



## STRATEGIC MANAGEMENT

Course Code: MBA-CC-301

Max Marks: 100 (Mid-Term=50; End-Term=50)

Credits: 4 (L =3,T=1, P=0)

**OBJECTIVES:** *To integrate the skills and knowledge students have acquired in functional areas and develop in students a holistic perspective of enterprise, critical from the point of view of the top executives.*

**UNIT-I** Nature, significance and process of strategic management. competitive advantage a focal point strategy; business strategy, different forms of strategy, perspectives of strategic management; strategic intent, dimensions of strategic decisions;; strategists in strategic management.

**UNIT-II** Strategic analysis; external analysis- general environment and the competitive environment; processes for analyzing the external environment; Influencing the external environment, internal analysis-resource based view of the firm; critical success factors , value chain, core processes and systems, methods for assessing internal strategies and weaknesses, SWOT analysis.

**UNIT-III** Strategy formulation, types of strategies, levels of strategies-corporate level strategies, generic business level strategies and operational level strategies; strategic analysis and choice; BCG matrix, GE- nine cell matrix, grand strategy matrix.

**UNIT-IV** Strategy implementation, 7-S framework for understanding implementation issues; challenges of change and organizational learning, strategy and structure, organizational systems, organizational culture, leadership implementation, social responsibility and strategic management; strategic evaluation and control.

### **Suggested Readings:**

1. Dess and Miller, “ Strategic Management”. Tata McGraw Hill, New Delhi.
2. Kazmi, A. “Business Policy and Strategic Management” Tata McGraw Hill, New Delhi.
3. Hamel, G. and Prahalad, C.K. Competing for the Future. Boston, Harvard Business School Press.
4. Alex Miller, “Strategic Management” McGraw Hill, New Delhi.
5. John Pearce and Richard Robinson, “Strategic Management” Tata McGraw Hill, New Delhi.
6. Journals (Strategic Management; Strategic Management Review, HBR; Business Strategy; Business Horizons; Vikalpa, Decision etc.).

**Note:** *The schedule for case discussion shall be announced by the concerned faculty in the class.*



## SPOKEN ARABIC - I

Course Code: DMS-GE-001

Max Marks: 100 (Mid-Term=50; End-Term=50) Credits: 4 (L =3, T=1, P=0)

**OBJECTIVES:** *The course will give the know- how of basics of modern spoken Arabic to the learners. The competencies will be taught to students in order to make the students know about the terminology, vocabulary and structural approach with special references to tourism industry. A special emphasis will be laid on communication i.e. speaking skill.*

### الأولى الوحدة

- الأسبوعا أيام / السنةشهور / السنة فصول

-الألوان/الجهات

-الجسم أعضاء / الأقارب

-الأطعمة / الفواكه / الخضروات

### الثانية الوحدة

- النكرة والمعروف

- والصفات للأسماء والجمع المفرد

- العدد(100 - 1)

- والبعيد للقرى بالإشارة أسماء

- ومتعلقاتها المدرسة

الثالثة :

### **Suggested Readings:**

1. Arabic Made East, by Abul Hashim
  2. New Arabic Course, by Prof. V. Abdur Rahim
  3. Learn Modern Arabic, by Dr. Mohammad Ajmal
- المقترحة الكتب :
- 1-، للمبتدئين العربية اللغة دروس فاروقى أحمد زبير بروفيسر وآخرون
  - 2- بروفيسر، الوظيفة العربية اللغة الندويخا أحمد شفيق وآخرون
4. Let's Speak Arabic, by S.A. Rahma .

**Note:** The schedule for case discussion shall be announced by the concerned faculty in the class.



## INTERNATIONAL MARKETING

Course Code: MBA-DE-503

Max Marks: 100 (Mid-Term=50; End-Term=50)

Credits: 4 (L =3, T=1, P=0)

**OBJECTIVES:** *To acquaint the student with environmental, procedural, institutional and decisional aspect of international marketing*

**UNIT –I** International marketing-Concept and scope; EPRG frame work; International Marketing Decisions; Basis of international trade- Theory of Absolute and Comparative Advantage; Trade constraints of international marketing- Tariff and Non- Tariff barriers.

**UNIT –II** International Economic Environment, Phases of Economic integration; impact of international institutions-World Bank, IMF and WTO; Trade agreements & Generalized system of Preference (GSP); Cultural Environment, Political Environment & Legal Environment.

**UNIT –III** International Market entry strategies, International Marketing Mix, Identification and target market; Product Strategy-Standardization & Adaptation, Global Branding.

