ECO 307: Tourism Economics

Course Objectives:
This module aims to develop students understanding of the tourism economics in both micro and macroeconomic perspectives to enhance their skills in taking decisions on tourism business and in analyzing tourism business environment.

Course Description:

Course Details

Unit 1: Introduction
Scarcity, Choice and Alternatives
Microeconomics – Meaning, Scope and its uses in Tourism Business
Macroeconomics – Meaning, Scope and its Significance in Tourism Business Environment

Unit 2: Theory of Demand and Supply
Price Elasticity of Demand – Meaning, Measurement (Percentage, Total Outlay) and Determinants, Application in Business Decision Making
Price Elasticity of Supply.

Unit 3: Macroeconomic Components, Issues and Policies
Meaning and technical attributes of consumption and saving functions.
Balance of Trade and Balance of Payment – Meaning and components
Economic Growth vs Economic Development
Business cycles – Meanings and phases
Inflation Meaning and causes
Exchanges Rate – Meaning and types
National Income – GDP, GNP, NNP (in terms of market price and factor cost)
Nominal GDP vs Real GDP
Monetary Policy – Meaning and instruments
Fiscal Policy – Meaning and instruments
Unit 4: Leisure and Tourism
Meaning, Interrelationship between Leisure and tourism, Determinants

Unit 5: Resources in Tourism and Tourism Demand
The Tourism Industry and Its Products, Travel and Tourism Resources, Factors Influencing and Constraining Tourism Demand, Levels of Choice in Travel and Tourism Demand, Tourism Demand forecasting – Meaning, Significance, Survey Method of forecasting.

Unit 6: Theory of Firm and Pricing of Tourism Products

Unit 7: Tourism Investment and Finance
Investment in Travel and Tourism, Investment Appraisal in Public and Private Sector, Sources of Finance in Tourism, Factors Influencing Travel and Tourism’s Yield and Future.

Unit 8: Impact of Tourism Sector in National Economy
**Text Books:**

- Macroeconomics Theory and Policy, D. N. Dwivedi, Recent ed.

**References**

Course Objectives:
Objectives of the Course are to teach the writing modes, Discuss rhetorical devices, Present language points required for academic success, Support serious reading and writing activities

Course Description:
The BBM English course is a two-level General English course with a strong emphasis on reading and writing. It is designed to help students get ahead fast with their core English skills in interdisciplinary contexts. The lessons cover important vocabulary, grammar, reading, writing, listening and speaking skills for general and technical English, along with literary pieces with reading/writing exercises build on them. It is a theme-based course with comprehensive coverage of English language and critical thinking skills.

Course Details
Unit I: The following pieces carry 70% of the weightage of this course: LH 29

1. Invitation
   Interactions (relating to the text) and Spotlights

2. Ancient Tales
   Yudhisthira's Wisdom; The Brave Little Parrot; If Not Higher;
   Interactions (relating to the selected texts) and Spotlights

3. Education
   Why go to a University?; Don't Cut Down the Trees, Brother Woodcutter; Surely You Are Joking, Mr. Feynman; A 1996 Commencement Speech;
   Interactions (relating to the selected texts) and Spotlights

4. Actions and Consequences
   The Parrot in the Cage; A Sound of Thunder; No Smoke from the Chimneys'
   Interactions (relating to the selected texts) and Spotlights

5. Television
   The Wretched Stone; TV Can be a Good Parent;
   Interactions (relating to the selected texts) and Spotlights

6. Crosscultural Bridges
   Marriage is a Private Affair; Then and Now: Finding My Voice;
   Interactions (relating to the selected texts) and Spotlights
7. Cultural Anthropology
   Arranging a Marriage in India; Life is Sweet at Kumansenu;
   Interactions (relating to the selected texts) and Spotlights

8. The Human Condition
   The Lunatic; How Sane Are We?; Gaia
   Interactions (relating to the selected texts) and Spotlights

9. Natural Science
   The Making of a Scientist; Scientific Inquiry: Invention and Test;
   Interactions (relating to the selected texts) and Spotlights

10. Humor and Satire
    King John and the Abbor of Canterbury; Thir Thoughts; The Clock Tower;
    Interactions (relating to the selected texts) and Spotlights

11. Critical and Creative Thinking
    The Stub Book; Mr. Know-All; Keeping Errors at Bay; What Is Intelligence, Anyway;
    Interactions (relating to the selected texts) and Spotlights

