तमिलनाडुकेन्द्रीयविश्वविद्यालय
CENTRAL UNIVERSITY OF TAMIL NADU
(Established by an Act of Parliament, 2009)
नीलक्कुडीपरिसर/Neelakudi Campus,कंगलान्चेरी/Kangalancherry,
तिरुवारूर/Thiruvarur- 610 005.

DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT
SCHOOL OF COMMERCE AND BUSINESS MANAGEMENT

A. Vision
Vision Statement of the Department

To be recognized as a centre of excellence in tourism and hospitality education and research.

B. Mission
Mission Statements of the Department

M1	To provide students with an environment that inspires continuous learning, promotes innovation focusing on serving and enriching society.
M2	To produce and groom quality manpower in sync with the needs of the tourism and hospitality sector.
M3	To find solutions to contemporary problems of the tourism and hospitality sector by undertaking research both at national and international levels.

C. Program Specific Outcomes (PSO)
After two years of successful completion of the program, the student will be able to

PSO1	Apply the knowledge of tourism and hospitality products in designing the services levels as per the requirements of the industry.
PSO2	Demonstrate problem identification skills and apply for conducting research in tourism and hospitality sector.
PSO3	Apply the acquired knowledge & skills to either becomean entrepreneur or get a suitable job in tourism and hospitality industry.

D. Graduate Attributes for Master of Business Administration - Tourism and Hospitality Management Program

1. **Knowledge** - Advanced understanding of the tourism and hospitality industry, especially with respect to all aspects pertaining to the management of tourism and hospitality businesses.
2. **Skills**- Expertise required to plan and execute the various functions of business in tourism and hospitality.
3. **Attitude** - A positive attitude of lifelong learning that thrives in high-pressure situations.
4. **Values** - Ethical and conscientious approach.
5. **Creativity** - The ability to generate novel ways and means of offering value to industry and society in a rapidly transforming world.
6. **Out-of-the-box approach** - Employing methods that are not restricted by convention.
7. **Critical thinking** - Ability to analyse situations objectively.
8. **Technological competence** - Skills required to excel in all the technological aspects in the professional sphere, as well as the ability to quickly adapt to technological innovations.

9. **Global world-view -** A mindset that considers and appreciates situations at a global resolution.
10. **Environmentally conscious** - Mindful of the pressing need for sustainable practices.
11. **Nation-building** - Contributing to the socio-economic growth of the nation.

E. PSO to Mission Statement Mapping

	PSO1	PSO2	PSO3
M1	3	3	3
M2	3	3	3
M3	3	3	3

E. Program Outcomes(PO)
On the successful completion of the program, the student will be able to

PO1	Exhibit the ability to create new knowledge and understanding through the process of research and inquiry.
PO2	Develop and demonstrate skills on tourism and hospitality technology applications for decision making in travel and hospitality related services.
PO3	Respond and solve all problems and queries with confidence and positive attitude as a team member or a leader in tourism and hospitality industry.
PO4	Recognize the aspects related to ethical and social practices, and apply standard norms in their dealings with internal & external stakeholders.
PO5	Extend their interest in continual learning and update their knowledge in the dynamic tourism and hospitality sector as per the requirements of industry.

F. PO to PEO Mapping

	PO1	PO2	PO3	PO4	PO5
PSO1	3	3	2	3	3
PSO2	3	3	3	2	3
PSO3	2	3	3	3	3

SEMESTER - I					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
THM 101	Introduction to Tourism	3	1	-	4

a. Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	**Level**
CO 1	To learn about the structure and components of Tourism industry	Remember
CO 2	To understand the fundamental concepts of Tourism Management	Understand
CO 3	To study the impacts of Tourism and the recent trends of the sector	Apply
CO 4	To get insights of the Tourism policies in the national and international context	Analyze

b. Syllabus

Units	Content	Hrs.
I	Tourism; an overview: Elements, Nature and Characteristics - Typology of Tourism – Classification of Tourists - Tourism network - Interdisciplinary approaches to tourism - Historical Development of Tourism - Major motivations and deterrents to travel.	12
II	Tourism Industry; Structure and Components: Attractions – Accommodation – Activities – Transportation - F&B – Shopping - Entertainment - Infrastructure and Hospitality – Emerging areas of tourism - Rural, Eco, Medical, MICE, Literary, Indigenous, Wellness, Film, Golf, etc., – Ideals of Responsible Tourism - Alternate Tourism - Case Studies on International Tourism.	12
III	Tourism Impacts - Tourism Area Life Cycle (TALC) - Doxey's Index - Demonstration Effect – Push and Pull Theory - Tourism System - Mathieson and Wall Model & Leiper's Model - Stanley Plog's Model of Destination Preferences - Demand and Supply in tourism - Tourism regulations - Present trends in Domestic and Global tourism – MNC's in Tourism Industry.	12
IV	Tourism Organizations: Role and Functions of World Tourism Organization (WTO), Pacific Asia Travel Association(PATA) , World Tourism &Travel Council (WTTC) - Ministry of Tourism, Govt. of India, ITDC, Department of Tourism, Govt. of Tamil Nadu, FHRAI, IHA, IATA, TAAI, IATO.	12
V	Overview of Five Year Plans with special reference to Eleventh Five Year Plan for Tourism Development and Promotion, National Action Plan, National Tourism Policy - Code of conduct for safe and Sustainable Tourism for India.	12
	Tasks and Assignments: **References:** 1. Page J. Stephen & Brunt Paul (2007), Tourism- A Modern Synthesis, Thomson Publishers, London. 2. Chuck Y. Gee, James C. Makens & Dexter J. L. Choy (1989), The Travel Industry, Van Nostrand Reinhold, New York. 3. Ray Youell (1998)	

4. Tourism- An Introduction, Addison Wesley Longman, Essex.
5. Michael M. Coltman (1989), Introduction to Travel and Tourism- An International Approach, Van Nostrand Reinhold, New York.
6. Burkart A.J., Medlik S. (1974), Tourism - Past, Present and Future, Heinemann, London.
7. SunetraRoday,et al (2009),Tourism Operations and Management, Oxford University Press.
8. Ghosh Bishwanath (2000), Tourism and Travel Management, Vikas Publishing House, New Delhi.

c. Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	2
CO2	3	3	2	3	3
CO3	3	3	1	3	3
CO4	3	3	3	3	3

d. Evaluation Scheme

	CO1	CO2	CO3	CO4	CO5	Total
Internal	8	8	8	8	8	40
External	10	10	10	15	15	60
Total	18	18	18	23	23	100

e. Mapping Course Outcome with Internal Assessment (40 Marks)

	CO1	CO2	CO3	CO4	CO5
Assignments	2	2	-	-	2
Seminar	-	-	2	2	-
Test	5	5	5	5	5
Attendance	1	1	1	1	1
Total	8	8	8	8	8

f. Mapping Course Outcome with External Assessment (60 Marks)

Category	CO1	CO2	CO3	CO4	CO5
Part – A (Short Answer -5 x 4 = 20marks)	5	5	-	5	5
Part – B (Essay-4 x 10 = 40 marks)	5	5	10	10	10
Total	10	10	10	15	15

g. Rubric for Assignments

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	**Content** 50%	Ideas are detailed, well developed, supported with specific evidence &facts and examples	Ideasare detailed, Developed and supported with evidence and facts mostly specific.	Ideas are presented but not particularly developed or supported;	Content is not sound	Not attended	CO1, CO2, CO5
2	**Organization** 50%	Includes title, introduction,statement of the main idea with illustration and conclusion.	Includes title, introduction,statement ofmain ideaand conclusion.	organizational tools are weak or missing	Noorganization	Not attended	CO1, CO2, CO5

h. Rubric for Seminar

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	**Knowledge and Understanding** 50%	Exceptional knowledge of facts, terms, and concepts	Detailed knowledge of facts, terms, and concepts	Considerable knowledge of facts, terms, and concepts	Minimal knowledge of facts, terms, and concepts	Not Attended	CO3, CO4
2	**Presentation** 50%	Well Communicated with logical sequences, examples, and references	Communicated with sequences	Just Communicated	No coherent communication	Not Attended	CO3, CO4

i. Model Question Paper

Sl. No.	Model Questions	Specification	Level
	Part – A:Short Answer **Marks: 5 x 4 = 20**		
1	Elaborate TALC	Explain	Understand
2	Discuss Plog's model of Destination Preferences	Discuss	Understand
3	Discuss the role of UNWTO in detail	Discuss	Remember
4	Explain the functions of IATA and FHRAI	Explain	Remember
	PART – B: Essay Type **Marks: 10 x 4 = 40**		
5	Write a note on National Action Plan	Elaborate	Remember
6	Elaborate on the nature and characteristics of tourism	Elaborate	Understand
7	Discuss the components of tourism	Discuss	Understand
8	What are the major motivational factors for travel?	Explain	Understand

SEMESTER - I					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
THM 102	Tourism Geography	3	1	-	4

a. Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	To know the fundamental concepts of Geography and map reading	Remember
CO 2	To gain knowledge of the itineraries of major tourist destinations of the world situated across different climatic regions	Understand
CO 3	To study the relationship between Geography and Tourism	Apply
CO 4	To analyse the transportation systems across the globe	Analyze

b. Syllabus

Units	Content	Hrs.
I	World Geography: Physiography, Drainage, Climate & Vegetation of North, South and Central America – Europe – Africa - Asia & Australasia.	12
II	Physical Geography of India: Physiography: Distribution of Rivers, Mountains, Plateaus & Plains - Climate and Vegetation.	12
III	Map Reading: Latitude, Longitude, International Date Line – Altitude – Direction - Scale Representation - GIS & Remote Sensing - Time Zones - Calculation of Time: GMT Variation - Concept of Elapsed Time & Flying Time.	12
IV	Tourism Transport Systems in the World: Air Transport; IATA Areas & Sub Areas - Global Indicators - Major Airports and Routes - Major Railway Systems and Networks - Water Transport: International Inland and Ocean Transport Networks - Road Transportation: Major Transcontinental, International and National Highways - Transport Systems in India.	12
V	Planning and development of Tourism in different climatic regions: Case Studies of China, Brazil, Hawaii, Madagascar, Switzerland,	12

	France, Italy, Malaysia, Maldives, Hong Kong, Sri Lanka and Papua New Guinea.
	Tasks and Assignments: **References:** 1. Michael hall (1999), Geography of Travel and Tourism, Routledge, London. 2. C. Michael Hall & Stephen J. Page (2006), The Geography of Tourism and Recreation Environment, Place and Space, Third Edition, Routledge, London. 3. Robinson H.A. (1976), Geography of Tourism Mac Donald & Evans, ltd,. 4. Travel Information Manual, IATA, Netherlands, 2009. 5. World Atlas.

c. Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	2	3	3	3	3
CO3	3	3	3	3	3
CO4	3	2	3	3	3

d. Evaluation Scheme

	CO1	CO2	CO3	CO4	CO5	Total
Internal	8	8	8	8	8	40
External	10	10	10	15	15	60
Total	**18**	**18**	**18**	**23**	**23**	**100**

e. Mapping Course Outcome with Internal Assessment (40 Marks)

	CO1	CO2	CO3	CO4	CO5
Assignments	2	2	-	-	2
Seminar	-	-	2	2	-
Test	5	5	5	5	5
Attendance	1	1	1	1	1
Total	8	8	8	8	8

f. Mapping Course Outcome with External Assessment (60 Marks)

Category	CO1	CO2	CO3	CO4	CO5
Part – A **(Short Answer -5 x 4 = 20marks)**	5	5	-	5	5
Part – B **(Essay-4 x 10 = 40 marks)**	5	5	10	10	10
Total	**10**	**10**	**10**	**15**	**15**

g. Rubric for Assignments

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	Content 50%	Ideas are detailed, well developed, supported with specific evidence, facts and examples	Ideasare detailed, Developed and supported with evidence and facts mostly specific.	Ideas are presented but not particularly developed or supported;	Content is not sound	Not attended	CO1, CO2, CO5
2	Organization 50%	Includes title, introduction, statement of the main idea with illustration and conclusion.	Includes title, introduction, statement ofmain ideaand conclusion.	organizational tools are weak or missing	Noorganization	Not attended	CO1, CO2, CO5

h. Rubric for Seminar

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	Knowledge and Understanding 50%	Exceptional knowledge of facts, terms, and concepts	Detailed knowledge of facts, terms, and concepts	Considerable knowledge of facts, terms, and concepts	Minimal knowledge of facts, terms, and concepts	Not Attended	CO3, CO4
2	Presentation 50%	Well Communicated with logical sequences, examples, and references	Communicated with sequences	Just Communicated	No coherent communication	Not Attended	CO3, CO4

i. Model Question Paper

Sl. No.	Model Questions	Specification	Level

	Part – A:Short Answer Marks: 5 x 4 = 20		
1	Enlist the popular attractions of France	Enlist	Remember
2	Calculate the flying time if a flight leaves New Delhi (+5.30 hrs) at 1400 hrs on Monday and arrives at Hong Kong (+08.00 hrs) at 2200 hrs	Calculate	Apply
3	Explain the importance of Geography in tourism	Explain	Understand
4	What do you mean by IATA Global Indicators?	Explain	Remember
	PART – B: Essay Type Marks: 10 x 4 = 40		
5	Write a detailed note on the physical geography of Europe	Elaborate	Remember
6	Discuss the physical Geography of Himalayan Rivers	Discuss	Remember
7	Write short notes on the following: a) Grasslands of South America b) India's Coastal plains	Explain	Understand
8	What do you mean by IATA's Traffic Conference zones?	Explain	Remember

SEMESTER - I					
Course Code	Course Name	L	T	P	Credits
THM 103	Indian History, Society and Culture	3	1	-	4

a. Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	To study the diverse and rich history of India	Remember
CO 2	To have an understanding of different religions practiced in India	Understand
CO 3	To analyze the cultural and architectural heritage of India.	Analyze

b. Syllabus

Units	Content	Hrs.
I	Glimpses of Indian cultural history – Pre and Post Vedic periods - Ancient Indian Literatures - Sacred Literature - Secular Literature - Ancient Society & Culture – Ashramas - Varna System – Purushartha - Indian vs. Western Culture.	12
II	Religions of India-Religious Shrines & Centers - Hindu, Buddhist, Jain, Sikh, Muslim, Christian and others-Basic Tenets – Indian Vs Western Philosophy.	12
III	Cultural Heritage - Ayurveda, Yoga and meditation - Performing Arts: Dance Forms - Music – Vocal & Instruments - Folk Arts - Indian Paintings and Sculpture.	12
IV	Architectural Heritage - Rock cut Architecture - Buddhist Architecture - Gandhara& Mathura Schools of Art - Hindu Temple Architecture - Indo-Islamic Architecture - Modern Architecture - Forts, Palaces and Havelis.	12
V	Museums and Art Galleries - Fairs and Festivals - Indian Cuisine - Traditional Arts and Crafts - World Heritage sites in India - Problems	12

and Prospects of Cultural Tourism in India.

Tasks and Assignments:	
References:	

1. S.P. Gupta (2002), Cultural Tourism in India, Indraprastha Museum of Art and Archaeology, New Delhi.
2. HussainA.K. (1987), The National Culture of India, National Book Trust, New Delhi.
3. Robinet Jacob (2007), Indian Tourism Products, Abhijeet publications.
4. Surendra Sahai (2006), Indian Architecture: Hindu Buddhist and Jain, Prakash Books.
5. The Gazette of India: History and Culture, Vol.2, publication division, Ministry of Information and Broadcasting, Government of India, 1988.

c. Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	2	3
CO3	2	3	3	3	3

d. Evaluation Scheme

	CO1	CO2	CO3	CO4	CO5	Total
Internal	8	8	8	8	8	40
External	10	10	10	15	15	60
Total	**18**	**18**	**18**	**23**	**23**	**100**

e. Mapping Course Outcome with Internal Assessment (40 Marks)

	CO1	CO2	CO3	CO4	CO5
Assignments	2	2	-	-	2
Seminar	-	-	2	2	-
Test	5	5	5	5	5
Attendance	1	1	1	1	1
Total	8	8	8	8	8

f. Mapping Course Outcome with External Assessment (60 Marks)

Category	CO1	CO2	CO3	CO4	CO5
Part – A (Short Answer -5 x 4 = 20marks)	5	5	-	5	5
Part – B (Essay-4 x 10 = 40 marks)	5	5	10	10	10
Total	**10**	**10**	**10**	**15**	**15**

g. Rubric for Assignments

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	Content 50%	Ideas are detailed, well developed, supported with specific evidence,facts and examples	Ideasare detailed, Developed and supported with evidence and facts mostly specific.	Ideas are presented but not particularly developed or supported;	Content is not sound	Not attended	CO1, CO2, CO5
2	Organization 50%	Includes title, introduction,statement of the main idea with illustration and conclusion.	Includes title, introduction,statement ofmain ideaand conclusion.	organizational tools are weak or missing	Noorganization	Not attended	CO1, CO2, CO5

h. Rubric for Seminar

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	Knowledge and Understanding 50%	Exceptional knowledge of facts, terms, and concepts	Detailed knowledge of facts, terms, and concepts	Considerable knowledge of facts, terms, and concepts	Minimal knowledge of facts, terms, and concepts	Not Attended	CO3, CO4
2	Presentation 50%	Well Communicated with logical sequences, examples, and references	Communicated with sequences	Just Communicated	No coherent communication	Not Attended	CO3, CO4

Sl. No.	Model Questions	Specification	Level
	Part – A:Short Answer **Marks: 4 x 5 = 20**		

1	Write a note on Varna system	Discuss	Remember
2	Write a note on Sikh pilgrimage sites in India	Discuss	Remember
3	Discuss the significance of folk arts in tourism	Explain	Remember
4	Write a note on Mathura school of art	Discuss	Remember
	PART – B: Essay Type **Marks: 10 x 4 = 40**		
5	Discuss the arts and crafts of Tamil Nadu	Discuss	Understand
6	Discuss the problems and prospects of cultural tourism in India	Discuss	Understand
7	Elaborate on the classical dances of India	Elaborate	Remember
8	Explain the role of Heritage site in attracting tourists	Explain	Understand

SEMESTER - I					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
THM 104	Introduction to Hospitality Management	3	1	-	4

a. Course Outcome (CO)
On the successful completion of the course, the student will be able to

	Course Outcome	**Level**
CO 1	To familiarize with the different departments in a hotel and their functions	Remember
CO 2	To understand the fundamentals of hospitality industry	Understand
CO 3	To study the methods to evaluate hotel performance in the hospitality industry	Apply

b. Syllabus

Units	Content	Hrs.
I	Introduction to Hospitality Industry: Classification of Hotels - Star Rating of Hotels - Classification on the basis of size, Location, Clientele, Duration of stay, level of Service - Classification on the basis of ownership - Alternative Accommodations - Hotel Tariff Plans - Types of Guest Rooms.	12
II	Hotel Organization: Need for Organizational - Organizational charts, major departments of a hotel - Front Office, Housekeeping, Food and Beverage Service Departments, Food Production, Engineering and Maintenance, Accounts, Human Resource, Security, Sales and Marketing, Purchase etc.	12
III	Room Reservations: Registration - Allotment of rooms - Stay, Departure - Handling FIT – GIT - Guest Services - Various Guest Services - Handling guest mail - Message Handling - Custody and control of keys - Guest paging - Safe deposit locker, left luggage handling, wake up call, Handling Guest Complaints.	12
IV	Evaluating hotel Performance: Methods of Measuring Hotel performance - Occupancy ratio - Average Daily rate, Average Room rate per guest - Rev PAR - Market share Index - Evaluation of hotel by Guest.	12
V	Yield Management: Elements of yield management, Measuring yield in the Hotel industry, benefits of yield Management, Challenges or	12

problems in yield management.

Tasks and Assignments:	
References:	

1. Jagmohan Negi, Hotels for Tourism Development, S. Chand, New Delhi.
2. Jatashankar R Tewari (2009), Hotel front office operations and Management, Oxford publication New Delhi.
3. Gray and Ligouri (2000), Hotel and Motel Management and Operations, PHI, New Delhi.
4. Sudheer Andrews (2009), Hotel Front Office Training Manual, Tata McGraw Hill, Bombay.
5. John Cousins David Foskett&Cailein Gillespie (2002), Food and Beverage Management, Pearson Education, England.
6. Arthur & Gladwell, Hotel Assistant Manager (London communicate, Barril, Jenkins).

c. Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	2	3
CO3	3	3	3	3	3

d. Evaluation Scheme

	CO1	CO2	CO3	CO4	CO5	Total
Internal	8	8	8	8	8	40
External	10	10	10	15	15	60
Total	**18**	**18**	**18**	**23**	**23**	**100**

e. Mapping Course Outcome with Internal Assessment (40 Marks)

	CO1	CO2	CO3	CO4	CO5
Assignments	2	2	-	-	2
Seminar	-	-	2	2	-
Test	5	5	5	5	5
Attendance	1	1	1	1	1
Total	8	8	8	8	8

f. Mapping Course Outcome with External Assessment (60 Marks)

Category	CO1	CO2	CO3	CO4	CO5
Part – A **(Short Answer -5 x 4 = 20marks)**	5	5	-	5	5
Part – B **(Essay-4 x 10 = 40 marks)**	5	5	10	10	10
Total	**10**	**10**	**10**	**15**	**15**

g. Rubric for Assignments

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	Content 50%	Ideas are detailed, well developed, supported with specific evidence, facts and examples	Ideas are detailed, Developed and supported with evidence and facts mostly specific.	Ideas are presented but not particularly developed or supported;	Content is not sound	Not attended	CO1, CO2, CO5
2	Organization 50%	Includes title, introduction, statement of the main idea with illustration and conclusion.	Includes title, introduction, statement of main idea and conclusion.	organizational tools are weak or missing	No organization	Not attended	CO1, CO2, CO5

h. Rubric for Seminar

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	Knowledge and Understanding 50%	Exceptional knowledge of facts, terms, and concepts	Detailed knowledge of facts, terms, and concepts	Considerable knowledge of facts, terms, and concepts	Minimal knowledge of facts, terms, and concepts	Not Attended	CO3, CO4
2	Presentation 50%	Well Communicated with logical sequences, examples, and references	Communicated with sequences	Just Communicated	No coherent communication	Not Attended	CO3, CO4

Sl. No.	Model Questions	Specification	Level
	Part – A: Short Answer **Marks: 4 x 5 = 20**		

1	Describe heritage hotels.	Describe	Remember
2	Explain alternate accommodations.	Explain	Understand
3	What are Airport Hotels?	Explain	Remember
4	Write about tariff plans.	Explain	Understand
	PART – B: Essay Type **Marks: 10 x 4 = 40**		
5	Describe the origin and growth of the hospitality industry	Describe	Remember
6	Explain in detail the major departments of a hotel	Explain	Remember
7	Explain the process and criteria for the classification of hotels	Explain	Remember
8	Explain the methods used to measure hotel performance.	Explain	Understand

SEMESTER - I					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
THM 105	Principles and Practices of Management	3	1	-	4

a. Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	To study the importance of communication in management	Remember
CO 2	To understand the fundamentals of management concepts, theories and practices	Understand
CO 3	To have a theoretical knowledge to take managerial decisions	Apply

b. Syllabus

Units	Content	Hrs.
I	Meaning, Nature and Levels in Management –Roles, Skills, Tasks of a Manager, Functions of Management- Planning, Organizing, Directing & Controlling	12
II	Meaning, Nature of a Sound Plan, Types-Short, Medium and Long-Range Planning, Scope and Limitations and Steps in Planning Process, Management by Objectives (MBO) – Decision-Making Ability	12
III	Meaning, Organisation Structure & Design – Delegation and Decentralisation of Authority, Relationship and Interactions between Authority - Interdepartmental Coordination – Present Trends in Corporate Structure, Strategy and Work Culture – Use of Technology on Organizational Design – Mechanistic vs. Adaptive Structures	12
IV	Types and Nature of Motives, Theories of Motivation and Productivity – Leadership Styles & Models	12
V	Process of Communication - Formal and Informal Communication – Control Process – Methods, Tools and Techniques – Design of Control Techniques – Choices in Control.	12

	Tasks and Assignments:
	References:
	    1. Richard .M H. (1993). Management, Academic Press, New Jersy.
	    2. Hampton, D. R. (1992). Management, TATA McGraw Hill, International Edition, Tokyo.	

