

**Sacred Heart College (Autonomous)**

**Department of Commerce Self Finance**

**B. COM TRAVEL AND TOURISM (S/F)**

**Course plan**

**Academic Year: 2018 - 2019**

**Semester IV**

## COURSE PLAN

PROGRAMME	UG COMMON COURSE 4	SEMESTER	4
COURSE CODE AND TITLE	15U4CCENG06: ILLUMINATIONS	CREDIT	4
HOURS/WEEK	3	HOURS/SEM	54
FACULTY NAME	S SUMY		

### COURSE OBJECTIVES

- To understand the anthology of multiple genres of literature and explores the various domains such as prose, speech, short story and poem.
- To comprehend the cultural moorings of a globalized society through the fundamental reading of literary texts thereby bringing an insightful perspective towards life.
- To interpret the profundity of life and scope towards creating individual power, original thinking and perseverance.
- To create a conventional understanding of happiness and courage through literary readings thereby focusing on human spirit
- To evaluate the evolving condition of a politically acclaimed world, focusing on human spirit and behaviour.
- To respond to the problematic scenarios concerning politics, environment and ideology through literary devices in the form of research papers.

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
<b>MODULE I</b>				
1	Three Days to See	PPT/Lecture	video	
2	Three Days to See	PPT/Lecture	video	
3	Three Days to See	Lecture		
4	Three Days to See	Lecture	video	
5	Three Days to See	Lecture		
6	My Greatest Olympic Prize	PPT/Lecture		
7	My Greatest Olympic Prize	PPT/Lecture	video	
8	My Greatest Olympic Prize	PPT/Lecture		
9	My Greatest Olympic Prize	Lecture		
10	My Greatest Olympic Prize	Lecture	video	

11	Thus Spoke Sudarshan: Interview with God's own Physicist	PPT/Lecture		
12	Thus Spoke Sudarshan: Interview with God's own Physicist	Lecture		
13	Thus Spoke Sudarshan: Interview with God's own Physicist	Lecture	video	
14	Thus Spoke Sudarshan: Interview with God's own Physicist	Lecture		
<b>MODULE II</b>				
15	Are the Rich Happy?	PPT/Lecture		
16	Are the Rich Happy?	Lecture	video	
17	Are the Rich Happy?	Lecture		
18	Are the Rich Happy?	Lecture		
19	Are the Rich Happy?	Lecture		
20	On Courage	PPT/Lecture		
21	On Courage	Lecture	video	
22	On Courage	PPT/Lecture		
23	On Courage	Lecture		
CIA 1				
<b>MODULE III</b>				
24	On Reading in Relation to Literature	PPT/Lecture		
25	On Reading in Relation to Literature	Lecture	video	
26	On Reading in Relation to Literature	Lecture		
27	On Reading in Relation to Literature	PPT/Lecture		
28	On Reading in Relation to Literature	Lecture	video	
29	The Fringe Benefits of Failure and the Importance of Imagination	PPT/Lecture		
30	The Fringe Benefits of Failure and the Importance of Imagination	Lecture	video	
31	The Fringe Benefits of Failure and the Importance of Imagination	Lecture		
32	The Fringe Benefits of Failure and the Importance of Imagination	Lecture		
33	An Ode to Make-Up	PPT/Lecture		
34	An Ode to Make-Up	Lecture	video	
35	An Ode to Make-Up	Lecture		
36	An Ode to Make-Up	Lecture		
CIA II				
<b>MODULE IV</b>				
37	The Nightingale and the Rose	PPT/Lecture		
38	The Nightingale and the Rose	Lecture	video	
39	The Nightingale and the Rose	Lecture		
40	The Nightingale and the Rose	PPT/Lecture		
41	The Nightingale and the Rose	Lecture		
42	Roucolle, the Miser	Lecture		

