

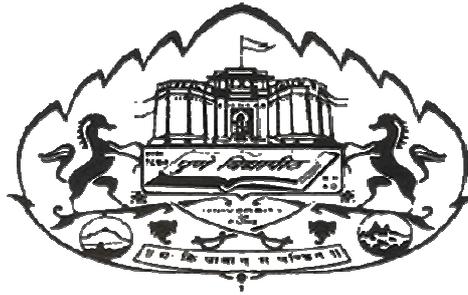
University of Pune University of Pune University of Pune

University of Pune University of Pune University of Pune

Univer

Univer **UNIVERSITY OF PUNE** *ne*

Univer *ne*



**MASTER OF HOTEL MANAGEMENT
AND CATERING TECHNOLOGY**

University of Pune University of Pune University of Pune

University of Pune University of Pune University of Pune

University of Pune University of Pune University of Pune

University of Pune University of Pune University of Pune

University of Pune University of Pune University of Pune

University of Pune University of Pune University of Pune

University of Pune University of Pune University of Pune

University of Pune University of Pune University of Pune

University of Pune University of Pune University of Pune

MASTERS OF HOTEL MANAGEMENT AND CATERING TECHNOLOGY

Background:

Travel and Tourism sector is expected to grow at four fold the current status. With this tremendous growth will also come a huge shortfall in human resources especially at the management level. It has been estimated that there will be a requirement of at least a billion personnel worldwide in both the operational and management levels. There is a dearth of managerial positions with most of the managers being educationally unqualified. "Experience is the best teacher" is the motto here and the course "Masters in Hotel Management and Catering Technology" will attempt to change this paradigm shift.

It has been estimated that one out of four HMCT graduates tends to leave the hotel industry due to lack of growth. This leads to higher attrition levels and is a major bane for this sector. To give a boost for the career advancement one needs higher levels of managerial skills and knowledge which would be met by giving a masters level program which has a curriculum aimed at developing the conceptual skills of the students.

The current trend suggests that we are living in a global world, where change is a constant parameter. To adapt to this trend and to live in an age of uncertainty and recession, the student needs to be aware of and work in a diverse work culture and circumstances. Knowledge is power is aptly applied here.

To meet and upgrade this knowledge and skills, an attempt has been made here to define a curriculum which will truly make global managers.

MHMCT program is a well-suited for all hotel management professionals who wish to upgrade their qualifications in order to gain a competitive advantage in their careers.

There has been a sharp increase in students of the 3 years Diploma and 4 years Degree in HMCT opting for a Post Graduate Diploma or a Masters Degree in Hospitality with approximately 30 to 40% students joining Post Graduate Courses within 1 to 2 years of graduation.

Since most of these Post graduate Qualifications are being offered by universities abroad, along with an opportunity to work as an intern for a period ranging from 6 – 12 months, most students seek this option.

The foreign visa rules permit students to work only for a restricted period during/after obtaining education abroad. On returning to India they are often confronted by disappointment and frustrations as these foreign qualifications do not give them a career boost and candidates are offered jobs at entry level position.

Rationale

Tourism sector in India continues to witness encouraging trends despite the fears of global economic slowdown. The foreign tourist arrivals to India have touched 3.87n millions by September 2008, which is an increase of 10.4% over corresponding period of previous year. The foreign exchange earnings to India in tourism sector in rupee terms have touched 36,464 crores.

India continues to be a long duration and high spending destination for foreign travelers. This is quite evident from the statistic received through the UNWTO World Tourism Barometer, which indicate that the foreign exchange earnings per foreign traveler coming to India has been US \$ 2112 in the year 2007, which is more than twice the foreign exchange earned per foreign traveler, worldwide (which is US \$ 948) as well as Asia Pacific (Which is US \$ 1027). In fact, most of the major Asian countries like China, Japan, Indonesia, Malaysia, Singapore and Thailand earned much less foreign exchange per foreign traveler as compare in India.

The resilience of India tourism sector is also evident from the fact that while the growth rate of foreign tourist arrivals worldwide has been 5% in 2008 and the average growth rate of Asia Pacific has been 6.9%, the foreign tourist arrivals to India have grown at a rate well above 10%.

In the given context there will be a growing need of trained manpower in the hospitality sector having the right knowledge and skill sets, so as to be professionally competent to meet global standard of hospitality.

In Pune specifically, there has been a huge boost to the hospitality sector. In the next 5 years there are going to be 29 new properties ranging from service apartment to luxurious 5* hotels. There would be a need of approximately 10,000 trained professionals in various departments.

India's hotel industry can be compared with the best hotels in the world. However, the hospitality based educational programmes offered by various Institutes and the curricular still focus on hotels only.

As the move from hotel to hospitality, the term Hospitality is more holistic and encompasses much more than four primary functional areas in a hotel namely Front Office, Housekeeping, food & Beverage Service and Food Beverage Production. A Hotel is merely a type of establishment as opposed to hospitality, which is a phenomenon that prevails across diverse type of establishment such as Hotels, Restaurants, Airlines, Convention Centres, Events Destinations and related services.

The management of these types of services requires a unique set of skills that cannot be addressed by the present hotel based curriculum being offered across the country.

Keeping the above in mind and the uphill growth of the tourism industry in mind, the MSIHMCT Pune proposes to commence a unique course to meet the need of the Industry & academia at all levels, offering full time course for new entrants, Diploma / Degree holder in HMCT and teachers in the hospitality tourism sectors.

Whom is this Program designed for

A Hotel Management graduate and a veteran in the field of hospitality need to leverage his skills and knowledge levels to achieve the next level of competency. This course has been designed keeping in mind the profile of an HMCT graduate who wants to advance in his career and gain the necessary conceptual skills required in the middle management and senior management level positions.

Also, it is an ideal education for people seeking to obtain the necessary specialized knowledge to venture into their own business.

While hospitality-related work experience is not necessarily required for admission, for HMCT diploma and degree holders, but would definitely be beneficial in the long run.

Concept of the Master Program

The program of the **MHMCT** program is based on the philosophy of bringing together the arts and sciences of hospitality. It provides sound financial management knowledge and tools, and ensures that graduates will have all the analytical and decision-making from a top tier business school.

At the same time it also integrates a unique intuitive approach that is an essential part of hospitality management. So unlike students from more conventional business schools, **MHMCT** students study the vital role played by creativity and design, art, tradition and ambience in creating and sustaining a successful hospitality venture.

The **MHMCT** Program is thus intensive four semester curriculum which prepares the students to gain leadership skills essential in the Hospitality industry. The course meets the current trends in the industry like disaster management, Environmental concerns besides management inputs in functional areas of business like Human Resource Development , Hospitality Marketing, Financial Management, Hospitality Laws, Facilities Management, Entrepreneurship Development,etc. In addition to core requirements students choose their specialization/Electives in the second and fourth semester and have to undergo Summer training/ Industrial training for 2 months in the field of their choice and engage in a project, for the dissertation in the fourth semester.

Career Opportunities:

Many hospitality careers exist in the hotels, resorts and restaurants along with allied industries such as Retail, Event Management, Business Enabled Services. Like an MBA, the **MHMCT** prepares students to be theory-based, action oriented leaders of executive management teams and entrepreneurial ventures. **MHMCT** graduates can become entrepreneurs, restaurateurs, developers, analysts, consultants, corporate directors, managers and can also find interesting hospitality career options in related fields such as Consulting, Marketing, Spa & Wellness, Human Resource Management or Travel and Tourism Industry.

In other words, career opportunities for students with several years of experience are quite different from those for individuals who are entering hospitality for the first time

Eligibility

Sr. No.	Courses	Duration	Eligibility	Upper Age limit
1.	Masters of Hotel Management and Catering Technology	2 Years	4 YEAR degree in HMCT OR 3 yrs Diploma in HMCT with a degree from any faculty & 2 years experience in the *relevant Industry / Teaching OR 3 years degree in HMCT / BSc-HS with 2 years *relevant Industry experience / teaching	NA

* Relevant industrial work experience in a hotel having minimum 3* facilities or other hospitality sectors namely cruise liners, air-lines, industrial catering, facility management, fast food chains of National / International repute.

* The admission will be through CET, conducted by competent authority.

The Master in Hotel Management and Catering Technology USP:

- Timings : 3 P. M. onwards (Monday to Saturday)
- The program will comprise of Four Semesters of 16 weeks each
- Each semester will have 6 papers of 100 marks and 2 (Internal) papers of 50 marks each.
- Total marks : 2800 (External = 2400 and Internal 400)
- Intake for the batch will be of 30 students

COURSE STRUCTURE—MHMCT

Course Code	<u>SEMESTER I</u>	Course Code	<u>SEMESTER II</u>	Course Code	<u>SEMESTER III</u>	Course Code	<u>SEMESTER IV</u>
MH 101	Tourism in Global Perspective	MH 201	Management Information Systems in Hospitality	MH 301	Entrepreneurship Development	MH 401	Yield Management
MH 102	Marketing for Hospitality and Tourism	MH 202	Facility Planning and Design	MH 302	Financial Management	MH 402	Business Policy and Strategic Management
MH 103	Customer Relationship Management	MH 203	Research Methodology	MH 303	Materials Management	MH 403	Disaster Management
MH 104	Organization Development and Leadership	MH 204	Quality Management and Assurance	MH 304	Hospitality Laws	MH 404	Human Resource Development
MH 105	Statistics and Quantitative Techniques	MH 205	Managerial Communication	MH 305	Managerial Economics	MH 405	Corporate Sustainability
MH 106	Operational Elective (Any One) (A) Food Production Mgmt. (B) Food & Beverage Service Mgmt. (C) Accommodation Mgmt.	MH 206	Allied Elective (Any One) (A) Retail Management (B) Event Management (C) Business enabled Services	MH 306	Dissertation based on topic from Operational Elective. Viva –voce based on Industrial Training and Dissertation.	MH 406	Services Marketing
MH 107	Professional Development (Internal) Section – I Communication skill, Grooming, Presentation Skills Section – II Skills specifically required for subject of Operational Elective – 106 (A), (B) or (C)	MH 207	Professional Development – (Internal) Section – I Career enhancement skills and Section – II Foreign language (any one) Spanish, Japanese, French, German, etc.)	MH 307	Professional Development – (Internal) Section – I Life skills, wellness. Interview techniques Work/ Life balance Section – II Skills specifically required for subject of Operational Elective– 106 (A),(B) or (C)	MH 407	Green Practices in Hospitality Industry(Internal)
MH 108	Field Work related to Operational Elective. (Internal)	MH 208	Meeting Incentive Conferences Exhibitions (MICE) (Internal)	MH 308	Tourism – Destination India(Internal)	MH 408	Psychology- Hospitality Perspective(Internal)