3. Stoner, J. A. F. & Wankel, I.C. (1999). Management, Prentice Hall India, New Delhi.
4. Peter F. D. (1987). Practice of Management, Pan Books, London.
5. Peter F. D. (1983). Innovation and Entrepreneurship, Butterworth & Heinemann, New York.
6. Virmani B. R. (2006). The Challenges of Indian Management, Response Books, New Delhi.
7. Important Business Magazines like Business India, Business World and Fortune International.

c. Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	2	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3

d. Evaluation Scheme

	CO1	CO2	CO3	CO4	CO5	Total
Internal	8	8	8	8	8	40
External	10	10	10	15	15	60
Total	18	18	18	23	23	100

e. Mapping Course Outcome with Internal Assessment (40 Marks)

	CO1	CO2	CO3	CO4	CO5
Assignments	2	2	-	-	2
Seminar	-	-	2	2	-
Test	5	5	5	5	5
Attendance	1	1	1	1	1
Total	8	8	8	8	8

f. Mapping Course Outcome with External Assessment (60 Marks)

Category	CO1	CO2	CO3	CO4	CO5
Part – A (Short Answer -5 x 4 = 20marks)	5	5	-	5	5
Part – B (Essay-4 x 10 = 40 marks)	5	5	10	10	10
Total	10	10	10	15	15

g. Rubric for Assignments

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs

Sl. No.		100%	75%	50%	25%	0%	Relation to COs
1	**Content** **50%**	Ideas are detailed, well developed, supported with specific evidence,facts and examples	Ideasare detailed, Developed and supported with evidence and facts mostly specific.	Ideas are presented but not particularly developed or supported;	Content is not sound	Not attended	CO1, CO2, CO5
2	**Organizati on** **50%**	Includes title, introduction,statement of the main idea with illustration and conclusion.	Includes title, introduction,statement ofmain ideaand conclusion.	organizatio nal tools are weak or missing	Noorganizati on	Not attended	CO1, CO2, CO5

h. Rubric for Seminar

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relatio n to COs
1	**Knowledge and Understandin g** **50%**	Exceptional knowledge of facts, terms, and concepts	Detailed knowledge of facts, terms, and concepts	Considerable knowledge of facts, terms, and concepts	Minimal knowledge of facts, terms, and concepts	Not Attende d	CO3, CO4
2	**Presentation** **50%**	Well Communicate d with logical sequences, examples, and references	Communicate d with sequences	Just Communicate d	No coherent communicatio n	Not Attende d	CO3, CO4

i. Model questions

Sl. No.	Model Questions	Specification	Level

	Part – A:Short Answer Marks: 5 x 4 = 20		
1	Define Management.	Define	Remember
2	What is Management by Objectives?	Explain	Understand
3	Explain social responsibility in business.	Explain	Understand
4	What is work culture; explain its importance.	Explain	Understand
	PART – B: Essay Type Marks: 10 x 4 = 40		
5	Explain the steps involved in the controlling process	Explain	Understand
6	Explain the process of decision making	Explain	Understand
7	Discuss the various styles of leadership.	Discuss	Understand
8	Explain the use of technology in organizational design	Explain	Remember

SEMESTER - I					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
THM 106	Tourism Products of India	3	1	-	4

a. Course Outcome (CO)
On the successful completion of the course, the student will be able to

	Course Outcome	**Level**
CO 1	To study the diverse Tourist resources of India	Remember
CO 2	To understand the meaning and importance of Tourism products	Understand
CO 3	To enable the students to prepare a tour itinerary	Apply
CO 4	To study the emerging themes and tourist destinations	Analyze

b. Syllabus

Units	**Content**	**Hrs.**
I	Tourism products: Definition, Types and unique features - Tourism resources of India - Natural, Socio cultural, Diversities in Landform & Landscape - Outstanding Geographical features - Climate, Flora & Fauna.	12
II	Natural resources: Wildlife sanctuaries - National parks - Biosphere reserves - Mountain Tourist Resources and Hill stations – Islands – Beaches - Caves & Deserts of India.	12
III	Major tourism circuits of India: Inter State and Intra-State Circuits - Religious Circuits - Heritage Circuits - Wildlife Circuits. Case studies of select destinations - Kerala, Rajasthan & Goa.	12
IV	Manmade resources: Adventure sports - Commercial attractions - Amusement Parks – Gaming - Shopping - Live Entertainments - Supplementary accommodation - House boats - Tree houses - Home stays - Tourism by rail - Palace on wheels - Deccan Odyssey & Golden chariot.	12
V	Emerging Tourism Destinations of India: Ecotourism - Rural Tourism - Golf Tourism - Wine Tourism - Camping Tourism - Medical Tourism - MICE Tourism - Pilgrimage Tourism.	12
	Tasks and Assignments:	

References:
1. Stephen Ball (2007), Encyclopedia of Tourism Resources in India,B/H.
2. Manoj Dixit (2002), Tourism products, New Royal Book Co. Lucknow.
3. Norman Douglas. Ed. (2001), Special Interest Tourism, John Wiley & Sons, Australia.
4. Sarina Singh (2008), Lonely Planet India.
5. Robinet Jacob (2007), Indian Tourism Products, Abhijeet Publications, Delhi.

c. Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3

d. Evaluation Scheme

	CO1	CO2	CO3	CO4	CO5	Total
Internal	8	8	8	8	8	40
External	10	10	10	15	15	60
Total	**18**	**18**	**18**	**23**	**23**	**100**

e. Mapping Course Outcome with Internal Assessment (40 Marks)

	CO1	CO2	CO3	CO4	CO5
Assignments	2	2	-	-	2
Seminar	-	-	2	2	-
Test	5	5	5	5	5
Attendance	1	1	1	1	1
Total	8	8	8	8	8

f. Mapping Course Outcome with External Assessment (60 Marks)

Category	CO1	CO2	CO3	CO4	CO5
Part – A (Short Answer -5 x 4 = 20marks)	5	5	-	5	5
Part – B (Essay-4 x 10 = 40 marks)	5	5	10	10	10
Total	**10**	**10**	**10**	**15**	**15**

g. Rubric for Assignments

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	**Content** 50%	Ideas are detailed, well developed, supported with specific evidence, facts and examples	Ideas are detailed, Developed and supported with evidence and facts mostly specific.	Ideas are presented but not particularly developed or supported;	Content is not sound	Not attended	CO1, CO2, CO5
2	**Organization** 50%	Includes title, introduction, statement of the main idea with illustration and conclusion.	Includes title, introduction, statement of main idea and conclusion.	organizational tools are weak or missing	No organization	Not attended	CO1, CO2, CO5

h. Rubric for Seminar

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	**Knowledge and Understanding** 50%	Exceptional knowledge of facts, terms, and concepts	Detailed knowledge of facts, terms, and concepts	Considerable knowledge of facts, terms, and concepts	Minimal knowledge of facts, terms, and concepts	Not Attended	CO3, CO4
2	**Presentation** 50%	Well Communicated with logical sequences, examples, and references	Communicated with sequences	Just Communicated	No coherent communication	Not Attended	CO3, CO4

i. Model Question Paper

Sl. No.	Model Questions	Specification	Level
	Part – A:Short Answer **Marks: 5 x 4 = 20**		
1	What is adventure tourism?	Define	Remember
2	What is MICE?	Define	Remember
3	What are the Buddhist circuits of India?	Define	Remember
4	What is ecotourism?	Define	Remember
	PART – B: Essay Type **Marks: 10 x 4 = 40**		
5	Explain the physical divisions of India	Explain	Remember
6	Explain the various types of Tourism products.	Explain	Understand
7	What kind of tourism activities can be promoted in an island?	Explain	Understand
8	Write a detailed note on Deccan Odyssey.	Elaborate	Remember

SEMESTER - I					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
THM 107	Application of Computers in Tourism and Hospitality Industry	3	1	-	4

a. Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	To make the students familiar with the basics of the computer skills	Remember
CO 2	To understand Management Information System vis-à-vis tourism and hospitality industry	Understand
CO 3	To study the applications of computer software in the tourism and hospitality industry	Apply

b. Syllabus

Units	Content	Hrs.
I	Introduction to Computer: Components, Classification, Organization, Characteristics & Limitations, Operating System, Application of Computer in Tourism business.	12
II	Concept and definitions of Application and operating software and their functioning in travel business. MS Office: MS Word, Ms Excel, MS PowerPoint, Access and outlook Express and their use.	12
III	Management Information System for strategic advantage, Different types of typologies and networks used in networking of computers. Networking: Concept, User, Types. Introduction to Internet and www: Introduction, Evolution, Benefits, Application, Working, Hardware and Software requirements, E- mail and mail merge.	12
IV	Introduction, characteristics, features & usage of the tourism and hospitality software: Galileo, Amadeus, World Span, Sabre & Car rentals Software.	12
V	Introduction to hotel Software, their characteristics, features and usage.	12

CRS, IDS, Opera, Host and Fidelio.	
Tasks and Assignments: **References:** 1. Michael l. Kasavana, John J. Cahill, Managing Computers in the Hospitality Industry, EI-AH&LA, USA. 2. Basandra SK, Computer Today" New Delhi Galgotia Publications Leon Alexis and Mathews Leon: lntroduction to Computers, Vikas Publishing House Pvt Ltd. New Delhi. 3. Bhatnagar S C and Ramani K V, Computers and information management. A Primer for Practicing Managers, New Delhi, Prentice Hall of India Pvt. Ltd. Bansundara, S: Computer Today. 4. Goel Ritender and D N Kakkar, Computer Application in Management, New Age International Publishers, New Delhi. 5. Jaggi V P and Jain Sushma, Computers for Everyone, Academic India, New Delhi Publishers. 6. Simpson Alan, Your First Computers (2nd Edition), BPB Publications. New Delhi. 7. Saxena S and Prabhpreet Chopra, Computer Applications in Management, Vikas Publishing House Pvt. Ltd. New Delhi.	

c. Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3

d. Evaluation Scheme

	CO1	CO2	CO3	CO4	CO5	Total
Internal	8	8	8	8	8	40
External	10	10	10	15	15	60
Total	**18**	**18**	**18**	**23**	**23**	**100**

e. Mapping Course Outcome with Internal Assessment (40 Marks)

	CO1	CO2	CO3	CO4	CO5
Assignments	2	2	-	-	2
Seminar	-	-	2	2	-
Test	5	5	5	5	5
Attendance	1	1	1	1	1
Total	8	8	8	8	8

f. Mapping Course Outcome with External Assessment (60 Marks)

Category	CO1	CO2	CO3	CO4	CO5
Part – A (Short Answer -5 x 4 = 20marks)	5	5	-	5	5
Part – B (Essay-4 x 10 = 40 marks)	5	5	10	10	10
Total	10	10	10	15	15

g. Rubric for Assignments

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	Content 50%	Ideas are detailed, well developed, supported with specific evidence,facts and examples	Ideasare detailed, Developed and supported with evidence and facts mostly specific.	Ideas are presented but not particularly developed or supported;	Content is not sound	Not attended	CO1, CO2, CO5
2	Organization 50%	Includes title, introduction,statement of the main idea with illustration and conclusion.	Includes title, introduction,statement ofmain ideaand conclusion.	organizational tools are weak or missing	Noorganization	Not attended	CO1, CO2, CO5

h. Rubric for Seminar

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	Knowledge and Understanding 50%	Exceptional knowledge of facts, terms, and concepts	Detailed knowledge of facts, terms, and concepts	Considerable knowledge of facts, terms, and concepts	Minimal knowledge of facts, terms, and concepts	Not Attended	CO3, CO4

2	Presentation 50%	Well Communicated with logical sequences, examples, and references	Communicated with sequences	Just Communicated	No coherent communication	Not Attended	CO3, CO4

i. Model Question Paper

Sl. No.	Model Questions	Specification	Level
	Part – A:Short Answer **Marks: 4 x 5 = 20**		
1	Describe the functions of Outlook Express in tourism business.	Describe	Remember
2	Write a note on car rental software.	Elaborate	Remember
3	Explain the features of hotel software.	Explain	Remember
4	Write a note on Opera and Fidelio.	Explain	Remember
	PART – B: Essay Type **Marks: 10 x 4 = 40**		
5	Write a note on application of computers in Tourism business	Explain	Remember
6	Write a detailed note on MS Office package.	Explain	Remember
7	Elaborate the functions of CRS in detail.	Elaborate	Understand
8	Describe the hardware and software requirements in tourism industry.	Explain	Understand

SEMESTER - II					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
THM 201	Travel Agency and Tour Operations Management	3	1	-	4

a. Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	To know formalities and documentation needed to set up Travel Agents and Tour operator units	Remember
CO 2	To understand the conceptual meaning and differentiation between Travel agency and Tour operations	Understand
CO 3	To develop the knowledge and skills applicable for travel Agents and tour operator	Skill

b. Syllabus

Units	Content	Hrs.
I	Introduction to travel intermediaries: Travel and tourism industry	12

	structure and the travel Intermediaries - Travel Agency and Tour Operation Business - History – Growth and present status of Travel Agency - Definition of Travel Agency and differentiation between Travel Agency and Tour Operation business - Travel Agency and Tour Operators: Linkages and arrangements with hotels - airlines and transport agencies - other segments of tourism organization structure - departmentation of large-scale and small scale travel intermediary - The future role of travel intermediaries.		
II	Travel and tourism retailing: Functions of a standard travel agency - travel information and counseling – reservation – ticketing - immigration related services- passport – visa -health regulations - currency regulations - baggage rules - travel Insurance - source of income- commission - service charges and mark up on tours - Travel Terminology - Current and popular travel trade abbreviations and other terms used in preparing itineraries.	12	
III	Tour operations: Major functions of tour operator- tour package formulation - retour management - tour operations and post-tour management - designing and printing of tour brochure - Tour package marketing and promotion - Source of income of tour operator - The social responsibility of tour operators.	12	
IV	Setting up of travel agency and tour operations and their approval: Business setting procedure and process -type of organization to be incepted –proprietorship – partnership – private – franchise - approval from Ministry of Tourism and IATA - various incentives available to travel trade in India.	12	
V	Understanding the role of Govt. and other organizations in travel trade: Roles and contribution of PATA - ASTA – TAAI - IATO - UFTAA - ADTOI – IAAI - TAFI– ATOI - selected case studies of Thomas Cook - Cox and Kings Ltd - Make My Trip.com.	12	

	Tasks and Assignments:
	References:
	    1. Negi, J. (2005). Travel Agency Operations: Concepts and Principles. New Delhi, Kanishka.
	    2. Negi, K.S. (2011), Travel Agency Management. New Delhi: Wisdom Press.
	    3. Roday. S, Biwal A., & Joshi. V, (2009). Tourism Operations and Management, New Delhi, Oxford University Press.
	    4. Swain, S.K. & Mishra, J.M. (2011). Tourism Principles and Practices, Oxford University Press, New Delhi.
	    5. Bhatia. A.K. (2013). The Business of Travel Agency and Tour Operations Management. New Delhi: Sterling Publishers (P) Ltd.		

c. Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	2	3
CO2	3	3	3	3	2
CO3	3	3	3	3	3

d. Evaluation Scheme

	CO1	CO2	CO3	CO4	CO5	Total
Internal	8	8	8	8	8	40
External	10	10	10	15	15	60
Total	**18**	**18**	**18**	**23**	**23**	**100**

e. Mapping Course Outcome with Internal Assessment (40 Marks)

	CO1	CO2	CO3	CO4	CO5
Assignments	2	2	-	-	2
Seminar	-	-	2	2	-
Test	5	5	5	5	5
Attendance	1	1	1	1	1
Total	8	8	8	8	8

f. Mapping Course Outcome with External Assessment (60 Marks)

Category	CO1	CO2	CO3	CO4	CO5
Part – A **(Short Answer -5 x 4 = 20marks)**	5	5	-	5	5
Part – B **(Essay-4 x 10 = 40 marks)**	5	5	10	10	10
Total	**10**	**10**	**10**	**15**	**15**

g. Rubric for Assignments

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	**Content** **50%**	Ideas are detailed, well developed, supported with specific evidence,facts and examples	Ideasare detailed, Developed and supported with evidence and facts mostly specific.	Ideas are presented but not particularly developed or supported;	Content is not sound	Not attended	CO1, CO2, CO5
2	**Organizati on** **50%**	Includes title, introduction,state ment of the main idea with illustration and conclusion.	Includes title, introduction,state ment ofmain ideaand conclusion.	organizatio nal tools are weak or missing	Noorganizati on	Not attend ed	CO1, CO2, CO5

h. Rubric for Seminar

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	**Knowledge and Understanding** 50%	Exceptional knowledge of facts, terms, and concepts	Detailed knowledge of facts, terms, and concepts	Considerable knowledge of facts, terms, and concepts	Minimal knowledge of facts, terms, and concepts	Not Attended	CO3, CO4
2	**Presentation** 50%	Well Communicated with logical sequences, examples, and references	Communicated with sequences	Just Communicated	No coherent communication	Not Attended	CO3, CO4

i. Model Question Paper

Sl. No.	Model Questions	Specification	Level
	Part – A:Short Answer **Marks: 4 x 5 = 20**		
1	Define Travel Agency. Write a brief note on the various types of travel agencies.	Define	Remembers
2	Define Tour Operator. Write a brief note on the types of Tour Operators.	Define	Remember
3	What are the types of Tourism business organization? Explain.	Enumerate	Understand
4	Write a brief note on the sources of income in travel agency and tour operation business.	Explain	Remember
	PART – B: Essay Type **Marks: 10 x 4 = 40**		
5	Explain in detail the criterion for setting up Travel Agency or Tour Operation Unit.	Explain	Remember
6	Write in brief the various functions of a travel agency unit. Also, enlist the different departments of a travel agency.	Explain	Understand
7	Explain in detail the role and contributions of PATA.	Explain	Remember
8	Explain in detail the role and contributions of IATO.	Explain	Remember

SEMESTER - II

Course Code	Course Name	L	T	P	Credits
THM 202	Tourism and Hospitality Marketing	3	1	-	4

a. Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	To expose the students to concepts and components of marketing	Remember
CO 2	To familiarize them with the social and online marketing practices	Understand
CO 3	To acquaint them with tourism and Hospitality marketing skills	Skill

b. Syllabus

Units	Content	Hrs.
I	Developing Marketing Opportunities and Strategies: Marketing Information - Systems and Marketing Research - Consumer Markets and Consumer Behaviour - Business Markets and Buyer Behaviours - Market Segmentation - Targeting and Positioning for competitive Advantage.	12
II	Developing the Tourism and Hospitality Marketing Mix: Managing the Product / Service - Product Decisions-Product Line - Product Mix - Product Life Cycle, New Product Development - Branding and Packaging Decisions - Pricing Products - Pricing Considerations and Approaches - Pricing Strategies and Methods.	12
III	Components of Destination Marketing Mix - Product Strategy - Nature & Characteristics - Managing existing Tourism Products - New Product development in Regional Tourism - Pricing Strategies - Tourists Perception of Price.	12
IV	Service Marketing Concepts and marketing of tourism packages - Concept of value - customer satisfaction and service quality - Service quality Gaps Model -Strategy and the role of marketing for competitive advantage for tourism businesses - the national and international tourism package offerings by major tourism companies in India.	12
V	Social networking and E-tourism: Meaning - importance and its impacts on tourism business. Current debates in e-tourism - Future of e-tourism – Affiliate marketing - Email marketing and web advertising - Online and Social Media Marketing in Hospitality - other issues in Marketing - E-Business security and privacy issues.	12
	Tasks and Assignments: **References:** 1. Kotler, Philip; Keller, Kevin Lane; Koshy, Abraham, and Mithileshwar Jha,Marketing Management: A South Asian Perspective, Pearson, New Jersey. 2. Kotler T. Philip, Brown T.John, Makens. C. James &BalogluSeyhmus (2016),Marketing for Hospitality and Tourism, 7th edition, Pearson, 3. Etzel Michael J.Walker, Bruce J., Staton, William J., and Ajay Pandit, Marketing Concepts and Cases, Tata McGraw Hill (Special Indian Edition). 4. Jha S.M. (2013), Tourism Marketing, Himalaya Publishing	

House, Bengaluru.
5. Morrison. M. Alstair (2002), Hospitality and Travel Marketing, 3rd Edition, Nelson Education Ltd.,
6. Gupta Das Devashish (2008), Tourism Marketing, 2nd Edition, Darling Kindersley.

c. Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3

d. Evaluation Scheme

	CO1	CO2	CO3	CO4	CO5	Total
Internal	8	8	8	8	8	40
External	10	10	10	15	15	60
Total	18	18	18	23	23	100

e. Mapping Course Outcome with Internal Assessment (40 Marks)

	CO1	CO2	CO3	CO4	CO5
Assignments	2	2	-	-	2
Seminar	-	-	2	2	-
Test	5	5	5	5	5
Attendance	1	1	1	1	1
Total	8	8	8	8	8

f. Mapping Course Outcome with External Assessment (60 Marks)

Category	CO1	CO2	CO3	CO4	CO5
Part – A (Short Answer -5 x 4 = 20marks)	5	5	-	5	5
Part – B (Essay-4 x 10 = 40 marks)	5	5	10	10	10
Total	10	10	10	15	15

g. Rubric for Assignments

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	Content 50%	Ideas are detailed, well developed, supported with specific evidence,facts and examples	Ideasare detailed, Developed and supported with evidence and facts mostly specific.	Ideas are presented but not particularly developed or supported;	Content is not sound	Not attended	CO1, CO2, CO5

2	**Organizati on** **50%**	Includes title, introduction,state ment of the main idea with illustration and conclusion.	Includes title, introduction,state ment ofmain ideaand conclusion.	organizatio nal tools are weak or missing	Noorganizati on	Not attend ed	CO1, CO2, CO5

h. Rubric for Seminar

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relatio n to COs
1	**Knowledge and Understandin g** **50%**	Exceptional knowledge of facts, terms, and concepts	Detailed knowledge of facts, terms, and concepts	Considerable knowledge of facts, terms, and concepts	Minimal knowledge of facts, terms, and concepts	Not Attende d	CO3, CO4
2	**Presentation** **50%**	Well Communicate d with logical sequences, examples, and references	Communicate d with sequences	Just Communicate d	No coherent communicatio n	Not Attende d	CO3, CO4

i. Model Question Paper

Sl. No.	Model Questions	Specification	Level
	Part – A:Short Answer **Marks: 4 x 5 = 20**		
1	Explain product life cycle.	Explain	Remember
2	Write the difference between product and service marketing.	Differentiate	Understand
3	How should tourism enterprises analyse their competitors?	Explain	Remember
4	Elaborate on the role of intermediaries in Tourism industry	Elaborate	Remember

	PART – B: Essay Type Marks: 10 x 4 = 40		
5	Elaborate on Marketing Mix.	Elaborate	Understand
6	Discuss the impact of modern technologies in tourism marketing.	Discuss	Remember
7	Explain the various marketing strategies in tourism.	Explain	Understand
8	Explain Market segmentation.	Explain	Understand

SEMESTER - II					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
THM 203	Research Methodology	3	1	-	4

a. Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	To acquire research knowledge, skills and competencies for undertaking independent research activities	Remember
CO 2	To understand the scientific methods of research	Understand

b. Syllabus

Units	Content	Hrs.
I	Introduction to Research:Nature - Objectives - Significance and Types of Research – Ethical Issues in Research - Steps in research – process - Research Problem formulation. Research Design - Exploratory - Descriptive - Experimental Research designs.	12
II	Developing the Tourism and Hospitality Marketing Mix: Managing the Product / Service - Product Decisions-Product Line - Product Mix - Product Life Cycle, New Product Development - Branding and Packaging Decisions - Pricing Products - Pricing Considerations and Approaches - Pricing Strategies and Methods.	12
III	Components of Destination Marketing Mix - Product Strategy - Nature & Characteristics - Managing existing Tourism Products - New Product development in Regional Tourism - Pricing Strategies - Tourists Perception of Price.	12
IV	Service Marketing Concepts and marketing of tourism packages - Concept of value - customer satisfaction and service quality - Service quality Gaps Model -Strategy and the role of marketing for competitive advantage for tourism businesses - the national and international tourism package offerings by major tourism companies in India.	12
V	Social networking and E-tourism: Meaning - importance and its impacts on tourism business. Current debates in e-tourism - Future of e-tourism – Affiliate marketing - Email marketing and web advertising - Online and Social Media Marketing in Hospitality - other issues in Marketing - E-Business security and privacy issues.	12
	Tasks and Assignments: **References:** 7. Kotler, Philip; Keller, Kevin Lane; Koshy, Abraham, and MithileshwarJha,Marketing Management: A South Asian Perspective, Pearson, Newjersey.	

