

**M.B.A. IN HERITAGE TOURISM MANAGEMENT (HTM)
(TWO YEARS – FOUR SEMESTER FULL TIME PROGRAMME)**

2010-12

**SCHOOL OF STUDIES IN
ANCIENT INDIAN HISTORY, CULTURE & ARCHAEOLOGY,
JIWAJI UNIVERSITY
GWALIOR – 474011**

**EXAMINATION SCHEME FOR
M.B.A. IN HERITAGE TOURISM MANAGEMENT (HTM)
(TWO YEARS – FOUR SEMESTER FULL TIME PROGRAMME)**

SEMESTER I

Paper Code	Course	Marks		Max. Marks
		External	Internal	
MBA (HTM)-101	Exploring Indian through Historical Period	70	30	100
MBA (HTM)-102	Indian Society and Culture	70	30	100
MBA (HTM)-103	Survey of Indian Museums and Art Galleries	70	30	100
MBA (HTM)-104	Conceptual Framework of Domestic and International Tourism	70	30	100
MBA (HTM)-105	Financial Management	70	30	100
MBA (HTM)-106	Fundamentals of Computer - 50 Computer Practical - 20	70	30	100
MBA (HTM)-107	Communication Skills and Public Relation (Non credit paper but passing marks are compulsory)	70	30	100
TOTAL				600

SEMESTER II

Paper Code	Course	Marks		Max. Marks
		External	Internal	
MBA (HTM)-201	Religion and Philosophy of India	70	30	100
MBA (HTM)-202	Understanding Culture, Traditions, Festivals and Fairs of India	70	30	100
MBA (HTM)-203	Travel Agency and Tour Operations	70	30	100
MBA (HTM)-204	Tourism Policy and Planning	70	30	100
MBA (HTM)-205	Computing and Information System in Tourism - 50 Computer Practical - 20	70	30	100
MBA (HTM)-206	Foreign Language-French	70	30	100
TOTAL				600

NOTE-I There will be a compulsory tour for students of 2nd Semester during the study period followed by a comprehensive tour report to be submitted to Head/Coordinator within 30 days of tour completion.

II All the students of MBA (HTM) 2nd semester shall be attached for on-job training after the completion of second semester examination at least for 45 days during.

SEMESTER III

Paper Code	Course	Marks		Max. Marks
		External	Internal	
MBA (HTM)-301	Indian Dance and Music	70	30	100
MBA (HTM)-302	Indian Handicrafts	70	30	100
MBA (HTM)-303	Pilgrimages of India	70	30	100
MBA (HTM)-304	Heritage Tourism Planning and Management	70	30	100
MBA (HTM)-305	Foreign Language-French	70	30	100
MBA (HTM)-306	Industrial Training and Viva-vice	50	--	--
	Tour Report	30	--	--
	Presentation	20	--	100
TOTAL				600

SEMESTER IV

Paper Code	Course	Marks		Max. Marks
		External	Internal	
MBA (HTM)-401	Understanding Indian Museum and Art Galleries	70	30	100
MBA (HTM)-402	Conservation and Public Awareness of Heritage Resource	70	30	100
MBA (HTM)-403	Visitors and Destination Management	70	30	100
MBA (HTM)-404	Management of Human Resources	70	30	100
MBA (HTM)-405	Managerial Process and Organization Behavior	70	30	100
MBA (HTM)-406	Study Tour Report and Viva-voce	50	--	--
	Field Study Tour Report	30	--	--
	Report Presentation	20	--	100
TOTAL				600
GRAND TOTAL				2400

NOTE: All students of MBA (HTM) 4th semester are also request to go on field study tour followed by field study tour report to be submitted to the Head/Coordinator for the Viva-Voce during the 4th examination evaluation.

MBA (HTM) – 101

EXPLORING INDIA THROUGH HISTORICAL PERIOD

Max. Marks – 100
External – 70
Internal – 30

- UNIT-I A general survey of Pre-historic and Proto-historic Age, Sixteen Mahajanpadas and Mauryan Empire.
- UNIT-II Early history: Indo – Greek, Saka, Parthian, Shunga, Kushana, Gupta and Vardhana.
- UNIT-III Rajaputas: Pratihara, Pala, Rashtrakuta, Pallavas, Chalukya, Chola, Chandella and Chahmana.
- UNIT-IV Sultunate Period – Slave, Khalji, Tughluq, Saiyad and Lodhi.
- UNITV Mughal Period British India – Babar, Humaun, Shershah Suri, Akbar, Jahangir, Marathas, Aurangzeb, Shahajahan and a brief history of British India.

