



THIRUVALLUVAR UNIVERSITY
SERKKADU, VELLORE-632115

M.B.A. GENERAL

SYLLABUS

FROM THE ACADEMIC YEAR

2023 – 2024

THIRUVALLUVAR UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

**Choice Based Credit System (CBCS), Learning Outcomes Based Curriculum
Framework (LOCF) Guideline Based Credits and Hours Distribution System
for all Post – Graduate Courses including Lab hours
First Year – SEMESTER I**

S.NO	Study Component		Ins. Hrs/week	credit	Title of the paper	Maximum Marks		
	Course title					CIA	Uni. Exam	Total
1	Core – I		7	5	Management Principles and Business Ethics	25	75	100
2	Core – II		7	5	Quantitative Techniques and Research Methods in Business	25	75	100
3	Core – III		6	4	Managing Organisational Behaviour	25	75	100
4	Elective – I Discipline Centric	Choose any one	5	3	Finance Management			
					1. Corporate Finance			
					2. Security Analysis and Portfolio Management			
					3. Tax Management			
					4. Merchant Banking and Financial Services			
					5. Derivatives Management			
					6. Banking and Insurance			
					7. Behavioural Finance			
					8. Financial Modelling			
					9. Capital Markets and Financial Services			
					10. Financial Planning and Wealth Management			
					11. Fixed Income Securities			
					12. Fintech and Investment Analysis			

					13. International Financial Management			
					14. Risk Management in Banks			
5	Elective – II Generic	(Choose any one)	5	3	Tourism and Hospitality Management			
					1. Destination Tourism			
					2. Tourism Principles and Practices			
					3. Tourism Products of India			
					4. Strategic Tourism Management			
					5. Hospitality management			
					6. E Tourism			
					7. Travel Agency and Tour Operations Management			
					8. Tourism Entrepreneurship			
					9. Eco Tourism and Sustainable Development			
					10. Automation in Hospitality Industry			
					11. Special Interest Tourism			
					12. Service Quality Management In Hospitality			
Total			30	20				

SYLLABUS

SEMESTER I

Subject Code	Subject Name	Category
	Management Principles and Business Ethics	Core 1
Course Objectives		
C1	To familiarize the students to the basic concepts of management in order to aid in understanding how an organization functions.	
C2	To provide insights on Planning & Decision Making	
C3	To throw light on Organizing, Managing Change and Innovation	
C4	To elucidate on Leadership, Communication and Controlling.	
C5	To create awareness and importance of Business Ethics and Social Responsibility.	
SYLLABUS		
UNIT	Details	
I	Introduction: Nature of Management – Concepts and Foundations of Management- Managerial Functions- Management Skills - The Evolution of Management Thought – Tasks of a Professional Manager – Organizational Culture - Environment – Systems Approach to Management – Levels in Management – Disaster Management	
II	Planning & Decision Making: Steps in Planning Process – Scope and Limitations – Short Term and Long Term Planning – Flexibility in Planning – Characteristics of a Sound Plan – Management By Objectives (MBO). Strategic Management Process Decision Making Process and Techniques. Business Models	
III	Nature of Organizing: Organization Structure and Design - Authority Relationships – Delegation of Authority and Decentralization – Interdepartmental Coordinator – emerging Trends in corporate Structure, Strategy and Culture – Impact of Technology on Organizational design – Mechanistic vs. Adoptive Structures – Formal and Informal Organization. Span of control – Pros and Cons of Narrow and Wide Spans of Control – Optimum Span - Managing Change and Innovation.	
IV	Leadership and Control: Leadership: Approaches to Leadership and Communication. Control: Concept of Control – Application of the Process of Control at Different Levels of Management (top, middle and first line). Performance Standards – Measurements of Performance – Remedial Action - An Integrated Control system in an Organization – Management by Exception (MBE) –	
V	Business Ethics: Importance of Business Ethics – Ethical Issues and Dilemmas in Business - Ethical Decision Making and Ethical Leadership – Ethics Audit - Business Ethics and - CSR Models.	
Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Possess the knowledge on the basic concepts of management and understand how an organization functions.	PO4, PO6, PO8
CO2	Possess knowledge on planning & decision making.	PO1, PO2

CO3	Have insights on organizing, managing change and Innovation	PO5, PO6, PO7
CO4	Learn leadership, communication and controlling skills.	PO4, PO5
CO5	Have better understanding on business ethics and social responsibility.	PO3, PO8
Reading List		
1.	https://deb.ugc.ac. In	
2.	http://www.managementconcepts. Com	
3.	International journal of Management Concepts and Philosophy	
4.	Journal of Management, Sage Publications	
References Books		
1.	Mukherjee, K., Principles of Management, 2 nd Edition, Tata McGraw Hill Education Pvt. Ltd., 2009	
2.	S. K. Mandal., Management Principles and practice, 3 rd Edition, Jaico Publishing House, Jan.2011.	
3.	Griffin, R. W., Management, 11 th Edition, South-Western College Publication, January 2018.	
4.	Koontz, H. and Weihrich, H., Essentials of Management: An International Perspective, 11 th Edition, Tata McGraw Hill Education Private Ltd., July 2020	
5.	Certo, S C. and Certo, T, Modern Management, 13 th Edition, Prentice Hall, January 2014.	
6.	Robbins, S and Coulter, M, 11 th Edition, Management, Prentice Hall, 11 th edition, January 2012	
7.	Shaikh Ubaid, Disaster Management, Technical publications, 1 st edition, 2020	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				2		2		2
CO 2	2	3						
CO 3					2	2	2	
CO 4				3	3			
CO 5			3					3

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category
	Quantitative Techniques and Research Methods in Business	Core-II
Course Objectives		
C1	To provide the students with an introduction to probability theory and discuss how probability calculations may facilitate their decision making.	
C2	To construct a coherent research proposal that includes an abstract, literature review, research questions, ethical considerations and methodology.	

C3	To understand the basic statistical tools for analysis & interpretation of qualitative and quantitative data.	
C4	To recognize the principles and characteristics of the multivariate data analysis techniques.	
C5	To become familiar with the process of drafting a report that poses a significant problem	
SYLLABUS		
UNIT	Details	
I	Introduction: Probability - Rules of probability- Probability distribution; Binomial, Poisson and Normal Distributions, their applications in Business and Industrial Problem- Baye’s Theorem and its applications - Decision Making under risk and uncertainty; Maximax, Maximin, Regret Hurwitz and Laplace Criteria in Business and Decision Making - Decision tree.	
II	Research Methods: Research - Definition - Research Process - Research Design – Definition- Types Of Research Design - Role of Theory in Research - Variables in Research – Objectives - Hypothesis -Types of Data; Preliminary Vs Secondary- Methods of Primary Data Collection; Survey, Observation, Experiments - Construction Of Questionnaire - Questionnaire Schedule- Validity and Reliability of Instruments - Types of Scales; Nominal, Ordinal, Interval - Types of Attitude Measurement Scales – Sampling Techniques; Probability And Non probability Techniques- Optimal Sample Size determination.	
III	Data Preparation and Analysis: Data Preparation - Editing –Coding- Data Entry- Data Analysis- Testing Of Hypothesis Univariate and Bivariate Analysis - Parametric And Nonparametric Tests and Interpretation of Test Results- Chi-Square Test- Correlation; Karl Pearson’s Vs Correlation Coefficient and Spearman's Rank Correlation- Regression Analysis - One Way and Two Way Analysis of Variance.	
IV	Multivariate Statistical Analysis: Exploratory and Confirmatory Factor Analysis - Discriminant Analysis- Cluster Analysis -Conjoint Analysis -Multiple Regression- Multidimensional Scaling- Their Application In Marketing Problems -Application of Statistical Software For Data Analysis- SEM Analysis	
V	Report Writing and Ethics in Business Research: Research Reports- Different Types -Report Writing Format- Content of Report- Need For Executive Summary- Chapterization -Framing the Title of the Report- Different Styles Of Referencing - Academic Vs Business Research Reports - Ethics In Research.	
Total		
Weightage of Marks: Theory 40% and Problems 60%		
Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Be able to develop problem-solving techniques needed to accurately calculate probabilities.	PO1, PO2, PO6, PO7
CO2	Be able to devise research methods, techniques and strategies in the appropriate manner for managerial decision making and conduct research for the industry.	PO4, PO6
CO3	Be able to apply and interpret the different types of quantitative and qualitative methods of data analysis.	PO4, PO6
CO4	Be able to use multivariate techniques appropriately, undertake multivariate hypothesis tests, and draw	PO4, PO6

	appropriate conclusions.	
CO5	Be able to present orally their research or a summary of another's research in an organized, coherent, and compelling fashion.	PO4, PO6
Reading List		
1.	https://www.dartmouth.edu/~chance/teaching_aids/books_articles/probability_book/amsbook.mac.pdf	
2.	https://study.com/academy/topic/probability.html	
3.	https://onlinecourses.nptel.ac.in/noc18_ma07/preview	
4.	https://hbr.org/1964/07/decision-trees-for-decision-making	
References Books		
1.	Kumar, R., Research Methodology: A Step-by-Step guide for Beginners, Sage, South Asia, 4th Edition, 2014.	
2.	Srivastava, T.N. and Rego, S., Statistics for Management, 2nd Edition, Tata McGraw Hill, 3rd Edition, 2016.	
3.	Cooper, D.R., Schindler, P. And Business Research Methods, Tata- McGraw Hill, 12th Edition, 2012.	
4.	Cooper, D.R., Schindler, P. and Sharma, J.K., Business Research Methods, 11th Edition, Tata-McGraw Hill, 12th Edition, 2018.	
5.	Johnson, R.A., and Wichern, D.W., Applied Multivariate Statistical Analysis, PHI Learning Pvt. Ltd., 6th Edition, 2012.	
6.	Anderson, Sweeny, Williams, Camm and Cochran, Statistics for business and Economics, Cengage Learning, New Delhi, 13th Edition, 2017	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3				3	3	
CO 2				3		3		
CO 3				2		2		
CO 4				2		2		
CO 5				2		3		

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category
	Managing Organizational Behaviour	Core- III
Course Objectives		
C1	To familiarize the students to the basic concepts of managing Organizational Behaviour in order to aid in understanding how an men behave in an organization.	
C2	To provide insights on Individual Differences, perception, learning, Attitudes values and motivation	
C3	To throw light on Group Dynamics and Interpersonal Communication	
C4	To elucidate on Leadership, Politics, Conflicts and Negotiation.	
C5	To create awareness and importance of work stress and Emotional Intelligence	

	and its influence on employees in an organization.	
SYLLABUS		
UNIT	Details	
I	Introduction to Organizational Behaviour: Historical background of OB - Concept Relevance of OB – Contributing disciplines - to the field of OB, challenges and opportunities for OB, foundations of Individual Behaviour. Theory – social theory- Organizational Citizenship Behaviour	
II	Individual Difference - Personality – concept and determinants of personality – theories of personality – type of theories – trait theory – psycho analytic theory - social learning theory – Erikson’s stages of Personality Development Chris Argyris Immaturity to Maturity Continuum. Personality – Job fit. Perception: Meaning Process – Factors influencing perception – Attribution theory Learning: Classical, Operant and Social Cognitive Approaches – Managerial implications. Attitudes and Values: – Components, Attitude – Behaviour relationship, formation, values. Motivation: Early Theories of Motivation – Hierarchy of needs theory, Theory X and Theory Y, Two factor theory, McClelland’s theory of needs and Contemporary theories of motivation – Self – Determination theory, Job Engagement, Goal Setting theory, Self– efficacy theory, Re – inforcement theory, Equity theory, Expectancy theory.	
III	Group Dynamics – Foundations of Group Behaviour – Group and Team - Stages of Group Development–Factors affecting Group and Team Performance - Group Decision making Interpersonal Communication – Communication Process – Barriers to Communication– Guidelines for Effective Communication	
IV	Leadership – Trait, Behavioural and Contingency theories, Leaders vs Managers Power and Politics: Sources of Power – Political Behaviour in Organizations – Managing Politics. Conflict and Negotiation: Sources and Types of Conflict –Negotiation Strategies– Negotiation Process.	
V	Work Stress: Stressors in the Workplace – Individual Differences on Experiencing Stress - Managing Workplace Stress. Organizational Culture and Climate: Concept and Importance – Creating and Sustaining Culture. Emotional Intelligence, Work Life Integration Practices. Knowledge based enterprise- systems and Processes; Networked and virtual organizations.	
Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Possess the knowledge on the basic concepts of managing Organizational Behaviour in order to aid in understanding how an men behave in an organization	PO4
CO2	Possess knowledge on Individual Differences, perception, learning, Attitudes values and motivation	PO3, PO6
CO3	Have insights on Group Dynamics and Interpersonal Communication	PO2, PO4, PO5
CO4	Learn Leadership, Politics, Conflicts and Negotiation.	PO5

CO5	Have better understanding on work stress and Emotional Intelligence and its influence on employees in an organization.	PO6, PO8
Reading List		
1.	www.himpub.com	
2.	https://iedunote.com/organisational-behaviour	
3.	www.yourarticlelibrary.com/organisation/	
4.	Journal of Organizational Behaviour – wiley Online Library	
References Books		
1.	Prasad .L.M., Organisational Behaviour ,Sultan Chand and Sons, 2019	
2.	C.B.Guptha, A Textbook Of Organisational Behaviours ,S.Chand & Company,2019	
3.	K. Aswattappa, Organisational Behaviour, Himalaya Publishing House, 12th Edition, 2016.	
4.	Luthans, F. Organizational Behaviour, 12th Edition, Tata McGraw Hill Education, 2017.	
5.	McShane, S.L., Von Glinow, M.A., and Sharma, R.R., Organizational Behaviour, 5th Edition, Tata McGraw-Hill Education Pvt. Ltd., 2011.	
6.	Stephen P. Robins, Timothy A. Judge and Neharika Vohra, Essentials of Organisational Behaviour, 18th Edition, Pearson Education, 2019.	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				2				
CO 2			3			3		
CO 3		3		3	3			
CO 4					3			
CO 5						3		2
3-Strong			2-Medium		1-Low			

SPECIALIZATION COURSES: FINANCE MANAGEMENT

Subject Code	Subject Name	Category
	Corporate Finance	Elective I-DICIPLINE CENTRIC
Course Objectives		
C1	To familiarize the students with the fundamental understanding of corporate finance.	
C2	To create awareness and understanding on the Indian capital market, the various sources of capital and role of SEBI.	