	Two months Industrial Training in chosen Operational Elective area	
--	--	--

**COURSE NAME – MASTERS IN HOTEL MANAGEMENT AND CATERING
TECHNOLOGY
DURATION OF COURSE—Two years – SEMESTER-- ONE**

S R. N O.	SUBJECT TITLE	SUB · CO DE	TEACHING SCHEME			EXAMINATION								
			TH	TU	P R	PAPE R HRS	TH		PR		INTERNAL		TOTAL	
							MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN
1	Tourism a Global Perspective	MH 101	4	1		03	70	28			30	12	100	40
2	Marketing for Hospitality and Tourism	MH 102	4	1		03	70	28			30	12	100	40
3	Customer Relationship Management	MH 103	4	1		03	70	28			30	12	100	40
4	Organization Development and Leadership	MH 104	4	1		03	70	28			30	12	100	40
5	Statistics & Quantitative Techniques	MH 105	4	1		03	70	28			30	12	100	40
6	Operational Elective (Any One) (A)Food Production Management (B)Food & Beverage Service Mgmt (C)Accommodation Mgmt	MH 106	2	-	3	03	40	16	30	12	30	12	100	40
7	Professional Development (Internal) Section – I Communication skill, Grooming, Presentation Skills Section – II Skills specifically required for subject of Operational Elective – 106 (A), (B) or (C)	MH 107			3						50	20	50	20
8	Field Work related to Operational Elective (Internal)	MH 108			2						50	20	50	20

TOTAL		22	5	8	18	390		30		280		700	
-------	--	----	---	---	----	-----	--	----	--	-----	--	-----	--

COURSE NAME – Masters in Hotel Management and Catering Technology
DURATION OF COURSE—Two years – SEMESTER-- TWO

S R. N O.	SUBJECT TITLE	SUB. COD E	TEACHING SCHEME			EXAMINATION								
			TH	TU	P R	PAPER HRS	TH		PR		INTERNAL		TOTAL	
							MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN
1	Management Information Systems in Hospitality	MH 201	4	1		3	70	28			30	12	100	40
2	Facility Planning and Design	MH 202	4	1		3	70	28			30	12	100	40
3	Research Methodology	MH 203	4	1		3	70	28			30	12	100	40
4	Quality Management and Assurance	MH 204	4	1		3	70	28			30	12	100	40
5	Managerial Communication	MH 205	3	1	2	3	40	16	30	12	30	12	100	40
6	Allied Elective (Any One) (A)Retail Management (B)Event Management (C)Business Enabled Services	MH 206	4	1		3	70	28			30	12	100	40
7	Professional Development – (Internal) Section – I Career enhancement skills and Section – II Foreign language (any one) Spanish, Japanese, French, German, etc.)	MH 207			3						50	20	50	20
8	Meetings, Incentives, Conventions, Exhibitions (MICE) (Internal)	MH 208	2								50	20	50	20
	TOTAL		25	6	5	18	390		30		280		700	

COURSE NAME – Masters in Hotel Management and Catering Technology
DURATION OF COURSE—Two years – SEMESTER—THREE

S R. N O.	SUBJECT TITLE	SUB. CODE	TEACHING SCHEME			EXAMINATION								
			TH	TU	PR	PAPER HRS	TH		PR		INTERNAL		TOTAL	
							MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN
1	Entrepreneurship Development	MH 301	4	1		3	70	28			30	12	100	40
2	Financial Management	MH 302	4	1		3	70	28			30	12	100	40
3	Materials Management	MH 303	4	1		3	70	28			30	12	100	40
4	Hospitality laws	MH 304	4	1		3	70	28			30	12	100	40
5	Managerial Economics	MH 305	4	1		3	70	28			30	12	100	40
6	Dissertation based on topic from Operational Elective	MH 306							70 (viva)	28	30	12	100	40
7	Professional Development – (Internal) Section – I Life skills, wellness. Interview techniques Work/ Life balance Section – II Skills specifically required for subject of Operational Elective– 106 (A),(B) or (C)	MH 307			3						50	20	50	20
8	Tourism – Destination India (Internal)	MH 308	2								50	20	50	20
	TOTAL		22	5	3	15	350		70		280		700	

COURSE NAME – Masters in Hotel Management and Catering Technology
DURATION OF COURSE—Two years – SEMESTER—FOUR

S R · N O ·	SUBJECT TITLE	SUB. CODE	TEACHING SCHEME			EXAMINATION								
			TH	TU	PR	PAPER HRS	TH		PR		INTERNAL		TOTAL	
							MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN
1	Yield Management	MH 401	4	1		3	70	28			30	12	100	40
2	Business Policy and Strategic Management	MH 402	4	1		3	70	28			30	12	100	40
3	Disaster Management	MH 403	4	1		3	70	28			30	12	100	40
4	Human Resource Development	MH 404	4	1		3	70	28			30	12	100	40
5	Corporate Sustainability	MH 405	4	1		3	70	28			30	12	100	40
6	Services Marketing	MH 406	4	1		3	70	28			30	12	100	40
7	Green Practices in Hospitality Industry (Internal)	MH 407	2								50	20	50	20
8	Psychology- Hospitality Perspective (Internal)	MH 408	2								50	20	50	20
	TOTAL		28	6		18	420				280		700	

SEMESTER ONE

Course Code : MH 101

Course : Tourism a Global Perspective

Semester I

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Tutorial Hours / Week	Total	Theory Marks / Paper Duration	Practical Marks	Internal Marks	Total Marks
04	01	--	05	70/3 Hours	--	30	100

Rationale :

To enhance the understanding of students with regards to global concepts of Tourism & its impacts on the environment & socio-economic impacts of the country.

	Topic	Hours
1.	Tourism Perspective <ul style="list-style-type: none">- Introduction to tourism – the world’s largest industry.- Meaning of Tourism- Components of Tourism- The Tourism system- Significance of Tourism to a Nation	05
2.	Tourism Policies <ul style="list-style-type: none">- Tourism Policy – Definition- Tourism Policy Structure, content and process- Tourism Policy Formulation- Implementation of Tourism Policy in India- Global Code of ethics for Tourism	07
3.	Tourism Planning <ul style="list-style-type: none">- Need for Tourism Planning- The Nature of Tourism Planning- The planning process	06
4.	Safe and Honorable Tourism <ul style="list-style-type: none">- Seven pillars of Tourism- Code of conduct<ul style="list-style-type: none">o Specific objectiveso Applicabilityo Guidelines for Travel and Tourism industry- Pledge of commitment	06
5.	Attraction Planning and Development <ul style="list-style-type: none">- Principles of Attraction Development- Feasibility Analysis and Location- Identifying the Market- Cost-benefit Analysis- Managing historical sites- Amusement, Recreation & Entertainment as Attractions	10

6.	Managing Destination for Sustainability <ul style="list-style-type: none"> - Destination area life cycle - Sustainable Tourism Development - Carrying capacity and its dimensions - Limits of Acceptable Change (LAC) - Eco Tourism and sustainable development - Socio cultural, Economic and Environmental impacts 	10
7.	Tourism Legislations <ul style="list-style-type: none"> - Wild Life Act - Environment Protection Act - Foreign Exchange Act 	08
8.	Emerging Trends in Tourism World wide <ul style="list-style-type: none"> - Changing scenario of the Tourism Industry - SMERF's (Social Military Education Religious & Fraternity) - Tourists with special needs - Emerging types of Tourism - Present Accommodation Scenario - Tourism distribution systems - Travel Industry trends - Trends in the Aviation Industry - Environmental concerns and role of WTTC 	12
	Total	64

Reference Books

- 1) Tourism – The Business of Travel by Roy A. Cook, Laura J. Yale, Joseph J. Marqua, Pearson education
- 2) Tourism, Principles, Practices and Philosophies by Charles R. Goddner, JR Brent Ritchie, Wiley – India edition
- 3) Tourism Economics by Donald E. Lund berg, M. Krishnamoorthy, Mink H. Stavenga, Johwiley & sons. Inc
- 4) Dynamics of modern tourism by Ratandeeep singh, Kanishka Publications, New Delhi
- 5) Tourism Operations and Management, S. Roday, A. Biwal, V. Joshi, Oxford University Press, New Delhi
- 6) The Travel Industry by Chuck Y. Gee, Denter JL. Choy, James C. Maheno, AVI Publishing company

Course Code : MH 102

Course : Marketing for Hospitality and Tourism

Semester I

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Tutorial Hours / Week	Total	Theory Marks / Paper Duration	Practical Marks	Internal Marks	Total Marks
04	--	01	05	70 / 3 Hours	--	30	100

Rationale:

This subject emphasizes on development of decision making skill in marketing which are best learnt through practices. It will also focus on actual marketing problems faced and opportunity for the students to apply concepts and tools of marketing.

	Topic	Hours
1.	Marketing for 21st Century <ul style="list-style-type: none">- Core Marketing concept- Marketing realities- Relationship Marketing (Holistic Marketing)- Consumer buying behavior – 5 Stage Model- Internal marketing concept, scope and objective	10
2.	Marketing Information System & Market Research <ul style="list-style-type: none">- Core Marketing concept- Meaning, definition- Analysis- Marketing research process for hospitality & Tourism- Forecasting and Demand Management	10
3.	Product Strategies for Hospitality and Tourism <ul style="list-style-type: none">- Product life cycle – Marketing strategies- Branding – creating brand equity<ul style="list-style-type: none">o Role of Brando Scope and definitiono Branding decision	10
4.	Pricing Strategies for Hospitality and Tourism <ul style="list-style-type: none">- Setting the price- Analyzing the cost- Determine demand- Factors affecting pricing	08

5.	New Age promotion strategies for Hospitality and Tourism - Media - Advertising - Sales promotion - Event - Electronic - Internet Marketing - Data base marketing - New age tourism marketing – B2B (Business to Business), C2C (Client to Client) , C2B (Client to Business)	12
6.	Case studies 2 Case studies to be done by the students on the above topics.	14
	Total	64

Reference books

- 1) Marketing for Hospitality and Tourism – Philip Kotler / Bowen / Maken
- 2) Tourism Marketing – S. M. Jha
- 3) Marketing Management - Philip Kotler / Keller / Koshy / Jha
- 4) Tourism Marketing and Communication – Romila Chawla

Course Code : MH 103

Course : Customer Relationship Management

Semester I

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Tutorial Hours / Week	Total	Theory Marks / Paper Duration	Practical Marks	Internal Marks	Total Marks
4	-	1	5	70/3 hrs	--	30	100

Rationale:

This course aims to provide Conceptual background of CRM practice in fast growing service sector, where managing customers across life cycle (acquisition to retention) is increasingly a challenging task.

