

**ADMISSION-CALL- 0761-4007445/6541666 / 09425068494**

**E-MAIL:- [mnpedu@rediffmail.com](mailto:mnpedu@rediffmail.com)**

**WEBSITE:- [www.maanarmadaedu.org](http://www.maanarmadaedu.org)**

*DETAILED SYLLABUS*

*FOR*

*DISTANCE EDUCATION*

*SPECIALIZATION OF MBA*

**IN**

**TOURISM MGMT**

**(TM)**

**(SEMESTER SYSTEM)**

**COURSE TITLE: MBA (TOURISM  
MGMT)**

**DURATION : 2 YEAR**

**MODE : SEMESTER**

**THIRD SEMESTER**

COURSE TITLE		MARKS				TOTAL
		THEORY		PRACTICAL		
		INTERNAL	EXTERNAL	INTERNAL	EXTERNAL	
MANAGEMENT INFORMATION SYSTEM		40	60			100
STRATEGIC MANAGEMENT		40	60			100
FUNDAMENTALS OF HOSPITALITY INDUSTRY		40	60			100
ENVIRONMENTAL & ECOLOGY IN TOURISM		40	60			100
TOURISM PRINCIPLES & PRACTICES		40	60			100

**FOURTH SEMESTER**

COURSE TITLE		MARKS				TOTAL
		THEORY		PRACTICAL		
		INTERNAL	EXTERNAL	INTERNAL	EXTERNAL	
ENVIRONMENTAL MANAGEMENT						
TOTAL QUALITY MANAGEMENT						
PHOTOGRAPHY IN TOURISM		40	60			100
TOURISM MARKETING		40	60			100
DISSERTATION		50	50			100

**SYLLABUS  
MASTER OF BUSINESS ADMINISTRATION  
COMPULSORY PAPER  
SEMESTER – III**

**MANAGEMENT INFORMATION SYSTEM**

**Sub. Code:**

**Credits: 03**

**Total Marks: 100**

**Minimum Pass Marks: 40%**

**Internal Assessment: 40 Marks**

**University Examination: 60 Marks**

**BLOCK I**

**Unit 1: Information System in Business**

Introduction to Information System; System Concepts; System & Sub System; System Feed back; Types of Information System; Applications; System Development Life Cycle (SDLC).

**Unit 2: Managing Data Resources**

Introduction; Organizing Data in a Traditional File Environment; Data Base Management System; Data Base Environment; The Range of Data Base Applications; Integration of Information; Role of Enterprise Resource Planning (ERP); Customer Relationship Management; Work Group Integration; Integration of Different Systems; Information System Organizations & Business Processes.

**Unit 3: Management of Information Systems, Technology, and Strategy**

The Technology: Computer and Computer Processing; Role of Information Technology in Organization; Information System and Strategy; Strategic Analysis.

**Unit 4: End User Computing (EUC)**

Introduction; End User Computing Tools; End User Systems Tools; The Information Center, Office Automation; Office Information System (OIS); Aspect of OIS; Applications of Office Automation.

**Unit 5: Electronic Communication System**

Electronic Conference; Electronic Meeting Systems; Electronic Discussions; Electronic Publishing; Introduction to Networks; Network Basics; LAN Basics; Internet Working; ISDN Basics; Network Management.

## **BLOCK II**

### **Unit 6: Business Telecommunications**

Telecommunication and Network; The Internet and World Wide Web (WWW); E-Business; Applications on E- Business; Transaction Process System (TPS); Operational Information Systems.

### **Unit 7: Tactical and Strategic Level Information Systems**

Introduction; Tactical Accounting and Financial Information Systems; Tactical Marketing Information Systems; Strategic Marketing Information Systems; Strategic Production Information Systems; Tactical Human Resource Information Systems; Strategic Human Resource Information Systems; Managing Knowledge in the Organization.

### **Unit 8: Enterprise Information System (EIS)**

Use of Information systems in Various Business Processes; Role of IS in Cross Functional Systems and EIS;

### **Unit 9: Information Systems for Managerial Decision Support and Strategic Advantage**

Information, Management and Decision Making; Decision Support Systems (DSS); Group Support Systems; Executive support Systems.