C3	To throw light on the investment techniques on the investment decision making	
C4	To educate the students on the various sources of international finance available to the Indian companies.	
C5	To elucidate on the various modes through which corporate can go international and multinational collaboration can be made.	
SYLLABUS		
UNIT	Details	
I	Introduction to Corporate Finance: Corporate – Nature and Scope – Role of Financial Institution – Valuation of the Firm – Time value of money concepts.	
II	Indian Capital Market – Basic problem of Industrial Finance in India. Fiscal Policies, Government Regulations affecting Capital Market – Role of SEBI –Stock Markets - Equity–Debenturefinancing–GuidelinesfromSEBI,advantagesanddisadvantages	
III	Investment Decision: Investment Analysis – Risk Analysis - Probability Approach. Business Failures, Mergers, Consolidations and liquidation.	
IV	Finance from international sources, – role of EXIM bank and commercial banks – Finance for rehabilitation of sick units. Inflation and Financial Decisions.	
V	Foreign Collaboration – FDI and FIIS Business Ventures Abroad. International Financial Institutions & Multinational Corporations; Global Minimum Tax	
Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Understand the fundamentals of corporate finance.	PO4, PO6
CO2	Summarize the role of SEBI and the structure of Indian capital market.	PO4, PO6, PO7
CO3	Analyze the various investment techniques and the investment decision making.	PO2, PO7
CO4	Appraise the various sources of finance that are available to the Indian companies.	PO6, PO7
CO5	Categorize the various modes through which corporate can go international and multinational.	PO6, PO7
Reading List		
1.	Jeffery Haas, Corporate Finance in a Nutshell, Kindle Edition, 2021	
2.	Mike Piper, Corporate Finance made simple, Kindle Edition, 2020	
3.	Journal of Corporate Finance, Elsevier	
4.	The Review of Corporate Finance, Oxford Academic	
References Books		
1.	Brealey,R.A.,Myers,S.C.,Allen,F.andMohanty,P.,PrinciplesofCorporateFinance,12 th Edition, Paperback,TataMcGraw-HillPublishers,2018.	
2.	Damodaran,A.,AppliedCorporateFinance, 4 th Edition,Wiley,2015.	
3.	Damodaran,A.,CorporateFinance:TheoryandPractice,2 nd Edition Paperback,WileyIndiaPvtLtd.,2007.	
4.	Kidwell,D.andParrino,R.,FundamentalsofCorporateFinance,WileyIndiaPvt.Ltd.,2011.	

5.	Madura,J.,InternationalCorporateFinance,10 th Edition,Cengage Learning,2012.
6.	Viswanath, S., Cases in Corporate Finance, McGraw-Hill Education,2009.

CO-PO Mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				2		2		
CO 2				2		2	2	
CO 3		3					3	
CO 4						2	3	
CO 5						2	2	

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category
	Security Analysis and Portfolio Management	Elective-II GENERIC
Course Objectives		
C1	To provide insight about the relationship of the risk and return and how risk should be measured to bring about a return according to the expectations of the investors in investment avenues and securities market.	
C2	To provide an overview of the operation of the securities markets and the mechanics of trading securities in stock exchanges.	
C3	To ensure acquaintance of in-depth understanding of fundamental analysis tools to make optimum investment decision.	
C4	To analyze stock price behavior in market, that is affected by various factors by calculating various technical indicators using Technical Analysis.	
C5	To enable the students with a basic introduction to portfolio theory and study various methods of modeling the risk associated with stock investment.	
Syllabus		
UNIT	Details	
I	Investment - Concept of investment-importance-alternate forms of investment-LIC schemes-bank deposits-government securities-mutual fund schemes-post office schemes-provident fund-company deposits-real estate- Gold and Silver- Growth adjusted value investing strategy; G-Secs; P-note investments. Concepts of risk and return, measurement of risk is measured in terms of standard deviation and variance, the relationship between risk and return.	
II	Securities Market - Investment Environment; Financial Market - Segments – Types - Participants in financial Market – Regulatory Environment, Primary Market – Methods of floating new issues, Book building – Role of primary market – Regulation of primary market, Stock exchanges in India – BSE, OTCEI, NSE, ISE, and Regulations of stock exchanges – Trading system in stock exchanges –	

	SEBI.ESG, Stop loss, Fat finger trades, circuit breaker, T+1 and T+2 settlement, Funding of Social Sector; open interest volume and prices; free float in listed companies; Algo trading; Block Chain Technology.	
III	Fundamental Analysis - Economic Analysis – Forecasting techniques. Industry Analysis; Industry classification, Industry life cycle – Company Analysis. Measuring Earnings – Forecasting Earnings – Applied Valuation Techniques – Graham and Dodds investor ratios.	
IV	Technical Analysis - Fundamental Analysis Vs Technical Analysis – Charting methods – Market Indicators. Trend –Trend reversals – Patterns - Moving Average – Exponential moving Average – Oscillators – Market Indicators – Efficient Market theory.	
V	Portfolio Management -Portfolio analysis –Portfolio Selection –Capital Asset Pricing model – Portfolio Revision –Portfolio Evaluation	
Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Understand the role of Risk Return propositions in securities analysis such as fixed income securities, preference shares and ordinary shares.	PO2, PO6, PO7
CO2	Explain the apprehend role, functions and key players in the securities market and the trading system of the stock market	PO2, PO4, PO6, PO7
CO3	Analyze the investment decisions with the help of fundamental analysis techniques.	PO2, PO4, PO7, PO8
CO4	Appraise the stock price movements and its behavior with the help of technical analysis techniques.	PO4, PO6 PO7
CO5	Write the benefit of diversification of holding a portfolio of assets, and the importance played by the market portfolio.	PO6, PO7
Reading List		
1.	Falguni, H. Pandya, Security Analysis and Portfolio Management, PHI Learning, 2015	
2.	Ambika Prasad Dash, Security Analysis and Portfolio Management, I.K. International, 2009	
3.	The Journal of Portfolio Management, Springer	
4.	Financial Markets and Portfolio Management, Scimago Journal and Country Rank	
References Books		
1.	Kevin, S., Security Analysis and Portfolio Management, PHI Learning, Second Edition, 2015.	
2.	Prasanna Chandra, P., Investment Analysis and Portfolio Management, Tata McGraw-Hill Education, 5th Edition, 2017.	
3.	Donald E. Fischer & Ronald J. Jordan, Security Analysis & Portfolio Management, PHI Learning., New Delhi, 8th edition, 2018.	
4.	Khatri, D.K., Security Analysis and Portfolio Management, Macmillan Publishers India, First Edition, 2014.	
5.	Ranganathan, M. and Madhumathi, R., Security Analysis and Portfolio Management, 2ndEdition, Pearson, 2015.	
6.	Reilly, F. and Brown, K. C., Analysis of Investments and Portfolio Management, Cengage Learning, 11th Edition, 2019.	

CO-PO Mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		3				3	3	
CO 2		3		2		3		
CO 3		3		3		2		
CO 4				2		3	3	
CO 5						2	3	

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category
	Tax Management	Elective
Course Objectives		
C1	To make an understanding on the tax system	
C2	To enrich on taxation procedure under different heads of income.	
C3	To create awareness on deductions, set off and carry forwards in tax management.	
C4	To enable computation of taxable income.	
C5	To provide insight knowledge on direct tax system	
SYLLABUS		
UNIT	Details	
I	Introduction: Income Tax Law – important concepts -Scheme of Taxation –types of Taxes, concept, objectives <u>canons</u> of Taxation and factors to be considered for Tax Planning - Tax exemption – Residential status–Tax free incomes.	
II	Heads of Income – Salaries, definition of salary, Fringe benefits and perquisites, Profit in lieu of salary and tax planning avenues for salary income, Income from house property, profits and gains of Business of profession, capital gains-Provisions relating to Capital Gains Tax and exemptions from Capital Gains Tax-Income from other sources - basis of charge; chargeable incomes; specific deductions; amount not deductible; computation of taxable income from other sources.	
III	Deductions to be made in computing total income – Resales and Reliefs of Income tax–Taxation of Non-Residents. Income –tax Payment and Assessment-Tax deduction at source; advance tax; self-assessment tax assessment procedure - Filing of Income Tax Returns – Provisions, Forms and Due Dates, Notices and Assessments –Regular and best judgment assessment revision, rectification and appeal, provision relating to interest and refund of tax.	
IV	Corporate Taxation - Computation of taxable income, Carry-forward and set-off of losses for companies, Minimum Alternative Tax (MAT), Set-off and Carry-forward of Amalgamation Losses. Tax planning in capital budgeting decision, leasing, hire purchase or buy decision raising of capital: equity, debt or preference share, transfer pricing and its impact, tax Provisions for Venture Capital Funds	

V	Wealth Tax and Other Direct Taxes- Wealth Tax Act and Rules, definition of Wealth and Its Components Wealth escaping Assessment, Assets Exempt from Wealth Tax, Gift Tax Act and Rules and Estate Duty Act. Assessment of Trusts and Assessment of companies – Deemed income under MAT Scheme – Tax on income by UTI or Mutual fund – Venture Capital Company/Venture Capital Funds.	
Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Objectives
CO1	State the basic concepts of tax management system in India.	C1
CO2	Discuss the taxation procedure involved under different heads of income.	C2
CO3	Calculate on the deduction procedures, set off and carry forward procedures.	C3
CO4	Analyze the ways to compute total taxable income.	C4
CO5	Prepare direct tax system	C5
Reading List		
1.	Direct Taxes Law and Practice, Vinld K Singhania and Kapil Singhania, Taxmann, 2021	
2.	Income Tax ready reckoner for 2021-22 e-book, Taxguru.	
3.	https://www.incometaxindia.gov.in/Documents/Aarohan-itd-2022-e-book.pdf	
4.	Direct Taxes Ready Reckoner, AY 2021-22 & 2022-23, Vinod K. Singhania, Taxmann	
References Books		
1.	StudentsGuidetoIncomeTaxbyDr.VinodK.SinghaniaandMonicaSinghanian,Taxmann's flagship publication,LatestEdition.	
2.	IndirectTaxbyVinodK.SinganiaTaxmann's flagship publication,LatestEdition	
3.	Iyengar,AC.,SampatLawofIncomeTax.Allahabad,BharatLawHouse. LatestEdition.	
4.	Dr.H.C.Mehrotra, Dr.S.P Goyal, Jai Narain Vyas, Income taa and Indirect taxes, SahithyaBhagwanPublications,LatestEdition.	
5.	T.S.Reddy, Y.Hariprasad Reddy, Income Tax Theroy, Law Practice, Margham Publishers, Latest Edition.	
6.	StudentsGuidetoIncomeTaxbyDr.VinodK.SinghaniaandMonicaSinghanian,Taxmann's flagship publication,LatestEdition.	

CO-PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		2				3	3	
CO 2						3	3	
CO 3						3	3	
CO 4						3	3	
CO 5						3	3	

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category
	Merchant Banking and Financial Services	Elective
Course Objectives		
C1	To enable a better understanding of the financial structure in India and various regulations in the Merchant Banking domain and also throw light on the rules and regulations governing the Indian securities market.	
C2	To familiarize the students with public issue management mechanism, role of issue manager, SEBI guidelines and marketing of securities.	
C3	To create an understanding on the trends in financial services, merger and acquisition, portfolio management services and credit rating.	
C4	Provide exposure to fund based financial services such as leasing and hire purchasing, financial evaluation.	
C5	Students can understand other fund based financial services such as consumer credit, real estate financing, bill discounting, factoring and venture capital.	
SYLLABUS		
UNIT	Details	
I	Merchant Banking: Introduction–An Overview of Indian Financial System– Merchant Banking in India–Recent Developments and Challenges ahead – Institutional Structure – Functions of Merchant Bank - Legal and Regulatory Framework –Relevant Provisions of Companies Act- SERA- SEBI Guidelines - FEMA, etc. –Relation with Stock Exchanges and OTCEI.	
II	Issue management: Role of Merchant Banker in Appraisal of Projects, Designing Capital Structure and Instruments –Issue Pricing – Book Building – Preparation of Prospectus – Selection of Bankers – Advertising Consultants etc.- Role of Registrars –Bankers to the Issue, Underwriters, and Brokers. – Offer for Sale – Green Shoe Option–E-IPO, Private Placement–Bought out Deals–Placement with FIs, MFs, FIIs, etc. Off-Shore Issues.–Issue Marketing– Advertising Strategies – NRI Marketing–Post Issue Activities.	
III	Fee based financial services: Mergers and Acquisitions-Portfolio Management Services – Credit Syndication – Credit Rating – Business Valuation.	
IV	Fund based financial services: Leasing and Hire Purchasing Basics of Leasing and Hire purchasing–Financial Evaluation.	
V	Other fund based financial services: Consumer Credit – Credit Cards – Real Estate Financing–Bills Discounting – factoring and Forfeiting–Venture Capital.	
Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	Recognize the financial structure in India and various regulations in the Merchant Banking Domain. Recall the rules and regulations governing the Indian securities market.	PO4, PO6

CO2	Identify the public issue management mechanism, various forms of issues, role of issue manager, SEBI guidelines and marketing of securities.	PO2, PO6
CO3	Appraise the recent trends in financial services, merger and acquisition, portfolio management services and credit rating.	PO2, PO4, PO6
CO4	Estimate on the fund based financial services such as leasing and hire purchasing, financial evaluation.	PO2, PO6
CO5	Plan on other fund based financial services such as consumer credit, real estate financing, bill discounting, factoring and venture capital.	PO4, PO6
Reading List		
1.	Swati Dawan, Merchant Banking and Financial Services, Mcgraw Hill Education, 2011	
2.	Pathak Barathi, Indian Financial System, 5 th Edition, Pearson Education, 2018	
3.	Indian Journal of Finance, ISSN: 0973-8711, Researchgate	
4.	Journal of Corporate Finance, Elsevier	
References Books		
1.	M.Y.Khan, Financial Services, Tata McGraw-Hill, 12 th Edition, 2012	
2.	Nalini Prava Tripathy, Financial Services, PHI Learning, 2011.	
3.	Machiraju, Indian Financial System, Vikas Publishing House, 2 nd Edition, 2010.	
4.	J.C. Verma, A Manual of Merchant Banking, Bharath Publishing House, New Delhi,	
5.	Varshney P.N. & Mittal D.K., Indian Financial System, Sultan Chand & Sons, New Delhi.	
6.	Sasidharan, Financial Services and System, Tata McGraw Hill, New Delhi.	

