

PRINCIPLES & PRACTICES OF TOURISM MANAGEMENT

Lecture : 4 Hours/Week
Year/Trimester : PGDM II/V
Credits : 3

Internal Marks : 40
External Marks : 60
Subject Code: PGDM5EH3

PRINCIPLES & PRACTICES OF TOURISM MANAGEMENT

Unit - I

Tourism; an overview: Elements, Nature and Characteristics - Typology of Tourism – Classification of Tourists - Tourism network - Interdisciplinary approaches to tourism - Historical Development of Tourism - Major motivations and deterrents to travel.

Unit - II

Tourism Industry; Structure and Components: Attractions – Accommodation – Activities – Transportation - F&B – Shopping - Entertainment - Infrastructure and Hospitality – Emerging areas of tourism - Rural, Eco, Medical, MICE, Literary, Indigenous, Wellness, Film, Golf, etc., – Ideals of Responsible Tourism - Alternate Tourism - Case Studies on International Tourism.

Unit - III

Tourism Impacts - Tourism Area Life Cycle (TALC) - Doxey's Index - Demonstration Effect – Push and Pull Theory - Tourism System - Mathieson and Wall Model & Leiper's Model - Stanley Plog's Model of

Destination Preferences - Demand and Supply in tourism - Tourism regulations - Present trends in Domestic and Global tourism – MNC's in Tourism Industry.

Unit - IV

Tourism Organizations: Role and Functions of World Tourism Organization (WTO), Pacific Asia Travel Association(PATA), World Tourism & Travel Council (WTTC) - Ministry of Tourism, Govt. of India, ITDC, Department of Tourism, Govt. of Puducherry, FHRAI, IHA, IATA, TAAI, IATO.

Unit - V

Overview of Five Year Plans with special reference to Eleventh Five Year Plan for Tourism Development and Promotion, National Action Plan, National Tourism Policy - Code of conduct for safe and Sustainable Tourism for India.

References:-

1. Chuck Y. Gee, James C. Makens & Dexter J. L. Choy (1989), The travel industry, *Van Nostrand Reinhold*, New York.
2. Page J. Stephen & Brunt Paul (2007), TOURISM- A MODERN SYNTHESIS, *Thomson Pub*, London.
3. Ray Youell (1998), TOURISM-AN INTRODUCTION, *Addison Wesley Longman*, Essex.
4. Sunetra Roday, et al (2009), TOURISM OPERATIONS AND MANAGEMENT, *Oxford*

E- TOURISM

Lecture : 4 Hours/Week
Year/Trimester : PGDM II/V
Credits : 3

Internal Marks : 40
External Marks : 60
Subject Code: PGDM5EH4

E-Tourism

Unit – I

Introduction to E-tourism, Historical Development - Electronic technology for data processing and communication - Strategic, Tactical and operational use of IT in Tourism.

Unit – II

Global Distribution System: History & Evolution - GDS & CRS - Levels of CRS
Participation - Hotel Distribution System - Cases of Amadeus - Galileo, World Span, Sabre, Abacus - Changing Business models of GDS.

Unit – III

Typologies of E-tourism: Business models - Business to Business (B2B) - Business to Consumer (B2C) - Consumer to Business (C2B) - Consumer to consumer (C2C) - Business to Employees (B2E) - & Business to Government (B2G).

Unit – IV

Payment Systems in E-tourism - Payment Gateway - Billing and Settlement Plan (BSP) - Security Issues and Certification -Future of E-tourism - Travel Blogs - E-marketing

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and promotion of Tourism Products - Challenges for conventional business models & Competitive strategies.

Unit – V

Amadeus Practical – Hands on Amadeus Software - Searching – Building, Retrieval, Display & Cancel of PNR – Fare display – Itinerary pricing – Issuance of tickets.

References:-

1. Buhalis D. (2004), E-tourism: information technology for strategic tourism management, *Prentice Hall India*.
2. Poon A. (1998), Tourism, technology and competitive strategies, *CABI*.
3. Rayport J.F. & Jaworski B.J. (2002), Introduction to ecommerce, *McGrawHill*.

4. Malvino A.P (1995), Electronic principles, *McGraw-Hill*.

SERVICES MARKETING

Lecture : 4 Hours/Week
Year/Trimester : PGDM II/V
Credits : 4

Internal Marks : 40
External Marks : 60
Subject Code: PGDM5EM4

Unit - I

Marketing of Services: Introduction - Growth of the Service Sector - The Concept of Service - Characteristics of Services - Classification of Services - Designing the Service Blueprinting, Using Technology - Developing Human Resources - Building Service Aspirations.

