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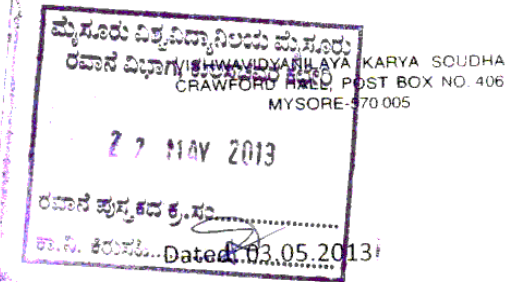
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UNIVERSITY



Estd. 1916

OF MYSORE



AC6/514/12-13

NOTIFICATION

Sub: Modification in the Syllabus of Master of Tourism Administration Integrated 05 years programme.

Ref: 1) Proceedings of the Academic Council Meeting held on 27.03.2013.
2) Proceedings of the Faculty of Commerce Special Meeting held on 20.03.2013.

The Board of Studies in Master of Tourism Administration (PG) at its meeting held on 28.11.2012 and 29.11.2012 has resolved to modify the syllabus of Master of Tourism Administration Integrated 5 years programme.

The Faculty of Commerce and the Academic Council at their Meetings held on 20.03.2013 and 27.03.2013 respectively have approved the said proposal and the same is hereby notified.

The copy of Modified Syllabus of Mater of Tourism Administration Integrated 5 years programme is annexed herewith.

For S. Sampath
REGISTRAR
University of Mysore
MYSORE

To:

1. The Registrar (Evaluation), University of Mysore, Mysore
2. The Chairman, BOS / DOS in Commerce (PG), Manasagangothri, Mysore.
3. The Dean Faculty of Commerce, DOS in Commerce, Manasagangothri, Mysore
4. The Principal, Mahajana College, Mysore.
5. The Deputy /Assistant Registrar (Evaluation) E.B., University of Mysore, Mysore.
6. Sri.Narasimha Murthy, Statistician, E.B., University of Mysore, Mysore
7. The Suptd., AC-1 and AC-2, A.B. Academic Section, University of Mysore, Mysore.
8. The P.S. to Vice-Chancellor, University of Mysore, Mysore
9. The P.A. to Vice-Chancellor/Registrar/Registrar (Evaluation), University of Mysore, Mysore.
10. Office Copy



**Proposed Regulations for
2-Year Semester Course Leading to
Master of Tourism and Aviation Management (MTAM)**

Regulations - 2013

1.0 NAME OF THE COURSE AND DURATION OF THE COURSE.

Master of Tourism and Aviation Management (M.T.A.M) 2 years / 4 Semesters.

NOTE:

1. These regulations are applicable to students taking admission to I semester Master of Tourism and Aviation Management (MTAM) from academic year 2013-14.
2. Each semester shall extend over to a minimum period of Eighteen weeks including examination days.
3. The duration of the course shall be 2 years consisting of 4 semesters (CBCS)
4. For MTAM course a choice based credit system is being introduced. A student should register in a semester for a maximum of 24 credits as per University regulation.

2.0 ELIGIBILITY FOR ADMISSION

Graduates in any discipline with at least 45% marks from recognized university in India or abroad are eligible for admission to I semester MTAM. (Relaxation by 5% for SC/ST students).

3.0 ADMISSION PROCEDURE

- ◆ At the time of admission all documents in original in support of the claims made in the application have to be produced along with the Transfer Certificate from the Institution last attended.
- ◆ All decisions taken by the University with regard to the course and any other matter not mentioned here are final and the candidates are bound to abide by them.

4.0 SCHEME OF INSTRUCTION :

There shall be 6 or 7 subjects in each semester. Subjects may consist of lecture class, tutorials, field work and practical's (LTP). Appropriate credits are allotted for each component depending upon its importance as mentioned above.

There shall be a project report and viva examination at the end of I, II, III and IV semester. All the students shall prepare and submit a Project Report on the concerned subject of Tourism/Aviation for which a study tour / Practical training / field visit/ industrial visit has been conducted.

5.0 TEACHING SCHEDULE:

The course is designed on LTP model (Lecture + Tutorials + Practical's) with necessary weightage for all these three components.

For each subject, there shall be lecture class, tutorials and practical's (LTP) where ever necessary. The details of lecture class, tutorials and practical's (LTP) are given against each subject in the schedule given below.

6.0 SCHEME OF EXAMINATION:

All papers of this course shall be set/valued/reviewed by BOE of MTAM. The process of setting the question paper and valuation will be looked after by the BOE.

Continuous assessment of the student shall be done. There shall be a first test at the end of second month and second test has to be conducted at the end of fourth month. There shall be a University Examination at the end of each semester.

C1 - Test/ Assignment / Midterm examinations at end of second months (8 weeks) - 25 marks

C2 - Test/ Assignment / Midterm examinations at end of fourth months (16 weeks) -25 marks

C3- Semester end examination around 18-20 week of the semester - 50 marks

For subjects which are practical oriented, the second test should be on practical aspects by conducting either a test or an examination by the concerned teacher.

The details of subject and scheme of examination is given below:

Code	Subject	Theory	Credits allotted
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I Semester		Theory	I.A.	L	T	P	Total Credit
Hard Core Papers							
1.1	Introduction to Air Travel	50	50	2	1	0	3
1.2	Introduction to Tourism and Hospitality	50	50	2	1	0	3
1.3	Basics of Accounting	50	50	2	1	0	3
1.4	Study tour, project report and Viva-voce	30	Viva Voce-20	0	0	3	3
						Total	12
Soft core papers - Students have to choose any <i>two subjects</i>							
1.5	Management concept and theories	50	50	2	0	0	2
1.6	Airport Facilities Management	50	50	2	0	0	2
1.7	Travel Agency Management	50	50	2	0	0	2
						Total	4
Open Elective - Students have to choose any <i>one subject</i>							
1.8	Civil Aviation Law and Management	50	50	2	1	0	3
1.9	Law Relating to Tourism Industry	50	50	2	1	0	3
1.10	Business Environment	50	50	2	1	0	3
1.11	Managerial Economics	50	50	2	1	0	3
						Total	3
						Total Credits	19