CO-PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				2		2		
CO 2		2				2		
CO 3		2		2		2		
CO 4		2				2		
CO 5				2		2		

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category
	Derivatives Management	Elective
Course Objectives		
C1	To familiarize and enable the students to understand the fundamentals of Derivatives and its types.	
C2	To throw light on forward and futures contract.	
C3	To educate the students on Options.	
C4	To elucidate the various Option Pricing models.	
C5	To educate the students on the indices of various derivative instruments	
SYLLABUS		
UNIT	Details	
I	Introduction: Derivatives – Definition –Types – participants and functions-Forward Contracts – Futures Contracts – Options – Swaps – Differences between Cash and Future Markets – Types of Traders – OTC and Exchange Traded Securities – Types of Settlement – Uses and Advantages of Derivatives, Risks in Derivatives.	
II	Forward contracts – Futures contracts – structure of forward & futures markets - Types of Futures Contracts -Margin Requirements – Marking to Market – Hedging using Futures — Securities, Stock Index Futures, Currencies and Commodities – Delivery Options – Relationship between Future Prices, Forward Prices and Spot Prices.	
III	Options -Definition – Exchange Traded Options, OTC Options – Specifications of Options – Call and Put Options – organized options trading – listing requirements – contract size – exercise prices – expiration dates – position & exercise limits - American and European Options – Intrinsic Value and Time Value of Options – Option payoff, options on Securities, Stock Indices, Currencies and Futures – Options pricing models –Differences between future and Option contracts.	
IV	Principles of Option pricing – Put Call Parity relationship – Option pricing models – The Black Scholes Model – The Binomial model – Principles of forward and future pricing – the cost of carry model. 9 C4	
V	Commodity Futures – Contract Terminology and Specifications for Stock Options and Index Options in NSE – Contract Terminology and specifications for stock futures and Index futures in NSE – Contract Terminology and Specifications for Interest Rate Derivatives. 9 C5	
Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	List the fundamentals of Derivatives and its types.	PO4, PO6
CO2	Classify the Forward and Future Contracts.	PO6, PO7
CO3	Assess the Options.	PO6, PO7

CO4	Summarize the various Option Pricing models.	PO6, PO7
CO5	Generalize the knowledge on the indices of various Derivative Instruments.	PO6, PO7
Reading List		
1.	Aron Gottesman, Derivatives Essentials: An Introduction to Forwards, Futures and Options and Swaps, Wiley, 2016	
2.	ArkadevChatterje, Robert A. Jarrow, An Introduction to Derivative Securities, Financial Markets, and Risk Management, World Scientific, Kindle Edition,	
3.	International Journal of Financial Markets and Derivatives, Inderscience Publishers	
4.	Journal of Risk and Financial Management, MDPI	
References Books		
1.	Chance, D. and Brooks, R., Derivatives and Risk Management Basics, South Western, 10th edition, 2015.	
2.	S.L. Gupta, Financial Derivatives, Theory, Concepts and Problems, PHI Learning 2nd edition, 2017	
3.	Hull, J.C. and Basu, S., Options, Futures and Other Derivatives, Pearson, 10th Edition, 2018.	
4.	Patrick Boyle, Jesse McDougall, Trading and Pricing Financial Derivatives, De Gruyter, A Guide to Future, Options and Swaps, 2nd Edition, Publishers, 2018.	
5.	James A. Overdahl, Financial Derivatives, Wiley India Pvt. Ltd, 3rd Edition, 2014	

CO-PO Mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				2		3	2	
CO 2						3	2	
CO 3						3	2	
CO 4						3	2	
CO 5						3	2	

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category
	Banking and Insurance	Elective
Course Objectives		
C1	To provide a basic understanding of the insurance mechanism and principle of insurance.	
C2	To provide an overview of Indian insurance industry.	
C3	To understand the basics of Banking and the emergence of Banking in India.	
C4	To get acquainted with the functionality of the Banks.	
C5	To know the meaning and use of commonly used technologies in Banking.	

SYLLABUS		
UNIT	Details	
I	Indian Financial System: Introduction to Financial System – Business of Banking - Organizational Structure of Indian Financial System - Role of Government & Reserve Bank of India As Regulators of Banks - Role & Functions of Banks – Regulatory Provisions/Enactments Governing Banks - Various Committees on Banking & Their Impact - Recent Developments in Indian Financial System - Aadhaar Seeding- -Self Help Groups, Financial Inclusion- Jan Dhan Yojana Accounts- NBFCs - Micro Finance Institutions, Small finance banks and payment banks.	
II	Basics of Banking: Basic Concepts in Banking - Banker-Customer Relationships – Know Your Customer, Anti Money Laundering -Guidelines - Negotiable instruments – Bankers’ Duties and Responsibilities - DICGC - Types of Customers & Various Types of Accounts - Deposit Products – Services Rendered by Banks - Principles of Lending - Approach to Lending & Steps in Lending - Credit Management & Credit Monitoring - Priority Sector Lending in Banks- Lending to Agriculture, Micro, Small & Medium Enterprises - Recovery & Modes of Recovery and Management of Non-Performing Assets - Basics of Risk Management in Banks.	
III	Electronic Banking: Current Trends and Role of information & Communication Technology in Banking - Core Banking Solutions vis-a-vis Traditional Banking - Banking Technology – Alternate Delivery Channels – ATMs, Credit/Debit Cards/Mobile Banking / Internet Banking etc. - Cheque Truncation System of cheque clearance, E-Lounges, UPI, BHIM (Bharath Interface for money), Products and Impact - Electronic Funds Transfers – Real Time Gross Settlements (RTGS) & National Electronic Funds Transfer (NEFT) – NACH Global Trends in Banking Technology - IT Security in Banks & Disaster Management - Marketing of Banking Services; Marketing of Banking Services – Meaning, Importance and Functions - Market Research & Product Development - Factors influencing Marketing of Banking Products Third Party Products in Banking, One stop shop Financial solutions in Banks - Financial Advisory Services (FAS).	
IV	Insurance: Meaning – Nature and Importance – Risk Management; Identification – Measurement – Diversification – Strategies Theories – Sum of Large Numbers Theory of Probability Insurance Regulation; IRDA Regulations – Insurance Contract – Agent Norms – Generic Norms of Insurance Advisors.	
V	General Insurance: Marine Insurance – Fire Insurance – Automobile Insurance – Home Insurance - House +Articles insurance- Overseas Travel Insurance– Medical Insurance – Group Medi claim- Jewellery Insurance, Social Security Insurance .Life Insurance; Principles – Uberima fides Insurable Interest – Indemnity – Subrogation – Contribution Products; Death and Survival Classifications – Traditional Salary Savings Scheme – Employees Deposit Linked Insurance – ULIPs – Premium Fixation Cases.	
Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	Understand, analyze and communicate on the Indian Financial System	PO4, PO6, PO7
CO2	Explain the basics of Banking and the emergence of Banking in India and its lending practices	PO4, PO6, PO7

CO3	Analyze the Digital Banking and the current trend in banking and new banking products and services	PO4, PO6, PO7
CO4	Summarize the basics of the insurance mechanism and principle of insurance and acquire knowledge on Indian insurance industry.	PO4, PO6, PO7
CO5	Categorize the knowledge and understanding on Marine, fire, home and medical insurances	PO4, PO6, PO7
Reading List		
1.	Jyotsna Sethi and Nishwan Bhatia, Elements of Banking and Insurance, PHI Learning, 2012	
2.	Natarjan. S, and Parameshwaran. R, Indian Banking, S.Chand& Company	
3.	Journal of Banking and Finance, Elsevier	
4.	Indian Journal of Banking, Risk and Insurance, Publishing India	
References Books		
1.	Bhattacharya,H.,BankingStrategy, CreditAppraisalandLendingDecisions,OxfordUniversityPress,2nd Edition,2011.	
2.	IndianInstituteofBankingandFinance,PrinciplesandPracticesofBanking, MacmillanIndiaLtd, Fifth Edition,2015.	
3.	Maheshwari,S.N.andMaheshwari,S.K.,BankingLawandPractice,Kalyani Publishers,11 th Edition, 2014.	
4.	Muraleedharan,ModernBanking:TheoryandPractice,PHILearning, Second Edition, 2014.	
5.	Varshney,P.N.,BankingLawandPractice,SultanChandandSons, fist Edition, 2015.	
6.	Gopinath. M. N. - BankingPrinciples&Operations, Snow White Publications, 7 th Edition, 2021	

CO-PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				3		3	3	
CO 2				2		3	3	
CO 3				3		3	3	
CO 4				3		3	3	
CO 5				3		3	3	

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category
	Behavioral Finance	Elective

Course Objectives		
C1	To enable the students to understand the basics of Behavioural Finance	
C2	To create awareness and understanding on the various theories of Behavioural Finance	
C3	To elucidate the students on the various financial decision theory paradoxes	
C4	To throw light on the non-behavioural finance through the extended knowledge on Efficient Market Hypothesis	
C5	To educate the students on arbitrage, risks in share trade and on contemporary financial issues.	
SYLLABUS		
UNIT	Details	
I	Introduction to Behavioral Finance: Introduction, Traditional vs Behavioural Theory, The Decision Making Process and Behavioural Biases, Limits to Arbitrage.	
II	Behavioural Finance Theory and Bubbles: Prospect Theory, SP/A Theory, Behavioural Portfolio Theory, Empirical and Statistical detection tests.	
III	Decision Theory Paradoxes: Nash Equilibrium: Keynesian Beauty Context and The Prisoner’s Dilemma, The Monty Hall Paradox, The St. Petersburg Paradox, The Allais Paradox, The Ellsberg Paradox.	
IV	Non-Behavioral Finance: Introduction - The roles of securities prices in the economy; Efficient markets hypothesis (EMH) – Definitions - EMH in supply and demand framework - Theoretical arguments for flat aggregate demand curve; Equilibrium expected return models.	
V	Demand by Arbitrageurs and Average Investors & Contemporary Issues: Definition of arbitrageur; Long-short trades; Risk vs. Horizon; Transaction costs and short-selling costs; Fundamental risk; Noise-trader risk; Professional arbitrage; Destabilizing informed trading (positive feedback, predation), Definition of average investor; Belief biases; Limited attention and categorization; Nontraditional preferences – prospect theory and loss aversion; Bubbles and systematic investor sentiment - contemporary behavioral finance issues	
Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Explain the basics of Behavioural Finance	PO6
CO2	Compare and classify the awareness and understanding on the various theories of Behavioural Finance	PO6, PO7
CO3	Categorize the various financial decision theory paradoxes	PO2, PO6
CO4	Assess the non-behavioral finance through the extended knowledge on Efficient Market Hypothesis	PO6
CO5	Estimate on arbitrage, risks in share trade and on contemporary financial issues.	PO6, PO7
Reading List		
1.	Subrahmanyam, A. (2008). Behavioural finance: A review and synthesis. European Financial Management.	
2.	Forbes, W. (2009). Behavioural finance. John Wiley & Sons.	
3.	Kapoor, S., &Prosad, J. M. (2017). Behavioural finance: A review. Procedia computer science.	

4.	Bloomfield, R. (2010). Behavioural finance. In Behavioural and Experimental Economics (pp. 32-41). Palgrave Macmillan, London.
References Books	
1.	Prasaanna Chandra, Behavioural Finance, 2 nd Edition, Paperback – 1, Mcgraw Hill, 2020
2.	Parag Parikh, Value Investing and Behavioural Finance: Insights into Indian Stock Markets, Mcgraw Hill Education, 2017
3.	Shleifer, Andrei, Inefficient Markets: An Introduction to Behavioral Finance. Oxford, UK: Oxford University Press, 2000
4.	Thomas Klietk, Katerina Valaskova, and Maria Kovacova, Advances in Behavioural Finance and Economics, MDPI, 2021
5.	Singh Ranjit, Behavioural Finance, PHI Learning Pvt. Ltd., 2019
6.	Sujata Kapoor, Jaya MamtaProsad, Behavioural Finance, Sage Publications India Pvt. Ltd., 2019.

