

**Annexture 76-84**  
**College of Vocational Studies**  
**Marketing Management & Retail Business**  
**Semester VII**

<b>DSC-1</b>	Sustainable Marketing Management
<b>DSE-1</b>	Business Research Methodology in Marketing Management
<b>DSE-1</b>	Integrated Marketing Communication
<b>DSE-2</b>	Hands-on Python
<b>DSE-2</b>	Economics of Microfinance
<b>GE Common Pool <u>for BA (VS) Marketing Management &amp; Retail Business</u></b>	
<b>1</b>	Offered by History Department
<b>2</b>	Offered by Political Science Department
<b>3</b>	Offered by Mathematics Department
<b>4</b>	Offered by Economics Department
<b>5</b>	Service marketing for Tourism and Hospitality (Offered by Department of Tourism, CVS)

**Semester VII**

**Discipline Specific Core: DSC-7.1**

**Sustainable Marketing Management**

**CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE**

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Prerequisite of the course (if any)
		Lecture	Tutorial	Practical /Practice		
<b>Sustainable Marketing Management DSC-7.1</b>	<b>4</b>	<b>3</b>	<b>1</b>	<b>0</b>		<b>None</b>

**Learning Objectives:**

- Understanding Sustainability in Marketing – Recognizing how marketing strategies can align with sustainability principles and contribute to long-term environmental and social well-being.
- Strategic Application – Learning how to integrate sustainability into marketing decisions, including product development, pricing, and communication.
- Consumer Behavior Insights – Understanding how sustainability influences consumer preferences and purchasing decisions.
- Global Perspectives – Appreciating how sustainability marketing varies across different cultures and societies.
- Triple Bottom Line Approach – Applying marketing strategies that benefit people, the planet, and profit simultaneously.
- Sustainability Marketing Mix – Exploring how traditional marketing elements (Product, Price, Place, Promotion) evolve into sustainability-focused strategies

**Learning Outcomes:** upon completion of the course ,the students will be able to

- Understanding Sustainability Marketing – Recognizing the principles and frameworks that define sustainability marketing.
- Consumer Behavior & Sustainability – Exploring how consumer preferences and behaviors are influenced by sustainability concerns.
- Strategic Marketing Decisions – Learning how to integrate sustainability into product development, pricing, and communication strategies.
- Ethical & Social Responsibility – Understanding corporate social responsibility (CSR) and its role in sustainability marketing.

- Sustainability Marketing Mix – Examining how traditional marketing elements (Product, Price, Place, Promotion) evolve into sustainability-focused strategies (Customer Solutions, Customer Cost, Convenience, Communication).
- Global Perspectives – Appreciating how sustainability marketing varies across different cultures and societies.
- Avoiding Greenwashing – Learning how to communicate sustainability efforts transparently and authentically.

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- Develop marketing plans that prioritize environmental, social, and economic sustainability.
- Assess the effectiveness of sustainable marketing initiatives and identify opportunities for improvement.
- Integrate sustainability into marketing practices, considering the long-term implications of marketing decision.

### **Unit 1: Introduction to Sustainable Marketing (10 HOURS)**

Sustainable marketing: Definitions and Key concept, Evolution and importance of sustainability in marketing, Principles and strategies of sustainable marketing. Triple Bottom Line (TBL) approach. Drivers of Sustainability in Business and Marketing: Regulatory, ethical, and market-based drivers.

### **Unit 2: Sustainable Marketing Strategies and Planning (11 HOURS)**

Sustainable Marketing Strategies: Green marketing, Cause related marketing, Sustainable supply chain management, Eco-labelling and Certification, Digital Marketing for Sustainability, Product Life Cycle Assessment, Sustainable Packaging, Employee Engagement, Transparency and Reporting, Sustainable Product Development.

### **Unit 3: Consumer Behaviour and Sustainability (12 HOURS)**

Understanding Consumer Behaviour: Eco-conscious consumers: concept and characteristics and benefits. Understanding consumer attitudes and behaviours towards sustainability. Factors Influencing Sustainable Consumer Behaviour. Strategies to Promote Sustainable Consumer Behaviour.

### **Unit 4: Stakeholder Analysis and Ethical Considerations (12 HOURS)**

Stakeholder Analysis: Identifying stakeholders, Assessing stakeholder interest, Prioritize stakeholders.

Stakeholder Groups: Customers, Employees, Suppliers, Investors, Community, NGO.

Ethical Considerations, Benefits of Stakeholder Analysis and Ethical Consideration.

#### **Practical Exercises:**

- Choose a product or service that you are familiar with or interest in.
- Conduct a stakeholder's analysis to identify key stakeholders and their interest.
- Develop a sustainable marketing plan.

#### **Suggested Readings:**

1. Martin, D., & Schouten, J. (2014). *Sustainable marketing*. Pearson.

2. Dahlstrom, R. (2011). *Green marketing management*. South-Western, a part of Cengage Learning.
3. Ottman, J. A. (2007). Green Marketing: Challenges and Opportunities for the New Marketing Age. *Journal of the Academy of Marketing Science*.
4. Blowfield, M., & Blowfield, M. (2013). *Business and sustainability*. Oxford University Press.
5. Belz, F. M., & Peattie, K. (2012). *Sustainability marketing: A global perspective*. John Wiley & Sons.
6. García-Rosell, J. C. (2013). *A multi-stakeholder perspective on sustainable marketing: Promoting sustainability through action and research*. fi= Lapin yliopistokustannus| en= Lapland University Press|.
7. Mark Peterson, *Sustainable Marketing: A Holistic Approach*. Newbury Park, California: Sage Publishing, 2020. ISBN: 9781526494634.

## **BA (VS) Marketing Management and Retail Business**

### **Semester-VII**

#### **Discipline Specific Elective Course- DSE-I 7.1**

#### **Business Research Methodology in Marketing Management**

**Offered by Commerce Department, College of Vocational Studies**

#### **CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE**

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Prerequisite of the course (if any)
		Lecture	Tutorial	Practical /Practice		
<b>Business Research Methodology in Marketing Management</b>	<b>4</b>	<b>3</b>	<b>1</b>	<b>0</b>		<b>None</b>

#### **Course Description**

This course equips students with the knowledge and tools necessary to conduct marketing research and apply it effectively in managerial decision-making. Emphasis is placed on understanding research design, data collection methods, data analysis techniques, and interpretation for marketing strategy development.

## **Learning Objectives:**

By the end of this course, students will be able to:

- To understand the research tools that will be applied while conducting research in field of marketing.
- To assess various research studies addressing marketing problems.
- to examine data using numerous statistical tools and interpret the results that will be used for strategic marketing decisions.

