



INDIAN INSTITUTE OF TOURISM AND TRAVEL MANAGEMENT

(An organisation of Ministry of Tourism, Government of India)

NELLORE

INDEX



NELLORE AT A GLANCE

IITTM NELLORE

ACADEMICS

PLACEMENT CELL

INFRASTRUCTURE

STUDENTS ACTIVITIES

EVENTS

ANTI RAGGING COMMITTEE

RTI

MANDATORY DISCLOSURE

COMPLIANCE REPORT

ADDRESS

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NELLORE AT A GLANCE

Nellore the erstwhile British outpost is today the most vibrant coastal town facing bay of Bengal and is the district head quarters of Sri Potti Sri Ramulu Nellore District, formerly Nellore district in the South Indian state of Andhra Pradesh. Its strategic location and geographical advantage have enabled to establish India's biggest port at Krishnapatnam.

It is about 453 kilometres (281 mi) south east of state capital, Hyderabad, located on the banks of the Penna river. Nellore is also famous for its mica (gudur), lemon (gudur), rice and aqua culture.

Nellore also known as Vikrama Simhapuri boasts of many places of Historical importance. The Ranganayakula Temple on the bank of the river Penna, the Udayagiri fort, the Narasimha Konda, Penchala Konda, Venkatagiri fort, Mypadu beach, famous rocket launching centre at Sriharikota, the Krishnapatnam port, Nelapattu etc. Vikramsimha Mahavir, Manumasiddhi Maharaj ruled this Nellore town, with Simhapuri as its capital. Nellore is etymologically means a village of paddy, "nelli" is an equivalent word for paddy in Tamil. The district in the recent years was renamed as Sri Potti Sri Ramulu Nellore acknowledging the great contribution of writer and leader who was instrumental in formation of the state of Andhra Pradesh and who hailed from this place.

Nellore is one of the fastest developing cities in Andhra Pradesh. Today the town is booming with commercial activities, educational institutions and agricultural development. Soon it will emerge as one of the most sought after cities in south India.

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Indian Institute of Tourism and Travel Management (IITTM)

An autonomous organization of Ministry of Tourism, Government of India, is one of the premier Institutes in the country offering education, training, research and consultancy in the field of tourism, travel and allied sectors. IITTM was established in 1983 and presently IITTM campuses are located at Gwalior, Bhubaneswar, Goa and New Delhi. A new centre is coming up at Nellore in Andhra Pradesh. IITTM is a founder member of UN-ESCAP promoted Network of Asia-Pacific Educational and Training Institute in Tourism (APETIT). It offers two-year Post Graduate Diploma in Management (PGDM) programmes approved by AICTE and equivalent to MBA. Looking to the demands of Indian and global economy, our programmes offer dual specializations for learners to enable them to acquire the right skill set with ample flexibility to adapt to employing organization's needs.

IITTM Nellore

This centre is gateway to tourism education and research and training in south India. With scaling up cargo industry and aviation sector the role of IITTM Nellore is vital in catering to the needs of the industry as well as research and training for tourism development in this region. With the proven track record of supporting and guiding the tourism industry IITTM is poised to play the role of nerve centre of Tourism education in southern region. IITTM Nellore offers a unique blend of PGDM Programme with a specialization in Tourism & Cargo Management. The pedagogy of the programme helps the students to explore the opportunities in the areas of Tour Operations, Tourism Marketing, and Air & Shipping Cargo Management.

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ACADEMICS

PGDM (Tourism and Cargo)

Cargo handlers are essential for any company that imports or exports and domestic handling of the freight. In an era of competition, specialist cargo companies are an order of the day. These companies provide shipping solutions for business logic and the customer demand. Movement of cargo today is a science and not just an unimportant back office activity. The resurging post recession Indian economy and the resultant rise in the movement of cargo has thrown open large opportunities for people in cargo operations. Nellore is slated to be one of the largest ports in the country and setting up of an IITTM in the city is just the right opportunity to contribute by preparing and offering trained manpower for this industry.

