

INTERNATIONAL INSTITUTE OF PROFESSIONAL STUDIES

PROGRAMME CODE: PS6D

PROGRAMME TITLE: MASTER OF BUSINESS ADMINISTRATION (Tourism)

OBJECTIVES:

- Explain the role of and apply economics, accounting, financial management, human resource management and marketing knowledge and skills in decision making and management of tourism organisations.
- Recognise the potential impact of local and global economic conditions and events, with emphasis on the Asia Pacific region, on the operations and strategic management of organisations.
- Apply sound financial management techniques and analytical skills to authentic operations and strategic management issues of organisations.
- Apply contemporary strategic management practices compatible with organisational sustainability, ethical behaviour and effective workforce relations.
- Describe a range of research methods useful in the conduct of industry and organisation based projects, and discuss their benefits and limitations.
- Work both individually and in groups to conduct business research and critically evaluate the findings to solve business related problems.
- Relate and apply the knowledge and skills to the tourism industry.

ELIGIBILITY:

12th in any stream with at least 50% marks or as decided by the University/ State Government from time to time. Relaxation to be given as per University Rules/ State Government Rules.

AGE LIMIT: As per the directives of Government of Madhya Pradesh, there is no upper age limit for admission to various programmes.

ADMISSION PROCEDURE:

As decided by Devi Ahilya Vishwavidyalaya from time to time.

SEATS: 60 (reservation as per state Govt. rules).

DURATION: Ten semesters (Five Years).

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FEE STRUCTURE (2020-24):

Semester	Academic Fee	Development & Maintenance Fee	Students' Services Fee		Examination Fee	Total (Rs.)	
			Boys	Girls		Boys	Girls
First	16500	9000	3300	3111	2500	31300	31111
Second	16500	9000	2911	2722	2500	30911	30722
Third	16500	9000	3300	3111	2500	31300	31111
Fourth	16500	9000	2911	2722	2500	30911	30722
Fifth	16500	9000	3300	3111	2500	31300	31111
Sixth	16500	9000	2911	2722	2500	30911	30722
Seventh	16500	9000	3300	3111	2500	31300	31111
Eighth	16500	9000	2911	2722	2500	30911	30722
Ninth	16500	9000	3300	3111	2500	31300	31111
Tenth	16500	9000	2911	2722	2500	30911	30722

- Caution money (Refundable) of Rs. 4000/- will be charged additionally in the first semester.
- Alumni Fee of Rs. 500/- will be charged extra in the first semester.
- If a student repeats a paper(s) in a semester, an additional fee of Rs.500/- per paper shall be payable.
- For NRI/ FN/ PIO Candidates, a fee of US\$ 3500 Per Annum shall be payable on yearly basis. They will have to pay a refundable deposit of US\$ 500 once at the time of admission.
- Hostel Fee and Central Library Fee will be extra.

PROGRAMME STRUCTURE (2020-24):

First Semester:

Code	Title	Credits
PS6D-101	Fundamentals of Management	4
PS6D-103	Introduction to Tourism	4
PS6D-105	Language Proficiency-English	4
PS6D-107	Indian History	4
PS6D-109	IT For Tourism	4
PS6D-111	Individual and Interpersonal Behavior	4
PS6D-151	Comprehensive Viva	4

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Second Semester:

Code	Title	Credits
PS6D-102	Basics Of Accounting	4
PS6D-104	Hotel operations and Management	4
PS6D-106	French-I	4
PS6D-108	Principles of Marketing Management	4
PS6D-110	Yoga and Wellness	4
PS6D-112	Business Economics	4
PS6D-152	Comprehensive Viva	4

Third Semester:

Code	Title	Credits
PS6D-201	Environmental Science	4
PS6D-203	Aviation Management	4
PS6D-205	French- II	4
PS6D-207	Geography of Indian Tourism	4
PS6D-209	Operations Management	4
PS6D-211	IMC	4
PS6D-251	Comprehensive Viva	4

Fourth Semester:

Code	Title	Credits
PS6D-202	Business Communication and Personality Development	4
PS6D-204	Tour Operations -I	4
PS6D-206	French-III	4
PS6D-208	Tourism Products of India	4
PS6D-210	Legal framework for Tourism	4
PS6D-212	Sales and Distribution management for Tourism	4
PS6D-252	Comprehensive Viva	4

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Fifth Semester:

Code	Title	Credits
PS6D-301	HRM	4
PS6D-303	Transport Systems	4
PS6D-305	Tour Guiding and Interpretation	4
PS6D-307	Indian culture and Heritage	4
PS6D-309	Adventure Tourism	4
PS6D-311	Disaster Management	4
PS6D-351	Comprehensive Viva	4

Sixth Semester:

Code	Title	Credits
PS6D-302	Business Environment	4
PS6D-304	Tourism Resources	4
PS6D-306	Air Ticketing and Fare calculation	4
PS6D-308	Business Statistics	4
PS6D-310	Event Management	4
PS6D-312	Managing People	4
PS6D-351	Comprehensive Viva	4

Seventh Semester:

Code	Title	Credits
PS6D-401	Research Methodology	4
PS6D-403	Geography of Global Tourism	4
PS6D-405	Tour operations-II	4
PS6D-407	e-commerce for Tourism	4
PS6D-409	Logistics and Supply Chain Management	4
PS6D-411	HRD	4
PS6D-451	Comprehensive Viva	4

Eighth Semester:

Code	Title	Credits
PS6D-402	Entrepreneurship	4
PS6D-404	Cargo Management	4
PS6D-406	Consumer Behaviour	4
PS6D-408	Ecotourism	4
PS6D-410	Rural Tourism and Handicrafts	4
PS6D-412	Tourism Law	4
PS6D-452	Comprehensive Viva	4

Ninth Semester:

Code	Title	Credits
PS6D-501	Decision Making Skills	4
PS6D-503	Foreign Exchange Management	4
PS6D-505	Service Marketing strategies	4
PS6D-507	Soft Skills	4
PS6D-509	Communicative French	4
PS6D-511	Business Ethics and corporate governance	4
PS6D-551	Comprehensive Viva	4

Tenth Semester:

Code	Title	Credits
PS6D-502	MAJOR RESEARCH PROJECT/LIVE PROJECTS/TOUR REPORT	12

Note: The above programme structure can be modified as per requirement from time to time in accordance with University Ordinance No. 31.

PROGRAMME OUTCOMES:

- Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues.

- Explain how organizations adapt to an uncertain environment and identify techniques managers use to influence and control the internal environment.
- Develop a practical prospective on the travel and tourism industry.
- Develop better understanding of travel and tourism industry.
- Gain insights on the advance and latest knowledge about the trends in tourism sector.

PROGRAMME SPECIFIC OUTCOMES:

- Explain and understand the information technology applied in operational and managerial levels to the hospitality and tourism industry.
- Demonstrate knowledge of statistical data analysis techniques utilized in business decision making.
- The environmental objective of Tourism is to safeguard the environment by preserving the habitat and regeneration and conservation of environment.
- The socio cultural objectives of tourism are to promote the understanding of different cultures and also to provide community facilities as well as tourist facilities to the tourists coming from different areas of the world.