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LLAB,

- 1. Tourism and Travel*
- 2. Insurance Business*
- 3. Foreign Trade Practices & Procedures*
- 4. Advertising and Sales Management*
- 5. Computer Based Accounting*
- 6. Event Management*
- 7. Entrepreneurship Development*
- 8. Bank Management*

Add on course

Year 10 and 11

second year

Topic and notes

Our Environment

Linkages in Nature , Biomes of the World,
Environmental conservation through Ages,
Environmental parameters and Tourism,
Environment and Development.

Responsible Tourism Benefits-Environment, Community and Tourism,
Infrastructure and Land use-Basic issues,
Community and regional Assets, Benefits and Consequences.
Tourism as a tool for conservation.

Site and Locational Planning,

Uneven regional/national planning.

Environmental degradation and tourism;

Acts and laws;

Host/local population, Visitor Behaviors,

Environmental impacts-vegetation and Wild Life,

Mountains, Wetlands, Islands and Beaches;

Sports-Adventure, water.

Hotels and Resorts; Hill stations, National park.

Reference

R.Marsh

A.V., Seaton

Vidya N.Mishra

Wernes Wolfqang

John Lea

A world Tourism

Organisation Publication

Ministry of civil aviation

And tourism

Ratandeep Singh

Vandana Shiva

Laeq Futehally

Sunita Chopra

Virender Kaul

The Rights of Nature

Tourism: the state of the art

Creativity and Environment

Aspect of ecological Problems and
Environmental Awareness in South Asia

Tourism and Development in the Third
World

National and regional Tourism Planning,
WTO, London 1994

National Action Plan for tourism May 1992
GOI

Tourism Today, Structure Marketing and
Profile

The violence of the Green revolution

Our Environment

Tourism Development in India

Tourism And Economy

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Management Concepts;
Function and Skills in view of their Applicability in Tourism.
Management. Concepts and Function
Entrepreneurship: Concepts and Function
Corporate Forums in Tourism;
Management issues in Tourism;
Understanding Organization, Planning and Decision Making, Monitoring and Controlling
Orgarazational Behavior
Human Resource Management.
Financial Management, Operation Management, Marketing management,
Information Technology Management
Computers in Tourism, Internet Services
Managerial Practices in Tourism-Tour Operators, Travel Agencies, Hotels, Public
Relations, Food
Service, Tourist Transport, Airlines, Airports.
Conventions and Tourism.

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|-------------------------|--|
| Merissen Jome, W.: | Travel Agents and Tourism. |
| David H.Howel: | Principles and Methods of scheduling reservations |
| Agarwal, Surinder: | Travel agency management (Communication India, 1983) |
| Geo,Chack: | Professional Travel Agency management |
| Bhatin, A.K. | Tourism development-Principles and policies |
| William Cordve: | Travel in India. |
| Natuional publishers: | The world of Travel, National publishers Delhi. |
| H.A.Rogers & J.A. slinn | Tourism: Management of Facilities |
| Anderew J Dubrin | Fundamentals of Organizational Behavior |
| Mahmood A Khan | VNR'S Encyclopedias Hospitality and Tourism Management |
| James M Poynter | Travel Agency Accounting Procedures |
| J Christopher Hollway | The Business of Tourism |

Add on course

nd Year

Finance B.Sc. (Hons)

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Law of Probability: Forecast of future events; construction of mortality; mortality tables for annuities.

Basic : Use of mortality tables in premium determinations interest, compound interest function, Net and gross premium; mode and periodicity and premium payment; mode of claim payment; benefits to be provided; mode of loading for expenses. Gross premium-general considerations, insurer's expenses margin adjusting; premium for term insurance; Temporary insurance; Endowment insurance; level and natural premium plan; premium calculation for study of actuarial valuation.

Nature, origin and importance of reserves and funds and life and property insurance. Retrospective and prospective reserve computation. Statutory regulation of reserves. Nature of surrender values; reduced paid up values; settlement options; Automatic premium loan. Nature and sources of insurance surplus; special form of surplus distribution of surpluses-extra dividend. Residuary dividend; Investment of surplus and reserves-basic principles. Investment policy of LIC and GIC in India.

