CAT+AT)		
TMC	31T HM 401	Adventure Tourism Operations	15	20	5	5	5	50	50	100

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self-Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

31 THM 401.1: Gain knowledge of the adventure tourism industry, including its history, trends, and the economic impact on local and global level.

Approximate Hours

Item	App X Hrs
CI	10
LI	0
SW	1
SL	1
Total	12

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
<p>SO1.1 Student will be able to understand about the history of Adventure tourism</p> <p>SO1.2 Identify the scope & opportunity of adventure tourism</p> <p>SO1.3 Analyze the current trends of adventure tourism</p> <p>SO1.4 Develop knowledge about the beginning of adventure tourism in India</p> <p>SO1.5 Evaluate the development of adventure tourism</p>		<p>Unit-1.0 Introduction of Adventure Tourism (Hrs.10)</p> <p>1.1 History of Adventure Tourism</p> <p>1.2 Definition</p> <p>1.3 Types</p> <p>1.4 Scope</p> <p>1.5 Trends of Adventure Tourism</p> <p>1.6 Opportunity</p> <p>1.7 Beginning of Adventure Tourism</p> <p>1.8 Adventure in India</p> <p>1.9 Adventure tourism in the world</p> <p>1.10 Development of Adventure Tourism</p>	<p>1. Famous Adventure spot in India</p> <p>2. Famous Adventure spot in the world</p>

SW-1 Suggested Sessional Work (SW):

a. Assignments:

- Discuss the Adventure Tourism? And also mention its types.

b. Mini Project:

- PPT Presentation
- Destination Visit Reports

c. Other Activities (Specify):

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

- Class quiz, Students teach students

31 THM 401.2: understanding of the ecosystems within wildlife sanctuaries and national parks, including the flora and fauna, and the interactions that sustain biodiversity.

Approximate Hours

Item	App X Hrs
Cl	9
LI	0
SW	1
SL	1
Total	11

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
<p>SO2.1 Will be able to understand about the functions of Travel agency</p> <p>SO2.2 Will be able to analyze the growth & development of travel business</p> <p>SO2.3 Develop knowledge About how to prepare Itinerary</p> <p>SO2.4 Apply the knowledge for making reservation</p> <p>SO2.5 Create the knowledge about foreign currency exchange</p>		<p>Unit-2 Nature Tourism (Hrs.09)</p> <p>2.1 Wild life Tourism</p> <p>2.2 National Park</p> <p>2.3 Wild life Sanctuaries</p> <p>2.4 Biosphere Reserve</p> <p>2.5 Marine park</p> <p>2.6 Safaris</p> <p>2.7 Beaches</p> <p>2.8 Lakes</p> <p>2.9 Natural attractions</p>	<p>1. Visit national park</p> <p>2. Visit Biosphere reserve sites</p>

SW-2 Suggested Sessional Work (SW):

- Assignments:** What is a wildlife sanctuary? Please explain with suitable example.
- Mini Project:** Presentation
- Other Activities (Specify):** Visit National park & make a report.

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31 THM 401.3: Apply to develop proficiency in technical skills such as rock climbing, ice climbing, rope work, and other mountaineering-specific techniques.

Approximate Hours

Item	App X Hrs
CI	9
LI	0
SW	1
SL	1
Total	11

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
<p>SO3.1 Understand about the adventure activity</p> <p>SO3.2 Discuss about the types of activity</p> <p>SO3.3 Identify the skills to do the hard & soft adventure activity</p> <p>SO3.4 Differentiate between sea beach tourism & island tourism</p> <p>SO3.5 Create the Knowledge of assessing impact of adventure tourism</p>		<p>Unit3:Adventure Activity (Hrs.09)</p> <p>3.1 Adventure activities</p> <p>3.2 Soft Adventure</p> <p>3.3 Hard Adventure</p> <p>3.4 Mountaineering</p> <p>3.5 Trekking</p> <p>3.6 Sea Beach</p> <p>3.7 Island Tourism</p> <p>3.8 Concept of Carrying capacity</p> <p>3.9 Impact assessment</p>	<p>1. Skills of Mountaineering</p> <p>2. Safety Equipment</p>

SW-3 Suggested Sessional Work (SW):

- a. **Assignments:** Write the detail note about hard & soft adventure activities?
- b. **Mini Project:**MOT, IATO, TAAL.
- c. **Other Activities (Specify):** Students teach weak students in the class to solve their doubts.

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

31 THM 401.4: Conduct thorough risk assessments for each adventure sport and develop effective risk management strategies.

Approximate Hours

Item	App X Hrs
CI	10
LI	0
SW	1
SL	1
Total	12

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
<p>SO4.1 Understand about the adventure sports</p> <p>SO4.2 Identify the difficulties of adventure tourism business</p> <p>SO4.3 Analyze the remuneration & earnings of adventure tourism business</p> <p>SO4.4 Evaluate the guidelines of adventure sports</p> <p>SO4.5 Create knowledge about wild life tourism</p>		<p>Unit4:Adventure Sports (Hrs.10)</p> <p>4.1 Adventure Sports</p> <p>4.2 Types of Adventure sport</p> <p>4.3 Water Sports</p> <p>4.4 Zero -Sports</p> <p>4.5 Youth Tourism</p> <p>4.6 Sports Tourism</p> <p>4.7 Summer Sports</p> <p>4.8 Winter Sports</p> <p>4.9 Other Avenue of Adventure Tourism</p> <p>4.10 Wild life Tourism</p>	<p>1. Find out the list of summer adventure sports</p> <p>2. Find out the list of winter sports</p>

SW-4 Suggested Sessional Work(SW):

- a. **Assignments:** Make detailed note about the legal responsibilities of adventure tourism Business?
- b. **Mini Project:** PPT
- c. **Other Activities (Specify):** Solve student's doubts and revision of the unit.

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

31THM 401.5 Create the ability to Develop skills in emergency response and wildlife rescue operations to address situations such as natural disasters, poaching incidents, or wildlife health emergencies.

Approximate Hours

Item	App X Hrs
CI	7
LI	0
SW	1
SL	1
Total	9

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
<p>SO5.1 Apply the knowledge about the infrastructure for adventure tourism</p> <p>SO5.2 Analyze the future prospects of Adventure tourism</p> <p>SO5.3 Identify the role of human resource in adventure tourism</p> <p>SO5.4 Develop knowledge about the safety & necessary equipment for do the adventure activity</p> <p>SO5.5 Evaluate the role of department of tourism govt. of India</p>		<p>Unit-5Infrastructure Development (Hrs.07)</p> <p>5.1 Infrastructure for Adventure</p> <p>5.2 Infrastructure for Wild life Tourism</p> <p>5.3 Future prospects of adventure tourism in India</p> <p>5.4 Importance of Human Resource</p> <p>5.5 Equipment</p> <p>5.6 Training Centers</p> <p>5.7 Role of Government</p>	<p>1. Visit the national tourism organization sites to get the information</p> <p>2. Study about International organization – IATA, UNWTO, ICAO.</p>

SW-5Suggested Sessional Work(SW):

- a. **Assignments:** Write the detail note of Adventure Tour Operators Association of India (ATOAI).

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

- b. **Mini Project:** Visit the nearest airport & see the security procedure.
c. **Other Activities(Specify):** Students solve doubts to other students.