## **Learning Outcomes:**

- After studying the course, the students will be able:
- To understand the managerial importance of market research and its role in marketing strategy.
- To examine different stages in the marketing research process.
- To evaluate various research design which incorporates appropriate research approaches including measurement instruments and sampling frames.
- To examine and Interpret data analysis in the context of the identified business problem and communicate research results in written and oral presentation formats.

## **Course outline:**

### **Unit-I Business Research                      9 hours**

- What is Business Research?
- Importance of Research in Marketing
- Types of Research: Exploratory, Descriptive, and Causal
- Research in the Business Decision-Making Process
- . Ethical issues in research.
- Problem Definition and Research Objectives,
- Formulating research questions and hypotheses.

### **Unit II Marketing Problem                      9 hours**

- Defining the Marketing Problem
- Setting Research Objectives
- Developing Hypotheses
- Types of Research Design: Qualitative and Quantitative
- Sources of Secondary Data
- Advantages and Disadvantages
- Using Syndicated Marketing Data (Nielsen, Kantar, etc.)

- Evaluating Data Credibility
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### **Unit III:- Qualitative Research Techniques      9 hours**

- Focus Groups
- In-Depth Interviews
- Projective Techniques
- Ethnographic Research in Marketing
- Survey Research
- Observation Techniques
- Experimental Research
- Sampling Methods: Probability vs Non-probability

### **Unit IV A) Measurement      9 hours**

- Levels of Measurement (Nominal, Ordinal, Interval, Ratio)
- Developing Measurement Scales
- Questionnaire Design Principles
- Common Mistakes in Survey Research

### **B) Data Analysis and Interpretation    9 hours**

- Descriptive Statistics
- Hypothesis Testing (t-test, Chi-Square, ANOVA basics)
- Correlation and Regression Analysis
- Interpreting Statistical Results for Business Decisions

Report Writing and Presentation: Structure of a research report, Presenting findings to stakeholders

### **Applications of Marketing Research**

- Product Research
- Advertising Research
- Consumer Behavior Studies
- Market Segmentation Research
- Brand Health Tracking

### **Practical Exercises**

- Ethics Role Play – Researcher and Participant
- Hands-On Practice with Raw Data (Excel/SPSS)  
Data Cleaning Assignment
- Analyzing a Marketing Dataset (using SPSS/Excel)  
Mini Project – Data Analysis Report
- Prepare a Research Report Executive Summary  
Oral Presentation of Research Findings
- Group Case Study – Solve a Marketing Challenge with Research  
Assessment: Group Project Submission

### **Recommended Textbooks and References:**

1. Malhotra, N. K. (2019). Marketing research: An applied orientation (7th ed.). Pearson.
2. Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2021). Business research methods (10th ed.). Cengage Learning.
3. Burns, A. C., Veeck, A., & Bush, R. F. (2020). Marketing research (9th ed.). Pearson.
4. Hair, J. F., Wolfinbarger, M., Money, A. H., Samouel, P., & Page, M. J. (2015). Essentials of business research methods (2nd ed.). Routledge.
5. Churchill, G. A., & Iacobucci, D. (2018). Marketing research: Methodological foundations (12th ed.). Cengage Learning.
6. Kumar Raman (2021), Market research 2021 and upcoming trends, <https://www.acuitykp.com/blog/market-research-2021-andupcoming-trends/>
7. Michalis Michael (2020), “10 Predictions About The Future Of The Market Research Industry In The Digital Age”, <https://www.greenbook.org/mr/market-research-trends/10-predictions-about-the-future-of-the-market-research-industry-in-the-digital-age>.
8. Ambler, T. (2000), “Persuasion, pride and prejudice: how ads work”, International Journal of Advertising, Vol. 19 No.3, pp. 299-315.
9. Shaw Jodie (2021), The Future of Market Research in India. [https:// kadence.com/the-future-of-market-research-in-india/](https://kadence.com/the-future-of-market-research-in-india/).
10. Tuck, Alex (2021), Top 5 future trends of market research, Technology Magazine, December 3, <https://technologymagazine.com/ai-andmachine-learning/top-5-future-trends-market-research>.

**Semester VII**

**DISCIPLINE SPECIFIC ELECTIVE COURSE – DSE- I-7.2**

**Integrated Marketing Communication**

**Offered by Commerce Department, College of Vocational Studies**

**CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE**

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Prerequisite of the course (if any)
		Lecture	Tutorial	Practical /Practice		
<b>Integrated Marketing Communication (DSE-7.1)</b>	<b>4</b>	<b>3</b>	<b>1</b>	<b>-</b>		<b>None</b>

**Learning Objectives:**

- To understand the various tools of IMC and the importance of coordinating them for an effective marketing communication program.
- To equip the students with knowledge about the nature, purpose and complex construction in the planning and execution of an effective Integrated Marketing Communication (IMC) program.
- Understand the meaning and purpose of integrating marketing efforts across multiple channels.
- Explain the Components of Integrated Marketing Communications (IMC)
- Identify and describe the major elements: advertising, PR, sales promotion, digital marketing, personal selling, and direct marketing.
- Develop a Cohesive Marketing Strategy
- Create marketing plans that align different communication tools toward a unified brand message.
- Analyse Target Audiences

**Learning Outcomes:**

- Understand the Concept of Integrated Marketing
- Recognize the Components of an Integrated Marketing Strategy
- Analyze Customer-Centric Marketing
- Develop Integrated Marketing Communication Plans
- Evaluate and Measure IMC Effectiveness
- Apply Integrated Marketing in Real-World Business Contexts
- Understand Legal, Ethical, and Cultural Issues



- The students will develop
- Strategic Thinking
- Cross-functional Collaboration

### **Unit 1: Understanding Integrated Marketing Communication (10Hours)**

Introduction: Meaning, Features of IMC, Evolution of IMC, Reasons for growth of IMC, IMC planning process; Communication Response Models: Basic Model of Communication, Traditional Response Hierarchy Models, Alternative Response Hierarchy Models; Establishing Objectives and Budget for marketing programs: Determining IMC objectives, Marketing vs Sales vs Communication objectives, DAGMAR, Budget approaches for promotion communication

### **Unit 2: Elements of IMC-I (11 hours)**

Advertising: Meaning and Features, Evolution, Limitation, Classification of Advertising, Special Purpose Advertising- Green Advertising, Pro-bono Advertising, Rural Advertising. Advertising Regulation-ASCI, Doordarshan Code; Sales Promotion: Meaning, Reasons for growth, Limitations, Sales Promotion Abuse, Major Techniques of Sales Promotion at different level- Consumer, Dealer, Sales force; Direct Marketing: Meaning, Role of Direct Marketing in IMC, Advantages and Disadvantages, Direct Marketing Techniques.

