

| Course Code:<br>22BCSA1   |  | Allied - IA       | T/P | C | H/W |
|---|--|-------------------|-----|---|-----|
|   |  | TOURISM MARKETING | T   | 5 | 5   |
| <b>Objectives</b>   | ➤ To impart knowledge of tourism, product tourism pricing strategy, tourism promotion and tourism distribution.  |                   |     |   |     |
| <b>Unit -I</b>  | Tourism - Tourist - Motives - Typology of Tourism - Effects of Tourism - Purpose of Tourism Marketing - Significance.  |                   |     |   |     |
| <b>Unit-II</b>  | Tourism Product Strategy - Product Life Cycle - Reasons for product Failure - Package Tour - Formulation of Tourism Product Mix.   |                   |     |   |     |
| <b>Unit- III</b>  | Tourism Pricing Strategy - Influencing Factors - Pricing objectives - Pricing policies - Pricing and the Product Mix.  |                   |     |   |     |
| <b>Unit -IV</b>   | Tourism Distribution strategy - Distribution policy - Influencing factors - Distributing Systems - Middleman in the Tourism Industry - functions of the Travel Agents - Designing of Travel Agency Office - Commission -Organizations - Travel Guides - Channel Decisions. |                   |     |   |     |
| <b>Unit -V</b>  | Tourism Promotions Strategy - Personal Selling - skill Needed for selling - sales sequence - Advertising Selection of media - Advertising agencies - Testing Advertising Effectiveness - Sales promotion - Key tools.  |                   |     |   |     |
| <b>Reference for Books:</b>   |  |                   |     |   |     |
| Jha and Singh, <i>Marketing Management in indian perspective</i> , Himalaya Publishing House, Mumbai. |  |                   |     |   |     |
| S.M.Jha, <i>Services Marketing</i> , Himalaya Publishing House, Mumbai.                               |  |                   |     |   |     |
| S.M.Jha, <i>Tourism Marketing</i> , Himalaya Publishing House, Mumbai.                                |  |                   |     |   |     |

| Course Code:<br>22BCSA2   |   | Allied-IB                 | T /P | C | H/W |
|---|---|---------------------------|------|---|-----|
|   |   | ACCOUNTANCY FOR BEGINNERS | T    | 5 | 5   |
| <b>Objectives</b>   | <ul style="list-style-type: none"> <li>➤ To impart accounting knowledge on journal, ledger, Subsidiary books and Bank reconciliation statement.</li> <li>➤ To Learn Accounting procedures for final accounts</li> </ul> |                           |      |   |     |
| <b>Unit -I</b>  | Meaning and scope of Accounting - Definition - Accounting principles - Double Entry System of Accounting - Rules of Debit and Credit.   |                           |      |   |     |
| <b>Unit-II</b>  | Journal - Ledger - Posting - Balancing of an Account - Trial Balance.   |                           |      |   |     |
| <b>Unit- III</b>  | Subsidiary Books - Cash Book - Petty Cash Book - Imprest System - Bills Receivable and Bills payable Books.   |                           |      |   |     |
| <b>Unit- IV</b>   | Bank Reconciliation Statement (Simple problem) - Causes For Differences - Pass Book - Cash Book.  |                           |      |   |     |
| <b>Unit -V</b>  | Final Accounts - Trading, Profit and Loss Account - Balance Sheet (Simple problem) - Liabilities - Assets - Capital Expenditure - Revenue Expenditure - Capital and Revenue Receipts - Deferred Revenue Expenditure.    |                           |      |   |     |
| <b>Books for Reference:</b>   |   |                           |      |   |     |
| Arulanandam M.A. and Dr.K.S.Raman, <i>Advanced Accountancy</i> , Himalaya Publishing House, Mumbai. |   |                           |      |   |     |
| Narayanaswamy, <i>Financial Accountig</i> , PHI Learning P Ltd, New Delhi.                          |   |                           |      |   |     |
| Reddy TS and A.Murthy, <i>Advanced Accountancy</i> , Margham Publications, Chennai.                 |   |                           |      |   |     |

