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NH-52, Namsai, Arunachal Pradesh -792103

FOURTH SEMESTER - BACHELOR OF ARTS (HOSPITALITY MANAGEMENT)

Fourth Semester			
S. No.	Name of Subject	Credits	Total Marks
1	Hotel Accountancy	5	100
2	Business Communication	4	100
3	Tourism Marketing	5	100
4	Hospitality Sales and Marketing	5	100
5	Practical - Tourism	4	100
Total		24	

Subject Name: HOTEL ACCOUNTANCY

Basic principles of uniform system of accounting, uses and advantages of uniform systems of accounting, percentage analysis of operating statement for periodical and interfirm comparison.

- Departmental sales records and departmentalisation of hotel revenue including operating costs.
- Night Audit - Basic Principles.
- Daily Report
- Different types of accounting machines and their uses, application of computers in accountancy.

Subject Name: BUSINESS COMMUNICATION

Unit 1:

Nature of Communication: Process of Communication, Types of Communication (verbal & Non Verbal), Importance of Communication, Different forms of Communication Barriers to Communication Causes, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers

Unit 2:

Business Correspondence: Letter Writing, presentation, Inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters, claim & adjustment letters and social

correspondence, Memorandum, Inter -office Memo, Notices, Agenda, Minutes, Job application letter, preparing the Resume.

Unit 3:

Report Writing: Business reports, Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing, the final draft, and check lists for reports.

Unit 4:

Vocabulary: Words often confused, Words often misspelt, common errors in English.

Unit 5:

Oral Presentation: Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids.

Suggested Readings:

1. Bovee, and Thill, *Business Communication Today*, Pearson Education
2. Lesikar, R.V. & Flatley, M.E. Kathryn Rentz; *Business Communication Making Connections in Digital World*, 11th ed., McGraw Hill Education.
3. Shirley Taylor, *Communication for Business*, Pearson Education
4. Locker and Kaczmarek, *Business Communication: Building Critical Skills*, TMH
5. Leena Sen, *Communication Skills*, PHI Learning

Subject Name: TOURISM MARKETING

1. Understanding Entrepreneurship and Management
2. Introduction to Tourism Marketing-Approaches, Relevance and role
3. Market Segmentation
4. Tourism Markets: International and Domestic

Unit -2 Market Analysis Unit4 Marketing Research

1. Competitive Analysis and strategies
2. Forecasting for Tourism and its Products
3. Role of Technology in tourism marketing

1. Developmental role of marketing
2. Role of Public organization
3. Role of Local Bodies
4. Role of NGOs
5. Socially Responsible Marketing

6. Social Marketing

Unit -4 Marketing Mix

1. Product Designing
2. Pricing Strategies
3. Promotion Strategies

4. Distribution Strategies
5. The Fifth P: People, Process and Physical Evidence

Unit -5 Marketing Mix: Specific Situations

1. Familiarization tours
2. Seasonal Marketing
3. Tourism Fairs and Travel Markets

Unit -6 Destination Marketing

1. Regions, Cities, Leisure Spots
2. Events, Activities, Individuals
3. Shopping, Education and Culture
4. Marketing Local Food

Subject Name: HOSPITALITY SALES AND MARKETING

UNIT-I

Fundamentals of marketing

Definition of markets,marketing and selling-The marketing concept –methods and scope of marketing market segmentations-basis of market segmentations-Types- market information research(MIS)-Difference between MIS and Marketing research.

UNIT-II

Introduction to market mix

Product-New product development-product life cycle-branding

Price- factors influencing pricing decisions-types of pricing.

Place - distribution-channels of distribution.

Promotion-Promotional mix-types of media

UNIT-III

Introduction to promotional activities-advertising-aims of advertising-advantages and disadvantages of advertising-pre-tesing and post testing methods

UNIT-IV

Sales promotion-Introduction –Types of sales persons-role of sales person

UNIT-V

International marketing-International marketing-emergence of global marketing- significance of international marketing for developing countries-liberalization-role of foreign MNC.

REFERENCE BOOK

Marketing management- Philip Kotler

Marketing management- Rajan Nair

Marketing Management-D.D.Sharma

Subject Name: PRACTICAL - TOURISM