Brief of Hours suggested for the Course Outcome

Course Outcomes	Class Lecture (CI)	Sessional Work (SW)	Self-Learning (SI)	Total hour(CI+SW+SI)
31THM 401.1: Gain knowledge of the adventure tourism industry, including its history, trends, and the economic impact on local and global levels.	10	1	1	12
31THM 401.2: Understanding of the ecosystems within wildlife sanctuaries and national parks, including the flora and fauna, and the interactions that sustain biodiversity	9	1	1	11
31THM 401.3: Apply to develop proficiency in technical skills such as rock climbing, ice climbing, rope work, and other mountaineering-specific techniques.	9	1	1	11
31THM 401.4: Conduct thorough risk assessments for each adventure sport and develop effective risk management strategies.	10	1	1	10
31THM 401.5: Create the ability to Develop skills in emergency response and wildlife rescue operations to address situations such as natural disasters, poaching incidents, or wildlife health emergencies.	7	1	1	9
Total Hours	45	05	05	55

Suggestion for End Semester Assessment

Suggested Specification Table(For ESA)

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
CO-1	Introduction of Adventure Tourism					
CO-2	Nature Tourism					
CO-3	Adventure Activity					
CO-4	Adventure Sports					
CO-5	Infrastructure Development					
Total						50

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Legend: Ap: Apply, An: Analyze, Ev: Evaluate Cr: Create

The end of semester assessment for Adventure Tourism Operations will be held with written examination of 50 marks

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Role Play
6. Demonstration
7. Brainstorming

Suggested Learning Resources:

(a) Books:

S. No.	Title	Author	Publisher	Edition & Year
1	Potential of Adventure Tourism in India	Malik, Satyendra Singh	AgamkalaPrakashan	2005
2	Adventure Tourism And Sports	Negi, Jagmohan	Kanishka Publishing House	2010
3	Adventure Tourism, The new frontier	Shah, Rakesh Kumar	Random Publication	2014
4	Lecture note provided by Faculty of Management, AKS University, Satna			

Curriculum Development Team:

1. Dr.Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr.Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr.SeemaDwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr.Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs.Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. KiranChhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr.Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos. POs and PSOs Mapping

Course Title: MBA (THM)

Course Code: 31THM401

Course Title: Adventure Tourism Operations

Course Outcomes	Program Outcomes								Program Specific Outcome			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
	Leadership Skills	Industry Knowledge	Customer Service Excellence	Financial management	Marketing & Brand Management	Global Perspective	Entrepreneurial Skills	Ethical and Sustainable Practices	This course is designed with the aim towards fulfilling the requirements for trained & qualified executives for Global industry of tourism.	Provide practical knowledge to students through training program	Enables students for critical thinking through the relevant business problems studies	understand global trends and emerging issues in travel, tourism and cargo sector
CO1: Gain knowledge of the adventure tourism industry, including its history, trends, and the economic impact on local and global levels.	3	3	2	1	3	2	3	2	3	2	2	2
CO2: Understanding of the ecosystems within wildlife	3	2	3	2	2	2	3	2	3	2	2	1

sanctuaries and national parks, including the flora and fauna, and the interactions that sustain biodiversity.												
CO3: Apply to develop proficiency in technical skills such as rock climbing, ice climbing, rope work, and other mountaineering-specific techniques.	3	2	1	2	1	2	2	2	1	3	2	2
CO4: Conduct thorough risk assessments for each adventure sport and develop effective risk management strategies.	3	3	2	2	3	2	3	2	3	3	3	2
CO5: Create the ability to Develop skills in emergency response and wildlife rescue operations to address situations such as natural disasters, poaching incidents, or wildlife health emergencies.	3	2	3	2	1	3	3	3	2	3	1	3

Legend: 1–Low,2–Medium,3– High

Course Curriculum Map:

POs&PSOs No.	COsNo.&Titles	SOsNo.	Laboratory Instruction (LI)	ClassroomInstruction(CI)	Self-Learning (SL)
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO1: Gain knowledge of the adventure tourism industry, including its history, trends, and the economic impact on local and global levels.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-1.0Introduction of Adventure Tourism Operations 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO2: Understanding of the ecosystems within wildlife sanctuaries and national parks, including the flora and fauna, and the interactions that sustain biodiversity.	SO2.1 SO2.2 SO2.3 SO2.4 SO2.5		Unit-2.0Nature Tourism 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO3: Apply to develop proficiency in technical skills such as rock climbing, ice climbing, rope work, and other mountaineering-specific techniques.	SO3.1 SO3.2 SO3.3 SO3.4 SO3.5		Unit-3.0Adventure Activity 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO4: Conduct thorough risk assessments for each adventure sport and develop effective risk management strategies.	SO4.1 SO4.2 SO4.3 SO4.4 SO4.5		Unit-4.0 Adventure Sports 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO5: Create the ability to Develop skills in emergency response and wildlife rescue operations to address situations such as natural disasters, poaching incidents, or wildlife health emergencies.	SO5.1 SO5.2 SO5.3 SO5.4 SO5.5		Unit5.0Infrastructure Development 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7	

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Semester-IV

Course code: 31THM402

Course Title	Business Policy
Pre-requisite	Basic Knowledge about the concept of foundation of business knowledge, Businessethics, Strategic Management along with the principles and guidelines that govern decision-making within an organization.
Rationale	The rationale behind business policy lies in providing a framework that guides decision-making within an organization. Business policy serves as a set of guidelines and principles that help shape the overall direction, strategy, and behaviour of the organization.

Course Outcomes:

31THM402.1: Students will understand the practical applicability about the concept of Business Policy.

31THM402.2: Students will be able to create an understanding on the outline of Strategic Management.

31THM402.3: Students will be able to recognize the concept of Strategy Formulation, Environment Appraisal and Scanning.

31THM402.4: Students will be able to critically analyse the concept of Strategic Implementation.

31THM402.5: Students will be able to demonstrate knowledge about Strategic Evaluation and Strategic Control.

Scheme of Studies:

Board of Study	Course Code	Course Title	Scheme of studies (Hours/Week)				Total Credits (C)	
					S	L		Total Study Hours (CI+LI+SW+SL)
MCC	1THM402	Business Policy			1	1	5	3

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Scheme of Assessment:

Theory												
Board of Study	Course Code	Course Title	Scheme of Assessment (Marks)								End Semester Assessment	Total (P)
			Progressive Assessment (PRA)							Total Marks		
			Class/ Home Assignment 5 numbers (3 marks each) (CA)	Classroom Test (CT)	Sessional Work (SA)	Classroom Assignment (CA)	Classroom Test (CT)	Classroom Assignment (CA)	Classroom Test (CT)			
Program Code (THM402)	Business Policy	15	20	5	5	5	5	50	50	100		

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self-Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31 THM 402.1 Students will understand the practical applicability about the concept of Business Policy.

Approximate Hours

Item	App X Hrs
CI	8
LI	0
SW	1
SL	1
Total	10

Session Outcomes(SOs)	Laboratory Instruction (LI)	Classroom Instruction(CI)	Self-Learning (SL)
SO1.1 Student will be able to understand about the concept of Business Policy SO1.2 Student will be able to identify the nature & scope of business policy SO1.3 Student will analyze the concept of Strategy SO1.4 Student will develop knowledge about the various terms used in business policy SO1.5 Students will be able to classify the levels of strategy		Unit-1.0 Business Policy-An Introduction (Hrs.08) 1.1 Meaning and Definition 1.2 Nature 1.3 Importance 1.4 Purpose 1.5 Objective of business policy. 1.6 Various terms in business policy 1.7 Levels of Strategy 1.8 Scope	1. Types of Business Policy 2. Features of Business Policy

SW-1 Suggested Sessional Work (SW):

a. Assignments:

- Describe the significance of Business Policy in scenario of Indian companies.

b. Mini Project:

- Write a detail note on development of Business Strategy.

c. Other Activities (Specify):

- Presentation

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

31 THM 402.2: Students will be able to create an understanding on the outline of Strategic Management.

Approximate Hours

Item	App X Hrs
CI	8
LI	0
SW	1
SL	1
Total	10

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
<p>SO2.1 Students will understand the concept of Strategic Management</p> <p>SO2.2 Students analyze the significance of Strategic Management</p> <p>SO2.3 Students will develop knowledge about process of strategic management</p> <p>SO2.4 Students will evaluate the patterns of strategic behavior</p> <p>SO2.5 Students will be able to apply knowledge of strategy development in practical life</p>		<p>Unit-2An overview of strategic management (Hrs.08)</p> <p>2.1 Meaning & Definition</p> <p>2.2 Process</p> <p>2.3 Importance</p> <p>2.4 Nature of strategic decision making</p> <p>2.5 Patterns of strategic behavior</p> <p>2.6 Process of strategic management.</p> <p>2.7 Benefits</p> <p>2.8 Approaches</p>	<p>1. Components of Strategy</p> <p>2. Features of Strategy</p>

SW-2 Suggested Sessional Work (SW):

- a. Assignments:** Explain the various strategies used by top Indian Companies.
- b. Mini Project:** Write a detail note on Environment Scanning.
- c. Other Activities (Specify):** Group Discussion.

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31 THM 402.3: Students will be able to recognize the concept of Strategy Formulation, Environment Appraisal and Scanning.