SUGGESTED READING:

1. H.C. Ray Chaudhary: Political History of Ancient India.
2. Romila Thapar: Ancient India.
3. Vidya Bhavan Series

INDIAN SOCIETY AND CULTURE

Max. Marks – 100
External – 70
Internal – 30

- UNIT-I A panoramic view of Indian society through the different stages of evolution such as Varnashram. India's images overseas, how to project India's correct images.
- UNIT-II Structure of Indian society: Marriage, Family, Sanskar, Purushartha, Caste and Class.
- UNIT-III Communities of faith: Hindu, Muslim, Sikh, Christian, Jain, Buddhist, Tribals.
- UNIT-IV Indian Culture and Value Systems: Spiritualism, materialism, humanism and universalism.
- UNIT-V Comparison of Indian Culture with western culture, the unity of culture and diversity of people.

SUGGESTED READING:

1. Arjun Dev: The Story of Civilization.
2. A.L. Basham: The Wonder that was India.
3. M.L. Gupta and D.D. Sharma: Indian Society and Culture.
4. S.A. Hussain: National Culture of India.
5. J.L. Nehru: Discovery of India.
6. Romesh Thaper: Tribes, Caste and Religion in India.
7. G.K. Ghosh: Tribal and their Culture.

SURVEY OF INDIAN MUSEUMS AND ART GALLERIES

Max. Marks – 100
External – 70
Internal – 30

UNIT-I	Definition, Scope and development of Museums and Art galleries types of Museums.
UNIT-II	National Museum and Museums National importance such as Indian Museum, Salarjung Museum, Prince of Wales Museum.
UNIT-III	State Museum such as Bhopal, Lucknow, Raipur, Bhubaneswar and Chennai.
UNIT-IV	Sites museums such as Khajuraho, Saranath, Chandernagore, Gwalior.
UNIT-V	A Survey of Art galleries – Indira Gandhi National Art gallery, New Delhi, Jahangir Art gallery, Mumbai, Kelkar Gallery, Pune, Kala Vithika, Gwalior.

SUGGESTED READING:

1. G. Morley : Museum Today
2. Smita J. Buxy & Dwivedi : Modern Museum
3. M.L. Nigam : Museum in India
4. Sivarama Murthi : Dictionary of Museum in India.

CONCEPTUAL FRAMEWORK OF DOMESTIC & INTERNATIONAL TOURISM

Max. Marks – 100
External – 70
Internal – 30

- UNIT-I Tourism concepts, definition, nature and scope, Relationship with other disciplines with reference to History, Archaeology, Economics, Sociology, Geography, Ecology and Environment.
- UNIT-II Brief History and Development of tourism in India and abroad, Significance of tourism. Domestic and International. Role of Government.
- UNIT-III Types of International and domestic tourism. Frontier formalities. Tourism motivations. Travel Agents and Tour Operations.
- UNIT-IV Tourism – Domestic, Advent and Religious and Tourism Sectors: Economic and Operating characteristics of sectors, Current Trends and Developments in main sectors.
- UNIT-V Tourism and Travel Organizations: National and International Department of Tourism, Government of India (G.O.I), World Tourism Organization. (WTO), International Air Transport Association (IATA), Pacific Asia Travel Association (PATA), Indian Association of Tour Operator (IATO), Organization structure of Department of tourism in India.

SUGGESTED READINGS:

1. Tourism Development : Principles and Practices, By A.K. Bhatia
2. International Tourism : Fundamentals and Practices, By A.K. Bhatia
3. Tour and Travel : Concepts and Principles, By Dr. Jagmohan Nagi
4. Successful Tourism Management : By Pran Nath Seth

FINANCIAL MANGEMENT

Max. Marks – 100
External – 70
Internal – 30

- UNIT-I Concept of Finance and Accounting function. Types of financial decisions, importance decisions, importance, objectives and responsibilities of finance function. Role and status of financial executive in organization structure.
- UNIT-II Short-term, medium-term and long-term financial planning, capitalization, Types of securities and their evaluation from income, Risk ad Control point of view.
- UNIT-III Approaches to capital structure objectives and determinants of optimum capital structure, Cost of capital, operating and financial leverage analysis.
- UNIT-IV Process and methods of ranking, investment proposal management of corporate debt capacity, dividend, decisions and dividend policy.
- UNIT-V Concepts of working capital, Management of inventory and accounts, receivables, Tools for analysis of working capital.