Code	Subject	Theory		Credits allotted			
		Theory	I.A.	L	T	P	Total Credit
II Semester							
Hard Core Papers							
2.1	Tourism Development	50	50	2	1	0	3
2.2	Fare Construction and Ticketing	50	50	2	1	0	3
2.3	Human Resource Management	50	50	2	1	0	3
2.4	Industrial visit, project report and Viva-voce	30	Viva Voce-20	0	0	3	3
						Total	12
Soft core papers - Students have to choose any <i>two subjects</i>							
2.5	Financial Management	50	50	2	1	0	3
2.6	Aviation Marketing	50	50	2	1	0	3
2.7	Tourism Sales and Marketing	50	50	2	1	0	3
						Total	6
Open Elective - Students have to choose any <i>one subject</i>							
2.8	Airline customer service	50	50	2	1	0	3
2.9	Types of tourism	50	50	2	1	0	3
2.10	Corporate finance	50	50	2	1	0	3
2.11	Management information system	50	50	2	1	0	3
						Total	3
				Total Credits			21

Code	Subject	Theory		Credits allotted			
		Theory	I.A.	L	T	P	Total Credit
III Semester							
Hard Core Papers							
3.1	Organizational Behaviour	50	50	3	1	0	4
3.2	Cabin crew and Inflight Facilities	50	50	3	1	0	4
3.3	Airport safety and security management	50	50	3	1	0	4
3.4	Field visit, Project report and Viva voce	30	Viva Voce-20	0	0	3	3
						Total	15
Soft core papers - Students have to choose any <i>two subjects</i>							
3.5	Managerial Accounting	50	50	2	1	0	3
3.6	Air Cargo Management	50	50	2	1	0	3
3.7	Global Tourism	50	50	2	1	0	3
						Total	6
Open Elective - Students have to choose any <i>one subject</i>							
3.8	Airline Revenue Management	50	50	2	0	0	2
3.9	Eco Tourism and Sustainable Development	50	50	2	0	0	2
3.10	Entrepreneurship Development	50	50	2	0	0	2
3.11	Business policy and strategic management	50	50	2	0	0	2
						Total	2
				Total Credits			23

Code	Subject	Theory		Credits allotted			
		Theory	I.A.	L	T	P	Total Credit
IV Semester							
Hard Core Papers							
4.1	On the job training for a minimum period of 3 months in any tourism / hospitality /aviation industry. (during first 3 months of the semester)		100	0	0	3	3
4.2	Training Report and Presentation		100	0	0	2	2
4.3	Project Report ,		100	0	1	1	2
	Presentation and Viva-voce		100	0	0	2	2
4.4	Research Methodology	50	50	2	0	0	2
4.5	E – Commerce	50	50	2	0	0	2
				Total credits			13

7.0 ATTENDANCE:

- ◆ Each semester shall be taken as a unit for the purpose of calculating attendance and a student shall be considered to have put in the required attendance for that semester if the candidate has attended not less than 75% of the number of working days (lectures, tutorials, seminars and practical's taken together during each semester)
- ◆ A candidate who does not satisfy the requirement of attendance shall not be eligible to take the examination of the concerned semester.
- ◆ A candidate who fails to satisfy the requirement of attendance in a semester shall re-join the same semester by obtaining prior permission from the University.

8.0 MEDIUM OF INSTRUCTION:

The medium of instruction shall be English.

9.0 APPEARANCE FOR THE EXAMINATION:

A candidate shall apply for all the papers of a semester when he appears for examination of each semester for the first time.

10.0 BOARD OF EXAMINERS, VALUATION:

- ◆ There shall be a Board of Examiners for scrutinizing and approving the question papers and scheme of valuation constituted by the University.
- ◆ There will be double valuation for all the papers from 1st to 4th semester
- ◆ Challenge valuation – As per University Regulation.
- ◆ Classification of successful candidates – As per University Regulation.

Gradation of results shall be as per the University regulations.

NOTE: Internal assessment includes test, assignments, seminars, group discussion, field work, practical's, viva and records.

11. PROVISION FOR REPEATERS:

- ◆ A candidate is allowed to carry all the previous un-cleared paper/s to the subsequent semester/s.
- ◆ Such of those candidates who have dropped/ remained absent / opted to improve in any one or more papers (theory/practical/dissertation/project work), henceforth called repeaters, shall appear for and clear such paper/s during the three immediate successive examinations.

- ◆ The candidate shall take the examination as per the syllabus and scheme of examination in force during the subsequent appearances.
 - ◆ A candidate who seeks improvement in his examination results has to surrender the degree certificate/provisional pass certificate/original marks card of that semester.
 - ◆ Improvement in the marks scored in examination is allowed only in theory. However, the marks secured in the previous attempt shall be retained if the same is higher. There is no provision for improvement of internal assessment / practical's marks.
 - ◆ A candidate is permitted to apply for improvement of the examination in any paper of the particular semester within 30 days from the date of announcement of results of that semester.
 - ◆ A repeater candidate who seeks improvement shall not be eligible for rank.
 - ◆ Any other issue not envisaged above, shall be resolved by the Vice Chancellor in consultation with the appropriate bodies of the University which shall be final and binding.
- 12.** The directions, orders, notifications issued by the University authority in respect of matter not covered by these regulations shall be final, provided they are in conformity with the provisions of the Karnataka State University Act 2000.

- UNIT-I** History of aviation, Domestic and international Airlines, Scheduled, unscheduled airlines, scheduled, unscheduled airlines, Air taxi, Chicago and Warsaw convention, five freedoms of Air, regulatory considerations, economic considerations operating costs.
- UNIT-II** Theory of an Airplane, types of aircraft, seating, arrangement, Classes of service, profile of Air crew, Aviation terminology & Airline terms and abbreviations, types of journey. IATA geography, Global alliances in airline industry, countries – capital, currencies, city codes, Airport codes.
- UNIT-III** Policies of Airlines – unaccompanied minor, Dangerous goods, chemicals, carrying of pet animals, trends in airline industry in new millennium.
- UNIT-IV** Health considerations in Air travel – cabin air pressure, Immobility and circulatory problems, Jet lag, Travelers with medical conditions, Infants, pregnant women, pre-existing illness, Travellers with disabilities, communicable diseases, medical assistance.

REFERENCE BOOKS:

1. The Airline Business in the 21th Century- Dogains R.
2. Air Travel: A Social history – Hudson, Kenneth

1.2

INTRODUCTION TO TOURISM & HOTEL MANAGEMENT

Code:-----

- UNIT – I** Definition of Tourism, Types of Tourism, History of Tourism, growth of Travel and Tourism in India. Tourism Resources of India - Cultural Resources, Museums, Music, and Dance- dance forms of India in promoting tourism, Indian craft.
- UNIT – II** Tourism Transport and Tourism services in India -Travel by Air, Road, Rail, Water, Shops & Emporiums, Fairs , Son-et- Lumiere.
- UNIT – III** Introduction to Hotel Management: - Definition – Hotel, organization chart of Hotels (staff) Small, Large, Medium, Job Description of Manager operations. Development and growth of Hotel Industry. Growth of Indian Hotels - Taj, Oberoi, ITDC and Welcom group. Classification of Hotels grading. Classification of catering establishments.
- UNIT – IV** Kitchen, Restaurant and Bakery organization equipment required for above. Job description of Food and Beverage Manager, Executive chef and Chef de partie.