43	Roucolle, the Miser	PPT/Lecture		
44	Roucolle, the Miser	Lecture	video	
45	Roucolle, the Miser	Lecture		
46	Roucolle, the Miser	Lecture		
47	Quality	PPT/Lecture		
48	Quality	Lecture	video	
49	Quality	Lecture		
50	Quality	Lecture		
51	Everyday Use	PPT/Lecture		
52	Everyday Use	Lecture	video	
53	Everyday Use	Lecture		
54	Everyday Use	Lecture		

### **INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines**

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	2/1/2019	Presentations
2	28/1/2019	Role Plays

### **GROUP ASSIGNMENTS/ACTIVITIES – Details & Guidelines**

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
<b>1</b>	12/2/2019	Group Discussions
<b>2</b>	20/2/2019	Performances

### **References**

**Illuminations: Vignettes from Inspirational Literatures**

## COURSE PLAN

PROGRAMME	BCOM. TRAVEL AND TOURISM (S/F)	SEMESTER	4
COURSE CODE AND TITLE	15U4CRCOM9: CAPITAL MARKET	CREDIT	4
HOURS/WEEK	5	HOURS/SEM	90
FACULTY NAME	Dr. K.T.PETER		

### COURSE OBJECTIVES

- To familiarise students with the capital market and money market
- To help students to understand more about SEBI and its contribution to Indian Capital Market
- To enable students with the fundamentals of trading, IPO and dematerialization
- To appreciate the emergence of various methods of share floatation and about various Indian Stock Market indices
- To understand various capital market concepts like futures, forwards, swaps apart from appraising about the latest trends in Stock Markets
- To learn briefly about various international stock markets

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
<b>MODULE I</b>				
1	Capital Market - Introduction	PPT/Lecture	video	
2	Components of Indian Financial System	PPT/Lecture		
3	Role and Functions	PPT/Lecture		
4	Recent Developments	PPT/Lecture		
5	Financial Markets	PPT/Lecture		
6	Classification	PPT/Lecture		
7	Industrial Security Market	PPT/Lecture		
8	Government Security Market	PPT/Lecture		
9	Capital Market	PPT/Lecture		
10	Money Market	PPT/Lecture		
11	Difference between Capital Market and Money Market	PPT/Lecture		
12	Money Market Instruments	PPT/Lecture		
13	Revision			

14	Test/ Viva			
<b>MODULE II</b>				
15	Securities Exchange Board of India	PPT/Lecture		
16	Introduction	PPT/Lecture		
17	Objectives of SEBI	PPT/Lecture		
18	Powers of SEBI	PPT/Lecture		
19	Functions of SEBI: Development functions and Regulatory Functions	PPT/Lecture		
20	Management of SEBI	PPT/Lecture		
21	SEBI and Capital Market	PPT/Lecture		
22	SEBI and Primary and Secondary Market	PPT/Lecture		
23	Revision			
24	Viva /Test			
CIA-1				
<b>MODULE III</b>				
25	Primary Market – Introduction	PPT/Lecture		
26	Functions of New Issue Market	PPT/Lecture		
27	Various Methods of Floating New Issue	PPT/Lecture		
28	Public Issue: Initial Public Offer (IPO)	PPT/Lecture		
29	Further Public Offer (FPO)	PPT/Lecture		
30	Private Placement			
31	SEBI Regulations for Public/Rights Issue	PPT/Lecture		
32	Bonus Issue	PPT/Lecture		
33	Rights Issue	PPT/Lecture	Q & Ans Session	
34	Private Placement	PPT/Lecture		
35	Book Building	PPT/Lecture		
36	Employee Stock Option Plan	PPT/Lecture		
37	Intermediaries in the New Issue Market	PPT/Lecture		
38	Registrars to the Issue	PPT/Lecture		
39	Brokers to the Issue	PPT/Lecture		
40	Bankers to the Issue	PPT/Lecture		
41	Underwriters	PPT/Lecture		
42	Various types of Underwritings	PPT/Lecture		
43	Revision			
44	Viva / Test			
<b>MODULE IV</b>				
45	Secondary Market – Introduction	PPT/Lecture		
46	Stock Exchange – The concept	PPT/Lecture		
47	Role and Functions of Stock Exchanges	PPT/Lecture		
48	Members of a Stock Exchanges	PPT/Lecture	Video	
49	Types of Speculators	PPT/Lecture		
50	Speculative Transactions	PPT/Lecture		
51	Listing of Securities	PPT/Lecture		
52	Classification of Listed Securities	PPT/Lecture		