PGDM of IITTM shall focus on Tourism & Cargo Management. This course offers a very vibrant approach to human resource development in the growing tourism and cargo management sector. The pedagogy of the course is designed by combining the contemporary developments in the tourism and cargo management scenario with a global outlook. This unique combination will bring variety of employments options and avenues to graduates

The programme of study aims at preparing graduates for taking up employment in various tourism and allied business organisation or seeks self employment in the areas of tourism and cargo. The learner would have the option of specialising in two electives of his/her choice. The objectives of this programme of study are manifold-

- To provide a comprehensive perspective on fast growing tourism and cargo sector
- Develop in- depth knowledge in the tourism and cargo services with special focus on air and shipping cargo management
- Inculcate value based and ethical and sustainable business practices in the area of tourism and cargo sector
- Equip and enable the learners to start new tourism and cargo related business venture.

Accordingly, the programme has a large component of working in real world situations under the careful guidance of the mentors.

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Goal

The goal of the programme is to make the graduate employable through professional training programmes. The aim of PGDM -Tourism and Cargo programme is to provide the students with in-depth knowledge of all relevant business processes in the field of tourism and cargo management.

Structure

- a) This is an intensive programme of study for two academic sessions.
- b) The programme is divided into four semesters and there shall be an examination at the end of each semester.
- c) All the four semesters shall comprise of credits equivalent to nine courses, each of three hours per week equivalent teaching obligation and equal amount of self study. It includes summer training report, Study tour report and project report. Besides this, one foreign language programme spread across first and second semester is included as non credit course.
- d) Admission to programme is being offered for 60 seats
- e) Dual specialisation would be available to students in the areas of Tourism Marketing, Tour Operation, Air Cargo Management and Shipping Cargo Management.

For whom

- Who are interested in tourism including its marketing and management enterprises and destinations
- Who are interested to do their carrier in the areas of tourism and related business including foreign exchange and hospitality management.
- Who strive for a professional career in an air and shipping cargo business
- Who have a talent for communication and are enthusiastic about learning foreign languages

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Focus of the programme

Post Graduate Diploma in Management (Tourism & Cargo) focuses on students who strive for a national or multinational career. The programme will equip the students to take up managerial/ supervisory positions in companies.

Career prospects

PGDM can take over tasks and responsibilities at management level in tourism and travel, destination development, MICE segment, hospitality, foreign exchange, air and shipping cargo and research and consultancy.

Possible sectors where the students can work:

- National and multinational Tourism and Travel Companies,
- Destination Management Organizations,
- Event Management companies,
- Hotels/Resorts/ Time share establishments
- Foreign Exchange Business,
- Export Import Business,
- Air and Shipping Cargo companies
- Airports and Airlines
- Research and Consultancy organizations
- State Tourism Boards and related organizations
- Independent Travel Consultants
- E-Tourism services
- Guiding, Interpretation and Escorting servicesEtc.



ORDINANCE

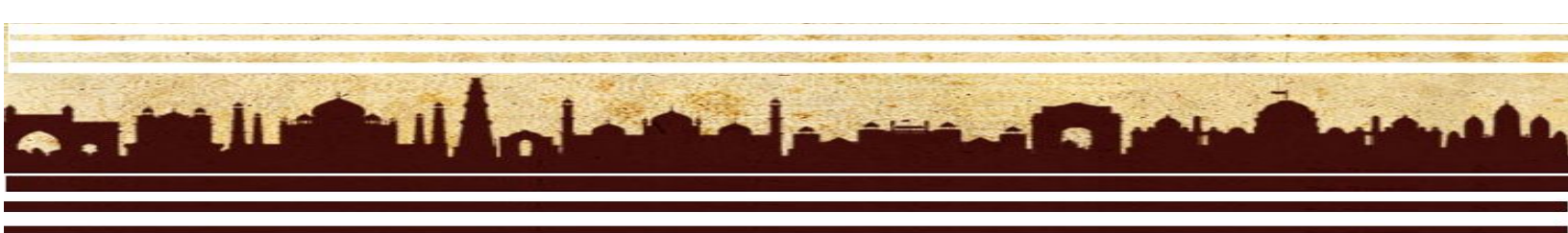
On Post Graduate Diploma in Management (PGDM) Programme of Indian Institute of Tourism and Travel Management- Nellore