REFERENCE BOOKS:

1. Jagmohan Negi – B.R. Publishing corporation Delhi – 110 052
2. A. Satish Babu – A.P.H. Publishing Corporation, New Delhi – 110 002
3. Jagmohan Negi – Professional Hotel Management
4. Food & Beverage Service by Lillicrap
- 5 Prof. K.S. Nagapathi, Tourism Development- A New Approach- 2012

1.3 BASICS OF ACCOUNTING

Code: _____

UNIT – I Accounting: Meaning and Definition – Accounting Concepts and Conventions, Accounting Standards-Meaning – a brief study of Indian Accounting Standards only – Basic concepts of Double Entry Systems of Book – Keeping.

UNIT – II Preparation of Journal – ledger – subsidiary books – (Problems on Purchase Book, Sales Book. Three Column Cash Book only). Trial Balance.

UNIT – III Preparation of Final Accounts of Sole – Trading Concerns Manufacturing, Trading, P & L A/C and Balance Sheet. Depreciation – Meaning, Causes, Methods – Problems on Straight line and Reducing Balance methods only.

UNIT – IV Preparation of Final Accounts of Non-Trading – concern Capital & Revenue items – Difference between Receipts and Payment A/C and income and expenditure account, preparation of income and expenditure account and balance sheet from receipt and payment account.

REFERENCE BOOKS:

1. Advanced Accountancy – R.L.Gupta
2. Advanced Accountancy – B.S.Raman
3. Advanced Accountancy – S.N. Maheshwari
4. Advanced Accountancy – M.C.Shukla

1.5

MANAGEMENT CONCEPTS AND THEORIES

Code: -----

-
- UNIT – I** **Management:** definitions, nature and scope of management, function and process of management, evolution of management thoughts- Taylor, Fayol, Drucker, modern management thoughts. Growth of professional management in India. Ethics in management.
- UNIT – II** **Managerial Planning:** Planning process, types of plans, strategic vs. operational plans, models of strategy formulation, linking strategy to structure.
- UNIT – III** **Decision Making:** Managerial decision-making process and models, steps in rational decision making, creativity and group decision-making.
- UNIT – IV** **Organizations:** Organizational theories and design, various forms of organization structures, span of management, principles of coordination, authority, power, delegation and decentralization.
Managerial Control: relationship between planning and control –limitations of control, types of control systems and techniques – MBE, Budgetary control, functional and dysfunctional aspects of budgetary control, internal control systems, internal audit and management audit.

Reference Books :

1. Essentials of Management – Koontz and O’Donnell, E-McGraw Hill,
2. Introduction to Management – Fred Luthans – McGraw
3. The Practice of Management – Peter F. Drucker
4. Management – Stoner, Freeman and Gilbert
5. Management – Griffin
6. Management – Holt
7. Management – Tasks and Responsibilities – Peter F. Drucker
8. Professional Management – Theo Haimann
9. Organization Theory and Design – Richard L. Draft
10. People and Performance by Peter F. Drucker

- UNIT-I** Airport master planning, project financing, green field airports, Airport terminal, passenger terminal, Airport charges, Air certification. Airport facilities for passengers, passenger's routing at the Airport minimum aircraft ground time, hub & spoke system, noise management.
- UNIT-II** Passenger service and principles of handling. Passenger handling procedure passport, P.O.E. clearance, police clearance – Departure, Arrivals, Transit / connection, over flow & Denied boarding. Embarkation & Disembarkation procedures. No show, go show – cancellation, Aircraft delays.
- UNIT-III** Baggage Handling – Checked baggage, Free baggage allowance – weight & piece concept, excess baggage charges, Baggage tracing – type of mishandled baggage, systems for tracing mishandled baggage, found & unclaimed baggage. Property irregularity report.
- UNIT-IV** Air Navigation service Airspace & Air traffic, service, Navigational aids & Communications. Air traffic flow management, Navigation charges, weight and balance of Aircraft, future air Navigation system.

REFERENCE BOOKS:

1. The Airport Business - Dogains R.
2. Airport operations – Ashford, Stanton & Moore
3. Cleared for takeoff : behind the scenes of Air travel - Barlay

- UNIT-I** Introduction: travel trade- concept of travel & tourism – Nature and features of tourism as an industry – travel agency and tour operators – role and contributions of travel agency in growth and development of tourism.
- UNIT -II** Organization Structure and functions of travel agency – choice of travel agency – sole proprietorship- partnership and corporate forms – Approval and Recognition of Travel Agency. Ancillary tourism services – guides services – courier services – Travel insurance – foreign exchange – travel documents – duty free shop.
- UNIT -III** Travel Agents, Air fares and Web technology – travel agents access to GDSs, GDS Information services, travel agents access to web fares, online travel agencies, search engines, Travel distribution technology.
- UNIT -IV** Marketing and Managing travel Demand – Marketing Goods Services – Large Scale Service operations – Services and Characteristics – Seasonal and fluctuations in Demand – Economics factors – Demographical factors – Geographical factors –Socio Cultural Factors – Change in Attitude – Personal Mobility factors – Government/Regulatory factors. Travel and Tourism Product Marketing – Overall tourism product- Product of Individual Producers – Components of tourism products – Role of Packaging in Overall tourism product- Inclusive tour and product packages – Process of Constructing – Inclusive tour Program – familiarisation trips.

REFERENCE BOOKS:

1. Travel Agency operations – Jagmohan Negi
2. Tourism Transport and Travel Mgmt – P.C. Sinha
3. Travel Agency Mgmt – Mohinder Chand
4. Prof. K.S. Nagapathi, Tourism Development- A New Approach- 2012

1.8 CIVIL AVIATION LAW AND MANAGEMENT Code:

UNIT-I Aviation organizations – International civil Aviation organisation (ICAO) Aeropol aviation services corporation, aviation management consulting group, International association of Airport executives, ACI, IATA, C ANSO.

UNIT-II Role & function of civil Aviation Authorities CAA organisation, International relations, Indian scenario – Director General of civil Aviation, Airports Authority of India.

UNIT-III The Chicago convention , 1944

Chicago convention, 1944 – freedom and sovereignty, cabotage, scheduled and non scheduled air traffic, airline co operation – code sharing, pooling; airports, measures to facilitate air navigation.