A brief study of Indian insurance Act, 1938. A detailed study of life insurance corporation of India Act, 1956.

Export credit and guarantee corporation Act.
General insurance corporation of India Act 1976,
IRDA Act, 1999. Insurance Regulatory Development Authority Act of India).

BOO

1. Srivastava, S.C. : Insurance Administrator and legislation in India.
2. Govt. of India. LIC Act, 1956
3. Govt. of India: GIC Act, 1976
4. Govt of India: IRDA, Act 1999

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3. Core Competence

nd Year

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- Introduction to Export Marketing.
- Differences between domestic and export Marketing.
- International Market Entry Strategy.
- Segmentation and Positioning.
- Product Planning for exports.
- Packing & Labelling.
- Pricing Strategies and exports.
- International Organization & Control
- Export marketing Plan.

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- 2) Subhash C. s-10(f 17F-204)-20(n)2.621(775s)8.994(s)-J0uwwal Mang.3 0 0 cm075(ap)-4(e)-16
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4 Advertising and Media Management

**Second Year
SYLLABUS**

Unit I Advertising in India

- Advertising Media Types of Media print Media (Newspaper and pamphlets, posters and brochures), electronic Media (Radio, Television, Audio Visuals Cassettes), other Media (Direct mail, outdoor media), Their characteristics, merits and limitations. Media scene in India problems of reaching rural audience and markets. Exhibition and mela. Press Conference.
- Media planning Selection of Media category. Their reach frequency and impact cost and other factors influencing the choice of Media.
- Media Scheduling
- Evaluation of advertising effectiveness. Importance and difficulties. Methods of measuring advertising effectiveness. Pre-testing and post-

- Reports and documents; Sale Manual order book, Cash memo tour daily aand periodical reports.
- Other problems in selling.
- A tentative suggested readings:

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|-------------------------------|---|
| 1. Russel, Boach and Brskirk | Selling (McGraw-Hill) |
| 2. Still, Cundiff and Covil | Sales Management (Practice Hall of India.) |
| 3. J.S.K.Patel | Salesmanship and publicity (Sultan Chand & Sons, New Delhi) |
| 4. C.A.Kirpatrik | Salesmanship (South Western publicashing);Indian Reprit by J.Taraporewal Bombay |
| 5.Jonhson, Kiran and Sohucing | Sales Management (McGraw Hill) |

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nd Year

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Financial Accounting, Receivable and Payables, Invoicing and Voucher designing
And Printing, Inventory, MIS, Multiple Business, Companies and Principals, Reporting
security, Network Accounting, Flexible Classification Winds Accounting SB, Wings
Accounting -IL Wings Accounting Xtra, wings Accounting Plus, Wings Accounting Inv,

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- Event marketing and event promotions.
- Event marketing strategies. Event proposal invitations.
- Brand management. Publicity.
- Client servicing.
- Sponsorship, advertising for events.
- Sales promotion and decision making studies.
- Financing for events-funds planning
- Identification of sources of funds, funds raising.
- Budgeting for an events- revenue and expenditure report.
- Cost accounting and cost control, event analysis.
- Charitable events. Special business events, retail events.
- Concept of pricing in events, risk rating.

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- Event organizers. Tips to better Management and Organization.
- Event team leadership. Time management
- Creative thinking-case studies, development of themes and projects.
- Presentations and event communication.
- Computer Operational skills, Internet Operational skills.
- Managing Logistics (sound, lights, catering, law, sponsorship etc.)
- Hospitality management. Product and Services, consumer care skills.
- Managing catering. Event catering basics. Catering tips.
- Managing event decorations. Importance of Decorations.
- Special events and promotion of Tourism
- Entertainment and speakers. Entertainment planning. Speaker selection choice.
- Market attractiveness and business strength.
- Event Management scenario in India. A developing market.
- Modern event management scenario assignments and case studies.

Entrepreneurship and Business Development

MOMENTUM CONCEPTS

Entrepreneurship and Business Development

Meaning, stages in the entrepreneurial Process. Factors affecting entrepreneurship, Success factors for Entrepreneurship. Women Entrepreneurs. Their problems and schemes for Women Entrepreneurs. Rural entrepreneurs their problems and schemes for Rural Entrepreneurs.