Approximate Hours

Item	App X Hrs
CI	12
LI	0
SW	1
SL	1
Total	14

Session Outcomes(SOs)	Laboratory Instruction (LI)	Classroom Instruction(CI)	Self-Learning (SL)
<p>SO3.1 Students will be able to understand about the concept of Strategy Formulation</p> <p>SO3.2 Students will develop knowledge about environment scanning</p> <p>SO3.3 Students will be able to apply knowledge about the strategic alliances</p> <p>SO3.4 Students will be able to evaluate the various types of diversification strategies</p> <p>SO3.5 Students will be able to analyze the various factors of strategic choice</p>		<p>Unit3:Strategy Formulation (Hrs.12)</p> <p>3.1 Introduction</p> <p>3.2 Environmental Appraisal</p> <p>3.3 Components</p> <p>3.4 Environmental scanning</p> <p>3.5 Environmental appraisal</p> <p>3.6 Organizational appraisal</p> <p>3.7 Organizational. Capability factor</p> <p>3.8 SWOT analysis</p> <p>3.9 Strategic alternatives</p> <p>3.10 Modernization strategies and diversification strategies</p> <p>3.11 Corporate portfolio analysis</p> <p>3.12 Integration Merger and Joint venture</p>	<p>1. Process of Strategy Formulation</p> <p>2. Types of mergers</p>

SW-3 Suggested Sessional Work (SW):

- a. **Assignments:** Explain the various terms related to Environment Scanning.
- b. **Mini Project:** Write a detail note on the SWOT and PESTEL Analysis.
- c. **Other Activities (Specify):** Case study.

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31 THM 402.4: Students will be able to critically analyse the concept of Strategic Implementation.

Approximate Hours

Item	App X Hrs
CI	10
LI	0
SW	1
SL	1
Total	12

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p>SO4.1 Students will be able to understand about the overview of Human Relations</p> <p>SO4.2 Students will be able to analyze the need of Strategy Implementation</p> <p>SO4.3 Students will be able to develop knowledge about the Organization Design and change</p> <p>SO4.4 Students will be able to evaluate functional implementation</p> <p>SO4.5 Students will be able to create knowledge about Corporate culture</p>		<p>Unit4:Strategy Implementation (Hrs.10)</p> <p>4.1 Introduction</p> <p>4.2 Project and procedural implementation</p> <p>4.3 Structural Implementation</p> <p>4.4 Structural considerations</p> <p>4.5 Structures</p> <p>4.6 Organization. Design and change</p> <p>4.7 Functional Implementation</p> <p>4.8 Financial/marketing /operations/personnel plans</p> <p>4.9 Behavioral Implementation– leadership</p> <p>4.10 Corporate culture, personal values and business ethics</p>	<p>1. Process of Strategy Implementation</p> <p>2. Importance of Strategy Implementation</p>

SW-4 Suggested Sessional Work(SW):

- a. **Assignments:** Describe the significance of Functional Implementation in present scenario.
- b. **Mini Project:** Explain the concept of implementing strategies with practical examples of companies
- c. **Other Activities (Specify):** Presentation.

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31 THM 402.5: Students will be able to demonstrate knowledge about Strategic Evaluation And Strategic Control.

Approximate Hours

Item	App X Hrs
CI	7
LI	0
SW	1
SL	1
Total	9

Session Outcomes(SOs)	Laboratory Instruction (LI)	Classroom Instruction(CI)	Self-Learning (SL)
<p>SO5.1 Students will be able to apply the knowledge about Strategic Evaluation</p> <p>SO5.2 Students will be able to analyze the role of Strategic Control</p> <p>SO5.3 Students will be able to gain knowledge about Operational Control</p> <p>SO5.4 Students will be able to develop knowledge about process of evaluation and control</p> <p>SO5.5 Students will be able to evaluate the role of Strategic Control</p>		<p>Unit-5 Strategic Evaluation (Hrs.07)</p> <p>5.1 Meaning and Definition</p> <p>5.2 Objectives</p> <p>5.3 Strategic Control</p> <p>5.4 Basic types of control</p> <p>5.5 Operational control</p> <p>5.6 Process of evaluation and control</p> <p>5.7 Role of organization system</p>	<p>1. Importance</p> <p>2. Need of strategic control</p>

SW-5 Suggested Sessional Work(SW):

- a. **Assignments:** Write a detail note on importance of Strategic Evaluation and Control.
- b. **Mini Project:** Explain Operational Control with practical examples.
- c. **Other Activities (Specify):** Case study.

Brief of Hours suggested for the Course Outcome

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Course Outcomes	Class Lecture (Cl)	Sessional Work (SW)	Self-Learning (Sl)	Total hour (Cl+SW+Sl)
31THM402.1: Students will understand the practical applicability about the concept of Business Policy.	8	1	1	10
31THM402.2: Students will be able to create an understanding on the outline of Strategic Management.	8	1	1	10
31THM402.3: Students will be able to recognize the concept of Strategy Formulation, Environment Appraisal and Scanning.	12	1	1	14
31THM402.4: Students will be able to critically analyse the concept of Strategic Implementation.	10	1	1	12
31THM402.5: Students will be able to demonstrate knowledge about Strategic Evaluation and Strategic Control.	7	1	1	9
TotalHours	45	05	05	55

Suggestion for End Semester Assessment

Suggested Specification Table (For ESA)

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
	Business Policy - An Introduction					
CO-2	An Overview Of Strategic Management					
CO-3	Strategy Formulation					
CO-4	Strategy Implementation					
CO-5	Strategic Evaluation					
Total						50

Legend: Ap: Apply, An: Analyze, Ev: Evaluate Cr: Create

The end of semester assessment for Business Policy will be held with written examination of 50 marks.

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Role Play
6. Demonstration
7. Brainstorming

Suggested Learning Resources:

(a) Books:

S. No.	Title	Author	Publisher	Edition & Year
1	Business Policy	Azhar Kazmi	Tata Mac Graw Hill	1992
2	Strategic Management	P.K.Ghosh	Sultan Chand & Sons	2014
3	Business Policy And Strategic Management	Dr.S.Senthilkumar	S.Chand	2013
4	Lecture note provided by Faculty of Management, AKS University, Satna			

Curriculum Development Team:

1. Dr.Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr.Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr.Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr.Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs.Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr.Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos. POs and PSOs Mapping

Course Title: MBA (THM)

Course Code: 31THM402

Course Title: Business Policy

Course Outcomes	Program Outcomes								Program Specific Outcome			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
	Leadership Skills	Industry Knowledge	Customer Service Excellence	Financial management	Marketing & Brand Management	Global Perspective	Entrepreneurial Skills	Ethical and Sustainable Practices	This course is designed with the aim towards fulfilling the requirements for trained & qualified executives for Global industry of tourism.	Provide practical knowledge to students through training program	Enables students for critical thinking through the relevant business problems studies	understand global trends and emerging issues in travel, tourism and cargo sector
CO1: Students will understand the practical applicability about the concept of Business Policy.	3	3	2	2	3	2	3	2	3	2	2	1
CO2: Students will be able to create an understanding on the	3	2	3	2	1	2	3	2	2	2	2	1

outline of Strategic Management .												
CO3: Students will be able to recognize the concept of Strategy Formulation, Environment Appraisal and Scanning.	3	2	1	1	1	2	2	2	1	1	2	2
CO4: Students will be able to critically analyze the concept of Strategic Implementation	3	2	2	2	3	2	3	2	3	3	3	2

tion.												
CO5: Students will be able to demonstrate knowledge about Strategic Evaluation and Strategic Control.	2	3	2	1	1	3	3	3	3	3	1	3

Legend: 1–Low,2–Medium,3– High

Course Curriculum Map:

POs& PSOs No.	COsNo.&Titles	SOsNo.	Laboratory Instruction (LI)	ClassroomInstruction(CI)	Self-Learning (SL)
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO1: Students will understand the practical applicability about the concept of Business Policy.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-1.0Business Policy -An Introduction 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO2: Students will be able to create an understanding on the outline of Strategic Management.	SO2.1 SO2.2 SO2.3 SO2.4 SO2.5		Unit-2.0An Overview Of Strategic Management 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO3: Students will be able to recognize the concept of Strategy Formulation, Environment Appraisal and Scanning.	SO3.1 SO3.2 SO3.3 SO3.4 SO3.5		Unit-3.0Strategy Formulation 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10, 3.11, 3.12	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO4: Students will be able to critically analyse the concept of Strategic Implementation.	SO4.1 SO4.2 SO4.3 SO4.4 SO4.5		Unit-4.0 Strategy Implementation 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO5: Students will be able to demonstrate knowledge about Strategic Evaluation and Strategic Control.	SO5.1 SO5.2 SO5.3 SO5.4 SO5.5		Unit5.0Strategic Evaluation 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7	

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Semester-IV

Course code: 31THM403

Course Title	Tourism Impacts
Pre-requisite	The study of tourism impacts is multidisciplinary, involving various fields of knowledge. Understand the fundamentals of tourism, including its definition, types, and components. Familiarize yourself with the structure of the tourism industry, key stakeholders, and the different forms of tourism.
Rationale	The subject is designed to provide students with a comprehensive studying tourism impacts lies in the recognition that tourism, while contributing to economic development and cultural exchange, can also have a range of effects on destinations and communities. Understanding these impacts is crucial for making informed decisions, implementing sustainable practices, and managing tourism development effectively.

