

**Department of Tourism and Travel Management**  
**School of Business**  
**Central University of Jammu**

Course Scheme and Syllabus of MBA (Tourism and Travel Management programme as per National Education Policy (NEP) 2020

**MBA (Tourism and Travel Management) Programme**  
**Course Matrix**

**Semester – I**

Course Code	Course Title	Credit	CIA	MS E	ESE	Max. Marks
<b>Core courses</b>						
	Tourism Principles and Practices	04	25	25	50	100
	Tourism Geography and Destination Knowledge	04	25	25	50	100
	Travel Agency and Tour Operations Management	04	25	25	50	100
<b>Open Elective Courses</b>						
	Services Marketing	02	12.5	12.5	25	50
	Hospitality Management	02	12.5	12.5	25	50
	Sustainable Tourism Management	02	12.5	12.5	25	50
	Management Perspectives	02	12.5	12.5	25	50
<b>Skill Enhancement / Value Additions Courses</b>						
	Communication for Professional Excellence	02	12.5	12.5	25	50
<b>Audit Course / Qualifying Courses (QC)</b>						
		-	-	-	-	-
<b>Total</b>		<b>22</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>550</b>
<b>**MOOCS COURSE TO BE OPTED AS PER AVAILABILITY ON SWAYAM / NPTEL PLATFORMS</b>						

## **Syllabus of MBA (TTM) First Semester**

**Course Code:**

**Course Title:** Tourism Principles and Practices

**Credit:** 04

**Maximum Marks:** 100

**Contact Hrs/Week:** 4 Hrs

**Duration of Examination:** 3 Hrs

### **Course Objectives:**

- To introduce learners to the basic terminologies and concepts related to the understanding of tourism system.
- To know the various components of tourism.
- To understand the various conceptual models of tourism knowledge pool.
- To bring awareness about the different concepts related to environment and impacts of tourism
- To know about the various organisations that pertains directly or indirectly to tourism

### **Course Learning Outcomes:**

After doing this course the learner will have the following learning outcomes:

- Learners will understand the very basic concepts and terminology of Tourism Studies.
- Learners will know about the nature of tourism and its various components.
- Learners will conceptually understand the various models as given by the various experts of the field.
- The course shall bring environmental consciousness by understanding various impacts of tourism.
- Bringing awareness about the functions and roles of various organisation having connection to tourism shall make the learners aware about the scope of activities involved in the tourism phenomenon.

## **Course Content** **Tourism Principles and Practices**

### **Unit I:**

Meaning and definition of Tourism, Tourism as Leisure Activity, Pleasure and Tourism, Recreation and Tourism, Traveller, Visitor, Tourist, Excursionist and Transit Visitor - Definitions and Differences, Typologies of Tourists.

Early and Medieval Period of Travel, Renaissance and its Effects on Tourism, Birth of Mass Tourism, Old and New Age Tourism, Nature of Tourism in Indian Context

Forms of Tourism - Inbound, Outbound , National, International, Domestic. Forms on Tourism based on travel motivations.

### **Unit II:**

Meaning of Tourism Industry, Nature of Tourism: Intangibility, Perishability, Inseparability, and Heterogeneity. Components of tourism Industry-

Transportation : Air, Surface, water: The airline industry, functioning of Indian carriers, Air Corporation Act, Air Charters; Rent-a-car scheme and Coach Bus Tour, etc; Rail transportation, Indian Railway System, major railway systems of world (Eurail, Amtrak, Indrail). Toy trains and Luxury Trains of India.

Water based transportation system: Cruise, ferries,

Accommodation: Home stays, hotels and star categorization, Budget hotels, house boats etc, stay at resorts like Club Mahindra.

Facilities and Amenities, Horizontal and Vertical Integration in Tourism Business, Tourism Business during Liberalization & Globalization.

Documents needed in travelling: Passport , Visa, Permits

### **Unit III:**

Tourism Area Life Cycle (TALC), Doxey's Irridex Model, Push and Pull Theory, Mathieson and Wall model, Leiper model, Stanley Plog's Model of Destination Preferences. Sustainable tourism development model, Demand and Supply in tourism,

### **Unit IV:**

Meaning of Carrying Capacity and its types, Ecotourism, Responsible tourism, Triple Bottom Line Reporting, Impacts of Tourism Industry, CSR and Tourism, Various concepts related to the sustainable tourism development like Geotourism, Eco labels, National Geographic society.