53	Advantages and Disadvantages	PPT/Lecture		
54	Methods of Trading in a Stock Exchanges	PPT/Lecture		
55	Screen Based Trading	PPT/Lecture		
56	Online Trading	PPT/Lecture		
57	Process of Trading in Stock Exchange	PPT/Lecture		
58	Depository System – Origin and development	PPT/Lecture		
59	Stock Market Indices	PPT/Lecture	quiz	
60	Index Prices in India	PPT/Lecture		
61	<b>Revision</b>			
62	Viva/Test			
	CIA - II			
<b>MODULE V</b>				
63	Stock Exchanges in India – Introduction	PPT/Lecture		
64	National Stock Exchange (NSE) – origin and development	PPT/Lecture		
65	Bombay Stock Exchange (BSE) – Importance and operations	PPT/Lecture		
66	MCX Stock Exchange Limited	PPT/Lecture		
67	Global Stock Exchanges	PPT/Lecture	quiz	
68	Derivatives – Definition-features	PPT/Lecture		
69	Importance /Benefits of Derivatives	PPT/Lecture		
70	Limitations of Derivatives	PPT/Lecture		
71	Important Types of Financial Derivatives	PPT/Lecture		
72	Derivative Instruments	PPT/Lecture		
73	Futures and Options	PPT/Lecture		
74	Swaps - types	PPT/Lecture		
75	Benefits of Swaps - limitations	PPT/Lecture		
76	Currency Futures in India	PPT/Lecture		
77	Recent Trends in Indian Capital Market	PPT/Lecture		
78	Revision			
79	Viva/Test			

### INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	15/11/2018	Register and become a shareholder and do the necessary transactions.
2	22/12/2018	Price movement of any blue chip share

### GROUP ASSIGNMENTS/ACTIVITIES – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	20/01/2019	Analyse any company in the Stock exchange and prepare a brief report on its listing.

### References

1. Gupta N. K. and Choprain Monica, Financial Market Institutions and Services, ANE Books.
2. Maheswary Yogesh, Investment Management, Prentice Hall India Learning Private Limited.

### Web resource references:

<https://www.elearnmarkets.com/blog/indian-capital-market/>

### COURSE PLAN

PROGRAMME	BCOM. TRAVEL AND TOURISM (S/F)	SEMESTER	4
COURSE CODE AND TITLE	15U4CRCOM10: SPECIAL ACCOUNTING	CREDIT	4
HOURS/WEEK	5	HOURS/SEM	90
FACULTY NAME	ALEENA VARGHESE		

### COURSE OBJECTIVES

- To understand the final accounts of Banking Companies and apply in business situations
- To understand final accounts of Insurance Companies. and apply in practical situations
- To understand investment accounts and take suitable investment decisions
- To calculate the amount of Claims by understanding the loss of stock and loss of profit policy
- To prepare farm accounts and identify expenses and incomes of hospitals



SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
<b>MODULE I</b>				
1-3	Accounts of banking companies	PPT	Q & A Session	
4-6	Meaning of banking companies	PPT/Lecture		
7	Important provisions of banking companies Act	PPT/Lecture		
8	Important provisions of banking companies Act			
9	Important provisions of banking companies Act	PPT/Lecture		
10-16	preparation of final accounts of banking companies	PPT/Lecture		
16-20	preparation of final accounts of banking companies	PPT/Lecture	Video	
21-25	Profit and loss account	PPT/Lecture		
26	Balance sheet	Lecture		
27-28	transactions of special type	Lecture		
29	Asset classification and provisions			
30	Non Performing Assets.			
<b>MODULE II</b>				
31-33	Accounts of insurance companies	PPT/Lecture		
34	Insurance companies	CSR		
35	Special terms	Lecture		
36-38	Final accounts	Lecture		
39	Accounts of life insurance	Lecture	Notes	
40-42	Revenue account	PPT/Lecture		
43-44	Profit and loss account	PPT/Lecture		
45-46	Balance sheet	PPT/Lecture		
47-50	Determination of profit in life insurance business	PPT/Lecture		
51-53	Valuation balance sheet	Lecture		
54-56	Accounts of general insurance companies-(Fire and Marine only)			
57-58	Revenue account			
59-60	Profit and loss account and balance sheet(As per IRDA Regulations act)			
CIA-1				
<b>MODULE III</b>				
61-62	Investment account	PPT/Lecture		
63	cum interest-	PPT/Lecture		
64	Ex-interest	PPT/Lecture		
65	Cum dividend	Lecture	Seminar	
66	Ex dividend	Lecture		
67-68	treatment of bonus share	PPT/Lecture		
67	-Right shares	PPT/Lecture		

70-72	-Preparation of investment account-(As per AS-13)	PPT/Lecture		
<b>MODULE IV</b>				
73	Insurance claims	PPT/Lecture		
74	Types of claims	PPT/Lecture		
75	-loss of stock policy	PPT/Lecture		
76	Ascertainment of the value of stock on the date of fire	PPT/Lecture		
77	Ascertainment of actual amount of claim to be lodged	PPT/Lecture	Video	
78	Average clause	PPT/Lecture		
79	Loss of profit policy	PPT/Lecture		
80-82	Procedure to ascertain amount of claim	PPT/Lecture		
CIA II				
<b>MODULE V</b>				
83-85	Accounting for specialized type of business	PPT/Lecture		
86-88	Farm accounts	PPT/Lecture		
89-90	Hospitals	PPT/Lecture		

### **INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines**

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	4/2/2019	Problems on accounts of insurance companies

### **References**

- Jain. S.P and Narang. K.L: Advanced Accountancy
- Maheswari. S.N and Maheswari S. K: Advanced Accounting
- Paul. K. R: Corporate Accounting
- Dr. S.M. Shukla and Dr. S .P .Gupta: Advanced Accounting
- Nirmal Gupta and Chhavi Sharma: Corporate Accounting Theory and Practice

## COURSE PLAN

PROGRAMME	BCOM. TRAVEL AND TOURISM (S/F)	SEMESTER	4
COURSE CODE AND TITLE	15U4COCOM4: ENTREPRENEURSHIP DEVELOPMENT AND PROJECT MANAGEMENT	CREDIT	4
HOURS/WEEK	4	HOURS/SEM	72
FACULTY NAME	ANJITHA. K. NANDANAN		

### COURSE OBJECTIVES

- To encourage students to take up entrepreneurship
- To create awareness on the setting up of an enterprise
- To familiarise students on the various schemes provided for entrepreneurs
- To familiarise the students on the organisations that provide financial and non financial assistance for entrepreneurs.
- To equip students with the basic ideas of preparation of project reports.
- To evaluate the problems in entrepreneurship based on case study and take adequate precautions.

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
<b>MODULE I</b>				
1	Entrepreneurship – Definition – Meaning	PPT/Lecture	video	
2	Concepts of Entrepreneurship	PPT/Lecture		
3	Characteristics, functions	PPT/Lecture		
4	Entrepreneurial Traits	PPT/Lecture		
5	Motivation	PPT/Lecture		
6	Role of Entrepreneur in Economic Development	PPT/Lecture		
7	Factors affecting Entrepreneurial growth	PPT/Lecture		
8	Types of Entrepreneurs	PPT/Lecture		
9	Intrapreneurship and Intrapreneur	PPT/Lecture		
10	Women Entrepreneurship.	PPT/Lecture		
11	Women Entrepreneurship - Problems	PPT/Lecture		
12	Entrepreneurial Development Programme	PPT/Lecture		
13	Steps and Contents of EDP	PPT/Lecture		