Course Outcomes:

- 31THM 403.1:** Define and explain key concepts related to tourism, including types of tourism, tourism stakeholders, and the components of the tourism industry.
- 31THM 403.2:** Demonstrate an understanding of the environmental implications of tourism activities and identify strategies for sustainable tourism development.
- 31THM 403.3:** Analyze the economic impact of tourism on destinations, including revenue Generation, job creation, and the multiplier effect.
- 31THM 403.4:** Develop critical thinking skills to evaluate the positive and negative aspects of tourism impacts and propose solutions for sustainable tourism development.
- 31THM 403.5:** Assess the social and cultural impacts of tourism on local communities, including changes in lifestyle, traditions, and cultural heritage.

Scheme of Studies:

Board of Study	Course Code	Course Title	Scheme of studies(Hours/Week)				Total Credits (C)	
			C I	L I	S W	S L		Total Study Hours (CI+LI+SW+SL)
TMC	31THM403	Tourism Impacts	3	0	1	1	5	3

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Scheme of Assessment:

Theory

Board of Study	Course Code	Course Title	Scheme of Assessment (Marks)							
			Progressive Assessment (PRA)						End Semester Assessment (ESA)	Total Marks (PRA + ESA)
			Class/Home Assignment 5 number 3 marks each (CA)	Class Test 2 (2 best out of 3) 10 marks each (CT)	Seminar (SA)	Class Activity (CAT)	Class Attendance (AT)	Total Marks (CA+CT+SA+CAT+AT)		
TM C	31TH M403	Tourism Impacts	15	20	5	5	5	50	50	100

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self-Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31THM 403.1: Define and explain key concepts related to tourism, including types of tourism, tourism stakeholders, and the components of the tourism industry.

Approximate Hours

Item	App X Hrs
CI	12
LI	0
SW	1
SL	1
Total	14

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
<p>SO1.1 Student will be able to understand about the concept of Tourism Impact</p> <p>SO1.2 Identify the historical development of tourism</p> <p>SO1.3 Apply the knowledge about the types of tourist</p> <p>SO1.4 Develop knowledge about the domestic & International tourism</p> <p>SO1.5 Evaluate the impact of manila declaration in tourism sector</p>		<p>Unit-1.0 Introduction of Tourism Impact(Hrs.12)</p> <p>1.1 Introduction</p> <p>1.2 Concept</p> <p>1.3 Definition</p> <p>1.4 Historical Development</p> <p>1.5 Types of Tourist</p> <p>1.6 Traveler</p> <p>1.7 Excursionist</p> <p>1.8 Form of Tourism</p> <p>1.9 Inbound Tourism</p> <p>1.10 Outbound Tourism</p> <p>1.11 Domestic & International</p> <p>1.12 Manila Declaration</p>	<p>1. History of Tourism</p> <p>2. Types of Tourist</p>

SW-1 Suggested Sessional Work (SW):

a. Assignments:

- Discuss the history of tourism? Also mention the development of tourism.

b. Mini Project:

- PPT Presentation, Destination Visit Reports.

c. Other Activities (Specify):

- Students teach students, Class quiz

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31THM 403.2: Demonstrate an understanding of the environmental implications of tourism activities and identify strategies for sustainable tourism development.

Approximate Hours

Item	App X Hrs
CI	8
LI	0
SW	1
SL	1
Total	10

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
<p>SO2.1 Will be able to understand about tourism & environment</p> <p>SO2.2 Will be able to analyze the impact on environment of tourism</p> <p>SO2.3 Identify the tourism demand & supply</p> <p>SO2.4 Apply the knowledge to understand the patterns of tourism demand</p> <p>SO2.5 Create the knowledge about tourism system & environment</p>		<p>Unit-2 Tourism & Environment (Hrs.08)</p> <p>2.1 Tourism System</p> <p>2.2 Environment</p> <p>2.3 Introduction of Tourism Demand</p> <p>2.4 Characteristics of Tourism Demand</p> <p>2.5 Pattern of Tourism Demand</p> <p>2.6 Tourism Supply</p> <p>2.7 Characteristics of Supply</p> <p>2.8 Pattern of Tourism Supply</p>	<p>1. Eco system</p> <p>2. Nature based tourism</p>

SW-2 Suggested Sessional Work (SW):

- a. **Assignments:** Please explain tourism demand & tourism supply?
- b. **Mini Project:** Presentation.
- c. **Other Activities (Specify):** Visit the local travel agency offices & collect information.

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31THM 403.3: Analyze the economic impact of tourism on destinations, including revenue generation, job creation, and the multiplier effect.

Approximate Hours

Item	App X Hrs
CI	9
LI	0
SW	1
SL	1
Total	11

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
<p>SO3.1 Understand about tourism deterrents</p> <p>SO3.2 Discuss about the types tourism demand</p> <p>SO3.3 Identify the affecting factors of tourism Business</p> <p>SO3.4 Evaluate the future trends of tourism business</p> <p>SO3.5 Create the Knowledge about growth & opportunity in tourism business</p>		<p>Unit3:Determents & Motivation (Hrs.09)</p> <p>3.1 Tourism Determents</p> <p>3.2 Tourism Motivation</p> <p>3.3 Tourism Demand</p> <p>3.4 Impact of Tourism</p> <p>3.5 Tourist Destination</p> <p>3.6 Factors of Tourism</p> <p>3.7 Affecting Factors</p> <p>3.8 Future of Tourism Business</p> <p>3.9 Opportunity</p>	<p>1. Challenges of Tourism Sectors</p> <p>2. Responsible Tourism</p>

SW-3 Suggested Sessional Work (SW):

- a. **Assignments:** Write the detail note about United Nations world Tourism Organization?
- b. **Mini Project:** Visit tourist destination & make a report.
- c. **Other Activities (Specify):** Students teach weak students in the class to solve their doubts.

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31THM 403.4: Develop critical thinking skills to evaluate the positive and negative aspects of tourism impacts and propose solutions for sustainable tourism development.

Approximate Hours

Item	App X Hrs
CI	8
LI	0
SW	1
SL	1
Total	10

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
<p>SO4.1 Understand the legal responsibilities of Travel agents</p> <p>SO4.2 Identify the difficulties of travel agents</p> <p>SO4.3 Analyze the remuneration & earnings of Travel agency</p> <p>SO4.4 Evaluate the guidelines of travel agent</p> <p>SO4.5 Create knowledge about the literature of travel agency business</p>		<p>Unit4:Emergence of Tourism (Hrs.08)</p> <p>4.1 Early Travel for Trade and Exploration</p> <p>4.2 Grand Tours and Cultural Travel</p> <p>4.3 Industrial Revolution and Transportation Advances</p> <p>4.4 Thomas Cook and the Birth of Mass Tourism</p> <p>4.5 Expansion of International Tourism</p> <p>4.6 Post-War Boom and Economic Growth</p> <p>4.7 Technological Revolution</p> <p>4.8 Globalization and Emerging Markets</p>	<p>1. Development of Resorts and Seaside Tourism</p> <p>2. Cultural and Adventure Tourism Trends</p>

SW-4 Suggested Sessional Work(SW):

- a. **Assignments:** Discuss about Thomas Cook and the birth of Mass tourism?
- b. **Mini Project:** PPT
- c. **Other Activities (Specify):** Solve student’s doubts and revision of the unit.

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31THM 403.5: Assess the social and cultural impacts of tourism on local communities, including changes in lifestyle, traditions, and cultural heritage.