CO-PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1						2		
CO 2						2	2	
CO 3		2				2		
CO 4						2		
CO 5						2	2	

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category
	Financial Modelling	Elective
Course Objectives		
C1	To equip the students with the knowledge of different aspects of financial modelling and be familiar with using financial functions in a spreadsheet.	
C2	To gain an understanding of the valuation tools and techniques used in bond and equity valuation.	
C3	To design and construct useful and robust corporate modelling applications	
C4	To learn about the risk and return of a portfolio and how to measure them using different methods.	
C5	To acquaint the students with the fundamentals of derivative modelling and their application	

SYLLABUS		
UNIT	Details	
I	Introduction to financial modelling & built-in functions using spread sheets- Introduction to Financial Modelling- Need for Financial Modelling- Steps for effective financial modelling - Introduction to Time value of money & Lookup array functions: FV, PV, PMT, RATE, NPER, Vlookup, Hlookup, if, countif, etc - Time value of Money Models: EMI with Single & Two Interest rates –Loan amortization modelling-Debenture redemption modeling.	
II	Bond & Equity Share Valuation Modelling- Bond valuation – Yield to Maturity (YTM): Rate method Vs IRR method-Flexi Bond and Strip Bond YTM Modelling-Bond redemption modelling -Equity share valuation: Multiple growth rate valuation modelling with and without growth rates.	
III	Corporate Financial Modelling- Altman z score, bankruptcy modelling - indifference point modelling – financial break-even modelling -corporate valuation modelling (two stage growth) - business modelling for capital budgeting evaluation: payback period, npv, irr and mirr.	
IV	Portfolio Modelling- Risk beta and annualized return – security market line modelling – portfolio risk calculation (equal proportions) - portfolio risk optimization (varying proportions) - portfolio construction modeling.	
V	Derivative Modelling- option pay off modelling: long and short call & put options -option pricing modeling (b-s model) - optimal hedge contract modeling	
Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Identify the relevance of financial models for various corporate finance purposes.	PO1,PO2,PO6,PO7
CO2	Estimate the securities by using the modelling techniques	PO1,PO2, PO6
CO3	Calculate efficient financial budgeting and appraise the equity value of a company by applying various methods.	PO1,P2,PO6,PO7
CO4	Assess the evaluation of securities through the tools and techniques of portfolio models	PO1,PO2
CO5	Appraise the aptitude of analyzing the investment decision-based on derivatives.	PO1,PO2
Reading List		
1.	Kienitz, J., &Wetterau, D. (2013). Financial modelling: Theory, implementation and practice with MATLAB source. John Wiley & Sons.	
2.	Spronk, J., &Hallerbach, W. (1997). Financial modelling: Where to go? With an illustration for portfolio management. european Journal of operational research.	
3.	Tankov, P. (2003). Financial modelling with jump processes. Chapman and Hall/CRC.	
4.	Day, A. L. (2001). Mastering financial modelling. A Practitioner's Guide to Applied.	
References Books		
1.	Wayne L Winston,” Microsoft Excel 2016-Data Analysis and Business Modelling”, PHI publications, (Microsoft Press), New Delhi,2017.	
2.	Chandan Sen Gupta,” Financial analysis and Modelling –Using Excel and VBA”, Wiley Publishing House ,2014’	

3.	Craig W Holden,"Excel Modelling in Investments" Pearson Prentice Hall, Pearson Inc,New Jersey,5th Edition 2015
4.	Ruzhbeh J Bodanwala , "Financial management using excel spread sheet",Taxman Allied services Pvt Ltd, New Delhi,3rd Edition 2015.
5.	Benninga, Simon. Principles of Finance with Microsoft Excel, 2nd Edition, 2011

CO-PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3				2	2	
CO 2	3	3				2		
CO 3	3	3				2	2	
CO 4	3	3						
CO 5	3	3						

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category
	Capital Market and Financial Services	Elective
Course Objectives		
C1	To acquire knowledge on Indian financial systems and its regulators	
C2	To gain knowledge on listing and trading securities, Risk management in BSE & NSE, Index management.	
C3	To understand leasing and hire purchase	
C4	To familiarize with credit rating and securitization	
C5	To know Depositories & Contemporary Issues	
SYLLABUS		
UNIT	Details	
I	Indian Financial System: Regulators: Finance Ministry, Securities Exchange Board of India, Reserve Bank of India, Forward Market Commission, Insurance Regulatory and Development Authority. Primary Market: Role of Primary Market, Functions, Intermediaries, methods of floatation of capital – IPO’s, FPO’s and Rights issues, Investor protection in primary market, Recent trends in primary market. Book building process. Secondary Market: Functions, intermediaries, Demutualization structure, Major stock exchanges in India. Indian Stock Exchanges: Market types, order types and books. BSE: BOLT System, NSE: NEAT system OTCEI – Need, Features, Participants, Listing procedure, Trading and Settlement. Legislative framework guiding the capital markets and intermediaries.	
II	Listing and trading of Securities:	

	<p>Listing requirements, procedure, fee- Listing conditions of BSE and NSE – Delisting. Legislations related to listing. Trading cycle: T+2, Pay in and Pay out, Bad Delivery, Short delivery, Auction, Clearing & Settlement: Different types of settlements -DEMAT settlement, Physical settlement, Institutional settlement and Funds settlement.</p> <p>Risk Management system in BSE & NSE: Margins, Exposure limits, VAR, Circuit breakers and Surveillance system in BSE and NSE.</p> <p>Index Management: Importance of index computation Methods: Weighted Aggregate Value method, Weighted Average of Price Relatives method, Free Float method. Stock market indices in India</p>	
III	<p>Leasing and Hire Purchase Lease and Hire purchase- – Meaning and Types of leasing – Legislative frameworks – Matters on Depreciation and Tax –Concepts and features – Tax and Depreciation implications Microfinance: Consumer Credit - Factoring and Forfaiting</p>	
IV	<p>Credit rating & Securitization: Credit rating: Definition and meaning- Process of credit rating of financial instruments - Rating methodology - Rating agencies – Rating symbols of different companies. Legislative framework guiding the CRAs. Securitization: Meaning-Features - Special Purpose Vehicle - Pass Through Certificate & mechanism – Benefits of Securitization – Issues in Securitization, Legislative framework guiding the securitization framework.</p>	
V	<p>Depositories & Contemporary Issues Depository services - Role of depositories and their services — Advantages of depository system – NSDL and CDSL - Depository participants and their role- Stock Broking Services including SEBI guidelines - Contemporary developments in capital market performance and implication of securitization in Indian scenario.</p>	
Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Estimate the Indian financial systems and its regulators	PO3,PO6
CO2	Summarize the listing and trading securities, Risk management in BSE & NSE, Index management.	PO6, PO7
CO3	Explain the leasing and hire purchase	PO7
CO4	Prioritize the credit rating and securitization	PO2,PO6,PO7
CO5	Summarize the depositories & contemporary Issues	PO6,PO7
Reading List		
1.	Carow, K. A., & Heron, R. A. (2002). Capital market reactions to the passage of the Financial Services Modernization Act of 1999. The Quarterly Review of Economics and Finance.	
2.	Stiglitz, J. E. (2000). Capital market liberalization, economic growth, and instability. World development.	
3.	Mensah, Y. M., & Werner, R. H. (2008). The capital market implications of the frequency of interim financial reporting: an international analysis. Review of Quantitative Finance and Accounting.	
4.	Micu, I., & Micu, A. (2016). Financial technology (Fintech) and its implementation on the Romanian non-banking capital market. SEA-Practical Application of Science.	

References Books	
1.	Khan M.Y, Financial Services, 8th edition, McgrawHill ,2015,.
2.	K Sasidharan, Alex. K Mathews, Financial Services and System, Tata McGraw Hill, 2008.
3.	Jeff Madura, Financial Institutions and Markets, 10thEdition, Cengage Learning,2014..
4.	Stephen Cecchetti, Kermit Schoenholtz, Money, Banking and Financial Markets, 4thedition, McGraw-Hill Education, 2014.
5.	MadhuVij, Swati Dhawan , Merchant Banking and Financial Services, 1st edition, McGraw Hill, 2011.
6.	Tripathy, NaliniPrava, Financial Services, PHI, Learning Pvt. Ltd. NISM-Series-VI Depository Operation Exam Work Book, 2007.

CO-PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1			2			2		
CO 2						3	3	
CO 3							3	
CO 4		3				2	3	
CO 5						2	2	

3-Strong

2-Medium

1-Low

Subject Code	Subject Name	Category
	Financial Planning and Wealth Management	Elective
Course Objectives		
C1	To give clarity on the concept of Personal Financial Planning	
C2	To acquire knowledge on the process of Comprehensive Financial Planning	
C3	To understand the concept of Insurance & Retirement Planning	
C4	To throw light on the Concept of Wealth Management	
C5	To provide knowledge on tax planning & issues	
SYLLABUS		
UNIT	Details	
I	Personal Financial Planning - Financial Planning – Meaning, need, scope. Evaluating the financial position of clients, Preparing & Analyzing household budget - Estimating financial goals - Financial Planning Delivery Process.	
II	Comprehensive Financial Planning - The role of debt and financial pressure from debt - Debt counselling. Investment for Liquidity and Financial Goals. Risk return principle, Risk Profiling. Human life cycle and Asset Allocation and Model Portfolios	
III	Insurance Planning & Retirement Planning - Insurance Planning – Need of life and non-life insurance, life insurance need analysis, life insurance products. Retirement Planning – Need, estimating & determining the retirement corpus,	

	retirement products.	
IV	Wealth Management - Concept of wealth and Measurement of wealth. Spectrum of services, Wealth management service providers, Product categories and Service categories - Types of Service Mandates; Custodian mandate, Advisory mandate, Discretionary mandate and Mandate mix HNI segmentation and reason for looking at HNIs. Understanding the Client Segmentation; Segmentation based on Personality, Age and way of accumulation, Risk & return preferences - Client Engagement; Client profiling, targeting and Building relationships - Finding HNI Clients; Cross selling, Marketing and partnership programs, Referral from existing clients, friends and family Asset Allocation: Advising the optimal portfolio and the corresponding asset allocation. Portfolio Monitoring: Portfolio maintenance and Portfolio rebalancing.	
V	Tax Planning & Contemporary Issues Indian Tax Laws for investment and Wealth Management - Income Tax: Previous Year and Assessment Year, Gross Total Income, Income Tax Slabs, Advance Tax, Tax Deducted at Source (TDS), Exempted Income, Deductions from Income, Section 80C, section 80CCC, Section 80CCD, Section 80D, Section 80E, Section 80GG, Long Term and Short Term Capital Gain / Loss, Speculation Profit / Loss, Capital Gains Tax exemption under Section 54EC.	
Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Express the concept of Personal Financial Planning	PO2, PO7
CO2	Demonstrate the process of Comprehensive Financial Planning	PO2,PO6,PO7
CO3	Explain the concept of Insurance & Retirement Planning	PO2,PO5
CO4	Assess the concept of Wealth Management	PO7
CO5	Appraise on the tax planning & issues	P02, PO7
Reading List		
1.	Kochis, S. T. (2006). Wealth Management: A Concise Guide to Financial Planning and Investment Management for Wealthy Clients. CCH.	
2.	Danes, S. M., Huddleston-Casas, C., & Boyce, L. (1999). Financial planning curriculum for teens: Impact evaluation. Journal of Financial Counseling and Planning.	
3.	Hanna, S. D., & Lindamood, S. (2010). Quantifying the economic benefits of personal financial planning. Financial Services Review.	
4.	Wu, C. R., Lin, C. T., & Tsai, P. H. (2010). Evaluating business performance of wealth management banks. European journal of operational research,.	
References Books		
1.	Dun, Bradstreet , Wealth Management, Tata Mcgraw Hill, India, 2009.	
2.	JoydeepSen - Financial Planning & Wealth Management: Concepts and Practice, 1st Edition, Shroff Publishers & Distributors Limited, 2020	
3.	Sundar Sankaran - Wealth Engine: Indian Financial Planning and Wealth Management Handbook (2012)	
4.	Stuart E. Lucas (2012), Wealth: Grow It and Protect It, Updated and Revised, Pearson and FT Press, USA	

5.	G. Victor Hallman, Jerry Rosenbloom (2009), Private Wealth Management: The Complete Reference for the Personal Financial Planner, Mcgraw Hill, USA
6.	Gregory Curtis (2012), The Stewardship of Wealth: Successful Private Wealth Management for Investors and Their Advisors, Wiley.

CO-PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		2					3	
CO 2		3				2	3	
CO 3		3			2			
CO 4							3	
CO 5		2					2	

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category
	Fixed Income Securities	Elective
Course Objectives		
C1	To orient students about bond and money market instruments	
C2	To provide inputs on term structure, interest rates and bond price volatility	
C3	To impart knowledge on fixed income portfolio management	
C4	To enable them understand the concept of hedging	
C5	To enlighten the students on securitization and contemporary issues in securities management.	
SYLLABUS		
UNIT	Details	
I	Bond and Money market instruments: Bonds, market participants, Money market instruments - Organization of Government Bond market and role of RBI in Government Securities. Bond Prices and Yields: Pricing of bonds - Time value of money - nominal Vs. Real interest rates, coupon rate and current yield, zero coupon rate. Supply and demand of bonds. Changes in equilibrium interest rates.	
II	Term structure of interest rates: classical theories of term structure - Yield curve, zero coupon bond yield curve. Bond price volatility – Price sensitivity – Bond Price Immunization - measurement of duration, modified duration – convexity measurement. Factors influencing Yield. Term structure of Interest rates – spread, corporate debt instruments.	
III	Active and Passive Bond Portfolio construction - Management strategies. Indexing-bond indices. Setting portfolio objectives, interpreting portfolio parameters and performance measurement	

IV	Swaps and futures, Credit derivatives – credit default swaps, plain vanilla options and more exotic derivatives	
V	Mortgage-backed securities – collateral mortgage obligations, Asset Backed Securities-Collateral debt obligations	
Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Identify the bond and money market instruments	PO6
CO2	Summarize the concepts of term structure, interest rates and bond price volatility	PO7
CO3	Compare and contrast the fixed income portfolios	PO6,PO7
CO4	Appraise the hedging contracts done	PO2
CO5	Formulate the management of securities.	PO6, PO7
Reading List		
1.	Tuckman, B., &Serrat, A. (2011). Fixed income securities: tools for today's markets. John Wiley & Sons.	
2.	Martellini, L., Priaulet, P., &Priaulet, S. (2003). Fixed-income securities: valuation, risk management and portfolio strategies (Vol. 237). John Wiley & Sons.	
3.	Fabozzi, F. J. (2008). Fixed income securities. John Wiley and Sons.	
4.	Veronesi, P. (2010). Fixed income securities: Valuation, risk, and risk management. John Wiley & Sons.	
References Books		
1.	Frank J. Fabozz, Bond Markets, Analysis and Strategies, 9th edition, Pearson India, 2012.	
2.	Moorad Choudhry, Masekoldrich, Fixed Income Markets: Instruments, Applications, Mathematics, 2nd edition,Wiley Finance Series, 2014.	
3.	Fabozzi, F. J, Fixed income securities, 8th edition, Wiley, 2012.	
4.	Choudhry, M, Fixed-income Securities and Derivatives Handbook, 2nd edition, Wiley, 2010.	
5.	Martellini, L, Priaulet, P, Priaulet. S, Fixed-income securities: valuation, risk management and portfolio strategies, Wiley2005.	
6.	Veronesi. P, Fixed income securities: Valuation, risk, and risk management, 1 st edition, Wiley.	