### **Unit 3: Elements of IMC-II (12 hours)**

Public Relations and Publicity: PR-Meaning, Marketing Public Relation (MPR) and its importance in Integrated Marketing Program, Advantages and Disadvantages, Process, Tools of PR. Publicity- Meaning, Characteristics, Sources of Publicity, Importance; Personal Selling: Meaning, Types of Sales Persons, Personal selling responsibility, skill set required for effective selling; Sponsorship: Meaning, Criteria for Sponsorship, Limitation, Event Sponsorship, Cause Sponsorship, Ambush Marketing-Concept, Impact.

### **Unit 4: Creative Aspects, Ethics and Evaluation in Marketing Communication (12hours)**

Creative Aspects in Marketing Communication: Concept and Importance of Creativity, Visualization-Techniques, Buying Motives-Types, Selling Points-Types, Appeals-Types, USP; Ethics in Marketing Communication: Targeting Vulnerable group, Stereotyping, Portrayal of Women, Unethical Practices in Marketing Communication, Social and Cultural consequences; Evaluation in Marketing Communication: Evaluation process of IMC, Testing of Advertising Effectiveness-Post Tests, copy testing – emotional reaction test, cognitive neuroscience – online evaluation, Behavioural Evaluation – sales and response rate, POPAI, Toll free numbers, QR codes and Facebook likes, response cards, Internet responses, redemption rate.

### **Practical Exercises:**

1. The learners are required to prepare a hypothetical IMC plan for an organization.
2. Visit the website of ASCI and find out the types of complaints received and respective actions taken by ASCI.

3. Compare and analyse PR tools used by two different companies. Evaluate its effectiveness.
4. Parliament style discussion/debate on Ethics in Marketing Communication.

### Suggested Readings:

1. Belch, Michael; Belch, George. (2021). *Advertising and Promotion: An Integrated Marketing Communication Perspective*. Tata McGraw Hill. 12e.
2. Belch, Michael, Belch, George. (2010). *Advertising and Promotion: An Integrated Marketing Communication Perspective*. Tata McGraw Hill.
3. Clow, Kenneth E. (2014). *Integrated Advertising Promotion and Marketing Communication*. Pearson Edu 2014.
4. Duncan, Tom. (2006). *Principles of Advertising and IMC*. Tata McGraw Hill Pub.
5. Dutta, Kirti. (2016). *Integrated Marketing Communication*. Oxford University Press.
6. Shah, K., & D'Souza, A. (2017). *Advertising and Promotions: An IMC Perspective*. Noida, India: McGraw Hill Education.
7. Gopalakrishnan, P S. (2008). *Integrated Marketing Communication: Concepts and Cases*. ICFAI University Press.
8. Shimp, Terence. (2007). *Advertising and promotion: An IMC Approach*. Cengage Learning.

### Semester-VII

### Discipline Specific Elective-DSE-II 7.3

#### Title of the Paper: Hands-on Python

Offered by Economics Department, College of Vocational Studies

#### CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Semester	Course title & Code	Credits	Duration (per week)			Eligibility Criteria	Prerequisite
			Lecture	Tutorial	Practical/ Practice		
VII	Hands-on Python	4	1	0	3	Class 12th Pass	NIL

### Course Objectives:

The objective of this course is to equip students with the fundamental knowledge and practical skills in Python programming. It will enable the students in understanding usefulness of Python as an analytical tool in diverse fields. They will learn how to use lists, tuples, dictionaries, and functions programs. They

will be prepared to use the program for managing data frames, visualising datasets and performing simple statistical calculations.

### **Course learning outcomes:**

After completion of the course students will be able to:

1. Describe the concepts of constants, variables, data frames and operators.
2. Write programs using list, tuple, set and strings handling functions.
3. Write programs using user-defined functions and python dictionary.
4. Create data frames and transform and aggregate them through slicing, merging and visualising.
5. Visualise and present data sets with the help various types of charts and graphs.
6. Calculate measures of central tendency and measures of dispersion.

### **Unit 1: Introduction to Python Programming**

Introduction to Python and its features, Setting up the Python Development Environment, Basic Python syntax and data types, Variables, operators, and expressions in Python, Python List, Tuples, Python Dictionaries, Functions and Packages, NumPy

### **Unit 2: Data Manipulation with Pandas**

Transforming DataFrame, Aggregating DataFrame, Slicing and Indexing DataFrame, Creating and Visualizing DataFrame, Data Merging Basics, Merging Tables With Different Join Types, Advanced Merging and Concatenating

### **Unit 3: Data Visualization and Analysis**

Introduction to data visualization libraries (Matplotlib, Seaborn), Plotting and customizing charts and graphs, Exploratory data analysis using Python, Presenting insights and findings with visualizations, Creating interactive and appealing data visualizations

### **Unit 4: Statistics with Python**

Data Classification (Discrete, Continuous, Categorical), Mean, Median, Mode, Variance, Standard Deviation, Quartile, Percentile, Inter-quartile Range, Identifying outliers, correlation

### **Suggested Readings:**

- VanderPlas, J. (2016). Python Data Science Handbook: Essential Tools for Working with Data. O'Reilly Media.
- Downey, A. B. (2014). Think Stats: Exploratory Data Analysis in Python (2nd ed.). O'Reilly Media.

### **Notes:**

**1. Suggested readings shall be updated and uploaded on the college website from time to time.**

**2. Examination scheme and mode shall be prescribed by the Examination branch, University of Delhi from time to time.**

## Semester-VII

### Discipline Specific Elective-DSE-II 7.4

**Title of the Paper: Economics of Microfinance**

**Offered by Economics Department, College of Vocational Studies**

#### **CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE**

Semester	Course title & Code	Credits	Duration (per week)			Eligibility Criteria	Prerequisite
			Lecture	Tutorial	Practical/ Practice		
VII	Economics of Microfinance	4	3	1	0	Class 12th Pass	Nil

#### **Learning Objectives:**

The purpose of this course is to offer a fundamental understanding of microfinance and how microfinance institutions have evolved overtime and their operation. It will cover the delivery of micro-finance products and services, as well as the technical skills and behavioural aspects relevant to people working in microfinance sector. This course will significantly contribute to enhancing the financial literacy of individuals involved in microfinance, particularly among frontline employees of microfinance organisations, as well as the aspirants.

#### **Learning Outcomes:**

The students will be able to:

- understand the importance of Microfinance in India.
- learn the relevance of Microfinance in India.
- Analyse the role of Micro Finance Institutions and financial Inclusion.
- Analyse the Role of NGOs in implementing the Governments welfare policies.

#### **Unit I: Development of Microfinance**

Concept of Microfinance, Evolution and Growth of Microfinance in India, Neoclassical Approaches to Household Decision making, Microfinance and financial inclusion in India, The Millennium Development Goals – Pros and cons of Micro Credit Programme.

