

INDIRA GANDHI NATIONAL OPEN UNIVERSITY
SCHOOL OF TOURISM & HOSPITALITY SERVICES MANAGEMENT
Minutes of the 13th School Board meeting held on 25th February 2014 at 11:30 a.m
in the Conference Room, Block - 15, IGNOU, Maidan Garhi, New Delhi - 110065

The following members attended the meeting:

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| 1. Prof. Kapil Kumar, Director, SOTHSM, IGNOU | - Chairperson |
| 2. Prof. Ravindra Kumar, Director, ACD | - Special Invitee |
| 3. Prof. A.R. Khan, Professor, SOSS, IGNOU | - Member |
| 4. Prof. C.R.K. Murthy, Professor, STRIDE, IGNOU | - Member |
| 5. Dr. Ashok Gaba, Associate Professor, SOVET, IGNOU | - Member |
| 6. Prof. Sandeep Kulshreshtha, Chairperson Academics, IITTM,
Gwalior (M.P.) | - Member |
| 7. Prof. Manoj Dixit, Director, Institute of Tourism Studies,
Lucknow University | - Member |
| 8. Ms. Pratibha Seth, Asstt. Vice-President, Training, Oberoi Centre
For Learning & Development, New Delhi | - Member |
| 9. Dr. Paramita Suklabaidya, Asstt. Professor, SOTHSM, IGNOU | - Member |
| 10. Ms. Tangjakhombi Akoijam, Asstt. Professor, SOTHSM, IGNOU | - Member |
| 11. Dr. Sonia Sharma, Asstt. Professor, SOTHSM, IGNOU | - Member |
| 12. Dr. Arvind Kumar Dubey, Asstt. Professor, SOTHSM, IGNOU | - Member |

The following members could not attend the meeting due to other commitments:

1. Prof. Susmita Pandey, HOD, Department of Tourism, Vikram University, Ujjain
2. Prof. B.B. Parida, Deptt. of Tourism Management, University of Burdwan
3. Prof. B.B. Khanna, Professor, SOMS, IGNOU

The meeting started with a welcome address by the Chairperson. He gave a brief about the present status of the programmes of the School. The Chairperson also mentioned that the School as informed in the previous School Board is taking up both minor as well as major revision of courses in both BTS and MTM programme. In the case of BTS a complete restructuring is being suggested in one of the agenda items. The Chairperson also stressed that the School is also streamlining the PhD Programme. Any delay in the submission of the Progress Reports will now be accepted only with reasons for delay and supporting documents from the supervisor that are viable.

The Chairperson also informed the School Board that the vision of the School is to be recognized as a Premier Tourism Research Centre of Asia. In the light of this, the faculty positions already advertised by Academic Coordination Division (ACD) need to be re-advertised with revised areas of specializations. Further, academic consultants are needed in the School to help with the minor and major revisions. He informed the School Board members that both the matters are being placed in this School Board for the approval of the members as advised by the ACD. The Chairman also informed the board that the Student Evaluation Division (SED) has raised unnecessary objections as regards to holding of Exams of BHM and MHA in the months of April and October. Since, this was done with all necessary approvals there is no violation of ordinance and the SED has been told of it. Thereafter the agenda items were taken up.

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Item No. SB: 13.1:

To confirm the minutes of the Twelfth School Board meeting held on 04th October 2013

The minutes of the 12th School Board meeting held on 04th October 2013 were circulated to the School Board members. The minutes were discussed at length with the following observations:

1. Prof. Kapil Kumar, Director, observed that School needs to tie up with recognized Government institutions for the PhD programme of the School. He informed the members that the School has already received 15 application forms from UGC - Net qualified candidates for the July 2014 academic session while another 82 candidates are taking the examination. Only 03 faculty members of the School are eligible for PhD Supervision.
2. Prof. Khan observed that faculty members from other Schools can be considered for supervision of PhD Scholars of the School based on the Research theme.
3. Prof. Sandeep Kulshreshtha of IITTM Gwalior informed that Institutes like Indian Institute of Travel and Tourism Management (IITTM) should be allowed to be a Research Center of IGNOU. Prof. Kapil Kumar requested that the officials from IITTM should send a proposal to IGNOU at the earliest.