**UNIT –IV** International product life cycle, promotion strategies, pricing strategies, types of dumping; Distribution strategies, Motivating Channel Members. Instruments of payment- Open Account, Bill of Exchange & Letter of Credit.

**Suggested Readings:**

7. Onkvisit Oak & Shaw, "International Marketing: Analysis & Strategy", Prentice Hall, New Delhi.
8. Cateo Phillip "International Marketing", Prentice Hall Publication
9. Vyuptakesh, Sharan, International Business-2014, Pearson Education Singapore
10. Keegan, Warran," Global Marketing Management", Engelwood Cliffs, New Jersey, Printice Hall
11. Bhattacharya B. Export Marketing: Strategies for Success" Global Business Press, New Delhi.
12. Journals (Journal of Marketing, Harvard Business Review).

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## MARKETING OF SERVICES

Course Code: MBA-DE-508

Max Marks: 100 (Mid-Term=50; End-Term=50)

Credits: 4 (L =3, T=1, P=0)

**OBJECTIVES:** *To develop insights into emerging trends in the service sector in a developing economy and tackle issues involved in the management of services on national basis.*

**UNIT –I** The Emergence of Service Economy; Nature, Characteristics and Classification of Services; Tangibility Spectrum Difference between services and tangible products. Goods and services Marketing; Marketing Challenges in service Businesses.

**UNIT –II** The service consumer Behaviour; Search, Experience, and Credence Qualities; Marketing Framework for service Businesses; Service Management Trinity, Expanded Marketing Mix for Services, Services Marketing Triangle, Molecular Model, Servuction Model.

**UNIT –III** Service Product Development; Service Vision and Service Strategy; Service Blueprinting, Quality issues and Quality Models, Gaps Model, SERVQUAL, SERVPERF, PCP Model. E-Service Quality, Service Encounter, Service failure and Recovery, Service Guarantees, Servicescape, Self service technologies(SST)

**UNIT –IV** Demand –supply Management; Yield Management System(YMS), Technology driven YMS, Service Pricing, Non- Monetary Costs, Price as indicator as service quality, Advertising. Branding and Packaging of Services; Recovery Management and Relationship Marketing, Technology and the Changing Face of Customer Service

### **Suggested Readings:**

1. Lovelock, Christopher H. Managing Service: Marketing Operations and Human Resources, Englewood Cliffs, New Jersey, Prentice Hall Inc.
2. Lovelock, Christopher H. Service Marketing. Englewood Cliffs, New Jersey, Prentice Hall Inc.
3. Mc Donald Malcom and Payne, A. Marketing Planning for Services. Butterworth, Heinemann.
4. Newton M P Payne, A. The Essence of Services Marketing. New Delhi, Prentice Hall of India.
5. Verma, H.V. Marketing of Services, New Delhi, Global Business Press. Zeithaml, V.A and Bitner, M.J. Services Marketing, New York, McGraw Hill.

**Note:** *The schedule for case discussion shall be announced by the concerned faculty in the class.*



## HUMAN RESOURCE DEVELOPMENT

Course Code: MBA-DE-601

Max Marks: 100 (Mid-Term=50; End-Term=50)

Credits: 4 (L =3, T=1, P=0)

**OBJECTIVES:** *To introduce the students towards changing Human Resource Development Scenario and enable them to cope-up with the challenge of change. Moreover, to acquaint the students with various HRD strategies and industrial experiences.*

**UNIT –I** Human Resource Development.– Concept, Significance and Challenges of HRD; Human Resource Development climate and elements of HRD climate. HRD practices in India and other countries.

**UNIT –II** Human Resource Development for workers & line managers-Concept, issues and Significance; employee empowerment. Career development and counseling.

**UNIT –III** Training & Development as HRD Tool: Issues, Significance, and Challenges in the current globalized world, Training Need Assessment (TNA), recent T & D practices and challenges.  
Recent practices of Performance Appraisal System in organization, Multi-Rater Feedback System(MRFS), objective and Challenges; Potential Appraisal System, objectives and challenges, errors in evaluation

**UNIT –IV** HRD in the national and Global context, Challenges in the national context. Human Development Index (HDI) , comparative HRD policies of China& India. Strategic HRD; Social Capital Development: challenges