### **Suggested Reading:**

1. Essentials of Management Information Systems by Laudon K.P., Laudon J., & Laudon K.C; Publisher: Pearson Education;
2. Management Information Systems by McLeod Jr. and Schell G; Publisher: Prentice -Hall
3. Introduction to Information Systems by O'Brien J. A; Publisher: Irwin
4. Management Information System, Managing Information Technology in the Network Enterprise by O'Brien J. A; Publisher: Golgotia

**SYLLABUS  
MASTER OF BUSINESS ADMINISTRATION  
COMPULSORY PAPER  
SEMESTER – III**

**STRATEGIC MANAGEMENT**

**Sub. Code:**

**Credits: 03**

**Total Marks: 100**

**Minimum Pass Marks: 40%**

**Internal Assessment: 40 Marks**

**University Examination: 60 Marks**

**BLOCK I**

**Unit 1: Strategic Planning**

Strategic Context and Terminology; Definition of Strategy; Difference between policy, Strategy and Tactic; Difference between Long Range Planning and Strategic Planning; Characteristics of Strategic Decisions.

**Unit 2: Strategic Architecture**

Level of Strategy; Characteristics of Strategic Decision at 3 Levels; Role of Strategic Management.

**Unit 3: Object / Mission / Vision**

Concepts of Goal, Objectives, Mission, and Vision; Comparative analysis of Objectives, Mission, and Vision in different Context; Understanding of Objectives, Mission, and Vision; Strategic Intent.

**Unit 4: Different Approaches to Strategy**

Introduction to Different Approaches to Strategy; Incremental and Emergent Strategies; Implicit and Explicit Strategies; Approaches to Strategic Management; Strategic Implementation; Strategic Evaluation and Control; Planning Process: Feature, Importance, and Steps; Strategic Planning Process; Strategic Planning in the Next Millennium.

**BLOCK II**

**Unit 5: Strategy Formulation: Environmental Auditing**

Environmental Analysis; Environmental Complexity; Pestle Analysis; Porter's 5 Force Analysis.

### **Unit 6: Strategy Formulation: Strategic Direction**

Introduction to Understanding Business; Competitor Analysis; Boston Matrix; International Dimensions of Strategy: Growth, Stability, Profitability, Efficiency, Market Leadership, Survival, Merger, and Acquisition; Core Competence.

### **Unit 7: Strategy Formulation: The Internal Audit**

Bench Marking; the Use of McKinsey's 7S Framework; SWOT (Strength, Weakness, Opportunities, and Threats) Analysis; Value Chain Analysis; Scope of Activities and Markets.

### **Unit 8: Strategy Implementation**

Framework of Strategic Implementation: Concept, Factors Causing Unsuccessful Implementation of Strategy. Activation Strategy; Structural Implementation; Functional Implementation; Behavioral Implementation; Resource Mobilization and Allocation: Finance, Human Resources, Materials, and Time.

### **Unit 9: Strategic Evaluation and Control**

Strategic Evaluation and Control: Concept, Role, and Barriers; Control Process; Techniques of Strategic Evaluation and Control.

### **Suggested Reading:**

1. Exploring Corporate Strategy by Johnson & Scholes, Publishing House: Prentice Hall
2. The Strategy Process by Mintburg, Quinn, and Ghosal, Publishing House: Prentice Hall

**SYLLABUS  
MASTER OF BUSINESS ADMINISTRATION  
SEMESTER – III**

**FUNDAMENTALS OF HOSPITALITY INDUSTRY**

**Sub. Code:**

**Credits: 03**

**Total Marks: 100**

**Minimum Pass Marks: 40%**

**Unit 1: Services Makes the Difference**

Introduction to Service; Mission and Project of Hospitality; Challenges in Marketing Service

Businesses; Service Strategy; Delivering the Service Promise.

**Unit 2: Travel and Tourism Industry**

Introduction to Tourism; Nature of Travel and Tourism Industry; Impacts of Tourism; Psychographics; Psychographic Research: Push and Pull Theory; Psychographic Data and

Hospitality Promotion.

