

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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SECOND YEAR