### **Unit V:**

Role and Functions of important tourism organizations in development and promotion of Tourism : UNWTO, IATA, ICAO, UFTAA, ASTA, PATA, WTTC, IHA, TAAI, IATO, FHRAI, ITDC, ICPB, State Tourism Development Corporations, Airport Authority of India, Archaeological Survey of India Ministry of Tourism, Culture, Railways, Civil Aviation of Government of India.

### **Teaching - learning Process**

- The use of prescribed textbooks and e-learning resources and other self-study materials;
- Open-ended project work, some of which may be team-based;
- Activities designed to promote the development of generic / transferable and subject-specific skills;

### **Assessment methods**

Progress towards achievement of learning outcomes will be assessed using the following:

- Time-constrained examinations; closed-book and open-book tests;
- Problem based assignments;
- Observation of practical skills;
- Oral presentations, including seminar presentation;
- Viva - Voce;
- Peer and self- assessment etc. and any other pedagogic approaches as per the context.

**Attendance Requirements:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must, failing which a student may not be permitted to appear in examination

**Reference Books and Suggested Readings**

- Tourism : Concepts Issues And Impacts by Dillip Kumar Das Soumendra Nath Biswas, Sage Publishing
- Tourism Development: Principles & Practices by A. K. Bhatia
- Tourism: Principles and Practice Paperback by John Fletcher (Author), Alan Fyall (Author), David Gilbert (Author), Stephen Wanhill (Author)
- Tourism: Principles and Practices (Oxford Higher Education) by Sampad Kumar Swain
- Advancements in Tourism Theory and Practice 1st Edition by Babu George)

## **Syllabus of MBA (TTM) First Semester**

**Course Code:**

**Course Title:** Tourism Geography and Destination Knowledge

**Credit: 04**

**Maximum Marks:** 100

**Contact Hrs/Week:** 4 Hrs

**Duration of Examination:** 3 Hrs

**Course Objective(s):**

Geography is the basic edifice of tourism. The knowledge of geography shall give an extra edge to the students in designing the itineraries for the travellers, suggesting them various destinations to the clients for their travel etc

**Course Learning Outcomes:**

- Understand the interrelation of geography, human geography and tourism and world travel patterns.
- Understand the characteristics of travel in individual destinations and regions and the geographical factors influencing them.
- Describe the physical and human geographic basis for the location of tourism attractions and major destination areas.
- Possess a working knowledge of the geography of the world in relation to tourism and be able to locate areas on the map.

### **Course Content**

#### **Tourism Geography and Destination Knowledge**

**Unit I:**

Geography and its key elements, Human geography and its key elements, Importance and interlinkages of geography and tourism geography, IATA geography, International Date Line, Time Zones, Greenwich Mean Time, Calculation of Local Time, Flying Time, Grounding Time, Elapsed Time, Daylight Saving Time. Factors affecting global and regional tourist movements; demand and origin factors, destinations and resource factors. Contemporary trends in international tourist movements.

**Unit II:**

Europe – Physical and human geography of Europe, The main tourism resources (Man-made, Physical & Symbiotic), Factors which makes Europe a leading Continent in terms of Tourist Arrivals & Tourism Receipts)

**Unit III:**

Americas - Physical and human geography of Americas, The main tourism resources (Man-made, Physical & Symbiotic), Physical and human geography of Latin America and its impact on tourism resources in Latin America.

**Unit IV:**

Africa & Oceania - Physical and human geography of Africa & Oceania, The main tourism resources (Man-made, Physical & Symbiotic), Factors which effects the growth and development of tourism in Africa & Oceania.

#### **Unit V:**

Asia - Physical and human geography of Asia, The main tourism resources (Man-made, Physical & Symbiotic), Regions in Asia, Factors which effects the growth and development of tourism in Asia, A case study of India.