SUGGESTED READING:

1. I.M. Pandey : Financial Management, Vikas Publication
2. Khan & Jain : Financial Management
3. Prasanna Chandra: Financial Management

FUNDAMENTALS OF COMPUTER

Max. Marks	– 100
External	– 50
Practical	– 20
Internal	– 30

- UNIT-I History of Computers, components of computer system, computer software, number system, block diagram, operating system, compiler, assembler interpreter.
- UNIT-II Introduction to DOS, directory and file, displaying the list of file with DIR, making and changing directory, coping files, Internal and External DOS commands date and time, format, types del/erase, remove directory, hidden files, path, rename, disk-copy, print, x-copy, check-disk, made, tree, backup and restore.
- UNIT-III MS-word processing concept; creating, saving, closing and opening document, selecting text, editing text, finding & replacing text, printing documents, creating and printing merge documents (mail-merge), charter & paragraph formatting, page design & layout, creating tables and charts, document templates and wizard.
- UNIT-IV Spreadsheet & Presentation Package: concepts, creating, saving closing and editing worksheets, entering date in cell formulae, handling operators in formulae, functions, Round (), Sort (), Average (), Max (), Min (), Count (), Sumo (), If (), Sumif (), Abs (), Roman (), Upper (), Lower (), Cell (), Today (), Now (), Formatting cells, changing data alignment, changing font, chart and graphs-creating, previewing, modifying.
- UNIT-V Presentation package: Creating opening & saving presentation, working in different views working with slides, adding & formatting text, designing slide shows, running & controlling a slide show, printing presentation.

SUGGESTED READING:

1. Sanjay Saxena and Prabhpreet chopra: Computer: Application in Management.

COMMUNICATION SKILLS & PUBLIC RELATIONS

(Non credit paper but passing marks are compulsory)

Max. Marks – 100
External – 70
Internal – 30

- UNIT-I Comprehension: Reading – one Act – Play, Pronunciation, Vocabulary.
- UNIT-II Verbal communication skill: Formal and informal conversation-greetings, Dealing with guests, colleagues, workers, presentation, meetings, seminars, reading of reports etc. telephone conversations.
- UNIT-III Composition: Business letters, application, notices, advertisement, reports.
- UNIT-IV Consulting Dictionaries, Encyclopedias, maps-good reading habits, general awareness, group discussion, personal grouping-dress, etiquette.
- UNIT-V Public Relation and Publicity – definition, public relation in tourism marketing.

SUGGESTED READING:

1. Lan Vander Wagen : Communication, Tourism and Hospitality.
2. M.D. Jitendra : Organisational Communication.
3. Royon, V. Lesikar & others : Business Communication.

RELIGION AND PHILOSOPHY OF INDIA

Max. Marks – 100
External – 70
Internal – 30

- UNIT-I Formation of religious ideas in early India: Vedas, Upanishadas and Puranas.
- UNIT-II Saiva, Vaishanva and Shakta: Cults and their religious ideas.
- UNIT-III Broad outline of Buddhism and Jainism.
- UNIT-IV Philosophical Ideas – Charwak, Sankhya and Nyaya.
- UNIT-V Philosophical Ideas – Yoga, Vaisheshika, Vedanta and Mimansha.

SUGGESTED READING:

1. R.G. Bhandarkar : Vaishnavism, Shaivism and Minor Religions System.
2. S. Radhekrishan : Bharatiya Darshan.
3. Madhavacharya : Sarva – Darshana Sangraha.
4. N.K. Devaraj : Bharatiya Dharshan.
5. Hirianna : Outline of Indian Philosophy.
6. S. Goyal : Religious History of India.