Approximate Hours

Item	App X Hrs
CI	8
LI	0
SW	1
SL	1
Total	10

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
<p>SO5.1 Identify the research issues in tourism sectors</p> <p>SO5.2 Understand the impact studies on tourism</p> <p>SO5.3 Gain knowledge about how to assess the impact of tourism</p> <p>SO5.4 Develop knowledge about PESTEL Model</p> <p>SO5.5 Evaluate the role of department of tourism govt. of India</p>		<p>Unit-5 Tourism Impact Assessment (Hrs.08)</p> <p>5.1 Organization</p> <p>5.2 Research Issue</p> <p>5.3 Impact Studies</p> <p>5.4 Relationships</p> <p>5.5 Economic Benefits</p> <p>5.6 Environmental Impacts</p> <p>5.7 Social Impact</p> <p>5.8 Cultural Impact</p>	<p>1. Visit the national tourism organization sites to get the information</p> <p>2. Study about International organization – IATA, UNWTO, ICAO</p>

SW-5 Suggested Sessional Work(SW):

- a. Assignments:** Write the detail note of Ministry of Tourism govt. of India. Explain objectives & mission of tourism organization.
- b. Mini Project:** Visit the nearest airport & see the security procedure.
- c. Other Activities(Specify):** Students solve doubts to other students.

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Brief of Hours suggested for the Course Outcome

Course Outcomes	Class Lecture (CI)	Sessional Work (SW)	Self-Learning (SI)	Total hour(CI+SW+SI)
31THM 403.1: Define and explain key concepts related to tourism, including types of tourism, tourism stakeholders, and the components of the tourism industry.	12	1	1	14
31THM 403.2: Demonstrate an understanding of the environmental implications of tourism activities and identify strategies for sustainable tourism development.	8	1	1	10
31THM 403.3: Analyze the economic impact of tourism on destinations, including revenue generation, job creation, and the multiplier effect.	9	1	1	11
31THM 403.4: Develop critical thinking skills to evaluate the positive and negative aspects of tourism impacts and propose solutions for sustainable tourism development.	8	1	1	10
31THM 403.5: Assess the social and cultural impacts of tourism on local communities, including changes in lifestyle, traditions, and cultural heritage	8	1	1	10
Total Hours	45	05	05	55

Suggestion for End Semester Assessment

Suggested Specification Table(For ESA)

CO	Unit/Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
CO-1	Introduction of Tourism Impact					
CO-2	Tourism & Environment					
CO-3	Determents & Motivation					
CO-4	Emergence of Tourism					
CO-5	Tourism Impact Assessment					
Total						50

Legend: Ap: Apply, An: Analyze, Ev: Evaluate Cr: Create

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

The end of semester assessment for Tourism Impacts will be held with written examination of 50 marks.

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks.
Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Role Play
6. Demonstration
7. Brainstorming

Suggested Learning Resources:

(a) Books:

S. No.	Title	Author	Publisher	Edition & Year
1	The Tourism Systems	Mill & Morison	Kendall/Hunt Publishing	2012
2	Tourism Impact Planning & Management	Peter, Mason	Kindle edition	2020
3	Travel agency & Tour Operations	Mishra, Krishna	Notion Press	2022
4	Lecture note provided by Faculty of Management, AKS University, Satna			

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos. POs and PSOs Mapping

Course Title: MBA (THM)

Course Code: 31THM403

Course Title: Tourism Impact

Course Outcomes	Program Outcomes								Program Specific Outcome			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
	Leadership Skills	Industry Knowledge	Customer Service Excellence	Financial management	Marketing & Brand Management	Global Perspective	Entrepreneurial Skills	Ethical and Sustainable Practices	This course is designed with the aim towards fulfilling the requirements for trained & qualified executives for Global industry of tourism.	Provide practical knowledge to students through training program	Enables students for critical thinking through the relevant business problems studies	understand global trends and emerging issues in travel, tourism and cargo sector
CO1: Define and explain key concepts related to tourism, including types of tourism, tourism stakeholders, and the components of the tourism industry.	3	3	2	1	2	2	3	2	3	2	2	2
CO2: Demonstrate an understanding of the environmental	3	2	3	2	1	2	3	2	3	2	2	1

implications of tourism activities and identify strategies for sustainable tourism development.												
CO3: Analyze the economic impact of tourism on destinations, including revenue generation, job creation, and the multiplier effect.	3	2	1	2	1	2	2	2	1	3	2	2
CO4: Develop critical thinking skills to evaluate the positive and negative aspects of tourism impacts and propose solutions for sustainable tourism development.	3	2	3	2	3	2	3	2	3	3	3	2
CO5: Assess the social and cultural impacts of tourism on local communities, including changes in lifestyle, traditions, and cultural heritage.	3	2	3	2	1	3	2	3	2	3	2	3

Legend: 1–Low,2–Medium,3– High

Course Curriculum Map:

POs&PSOs No.	COsNo.&Titles	SOsNo.	Laboratory Instruction (LI)	ClassroomInstruction(CI)	Self-Learning (SL)
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO1: Define and explain key concepts related to tourism, including types of tourism, tourism stakeholders, and the components of the tourism industry.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-1.0Introduction of Tourism Impacts 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11, 1.12	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO2: Demonstrate an understanding of the environmental implications of tourism activities and identify strategies for sustainable tourism development.	SO2.1 SO2.2 SO2.3 SO2.4 SO2.5		Unit-2.0Tourism & Environment 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO3: Analyze the economic impact of tourism on destinations, including revenue generation, job creation, and the multiplier effect.	SO3.1 SO3.2 SO3.3 SO3.4 SO3.5		Unit-3.0Determents & Motivation 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO4: Develop critical thinking skills to evaluate the positive and negative aspects of tourism impacts and propose solutions for sustainable tourism development.	SO4.1 SO4.2 SO4.3 SO4.4 SO4.5		Unit-4.0 Emergence of Tourism 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO5: Assess the social and cultural impacts of tourism on local communities, including changes in lifestyle, traditions, and cultural heritage.	SO5.1 SO5.2 SO5.3 SO5.4 SO5.5		Unit5.0Tourism Impact Assessment 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8	

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Semester-IV

Course code: 31THM404-B

Course Title	Foreign Language (English)
Pre-requisite	The study of foreign language English developing good listening and speaking skills in your native language can provide a foundation for learning a new language. This includes the ability to understand spoken language and express yourself verbally.
Rationale	The subject is designed to provide students with a comprehensive understanding of foreign language. English is often the language of choice for communication. Strong English communication skills are crucial for negotiating deals, conducting meetings, writing reports, and engaging in other business-related activities in a globalized economy.

Course Outcomes:

31THM 404-B.1: Acquire skills necessary for effective public speaking, including voice modulation, pacing, and connecting with the audience.

31THM 404-B.2: Acquire the ability to write coherently in English, including simple sentences, paragraphs, and short essays.

31THM 404-B.3: Enhance the ability to understand spoken English, including different accents and various rates of speech.

31THM 404-B.4: Develop a solid understanding of English grammar rules and structures to construct grammatically correct sentences.

31THM 404-B.5: Create the ability to write clear, coherent, and well-organized essays, reports, emails, and other written forms of communication.

Scheme of Studies:

Board of Study	Course Code	Course Title	Scheme of studies (Hours/Week)				Total Study Hours (CI+LI+SW+SL)	Total Credits (C)
			C I	L I	S W	S L		
SSD	31THM404-B	Foreign Language (English)	3	0	1	1	5	3

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

Theory

Board of Study	Course Code	Course Title	Scheme of Assessment (Marks)							
			Progressive Assessment (PRA)						End Semester Assessment (ESA)	Total Marks (PRA + ESA)
			Class/Home Assignment (5 number 3 mark each) (CA)	Class Test 2 (2 best out of 3) 10 mark each (CT)	Seminar (SA)	Class Activity (CAT)	Class Attendance (AT)	Total Marks (CA+CT+SA+CAT+AT)		
SSD	31TH M404-B	Foreign Language (English)	15	20	5	5	5	50	50	100

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self-Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revisedason01 August 2023)

31THM 404-B.1: Acquire skills necessary for effective public speaking, including voice Modulation, pacing, and connecting with the audience.