8. Kotler.T.Philip, Brown.T.John, Makens. C.James &Balogluseyhmus (2016),Marketing for Hospitality and Tourism, 7th edition, Pearson,
9. Etzel Michael J.Walker, Bruce J., Staton, William J., and Ajay Pandit, Marketing Concepts and Cases, Tata McGraw Hill (Special Indian Edition).
10. Jha. S.M. (2013), Tourism Marketing, Himalaya Publishing House, Bengaluru.
11. Morrison. M. Alstair (2002), Hospitality and Travel Marketing, 3rd Edition, Nelson Education Ltd.,
12. Gupta Das Devashish (2008), Tourism Marketing, 2nd Edition, Darling Kindersley.

c. Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	2	2	3	3
CO2	3	2	3	3	3

d. Evaluation Scheme

	CO1	CO2	CO3	CO4	CO5	Total
Internal	8	8	8	8	8	40
External	10	10	10	15	15	60
Total	**18**	**18**	**18**	**23**	**23**	**100**

e. Mapping Course Outcome with Internal Assessment (40 Marks)

	CO1	CO2	CO3	CO4	CO5
Assignments	2	2	-	-	2
Seminar	-	-	2	2	-
Test	5	5	5	5	5
Attendance	1	1	1	1	1
Total	8	8	8	8	8

f. Mapping Course Outcome with External Assessment (60 Marks)

Category	CO1	CO2	CO3	CO4	CO5
Part – A (Short Answer -5 x 4 = 20marks)	5	5	-	5	5
Part – B (Essay-4 x 10 = 40 marks)	5	5	10	10	10
Total	**10**	**10**	**10**	**15**	**15**

g. Rubric for Assignments

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs

1	**Content** **50%**	Ideas are detailed, well developed, supported with specific evidence,facts and examples	Ideasare detailed, Developed and supported with evidence and facts mostly specific.	Ideas are presented but not particularly developed or supported;	Content is not sound	Not attended	CO1, CO2
2	**Organizati on** **50%**	Includes title, introduction,state ment of the main idea with illustration and conclusion.	Includes title, introduction,state ment ofmain ideaand conclusion.	organizatio nal tools are weak or missing	Noorganizati on	Not attend ed	CO1, CO2

h. Rubric for Seminar

Sl. No .	Criteria	100%	75%	50%	25%	0%	Relatio n to Cos
1	**Knowledge and Understandin g** **50%**	Exceptional knowledge of facts, terms, and concepts	Detailed knowledge of facts, terms, and concepts	Considerable knowledge of facts, terms, and concepts	Minimal knowledge of facts, terms, and concepts	Not Attende d	CO1, CO2
2	**Presentation** **50%**	Well Communicate d with logical sequences, examples, and references	Communicate d with sequences	Just Communicate d	No coherent communicatio n	Not Attende d	CO1, CO2

i. Model Question Paper

Sl. No.	Model Questions	Specification	Level
	Part – A:Short Answer **Marks: 4 x 5 = 20**		
1	Define Research. Also, write the objectives of research.	Define	Remember
2	1. Differentiate between the following: a) Quantitative and Qualitative Research	Differentiate	Remember

	b) Parametric and Non-Parametric Tests			
3	What do you mean by Research Design? Also, explain the types of research design.	Explain	Remember	
4	Define Hypothesis. Also, differentiate between Alternative and Null Hypothesis with suitable examples	Define	Remember	
	PART – B: Essay Type **Marks: 10 x 4 = 40**			
5	Define Sampling. Also, explain the various types of sampling.	Define	Remember	
6	Write a detailed note on the various methods of analyzing qualitative data.	Explain	Remember	
7	Explain in detail the various scales of measurement with suitable examples.	Explain	Remember	
8	2. Write short notes on the following: a) Correlation b) ANOVA c) Z test d) Descriptive Statistics	Explain	Remember	

SEMESTER - II					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
THM 204	Fundamentals of Accommodation Operations	3	1	-	4

a. Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	To impart the knowledge about Accommodation Management	Remember
CO 2	To develop a comprehensive knowledge to work in the Accommodation Management Sectors.	Understand

b. Syllabus

Units	Content	Hrs.
I	Introduction to Accommodation Management - Meaning- Definition & Importance of Housekeeping Department - Role of Housekeeping in hospitality industry	12
II	Layout of Housekeeping - Department Organizational Structure of Housekeeping department (Small, Medium & large) - Interdepartmental relationship - Relevant sub section.	12
III	Role of key personnel in Housekeeping department - Quality of the House Keeping Staffs - Job description &Job specification of Housekeeping staff - Executive Housekeeper - Deputy housekeeper - Floor supervisor- Public area supervisor - Night supervisor - Room attendant - House man - Head gardener.	12

IV	Planning Work of Housekeeping Department:Identifying Housekeeping department - Briefing & Debriefing - Control desk (importance – role - coordination) - Role of Control Desk during emergency - Duty Rota & work schedule - Files with format used in Housekeeping department.	12
V	Types of Rooms – Definition **-** Standard layout (single - double – twin - suite) Difference between Smoking & Non Smoking room's - Barrier free room's. Furniture - Fixture - Fitting - Soft Furnishing - Accessories - Guest Supplies - Amenities in a guest room, - Layout of corridor& floor Pantry.	12
	Tasks and Assignments: **References:** 1. Raghubalan G., &Smritee R. (2015). Hotel Housekeeping Operations and management, New Delhi, Oxford university press. 2. Negi J. (2015). Professional Hotel Management, S. Chand, New Delhi. 3. Malini Singh & Jaya B.George (2008), Jaico Publication, Mumbai.	

c. Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3

d. Evaluation Scheme

	CO1	CO2	CO3	CO4	CO5	Total
Internal	8	8	8	8	8	40
External	10	10	10	15	15	60
Total	**18**	**18**	**18**	**23**	**23**	**100**

e. Mapping Course Outcome with Internal Assessment (40 Marks)

	CO1	CO2	CO3	CO4	CO5
Assignments	2	2	-	-	2
Seminar	-	-	2	2	-
Test	5	5	5	5	5
Attendance	1	1	1	1	1
Total	8	8	8	8	8

f. Mapping Course Outcome with External Assessment (60 Marks)

Category	CO1	CO2	CO3	CO4	CO5
Part – A (Short Answer -5 x 4 = 20marks)	5	5	-	5	5
Part – B (Essay-4 x 10 = 40 marks)	5	5	10	10	10
Total	**10**	**10**	**10**	**15**	**15**

g. Rubric for Assignments

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	**Content** **50%**	Ideas are detailed, well developed, supported with specific evidence,facts and examples	Ideasare detailed, Developed and supported with evidence and facts mostly specific.	Ideas are presented but not particularly developed or supported;	Content is not sound	Not attended	CO1, CO2, CO5
2	**Organizati on** **50%**	Includes title, introduction,statement of the main idea with illustration and conclusion.	Includes title, introduction,statement ofmain ideaand conclusion.	organizatio nal tools are weak or missing	Noorganizati on	Not attended	CO1, CO2, CO5

h. Rubric for Seminar

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	**Knowledge and Understandin g** **50%**	Exceptional knowledge of facts, terms, and concepts	Detailed knowledge of facts, terms, and concepts	Considerable knowledge of facts, terms, and concepts	Minimal knowledge of facts, terms, and concepts	Not Attende d	CO3, CO4
2	**Presentation** **50%**	Well Communicate d with logical sequences, examples, and references	Communicate d with sequences	Just Communicate d	No coherent communicatio n	Not Attende d	CO3, CO4

i. Model Question Paper

Sl. No.	Model Questions	Specification	Level
	Part – A:Short Answer **Marks: 4 x 5 = 20**		
1	What is accommodation management? Explain its role in the hospitality industry.	Explain	Understand
2	Draw the organizational structure of the Housekeeping department.	Illustrate	Remember
3	Explain the job description of a housekeeping supervisor.	Explain	Understand
4	Write short notes on: a) Amenities on writing table b) Room status report	Describe	Remember
	PART – B: Essay Type **Marks: 10 x 4 = 40**		
5	What is the importance of coordination to other departments for housekeeping functions?	Explain	Understand
6	Enumerate in detail the role of control desk in case of an emergency.	Enumerate	Remember
7	Name, draw, and explain any 5 formats of record keeping in Housekeeping	Illustrate Explain	Remember
8	'A neat and tidy organization leaves the best impression in the mind of the guests'. Explain	Explain	Apply

SEMESTER - II					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
THM 205	Legal Aspects of Tourism and Hospitality Business	3	1	-	4

a. Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	To acquire knowledge on documentations and permits related to tourist.	Remember
CO 2	To understand the basic principles of various Laws, Codes, rules and regulations relating to tourism for providing professional assistance and advice to tourists.	Understand

b. Syllabus

Units	Content	Hrs.
I	Introduction – Law and society - Branches of Law – Commercial Law- Company Law- Industrial Law – Environmental Law - Basic Principles of Company Law - Registration of Company – Types of companies – Types & administration of Meetings – winding up of companies.	12
II	General Principles of Contract Act - Essential elements of Contract – Breach of Contact – Performance of Contract – Indemnity & Guarantee – Bailment - Consumer Protection Act.	12

III	Legal aspect in Tourism: Laws relating to accommodation – travel agencies - land tour operation sector. Law and regulations related to airlines and airways - laws related to surface transport - recreational flying in India.	12
IV	Citizenship – Passport - Visa - Travel Insurance - FEMA – Foreigners Registration Act – Customs –Authorities and permits -Special permits to restricted areas for foreign tourist in India - permits related to various monasteries - Law designed for Adventure Tour operation - special permits for rafting –paragliding - heli-skiing and angling - IMF rules for mountain expeditions.	12
V	Environment Act – Environment rules – EIA guidelines - Forest Act – Forest Conservation Act – Wild life Protection Act – Safety and security of tourist - Tourist Police - place of Tourism in the constitution - need of tourism legislation - General suggestions to improve tourism in India. Contract Act - Consumer Protection Act, 1986 - Constitution of India - Criminal Procedure Code 1973 - Environmental Protection Act 1986 - Foreign Exchange Management Act - Forest Conservation Act 1980 - Negotiation Instruments Act 1881 - Prevention of Food Adulteration Act 1954 - Passports Act 1967 - RBI guidelines - Sale of Goods Act 1930 - Wildlife Protection Act 1972.	12
	Tasks and Assignments: **References:** 1. Avtar Singh (2007), Company Law, Eastern Book & Co., Lucknow. 2. Chandra P.R (2007), Mercantile Law, Galgotia Publishing House, New Delhi. 3. Tulsain P.C (2007), Business Laws, Tata McGraw Hill, New Delhi. 4. Malhotra .R.K. (2005), Socio – Environmental and Legal Issues in Tourism, New Delhi. 5. Gupta S.K. (1989) Foreign Exchange Laws and Practice, Taxman Publications Delhi. 6. Tourism Guide lines published by Govt. of India, Ministry of Tourism. 7. Tourism guidelines issued by Department of Tourism for hotel and restaurant operation.	

c. Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	2	3

d. Evaluation Scheme

	CO1	CO2	CO3	CO4	CO5	Total
Internal	8	8	8	8	8	40
External	10	10	10	15	15	60
Total	18	18	18	23	23	100

e. Mapping Course Outcome with Internal Assessment (40 Marks)

	CO1	CO2	CO3	CO4	CO5
Assignments	2	2	-	-	2
Seminar	-	-	2	2	-
Test	5	5	5	5	5
Attendance	1	1	1	1	1
Total	8	8	8	8	8

f. Mapping Course Outcome with External Assessment (60 Marks)

Category	CO1	CO2	CO3	CO4	CO5
Part – A **(Short Answer -5 x 4 = 20marks)**	5	5	-	5	5
Part – B **(Essay-4 x 10 = 40 marks)**	5	5	10	10	10
Total	**10**	**10**	**10**	**15**	**15**

g. Rubric for Assignments

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	**Content** **50%**	Ideas are detailed, well developed, supported with specific evidence,facts and examples	Ideasare detailed, Developed and supported with evidence and facts mostly specific.	Ideas are presented but not particularly developed or supported;	Content is not sound	Not attended	CO1, CO2, CO5
2	**Organization** **50%**	Includes title, introduction,statement of the main idea with illustration and conclusion.	Includes title, introduction,statement ofmain ideaand conclusion.	organizational tools are weak or missing	Noorganization	Not attended	CO1, CO2, CO5

h. Rubric for Seminar

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs

1	**Knowledge and Understanding** 50%	Exceptional knowledge of facts, terms, and concepts	Detailed knowledge of facts, terms, and concepts	Considerable knowledge of facts, terms, and concepts	Minimal knowledge of facts, terms, and concepts	Not Attended	CO3, CO4
2	**Presentation** 50%	Well Communicated with logical sequences, examples, and references	Communicated with sequences	Just Communicated	No coherent communication	Not Attended	CO3, CO4

i. Model Question Paper

Sl. No.	Model Questions	Specification	Level
	Part – A:Short Answer **Marks: 4 x 5 = 20**		
1	Write a short note about Companies Act.	Describe	Remember
2	What is a passport and what are the types of passports?	Define Enumerate	Remember
3	Enumerate the different types of visas.	Enumerate	Remember
4	Explain the process of winding up of companies.	Explain	Remember
	PART – B: Essay Type **Marks: 10 x 4 = 40**		
5	Explain special permits required by foreign travellers.	Explain	Remember
6	What are the main laws related to wildlife tourism in India?	Enumerate	Remember
7	Discuss the importance of regulating the nature based tourism activities.	Discuss	Understand
8	Explain in detail the procedures involved in setting up a travel agency in India.	Explain	Remember

SEMESTER - II					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
THM 206	Communication Skills	3	1	-	4

a. Course Outcome (CO)
On the successful completion of the course, the student will be able to

	Course Outcome	**Level**
CO 1	To understand the importance of business communication	Understand
CO 2	To familiarize the student on skills of effective communication.	Skill

b. Syllabus

Units	Content	Hrs.
I	Communication: Concept – Need – Process - Methods - Types and Barriers to communication - Factors affecting communication - Essentials of effective communication - Need of effective communication in business.	12
II	Communication Skills : Concept - Humor in communication - Interpersonal communication - Communication skills and leadership - Verbal and Non Verbal Communication - written and oral - body language - Postures and Gestures – Attire – Appearance – Handshake - Personal space –Timing – behavior – smile - Listening Skills - Process - Types - Barriers – Importance -essentials of good listening.	12
III	Business letters:Essentials of business letter - Parts - Forms – Types - Preparation of Business letter related to tenders - Quotations - Orders – Sales - Enquiry and Complaints - Internal Communication - letters to staff - Circulars and Memos - Office note - Representations and suggestions – Motivational Communication - letters from top management - Reminders and follow up - Employee newsletters.	12
IV	Mass Communication:Meetings - Conferences - Presentation skills – Advertisements – Publicity - Press Releases - Media mix - Public relations - Newsletters - Direct Marketing - Report writing - Types - Essentials of a good report - Committee report - Annual report - modern modes of communication - cross cultural communication.	12
V	Interview:Types of Interview - Job interview - Telephonic interview - Conducting the Interview - sending a job application - Preparation of Resume - Group discussion - Types of pictorial presentation - Charts - Graphs and Pictures - New trends in business communication – Communication overload - BPO / Call centers - Technical writing - Professional presentation - Cardinal principles of communication - communication policy and Ethical dimensions.	12
	Tasks and Assignments: **References:** 1. Kaul, Asha (2005), Effective Business Communication, PHI, New Delhi. 2. Munter Mary (2002), Guide to Managerial Communication: Effective Writing & Speaking, PHI, New Delhi. 3. Mandal S.K. (2007), Effective Communication and Public Speaking, Jaico, Mumbai. 4. Bovee, Thill & Schatzman (2003), Business Communication Today, Pearson, New Delhi. 5. Balu, V. (2006), Communication Skill, Sri Venkateshwara Publishers, Chennai. 6. Courtland, L. Bovee, John Thrill (2010), Business Communication Today, Frank Brothers, New Delhi.	

c. Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	2	3	3	3	3

d. Evaluation Scheme

	CO1	CO2	CO3	CO4	CO5	Total
Internal	8	8	8	8	8	40
External	10	10	10	15	15	60
Total	**18**	**18**	**18**	**23**	**23**	**100**

e. Mapping Course Outcome with Internal Assessment (40 Marks)

	CO1	CO2	CO3	CO4	CO5
Assignments	2	2	-	-	2
Seminar	-	-	2	2	-
Test	5	5	5	5	5
Attendance	1	1	1	1	1
Total	8	8	8	8	8

f. Mapping Course Outcome with External Assessment (60 Marks)

Category	CO1	CO2	CO3	CO4	CO5
Part – A **(Short Answer -5 x 4 = 20marks)**	5	5	-	5	5
Part – B **(Essay-4 x 10 = 40 marks)**	5	5	10	10	10
Total	**10**	**10**	**10**	**15**	**15**

g. Rubric for Assignments

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	**Content** **50%**	Ideas are detailed, well developed, supported with specific evidence,facts and examples	Ideasare detailed, Developed and supported with evidence and facts mostly specific.	Ideas are presented but not particularly developed or supported;	Content is not sound	Not attended	CO1, CO2, CO5
2	**Organization** **50%**	Includes title, introduction,statement of the main idea with illustration and conclusion.	Includes title, introduction,statement ofmain ideaand conclusion.	organizational tools are weak or missing	Noorganization	Not attended	CO1, CO2, CO5

h. Rubric for Seminar

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	**Knowledge and Understanding 50%**	Exceptional knowledge of facts, terms, and concepts	Detailed knowledge of facts, terms, and concepts	Considerable knowledge of facts, terms, and concepts	Minimal knowledge of facts, terms, and concepts	Not Attended	CO3, CO4
2	**Presentation 50%**	Well Communicated with logical sequences, examples, and references	Communicated with sequences	Just Communicated	No coherent communication	Not Attended	CO3, CO4

i. Model Question Paper

Sl. No.	Model Questions	Specification	Level
	Part – A:Short Answer **Marks: 4 x 5 = 20**		
1	What are the barriers to effective communication	Enumerate	Understand
2	Define verbal and non-verbal communication	Define	Remember
3	Explain Mass Communication in detail	Explain	Understand
4	Explain the pivotal role played by communication in an organization.	Explain	Understand
	PART – B: Essay Type **Marks: 10 x 4 = 40**		
5	Discuss in detail the interview process.	Discuss	Understand
6	What are the essentials of a good report?	Enumerate	Remember
7	What are the new trends in business communication?	Explain	Remember
8	How does motivational communication influence organizations?	discuss	Understand

SEMESTER - II					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
THM 207	Introduction to Front Office Operations	3	1	-	4

a. Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	To impart the knowledge about Hospitality Industry	Remember
CO 2	To develop a comprehensive knowledge to work in the Front Office Department	Apply

b. Syllabus

Units	Content	Hrs.
I	Introduction to hotel industry: Evolution of Hotel Industry - Classification of Hotels - Other types of Accommodations - Star Classification - Organizational structure of Hotel - Brigade of Front office department - Duties & responsibilities of front office personnel - Layout of front office department - Qualities of front office personnel	12
II	Rooms and rates: Defining Tariff - Types of plans - Types of Rooms - Types of Rates -Coordination and cooperation with other departments – Housekeeping - Engineering & Maintenance - Revenue centers - Marketing & Public relations.	12
III	Reservation and Registration process; Sources of reservation - Modes of reservation - Types of reservation - Reservation records Reservation confirmation amendment & cancellation - Check in procedure for VIP - Check in procedure for Group - Check in procedure for FIT - Rooming the guest - Room rack (manual & computerized) - Registration records.	12
IV	Information: Handling mails - Handling message - Handling insured mail - Telephone service – Facsimile - Wake up calls – Telex - E-mail – Internet – Complaints - Front office security function - Foreign exchange	12
V	Check-out procedures: Functions of check out settlements - Method of payments - Departure procedure - General Procedure of Check Out - Method of settlement - Account settlement procedures (Book Keeping)	12

	Tasks and Assignments:
	References:
	  1. Tewari.J.R (2009), Hotel Front Office Operations and Management, Oxford Higher Education, New Delhi.
	  2. David K.Hayes, Jack D.Ninemeier, Alisha. A.Miller (2016), Hotel Operations Management, 3rd Ed Edition, Pearson, New Delhi.	

c. Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3

d. Evaluation Scheme

	CO1	CO2	CO3	CO4	CO5	Total
Internal	8	8	8	8	8	40
External	10	10	10	15	15	60
Total	**18**	**18**	**18**	**23**	**23**	**100**

e. Mapping Course Outcome with Internal Assessment (40 Marks)

	CO1	CO2	CO3	CO4	CO5
Assignments	2	2	-	-	2
Seminar	-	-	2	2	-
Test	5	5	5	5	5
Attendance	1	1	1	1	1
Total	8	8	8	8	8

f. Mapping Course Outcome with External Assessment (60 Marks)

Category	CO1	CO2	CO3	CO4	CO5
Part – A **(Short Answer -5 x 4 = 20marks)**	5	5	-	5	5
Part – B **(Essay-4 x 10 = 40 marks)**	5	5	10	10	10
Total	**10**	**10**	**10**	**15**	**15**

g. Rubric for Assignments

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	**Content** **50%**	Ideas are detailed, well developed, supported with specific evidence,facts and examples	Ideasare detailed, Developed and supported with evidence and facts mostly specific.	Ideas are presented but not particularly developed or supported;	Content is not sound	Not attended	CO1, CO2, CO5
2	**Organizati on** **50%**	Includes title, introduction,statement of the main idea with illustration and conclusion.	Includes title, introduction,statement ofmain ideaand conclusion.	organizational tools are weak or missing	Noorganization	Not attended	CO1, CO2, CO5

h. Rubric for Seminar

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs

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1	**Knowledge and Understanding** **50%**	Exceptional knowledge of facts, terms, and concepts	Detailed knowledge of facts, terms, and concepts	Considerable knowledge of facts, terms, and concepts	Minimal knowledge of facts, terms, and concepts	Not Attended	CO3, CO4
2	**Presentation** **50%**	Well Communicated with logical sequences, examples, and references	Communicated with sequences	Just Communicated	No coherent communication	Not Attended	CO3, CO4

i. Model Question Paper

Sl. No.	Model Questions	Specification	Level
	Part – A:Short Answer **Marks: 4 x 5 = 20**		
1	What are the main duties of front office personnel?	Explain	Remember
2	Plan a dream hotel of your choice, and make your departments for smooth functioning	Plan	Apply
3	How are mails handled in the front office department?	Explain	Remember
4	What are the checkout procedures adopted by front office department?	Explain	Remember
	PART – B: Essay Type **Marks: 10 x 4 = 40**		
5	Explain in detail the reservation processes	Explain	Remember
6	Define tariffs, and explain the types of plans offered by hotels.	Define Explain	Remember
7	How are guest complaints handled by the front office department?	Explain	Understand
8	How are hotels classified according to their specification and facilities?	Discuss	Remember

SEMESTER - III					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
THM 301	Contemporary Issues in Tourism and Hospitality	3	1	-	4

	Management				

a. Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	Demonstrate an in-depth understanding of the key dynamic forces and developments which may lead to crisis issues in international tourism and hospitality and their subsequent impact on a business or a destination	Remember
CO 2	Demonstrate an understanding of the latest issues in the hospitality and Hotel Industry	Understand
CO 3	Learners investigate how the tourism sector is responding to such contemporary issues and will identify opportunities and challenges these issues may present.	Analyze

b. Syllabus

Units	Content	Hrs.
I	Contemporary Issues in Tourism Industry New trends and emerging patterns; current initiatives of Ministry of Tourism, Department of Tourism; Climate change and environmental issues: Community Based Tourism; Concept of Home-stays, Responsible tourism; Tourism and poverty alleviation; Social media for tourism promotion; Social responsibility and ethical concerns; Special Tourism Zones.	12
II	Contemporary Issues in Hospitality Industry Effect of Globalization on hotel Industry, Trends and Issues in Hospitality Industry, Americanization of food industry.	12
III	Introduction to Information Technology Basics of Computer; Computer networks; internet and internet technologies; tourism websites and design principles; E- commerce, E-tourism Concept of Database Management Systems: online reservation system for air, rail, road, hotels. Need and importance of Management Information Systems in Tourism; Travel and Tourism Information System.	12
IV	Contemporary Issues in Tourism Development Contemporary trends in international tourist movements, Issues affecting World Tourism, Political aspects of the international travel. Cultural exchange among nations and international understanding through tourism, Need for government support of tourism, Global tourism statistics, Tourism in WTO regions (Africa, Americas, Asia and the Pacific, Europe, Middle east), Factors affecting growth of tourism in each region.	12
V	During and Post COVID issues in Tourism and Hospitality Management	12
	Tasks and Assignments: **References:** 1. Rao, P.K. (2000) Sustainable Development – Economics and Policy, Wiley-Blackwell, New Jersey. 2. Pearce D.G. and Butler R.W(1999)Contemporary issues in Tourism Development, Routledge, New York.	

c. Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	2	3	3	3	3
CO3	3	2	3	3	3

d. Evaluation Scheme

	CO1	CO2	CO3	CO4	CO5	Total
Internal	8	8	8	8	8	40
External	10	10	10	15	15	60
Total	**18**	**18**	**18**	**23**	**23**	**100**

e. Mapping Course Outcome with Internal Assessment (40 Marks)

	CO1	CO2	CO3	CO4	CO5
Assignments	2	2	-	-	2
Seminar	-	-	2	2	-
Test	5	5	5	5	5
Attendance	1	1	1	1	1
Total	8	8	8	8	8

f. Mapping Course Outcome with External Assessment (60 Marks)

Category	CO1	CO2	CO3	CO4	CO5
Part – A (Short Answer -5 x 4 = 20marks)	5	5	-	5	5
Part – B (Essay-4 x 10 = 40 marks)	5	5	10	10	10
Total	**10**	**10**	**10**	**15**	**15**

g. Rubric for Assignments

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	**Content** **50%**	Ideas are detailed, well developed, supported with specific evidence,facts and examples	Ideasare detailed, Developed and supported with evidence and facts mostly specific.	Ideas are presented but not particularly developed or supported;	Content is not sound	Not attended	CO1, CO2, CO3

48

2	**Organizati on** **50%**	Includes title, introduction,state ment of the main idea with illustration and conclusion.	Includes title, introduction,state ment ofmain ideaand conclusion.	organizatio nal tools are weak or missing	Noorganizati on	Not attend ed	CO1, CO2, CO3

h. Rubric for Seminar

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relatio n to Cos
1	**Knowledge and Understandin g** **50%**	Exceptional knowledge of facts, terms, and concepts	Detailed knowledge of facts, terms, and concepts	Considerable knowledge of facts, terms, and concepts	Minimal knowledge of facts, terms, and concepts	Not Attende d	CO1, CO2
2	**Presentation** **50%**	Well Communicate d with logical sequences, examples, and references	Communicate d with sequences	Just Communicate d	No coherent communicatio n	Not Attende d	CO2, CO3

i. Model Question Paper

Sl. No.	Model Questions	Specification	Level
	Part – A:Short Answer **Marks: 4 x 5 = 20**		
1	Explain the current initiatives adopted by the Ministry of Tourism in promoting tourism in India.	Explain	Understand
2	Write short notes on: a) STZ b) MIS c) E Tourism d) SR&EC	Explain	Remember
3	Discuss the economic contribution of Tourism and Hospitality sectors at notional and international level.	Discuss	Understand
4	How does tourism contribute to alleviating poverty in India?	Elaborate	Understand
	PART – B: Essay Type **Marks: 10 x 4 = 40**		

5	Discuss the impact of climatic changes in India with respect to tourism.	Discuss	Understand
6	What is GDS? Explain in detail.	Explain	Remember
7	Discuss the impacts of tourism and hospitality sector in developing the destination of your choice.	Discuss	Understand
8	Propose an awareness programme to develop community based tourism.	Plan	Apply

SEMESTER - III					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
THM 302	Tourism and Hospitality Entrepreneurship	3	1	-	4

a. Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	**Level**
CO 1	To highlight the importance of entrepreneurship in economic development	Remember
CO 2	To expose students to the success stories in travel & tourism.	Understand
CO 3	To help them become job creators rather than job seekers.	Apply

b. Syllabus

Units	Content	Hrs.
I	Entrepreneurship: Theories & Approaches – Types of Entrepreneurs– Entrepreneurial Motivation – Entrepreneurial Climate- Myths about Entrepreneurship - Role of Entrepreneurship in Economic Development.	12
II	Creativity & Innovation: Process of Creativity-Roadblocks for Creativity-Innovation-Types of Innovation- Role of Creativity & Innovations in Travel & Tourism Businesses-Contemporary Trends	12
III	Entrepreneurship in Tourism: Opportunity Identification –Sources of Ideas- New Product Development -Business Plan - Feasibility Report – Technical Feasibility vs. Economic Viability	12
IV	Funding Options: Sources of Finance for Tourism Enterprises, Subsidies & Incentives- Promotion and Development of Tourism - Institutional Framework - Venture Creation-Forms of Organization-Management.	12
V	Managing Growth: Business Integration – Diversification-Mergers & Acquisitions-Business Failure-Causes for failure-Revival of Sick Enterprises-Strategies for revival-Women Empowerment in Tourism	12

	Tasks and Assignments:
	References:
	    1. Drucker, P.F. (1985), Innovation & Entrepreneurship, Harper & Row, New York.
	    2. Bezbaruah, M.P (2000), Beyond the Millennium, Gyan Pub House, New Delhi.
	    3. Jeffrey, T. (1984), New Venture Creation, Homewood, Illinois.	

c. Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	2	2	3	3
CO2	3	3	3	3	3
CO3	2	3	3	3	3

d. Evaluation Scheme

	CO1	CO2	CO3	CO4	CO5	Total
Internal	8	8	8	8	8	40
External	10	10	10	15	15	60
Total	18	18	18	23	23	100

e. Mapping Course Outcome with Internal Assessment (40 Marks)

	CO1	CO2	CO3	CO4	CO5
Assignments	2	2	-	-	2
Seminar	-	-	2	2	-
Test	5	5	5	5	5
Attendance	1	1	1	1	1
Total	8	8	8	8	8

f. Mapping Course Outcome with External Assessment (60 Marks)