MBA (HTM) – 202

UNDERSTANDING CULTURE, TRADITIONS, FESTIVALS AND FAIRS OF INDIA

Max. Marks – 100
External – 70
Internal – 30

- UNIT-I Indian worship traditions such as snan religious marks (Tilakam) Prayer, Ringing the bell, Abhishek, Namskar, Arati, Bhog, garlanding and Chantry Mantras.
- UNIT-II Beliefs and Superstition, Dan and Vrata Family value system, funeral traditions, gurudakshina, sanskaras.
- UNIT-III Khajuraho Festival, Tansen Samaroh, Kalidas Samaroh and Bhava Bhuti Mahotsava, Kullu Dashhara, Camel Festival of Jaisalmer, Hemis Festival of Luddhakh.
- UNIT-IV Ganga Sagar mela, Nagaur fair, Rath yatra, Pushkar Fair, Kumbh mela, Suraj Kunda, Handicraft fair.
- UNIT-V Pongal, Sankranti, Shivaratri, Holi, Diwali, Mahavir Jayanti, Good Friday, Roza, Gudi Padva, Buddha Purnima, Id-UI-Fitr, Onam, Muharram, Navaratri, Christmas Durga Pooja of West Bengal, Ganesh Mahotasava of Maharashtra.

SUGGESTED READING:

1. A.L. Basham : The wonder that was India.

TRAVEL AGENCY AND TOUR OPERATIONS

Max. Marks	– 100
External	– 70
Internal	– 30

- UNIT-I Definition of Travel Agent and Tour operators and distinction between the two. History of travel agency system in India since the institution of Pandas to the present age. Changing status of travel agents and tour operations. Right, duties and nature of their activities. Role of Travel Agents and Tour operators on the 21st century.
- UNIT-II Functions of Travel Agents and Tour operators. Detailed study of the following services:
- (i) Planning of sight-seeing and shopping.
 - (ii) Preparation of Itineraries.
 - (iii) Ticketing- Rail reservations and Airline reservations.
 - (iv) Marketing of Tourism packages.
 - (v) Transportation, Accommodation and other auxiliary services.
 - (vi) Providing professional knowledge and experience, foreign currency exchange, train schedules, airline tariff, Hotel rates and documentary requirements.
- Economies of Travel agency, Business and need for professional guidance. How to “sell” travel.
- UNIT-III Organizational structure of travel Agents and Tour operators. How to form a Travel Agency & Linkages of the Travel Agents and Tour operators with---(I) transporters (II) Accommodation providers (III) Rail and Airlines (IV) National and International Travel Associations. Job training for Guides etc.
- UNIT-IV Legal responsibilities of Travel Agents. Difficulties of Travel Agents. Incentives – Remuneration and Earning. Familiarization Trips. Important Guidelines and literature for Travel Agency business. State and Travel agency.
- UNIT-V Important activities of the Central and State Government for building. The infrastructure of Tourism Industry with Special reference to the objectives, management working and future prospects of: (I) ITDC (II) STDC.

SUGGESTED READING:

1. Chatterjee : The Indian Travel Agent.
2. Jagmohan Negi : Travel Agent & Tour operation.

TOURISM POLICY AND PLANNING

Max. Marks – 100
External – 70
Internal – 30

- UNIT-I Planning for Tourism, H.R.D., Planning Tourism resorts, Planning at Regional head, National level and International level.
- UNIT-II National and International Tourist Organization planning for Tour components and problems of standards.
- UNIT-III International Tourism – Growth, characteristics Issues, Problems, Processes and factors effecting International Business.
- UNIT-IV Planning for Ecology and Environment protection, planning for youth and sports tourism.
- UNIT-V International co-operation in Aviation International safety, health and hygiene, standardization of immigration procedures.

SUGGESTED READING:

1. Jagmaohan Negi : Travel Agency & Tour Operation.
2. Jagmaohan Negi : Tourism & Travel Concepts and Principles.
3. Jagmaohan Negi : Tourism Development & Resource Conservation.