Approximate Hours

Item	App X Hrs
CI	12
LI	0
SW	1
SL	1
Total	14

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
<p>SO1.1: Define and understand the concept of idioms as expressions whose meanings cannot be deduced from the literal meanings of the words.</p> <p>SO1.2: Clearly understand the purpose and goals of the writing task, whether it's informative, persuasive, descriptive, or creative</p> <p>SO1.3: Utilize a varied and appropriate vocabulary to convey ideas accurately and engage the reader</p> <p>SO1.4 Develop skills specific to the genre of writing, whether it's essays, reports, narratives, or other forms</p> <p>SO1.5 Apply correct grammar, punctuation, and mechanics to enhance the overall quality of the writing</p>		<p>Unit-1.0Idioms and Phrases (Hrs.12)</p> <p>1.1 Idioms 1.2 Phrases 1.3 Speaking Skills 1.4 Vocabulary 1.5 Reading Pronunciation 1.6 Writing Skills 1.7 Spellings aids to correct 1.8 Writing punctuation 1.9 Grammatical Errors 1.10 Tenses 1.11 Infinitives, 1.12 Gerunds and participles</p>	<p>1.Learn vocabulary 2.Read English News papers</p>

SW-1 Suggested Sessional Work (SW):

- a. **Assignments:** Write a professional email or memo addressing a workplace issue and proposing a solution.
- b. **Mini Project:** PPT Presentation
- c. **Other Activities (Specify):** Students teach students, Class quiz

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31THM 404-B.2: Acquire the ability to write coherently in English, including simple sentences, paragraphs, and short essays.

Approximate Hours

Item	App X Hrs
CI	6
LI	0
SW	1
SL	1
Total	8

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
<p>SO2.1 Demonstrate the ability to revise and edit written work for clarity, coherence, and correctness</p> <p>SO2.2: Incorporate idioms appropriately in written compositions to enhance language proficiency and creativity</p> <p>SO2.3 Explore the use of idioms in literature, including novels, poems, and other forms of written expression</p> <p>SO2.4: Retain knowledge of idioms for future use and apply them appropriately in language tasks and real-life situations</p> <p>SO2.5 Apply correct grammar, punctuation, and mechanics to enhance the overall quality of the writing</p>		<p>Unit-2 Writing Skills (Hrs.06)</p> <p>2.1 Essays</p> <p>2.2 Comprehension</p> <p>2.3 General student Letter</p> <p>2.4 Applications</p> <p>2.5 Notice</p> <p>2.6 Reports</p>	<ol style="list-style-type: none"> 1. Practice of writing skills 2. Make a report 3. Write a notice or mail

SW-2 Suggested Sessional Work (SW):

- Assignments:** Write an essay exploring the effects of technology on human relationships?
- Mini Project:**
- Other Activities (Specify):** PPT

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31THM 404-B.3: Enhance the ability to understand spoken English, including different accents and various rates of speech.

Approximate Hours

Item	App X Hrs
CI	10
LI	0
SW	1
SL	1
Total	12

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
<p>SO3.1 Explain various communication models, such as linear, interactive, and transactional models, and understand the components of each</p> <p>SO3.2: Identify different forms of nonverbal communication, such as body language, facial expressions, and gestures</p> <p>SO3.3: Acquire and demonstrate effective listening skills, including active listening, empathetic listening, and the ability to ask clarifying questions</p> <p>SO3.4 Develop basic public speaking skills, including organizing and delivering a presentation, managing anxiety, and using visual aids effectively</p> <p>SO3.5 Gain an awareness of media literacy and the impact of media on communication</p>		<p>Unit3:Introduction to Communication (Hrs.10)</p> <p>3.1 Effective communication</p> <p>3.2 Barriers of effective communication</p> <p>3.3 Forms of communication</p> <p>3.4 Essential needs of effective communication</p> <p>3.5 Clarity</p> <p>3.6 Completeness,</p> <p>3.7 Conciseness,</p> <p>3.8 Courtesy,</p> <p>3.9 Correctness</p> <p>3.10 Questions for assessment</p>	<p>1. Types of Communication</p> <p>2. Effects of communication</p>

SW-3 Suggested Sessional Work (SW):

- a. **Assignments:** The Role of Effective Communication in Workplace Success.
- b. **Mini Project:**
- c. **Other Activities (Specify):**

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

31THM 404-B.4: Develop a solid understanding of English grammar rules and structures to construct grammatically correct sentences.

Approximate Hours

Item	App X Hrs
CI	12
LI	0
SW	1
SL	1
Total	14

Session Outcomes(SOs)	Laboratory Instruction (LI)	Classroom Instruction(CI)	Self-Learning (SL)
<p>SO4.1 Student will be able to understand various business letter formats</p> <p>SO4.2 Identify and understand the purpose of each part of a business letter, including the heading, inside address, salutation, body, complimentary close, and signature</p> <p>SO4.3 Emphasize the importance of using formal and professional language in business letters</p> <p>SO4.4 Develop a skill in editing and proofreading to ensure the letter is free from errors and presents a polished and professional image</p> <p>SO4.5 Apply the proper formatting details, such as line spacing, margins, and font styles, used in business letters</p>		<p>Unit4:Structure of Letters (Hrs.12)</p> <p>4.1 Mechanical structure</p> <p>4.2 Parts of letter,</p> <p>4.3 Style,</p> <p>4.4 Format</p> <p>4.5 Punctuation.</p> <p>4.6 Kinds of letter –</p> <p>4.7 Business letter,</p> <p>4.8 Sales letters,</p> <p>4.9 Enquiries and replies.</p> <p>4.10 Application letters</p> <p>4.11 Correspondence</p> <p>4.12 Confirmation letters</p>	<p>1. Learn about the various types of application</p>

SW-4 Suggested Sessional Work(SW):

- a. **Assignments:** Effective Business Communication: Crafting a Professional Inquiry Letter.
- b. **Mini Project:** PPT
- c. **Other Activities (Specify):** Solve student's doubts and revision of the unit.

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31THM 404-B.5: Create the ability to write clear, coherent, and well-organized essays, reports, emails, and other written forms of communication.

Approximate Hours

Item	App X Hrs
CI	5
LI	0
SW	1
SL	1
Total	10

Session Outcomes (SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
<p>SO5.1 Understand the components of a typical report, including the introduction, methodology, findings, analysis, conclusions, and recommendations</p> <p>SO5.2 Acquire skills in conducting thorough research, gathering relevant data, and selecting appropriate sources for inclusion in a report</p> <p>SO5.3 Analyze data and information, draw meaningful conclusions, and present insightful findings in the report</p> <p>SO5.4 Develop knowledge about tourism production system</p> <p>SO5.5 Gain skills in project management related to report writing, including planning, organizing information, and meeting deadlines</p>		<p>Unit-5 Report Writing (Hrs.05)</p> <p>5.1 Importance of reports,</p> <p>5.2 Special features of reports,</p> <p>5.3 Types of business reports,</p> <p>5.4 Meeting,</p> <p>5.5 Group discussions</p>	<p>1. Group discussion</p>

SW-5 Suggested Sessional Work(SW):

- a. **Assignments:** Assess the environmental impact of a construction project or industrial activity.
- b. **Mini Project:**
- c. **Other Activities(Specify):** Students solve doubts to other students.

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Brief of Hours suggested for the Course Outcome

Course Outcomes	Class Lecture (Cl)	Sessional Work (SW)	Self-Learning (Sl)	Total hour (Cl+SW+Sl)
31THM 404-B.1: Acquire skills necessary for effective public speaking, including voice modulation, pacing, and connecting with the audience	12	1	1	14
31THM 404-B.2: Acquire the ability to write coherently in English, including simple sentences, paragraphs, and short essays	6	1	1	8
31THM 404-B.3: Enhance the ability to understand spoken English, including different accents and various rates of speech	10	1	1	12
31THM 404-B.4: Develop a solid understanding of English grammar rules and structures to construct grammatically correct sentences	12	1	1	14
31THM 404-B.5: Create the ability to write clear, coherent, and well-organized essays, reports, emails, and other written forms of communication	5	1	1	7
Total Hours	45	05	05	55

Suggestion for End Semester Assessment

Suggested Specification Table (For ESA)

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
CO-1	Idioms and Phrases					
CO-2	Writing Skills					
CO-3	Introduction to Communication					
CO-4	Structure of Letters					
CO-5	Report Writing					
Total						50

Legend: Ap: Apply, An: Analyze, Ev: Evaluate Cr: Create

The end of semester assessment for Foreign Language (English) will be held with written examination of 50 marks.