CO-PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1						2		
CO 2							2	
CO 3						2	2	
CO 4		2						
CO 5						2	2	

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category
	Fintech and Investment Analysis	Elective
Course Objectives		
C1	To acquire knowledge on validating the performances of various asset classes and simulate and provide reasoning on the validation	
C2	To study the performances of exchanges traded in Indian Market	
C3	To simulate and critically validate the performance of momentum strategy for financial sectors	
C4	To simulate the performance of value investing strategy and construct a portfolio	
C5	To study the emerging FinTech players in India	
SYLLABUS		
UNIT	Details	
I	Lab Experiment 1 Simulate and critically validate the performance of various asset classes - Stock (Reliance, HDFC Bank as an example), Gold and Bonds (Government Securities as an example), in terms of Return, Risk, Sharpe Ratio, over the time period 2011 till current date Lab Experiment 2 Based on the results in Lab experiment 1, provide the reasoning as to why a particular asset class have a higher Risk/Standard deviation as compared to others Lab Experiment 3 Simulate and provide reasoning, with examples on how asset allocation across asset classes reduces risk/standard deviation of the portfolio	
II	Lab Experiment 4 Study the performance of Exchange Traded Funds in Indian Market, critically evaluate the performance of ETF and market penetration of ETF's in India Lab Experiment 5 Study the performance of Large Cap ETF's, vs Gold ETF from the time period 2011 to till Date Lab Experiment 6 Construct a portfolio with leverage, for a time period 2015 to till date and study how leverage impacted the performance of the portfolio Lab Experiment 7 Constructed a market neutral hedged portfolio for NIFTY50 benchmark, validate the performance from 2016 to till date	
III	Lab Experiment 8 Simulate and critically validate the performance of Momentum strategy for Financial Sectors, validate the performance for the time period 2011 till 2014 Lab Experiment 9 Simulate the performance of market neutral Momentum strategy for NIFTY50, evaluate the results for the period 2011 till date Lab Experiment 10 Simulate the performance of market neutral momentum strategy for sectors - Industrials, Technology, Energy and Communications, provide the reasoning	

	performance of the strategy	
IV	Lab Experiment 11 Simulate the performance of Value Investing strategy, using Book to Market, Earnings to Price and evaluate the results for the period 2014 to till date Lab Experiment 12 Construct a portfolio with the combination of Momentum and Value Strategy, evaluate the performance of the portfolio for the period 2014 till date Lab Experiment 13 Compute the valuation of the Tata Consultancy Services using discounted cash flow approach Lab Experiment 14 Compute the valuation of a FinTech start-up using the discounted cashflow approach	
V	Lab Experiment 15 Study the emerging FinTech players in India and United States and provide reasoning on the importance of customer experience in building the product Lab Experiment 16 Study the role of Government agencies and the FinTech eco-system in promoting the growth of FinTech sector in India Lab Experiment 17 Study how “Payments” landscape have evolved in India, China and United States Market, articulate your reasoning the growth in these markets and with adoption due to newer technologies Lab Experiment 18 Study how “Asset Management & Investment Management” industry. Have evolved in India and United States market, articulate with reasoning on the changing business landscape	
Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Recall on validating the performances of various asset classes and simulate and provide reasoning on the validation	PO1,PO2, PO6
CO2	Explain the knowledge on the performances of exchanges traded in Indian Market	PO2,PO6
CO3	Appraise on simulating and critically validating the performance of momentum strategy for financial sectors	PO1,PO2
CO4	Assess on simulating the performance of value investing strategy and construct a portfolio	PO1,PO2
CO5	Develop on evaluating the emerging FinTech players in India	PO2
Reading List		
1.	Puschmann, T. (2017). Fintech. Business & Information Systems Engineering,.	
2.	Goldstein, I., Jiang, W., & Karolyi, G. A. (2019). To FinTech and beyond. The Review of Financial Studies.	
3.	Brennan, M. J., & Subrahmanyam, A. (1995). Investment analysis and price formation in securities markets. Journal of financial economics.	
4.	Chandra, P. (2017). Investment analysis and portfolio management. McGraw-hill education.	

References Books	
1.	Osterwalder, A. – Pigneur, Y. (2010): Business Model Generation: A Handbook For Visionaries, Game Changers, And Challengers. New York: John Wiley & Sons
2.	Van der Kleij, E., Tech Giants Becoming Non-Bank Banks. In: The FinTech Book: The Financial Technology Handbook for Investors, Entrepreneurs and Visionaries, 2016
3.	Bhandari, M.: India and the Pyramid of Opportunity. In: The FinTech Book: The Financial Technology Handbook for Investors, Entrepreneurs and Visionaries, 2016
4.	Prasanna Chandra, Investment Analysis and Portfolio Management, 5 th Edition, Tata McGraw Hill. 2017
5.	Zvi Bodie; Alex Kane; Alan J. Marcus; Pitabas Mohanty, Investments, 11 th Edition, Tata Mc Graw Hill, 2019
6.	

CO-PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3				2		
CO 2		3				2		
CO 3	3	3						
CO 4	3	3						
CO 5		2						

3-Strong

2-Medium

1-Low

Subject Code	Subject Name	Category
	International Financial Management	Elective
Course Objectives		
C1	To give clarity on the concept of international finance	
C2	To throw light on Foreign Exchange Market	
C3	To acquire knowledge on management of foreign exchange exposure and risk involved in it.	
C4	To understand cross-border investment decisions	
C5	To study about multinational financing institutions and contemporary issues	
SYLLABUS		
UNIT	Details	
I	Introduction to international finance: Introduction, Meaning, Nature, scope, Importance, Gold Standard, Bretton Woods system, Exchange rate regimes, fixed and floating exchange rates.	
II	Foreign exchange market: Function and Structure of the Forex markets, major participants, types of transactions and settlements, Foreign exchange quotations,	

	process of arbitrage.	
III	Management of foreign exchange exposure and risk: Types of Exposure, Foreign Currency Exposure, Economic Exposure, Operations exposure, Interest rate exposure. Theories - Purchase Power Parity - Interest Rate Parity – International Fisher Effect	
IV	Cross-border investment decisions: Capital budgeting, Approaches to Project Evaluation, Risk in Cross-border Investment Decisions, Corporate Risk in Investment Decisions. Financing Decisions of MNC's.	
V	Multinational financing institutions and contemporary issues: The International Bank for Reconstruction and Development, the International Development Association, The International Finance Corporation, International monetary fund, Export and Import financing.	
Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Identify the concept of international finance	PO2
CO2	Sketch on the functions of Foreign Exchange Market	PO6,PO7
CO3	Appraise the knowledge on management of foreign exchange exposure and risk involved in it.	PO2,PO7
CO4	Appraise the cross-border investment decisions	PO2, PO7
CO5	Generalize on multinational financing institutions and contemporary issues	PO6,PO7
Reading List		
1.	Madura, J. (2020). International financial management. Cengage Learning.	
2.	Apte, P. G., &Kapshe, S. (2020). International Financial Management . McGraw-Hill Education.	
3.	Iatridis, G. (2010). International Financial Reporting Standards and the quality of financial statement information. International review of financial analysis.	
4.	Eun, C. S., & Resnick, B. G. (2010). International Financial Mgmt 4E. Tata McGraw-Hill Education.	
References Books		
1.	Machi Raju International Financial Management, Third Edition, HPH, 2016.	
2.	V. A Avadhani, International Financial Management, Second Edition, HPH, 2011	
3.	Eiteman&Stonchill, “Multinational Business Finance”, 12 th Edition, Pearson, 2010	
4.	Cheol Eun& Bruce Resnick, International Financial Management, 7 th Edition, China Machine Press, 2016.	
5.	V.K.Bhalla. “International Financial Management for the Multinational Firm”,4 th Edition, S Chand,,2014	
6.		

CO-PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		2						
CO 2						2	2	
CO 3		2					2	
CO 4		2					2	
CO 5						2	2	

3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category
	Risks Management in Banks	Elective
Course Objectives		
C1	To understand risk, risk management, Role of CFO in mitigating risk in banks	
C2	To expose to market and exchange rate risk	
C3	To familiarize with interest rate risk and liquidity risk	
C4	To explore credit risk	
C5	To acquire knowledge on operational & Technology risk and other contemporary issues	
SYLLABUS		
UNIT	Details	
I	Introduction to risk: Understanding Risk - Nature of Risk, Sources of Risk, Need for risk management, Benefits of Risk Management, Risk Management approaches. Risk Classification using ERM Wheel. Information Technology support in mitigating risk. Role of Chief finance Officer, Chief risk officer and Chief information officer in mitigation of risk in banks.	
II	Market risk & exchange rate risk: Market Risk – Identification-measurement-mitigation-risk and regulatory capital. Portfolio Beta - PV01 - Portfolio duration - Key rate duration – Convexity - Spread analysis - Yield curve analysis - Concept of Value at Risk - Types of VaR measures - VaR reporting to RBI - Stress testing and back-testing VaR- ConditionalVaR and its relevance - Comparison between VaR and cVaR. Exchange rate risk- drivers- measurement- risk management – forecasting- tools- futures, options and swaps.	
III	Interest rate risk & liquidity risk: Interest rate risk-relationship between interest rates and option free bond prices. Duration and Price volatility. GAP and earnings sensitivity. Measuring Interest rate risk with duration gap. Economic value of equity analysis. Usage of derivatives to manage Interest risk- micro hedging-macro hedging- SWAPS - caps – floor Liquidity risk – objectives – CRR & SLR measures - Funding the bank - Liquidity management - Asset liability management – objectives- ALCO - functions – risks. ALM – Risk control and hedging. ALM systems in Banks - RBI Guidelines. Strategies to mitigate liquidity risk	
IV	Credit risk: Drivers- capital adequacy- risk rating and pricing - loan policy – capital requirement - credit risk approach – credit ratings. Credit risk mitigation - Credit derivatives, Securitization. Credit risk management strategies – Credit VaR - Analysis of counterparty credit ratings and adjustment of credit spreads in the valuation etc. - Credit default swaps (CDS). Sovereign Credit Rating – Rating - Probability of Default (PD) – LGD - Stress testing - Early Warning - Scenario Building etc.,	
V	Operational risk & technology risk and contemporary issues: Operational risk-definition- types- events. Operational risk management practices- approaches-	

	organizational setup- responsibilities. Identification- measurement- monitoring- mitigation- internal audit. Strategies to mitigate operational risk. Technology risk: Identification of the drivers and strategies to mitigate the technology risk - Contemporary risk management practices in Indian Banks.	
Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Understanding risk, risk management, Role of CFO in mitigating risk in banks	PO7
CO2	critically assess market risk & exchange rate risk	PO2,PO6,PO7
CO3	Assess the interest rate risk & liquidity risk	PO7
CO4	Able to Estimate the credit risk	, PO2, PO6,PO7
CO5	Formulate on the operational & Technology risk and other contemporary issues	PO7
Reading List		
1.	Raghavan, R. S. (2003). Risk management in banks. Chartered Accountant-New Delhi.	
2.	Oluwafemi, S., Simeon, A. O., & Olawale, O. (2013). Risk management and financial performance of banks in Nigeria.	
3.	Adeusi, S. O., Akeke, N. I., Adebisi, O. S., &Oladunjoye, O. (2014). Risk management and financial performance of banks in Nigeria. Risk Management.	
4.	Saiful, S., & Ayu, D. P. (2019). Risks management and bank performance: The empirical evidences from indonesian conventional and islamic banks. International Journal of Economics and Financial Issues.	
References Books		
1.	Anthony Saunders, Marcia Millon Cornett, Financial Institutions Management: A Risk Management Approach, McGraw Hill, 2014.	
2.	Padmalatha Suresh, Justin Paul, Management of Banking and Financial Services, 3rdedition, Pearson Education, India, 2014.	
3.	Don M. Chance, Robert Brooks, An Introduction to Derivatives and Risk Management, 10th edition, Cengage Learning, 2015.	
4.	Michel Crouhy, Dan Galai, Robert Mark, The Essentials of Risk Management, McGraw Hill, 2014.	
5.	John Hull, Risk Management and Financial Institutions, Wiley, 2012.	
6.	Anthony Saunders, Marcia Millon Cornett, Financial Institutions Management: A Risk Management Approach, McGraw Hill, 2014.	