Unit - II

Marketing mix in services marketing: The seven Ps - Product Decisions – Pricing Strategies and Tactics - Promotion of Services and Placing or Distribution Methods for Services - Additional Dimensions in Services Marketing - People, Physical Evidence and Process – Internet as a service channel.

Unit - III

Strategic Marketing Management for Services: Matching Demand and Supply through Capacity Planning and Segmentation - Internal Marketing of a Service – External versus Internal Orientation of Service Strategy.

Unit - IV

Quality Services: Causes of Service-Quality Gaps - Quality Standards, Factors and Solutions - The Service Performance Gap - Key Factors and Strategies for Closing the Gap - Developing Appropriate and Effective Communication about Service Quality.

Unit - V

Marketing of Services: Special reference to Financial Services - Health Services - Hospitality Services including Travel, Hotels and Tourism - Professional Services - Public Utility Services - Communication Services - Educational Services.

(Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.)

References:

1. Ravi Shanker, Services Marketing: The Indian Perspective, *Excel Books, New Delhi, 2008*
2. Rajendra Nargundkar, Services Marketing: Text & Cases, *Tata McGraw-Hill Publishing Company, New Delhi, 2008*
3. Christopher H. Lovelock, Services Marketing: People, Technology, Strategy, *Pearson Education Asia.*
4. R. Srinivasan, Services Marketing, *Prentice Hall of India Private Limited, New Delhi.*
5. Zcithaml, Parasuraman & Berry, Delivering Quality Service, *The Free Press, Macmillan. 2008*

STRATEGIC MANAGEMENT

Lecture : 4 Hours/Week
Year/Trimester : PGDM II/V
Credits : 4

Internal Marks : 40
External Marks : 60
Subject Code: PGDM5T01

UNIT-I

Introduction: Basic Concepts of Strategic Management-Objectives, Tasks & Functions-Process of Strategic Management-Mc Kinsey 7's Model- factors that shape a company's strategy-Hierarchy of Goals-Vision-Mission-Objectives-Industry Analysis-Competitive Analysis.

UNIT-II

Environmental Analysis & Scanning: Environmental Scanning Methods-SWOT Analysis-Strategic Analysis & Choice- BCG Matrix, GE 9 Cell Matrix-Strategic Leadership-Balanced Score Card.

UNIT-III

Strategy Formulation: Strategy Formulation for Analyzing Competition-Value Chain Analysis-Exit & Entry Barriers-Competitive Advantage of a firm-Type of Strategies-Corporate, Business & Functional Level Strategies.

UNIT-IV

Strategy Implementation: Strategy & Structure-Strategies for Competing in Globalizing Markets-Organizational Values & Their Impact on Strategy-Resource Allocation-Planning Systems for Implementation.

UNIT-V

Strategy Evaluation & Control: Establishing Strategic & Operational Controls-Measuring Performance-Benchmarking-Role of Strategist-Strategic Surveillance-Strategic Audit.

References:

1. Ansoff H.Igor, Implanting Strategic Management, Englewood Cliffs, New Jersey, Prentice Hall of India.
2. Glueck, William F. Strategic Management and Business Policy, New York McGraw Hill.
3. Hugh McMillan-Strategic Management, Oxford University Press.
4. Fred R. David, Strategic Management, Prentice Hall of India.
5. Mathur U.C., Strategic Management, Macmillan.
6. Gupta, Strategic Management, Prentice Hall of India.
7. C.apparao, Strategic Management & Business Policy.

CUSTOMER RELATIONSHIP MANAGEMENT

Lecture : 4 Hours/Week
Year/Trimester : PGDM II/V
Credits : 4

Internal Marks : 40
External Marks : 60
Subject Code: PGDM5EM3

Unit - I

CRM Introduction: Acquiring customers, - Customer loyalty and optimizing customer relationships- CRM defined - success factors, the three levels of Service/ Sales Profiling - Service Level Agreements (SLAs), creating and managing effective SLAs.

Unit - II

CRM in Marketing: One-to-one Relationship Marketing - Cross Selling & Up Selling - Customer Retention, Behaviour Prediction - Customer Profitability & Value Modeling, - Channel Optimization - Event-based marketing. - CRM and Customer Service - The Call Centre, Call Scripting - Customer Satisfaction Measurement.