14	Need for EDP	PPT/Lecture		
15	Target groups, Contents of the training programme	PPT/Lecture		
16	Revision			
17	Test/ Viva			
<b>MODULE II</b>				
18	Micro Small and Medium Enterprises – Definition – Meaning	PPT/Lecture	Seminar	
19	Setting up of MSME	PPT/Lecture		
20	Location significance	PPT/Lecture		
21	Green channel, bridge capital, seed capital	PPT/Lecture		
22	Margin money scheme	PPT/Lecture		
23	Industrial sickness - Importance	PPT/Lecture		
24	Causes and remedies of Industrial sickness	PPT/Lecture		
25	Revision			
26	Viva /Test			
CIA-1				
<b>MODULE III</b>				
27	Institutional support to entrepreneurs – Need for institution support	PPT/Lecture		
28	SIDCO,SIDBI,NIESBUD	PPT/Lecture		
29	EDII,SISI,NREG	PPT/Lecture		
30	SCHEME- SWRNA JAYANTHI Rozgar	PPT/Lecture		
31	Institutional support to small entrepreneurs	PPT/Lecture		
32	National Small Industries Corporation Ltd.-	PPT/Lecture		
33	State Small Industries Development Corporations	PPT/Lecture		
34	District Industries Centres	PPT/Lecture	Q & Ans Session	
35	Industrial Estates –Specialised Institutions	PPT/Lecture		
36	Technical Consultancy Organizations	PPT/Lecture		
37	Role, functions and impact on entrepreneurship	PPT/Lecture		
38	<b>VIVA</b>			
39	<b>VIVA</b>			
40	<b>VIVA</b>			
41	Revision			
42	Viva / Test			
<b>MODULE IV</b>				
43	Project - Meaning - Features	PPT/Lecture		
44	Classification of Project	PPT/Lecture		
45	Project Management - Meaning	PPT/Lecture	Video	
46	Phases of Project Management	PPT/Lecture		
47	Project identification	PPT/Lecture		
48	Sources of ideas	PPT/Lecture	quiz	
49	Stages in project identification	PPT/Lecture		
50	Project Life Cycle	PPT/Lecture		

51	Project formulation-elements	PPT/Lecture		
52	FeasibilityAnalysis	PPT/Lecture		
53	NetworkAnalysis	PPT/Lecture		
54	<b>Revision</b>			
55	Viva/Test			
	CIA - II			
<b>MODULE V</b>				
56	Project appraisal techniques	PPT/Lecture		
57	Pay-back period	PPT/Lecture		
58	Problems	PPT/Lecture		
59	Problems	PPT/Lecture		
60	Discounted cash flow techniques – merits and demerits	PPT/Lecture		
61	Problems	PPT/Lecture		
62	Problems	PPT/Lecture		
63	Problems	PPT/Lecture		
64	Capital rationing	PPT/Lecture		
65	Problems	PPT/Lecture		
66	Problems	PPT/Lecture		
67	Preparation of project report	PPT/Lecture		
68	Scope and Content	PPT/Lecture		
69	Revision			
70 - 72	Viva/Test			

### **INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines**

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	15/11/2018	Preparation of a project report
2	24/12/2018	Study Industrial Sickness confined to any Industry and find out a feasible solution.

### **GROUP ASSIGNMENTS/ACTIVITIES – Details & Guidelines**

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
<b>1</b>	20/01/2019	Personal Meeting with an Entrepreneur and discussing about the obstacles faced and how they overcome the same.