Introduction

Post Graduate Diploma in Management (Tourism & Cargo)-PGDM (TC) is a programme of the Indian Institute of Tourism and Travel Management (IITTM) Nellore.

Course Structure

1. This programme is a whole time programme of the Indian Institute of Tourism and Travel Management
2. This is an intensive programme of study of 2 academic years.
3. The programme shall be divided into four semesters and there shall be an examination at the end of each semester.
4. Each semester shall comprise of courses as indicated in Courses of Reading each of three/ four hours per week equivalent teaching obligation and equal amount of self study. Projects, exercises and assignments will be an integral part of the pedagogy.
5. One Study tour for 15 days is the integral part of curriculum. The study tour report and its presentation is equivalent to one course which carries 100 marks that will be included in the fourth semester score card.
6. Besides this, one foreign language course spread across first and second semester is included as non credit course



Eligibility

Candidates seeking admission to the PGDM programme shall be required to possess a bachelor's degree in any discipline of a University or equivalent thereto

Admission process

Admission to the programme shall be through an admission process of 100 marks.

A weight age of 70% shall be for the performance in a specified & centralised All India Admission Test.

IITTM accepts MAT/CAT scores along with its own admission test. Therefore, moderated score would be used (for 70%).

Another 15% marks each are for Personal Interview (PI) and Group Discussion (GD) respectively. Merit for admission to the programme shall be determined by the institute.

Seats and reservation

Admission shall be offered to 60(Sixty) seats at Nellore Campus

There will be reservation for SC/ST/OBC/PH candidates as per rules of the institute/ Government of India.

Scheme of instruction

- i. There shall be four semesters of taught programmes. Each taught semester is of 4-5 months duration.
- ii. Total credits for the programmes are equivalent to 36 courses. Each course is of 32-35 hours instruction and equal hours of self study.
- iii. Each course of 3 to 4 hours duration (per week) is of 100 marks. All the four semesters carries 900 marks. The total marks for whole programme are 3600.



Evaluation

Evaluation of student in each course would be as follows:

Internal evaluation 50%: Each course shall be continually evaluated in part on the basis of internal assessment by the concerned teacher. Details as in Annexure II

External exam 50%: There shall be a semester-end external examination of 50 marks. Details as in Annexure II. Activity based courses may be evaluated as per scheme given in syllabus and Courses of Reading.

Grading system

Institute uses grading system for evaluation. However, actual scores would be shared for information purposes. For each course Actual Score is calculated on the basis of marks in internal evaluation (50) and External evaluation (50)

Summer Training, Study Tours and Project Report

Students should undergo summer training, study tour and prepare a project report relevant to the study as a part of practical exercise. Details are as follows:

- i. Intervening period between second and third semester shall be used for summer training. The report is equivalent to one course which carries 100 marks.
- ii. During the second semester learners are required to undertake study tour and prepare a report on this. The study tour report and its presentation is equivalent to one course which carries 100 marks.
- iii. During the fourth semester students shall undertake a project study under the supervision of a faculty. It is also equivalent to one course carries 100 marks.



Specializations to be offered

This programme shall offer dual specialization from electives as indicated in the Courses of Reading.

Students will have a choice to opt for **two** specialisations from amongst tourism marketing, tour operations, air cargo management and shipping cargo management. However, students are allowed to choose any one of the cargo programme (either air cargo or shipping cargo) as their specialisation

Institute however, depending upon its resources, shall decide whether or not to offer a particular specialisation in any academic session

Attendance

Students are expected to put in as much attendance as possible as it is an integral part of learning.