	Topic	Hours
1.	CRM: Overview - Conceptual Framework of Customer Relationship Management in service sector. - Driving CRM culture in business - Transition from Database Marketing to CRM - Challenges building loyal customer - Advantages accruing to Corporate on account of CRM practice	8
2.	CRM: An enterprise wide activity - CRM Landscape: Evolution ,types of CRM - CRM implementation options: stage wise v/ enterprise wide -Strategic CRM: components of strategic CRM, and Developing a CRM Strategy	08
3.	Case Review: Singapore Airlines.	04
4.	Relationship Marketing - Rogers & Peper's model of relationship - Customer engagement and experience management concept -- Levels of relational bond: Financial bond, structural bond, social bond and customized bonding - Building Relationship approach: Minimize negative service encounters during pre and post buy interaction - Analyze service gaps using GAP model. - Redefine service blueprint to enhance customer delight. - Create responsibility and accountability matrix for internal customer. - Benchmark competency and create performance reward incentive program to increase customer service levels.	16

5	Building CRM process structure: <ul style="list-style-type: none"> - CRM levels: Collaborative CRM, Analytical CRM, Operational CRM. - Front end and back end business process integration using CRM process - Sales process , Post sale Customer service process - Marketing campaign process - Contact and activity management process - Case study based on the above. 	04
6	Role information technology in building CRM <ul style="list-style-type: none"> - Web based , Email based Mobile technology , Electronic kiosk etc to stay connected & collaborate with customer through personalized services. - Building effective sales process to track lead generation to conversion. Effective Sales pipeline management. Key account Sales process for 360 degree view of the client. Analyzing client profile and transaction for effective up sale and cross sale programs - Overview of CRM application software, RFID, Data mining tools. Drawbacks of technology customer relationship : Permission Marketing - Case Study- CISCO SYSTEMS 	12
7	Measuring effectiveness of CRM <ul style="list-style-type: none"> - Loyalty programme, Objectives of loyalty programmes, Design characteristics of loyalty programmes - Measuring effectiveness of Loyalty programs - Drivers of loyalty programme effectiveness - Empirical evidence on loyalty programmes - Seven point check list for successful loyalty programmes - Difference between Behavioral loyalty and attitudinal loyalty - CRM driven ROI Metrics - Strategic Customer Based Value metrics (RFM, LTV, Customer equity) Balanced Scorecard approach. 	12
	Total	64

Case Studies-Text Books:

1. Mohammed, H. Peeru and a Sagadevan (2004). Customer Relationship Management. Vikas Publishing House, Delhi.
2. Paul Greenberge (2005). CRM-Essential Customer Strategies for the 21st Century. Tata McGraw Hill.

Reference Books:

1. William, G. Zikmund, Raymund McLeod Jr.; Faye W. Gilbert (2003). Customer Relationships Management. Wiley.
2. Alex Berson, Stephen Smith, Kurt Thearling (2004). Building Data Mining Applications for CRM. Tata McGraw Hill.

Course Code : MH 104

Course : Organization Development & Leadership

Semester I

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Tutorial Hours / Week	Total	Theory Marks / Paper Duration	Practical Marks	Internal Marks	Total Marks
04	--	01	05	70 / 3 Hours	--	30	100

Objective:

1. To orient the students with the various tools and techniques for Organizational Development
2. To help students understand what a leader's role is and develop leadership qualities for smooth functioning of organization.

	Topic	Hours
1.	Functions of Management - Planning , Organizing , Staffing, Directing , Controlling	08
2.	Leadership Concept, Nature, Importance, Attributes of a leader, Qualities of Leader, Styles of leadership, Theories of leadership- (behavioral, situational, transactional, functional) , developing leaders across the organization, Leadership Grid	10
3.	Definition, Values and Assumptions, Importance, Evolution: Kurt Lewin, Robert Tanenbaum, McGregor, Herbert Shepard, Robert Blake	10
4.	Foundations Of OD Action Research, Survey Feedback, Systems Theory, Teams And Teamwork, Participation And Empowerment, Applied Behavioral Science, Parallel Learning Structures	10
5.	Process Of OD –Model Of Change, Six Box Model	08
6.	OD Intervention: Meaning, Importance Team Intervention: Role Analysis, Interdependency, Appreciation and Concern Inter group: Walton, Principled Negotiation Structural: Sts, Work Redesign, Self-Managed Teams Individual: T-Group, Behaviour Modeling	12
7.	Client And Consultant Relationship	06
	Total	64

Reference Books:-

- 1) Organizational Development by S Ramnarayan, T V Rao.
- 2) Organizational Development and Change by Cummings And Worley
(7th Edition)
- 3) Organizational Development by French and Bell (6th Edition)
- 4) 21st century Leadership By et al Lynne Joy Mc Farland

Course Code : MH 105

Course : Statistics and Quantitative Techniques

Semester I

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Tutorial Hours / Week	Total	Theory Marks / Paper Duration	Practical Marks	Internal Marks	Total Marks
4	-	1	5	70/3 hrs	--	30	100

Why Statistics?

- The objective of a national statistical system is to provide relevant, comprehensive, accurate and objective statistical information. Generally, statistics are invaluable for monitoring the country's economic and social conditions, the planning and evaluation of government and private sector programmes and investment, policy debates and advocacy, the creation and maintenance of an informed public."

Statistics is the science of making effective use of numerical data relating to groups of individuals or experiments. It deals with all aspects of this, including not only the collection, analysis and interpretation of such data, but also the planning of the collection of data, in terms of the design of surveys and experiments.

A statistician is someone who is particularly versed in the ways of thinking necessary for the successful application of statistical analysis. Often such people have gained this experience after starting work in any of a list of fields of application of statistics.

Essential in:

- Official decision-making, policy formulation
- Policy Analysis & Research
- Academic, business, industrial & other research
- Business planning & CRM
- Facilitate comparison across countries/regions
- Benchmarking
- 'Best Practices'
- Evaluation of performance

	Topic	Hours
1.	Meaning and Classification of Quantitative techniques, Statistics: Meaning, Scope and Limitations, Collection, Classification, Tabulation and Presentation of Statistical Data	05
2.	Measures of Central Tendency, Partition Values Measures of Dispersion	06

3.	Correlation and Regression and its interpretation Basic concepts of correlation, correlation coefficient by Product-moment method, Rank correlation Basic concepts of Linear regression, Regression equations and prediction	06
4.	Probability: Concepts, Sample Space, Rules of Probability, Independent Events, Bayes' Rule	06
5.	Index Numbers Constructing an index number problems in construction of index number The Laspeyres price & quantity index The Paasche price & quantity index number index fishers price & quantity index number , Shifting & splicing of index number & its properties	04
6.	Association of attributes	04
7.	Game theory 2×2 zero sum game with dominance property Pure strategy & mixed strategy games	03
8.	Decision theory - Decision making under risk Decision making under uncertainty -5 criteria' s	03
9.	Linear Programming, formulation and Graphical Solution	06
10.	Transportation problems and Solutions by North-West Corner rule, Least Cost method and Vogel's approximation method, Optimum Solution by MODI method	06
11.	Assignment Problem and its solution by Hungarian method	04
12.	Network Analysis Construction of Network Diagrams – Critical Path Analysis – PERT: network diagram when three time estimates are given crashing problems	07
	Total	64

Reference Books

- 1) Gupta & Khanna –Quantitative Techniques for Decision Making (Prentice Hall of India)
- 2) Statistical Methods- S. P. Gupta, (S. Chand & Co.)
- 3) Statistical and Quantitative Methods- Ranjeet Chitale (Nirali Prakashan)
- 4) Quantitative Techniques, C.R. Kothari- (Vikash)
- 5) Statistics for Management- Levin & Rubin (Pearson)
- 6) Comprehensive Statistical Methods- Arora (S Chand)
- 7) Statistical methods- JK Sharma

Course Code : MH 106 A -Operational Elective

Course : Food Production Management

Semester I

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Tutorial Hours / Week	Total	Theory Marks / Paper Duration	Practical Marks	Internal Marks	Total Marks
02	03	--	05	40 / 2 Hours	30	30	100

Rationale:

The course develops the knowledge and management skills of a student required for the food production department in the hospitality industry.

	Topic	Hours
1.	Food Safety Management <ul style="list-style-type: none">- Introduction to Food Safety Mgmt.- HACCP- Introduction, Principles, Advantages- Food borne disease / Illness - Definition, Reporting illnesses- Sanitation – Importance, Measures- Food irradiation – Meaning, Advantages, Process- ISO.22000 - What is ISO 22000, Advantages, and Standards	06
2.	Menu Merchandising & Menu Engineering <ul style="list-style-type: none">- Introduction to merchandising- Types of merchandising- Ways of menu merchandising- Introduction to Menu Engineering- Elements and pre- requisites of menu engineering- Matrix and spread sheet of menu engineering	05
3.	Wine and Food Pairing <ul style="list-style-type: none">- Introduction- Types of foods paired with variety of wines- Principles to be followed – Matching weight, compliment & contrast, physical properties, other pairing principles- New trends	03
4.	Restaurant Entrepreneurship <ul style="list-style-type: none">- Development of concept- Process - Know your skills, Target Market, Forming team, Raising Capital, Yield Analysis	05
5.	Kitchen Administration <ul style="list-style-type: none">- HRM – Human Resource planning, Planning process, Training & development, Motivation- Quality Assurance – Meaning, Importance, Q A process- Ratio Analysis – Meaning, Importance, Objectives- Costing and Controls – Elements of cost, Pricing considerations, Cost control	08

6.	Food Production – A Modern Perspective	05
	<ul style="list-style-type: none"> - Molecular Gastronomy – Concept, Techniques, tools & ingredients used - Food designing – Concept, Importance & Principles - QSR – Concept, Technology, Latest trends - Food tourism – Concept, Marketing, Barriers & Opportunities - Organic food V/s Biotechnologically developed food- consumer perception - Automation in food industry – Objectives, Latest automation trends 	
	Total	32

Note: Glossary of Terms

Students should be familiar with the glossary of terms pertaining to above-mentioned topics

Practical

Sr. No.	Topic
1)	Students should be familiar with the various software applications in Food Production. (e.g. Purchasing, stores, standardization recipes, Food Cost Reports, etc) -
2)	Practice of Basket Exercise should be given to students
3)	Students should be given practice of “a la carte” menus – Nouvelle Cuisine
4)	Students are expected to conduct Theme Lunch/ Dinner based on formal and Informal theme.