#### **Teaching - learning process**

- Lectures supported by group tutorial work;
- The use of prescribed textbooks and e-learning resources and other self-study materials;
- Open-ended project work, some of which may be team-based;
- Activities designed to promote the development of generic / transferable and subject-specific skills;

#### **Assessment methods**

- Progress towards achievement of learning outcomes will be assessed using the following:
- Time-constrained examinations; closed-book and open-book tests;
- Problem based assignments;
- Observation of practical skills; individual project reports (case-study reports);
- Oral presentations, including seminar presentation;
- Viva - Voce;
- Peer and self- assessment etc. and any other pedagogic approaches as per the context.

#### **Attendance Requirements:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must, failing which a student may not be permitted to appear in examination.

#### **Reference Books and Suggested Readings**

- Boniface, B.G. and Chris Cooper, The Geography of travel and Tourism Oxford.
- Butterworth Heinemann. Hall C.M. and Stephen, J. Page, The Geography of tourism and recreation. Environment, place & space.
- Cross, G. (1990). A social history of leisure. State College, PA: Venture Publishing.
- Hudman, L. & Jackson, R. (2003). Geography of travel & tourism. Clifton, NJ: Thomson.
- Lew, A. A., Hall, C. M., Timothy, D.J. (2015) World regional geography, human motilities, tourism destinations, sustainable environments, UK. Dubuque, IA: Kendall-Hunt
- National Geographical Society of India
- Routledge. Pearce Douglas, Tourism Today: A Geographical Analysis.
- Singh R.L., India- A Regional Geography.
- Seth P.N., Successful Tourism Management, Sterling Publisher: New Delhi
- Sarina Singh et. al., India, Lonely Planet Publications

## **Syllabus of MBA (TTM) First Semester**

**Course Code:**

**Course Title: Travel Agency and Tour Operations Management**

**Credit: 04**

**Contact Hrs/Week: 4 Hrs**

**Duration of Examination: 3 Hrs**

**Maximum Marks: 100**

### **Course Objectives:**

- To understand the modus operandi of travel and tour companies.
- To provide students practical knowledge about various procedures involved in handling the operations and management of travel agencies and tour operators.
- To acquire an in-depth knowledge about the Tour Operation Management and to become familiar with the tour operation techniques and strategies required for successful handling of tour operation business.

### **Course Learning Outcomes:**

Upon completion of this course, the students will be able to:

- Demonstrate and understanding and importance of the tourism and travel industry.
- Explain the tour operations of travel agencies.
- Outline the functions of tour operators.
- Understand structure of travel industry.
- Explain tour operator and package tour concepts.
- Examine the procedural formalities for the establishment of tour operating enterprises.
- Learn various skills necessary for travel agency and tour operation business
- Acquire knowledge on documentation in travel industry.

### **Course Content**

#### **Travel Agency and Tour Operations Management**

##### **UNIT-I:**

Travel Trade - Historical Perspectives, American Express Company and History of India's Travel Trade, Wholesale and Retail Travel Agency Business, Linkages and Integration in Travel Trade, Changing Scenario of Travel Trade

##### **UNIT-II:**

Functions of Travel Agency and Tour Operation, Setting Up A Travel Agency and Tour Operation, Sources of Income in Travel Agency and Tour Operation Business, Diversification of Travel Agency and Tour Operation Business, Travel Documentation

##### **UNIT-III:**

Concepts of Itinerary Planning, Resources for Itinerary Planning, Tour Formulation and Designing Process, Planning and Components of Package Tour for FIT & GIT

**UNIT-IV:**

Travel Agency/Tour Operation business and Information and Communication Technology: Concept of e-travel agencies and e-tour operators. Itinerary preparation, important considerations for preparing itinerary, costing, packaging and promotion. Case study of expedia.com, makemytrip.com

**UNIT-V:**

Travel Trade Organizations: International Air Transport Association, American Society of Travel Agents, Universal Federation of Travel Agents Association, Pacific Asia Travel Association, Travel Agents Association of India, Indian Association of Tour Operators, India Convention Bureau

**Teaching -Learning Process:**

- Lectures supported by group tutorial work;
- Case study based learning
- The use of prescribed textbooks and e-learning resources and other self-study materials;
- Open-ended project work, some of which may be team-based;
- Activities designed to promote the development of generic / transferable and subject-specific skills;

**Assessment Methods:**

Progress towards achievement of learning outcomes will be assessed using the following:

- Time-constrained examinations; closed-book and open-book tests;
- Problem based assignments;
- Observation of practical skills; individual project reports (case-study reports);
- Oral presentations, including seminar presentation;
- Viva - Voce;
- Peer and self- assessment etc. and any other pedagogic approaches as per the context.