CO-PO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1							2	
CO 2		3				2	3	
CO 3							3	
CO 4		3				2	3	
CO 5							2	

3-Strong

2-Medium

1-Low

SPECIALIZATION COURSES: TOURISM AND HOSPITALITY MANAGEMENT

Subject Code	Subject Name	Category
	Destination Tourism	Elective
Course Objectives		
C1	To facilitate the assessment of the tourism potential of a destination and prepare tourism development plan as well as marketing techniques.	
C2	To familiarize with the destination branding practices.	
C3	To introduce advanced analysis and research in the field of destination development.	
C4	To understand the factors that influence the tourism planning process.	
C5	To develop awareness about the destination selection process.	
UNIT	Details	
I	Destination Tourism - Types of destinations, Characteristics of destinations - Destinations and products - Destination Management Systems - Destination planning and guidelines - Destination Selection Process-The Values of Destination Tourism.	
II	Destination Planning, Process and Analysis - National and Regional Tourism Planning and Development - Assessment of tourism potential - Planning for Destination Tourism Development - Contingency Planning-Economic, Social, Cultural and Environmental considerations - Demand and supply match - Design and innovations.	
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 - Case Study of Tamil Nadu Tourism as a brand.	
IV	Destination Promotion and Publicity - Six ‘A’s framework for tourism 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.	
Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	Understand the management system of a tourism destination organization.	PO4, PO6, PO7
CO2	Identify destination offerings determinants.	PO2, PO4
CO3	Apply the marketing mix concept to a tourist destination.	PO5, PO6

CO4	Analyse tourist destination attractiveness and competitiveness.	PO4, PO7
CO5	Understand the importance of planning in the development of destination tourism.	PO6, PO7, PO8
Reading List		
1.	Namzi Kozak, Metin Kozak, Tourists destination management – Tourism, Hospitality & Event Management -Instruments, products, and case studies, Springer, April 2019.	
2.	Stefan Hartman, Ben Wielenga, Jasper Hessel Heslinga, The future of tourism destination management: building productive coalitions of actor networks for complex destination development, journal of Tourism futures, emerald insight, Dec 2020	
3.	Hikina Whakatutuki, Components of a destination management plan, Ministry of business, innovation & employment	
4.	Larry Dwyer, Chulwon Kim, Destination competitiveness: Determinants and indicators, May 2010	
References Books		
1.	Nigel Morgan, Annette Pritchard & Roger Pride (2001), Destination Branding: Creating the Unique Proposition, <i>butterworth andheinemann</i> .	
2.	Richard W. Butler (2006), The Tourism Area Life Cycle	
3.	Claire, Haven Tang & Eleri Ellis Jones (2005), Tourism SMEs, Service Quality and Destination Competitiveness, <i>CABI publishing</i> .	
4.	Shalini Singh, Dallen J. Timothy & Ross Kingston Dowling (2003), Tourism in Destination Communities, <i>CABI publishing</i> .	
5.	Geoffrey Ian Crouch, J.R. Brent Ritchie & Horst-Herbert G. Kossatz (2003), The Competitive Destination: A Sustainable Tourism Perspective, <i>CABI publishing</i> .	
6.		
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S					S	S	
CO 2		M		M	S			
CO 3					S	M		
CO 4				M			M	
CO 5						S	S	M

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category
	Tourism Principles And Practices	Elective
Course Objectives		
C1	To understand the fundamentals concepts and history of tourism.	
C2	To know about the forms of tourism.	
C3	To throw light on Tourism Industry structure and infrastructure.	
C4	To have knowledge about tourism theory and system.	
C5	To provide insights about tourism organizations.	
UNIT	Details	
I	History and Concepts of Tourism: Tourist/ Visitor/ Traveler/ Excursionist, Early and Medieval Period of Travel: Renaissance and Its Effects on Tourism - Birth of Mass Tourism, Old and New Age Tourism, Concept of Tourism: Nature - Scope - Characteristics - Components - Significance of Tourism - Tourism System: Interdisciplinary Approaches - Motivations and Deterrents to Travel – Emerging Areas and Practices.	
II	Forms of Tourism: Inbound, Outbound, National, International- Alternative Tourism – Inclusive Tourism, Current Trends in Domestic and Global Tourism: Tourism Statistics- Need for Measurement of Tourism - Tourism Demand and Supply.	
III	Tourism Industry: Structure, Functions and Constituents - Direct, Indirect and Support Services - Basic Components of Tourism: Transport - Accommodation- Facilities & Amenities, Horizontal and Vertical Integration in Tourism Business, Infrastructure & superstructure	
IV	Tourism Theory and System: Leiper's Geo-Spatial Model - Mill-Morrison's Tourism Policy Model - Mathieson & Wall's Travel Buying Behaviour Model - Butler's Tourism Area Life Cycle (TALC) Model - Doxey's Irridex Model – Crompton's Push and Pull Theory- Stanley Plog's Psychographic Model- Gunn's Tourism Planning Model.	
V	Tourism Organizations: UNWTO, IATA, ICAO, WTTC, IHA, TAAI, FHRAI, ITDC, ICPB, IATO, IRCTC, State Tourism Development Corporations, Airport Authority of India, Archaeological Survey of India, Ministries of Tourism and Culture, Director General of Civil Aviation, Government of India.	

Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	Understanding the fundamentals concepts and history of tourism.	PO4, PO6
CO2	Possess knowledge and develop an understanding about the forms of tourism.	PO4, PO6
CO3	Get familiar about Tourism Industry structure and infrastructure.	PO4, PO6
CO4	Possess knowledge about tourism theory and system.	PO4, PO6
CO5	Having insights about tourism organizations.	PO6, PO7
Reading List		
1.	Namzi Kozak, Metin Kozak, Tourists destination management – Tourism, Hospitality & Event Management -Instruments, products, and case studies, Springer, April 2019.	
2.	Stefan Hartman, Ben Wielenga, Jasper Hessel Heslinga, The future of tourism destination management: building productive coalitions of actor networks for complex destination development, Journal of Tourism futures, Emerald Insight, Dec 2020	
3.	Hikina Whakatutuki, Components of a destination management plan, Ministry of business, innovation & employment	
4.	Larry Dwyer, Chulwon Kim, Destination competitiveness: Determinants and indicators, May 2010	
References Books		
1.	Goeldner, C., & Ritchie, J.R. Tourism, Principles, Practices, Philosophies. New Jersey: John Wiley, 2011.	
2.	Swain, S.K. & Mishra, J.M. Tourism Principles and Practices. New Delhi: OUP, 2011.	
3.	Tribe, J. (Ed.). (Philosophical Issues in Tourism. United Kingdom: Channel View Publications, 2009.	
4.	Cooper, C. Tourism Principles and Practice. New Delhi: Prentice Hall, 2008.	
5.	Jamal, T., & Robinson, M. (Eds.). The SAGE Handbook of Tourism Studies. United Kingdom: Sage Publications, 2009	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate	Longer essay/ Evaluation essay, Critique or justify with pros and cons	

(K5)	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				M		S		
CO 2				M		S		
CO 3				M		S		
CO 4				M		S		
CO 5						S	M	

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category
	Tourism Products of India	Elective
Course Objectives		
C1	To familiarize the students to the physiographic boundaries of India and destination tourism.	
C2	To provide insights on tourism products of northern ranges.	
C3	To throw light on tourism plains of Central India.	
C4	To explore tourism products of the peninsular regions, coastal plains and islands.	
C5	To create awareness and importance of medical tourism.	
UNIT	Details	
I	India: General introduction, states & capitals, physiographic units, seasons and climatic regions & their impacts on tourism. Natural vegetation & wild animals of India & wild life tourism, India: a destination for all reasons & seasons.	
II	The Northern Mountains: General introduction of the Himalayas & other ranges, their importance for religious, hill station & adventure tourism. A case study of Sri Nagar, Shimla, Nainital, Darjeeling & Gangtok.	
III	The Central Plains: General introduction of deserts & central plains. Their Importance for cultural, religious & adventure tourism. A case study of Amritsar, Jaipur, Delhi, Lucknow, Kolkata.	
IV	The Peninsula: General features of Indian peninsula with their tourism Significance. A case study of Bhopal, Khajuraho, Hyderabad, Bangalore, Ooty The coastal plains and islands: General features of coastal regions, their Importance for religious, cultural & beach tourism. A case study of Mumbai, Goa, Cochin, Chennai, Andaman & Nicobar.	
V	Nature and scope of medical Tourism, Rise of Medical Tourism in Asia, Hospitality industry and Medical Tourism, International healthcare accreditation. Regulatory laws, Ethical issues for Medical Tourism, Travel formalities, Marketing Medical Tourism Indian health care therapy and medicine - drug treatments Ayurveda, Yoga, Naturopathy, Homoeopathy and span India, Potential impact of Medical Tourism on the health workforce and health systems in India	

Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	Understand the physiographic boundaries of India and destination tourism.	PO4
CO2	Explore and design tourism products for northern ranges.	PO1, PO3
CO3	Develop tourism products from plains of Central India.	PO4,PO5
CO4	Plan tourism products of the peninsular regions, coastal plains and islands.	PO3,PO6
CO5	Understand and improve the scope of medical tourism.	PO7,PO8
Reading List		
1.	Namzi Kozak, Metin Kozak, Tourists destination management – Tourism, Hospitality & Event Management -Instruments, products, and case studies, Springer, April 2019.	
2.	Stefan Hartman, Ben Wielenga, Jasper Hessel Heslinga, The future of tourism destination management: building productive coalitions of actor networks for complex destination development, journal of Tourism futures, emerald insight, Dec 2020	
3.	Hikina Whakatutuki, Components of a destination management plan, Ministry of business, innovation & employment	
4.	Larry Dwyer, Chulwon Kim, Destination competitiveness: Determinants and indicators, May 2010	
References Books		
1.	Robinet Jacob, Tourism Products of India: A National Perspective, Abhijeet Publications, 2012.	
2.	Goh Cheong Long: An Economics Atlas of India, Oxford University, 2018.	
3.	Chatak G.R.: Medical Tourism (Codes and Guidelines), Neha Publishers & Distributors, 2010.	
4.	Renée-Marie Stephano, Esquire: Medical Tourism “An International Healthcare Guide For Insurers, Employers and Governments”. Global Health Insurance Publications, 2010.	
5.	C. Michael Hall: Medical Tourism (The Ethics, Regulation, and Marketing of HealthMobility), Routledge, 21-Aug-2012.	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate	

	between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				M				
CO 2	S		S					
CO 3				M	S			
CO 4			M			M		
CO 5							M	M

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category
	Strategic Tourism Management	Elective
Course Objectives		
C1	To develop the understanding of strategic tourism management.	
C2	To impart knowledge on micro and macro strategic tourism management.	
C3	Discover the basic concepts, principles, and practices associated with strategy formulations and implementation.	
C4	Apply a variety of strategic planning tools (i.e. SWOT analysis) to develop business strategies.	
C5	Establish vision, mission, and core values to set company direction.	
UNIT	Details	
I	Introduction to Strategic Tourism Management: Strategic Management– Concept, Origin and evolution, Scope and Process; levels at which strategy operates, Strategic Thinking; Global competitiveness; Strategists and their role in hospitality and tourism, Key Players in Indian Hospitality and Tourism Industry, strategic and conventional decision making in hospitality and tourism.	
II	Micro and Macro Strategic Environment: The Environment and External Stakeholders - Assessment of the Broad Environment, Analysis of External Stakeholders and the Operating Environment, Managing the Operating Environment; Organizational Resources and Competitive Advantage - Internal Analysis and Competitive Advantage, Value-adding Activities, Tangible and Intangible Resources, Financial Resources, Physical Resources, Human-Based Resources, Organization Structure and Culture, Knowledge-Based Resources, General Organizational Resources.	
III	Strategic Direction & Formulating Basic Strategies: Strategic Direction- Creating a Strategic Direction, Mission Statements, Organizational Vision, Organizational Values; Strategy Formulation at the Business-Unit Level-Generic Business Strategies, Competitive Dynamics, Strategic Group Mapping; Corporate-	

	Level Strategy and Restructuring - Concentration Strategies, Vertical Integration Strategies, Diversification Strategies, Mergers and Acquisitions, Strategic Restructuring, Portfolio Management.	
IV	Implementing Strategies and Establishing Control Systems: Interrelationship between formulation and implementation of strategies, Inter-organizational Relationships and the Tourism Cluster; Functional-Level Resource Management; Organizational Design and Control- types of designs, Organizational Structures design, Organizational Control, power and politics, role of behavioral implementation in tourism.	
V	Strategies For Hospitality Entrepreneurship: Strategies for Entrepreneurship and Innovation -Entrepreneurial Start-ups, Innovation and Corporate Entrepreneurship; Global Strategic Management and the Future- Global Strategies, International Market Selection, Global Stakeholders, Emerging Trends; Strategic issues in not-for-profit organization and Small & Medium Size Enterprises.	
Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	Apply knowledge of tourism concepts along with the management theories and practices to solve business related problems in tourism domain	PO1,PO2, PO7, PO8
CO2	Contextualize tourism within broader cultural, environmental, political and economic dimensions of society	PO1,PO2, PO6, PO7, PO8
CO3	Foster analytical and critical thinking abilities for data-based decision Making	PO1, PO2, PO4, PO7
CO4	Identify and understand how new ideas, concepts or products emerge within relevant fields	PO4,PO6, PO7
CO5	Critique tourism practices for their implications locally and globally.	PO3,PO8
Reading List		
1.	Namzi Kozak, Metin Kozak, Tourists destination management – Tourism, Hospitality & Event Management -Instruments, products, and case studies, Springer, April 2019.	
2.	Stefan Hartman, Ben Wielenga, Jasper Hessel Heslinga, The future of tourism destination management: building productive coalitions of actor networks for complex destination development, journal of Tourism futures, emerald insight, Dec 2020	
3.	Hikina Whakatutuki, Components of a destination management plan, Ministry of business, innovation & employment	
4.	Larry Dwyer, Chulwon Kim, Destination competitiveness: Determinants and indicators, May 2010	
References Books		
1.	David,F.R.(2010). Strategic Management (13thed.). Prentice Hall.	
2.	Enz, C. A. (2009). Hospitality Strategic Management: Concepts and Cases (2nd ed.).Wiley.	
3.	Hill,C.W.L., & Jones,G.R. (2009). Strategic Management: An Integrated Approach(9thed.). South-Western College, Pub.	