12. Love
    To His Coy Mistress; The Telegram on the Table; Piano;
    Interactions (relating to the selected texts) and Spotlights

13. Life and Death
    The Great Answer; Stopping by Woods on a Snowy Evening; A Tale; Ethics; "Where the Mind is
    without Fear"; New Year;
    Interactions (relating to the selected texts) and Spotlights

Appendix I. Sounds of English
Appendix II. 99 Lousy Sentences
Appendix III. Deloused 99 Sentences
Appendix IV. Documenting Scholarly Essays and Books
Appendix V. Speaking English in Chicago and London
Appendix VI. Speaking in Public
Appendix VII. Answers to Selected Questions
Prescribed Book

Unit II: The following pieces carry 30% of the weightage of this course: LH 19

1. Paragraph to Short Essay
   - The Paragraph
   - Unity and Coherence
   - From Paragraph to Short Essay
   - Editing Your Writing
   - Putting It All Together

2. Descriptive Essays
3. Narrative Essays
4. Opinion Essays
5. Comparison and Contrast Essays
6. Cause and Effect Essays
   (subtopics for all the different essay types):
   - Stimulating Ideas
   - Brainstorming and Outlining
   - Developing Your Ideas
   - Editing Your Writing
   - Putting It All Together

7. The Writing Process
8. Punctuation
9. Connectors
10. Grammar Terms

Prescribed Book

Teaching Method
The suggested teaching method is to introduce the theme and the writing task and then guide the students to practice specific skills and put language knowledge to produce their own writings. The recommended approach is to view the books not as mere language texts but to introduce students to many disciplines, to expand their intellectual and spiritual horizons, to underscore the nobility of humanity's never-ending search for truth, beauty, and compassion. The goal is, therefore, to teach language skills along with insight and wisdom. The specific methods are also suggested in the course books and teacher manuals, and it will prove valuable for teachers to follow them.
Evaluation
The examinations will cover the language skills and include a range of tasks which assess students' ability to use English in a variety of contexts. Above all, the examinations will assess the students' ability to communicate effectively in English, especially in reading and writing activities.

Reference Books
ITC 307: Computer and Information Technology

Credit Hours: 3
Lecture Hours: 48

Course Objectives:
This module aims to provide students with the fundamental knowledge of computers and its application in business world.

Course Description:

Course Details
Unit 1: Introduction to Computer System: Definition of Computer with Architecture and its Features, History of Computer, Types of Computer (analog, digital (super, mainframe, mini and micro) and hybrid), Classification of Micro Computer (Desktop, Laptop and Hand Held devices). LH 3

Unit 2: Input Devices: Definition of Input Devices and its type (Mouse, Keyboard, Microphone, Scanner, Touch Panel, MICR, OBR and OMR), Uses of input devices. LH 2

Unit 3: Output Devices: Definition of Output devices and its type (Softcopy and Hardcopy), Monitor (CRT, LCD, LED, and Plasma), Printer (Impact and Non-Impact), Uses of Output devices. 2LH

Unit 4: Storage Devices: Primary Storage Device (RAM and its type, ROM and its type and Cache Memory), Secondary Storage Devices (Hard Disk, Optical Disk, Flash Drive, Memory/SD card), and Uses of storage devices and Memory Hierarchy. 2LH

Unit 5: Central Processing Unit: Control Unit, Arithmetic and Logic Unit, Register set, Functions of Central Processing Unit. Introduction to Bus (Address, Data, Control) LH 2


Unit 7: Computer Network: Introduction to computer network, Pros and Cons of Computer Network, Types of computer network (On the basis of size and architecture), Introduction to IP addresses (IPv4 and IPv6). LH 2

Presentation Tools (Microsoft Office PowerPoint2007): formatting font, paragraph; inserting new slides, pictures, charts shapes, header footer, word art, date and time, slide number; page setup,
slide orientation; using different themes for slide; animations: slide transition, custom animation; Slide show; reviewing slides.
Image processing software (Photoshop): Working with image: size, mode, adjustment, crop, transform, Extract, Distort; Working with layers, working with filter, working with guide, grid and ruler, working with channel.

Unit 9: Utility Software: Definition and uses of Utility software, Device Manager, Disk cleaner, Disk scanner, Disk Defragmenter, virus scanner, spyware scanner, Introduction and uses of Device Driver, Language Translato

Unit 10: Information Technology, Importance of IT, Different hardware and software used in IT, Application of IT in Science and Engineering, Business and Commerce, Education, Government, Medicine, Entertainment.