**Attendance Requirements:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must, failing which a student may not be permitted to appear in examination.

**Reference Books and Suggested Readings:**

- Betsy Fay - Essentials of Tour Management –Prentice Hall
- Chunk, James, Dexter & Boberg, Professional Travel Agency Management. Prentice Hall Publication
- Fay Betsy, Essentials of Tour Management, New Jersey: Prentice Hall Publication.
- Laurence Stevens - Guiding to Starting and Operating Successful Travel
- Manual of Travel Agency Practice – Butterworth Heinemann Pub, London
- Mohinder Chand, Travel Agency Management, Anmol: Delhi



- Negi J.M., Travel Agency and Tour Operation: Concepts and Principles, New Delhi: Kanishka Publishers & Distributors.
- Stevens Laurence, (1990), Guide to Starting and Operating Successful Travel agency; Delmar Publishers, Inc. New York.

### **Syllabus of MBA (TTM) First Semester**

**Course Code:**

**Course Title: Service Marketing**

**Credit: 02**

**Contact Hrs. /Week: 2 Hrs.**

**Maximum Marks: 50**

**Duration of Examination: 2 Hrs**

#### **Course Objective(s):**

- Develop essential knowledge on the components of the services marketing mix.
- Understand the role of technology in marketing of services.
- Develop critical thinking, analysis and service marketing from the management point of view through case studies, discussions and written assignments.

#### **Course Learning Outcomes:**

- Students will be able to understand the nuances and importance of services and service marketing.
- Students will understand the various models and its application in service marketing
- Develop critical thinking, analysis and service marketing from the management point of view through case studies, discussions and written assignments.

### **Course Content Service Marketing**

#### **UNIT-I**

**Introduction** –Nature and definition of Services, Characteristics and classification of Services, Traditional elements of Service Mix, Evolution of Services as Value Contributors. Service marketing orientations, tourism marketing system ( Internal ,External and micro environment),Marketing mix ,expanded marketing mix ,tourism markets and tourist behaviour, High Contact & Low-Contact Services, Emotions in Service Situations, Physical Evidence- Contribution of Physical Evidence to the Service Understanding, Managing the Physical Evidence in Service Marketing

*Case studies: Jio Case Study, Amazon, Apple*

#### **UNIT-II**

**STP and service marketing–Market segmentation** -Basis for segmentation, Types of tourist market segments, Plog’s classification, Gray’s Classification, Behavioural Segmentation, Cohen’s Classification. Market Targeting ,Selection of Target market, developing marketing mixes,

Techniques of Positioning services, Relationship management in Service marketing. Marketing of services - Creative Marketing services, Designing Services, Promo Products or Personalised services, Digital Marketing Services.

*Case Studies: Incredible India , Raghurajpur in Orissa, Kullu Dusshetra in Himachal Pradesh*

### **Teaching and Learning Process:**

**Experience based and participative learning andragogy:** - Case Studies on product and service marketing, skits, presentations, idea generation and application activity. Preparing a marketing campaign for Services, Exercise on local market analysis, Comparative Analysis of different marketing campaigns

### **Assessment Methods:**

Assessment is based on the overall performance and participation of the students to evaluate the continuous improvement done by the students on the criteria's like conceptual and application based understanding with the help of presentations and various activities , mid semester examination, end semester examination.

### **Attendance Required:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75 % attendance is must failing which student may not be permitted to appear in the examination.

### **References /Suggested Readings /web links:**

- Services marketing and management –Book by Audrey Gilmore
- Services Marketing - Book by Mary Bitner and Valarie Zeithaml
- Services Marketing: People, Technology, Strategy - Book by Christopher Lovelock and Jochen Wirtz
- Services marketing and management - Book by Audrey Gilmore
- Services Marketing and Management - Book by B. Balaji

### **Web links:**

1) MOOCS- <https://www.my-mooc.com/en/mooc/managing-marketing-hospitality-tourism-hkpolyux-htm534x/>