**(10 hours)**

#### **Unit II: Microfinance Models and Institutions**

NABARD model, SIDBI model, SGSY model, Grameen Banking model, NMDFC model, Associations model, Community Banking Model, Credit unions etc.

Commercial Microfinance: Investing in Microfinance, Viability of MFIs, Financial risk, Risk management and diversification of risk in Micro finance, Impacts and determinants of Micro Finance. **(11 hours)**

### **Unit III: Ratings of Microfinance Institutions (MFIs)**

Social Rating, Credit Rating of MFIs and Impact assessment in Micro finance; Micro insurance: issues and challenges; MUDRA Yojana; PMJDY. Government's welfare schemes for financial and social inclusions like Deendayal antyodaya yojana, Pradhan Mantri Garib Kalyan Yojana (PMGKY) (Case Studies).

**(12 hours)**

### **Unit IV: An Assessment and Impact of NGOs in Entrepreneurship**

Role and strategy of NGO, Functions of NGOs, NGOs and their role in financial inclusion, NGOs in Entrepreneurship Development, Strengths and weakness of NGOs, Women Empowerment, Women and Micro Finance, Gender issue in micro finance, Rationale behind Self-help groups (SHG) and need to institutionalization, Genesis of rural credit system, Genesis of SHG. **(12 hours)**

#### **Practical Exercises:**

**The learners are required to:**

1. Make groups for presentations to develop the approaches to household decisions regarding finances. (Unit I)
2. Make an industrial visit to any microfinance government institution for a clear understanding of the microfinance models. (Unit II)
3. Engage in a group discussion on how different government schemes enhance financial inclusion. (Unit III)
4. Students will do surveys of NGOs to know the functions and strategies of NGOs.

(Unit IV)

Suggested Readings:

- Panda, D. K. (2009). Understanding Microfinance. Wiley
- Datta, S and Sahu, T.N (2023) Financial Inclusion and Livelihood Transformation Perspective from Microfinance Institutions in Rural India. Palgrave Macmillan Singapore, <https://doi.org/10.1007/978-981-99-4141-4>
- Radhakrishnan, S. (2022). *Making Women Pay: Microfinance in Urban India*. Duke University Press. <https://doi.org/10.2307/j.ctv219kxgx>
- Credit Rating Information Services of India Limited. Accessed on June 1, 2016. Retrieve from <https://www.crisil.com/content/dam/crisil/our-analysis/publications/crisil-inclusix/CRISIL-Inclusix-An-index-to-measure-indias-progress-on-financial-inclusion-vol3-june2015.pdf>, pp. 24. (Unit III)
- World Bank. Accessed on June 9, 2019. Retrieved from [www.worldbank.org/en/topic/financialinclusion/brief/achieving-universal-financial-access-by-2020](http://www.worldbank.org/en/topic/financialinclusion/brief/achieving-universal-financial-access-by-2020) (Unit IV)

**Notes:**

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2. Examination scheme and mode shall be prescribed by the Examination branch, University of Delhi from time to time.

### **Semester VII**

#### **Generic Elective-GE -7.1**

#### **Service marketing for Tourism and Hospitality**

**Offered by Tourism Management Department, College of Vocational Studies**

#### **Credit Distribution, Eligibility and Pre-Requisite of the Course**

Course Title and Code	Course Code	No. of credits	Components of the course			Eligibility Criteria	Pre-requisites of the course
			Lecture	Tutorial	Practical		
Service marketing for Tourism and Hospitality	GE 7.1	4	3	1	0	Pass in Class XII	NIL

#### **Learning Objectives:**

This course explores the unique nature of service marketing within the tourism and hospitality industries. Students will learn the core principles of services marketing, understand consumer behavior in service settings, and develop strategies for creating value, enhancing customer experience, and building long-term relationships in service-based businesses. The course blends theory with practical insights through case studies, discussions, and real-world examples.

## **Learning Outcomes:**

After completing this course, the learners would be able to:

1. explain the distinctive characteristics of service marketing in tourism and hospitality.
2. apply the 7 Ps framework to design and manage effective service marketing strategies.
3. analyze service encounters and customer expectations in various hospitality contexts.
4. evaluate service quality using models like SERVQUAL and propose improvements.
5. use digital and relationship marketing tools to enhance customer engagement and retention.

## **Unit I**

### **Introduction to Service Marketing (11Hours)**

Definition and characteristics of services, Difference between goods and services, Role of services in tourism and hospitality, The service marketing triangle, Customer expectation from Hospitality services, The expanded marketing mix (7 Ps) in tourism and hospitality,

## **Unit II**

### **Understanding Customer Expectations and Perceptions (11Hours)**

Customer expectations and perceptions of service, The concept of service encounters and moments of truth, Service quality models: SERVQUAL and GAP Model, Managing demand and capacity in services, Customer satisfaction and complaint management.

## **Unit III**

### **Designing Service Marketing Strategies (11Hours)**

Market segmentation, targeting, and positioning for service offerings, Service product design and innovation, Branding services and destination marketing, Pricing strategies for services, Promotion and communication in service businesses.

## **Unit IV**

### **Modern Marketing (12Hours)**

Green marketing, Mobile marketing, Cross-cultural marketing, Web marketing, Buzz marketing, Relationship marketing in hospitality: loyalty programs, CRM, personalization, Role of technology in service marketing, Social media and online reviews as marketing tools.

## **Exercises**

The learners are required to:

1. analyze and present examples of the 7 Ps in a hotel/resort of their choice.
2. develop a customer feedback questionnaire for a hotel or travel agency.
3. develop a promotional campaign for a tourism destination
4. design a loyalty program for a hotel or travel firm.

**Suggested Readings:**

- Hoffman, K. D., & Bateson, J. E. G. (2017). *Services Marketing: Concepts, Strategies, and Cases* (5th ed.). Cengage Learning.
- Hudson, S. (2020). *Marketing for tourism, hospitality & events: A global & digital approach*. SAGE Publications.
- Kotler, P., Bowen, J. T., Makens, J. C., & Baloglu, S. (2016). *Marketing for Hospitality and Tourism* (7th ed.). Pearson Education.
- Lovelock, C., Wirtz, J., & Chatterjee, J. (2019). *Services Marketing: People, Technology, Strategy* (8th ed.). Pearson.
- Mariani, M. M., Baggio, R., Della Corte, V., & Buhalis, D. (2021). *Smart tourism: Foundations and developments*. Springer.
- Morrison, A. M. (2022). *Marketing and managing tourism destinations* (2nd ed.). Routledge.
- Solomon, M. R. (2022). *Consumer behavior: Buying, having, and being* (13th ed.). Pearson.
- Wirtz, J. (2022). *Services marketing: People, technology, strategy* (9th ed.). World Scientific Publishing.
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2020). *Services Marketing: Integrating Customer Focus Across the Firm* (7th ed.). McGraw-Hill Education.