Practical Examination:-

A surprise basket of raw ingredients should be provided by the Institute to cover a 5- Course menu of any cuisine based on latest trends in Food Production.

The 5 course would include Appetizer, Soup, Main Course, Salad and Sweet with plate presentation of all.

Reference Books

1. Food Hygiene and Sanitation- -S. Roday-Hill Publication
2. Food and Beverage Management --- Bernard Davis, Sally Stone.
3. F&B controls- Richard Kotas
4. Food safety in the Hospitality Industry - -Tim Knowles
5. Nutrition for food service and culinary professionals - -Karen Eich Drummond and Lisa M Bereferel
6. Financial planning and analysis- - Jaks Kivela.
7. Career opportunities for Baking and pastry professionals- - The culinary Institute of America
Baking and pastry
8. Book- Modern Trends in Hospitality industry - R. K. Singh
9. Food Safety Management Systems- - Nafari

Course Code : MH 106 B -Operational Elective

Course : Food & Beverage Services Management

Semester I

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Tutorial Hours / Week	Total	Theory Marks / Paper Duration	Practical Marks	Internal Marks	Total Marks
02	03	--	05	40/2 Hours	30	30	100

Rationale:

The Syllabus of Food & Beverage Services & Management aims to enhance the Management skills of Food & Beverage Personnel so as to make the students more competent to face the global environment of Food Service Catering Organizations.

	Topic	Hours
1.	A day in the life of a Food & Beverage Manager	02
2.	The Food & Beverage Entrepreneur - Basic Restaurant Concepts e.g. Hibachi Concept - New Restaurant Concepts in trend - Conceptualizing & developing a Restaurant Concept with regards to: o Policy Design. o Site Selection. o Finances Required o Market Feasibility Study. o Restaurant Planning & Design o Designing a Menu. o Designing type of Food Preparation Method, Style of Service. o Planning equipment for concept chosen.	08
3.	Menu Engineering - Definition, Scope & Importance - Menu Engineering Matrix	02
4.	Managing Quality in food & Beverage operations - What is Quality? - Why is Quality important? - Managing quality in Food & Beverage operations. - Approaches to Quality management. - Examples of quality management in food & beverage Operations. - Designing a Quality system for Concept chosen with regards to logistics & operations	03

5.	Financial considerations in Food & Beverage Management <ul style="list-style-type: none"> - Revenue control systems - Designing Budgets for various catering operations - Budget & Trading results comparison & evaluation. - Variance Analysis. - Operational Calculations - Operational & Financial Ratios 	05
6.	Legal Licenses required to run Bars & Restaurants	03
7.	Effective Management of Food & Beverage Operations <ul style="list-style-type: none"> - Guidelines for Food & Beverage Services Management - Managers & Moments of Truth - Managers Vs Leaders - Basic Supervisory skills applied <ul style="list-style-type: none"> o Planning o Organizing o Directing o Leading o Controlling 	03
8.	Planning, Organizing & Executing Food & Beverage Events <ul style="list-style-type: none"> - Types of events - Role of the Event Planner - Relationship with vendors / Suppliers - The Planning & Organizing Process - Executing the event - Checklists for planning & Organizing Events 	03
9.	Recent Trends in Food & Beverage Operations <ul style="list-style-type: none"> - Equipments - Software - Procedures - Best Followed Practices - Consumer Trends - Environmental Issues - Financing the operation - Ethical Issues - High Tech Food 	03
	Total	32

Practical :

Sr. No.	Topic
1)	Students should be familiar with the various software applications in Food & Beverage Service.
2)	Preparation of checklist for verification of fraud by guests & employees.
3)	Suggestive Selling Techniques
4)	Techniques for Quality Service
5)	Handling guest complaints.
6)	Students should conduct a Theme Lunch/ Dinner based on a particular theme, where they are expected to conceptualize & execute the event , keeping costs in mind & within a specified budget.

Reference Books

- 1) Introduction to Management in the Hospitality Industry, Tom Powers & Clayton W. Barrows, John Wiley & Sons, Inc.
- 2) Food and beverage Management (4th Edition), Bernard Davis, Andre Lockwood, Peter Alcott, Loannis. S. Pantelidis, Butter Worth-Heinemann
- 3) Food and Beverage Management, John Cousins, David Foskett, Gillespie, Pearson.
- 4) Profitable Restaurant Management (2nd Edition), Kenneth L Solomon, Norman Katz, Prentice Hall, Inc. Englewood Cliff, New Jersey 07632, Spectrum Book
- 5) Professional Food Service Management - Harris Thayse, Prentice Hall, Inc.
- 6) Menu Design-Merchandising & Marketing (3rd Edition) - Albin G Seaberg, A CBI Book Published by van Nostrand Reinhold Company
- 7) Restaurant Operations & Controls - A Practical guide - Marcel Robert ESCOFFIER, Shirley Dennis ESCOFFIER, Prentice-Hall, Inc.

Course Code : MH 106 C- Operational Elective

Course : Accommodation Management

Semester I

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Tutorial Hours / Week	Total	Theory Marks / Paper Duration	Practical Marks	Internal Marks	Total Marks
2	3	-	5	40	30	30	100

Rationale:

The syllabus of Accommodation Management seeks to enhance the skills of students in the Rooms Division Management of hotels.

	Topic	Hours
1.	Introduction To Facility Management - Scope and meaning of facilities management - Importance of Facility management in Hotels - Growth of Facilitate management	5
2.	New Property Operations - Objectives/Role - Planning - Operating procedures - Count down	5
3.	Changing Face Of HK Department - Technological changes- Using Software, Robots in service delivery etc - Facility changes- introduction and importance of SPA, Changing Interior design of the rooms - Green housekeeping- practices - Changing profile of HK personnel- changing job specifications, employee's role in customer satisfaction	6
4.	Revenue Management - Concept - Tools of Revenue management - Essentials of Revenue Managing - Managing occupancy - Effectiveness of Revenue Managing (ARR, Rev PAR, GO PPAR index)	6
5.	Application of Scientific Techniques in Rooms Division - Application of work study	5

	<ul style="list-style-type: none"> - Work measurement - Time and motion study - Ergonomics 	
6.	Legal Concerns for Front Office Operations <ul style="list-style-type: none"> - Guest Safety - Guest Privacy - Guest Removal - Guest property - Guest Nonpayment - Illness and death of a guest 	5
	Total	32

Practical:

Sr. No.	Topic
1)	Preparing training modules For entry level (GRA) employees.
2)	Designing a customer feedback form.
3)	Implementation of time and motion study (study of a given area)
4)	Conducting a market research for identifying customer needs.
5)	Any five Case Studies pertaining to the above topics.

Reference Books

- 1) Managing facility by Christine Jones - Hotel facility Planning by Tarun Bansal
- 2) Hotel housekeeping Operations and Management - by G Raghubalan
- 3) Hotel housekeeping Operations and Management by G Raghubalan The Professional Housekeeper by Georgina Tucker
- 4) Managing the Lodging Operations by Robert Christie Mil
- 5) Commercial Housekeeping
- 6) Professional Front Office management by Robert H. Woods

Course Code : MH 107

Course : Professional Development – Communication Skills, Grooming, Presentation Skills. (Internal)

Semester I

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Tutorial Hours / Week	Total	Theory Marks / Paper Duration	Practical Marks	Internal Marks	Total Marks
-	3	-	03	-	-	50	50

Rationale:

The Syllabus of Professional Development aims at developing the students in terms of soft skills, enhancing their communication as well as making effective presentations.

Section – I (25 Marks)

	Topic	Hours
1	Introduction to the Industry <ul style="list-style-type: none">- What is doing Business – Then and Now- Industry Expectations from the students- Purpose of Professional Development- Objective of Professional Development (Relevant examples to be included)	03
2	The Environment – The World is Flat <ul style="list-style-type: none">- Norms and Competition- The Market Place- The need to be GLOBAL (assignment on the vision, culture and values of 2-3 hotel groups & how the students can apply the same to themselves)- You are and can be an industry and an institution- You are a Brand<ul style="list-style-type: none">o Importance of Brands (specifically those existing in the hospitality industry today)o Building your own Brand in the two years of the Master's Programme.	06
3	Impression Management <ul style="list-style-type: none">- Meaning of Social image- Importance of looking presentable & attractive- Right dressing & make-up- Hair care & inner-glow- Poise & Posture- Eye-Contact & body language- Physical fitness	03

4.	Communication and Presentation Skills <ul style="list-style-type: none"> - Verbal & Non-Verbal Communication - Appearance - Speech-vocabulary, pronunciation, diction, voice tone, clarity - Body language-verbal, non-verbal, postures, eye-contact etc - Confidence building - Speaking extempore - Resume building 	06
5.	Feedback <ul style="list-style-type: none"> - Video recording of students & feedback of the same, so that they become aware of the importance of <ul style="list-style-type: none"> o Body language o Voice modulation o The overall effect i.e. aura 	06
Total		24

Reference Books:-

- 1) You Can Win – By Shiv Khera
- 2) Social Intelligence – Daniel Goleman
- 3) Emotional Intelligence – Daniel Goleman
- 4) Harvard Business Review on Innovation by Harvard Business School Press
- 5) Cross Train Your Brain - Stephen D Eiffert
- 6) The World is flat – Thomas Friedman.
- 7) The Perfect Presentation - Andrew Leigh and Michael Maynard. Rupa and co.
- 8) How to develop self-confidence and influence people by public speaking – Dale Carnegie. (Cedar self help.)