2) e-PG Pathshala - [https://odp.inflibnet.ac.in/index.php/module\\_details?course=p-14.%20tourism%20and%20hospitality%20marketing](https://odp.inflibnet.ac.in/index.php/module_details?course=p-14.%20tourism%20and%20hospitality%20marketing)

## **Syllabus of MBA (TTM) First Semester**

**Course Code:**

**Course Title:** Hospitality Management

**Credit:** 02

**Maximum Marks:** 50

**Contact Hrs/Week:** 2 Hrs

**Duration of Examination:** 2 Hrs

### **Course Objective(s):**

- To train and develop students to be leaders in hospitality management sector through industry immersion and linkages;
- To intensify student`s knowledge and skills with instruction based on international standards in hospitality management;
- To produce quality human resource with balanced knowledge, skills and industry exposure in hospitality management sector;

### **Course Learning Outcomes:**

- Utilize interpersonal skills to lead/manage first-level employees in a hospitality sector.
- Use knowledge and skills associated with problem solving, creative and critical thinking, reflection and decision making to function effectively in the classroom, community and industry.
- Apply the concepts and skills necessary to achieve guest satisfaction.
- Demonstrate leadership and teamwork to achieve common goals.

## **Course Contents Hospitality Management**

### **Unit I:**

**Introduction to Hospitality;** Concept, overview and development in hotel industry over the period, International and Indian perspective; defining the term - Hotel, types and characteristics; Organizational structure of Hotels - Small, Medium and Large; Departments of a hotel and their functions; Star categorization. Front office – Housekeeping – Bar and Restaurant - Supporting services; Fiscal and non-fiscal incentives offered to hotel industry in India

### **Unit II:**

Types of Room, Types of Bedding, Meal plans, room assignments, check-in, methods of payment, Factors affecting the price of accommodation, Types of Meal Plans, Types of Restaurant-Menu, Room Service, Catering Services - Food Service for the Airlines, Banquette, Corporate, MICE.

### **Unit III:**

Future trends in Hospitality; Transformation of Hospitality industry, Market of the future, Emergence of Hotel Technology; Key challenges faced by hospitality industry; Selected case studies of Hospitality brands; The Taj, ITC, Redison, Novotel etc.

### **Teaching - learning process**

- Lectures supported by group tutorial work;
- The use of prescribed textbooks and e-learning resources and other self-study materials;
- Open-ended project work, some of which may be team-based;
- Activities designed to promote the development of generic / transferable and subject-specific skills;

### **Assessment Methods:**

- Progress towards achievement of learning outcomes will be assessed using the following:
- Time-constrained examinations; closed-book and open-book tests;
- Problem based assignments;
- Observation of practical skills; individual project reports (case-study reports);
- Oral presentations, including seminar presentation;
- Viva - Voce;
- Peer and self- assessment etc. and any other pedagogic approaches as per the context.

### **Attendance Requirements:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must, failing which a student may not be permitted to appear in examination.

### **Reference Books and Suggested Readings**

- Service quality Management in Hospitality, Tourism& Leisure, Jay Kandampully, Psychology press, 2013.
- Best Impressions in Hospitality, Ange Michael, Delmar Thompson Learning, 2001.
- Welcome to hospitality, Kye- Sung Chou, Delmar Cengage Learning, 2010.
- Introduction to Hospitality Management, John R. Walker, Pearson Education, 2009.

## **Syllabus of MBA (TTM) First Semester**

**Course Code:**

**Course Title:** Sustainable Tourism Management

**Credit:** 2

**Contact Hrs/Week:** 2 Hrs

**Duration of Examination:** 2 Hrs

**Maximum Marks:** 50

### **Course Objective(s) :**

- To understand the concept of sustainable development and how to express its application to the field of tourism.
- To orient the students towards sustainable tourism management.
- To bring awareness about the various methodologies for assessing the approach to tourism.
- To update students about the current initiatives being done in sustainable tourism development at global level.

### **Course Learning Outcomes:**

Upon completion of this course, the students will be able to:

- Know the main impacts that tourism exerts on the environment, economy and society of the destinations and what are the main tools to manage and reduce the negative impacts.
- To learn best practices for sustainability in the tourism industry.
- Understand tourism as a tool for economic and social development, which can contribute to economic improvement and reduction of social inequalities at the destination level.

