



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

III SEMESTER (Core)

MBA 301C HUMAN VALUES AND PROFESSIONAL ETHICS

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBAI301C	Human Values and Professional Ethics	60	20	20	-	-	4	-	-	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective

The objective of the course is to disseminate the theory and practice of moral code of conduct and familiarize the students with the concepts of “right” and “good” in individual, social and professional context

Course Outcomes

1. Help the students to understand right conduct in life.
2. To equip students with understanding of the ethical philosophies, principles, models that directly and indirectly affect personal and professional life.

COURSE CONTENT

Unit I: Inculcating Values at Workplace

1. Values: Concept, Sources, Essence
2. Classification of Values.
3. Values in Indian Culture and Management: Four False Views, Value Tree
4. Eastern and Western Values; Values for Global Managers

Unit II: Professional Ethics

1. Ethics: Concept, Five P's of Ethical Power, Organisational Tools to Cultivate Ethics
2. Theories of Ethics: Teleological and Deontological
3. Benefits of Managing Ethics in an Organisation
4. Ethical Leadership


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Unit III: Indian Ethos and Management Style

1. Indian Ethos and Workplace
2. Emerging Managerial Practices
3. Ethical Considerations in Decision Making and Indian Management Model
4. Core Strategies in Indian Wisdom and Ethical Constraints

Unit IV: Human Behavior – Indian Thoughts

1. Guna Theory
2. Sanskara Theory
3. Nishkama Karma
4. Yoga: Types, Gains; Stress and Yoga

Unit V: Spirituality and Corporate World

1. Spirituality: Concept, Paths to Spirituality
2. Instruments to achieve spirituality
3. Vedantic Approach to Spiritual and Ethical Development
4. Indian Spiritual Tradition.

Suggested Readings

1. Kausahl, Shyam L. (2006). *Business Ethics – Concepts, Crisis and Solutions*. New Delhi: Deep and Deep Publications Pvt. Limited
2. Murthy, C.S.V. (2012). *Business Ethics –Text and Cases*. Himalaya Publishing House: Mumbai
3. Chakraborty, S. K. (1999). *Values and Ethics for Organizations*. Oxford university press
4. D.Senthil Kumar and A. SenthilRajan (2008). *Business Ethics and Values*. Himalaya Publishing House: Mumbai

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MBAI302C PROJECT MANAGEMENT

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Assessment*	END SEM University Exam	Assessment				
MBAI302C	Project Management	60	20	20	-	-	4		-	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P - Practical; C - Credit;

*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objectives

The course is intended to develop the knowledge of the students in the management of projects. It is aimed at imparting knowledge on managing entire life cycle of a project – from conceptualization to commissioning.

Course Outcomes

1. Understanding of various phases in a project life cycle.
2. Ability to establish feasibility of a project and various methods of project financing
3. Learn to organize and coordinate with different functions for successful project implementation
4. Develop ability to monitor and control projects and risk involved.

COURSE CONTENT

Unit I: Concept of Project

1. Overview, key concepts, classification, characteristics of project
2. Project life cycle and its phases
3. Project Feasibility: Project Identification, Market and Demand Analysis, Technical analysis and technology selection

Unit II: Project Feasibility and Investment Evaluation

1. Project Cost Estimate



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2. Project Appraisal: Time Value of Money, Project Cash Flows, Payback Period, Cost of Capital, Project Rate of Return, Social Cost Benefit Analysis
3. Sources of financing
4. Optimum capital structure.
5. Investment decision rule

Unit III: Project Implementation

1. Project Planning and scheduling
2. Network analysis, construction of networks
3. Time-cost trade-off and crashing of projects
4. Resource allocation using network analysis, resource leveling
5. Project contracting: Contract pricing, Contract types

Unit IV: Human Aspects of Project Management

1. Project organization
2. Project Leadership: Motivation in Project Management, Communication in Project Environment, Conflict in Project Management
3. UNIDO approach
4. Shadow pricing of resource

Unit V: Project Review and Administrative Aspects

1. Project monitoring
2. Project cost control
3. Abandonment analysis
4. Computer based project management
5. PMIS
6. Project Audit and Termination