The minutes of the 12th School Board meeting stands approved.

Item No. SB: 13.2:

Action Taken Report of the 12th School Board meeting.

The Action Taken Report of the Eleventh School Board was discussed and submitted for the confirmation of the School Board.

The Action Taken Report stands approved.

Item No. SB: 13.3:

To consider and approve the minutes of 21st Doctoral committee meeting

Director informed the members that the minutes of the 21st Doctoral Committee meeting were circulated to all the members through email for approval. Since the approval was sent by revert mail, the minutes of the 21st Doctoral Committee Meeting (DCM) was placed before the School Board for approval.

The Board members observed that the 21st DCM Minutes only mentioned PhD paper setters and evaluator. They should also be considered as moderators. The School Board also authorized the Chairperson to make any additional changes in the list of paper setters, moderators and evaluators for the PhD course work courses, in case of any emergency and report them in the next School Board Meeting for ratification. The minutes of the 21st DCM stands approved.

Item No. SB: 13.4:

To consider and approve the Restructuring of the BTS programme

The Director informed that this proposal has been brought forward by taking into account the experience of last 19 years, after discussions in the faculty. The proposed Programme Structure is given below:

Programme Structure of BTS

First Year

TS-1	Foundation Course in Tourism	8 credits
TS-2	Tourism Development: Products, Operations and Case Studies	8 credits
BSHF-101	Foundation Course in Humanities and Social Sciences	8 credits
FEG-1	Foundation Course in English	4 credits
FEG-2	Foundation Course in English	4 credits
OR		
Offer any one of the following Modern Indian Languages (MIL)		
FAS-1	Foundation Course in Assamese	
FBG-1	Foundation Course in Bengali	
FGT-1	Foundation Course in Gujarati	
BHDF-101	Foundation Course in Hindi	
FKD-1	Foundation Course in Kannada	
FML-1	Foundation Course in Malayalam	
FMT-1	Foundation Course in Marathi	
FOR-1	Foundation Course in Oriya	
FPB-1	Foundation Course in Punjabi	
FTM-1	Foundation Course in Tamil	
FTG-1	Foundation Course in Telugu	
FUD-1	Foundation Course in Urdu	

Total Credits to be completed in the First Year: 32 Credits

Second Year

TS-3	Management in Tourism	8 credits
TS-4	Indian Culture: Perspective for Tourism	8 credits
TS-5	Ecology; Environment and Tourism	8 credits
FST-1	Foundation Course in Science and Technology	8 credits

Total Credits to be completed in the Second Year: 32 Credits

Third Year

TS-6	Tourism Marketing	8 credits
TS-7	Human Resource Development	8 credits
PTS-4	Project in Indian Culture: Perspective for Tourism	8 credits
OR		
PTS-5	Project in Ecology, Environment and Tourism	8 credits
OR		
PTS-6	Project in Tourism Marketing	8 credits

Any ONE of the following (Application Oriented Course)

AFW(E)-1	Feature Writing in English	4 credits
BHDA-101/	समाचार और फीचर लेखन	4 credits
AFW(H)-1		
AWR(E)-1	Writing for Radio	4 credits
BPRA-101/	रेडियो लेखन में व्यवहार मूलक पाठ्यक्रम	4 credits
AWR(H)-1		

AOM-1	Office Organization Management	4 credits
ASP-1	Secretarial Practice	4 credits
Any ONE of the following (Elective Course)		
EHI-1	Modern India: 1857 - 1964	8 credits
EHI-2	India: Earliest Times to 8 th Century A.D	8 credits
EHI-3	India: From 8 th to 15 th Century A.D	8 credits
EHI-4	India: From 16 th to Mid 18 th Century A.D	8 credits
ESO-15	Society and Religion	8 credits
BEGE-103	Communication Skills in English	8 credits

Total Credits to be completed in the Third Year: 36 Credits
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The proposed BTS structure was approved by the School Board.