UNIT-IV liability of carrier under warsaw system

Warsaw convention, applicability, documents of carriage, liability of carrier, unlimited liability, delay, damage and compensation, montreal convention 1999.

REFERENCE BOOKS:

1. Aviation law – Philip H
2. Tourism ; The International Business – Mill R.C
3. Airline Management – Page S.J.

-
- UNIT – I** General principles of Indian Contract Act – Offer – Acceptance – Consideration- Capacity – Free consent – Discharge of Contract- Contract of Agency.
- UNIT – II** Indian sale of goods Act, 1930 – Provisions relating to Tourism Industry under Motor Vehicles Act.
- UNIT – III** The citizenship Act 1955 and Rules, 1956 – Fundamental issues relating to Nationality, Domicile / Residence
- Foreign Exchange Management Act – Provisions relating to Exchange of Currency and Tourism related matter.
- Carriers Act 1865
- Carriage of Goods Act (Air, Land, Sea)
- Note: In respect of all the above Acts, the provisions relating to tourism industry is to be covered.
- UNIT - IV** Preservation of monuments Act – Protection and Obligations
- Indian Forest Act – Wild Life Protection, Entry to protected Area
- Antiquity Act – Trading Licensing and Transportation.

REFERENCE BOOKS:

1. Indian Contract Law – Avtar Singh
2. Mercantile Law – N.D. Kapoor
3. Mercantile Law – M.C. Kushal
- 4 Bar Acts and Rules

1.10 BUSINESS ENVIRONMENT

Code: _____

- UNIT – I** **Business in a social system:** Internal and external environment, stakeholder map for business, role of government in economic activity and its impact on business in India. Business Ethics and Corporate Social Responsibility. Issues in corporate governance.
- UNIT – II** **Economic Structure of India:** Economic planning in India, transition from mixed economy to a market economy, outlines of public and private sectors. Characteristics of industrial, service and agricultural sectors. Regional and sectoral imbalances, dualism, trends in GDP.
Indian society, Culture and Politics: social problems of India, impact of modernization on Indian Society, demography, gender, environmental issues.
- UNIT – III** **Monetary and Fiscal System of India:** overview of India's monetary policy, fiscal policy, role of RBI, the banking sector, Indian Financial System, money market and capital markets, stock exchanges and stock market reforms in India. Role of development financial Institutions and commercial banks, NBFC's. Financing of exports and imports, EXIM and ECGC. Issues in taxation and government expenditure- FRBM Act, the problem of fiscal deficit.
- UNIT – IV** **International Business environment:** India as a player in the international market place – its position and prospects, the role of multi-national companies in India. FDI and FII's in India.

REFERENCE BOOKS:

1. Business Environment – C.A. Francis
2. Business, Government and Society – Arthur Gold Smith
3. Ethical Choices – Shekar
4. India Development Reports
5. India in transition – Jagadish Bhagawathi
6. India's Economic policy – Bimal Jalan
7. Is there a Indian way of thinking – A.K. Ramanujam
8. A Million Mutinies – V.S. Naipual
9. International Business Environment – Daniels and Radbaugh
10. India in the Era of Economic Reforms – Sachs, Jaffrey, Varshney, Ashuthosh and Rajpai, Nirupam, New Delhi, Oxford, 1999
11. Fiscal policy developments in India 1950-2000 – Sury
12. India's Economic Performance and reforms: A perspective for the new millennium – Swamy, Subramanian
13. Imagining in India – Nandan Nilekani

- UNIT – I Managerial Economics:** Introduction, basic concepts, application in business decision-making. Demand and supply analysis, determinants, equilibrium, elasticity, demand forecasting and estimating methods.
- UNIT – II Theory of consumer behavior:** consumer preferences, indifference curves, budget constraint, utility maximization and the derivation of the consumer demand curve.
- UNIT – III Production and Cost Analysis:** Production functions – cost functions, and profit functions, total, average and marginal costs, returns to factors and scale, short run v/s long run decisions, derivation of the supply curve.
- UNIT – IV Market Analysis:** Market forms, perfect competition, monopoly, monopolistic, oligopoly. Output and price determination. Cartels and collusions, mergers and acquisitions and government regulations in the form of price derivatives, taxes, subsidies, anti-trust action and competition policies.

REFERENCE BOOKS:

1. Managerial Economics – Dominick Salvatore
2. Managerial Economics – Gupta and Mote
3. Economics – Samuelson and Nordhaus
4. Managerial Economics by Peterson and Lewis
5. Micro Economics – Dominick Salvatore
6. Macro Economics – Palmer and others
7. Macro Economics – Koutinyas

2.1 TOURISM DEVELOPMENT

Code: _____

-
- UNIT – I** THE CONCEPT OF TOURISM – An overview – Historical development of tourism – parts of the tourism industry – The product/Industry / destinations purpose of visits by tourists – Attractions amenities – component products i.e. Transport / Accommodation / Catering / Entertainment / Other Services.
- UNIT -II** PSYCHOLOGICAL DIMENSIONS OF TRAVEL – tourism as behavior, early influences, motivation, travel motivators.
- UNIT – III** PLANNING AND DEVELOPMENT OF TOURISM – need for planned development, planning process, factors influencing tourism development, governments role in planning of tourism, tourism planning in India
- UNIT – IV** TOUR OPERATORS – Classification, types, guides and escorts, itinerary, tour packages. Regulation of activities of tour operators.

REFERENCE BOOKS:

1. Tourism development – Principles and practices – AR Bhatia
2. Tourism in India – A.K. Bhatia
3. Tourism in India – V.K. Goswami
4. Tourism and growth – Manohar Sanjevi
5. Successful tourism planning – Stephen
6. Prof. K.S. Nagapathi, Tourism Development- A New Approach- 2012

2.2 FARE CONSTRUCTION & TICKETING

Code:

-
- UNIT-I** Global Distribution systems – History, competition; Amadus, Galileo & Sabre, ABACUS online travel Market, current Internet travel concerns.
- UNIT-II** Reservation – computer reservation system (CRS), Reservation procedure, amendments.
- UNIT-III** Passenger Air tariff, fare type, fare rules, selection, Introduction to the mileage system – MPM, TPM, EMA, HIP currency conversion, International Sales Indicator (ISI)
- UNIT-IV** Airline ticket, aviation taxes, parts of an airline ticket, ticketing practice, practice of pricing one way trip return trip & circle trip, basis for taxation, taxation as a user charge, effects of aviation taxation. Internet and Air travel information control – Information technology and airlines, Tom Sawyer effect, Travel agents, online business travel management, travel on the web.