COMPUTING AND INFOEMATION SYSTEM IN TOURISM

Max. Marks	– 100
External	– 50
Practical	– 20
Internal	– 30

- UNIT-I Concept of management information system, structure, basic information system: marketing information system and personal marketing system, concepts of decision making and its models.
- UNIT-II Internet and e-mail: introduction, internet services feature, internet addressing, internet protocols, world wide wed (www), internet/web browsing, electronic mail.
- UNIT-III The history of information technology in travel, business travel, travel and entertainment, leisure, travel, trade bodies, bank settlement plan, data system, foreign exchange, foreign currency products, power point, access.
- UNIT-IV Central reservation system for Air travel, Rail, Road transport, hotel etc.
- UNIT-V PNR, Flight availability, e-ticket, intelligent ticket, tourism productions system.

SUGGESTED READING:

1. Dennis P. : Curtin & Information Technology others.
2. Gary Inkpen : Information Technology formation technology for Travel and Tourism.
3. Ross and Murdicck : Information system for modern management.
4. Nick Heap and others : Information Technology and Society.
5. Glee Harrah Caddy
6. Pat Mcgregar : Mastering the Internet
7. Andrew S. Tanebaum : Computer Networks.
8. Nance : Introduction to Networking.
9. Internet Complete.

FOREIGN LANGUAGE – FRENCH

Max. Marks – 100
External – 70
Internal – 30

- UNIT-I Translation of simple sentences from French into English.
- UNIT-II Translation of simple sentences from English to French.
- UNIT-III Questions based on grammar of unit 1, unit 2 and unit 3 of the prescribed book.
- UNIT-IV Questions on the lessons of unit 1, unit 2 and unit 3 of the prescribed book.
- UNIT-V Dialogue writing on a topic taken from the first 3 units of the prescribed book.

PRESCRIBED BOOK:

2. Jacky Girader, Panorama (part-1) unit-1, unit-2 and unit-3.

SUGGESTED READING:

1. Initial – Part I.
2. Bonne Route.
3. Sans Frontiere – Part I
4. Dictionary – Larousse, Cassels, Oxford, Collins.

INDIAN DANCE AND MUSIC

Max. Marks – 100
External – 70
Internal – 30

- UNIT-I A survey of Indian dance, A survey of Indian music, from ancient to modern, Hindustani music, Carnatak music.
- UNIT-II Classical dance: Bharatnatyam, Kathak, Kathakali, Mohiniyattam, Kuchipudi, Manipuri, Chhau, Odissi.
- UNIT-III Folk Dance: Chai dance, Garba dance, Bhangra dance, Manipuri dance, Lavani dance, Bihu dance, Dandiya.
- UNIT-IV India Music Instruments – Sitar, Sarod, Sarangi, Tanpura, Santoor, Vivilin, Tabla, Mridanga, Dholaka, Flute, Sahanai.
- UNIT-V Qawwali, Folk music, Gazal, Calssical music.

SUGGESTED READING:

1. Enakshi Bhavani : Dance on India.
2. O. Goswami : Story of Indian music its growth and synthesis.
3. M.Khakar : Splendor of Indian Dance.

INDIAN HANDICRAFTS

Max. Marks – 100
External – 70
Internal – 30

- UNIT-I History of Indian Handicrafts and Textiles: literary and archaeological references, malamal, Tie-Dye fabric, Bandhana, Banarasi and Chanderi Saris.
- UNIT-II Metal crafts: Metal ware, Bidri work, Swami work of south India, Handicrafts of Copper and Bronzes.
- UNIT-III Brief history of Jewellery on the basis of literary data, Jewellery hoards, Jewellery.
- UNIT-IV Beads, Ivory, Wood-work, Bamboo craft, Jute Handicrafts.
- UNIT-V Folk art, painted relief, Palm leaves, Paper, Leather and terracotta.

SUGGESTED READING:

1. C. Keith Wilbur : Indian Handicrafts.
2. Norbet Beihoff : Ivory Sculpture through the Ages.
3. J. Brijbhushan : Masterpieces of Indian Jewellery.
4. M.L. Nigam : Indian Jewellery.
5. Anand K. Coomarswamy : The Arts and Crafts of Indian and Ceylon.

PILIGRIMAGES OF INDIA

Max. Marks – 100
External – 70
Internal – 30

- UNIT-I Chardham such as Badrinath, Baijnath, Rameshwaram and Dwarika.
- UNIT-II Other Pilgrimage places of Hindus such as Puri, Amarnath, Vaishna Devi, Twelve Jyotirlinga.
- UNIT-III Bodhgya, Saranath, Nalanda, Sravanbelgola, Palitana, Ranakpur and Sonagiri.
- UNIT-IV Golden Temple, Hemkund Sahib, Ajmer Sarif and Jama Masjid.
- UNIT-V Churches of South India and Goa, Lotus Temple, Shirdi Sai Baba and Swaminarayan Temples ?