4.	Okumus, F., Altinay, L., & Chathoth, P. (2010). Strategic Management for Hospitality and Tourism (1st ed.). Butterworth-Heinemann.	
5.	Olsen,M.,&Zhao,J.(Eds.).(2008).HandbookofHospitalityStrategicManagement.But terworth-Heinemann.	
6.	Nigel Evans (2020) Strategic Management for Tourism, Hospitality and Events 3 rd Edition	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S					S	S
CO 2	M	M				M	M	S
CO 3	M	M		M			S	
CO 4				M		M	M	
CO 5			M					S

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category
	Hospitality Management	Elective
Course Objectives		
C1	To familiarize the students to the basic concepts of Hospitality industry.	
C2	To provide insights on front office management.	
C3	To throw light on Housekeeping management.	
C4	To elucidate on food, beverages, organization and restaurant menu.	
C5	To impart knowledge on evaluating hotel management.	

UNIT	Details	
I	Introduction to Hospitality Industry Distinctive Characteristics: Inflexibility-Intangibility-,Perishability-Fixed Location- Relatively Large Financial Investment etc.; Concepts of “Atithi Devo Bhavah”; Hotel and Lodging facilities; Types of Hotels; Classification of Hotels, Chain Operations, Alternative Accommodation; E- Hospitality; Ethical and Regulatory Aspects in a Hotel, International Hotel Regulations, Fiscal and Non-Fiscal Incentives Offered to Hotel Industry in India.	
II	Front Office Duties and Responsibilities: Reservation & Registration- Meal Plans- Room Assignments- Check-in- Departure- Handling Guest Mail- Message Handling- Guest Paging Methods of Payment; Guest Services: Type of Hotel Guests- Types of Meal Plans- Wake-up call.	
III	Housekeeping Hierarchy, Duties & Responsibilities of Housekeeping Staff; Important Functions of Housekeeping Management; Types of Accommodation; Activities in Accommodation Management: Room Service- Room supplies- Types of Room- Types of Bedding and Other Related Types of Service; Liaison with Other Departments.	
IV	Food & Beverage: Hierarchy, Duties & Responsibilities of Staff; Food Production Organization: Kitchen- Buffets- Beverages Operation & Functions; Outlets of F & B; Types of Restaurant Menu; Catering Services: Food Service for the Airlines- Banquette- Corporate- MICE- Retail Food Market- Business/Industrial Food Service- Healthcare Food Service- Club Food Services; Trends in Lodging and Food Services.	
V	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; Yield Management: Elements of Yield Management, Measuring Yield in the Hotel Industry, Benefits of Yield Management, Challenges or Problems in Yield Management.	
Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	Familiarize the students to the basic concepts of Hospitality industry.	PO3,PO6
CO2	Provide insights on front office management.	PO1, PO2
CO3	Have knowledge on Housekeeping management.	PO4,PO5
CO4	Elucidate on food, beverages, organization and restaurant menu.	PO6,PO7
CO5	Knowledge on evaluating hotel management.	PO3,PO8
Reading List		

1.	Philip Nailon, Theory in hospitality management, <u>Volume 1, Issue 3</u> , 1982, Pages 135-143, Elsevier
2.	Bob Brotherton, Towards a definitive view of the nature of hospitality and hospitality management, International journal of contemporary hospitality management, 1999
3.	Clayton W. Barrows, Robert H. Bosselman, Hospitality management education, The Haworth hospitality press
4.	Clarke Chen, International Hospitality Management, Concepts and Cases, Edition 1st, 2007, London Imprint Routledge

References Books

1.	Negi, J. (2014). Professional Hotel Management. New Delhi: S. Chand.
2.	Raghubalan, G., & Smritee, R. (2015). Hotel Housekeeping operations and Management. New Delhi: Oxford University Press.
3.	Negi, J. (1984). Hotels for Tourism Development: Economic Planning & Financial Management. New Delhi: S. Chand.
4.	Tewari, J.R. (2016). Hotel front office operations and Management. New Delhi: Oxford publication.
5.	Wood, R.C. (2013). Key Concepts of Hospitality Management. London: SAGE Publications, London.
6.	Mark Ciampa, Introduction to Healthcare Information Technology. 2012

Methods of Evaluation

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1			M			M		
CO 2	S	M						
CO 3				M	S			
CO 4						M	M	
CO 5			M					S

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category
	E Tourism	Elective
Course Objectives		
C1	To familiarize the concept of Digital tourism enterprise.	
C2	To give inputs on digital tourist consumer behavior.	
C3	To enable students, understand the impact of Digital marketing on tourism.	
C4	To orient students, on Social Media Marketing.	
C5	To enable students, use Digital Marketing Analytics.	
UNIT	Details	
I	Electronic Market - Physical Economy vs. Digital Economy - Drivers of Digital Tourism Business - Digital Tourism Business Models – Opportunities & challenges of Digital Business.	
II	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	
III	Characteristics: Process for Products & Services – Online Segmentation-Targeting-Positioning – Inbound Vs Outbound Marketing – Search engine marketing: search engine optimization and search engine advertising. Tourism Initiatives taken by Central and State Govts.	
IV	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.	
V	Organizational Maturity - Maturity Model - Digital Analytics, Maturity Model - Management, Governance, and Adoption, Objective and Scope, Team and Expertise, Continuous Improvement, Process and Methodology, Tools, Technology and Data Integration	
Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	Become familiar with the concept of Digital tourism enterprise.	PO4,PO6, PO7
CO2	Be able to understand digital tourist consumer behavior.	PO3, PO4
CO3	Understand the impact of Digital marketing on tourism.	PO4,PO6, PO7
CO4	Appreciate Social Media Marketing in tourism.	PO2,PO3
CO5	Will be able to use Digital Marketing Analytics.	PO1,PO6
Reading List		
1.	Helmut Berger, Michael Dittenbach, Dieter Merkl, Anton Bogdanovych, Simeon Simoff & Carles Sierra, Opening new dimensions for e-Tourism, Virtual Reality, Volume 11, 2017.	
2.	Laura Sebastia, Inam Farcia, Eva Onaindia and Cesar Guzman, <i>e-TOURISM: A</i>	

	TOURIST RECOMMENDATION AND PLANNING APPLICATION, International journal on artificial intelligence tools, vol 18.	
3.	Chulwon Kim, E- Tourism An Innovative Approach for the Small and Medium – Sized Tourism Enterprises (SMTES), in Korea, OECD	
	Julian Candratoy, E-Tourism: Concept and Evolution	
References Books		
1.	Bones, C., & Hammersley, J. (2015). Leading Digital Strategy: Driving Business Growth	
2.	Morabito, V. (2016). Trends and Challenges in Digital Business Innovation. London: Springer Publications.	
3.	Rogers, D.L. (2016). The Digital Transformation Playbook – Rethink Your Business for the Digital Age. Columbia: Columbia Business School Publishing.	
4.	HBR. (2014). Leading Digital: Turning Technology into Business Transformation. London: Harvard Business Review Press.	
5.	Chaffey, D. (2014). Digital Business and E-Commerce Management. New Delhi Pearson Education Limited, New Delhi.	
6.	Chaffey, D. (2013). E-Business and E-Commerce Management: Strategy, Implementation and Practice. England: Prentice Hall..	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				S		S	M	
CO 2			M	M				
CO 3			S			S	M	
CO 4		S	M					
CO 5	M					M		

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category
	Travel Agency and Tour Operations Management	Elective
Course Objectives		
C1	To manage all the travel requirements of the companies while providing ease and sort of convenience to the customers.	
C2	To add value to the travel sector of different companies. To offer the traveling services at very reasonable prices.	
C3	To foster better knowledge of various cultures.	
C4	To instill pride in one's traditional culture and identity.	
C5	This can happen at any time during the tour booking process, from the beginning to the completion of the tour package.	
UNIT	Details	
I	History & Growth of Travel Agency Business, Emergence of leading private travel agencies (Thomas Cook & American Express), Emergence of Travel Intermediaries, Indian Travel Agents & Tour Operators. Interplay of Push & Pull Factors.	
II	Travel Agents & Tour Operators: Differentiation and Interrelationship. Functions and Organisational Structures of Travel Agency and Tour Operators. Linkages of Tour Operation Business with Principal Suppliers, Government and Other Agencies. Incentive and Concessions Applicable to Tour Operators in India.	
III	How to Set up Travel Agency/Tour Operation Business: Sources of Funding, Comparative Study of Various Type of Organisation, Government Rule of Getting Approval, IATA Rules, Regulations and Accreditation, Documentation, Sources of Earning: Commissions, Service Charges etc.	
IV	Itinerary Preparation: Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Do Not's of Itinerary Preparation Tour Costing: Tariffs, FITS & GITS. Confidential Tariff. Packaging: Types and Forms of Package Tour.	
V	Travel Documentation: Familiarization with TIM (Travel Information Manual), Passport & VISA- Meaning, Types, Procedures, Validity, Necessary Information to fill the Passport and VISA Form for Issuance, Health Certificates, Currency, Travel Insurance, Credit & Debit Card, customs, currency, baggage and airport information.	
Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	Demonstrate and understand the importance of the travel and tourism industry.	PO4, PO5
CO2	Articulate a clear and well-structured understanding of travel agency management.	PO3, PO4
CO3	Demonstrate the skills necessary to identify sales and marketing strategies for travel agencies.	PO6,PO7
CO4	Evaluate customer service trends and skills as they relate to the travel and tourism industry.	PO2,PO8

CO5	Integrate management concepts to achieve positive results in the travel and tourism industry.	PO1,PO6
Reading List		
1.	L K Singh, Management of travel agency, Isha Books	
2.	Yaron Perl, Aviad Israeli, Crisis management in the travel agency sector: A case study, Journal of vacation marketing	
3.	Marion Bennett, Information technology and travel agency: A customer service perspective, Elsevier	
4.	A K Bhatia, The business of travel agency, & Tour operations management	
References Books		
1.	D.L. Foster , The Business of Travel agency Operation &Administration (1991)	
2.	Malik, Haris & Chatterjee, Indian Travel Agents (2006)	
3.	J.M.S. Negi, Travel Agency & Tour Operations: Concepts &Principles (2006)	
4.	C.Y. Gee, Travel Industry 3 rd edition 2006	
5.	Yale P, The Business of Tour Operations (1995)	
6.	Travel agency and tour operators management by A K Bhatia Sterling Publishers pvt Ltd (2013)	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				S	M			
CO 2			S	M				
CO 3						M	M	
CO 4		M						M
CO 5	S					M		

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category
	Tourism Entrepreneurship	Elective
Course Objectives		
C1	To understand the basics of Entrepreneurship.	
C2	To comprehend the role of creativity and innovation.	
C3	To develop a feasibility report in Tourism.	
C4	To know the funding options for Entrepreneurship.	
C5	To understand the growth of empowerment in tourism.	
UNIT	Details	
I	Entrepreneurship Theories & Approaches; Types of Entrepreneurs– Entrepreneurial Motivation – Entrepreneurial Climate- Myths about Entrepreneurship - Role of Entrepreneurship in Economic Development.	
II	Creativity & Innovation Process of Creativity-Roadblocks for Creativity-Innovation-Types of Innovation- Role of Creativity & Innovations in Travel & Tourism Businesses-Contemporary Trends	
III	Entrepreneurship in Tourism: Opportunity Identification –Sources of Ideas- New Product Development - Business Plan - Feasibility Report – Technical Feasibility vs. Economic Viability	
IV	Funding Options: Sources of Finance for Tourism Enterprises, Subsidies & Incentives - Promotion and Development of Tourism - Institutional Framework - Venture Creation-Forms Of Organization- Management	
V	Managing Growth: : Business Integration – Diversification-Mergers & Acquisitions-Business Failure- Causes for failure-Revival of Sick Enterprises-Strategies for revival-Women Empowerment in Tourism	
Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	To understand the basics of Entrepreneurship.	PO2, PO4
CO2	Comprehend the role of creativity and innovation.	PO3, PO5
CO3	Create a feasibility report in Tourism.	PO2,PO4
CO4	Explore the funding options for Entrepreneurship.	PO7,PO8
CO5	Handle growth in Tourism Entrepreneurship.	PO1,PO6
Reading List		
1.	Sølvi Solvoll, Gry Agnete Alsos & Oxana Bulanova, Tourism Entrepreneurship – Review and Future Directions, Taylor and Francis 2015	
2.	Jovo Ateljevic, Stephen J. Page, Tourism and Entrepreneurship, Elsevier	
3.	Vanessa Rattan, Tourism entrepreneurship research: a perspective, Tourism review	

4.	Weibing Zhao, J.R. Brent Ritchie & Charlotte M. Echtner, Social capital and tourism entrepreneurship, Science Direct	
References Books		
1.	Arthur, S. J., & Hisrich, R. D. (2011). Entrepreneurship through the ages: Lessons learned. Journal of Enterprising Culture, 19(01), 1-40.	
2.	Bezbaruah, M.P. (2000). Beyond the Millennium. New Delhi: Gyan Pub House	
3.	“Drucker, P.F. (1985). Innovation & Entrepreneurship. New York: Harper & Row.	
4.	Kuratko, D.F. & Hodgets, R.M. (2008), Entrepreneurship. New York: Harcourt College Publishers.	
5.	Jeffrey, T. (1984). New Venture Creation. Illinois: Homewood.2014	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		M						
CO 2			S		M			
CO 3		S		M				
CO 4							M	S
CO 5	M					M		

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category
	Eco Tourism and Sustainable Development	Elective
Course Objectives		
C1	To understand the significance of ecotourism.	
C2	To comprehend the theories and practices of ecotourism.	
C3	To be familiar with the model ecotourism projects.	
C4	To Use the theoretical knowledge to manage ecotourism resources. demonstrate a high level of competence in knowledge on principles of sustainable tourism development.	
C5	To recognize the organizations efforts in regulating responsible ecotourism.	
UNIT	Details	
I	FUNDAMENTALS OF ECOLOGY Basic Laws & ideas in Ecology- Function and Management of Ecosystem- Biodiversity and its Conservation-Pollution-Ecological Foot Prints - Relationship between Tourism & Ecology- Ecotourism-Evolution, Principles, Trends and Functions of Ecotourism- Environmentalism, sustainable development-Pollution- Ecological Foot Prints.	
II	TOURISM & ECOLOGY Mass Tourism Vs Ecotourism-Typology of Eco-tourists-Ecotourism Activities & Impacts-Quebec Declaration 2002 - Kyoto Protocol 1997- Ecotourism and globalization.	
III	ECOTOURISM POLICIES, PLANNING Carrying Capacity - Alternative Tourism-Responsible Ecotourism- Community Participation - Types of Participation - Ecotourism Projects – Case Studies on Periyar National Park, Thenmala Eco-Project, Similipal Ecotourism Project - Nandadevi Biosphere Reserve - Gulf of Mannar - Kruger National Park, South Africa.	
IV	SUSTAINABLE DEVELOPMENT Ecotourism Development - Sustainable Ecotourism - Resource Management - Socioeconomic Development - Ecotourism Policies, Planning and Implementation - Eco-friendly Facilities and Amenities - Carrying Capacity - Alternative Tourism -Responsible ecotourism Programming.Evolution - Principles, Major Dimensions of Sustainability- 10 R's- Stockholm Conference 1972 - Brundtland Commission – The Rio Declaration 1992 – World Conference on Sustainable Tourism 1995 - WSSD 2002, The Cape Town Declarations	
V	QUALITY STANDARDS FOR SUSTAINABLE TOURISM ISO 14000 – Role of WTTC, 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. Ecotourism Development Agencies- Eco-friendly Practices - Role of International Ecotourism Society - UNWTO, WWF, UNDP - Department of Forest and Environment - Government of India- ATREE- EQUATIONS.	

Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	Students would procure cognizance of the theories and practices of ecotourism.	PO1, PO3, PO6
CO2	Understand the need and importance of relationship between ecology and tourism.	PO3, PO4
CO3	Be familiar with the model ecotourism projects.	PO2,PO5
CO4	Learners will be familiarized with various approaches and practices for sustainable tourism development.	PO7,PO8
CO5	Understand the commitment towards the preservation of environment through ecotourism.	PO3,PO6
Reading List		
1.	Honey. M, Ecotourism and sustainable development. Who owns paradise?, Island press, USA	
2.	Buchsbaum, Bernardo Duha, Ecotourism and Sustainable Development in Costa Rica, Virginia Tech	
3.	Tuğba Kiper, Role of Ecotourism in Sustainable Development, https://tamug-ir.tdl.org/bitstream/handle/1969.3/28978/InTechRole_of_ecotourism_in_sustainable_development_[1].pdf?sequence=1	
4.	Susan Place, Ecotourism for Sustainable Development: Oxymoron or Plausible Strategy?, GeoJournal, Vol. 35, No. 2	
References Books		
1.	Ballantyne, R. and Packer, J. International Handbook on Ecotourism. United Kingdom: Edward Elgar Publishing Ltd, first Edition, 2013.	
2.	Fennel, D. A. Ecotourism Policy and Planning. USA: CABI Publishing, first Edition, 2003.	
3.	Fennell, D.A. Ecotourism New York: Routledge Publication, third Edition, 2008.	
4.	Middleton, V.T.C and Hawkins, R., Sustainable Tourism: A Marketing Perspective, Butterworth – Heinemann, Oxford. First Edition, 1998.	
5.	Strange, T., and Bayley, A. (2008). Sustainable Development. Linking Economy, Society, Environment. Paris: OECD. First Edition, 2009.	
6.	Sukanta K Chaudhury, Cultural, Ecology and Sustainable Development, Mittal, New Delhi. First Edition, 2006.	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application	Suggest idea/concept with examples, Suggest formulae, Solve problems,	

(K3)	Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S		S			S		
CO 2			M	S				
CO 3		M			M			
CO 4							S	M
CO 5			S			M		

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category
	Automation in Hospitality industry	Elective
Course Objectives		
C1	To understand the basics of Hospitality Industry.	
C2	To comprehend the Hospitality Products & Services.	
C3	To understand the hospitality distribution channels.	
C4	To know the current scenario.	
C5	To understand the growth of empowerment in tourism.	
UNIT	Details	
I	Hospitality Industry – Profile: Meaning & definition, Historical evolution & development, Hospitality as an industry, Inter relation with tourism industry and its sectors, Contribution to Indian and global economy	
II	Hospitality Products & Services: Hospitality accommodation- the various types Structured and non-structured accommodations- Hotels, Resorts, Condominiums, Guest Houses, Bread and Breakfast outlets etc., Food & Beverage facilities- Structured and Non structured, Ancillary services- Spa, Health Club, Recreational facilities, Shopping Arcades etc. Support services-Transport, Guides, Travel desk, Banking, Insurance etc. Hospitality and Tourism Organizations- WTO, FHRAI, IH&RA, IATA, PATA, DOT,	
III	Hospitality Distribution Channels: Meaning & definition, Functions & levels of distribution channels, Major hospitality distribution channels – Travel agents, Tour operators, Consortia and reservation system, Global Distribution System (GDS), Internet.	
IV	Current Scenario: Major players in the industry –5 in India and 5 worldwide, Present trends in industry, Emerging markets, Impact of international and national	

	events, Latest technology in Industry.	
V	Information Technology and Hospitality Industry: Information Technology and Hospitality Industry Automation of Operations - Distributed Database -The World of Enterprise Resource Planning - Internet Applications –Wire Free Environment (Wi-Fi) - Opportunities and Threats of Information Technology	
Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	Understand the basics of Hospitality Industry.	PO2
CO2	Comprehend the Hospitality Products & Services.	PO1, PO3
CO3	Understand the hospitality distribution channels.	PO4,PO6
CO4	Have knowledge on the current scenario.	PO5,PO7
CO5	Have knowledge on the growth of empowerment in tourism.	PO4, PO6
Reading List		
1.	Students would procure cognizance of the theories and practices of ecotourism.	
2.	Understand the need and importance of relationship between ecology and tourism.	
3.	Be familiar with the model ecotourism projects.	
4.	Learners will be familiarized with various approaches and practices for sustainable tourism development.	
References Books		
1.	Marketing for Hospitality and Tourism – Philip Kotler and Jon Bowen, James Makens, Pearson, 5 th edition 2010	
2.	Advertising Management – Aaker , Mayer and Batra, Pearson, 5 th Edition 2004	
3.	A Complete Travel marketing handbook NTC Andrew Vladmir, Business Books, Illinois, 2001	
4.	Entrepreneurship. New York: Harcourt, Kuratko, D.F. & Hodgets, R.M. (2008), College Publishers.	
5.	Computer Fundamentals: Architecture and Organization, by B Ram, New Age International Publisher,2018	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate	

	between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		M						
CO 2	M		M					
CO 3				S		M		
CO 4					S		S	
CO 5				S		S		

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category
	Special Interest Tourism	Elective
Course Objectives		
C1	Understand the growth and development of special interest tourism over the past years	
C2	Analyse and compare the characteristics of a range of different tourism niche and micro-niche markets.	
C3	Critically assess different types of special interest tourism from perspectives including tourists, operators and destinations.	
C4	Identify and discuss possible future scenarios about developments in the tourism industry.	
C5	Develop a Special Interest Tour.	
UNIT	Details	
I	Special Interest Tourism: Meaning, Characteristics, kinds of special interest tourism, types of special interest tourism – Factors influencing special interest tourism – Importance of Special interest tourism - Specialized tourism.	
II	Adventure Tourism: Definition, Concepts, Classification (Surface/Air/Water) and grading, GIS and weather and climate and their relationship with adventure tourism, Facilities required – equipment, clothing, instructors; Guiding Principles for adventure activities, legal liabilities, risk assessment and management, associations.	
III	Wildlife and Ecotourism: Definition, concept, principles, environmental issues in tourism, responsibility of visitors, involvement of local community in tourism, case study of a project in North Eastern states/Kerala/Tamil Nadu	
IV	Historical and Heritage Tourism: Concepts, difference between historical and heritage tourism, types of heritage tourism – Features of heritage tourism – Benefits of heritage tourism - developing historical and heritage tourism in India, Case Studies of Historical and Heritage sites in India.	
V	Health and Wellness Tourism: Concepts, introduction to natural living, Physical and mental well-being, Medical tourism and Wellness Tourism, Ayurveda, Siddha, Unani, Homeopathy, Aromatherapy, Yoga, Spa (Water Therapy) Role of Ayurveda in Health Tourism - Basic Principle of Ayurveda – four Aspects of Life, Scope of Health Tourism In India.	

Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	Develop an understanding about tourism, its origin, and development over the ages.	PO3, PO6
CO2	Develop ongoing professional development strategies and plans to enhance industry knowledge and leadership skills for tourism industry sectors.	PO1, PO2
CO3	Learning about the concept of Ayurveda and wellness tourism.	PO3,PO7
CO4	In depth knowledge of the typology of various wellness products in India.	PO4,PO8
CO5	Identify various issues related to development of wellness tourism in India.	PO5,PO6
Reading List		
1.	Bob Mckercher, Andrew Chan , How Special Is Special Interest Tourism?, August 1, 2005 Research Article, Sage Journals	
2.	Birgit Trauer, Conceptualizing special interest tourism—frameworks for analysis, <u>Tourism Management</u> , Volume 27, Issue 2, April 2006, Pages 183-200. Science Direct	
3.	Bongkosh N. Rittichainuwat, Special Interest Tourism, 3rd Edition, Cambridge scholars publishing	
4.	BOB BROTHERTON & BÜLENT HİMMETOĞLU , Beyond Destinations—Special Interest Tourism, An International Journal of Tourism and Hospitality Research, Volume 8, 1997 – Issue 3	
References Books		
1.	Ashworth, G.J.: The Tourist-Historic City: Retrospect and Prospect of Managing the Heritage City A Pergamon Title; 1st edition (7 November 2000)	
2.	Dr.S.P.Bansal., Sushma, Sonia & Chander Mohan: Tourism in the New Millenium. (2002)	
3.	Erlet Cater & Gwen Lowman: Ecotourism (1994)	
4.	Foster,D.S.: The Business of Travel Agency Operation and Administration(1991)	
5.	Local Agenda21,U.N-WorldTourismOrganisation (2002)	
6.	Malik,S.S.: Adventure Tourism (2000)	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate	

	between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1			M			M		
CO 2	S	S						
CO 3			M				S	
CO 4				M				M
CO 5					S	S		

S-Strong M-Medium L-Low

Subject Code	Subject Name	Category
	Service Quality Management In Hospitality	Elective
Course Objectives		
C1	To understand the basics of Service Quality and to learn ways to measure it.	
C2	To comprehend the Hospitality Industry.	
C3	To understand the various types of ownerships of hotels and classification of hotels.	
C4	To know the ethics of hospitality.	
C5	To know about Information Technology and Hospitality Industry.	
UNIT	Details	
I	Introduction: Concept of Service Quality -Measuring Service Quality -Impact of Service Quality in Customer Satisfaction and Loyalty -ISO 9000: Universal Standard of Quality - Bench Marking	
II	Hospitality Industry: Introduction-Hospitality and Product Service-Classification of Hotels-Basis of Room Tariff-Operation and Terminology-Fundamentals of Food and Beverage Service-Reservation skills-Employability skills	
III	Types of Ownership and Hotel Classification: Various forms of ownership-Franchise, Chain Concept, Time Share, Management Contract Classification of Hotels: Norms and Standards, Procedure, Classification/ Types, Classifying bodies.	
IV	Society and Ethics: The need for Ethics in Hospitality Industry – Importance of Ethics in Hospitality Industry Code of Ethics – Ethics in Hospitality Industry – Responsibility of Hospitality Business - Environmental Auditing in Hospitality Industry	
V	Information Technology and Hospitality Industry: Automation of Operations - Distributed Database -The World of Enterprise Resource Planning -Internet Applications –Wire Free Environment (Wi-Fi) - Opportunities and Threats of	

	Information Technology on Hospitality Industry	
Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	Service quality basics.	PO3
CO2	Understand the basics of Service Quality and to learn ways to measure it.	PO1, PO2
CO3	Have comprehensive knowledge to comprehend the Hospitality Industry.	PO3,PO7
CO4	Understand the various types of ownerships of hotels and classification of hotels.	PO4,PO8
CO5	Possess knowledge on the ethical practices in the hospitality industry.	PO5,PO6
Reading List		
1.	Connie Mok, Beverley Sparks, Jay Kadampully, Service Quality Management in Hospitality, Tourism, and Leisure, 1st Edition, eBook Published5 January 2001 Pub. Location New York, Imprint Routledge	
2.	César Camisón, Total quality management in hospitality: an application of the EFQM model, <u>Tourism Management</u> , Volume 17, Issue 3, May 1996, Pages 191-201	
3.	Josep Llach, Maria Del Mar Alonso lmeida, Jordi Martí, Alfredo Rocafort , Effects of quality management on hospitality performance in different contexts, Industrial Management & Data Systems , ISSN: 0263-5577, June 2016	
4.	Connie Mok, Beverley Sparks, Jay Kadampully, Service Quality Management in Hospitality, Tourism, and Leisure	
References Books		
1.	Service Quality Management in Hospitality, Tourism and Leisure – Jay Kandampully, Haworth Hospitality Press 2001	
2.	Marketing for Hospitality and Tourism – Philip Kotler and Jon Bowen, James Makens Pearson, 5th edition 2010	
3.	TQM and Organisational Creativity in the Hotel Industry: An Exploration of the Effect of Total Quality Management Implementation on Organisational Creativity in Jordanian Resort, Mukhles Al-Ababneh,2012	
4.	Quality Assurance in the Hospitality Industry, Stephen S Hall, 1990	
5.	Exceptional Service in Hospitality Six Sigma Way, Gajanan Shirke , Shroff Publishers January 2017	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	

Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1			M					
CO 2	S						M	
CO 3				M				S
CO 4			S		M	M		S
CO 5					S	S		

S-Strong M-Medium L-Low