**Notes:**

1. **Suggested Readings will be updated and uploaded on college website from time to time.**
2. **Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.**



**College of Vocational Studies**  
**Marketing Management & Retail Business**  
**Semester VIII**

<b>DSC-1</b>	Consumer Affairs and Protection
<b>DSE-1</b>	Marketing Analytics
<b>DSE-1</b>	Strategic Digital Marketing
<b>DSE-2</b>	<b>Application to Data Analytics with R</b>
<b>DSE-2</b>	<b>Economics of Startups</b>
<b><u>GE Common Pool for BA (VS) Tourism Management Students</u></b>	
<b>1</b>	Offered by Department of History
<b>2</b>	Offered by Department of Political Science
<b>3</b>	Offered by Department of Economics
<b>4</b>	Offered by Department of Mathematics
<b>5</b>	<b>Tourism Startups and Innovations</b> (Offered by Department of Tourism Management )

**Semester VIII**  
**DISCIPLINE SPECIFIC CORE COURSE – 8.1 (DSC–8.1)**  
**Consumer Affairs and Protection**

**CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE**

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Prerequisite of the course (if any)
		Lecture	Tutorial	Practical/Practice		
<b>Consumer Affairs and Protection (DSC-8.1)</b>	<b>4</b>	<b>3</b>	<b>1</b>	<b>0-</b>		<b>None</b>

**Learning Objectives:** The course aims to equip students with their rights and responsibilities as a consumer in India. It also familiarizes them with the procedures to redress their complaints and the role of different agencies in regulating their respective industries.

**Learning Outcomes:** After completion of the course, students will be able to:

1. Understand the concept of consumer, markets and post-purchase behaviour.
2. Assert their consumer rights under Consumer Protection Act, 2019.
3. Comprehend the procedure for filing complaints as well as relief and appeal provisions.
4. Assess the role of industry regulators in consumer protection.

**Unit 1: Introduction to Consumers and Markets**

**12 hours**

**Consumers:** Concept, Consumer Buying Process, Post-Purchase Behaviour, Factors affecting voicing of consumer grievances, Alternatives available to dissatisfied consumers: Private action and Public action. Complaint handling process : ISO 10000 suite

**Markets:** Liberalization and Globalisation of the Indian Consumer Market, Socio Economic Classification of Indian Consumers, Online and offline markets; Organized and unorganized market, Grey market. Concept of price in retail and wholesale, MRP, Fair price. Labelling and packaging: legal aspects.

**Unit 2: The Consumer Protection Act (CPA), 2019**  
**hours**

**12**

**Consumer Protection law in India:** Consumer Rights. Basic concepts: Consumer, goods, service, defect in goods, deficiency in service, spurious goods, unfair trade practice, restrictive trade practice, unfair contract, product liability.

**Organisational Set up:** Advisory bodies: Consumer Protection Councils at the Central, State, and District level: Composition and role. Central Consumer Protection Authority: Composition and Powers. Adjudicatory bodies: District Commission, State Commission, and National Commission: Composition and Jurisdiction (Territorial and Pecuniary). Consumer Mediation Cell.

Role of Supreme Court under the CPA with relevant case laws.

**Unit 3: Consumer Grievance Redress Mechanism in India**  
**hours**

**11**

**Complaints:** Who can file a Complaint?, Grounds of Filing a Complaint, Limitation Period, Procedure for Filing and Hearing of Complaint, Reliefs provided, Appeals, Enforcement of Order, Offences and Penalties.

**Leading cases under CPA by the National Commission/Supreme Court:** Medical service negligence, Banking, Insurance, Real Estate, Education, Defective product, Unfair Trade Practices.

**Unit 4: Industry Regulators and Consumer Complaint Redressal Mechanism 10 hours**

Banking: Banking Ombudsman Scheme, Insurance: Insurance Ombudsman, Food Products: FSSAI, Advertising: ASCI, Housing Construction: Real Estate Regulatory Authority, Telecommunication: Telecom Regulatory Authority of India.

Role of Central Consumers Protection Authority (CCPA) under CPA, 2019.

**Practical Exercises:**

The learners are required to:

1. Instruct students to make a report after talking to their friends and family to find out what they do when they are dissatisfied with a product or service.
2. Students may share personal experiences with respect to unfair trade practices and infringement of any of the consumer rights.
3. Divide the class in groups and assign them different industries. Organize a debate cum discussion to compare the complaints received and resolutions done by different regulators in their respective industries.

4. Ask students to visit the website “www.ncdrc.nic.in” and pick any two case judgments on deficiency in services. Examine who was the complainant, ground of complaint, appeal filed, and where filed and final order passed by the concerned Consumer Commission.
5. Students may prepare a research paper based on different units in the syllabus.

### **Suggested Readings:**

1. Aggarwal, V. K. (2021). Law of Consumer Protection, (4th ed.). Delhi, India: Bharat Law House.
2. Khanna, S. R., & Hanspal, S. (2020). Consumer Affairs & Customer Care (1st ed.). Delhi, India: Prowess Publishing.
3. Kapoor, S. (2021). Consumer Affairs and Customer Care, (1st ed.). Delhi, India: Scholar Tech Press.
4. Rao, R. (2022). Consumer is King. Delhi, India: Universal Law Publishing Company.
5. Patil, A. R. (2022). Landmark Judgments on Consumer Protection and Law: 2008-2020. Delhi, India: Ministry of Consumer Affairs, Food & Public Distribution, Government of India. E-book: [www.consumeraffairs.nic.in](http://www.consumeraffairs.nic.in).
6. The Consumer Protection Act, 2019

**Semester-VIII**  
**Marketing Analytics**  
**DISCIPLINE SPECIFIC Elective (DSE 8.1)**  
**Offered by Commerce Department, College of Vocational Studies**

<b>Course Title &amp; Code</b>	<b>Total Credits</b>	<b>Lectures</b>	<b>Tutorial</b>	<b>Practical</b>	<b>Eligibility</b>	<b>Prerequisite of the course</b>
<b>DSE -8.1 Marketing Analytics</b>	<b>4</b>	<b>3</b>	<b>1</b>	<b>0</b>		<b>None</b>

### **Course Objectives:**

- Define key concepts, processes, and the role of analytics in marketing decision-making.
- Identify relevant data sources and apply basic techniques for data cleaning and preparation.
- Apply statistical and analytical methods to marketing problems
- Develop and use KPIs to evaluate digital and traditional marketing efforts.
- Leverage customer data for segmentation and targeting
- Analyze customer behavior patterns to create actionable market segments.