## References

- Bhide, Amar V. The Origin and Evolution of New Businesses. Oxford University Press, New York
- Desai, Vasant. Dynamics of Entrepreneurial Development and Management. Mumbai, Himalaya Publishing House.
- Holt, David H. Entrepreneurship: New Venture Creation. Prentice-Hall of India, New Delhi

## Web resource references:

<https://en.wikipedia.org/wiki/Entrepreneurship>

[https://en.wikipedia.org/wiki/Project\\_management](https://en.wikipedia.org/wiki/Project_management)

## COURSE PLAN

PROGRAMME	BCOM. TRAVEL AND TOURISM (S/F)	SEMESTER	4
COURSE CODE AND TITLE	15U4CRCOM11: FINANCIAL SERVICES	CREDIT	2
HOURS/WEEK	3	HOURS/SEM	54
FACULTY NAME	ATHIRA V.T		

## COURSE OBJECTIVES

- To understand the different types of financial services offered by a service provider
- To familiarize with the advantages and disadvantages of each financial service
- To understand the legal and tax implications of each of these financial services
- To examine and evaluate the case studies related to these issues
- To examine the effect of financial services on the market value of a firm
- To examine the effect of financial services on the stakeholders of a firm

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
<b>MODULE I</b>				
1	Financial services	PPT	Q & A Session	
2	meaning	PPT/Lecture		
3	types	PPT/Lecture		
4	Fund based services			
5	Fee based services	PPT/Lecture		
6	Merchant banking	PPT/Lecture		
7	functions	PPT/Lecture		
8	functions	PPT/Lecture		
9	Regulations of merchant bankers	Lecture		
10	Regulations of merchant bankers	Lecture		
<b>MODULE II</b>				
11	Venture capital	PPT/Lecture	Video	
12	Features	CSR		
13	Types	Lecture		
14	Stages of venture capital financing	Lecture		
15	Venture capital process	Lecture		
16	Venture capital process	PPT/Lecture		
17	Structure of venture capital fund	PPT/Lecture		
18	Structure of venture capital fund	PPT/Lecture		
19	Importance of venture capital	PPT/Lecture		
20	Analyzing products and services of venture capital funds	Lecture		
21	Analyzing products and services of venture capital funds		Notes	
22	revision			
CIA-1				
<b>MODULE III</b>				
23	Leasing and factoring	PPT/Lecture		
24	Meaning	PPT/Lecture		
25	Definition	PPT/Lecture		
26	Types of lease	Lecture		
27	Types	Lecture		
28	Essentials	PPT/Lecture	Seminar	
29	advantages	PPT/Lecture		
30	Limitations factoring	PPT/Lecture		
31	Types of factoring	PPT/Lecture		
32	Importance, Factoring services in India	Lecture		
<b>MODULE IV</b>				
33	Mutual funds and Securitization	PPT/Lecture		
34	Mutual funds meaning	PPT/Lecture		
35	Types	PPT/Lecture		
36	Types	PPT/Lecture		
37	SEBI Guidelines	PPT/Lecture		

38	securitization	PPT/Lecture		
39	meaning	PPT/Lecture		
40	procedure	PPT/Lecture		
41	procedure	PPT/Lecture		
42	Securitization in India	PPT/Lecture		
43	Securitization in India	PPT/Lecture		
44	revision	PPT/Lecture		
<b>CIA II</b>				
<b>MODULE V</b>				
45	Credit rating	PPT/Lecture	Q & A Session	
46	Credit rating agencies	PPT/Lecture		
47	Meaning	PPT/Lecture		
48	Types	PPT/Lecture		
49	Importance	PPT/Lecture		
50	Procedure of credit rating	PPT/Lecture		
51	Procedure of credit rating			
52	Recent trends in financial services			
53	Recent trends in financial services			
54	revision			

### **INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines**

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	25/12/2018	CREDIT RATING AGENCIES IN INDIA

### **References**

- Gupta.N.K and Monika Chopra : Financial Markets, Institutions and Services.
- Kevin. S : Security Analysis and Portfolio Management
- Avadhani.V.A : Security Analysis and Portfolio Management
- Donald.M. Fischer : Security Analysis and Portfolio Management
- Bharathi.V. Pathak : Indian Financial System