Category	CO1	CO2	CO3	CO4	CO5
Part – A (Short Answer -5 x 4 = 20marks)	5	5	-	5	5
Part – B (Essay-4 x 10 = 40 marks)	5	5	10	10	10
Total	10	10	10	15	15

g. Rubric for Assignments

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	**Content** **50%**	Ideas are detailed, well developed, supported with specific evidence,facts and examples	Ideasare detailed, Developed and supported with evidence and facts mostly specific.	Ideas are presented but not particularly developed or supported;	Content is not sound	Not attended	CO1, CO2, CO3

| 2 | **Organizati on** **50%** | Includes title, introduction,state ment of the main idea with illustration and conclusion. | Includes title, introduction,state ment ofmain ideaand conclusion. | organizatio nal tools are weak or missing | Noorganizati on | Not attend ed | CO1, CO2, CO3 |

h. Rubric for Seminar

Sl. No .	Criteria	100%	75%	50%	25%	0%	Relatio n to Cos
1	**Knowledge and Understandin g** **50%**	Exceptional knowledge of facts, terms, and concepts	Detailed knowledge of facts, terms, and concepts	Considerable knowledge of facts, terms, and concepts	Minimal knowledge of facts, terms, and concepts	Not Attende d	CO1, CO2
2	**Presentation** **50%**	Well Communicate d with logical sequences, examples, and references	Communicate d with sequences	Just Communicate d	No coherent communicatio n	Not Attende d	CO2, CO3

i. Model Question Paper

Sl. No.	Model Questions	Specification	Level
	Part – A:Short Answer **Marks: 4 x 5 = 20**		
1	What is a feasibility report?	Define	Remember
2	List the different types of entrepreneurs.	Enumerate	Remember
3	What are the different sources of ideas of entrepreneurs?	Enumerate	Remember
4	What are the forms of organisations?	Enumerate	Remember

	PART – B: Essay Type Marks: 10 x 4 = 40		
5	Discuss the role of entrepreneurship in economic development	Discuss	Understand
6	Explain the role of creativity and innovation in tourism business	Explain	Understand
7	Write a detailed note on the significance of a feasibility report.	Elaborate	Understand
8	Explain briefly in women empowerment in tourism.	Explain	Understand

SEMESTER - III					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
THM 311	Food and Beverage Management	3	1	-	4

a. Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	**Level**
CO 1	To develop an awareness of planning, co-ordination and control of resources in F&B service establishments	Remember
CO 2	To develop an understanding as how space requirements and traffic flow patterns affect an operation's overall layout	Understand
CO 3	To introduce the concept of Food Service Menu Planning and Design so that the students are able to cope with the current trends of service industry	Apply

b. Syllabus

Units	Content	Hrs.
I	FOOD AND BEVERAGE SERVICES-Introduction-Objectives-Origin and growth of F& B Service-Classification of Catering Establishment-F&B Service Outlets and their layout- Types of F&B Services Operations-F & B Services Cycle-F&B Services -Terminology-F & B Services Organization-Types of Service-F & B Services Outlets-Operations.	12
II	F & B Services — Menu Preparation-Menu Planning-Ethnic Food Menus-Indian Food Menu-Menu Courses-Beverages-Broad Types of Menus-Non-Alcoholic Beverages –French Food Menu-Food Garnishing-Beverage Service	12
III	F & B Services Beverage Service -Use of Cutlery-Use of Linen in F&B Services -F&B Services Analysis and Decision Making-Standardized Recipes - Components of a Standardized recipe -F&B Services Equipment-Pantry Equipment -Cleaning and Maintenance	12
IV	F & B Services — Preparation- Mis-en-scène- Preparing the Table-Setting Table for Formal Dining- Setting Table for Casual Dining- F & B Service SOPs - SOP for Laying Out a Guest Table- SOP for Handling Telephone Calls- Presenting and Settling Guest Bills	12
V	Supervisory aspects of food and beverage service- legal considerations-licensing-Sale of goods and trades descriptions-Food and beverage revenue control- Functions of a revenue control system-Staff organization and training- Customer relations.	12
	Tasks and Assignments:	

References:
1. Davis, B., Lockwood, A. and Stone, S. (2008). Food and Beverage Management; Third Edition, Elsevier, New Delhi.
2. Bhatnagar, S., K., (2009). Managing Food & Beverage Operations, First Edition, Frank Brothers & Co., New Delhi.
3. Bagchi, S., N. and Sharma, A. (2012). Text Book of Food & Beverage Service, Third Edition, Aman Publications, New Delhi.

c. Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	2	3	3	3	3

d. Evaluation Scheme

	CO1	CO2	CO3	CO4	CO5	Total
Internal	8	8	8	8	8	40
External	10	10	10	15	15	60
Total	18	18	18	23	23	100

e. Mapping Course Outcome with Internal Assessment (40 Marks)

	CO1	CO2	CO3	CO4	CO5
Assignments	2	2	-	-	2
Seminar	-	-	2	2	-
Test	5	5	5	5	5
Attendance	1	1	1	1	1
Total	8	8	8	8	8

f. Mapping Course Outcome with External Assessment (60 Marks)

Category	CO1	CO2	CO3	CO4	CO5
Part – A (Short Answer -5 x 4 = 20marks)	5	5	-	5	5
Part – B (Essay-4 x 10 = 40 marks)	5	5	10	10	10
Total	10	10	10	15	15

g. Rubric for Assignments

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs

1	**Content** **50%**	Ideas are detailed, well developed, supported with specific evidence,facts and examples	Ideasare detailed, Developed and supported with evidence and facts mostly specific.	Ideas are presented but not particularly developed or supported;	Content is not sound	Not attended	CO1, CO2, CO
2	**Organization** **50%**	Includes title, introduction,statement of the main idea with illustration and conclusion.	Includes title, introduction,statement ofmain ideaand conclusion.	organizational tools are weak or missing	Noorganization	Not attended	CO1, CO2, CO5

h. Rubric for Seminar

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	**Knowledge and Understanding** **50%**	Exceptional knowledge of facts, terms, and concepts	Detailed knowledge of facts, terms, and concepts	Considerable knowledge of facts, terms, and concepts	Minimal knowledge of facts, terms, and concepts	Not Attended	CO3, CO4
2	**Presentation** **50%**	Well Communicated with logical sequences, examples, and references	Communicated with sequences	Just Communicated	No coherent communication	Not Attended	CO3, CO4

i. Model Question Paper

Sl. No.	Model Questions	Specification	Level
	Part – A:Short Answer **Marks: 5 x 4 = 20**		
1	Define the origin and growth of F&B Service Department?	Define	Understand
2	How will you classify the catering establishment?	Discuss	Remember
3	Write short notes about job description and job specification	Explain	Understand

4	Discuss about the importance of food and beverage in commercial kitchens?	Explain	Remember
	PART – B: Essay Type **Marks: 10 x 4 = 40**		
5	Briefly explain about the types of cutlery used for hotel industry?	Explain	Understand
6	What do you mean by analysis and decision making?	Discuss	Remember
7	Write short notes about Standardized recipes?	Explain	Understand
8	Explain briefly about Mis-en-scene?	Explain	Remember

SEMESTER - III					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
THM 312	Advanced Accommodation Operations	3	1	-	4

a. Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	To enable the student to manage accommodation operation	Apply
CO 2	To study the day today activities in managing accommodation operation	Analyze
CO 3	To develop the right skills necessary in accommodation operation	Skill

b. Syllabus

Units	Content	Hrs.
I	Accommodation Facility Planning: Planning and design - Room dimensions (length, width, height, space management) - Facilities and services for disabled guest room - Balconies and terraces - Eva floor - Work ergonomics - Bathroom layouts - Fitting and fixtures - Disabled guest bathroom features.	12
II	Planning the Front Office Layout: Ergonomics - Lobby layout - Front Desk layout - Bell Desk layout - Back Office layout.	12
III	Budgeting for Housekeeping: Inventory control and stock taking - Types of budgets (operational and capital) - Budget preparation - Cost control in specific areas, guest room, public areas, linen room, stores, cleaning - material and supplies, flowers) - Purchasing.(Principles involved, stages, types).	12
IV	Daily Routines and Housekeeping Procedures: A day in the life of an Executive Housekeeper/ Accommodation Manager - A day in the life of an Assistant Housekeeper - A day in the life of a Floor Supervisor - A day in the life of a Public Area Supervisor - A day in the life of a Desk Housekeeper - A day in the life of a Uniform, Linen Supervisor.	12
V	Security and Lodging Industry: Developing the security program – Management role in security - Setting up the security program - Security and law. Eco-Friendly Concepts in Housekeeping: Ecotels - Ecotel Certification - Energy and water conservation - Eco friendly products - Waste disposal in housekeeping.	12
	Tasks and Assignments:	

References:
1. Raghubalan.G., &Smritee. R. (2015). Hotel Housekeeping Operations and management, New Delhi, Oxford university press.
2. Negi.J. (2015). Professional Hotel Management, S.Chand, New Delhi.
3. Malini Singh & Jaya B.George (2008), Jaico Publication, Mumbai.

c. Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3

d. Evaluation Scheme

	CO1	CO2	CO3	CO4	CO5	Total
Internal	8	8	8	8	8	40
External	10	10	10	15	15	60
Total	**18**	**18**	**18**	**23**	**23**	**100**

e. Mapping Course Outcome with Internal Assessment (40 Marks)

	CO1	CO2	CO3	CO4	CO5
Assignments	2	2	-	-	2
Seminar	-	-	2	2	-
Test	5	5	5	5	5
Attendance	1	1	1	1	1
Total	8	8	8	8	8

f. Mapping Course Outcome with External Assessment (60 Marks)

Category	CO1	CO2	CO3	CO4	CO5
Part – A (Short Answer -5 x 4 = 20marks)	5	5	-	5	5
Part – B (Essay-4 x 10 = 40 marks)	5	5	10	10	10
Total	**10**	**10**	**10**	**15**	**15**

g. Rubric for Assignments

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs

1	**Content** **50%**	Ideas are detailed, well developed, supported with specific evidence,facts and examples	Ideasare detailed, Developed and supported with evidence and facts mostly specific.	Ideas are presented but not particularly developed or supported;	Content is not sound	Not attended	CO1, CO2, CO5
2	**Organizati on** **50%**	Includes title, introduction,state ment of the main idea with illustration and conclusion.	Includes title, introduction,state ment ofmain ideaand conclusion.	organizatio nal tools are weak or missing	Noorganizati on	Not attend ed	CO1, CO2, CO5

h. Rubric for Seminar

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relatio n to COs
1	**Knowledge and Understandin g** **50%**	Exceptional knowledge of facts, terms, and concepts	Detailed knowledge of facts, terms, and concepts	Considerable knowledge of facts, terms, and concepts	Minimal knowledge of facts, terms, and concepts	Not Attende d	CO3, CO4
2	**Presentation** **50%**	Well Communicate d with logical sequences, examples, and references	Communicate d with sequences	Just Communicate d	No coherent communicatio n	Not Attende d	CO3, CO4

i. Model Question Paper

Sl. No.	Model Questions	Specification	Level
	Part – A:Short Answer **Marks: 4 x 5 = 20**		
1	Discuss purchasing methods with their advantages and disadvantages.	Discuss	Remember

2	Explain the use of vanity counter.	Explain	Remember
3	Explain the aspects of floor skirting.	Explain	Remember
4	Explain the duties and responsibilities of floor supervisor	Explain	Remember
	PART – B: Essay Type **Marks: 10 x 4 = 40**		
5	Draw the layout of the suite room.	Illustrate	Remember
6	Differentiate between capital budget and operational budget.	Differentiate	Understand
7	Discuss safety and security measures in hotel industry	Discuss	Understand
8	Give your views about the changing trends in hospitality industry.	Elaborate	Analyse

SEMESTER - III					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
THM 313	Advanced Front Office Operations	3	1	-	4

a. Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	To understand the front office Accounting and Auditing system	Understand
CO 2	To familiarize the reservation management and procedure followed at Reception	Apply
CO 3	To enable the students to manage the front office operations	Skill

b. Syllabus

Units	Content	Hrs.
I	Front Office Accounting: Accounting Fundamentals – Accounts, folios, vouchers, POS, ledgers - FO accounting cycle - Creation and maintenance of accounts - Guest and non guest accounts - Accounting system – non automated, semi automated and fully automated.	12
II	Front Office Audit: Role and importance of Night Audit - Job Description of the night auditor - Establishing an End of day - Guest Credit monitoring - Preparation of Transcription Front Office audit process.	12
III	Reservations Management and Reception: Overbooking – Forecasting - Legal implications – Packages - Potential reservation problems. Day & Night Reception – Calculations - Room selling techniques – Up selling and Discounts.	12
IV	Hospitality and Lobby Desk: Role of the GRE - Welcome Procedure - Identifying complaints - Complaint Handling - Role of the Lobby Desk - Job Description of the Lobby Manager.	12
V	Check-out and Settlement: Tracking transaction – cash payment, charge purchase, account correction, account allowance, account transfer, cash advance - Internal control – Cash Bank - Check-out and account settlement - Control of cash and credit - Methods of settlement - Checkout options - Express checkout, Self check out, In-room check out - Late check-out - Unpaid account balances - Account collection – account ageing - Updating FO records - Late Charges.	12

Tasks and Assignments:

References:

1. Michael L Kasavanna& Richard M. Brooks (1998), Managing Front Office Operations, New Delhi.
2. Dennis L. Foster, An introduction to hospitality
3. Su Baker, Pam Bradley & Jeremy Huyton, Principles of Hotel Front Office Operations.
4. Tewari, J.R. (2016). Hotel front office operations and Management. New Delhi: Oxford publication.
5. James A. Bardi (2013), Hotel Front Office Management, John Wiley & Sons, New Jersey.

c. Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	2	3	3	3
CO3	3	3	3	3	2

d. Evaluation Scheme

	CO1	CO2	CO3	CO4	CO5	Total
Internal	8	8	8	8	8	40
External	10	10	10	15	15	60
Total	18	18	18	23	23	100

e. Mapping Course Outcome with Internal Assessment (40 Marks)

	CO1	CO2	CO3	CO4	CO5
Assignments	2	2	-	-	2
Seminar	-	-	2	2	-
Test	5	5	5	5	5
Attendance	1	1	1	1	1
Total	8	8	8	8	8

f. Mapping Course Outcome with External Assessment (60 Marks)

Category	CO1	CO2	CO3	CO4	CO5
Part – A (Short Answer -5 x 4 = 20marks)	5	5	-	5	5
Part – B (Essay-4 x 10 = 40 marks)	5	5	10	10	10
Total	10	10	10	15	15

g. Rubric for Assignments

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs

1	**Content** **50%**	Ideas are detailed, well developed, supported with specific evidence,facts and examples	Ideasare detailed, Developed and supported with evidence and facts mostly specific.	Ideas are presented but not particularly developed or supported;	Content is not sound	Not attend ed	CO1, CO2, CO5
2	**Organizati on** **50%**	Includes title, introduction,state ment of the main idea with illustration and conclusion.	Includes title, introduction,state ment ofmain ideaand conclusion.	organizatio nal tools are weak or missing	Noorganizati on	Not attend ed	CO1, CO2, CO5

h. Rubric for Seminar

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relatio n to COs
1	**Knowledge and Understandin g** **50%**	Exceptional knowledge of facts, terms, and concepts	Detailed knowledge of facts, terms, and concepts	Considerable knowledge of facts, terms, and concepts	Minimal knowledge of facts, terms, and concepts	Not Attende d	CO3, CO4
2	**Presentation** **50%**	Well Communicate d with logical sequences, examples, and references	Communicate d with sequences	Just Communicate d	No coherent communicatio n	Not Attende d	CO3, CO4

i. Model Question Paper

Sl. No.	Model Questions	Specification	Level
	Part – A:Short Answer **Marks: 4 x 5 = 20**		
1	Define Front Office Accounting. Also, write the various objectives of Front Office Accounting System.	Define	Understand
2	Define Voucher. Also, discuss its types.	Discuss	Remember
3	What do you mean by Overbooking? Write the advantages of	Explain	Understand

	Overbooking.		
4	Explain the process of establishing end of day.	Explain	Remember
	PART – B: Essay Type **Marks: 10 x 4 = 40**		
5	Write brief note on the role of GRE.	Explain	Understand
6	Write brief note on the job description of lobby manager.	Discuss	Remember
7	Write a detailed note on the various steps in the check-out and settlement process in the hotel.	Explain	Understand
8	Discuss the types of check-out in a hotel with suitable examples.	Explain	Understand

SEMESTER - III					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
THM 314	Hygiene and Food Safety	3	1	-	4

a. Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	**Level**
CO 2	To expose the learners to Understand the concepts and responsibility for food safety	Understand
CO 3	To enable studentsUnderstand the importance of maintaining a written food safety management system to control food safety hazards	Apply
CO 5	To help them acquire knowledge and skills to explain integration between food safety and the impact of food borne illness	Skill

b. Syllabus

Units	Content	Hrs.
I	Introduction to Hygiene and Sanitation- Introduction to Food safety- Quality in food-Types of hazards-Benefits of quality systems in food - Importance of hygiene in catering establishments- Sanitation and its importance	12
II	Contamination and Spoilage- Conditions which lead to spoilage-What are the factors that affect food spoilage- Signs of spoilage in various foods- Factors affecting the growth of microorganisms in foods - Microbes and their role in food spoilage- Factors affecting and controlling microbial growth- Food borne illness	12
III	Purchasing, Receiving and Storage of Foods- Procedures while purchasing and receiving foods- Importance of storage of food-Various storage zones-dry, refrigerator- Points to be considered while storing food- The Pros and Cons of 6 Ways to Store Food-, freezer- special reference to temperatures	12
IV	Establishment – Control Of Operations- Food Receipt (Procurement Of Raw Materials And Ingredients)- Food And Packaging Materials Storage- Pre-Preparation—Preparation-- Food Display And Service- Food Packaging And Wrapping- Food Transportation	12
V	Maintenance & Sanitation- Cleaning & Sanitation- Maintenance- Pest Control Systems- Waste Disposal Management- Establishment – Personal Hygiene- Health Status- Illness & Injury- Personal	12

Cleanliness- Personal Behaviors

Tasks and Assignments:	
References:	
1. Principles of food sanitation – Marriott	
2. Essentials of food safety and sanitation - David M S Swane, Nancy R Rue, Richard Linton	

c. Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3

d. Evaluation Scheme

	CO1	CO2	CO3	CO4	CO5	Total
Internal	8	8	8	8	8	40
External	10	10	10	15	15	60
Total	**18**	**18**	**18**	**23**	**23**	**100**

e. Mapping Course Outcome with Internal Assessment (40 Marks)

	CO1	CO2	CO3	CO4	CO5
Assignments	2	2	-	-	2
Seminar	-	-	2	2	-
Test	5	5	5	5	5
Attendance	1	1	1	1	1
Total	8	8	8	8	8

f. Mapping Course Outcome with External Assessment (60 Marks)

Category	CO1	CO2	CO3	CO4	CO5
Part – A (Short Answer -5 x 4 = 20marks)	5	5	-	5	5
Part – B (Essay-4 x 10 = 40 marks)	5	5	10	10	10
Total	**10**	**10**	**10**	**15**	**15**

g. Rubric for Assignments

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs

| 1 | Content 50% | Ideas are detailed, well developed, supported with specific evidence,facts and examples | Ideasare detailed, Developed and supported with evidence and facts mostly specific. | Ideas are presented but not particularly developed or supported; | Content is not sound | Not attended | CO1, CO2, CO5 |
| 2 | Organization 50% | Includes title, introduction,statement of the main idea with illustration and conclusion. | Includes title, introduction,statement ofmain ideaand conclusion. | organizational tools are weak or missing | Noorganization | Not attended | CO1, CO2, CO5 |

h. Rubric for Seminar

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	Knowledge and Understanding 50%	Exceptional knowledge of facts, terms, and concepts	Detailed knowledge of facts, terms, and concepts	Considerable knowledge of facts, terms, and concepts	Minimal knowledge of facts, terms, and concepts	Not Attended	CO3, CO4
2	Presentation 50%	Well Communicated with logical sequences, examples, and references	Communicated with sequences	Just Communicated	No coherent communication	Not Attended	CO3, CO4

i. Model Question Paper

Sl. No.	Model Questions	Specification	Level
	Part – A:Short Answer **Marks: 4 x 5 = 20**		
1	What are the Types of hazards observed?	Define	Understand
2	Define Food borne illness with your own examples?	Discuss	Remember
3	What are the Points to be considered while storing food?	Explain	Understand

4	What are the Procedures adopted for Food Transportation?	Explain	Remember
	PART – B: Essay Type **Marks: 10 x 4 = 40**		
5	Discuss in detail about the Importance of hygiene in catering establishments- Sanitation and its importance	Explain	Understand
6	What are the Factors affecting the growth of microorganisms in foods?	Discuss	Remember
7	Explain about the Procedures adoptedwhile purchasing and receiving foods?	Explain	Understand
8	Why food Packaging and wrapping is essential in terms of food safety?	Explain	Understand

SEMESTER - III					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
THM 321	Introduction to Aviation	3	1	-	4

a. Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	To provide students' an overview of the aviation industry	Remember
CO 2	To explain the functions of airports and air traffic management	Understand
CO 3	To establish and identify key characteristics of aviation industry	Apply

b. Syllabus

Units	Content	Hrs.
I	Introduction: Airline Industry – Scope – Types – Scheduled and Non Scheduled Flights – Air Cargo Transport – Economic and Social impact – Regulatory Bodies – Key Performance indicators	12
II	Characteristics: Airline Profitability – Main Industry - Characteristics of Passenger airlines – Service Industry – Characteristics	12
III	Organisational Structure: Airline Alliances – Development of commercial airlines – Deregulation – Impact of Deregulated Airline industry – Organizational Structure – Types of Airline Personnel – Flight crew and Cabin Crew – Training – Organizational Culture	12
IV	Airports and its services: Airports – Personnel – Processing Passengers and Freight – Airport Security – Air Navigation Services – Air Traffic Control – Airplanes – Manufacturers – Types of Aircraft	12
V	Safety and security: Air Safety and Security – Role of Regulatory Agencies – Airside Safety – Culture of Safety – Issues in Air safety – Accident and Incident Investigation – Future of Airline Industry	12
	Tasks and Assignments: **References:** 1. AEROSPACE: The Journey of Flight, 2nd Edition.	

c. Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3

CO2	2	3	3	3	3
CO3	3	3	3	3	3

d. Evaluation Scheme

	CO1	CO2	CO3	CO4	CO5	Total
Internal	8	8	8	8	8	40
External	10	10	10	15	15	60
Total	18	18	18	23	23	100

e. Mapping Course Outcome with Internal Assessment (40 Marks)

	CO1	CO2	CO3	CO4	CO5
Assignments	2	2	-	-	2
Seminar	-	-	2	2	-
Test	5	5	5	5	5
Attendance	1	1	1	1	1
Total	8	8	8	8	8

f. Mapping Course Outcome with External Assessment (60 Marks)

Category	CO1	CO2	CO3	CO4	CO5
Part – A (Short Answer -5 x 4 = 20marks)	5	5	-	5	5
Part – B (Essay-4 x 10 = 40 marks)	5	5	10	10	10
Total	10	10	10	15	15

g. Rubric for Assignments

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	Content 50%	Ideas are detailed, well developed, supported with specific evidence,facts and examples	Ideasare detailed, Developed and supported with evidence and facts mostly specific.	Ideas are presented but not particularly developed or supported;	Content is not sound	Not attended	CO1, CO2, CO5
2	Organization 50%	Includes title, introduction,statement of the main idea with illustration and conclusion.	Includes title, introduction,statement ofmain ideaand conclusion.	organizational tools are weak or missing	Noorganization	Not attended	CO1, CO2, CO5

h. Rubric for Seminar

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	**Knowledge and Understanding** **50%**	Exceptional knowledge of facts, terms, and concepts	Detailed knowledge of facts, terms, and concepts	Considerable knowledge of facts, terms, and concepts	Minimal knowledge of facts, terms, and concepts	Not Attended	CO3, CO4
2	**Presentation** **50%**	Well Communicated with logical sequences, examples, and references	Communicated with sequences	Just Communicated	No coherent communication	Not Attended	CO3, CO4

i. Model Question Paper

Sl. No.	Model Questions	Specification	Level
	Part – A:Short Answer **Marks: 4 x 5 = 20**		
1	What do you mean by Civil Aviation? Discuss the important factors driving Civil Aviation.	Discuss	Remember
2	Discuss the various factors affecting the demand for airline service.	Discuss	Understand
3	What is an Aircraft? Also, write the various types of Aircraft.	Explain	Remember
4	Service industry is inseparable and heterogeneous. Comment.	Discuss	Understand
	PART – B: Essay Type **Marks: 10 x 4 = 40**		
5	Discuss the various impacts of Airline Industry.	Discuss	Understand
6	What are the characteristics of Airline Industry? Explain with suitable examples.	Explain	Remember
7	What do you mean by Airport? Discuss the various services at the Airport.	Discuss	Understand

8	1. Write a detailed note on the following:
	    a. Issues in Air Safety
	    b. Future of Airline Industry
		Discuss	Remember

SEMESTER - III					
Course Code	Course Name	L	T	P	Credits
THM 322	Strategic Airport Planning and Development	3	1	-	4

a. Course Outcome (CO)
On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	To understand about the Aviation's History, its major players and it current trends and challenges	Remember
CO 2	To understand and adhere to the various Regulations involved Aviation Industry.	Understand
CO 3	To do the Planning of the Airport and to perform operations involved in the Airport	Apply

b. Syllabus

Units	Content	Hrs.
I	Introduction – Growth of air transport, Airport organization and associations, Classification of airports airfield components, Air traffic Zones and approach areas. Context of Airport system planning – Development of Airport Planning process – Ultimate consumers – Airline decision – Other Airport operations.	12
II	Airport Characteristics Related To Airport Design -Components Size, Turning Radius, Speed, Airport Characteristics. Capacity And Delay: Factors Affecting Capacity, Determination Of Runway Capacity Related To Delay, Gate Capacity, And Taxiway Capacity.	12
III	Airport Planning And Surveys: Runway Length And Width, Sight Distances, Longitudinal And Transverse, Runway Intersections, Taxiways, Clearances, Aprons, Numbering, Holding Apron. Planning And Design Of The Terminal Area: Operational Concepts, Space Relationships And Area Requirements, Noise Control, Vehicular Traffic And Parking At Airports. Air Traffic Control And Aids: Runways And Taxiways Markings, Day & Night Landing Aids, Airport Lighting And Other Associated Aids.	12
IV	The role and scope of activity of the Airport Enterprise – The economic impact on countries and regions – the main governance patterns in the airport business – The International path of evolution in the air port business – Airport transport value chain – Air enterprises – two primary actors in the air transport value chain – Skipping peripheral positions in the value chain.	12
V	Rise of airport marketing for the aviation related business – airports market positioning – primary hub – secondary hub – regional airport – all cargo airport – airport positioning criteria – role on the market – identification of partners for airport development – first quantum leap of the airport enterprises – low cost airports – role of helicopters as a complimentary feeder and defender of hub airports – Airport revenue management – Airport alliances – management contract.	12
	Tasks and Assignments: **References:**	