- Create charts, dashboards, and presentations to communicate findings to marketing and business stakeholders.

### **Learning outcomes:**

Upon successful completion of the course, students will be able to:

- Understand the Role of Analytics in Marketing, Explain how data-driven decision-making enhances marketing strategies and business performance.
- Identify and Collect Relevant Marketing Data
- Use analytics tools to summarize past marketing activities, forecast future trends, and recommend actions.
- Interpret customer data to identify segments, preferences, and lifetime value to inform targeted marketing strategies.
- Develop metrics and Key Performance Indicators (KPIs) to assess campaign effectiveness across multiple channels.
- Gain practical experience with tools like Excel, SQL, Google Analytics, Tableau, and introductory predictive modeling software.
- Plan and evaluate controlled experiments to optimize marketing tactics.
- Interpret and Communicate Analytical Findings

### **Unit I: Introduction to Marketing Analytics (10 Hours)**

- What is Marketing Analytics?
- Importance of data-driven marketing
- Types of marketing analytics: Descriptive, Predictive, Prescriptive
- Marketing metrics overview: CLV, ROI, CPA, conversion rate
- Types of marketing data: demographic, behavioral, transactional
- Internal vs External data sources
- Data collection methods: surveys, CRM, website tracking
- Basics of databases and data warehouses
- 

### **UNIT II Customer Analytics (10 Hours)**

- Customer segmentation (RFM Analysis)
- Customer Lifetime Value (CLV) Calculation
- Churn Analysis and Retention Strategies

### **UNIT III Digital Marketing Analytics (12 Hours)**

- Web analytics
- Social media analytics -metrics and KPIs
- Email marketing analytics (open rate, click-through rate)

### **Unit IV: Marketing Analytics Tools and Technologies (13 Hours)**

- Overview of popular tools: Google Analytics, Tableau, R, Python, Power BI

- Introduction to automation
- Use data-driven insights to support customer acquisition, retention, and profitability initiatives.

## Practical Exercises

- **Activity:** Data Source Mapping for a sample brand  
Assignment – Identifying data sources for marketing questions
- Case Study Discussion
- **Activity:** Discussion on real-world marketing campaigns using data analytics  
Quiz on foundational concepts
- **Capstone Project:**  
Design a full marketing analytics report for a product/brand:
  - Data analysis
  - Insights
  - Recommendations
- Presentation:  
**Suggested Readings:**
  - Marketing Performance"  
**Authors:** Paul W. Farris, Neil Bendle, Phillip Pfeifer, David Reibstein
  - "Marketing Analytics: A Practical Guide to Real Marketing Science"  
Author: Mike Grigsby
  - "Marketing Analytics: Strategic Models and Metrics"  
Author: Stephan Sorger
  - Predictive Analytics: The Future of Marketing"  
Author: Eric Siegel
  - "Competing on Analytics: The New Science of Winning"  
Authors: Thomas H. Davenport and Jeanne G. Harris
  - "Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know"  
Author: Mark Jeffery
  - "Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World"  
**Authors:** Chuck Hemann, Ken Burbary
  - Focus: Digital data (social media, websites, email).
  - Tools: Google Analytics, Facebook Insights, Twitter analytics.
  - Level: Beginner to Intermediate

- Why recommended: Specific to the digital ecosystem.
- **Kotler, Philip** — *Marketing Management* — (Analytics frameworks embedded in classic marketing strategies)
- **Lilien, Gary L., Rangaswamy, Arvind** — *Marketing Engineering* — (Good for modeling techniques)
- Google Analytics Academy (free)
- HubSpot Academy (CRM and marketing analytics)
- Coursera (Marketing Analytics specialization)

### Semester VIII

#### Strategic Digital Marketing

Offered by Commerce Department, College of Vocational Studies

#### DISCIPLINE SPECIFIC ELECTIVE (DSE-8.1)

Course Title & Code	Total Credits	Lectures	Tutorial	Practical	Eligibility	Prerequisite of the course
(DSE-8.1) Strategic Digital Marketing:	4	3	1	0		None

#### Course Objectives:

- To introduce students to the evolution and concept of digital marketing and its strategic significance.
- To explore key digital marketing strategies across content marketing, SEO, SEM, and social media.
- To provide hands-on experience in developing and executing digital marketing campaigns.
- To analyze digital marketing data, key performance indicators (KPIs), and analytics tools for measuring campaign success.
- To equip students with the necessary skills to create and manage digital marketing strategies that foster brand growth and customer loyalty.

#### Course Learning Outcomes :

- Students will understand the fundamentals and evolution of digital marketing, distinguishing it from traditional marketing methods.
- Students will gain proficiency in creating digital marketing strategies, including SEO and SEM, content marketing, and social media campaigns.
- Students will be able to apply analytics tools, such as Google Analytics, to measure and optimize the performance of digital marketing efforts.
- Students will develop the ability to integrate SEO, SEM, and social media marketing to drive brand engagement and customer loyalty.
- Students will enhance employability by acquiring skills in data-driven digital marketing strategies and performance analysis.

### Course outline

<b>Unit I (9 hours)</b>	Introduction to Digital Marketing Strategy: Concept and evolution of digital marketing, Traditional vs. digital marketing, The digital marketing funnel: Awareness, Consideration, Conversion, Loyalty, Components of digital marketing strategy, The role of branding in digital marketing.	
<b>Unit II (9hours)</b>	Content, SEO & SEM Content marketing strategy: types, creation, and distribution, Blogging and video marketing, SEO: On-page and off-page optimization, keyword strategy, search engine algorithms, SEM: Google Ads, bidding strategy, ad formats, Quality Score, Integrating SEO and SEM in digital campaigns.	
<b>Unit III (9 hours)</b>	Social Media and Email Marketing : Social media marketing: platforms, strategy, and analytics (Facebook, Instagram, LinkedIn, Twitter), Influencer and affiliate marketing, Building email marketing campaigns: segmentation, personalization, automation, A/B testing and email performance metrics, Customer lifecycle and engagement through emails.	
<b>Unit IV A(9 hours0)</b>	Data, Analytics & Performance Measurement: Role of data in digital marketing strategy, Google Analytics: dashboard, goals, conversions, and behavior tracking, KPIs and performance metrics: CTR, ROI, CAC, CLV, Conversion Rate Optimization (CRO), Marketing automation and CRM integration.	
<b>Unit IV B(9 hours)</b>	Strategic Planning and Digital Marketing Trends: Creating a comprehensive digital marketing plan, Integrating online and offline marketing strategies, Legal, ethical, and privacy issues in digital marketing (GDPR, cookies, data protection), Emerging trends: AI in marketing, chatbots, voice search, influencer marketing, Case studies of successful digital marketing campaigns.	