**Unit 3: Careers in Hospitality Management**

Exploring Hospitality Careers; Travel Related Sectors and the Job Opportunities; Air Transportation; Hotels, Motels and Other Lodging Places; Amusement and Recreational Services; the first Moves.

**Unit 4: Understanding the World of Hotels**

Industry Trends; Hotel Categories; Dynamics of the Lodging Industry; Lodging Properties;

Market Segmentation; Developing and Planning New Hotels: Goals, Feasibility Analysis, Design

and Construction, Maintenance.

**Unit 5: Hotel Organization**

Hotel Divisions, Revenue and Cost Centers; Hotel Organization; Functional Areas; Compliance

with ADA; Control Systems; Quality Control; Evaluating Quality Program.

**Unit 6: Understanding the Restaurant Industry**

Restaurant Industry Segments; Family Restaurants; Full Service Success; the Various Markets;

Starting a New Restaurant.

**Unit 6: Meetings Industry**

Introduction; Types of Meetings; Conventions and Expositions; Meeting Industry Careers;

Conventions and Visitors Bureau (CVBs).

**Unit 7: Club Management**

Types of Clubs; Club Ownership; Club Membership; Club Organizations and Operations.

## **Unit 8: Gaming and Hotel Casinos**

Early History of Gaming; National and Local Impact of Gaming; Casino Hotel Operations; Ethical Consideration.

### **Suggested Readings:**

1. The Fundamentals of Hospitality Marketing, Steve Mawson, Cengage Learning EMEA.
2. Streetwise Restaurant Management: A Comprehensive Guide to Successfully, John Randall, Adams Media.
3. Hotel Organization, Management and Accountancy; G. de Boni, Frederick Francis Charles, Mélissa Press.
4. The Travel and Tourism Industry: Strategies for the Future, Adèle Hodgson, Editor: Adèle Hodgson, Pergamon Press.



**SYLLABUS  
MASTER OF BUSINESS ADMINISTRATION  
SEMESTER – III**

**ENVIRONMENTAL & ECOLOGY IN TOURISM**

**Sub. Code:**

**Credits: 03**

**Total Marks: 100**

**Minimum Pass Marks: 40%**

**Internal Assessment: 40 Marks**

**University Examination: 60 Marks**

**UNIT – 01 Introduction - Definition & Terminology**

Introduction - Definition & Terminology - Nature Of Tourism - History - Kinds - Importance - Tourism And Environment Conflict In India - Environment Factors

**UNIT - 02 Tourism And Environment**

Tourism And Environment - Interrelationship Of Tourism And Environment - Ecology Damages - Reducing Conflict Between Tourism And Environment - Environment Problems

**UNIT - 03 Need Of Environment**

Need Of Environment - Good And Bad Environment - Environment Factors Role Of Environment To Development Of Tourism

**UNIT – 04 Environmental Pollution**

Environment - Pollution - Type Of Pollution - International Pollution Eradication - India Pollution Eradication - States Pollution Eradication

**UNIT – 05 Cause & Improvement**

The Environment Improvement - Failure Of The Environment - Reasons - Retain The Environment

**UNIT - 06 Role Of Organization**

Role Of Organization -Right Way To Gain Participation - Govt. - Private - Social Organization - Nss - Ncc - Ssl - Public Participation

**UNIT - 07 Conservation Biology**

Conservation Biology - Biodiversity And Environmental Science – Social Environmental And Economic Impacts

### **UNIT – 08 Eco Tourism**

Eco Tourism As Business - Ethics - Accommodations - Stewardship Etc - Extra System - Settings For Nature Tourism

### **UNIT - 09 Organizations, Management And Polices**

Organizations - Management And Polices - Nature Tourism Experiences - Selected Environments And Activities - Disabilities And Creating Opportunities

### **UNIT – 10 World Ecotourism And Global Perspectives**

World Ecotourism And Global Perspectives - Ecotourism - Principles - Participant – Usage

### **UNIT – 11 Planning And Growth Management**

Planning And Growth Management - Education And Research In Nature Tourism

### **UNIT – 12 Tourist Guides**

Tourist Guides - Concepts - Eco Tourism - Visiting - Various Eco Systems - Parks - Zoological Parks - Botanical Garden - Reserve Forest – And Producing Documentary Film For Govt And People Awareness