Reference Websites:-

- 1) www.citehr.com
- 2) www.selfgrowth.com

Section – II (25 Marks)

Note:

Section – II will carry a weightage of 25 marks which will be based on the Operational Elective (A, B, C)

MH 107 A (Section II) will be based on Food Production Management.

MH 107 B (Section II) will be based on Food & Beverage Service Management.

MH 107 C (Section II) will be based on Accommodation Management.

Course Code : MH 107 A (Section II)

Course : Professional Development (Section II) - Food Production Management

Semester I

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Tutorial Hours / Week	Total	Theory Marks / Paper Duration	Practical Marks	Internal Marks	Total Marks
-	03	-	03	-	-	50	50

Rationale:

The course aims at developing the specialized technical and operational skills of a student required in the industry.

(This syllabus has been designed for 25 marks based on the subject of specialization i.e. Food Production Management)

	Topic	Hours
1.	ENHANCING FOOD PRESENTATION – Serving Line aesthetics and other presentation aspects	06
2.	MODERNISM- In Plate presentation Fusion Food, Molecular Gastronomy, Food Photography	06
3.	FINE DINE MENU ENGINEERING – Menu mix and menu designing.	06
4.	TOTAL TABLE BALANCE – Colour of the Food, Crockery, Cutlery & other tableware.	06
	Total	24

Practical Examination

The college should evaluate the students' performance based on the acquirement of the above mentioned skills on the basis of continual assessment.

Course Code : MH 107 B (Section II)

Course : Professional Development (Section II) - Food & Beverage Service Management

Semester I

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Tutorial Hours / Week	Total	Theory Marks / Paper Duration	Practical Marks	Internal Marks	Total Marks
-	03	-	03	-	-	50	50

Rationale:

The Syllabus of Professional Development aims at developing the students in terms of professional development, enhancing their conceptual & cognitive skills in Food & Beverage Management.

(This syllabus has been designed for 25 marks based on the subject of specialization i.e. Food & Beverage Service)

	Topic	Hours
1.	Study of food & beverage service operations of the following- -Stand-alone restaurants (fine dining) - QSR's -Industrial canteen -In-situ services (air, rail & sea)	12
2.	Menu design & Engineering -Creating of a menu card (theme based)	4
3.	-Assignments on recent trends in eating habits in stand-alone restaurants & hotels, both in India & globally - Use of role plays & videos for demonstration	8
	Total	24

Course Code : MH 107 C (Section II)

Course : Professional Development (Section II) - Accommodation Management

Semester I

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Tutorial Hours / Week	Total	Theory Marks / Paper Duration	Practical Marks	Internal Marks	Total Marks
-	03	-	03	-	-	50	50

Rationale:

This course aims to develop skills in handling guests as well as to encourage students who have chosen Accommodation Management as their Professional Elective, to get acquainted with the recent trends in the Industry.

(This syllabus has been designed for 25 marks based on the subject of specialization i.e. Accommodation Management)

	Topic	Hrs
1.	-Case studies on specific situations while dealing with guests in the Front Office & Housekeeping departments of a hotel.	06
2.	-Assignments on recent trends in communication in hotels both between staff members as well as with guests including the various styles of greeting-with reference to different categories of hotels as well as their targeted clientele. - Use of role plays & videos for demonstration	06
3.	-Practical assignment on recent trends in uniform & grooming standards followed in different categories of hotels with reference to the Front Office & Housekeeping departments. -Making presentations on them.	06
4.	- Assignment on classification norms of different categories of hotels in India - Comparison with International hotel classification norms.	06
	Total	24

Course Code : MH 108

Course : Field Work related to Operational Elective (Internal)

Semester I

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Tutorial Hours / Week	Total	Theory Marks / Paper Duration	Practical Marks	Internal Marks	Total Marks
--	02	--	02		--	50	50

Rationale:

The Syllabus of Field work aims to enhance the soft skills of the student so as to make him more competent to face the global environment of Food Service Catering Organizations.

Field Work Report:

- 1) Field Visits – Field visits to be organized for the students in
 - Three Star Properties.
 - Five Star Properties.
 - Luxury Hotels.
 - Restaurants, Bars & Pubs.
 - Hotel Laundry.
- 2) One Seminar to be organized for students in the semester. Distinguished personnel in the field of hospitality to talk in the seminar.
- 3) Guest Lectures to be organized by Faculty members per month. Students to participate & make a report on these guest lectures.
- 4) Students to gather information about distinguished personalities in the hospitality industry & make presentations
- 5) Students to make presentations on various hotel chains.
- 6) One topic relevant to the hospitality industry to be discussed in each practical.
- 7) Students to be trained in writing of the log book for training.
- 8) Student to be given guidelines on what needs to be observed & learnt during training. (Training Objectives).
- 9) At least one Case study to be analyzed on various relevant hospitality issues.

SEMESTER

TWO

Course Code : MH 201

Course : Management Information Systems in Hospitality

Semester II

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Tutorial Hours / Week	Total	Theory Marks / Paper Duration	Practical Marks	Internal Marks	Total Marks
4	--	1	5	70/ 3 hours	-	30	100

Rationale:

This Course aims to familiarize students with the concept of Management Information Systems & their use in modern day hospitality.

	Topic	Hours
1.	Introduction to MIS <ul style="list-style-type: none">- Introduction, Definition, Concept- Understanding Information systems- Infrastructural Resources required for MIS<ul style="list-style-type: none">o Hardwareo Softwareo Datao Network resourceso Types of networks- Impact of internet revolution on Hospitality Business	12
2.	Information Systems for Rooms Division Management <ul style="list-style-type: none">- Property Management System-Variou Modules related to Reservations, Registration, Cashiering, Telephones, Guest History, Housekeeping- Various reports generated in the Front Office and their purpose<ul style="list-style-type: none">o Room Occupancy report.o Front Office Cashier Reporto Guest In-House Reporto Expected Arrival Reporto Expected Departure Reporto Occupancy Forecasting Reports- Computerized reservation system, Introduction to GDS & Hotel Distribution on GDS- MIS for key Decisions- Guests data base - Keeping track of guests profile, needs, expectations, etc- Projection and Monitoring of Occupancy levels	16

3.	Information System for Accounting <ul style="list-style-type: none"> - Night Audit - Reports generation and analysis <ul style="list-style-type: none"> o Night Auditors Report o Credit Limit Report o High Balance Report o Tariff posted for the Day Report o Rate Variance/Rate Check Report o Today's Arrivals Report o Settlement Summary 	06
4.	Information System for Sales and Marketing <ul style="list-style-type: none"> - Marketing Functions - Marketing Cycle and components of Marketing Information System - Sales support Systems <ul style="list-style-type: none"> o Market Segment Report o Business Source Report o Sales Account Manager o Company Profile and Company Masters(corporate tie-up details) - Channel Systems 	08
5.	Catering Computing Systems <ul style="list-style-type: none"> - Recipe Costing - Stock Control System - E- Procurement Systems - Electronic POS System - Table Management Systems - Conference and Banqueting Systems - Specialist Catering Computer Systems <ul style="list-style-type: none"> o Mini Bar o Beverage Control Systems o Club Management 	12
6	Back Office Systems <ul style="list-style-type: none"> - Pay Roll Systems - Personnel Management Systems - Maintenance Management Systems - Performance Management Systems - At Your Service (AYS System) 	10
Total		64

Reference Books:-

1. Management Information Systems- Mahadeo Jaiswal & Monika Mittal – Oxford Publication
2. Using Computers in Hospitality – Peter O'Connor -- Third edition by Thomson Learning
3. Information Management Systems and Tourism – MTM 4 – Reference Book of IGNOU
4. Management Information Systems-W.S.Jawadekar

Course Code : MH 202

Course : Facility Planning and Designing

Semester II

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Tutorial Hours / Week	Total	Theory Marks / Paper Duration	Practical Marks	Internal Marks	Total Marks
4	--	1	5	70/ 3 hours	-	30	100

Rationale:

To provide an insight into significance & various aspects of Facility Planning and Designing.

	Topic	Hours
1.	Hotel Classification Norms -Star Category hotels including heritage hotels.	02
2.	Hotel Design - What is Architecture? - Design considerations for a hotel project <ul style="list-style-type: none">o Good location and siteo Architectural features and plans – defining flow areas i.e. how efficiently the spaces would be defined so that the movement of the guests from one area of the hotel to anothero Efficient planned scheduleo Analysis of raw material available at cheapest rate and of good qualityo Structural regulations laid down by Town and Country Planning department - Systematic layout planning - Thumb rules for allocation of space in a hotel. - Feasibility report - Blue print	08
3.	Restaurant Design including Banqueting Facility - Types of restaurants and their themes - Designing and Planning of restaurant <ul style="list-style-type: none">o Equipments and space needso Space allowance for seating – and space for circulationo Ambience and décor - Lighting and colour scheme, floor finish, wall coveringo Checklist for effective design.o Signageso Security systems – CC TVs, cameras, smoke detectors, and water sprinklers should also be considered.o Other services – like speakers , location of LCD's	06

4.	<p>Bar Designing</p> <p>Points to be considered while planning a bar-</p> <ul style="list-style-type: none"> o Equipments and space need - Furniture items / bar counters o Space allowance for various bar styles o Ambience and décor – include wine cellars, display racks etc. Lighting and colour scheme, floor finish, wall covering – o Special spaces if needed for smoking zones, for DJ booth etc. 	06
5.	<p>Kitchen Design</p> <ul style="list-style-type: none"> - Physical layout – commercial kitchen layout - Area requirement for various types of kitchen for various types of business - Work and method study, work flow - Newer technological changes in kitchen and their effect on kitchen design - Steps for designing a kitchen - Commercial kitchen configurations and shapes - Consideration for kitchen planning with respect to — <ul style="list-style-type: none"> o Performance and kitchen safety o Environmental conditions – Temperature, humidity and ventilation Lighting and colour scheme, floor finish, wall covering, sound odour, drainage system, work area, height o Equipments, electricity, gas and water supply 	06
6.	<p>Designing of Receiving and Storage Area</p> <ul style="list-style-type: none"> - Types of Stores - Work flow at storage facility - Receiving area <ul style="list-style-type: none"> o Equipments o Space requirements o Time tabling of receiving - Storage area <ul style="list-style-type: none"> o Layout – size and location o Space requirements o Structural features o Cold storage o Equipments and utensils o Beverage store facilities (cellar) 	06
7.	<p>Designing of Front office- Lobby- Back office</p> <ul style="list-style-type: none"> - Various types of lobbies, Front desk arrangements, according to types of hotels and floor plan - Equipments requirement - Ambience and décor – Lighting and colour scheme, floor finish, wall covering - Porch, Travel Desk, other areas at the Front of the house. – bell boy location / luggage rooms / safe deposit rooms / security check points etc. 	06
8.	<p>Designing of House Keeping, Laundry and Guest Rooms</p> <ul style="list-style-type: none"> - Room types - Factors to be considered for ambience and décor (Fixtures and fittings, Furniture and furnishings, Lighting and colour scheme, Floor finishes, wall covering) - Space management in laundry <ul style="list-style-type: none"> o Wall Equipments required o Linen Chute, Storage area 	08