### **Suggested Readings:**

1. Keith Lewis, Human Resource Development, Oxford Publisher London
2. Rao, T.V.. Reading in Human Resource Development, Oxford and IBH Publishing Company Pvt.Ltd., New Delhi
3. Dayal, Ishwar. Designing HRD Systems. New Delhi, Concept,
4. Singh, Rao, Nair. Selected Readings in HRD. Tata McGraw Hill Publishing Co., New Delhi.,
5. Kohli, Uddesh& Sinha, Dharni P. HRD-Global Challenges & Strategies in 2000 A.D. New Delhi, ISTD
6. Rao, T.V. HRD Audit: Evaluating the Human Resource Function for Business Improvement, Sage Pub. New Delhi Pareek, U. etc. Managing Transitions: The HRD Response. New Delhi, Tata McGraw Hill
7. Rao, T.V. Verma, Khandalwal. Alternative Approaches & Strategies of Human Resource Development. Jaipur, Rawat.
8. Journals (HRD Review; Human Capital-Magazine, Harvard Business Review).

**Note:** *The schedule for case discussion shall be announced by the concerned faculty in the class.*



## MANAGEMENT OF INDUSTRIAL RELATIONS

Course Code: MBA-DE-609

Max Marks: 100 (Mid-Term=50; End-Term=50)

Credits: 4 (L =3, T=1, P=0)

**OBJECTIVES:** *To appreciate the conceptual and practical aspects of industrial relations at the micro and macro levels and enable students to learn organizational efficiency and performance through industrial relations.*

**UNIT –I** Nature, Concept and evolution of industrial relations Role of State in Industrial Relations; Disputes , causes of industrial disputes & settlement of disputes.

**UNIT –II** Scope, objectives, membership and structure of ILO. International labour Conference (ILC). Labor legislation; laws related to on wages, industrial relation, social security

**UNIT –III** Principles of trade unions and the Act. Classification and types of trade unions. Evolution of trade Unions in India. Problems of trade unions in the current globalized world. Nature, scope & objectives of Collective Bargaining. Types and process of collective bargaining. Strike, Types of strikes. Lockout, Ethical issues in strikes & lockout

**UNIT –IV** Workers participation in management (WPM). Employees Empowerment, Quality of work life (QWL) Impact of Technological change on Industrial

### **Suggested Readings:**

1. Kochan, T.A.& Katz Henry. Collective Bargaining and Industrial Relations. 2<sup>nd</sup> ed. Homewood, Illinois, Richard D Irish
2. Mamkoottam, K. Trade Unionism. Myth and Reality. New Delhi, Oxford University Press
3. Niland J.R. etc. The Future of Industrial Relations, New Delhi, Sage
4. Ariun Monappa, Ranjeet Nambudiri, Patturaja Selveraj. industrial relations and labour laws
5. Ramaswamy, E.A. The Rayon Spinners The Strategic Management of Industrial Relations. N.Delhi, Oxford University Press
6. Virmani, B.R. Participative Management vs. Collective Bargaining. New Delhi Vision Books.
7. Webb.Sidney & Webb, Beatrice. Industrial Democracy. Melbourne, Longman

**Note:** *The schedule for case discussion shall be announced by the concerned faculty in the class.*



## SECURITY ANALYSIS AND INVESTMENT MANAGEMENT

Course Code: MBA-DE-901

Max Marks: 100 (Mid-Term=50; End-Term=50)

Credits: 4 (L =3, T=1, P=0)

### **OBJECTIVES:**

*To train students in conducting qualitative and quantitative analysis of a company, valuing financial securities, and analyzing investment attractiveness of various types of securities and evaluating the performance.*

### **UNIT –I**

Concept and Significance. Investment vs Speculation vs Gambling. Investment Alternatives and Classification of Investments. Global Investment Choices, Organization and Functioning of Securities Markets: Primary & Secondary Markets; Equity and Debt Markets. Security Market Indexes: Stock and Bond and derivative Indexes. Major Indexes in India: Construction and Importance. Determinants of RRR . Risk Aversion. Definition of Risk, The Efficient Frontier and Investor Utility .Measurement of Return and Risk for Individual Securities and Portfolios. Relationship between Risk & Return. CAPM; Multi-factor Models and Risk Estimation: APT and other Models.