## **Course Content Sustainable Tourism Management**

### **UNIT-I:**

Defining sustainable tourism, related phrases; three dimensions or pillars of sustainable tourism development, Tourism and Sustainable Development: A special relationship. Key challenges of more sustainable tourism development; Guiding principles and approaches of sustainable tourism. Stakeholder' roles and relationships to sustainable tourism development; Sustainable Development Goals (SDGs)

**UNIT-II:** The aims of sustainable tourism development: Economic viability, local prosperity, employment quality, social equity, visitor fulfillment, local control, community well being, cultural richness, physical integrity, biological diversity, resource efficiency, environmental purity; VICE model for sustainable destination management; environmental impacts of tourism; Environment Impact Assessment; Climate Change: Issues & Implications for Tourism; Instruments for Sustainable Tourism Measurement and Global best practices in sustainable tourism.

Global Initiatives: Global Observatory on Sustainable Tourism (GOST); Global Sustainable Tourism Criteria & Council (GSTC), International Task Force on Sustainable Tourism

Development, Global Partnership for Sustainable Tourism; Eco labels National Geographic Society & Geo tourism Principles.

### **Attendance Requirements:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must, failing which a student may not be permitted to appear in examination.

### **Reference Books and Suggested Readings:**

- Sustainable Tourism for Development by European Commission and UNWTO (2013)
- Making Tourism More Sustainable: A Guide for Policy Makers by UNEP and WTO (2005).
- Inskip, E. (1991), Tourism Planning: An Integrated and Sustainable Development Approach, New York: Van Nostrand Reinhold.
- Ritchie, J.R. & Crouch, I.G (2005), The Competitive Destination –A Sustainable Tourism Perspective, CABI Publishing, UK.
- Mowforth, M. and Munt, I. (2003), Tourism and Sustainability. Development and New Tourism in the Third World. Routledge, London.
- Middleton, V.T.C and Hawkins, R. (1998), Sustainable Tourism: A Marketing Perspective, Butterworth – Heinemann, Oxford.
- Weaver, D. (2001), The Encyclopedia of Ecotourism, CABI Publication, UK.
- Wahab, S and John J. Pigram, J.J. (1997), Tourism, Development and Growth: The Challenge of Sustainability, Routledge, London.

## **Syllabus of MBA (TTM) First Semester**

**Course Code:**

**Course Title: Management Perspectives**

**Credit: 02**

**Contact Hrs. /Week: 2 Hrs.**

**Marks: 50**

**Duration of Examination: 2 Hrs. Maximum**

### **Course Objective(s)**

- To give the basic understanding about the management functions and process so as to develop a managerial aptitude.
- To familiarize the participants with the basic concepts, processes and current issues in management.
- To enhance their understanding of how organizations function and the complex relationship existing within the organization and processes of management.

### **Course Learning Outcomes:**

- On completion of this course, the students will be able to understand the concepts related to Management process understand an organisation's characteristics and how they might impact on management practices.
- The course will help students to learn how to demonstrate the roles, skills and functions of management and to diagnose and solve organizational problems and develop optimal managerial decisions and appreciate how organisational structure and culture contribute to management control in organizations.

## **Course Content Management Perspectives**

### **Unit- I**

#### **INTRODUCTION TO MANAGEMENT:**

Management: Meaning, nature, scope and importance of Management. Levels of Management and Management Skills, Corporate Social Responsibility, Ethics and Values in Management. Evolution of Management Thought. Functions of management: Planning, Organizing, Staffing, Directing and Controlling

### **Unit-II**

#### **ORGANIZATION DESIGN AND ORGANIZATION CLIMATE**

The nature of objectives and MBO; Strategies, Policies and Planning. Nature ; Determinants of Organization Structure; Basic Departmentation ; Line and staff concept, New Approaches in Organization Design; Downsizing and its implications; Span of Management; Authority Relationships; Delegation and Decentralization; Organization Climate; Organizational change Creativity and innovation. Delegation and Decentralization; Organization Climate; Organizational Change Creativity and innovation.

## **Teaching and Learning Process:**

**Experience based and participative learning andragogy** :-Ice-breaking sessions, Role plays Lectures, videos, case studies and activities that will enable students to enhance their understanding of how organizations function and the complex relationship existing within the organization and processes of management. Classroom activities involving lectures, discussions and case studies will be designed to encourage students to get involved, absorb and assimilate inputs. These activities will also be supplemented by group discussions, cooperative group solving problems, analysis of video cases and debates.

