

MTM – 557:STRATEGIC HUMAN RESOURCE MANAGEMENT (SHRM)
THIRD SEMESTER

COURSE OBJECTIVE

This course deals with the interaction between strategy and human resources as approached from a general managerial perspective. The course aims to familiarize students with the theory and practice of strategic human resource management. This course offers a detail picture of how successful organizations manage human resources in order to compete effectively in a dynamic global environment.

COURSE DESCRIPTION

The course is an introduction to modern aspect and approaches of Strategic Human Resource Management. As a part of the course, students will explore the institutional and fundamental framework to get a perspective of how each correlatively govern different activities of Air Cargo operation & Management.

COURSE DETAILS

Lecture hours 4

Unit 1 Strategy in travel and tourism industry

Strategy, elements of strategy, strategic process, levels of strategic decisions, mission statements, travel and tourism as a service industry, service product characteristics.

Lecture hours 4

UNIT 2 Introductions to Strategic Human Resource Management

Concept of strategy, corporate, business and operational strategies, HRM strategy, linkage between business and HRM strategy, Role of HRM strategy in formulation and implementation of business strategy.

Lecture hours 6

UNIT 3 Human Resource Environments

Technology and organizational structure, workers value and attitudinal trends, management trends, demographic trends, trends in the utilization of human resources, international developments, internal environment – creating strategy for alignment.

Lecture hours 6

UNIT 4 Managing human resource management for competitive advantage

The strategic importance of HRM, managing change, multiple stakeholders, partnership perspective for managing human resources, the HR partnership tried.

Lecture hours 7

UNIT 5 HR Strategy Formulations

Importance of human resource to strategy, theoretical foundations, international strategy, strategy driven role behaviours and practices, strategic human resource activity typology, classifying human resources types, network organization and strategy, organizational learning, integration of strategy and HR planning, HR manager and strategic planning.

Lecture hours 7

UNIT 6 Human Resource Planning

The strategic role of HR planning. Overview of HR planning, managerial issues in planning, selecting and forecasting techniques, forecasting the supply of human resources, forecasting the demand for human resources.

Lecture hours 7

UNIT 7 HR Strategy Implementation

Efficient utilization of human resources, dealing with employee shortages, selection of employees, dealing with employees surpluses, Implementation challenges, strategically oriented performance measurement systems, strategically oriented compensation system, employee development.

Lecture hours 7

UNIT 8 Performance Impact and Evaluation

Individual high performance practices, limitation of individual practices, systems of high-performance HR practices, individual best practices vs. systems of practices, Universal vs. contingency perspectives, overview of HR evaluation, approaches to evaluation, evaluating strategic contributions of traditional and emerging areas.

TEXT BOOKS

Evans, N., Campbell, D., & Stonehouse, G. (2003). *Strategic management for travel and tourism*. Oxford: Butterworth-Heinemann.

REFERENCE BOOKS

Charles R. Greer, **Strategic Human Resource Management: A General Managerial Approach**, Pearson education.

Susan E. Jackson and Randall S. Schuler, **Manging Human Resources: A Partnership Perspective**, South-Western College Publishing.

MTM – 558: INTERNATIONAL TOURISM & CONTEMPORARY ISSUES

THIRD SEMESTER

COURSE OBJECTIVES

This specializing area lays emphasis on the studies of the changing trends of the international tourism market from the global aspect and deals critically with the contemporary issues related to tourism.

COURSE DESCRIPTION

The course is an introduction to modern aspect and approaches of International Tourism & Contemporary Issues. As a part of the course, students will explore the institutional and fundamental framework to get a perspective of how each correlatively govern different activities International Tourism & Contemporary Issues.

Course Detail

UNIT I

International Tourism Industry

16 LH

- Meaning and features
- Modeling international tourism
- International tourism trends and policies
- Methods of operations, corporate strategies for international tourism
- Theories and roles of demand in international tourism

UNIT II

International Tourism in Industrialized Nations

8 LH

- Features of industrialized countries, Tourism strategies in selected industrialized countries
- Opportunities and Challenges to tourism in industrialized Nations

UNIT III

Case studies on SAARC Countries Tourism

4 LH

UNIT IV

Understanding contemporary issues in tourism

20 LH

- **Political Issue:** Political instability, Regionalism and national integration
- **Socio-economic Issues:** Socio happenings, Guest-host issues, Women and child issues, Economical crises and its impact, Gaps in industry and academia, Poverty alleviation, Privatization of tourism resources
- Imbalances in inbound and outbound tourism
- Climate change and other environmental issues
- Terrorism and Crime; safety and security issues in tourism.
- Emerging patterns in travel and tourism
- Tourism research

TEXT BOOKS:

Francois Vellas & Lionel Becherel, **International Tourism**

REFERENCE BOOKS:

A. K. Bhatia, **International Tourism**

WTO, Recommendations on Tourism Statistics, Madrid, 1993

D.Pearce, Tourism Organization

MTM – 606: EVENT AND CONFERENCE MANAGEMENT
THIRD SEMESTER/ELECTIVE

COURSE OBJECTIVES

This course is intended to uplift skills of students in managing events (conferences in particular). The students will be able to contribute event management team in managing the events efficiently and effectively.