Suggested Readings

1. Chandra, Prasanna (2011). *Project Planning: Analysis, Selection, Implementation and Review*. New Delhi; Tata McGraw Hill.
2. Choudhury S. (2017), *Project Management*. Chennai; McGraw Hill Education (I) Pvt. Ltd.
3. Singh, Narendra (2003). *Project Management and Control*. New Delhi; Himalaya Publishing House.
4. Nicholas, John M. (2008). *Project Management for Business and Technology: Principles and Practice*. Pearson Publication.
5. Gray & Larson (2010). *Project Management: The Managerial Process*. New Delhi; TMH
6. Pinto (2010). *Project Management: Achieving Competitive Advantage*. New Jersey; Pearson.
7. Abrol, Sunil (2010). *Cases in Project Management*. New Delhi; Excel Books
8. Maylor (2010). *Project Management*. New Jersey; Pearson.



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III SEMESTER

- 1. MBAT301 TRAVEL & TOURISM MANAGEMENT**
- 2. MBAT302 TOURISM PRODUCTS AND SERVICES**
- 3. MBAT303 DESTINATION PLANNING AND DEVELOPMENT**
- 4. MBAT304 TOURISM IN INDIA**

IV SEMESTER

- 1. MBAT401 DESTINATION MARKETING**
- 2. MBAT402 HOSPITALITY & AVIATION MANAGEMENT**
- 3. MBAT403 TRAVEL GEOGRAPHY**
- 4. MBAT404 TRAVEL AGENCY & TOUR OPERATION MANAGEMENT**

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III Semester

MBAT301 TRAVEL AND TOURISM MANAGEMENT

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBAT301	TRAVEL & TOURISM MANAGEMENT	60	20	20	-	-	4	-	-	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; *Teacher Assessment shall be based on following components: Quiz/Assignment/Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective

This will be an introductory module giving the basis of tourism studies. This will give an overview of tourism industry and various organizations.

Course Outcomes

1. Understand the major functions of Tourism management viz. Planning, Organizing, Staffing and Controlling.
2. Describe the interrelationship among the various functions of Tourism Management
3. Develop a general management perspective

COURSE CONTENT

Unit I: Introduction:

1. What is Tourism? Definitions and Concepts, tourist destination
2. services and industry, definition and historical development
3. Past to 2nd world war, recent and current 1945–2002, Future from 2002 onwards
4. General Tourism Trends.
5. Types of Tourists, Visitor, Traveler, and Excursionist– Definition and differentiation.
6. Medical and MICE (Meetings, Incentives, Conferences and Exhibitions) tourism
7. Tourism, recreation and leisure, their inter–relationships.

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Unit II: Tourism Products & Attraction

1. Nature, Characteristics and Components of Tourism Industry.
2. Why it is different from other types of consumer product
3. Elements and characteristics of tourism products.
4. Tourism product production system, Tourism Product Life Cycle, typology of tourism products.

Unit III: Types and Forms of Tourism

1. Inter-regional and intra-regional tourism, inbound and outbound tourism, domestic, international tourism.
2. Forms of Tourism: religious, historical, social, adventure, health, business, conferences, conventions, incentives, sports and adventure, senior tourism, special interest tourism like culture or nature oriented, ethnic or „roots“ tourism and VFR.

Unit IV: Introduction to Transport Management and System

1. Transport functions and systems - accessibility/connectivity and mobility.
2. Role of Transport – Economic role, social role, political role and cultural values,
3. Environment Development of Transport Network – Means of Transport – Walking Palanquin – Bullock Cart and Horse Carriage – Bicycle – Hand-pulled rickshaw – Cycle rickshaw – Urban Public Transport – Bus Rapid Transit System (BRTS) – Taxi – Auto-Rickshaw – Suburban Railway – Urban Mass Rapid Transit – Monorail – Motorcycle and Scooter – Automobile – Utility Vehicles, Air and Water Transport

Unit V: Transport Co-ordination

1. Transport policy and economic planning in India – National & International – Functions – Components of Transport – Way Terminal – Module of Carriage – Motive power etc.
2. Road Development in India – Administration and financing of roads in India and rural transport in India
3. Motor transport in India – Rates and fares in road transport
4. Road transport and Indian rural economy – Public Utility – Character of Transport Modules and their special pricing and management problems.