Item No. SB: 13.5:

To consider and approve the Phase Zero form for MTM - 04 course (Major Revision)

Director, Prof. Kapil Kumar apprised the members that the MTM - 04 "Information Management Systems and Tourism" is a course offered in the first semester of Master of Arts in Tourism Management (MTM) programme. This course is regarding the information technology. The changes in Information Technology in the past decade were tremendous and the same needs to be reflected in the course. The following experts will be invited for the expert committee meeting:

Internal Members

1. Prof. Kapil Kumar, SOTHSM, IGNOU
2. Dr. Jaideep Kumar, SOSS, (IGNOU)
3. Dr. Jyotsna Dixit, NCIDE, IGNOU
4. Dr. Paramita Suklabaidya, SOTHSM, IGNOU
5. Ms. Tangjakhombi Akoijam, SOTHSM, IGNOU
6. Mr. Akshay Kumar, SOCIS, IGNOU

External Members

1. Prof. Nimit Chowdhry, IITM, NOIDA
2. Prof. Parikshit Manhas, University of Jammu, Jammu and Kashmir
3. Representative of Makemytrip/Yatra/online travel portal
4. Representative of advertising Agency

The School Board approved the Phase Zero form for the Major Revision of MTM - 04 "Information Management Systems and Tourism", to be coordinated by Prof. Kapil Kumar. The list of experts for the expert committee meeting as given above stands approved. It was further observed by members that a representative from the School of New Media Studies and Journalism, IGNOU can be included in the Expert Committee Meeting.

Item No. SB: 13.6:

To consider and approve the Phase Zero form for MTM - 09 course (Major Revision)

Director, Prof. Kapil Kumar apprised the members that the MTM - 09 "Understanding Tourism Market" is a course offered in the third semester of Master of Arts in Tourism Management (MTM) programme. This course needs major revision to make the course content more contemporary considering the changes in the tourist markets and profiles in the

last decade. Further the regional zones as given by UNWTO have been redefined and the same needs to be incorporated in the course. The following experts will be invited for the expert committee meeting:

Internal Members

1. Prof. Kapil Kumar, SOTHSM, IGNOU
2. Prof. Kamal Yadav, SOMS, IGNOU
3. Dr. Deepanwita Srivastava, SOFL, IGNOU
4. Ms. Tangjakhombi Akoijam, SOTHSM, IGNOU
5. Dr. Sonia Sharma, SOTHSM, IGNOU

External Members

1. Prof. S.P. Bansal, Maharaja Agrasen University, Himachal Pradesh
2. Prof. Sandeep Kulshreshtha, IITM, Gwalior
3. Mr. Arun Agarwal, Maurya Sheraton
4. Mr. Shubhash Goyal, Stic Travels P. Ltd, New Delhi.
5. Mr. Arun Verma, Always Marketing & Travel Services, New Delhi

The School Board approved the Phase Zero form for the Major Revision of MTM - 09 "Understanding Tourism Market", to be coordinated by Prof. Kapil Kumar. The list of experts for the expert committee meeting as given above stands approved. It was further observed by members that representatives from IATO/TAAI can be included in the Expert Committee Meeting.

Item No. SB: 13.7:

To consider and approve the Phase Zero form for MTM - 15 course (Major Revision)

Dr. Paramita Suklabaidya apprised the members that the MTM - 15 "MICE" is a course offered in the fourth semester of Masters in Tourism Management (MTM) programme. This course needs major revision to make the course content more contemporary as MICE, today, is one of the most dominant sectors of the tourism industry especially in terms of revenue generation. The operation, functioning and management of this sector have expanded and matured over the years and these aspects need to be incorporated in the course content to make the said course more relevant. The following experts will be invited for the expert committee meeting:

Internal Members

1. Prof. Kapil Kumar, SOTHSM, IGNOU
2. Ms. Tangjakhombi Akoijam, SOTHSM, IGNOU
3. Dr. Arvind Kumar, SOTHSM, IGNOU
4. Dr. Paramita Suklabaidya, SOTHSM, IGNOU

External Members

1. Prof. Manhar Sajhnani, Amity University, NOIDA
2. Dr. Charu Sheela Yadav, IITM, NOIDA
3. Ms. Parul Sardana, Taj Group of Hotels, New Delhi
4. Representative of Whizkraft/event company
5. Mr. K.K. Saraf, Former Director, NCHMCT
6. Mr. Arun Aggarwal, Former VP, ITC Maurya

The School Board approved the Phase Zero form for the Major Revision of MTM - 15 "MICE", to be coordinated by Dr. Paramita Suklabaidya. The list of experts for the expert committee meeting as given

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above stands approved. It was further observed by Prof. Sandeep Kulshreshtha that Mr. Ravi Bajaj, a tourism trainer and consultant can be included in the Expert Committee Meeting.

Item No. SB: 13.8:

To consider and approve the adaptation and printing of MTM - 05 course material

Director, Prof. Kapil Kumar apprised the members that the MS - 04 course material of the School of Management is being sent as MTM - 05 to the students of Master of Arts (Tourism Management) programme. This creates a lot of confusion at the time of dispatch of study materials. The MS - 04 course will be adapted as MTM - 05 for the MTM programme with the following unit structure. The credit for the expert committee, etc, will remain the same as that of MS - 04.

CONTENTS

Course Introduction	
Unit 1	Accounting and its Functions
Unit 2	Accounting Concepts and Standards
Unit 3	Accounting Information and its Applications
Unit 4	Construction and Analysis of Balance Sheet
Unit 5	Construction and Analysis of Profit and Loss Account
Unit 6	Construction and Analysis of Fund Flow and Cash Flow Statement
Unit 7	Understanding and Classifying Costs
Unit 8	Absorption and Marginal Costing
Unit 9	Cost-Volume-Profit Analysis
Unit 10	Variance Analysis
Unit 11	Financial Management: An Introduction
Unit 12	Ratio Analysis
Unit 13	Leverage Analysis
Unit 15	Investment Appraisal Methods
Unit 16	Management of Working Capital

The School Board approved the adaptation of MS - 04 as MTM -05 with the content / units as given above. The course adaption will be coordinated by the course coordinator Ms. Tangjakhombi Akoijam.

Item No. SB: 13.9:

To consider and approve the adaptation and printing of MTM - 06 course material

Director, Prof. Kapil Kumar apprised the members that the MS - 06 course material of the School of Management is being sent as MTM - 06 to the students of Master of Arts (Tourism Management) programme. This creates lot of confusion at the time of dispatch of study materials. The MS - 06 course will be adapted as MTM - 06 for the MTM programme with the following unit structure. The credit for the expert committee, etc, will remain the same as that of MS - 06.

CONTENTS

Course Introduction	
Unit 1	Introduction to Marketing
Unit 2	Marketing of Services
Unit 3	Planning Marketing Mix
Unit 4	Market Segmentation
Unit 5	Marketing Organisations
Unit 6	Marketing Research and its Applications
Unit 7	Determinants of Consumer Behaviour
Unit 8	Models of Consumer Behaviour
Unit 9	Product Decisions and Strategies

Unit 10	Product Life Cycle and New Product Development
Unit 11	Branding and Packaging Decisions
Unit 12	Pricing Policies and Practices
Unit 13	Marketing Communications
Unit 14	Advertising and Publicity
Unit 15	Personal Selling, Sales Promotion and forecasting
Unit 16	Cyber Marketing

The School Board approved the adaptation of MS - 06 as MTM - 06 "Marketing for Tourism Managers" with the content / units as given above. The course adaption will be coordinated by the course coordinator Dr. Paramita Suklabaidya.