Unit - III

Sales Force Automation: Sales Process, Activity, Contact- Lead and Knowledge Management - Field Force Automation. - CRM links in e-Business - E-Commerce and Customer Relationships on the Internet - Enterprise Resource Planning (ERP), - Supply Chain Management (SCM), - Supplier Relationship Management (SRM), - Partner relationship Management (PRM).

Unit - IV

Analytical CRM: Managing and sharing customer data - Customer information databases- Ethics and legalities of data use - Data Warehousing and Data Mining concepts - Data analysis - Market Basket Analysis (MBA), Click stream Analysis, Personalization and Collaborative Filtering.

Unit - V

CRM Implementation: Defining success factors - Preparing a business plan requirements, justification and processes. - Choosing CRM tools - Defining functionalities - Homegrown versus out-sourced approaches - Managing customer relationships - conflict, complacency, Resetting the CRM strategy. Selling CRM internally - CRM development Team - Scoping and prioritizing - Development and delivery - Measurement.

(Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.)

References:

1. **Alok Kumar Rai**, CUSTOMER RELATIONSHIP MANAGEMENT CONCEPT & CASES, Prentice Hall Of India Private Limited, New Delhi. 2011
2. **S. Shanmugasundaram**, CUSTOMER RELATIONSHIP MANAGEMENT, Prentice Hall Of India Private Limited, New Delhi, 2008
3. **Kaushik Mukherjee**, CUSTOMER RELATIONSHIP MANAGEMENT, Prentice Hall Of India Private Limited, New Delhi, 2008
4. **Jagdish Seth, Et Al**, CUSTOMER RELATIONSHIP MANAGEMENT
5. **V. Kumar & Werner J.**, CUSTOMER RELATIONSHIP MANAGEMENT, Willey India, 2008

COMPENSATION AND WELFARE MANAGEMENT

Lecture : 4 Hours/Week
Year/Trimester : PGDM II/V
Credits : 4

Internal Marks : 40
External Marks : 60
Subject Code: PGDM5EH3

Unit - I

Employee Compensation: Factors influencing Compensation plan and policies – Principles of Wage and Salary Administration – Wage as a Motivator – Methods of wage fixation – Factors influencing Wage and Salary Determination.

Unit – II

Job Evaluation: Introduction - Methods – Performance and Reward systems – Methods of Wage payment – Incentive plans – Wage differentials.

Unit - III

Employee Welfare: Concept, Scope and Significance – Welfare Policy – Role of Employee Welfare Agencies – State, Employers, Trade Unions and Voluntary Agencies.

Unit - IV

Employee Welfare Programmes: Statutory and Non-statutory – Intra Moral, Extra Morel- Social Security – Social Assistance and Social Insurance.

Unit – V

Labour Welfare Administration: Plant Level, State and Central Levels – Labour Welfare Officer – Role, Status and Functions.

(Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.)

Reference books:

1. Thomson, R and Mabey, C. Developing Human Resources, Oxford, Butterworth Heinemann.
2. Hendorson, Richard I. Compensation Management: Rewarding Performance, Englewood Cliffs, Prentice Hall of India.
3. Blanchard & Johnson, Management of Organisational Behaviour: Leading Human Resources 8th Edn., Prentice Hall of India.
4. Michael Armstrong, Employee Reward, Universities Press (India) Ltd.

STRATEGIC FINANCIAL MANAGEMENT

Lecture : 4 Hours/Week
Year/Trimester : PGDM II/V
Credits : 4

Internal Marks : 40
External Marks : 60
Subject Code: PGDM5EF3

Unit-I

Strategic Financial management- Meaning – Nature and Scope – Strategic Financial Planning – Financial Options and Value of the Firm (EBIT-EPS Analysis) – shareholder value creation – Market Value Added (MV) - Book Value Added (BV) - Economic Value Added (EVA).

Unit-II

Investment Strategy – Techniques of Investment Appraisal under Risk and uncertainty – Risk Adjusted Net Present Value – Risk Adjusted Internal Rate of Return – Capital Rationing – Decision Tree Approach for Investment Decisions.

Unit-III

Merger Strategy – Concept- Types – Horizontal, Vertical and Conglomerate Mergers – Merger Procedure – Valuation of Firm – Financial Impact of Merger – Effect on Earnings Per Share – Merger and Dilution Effect on Business Control.