To be eligible to appear at semester end examinations a student must have at least 80% attendance in each paper as well as in aggregate in all the courses in the concerned semester. A relaxation of 10% may be allowed by the Director on ill health and other genuine reasons. In this case the candidate shall have to undertake make-up assignments as decided by the programme coordination committee.

Minimum number of classes per week/per paper

Each of the courses shall have **three** to **four** hours teaching per week. Chairperson shall organise non-credit course, seminars, syndicated exercises, assignments, study tours, etc. as and when required.

Courses of Reading

As in *Annexure- I*

Annexure-I COURSES OF READING

Course Code	Nomenclature	Hours per week	Internal assessment	External assessment	Total marks
SEMESTER I					
TC-101	BASICS OF TOURISM MANAGEMENT	3	50	50	100
TC-102	TRAVEL & CARGO MANAGEMENT	3	50	50	100
TC-103	TOURISM PRODUCTS OF INDIA	3	50	50	100
TC-104	TOURISM ECONOMICS	3	50	50	100
TC -105	GLOBAL BUSINESS ENVIRONMENT	3	50	50	100
TC-106	MANAGEMENT CONCEPTS & ORGANISATION BEHAVIOUR	3	50	50	100
TC -107	MARKETING MANAGEMENT	3	50	50	100
TC -108	ACCOUNTING FOR MANAGERS	3	50	50	100
TC -109	BUSINESS COMMUNICATION	3	50	50	100
TC-110	FOREIGN LANGUAGE	3	100	-	-
	Total				900
SEMESTER II					
TC-201	INTERNATIONAL TOURISM PRODUCTS	3	50	50	100
TC-202	DESTINATION PLANNING & MANAGEMENT	3	50	50	100
TC-203	AIR FARES & AIRLINES MANAGEMENT	3	50	50	100
TC-204	ICT FOR TOURISM & E-TOURISM	3	50	50	100
TC -205	SUPPLY CHAIN & LOGISTICS MANAGEMENT	3	50	50	100
TC-206	FOREX MANAGEMENT	3	50	50	100
TC -207	HUMAN RESOURCE MANAGEMENT	3	50	50	100
TC -208	FINANCIAL MANAGEMENT	3	50	50	100
TC -209	SOFT SKILL LAB	3	100	-	100
TC-210	FOREIGN LANGUAGE	3	100	-	-
	Total				900

Course Code	Nomenclature	Hours per week	Internal assessment	External assessment	Total marks
SEMESTER III					
TC-301	SUSTAINABLE TOURISM & TRANSPORT MANAGEMENT	3	50	50	100
TC-302	HOSPITALITY MANAGEMENT	3	50	50	100
TC-303	IMPORT & EXPORT DOCUMENTATION	3	50	50	100
TC-304	QUANTITATIVE TECHNIQUES IN TOURISM & TRANSPORT	3	50	50	100
TC -305	<i>ELECTIVE I –TOURISM MARKETING</i>	3	50	50	100
TC-306	<i>ELECTIVE II-TOUR OPERATION & MANAGEMENT</i>	3	50	50	100
TC -307	<i>ELECTIVE III-BASIC CARGO HANDLING & RATING</i>	3	50	50	100
TC -308	<i>ELECTIVE IV –SHIPPING CARGO ORGANISATION</i>	3	50	50	100
TC -309	SUMMER TRAINING REPORT &VIVA-VOCE	-	100	-	100
	Total				700
SEMESTER IV					
TC-401	CONTEMPORARY ISSUES IN TOURISM	3	50	50	100
TC-402	EVENT MANAGEMENT	3	50	50	100
TC-403	ENTREPRENEURSHIP MANAGEMENT	3	50	50	100
TC-404	<i>ELECTIVE I-TOURIST BEHAVIOUR</i>	3	50	50	100
TC -405	<i>ELECTIVE II-TOUR GUIDING & INTERPRETATION</i>	3	50	50	100
TC-406	<i>ELECTIVE III-DANGEROUS GOODS & LIVE ANIMAL REGULATIONS</i>	3	50	50	100
TC -407	<i>ELECTIVE IV-SHIPPING PROCEDURE & REGULATIONS</i>	3	50	50	100
TC -408	PROJECT REPORT & VIVA-VOCE	-	100	-	100
TC -409	STUDY TOUR & REPORT PRESENTATION	-	100	-	100
	Total				700