### Suggested Readings:

1. **Digital Marketing:** Strategy, Implementation, and Practice by Dave Chaffey and Fiona Ellis-Chadwick.



2. **Contagious:** How to Build Word of Mouth in the Digital Age by Jonah Berger.
3. **SEO 2023:** Learn Search Engine Optimization with Smart Internet Marketing Strategies by Adam Clarke.
4. **Social Media Marketing:** A Strategic Approach by Melissa Barker, et al.
5. **Digital Marketing** for Dummies by Ryan Deiss and Russ Henneberry.
6. **Jab, Jab, Jab, Right Hook** by Gary Vaynerchuk.
7. **SEO Made Simple:** Strategies for Dominating the World's Largest Search Engine by Michael H. Fleischner.
8. **The Art of Digital Marketing** by Ian Dodson.
9. **The New Rules of Marketing and PR** by David Meerman Scott.
10. **Influence:** The Psychology of Persuasion by Robert B. Cialdini.

**SWAYAM Portal Link:** You can find relevant digital marketing courses on the SWAYAM portal. One example is: [https://onlinecourses.swayam2.ac.in/imb25\\_mg31/preview](https://onlinecourses.swayam2.ac.in/imb25_mg31/preview) for more search - <https://swayam.gov.in/>

#### Semester-VIII

### Discipline Specific Elective- DSE8.1

**Title of the Paper: Application to Data Analytics with R**

**Offered by Economics Department, College of Vocational Studies**

**CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE**

Semester	Course title & Code	Credits	Duration (per week)			Eligibility Criteria	Prerequisite
			Lecture	Tutorial	Practical/ Practice		
VIII	Application to data analytics with R	4	2	0	2	Class 12th Pass	Nil

#### Learning Objectives:

This Paper provides a comprehensive introduction to R programming language and data analysis, with focus on vocational fields. It will equip learners with foundational knowledge and skills to use R for statistical computing and data analysis. Key learning objectives include

understanding basic R syntax, working with data structures, performing data manipulation and analysis, and creating visualisations. Students will be able to grasp the reading, cleaning and transforming and manipulating data using the built-in functions and packages.

### **Learning Outcomes:**

The students will be able to:

- Understand the basics of R programming language, including data types, variables, and control
- Learn to import, manipulate, and visualize data in R
- Apply statistical concepts and methods to real-world data using R
- Understand how to perform inferential statistics, including hypothesis testing and confidence intervals.
- Interpret the results of statistical analyses and communicate findings effectively

**Unit I:** Overview of R and its IDEs, Basics of R syntax and programming concepts, Data types, variables and operations in R, Control structures, Array, Matrix, Vectors, Factors, R packages, Handling missing values

**(7 hours)**

**Unit II:** Data manipulation and preparation: Importing and exporting data in text, excel, Stata format, Data cleaning, sorting and preparation with dplyr, Data transformation using tidyr. Functions: Built in functions, Creating custom functions, conditional statements, Loops, apply, Lapply, sapply **(15 hours)**

**Unit III:** Data analysis and statistics: Descriptive statistics and exploratory data analysis, Hypothesis testing and inferential statistics, Regression analysis vs correlation, Simple regression, multiple regression, OLS, Assumptions of classical Normal Linear regression model, Auto correlation, heteroscedasticity, Time series data

Data visualisation with R: Adding layers, themes and customization using ggplot2, interactive visualisation with plotly

**(15 hours)**

**Unit IV:** Advanced analytics and introduction to machine learning.

Project work : Extracting unit level data and Analysing it with the help of appropriate tools  
**(8 hours)**

### **Practical Exercises:**

**The learners are required to:**

1. Loading and cleaning of data sets
2. Performing data analysis, creating visualisation and generating reports

Suggested Readings:

- Gardner, M. (2008). *Beginning R: The statistical programming*, Wiley & Sons.
- Verzani, J. (2014). *Using R for introductory statistics* (2<sup>nd</sup> ed.). Chapman & Hall

- The R Guide
- Gujarati, D.N. et al (2018) *Basic Econometrics* (5<sup>th</sup> ed), McGraw Hill India.

**Notes:**

1. Suggested readings shall be updated and uploaded on the college website from time to time.
2. Examination scheme and mode shall be prescribed by the Examination branch, University of Delhi from time to time.

**Semester-VIII**

**Discipline Specific Elective- DSE8.2**

**Title of the Paper: Economics of Startups**

**Offered by Economics Department, College of Vocational Studies**

**CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE**

Semester	Course title & Code	Credits	Duration (per week)			Eligibility Criteria	Prerequisite
			Lecture	Tutorial	Practical/ Practice		
VIII	Economics of Startups	4	3	-	1	Class XII	Nil

**Learning Objectives:**

The learning objectives of this paper are to understand and analyse the economics of startups. The paper also intends to apply economic concepts to market price and output determination. Startups and entrepreneurship culture will help to reduce problems associated with economy. The aim of this paper is to inspire the current learners to create new startups by providing them the ability to generate new ideas.

**Learning Outcomes:**

The students will be able to:

- Develop a start-up Enterprise with Big Idea Generation.
- Analyse start-up capital requirement by analysing legal factors.
- Interpret feasibility Analysis towards funding issues.
- Access growth stages in new venture and reasons for scaling ventures.

**Unit I:** Market imperfection concepts and problems in macroeconomics – Nature of the firm, price and output determination in monopoly, oligopoly and monopolistic competition; problems of inequality, poverty, unemployment and inflation in a economy.

**(10 hours)**

**Unit II:** Startups- overview, structure, concepts and terminologies, Startups as an economic tool, Need of startups for reducing inequality, poverty, unemployment and inflation; new ideas and thinking about doing business, factors affecting startups, removing obstacles to entrepreneurship.

**(13 hours)**

**Unit III:** Indian startups ecosystem – drivers, challenges and pillars; financing of startups in India; entrepreneurship and startups culture in India; needs and opportunities of startups in Indian economy.

**(11 hours)**

**Unit IV:** Startup action plan in India, Initiatives and government policies to encourage startups in India; status of startups in India in past one decade.

**(11 hours)**

### **Practical Exercises:**

The learner will analyse one startup and accordingly make the plan to set up a new startup with his new ideas.