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Suggested Readings

1. Robbins and Coulter, (2007). *Management*. Prentice Hall of India, Latest Edition.
2. Hillier, F.S., and Hillier, M.S. (2008). *Introduction to Management Science: A Modeling and Case Studies Approach with. Spreadsheets* McGraw Hill, India. Latest Edition.
3. Weihrich, H., and Koontz, H. (2011). *Management, A Global and Entrepreneurial Perspective*. McGraw-Hill Education, New Delhi, India, Latest Edition.
4. Khan, R.R. (1980). *Transport Management*, Transport Himalaya Publishing House
5. Sabharwal, R.L. (1952). *Rail and Road Transport in the Punjab (India)*. Punjab University, Chandhigarh.
6. Agnihotri, S.P. (1963). *The Role of Road Transport in our Developing Economy*. University of Rajasthan.

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MBAT302 TOURISM PRODUCTS AND SERVICES

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Assessment *	END SEM University Exam	Assessment *				
MBAT302	TOURISM PRODUCTS AND SERVICES	60	20	20	-	-	4		-	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P - Practical; C - Credit;

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objectives

The course will give the learners a good idea about the terms and concepts in tourism business. Growth pattern of the industry along with demand and supply factors of motivation and organization of tourism

Course Outcomes

1. Develop an understanding of key features Of Tourism Product and Services.
2. Use analytical skills for calculating various problems related to day-to-day finance.

COURSE CONTENT

UNITI: Tourism Products Introduction

1. Tourism and Tourism Products
2. Components of Tourism Industry
3. Type of Transport and Types of Travelers
4. Salient features of Tourism products
5. Offer inventory and Package Tours (Combination Offers)
6. Frequent mistakes of product making,
7. Classification of tourism products

UNITII: Understanding Indian Culture & Civilization by Tourism

1. Status of Tourism in India,
2. Motivations to Travel



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3. Gray's theory, McIntosh's Categorization, Maslow's Hierarchy of Needs model and Travel Motivations

UNIT III: Aspects of Tourism & Society

1. Tourism & Culture
2. Tourism & Environment
3. Tourism & Politics
4. Tourism & Economy

UNIT IV: Impacts of Tourism

1. Economic contribution of Tourism
2. Risks and Economic analysis of nature Tourism
3. Multiplier effect and leakage
4. Sustainability of products
5. Issues in Tourism Industry

UNITV: Industrial Tour and Case study.

Suggested Readings:

1. Acharya, R. (1980), *Tourism & Cultural Heritage of India*. University of Michigan, RBSA Publication.
2. Bhatia, A.K. (1994). *International Tourism*. Sterling Publishers, New Delhi.
3. Seth, P.N. (1978). *Successful Tourism Planning and Manageme*. Cross Section Publication, New Delhi.
4. Negi, J. (2014). *International Tourism & Travel: Concepts & Principles*. S. Chand & Co., New Delhi.
5. Negi, J. (1998). *Tourism & Travel: Concepts and Principles*. Indian Book Service.
6. Bhatia, A.K. (2012). *Tourism Development: Principles Practices and Philosophies*. Sterling Publishers, New Delhi.

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MBAT303 DESTINATION PLANNING AND DEVELOPMENT

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Assessment *	END SEM University Exam	Assessment *				
MBAT303	DESTINATION PLANNING AND DEVELOPMENT	60	20	20	-	-	4		-	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P - Practical; C - Credit;

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objectives

1. The objective of this course is to develop planning and development skills of the place, discover what destination planning and development is all about.
2. To learn how to adapt destination experiences in life and to the business world.

Course Outcomes

1. To understand the dynamics of destination and development of destination.
2. To have the ability to recognize and appreciate quality destination product.