Item No. SB: 13.10:

To consider and approve Minor Revision for MTM courses

Director informed the members that the faculty has felt the need to make minor changes in three MTM courses to reflect the expansion and new development in the Tourism industry in the past decade. Minor revision in all the three courses will be taken up in-house by the faculty members. The Courses identified for minor revision along with the course coordinators are:

Course Code	Course Name	Coordinator
MTM 10	Tourism Impacts	Dr. Arvind Kumar Dubey
MTM 12	Tourism Products: Design and Development	Dr. Sonia Sharma
MTM 13	Tourism Operations	Dr. Arvind Kumar Dubey

The School Board approved minor revisions in the three MTM courses and the course coordinators for the courses

Item No. SB: 13.11:

To consider and approve Minor Revision for BTS courses

Director informed the members that the faculty has felt the need to make minor changes in four courses of Bachelor of Tourism Studies (BTS) programme, since the statistics and information in the courses need to be updated. Minor revision in all the four courses will be taken up in-house by the faculty members. The Courses identified for minor revision along with the course coordinators are given below:

Course Code	Course Name	Coordinator
TS - 01	Foundation Course in Tourism	Dr. Sonia Sharma
TS - 02	Tourism Development: Products, Operations and Case Studies	Dr. Arvind Kumar Dubey
TS - 04	Indian Culture: Perspective for tourism	Ms. Milisa Srivastava, Academic Consultant
TS - 06	Tourism Marketing	Prof. Kapil Kumar

The School Board approved the minor revision in all the four TS courses of BTS and the course coordinators for the courses.

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Item No. SB: 13.12:

To consider and approve the Editor for MTM - 14 course (Minor Revision)

Prof. Kapil Kumar informed the members that MTM-14 "Tourism Transport Management (Road Transport)" one of the courses offered in the Master of Arts (Tourism Studies), MTM programme of the School is a highly specialised course on Tourist Transportation. This course was introduced in MTM programme as the industry felt that no course or certification is available in the country for the personnels working in transport industry. Since it is a specialised industry oriented course, Mr. Mukesh Goel, Managing Director, Goel Travels had edited the original MTM-14 version. The course now requires re-editing/minor revision and Mr. Mukesh Goel maybe requested to re-edit the course. The Minor Revision of MTM - 14 will be coordinated by Prof. Kapil Kumar.

The School Board considered the fact that MTM - 14 "Tourism Transport Management (Road Transport)" is a specialized course on Road Transport and the role of someone from the industry for re-editing / minor revision of the course is important. The School Board approved the minor revision in MTM - 14 with Mr. Mukesh Goel as the Editor. As a special case payment to Mr. Mukesh Goel as the editor of the course, as per IGNOU norm is approved. Prof. Kapil Kumar will coordinate the minor revision in MTM - 14

SB: 13.13:

To consider and approve the list of paper setters, moderators and evaluators for the PhD, MTM, MBAHM, MBAIHM, BTS, BIHM, BSCHIIIA Programmes

The School is offering PhD, MTM, BTS, DTS,CTS, MBAHM , MBAIHM, BIHM, and BSCHIIHA programme. Few additional names of question paper setter, moderator, and evaluator list for the programmes were placed,

The School Board approved the list and authorized the Chairperson to make any additional changes in the list in case of any emergency and report them in the next School Board Meeting for ratification.

SB: 13.14:

To consider and approve the minutes of 22nd Doctoral committee meeting

The minutes of the 22nd Doctoral Committee was discussed. Prof. Ravindra Kumar, observed that all the PhD candidates registered with the School will be given a choice to take the course work classes and exam as per DCM Minutes agenda 22.5; therefore the minute should reflect that the registered PhD candidates till date exempted from course work will be given an "option" to take course work classes and examination.

The School Board approved the item with the observation that the points raised by Prof. Ravindra Kumar must be incorporated in the final minutes of the 22nd DCM.