**SYLLABUS  
MASTER OF BUSINESS ADMINISTRATION  
SEMESTER – III**

**TOURISM PRINCIPLES & PRACTICES**

**Sub. Code:**

**Credits: 03**

**Total Marks: 100**

**Minimum Pass Marks: 40%**

**Internal Assessment: 40 Marks**

**University Examination: 60 Marks**

**UNIT – 01 Introduction**

General Introduction - Origin Of Tourism - Definitions - Scope - Kinds - Functions

**UNIT – 02 Importance Of Tourism**

Importance Of Tourism - Primary Elements Of International Tourism

**UNIT – 03 Tourism In The Ancient, Medieval & Modern Times**

Tourism In The Ancient Times - Medieval Times - Modern Times - Transports - Road Ways And Air Ways - Marine Routes

**UNIT - 04 Geography Of India**

Geography Of India - Indian Tourism Ancient Time

**UNIT - 05 Hotel And Accommodation**

Medieval Times - Modern Times - Hotel And Accommodation.

**UNIT - 06 Cultural Heritage Tourism Of India**

Cultural Heritage Tourism Of India

**UNIT – 07 Religious Tourism**

Religious Tourism - Visiting Temples - Northern Temples - Temples In Himalayas - Temples In South

**UNIT – 08 Art And Architecture**

Art And Architecture Important Tourist Centre In India.

**UNIT – 09 Role Of Governments**

Role Of Governments - World Tourist Organization

## **UNIT – 10 Tourism Development In India**

Tourism Development In India - Tourism As An Industry - Hotel Industry - Foreign Exchange - Governmental And Non Governmental Agencies And Their Role

## **UNIT – 11 Future Of Tourism**

Manila Declaration On World Tourism - Future Of Tourism.

## **UNIT - 12 Travel Agency**

Arranging Work Shops For Student Interaction With Tourism Agency - Travel Agency - National - International Tourist Structure

**SYLLABUS**  
**MASTER OF BUSINESS ADMINISTRATION**  
**COMPULSORY PAPER**  
**SEMESTER – III**

**MANAGEMENT INFORMATION SYSTEM**

**Sub. Code:**

**Credits: 03**

**Total Marks: 100**

**Minimum Pass Marks: 40%**

**Internal Assessment: 40 Marks**

**University Examination: 60 Marks**

**BLOCK I**

**Unit 1: Information System in Business**

Introduction to Information System; System Concepts; System & Sub System; System Feed back; Types of Information System; Applications; System Development Life Cycle (SDLC).

**Unit 2: Managing Data Resources**

Introduction; Organizing Data in a Traditional File Environment; Data Base Management System; Data Base Environment; The Range of Data Base Applications; Integration of Information; Role of Enterprise Resource Planning (ERP); Customer Relationship Management; Work Group Integration; Integration of Different Systems; Information System Organizations & Business Processes.

**Unit 3: Management of Information Systems, Technology, and Strategy**

The Technology: Computer and Computer Processing; Role of Information Technology in Organization; Information System and Strategy; Strategic Analysis.

**Unit 4: End User Computing (EUC)**

Introduction; End User Computing Tools; End User Systems Tools; The Information Center, Office Automation; Office Information System (OIS); Aspect of OIS; Applications of Office Automation.

**Unit 5: Electronic Communication System**

Electronic Conference; Electronic Meeting Systems; Electronic Discussions; Electronic Publishing; Introduction to Networks; Network Basics; LAN Basics; Internet Working; ISDN Basics; Network Management.

## **BLOCK II**

### **Unit 6: Business Telecommunications**

Telecommunication and Network; The Internet and World Wide Web (WWW); E-Business; Applications on E- Business; Transaction Process System (TPS); Operational Information Systems.

### **Unit 7: Tactical and Strategic Level Information Systems**

Introduction; Tactical Accounting and Financial Information Systems; Tactical Marketing Information Systems; Strategic Marketing Information Systems; Strategic Production Information Systems; Tactical Human Resource Information Systems; Strategic Human Resource Information Systems; Managing Knowledge in the Organization.