Annexure- II: EVALUATION SYSTEM

A. External evaluation

There shall be a semester-end external examination of 50 marks for all courses other than activity based courses. The pattern of question paper will be as follows:

- The question paper should consist of two parts, A and B. Part-A will have **five** short answer questions of 2 marks each. Part B will have **five** long answer/essay type questions of **eight** marks each with internal choice of **two** questions from each unit.
- Part-A will carry questions covering the whole syllabus. The short answer –type questions will call for a single/ direct and brief answer.
- The essay type questions/case studies will give adequate opportunity to the candidates for interpretation, analysis, synthesis and application. Caselets may be included in Part B in place of essay type questions.

B. Internal evaluation

- Each course shall be evaluated in part on the basis of internal assessment by the concerned teacher administering **two** feedback tests normally after 14-16 hours of teaching. Each test shall be of 20 marks; these two shall determine the internal assessment score of the candidate in the course concerned (total 40 marks). Remaining 10 marks shall be awarded for student's performance. It may include written assignments and/or seminars, field work, quizzes, case studies etc
- However, activity based courses may be evaluated as per scheme given in syllabus and Courses of Reading. The schedule for the tests shall normally be made known to the students at the beginning of the semester and each test shall assess the student on that part of the course, which is covered during the period preceding the test. The tests shall preferably be evenly spaced out throughout the semester.
- The marks awarded for internal test shall normally be made known to the candidates within fifteen days of the conduct of the test. Candidates may discuss and seek queries, if any, from the concerned faculty member within a week of the declaration of marks.

Specialization Allowed

1.	Tourism Marketing & Tour Operation Management	YES
2.	Tourism Marketing & Air Cargo Management	YES
3.	Tourism Marketing & Shipping Cargo Management	YES
4.	Tour Operation Management & Air Cargo Management	YES
5.	Tour Operation & Shipping Cargo Management	YES
6.	Air Cargo Management & Shipping Cargo Management	NO

OTHER ACADEMIC ACTIVITIES

- ⊕ MDP on cultural tourism, ecotourism and rural tourism
- ⊕ Regional level guide training programme (South)
- ⊕ State level guide training programme
- ⊕ CBSP programme
- ⊕ Tailor made tourism training programmes
- ⊕ Research and consultancy

PLACEMENT CELL

The institute is liaising with tourism, cargo, destination management companies and other allied firms in India and abroad to cater to the needs of post-graduate and other short term courses. The cell facilitates students in placement and career development.



INFRASTRUCTURE

Library

IITTM Nellore library has seven hundred books with 300 titles, five national and twelve international journal subscriptions, ten tourism and other regular magazines, all major English dailies and Telugu newspapers apart from access to online journals on Science Direct and facilitates students and scholars access to public domains of EPW, Finance & Development, IMF survey, Indian & Internal Economic Journal and TRB. Huge collection of books on cargo management, tour operations, general management and tourism management will be added shortly to the present collection. Library also has loaning facility and equipped with audio-visual media.

Computer Lab

Good number of systems are available for students use. The lab is connect with broad band internet facility. The academic zone is wi-fi enabled.

Lecture Halls

Lectures halls are fully air-conditioned having state-of-the-art technical support. The halls are equipped with LCD projectors, electronic boards and other latest audio-visual equipment. Each hall has a standard seating capacity of sixty students.

Arts & Sports

The campus has enough space and equipment for encouraging students to practice and participate in arts and sports events.