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Role Play
6. Demonstration
7. Brainstorming

Suggested Learning Resources:

(a) Books:

S. No.	Title	Author	Publisher	Edition & Year
1	Business and Management Communication	Ritch Sorenson	Pearson Publication	1996
2	Business Communication	Matthukutty M. Monippally	McGraw Hill Education	2017
3	Business Communication: Skills, concept and application	Chaturvedi. P.D & Mukesh	Pearson education India	2013
4	Lecture note provided by Faculty of Management, AKS University, Satna			

Curriculum Development Team:

1. Dr.Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr.Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr.Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr.Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs.Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr.Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos. POs and PSOs Mapping

Course Title: MBA (THM)

Course Code: 31THM404-B

Course Title: Foreign Language (English)

Course Outcomes	Program Outcomes								Program Specific Outcome			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
	Leadership Skills	Industry Knowledge	Customer Service Excellence	Financial management	Marketing & Brand Management	Global Perspective	Entrepreneurial Skills	Ethical and Sustainable Practices	This course is designed with the aim towards fulfilling the requirements for trained & qualified executives for Global industry of tourism.	Provide practical knowledge to students through training program	Enables students for critical thinking through the relevant business problems studies	understand global trends and emerging issues in travel, tourism and cargo sector
CO1: Acquire skills necessary for effective public speaking, including voice modulation, pacing, and connecting with the audience	3	3	3	1	3	3	3	2	3	2	2	2
CO2: Acquire the ability to write coherently in English,	3	2	3	2	1	2	3	2	3	2	2	3

including simple sentences, paragraphs, and short essays												
CO3: Enhance the ability to understand spoken English, including different accents and various rates of speech	3	2	1	2	1	2	2	2	1	3	2	2
CO4: Develop a solid understanding of English grammar rules and structures to construct grammatically correct sentences	3	2	3	2	3	2	3	2	3	3	3	2
CO5: Create the ability to write clear, coherent, and well-organized essays, reports, emails, and other written forms of communication	3	2	2	2	1	3	3	3	2	3	1	3

Legend: 1–Low,2–Medium,3– High

Course Curriculum Map:

POs&PSOs No.	COsNo.&Titles	SOsNo.	Laboratory Instruction (LI)	ClassroomInstruction(CI)	Self-Learning (SL)
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO1: Acquire skills necessary for effective public speaking, including voice modulation, pacing, and connecting with the audience	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-1.0Idioms and Phrases 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11, 1.12	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO2: Acquire the ability to write coherently in English, including simple sentences, paragraphs, and short essays	SO2.1 SO2.2 SO2.3 SO2.4 SO2.5		Unit-2.0Writing Skills 2.1, 2.2, 2.3, 2.4, 2.5, 2.6	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO3: Enhance the ability to understand spoken English, including different accents and various rates of speech	SO3.1 SO3.2 SO3.3 SO3.4 SO3.5		Unit-3.0Introduction to Communication 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO4: Develop a solid understanding of English grammar rules and structures to construct grammatically correct sentences	SO4.1 SO4.2 SO4.3 SO4.4 SO4.5		Unit-4.0 Structure of Letters 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10, 4.11, 4.12	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO5: Create the ability to write clear, coherent, and well-organized essays, reports, emails, and other written forms of communication	SO5.1 SO5.2 SO5.3 SO5.4 SO5.5		Unit5.0Report Writing 5.1, 5.2, 5.3, 5.4, 5.5	

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Semester-IV

Course code: 31THM405

Course Title	Attraction Management
Pre-requisite	The study of tourism attraction management is multidisciplinary, involving various fields of knowledge. Understand the fundamentals of tourism, including its definition, types, and components. Familiarize yourself with the structure of the tourism industry, key stakeholders, and the different forms of tourism
Rationale	The subject is designed to provide students with a comprehensive understanding of attraction management. It lies in the recognition of attractions as key elements in the fields of tourism and hospitality. Attracting visitors or customers to specific destinations, events, or venues is crucial for the success of businesses and the overall growth of the tourism industry.

Course Outcomes:

31THM 405.1: Understanding of the various types of attractions in the tourism and hospitality industry, including natural, cultural, historical, and recreational attractions.

31THM 405.2: Recognize and classify various types of attractions, including natural, cultural, historical, and recreational attractions.

31THM 405.3: Gain knowledge and skills related to planning and executing events within the context of attraction management.

31THM 405.4: Develop effective verbal and non-verbal communication skills for clear and engaging interactions with participants.

31THM 405.5: Acquire customer service skills to meet the needs of participants, address inquiries, and ensure a high level of participant satisfaction.

Scheme of Studies:

Board of Study	Course Code	Course Title	Scheme of studies (Hours/Week)				Total Study Hours (CI+LI+SW+SL)	Total Credits (C)
			C I	L I	S W	S L		
TEC	31THM405	Attraction Management	3	0	1	1	5	3

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

Scheme of Assessment:

Theory

Bo ar d of Stu dy	Course Code	Course Title	Scheme of Assessment (Marks)							
			Progressive Assessment (PRA)						End Semester Assessment (ESA)	Total Marks (PRA +ESA)
			Class/Home Assignment 5 number 3 marks each (CA)	Class Test 2 (2 best out of 3) 10 marks each (CT)	Seminar (SA)	Class Activity (CAT)	Class Attendance (AT)	Total Marks (CA+CT+SA +CAT+AT)		
TE C	31TH M405	Attraction Management	15	20	5	5	5	50	50	100

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self-Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31THM 405.1: Understanding of the various types of attractions in the tourism and hospitality industry, including natural, cultural, historical, and recreational attractions.

Approximate Hours

Item	App X Hrs
CI	9
LI	0
SW	1
SL	1
Total	11

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
<p>SO1.1 Student will be able to Understand the definition and significance of attraction management in the tourism and hospitality industry</p> <p>SO1.2 Identify various types of attractions and their roles in destination development</p> <p>SO1.3 Learn principles of designing and managing positive visitor experiences</p> <p>SO1.4 Explore case studies of successful visitor experience management</p> <p>SO1.5 Create effective marketing strategies to attract visitors to attractions</p>		<p>Unit-1.0 Introduction of Attraction Management (Hrs.09)</p> <p>1.1 Introduction</p> <p>1.2 Types</p> <p>1.3 Natural Attractions</p> <p>1.4 Man Made Attraction</p> <p>1.5 Different Categories of Attraction</p> <p>1.6 Historical Buildings</p> <p>1.7 Gardens</p> <p>1.8 Museum</p> <p>1.9 Art Galleries</p>	<p>1. Historical Sites in M.P</p>

SW-1 Suggested Sessional Work (SW):

- a. **Assignments:** Please explain attraction management & also mention its type?
- b. **Mini Project:** PPT Presentation, Destination Visit Reports
- c. **Other Activities (Specify):** Students teach students, Class quiz

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31THM 405.2: Recognize and classify various types of attractions, including natural, cultural, historical, and recreational attractions.

Approximate Hours

Item	App X Hrs
CI	10
LI	0
SW	1
SL	1
Total	12

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
<p>SO2.1 Understand the significance of wildlife attractions in tourism</p> <p>SO2.2 Identify different types of wildlife attractions, including national parks, sanctuaries, and reserves</p> <p>SO2.3 Explore the principles of ecotourism and how they relate to wildlife attractions</p> <p>SO2.4 Understand the importance of sustainable and responsible tourism practices</p> <p>SO2.5 Develop skills in interpretation to enhance the visitor experience</p>		<p>Unit-2Attraction of Wild life & Others (Hrs.10)</p> <p>2.1 National Park 2.2 Zoo 2.3 Wild life sanctuaries 2.4 Country Park 2.5 Leisure Park 2.6 Visitor Center 2.7 Desert Safari 2.8 Hiking or Skiing 2.9 River rafting 2.10 Mountaineering</p>	<p>1. Eco system 2. Nature based tourism</p>

SW-2 Suggested Sessional Work (SW):

- a. **Assignments:** Write a detail note about Kanha National park?
- b. **Mini Project:** Presentation
- c. **Other Activities (Specify):** Visit wild life sanctuaries & collect information.

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31THM 405.3: Gain knowledge and skills related to planning and executing events within the context of attraction management.

Approximate Hours

Item	App X Hrs
CI	9
LI	0
SW	1
SL	1
Total	11

Session Outcomes (SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning(SL)
<p>SO3.1 Understand the role of resorts in the tourism and hospitality industry</p> <p>SO3.2 Learn the essentials of planning and developing a resort</p> <p>SO3.3 Explore the various departments within a resort and their functions</p> <p>SO3.4 Explore the unique challenges and opportunities of food and beverage management in resorts</p> <p>SO3.5 Explore strategies for providing exceptional guest experiences</p>		<p>Unit3:Resort Management (Hrs.09)</p> <p>3.1 Planning and Development</p> <p>3.2 Recreational activities</p> <p>3.3 Personal Organizational & human relations</p> <p>3.4 Front of the House management</p> <p>3.5 House Keeping</p> <p>3.6 F&B laundry, Energy</p> <p>3.7 Accounting and purchasing</p> <p>3.8 Safety and Security</p> <p>3.9 Resort marketing & Promotion</p>	<p>1. Resort Operations and Departments</p> <p>2. Resort Marketing and Promotion</p>

SW-3 Suggested Sessional Work (SW):

- a. **Assignments:** Write the detail note about the national travel association?
- b. **Mini Project:**MOT, IATO, TAAI
- c. **Other Activities (Specify):**Students teach weak students in the class to solve their doubts.