### **Unit 8: Enterprise Information System (EIS)**

Use of Information systems in Various Business Processes; Role of IS in Cross Functional Systems and EIS;

### **Unit 9: Information Systems for Managerial Decision Support and Strategic Advantage**

Information, Management and Decision Making; Decision Support Systems (DSS); Group Support Systems; Executive support Systems.

### **Suggested Reading:**

5. Essentials of Management Information Systems by Laudon K.P., Laudon J., & Laudon K.C; Publisher: Pearson Education;
6. Management Information Systems by McLeod Jr. and Schell G; Publisher: Prentice -Hall
7. Introduction to Information Systems by O'Brien J. A; Publisher: Irwin
8. Management Information System, Managing Information Technology in the Network Enterprise by O'Brien J. A; Publisher: Golgotia

**SYLLABUS  
MASTER OF BUSINESS ADMINISTRATION  
COMPULSORY PAPER  
SEMESTER – III**

**STRATEGIC MANAGEMENT**

**Sub. Code:**

**Credits: 03**

**Total Marks: 100**

**Minimum Pass Marks: 40%**

**Internal Assessment: 40 Marks**

**University Examination: 60 Marks**

**BLOCK I**

**Unit 1: Strategic Planning**

Strategic Context and Terminology; Definition of Strategy; Difference between policy, Strategy and Tactic; Difference between Long Range Planning and Strategic Planning; Characteristics of Strategic Decisions.

**Unit 2: Strategic Architecture**

Level of Strategy; Characteristics of Strategic Decision at 3 Levels; Role of Strategic Management.

**Unit 3: Object / Mission / Vision**

Concepts of Goal, Objectives, Mission, and Vision; Comparative analysis of Objectives, Mission, and Vision in different Context; Understanding of Objectives, Mission, and Vision; Strategic Intent.

**Unit 4: Different Approaches to Strategy**

Introduction to Different Approaches to Strategy; Incremental and Emergent Strategies; Implicit and Explicit Strategies; Approaches to Strategic Management; Strategic Implementation; Strategic Evaluation and Control; Planning Process: Feature, Importance, and Steps; Strategic Planning Process; Strategic Planning in the Next Millennium.

**BLOCK II**

**Unit 5: Strategy Formulation: Environmental Auditing**

Environmental Analysis; Environmental Complexity; Pestle Analysis; Porter's 5 Force Analysis.

### **Unit 6: Strategy Formulation: Strategic Direction**

Introduction to Understanding Business; Competitor Analysis; Boston Matrix; International Dimensions of Strategy: Growth, Stability, Profitability, Efficiency, Market Leadership, Survival, Merger, and Acquisition; Core Competence.

### **Unit 7: Strategy Formulation: The Internal Audit**

Bench Marking; the Use of McKinsey's 7S Framework; SWOT (Strength, Weakness, Opportunities, and Threats) Analysis; Value Chain Analysis; Scope of Activities and Markets.

### **Unit 8: Strategy Implementation**

Framework of Strategic Implementation: Concept, Factors Causing Unsuccessful Implementation of Strategy. Activation Strategy; Structural Implementation; Functional Implementation; Behavioral Implementation; Resource Mobilization and Allocation: Finance, Human Resources, Materials, and Time.

### **Unit 9: Strategic Evaluation and Control**

Strategic Evaluation and Control: Concept, Role, and Barriers; Control Process; Techniques of Strategic Evaluation and Control.

### **Suggested Reading:**

3. Exploring Corporate Strategy by Johnson & Scholes, Publishing House: Prentice Hall
4. The Strategy Process by Mintburg, Quinn, and Ghosal, Publishing House: Prentice Hall



**SYLLABUS  
MASTER OF BUSINESS ADMINISTRATION  
SEMESTER – III**

**PHOTOGRAPHY IN TOURISM**

**Sub. Code**

**Credits: 03**

**Total Marks: 100**

**Minimum Pass Marks: 40%**

**Internal Assessment: 40 Marks**

**University Examination: 60 Marks**

**UNIT - 01**

Photography And Photograph Collections And Archives-Roles Of Photography In Tourism

**UNIT - 02**

Virtual Worlds Make Extensive Use Of Travel And Tourism-Graphical Chatonline Photography

**UNIT - 03**

Virtual Worlds- Photograph, Photo-Sharing, Modeling, Travel Brochuretourist Destination: Vacation Spot, Theme Park, Press Releases.

