

International Institute of Professional Studies

PROGRAMME CODE: PS5C

**PROGRAMME TITLE: MASTER OF BUSINESS ADMINISTRATION (M.B.A.) -
Tourism Administration**

OBJECTIVES:

1. To develop the students with professional and academic inputs to adapt to the requirements of the changing travel, tourism and hospitality industry.
2. To offer Comprehensive teaching and learning techniques including case studies, role-plays, group discussions, presentations, group research and travel laboratories.
3. To offer tailor made programs with both theory and skill developments as a part of the Curriculum.
4. To offer Field oriented activities to know and promote value -additions for people and places.
5. To enable students to be take up sector relevant studies, for presentations to be made and working experiences through internships.
6. To provide strong emphasis in communication, customer relations and service.
7. To create professionals who can succeed in the industry which has no regional, gender, language or age barriers and where talent reaps success.

ELIGIBILITY:

Any Bachelor degree with at least 50% marks in aggregate or an equivalent grade for General / OBC candidates, and 45% marks in aggregate or an equivalent grade for SC/ST and Differently Abled (DA) category candidates from a recognized University / Institute.

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

Admission Procedure:

The admissions will be done as per merit in the entrance test conducted by the university.

Seats: 40 (reservation as per state Govt. rules).

DURATION: Four Semesters (Two Years).

DEVI AHILYA VISHWAVIDYALAYA, INDORE

FEE STRUCTURE (2020-22):

Semester	Academic Fee	Development & Maintenance Fee	Students' Services Fee		Examination Fee	Total (Rs.)	
			Boys	Girls		Boys	Girls
First	16500	12000	3300	3111	2500	34300	34111
Second	16500	12000	2911	2722	2500	33911	33722
Third	16500	12000	3300	3111	2500	34300	34111
Fourth	16500	12000	2911	2722	2500	33911	33722

- 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 (2020-22):

First Semester:

Code	Title	Credits (Lecture)
CORE COURSES		
PS5C-101	Fundamentals Of Tourism	4
PS5C-103	Fundamentals Of Management	4
PS5C-105	Quantitative and Statistical Techniques	4
PS5C-107	Geography Of Indian Tourism	4
PS5C-109	Principles Of Tourism Marketing	4
PS5C-111	Fundamentals Of Computer Application	4
PS5C-113	Accounting And Finance For Tourism	4
PS5C-151	Comprehensive -VIVA	4

DEVI AHILYA VISHWAVIDYALAYA, INDORE

Second Semester:

Code	Title	Credits (Lecture)
PS5C-102	French- I	4
PS5C-104	Tourism Product of India	4
PS5C-106	Research Methodology	4
PS5C-108	Business Communication and Personality Development	4
PS5C-110	Geography of International Tourism	4
PS5C-112	Travel Agency Management	4
PS5C-114	Consumer Behaviour	4
PS5C-152	Comprehensive -Viva	4

Third Semester:

Code	Title	Credits (Lecture)
PS5C-201	French II	4
PS5C-203	International Ticketing	4
PS5C-205	Hotel Operations & Management	4
PS5C-207	Airline Management II	4
PS5C-209	Organization Behaviour	4
PS5C-211	Service Marketing strategies	4
PS5C-213	Cargo Management	4
PS5C-251	Comprehensive -Viva	4

Fourth Semester:

Code	Title	Credits (Lecture)
PS5C-202	French -III	4
PS5C-204	Foreign Exchange Management	4
PS5C-206	Entrepreneurship	4
PS5C-208	Conference ,Convention and Event Management	4
PS5C-210	E- Commerce for Tourism	4

DEVI AHILYA VISHWAVIDYALAYA, INDORE

PS5C-212	Decision Making Skills/MRP	4
PS5C-252	Comprehensive -Viva	4

Note: The above programme structure can be modified as per requirement from time to time in accordance with University Ordinance No. 14.

PROGRAMME OUTCOMES:

MBA (TA) is a two years post graduate program of IIPS. Tourism is the world's largest industry and one of the objectives of tourism development is economic gain. This is not a narrow matter of private sector providers of tourism services making a profit. In economic terms the Travel and Tourism industry is able to do three key things:

- It gives vigor to economics
- It offers people jobs and career prospects.
- It stimulates development of the country. It does this through:

PROGRAMME SPECIFIC OUTCOMES:

1. Creating employment Direct and indirect.
2. Increasing foreign currency earnings.
3. Increasing visitor numbers and visitors spending within the local economy.
4. Increasing income for commercial operators.
5. Economic development and regeneration.