1. Aviation Safety Programs A Management Hand Book-Richard H.Wood – Jeppesen Sanderson Inc.
2. Strategic Management –Gregory G.Dess and Alex Miller – McGraw Hill
3. Strategic Management: An Integrative Perspective-A.C.Hax and NS-Majifu, Prentice Hall.
4. Marketing Management –Philip Kotler – Pearson Education/PHI
5. Marketing Management – RAJAN SAXENA –Tata McGraw Hill
6. International Marketing – Philip R.Cateora-Irwin McGraw Hill, 9th Edition.

c. Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	2	3	3
CO3	3	3	3	3	3

d. Evaluation Scheme

	CO1	CO2	CO3	CO4	CO5	Total
Internal	8	8	8	8	8	40
External	10	10	10	15	15	60
Total	18	18	18	23	23	100

e. Mapping Course Outcome with Internal Assessment (40 Marks)

	CO1	CO2	CO3	CO4	CO5
Assignments	2	2	-	-	2
Seminar	-	-	2	2	-
Test	5	5	5	5	5
Attendance	1	1	1	1	1
Total	8	8	8	8	8

f. Mapping Course Outcome with External Assessment (60 Marks)

Category	CO1	CO2	CO3	CO4	CO5
Part – A (Short Answer -5 x 4 = 20marks)	5	5	-	5	5
Part – B (Essay-4 x 10 = 40 marks)	5	5	10	10	10
Total	10	10	10	15	15

g. Rubric for Assignments

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs

	Criteria						Relation to COs
1	**Content** **50%**	Ideas are detailed, well developed, supported with specific evidence,facts and examples	Ideasare detailed, Developed and supported with evidence and facts mostly specific.	Ideas are presented but not particularly developed or supported;	Content is not sound	Not attended	CO1, CO2, CO5
2	**Organizati on** **50%**	Includes title, introduction,state ment of the main idea with illustration and conclusion.	Includes title, introduction,state ment ofmain ideaand conclusion.	organizatio nal tools are weak or missing	Noorganizati on	Not attend ed	CO1, CO2, CO5

h. Rubric for Seminar

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relatio n to COs
1	**Knowledge and Understandin g** **50%**	Exceptional knowledge of facts, terms, and concepts	Detailed knowledge of facts, terms, and concepts	Considerable knowledge of facts, terms, and concepts	Minimal knowledge of facts, terms, and concepts	Not Attende d	CO3, CO4
2	**Presentation** **50%**	Well Communicate d with logical sequences, examples, and references	Communicate d with sequences	Just Communicate d	No coherent communicatio n	Not Attende d	CO3, CO4

i. Model Question Paper

Sl. No.	Model Questions	Specification	Level
	Part – A:Short Answer **Marks: 4 x 5 = 20**		
1	Define airline.	Define	Remember
2	What is an airport?	Define	Remember
3	What are cargo terminals?	Define	Remember

4	Define hand luggage.	Define	Remember
	PART – B: Essay Type **Marks: 10 x 4 = 40**		
5	What are the components of runway in airport? Explain in brief.	Explain	Understand
6	Write a short note of types of airport configurations.	Explain	Understand
7	Discuss the importance of airport marketing for the aviation business.	Discuss	Understand
8	Write a note on the governance pattern in the airport business.	Describe	Remember

SEMESTER - III					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
THM 323	Airline Revenue Management	3	1	-	4

a. Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	List the factors that affect demand for seats	Remember
CO 2	Understand the basic principles of passenger revenue management	Understand
CO 3	To discover the techniques applied by Airlines to derive revenue from sales to maximize profitability	Analyze
CO 4	Demonstrate revenue management skills and strategies	Skill

b. Syllabus

Units	Content	Hrs.
I	Introduction to Revenue Management – Managing Passenger Demand – Demand Strategies	12
II	Pricing – The Price Demand Relationship – Inventory Control – Pricing Strategies	12
III	Booking Class Assignment – Seat Inventory Control – Spoilage Management	12
IV	Group Management – Scheduling and Capacity Adjustments – Monitoring Performance	12
V	Product Distribution – Revenue Management Organization – Revenue Management – Current and Future	12

	Tasks and Assignments:
	References:
	   1. Wells.A-Airport Planning and Management, 4th Edition-McGraw-hill, London-2000.
	   2. Doganis.R.-The Airport Business-Routledge, London-1992.
	   3. Alexander T.Well, Seth Young –Principles of Airport Management-McGraw Hill 2003	

c. Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	3	2
CO3	3	3	3	3	3

CO4	3	3	2	3	3

d. Evaluation Scheme

	CO1	CO2	CO3	CO4	CO5	Total
Internal	8	8	8	8	8	40
External	10	10	10	15	15	60
Total	**18**	**18**	**18**	**23**	**23**	**100**

e. Mapping Course Outcome with Internal Assessment (40 Marks)

	CO1	CO2	CO3	CO4	CO5
Assignments	2	2	-	-	2
Seminar	-	-	2	2	-
Test	5	5	5	5	5
Attendance	1	1	1	1	1
Total	8	8	8	8	8

f. Mapping Course Outcome with External Assessment (60 Marks)

Category	CO1	CO2	CO3	CO4	CO5
Part – A **(Short Answer -5 x 4 = 20marks)**	5	5	-	5	5
Part – B **(Essay-4 x 10 = 40 marks)**	5	5	10	10	10
Total	**10**	**10**	**10**	**15**	**15**

g. Rubric for Assignments

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	**Content** **50%**	Ideas are detailed, well developed, supported with specific evidence,facts and examples	Ideasare detailed, Developed and supported with evidence and facts mostly specific.	Ideas are presented but not particularly developed or supported;	Content is not sound	Not attended	CO1, CO2, CO5
2	**Organization** **50%**	Includes title, introduction,statement of the main idea with illustration and conclusion.	Includes title, introduction,statement ofmain ideaand conclusion.	organizational tools are weak or missing	Noorganization	Not attended	CO1, CO2, CO5

h. Rubric for Seminar

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	**Knowledge and Understanding** 50%	Exceptional knowledge of facts, terms, and concepts	Detailed knowledge of facts, terms, and concepts	Considerable knowledge of facts, terms, and concepts	Minimal knowledge of facts, terms, and concepts	Not Attended	CO3, CO4
2	**Presentation** 50%	Well Communicated with logical sequences, examples, and references	Communicated with sequences	Just Communicated	No coherent communication	Not Attended	CO3, CO4

i. Model Question Paper

Sl. No.	Model Questions	Specification	Level
	Part – A:Short Answer **Marks: 4 x 5 = 20**		
1	Explain how airlines manage their revenues.	Explain	Understand
2	How will you anticipate prices if you are the CEO of an airline.	Plan	Apply
3	What is inventory management in the aviation sector?	Explain	Remember
4	What is spoilage management in the aviation industry?	Explain	Remember
	PART – B: Essay Type **Marks: 10 x 4 = 40**		
5	Make a sketch of your own airline company, complete with your ideal workers.	Plan	Apply
6	Discuss briefly the price methods that should be used.	Discuss	Understand
7	How to evaluate sales performance?	Describe	Understand
8	How to tackle periods of higher demand?	Explain	Understand

SEMESTER - III					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
THM 324	Aviation Safety and	3	1	-	4

	Security Management				

a. Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	Appreciate the safety, reliability and security provisions and infrastructure in aviation administration and service providers	Remember
CO 2	Identify major causes of aviation accidents and security infiltrations	Apply
CO 3	Participate in the management functions for aviation safety and security.	Skill

b. Syllabus

Units	Content	Hrs.
I	Airport Security–I: Introduction, security planning, responsibility and organisation, air side security procedures, land side security procedures – passenger terminal, cargo terminal.	12
II	Airport Security–II: Airport security programme, Airport security authority, Airport civil aviation security committee, preventative measures, security v/s facilitation training and awareness, testing inspection and audit. Bureau of Civil Aviation Security (BCAS).	12
III	Physical Security for the Aviation Environment: Introduction Intrusion detection system, security cameras, determining total security system cost, locks and key control, security barriers and fencing security lighting, window security.	12
IV	Airport Aircraft Emergencies: Types of emergencies, level of protection required, water supply and emergency access roads communication and alarm requirements. Rescue and fire fighting vehicles and procedures, foaming the runways, removal of disabled aircraft.	12
V	Airport Emergencies Response and Noise Control: Emergency response – accident, medical emergencies, natural gas leaks, severe weather and natural disasters, terrorism – bomb threats, hijacking, hostage situation, functions of Aerodrome committee.	12
	Tasks and Assignments: **References:** 1. Airline Management – Page S J	

c. Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3

d. Evaluation Scheme

	CO1	CO2	CO3	CO4	CO5	Total
Internal	8	8	8	8	8	40

External	10	10	10	15	15	60
Total	**18**	**18**	**18**	**23**	**23**	**100**

e. Mapping Course Outcome with Internal Assessment (40 Marks)

	CO1	CO2	CO3	CO4	CO5
Assignments	2	2	-	-	2
Seminar	-	-	2	2	-
Test	5	5	5	5	5
Attendance	1	1	1	1	1
Total	8	8	8	8	8

f. Mapping Course Outcome with External Assessment (60 Marks)

Category	CO1	CO2	CO3	CO4	CO5
Part – A (Short Answer -5 x 4 = 20marks)	5	5	-	5	5
Part – B (Essay-4 x 10 = 40 marks)	5	5	10	10	10
Total	**10**	**10**	**10**	**15**	**15**

g. Rubric for Assignments

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	**Content** **50%**	Ideas are detailed, well developed, supported with specific evidence,facts and examples	Ideasare detailed, Developed and supported with evidence and facts mostly specific.	Ideas are presented but not particularly developed or supported;	Content is not sound	Not attended	CO1, CO2, CO5
2	**Organizati on** **50%**	Includes title, introduction,statement of the main idea with illustration and conclusion.	Includes title, introduction,statement ofmain ideaand conclusion.	organizational tools are weak or missing	Noorganization	Not attended	CO1, CO2, CO5

h. Rubric for Seminar

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs

1	**Knowledge and Understanding** 50%	Exceptional knowledge of facts, terms, and concepts	Detailed knowledge of facts, terms, and concepts	Considerable knowledge of facts, terms, and concepts	Minimal knowledge of facts, terms, and concepts	Not Attended	CO3, CO4
2	**Presentation** 50%	Well Communicated with logical sequences, examples, and references	Communicated with sequences	Just Communicated	No coherent communication	Not Attended	CO3, CO4

i. Model Question Paper

Sl. No.	Model Questions	Specification	Level
	Part – A:Short Answer **Marks: 4 x 5 = 20**		
1	Expand BCAS.	Expand	Remember
2	What do you mean by passenger terminal?	Explain	Understand
3	Define cargo terminal	Define	Remember
4	What is an airport security programme?	Explain	Remember
	PART – B: Essay Type **Marks: 10 x 4 = 40**		
5	Discuss the security planning procedures followed by airport in detail.	Discuss	Understand
6	Describe the procedure of removing disabled aircraft in detail.	Describe	Remember
7	Discuss the importance of determining the security system cost at an airport.	Discuss	Understand
8	Explain the types of emergencies in detail	Explain	Understand

SEMESTER - III					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
THM 331	Consumer Behaviour	3	1	-	4

a. Course Outcome (CO)
On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	To develop an understanding about the many aspects of consumer behaviour and its applications in marketing.	Understand

b. Syllabus

Units	Content	Hrs.
I	Introduction to Consumer Behaviour; Consumer Behaviour and marketing Strategy, Methods of consumer research, Applications of consumer behaviour knowledge in marketing. Contributing disciplines and area like psychology, social psychology, economics, anthropology etc. Diversity of consumers and their behaviors. Profiling the consumer and understanding their needs. Segmentation , Consumer Decision making process and decision making roles Information Search Process; Evaluative criteria and decision rules. Are consumers Rational or emotional. Involvement theory and applications.	12
II	Consumer needs, theories of Motivation and their applications. Process theories and content theories. Personality and self concept. Theories of personality. Trait theory and measurement. Motivational Research. Perception. Thresholds of perception, Subliminal perception, Perceptual process dynamics. Positioning methods and measurement. Perceptual mapping methods, multi dimensional scaling. Consumer imagery.	12
III	Learning theories and their applications, Brand loyalty, Brand extensions. Conditioning theories, Cognitive learning theories. Attitudes and Attitude Change; Concept and measurement of attitudes. Strategies of attitude change.. Attribution theory and Cognitive dissonance. Persuasion and persuasibility.	12
IV	Self Concept. Concept of Multiple Selves. Development of the self. Image Congruence assumptions . Social Comparison theory . Self-esteem. Body image and body esteem. Fashion, Cosmetics and Conspicuous consumption. Psychographics and Lifestyle; Reference Group Influence; Theory of reference group and applications . Endorsements and reference group influence. Culture, the concept meaning and measurement Content analysis. Values and beliefs, Rituals, Customs, Tradition, Symbol and influence in consumption. Consumer learning of culture.,. Consumer Socialization. Semiotics. Subcultures and Cross Cultural issues in marketing.	12
V	Family, family life cycle and decision-making. Social Class. The concept and measurement. Mobility among social classes. Prestige products and status. Diffusion of Innovation and Opinion Leadership . Marketing, consumer behaviour and society. Consumption and persuasion-Issues of manipulation and long term impacts on society and children. Consumer materialism. Consumer behaviour knowledge for public policy.	12
	Tasks and Assignments: **References:** 1. Howard, John A etc. Consumer Behaviour in marketing Englewood Cliffs, New Jersey, Prentice Hall Inc.1989. 2. Hawkins, D I etc. Consumer Behaviour Implications for Marketing Strategy. Texas, Business, 1995. 3. Mowen, John C. Consumer Behaviour , New York, MacMillan, 1993. 4. Schiffman, L G and Kanuk, L L Consumer Behaviour New	

	Delhi, Prentice Hall of India, 1994.				

c. Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3

d. Evaluation Scheme

	CO1	CO2	CO3	CO4	CO5	Total
Internal	8	8	8	8	8	40
External	10	10	10	15	15	60
Total	**18**	**18**	**18**	**23**	**23**	**100**

e. Mapping Course Outcome with Internal Assessment (40 Marks)

	CO1	CO2	CO3	CO4	CO5
Assignments	2	2	-	-	2
Seminar	-	-	2	2	-
Test	5	5	5	5	5
Attendance	1	1	1	1	1
Total	8	8	8	8	8

f. Mapping Course Outcome with External Assessment (60 Marks)

Category	CO1	CO2	CO3	CO4	CO5
Part – A (Short Answer -5 x 4 = 20marks)	5	5	-	5	5
Part – B (Essay-4 x 10 = 40 marks)	5	5	10	10	10
Total	**10**	**10**	**10**	**15**	**15**

g. Rubric for Assignments

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	**Content 50%**	Ideas are detailed, well developed, supported with specific evidence,facts and examples	Ideasare detailed, Developed and supported with evidence and facts mostly specific.	Ideas are presented but not particularly developed or supported;	Content is not sound	Not attended	CO1, CO2, CO5

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2	**Organizati on** **50%**	Includes title, introduction,state ment of the main idea with illustration and conclusion.	Includes title, introduction,state ment ofmain ideaand conclusion.	organizatio nal tools are weak or missing	Noorganizati on	Not attend ed	CO1, CO2, CO5

h. Rubric for Seminar

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relatio n to COs
1	**Knowledge and Understandin g** **50%**	Exceptional knowledge of facts, terms, and concepts	Detailed knowledge of facts, terms, and concepts	Considerable knowledge of facts, terms, and concepts	Minimal knowledge of facts, terms, and concepts	Not Attended	CO3, CO4
2	**Presentation** **50%**	Well Communicate d with logical sequences, examples, and references	Communicate d with sequences	Just Communicate d	No coherent communicati on	Not Attended	CO3, CO4

i. Model Question Paper

Sl. No.	Model Questions	Specification	Level
	Part – A:Short Answer **Marks: 4 x 5 = 20**		
1	What do you mean by Culture? Discuss the various characteristics of Culture.	Discuss	Remember
2	Explain the levels of Consumer Decision Making with suitable examples.	Explain	Remember
3	Discuss the influences of internet on the consumer behaviour.	Discuss	Understand
4	Write a brief note on the marketing application of perception.	Discuss	Understand
	PART – B: Essay Type **Marks: 10 x 4 = 40**		
5	Explain the following Consumer Behaviour models: a. Psychoanalytical Model	Explain	Understand

	b. Sociological Model		
6	Explain Family Life Cycle and its characteristics influencing consumer behaviour.	Explain	Remember
7	Write a detailed note on the steps in Consumer Decision making process with suitable examples.	Discuss	Understand
8	Discuss the future of direct marketing in India and the consumer behaviour.	Discuss	Understand

SEMESTER - III					
Course Code	Course Name	L	T	P	Credits
THM 332	Advertising and Sales Promotion Management	3	1	-	4

a. Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	To understand the concept of advertising	Remember
CO 2	Understanding the frame work of advertising planning	Understand
CO 3	To Understand the importance of planning and strategy in advertising	Apply

b. Syllabus

Units	Content	Hrs.
I	Advertising - an introduction- Origin and Development - Definition and Classification - Planning Framework - Organising Framework - the Advertiser and the Advertising Agency interface - Strategic Advertising Decisions - Setting Advertising Objectives - The Budget Decision - Preparing the Product and Media Brief	12
II	Copy Decisions - Visualization of Ad Layout - Elements of Ad Copy and Creation Principles of verbal versus visual thinkers - Styles and Stages in advertising copy creationCopy (Pre-) Testing methods and measurements.	12
III	Media Decisions - Media Planning and Selection - Concepts of Reach, Frequency, Continuity, and Selectivity - Measures of Media Cost Efficiency – Media (Readership / Viewership) Research - The Internet as an Advertising Medium - Tracking Website visits, page views, hits, and click-stream analysis – permission marketing and privacy - ethical concerns.	12
IV	Measuring Advertising Effectiveness - Control of Advertising by practitioners, media and the market - Advertising in the International Market-place - Advertising and Principles of Integrated Marketing Communication and Image Building	12
V	Sales Promotion - Rationale, Types - Consumer and Trade Promotions - Sales Promotion Strategies and Practices, Cross Promotions, Surrogate Selling, Bait and Switch advertising issues. Brand Equity - Concepts and Criteria, Building, Measuring and Managing Brand Equity, Linking Advertising and sales promotion to achieve 'brand-standing' - Leveraging Brand Values for business and non-business	12

contexts

Tasks and Assignments:		
References:		

Tasks and Assignments:
References:
1. Kruti Shah & Alan D'souza, ADVERTISING & PROMOTION, Tata McGraw-Hill New delhi, 2009.
2. Kelley &Jugenheimer, ADVERTISING MEDIA PLANNING A BRAND MANAGEMENT APPROACH, Prentice Hall, India. 2008
3. J. T Russel & Ronald Lane, KLEPPNER'S ADVERTISING PROCEDURE; Prentice Hall.
4. June Valladares, THE CRAFT OF COPYWRITING, Sage Publications.

c. Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3

d. Evaluation Scheme

	CO1	CO2	CO3	CO4	CO5	Total
Internal	8	8	8	8	8	40
External	10	10	10	15	15	60
Total	**18**	**18**	**18**	**23**	**23**	**100**

e. Mapping Course Outcome with Internal Assessment (40 Marks)

	CO1	CO2	CO3	CO4	CO5
Assignments	2	2	-	-	2
Seminar	-	-	2	2	-
Test	5	5	5	5	5
Attendance	1	1	1	1	1
Total	8	8	8	8	8

f. Mapping Course Outcome with External Assessment (60 Marks)

Category	CO1	CO2	CO3	CO4	CO5
Part – A (Short Answer -5 x 4 = 20marks)	5	5	-	5	5
Part – B (Essay-4 x 10 = 40 marks)	5	5	10	10	10
Total	**10**	**10**	**10**	**15**	**15**

g. Rubric for Assignments

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	Content 50%	Ideas are detailed, well developed, supported with specific evidence, facts and examples	Ideas are detailed, Developed and supported with evidence and facts mostly specific.	Ideas are presented but not particularly developed or supported;	Content is not sound	Not attended	CO1, CO2, CO5
2	Organization 50%	Includes title, introduction, statement of the main idea with illustration and conclusion.	Includes title, introduction, statement of main idea and conclusion.	organizational tools are weak or missing	No organization	Not attended	CO1, CO2, CO5

h. Rubric for Seminar

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	Knowledge and Understanding 50%	Exceptional knowledge of facts, terms, and concepts	Detailed knowledge of facts, terms, and concepts	Considerable knowledge of facts, terms, and concepts	Minimal knowledge of facts, terms, and concepts	Not Attended	CO3, CO4
2	Presentation 50%	Well Communicated with logical sequences, examples, and references	Communicated with sequences	Just Communicated	No coherent communication	Not Attended	CO3, CO4

i. Model Question Paper

Sl. No.	Model Questions	Specification	Level
	Part – A:Short Answer **Marks: 4 x 5 = 20**		
1	What are the different types of media outlets?	Enumerate	Remember
2	Write a note on surrogate selling	Describe	Remember
3	How can you measure the effectiveness of advertising	Discuss	Understand
4	Explain the role of International advertising.	Explain	Understand
	PART – B: Essay Type **Marks: 10 x 4 = 40**		
5	Enumerate the classification of advertising	Enumerate	Understand
6	Explain the elements and principles of design layout.	Explain	Remember
7	What are the different methods for testing advertising copy?	Explain	Remember
8	Develop a sales promotion plan to the destination of your choice.	Plan	Apply

SEMESTER - III					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
THM 333	Staff and Talent Management	3	1	-	4

a. Course Outcome (CO)
On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	To know the human resource management practices in tourism industry	Remember
CO 2	To understand basic concepts of human resource management	Understand
CO 3	To be aware of the contribution of human resources in tourism business.	Apply

b. Syllabus

Units	Content	Hrs.
I	Human Resources Management: Context and Concept of Human Resources Management-Organization and Functions of the HR – Structure and Strategy in Tourism - HR Manager – Evolution of HR Practices in Indian Context	12
II	Human Resource Planning: Job Terminologies – Job Analysis – Job Description and Job Specification - Manpower Planning – Recruitment - Selection and Induction – Hiring Trends in Tourism Industry.	12

III	Employees Assistance Programmes - Coaching and Mentoring – Performance Appraisal - Career Development – Promotions and Transfers – Employees Empowerment - Competency Standards in Tourism Sector- Retention and Retirement.	12
IV	Human Resource Development: Concept – Climate and Culture of HRD – Mechanisms of HRD: Training and Development – Methods, Design and Evaluation of T & D Programmes - Potential Appraisal	12
V	Compensation: Concepts – Job Evaluation - Principles and Determinants of Compensation - Productivity, Employee Morale – Compensation Issues in Tourism Sector - Quality of Work Life (QWT).	12
	Tasks and Assignments: **References:** 1. S.K.Chakravarthy (1987), Managerial Effectiveness and Quality and Work Life, TMH, New Delhi. 2. Robert L.Mathis& John H.Jackson (2005), HRM, South Western Pub. 3. SaiyadainS.Mirza (2003), HRM, TMH, New Delhi. 4. Dessler (2001), A Framework for HR Management, Pearson Edn India. 5. Edmund Heery (2001), A Dictionary of HRM, Oxford University Press	

c. Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	2	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3

d. Evaluation Scheme

	CO1	CO2	CO3	CO4	CO5	Total
Internal	8	8	8	8	8	40
External	10	10	10	15	15	60
Total	**18**	**18**	**18**	**23**	**23**	**100**

e. Mapping Course Outcome with Internal Assessment (40 Marks)

	CO1	CO2	CO3	CO4	CO5
Assignments	2	2	-	-	2
Seminar	-	-	2	2	-
Test	5	5	5	5	5
Attendance	1	1	1	1	1
Total	8	8	8	8	8

f. Mapping Course Outcome with External Assessment (60 Marks)

Category	CO1	CO2	CO3	CO4	CO5
Part – A **(Short Answer -5 x 4 = 20marks)**	5	5	-	5	5
Part – B **(Essay-4 x 10 = 40 marks)**	5	5	10	10	10
Total	10	10	10	15	15

g. Rubric for Assignments

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	**Content** **50%**	Ideas are detailed, well developed, supported with specific evidence,facts and examples	Ideasare detailed, Developed and supported with evidence and facts mostly specific.	Ideas are presented but not particularly developed or supported;	Content is not sound	Not attended	CO1, CO2, CO5
2	**Organizati on** **50%**	Includes title, introduction,statement of the main idea with illustration and conclusion.	Includes title, introduction,statement ofmain ideaand conclusion.	organizational tools are weak or missing	Noorganization	Not attended	CO1, CO2, CO5

h. Rubric for Seminar

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	**Knowledge and Understanding** **50%**	Exceptional knowledge of facts, terms, and concepts	Detailed knowledge of facts, terms, and concepts	Considerable knowledge of facts, terms, and concepts	Minimal knowledge of facts, terms, and concepts	Not Attended	CO3, CO4

2	Presentation 50%	Well Communicated with logical sequences, examples, and references	Communicated with sequences	Just Communicated	No coherent communication	Not Attended	CO3, CO4

i. Model Question Paper

Sl. No.	Model Questions	Specification	Level
	Part – A:Short Answer **Marks: 4 x 5 = 20**		
1	Define HRM. Also, enlist the features of HRM.	Discuss	Remember
2	HRM has social significance. Discuss.	Explain	Understand
3	Human Resources lead to Nation's well-being. Justify.	Explain	Remember
4	Write a brief note on scope of HRM.	Explain	Remember
	PART – B: Essay Type **Marks: 10 x 4 = 40**		
5	What are the objectives of HRM?	Explain	Understand
6	HRM has professional significance. Discuss.	Discuss	Remember
7	Explain the significance of HRP.	Explain	Understand
8	Outline the steps involved in the Human Resource Planning process.	Explain	Understand
9	Differentiate between Job description and Job specification.	Discuss	Remember