REFERENCE BOOKS:

1. Airfare and ticketing – Davidoff
2. Airline ticketing – Jagmohan Negi
3. Travel Agency operations- Jagmohan Negi

- UNIT – I** Meaning and scope of HRM –PM – HRM – HRD – Role of HR Managers in tourism – organization of HR department – HR policies – objectives and functions in tourism organization
- UNIT – II** Manpower Planning, Job Analysis: Job Description & Job Specification – job – evaluation- methods – job rotation in tourism.
- UNIT – III** Recruitment – sources – selection –methods- interviews- induction. Training and Development – Importance of training – Methods Career Development steps in individual career development – Incentives – Empowerment in tourism.
- UNIT – IV** Performance Appraisal Types- TQM in HR Transfer – Promotions – Demotions. Separations in tourism.

FOR REFERENCE :

1. Human Resource Management – Sudda Rao
2. Human Resource Management – Keith Davis
3. Personal Management and Industrial Relations – C.B. Memoria
4. Human Resource Management – M.V, Moorthy
5. Human Resource Development & Management – Biswamath Ghosh
6. Human Resource Management – K.S. Aswathappa

UNIT - I Scope of Finance – Finance Functions – Job of the Financial Manager – Financial Goal – Profit maximization.

UNIT – II Short term sources of finance – Money market – Component of money market – Indian money market and its features.

Long term source of Finance – Capital Market – Indian Capital Market – Indian Stock Market – New Issue Market. Ordinary Shares – Right Issue – Preference Shares - Debentures – Long Term Loans – Leasing Finance – Venture Capital – Hire purchase.

UNIT– III Capital Structure – concept of balanced capital structure. Analysis of Income, risk and control; Assessment of explicit cost of new capital, EBIT- EPS analysis – Analyzing the risk of debt financing.

UNIT– IV Working capital – Meaning – concept and nature of working capital – kinds of working capital – factors affecting the working capital – working capital management. Sources of working capital. Forecasting the working capital requirements. Simple problems an estimating the amount of working capital required.

REFERENCE BOOKS:

1. Financial Management – I.M. Pandey
2. Elements of Finance Management – Dr. S.N. Maheshwari
3. Finance Management – Khan & Jain
4. Management Accountancy- Prof. K.S. Nagapathi

-
- UNIT - I** **Fundamentals of marketing** – Definition, marketing mix, stages in the application of marketing principles to airline management, benefits of marketing based approach.
- UNIT – II** **Airline marketing mix**
Airline product planning, pricing planning, airline distribution planning & airline promotional planning.
- UNIT– III** **Airport marketing & air cargo marketing**
Airport marketing plan – assessment, definition of goals, implementation of objectives, auditing of financial results, airport’s market positioning, air freight market, air freight services.
- UNIT– IV** **Airline marketing environment** – PESTE analysis, marketing environment model – political factors, economic factors, social factors, technological factors & environmental factors.

REFERENCE BOOKS:

- 1) Airline marketing & management – S. Shaw
- 2) Airline service marketing – S. Goel

- UNIT – I** Introduction to Marketing -Hospitality and Tourism - importance of Tourism Marketing, Needs, wants and demands and products, systems approach, Marketing Process, Marketing functions, Markets, touring market & concepts.
- UNIT – II** Marketing information system and Marketing Research, Need for information characteristics of MIS, components of MIS, Developing and processing, Areas, objectives of Marketing Research Marketing Research process sampling, Data collection survey Techniques.
- UNIT – III** Consumer, Buying Behaviour, customer personal characteristics, consumer Response, Buyer behavior, Buying process, social and cultural influence on Buyers CB models.
- UNIT – IV** Marketing- Environment Market segmentation, Function of Marketing management target marketing. Tourism destination marketing – hospitality marketing – Tourism Service Marketing.

REFERENCE BOOKS:

1. Marketing for Hospitality & Tourism – Philip Kotler
2. Marketing Management – Sherlekar
3. Marketing Management – Philip Kotler
4. Service Marketing
5. Marketing Mantra.

UNIT-I Heritage and cultural tourism – meaning of heritage tourism – tangible and intangible Heritage - Indian musical heritage – Indian art, craft and sculpture – Indian festivals – Indian linguistic heritage – Indian customs and rituals – temple architecture – cultural heritage and culture tourism – benefits of cultural tourism. Entrepreneurial cultural, resident culture – tourist culture – sustainable cultural tourism.

UNIT-II Adventure Tourism- meaning and characteristics of adventure tourism types- land based, water based and aerial adventure activities. Sports tourism, Space tourism.

UNIT-III Business Travel – Characteristics of a business traveler, incentive travel, importance of this segment to tourism.
Leisure tourism- beach tourism, hill stations and other natural products.

UNIT-IV Rural tourism meaning – role of rural tourism for sustainable economic development – rural tourism marketing – impact of rural tourism – social - cultural & economic impacts. Urban tourism – Urban Tourism – Introduction, Attractions primary & secondary elements, types of urban tourism, Business Tourism, Educational Tourism. Cultural and urban Tourism experiences, case studies.

REFERENCE BOOKS:

- 1) Heritage & cultural tourism – Raver chandan
- 2) Eco- tourism & Mass tourism – P.C. Sinha
- 3) Medical tourism – Dr. R. Kumar
- 4) Rural tourism – R.K. Preethi
- 5) Prof. K.S. Nagapathi, Tourism Development- A New Approach- 2012

3.9 AIRLINE CUSTOMER SERVICE

Code: _____

- Unit-I** AIRLINE CUSTOMER
Understanding customer, consumer behavior, customer decision making roles and processes, consumer motivation, customer needs, customer wants – the customer in the business air travel market, the customer in the leisure air travel market, the customer in the air freight market.
- Unit-II** CUSTOMER HANDLING SKILLS AND MANAGEMENT
Listening skills, telephone handling skills, communication, getting customer feed back, behavior and personality factors to please customers, Managing stress – causes of job stress, five key skills for better time and task management, effective delegation.
- Unit-III** CUSTOMER RELATIONSHIPS
Importance of relationships, customer satisfaction, relationships in services, relationship building, discriminating customers for relationships, service branding
- Unit-IV** SERVICE QUALITY IN AVIATION
quality in services, SERVQUAL system, critical evaluation of SERVQUAL, initiating and managing quality.

