

# Master of Tourism and Travel Management

## MTTM

Master of Tourism & Travel Management (MTTM) Programme has been developed keeping in view the learner's who are already employed in the tourism sector at various levels and those who intend to make a career in the tourism industry. The thrust at the Masters level is to train managers to meet the tourism industry requirements.

### FIRST YEAR

**MTTM-1**  
Management Function:  
and Behaviour in  
Tourism

This particular course introduces management concepts and functions essential for managers in the tourism industry. Specialised areas include managerial responsibilities and skills; management systems and processes; management information systems; organisational structure; interpersonal relations; leadership styles etc

**Assessment**  
1. Assignment  
2. Term-end  
Examination

**MTTM-2**  
Human Resource Plannin  
and Development in  
tourism

This course explains the concepts of Human Resources Planning and Development in Tourism  
  
Areas covered includes levels of planning; demand and supply forecasting; job evaluation, job analysis and job description; human resource information systems human resource audit and accounting;

**Assessment**  
1. Assignment  
2. Term-end  
Examination

**MTTM-3**  
Managing  
Personnel in  
Tourism

This course covers the various areas which will help in creating a highly motivated, trained and professional work force in tourism organisations like recruitment, selection; Staff training; career planning; counseling; transfer, promotion; performance; disciplinary issues; Gender issues; human rights and consumer protection etc

**Assessment**  
1. Assignment  
2. Term-end  
Examination

**MTTM-4**  
Information  
Management Systems  
and Tourism

This course will familiarise learner with concepts and processes related to managing information and the information system. The course deals with information systems; computer networks; role of computers in management functions; MIS and various social and legal issues related to use of computer

**Assessment**  
1. Assignment  
2. Term-end  
Examination

**MTTM-5**  
Accounting and  
Finance for Managers  
in Tourism

This course on accounting and finance explains the accounting framework, gives an understanding of the financial statements, the cost management, financial and investment analysis and the various issues involved in taking a financial decision

**Assessment**  
1. Assignment  
2. Term-end  
Examination

**MTTM-6**  
Marketing for  
Tourism Managers

This course is concerned with the management of exchange process between a service provider and its customers. It deals with marketing and its application; marketing planning the organisations involved; understanding the customers; product management; pricing and promotion strategy; distribution and public policy.

**Assessment**  
1. Assignment  
2. Term-end  
Examination

**MTTM-7**  
Managing Sales  
and Promotion in  
Tourism

This course introduces learners to the nuances of the sales concept and process; skills required by the salesperson; retail communication; various aspects of management related to Sales like planning and financing etc.; issues related to sales promotion and also the client-agency relation.

**Assessment**  
1. Assignment  
2. Term-end  
Examination

**MTTM-8**  
Managing  
Entrepreneurship and  
Small Business in Tourism

This course introduces learners to the world of entrepreneurship and small business. It describes how the skills in this area can be developed; the business opportunity; their scanning; and business plan preparation and feasibility studies, ownership structure, management skills etc

**Assessment**  
1. Assignment  
2. Term-end  
Examination

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**MTTM**

## SECOND YEAR