### **Suggested Readings:**

- Case, Karl E. & Ray C. Fair: Principles of Economics, Pearson Education, Inc., latest edition; page no. 269-328, 367-387, 441-456.
- Coase, R.H. (1937), The Nature of the Firm, *Economica*, vol. 4 (16), page 386-405.
- World Bank Group, Doing Business 2020, comparing business regulations in 190 economies (chapter 1 &3).
- Lambert, T., Ralcheva, A. & Roosenboom, P. (2018), The crowd- entrepreneur relationship in startup financing. Chapter in book edited by Cumming, D. & Hornuf, L. (2018), *The Economics of Crowdfunding- Startups, Portals, and Investor Behaviour*, Palgrave macmillan Publication, Page no. 57-78.
- Mehmeti, V. & Musabelli, E. (2024), Start-ups: Importance and Role in the Economy, *Interdisciplinary Journal of Research and Development*, vol. 11, page 60-65.
- Bilan, I. & Apostoaie, M. (2023), Unemployment benefits, entrepreneurship policies, and new business creation, *Small Bus Econ*, Springer publication, vol. 61, page no. 1411-1436.
- Startup India, Draft Compendium of startup- specific initiatives, under central ministries, Government of India, Department for Promotion of Industry and Internal Trade, Ministry of Commerce and Industry, GOI.
- Korreck, S. (2019), *The Indian Startup Ecosystem: Drivers, Challenges and Pillars of Support*, ORF Occasional Paper, Observer Research Foundation.
- Singh, Vijay K. (2020), Policy and Regulatory changes for a successful Startup revolution: Experiences from the Startup Action Plan in India, ADBI working paper series 1146, Asian Development Bank Institute.
- Nine Years of Startup India (2025), Research Unit, Press Information Bureau, Government of India, Ministry of Commerce and Industry, GOI.
- Singh, P. (2022), *Entrepreneurship and Startups Culture in India*, Bharti Publication New Delhi, (Edited book).

### **Notes:**

1. Reference readings shall be updated and uploaded on the college website from time to time.
2. Examination scheme and mode shall be prescribed by the Examination branch, University of Delhi from time to time.

### **Semester VIII**

#### **Generic Elective Course -GE-8.1**

#### **Tourism Startups and Innovations**

**Offered by Tourism Management Department, College of Vocational Studies**

#### **Credit Distribution, Eligibility and Pre-Requisite of the Course**

Course Title and Code	No. of credits	Components of the course			Eligibility Criteria	Pre-requisites of the course
		Lecture	Tutorial	Practical		
<b>Tourism Startups and Innovations G.E.- 8.1</b>	<b>4</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>Pass in Class XII</b>	<b>NIL</b>

### **Learning Objectives:**

The course aims to introduce students to the foundational concepts of entrepreneurship and innovation within the tourism sector. It explores the dynamics of the tourism startup ecosystem, including various business models and funding sources that support entrepreneurial ventures. By fostering creativity and problem-solving, the course encourages students to design innovative tourism services and products that respond to market needs. Additionally, it focuses on developing practical skills essential for planning, launching, and managing a successful tourism startup, preparing students to contribute meaningfully to the evolving landscape of the tourism industry.

### **Learning Outcomes:**

After completing this course, the learners would be able to

1. understand entrepreneurship fundamentals and innovation frameworks in tourism.
2. analyze case studies of successful tourism startups and identify key success factors.
3. develop/create a business model for a tourism startup using tools like the Business Model

Canvas.

4. pitch a startup idea addressing real-world tourism challenges.
5. evaluate the feasibility and sustainability of proposed tourism startup ideas.
6. assess the impact of innovation on competitiveness and value creation in tourism enterprises.
7. apply innovative thinking and sustainable approaches in tourism product development.

## Unit-I

### **Introduction to Tourism Entrepreneurship and Innovation (10 Hours)**

Entrepreneurship in tourism: Characteristics, types, and roles, Innovation in tourism: Process, need, and significance, Creative thinking, design thinking, and idea generation techniques, Overview of the tourism startup ecosystem (incubators, accelerators, angel investors)

## Unit II

### **Business Models and Planning for Tourism Startups (15 Hours)**

Business Model Canvas: Value proposition, customer segments, revenue streams, Tourism startup planning: Market research, feasibility study, risk analysis, Legal structure and licensing requirements for tourism enterprises, Branding and positioning strategies in tourism startups.

## Unit III

### **Digital Innovation and Technology in Tourism Startups (10 Hours)**

Role of digital platforms, AI, and mobile apps in tourism innovation, Smart tourism, virtual reality (VR), and augmented reality (AR) experiences, Social media marketing, e-commerce, and online distribution in startups, Case studies: Airbnb, Tripoto, Klook, OYO Rooms, etc.

## Unit IV

### **Funding, Growth, and Sustainable Innovation (10 Hours)**

Sources of startup funding: Bootstrapping, venture capital, crowdfunding, Growth hacking strategies and scalability in tourism ventures, Social entrepreneurship and sustainable innovation in tourism, Challenges and failures in tourism startups: Learning from setbacks.

#### **Exercises:**

**The learners are required to:**

1. pitch a tourism startup idea to a mock investor panel (Shark Tank-style).
2. group project: Develop a sustainable tourism startup proposal.
3. prepare a Business Model Canvas for a proposed tourism startup.

4. conduct a SWOT analysis of a local tourism venture.
5. design a basic digital marketing strategy for a tourism startup.
6. make presentation on: technology driven tourism business models.

### Suggested Readings:

- Correia, A., Lopes, J. D., & Portugal, M. (Eds.). (2024). *International Case Studies in Innovation and Entrepreneurship in Tourism*. Routledge.
- Hallak, R., & Lee, C. (Eds.). (2024). *Handbook of Tourism Entrepreneurship*. Edward Elgar Publishing.
- Aguiar-Quintana, T., Day, J., & Álamo-Vera, F. R. (Eds.). (2024). *Corporate Entrepreneurship and Innovation in Tourism and Hospitality*. Routledge.
- Gupta, A., George, G., & Fewer, T. J. (2024). *Venture Meets Mission: Aligning People, Purpose, and Profit to Innovate and Transform Society*. Stanford University Press.
- McClanahan, P. (2024). *The New Tourist: Waking Up to the Power and Perils of Travel*. Simon & Schuster.
- Baggio, R., & Del Chiappa, G. (2017). *Tourism destinations and eTourism: Digital marketing practices*. Channel View Publications.
- Morrison, A. M. (2019). *Hospitality and travel marketing (5th ed.)*. Cengage Learning.
- Guttentag, D. A. (2015). *Airbnb: Disruptive innovation and the rise of an informal tourism accommodation sector*. *Current Issues in Tourism*, 18(12), 1192–1217.
- Cooper, C. (2016). *Innovation in tourism: Applying the diffusion of innovation model*. *Tourism Recreation Research*, 41(3), 301–304.
- Osterwalder, A., & Pigneur, Y. (2010). *Business model generation: A handbook for visionaries, game changers, and challengers*. Wiley.

### Notes:

1. Suggested Readings will be updated and uploaded on college website from time to time.
2. Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.