9.	Designing of Administration, Maintenance and Other Back Areas - Estimating the requirement of different areas - Factors to be considered for ambience and décor – (Furniture and furnishings, Fixtures and fittings, Wall Coverings and floor finish, lockers and storage area.)	08
10.	Ancillary Areas – Location of types of ancillary areas to be considered - Shopping Arcade, Business Centre, Gym and Spa, wellness, Swimming Pool, Landscaping	08
	Total	64

Reference Books:-

1. Hotel Facility Planning – Tarun Bansal
2. The Professional Housekeeper – Margaret Schneider and Georgina Tucker
3. Catering Management – Mohini Sethi
4. The Bar and Beverage Book – Mary Porter

Course Code : MH 203

Course : Research Methodology

Semester II

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Tutorial Hours / Week	Total	Theory Marks / Paper Duration	Practical Marks	Internal Marks	Total Marks
04	--	01	05	70 / 3 Hours	--	30	100

Objective:

The objective of this paper is to develop research minds and inculcate the systematic approach amongst students for decision making and solving the organizational problems. This paper will equip the students with the fundamental knowledge of research methodology so as to make them well verse with the process, tools, techniques and methods for conducting research in scientific manner.

	Topic	Hours
1.	Fundamentals of Research Meaning, Objectives, Motivation, Utility, Barriers in accepting research, Research Process.	04
2.	Problem Definition and Hypothesis Problem Identification and Definition -Management Question, Research Question, Investigation Question, Hypothesis – Meaning, Qualities of a good Hypothesis, Null Hypothesis & Alternative Hypothesis. Hypothesis Testing - Logic & Importance	04
3.	Research Design Concept and Importance in Research, Features of a good research design, Types of research designs – Exploratory, Descriptive and Experimental, Approaches in research – Qualitative and Quantitative, Contents of research design	04
4.	Types and Sources of Data Secondary Data - Definition, Sources, Characteristics. Primary Data - Definition, Sources, Characteristics, Comparison of primary and secondary data.	02
5.	Data Collection Methods Observation method, Experimental method, Focus Group, Case Study, Survey - Questionnaire method, Interviews, Schedule	10
6.	Research Instrument Questionnaire and Schedule, Questionnaire designing, electromechanical instruments	05

7.	Measurement Meaning, Levels of Measurement - Nominal, Ordinal, Interval, Ratio. Sources of errors in measurement, test of sound measurement	05
8.	Attitude Scaling Techniques Concept of Scale, Commonly used scales in management research – Single item scale and multiple item scale, Rating Scales, Likert Scales, Semantic Differential Scales, Constant Sum Scales, Graphic Rating Scales – Ranking Scales – Paired Comparison & Forced Ranking	05
9.	Sampling Concepts of Sample, Population, Sampling Unit, Sampling Frame, Sampling Error, Advantages of sampling, Sample Size determination, Sampling methods – Probability sampling methods (Simple Random Sample, Systematic Sample, Stratified Random Sample, Cluster sampling, Area sampling & Multi-stage sampling) and Non probability sampling methods (Judgment, Convenience, Quota & Snowball sampling), Characteristics of a good sample	12
10.	Data Analysis and Interpretation Data Processing, Data Analysis – Meaning and overview of Univariate, Bivariate and multivariate analysis tools, Data presentation, Inferential analysis – Parameter estimation, hypothesis testing (z, t, chi square tests)	10
11.	Report Writing Importance of report, characteristics of good report, types of reports, Layout of a Research report	03
	Total	64

Reference Books:-

1. Research Methodology - C. R. Kothari
2. Business Research Methods - Donald Cooper & Pamela Schindler, TMGH, 9th edition.
3. Business Research Methods – Alan Bryman & Emma Bell, Oxford University Press.

Course Code : MH204

Course : Quality Management and Assurance

Semester II

Theory Hours / Week	Practical Hours / week	Tutorial Hours / Week	Total	Theory Marks / Paper Duration	Practical Marks	Internal Marks	Total Marks
04	--	01	05	70/3 Hours	--	30	100

Rationale:

To introduce to the students the concept of management of quality in the hospitality industry and the various method used to assess the same.

	Topic	Hours
1.	Introduction to Quality <ul style="list-style-type: none">- What is Quality (Definition of quality)?- Understanding TQM- Six basic concept of TQM- Quality Planning- Quality Costs- Collection and reporting of quality costs information- Analysis of quality costs- Establishment of quality cost goals and optimizing quality costs- Strategies for importing quality. Application of quality costs- Scope of total quality control- Beneficiaries of TQM	14
2.	Employee Involvement <ul style="list-style-type: none">- Motivation- Strategies for achieving a motivated workforce- Employee empowerment- Teams- Recognition and rewards for employees.- Gain Sharing- Performance appraisals- Unions and employees involvement- Benefits of employee involvement	08
3.	Customer Satisfaction <ul style="list-style-type: none">- Understanding the customer- Customer perception of quality- Customer complaints- Customer feedback- Using customer complaints as feed back- Service quality- Customer retention	06

4.	Continuous Process Improvement <ul style="list-style-type: none"> - Continuous process improvement procedures - ADDIE or System approach to CPI - The Juran Trilogy - Types of quality problems - Quality improvement strategies - The PDSA cycle - The problem solving method for process improvement - Kaizen - Re-engineering or Business Process re-engineering - 5 S principles - Introduction to six sigma 	12
5.	The Seven Tools of Quality <ul style="list-style-type: none"> - Statistical process control - Check sheet - Flow chart - Graphs - Histogram - Pareto chart - Cause effect diagram - Scattered diagram - Control chart 	08
6.	Other Quality Improvement Tools <ul style="list-style-type: none"> - Vision and Mission statement - Acceptance sampling - Zero Defect Programme (PORA – YORE) - Brain storming 	08
7.	Quality Management Systems <ul style="list-style-type: none"> - ISO 9001 : 2008 System <ul style="list-style-type: none"> o Benefits of ISO o Requirements o Implementation o Documentation - Concepts of ISO14001 (Environment Management) - Requisition of ISO 14001 - Benefits of ISO 14001 	08
Total		64

Reference Books:-

- 1) TQM IIInd Edition by B. Senthil Anasu and J. Praveen Paul
- 2) Total Quality Management by Poornima M. Charantimath

Assignment

Study project of any topic from existing service industry.

Course Code : MH 205

Course : Managerial Communication

Semester II

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Tutorial Hours / Week	Total	Theory Marks / Paper Duration	Practical Marks	Internal Marks	Total Marks
03	02	01	06	40/ 2 hours	30	30	100

Rationale:

To help students to understand and develop effective communication skills specifically for the hospitality industry.

	Topic	Hours
1.	Introduction to Managerial Communication Meaning, Importance and objectives- Principles of communication , Forms of communication, communication process, Barriers of effective communication, Techniques of effective communication	04
2.	Nonverbal Communication Body Language, Gestures, Postures, Facial Expressions, Dress codes, The Cross Cultural Dimensions of Business Communication, Listening and Speaking techniques of electing response, probing questions , observations, Business and Social etiquettes	08
3.	Managerial Speeches Principles of Effective speech and Presentations, Technical & Non technical presentations, Speech of Introduction – Speech of thanks-occasional speech-theme speech, Use of audio visuals aid.	08
4.	Interview Techniques Mastering the art of conducting and giving interview, Placement interview, discipline interviews, appraisal interviews, exit interviews	04
5.	Group Communication Importance, Meetings – group discussions. Video conferencing	02
6.	Introduction to Managerial Writings, Business letters Inquiries, Circulars, Quotations, Order, Acknowledgements Executions, Complaints, claims and adjustments, collection letter, Banking correspondence, Agency correspondence, Bad news and persuading letters, Sales letters, Job applications letters Bio data, Covering letter, Interview Letters, Letter of Reference , Memos, Minutes, circulars and notices	16
7.	Reports Types of Business Reports – Formats, choice of vocabulary, coherence and cohesion , paragraph writings, organizations reports by individual , Report by committee	06
	Total	48

Practicals:

Practicals to be conducted on the above mentioned topics

Reference Books

1. Lesikar, R.V. & Flatley, M.E. (2005): Basic Business Communication Skills for Empowering the Internet Generation. Tata McGraw hills Publishing Company Lts. New Delhi.
2. Ludlow,R. & Panton, F. (1998) The Essence of Effective Communications Prentice Hall of India Pvt. Ltd.
3. Adair J. (2003) Effective Communication Pan McMillan
4. Thill J.V. & Bovee G.L. (1993) Excellence in Business Communication McGraw Hill, New York.
5. Bowman, J.P. & Branchaw, P.P. (1987) Business Communications: From Process to Product. Dryen Press, Chicago

Course Code : MH 206 (A) Allied Elective

Course : Retail Management

Semester II

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Tutorial Hours / Week	Total	Theory Marks / Paper Duration	Practical Marks	Internal Marks	Total Marks
04	--	01	05	70 / 3 Hours	--	30	100

Rationale:

This subject aims to familiarize students with the field of retail, which has become a dynamic and fast growing industry today.