### **UNIT –II**

Need, Read and Tests of EMH's. Implications of ECMs. Economic (Market) Indicators: Economic, Monetary variables and Security prices. Evaluating the Industry Life Cycle; Evaluating the Impact of Structural Economic Changes; Analysis of Industry Competition; Estimating Industry ROR. Company and Stock Valuation: Firm Competitive Strategies, SWOT Analysis; Estimating Intrinsic value: through PV of Dividend Model, FCF to Equity and OFCF Models, and Relative Valuation Ratio Techniques. Measures of Value Added: EVA, MVA ,etc. Advantages of and Challenges to TA, Technical trading rules and Indicators

### **UNIT –III**

Active vs Passive Equity Portfolio Management Strategies: Fundamental and Technical Strategies, Anomalies and Attributes, other issues; Passive Equity portfolio Strategies: Index Portfolio Construction Techniques, Tracking Error and Index Portfolio Construction, Methods of Index Portfolio Investing. Bond Portfolio Management Strategies: Active and Passive; Global Fixed Income Investment, Core-Plus Bond Portfolio, Matched-Funding Techniques

### **UNIT –IV**

Concepts and Significance; Explaining Biases, Fusion Investing. Components of Investment Performance, Traditional Portfolio Performance Measurement techniques; Composite PP Measures: Treynor , Sharpe, Jensen, Appraisal Ratio and other measures ; Risk-adjusted, Time- and Rupee-Weighted Returns and other Measures.

### **Suggested Readings:**

1. Bodie, Z., Kane A. Marcus, A., and Mohanty, P, Investments, New Delhi: Tata McGraw—Hill
2. Prasanna Chandra, Security Analysis and Portfolio Management, New Delhi.
3. Financial Markets: A Beginners' Module Work Book, National Stock Exchange of India, Mumbai.
4. Securities Market (Basic) Module Work Book, National Stock Exchange of India, Mumbai.
5. Sharpe W. & Gordon J.A.: Investments, phi publications, New Delhi.
6. Journals (Finance India; Journal of Portfolio Management; Review of Quantitative Finance).

**Note:** The schedule for case discussion shall be announced by the concerned faculty in the class.



## INTERNATION FINANCIAL MANAGEMENT

Course Code: MBA-DE-903

Max Marks: 100 (Mid-Term=50; End-Term=50)

Credits: 4 (L =3, T=1, P=0)

**OBJECTIVES:** *To provide an overview of the financial environment in which multinational firms operate and acquaint the students with the key decision areas in international finance.*

**UNIT –I** An overview of International Financial Management, Theories of International Business: Comparative Advantage, Imperfect Markets and Product Cycle Theories. International Business Engagements: Trade, Licensing, Franchising, JV's, Acquisitions and Subsidiaries, etc. Components of Capital : Debt and Equity. Long term and short term financing. ECBs of India

**UNIT –II** BOPs: Current and Capital Accounts. Disequilibrium and adjustments. BOP of India. International Trade flows, factors affecting trade flows. International capital Flows: FDI and IPI: Incentives, Motives and Benefits. and Costs. Currency Convertibility; Convertibility in India. International Financial Institutions: IMF, WB, WTO, IFCs, International Development associations, BIS, OECD ,etc, Regional Development Agencies

**UNIT –III** International Money Market: Origin and Developments MM Interest rates, Credit market. International Bond Market: Eurobond and other bond markets; International Stock market, Issuance and Investing in Foreign Stock Markets. International Derivatives markets: an Overview. Financing International Trade: Prepayment methods and Trade Finance methods. International WC and Cash Managemen

**UNIT –IV** Woods and Post -Bretton Woods systems .Types of Exchange rate Systems: fixed and floating and variants. Functions of the Foreign Exchange Market, Determination of exchange rates; India's foreign Exchange Market and its Reforms. Foreign Exchange rate Risk management, Purchasing Power Parity, Interest Rate Parity, International Fisher Effect, Unbiased Forward Rate Theory. List of cases, website links and specific references including recent articles to be announced in the class at the beginning of the session.

### **Suggested Readings:**

1. Buckley, A. Multinational finance, Pearson Education. New Delhi
2. Butler, K. C. Multinational finance, John Wiley, New York:
3. Levi, M. D. International finance, Rutledge Publications. New York
4. Eun, C. S., & Resnick, B. G. International financial management, McGraw Hill, New Delhi
5. Kim, S. H., & Kim, S. H., Global corporate finance: Text & cases, Blackwell Publications, USA

**Note:** *The schedule for case discussion shall be announced by the concerned faculty in the class.*





## RELATIONAL DATABASE MANAGEMENT SYSTEM

Course Code: MBA-DE -702

Max Marks: 100 (Mid-Term=50; End-Term=50)

Credits: 4 (L =3, T=1, P=0)

**OBJECTIVES:** *To develop acumen towards the Database Utilization, importance & Fundamentals tenets of RDBMS and understanding of the operation & administration of Database using Oracle 10g.*

**UNIT –I** DBMS software's, three layered Architecture, Introduction to RDBMS, E.FCodd's 12 rules for a relation database, Distributed systems, Data warehousing , Data mining. Hierarchical Model, Network Model, ER model, Relation Model. First Normal Forms, second Normal Form, Third Normal Form

**UNIT –II** Properties of a transaction, commit, & Roll back, concurrency, locking, Access control, Data Integrity, Integrity constraints, Auditing, Back-up & Recovery, Interfaces to databases, Implementation & Maintenance Issues, Database Administration. Physical storage, File organization.