Language Laboratory

Language laboratory is being established with modern audio-visual aids to facilitate students to have practical exposure to language skills and enhance their communication abilities in order to compete in the business environment. Learning modules available with the language lab give ample scope for individual guidance and development.

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STUDENTS ACTIVITIES

Life at IITTM campus is vibrant with ample scope for self grooming and personality development. The campus gives space for interactive learning, team building, group culture and an all round holistic growth of every individual.

Academic Club

The CLUB is student coordinated and guided by faculty. It is aimed to discuss contemporary issues related to the program and to deliberate the socio-economic upgradation and to inculcate ethics and values in management practices. And finally to reform the minds to take up the challenges of modern day management through of practical approaches and dynamic activities.

Cultural Forum

Cultural forum provides a stage to propitiate the rhythm of Indian cultural heritage especially the vividness of South Indian legacy of dance, music, painting, folklore, literature etc. IITTM strives to rejuvenate and promote classical as well as folk art forms of South India. The forum enables learners to take up projects, assignments and participate in capacity building measures. It not only promotes tourism products but also helps in manifestation of minds.

Sports Club

Students are encouraged to participate in various games and sports in order to be fit and to simultaneously develop team spirit.

Study Tours

Tours are integral part of IITTM. All the students are encouraged to travel and participate in study tours. With multi-dimensional objectives of studying destination management, responsible tourism issues these tours tickle the inside personality resulting in greater learning at the destinations.

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EVENTS

Industry-Institute Interface

It's a platform to reach out to the industry and experts in tourism and cargo. Students get an open forum where they can interact with the academia, industry experts and other successful people to understand the industry and the nuances of different avenues. This gives an opportunity for all the industry-academia-students to discuss and address the various vital issues and exchange human resource and expertise. It's a students' coordinated initiative for academic excellence and industry reach.

Reaching the People – START (An Extension Programme)

It's an innovative outreach programme of IITTM Nellore. START (Sustainable Tourism Awareness Research and Training) programme envisages informing and inculcating tourism practices and values among general public, particularly destination communities across the country. The stakeholders (DMO, municipality, local community, entrepreneurs, experts and tourists) of tourism will have a major role to play in this programme. IITTM will act as a catalyst by extending human resource, expertise, guidance and participation of students and faculty to facilitate in organizing. The detailed modalities of START are under process.

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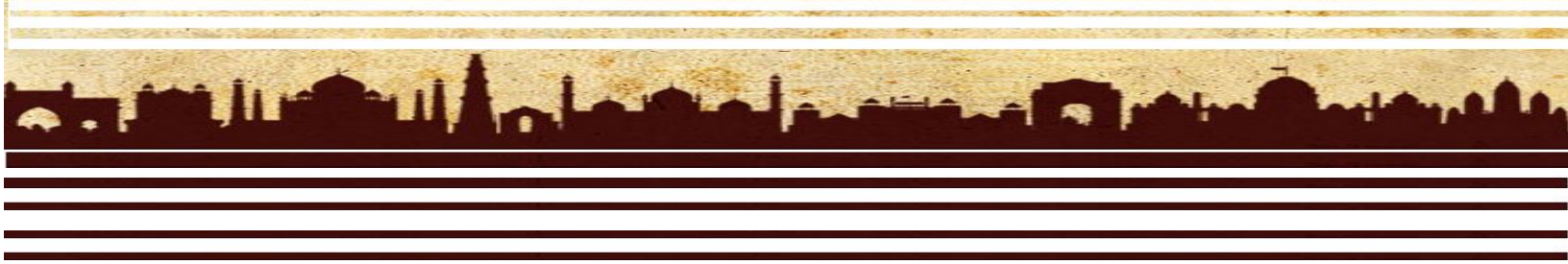




ANTI - RAGGING COMMITTEE

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RIGHT TO INFORMATION (RTI)