	Topic	Hours
1.	Introduction to Retail <ul style="list-style-type: none">- Concept of Retailing- Functions of a Retailer- Relation between Marketing and Retail- The growth of the Retailer- The Global Retail Market- Challenges faced by Global Retailers- Retail as a Career- Organization Structure for Small Stores, Single Stores and Independent Retailers, Retail Store Chain and Department Store	6
2	Retail in India <ul style="list-style-type: none">- Evolution of Retail in India- Changes in the Retail sector in India- Size of Retail in India- Challenges to Retail Development in India	4
3.	Retail Models and Theories of Retail Development <ul style="list-style-type: none">- Evolution of Retail Formats- Theories of Retail Development- Concept of Life Cycle in Retail- Business Models in Retail- Airport Retailing- Services Retailing	4
4.	Understanding the Retail Consumer <ul style="list-style-type: none">- Need for Studying Consumer Behavior- Factors influencing the Retail Shopper- The Customer Decision-Making process- Market-Research- A Tool for Understanding Retail Markets & Consumers	4

5.	Retail Strategy - Meaning of Strategy - The Concept of Branding - The Concept of a Retail Brand - The Retail Value Chain	4
6.	Retail Franchising - The Concept of Franchising - Evolution of Franchising - Types & Advantages	4
7.	Retail Store Location - Types of Retail Locations - Steps involved in Choosing a Retail Location - Trends in Retail Property Development in India	2
8.	Basics of Retail Merchandising - Meaning & Evolution of Merchandising - Factors affecting Merchandising - Role & Responsibilities of the Merchandiser - Role & Responsibilities of the Buyer - The Concept of Lifestyle Merchandising	4
9.	Merchandising Planning - The Concept of Merchandising Planning	2
10.	The Methods of Merchandise Procurement - Merchandise sourcing - Method of Procuring Merchandise - Concept of Private Label, its Evolution & Advantages - Category Management	4
11.	Retail Pricing & Evaluating Merchandise Performance - The Concept of Retail Price - Elements of Retail Price - Determining the Price - Merchandise Allocation - Evaluating Merchandise Performance	4
12.	Human Resource Management in Retail - Creating Organization Structures - Importance of Human Resource Management in Retail	4
13.	Retail Store Operations - Key Roles in a Store Environment - Managing the Store - Store layout, - Store design - importance - Visual Merchandizing	2
14.	Financial Aspects of Retail - Retail Economics	2

15.	Retail Marketing & Communication - Role of Marketing in Retail - Retail Marketing Mix - STP Approach - Retail Communication Mix	4
16.	Servicing the Retail Customer - Concept of Customer Service - Importance of Service in Retail - Measuring the Gaps in Service - C R M in Retail	4
17.	Management Information Systems in Retail - Unique needs of Technology in Retail - The Importance of Information Technology in Retail - Factors affecting the Use of Technology - E-Commerce or E-tailing	4
	Total	64

Reference Books:-

1. Retailing Management-Text & Cases- Swapna Pradhan
2. Retailing Management- Micheal Levy
3. A Recipe for Retail Operations-a three ingredient approach - Cody Philips & Andre Ross
4. Why we buy :The Science of Shopping- Paco Underhill
5. The Art of Retailing-A. J. Lamba

Course Code : MH 206 (B) (Allied Elective)

Course : Event Management

Semester II

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Tutorial Hours / Week	Total	Theory Marks / Paper Duration	Practical Marks	Internal Marks	Total Marks
04	--	01	05	70/3hours	--	30	100

Rationale:

Students will understand the managerial and operational aspects pertaining to event and conferences and Convention Management.

	Topic	Hours
1.	Event Management Role of events for promotion of tourism, Types of Events-Cultural, festivals, religious, business etc. Need of event management, key factors for best event management. Case study of some cultural events (Ganga Mahotsava, Lucknow Mahotsava and Taj Mahotsava)	12
2.	Concept of MICE Introduction of meetings, incentives, conference/conventions, and exhibitions. Definition of conference and the components of the conference market. The nature of conference markets and demand for conference facilities. The impact of conventions on local and national communities.	10
3.	Event Planning Events at Site, Trade shows and exhibitions, principal purpose, types of shows, benefits, major participants, organization and membership, evaluation of attendees. Events/Convention/exhibition facilities; Benefits of conventions facilities, Inter-related venues, Project planning and development.	10
4.	Budgeting for Events and Conferences Use of Budget preparation, Estimating, fixed and variable costs, cash flow, sponsorship and subsidies. Registration, Seating Arrangements, Documentation, interpreting press relation, Computer Graphics, Teleconferencing, Recording and Publishing Proceedings; Interpretation and language	08
5.	Event Logistics Catering for events, event law(Statutory permissions from various government agencies as per law), research, production	08
6.	Event Marketing Promotion, Advertising, Public relation, sponsorship, Sales Presentation, Electronic event marketing strategies	08

7.	Other aspects of Event Management Stage Planning and Cost effective production execution, MC anchoring, Interviewing and handling celebrities, Venue lighting and sound specifics, fire and safety regulations, security perception planning and execution (crowd handling, etc)	08
	Total	64

Reference Books:-

1. Coleman, Lee & Frankle (1991), Powerhouse Conferences. Educational Institute of AH & MA.
2. Hoyle, Dorf & Jones (1995), Meaning conventions & Group business. Educational institute of AH&MA.

Course Code : MH 206 C (Allied Elective)

Course : Business Enabled Services

Semester II

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Tutorial Hours / Week	Total	Theory Marks / Paper Duration	Practical Marks	Internal Marks	Total Marks
4	--	01	05	70/3 hours	--	30	100

Rationale:

The Syllabus of Business Enabled Services aims at developing the students in enhancing the skills of the student in Facility Management so as to provide him with an opportunity to work in IT companies as a Facilities Executive.

	Topic	Hours
1.	Facility Management – An Overview <ul style="list-style-type: none">- Facility Management – an overview- Definition.- Scope.	06
2.	Developing a Strategy for Facilities Management <ul style="list-style-type: none">- Introduction.- Developing a Facilities Management Strategy.- Strategic Analysis of facilities requirement.- Developing Solutions.- Strategy Implementation.- Relationship between client organizations & Service Providers.Case Study – Developing a Strategy	07
3.	Retaining Services in – House Vs. Outsourcing <ul style="list-style-type: none">- Introduction.- Attributes of Service.- Customer Service.- Uniqueness of Service.- Priority, flexibility & speed of response.- Management implications and indirect cost.- Direct cost.- Control.- Overview of options and implications.- Market Testing.- Other Sources of outsourcing.	07

04	Human Resources Management Implications <ul style="list-style-type: none"> - Introduction. - Dealing with shifting demands for resources. - Appropriate management structure. - Employment Obligations. - Functions, Job Descriptions & Skills. - Performance Appraisal. 	06
05	Policy & Procedures for Outsourcing <ul style="list-style-type: none"> - Introduction. - Essential Approach. - Strategy. - Tender Documents. - Tendering process. - Ongoing relationships 	06
06	Service Specifications, Service level Agreements and Performance. <ul style="list-style-type: none"> - Introduction. - Stakeholders Interests - Rationale for service specifications & SLAs - What is a service specification? - What is a Service Level Agreement (SLA)? - Example of a Service Level Agreement (SLA) - Critical success factors & key performance indicators - Quality System 	06
7.	Employment, health & safety considerations <ul style="list-style-type: none"> - Introduction. - General Policy - Organization & Administration - Disability Discrimination - Safety Rules & Practice - Stress, employees and the organization 	06
8.	Facilities Management service Providers <ul style="list-style-type: none"> - Introduction. - Types of Service Providers. - Managing Agent. - Managing Contractor. - Managing Budget. - Total Facilities Management. - Totally serviced workplace 	05

9.	Managing service provider and supplier Relationship <ul style="list-style-type: none"> - Service Providers and suppliers - Types of relationship - Contractual arrangements & partnering - Gain – Sharing - Continual Improvement 	05
10.	Contract Management & financial control <ul style="list-style-type: none"> - Contractual approach & terms. - Payments. - Cost Monitoring. - Performance Monitoring. - Change Control. - Contract Administration. - Contract Review. 	05
11	Benchmarking best practice <ul style="list-style-type: none"> - Pursuing continual Improvement. - Benchmarking Practices. - Benchmarking facilities management. - Other types of benchmarking. - Case Study – Diageo PLC. 	05
Total		64

Reference Books

1. Total Facility Management (2nd Edition) - Brian Atkin & Adrian Brooks., Blackwell Publishing

Course Code : MH 207

Course : Professional Development – Career Enhancement Skills & Foreign Language (Any One – Spanish, French, German, Japanese.) (Internal)

Semester II

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Tutorial Hours / Week	Total	Theory Marks / Paper Duration	Practical Marks	Internal Marks	Total Marks
--	03	--	03	--	--	50	50

Rationale:

The syllabus of Professional Development aims to impart career enhancement skills as well as make them proficient in the basic conversational skills of a foreign language of their choice from amongst the following-Spanish/French/German etc

Section – I (25 Marks)

	Topic	Hours
1.	Inter Personal Skills <ul style="list-style-type: none">- Importance of Theory of Perception- Emotional intelligence- Social Intelligence- Networking	06
2.	Creativity and innovation <ul style="list-style-type: none">- Left brain, Right brain- Creation of Ideas & the correct behavior to accept ideas.- Developing skills of working with people i.e. process of managing ideas- Idea Generation, Holding ideas, Implementing ideas	06
3.	Thinking Skills <ul style="list-style-type: none">- The Thinking Process- Concentration of the mind- Memory increase- Games to enhance memory	06
4.	SWOT Analysis <ul style="list-style-type: none">- Meaning of SWOT Analysis- SWOT analysis of yourself- Johri Window- Making of an action plan	06
	Total	24

Reference Books

- 1) You Can Win – By Shiv Khera
- 2) Social Intelligence – Daniel Goleman
- 3) Emotional Intelligence – Daniel Goleman
- 4) Harvard Business Review on Innovation by Harvard Business School Press
- 5) Cross Train Your Brain - Stephen D Eiffert
- 6) The World is flat – Thomas Friedman.
- 7) The Perfect Presentation - Andrew Leigh and Michael Maynard. Rupa and co.
- 8) How to develop self-confidence and influence people by public speaking – Dale Carnegie. Cedar self help.

Reference Websites

- 1) www.citehr.com
- 2) www.selfgrowth.com

Section – II (25 Marks)

Foreign language (Course duration -24 hours)

Students are to undergo a certificate course of the foreign language of their choice from amongst- Spanish/French/German/Japanese & submit the certificate to the Institute

Course Code : MH 208

Course : Meeting Incentive Conferences & Exhibitions (MICE) (Internal)

Semester II

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Tutorial Hours / Week	Total	Theory Marks / Paper Duration	Practical Marks	Internal Marks	Total Marks
2	--	--	02	--	--	50	50

Rationale:

To introduce to the students the MICE industry & its implications to the hospitality industry.