SEMESTER - III					
Course Code	Course Name	L	T	P	Credits
THM 334	Contemporary HR Practices	3	1	-	4

a. Course Outcome (CO)
On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	To familiarize the key aspects and contemporary issues to the students	Remember
CO 2	To understand the concepts of globalization in HR Perspective	Understand
CO 3	To understand the developments in global HR practices and its challenges	Apply

b. Syllabus

Units	Content	Hrs.
I	Introduction - Growth of International Business and Globalization –	12

	Operational Objectives and Means of Globalization in HR Perspective - Use of Balanced Score Card - Choosing an International Competitive Strategy - Forms of Operations.	
II	HR Challenges & Opportunities - National Differences Facing Operations – Domestic & MNC Perspectives - Linkages among Countries - Governance of Operations - Individual and Company Concerns – Multi cultural orientation to employees – Research and documentation Orientation in Global organizations - Ethical and Socially Responsible Behavior - Careers in International Business	12
III	HR Policies and Operations in a Global Setting - Distinctive Features of HR Functions -Planning, Organizing, Directing & Control - Operations - Manpower Planning to Separations in a Global Set-up - Staffing - Skill & Knowledge Development – Incentives & Compensation Package - Motivational Systems – Reporting Relationships – Performance Appraisal Systems – Employee Empowerment – Value systems – Shared Corporate Culture and Grievance Handling – Reactive & Proactive Mechanisms	12
IV	Change Management Model - Appreciating Change - Industry Analysis – Business Models - Mobilizing Support - Executing Change - Building Change Capability – Leadership and Change – Diversity as Enhancer of Learning and Effectiveness Within Groups and Organizations – HR to Develop Global Organisational Learning Systems.	12
V	Quality Performance in Knowledge Based Organizations - Technology – Behavioral & Technical - Universal Quality Standards & HRM – Eastern Management Thought for Global Management -Commitment, Quality, and Stress Free Work Life.	12
	Tasks and Assignments: **References:** 1. Punnett Betty Jane, International Perspectives on Organizational Behavior And Human Resource Management, M.E. Sharpe. 2. Dowling & Welch, International Hrm: Managing People In Multinational Context, Cengage Learning, New Delhi.	

c. Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3

d. Evaluation Scheme

	CO1	CO2	CO3	CO4	CO5	Total
Internal	8	8	8	8	8	40
External	10	10	10	15	15	60
Total	18	18	18	23	23	100

e. Mapping Course Outcome with Internal Assessment (40 Marks)

	CO1	CO2	CO3	CO4	CO5
Assignments	2	2	-	-	2
Seminar	-	-	2	2	-
Test	5	5	5	5	5
Attendance	1	1	1	1	1
Total	8	8	8	8	8

f. Mapping Course Outcome with External Assessment (60 Marks)

Category	CO1	CO2	CO3	CO4	CO5
Part – A **(Short Answer -5 x 4 = 20marks)**	5	5	-	5	5
Part – B **(Essay-4 x 10 = 40 marks)**	5	5	10	10	10
Total	**10**	**10**	**10**	**15**	**15**

g. Rubric for Assignments

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	**Content** **50%**	Ideas are detailed, well developed, supported with specific evidence,facts and examples	Ideasare detailed, Developed and supported with evidence and facts mostly specific.	Ideas are presented but not particularly developed or supported;	Content is not sound	Not attended	CO1, CO2, CO5
2	**Organizati on** **50%**	Includes title, introduction,state ment of the main idea with illustration and conclusion.	Includes title, introduction,state ment ofmain ideaand conclusion.	organizatio nal tools are weak or missing	Noorganizati on	Not attend ed	CO1, CO2, CO5

h. Rubric for Seminar

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs

1	**Knowledge and Understanding** **50%**	Exceptional knowledge of facts, terms, and concepts	Detailed knowledge of facts, terms, and concepts	Considerable knowledge of facts, terms, and concepts	Minimal knowledge of facts, terms, and concepts	Not Attended	CO3, CO4
2	**Presentation** **50%**	Well Communicated with logical sequences, examples, and references	Communicated with sequences	Just Communicated	No coherent communication	Not Attended	CO3, CO4

i. Model Question Paper

Sl. No.	Model Questions	Specification	Level
	Part – A:Short Answer **Marks: 4 x 5 = 20**		
1	What are the functions of the human resources department?	Explain	Understand
2	Plan your own company with your global human resources staff and describe their job responsibilities?	Discuss	Apply
3	What considerations will you have in mind when implementing Global HR practices?	Explain	Understand
4	What role do incentives and compensation packages play in motivating employees?	Explain	Understand
5	What role does manpower planning play in human resources?	Explain	Understand
	PART – B: Essay Type **Marks: 10 x 4 = 40**		
6	What role does leadership play in human resources?	Explain	Understand
7	Plan your own business with the help of your global humane resources team.	Discuss	Apply
8	What factors will you keep in mind as you implement global HR practices.	Discuss	Understand
9	How important are incentives and pay packages in motivating employees?	Discuss	Understand

SEMESTER - III					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**

THM 341	Sustainable Tourism	3	1	-	4

a. Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	Be familiar with the various approaches and practices for STD	Remember
CO 2	Understand and appreciate the significance of sustainable development	Understand
CO 3	Gain exposure to the implementation of STD principles through relevant case studies	Apply

b. Syllabus

Units	Content	Hrs.
I	Sustainable Development- Evolution - Principles, Major Dimensions of Sustainability - Reasons for Unsustainable Development - Stockholm Conference 1972 - World Conservation Union 1980 - WCED 1987 and Brundtland Commission - Rio Declaration 1992 - Kyoto Protocol 1997 - WSSD 2002 - Global Warming & Climate Change.	12
II	Sustainable Tourism Development: Meaning- Principles - 10 Rs- Agenda 21 for Travel and Tourism Industry - World Conference on Sustainable Tourism 1995 - Globe 90 Conference - Berlin Declaration - Bali Declaration 2005 - Cape Town Declaration 2002 and Kerala Declaration.	12
III	Sustainable Tourism Planning: - Topographical Analysis - Analysis of Local Resources - Land use Pattern (EIA, EIS, EMS) & Community and socio- economic and cultural conditions - Evaluation of impact of tourism site - Zoning system - Carrying capacity.	12
IV	Approaches to Sustainable Tourism- Standardization and Certification - Alternative Tourism -Responsible Tourism - Collaboration and Partnership - Waste Management – Eco-friendly Practices - Sustainable Tourism and Poverty Alleviation - Pro-poor Tourism and Community Participation.	12
V	Quality Standards for Sustainable Tourism: ISO 14000 – Role of WTTC, UN-WTO, PATA, UNEP, IUCN - Code of Conduct for Accommodation and Transport Operators - Tourism Code & Tourism Bill of Rights - Case Studies on Island Tourism in Andaman & Nicobar- Hill Tourism in Udhagamandalam and Sikkim-Beach Tourism in Goa.	12

	Tasks and Assignments:
	References:
	    1. Mowforth, M. and Munt, I. (2003), Tourism and Sustainability. Development and New Tourism in the Third World. Routledge, London.
	    2. Middleton, V.T.C and Hawkins, R. (1998), Sustainable Tourism: A Marketing Perspective, Butterworth – Heinemann, Oxford.
	    3. Weaver, D. (2001), The Encyclopedia of Ecotourism, CABI	

Publication, UK.

4. Wahab, S and John J. Pigram, J.J. (1997), Tourism, Development and Growth: The Challenge of Sustainability, Routledge, London.

c. Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	2	3	3	3	3

d. Evaluation Scheme

	CO1	CO2	CO3	CO4	CO5	Total
Internal	8	8	8	8	8	40
External	10	10	10	15	15	60
Total	18	18	18	23	23	100

e. Mapping Course Outcome with Internal Assessment (40 Marks)

	CO1	CO2	CO3	CO4	CO5
Assignments	2	2	-	-	2
Seminar	-	-	2	2	-
Test	5	5	5	5	5
Attendance	1	1	1	1	1
Total	8	8	8	8	8

f. Mapping Course Outcome with External Assessment (60 Marks)

Category	CO1	CO2	CO3	CO4	CO5
Part – A (Short Answer -5 x 4 = 20marks)	5	5	-	5	5
Part – B (Essay-4 x 10 = 40 marks)	5	5	10	10	10
Total	10	10	10	15	15

g. Rubric for Assignments

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	Content 50%	Ideas are detailed, well developed, supported with specific evidence,facts and examples	Ideasare detailed, Developed and supported with evidence and facts mostly specific.	Ideas are presented but not particularly developed or	Content is not sound	Not attended	CO1, CO2, CO5

					supported;			
2	**Organizati on** **50%**	Includes title, introduction,state ment of the main idea with illustration and conclusion.	Includes title, introduction,state ment ofmain ideaand conclusion.	organizatio nal tools are weak or missing	Noorganizati on	Not attend ed	CO1, CO2, CO5

h. Rubric for Seminar

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relatio n to COs
1	**Knowledge and Understandin g** **50%**	Exceptional knowledge of facts, terms, and concepts	Detailed knowledge of facts, terms, and concepts	Considerable knowledge of facts, terms, and concepts	Minimal knowledge of facts, terms, and concepts	Not Attende d	CO3, CO4
2	**Presentation** **50%**	Well Communicate d with logical sequences, examples, and references	Communicate d with sequences	Just Communicate d	No coherent communicatio n	Not Attende d	CO3, CO4

i. Model Question Paper

Sl. No.	Model Questions	Specification	Level
	Part – A:Short Answer **Marks: 4 x 5 = 20**		
1	Write a short note on Rio Declaration.	Describe	Remember
2	Define Sustainable Tourism development	Define	Remember
3	Expand EIA and EMS	Expand	Remember
4	Expand PATA and UNEP	Expand	Remember

	PART – B: Essay Type Marks: 10 x 4 = 40		
5	What are the major dimensions of sustainability?	Explain	Understand
6	What is carrying capacity?	Define Explain	Remember
7	Describe briefly the practices to be followed in eco tourism areas.	Describe	Understand
8	Discuss the code of conduct for accommodation and transport operators.	Discuss	Understand

SEMESTER - III					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
THM 342	Destination Planning and Development	3	1	-	4

a. Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	**Level**
CO 1	To familiarize with the destination branding practices	Remember
CO 2	To facilitate the assessment of the tourism potential of a destination and prepare tourism development plan as well as marketing techniques	Apply
CO 3	To introduce advanced analysis and research in the field of destination development	Analyze

b. Syllabus

Units	Content	Hrs.
I	Destination Development - Types of destinations, Characteristics of destinations - Destinations and products - Destination Management Systems - Destination planning guidelines - Destination Selection Process - The Values of Tourism.	12
II	Destination Planning Process and Analysis - National and Regional Tourism Planning and Development - Assessment of tourism potential - Planning for Sustainable Tourism Development - Contingency Planning - Economic, Social, Cultural and Environmental considerations - Demand and supply match - Design and innovations.	12
III	Destination Image Development - Attributes of Destinations: Person's determined image, Destination determined image, measurement of destination image - Destination branding perspectives and challenges- Creating the Unique Destination Proposition - Place branding and destination image - Destination image formation process; unstructured image - Product development and packaging - Destination branding and the web.	12
IV	Destination Promotion and Publicity - Six 'A's framework for tourism	12

	destinations - The dynamic wheel of tourism stakeholders - Destination Marketing Mix - Destination Competitiveness – Distribution Channels- Marketing Communication and Strategies.	
V	Institutional Support: Public Private Partnership (PPP) - National Planning Policies for Destination Development- WTO Guidelines for Planners - Role of urban civic bodies: Town planning -Characteristics of rural tourism planning- Environmental Management Systems – Destination Vision- The focus of Tourism Policy: the competitive sustainable destination - Destination Mapping (practical assignment).	12

Tasks and Assignments:

References:

1. Nigel Morgan, Annette Pritchard & Roger Pride (2001), Destination branding: Creating the Unique Proposition, Butterworth and Heinemann.
2. Richard W. Butler (2006), The Tourism Area Life Cycle: Applications and Modifications, Channel View Publications.
3. Claire, Haven Tang &Eleri Ellis Jones (2005), Tourism SMEs, Service Quality and Destination Competitiveness, CABI Publishing.
4. Shalini Singh, Dallen J.Timothy & Ross Kingston Dowling (2003), Tourism in Destination Communities, CABI Publishing.
5. Geoffrey Ian Crouch, J.R. Brent Ritchie & Horst-Herbert G. Kossatz (2003), the Competitive Destination: a Sustainable Tourism Perspective, CABI Publishing.

c. Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3

d. Evaluation Scheme

	CO1	CO2	CO3	CO4	CO5	Total
Internal	8	8	8	8	8	40
External	10	10	10	15	15	60
Total	18	18	18	23	23	100

e. Mapping Course Outcome with Internal Assessment (40 Marks)

	CO1	CO2	CO3	CO4	CO5
Assignments	2	2	-	-	2
Seminar	-	-	2	2	-
Test	5	5	5	5	5

Attendance	1	1	1	1	1
Total	**8**	**8**	**8**	**8**	**8**

f. Mapping Course Outcome with External Assessment (60 Marks)

Category	CO1	CO2	CO3	CO4	CO5
Part – A **(Short Answer -5 x 4 = 20marks)**	5	5	-	5	5
Part – B **(Essay-4 x 10 = 40 marks)**	5	5	10	10	10
Total	**10**	**10**	**10**	**15**	**15**

g. Rubric for Assignments

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	**Content** **50%**	Ideas are detailed, well developed, supported with specific evidence,facts and examples	Ideasare detailed, Developed and supported with evidence and facts mostly specific.	Ideas are presented but not particularly developed or supported;	Content is not sound	Not attended	CO1, CO2, CO5
2	**Organizati on** **50%**	Includes title, introduction,statement of the main idea with illustration and conclusion.	Includes title, introduction,statement ofmain ideaand conclusion.	organizational tools are weak or missing	Noorganizati on	Not attended	CO1, CO2, CO5

h. Rubric for Seminar

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	**Knowledge and Understanding** **50%**	Exceptional knowledge of facts, terms, and concepts	Detailed knowledge of facts, terms, and concepts	Considerable knowledge of facts, terms, and concepts	Minimal knowledge of facts, terms, and concepts	Not Attended	CO3, CO4

2	Presentation 50%	Well Communicated with logical sequences, examples, and references	Communicated with sequences	Just Communicated	No coherent communication	Not Attended	CO3, CO4

i. Model Question Paper

Sl. No.	Model Questions	Specification	Level
	Part – A:Short Answer **Marks: 4 x 5 = 20**		
1	Enlist the various characteristics of a Tourist Destination.	Enlist	Remember
2	Define Tourism Destination. What are the various types of Tourism Destinations? Explain with suitable examples.	Define	Understand
3	Write a brief note on planning for Sustainable Tourism development.	Explain	Remember
4	Write a brief note on web based Destination Branding.	Explain	Remember
	PART – B: Essay Type **Marks: 10 x 4 = 40**		
5	Discuss in detail the seven stage theory on the formation of destination image.	Discuss	Understand
6	Define Tourism Planning. Explain in detail the Tourism Planning process.	Define	Remember
7	What are the indicators for assessing Tourism Potential? Discuss.	Discuss	Understand
8	Write a detailed note on the principles of Sustainable Tourism Planning.	Explain	Understand

SEMESTER - III					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
THM 343	Tourist Transport Management	3	1	-	4

a. Course Outcome (CO)
On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	To find the clear differences of functions of air, surface and water transportation system in the world vis-à-vis India.	Remember

b. Syllabus

Units	Content	Hrs.
I	Fundamentals of Transport: Evolution of Transportation, Importance of Tourist Transport Services, Essentials of Transport, Growth & Development of Means of Transport, Types of Transport, Distribution	12

	of Sales of Tourist Transport Services, Road Transport Network in India.	
II	Road Transport: Road Transport Network in North America, South America, Europe, South Africa, Asia and the Middle-East, Austria and New Zealand, Major Railway Transport Network in the World, Coach & Car Rental Services, Types of Coaches, Types of Car Rental Services.	12
III	Air Transport: Types of Airlines, Aircraft, Types of Airport & Its Facilities and Services, In-flight Services, Prohibition of Dangerous Goods, Safety Measures for Aircraft and Airport, ICAO and Its Freedom of Air, Director General of Civil Aviation (DGCA) & its Roles and Functions and Airports Authority of India(AAI) &Its Roles and Functions.	12
IV	**Basic Airfares & Ticketing:** Types of Journey, MPM, TPM, Extra Mileage Allowance, One-way, Return Trip and Circle Tri Journey, Higher Intermediate Fare Check Point, Add-on and Open Jaw Fare, Excursion Fare , Components in International Air Tickets, Airline Business in the World, Major International Air Carrier and Major Low-cost Airlines, Domestic Air Transport Business, Distribution of Sales of Airlines Tickets, Baggage and Travel Documents, Air Charter Services, Miscellaneous Charges Order (MCO) - Multiple Purpose Document (MPD) - Billing and Settlement Plan.	12
V	Water Transport Services: Water Transport Network, Cruise Line Business, Distribution of Sales in Cruise Line Business, Inland Water Transport System in India - Case Study of AMTRAK, KPN Transport Services, Indigo Airlines, Star Cruise Line.	12
	Tasks and Assignments: **References:** 1. Ratandeep Singh (2008), Handbook of Global Aviation Industry and Hospitality services, Kanishka Publishers, New Delhi. 2. Page Stephen (2005), Transport and Tourism: Global Perspectives, Pearson Prentice Hall, New Delhi. 3. IATA Training Manual. 4. Air Cargo Tariff Manual. 5. IATA Live Animals Regulation Manual.	

c. Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3

d. Evaluation Scheme

	CO1	CO2	CO3	CO4	CO5	Total
Internal	8	8	8	8	8	40
External	10	10	10	15	15	60

Total	18	18	18	23	23	100

e. Mapping Course Outcome with Internal Assessment (40 Marks)

	CO1	CO2	CO3	CO4	CO5
Assignments	2	2	-	-	2
Seminar	-	-	2	2	-
Test	5	5	5	5	5
Attendance	1	1	1	1	1
Total	8	8	8	8	8

f. Mapping Course Outcome with External Assessment (60 Marks)

Category	CO1	CO2	CO3	CO4	CO5
Part – A (Short Answer -5 x 4 = 20marks)	5	5	-	5	5
Part – B (Essay-4 x 10 = 40 marks)	5	5	10	10	10
Total	10	10	10	15	15

g. Rubric for Assignments

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	**Content** **50%**	Ideas are detailed, well developed, supported with specific evidence,facts and examples	Ideasare detailed, Developed and supported with evidence and facts mostly specific.	Ideas are presented but not particularly developed or supported;	Content is not sound	Not attended	CO1, CO2, CO5
2	**Organization** **50%**	Includes title, introduction,statement of the main idea with illustration and conclusion.	Includes title, introduction,statement ofmain ideaand conclusion.	organizational tools are weak or missing	Noorganization	Not attended	CO1, CO2, CO5

h. Rubric for Seminar

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs

1	**Knowledge and Understanding** **50%**	Exceptional knowledge of facts, terms, and concepts	Detailed knowledge of facts, terms, and concepts	Considerable knowledge of facts, terms, and concepts	Minimal knowledge of facts, terms, and concepts	Not Attended	CO3, CO4
2	**Presentation** **50%**	Well Communicated with logical sequences, examples, and references	Communicated with sequences	Just Communicated	No coherent communication	Not Attended	CO3, CO4

i. Model Question Paper

Sl. No.	Model Questions	Specification	Level
	Part – A:Short Answer **Marks: 4 x 5 = 20**		
1	Mention any two major railway networks across the globe.	Enumerate	Remember
2	List out the different types of airlines	Enumerate	Remember
3	What are the different types of journeys?	Enumerate	Remember
4	Expand MCO and MPD.	Expand	Remember
	PART – B: Essay Type **Marks: 10 x 4 = 40**		
5	Discuss the evolution of transportation.	Discuss	Understand
6	Discuss the types of coaches and car rental services available in India.	Explain	Understand
7	Write a detailed note on the distribution of airline tickets	Explain	Remember
8	Write a brief note on inland water transport in India.	Explain	Understand

SEMESTER - III					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
THM 344	Global Tourism Destinations	3	1	-	4

a. Course Outcome (CO)
On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	To provide an overview of global tourism trends along with major places of tourist importance in different continents.	Remember

b. Syllabus

Units	Content	Hrs.
I	Global Tourism - Past, Present and Future Trends: Global Tourism Trends, Tourist Arrivals, Receipts & GDP of First Ten Leading Country, India's Position in Global Tourism, Factors Contributing to Growth of Global Tourism, Diversification of Emerging Tourism Products, New Competitive Global Emerging Tourism Destinations, Changing Dimensions of Tourism Products.	12
II	Tourism places of Asia: Major Tourism Places of Interest in Nepal, Sri Lanka, Maldives, UAE, Singapore, Thailand, Malaysia, Hong Kong, China, Japan, Cambodia, Philippines, Indonesia and Russia	12
III	Tourism places of Europe: Major Tourism Places of Interest in UK, France, Germany, Spain, Portugal, Belgium, Austria, Switzerland, Greece, and Italy.	12
IV	Tourism places in North and South America: Major Tourism Places of Interest in USA, Canada, Mexico, Cuba, Brazil, Argentina, Peru, and Chile.	12
V	Tourism places of Africa and Australasia: Egypt, South Africa, Zimbabwe, Kenya, Mauritius, Seychelles, Madagascar and Australia, New Zealand.	12
	Tasks and Assignments: **References:** 1. Reisinger Y, (2009), International Tourism – Cultures and Behaviour, Butterworth-Heinemann, Oxford, UK. 2. William F. Theobald, W.F. (2013) Global Tourism, Elsevier Science, London. 3. Cochrane, J. (2008) Asian Tourism Growth and Change, Elsevier, London. 4. UN World Tourism Organization (2002). Performance Indicators for Tourism Destinations in Asia and the Pacific Region, Business & Economics. 5. Vellas François (1995). International Tourism: An Economic Perspectives. St. Martin's Press.	

c. Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3

d. Evaluation Scheme

	CO1	CO2	CO3	CO4	CO5	Total
Internal	8	8	8	8	8	40
External	10	10	10	15	15	60
Total	**18**	**18**	**18**	**23**	**23**	**100**

e. Mapping Course Outcome with Internal Assessment (40 Marks)

	CO1	CO2	CO3	CO4	CO5

Assignments	2	2	-	-	2
Seminar	-	-	2	2	-
Test	5	5	5	5	5
Attendance	1	1	1	1	1
Total	8	8	8	8	8

f. Mapping Course Outcome with External Assessment (60 Marks)

Category	CO1	CO2	CO3	CO4	CO5
Part – A **(Short Answer -5 x 4 = 20marks)**	5	5	-	5	5
Part – B **(Essay-4 x 10 = 40 marks)**	5	5	10	10	10
Total	**10**	**10**	**10**	**15**	**15**

g. Rubric for Assignments

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	**Content** **50%**	Ideas are detailed, well developed, supported with specific evidence,facts and examples	Ideasare detailed, Developed and supported with evidence and facts mostly specific.	Ideas are presented but not particularly developed or supported;	Content is not sound	Not attended	CO1, CO2, CO5
2	**Organizati on** **50%**	Includes title, introduction,statement of the main idea with illustration and conclusion.	Includes title, introduction,statement ofmain ideaand conclusion.	organizational tools are weak or missing	Noorganizati on	Not attended	CO1, CO2, CO5

h. Rubric for Seminar

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs

1	**Knowledge and Understanding** **50%**	Exceptional knowledge of facts, terms, and concepts	Detailed knowledge of facts, terms, and concepts	Considerable knowledge of facts, terms, and concepts	Minimal knowledge of facts, terms, and concepts	Not Attended	CO3, CO4
2	**Presentation** **50%**	Well Communicated with logical sequences, examples, and references	Communicated with sequences	Just Communicated	No coherent communication	Not Attended	CO3, CO4

i. Model Question Paper

Sl. No.	Model Questions	Specification	Level
	Part – A:Short Answer **Marks: 4 x 5 = 20**		
1	What are the recent trends in global tourism? Discuss with suitable examples.	Discuss	Understand
2	Discuss the tourist attractions of Singapore.	Discuss	Remember
3	Write a short note on the National Parks of Thailand.	Discuss	Remember
4	Explain in brief the popular caves visited by tourists in Malaysia.	Explain	Remember
	PART – B: Essay Type **Marks: 10 x 4 = 40**		
5	Write short notes on the following tourism attractions of France: a) French Riviera b) Nice c) Lyon d) Bordeaux e) Strasbourg	Explain	Remember
6	New Zealand is known as the Adventure Tourism capital of the world. Comment.	Comment	Understand
7	Write a detailed note on popular tourism attractions of Switzerland.	Discuss	Remember
8	United Kingdom is home to historical sites like old castles, picturesque countryside, ancient Roman sites, centuries old royal palaces, etc. Discuss.	Discuss	Remember

SEMESTER - IV					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
THM 411	Hotel Facilities Planning	3	1	-	4

a. Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	To introduce students to the main components of design and management facilities for hospitality	Remember
CO 2	To help the students discover the following: hospitality design Installations, maintenance requirements, primary structures, accommodation and food service architecture and renovation	Understand
CO 3	To give the students the knowledge they need to become experts in their fields	Apply

b. Syllabus

Units	Content	Hrs.
I	Hotel Design- Design Consideration- Attractive Appearance- Efficient Plan- Good location- Suitable material- Good workmanship- Sound financing- Competent Management- Facilities Planning-Planning consideration	12
II	Star Classification Of Hotel - Criteria for star classification of hotel(Five, four, three, two, one & heritage)-Kitchen Equipment requirement for commercial kitchen- Developing Specification for various Kitchen equipments- Planning of various support services	12
III	Kitchen Layout & Design- Principles of kitchen layout and design- Areas of the various kitchens with recommended dimension- Factors that affect kitchen design- Placement of equipment- Flow of work- Space allocation- Kitchen equipment, manufacturers and selection- Layout of commercial kitchen- Budgeting for kitchen equipment	12
IV	Stores – Layout And Design- Stores layout and planning (dry, cold and bar)- Various equipment of the stores- Work flow in stores	12
V	Energy Conservation & Planning For Physically Challenged - Necessity for energy conservation- Methods of conserving energy in different area of operation of a hotel- Developing and implementing energy conservation program for a hotel-- Calculation of car park area for different types of hotels--Planning For Physically Challenged	12
	Tasks and Assignments: **References:** 1. Hotel Facility Planning: Hotel Facility Planning Paperback – 1 February 2010 by Tarun Bansal.	