Unit 11: Financial Information System (FIS), Features of FIS, Personal FIS, Organizational Financial Management. FIS and organizational decision making process, personal financial management system, Application of FIS, Financial Calculator: Ratio Analysis (current ratio, inventory turnover ratio, days sales outstanding, fixed assets turnover, total assets turnover ratio, profit margin on sales, basic earning power ratio, return on total assets, return on common equity, Price/Earnings Ratio, Price/Cash Flow ratio), Future value, Annuity, Retirement Planning, Amortized loan, Measuring Riskiness of Firm and Risk comparison.

Unit 12: Marketing Information System (MkIS), Features of MkIS, MkIS and marketing decision making process, Application of MkIS, Simple MkIS: Evaluating Marketing campaign, Marketing Expense to Revenue, Customer Acquisition Cost, Time to pay back customer Acquisition Cost, Break Even Analysis.

Text book
ITL Education Solutions Limited, “Introduction to Information Technology”, Pearson Education India

References:
- Kimball P Marshall, “Marketing information systems: creating competitive advantage in the information age”, Boyd & Fraser Pub Co
Course Objectives:
This module aims to impart the basic management knowledge, and skills to the students so as to enhance their managerial capabilities and enable them to apply in the practical field.

Course Description:

Course Details
Unit 1: Introduction

Unit 2: Perspectives and Evaluation of Management

Unit 3: Planning
Unit 4: Organizing


Unit 5: Leading


Unit 6: Controlling


Unit 7: Organizational Change and Development

Nature, forces, paradigm shifts and areas (structure,technology, business process and behaviors) of organizational change. Resistance to change. Overcoming resistance to change. Concept of Organizational Development, OD intervention.

Unit 8 Emerging Concept in Management


Addendum: At least one case will be administered at the end of each chapter. The students will also complete a project work and a few other assignments as specified by the faculty member.

TTM 315: Fundamentals of Travel and Tourism Management

Course Objective:
The major objective of this course is to familiarize the students with the tourism industry, its components and the brief historical development of the industry, hotel and hospitality business and its operation.

Course Description:
This course contains introduction to tourism, historical dimension of tourism, psychological dimensions of tourism, Carrier opportunities, Tourism and international organization, tourism facilities, recreation hospitality, and industry, Tourism's

Course Details
Unit 1: Introduction to Tourism
- Defining and describing tourism
- Tourism Statistics
- Tourism and Tourist Typology
- Tourism Platforms
- Components of Tourism (4 A’S dimensions)
- Tourism Employment
- Costs and benefits of Tourism
- Basic Approaches to the Study of Tourism
- Tourism Systems (Demand and Supply)

Unit 2: Historical Dimensions of Tourism
- Tourism in Paleolithic period
- Travel in Neolithic period
- Tourism in ancient period
- Tourism in Medieval period
- Grand Tour
- Tourism in modern period

Unit 3: Psychological Dimensions of Tourism
- A Focus on Customers
- The Need for a Theory
- The Development of Motivation Models

Unit 4: Career Opportunities
- Job Forecasts
- Job Requirements
- Career Possibilities
- Career Paths
- Other Sources of Career Information
- Internships

Credit Hours: 3
Lecture Hours: 48
Unit 5: Tourism and International Organizations

- United Nation World Tourism Organization (UNWTO)
- Pacific Asia Travel Association (PATA)
- World Travel and Trade Council (WTTC)
- International Air Transport Association (IATA)
- International Civil Aviation Organization (ICAO)
- Universal Federation of Travel Agents Association (UFTAA)

Unit 6: Tourism Facilities and Recreation Hospitality Industry

- Facilities and Services for Tourism
- Attractions
- Gaming
- Recreation
- Live Entertainment
- Festivals and Events
- Sporting Events
- Shopping

Unit 7: Tourism's Future

- Tourism in the Third Millennium
- World Tourism Forecasts for 2020
- The Nature of Future Growth
- Leisure, Tourism, and Society in the Third Millennium
- New Realities—New Horizons: Global Forces Impacting the Future of Tourism
- Future Tourism
- New Emerging Sources
- Impact Of Livelihoods & Economic Impacts

Basic Books:

References:
1. The Travel & Tourism Report 2008, World Economic Forum
2. The WTTC Report: Travel & Tourism, World Travel & Tourism Council
3. National Geographic Traveler Magazine