REFERENCE BOOKS:

1. Services marketing – theory and cases – harsh verma v
2. Customer service : career success through customer loyalty – paul R. Timm

- UNIT-I** **Goal of the firm:** Profit Maximization v/s Wealth Maximization, value creation, Agency problems, social responsibility, Role of Financial management, Time value of Money, valuation of securities – stocks and bonds. Concept of risk and returns of securities, using probability distribution to measure risk, risk and return in portfolio context (using excel)
- UNIT-II** **Capital Budgeting:** Estimating cash flows – initial, intermediate and terminal cash flows on incremental basis, capital budgeting decision rules, Payback, ARR, DCF techniques –NPV, IRR, PI, using excel.
- UNIT-III** **Cost of Capital:** Cost of Debt, preferred stock, equity, computing WACC, the CAPM Approach, Adjusting WACC for risk. Long term financing. Public issue of debt, preferred stock and common stock term loans.
- UNIT-IV** **Capital Structure Theories:** traditional view v/s MM Hypothesis, MM position I & II, capital structure designing in practice, EBIT-EPS analysis, the pecking order theory. Dividend decisions, Relevance v/s irrelevance of dividends.
- Working Capital Management and Finance:** cash management, Receivables management and inventory management. working capital finance in India.

Reference Books:

1. Fundamentals of Financial Management – Van Horne and Wachowitz
2. Financial Policy and Management – Van Horne, 12th edition
3. Financial Management – Prasanna Chandra
4. Corporate Finance – Brigham and Erhardt
5. Corporate Finance – Ross, Wetfield and Jaffer
6. Management Accounting- Prof. K.S.Nagapathi

- UNIT-I** Organization and information systems: Changing Environment and its impact on Business - The IT/IS and its influence - The Organisation: Structure, Managers and activities - Data, information and its attributes - The level of people and their information needs - Types of Decisions and information - Information System, categorization of information on the basis of nature and characteristics.
- UNIT-II** Kinds of information systems: Transaction Processing System (TPS) - Office Automation System (OAS) -Management Information System (MIS) - Decision Support System (DSS) and Group Decision Support System (GDSS) - Expert System (ES) - Executive Support System (EIS or ESS).
- UNIT-III** Manufacturing and service systems: Information systems for Accounting, Finance, Production and Manufacturing, Marketing and HRM functions - IS in hotel industry.
- UNIT-IV** Security and ethical challenges: Ethical responsibilities of Business Professionals - Business, technology. Computer crime - Hacking, cyber theft, unauthorized use at work. Piracy - software and intellectual property Privacy - Issues and the Internet Privacy. Challenges - working condition, individuals. Health and Social Issues, Ergonomics and cyber terrorism.

Reference Books:

1. "Management Information Systems", Kenneth J Laudon, Jane P. Laudon, Pearson/PHI, 10/e, 2007
2. "Management Information Systems", W. S. Jawadekar, Tata McGraw Hill Edition, 3/e, 2004
3. MIS by Ralph Stair

UNIT-I Fundamentals of organizational behavior: Evolution of organizational behavior, individuals and organizations, forces affecting organizational behavior, changing work force and employment relations, impact of globalization and information technology on organizational behavior.

UNIT-II Individual dimensions in organizational behavior: individual differences – perceptions, interests, aptitude, attitude, learning, personality, creativity.

UNIT-III Group dynamics: group behavior, team development, group cohesiveness – group decision making process, effective teams, organizational conflicts and conflict resolution, interpersonal skills, johari window and transactional analysis.

UNIT-IV Motivation: Theories and models of motivation, leadership, theories of leadership and leadership styles.

Management of change: resistance to change, change models, change agents. Organizational effectiveness. Organizational climate and culture., learning organizations.

References:

1. Organizational behavior – Robbins
2. Organizational behavior – Fred Luthans
3. Human Behaviour at work – Keith Davis
4. Organizational theory and Design – Daft
5. The fifth Discipline – Peter Senge
6. The Seven Habits of highly Effective People – Stephen Covey
7. Understanding organizational behavior – Uday Parekh
8. The Five Minds – Howard Gardner

- UNIT-I** Cabin crew - Eligibility, requirements, profile, advantages of the job, Functions & responsibilities.
- UNIT-II** Aircraft exterior – External features of an Aircraft & its function.
- UNIT-III** Interior of an air craft – cabin layout, seating, doors, windows, galley, pantry, lavatory, Air craft communication system, emergency exit.
- UNIT-IV** Galleys, service & service procedures - crockery, cutlery & glassware, procedure for meal service, meal codes, serving of alcoholic & non-alcoholic beverages. Inflight facilities – entertainment, bar, duty free shop etc.,

REFERENCE BOOKS:

1. Airline Business in the 21st century – Dogains R.
2. Airline Management – Page S.J.

3.3 AIRPORT SAFETY AND SECURITY MANAGEMENT Code: _____

UNIT-I AIRPORT SECURITY

Introduction, security planning, responsibility and organization, air side security procedures, land side security procedures – passenger terminal, cargo terminal.

UNIT-II PHYSICAL SECURITY FOR THE AVIATION ENVIRONMENT

Introduction, intrusion detection system, security cameras, determining total security system cost, locks and key control, security barriers and fencing, security lighting, window security.

UNIT-III AIRPORT AIRCRAFT EMERGENCIES

Types of emergencies, level of protection required, water supply and emergency access roads, communication and alarm requirements, rescue and fire fighting vehicles and procedures, foaming the runways, removal of disabled aircraft.

UNIT-IV AIRPORT EMERGENCY RESPONSE AND NOISE CONTROL

Emergency response – accident, medical emergencies, natural gas leaks, severe weather and natural disasters, terrorism – bomb threats, hijacking, hostage situation.

Airport noise, noise control strategies, noise certification, noise monitoring procedures.

REFERENCE BOOKS:

1. Airport operations – Ashford , Stanton, Moore.
2. Aviation and airport security – K.M.Sweet

- UNIT-I Introduction to Accounting:** Meaning, accounting concepts and conventions – financial accounting and management accounting – recording, classifying and summarizing business transactions leading to preparation of final accounts of sole proprietary, merchandizing manufacturing and service business using Excel.
- UNIT-II Company Final Accounts in India:** Requirements of Companies Act of 1956 with respect to preparation of Final Accounts of Companies – annual Reports and its contents.
- UNIT-III Financial Statement Analysis:** Techniques of financial statement analysis: Horizontal analysis, Vertical Analysis, Trend Analysis, Ratio Analysis (Profitability, Liquidity, Solvency and capital market ratios), preparation of fund flow statement and cash flow statement using Excel.
- UNIT-IV Excel Applications:** preparation and analysis of income statement, Balance Sheet, Cash Flow statement, Ratios and Projections using excel.
- Cost Accounting:** elements of costs, classification of costs, preparation of cost sheet, cost accounting systems: Job costing, process costing, contract costing and service costing, marginal costing and use of break-even analysis in decision making – relevant costs for marketing and production decisions- cost drivers and Activity Based Costing.