COURSE CONTENT

Unit I: Destination Development

1. Types of destinations, Characteristics of destinations
2. Destinations and products - Destination Management Systems -
3. Destination planning guidelines - Destination Selection Process -
4. The Values of Tourism

Unit II: II Destination Planning Process and Analysis

1. National and Regional Tourism Planning and Development -
2. Assessment of tourism potential - Planning for Sustainable Tourism Development
3. Contingency Planning
4. Economic, Social, Cultural and Environmental considerations
5. Demand and supply match - Design and innovations

Unit III: Destination Image Development



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1. Attributes of Destinations: Person's determined image
2. Destination determined image, measurement of destination image
3. Destination branding perspectives and challenges creating the Unique Destination Proposition
4. Place branding and destination image
5. Destination image formation process; unstructured image Product development and packaging
6. Destination branding and the web - Case Study of Madhya Pradesh tourism as a brand.

Unit IV: Destination Promotion and Publicity

1. Six 'A's framework for tourism destinations
2. The dynamic wheel of tourism stakeholders
3. Destination Marketing Mix
4. Destination Competitiveness
5. Distribution Channels Marketing Communication and Strategies.

Unit-V Institutional Support: Public Private Partnership (PPP)

1. National Planning Policies for Destination Development
2. WTO Guidelines for Planners
3. Role of urban civic bodies: Town planning
4. Characteristics of rural tourism planning
5. Environmental Management Systems
6. Destination Vision- The focus of Tourism Policy: the competitive sustainable destination
- Destination Mapping (practical assignment).

Suggested Readings

1. Geoffrey, I.C., Brent R.J.R. & Kossatz, J. (2003). *The Competitive Destination: a Sustainable Tourism Perspective*. CABI Publishing
2. Morgan, N. Pritchard, A. & Roger P. (2001). *Destination branding: Creating the Unique Proposition: oxford*. Butterworth Heinemann.
3. Richard, W.B. (2006). *The Tourism Area Life Cycle: Applications and Modifications*. Channel View Publications.
4. Claire, H.T. & Eleri E. J. (2005). *Tourism SMEs, Service Quality and Destination Competitiveness*. CABI Publishing.
5. Shalini S., Dallen J. & Ross K. D. (2003). *Tourism in Destination Communities*. CABI Publishing.

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MBAT304 TOURISM IN INDIA

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Assessment *	END SEM University Exam	Assessment *				
MBAT304	Tourism in India	60	20	20	-	-	4		-	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course objectives

The module gives information of India's tourist places of national and international importance and it helps students to know the background elements of tourism resources.

Course Outcomes

1. Understand Indian demographic and Geographic concepts for tourism function.
2. Understand the relationships across different tourism variables.

COURSE CONTENT

Unit I: Tourism in India

1. Indian Civilization & Tourism (BC, AD, CE, BCE)
2. Indian Culture & Tourism (Based on Personalities, Kingdom, Religious Traditions etc)
3. India's rich heritage
4. Archaeological sites
5. Ancient monuments and diverse
6. Monuments and architecture
7. Religion and religious festivals
8. Cultural and artistic heritage of India - dance, music, sculpture, painting, etc.

Unit II: Mountains

1. Himalayas - the proud crown of India
2. imalayan ranges
3. Valleys



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4. Peaks
5. Meadows
6. Hill stations - mountaineering and adventure tourism in Himalayas.

Unit III: Wildlife

1. Wildlife Resources of India
2. Major national parks
3. Wildlife sanctuaries in India - bio-reserve centers - bio diversity and eco system
4. Wildlife Protection Act, 1972 (Introduction).

Unit IV: Fairs, Festivals & Tourist Destination

1. Purpose, Techniques
2. Production Function (meaning)
3. Law of Diminishing Returns
4. Three stages of Production in Short Run

Unit V Major Attractions

1. Major Attractions in North India,
2. Major Attractions in South India.
3. Major Attractions in West & Central India
4. Major Attractions in East India
5. Case Study on Major attractions Of India

Suggested Readings

1. Geoff C. (1990). **India - A Travel Survival Kit**. Lonely Planet Publication.
2. Pran Nath S. (1996). **India - A Travellers Companion**. Sterling Publishing Company
3. Gupta I.C. & Sushama K. (1999). **Tourism Products of India**. G.A. Publications, Indore.
4. Gupta, V.K. (1987). **Tourism in India**. Gian Publishing House, Delhi - 7.
5. Shalini, S. (2001). **Cultural Tourism & Heritage Management**. Rawat Publication, Jaipur.

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