Unit-IV

Takeover Strategy – Types of Takeovers – Negotiated and Hostile Bids – Takeover Procedure – Takeover Defenses - financial defensive measures - poison pill – regulations.

Unit-V

Distress Restructuring Strategy: Causes of corporate failure- Turnaround strategies- voluntary liquidation or sell offs – spin offs – Leveraged Buyouts. – Sell offs – Spin Offs – Leveraged Buyouts.

(Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.)

References:

1. Van Horn, JC, Financial Management and Policy, Prentice Hall, New Delhi
2. Prasanna Chandra, Financial Management Theory and Practice.
3. PG Godbole, Mergers, Acquisitions and Corporate Restructuring, Vikas, New Delhi.
4. Weaver, Strategic Corporate Finance, Cengage, ND.
5. Weston JF, Chung KS & Heag SE., Mergers, Restructuring & Corporate Control, Prentice Hall.
6. GP Jakarthiya, Strategic Financial Management, Vikas, New Delhi
7. Coopers & Lybrand, Strategic Financial: Risk Management, Universities Press (India) Ltd.
8. Robichek, A, and Myers, S., Optimal Financing Decisions, Prentice Hall Inc.
9. James T. Gleason, Risk: The New Management Imperative in Finance, A Jaico Book.

LABOUR LAWS

Lecture : 4 Hours/Week
Year/Trimester : PGDM II/V
Credits : 4

Internal Marks : 40
External Marks : 60
Subject Code: PGDM5EH4

Unit - I

Introduction: Principles of Labour Legislation – Labour Laws – Classification – Impediments in Implementation.

Unit - II

Factories Act, 1948: Rules and Working of the Act – Industrial Employment (Standing Orders) Act, 1948 – Payment of Bonus Act, 1965.

Unit - III

Compensation Act: Workmen's Compensation Act, 1923 – Payment of Wages Act, 1936 – Payment of Bonus Act, 1965.

Unit - IV

ESI Act, 1948 – Employee's Provident Act, 1952 – Maternity Benifit Act, 1961.

Unit - V

Labour Administration: Nature and Scope – International Labour organisations and its Influence on Labour Legislation in India.

(Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.)

Reference Books:

1. Mishra S. N. Labour and Industrial Laws, Central Law Publications, Allahabad.
2. Srivastava, IR & Labour Laws.
3. Singh, Labour Laws for Managers, Excel Publications.
4. A.M. Sharma, Industrial Relations Conceptual and Legal Framework, Himalaya Publications.

MERCHANT BANKING

Lecture : 4 Hours/Week
Year/Trimester : PGDM II/V
Credits : 4

Internal Marks : 40
External Marks : 60
Subject Code: PGDM5EF4

UNIT-I

Introduction: Concept-Nature, Origin & Growth of Merchant Banking-Merchant Banker-Categories of Merchant Bankers-Financial Adequacy Norms of Merchant Bankers-Authorised Activities of Merchant Bankers-General Obligations & Responsibilities-Default & Penalty Points.

UNIT-II

Regulatory Framework: SEBI-SEBI Act, General Guidelines On Issue of Shares-Underwriting, Minimum Subscription, Composite Issue-Reservation & Firm Allotment-Preferential Allotment- ESOS- Promoter's Contribution & Lock-In Period- Bonus Shares.

UNIT-III

Pre-Issue Management: Types of Issues-Analysis of Prospectus-Coordination, Marketing & Underwriting-Pricing of Right Issue & Further Public Issues.

UNIT-IV

Post-Issue Management: Allotment, Dispatch of Shares & Refund Orders-Listing-Requirements of Listing-Process of Listing.

UNIT-V

Loan Syndication: Concept-Types of Loans-Term Loans-Role of Development Financial Institutions & Loan Syndication-Guidelines for Loan Syndication.

(Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.)

References:

1. Joseph Wechsberg, Merchant Bankers, Dover Publications, INC, New York.
2. Stanley Chapman, The Rise of Merchant Banking, George Allen & Unwin Publishers Ltd., U.K.
3. H.R Machiraju, Merchant Banking, Principles and Practice, New Age International Publishers, New Delhi.
4. Guruswamy, Merchant Banking & Financial Services, Tata McGrawn Hill Education Private Limited, New Delahi.
5. George K. Young, Merchant Banking-Practice and Prospects.
6. Midori Katsumata, Merchant Banking, University of California.