SUGGESTED READING:

1. A. L. Bashm : The Wonder That was India.
2. Sumita Pant Bansal : Hindu Pilgrimages.
3. ASI Publications

HERITAGE TOURISM PLANING AND MANAGEMENT

Max. Marks – 100
External – 70
Internal – 30

UNIT-I Introduction to Heritage Tourism Planning: objectives, methods and steps.

UNIT-II Role of Central Government in to Planning and Management of Heritage Tourism.

UNIT-III Role of State Government in Heritage Tourism Planning and Management.

UNIT-IV Role of Local bodies, NGO and Private Participant in Heritage Tourism Planning and Management.

UNIT-V Planning for new thrust areas in Heritage Tourism: process, catalysts and hindering factors.

SUGGESTED READING:

1. M.P. Bezbaruah : Indian Tourism beyond the millennium.
2. A.J. Burkart & Medlik : Tourism : Past, Present, Future.
3. A. Clare : Tourism Planning.
4. L.K. Singh : Indian culture Perspective for Tourism.
5. K.K. Sharma : Tourism and Culture.

FOREIGN LANGUAGE-FRENCH

Max. Marks – 100
External – 70
Internal – 30

- UNIT-I Translation of a simple passage or sentence from French into English.
- UNIT-II Translation of a simple passage or sentence from English into French.
- UNIT-III Question based on the grammar of unit 4, unit 5, and unit 6 of the prescribed book.
- UNIT-IV Question based on the lessons of unit 4, unit 5, and unit 6 of the prescribed book.
- UNIT-V Letter writing formal/informal.

PRESCRIBED BOOK:

1. Panorama (part-1) unit-1, unit-2 and unit-3 – Jacky Girardet, Jean-marie Cridlig.

SUGGESTED READING:

1. Initial – Part I.
 2. Bonne Route.
 3. Sans Frontiere – Part- I
- Dictionary : Larousse, Cassels, Oxford, Collins.

MBA (HTM) – 306

INDUSTRIAL TRAINING AND VIVA-VOCE

Max. Marks	– 100
Viva-Voce & Industrial	– 30
Training	– 30
Tour report Presentation	– 40

Note: Candidates are to be examined by an external and an internal examiner on the basis of Tour report and Seminar training of 45 days.

MBA (HTM) – 401

UNDERSTANDING INDIAN ART AND ARCHITECTURE

Max. Marks – 100
External – 70
Internal – 30

- UNIT-I Definition of Art and Architecture their origin and development through the ages.
- UNIT-II Development of Indian Sculptures; Harappan, Mauryan, Sunga, Gupta, Chandella.
- UNIT-III A general Survey of Indian Paintings: Prehistoric, Ajanta, Bagha, Pala, Rajaputa, Mughal.
- UNIT-IV Survey of Indian Architecture such as stupa Rock-Cut and Monoliths Architecture: Sanchi, Amaravati, Bhanja, Ajanta, Eallora, Mahavalipuram, Khajuraho, Tanjore and Kananks
- UNIT-V Survey of Forts, Fortresses and Palaces: Gwalior, Kalinjara, Agra Forts; Kumrahara, Jaipur, Jodhpur Palace.

SUGGESTED READING:

1. S.K. Sararwati : A Survey of Indian Sculptures.
2. N.C. Mehta : Studies in Indian Paintings.
3. B. Rawland : Art and Architecture of India.
4. Stella Kramris : Indian Sculpture.

CONSERVATION AND PUBLIC AWARENESS OF HERITAGE RESOURCES

Max. Marks – 100
External – 70
Internal – 30

- UNIT-I Definition of Heritage and Types of Heritage.
- UNIT-II General Principles of conservations: preventive and curative, Analysis of materials: Physical, chemical and Biological alterations.
- UNIT-III Temperature, Humidity Pollution, Effects of Light, Biodeterioration, Proper Environmental condition, care and handling.
- UNIT-IV Antiquarian Rules and Regulation regarding Antiquity and Heritage.
- UNIT-V Public awareness through various modes.

