

**Department of Business Administration**

**Value Added Courses**

**Scheme of Examination**

Non-credit course

<b>Total of End Sem. Exam -</b>	<b>50</b>
<b>Internal Assessment -</b>	<b>Nil</b>
<b>Maximum Marks -</b>	<b>50</b>
<b>Minimum Marks-</b>	<b>20</b>

**Examination Question Paper Pattern for Value Added Course**

**30 marks Objective/Multiple Choice/One word type questions**

**20 marks Project work/Assignment/ Class test/ Practical/Field work/Project report etc.**

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7 June  
4/10/23

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5/10/23

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**S. S. Jain Subodh P.G. (Autonomous) College**  
**Value Added Course**  
**Department of Business Administration**  
**TOURISM MARKETING**  
**Session 2023-24**

**COURSE OBJECTIVE:** The Tourism marketing programme aims at creating transformed, future-ready individuals who can take up any business challenge head-on, With a continuous emphasis on practical knowledge.

### Syllabus

#### UNIT I

**Tourism :** Introduction, Meaning, Purpose of Tour, Difference between Tourister and Visitor, Role of Tourism, Travel and Tourism in 21<sup>st</sup> Century, Trends and Future prospectus in Tourism. RTDC: Role, Functions, ITDC, Departments of Tourism. Marketing of Tourism: Meaning, Need and Importance.

#### UNIT II

Seven(7) P's of Tourism Marketing, Tourism in India, Growth of Tourism in India, Benefits from Tourism, Barriers to growth, Tourist activities, Tourism policy of India, Prospects and Challenges of Tourism Marketing. Importance, Prospects and shortcomings of Tourism in Rajasthan, Information about One Tourist place of Rajasthan

#### **Suggested readings:**

- Khan, Tourism Marketing, Anmol Publication , New Delhi
- Batra & Chawla, Tourism Marketing: Global Perspective, Deep ublication, Delhi
- Chawla, Romila, Tourism Marketing and Development, Sonali Publication, Delhi
- Singh, Ratandeep, Tourism Marketing, Kanishka Publishers, New Delhi.
- Sinha, D. C. Tourism Management, Anmol Publications Pvt. New Delhi

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**S. S. Jain Subodh P.G. (Autonomous) College**  
**Value Added Course**  
**Department of Business Administration**  
**HUMAN RESOURCE MANAGEMENT**  
**Session 2023-24**

**COURSE OBJECTIVE:** To familiarize the students with the concept of Human Resource Management, its functions and basic terms which are required to be known by all graduates.

**Syllabus**

**UNIT-1**

Human Resource Management: Meaning, Nature, Scope, and Importance, Problems, Role of HR Manager, Job Analysis, Job Description Human Resource Planning: Features, Objectives, , (15 Hrs)

**UNIT-2**

Recruitment, Selection, Training and Development, Induction. Performance Appraisal, Compensation, Grievance Handling (15 Hrs)

**Books Recommended:**

- Prasad L M, Human Resource Development, Sultan Chand & Sons
- Aswatthappa K, Human Resource Management, Text and Cases, Tata Mcgraw hills
- Flippo Edwin B, Personnel Management, Mcgraw hill, Tokyo
- Jeffrey A. Mello, Strategic Human Resource Management, South Western Publication, U.S.A., Mason.
- Handblin, A.C., Evaluation and Control of Training, McGraw Hills, University of Michigan.

**Learning Outcome of this Course :**

- Student would be able to assess various on boarding, employee training & development and career management strategies
- Student would be able to know how to design, conduct and evaluate employee training and how to develop employees