References:

1. Financial Accounting: A Managerial perspective – R.Narayanswamy
2. Introduction of Management Accounting – Horngren, Sundem, Stratton
3. Cost and Managerial Accounting – Duncun Willamson
4. Management and Cost Accounting – Colin Drury
5. Management Accounting – Hensen Mowen
6. Financial Analysis and Modelling – Chandan Sen Guptha
7. Management Accounting – Prof. K.S. Nagapathi

3.6 AIR CARGO MANAGEMENT

Code: _____

- UNIT-I** Air cargo agency, IATA cargo agent, the consolidator, Basic cargo terminology and International Phonetic Alphabet.
- UNIT-II** Cargo booking procedure, cargo automation, Documentation, Liability and Insurance
- UNIT-III** Aircraft bulk loading limitations- unit load, Devices (ULD), pallet and container, handling facilities, aircraft and cargo terminal facilities, air cargo acceptance.
- UNIT-IV** Air cargo rates and charges, application of TACT (the air cargo tariff) the airway bill, completion- labeling and marking. Dangerous goods classes and divisions, packing requirements, marking and labeling, documentation, Radioactive materials, precious cargo, Human remains, checking procedures

REFERENCE BOOKS:

1. IATA material on Cargo Management

- UNIT-I** Introduction to International Tourism - Historical Development of Tourism – Issues Relating to International Tourism – Tourism Growth in India.– Global level planning for tourism-Necessity for global level planning – International source of funds for tourism projects.
- UNIT-II** Contemporary Trends – patterns and Issues in International Tourism- Ideals and realities – Government policy- community approach - Role of ethics in international tourism.
- UNIT-III** Tourism Impact – Environmental - Economic, Ecological, Social & cultural impacts – infrastructure development and sustainable tourism.
- UNIT-IV** Tourism strategies, policies, activities and destinations of Europe –London, Paris, Italy -Rome - Vatican city – Switzerland, - U.S.A- San Francisco, LA- Disney land Holly wood- Grand Canyon- New York- Washington D.C- Niagara falls, Australia – Sidney- Canberra – Darwin, Cairns, Africa – Africa- African Safari travel, Egypt – Cairo, Cape town, Kenya, Zimbabwe, Morocco, Seychelles - Singapore, Malaysia, Thailand & India.

REFERENCE BOOKS:

1. Global Tourism – Ahana Chakraborty
2. International tourism Mgmt – A.K.Bhatia.
3. International tourism – Dr. Mothi Ram.
4. International tourism – R.K. Pruthi
5. Tourism Development – A New Approach- Prof. K.S. Nagapathi- 2012

UNIT-I Introduction to Revenue management

Deregulation in the airline industry, effects of deregulation, need for revenue management, basic revenue management principles, Role of internet.

UNIT-II Managing Airline Demand

Airline travel demand – understanding variations in demand, time of day & day of week, economic conditions, time of booking cancellations & no shows, demand strategies, managing demand in a competitive market, forecasting demand in the airline industry.

UNIT-III Airline Pricing

Airline cost, customer cost, pricing tactics, pricing analysis, pricing strategies, pricing & demand, Building blocks in airline pricing policy, price discrimination, cost based pricing, competition based pricing, management of discount fares, revenue management, booking class assignment.

UNIT-IV Seat inventory control, spoilage control & monitoring performance.

Seat allocation per booking class, economic approach to seat protection, over booking, over booking & revenue management, setting over booking limits, group travel – special handling consideration, group attrition, performance measurement, key performance indicators.

Reference Books:

- 1) IATA training manual
- 2) Global airlines – competition in a transnational industry – Pat Hanlon
- 3) The Theory & Practice of Revenue Management – K. T. Talluri, Garrett J, Van Ryzin

3.9 ECO TOURISM & SUSTAINABLE DEVELOPMENT CODE: _____

- UNIT-I** Introduction – meaning of Eco tourism and sustainable development – players in Eco- tourism – Role of Eco- tourism – importance of environmental education – Eco tourism & responsible tourism.
- UNIT-II** Sustainable development - Introduction – principle of sustainable tourism development – key principles of sustainability – economic sustainability – ecological sustainability – cultural sustainability – local sustainability – infrastructure development in sustainability tourism. Community based eco-tourism- basic preconditions for community participation – integrated community approach- community-motivation & promotion- Eco & Wild life tourism- Guidelines in India.
- UNIT-III** Case Study of Environmental Laws – Wildlife protection Act – Authorities under this Act – Hunting of Wild Animals – Protection of Specified plants – Sanctuaries, National parks & protected Areas – Forest conservation Act – Constitution of Advisory committee – Restrictions of De reservation of forests.
- UNIT-IV** Wildlife Tourism – Introduction – Nature of Wildlife & Adventure – wildlife tourism packages- Important National Parks – India & Abroad – Eco tourism challenges & Pit falls – components of wild life management

REFERENCE BOOKS:

1. Sustainable Tourism – Harish Bhatt, B.S.Badan
2. Eco tourism – Ravee Chauhan
3. Hand Book of Environmental Guidelines for Indian Tourism – Ratandeeep Singh
4. Eco tourism – Trends & challenges – Ravee chauhan
5. Eco tourism and Mass tourism – P.C.Sinha
6. Tourism Development – A New Approach- Prof. K.S. Nagapathi- 2012

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- UNIT-I** Entrepreneurship: Meaning and definition of Entrepreneur and entrepreneurship. Characteristics, functions and importance of entrepreneur. Types of tourism entrepreneurs. Professional Managers v/s Entrepreneurs.
- UNIT-II** A brief study of forms of Business Organization – sole trading partnership, limited liability, co-operative, Partnership producers companies – public private partnership – steps involved in establishing a new tourism enterprise, new idea-processing – selection – Assembling – project report - the business plan. Factors inflaming size of the tourism enterprise.
- UNIT-III** Tourism Entrepreneurship Development Programme – Meaning, Objectives, Phases in EDP and operational problems. Entrepreneurial Training, monitoring & follow up, Business plan- Marketing, financial & organizational plan.
- UNIT-IV** Entrepreneurial Environment – Economic, Cultural, Social , Political and Legal Environment.
- Entrepreneurial Motivation – Motivational factors – Compelling and facilitating factors – Entrepreneurial ambition.