## COURSE PLAN

PROGRAMME	BACHELOR OF COMMERCE	SEMESTER	4
COURSE CODE AND TITLE	<b>MARKETING OF TOURISM 15U40PCTT2</b>	CREDIT	3
HOURS/WEEK	5	HOURS/SEM	90
FACULTY NAME	DR.RADHIKA.P.C		

### **COURSE OBJECTIVES**

- To understand the basic concepts of marketing and its importance in tourism perspective
- To understand the process of market segmentation, its methods and its importance in tourism industry
- To analyse the product life cycle model in the perspective of tourism products and destination life cycle using Butler's model
- To check the usefulness of the methods of demand measurement used in tourism industry, its determinants and its types
- To evaluate the elements of tourism marketing environment
- To judge the seven p's of marketing namely product, price, place, promotion, people, process and physical evidence and its significance in tourism marketing
- To understand the consumer buying behavior and its determining factors.
- To analyse the role of government and non-government agencies in the protection of consumer interest.

<b>SESSION</b>	<b>TOPIC</b>	<b>LEARNING RESOURCES</b>	<b>VALUE ADDITIONS</b>	<b>REMARKS</b>
<b>MODULE I</b>				
1	Concept of marketing of tourism-meaning and definition	Lecturing and discussion		
2	Types of tourism markets	PPT/Lecture		
3	Classification of the visitor segment	PPT/Lecture		
4	Analysis of tourism market	PPT/Lecture	e-resource	
5	Marketing environment	PPT/Lecture		
6	Micro & Macro environment elements	PPT/Lecture		
7	Market segmentation in tourism industry-Demographic, Geographic, Lifestyle	PPT/Lecture		
8	Market segmentation in tourism industry-Behavioural, importance- identification of target market	Lecture		
9	Competition in tourism industry	Lecture		
10	Developing and selling packages of attraction and amenities	Lecture	e-resource	
<b>MODULE II</b>				
11	Tourism Demand-meaning and definition	PPT/Lecture		
12	Nature and scope of tourism demand	Lecture		
13	demand indicators - types of demand in tourism industry	Lecture		
14	determinants of tourism demand	Lecture		
15	Types of tourism statistics	Lecture	e-resources	
16	Measurement of tourism demand	PPT/Lecture		
17	Selection process of tourism product and market	PPT/Lecture		
18	measuring methods of demand of domestic and international tourism - forecasting tourism demand.	PPT/Lecture		

19	-Do-	PPT/Lecture		
20	Tourism marketing Mix -7p's of tourism marketing mix -	Lecture	Video	
21	Tourism product -life - cycle of tourism products	Lecture		
22	Butler's life cycle	Lecture		
23	Peter s inventory of tourism attraction	Lecture		
24	-Revision-	PPT/Lecture		
25	CIA-1	PPT/Lecture		
<b>MODULE III</b>				
26	Pricing in tourism industry - meaning and definition	PPT/Lecture		
27	_Do-	PPT/Lecture		
28	Factors influencing pricing of tourism products-Demand side factors	PPT/Lecture		
29	Factors influencing pricing of tourism products-Supply Side factors	Lecture		
30	Factors influencing pricing of tourism products-Environmental factors	Lecture		
31	Methods or tools of pricing - cost - oriented pricing - market - oriented pricing -	PPT/Lecture		
32	-DO-	PPT/Lecture		
33	Types of pricing	PPT/Lecture		
34	-Do-	PPT/Lecture		
35	Government intervention - price - based stratification of tourism products	Lecture		
36	-Do-	PPT/Lecture		
37	recent trends and developments in tourism pricing	PPT/Lecture		
38	-Do-	PPT/Lecture		