Entrepreneurship and Business Development

Meaning, Methods to develop competencies through self-analysis, through competitions and environment etc. Devising own means to improve competencies. Identifying competitors.

Competitive Analysis

Meaning, the threat of entry, the power of buyers. Suppliers and substitutes. Competitive Rivalry, Implications of competitive analysis.

Business Opportunity

Identification and selecting of business, potential opportunities at the selected area/state, Environmental Scanning, sources of information, Identifying opportunities, Converting problems into opportunities.

Business Environment

Concept of Business Environment, Critical Elements of Economic Environment, Impact of Micro and Macro Environment.

Project Feasibility

Concept of Project Feasibility, Its Elements, Criteria for assessing Project Feasibility, Importance of Project Feasibility in business opportunity selection.

Business Finance

Availability of various Institutional finances and finances from Commercial

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Meaning, role, risks and failure, external & personal factors of failure, ways-out to succeed, pressing problems of small Industry.

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Introduction to management, Principles of management, Principles in operation, Key aspects of managing a small enterprise.

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Installing and utilizing project capacity, selecting appropriate technology and cost, Purchase techniques.

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Importance of production, planning and control, Tools and techniques.

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Concept and steps of marketing management, Tools and techniques.

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Concept & practice, Assessment of demand & supply, Preparation of survey questionnaire.

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Understanding working capital cycle, Assessment of working capital.

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Financi57.632 Tm fl ratios and its importance Tools and techniques flogc financial ratios.

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David H.Holt
Philip Kotler
I.M.Pandey
Vakul Sharma
Shiv Khera
Charles horngren
James Van Horne
Azhar Kazmi
S.S. Khanka
C.B.Gupta and N.P. Srinivasan
Greenstein

Entrepreneurship New Venture Creation
Marketing Management
Management Accounting
Handbook of Cyber Laws
You can win
Cost Accounting
Fundamentals of Financial Management
Business Management
Entrepreneurial development
Entrepreneurial Development
E-Commerce

second Year

Bank Management

Topic: Merchant Banks - Nature and scope, regulation of merchant banking, specialized services of merchant banks, Issue management, and underwriting and portfolio

Central banks and the money market- as study of Reserve Bank of India, its role in the regulation and control of money market and the monetary policy, the role of state in the money and capital markets, Role of SEBI in the capital market, New Issue market, Management of public issues of securities, Financial instruments and their derivatives. Role and functions of stock exchanges, Mechanism of trading of securities in the stock exchanges.

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|-------------------|--------------------------------------|
| 1. William Sharpe | Portfolio Theory and Capital Markets |
| 2. R.I. Robinson | Money and Capital Markets |
| 3. S.L.M.Simha. | The capital Market of India. |

Computer Based Business Applications

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Computer

1. Generation, Types, and classification of computer; Basic anatomy of computer- input unit, C.P.U., auxiliary memories, output unit; classification and characteristics of memories.

Representation and Base: Number system-binary, octal, decimal and hexadecimal; conversion to another system; Operations on number system.

3 Computer in Language, C Language

Introduction to structured Programming: Concept of variable and constants, structure of a C program, various operators, expressions and their evaluation using rules of hierarchy. Assignment statements, Control Structures: sequencing, alteration and iteration; arrays, Manipulating vectors and matrices, pointers, String, Function, Structures, User defined functions, Input/Output files, Pre-Processors, Macro.

Object Oriented in Language, C Language

Introduction to Object Oriented Programming-Objects, Classes, data abstraction, Data encapsulating, Inheritance (Single, Multiple, Hierarchical, Multilevel, Hybrid) Polymorphism, Dynamic binding, Message Passing, Tokens, expressions, data types, variables, operators, control statements, Arrays, constructor and destructors, classes, objects, functions and methods. File handling, exception handling and templates.

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1. Control structure: Sequencing; Alteration; Interaction (e.g. GOTO, IF-THEN, IN-ON-GOTO-FOR-NEX statements).
2. Arrays: Subscripted variables; One dimensional and two dimensional arrays; DIM statement and manipulation of two dimensional arrays (e.g. Matrix addition, multiplication, transpose, etc.)