REFERENCE BOOKS:

- 1) Art of Entrepreneurship by Prof. K.S. Nagapathi.
- 2) Small Scale Industries and Entrepreneurial Development by CSV Murthy
- 3) Entrepreneurship & Small Business Management by C.B. Gupta & Khanka
- 4) Entrepreneurship Development by S. Anil Kumar, S.C. Poornima M.K. Abraham & K. Jayashree.
- 5) Entrepreneurship Development by Vasantha Desai.
- 6) Entrepreneurship Development- Dr. B.H. Suresh

3.11 BUSINESS POLICY & STRATEGIC MANAGEMENT Code_____

UNIT-I Introduction to Business Policy and Strategic Management in Tourism
Business Policy: Evolution –Nature– Importance – Purpose – objectives – Understanding Strategy: Definition – Levels at which strategy Operates – Types of Planning Systems: An Overview of Strategic Management – Nature and approaches to strategic Decision Making – Process of strategic Management – Strategists and their role.

UNIT-II Strategy Formulation in Tourism Mission and purpose – Business Definition – Environmental Appraisal – Concept of Environment – Environmental Scanning – Appraising the Environment – Dynamics of Internal Environment –Considerations – Methods and Techniques – Strategic Alternatives –Grand Strategic Modernization Strategies – Diversification Integration Strategies – Strategic Choice – Process and Strategic Planning.

UNIT-III Strategy Implementation in Tourism- Interrelationship between Formulation and Implementations:– Issues – Structural Implementation : Structural Considerations - Functional Implementation: Functional Plans and Policies – Financial, Marketing, Operations and Personnel Plans and Policies –Integration of Functional Plans and Policies– Behavioral Implementation – Personal Values and Business Ethics – Social Responsibility and Strategic Management

UNIT-IV Strategic Evaluation and Control: An overview– Operational Control – Techniques of Strategic Evaluation and Control – Role of Organizational Systems in Evaluation.

REFERENCE BOOKS:

1. Business Policy – Azhar Kasmi, Tata McGraw Hill, New Delhi
2. Strategic Management for Tourism Communities – Peter E Murphy and Ann E Murphy
3. Business Policy and Strategic Management – B.K.Acharya and P.B. Govekar
4. Exploring Corporate Strategy, Jerry Johnson and Kevan Scholes, Prentice Hall

4.1 ON THE JOB TRAINING FOR A PERIOD OF MINIMUM 3 MONTHS(FIRST 3 MONTHS OF A SEMESTER) IN ANY AVIATION / TOURISM / HOSPITALITY INDUSTRY – 100 MARKS

4.2 TRAINING REPORT AND PRESENTATION – 100 MARKS

4.3 PROJECT REPORT – 100 MARKS

PROJECT PRESENTATION AND VIVA VOCE -100 MARKS

4.4 RESEARCH METHODOLOGY

Code: _____

UNIT –I Fundamentals of Research: Definition of Research – Characteristics – Purpose of research - Scientific Method: basis – requisites of a good scientific method – components of scientific approach - Research and Theory. Classification of Research: Pure and Applied research– Exploratory or Formulative Research – Descriptive research – Diagnostic study. – Evaluation studies – Action research – Experimental research – Analytical study or Statistical method – Historical research – Survey- Case study – Field Studies – Steps in Research.

UNIT-II Planning of Research: the planning process – selection of a problem for research – Formulation of the selected problem – hypotheses: meaning – types (descriptive, relational, causal, working, null, statistical, common sense, complex and analytical Hypotheses) - Sources of hypotheses – functions/role of hypotheses – characteristics – Research Design/Plan: meaning – essentials – classification of designs – contents of a Research Plan

UNIT –III Sampling: meaning – characteristics of a good sample – sampling techniques: **Probability Sampling techniques** (simple random, stratified random, systematic random, cluster, area, multi-stage, random sampling with probability proportional to size, multiphase and replicated sampling) Vs non-probability) and **Non-probability sampling techniques** (convenience, judgment, quota and snowball sampling) – Sample unit, size and procedure Sampling errors **Method of collection of data** – meaning and importance of data – sources of data – use of secondary data – methods of collecting primary data : observation, experimentation – simulation – interviewing, panel method, mail survey, projective techniques, sociometry, content analysis

UNIT –IV Processing of data: introduction – editing – classification and coding – transcription – tabulation and graphic representation **Statistical analysis of data:** introduction – measures of central tendency –measures of dispersion – measures of association – bi-variate analysis – multivariate analysis – hypothesis testing – tests of significance –times series analysis
Report Writing: Introduction – types of reports – planning report-writing – research

REFERENCE BOOKS:

1. Methodology of Research in Social Sciences – O.R. Krishnaswamy, Himalaya Publishing House
2. Methodology of Research -C.R. Kothari, Vikas Publication House, New Delhi
3. Research Methodology - Bhattacharya, Excel Books, New Delhi
4. Research Methodology -K.R.Sharma, National Publishers, Jaipur

4.5 E-COMMERCE

Code:____

UNIT - I Introduction to E-Commerce, Benefits, Impact of E-Commerce, Classification of E-Commerce, Application of E-Commerce Technology, Business Models, Framework of E-Commerce, Business to Business, Business to Customer, Customer to Customer.

- UNIT - II Network Infrastructure – LAN, Ethernet (IEEE 802.3), WAN, Internet, TCP/IP reference model, Domain names, Internet Industry Structure, FIP applications, Electronic Mail, www.
HTTP, Web Browsers, HTML, simple exercises in HTML, Common Gateway Interface, Multimedia objects.
- UNIT - III EDI-Definitions, Layered architecture, Benefits of EDI, application of EDI, Securing Business on Network: Security Policy, Procedures and Practices, Transaction Security, Cryptology, Digital Signatures, Security protocols for Web Commerce.
- UNIT - IV Electronic Payment Systems: Online Electronic Payment Systems, Prepaid and Post Paid Electronic Payment Systems Information Directories and Search Engines. Internet Advertising, Models of Internet advertising, Sponsoring Content, Corporate Website, Weaknesses in Internet advertising, Web Auctions. Launching Your E-Business – Marketing an E-Business, Search Engines and Directories, Public Relations, Consumer Communication, News Groups and Forums, Exchanging Links, Web Rings, E-Business Back end systems, Business Record Maintenance, Back up procedures and disaster Recovery plans. E-Commerce legal issues and Cyber laws.

REFERENCE BOOKS:

1. Electronic Commerce – Framework, technologies and applications – Bharat Bhaskar TMH Publications.