39	national and international policies	PPT/Lecture		
40	Revision	PPT/Lecture		
<b>MODULE-IV</b>				
41	Tourism Promotion. Basic concepts of tourism promotion	PPT/Lecture	KERALA TOURISM PROMO video	
42	tourism promotion meaning and definition -	PPT/Lecture		
43	Need and scope of tourism promotion	PPT/Lecture	Group discussion	
44	Methods of tourism promotion	PPT/Lecture		
45	-Do-	PPT/Lecture		
46	Components of promotion of tourism industry -	PPT/Lecture		
47	-Do-	PPT/Lecture		
48	advertising - characteristic features of tourism advertising	PPT/Lecture		
49	Steps in formulating advertising strategy	PPT/Lecture		
50	special features of text, media and communicability of tourism promotion -	PPT/Lecture		
51	-Do-	PPT/Lecture		
52	net -marketing	PPT/Lecture		
53	Steps in formulating sales promotion strategy	PPT/Lecture		
54	Steps in formulating personal selling strategy	PPT/Lecture		
55	Steps in formulating public relation strategy	PPT/Lecture		
56	Steps in formulating publicity strategy	PPT/Lecture		
57	new generation promotional measures	PPT/Lecture	video(promo Kerala	

			&Indian tourism)	
58	new generation promotional measures	PPT/Lecture	video(promo Kerala &Indian tourism)	
59	Tele –marketing	PPT/Lecture		
60	travel mart –KTM	PPT/Lecture		
61	Other recent trends	PPT/Lecture		
62	Promotional measures taken by Kerala Tourism	PPT/Lecture	Group Discussion	
63	Promotional measures taken by Indian Tourism	PPT/Lecture		
64	Revision			
65	Revision			
<b>MODULE V</b>				
66	Consumers and Tourism Marketing.	PPT/Lecture		
67	Consumers in tourism industry -	PPT/Lecture	Group Discussion	
68	-Do-	PPT/Lecture		
69	over all view - tourist - visitor and behaviour -	PPT/Lecture		
70	Motives and priorities of tourism consumers	PPT/Lecture		
71	Consumer buying behaviour -	PPT/Lecture		
72	-Do-	PPT/Lecture		
73	Influential factors of buying behaviour in tourism industry	PPT/Lecture		
74	Customer satisfaction and related strategies	PPT/Lecture		
75	Competition for visitors	PPT/Lecture		
76	image -marking -	PPT/Lecture		

77	-Do-	PPT/Lecture		
78	consumer rights in tourism industry - national and international policies	PPT/Lecture		
79	role of government agencies to protect the interest of consumers of domestic and international tourism	PPT/Lecture		
80	role of non -government agencies to protect the interest of consumers of domestic and international tourism	PPT/Lecture		
81	-D0-	PPT/Lecture		
82	Kerala tourism marketing strategy-case study	PPT/Lecture		
83	-Do-	PPT/Lecture		
84	recent trends of preserving consumers interest in the tourism marketing	PPT/Lecture		
85	<b>CIA-II</b>			
86	Revision			
87	Discussion of Previous year question papers			
88	Discussion of Previous year question papers			
89	Question Paper discussion			
90	Revision			

### **INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines**

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	14/01/2019	Analyse the marketing mix of Kerala tourism
2	29/01/2019	Recent promotional tools used in Kerala Tourism

### GROUP ASSIGNMENTS/ACTIVITIES – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	04/02/2019	Consumer rights in tourism (Group Discussion)

### References

- Cathy Hsu, Les Killion, Graham Brown, Michael J.Gross, Sam Huang (2008). Tourism Marketing: an Asia-Pacific perspective. John Wiley & Sons Australia, Ltd.
- Chaudhary, M. (2010). Tourism marketing. New Delhi: Oxford University Press.
- S.M. Jha(2015),” Tourism Marketing”, Himalaya Publishing House, New Delhi,ISBN 978-93-5202- 572-5
- Kotler, P. (1988). Marketing management. New Jersey: Prentice-Hall, Inc..
- William. J. Stanton(1994),” Fundamentals of Marketing.” 1994; McGraw-Hill Education - Europe

### Web resource references:

- <https://www.youtube.com/watch?v=k4aZMdSkUAg>
- <https://www.keralatourism.org/video-gallery/malabar-promo/1085>
- <https://www.keralatourism.org/video-gallery/kumarakom-houseboat/747>