c. Mapping of Program Outcomes with Course Outcomes

	PO1	**PO2**	**PO3**	**PO4**	**PO5**
CO1	3	2	2	3	3
CO2	3	3	3	3	3

CO3	3	3	3	3	3

d. Evaluation Scheme

	CO1	CO2	CO3	CO4	CO5	Total
Internal	8	8	8	8	8	40
External	10	10	10	15	15	60
Total	**18**	**18**	**18**	**23**	**23**	**100**

e. Mapping Course Outcome with Internal Assessment (40 Marks)

	CO1	CO2	CO3	CO4	CO5
Assignments	2	2	-	-	2
Seminar	-	-	2	2	-
Test	5	5	5	5	5
Attendance	1	1	1	1	1
Total	8	8	8	8	8

f. Mapping Course Outcome with External Assessment (60 Marks)

Category	CO1	CO2	CO3	CO4	CO5
Part – A **(Short Answer -5 x 4 = 20marks)**	5	5	-	5	5
Part – B **(Essay-4 x 10 = 40 marks)**	5	5	10	10	10
Total	**10**	**10**	**10**	**15**	**15**

g. Rubric for Assignments

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	**Content 50%**	Ideas are detailed, well developed, supported with specific evidence,facts and examples	Ideasare detailed, Developed and supported with evidence and facts mostly specific.	Ideas are presented but not particularly developed or supported;	Content is not sound	Not attended	CO1, CO2, CO5
2	**Organization 50%**	Includes title, introduction,statement of the main idea with illustration and conclusion.	Includes title, introduction,statement ofmain ideaand conclusion.	organizational tools are weak or missing	Noorganization	Not attended	CO1, CO2, CO5

h. Rubric for Seminar

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	**Knowledge and Understanding** 50%	Exceptional knowledge of facts, terms, and concepts	Detailed knowledge of facts, terms, and concepts	Considerable knowledge of facts, terms, and concepts	Minimal knowledge of facts, terms, and concepts	Not Attended	CO3, CO4
2	**Presentation** 50%	Well Communicated with logical sequences, examples, and references	Communicated with sequences	Just Communicated	No coherent communication	Not Attended	CO3, CO4

i. Model Question Paper

Sl. No.	Model Questions	Specification	Level
	Part – A: Short Answer **Marks: 4 x 5 = 20**		
1	How does Hotel Design Plays a vital role in Facility Planning?	Discuss	Remember
2	What are the Criteria's adopted for Star Classifications in Hotel?	Explain	Understand
3	Design the layout for Stores both Dry and Wet?	Explain	Remember
4	Will facility planning improvise the operational Standards in hotels Discuss in Detail?	Explain	Remember
	PART – B: Essay Type **Marks: 10 x 4 = 40**		
5	Explain the Methods of conserving energy in a hotel?	Explain	Understand
6	Explain the importance of flow of work space which is needed in Hospitality industry?	Discuss	Remember
7	While planning your kitchen layout what are the considerations recommend, explain with your own examples?	Explain	Understand
8	Plan a Hotel layout with necessary amenities Illustrate with own examples?	Explain	Understand

SEMESTER - IV					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**

THM 412	Resort Management	3	1	-	4

a. Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	To identify important ways in which resorts and resort management differ from classic hotels and hotel management	Remember
CO 2	To describe the origins and development of the resort form	Understand
CO 3	To summarize economic, social, and environmental considerations in the resort planning and development process	Apply
CO 4	To identify the participants in the resort planning and development process and how their efforts are organized and coordinated	Analyze
CO 5	To detail the many factors involved in developing and operating golf, tennis, ski, and boating, swimming, and health club/spa facilities at a resort	Skill

b. Syllabus

Units	Content	Hrs.
I	Resort: Concept, Evaluation. Scope, Trends and development. Roles of Resorts in Tourism and Hospitality, Nature of Demand of Resort.	12
II	Different Types of Resorts- Product, Functional specifications. Strategy and organizational structures.	12
III	Resort Planning: Location, Feasibility analysis, Architecture, Macro & Micro business environment. The five phases of Resort planning and development.	12
IV	Economic analysis of Resort operation and Forecasting.	12
V	Impact analysis of Resorts: Social Impact, the economic impact, physical and environmental.	12
	Tasks and Assignments: **References:** 1. Stipnauk, David M. and Roffman, Harold, Facilities Management. 2. Lawson: Hotels and Resorts: Planning, Design and Refurbishment	

c. Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	2	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	2
CO5	3	3	2	3	3

d. Evaluation Scheme

	CO1	CO2	CO3	CO4	CO5	Total
Internal	8	8	8	8	8	40
External	10	10	10	15	15	60
Total	**18**	**18**	**18**	**23**	**23**	**100**

e. Mapping Course Outcome with Internal Assessment (40 Marks)

	CO1	CO2	CO3	CO4	CO5
Assignments	2	2	-	-	2
Seminar	-	-	2	2	-
Test	5	5	5	5	5
Attendance	1	1	1	1	1
Total	8	8	8	8	8

f. Mapping Course Outcome with External Assessment (60 Marks)

Category	CO1	CO2	CO3	CO4	CO5
Part – A **(Short Answer -5 x 4 = 20marks)**	5	5	-	5	5
Part – B **(Essay-4 x 10 = 40 marks)**	5	5	10	10	10
Total	**10**	**10**	**10**	**15**	**15**

g. Rubric for Assignments

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	**Content** **50%**	Ideas are detailed, well developed, supported with specific evidence,facts and examples	Ideasare detailed, Developed and supported with evidence and facts mostly specific.	Ideas are presented but not particularly developed or supported;	Content is not sound	Not attended	CO1, CO2, CO5
2	**Organization** **50%**	Includes title, introduction,statement of the main idea with illustration and conclusion.	Includes title, introduction,statement ofmain ideaand conclusion.	organizational tools are weak or missing	Noorganization	Not attended	CO1, CO2, CO5

h. Rubric for Seminar

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs

Sl. No.		Assessment Criteria					CO
1	**Knowledge and Understanding** 50%	Exceptional knowledge of facts, terms, and concepts	Detailed knowledge of facts, terms, and concepts	Considerable knowledge of facts, terms, and concepts	Minimal knowledge of facts, terms, and concepts	Not Attended	CO3, CO4
2	**Presentation** 50%	Well Communicated with logical sequences, examples, and references	Communicated with sequences	Just Communicated	No coherent communication	Not Attended	CO3, CO4

i. Model Question Paper

Sl. No.	Model Questions	Specification	Level
	Part – A:Short Answer **Marks: 4 x 5 = 20**		
1	Distinguish between resorts and hotels	Differentiate	Remember
2	Discuss the development of resorts through community resources	Discuss	
3	What are the different types of licenses required for a resort?	Enumerate	Remember
4	Draw out a promotional plan for a beach resort in Kerala.	Plan	Apply
	PART – B: Essay Type **Marks: 10 x 4 = 40**		
5	What are the five phases of resort development? Explain in detail.	Enumerate	Remember
6	Write a note on the economic analysis of resort operation.	Discuss	Understand
7	Discuss the physical and environmental considerations in resort planning.	Discuss	Understand
8	Explain the role of resorts in the development of tourism and hospitality sector.	Discuss	Understand

SEMESTER - IV					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
THM 413	Cruiseline Hospitality Operations and Management	3	1	-	4

a. Course Outcome (CO)
On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	To explain various concepts in cruise management	Remember
CO 2	Appraise, analyse and evaluate issues relating to cruise services and management.	Analyze
CO 3	To possess and be able to apply the skills, knowledge and abilities relevant to managerial concepts in of cruise line services management	Skill

b. Syllabus

Units	Content	Hrs.
I	The Elements of Cruising – History of Cruising - Image of Cruising – The Cruise Market – Cruise Brands – Cruise Operators – Maritime Issues and Legislation.	12
II	Planning the Itinerary: Cruise Destination – Port of Call – Analysis and Motivation – Tourist Motivation – Logistics, Positioning and Planning.	12
III	Role and Responsibilities on a Cruise Ship – Management of Hotel Services – Recruitment Practices – Managing Customer Service.	12
IV	Managing Food and Beverage Operations – Supplies and Services – Food Production and Service Delivery Systems.	12
V	Galley design and layout – Health, Safety and Security – Safety at Sea – Assessing risks – Providing service to customer with special needs.	12
	Tasks and Assignments: **References:** 1. Cruise Operations Management – Philip Gibson - Elsevier	

c. Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3

d. Evaluation Scheme

	CO1	CO2	CO3	CO4	CO5	Total
Internal	8	8	8	8	8	40
External	10	10	10	15	15	60
Total	**18**	**18**	**18**	**23**	**23**	**100**

e. Mapping Course Outcome with Internal Assessment (40 Marks)

	CO1	CO2	CO3	CO4	CO5
Assignments	2	2	-	-	2
Seminar	-	-	2	2	-
Test	5	5	5	5	5
Attendance	1	1	1	1	1
Total	8	8	8	8	8

f. Mapping Course Outcome with External Assessment (60 Marks)

Category	CO1	CO2	CO3	CO4	CO5
Part – A (Short Answer -5 x 4 = 20marks)	5	5	-	5	5
Part – B (Essay-4 x 10 = 40 marks)	5	5	10	10	10
Total	10	10	10	15	15

g. Rubric for Assignments

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	**Content 50%**	Ideas are detailed, well developed, supported with specific evidence,facts and examples	Ideasare detailed, Developed and supported with evidence and facts mostly specific.	Ideas are presented but not particularly developed or supported;	Content is not sound	Not attended	CO1, CO2, CO5
2	**Organization 50%**	Includes title, introduction,statement of the main idea with illustration and conclusion.	Includes title, introduction,statement ofmain ideaand conclusion.	organizational tools are weak or missing	Noorganization	Not attended	CO1, CO2, CO5

h. Rubric for Seminar

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	**Knowledge and Understanding 50%**	Exceptional knowledge of facts, terms, and concepts	Detailed knowledge of facts, terms, and concepts	Considerable knowledge of facts, terms, and concepts	Minimal knowledge of facts, terms, and concepts	Not Attended	CO3, CO4

2	**Presentation** **50%**	Well Communicated with logical sequences, examples, and references	Communicated with sequences	Just Communicated	No coherent communication	Not Attended	CO3, CO4

i. Model Question Paper

Sl. No.	Model Questions	Specification	Level
	Part – A:Short Answer **Marks: 4 x 5 = 20**		
1	Write a brief note on the concept of cruise industry.	Explain	Remember
2	What is Ocean Village.	Explain	Remember
3	Write a brief note on Cohen's typology of tourists.	Explain	Remember
4	Differentiate between a cruise operator and cruise destination with examples.	Differentiate	Remember
	PART – B: Essay Type **Marks: 10 x 4 = 40**		
5	What makes a good port of call? Discuss.	Explain	Evaluate
6	Write a detailed note on the major departments on a cruise ship.	Explain	Remember
7	What are the personality traits that cruise staff should have while dealing with tourists?	Enumerate	Understand
8	What are the hotel services inside a cruise and how are they managed?	Enumerate	Remember

SEMESTER - IV					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
THM 421	Export Import Documentation	3	1	-	4

a. Course Outcome (CO)
On the successful completion of the course, the student will be able to

	Course Outcome	**Level**
CO 1	Learn the current business phenomenon and to evaluate the global business environment in terms of economic, social and legal aspects	Remember
CO 2	Understand the concepts in export import documentation in international business with respect to foreign trade	Understand
CO 3	Integrate concept in international business concepts with functioning of global trade.	Apply

b. Syllabus

111

Units	Content	Hrs.
I	Preliminaries for exports – Registration – Categories of Export	12
II	Shipping documents and terms used in shipping – Export procedures – Benefits of Exports	12
III	Shipment and Transport – Role of overseas agent	12
IV	Export promotion schemes – Duty drawback – Advance license – Remission scheme	12
V	Export promotion Capital goods scheme – Export of principal commodities in India – Types of Export Houses	12
	Tasks and Assignments: **References:** 1. New Export import Policy, Nabhi Publications 2. Kapoor, D.C., Export Management	

c. Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	2	3	3
CO3	3	3	3	3	3

d. Evaluation Scheme

	CO1	CO2	CO3	CO4	CO5	Total
Internal	8	8	8	8	8	40
External	10	10	10	15	15	60
Total	**18**	**18**	**18**	**23**	**23**	**100**

e. Mapping Course Outcome with Internal Assessment (40 Marks)

	CO1	CO2	CO3	CO4	CO5
Assignments	2	2	-	-	2
Seminar	-	-	2	2	-
Test	5	5	5	5	5
Attendance	1	1	1	1	1
Total	8	8	8	8	8

f. Mapping Course Outcome with External Assessment (60 Marks)

Category	CO1	CO2	CO3	CO4	CO5
Part – A **(Short Answer -5 x 4 = 20marks)**	5	5	-	5	5
Part – B **(Essay-4 x 10 = 40 marks)**	5	5	10	10	10
Total	**10**	**10**	**10**	**15**	**15**

g. Rubric for Assignments

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs

Sl. No		Criteria					Relation to COs
1	**Content** **50%**	Ideas are detailed, well developed, supported with specific evidence,facts and examples	Ideasare detailed, Developed and supported with evidence and facts mostly specific.	Ideas are presented but not particularly developed or supported;	Content is not sound	Not attended	CO1, CO2, CO5
2	**Organizati on** **50%**	Includes title, introduction,statement of the main idea with illustration and conclusion.	Includes title, introduction,statement ofmain ideaand conclusion.	organizational tools are weak or missing	Noorganization	Not attended	CO1, CO2, CO5

h. Rubric for Seminar

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	**Knowledge and Understanding** **50%**	Exceptional knowledge of facts, terms, and concepts	Detailed knowledge of facts, terms, and concepts	Considerable knowledge of facts, terms, and concepts	Minimal knowledge of facts, terms, and concepts	Not Attended	CO3, CO4
2	**Presentation** **50%**	Well Communicated with logical sequences, examples, and references	Communicated with sequences	Just Communicated	No coherent communication	Not Attended	CO3, CO4

i. Model Question Paper

Sl. No.	Model Questions	Specification	Level
	Part – A:Short Answer **Marks: 4 x 5 = 20**		

1	Discuss the importance of Foreign Trade Policy.	Discuss	Remember
2	Explain the methods to decrease and increase imports in a country.	Explain	Understand
3	Elaborate on the roles and functions of the customs department.	Elaborate	Remember
4	Write a note on DGFT.	Explain	Remember
	PART – B: Essay Type **Marks: 10 x 4 = 40**		
5	Explain the customs clearance procedure followed in India.	Explain	Remember
6	What are the documents involved in exporting a product?	Discuss	Remember
7	What are the different categories of export?	Explain	Remember
8	Discuss the auxiliary export documents required for trade in India.	Discuss	Remember

SEMESTER - IV					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
THM 422	Logistics and Supply Chain Management	3	1	-	4

a. Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	**Level**
CO 1	Formulate and implement Warehouse Best Practices and Strategies	Apply
CO 2	Identify and Analyze Business Models, Business Strategies and, corresponding Competitive Advantage	Analyze
CO 3	Plan Warehouse and Logistics operations for optimum utilization of resources	Skill

b. Syllabus

Units	Content	Hrs.
I	Concepts of Logistics – Evolution – Nature and Importance – Components of Logistics Management – Competitive Advantages of Logistics – Functions of Logistics management – principles – Logistics Network – Integrated Logistics system.	12
II	Elements of Logistics and Inventory carrying – Ware housing – Material handling – Order processing – Transportation – Demand Forecasting – Impact of Forecasts on Logistics and Performance measurements.	12
III	Introduction to Supply Chain- Historical perspective Understanding Supply Chain :key issues in supply chain management Objectives, importance, Decision phases -Examples of supply chains Supply chain strategies, The supply chain becomes value chain Supply chain as a competitive weapon.	12
IV	Supply chain synergies Collaborate with supply chain partners Supply Chain Drivers and Design Drivers of supply chain performance: Framework for structuring Facilities, including warehouse, Inventory, Transportation, Information, Sourcing, and Pricing – Yield management /Revenue management	12
V	Sales and Operations Planning-Demand management Demand	12

forecasting, Aggregate Planning and Managing Supply, Demand and Inventory Aggregate Planning in a Supply Chain: role, aggregate planning problems, strategies, role of IT, Implementation Responding to predictable variability in supply chain – Types of supply chains-creating responsive supply chains lean and agile supply chain their characteristics

Tasks and Assignments:

References:

1. Coyle, J., Langley, J., Gibson, B. and Novack, R., A Logistic Approach to Supply Chain Management, Cengage Learning, 2009.
2. Handfield, R. and Monczka, R., Sourcing and Supply Chain Management, 5 th Edition, Cengage Learning, 2012.
3. Hugos, M., Essentials of Supply Chain Management, 3rd Edition, John Wiley and Sons, 2011.
4. Liu, J., Supply Chain Management and Transport Logistics, Routledge, 2011.

c. Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	2	3

d. Evaluation Scheme

	CO1	CO2	CO3	CO4	CO5	Total
Internal	8	8	8	8	8	40
External	10	10	10	15	15	60
Total	18	18	18	23	23	100

e. Mapping Course Outcome with Internal Assessment (40 Marks)

	CO1	CO2	CO3	CO4	CO5
Assignments	2	2	-	-	2
Seminar	-	-	2	2	-
Test	5	5	5	5	5
Attendance	1	1	1	1	1
Total	8	8	8	8	8

f. Mapping Course Outcome with External Assessment (60 Marks)

Category	CO1	CO2	CO3	CO4	CO5
Part – A (Short Answer -5 x 4 = 20marks)	5	5	-	5	5
Part – B (Essay-4 x 10 = 40 marks)	5	5	10	10	10
Total	10	10	10	15	15

g. Rubric for Assignments

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	**Content** **50%**	Ideas are detailed, well developed, supported with specific evidence, facts and examples	Ideas are detailed, Developed and supported with evidence and facts mostly specific.	Ideas are presented but not particularly developed or supported;	Content is not sound	Not attended	CO1, CO2, CO5
2	**Organization** **50%**	Includes title, introduction, statement of the main idea with illustration and conclusion.	Includes title, introduction, statement of main idea and conclusion.	organizational tools are weak or missing	No organization	Not attended	CO1, CO2, CO5

h. Rubric for Seminar

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	**Knowledge and Understanding** **50%**	Exceptional knowledge of facts, terms, and concepts	Detailed knowledge of facts, terms, and concepts	Considerable knowledge of facts, terms, and concepts	Minimal knowledge of facts, terms, and concepts	Not Attended	CO3, CO4
2	**Presentation** **50%**	Well Communicated with logical sequences, examples, and references	Communicated with sequences	Just Communicated	No coherent communication	Not Attended	CO3, CO4

i. Model Question Paper

Sl. No.	Model Questions	Specification	Level
	Part – A:Short Answer **Marks: 4 x 5 = 20**		
1	Write a note on the evolution of logistics management.	Explain	Remember
2	Discuss the elements of logistics.	Discuss	Remember
3	Write a note on the key issues in supply chain management	Explain	Remember
4	Write a note on yield management.	Explain	Remember
	PART – B: Essay Type **Marks: 10 x 4 = 40**		
5	Supply chain is a competitive weapon. Discuss your views	Discuss	Evaluate
6	Discuss the role of IT in supply chain management	Discuss	Evaluate
7	Elaborate on the framework for structuring facilities in warehouses	Explain	Understand
8	Explain the decision phases in supply chain management	Explain	Understand

SEMESTER - IV					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
THM 423	Ground Service Operations and Management	3	1	-	4

a. Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	To understand about the ground service management in the airports	Remember
CO 2	To understand and adhere to the various Regulations involved Aviation Industry.	Understand

b. Syllabus

Units	Content	Hrs.
I	Aviation Organizations – Aviation Terminology – Types of Airlines and Aircrafts – Airport Terms	12
II	Check-in procedures – Travel Documents – Customs and Currencies – Landslide facilities	12
III	Security Checks – Arrival Facilities – Baggage handling procedures	12
IV	Cargo Abbreviations – Cargo Handling - Special Cargo – Dangerous Goods	12
V	In-flight procedures and emergencies – Duties before and after landing – Passenger with special needs – Food and Beverage services	12
	Tasks and Assignments:	

References:

1. Aviation Safety Programs A Management Hand Book-Richard H.Wood – Jeppesen Sanderson Inc.
2. Strategic Management –Gregory G.Dess and Alex Miller – McGraw Hill
3. Strategic Management: An Integrative Perspective-A.C.Hax and NS-Majifu, Prentice Hall.
4. Marketing Management –Philip Kotler – Pearson Education/PHI
5. **Marketing Management – RAJAN SAXENA –Tata McGraw Hill**
6. **International Marketing – Philip R.Cateora-Irwin McGraw Hill, 9th Edition.**

c. Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3

d. Evaluation Scheme

	CO1	CO2	CO3	CO4	CO5	Total
Internal	8	8	8	8	8	40
External	10	10	10	15	15	60
Total	**18**	**18**	**18**	**23**	**23**	**100**

e. Mapping Course Outcome with Internal Assessment (40 Marks)

	CO1	CO2	CO3	CO4	CO5
Assignments	2	2	-	-	2
Seminar	-	-	2	2	-
Test	5	5	5	5	5
Attendance	1	1	1	1	1
Total	8	8	8	8	8

f. Mapping Course Outcome with External Assessment (60 Marks)

Category	CO1	CO2	CO3	CO4	CO5
Part – A **(Short Answer -5 x 4 = 20marks)**	5	5	-	5	5
Part – B **(Essay-4 x 10 = 40 marks)**	5	5	10	10	10
Total	**10**	**10**	**10**	**15**	**15**

g. Rubric for Assignments

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs

Sl. No.	Criteria						Relation to COs
1	Content 50%	Ideas are detailed, well developed, supported with specific evidence, facts and examples	Ideas are detailed, Developed and supported with evidence and facts mostly specific.	Ideas are presented but not particularly developed or supported;	Content is not sound	Not attended	CO1, CO2, CO5
2	Organization 50%	Includes title, introduction, statement of the main idea with illustration and conclusion.	Includes title, introduction, statement of main idea and conclusion.	organizational tools are weak or missing	No organization	Not attended	CO1, CO2, CO5

h. Rubric for Seminar

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	Knowledge and Understanding 50%	Exceptional knowledge of facts, terms, and concepts	Detailed knowledge of facts, terms, and concepts	Considerable knowledge of facts, terms, and concepts	Minimal knowledge of facts, terms, and concepts	Not Attended	CO3, CO4
2	Presentation 50%	Well Communicated with logical sequences, examples, and references	Communicated with sequences	Just Communicated	No coherent communication	Not Attended	CO3, CO4

i. Model Question Paper

Sl. No.	Model Questions	Specification	Level
	Part – A: Short Answer **Marks: 4 x 5 = 20**		

1	Write a note on the commercial airlines operating in India.	Explain	Remember
2	Differentiate between lighter than air and heavier than air aircraft.	Differentiate	Remember
3	What do you mean by aviation?	Define	Remember
4	Define Airliner.	Define	Remember
	PART – B: Essay Type **Marks: 10 x 4 = 40**		
5	What are the main responsibilities of cabin crew and airline staff?	Explain	Remember
6	Elucidate the importance of airline security management.	Elucidate	Understand
7	Discuss the challenges and opportunities in the Indian aviation industry.	Discuss	Understand
8	Explain in detail the role and objectives of IATA.	Explain	Remember

SEMESTER - IV					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
THM 431	Customer Relationship Management	3	1	-	4

a. Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	**Level**
CO 1	To understand the need and importance of maintaining a good customer relationship	Understand
CO 2	To use strategic customer acquisition and retention techniques in CRM.	Apply

b. Syllabus

Units	Content	Hrs.
I	INTRODUCTION - Definitions - Concepts and Context of relationship Management – Evolution - Transactional Vs Relationship Approach – CRM as a strategic marketing tool – CRM significance to the stakeholders.	12
II	UNDERSTANDING CUSTOMERS - Customer information Database – Customer Profile Analysis - Customer perception, Expectations analysis – Customer behavior in relationship perspectives; individual and group customer's - Customer life time value – Selection of Profitable customer segments.	12
III	CRM STRUCTURE - Elements of CRM – CRM Process – Strategies for Customer acquisition – Retention and Prevention of defection – Models of CRM – CRM road map for business applications.	12
IV	CRM PLANNING AND IMPLEMENTATION - Strategic CRM planning process – Implementation issues – CRM Tools- Analytical CRM – Operational CRM – Call center management – Role of CRM Managers.	12
V	TRENDS IN CRM - e- CRM Solutions – Data Warehousing – Data mining for CRM – an introduction to CRM software packages.	12

Tasks and Assignments:
References:
1. H.Peeru Mohamed and A.Sahadevan, Customer Relation Management, Vikas Publishing 2010.
2. Jim Catheart, The Eight Competencies of Relatioship Selling, Macmillan India, 2005.
3. Assel, Consumer Behavior, Cengage Learning, 6th Edition.
4. Kumar, Customer Relationship Management - A Database Approach, Wiley India, 2012.
5. Francis Buttle, Customer Relationship Management: Concepts & Tools, Elsevier, 2008.
6. Zikmund. Customer Relationship Management, Wiley 2012.

c. Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3

d. Evaluation Scheme

	CO1	CO2	CO3	CO4	CO5	Total
Internal	8	8	8	8	8	40
External	10	10	10	15	15	60
Total	18	18	18	23	23	100

e. Mapping Course Outcome with Internal Assessment (40 Marks)

	CO1	CO2	CO3	CO4	CO5
Assignments	2	2	-	-	2
Seminar	-	-	2	2	-
Test	5	5	5	5	5
Attendance	1	1	1	1	1
Total	8	8	8	8	8

f. Mapping Course Outcome with External Assessment (60 Marks)