SB: 13.15:

To consider and approve three Full - Time Senior Academic Consultants

Prof. Kapil Kumar, Director observed that the School needs to take up major and minor revisions in many courses of BTS and MTM programme. The School only has four faculty members other than the Director and more hands are required as the revision work will be taken up immediately. He requested the School Board to approve three Full Time Senior Academic Consultants' posts in the School till the time permanent faculty positions are re-advertised and filled up.

School Board members considered the workload of the School considering the number of Programmes offered by the School as well as the revision work to be taken up by the School immediately. Considering the workload, the School Board approved the appointment of three full time senior academic consultants in the School.

SB: 13.16:

To consider and approve the creation of new faculty positions in the School and change in the specialisation of the posts already advertised

Director apprised the members that the School is offering programmes from certificate till PhD levels in Tourism and Hospitality. The School now wants to shift its focus towards Research and Consultancy. The vision of the School is to be a Premier Tourism Research Institute in Asia and Globally. Keeping in view the interdisciplinary nature of the discipline, certain specialisations are required.

(i) Approval for the Creation of new faculty positions in the School under XIIth Plan

Positions →	Professor	Associated Professor	Assistant Professor
Number of vacancies and categories	02	02	02
Specialisation	<ul style="list-style-type: none"> ➤ Tourism Management and Marketing ➤ History with five years experience in developing Tourism programmes 	<ul style="list-style-type: none"> ➤ Tourism ➤ Environmental Studies/Geography with experience of research in Tourism 	<ul style="list-style-type: none"> ➤ Tourism ➤ Tourism with additional qualifications in IT applications /proficiency in IT applications in Tourism

(ii) Approval for change in the specialisation of the posts already advertised

Advertised posts

Positions →	Professor	Associate Professor	Assistant Professor
Number of vacancies and categories with specialisation	1 ST	1 UR, 1 UR (OH) (Hospitality)	*1 UR, *1 OBC (Hospitality)

(*) The posts of Assistant Professors in the School of Tourism Hospitality Service Sectoral Management have been created initially for five years.

New Specialisation sought in the Post of Associate and Assistant Professor

Positions →	Associated Professor	Assistant Professor
Number of vacancies and categories with Specialisation	<ul style="list-style-type: none"> ➤ 1 UR (Tourism) ➤ 1 UR (OH) (Hospitality) 	<ul style="list-style-type: none"> ➤ 1 UR (Heritage Studies and Archaeology with experience of Tourism) ➤ 1 OBC (Tourism Marketing)

School Board members considered the workload as well as the interdisciplinary nature of the School and approved the changes in the specialization of the advertised posts as well as the creation of new faculty positions in the School under the XIIth Plan.

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SB: 13.17:

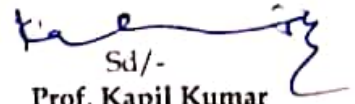
Any Other Item

Bridge Course for the IIM Diploma Holders to enable them to get a BSc. in Hospitality and Hotel Administration (BHM) Degree

Chairperson, Prof. Kapil Kumar, informed the members that the School was constantly receiving mails and letter from Diploma Holders in Hospitality Management regarding the Bridge Course available to the Hospitality Diploma Holders till 2007. Prof. Kapil Kumar apprised the members that a student with Diploma in Hotel Management from National Council of Hotel Management and Catering Technology (NCHMCT) was given an opportunity to complete a bridge course comprising of four courses of Tourism namely - TS - 01 (Foundation Course in Tourism), TS - 03 (Tourism Marketing), TS - 06 (Tourism Marketing) and TS - 07 (Human Resources Management). After the successful completion of the bridge course the student was awarded a BHM Degree. Since the School is receiving many requests with regard to this bridge course, the same may be made available/ opened up again.

The members discussed the need of making the bridge course available to the Diploma Holders in Hospitality, so as to ensure that the students can pursue their higher education. The School Board approved the opening up of the Bridge course programme to the Diploma Holders in Hospitality to enable them to get BHM Degree as a one time measure only.

Meeting ended with a vote of thanks by the chair.



Sd/-

**Prof. Kapil Kumar
Director, SOTHSM
&**

Chairman, School Board