**UNIT –III** Windows server series, ODBC connectivity, Configuring, Oracle Server and Oracle Client. Oracle 10g Architecture, Oracle 10g Editions, Creating Databases in Oracle 10g, Creating, altering and dropping users in Oracle 10g, Assigning privileges to oracle 10g users, Managing Password security of users, Creating, Assigning and managing Roles.

**UNIT –IV** SQL data types, Creating Tables in SQL, Updating, deleting and inserting records in tables with SQL, Modifying tables, Dropping Tables with SQL, Using Inbuilt functions in SQL, RMAN Features and Components, RMAN vs Traditional Backup methods, Overview of RMAN Commands and Options.

### **Suggested Readings:**

1. Fundamentals of Database systems(Pearson Education), Elmars, Navathe, Somayajulu, Gupta-2006
2. Database systems ( A Practical approach to design implementation and Management) Thomas Connolly, Carolyn Begg, Third Edition
3. Database systems Concepts (Ta McGraw Hill), Silberschatz, Korth, Sudarshan 3rd Edition
4. Oracle 10g, the complete Reference(Oracle Press), Kevin Loney , George Koch , McGraw Hill
5. Journals (International Journal of Database Management Systems; Journal of Computer Engineering & Information Technology)

**Note:** *The schedule for case discussion shall be announced by the concerned faculty in the class.*



## ENTERPRISE RESOURCE PLANNING

Course Code: MBA-DE -707

Max Marks: 100 (Mid-Term=50; End-Term=50)

Credits: 4 (L =3, T=1, P=0)

**OBJECTIVES:** *The purpose of this paper to give the basic understanding of the ERP to the students, so that their decision making skills will enhance.*

**UNIT –I** Enterprise Resources Planning: Evolution of ERP -MRP and MRP-II- ERP Packages-ERP products and Market opportunities .Problems in ERP selection and implementation. Benefits of ERP implementation, Technological, operational and Business Reasons for implementing ERP. ERP implementation, ERP Implementation team, Composition, Organization and working of Implementation Team Make or Buy decision,. ERP Implementation life cycle, Causes of Failure of ERP Implementation.

**UNIT –II** ERP Package selection, Risk Assessment, Data migration –Managing changes in organization –Preparing IT infrastructure - Integrating With other systems: , Modules in ERP: Business Modules of ERP package, ERP and Related Technologies:- Business Process reengineering , Data warehousing Data mining, Data Mart, On-line Analytical Processing, PLM, SCM,CRM, GIS, Intranets and Extranets, Middleware ERP Security.

**UNIT –III** Business functions and Business Processes, Integrated Management Information, Supply chain Management, Impact of Supply chain management on productivity, increased integration through supply chain. SAP's MySAP.com. ERP to ERP-II, ERP Market overview, Indian scenario of ERP Market

**UNIT –IV** Evolution of E-commerce, EDI and E-business – business ,Internet banking and related technologies, ERP and E-Business, E-Business-Supply chain Integration, The E-business process model, Components of E Business Supply chain, ERP/e Business integration– technologies for E-business, Future and growth of ERP.

### **Suggested Readings:**

1. Alexis Leon, Enterprise Resource Planning, Tata Mc Graw
2. Marry Summer, Enterprise Resource Planning, Pearson.
3. Leon, Alexix Countdown 2000, Tata MC Graw
4. Ptak, Carol A. & Eli Schragenheim ERP, St. Lucie Press NY, 2000

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**Note:** *The schedule for case discussion shall be announced by the concerned faculty in the class.*

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## **TOURISM OPERATION AND MANAGEMENT**

Course Code:	MBA-DE -804
Max Marks: 100 (Mid-Term=50; End-Term=50)	Credits: 4 (L =3, T=1, P=0)

**OBJECTIVES:** *The purpose of this course is to acquaint students with the practicalities of the tourism industry that is at the end of the course the students must have a clear idea as to how the industry is run.*

**UNIT –I** Tourism Education-Approaches to the study of Tourism-Multidisciplinary Approach, Tourism System, Leiper’s Model, Tourism Recreation and leisure, their interrelationships, Emerging Trends in Tourism forms, Tourism and Geography, Tourism from Business Perspective

**UNIT –II** Travel Intermediaries –History, meaning and definition of Travel Agent, Tour Operator, Types of Travel Agency, Types of Tour Operator, Travel Agency Functions, Rules and conditions for recognition of Travel Agents by Department of Tourism. Rules and conditions for recognition of tour Operators by Department of tourism. Tourism Organizations-Role of IATA, TAAI, PATA and other governing bodies.

