

**KARNATAKA STATE**



**OPEN UNIVERSITY**

**MUKTHAGANGOTRI, MYSURU- 570 006**



**MBA IV SEMESTER  
TRAVEL AGENCY MANAGEMENT**



**Department of Studies and Research in  
Management**

**MBSC - 3.1 E**

**Block - 1 to 4**

**DEPARTMENT OF STUDIES AND RESEARCH IN MANAGEMENT**

**M.B.A IV SEMESTER**

**COURSE - MBSC - 3.1 E**

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**TRAVEL AGENCY MANAGEMENT**

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**BLOCK - 1: UNDERSTANDING TRAVEL AGENCY**

**UNIT - 1**

HISTORY OF TRAVEL AGENCIES 01-11

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**UNIT - 2**

ORGANISATION AND JOB STRUCTURE 12-19

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TYPES OF OWNERSHIP 20-29

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FUNCTIONS OF TRAVEL AGENCY 30-39

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**Course Name : Travel Agency Management Credit : 04 Units No: 1 to 16**

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