**UNIT - 04**

Digital Tourist Photographs-Scenic Views-In-World Monuments. Virtual Tourists

**UNIT - 05**

Connecting Tourism And Photography: Albums, Travel Journals, Picturebased Tourist Profiler-Book, Information And Communication Technologies In Tourism

**SYLLABUS  
MASTER OF BUSINESS ADMINISTRATION  
SEMESTER – III**

**TOURISM MARKETING**

**Sub. Code**

**Credits: 03**

**Total Marks: 100**

**Minimum Pass Marks: 40%**

**Internal Assessment: 40 Marks**

**University Examination: 60 Marks**

**UNIT – 01 Introduction**

Definition - Advertising - Type Of Advertising - Pamphlets - Print Forms –

**UNIT-02 Advertisement**

Banners - Electronic And Digital Advertising

**UNIT – 03 Planning & Promotion**

Steps In Planning And Advertising - Tourism Information Sales Support To Tourism Marketing - Sales Supports Techniques And Promotion

**UNIT - 04**

Public Market Relations - Market Publicity In Tourism Management

**UNIT – 05 Marketing Act**

Marketing Acts In The Tourism

**UNIT – 06 Tourism As A Industry**

Tourism As A Industry - Tourism Material Production

**UNIT – 07 Pricing**

Market Pricing Tourism - Market Place For Products

**UNIT – 08 Market Segmentation**

Market Segmentation – Peculiarities

**UNIT – 09 International Tourism Marketing**

International Tourism Marketing

**UNIT – 10 Tourism in India**

Tourism Marketing In India - Important Marketing - Products

**UNIT – 11 Marketing Strategy**

Marketing Strategy Of Tourism - Ghana`S Economic Recovery Program

## **UNIT – 12 Effects & Trends**

Effect Of Tourism Marketing - Trends In Tourism Marketing

**SYLLABUS  
MASTER OF BUSINESS ADMINISTRATION  
SEMESTER – IV**

**DISSERTATION**

**Sub. Code: 098.495**

**Credit: 03**

**Total Marks: 100**

**Minimum Pass Marks: 40%**

**Viva-Voce: 50 Marks**

**Dissertation Report: 50 Marks**

**Guidelines for Writing Dissertation**

1. Dissertation will be related to the major functional area of Management. The student has to select any organization and he/she has to prepare a report on the same.
2. The report will be prepared under the supervision of an internal and external guide.
3. The evaluation of the report and viva-voce will be done by expert authorized by the University
4. Dissertation should have an average size of 100 -150 pages.
5. Dissertation should be in word format, (any other format like PDF will **NOT** be accepted) to be typed in Times New Roman with font size 12, 1.5 line spacing and A-4 paper size. Alignment should be “justified” except for heading, which can be “centered”.
6. The Dissertation should be hard bound with **BLACK** leather cover imprinted with **GOLDEN** colored ink.
7. The Dissertation has to be made in **DUPLICATE** (1 for self and 1 for the College/University) and duly signed by the respective Guide before submission. Dissertation will **NOT** be accepted in soft copy or bound in any other fashion (like spiral bound colorful covers).
8. The dissertation should be submitted on or before **the specified date**.
9. It is presumed that the dissertation work of the student is their own work and is not copied from other dissertations. If the examiner comes to conclude that the dissertation is copied the dissertation will be invalidated.

10. The Dissertation should include the following:

- (i) Title Page
- (ii) Student Declaration
- (iii) Acknowledgement
- (iv) Certificate from Organization/ Institute/ Company
- (v) College Guide Certificate
- (vi) Index Page
- (vii) Topic
- (viii) Introduction
- (ix) Executive Summary
- (x) Industry Information in Detail with Data
- (xi) Company Information
- (xii) Functional Area Information (Theory and Practical Application in Respective Organization)
- (xiii) General Summary and Findings
- (xiv) Bibliography