

PANJAB UNIVERSITY, CHANDIGARH 160046 (I  
(Estd. under the Panjab University Act VII of 1947 as amended by the Govt

PGDIPLOMA IN BUSINESS MANAGEMENT  
COURSE

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READING

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## **SYLLABI FOR MASTERS IN TOURISM AND TRAVEL MANAGEMENT 2019-2020**

**Note:** 1. Examination in each subject will be of 3 hours duration.

2. Maximum marks for external/written examination is 70 marks and internal assessment is 30 marks except for seminar and workshop courses.

### **Instructions to the Paper Setters:**

Set 10 questions in all. Two or Three questions from each unit. The students are required to answer five questions in all selecting at least one question from each unit.

Use of non-programmable calculators by the students in the Examination Hall is allowed. The calculators will not be provided by the University.

	Marketing								
<b>MTT 202</b>	Tourism Planning & Sustainable Development	3	1	0	4	4	30	70	100
<b>MTT 203</b>	Human Resource Management	3	1	0	4	4	30	70	100
<b>MTT 204</b>	Accounting and Finance for Managers	3	1	0	4	4	30	70	100
<b>MTT 205</b>	Tourism and Hospitality Research	3	1	0	4	4	30	70	100
<b>MTT 206</b>	Industry Exposure Training Report **	0	0	0	0	4	0	100	100
	<b>Total</b>				<b>20</b>	<b>24</b>			<b>600</b>

### THIRD SEMESTER

Course Code	Course Title	L	





Theory

Leadership ' Sources and theories/ Trait Theory/ Autocrat and

	<p>This course shall introduce learner to tourism's growth and development. The course also highlights the role of tourism as an economic intervention and its significance in economy. Course discusses the global nature of tourism/ tourism product and emerging trends in tourism industry. It is also important to appreciate the future of tourism.</p>
	<p>Duration 33 H45                  Maximum Marks 3677 Marks (External 97/ Internal 37:                  Set 67 -uestions in all. Two or Three -uestions from each unit. The students are required to answer five -uestions in all selecting at least one -uestion from each unit.</p>
	<p>2definitions/ Historical development of tourism/ 5statistical overview of glo"al and Indian tourism industry/ Indian domestic tourism/ Tourism elements/ \$characteristics of tourism/ Ty ology of tourism/ \$lassification of Tourists/ Interdisci linary a roaches to tourism/ Major motivations and deterrents to travel.</p>
	<p>5structure and com onents' #ttractions/ #ccommodation/ #ctivities/ Trans ortation/ ;F./ 5ho ing/ +ntertainment/ Infrastructure and Hos itality%                  +merging areas of tourism' 4ural/ +co/ Medical/ MI\$+/ Indigenous/ &lt;ellness/ ;ilm/ Bolf/ 4es onsi"le tourism/ #lternate tourism and Theme tourism%</p>
	<p>#ir trans ortation' *resent olicies and ractices% ;unctioning of Indian carriers% #ir \$or oration #ct/ #ir charters%                  5urface Trans ort' 4ent!a!car 5cheme and coach!. us Tour/ Trans ort F Insurance documents/ #!!!India *ermits                  4ail Trans ort' Major 4ailway 5ystems of &lt;orld/ 8+uro 4ail and #MTrac:                  Beneral information a"out Indian 4ailways/ Ty es of rail tours in India'/ *alace!on!&lt;heels and 4oyal @rient/ 2eccan @dyssey/ Toy Trains% Indrail *ass%                  &lt;ater Trans ort' Historical ast/ cruise shi s/ ferries/ hovercrafts/ river and canal "oats%</p>

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	<p>Marketing is the core of any business activity today. It is therefore important for a manager to understand the concepts of marketing and refer to same in managing/ planning and controlling. The objective of this course is to acquaint the participants with concepts and techniques used in marketing both at micro and macro levels.</p>

Duration 33 H45

Maximum Marks 3677 Marks External 97/ Internal 37:

Set 67 - questions in all. Two or Three - questions from each unit. The





	Tourism
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The awareness a"out human "ehaviour enhances the managers a titude in handling the individuals in an organi1ation% The o"jective of this course is to sensitile

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The course intends to give learners an understanding of the accounting procedures in an organization. It will help to stu

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	The objective of this course is to make the student acquainted with the research methodology which will help in developing business strategies%
	<p>Duration 3 3 H45                  Maximum Marks 3 677 Marks External 97/ Internal 37:</p> <p>Set 67 -uestions in all% Two or Three -uestions from each unit%The students are required to answer five -uestions in all selecting at least one -uestion from each unit%</p>
	<p>A Definitions/ Importance/ Uses in . business/ Measures of Central Tendency% Measures of Variation% Correlation Analysis including multiple and partial correlation Regression Analysis%</p>
	<p>A Meaning Uses/ Methods of Construction/ Test of Consistency/ ;i,ed F Chain .ase/ Wholesale F Consumer Price Index,%</p> <p>A Components/ Trends/ Least Square Methods/ Moving Average F Ratio!F!Trend Methods%</p> <p>. Basic Concepts/ Additive and Multiple Rule/ Idea of Conditional Probability and Concept of Random Variable%</p> <p>Theoretical Distributions' Binomial/ Poisson and Normal Distribution%</p> <p>Objectives/ types of research and approach) meaning of method and methodology/ scientific research process) Identification and defining of research problem/ research design and types%</p> <p>Meaning/ need and important features/ types of research design/ selection and formulation of research problem% Hypothesis formulation and its importance in research) types of hypothesis testing and major techniques (Chi-Square/ F-Test etc) Measurement and scaling techniques and their importance%</p> <p>Types and sources of data/ Collection Techniques/ Questionnaire design considerations) Sampling!definition/ types iso aefi2.1009(o)-5 ae%99558(a)0</p>

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