Category	CO1	CO2	CO3	CO4	CO5
Part – A (Short Answer -5 x 4 = 20marks)	5	5	-	5	5
Part – B (Essay-4 x 10 = 40 marks)	5	5	10	10	10
Total	10	10	10	15	15

g. Rubric for Assignments

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs

1	Content 50%	Ideas are detailed, well developed, supported with specific evidence,facts and examples	Ideasare detailed, Developed and supported with evidence and facts mostly specific.	Ideas are presented but not particularly developed or supported;	Content is not sound	Not attended	CO1, CO2, CO5
2	Organization 50%	Includes title, introduction,statement of the main idea with illustration and conclusion.	Includes title, introduction,statement ofmain ideaand conclusion.	organizational tools are weak or missing	Noorganization	Not attended	CO1, CO2, CO5

h. Rubric for Seminar

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	Knowledge and Understanding 50%	Exceptional knowledge of facts, terms, and concepts	Detailed knowledge of facts, terms, and concepts	Considerable knowledge of facts, terms, and concepts	Minimal knowledge of facts, terms, and concepts	Not Attended	CO3, CO4
2	Presentation 50%	Well Communicated with logical sequences, examples, and references	Communicated with sequences	Just Communicated	No coherent communication	Not Attended	CO3, CO4

i. Model Question Paper

Sl. No.	Model Questions	Specification	Level
	Part – A:Short Answer **Marks: 4 x 5 = 20**		
1	Define CRM.	Define	Remember
2	State the limitations of CRM.	Explain	Remember
3	What are the traditional marketing techniques used in CRM?	Explain	Remember

4	Define e-CRM. What are its advantages?	Define	Remember
	PART – B: Essay Type **Marks: 10 x 4 = 40**		
5	Differentiate between data mining and date warehousing.	Explain	Understand
6	What is meant by customer retention?	Explain	Remember
7	Explain the concept of call centre retention	Explain	Remember
8	What are the applications of e-commerce in business?	Explain	Understand

SEMESTER - IV					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
THM 432	Retail Management	3	1	-	4

a. Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	To understand the overview of Global Retailing	Remember
CO 2	To understand the Retail formats, and Retailing decisions, managing retail business effectively	Understand

b. Syllabus

Units	Content	Hrs.
I	An overview of Global Retailing – Challenges and opportunities – Retail trends in India – Socio economic and technological Influences on retail management – Government of India policy implications on retails.	12
II	Organized and unorganized formats – Different organized retail formats – Characteristics of each format – Emerging trends in retail formats – MNC's role in organized retail formats	12
III	Choice of retail locations - internal and external atmospherics – Positioning of retail shops – Building retail store Image - Retail service quality management – Retail Supply Chain Management – Retail Pricing Decisions	12
IV	Visual Merchandise Management – Space Management – Retail Inventory Management – Retail accounting and audits - Retail store brands – Retail advertising and promotions – Retail Management Information Systems - Online retail – Emerging trends	12
V	Understanding of Retail shopper behavior – Shopper Profile Analysis – Shopping Decision Process - Factors influencing retail shopper behavior – Complaints Management - Retail sales force Management – Challenges in Retailing in India- Case studies	12
	Tasks and Assignments: **References:** 1. Patrick M. Dunne and Robert F Lusch, Retailing, Thomson Learning, 4th Edition 2008. 2. Chetan Bajaj, Rajnish Tow and Nidhi V. Srivatsava, Retail Management, Oxford University Press, 2007. 3. Swapna Puadham, Retail Management -Text and Cases, Tata	

McGraw Hill, 2nd Edition, 2008.
4. Dunne, Retailing, Cengage Learning, 2nd Edition, 2008.
5. Sivakumar, Retail Marketing, Excel Books, First Edition, 2007.
6. Ramkrishnan and Y.R.Srinivasan, Indian Retailing Text and Cases, Oxford University Press, 2008

c. Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	2	3	3	3	3

d. Evaluation Scheme

	CO1	CO2	CO3	CO4	CO5	Total
Internal	8	8	8	8	8	40
External	10	10	10	15	15	60
Total	**18**	**18**	**18**	**23**	**23**	**100**

e. Mapping Course Outcome with Internal Assessment (40 Marks)

	CO1	CO2	CO3	CO4	CO5
Assignments	2	2	-	-	2
Seminar	-	-	2	2	-
Test	5	5	5	5	5
Attendance	1	1	1	1	1
Total	8	8	8	8	8

f. Mapping Course Outcome with External Assessment (60 Marks)

Category	CO1	CO2	CO3	CO4	CO5
Part – A **(Short Answer -5 x 4 = 20marks)**	5	5	-	5	5
Part – B **(Essay-4 x 10 = 40 marks)**	5	5	10	10	10
Total	**10**	**10**	**10**	**15**	**15**

g. Rubric for Assignments

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	**Content** **50%**	Ideas are detailed, well developed, supported with specific evidence,facts and examples	Ideasare detailed, Developed and supported with evidence and facts mostly specific.	Ideas are presented but not particularly developed or supported;	Content is not sound	Not attended	CO1, CO2, CO5

| 2 | Organizati on 50% | Includes title, introduction,state ment of the main idea with illustration and conclusion. | Includes title, introduction,state ment ofmain ideaand conclusion. | organizatio nal tools are weak or missing | Noorganizati on | Not attend ed | CO1, CO2, CO5 |

h. Rubric for Seminar

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relatio n to COs
1	**Knowledge and Understandin g** **50%**	Exceptional knowledge of facts, terms, and concepts	Detailed knowledge of facts, terms, and concepts	Considerable knowledge of facts, terms, and concepts	Minimal knowledge of facts, terms, and concepts	Not Attende d	CO3, CO4
2	**Presentation** **50%**	Well Communicate d with logical sequences, examples, and references	Communicate d with sequences	Just Communicate d	No coherent communicatio n	Not Attende d	CO3, CO4

i. Model Question Paper

Sl. No.	Model Questions	Specification	Level
	Part – A:Short Answer **Marks: 4 x 5 = 20**		
1	Write a note on retail trends in India.	Explain	Remember
2	Discuss the role of MNCs in organised retail formats.	Explain	Remember
3	How do you select the location of retail shops?	Explain	Remember
4	What are the methods of advertising and promotion for retail shops?	Discuss	Remember
	PART – B: Essay Type **Marks: 10 x 4 = 40**		
5	Explain socio-economic and technological influences in retail management.	Explain	Remember
6	Elucidate the organised and unorganized retail formats.	Discuss	Remember
7	Explain visual merchandise management.	Explain	Remember

| 8 | Discuss the trends in retail shop management. | Discuss | Remember |

SEMESTER - IV					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
THM 433	Training and Development	3	1	-	4

a. Course Outcome (CO)
On the successful completion of the course, the student will be able to

	Course Outcome	**Level**
CO 1	To know the role and function of training and development in organization, learning theories, and principles and their implications for the effectiveness of training programs	Remember
CO 2	To develop the skills, abilities, and practical elements of employee development and performance improvement in organization and application of various and appropriate methods and techniques for identifying training needs	Skill

b. Syllabus

Units	Content	Hrs.
I	INTRODUCTION - Training, Development and Performance consulting – Design of HRD systems – Development of HRD strategies – Learning and Learning organizations – Training Policies – organizational climate for training and development – a system model	12
II	TRAINING NEEDS ANALYSIS - Objectives of training needs analysis - Identification of training needs and the process, tools and techniques – organizational analysis, task analysis and individual analysis – consolidation.	12
III	DESIGN OF TRAINING PROGRAMS - Linking training needs and objectives of various theories of learning and methods of training – Learning cycles – factors for fixing duration – selection of participants – choice of trainers – course contents – in-house arrangements and outsourcing – E learning – training for trainers	12
IV	DELIVERING THE TRAINING PROGRAMS - Conducting the programs – ice breaking and games – relevance of culture of participants – layout facilitating interactions – audio visual aids.	12
V	EVALUATION OF TRAINING PROGRAMS - Objectives of evaluation – micro and macro levels – methods of evaluation – reaction, learning, behavior and results – Cost benefit analysis – Role of trainer and line manager in evaluations – Design of Evaluation – Kirkpatric's mode	12
	Tasks and Assignments: **References:** 1. Human performance consulting, James. S. Pepitone, Guely publishing Company, Houston, 2006. 2. How to write and prepare training materials, Stimson N, Kogan page,2nd edition, 2002. 3. Journals of Indian Society for Training and Development, New Delhi, 2010.	

c. Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3

d. Evaluation Scheme

	CO1	CO2	CO3	CO4	CO5	Total
Internal	8	8	8	8	8	40
External	10	10	10	15	15	60
Total	18	18	18	23	23	100

e. Mapping Course Outcome with Internal Assessment (40 Marks)

	CO1	CO2	CO3	CO4	CO5
Assignments	2	2	-	-	2
Seminar	-	-	2	2	-
Test	5	5	5	5	5
Attendance	1	1	1	1	1
Total	8	8	8	8	8

f. Mapping Course Outcome with External Assessment (60 Marks)

Category	CO1	CO2	CO3	CO4	CO5
Part – A (Short Answer -5 x 4 = 20marks)	5	5	-	5	5
Part – B (Essay-4 x 10 = 40 marks)	5	5	10	10	10
Total	10	10	10	15	15

g. Rubric for Assignments

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	Content 50%	Ideas are detailed, well developed, supported with specific evidence,facts and examples	Ideasare detailed, Developed and supported with evidence and facts mostly specific.	Ideas are presented but not particularly developed or supported;	Content is not sound	Not attended	CO1, CO2, CO5

2	**Organizati on** **50%**	Includes title, introduction,state ment of the main idea with illustration and conclusion.	Includes title, introduction,state ment ofmain ideaand conclusion.	organizatio nal tools are weak or missing	Noorganizati on	Not attend ed	CO1, CO2, CO5

h. Rubric for Seminar

Sl. No .	Criteria	100%	75%	50%	25%	0%	Relatio n to COs
1	**Knowledge and Understandin g** **50%**	Exceptional knowledge of facts, terms, and concepts	Detailed knowledge of facts, terms, and concepts	Considerable knowledge of facts, terms, and concepts	Minimal knowledge of facts, terms, and concepts	Not Attende d	CO3, CO4
2	**Presentation** **50%**	Well Communicate d with logical sequences, examples, and references	Communicate d with sequences	Just Communicate d	No coherent communicatio n	Not Attende d	CO3, CO4

i. Model Question Paper

Sl. No.	Model Questions	Specification	Level
	Part – A:Short Answer **Marks: 4 x 5 = 20**		
1	Differentiate between training and learning.	Differentiate	Remember
2	How does training benefit the employers?	Discuss	Understand
3	Explain cost and benefit analysis.	Explain	Remember
4	Explain team-building exercises.	Explain	Remember
	PART – B: Essay Type **Marks: 10 x 4 = 40**		
5	Give the process of training in detail.	Explain	Understand
6	Discuss the various types of training and development methods.	Discuss	Remember
7	What is training design? Explain in detail.	Explain	Understand
8	Explain the procedure of monitoring and training programs.	Explain	Understand

SEMESTER – IV					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
THM 441	Special Interest Tourism	3	1	-	4

a. Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	**Level**
CO 1	To familiarize with special interest tourism concept	Remember
CO 2	To acquaint with ecotourism, sports tourism, adventure tourism	Understand
CO 3	To give insights into functioning of SIT	Apply

b. Syllabus

Units	Content	Hrs.
I	Special Interest Tourism: Characteristics, socio-economic impact- Types of SIT - Strategic approaches- Management tools and Techniques-Marketing of Special Interest attractions Sustainability and Special Interest Tourism	12
II	Health & Wellness - Determinants of Health and Wellness- Factors Responsible for Growth of Health and Medical Tourism, Global Medical Tourism Scenario-Stakeholders, Certification and Accreditation- Tourism and wellness –Dimensions of wellness- types of Spas -Ethical, Legal, Economic and Environmental Issues in Health and Medical Tourism –Case studies about selected medical and wellness tourism destinations	12
III	Adventure Tourism: Adventure in Water , Adventure on Land , and Air-Considerations in adventure tourism development - Basic minimum standards for adventure tourism related activities -Profile of Adventure tourists - Preferences and perceptions - Adventure tour packages - mode of operation -Impacts of adventure tourism -Selected case studies on adventure destinations	12
IV	Rural Tourism: Rural areas as a tourism product- Rural Life, Art, Culture and HeritageDevelopment and Conservation of Rural Tourism Resources: Festivals, Agricultural Exhibitions, Thematic Routes, Special Markets, Ethnic Restaurants- Needed indicators and monitoring - Holistic benefits to the society - Challenges of Rural Tourism-Selected case studies on popular rural destinations	12
V	Emerging Special Interest Areas – Ethnic tourism, Agro tourism, Slow Tourism, Food Tourism, Shopping tourism, sports tourism, Film Tourism, Music Tourism, Literary Tourism, Accessible Tourism, Volunteerism- Impact of SITs : social, economical, environmental – Future trends	12
	Tasks and Assignments: **References:** 1. Agarwal, S., Busby , G., & Huang, R. (2018). Special Interest Tourism: Concepts, Contexts and Cases. London: CABI 2. Douglas, N., Douglas, N., &Derrett, R. (2002). Special Interest Tourism. Brisbane: Wiley. 3. E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website: http://epgp.inflibnet.ac.in/ahl.php?csrno=1827	

Select- P-09
4. Inskeep, E. (1991). Tourism Planning: An Integrated and Sustainable Development Approach, New York: Van Nostrand Reinhold

c. Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	2	3	3	3	3

d. Evaluation Scheme

	CO1	CO2	CO3	CO4	CO5	Total
Internal	8	8	8	8	8	40
External	10	10	10	15	15	60
Total	18	18	18	23	23	100

e. Mapping Course Outcome with Internal Assessment (40 Marks)

	CO1	CO2	CO3	CO4	CO5
Assignments	2	2	-	-	2
Seminar	-	-	2	2	-
Test	5	5	5	5	5
Attendance	1	1	1	1	1
Total	8	8	8	8	8

f. Mapping Course Outcome with External Assessment (60 Marks)

Category	CO1	CO2	CO3	CO4	CO5
Part – A (Short Answer -5 x 4 = 20marks)	5	5	-	5	5
Part – B (Essay-4 x 10 = 40 marks)	5	5	10	10	10
Total	10	10	10	15	15

g. Rubric for Assignments

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	Content 50%	Ideas are detailed, well developed, supported with specific evidence,facts and examples	Ideasare detailed, Developed and supported with evidence and facts mostly specific.	Ideas are presented but not particularly developed or	Content is not sound	Not attended	CO1, CO2, CO5

130

2	**Organizati on** **50%**	Includes title, introduction,state ment of the main idea with illustration and conclusion.	Includes title, introduction,state ment ofmain ideaand conclusion.	organizatio nal tools are weak or missing	Noorganizati on	Not attend ed	CO1, CO2, CO5

h. Rubric for Seminar

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relatio n to COs
1	**Knowledge and Understandin g** **50%**	Exceptional knowledge of facts, terms, and concepts	Detailed knowledge of facts, terms, and concepts	Considerable knowledge of facts, terms, and concepts	Minimal knowledge of facts, terms, and concepts	Not Attende d	CO3, CO4
2	**Presentation** **50%**	Well Communicate d with logical sequences, examples, and references	Communicate d with sequences	Just Communicate d	No coherent communicatio n	Not Attende d	CO3, CO4

i. Model Question Paper

Sl. No.	Model Questions	Specification	Level
	Part – A:Short Answer **Marks: 4 x 5 = 20**		
1	Define Adventure Tourism. Write a brief note on Sky Diving as an adventure tourism activity.	Define	Remember
2	What are the contemporary trends in Adventure Tourism? Discuss.	Discuss	Understand

3	Explain the distinguishing features of Special Interest Tourism with suitable examples.	Explain	Remember

4	3. Differentiate between:
	   a. Rural Tourism and Cultural Tourism
	   b. Mass Tourism and Alternative Tourism
		Explain	Remember

	PART – B: Essay Type **Marks: 10 x 4 = 40**		
5	Write a detailed note on the organizations and institutions promoting Adventure Tourism in India.	Explain	Understand
6	Explain in detail the various types of Special Interest Tourism.	Discuss	Remember
7	What are the positive and negative aspects of Medical Tourism? Explain.	Explain	Understand
8	Explain the benefits to a customer of taking a 'tailor made' special interest holiday. Use examples to illustrate your answer.	Explain	Understand

SEMESTER - IV					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
THM 442	E-Tourism	3	1	-	4

a. Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	**Level**
CO 1	To familiarize with digital tourism business concept	Remember
CO 2	To acquaint with E-commerce	Understand
CO 3	To give insights into E-business and its strategies	Apply

b. Syllabus

Units	Content	Hrs.
I	Digital Tourism Enterprise: Electronic Market - Physical Economy vs. Digital Economy - Drivers of Digital Tourism Business - Digital Tourism Business Models – Opportunities & challenges of Digital Business	12
II	Digital Tourist: Online Consumer Behavior – Consumer decision journey and Marketing funnel – Value of online communities, user-generated content (UGC) – Online reviews and reputation management – Unique features of online market research – Sentiment analysis for decision-making	12
III	Digital Marketing: Characteristics - Process for Products & Services – Online Segmentation-Targeting-Positioning – Inbound Vs Outbound Marketing – Search engine marketing: search engine optimization and search engine advertising	12
IV	Social Media Marketing: Social Media Campaign Process - Social Media Marketing – Development of Social Media Content and Communities - Deliver Social Media Promotions - Measure Social Media Performance - Manage Social Media Activities.	12
V	Digital Marketing Analytics: Organizational Maturity - Maturity Model - Digital Analytics, Maturity Model - Management,	12

Governance, and Adoption, Objective and Scope, Team and Expertise, Continuous Improvement, Process and Methodology, Tools, Technology and Data Integration

Tasks and Assignments:
References:
1. Bones, C., & Hammersley, J. (2015). Leading Digital Strategy: Driving Business Growth through Effective E-commerce. Kogan Page Limited
2. Buhalis, D. (2003). Etourism: Information Technology for Strategic Tourism Management. London: Pearson (Financial Times/Prentice Hall
3. Chaffey, D. (2013). E-Business and E-Commerce Management: Strategy, Implementation and Practice. England: Prentice Hall
4. HBR. (2014). Leading Digital: Turning Technology into Business Transformation. London: Harvard Business Review Press.
5. Morabito, V. (2016). Trends and Challenges in Digital Business Innovation. London: Springer Publications

c. Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	2	3	3	3	3
CO3	3	3	3	3	3

d. Evaluation Scheme

	CO1	CO2	CO3	CO4	CO5	Total
Internal	8	8	8	8	8	40
External	10	10	10	15	15	60
Total	**18**	**18**	**18**	**23**	**23**	**100**

e. Mapping Course Outcome with Internal Assessment (40 Marks)

	CO1	CO2	CO3	CO4	CO5
Assignments	2	2	-	-	2
Seminar	-	-	2	2	-
Test	5	5	5	5	5
Attendance	1	1	1	1	1
Total	8	8	8	8	8

f. Mapping Course Outcome with External Assessment (60 Marks)

Category	CO1	CO2	CO3	CO4	CO5
Part – A **(Short Answer -5 x 4 = 20marks)**	5	5	-	5	5
Part – B **(Essay-4 x 10 = 40 marks)**	5	5	10	10	10
Total	**10**	**10**	**10**	**15**	**15**

g. Rubric for Assignments

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	**Content** **50%**	Ideas are detailed, well developed, supported with specific evidence,facts and examples	Ideasare detailed, Developed and supported with evidence and facts mostly specific.	Ideas are presented but not particularly developed or supported;	Content is not sound	Not attended	CO1, CO2, CO5
2	**Organizati on** **50%**	Includes title, introduction,statement of the main idea with illustration and conclusion.	Includes title, introduction,statement ofmain ideaand conclusion.	organizational tools are weak or missing	Noorganizati on	Not attended	CO1, CO2, CO5

h. Rubric for Seminar

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	**Knowledge and Understandin g** **50%**	Exceptional knowledge of facts, terms, and concepts	Detailed knowledge of facts, terms, and concepts	Considerable knowledge of facts, terms, and concepts	Minimal knowledge of facts, terms, and concepts	Not Attende d	CO3, CO4
2	**Presentation** **50%**	Well Communicated with logical sequences, examples, and references	Communicate d with sequences	Just Communicate d	No coherent communicatio n	Not Attende d	CO3, CO4

i. Model Question Paper

Sl. No.	Model Questions	Specification	Level
	Part – A:Short Answer **Marks: 4 x 5 = 20**		
1	What is E Tourism? Explain	Explain	Remember
2	Explain the features of e-Commerce	Explain	Remember
3	What is segmentation?	Explain	Understand
4	What is positioning?	Explain	Understand
	PART – B: Essay Type **Marks: 10 x 4 = 40**		
5	What is social media marketing? Explain with examples.	Explain	Understand
6	Discuss the difference between physical and digital economy.	Discuss	Understand
7	What are digital tourists?	Explain	Understand
8	Discuss the features of inbound and outbound marketing and e-commerce and e-business in detail.	Discuss	Understand

SEMESTER - IV					
Course Code	**Course Name**	**L**	**T**	**P**	**Credits**
THM 443	Event Planning and Management	3	1	-	4

a. Course Outcome (CO)

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO 1	To enrich the level of knowledge about management of different types of events	Remember
CO 2	To help the students understand different aspects and functions of events	Understand
CO 3	To provide sufficient opportunities to use knowledge and skill in event business.	Apply

b. Syllabus

Units	Content	Hrs.
I	Event Business: Types of Events - Size of Events - Five C's of Event Management - Trends of Event Business - Scope of Event Business - Roles and Functions of Event Manager -Attributes of Technical Staff - Preparation of Operation Manual - Developing Record Keeping Systems.	12
II	Selection of Event Site: Layouts and Designs - Site Map or Plan – Audiovisual - Lighting and Sound - Special Effects and Video - Event Technology, Event Laws & Regulations: Permissions Required for Holding An Event: Police Permissions - Traffic Police, Ambulance, Fire Brigade and Municipal Corporation- Indian Performing Rights Society (IPRS) - Performing License - Entertainment Tax - Permissions for Open Ground Events - License for Serving Liquor - Waste Management & Green Certification	12
III	Planning and Scheduling Events: Managing Events - Corporate Events	12

	- Trade Shows and Exhibitions - Events in Educational Institutions - Budgeting of MICE - Use of Budget Preparation - Estimating Fixed and Variable Costs - Cash Flow - Sponsorship and Subsides -Ethical Behavioral Practices in MICE industry.	
IV	Bidding for Events: Events Theme- Color, Decor, Focal Points, Fabrics, Furnishing, Lighting, Audio visual - Event Logistics: Security, Transport, Parking, Accommodation, Special Needs and Disabled Requirements	12
V	Logistic Policy – Procedures - Performance Standards - Event Networks and Supply Chain - Handling Vendors and Service Contractors -Negotiating With Vendors and Service Contractors.	12
	Tasks and Assignments: **References:** 1. Editorial DataGroup USA (2018). Exhibition & Conference Organisers United States: Market Sales in the United States Kindle Edition. 2. George G. Fenich (2014). Production and Logistics in Meeting, Expositions, Events and Conventions. 3. Natalie Johnson (2014). Event Planning Tips: The Straight Scoop on How to Run a Successful Event (Event Planning, Event Planning Book, Event Planning Business) Kindle Edition. 4. Saurav Mittal (2017). Event Management: Ultimate Guide To Successful Meetings, Corporate Events, Conferences, Management & Marketing For Successful Events: Become an event planning pro & create a successful event series. Kindle Edition.	

c. Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3

d. Evaluation Scheme

	CO1	CO2	CO3	CO4	CO5	Total
Internal	8	8	8	8	8	40
External	10	10	10	15	15	60
Total	18	18	18	23	23	100

e. Mapping Course Outcome with Internal Assessment (40 Marks)

	CO1	CO2	CO3	CO4	CO5
Assignments	2	2	-	-	2
Seminar	-	-	2	2	-
Test	5	5	5	5	5
Attendance	1	1	1	1	1
Total	8	8	8	8	8

f. Mapping Course Outcome with External Assessment (60 Marks)

Category	CO1	CO2	CO3	CO4	CO5
Part – A (Short Answer -5 x 4 = 20marks)	5	5	-	5	5
Part – B (Essay-4 x 10 = 40 marks)	5	5	10	10	10
Total	**10**	**10**	**10**	**15**	**15**

g. Rubric for Assignments

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	**Content** **50%**	Ideas are detailed, well developed, supported with specific evidence,facts and examples	Ideasare detailed, Developed and supported with evidence and facts mostly specific.	Ideas are presented but not particularly developed or supported;	Content is not sound	Not attended	CO1, CO2, CO5
2	**Organizati on** **50%**	Includes title, introduction,statement of the main idea with illustration and conclusion.	Includes title, introduction,statement ofmain ideaand conclusion.	organizatio nal tools are weak or missing	Noorganizati on	Not attended	CO1, CO2, CO5

h. Rubric for Seminar

Sl. No.	Criteria	100%	75%	50%	25%	0%	Relation to COs
1	**Knowledge and Understandin g** **50%**	Exceptional knowledge of facts, terms, and concepts	Detailed knowledge of facts, terms, and concepts	Considerable knowledge of facts, terms, and concepts	Minimal knowledge of facts, terms, and concepts	Not Attende d	CO3, CO4

2	Presentation 50%	Well Communicated with logical sequences, examples, and references	Communicated with sequences	Just Communicated	No coherent communication	Not Attended	CO3, CO4

i. Model Question Paper

Sl. No.	Model Questions	Specification	Level
	Part – A:Short Answer **Marks: 4 x 5 = 20**		
1	Define Event Management. Discuss the important features of events with suitable examples.	Define	Understand
2	Discuss the role of sponsors in promoting an event.	Discuss	Remember
3	Highlight the duties and responsibilities of an event manager.	Explain	Understand
4	What is the significance of inter personal relations in event management?	Explain	Remember
	PART – B: Essay Type **Marks: 10 x 4 = 40**		
5	Explain the roles and responsibilities of various committees in event management with suitable examples.	Explain	Understand
6	Discuss the various phases involved in planning of event.	Discuss	Remember
7	What do you mean by Budget? What factors should be kept in mind while preparing a budget of an event management company?	Explain	Understand
8	What do you mean by Budget? What factors should be kept in mind while preparing a budget of an event management company?	Explain	Understand