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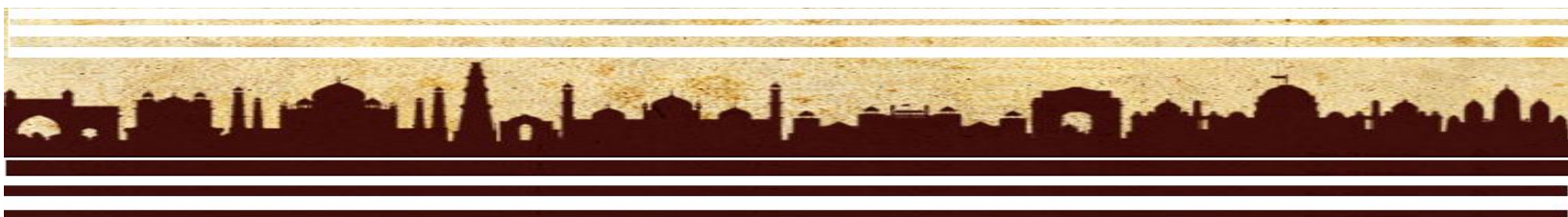
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MANDATORY DISCLOSURE

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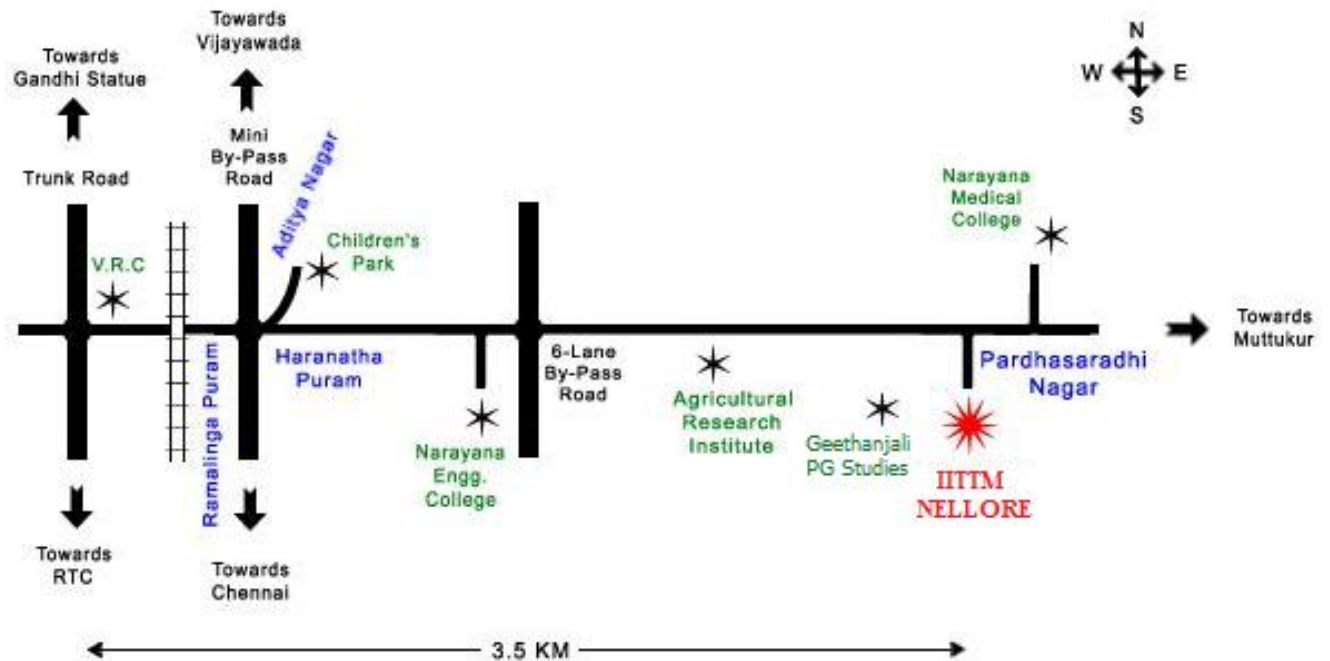


COMPLIANCE REPORT

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