**UNIT –III** Tour Packaging-Tour Package-Concept and Definition. Components of a tour Package, Types of Package Tours, GIT and IT, Designing and Developing a Tour Package, Research, Itinerary Preparation, Tour brochure, Costing of Tours-Operation and Execution. Tour Escort and Tour Guide.  
Tourism Service Providers, Transportation-Introduction, Mode of transport-Road, Rail Sea and Air , Competitive Analysis, Elements of Transportation Indian Railways and Its Role in the Promotion of Tourism. Accommodation-Introduction, Types, Characteristics and Operations

**UNIT –IV** Tourism as an industry, place of tourism in Indian Constitution, tourism as state Subject, Industrial perspective consequences of industry. Incentives for tourism promotion in India, Fiscal and non-fiscal incentives for tourism, Concessions extended by state Government. Growth and development of tourism industry-Tourist inflow.

**Suggested Readings:**

1. Mill Robert C. Morrison: Tourism System, Prentice Hall New Jersey
2. Cooper, Fletcher et al: Tourism Principles and Practices, Pitman
3. Seith Prannath: Successful Tourism Planning and management
4. Koul R n: Dynamics of Tourism-A Trilogy, Sterling Publishers
5. Chand Mohinder, Travel Agency management, Anmol Publications
6. A K Bhatia, International Tourism
7. K K Karma & Mohinder Chand: Basics of Tourism, Kanishka Publishers



**Note:** The schedule for case discussion shall be announced by the concerned faculty in the class.

## **TOURISM; PRINCIPLES AND PRACTICES**

Course Code: MBA-DE -801

Max Marks: 100 (Mid-Term=50; End-Term=50)

Credits: 4 (L =3, T=1, P=0)

**OBJECTIVES:**      *Objective: To understand the basic concepts of Tourism, Travel motivation, components of tourism and dynamics of tourism.*

**UNIT –I**                      Tourism –Introduction, nature, Concept. History and Evolution. Types of Tourism-Domestic Tourism, International Tourism, Inbound and Outbound Tourism, and Intra Regional and Inter Regional Tourism, Forms of Tourism-Eco, Green, Pilgrimage, Cultural, Social, Ethnic, Health, Medical Business, Conference, Sports and VFR etc.

**UNIT –II**                      Tourism Product-Components of tourism, Elements of tourism. Tourism as a service Tourism product Distinction-features and characteristics of tourism product-, Total Tourism product, Tourism Product Types-Tourist Orient Products, Resident Oriented Products, Background Tourist Elements. Natural and Manmade Resources. Tourism Area Life Cycle

**UNIT –III**                      Dynamics of Tourism: Unique features of Tourism Demand, Effective Demand, Suppressed Demand, Deferred Demand, Indicators of Demand, Demand Schedules, Economic Impact of Tourism-Analysis Revenue Generation, Employment generation, Multiplier Effect, Foreign exchange earnings, Leakage, cost analysis.

**UNIT –IV**                      Socio-Cultural impacts of Tourism-National integration, regional development, patronage to local handicrafts, International Understanding and World Peace demonstration effect, culture shock and cultural conservation.  
Environmental impacts-tourism and environment, code of environment ethics, impact on land, water, air, flora and fauna. Carrying capacity, Mass tourism, Tourism-a tool for conservation.

### **Suggested Readings:**

1. Mill Robert C.Morrison,Tourism System, Prentice Hall,NewJersy.
2. SeithPrannath,Successful Tourism Planning and Management.
3. Koul R N, Dynamics of Tourism.
4. Anand M M, Tourism and Hotel Industry in India.
5. Acharaya Ram; Tourism and Cultural Heritage of India.
6. Burhat and Medlik, Tourism; Past , Present and Future

**Note:** The schedule for case discussion shall be announced by the concerned faculty in the class.



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COURSE CURRICULUM w.e.f. 2018