| Course Code:<br>22BCSA3   | Allied-II A  | T /P | C | H/W |
|---|--|------|---|-----|
|   | EXECUTIVE BUSINESS COMMUNICATION   | T    | 5 | 5   |
| <b>Objectives</b>   | After the successful completion of the course the student must be able to communicate clearly in the day-to-day business world   |      |   |     |
| <b>Unit -I</b>  | Business communication: Meaning-Importance of Effective Business communication-Modern communication methods-Business letters: Need-Functions-Kinds-Essentials of Effective Business Letters-Layout |      |   |     |
| <b>Unit-II</b>  | Trade Enquiries-Orders and their Execution-Credit and Status Enquiries-Complaints and Adjustments-Collection Letters-Sales Letters-Circular Letters  |      |   |     |
| <b>Unit III</b>   | Banking Correspondence-Insurance Correspondence-Agency Correspondence  |      |   |     |
| <b>Unit IV</b>  | Company Secretarial Correspondence (Includes Agenda, Minutes and Report Writing)   |      |   |     |
| <b>Unit V</b>   | Application Letters-Preparation of Resume-Interview: Meaning-Objectives and Techniques of Various Types of Interviews-Public Speech-Characteristics of a Good Speech-Business Report Presentations |      |   |     |
| <b>Books for Reference:</b>   |  |      |   |     |
| Rajendra Pal Korahill,"Essentials of Business Communication",Sultan Chand & Sons,New Delhi. |  |      |   |     |
| Ramesh, MS, & C. C Pattanshetti,"Business Communication",R.Chand&Co,New Delhi.              |  |      |   |     |
| Rodriquez M V,"Effective Business Communication Concept" Vikas Publishing Company           |  |      |   |     |

| Course Code:<br>22BCSA4   |  | Allied-II B               | T /P | C | H/W |
|---|--|---------------------------|------|---|-----|
|   |  | HUMAN RESOURCE MANAGEMENT | T    | 5 | 5   |
| <b>Objectives</b>   | <ul style="list-style-type: none"> <li>➤ To Understand the objecting of HRM, Functions, HRM planning and Sources of recruitment.</li> <li>➤ To Discuss the Training and development and wages and salary administration</li> </ul> |                           |      |   |     |
| <b>Unit -I</b>  | Human Resource Management - Definition - Objectives - Importance Organisation structure of Human Resource department - Functions of HR Manager.  |                           |      |   |     |
| <b>Unit-II</b>  | Human Resource Planning - Meaning - Objectives - Characteristics - Steps in HR Planing - Job Analysis - Job Description - Job Specification.   |                           |      |   |     |
| <b>Unit -III</b>  | Recruitment - Sources of recruitment - Selection Process - Placement and Induction   |                           |      |   |     |
| <b>Unit -IV</b>   | Training and Development: Objectives - Training methods for Operatives and Supervisors - Executive Development.  |                           |      |   |     |
| <b>Unit -V</b>  | Wages and Salary Administration - Bouns - Incentives - Fringe Benifits - Promotion - Demotions - Transfers - Empolyee Welfare and Saftey.  |                           |      |   |     |
| <b>Books for Reference:</b>   |  |                           |      |   |     |
| Khanka S.S., <i>Human Resource Management</i> , S. Chand & Company, New Delhi.            |  |                           |      |   |     |
| Prasad L.M., <i>Human Resource Management</i> , Sultan Chand and Sons, New Delhi.         |  |                           |      |   |     |
| Sundar & Srinivasan, <i>Elements of human Resource management</i> , Vijay Nicole, Chennai |  |                           |      |   |     |
| Tripathi P.C., <i>Human Resource Management</i> ,Sultan Chand and Sons, New Delhi.        |  |                           |      |   |     |