SUGGESTED READING:

1. J.J. Plenderlauth : The conservation of antiques and work of art.
2. S.K. Bhomik : Protection and Conservation of Museum collection.
3. O.P. Agrawal : Conservation of Cultural Property in India.
4. S.S. Bishvash : Protecting the Cultural Heritage.
5. H. Sarkar: Museum and Protection of Monuments and Antiquities in India.
6. A.P. Singh : Conservation and Museum Training.

VISITORS AND DESTINATION MANAGEMENT

Max. Marks – 100
External – 70
Internal – 30

- UNIT-I Definiation of Destinations in Tourism, Destinations as product elements of tourism destination.
- UNIT-II Influence of tourist flows and pattern of tourist destinations.
- UNIT-III Importance of destination life cycle & its application in destination planning.
- UNIT-IV Nature base destination in India: Hill Resort, Beach Resort, Ecotourism destination, wildlife sanctuaries.
- UNIT-V Man made tourist destinations of North India, South India, East India & West India.

SUGGESTED READING:

1. A.K. Bhatia : International Tourism.
2. Jagmohan Negi : Travel & Tourism
3. Gregory Ashwarth & Brain Goodall : Marketing Tourism Places.
4. Ratandeep Singh : Tourism India.

MANGEMENT OF HUMAN RESOURCES

Max. Marks – 100

External – 70

Internal – 30

- UNIT-I Definition, scope, origin, philosophy. Challenges of Modern Human Resource Management: technological, economic, demographic, cultural and governmental.
- UNIT-II Strategic Human Resource Planning process, analyzing present employees, forecasting employment needs, implementing human resource plan. Job Analysis and Recruitment: sources of recruitment, Alternatives to recruitment, Job Description and Job Specification, Staffing and Selection process: Application blanks, Employment interviews, Tests, Assessment centers, making selection decision.
- UNIT-III Principles of Learning, Levels of Learning, Need for training, Training and Development Techniques, Career development programmes and management development programmes.
- UNIT-IV Wage and Salary Administration, Wage structure decision, Pricing the job, financial incentives: Money and motivation, Incentive compensation, need for rational Wage policy, Employees benefit: Fringe benefits etc.
- UNIT-V Labor relation, Trade Union, Union structure and leadership, Collective Bargaining, Its process, Grievance and Disciplinary Procedures, Employees safety program, health program, Product Design, Eco-Market and Child Labor, Gender Sensitivity.

SUGGESTED READING:

1. V.P. Michel : Human Resource Management & human Relations.
2. R.S. Dwivedi : Management of Human Resource
3. Dale Yoder : Personnel Management and Industrial Relations.

MANAGERIAL PROCESS & ORGANISATIONAL BEHAVIOUR

Max. Marks – 100
External – 70
Internal – 30

- UNIT-I Meaning, scope and functions of management; Schools of management thought Classical, Neo-classical; Human Behavior approach decision theory approach, system approach, contingency or situational approach operational approach, process of management.
- UNIT-II Concepts, objective, nature, process of planning; concept, objectives of organization, chart and manuals; concept nature, principles and techniques of direction; concept, objectives, nature and process of control.
- UNIT-III Concept and nature of organization, various approaches to organization theory, concept and nature of organizational behavior concept, factors causing individual differences.
- UNIT-IV Concepts, types, sources of formation attitude and Values: definition, major influences of the perception process concept, types, factors contributing to personality; concept theories of learning.
- UNIT-V Concept of group dynamics, formation of groups, concept and theories of motivation, concept and styles of leadership management of change.

SUGGESTED READING:

1. Stonier Freeman : Management.
2. F. Drucker Peter : Principles of Management.
3. V.S. Rao & S. Rao : Management Concepts.
4. L.M. Prasad : Organization behavior.

MBA (HTM) – 406

STUDY TOUR REPORT AND VIVA-VOCE

Max. Marks	– 100
Viva-Voce Report	– 50
Report Presentation	– 20
Field Study Tour	– 30

Note: Candidates are to be examined by an external and an internal examiner on the basis of study tour. Tour report to be submitted within 30days of Completion of Tour to the Head/Co-ordinator.