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

31THM 405.4: Develop effective verbal and non-verbal communication skills for clear and engaging interactions with participants.

Approximate Hours

Item	App X Hrs
CI	8
LI	0
SW	1
SL	1
Total	10

Session Outcomes(SOs)	Laboratory Instruction(LI)	Classroom Instruction(CI)	Self-Learning (SL)
<p>SO4.1 Discuss the specific skills and knowledge required for different guiding contexts</p> <p>SO4.2 Understand the importance of non-verbal communication in conveying information and building rapport</p> <p>SO4.3 Develop strong interpersonal skills to establish rapport with diverse groups of participants</p> <p>SO4.4 Understand how these skills contribute to creating positive and memorable experiences for participants</p> <p>SO4.5 Develop skills in planning and organizing guided sessions, including itinerary development and time management</p>		<p>Unit4:Guiding Skills-I(Hrs.08)</p> <p>4.1 Tourist itinerary preparation</p> <p>4.2 Tour costing</p> <p>4.3 Tour co-ordination</p> <p>4.4 Role & Responsibility of a tour guides</p> <p>4.5 Main pre-requisites of a guide</p> <p>4.6 Courtesy Behavior</p> <p>4.7 Dress</p> <p>4.8 Art of conducting tour informative & entertaining way</p>	<p>1. Explore Various Types of Guides</p> <p>2. Develop Effective Communication Skills</p>

SW-4 Suggested Sessional Work(SW):

- a. **Assignments:** What is Tour Guide? Also explain the role & responsibility of tour guide.
- b. **Mini Project:** PPT
- c. **Other Activities (Specify):** Solve student's doubts and revision of the unit.

AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of MBA (Tourism & Hospitality) Program
 (Revised on 01 August 2023)

31THM 405.5: Acquire customer service skills to meet the needs of participants, address inquiries, and ensure a high level of participant satisfaction.

Approximate Hours

Item	App X Hrs
CI	9
LI	0
SW	1
SL	1
Total	11

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p>SO5.1 Improved customer service skills to ensure a positive experience for tourists</p> <p>SO5.2 Enhanced communication skills to effectively convey information to tourists</p> <p>SO5.3 Efficient time management skills to organize and execute tours within specified time frames</p> <p>SO5.4 Mastery of guiding techniques, including the use of visual aids, storytelling, and interactive methods to make the tour engaging and informative.</p> <p>SO5.5 Improved ability to handle unexpected situations and adapt to changes in the itinerary</p>		<p>Unit-5 Guiding Skills- II (Hrs.09)</p> <p>5.1 Escorting group movements</p> <p>5.2 Escorting VIPs</p> <p>5.3 Escorting Special Interest group</p> <p>5.4 Handling Tourist</p> <p>5.5 Tourist complaints</p> <p>5.6 Safety & security of tourists</p> <p>5.7 First Aid</p> <p>5.8 Role of Tourist Guide</p> <p>5.9 Training & certification</p>	<p>1. Visit the national tourism organization sites to get the information</p> <p>2. Study about International organization – IATA, UNWTO, ICAO.</p>

SW-5 Suggested Sessional Work (SW):

- a. **Assignments:** Optimizing Visitor Experience: Strategies for Sustainable Attraction Tourism Management.
- b. **Mini Project:** Visit attraction sites & get information and make a report.
- c. **Other Activities (Specify):** Students solve doubts to other students.

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Brief of Hours suggested for the Course Outcome

Course Outcomes	Class Lecture (Cl)	Sessional Work (SW)	Self-Learning (Sl)	Total hour(Cl+SW+Sl)
31THM 405.1: Understanding of the various types of attractions in the tourism and hospitality industry, including natural, cultural, historical, and recreational attractions	9	1	1	11
31THM 405.2: Recognize and classify various types of attractions, including natural, cultural, historical, and recreational attractions	10	1	1	12
31THM 405.3: Gain knowledge and skills related to planning and executing events within the context of attraction management	9	1	1	11
31THM 405.4: Develop effective verbal and non-verbal communication skills for clear and engaging interactions with participants	8	1	1	10
31THM 405.5: Acquire customer service skills to meet the needs of participants, address inquiries, and ensure a high level of participant satisfaction	9	1	1	11
Total Hours	45	05	05	55

Suggestion for End Semester Assessment

Suggested Specification Table(For ESA)

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
CO-1	Attractions Management					
CO-2	Attractions of Wildlife & Others					
CO-3	Resort Management					
CO-4	Guiding Skills –I					
CO-5	Guiding Skills –II					
Total						50

Legend: Ap: Apply, An: Analyze, Ev: Evaluate Cr: Create

The end of semester assessment for Attraction Management will be held with written examination of 50 marks.

AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of MBA (Tourism & Hospitality) Program
(Revised on 01 August 2023)

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Role Play
6. Demonstration
7. Brainstorming

Suggested Learning Resources:

(a) Books:

S. No.	Title	Author	Publisher	Edition & Year
1	Tourism and Hotel Industry in India	M.M, Anand	Prentice –hall of India	1976
2	International Tourism: fundamentals & practices	Bhatia, A.K	Sterling Publication	1977
3	Travel agency & Tour Operations	Mishra, Krishna	Notion Press	2022
4	Lecture note provided by Faculty of Management, AKS University, Satna			

Curriculum Development Team:

1. Dr.Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr.Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr.Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr.Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs.Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr.Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos. POs and PSOs Mapping

Course Title: MBA (THM)

Course Code: 31THM405

Course Title: Attraction Management

Course Outcomes	Program Outcomes								Program Specific Outcome			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
	Leadership Skills	Industry Knowledge	Customer Service Excellence	Financial management	Marketing & Brand Management	Global Perspective	Entrepreneurial Skills	Ethical and Sustainable Practices	This course is designed with the aim towards fulfilling the requirements for trained & qualified executives for Global industry of tourism.	Provide practical knowledge to students through training program	Enables students for critical thinking through the relevant business problems studies	understand global trends and emerging issues in travel, tourism and cargo sector
CO1: Understanding of the various types of attractions in the tourism and hospitality industry, including natural, cultural, historical, and recreational attractions	3	2	2	3	2	2	3	2	3	3	2	2
CO2: Recognize and classify various types	3	2	3	2	3	2	3	2	3	2	2	1

of attractions, including natural, cultural, historical, and recreational attractions												
CO3: Gain knowledge and skills related to planning and executing events within the context of attraction management	3	2	2	2	1	2	2	3	1	3	2	2
CO4: Develop effective verbal & non-verbal communication skills for clear and engaging interactions with participants	3	2	2	2	3	2	3	2	3	3	3	2
CO5: Acquire customer service skills to meet the needs of participants, address inquiries, and ensure a high level of participant satisfaction	3	2	2	2	1	3	3	3	2	3	1	3

Legend: 1–Low,2–Medium,3– High

Course Curriculum Map:

POs&PSOs No.	COsNo.&Titles	SOsNo.	Laboratory Instruction (LI)	ClassroomInstruction(CI)	Self-Learning (SL)
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO1: Understanding of the various types of attractions in the tourism and hospitality industry, including natural, cultural, historical, and recreational attractions	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-1.0Attraction Management 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO2: Recognize and classify various types of attractions, including natural, cultural, historical, and recreational attractions	SO2.1 SO2.2 SO2.3 SO2.4 SO2.5		Unit-2.0Attractions of Wildlife & Others 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO3: Gain knowledge and skills related to planning and executing events within the context of attraction management	SO3.1 SO3.2 SO3.3 SO3.4 SO3.5		Unit-3.0Resort Management 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO4: Develop effective verbal & non-verbal communication skills for clear and engaging interactions with participants	SO4.1 SO4.2 SO4.3 SO4.4 SO4.5		Unit-4.0 Guiding Skills-I 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8	
POs 1,2,3,4,5,6,7,8 PSOs 1,2,3,4	CO5: Acquire customer service skills to meet the needs of participants, address inquiries, and ensure a high level of participant satisfaction	SO5.1 SO5.2 SO5.3 SO5.4 SO5.5		Unit5.0Guiding Skills- II 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9	