## **Assessment Methods:**

Assessment is based on the overall performance and participation of the students to evaluate the continuous improvement done by the students on the criteria's like confidence level, effective listening skills, and presentation skills, mid semester examination, continuous assessment (based on presentations, activities), end semester examination.

## **Attendance Required:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75 % attendance is must failing which student may not be permitted to appear in the examination.

## **Text Books/References /Suggested Readings**

- Principles and practices of Management : L.M.Prasad
- Practice of Management, Pan Books, London: Peter F. Drucker
- Essentials of Management: Koontz and O'Donnel
- Management: A Global Perspective: Koontz and Weihrich
- Management: Robbins
- Principles of Business Management: Ramaswamy



## Syllabus of MBA (TTM) First Semester

**Course Code:**

**Course Title:** Communication for Professional Excellence

**Credit: 02**

**Marks: 50**

**Duration of Examination: 2 Hrs.**

**Contact Hrs. /Week: 2 Hrs.**

### Course Objective(s)

- To educate the oral and written communication skills through classroom activities.
- To gain a comprehensive understanding of the important functions of communication.
- To acquaint with the etiquette of business communication and self-confidence.

### Course Learning Outcomes:

- Students will understand the nuances of the practical importance and application of communication for the success in personnel and professional endeavours.
- This module intends to impart the students' basics of communication and enable them to acquire business communication skills
- Students will be able to speak confidently and present their point of view fearlessly.
- The course will help students to learn how to inspire, motivate, and influence listeners and learn the art of effective speaking/oral presentation.

## Course Content

### Communication for Professional Excellence

#### Unit- I

**Fundamentals of communication-** Meaning, types, and characteristics of communication, elements, the process of communication, essentials of communication, objectives of communication, the seven C's of communication, Barriers of effective communication, types of models -**Linear models, Interactive models, Transactional models, Importance of communication in profession and personnel life.**

*Case Study: Mumbai Dabbawala's, Case Study -Lessons from Mahabharata*

#### Unit-II

**Nonverbal communication-** Meaning and nature. Body language, kinesics. Proxemics, haptics, oculosics, chronemics, paralinguistics, environment, implications, and recommendations for nonverbal communication. Techniques of effective speaking/oral presentation, Listening and Active listening skills, listening process, barriers in listening, guidelines for effective listening, HURIER model, Oral communication skills, Group presentations and discussions - Participation in meetings and interviews, *Johari's window, STAR Interview technique.*

*Case Study: Case Study –Lessons from Tourism Companies*

### Teaching and Learning Process:

**Experience based and participative learning andragogy :-** Ice-breaking sessions, Role plays Lectures, videos, and activities that will enable students to impart oral communication, Case Studies on effective communication, Skits , Participate in JAM sessions, Debates,. Activity based on presenting different movements (gestures & postures), Prepare Johari's Window for themselves, Activities designed to promote the development of generic / transferable and subject-specific skills.

**Assessment Methods:**

Assessment is based on the overall performance and participation of the students to evaluate the continuous improvement done by the students on the criteria's like Confidence level, effective listening skills, and presentation skills, mid semester examination, continuous assessment (based on presentations, activities), end semester examination.

**Attendance Required:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75 % attendance is must failing which student may not be permitted to appear in the examination.

**References /Suggested Readings /web links:**

- Munter Mary (2002), Guide to Managerial Communication: Effective Writing & Speaking, PHI, New Delhi.
- Kaul, Asha (2005), Effective Business Communication, PHI, New Delhi.
- Essentials of Business Communication, Sixth Edition, Mary Ellen Guffey, South-Western College Publishing.
- Chaffee, J. Thinking critically, Boston: Houghton Mifflin, 2007

**Web links:**

- e-PG Pathshala ( <https://epgp.inflibnet.ac.in/>)
- <https://www.coursera.org/courses?query=communication%20skills>
- [https://onlinecourses.swayam2.ac.in/ntr21\\_ed37/preview](https://onlinecourses.swayam2.ac.in/ntr21_ed37/preview)