COURSE DESCRIPTION

The course is an introduction to modern aspect and approaches of Event Management. As a part of the course, students will explore the institutional and fundamental framework to get a Perspective of how each correlatively govern different activities of Event Management.

COURSE DETAILS

1. Introduction (6hrs)

- 1.1 Definition
- 1.2 Objectives, scope and need of events
- 1.3 Types of events

2. Technical Aspects of typical events (8hrs)

- 2.1** Conference
- 2.2** Exhibition
- 2.3** Other

3. Events Planning

3.1 Pre-event / Planning (12 hrs)

- 3.1.1 Announcement
- 3.1.2 The desired audience
- 3.1.3 Suitable time
- 3.1.4 Resources (financial)
- 3.1.5 Venue and location

3.2 Pre-event / Preparation (12 hrs)

- 3.2.1 Program/schedule
- 3.2.2 Physical requirements in venue
- 3.2.3 Security
- 3.2.4 Publication and print
- 3.2.5 Room layouts
- 3.2.6 Food Beverage (Meal function styles, service)

- 3.2.7 Functions
- 3.2.8 Budgeting

3.3 During and Post event (6 hrs)

- 3.3.1 Rehearsal
- 3.3.2 Registration and attendance list
- 3.3.3 Supervision
- 3.3.4 Evaluation and post mortem
- 3.3.5 Declaration/Resolutions
- 3.3.6 Accounts settlements
- 3.3.7 Dispatching documents

4. Audio Visual (4 hrs)

- 4.1.1 Types of Audio Video System

Methodology:

Lectures, case studies, presentations, role play, exercise

TEXT BOOKS:

Ramsborg, G.C.; B Miller, D Breiter, BJ Reed & A Rushing (eds), 'Professional Meeting Management: Comprehensive Strategies for Meetings, Conventions and Events', 2008, 5th ed, Kendall/Hunt Publishing, Dubuque, Iowa. ISBN 0-7575-5212-9 "ISO 20121-Sustainable Events", ISO (www.iso.org), retrieved 2014-30-05

REFERENCE BOOKS:

Ahmed Ismail, Catering Sales and Convention Services, Delmar Publishers, 1999
Kerry Shephard, Presenting at conferences, seminars and meetings, Response Books, 2005
Sam Black, How to plan exhibitions and conferences from A to Z, Universal Book Stalls, 1998
George G. Fenich, Meetings, Expositions, Events and Conventions, Pearson Education, 2008

MTM – 604: AIRLINES OPERATIONS MANAGEMENT
THIRD SEMESTER/ELECTIVE

COURSE OBJECTIVES

This focus area lays emphasis on the airlines part of tourism that happens to be an area where the student may specialize. It focuses more on the operations part where handling of clients at the airport is concerned. Types of airlines, facilities and aircraft are studied.

COURSE DESCRIPTION

The course is an introduction to modern aspect and approaches of Airlines Operations Management. As a part of the course, students will explore the institutional and fundamental framework to get a perspective of how each correlatively govern different activities of Airlines Operations Management.

COURSE DETAILS

UNIT I

Introduction to Airline Management: LH:5hrs

- What Is airline industry
- Management areas
- Its Challenges

UNIT II

Historical Development of Airlines industry and aircrafts LH: 6hrs

- Historical development of airline industry
- Development of aircraft types
- Role and importance of Airline in Tourism

UNIT III

ICAO

LH:3hrs

- Role and responsibilities of ICAO and Annex19

UNITIV

Airlines Product and customer service Awareness LH:5hrs

- FQTV Program
- First/Business and Economy cabin sales
- Baggage allowance
- Branding Customer Touch points
- Quality customer service
- Interaction with customers

UNIT V

Airline marketing and Revenue generation management LH:8hrs

- Yield management
- Ancillary revenue

- Marketing promotions
- Airline ticketing
- CRS/GDS system
- GSA
- Travel agency
- Web Sales
- Airline Alliances
- TIM
- APIS
- Airlines Air cargo services

UNIT VI

Airline Safety and Security Awareness

LH:8hrs

- Introduction of Aviation Safety
- Ramp Safety
- Human factor impacting Safety
- Aviation Security
- Access Control
- Frisking
- Baggage identification
- Safety Management System (SMS)
- Emergency Response Plan (ERP)

UNIT VII

Introduction of airport terminal

LH:8hrs

- Airport Terminal Operation Management
- Facilities available at airport
- Stake holders working inside airport
- Flight operation activity
- Stationary required for passenger check in

UNIT VIII

Airline HRM

LH:5hrs

- Communication Method
- Mandatory Trainings
- Skill and personal development trainings
- Personal Development plan
- Performance evaluation

TEXT BOOKS:

ABC worldwide Airways Guide
Air Tariff Book 1, Worldwide fares

Air Tariff Book 1, Worldwide Rules, IT Fares etc.