	Topic	Hours
1.	Introduction to MICE <ul style="list-style-type: none">- Definition, Evolution, Importance- Infrastructure for MICE- MICE as a supplement to tourism- Present scenario of MICE in India	07
2.	Planning of Meetings <ul style="list-style-type: none">- Types of Meetings- Planning of conventions, conferences- Planning of exhibitions and expositions	06
3.	Special Events Management <ul style="list-style-type: none">- Definition- Planning for special events- Understanding the target market- Management and implementation for special events- Preparing for special events- Budget for special events- Post event task / formalities	08
4.	Organizations promoting MICE <ul style="list-style-type: none">- IACC (International association of Conference Centers) and ICPB (India Convention Promotional Burro)- ICCA (International Congress & Convention Association)- ITPO (Indian Trade Promotion Organization)- Role of Ministry of Tourism in MICE- Role of suppliers in MICE	04

5.	Legal aspect of MICE - Negotiation - Contract and risks - Labour issues and ethics in MICE	07
6.	Use of technology in MICE - Internet	03
	Total	32

Assignment to be based on all above chapters in the form of power point, case studies, planning special events, incentive travel itineraries (with reports).

Marks to be allocated on the above basis.

Reference Books

1. Meetings, Expositions, Events and Conventions an Introduction to the Industry- George G. Fenich, Pearson Education
2. Study material of IGNOU on MICE
3. International Tourism by A. K. Bhatia,
4. Introduction to Travel & Tourism by Dennis L. Foster
5. Corporate & Business Travel by Thompson Smith, Jeanie M.
6. How to plan & book Meetings & Seminars, by Williams Jud

SEMESTER THREE

Course Code : MH 301

Course : Entrepreneurship Development

Semester III

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Tutorial Hours / Week	Total	Theory Marks / Paper Duration	Practical Marks	Internal Marks	Total Marks
04	--	01	05	70/3 Hours	--	30	100

Objectives:

1. To provide theoretical foundations of entrepreneurship development.
2. To give an overview of who the entrepreneurs are and what competences are needed to become an Entrepreneur.
3. To acquaint students with the special challenges of starting new ventures and introducing new product and service ideas.
4. To create an awareness of the need for systematic management of projects.
5. To provide the skill in executing various projects, starting from project identification till project termination.

	Topic	Hours
1.	Foundations of Entrepreneurship Development Concept and Need of Entrepreneurship Development Definition of Entrepreneur, Entrepreneurship, Innovation, Invention, Creativity, Business Idea, Opportunities through change. Concepts of Entrepreneur, Manager, Intrapreneur / Corporate Entrepreneur –comparative study - Roles, Responsibilities, Career opportunities Entrepreneurship as a career, Entrepreneurship as a style of management, The changing role of the entrepreneur: mid career dilemmas – Closing the window: Sustaining Competitiveness - Maintaining competitive advantage	10
2.	Theories of Entrepreneurship <ul style="list-style-type: none">- Innovation Theory by Schumpeter & Imitating Theory of High Achievement by McClelland- X-Efficiency Theory by Leibenstein- Theory of Profit by Knight- Theory of Social change by Everett Hagen	10
3.	Influences on Entrepreneurship Development <ul style="list-style-type: none">- Entrepreneurial Traits- External Influences on Entrepreneurship Development: Socio-Cultural, Political, Economical, Personal. Entrepreneurial culture with special reference to Intrapreneurship / Corporate Entrepreneurship.- Entrepreneurial Success and Failure: Reasons and Remedies.	10
4.	Women Entrepreneurs <ul style="list-style-type: none">- Challenges to Woman Entrepreneurs, Achievements of Woman- Entrepreneurs, Role Models of Woman Entrepreneurs	04

5.	Creating Entrepreneurial Venture - Entrepreneurship Development Cycle	02
6.	Business Planning Process - The business plan as an entrepreneurial tool - Elements of Business Plan, Objectives, Market Analysis, Development of product / idea, Marketing, Finance, Organization & Management, Ownership, - Critical risk contingencies of the proposal, Scheduling and milestones	06
7.	Project Management - Technical, Financial, Marketing Personnel and Management feasibility Reports - Financial schemes offered by various financial institutions like - Commercial Banks, IDBI, ICICI, SIDBI, SFCs, Venture Capital Funding, Angel Capitalist	10
8.	Entrepreneurship Development and Government - Role of Central Government and State Government in promoting Entrepreneurship with various incentives, subsidies, grants etc. – with special reference to ‘Export oriented units’ Role of the following agencies in the Entrepreneurship Development o DIC – District Industrial Center o SISI – Small Industries Services Institute o EDII – Entrepreneurship Development Institute of India o NIESBUD – National Institute of Entrepreneurship and Small Business Development o NEDB – National Entrepreneurship Development Board	12
Total		64

Reference Books:-

1. Dynamics of Entrepreneurship Development – Vasant Desai.
2. Entrepreneurship: New Venture Creation – David H. Holt
3. Entrepreneurship Development New Venture Creation – Satish Taneja, S.L.Gupta
4. Project management – K. Nagarajan.
5. Entrepreneurship: Strategies and Resources – Marc J. Dollinger
6. The Culture of Entrepreneurship – Brigitte Berger.
7. Innovation and Entrepreneurship – Peter F. Drucker
8. Entrepreneurship – Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd
9. Entrepreneurship As Strategy – G. Dale Meyer, Kurt A. Heppard
10. New Vistas of Entrepreneurship: Challenges & Opportunities – A. Sahay, M.S.Chhikara
11. Entrepreneurship and Small Business Management – Siropolis
12. The Entrepreneurial Connection - Gurmeet Naroola
13. Thought Leaders – Steven Brandt.
14. Corporate Entrepreneurship – Vijay
15. Corporate Entrepreneurship: Entrepreneurial Development Inside Organizations – Michael H.Morris, Donald F.Kuratko

Course Code : MH 302

Course : Financial Management

Semester III

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Tutorial Hours / Week	Total	Theory Marks / Paper Duration	Practical Marks	Internal Marks	Total Marks
04	--	01	05	70 / 3 Hours	--	30	100

Objective:

This paper aims to provide students with an understanding of the finance function and use of it in the Hospitality Industry, and the ways these can aid effective managerial decision-making. It gives detailed additional coverage on Cash Budgeting, Marginal Costing and Final Accounts for internal use. It gives students the ability to interpret financial statements and also introduction to primary Indirect Taxes related to Hotel Industry.

	Topic	Hours
1.	Cost Accounting <ul style="list-style-type: none">- Meaning –- Distinction between Financial Accounting and Cost Accounting- Cost Terminology: Cost, Cost Centre, Cost Unit- Classification of Cost- Type of Cost-Elements of Cost-Cost Ascertainment- Cost Sheet- Introduction to Activity Based Costing	07
2.	Budget and Budgeting Control <ul style="list-style-type: none">- Types of Budgets- Preparation of Flexible and Cash Budget- Zero Base Budgeting	08
3.	Cost Volume Profit Analysis <ul style="list-style-type: none">- Break Even Analysis- Decision making under marginal costing system related to Hotel Industry.	07

4.	Introduction to Financial Statements - Understanding of Financial Statements - Interpretation of Financial Statements with help of basic Accounting Ratios	08
5.	Objectives of Financial Management - Role of Financial Management in the organization - Function of Finance Manager - Risk-Return relationship - Indian Financial system - Sources of Long term finance - Scope and Functions of Financial Management, - Financial Planning Forecasting.	06
6.	Cost of Capital - Computation for each source of finance and weighted average cost of Capital - EBIT - EPS Analysis (Capital Structure Designing) - Over and Under Capitalization\ - Operating Leverage - Financial Leverage.	08
7.	Capital Budgeting - Nature and Significance, - Time value of money - Discounting of Cash Flows - Methods of evaluating Capital Expenditure proposals(except IRR)	08
8.	Working Capital Management - Nature of Working Capital Management - Need for working capital - Operating cycle, estimation of working capital requirement(specially in Hotel Industries) - Management of Inventory	08
9.	Introduction to Indirect Taxes like VAT, Service Tax, Luxury Tax (Provisions related to Hotel and Catering Industry only)	04
	Total	64

Reference Books

1. Cost and Management Accounting - S. M. Inamdar
2. Management Accounting - Dr. Mahesh Kulkarni
3. Principles and Practice of Cost Accounting – Ashish K. Bhattacharya
4. Theory & Problems in Management & Cost Accounting - Khan & Jain
5. Cost Accounting – Jawaharlal
6. Financial Management – I. M. Pandey
7. Financial Management – Khan & Jain
8. Financial Management – S. M. Inamdar
9. Financial Management – N. M. Wechlekar
10. Financial Management – Prasanna Chandra
11. Indirect Tax Laws – V.S. Datey
12. Luxury Tax Act – Agra Publications, Lawman Publications

Course Code : MH 303

Course : Materials Management

Semester III

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Tutorial Hours / Week	Total	Theory Marks / Paper Duration	Practical Marks	Internal Marks	Total Marks
04	--	01	05	70/3 Hours	--	30	100

Rationale:

This subject attempts to familiarize the students with the concepts of purchasing, storing, inventory that are vital components of material management

	Topic	Hours
1.	Introduction Materials Management - Evolution, Importance, Scope and objectives , Interface with other functions, evolution to 3 pl Trade off Customer service & cost	06
2.	Inventory - Need of inventory - Cost associated with inventory - Types of inventory , basic EOQ model - EOQ with discounts- ABC analysis classifications of materials, VED, HML, FSN, GOLF, SOS, (Numerical expected on basis EOQ , EOQ with discounts)	12
3.	Materials Requirement Planning Advantage over conventional Planning Input and output of MRP system Forecasting – overview of qualitative and quantitative methods of forecasting bill of materials explosion- Materials flow in MRP, Concepts of ERP	12
4.	Purchasing Management : -Responsibility of Purchase Department, Purchase Cycle , Negotiation & Bargaining, Vendor Relation & Development, Purchasing methods, Global Sourcing	10
5.	Store – Function, Importance, Organization of stores Layout, stores procedure and documentation	06
6.	Inventory control & cost reduction Techniques, inventory turn over ratio codification concept and benefits	08
7.	Materials Handling - Principles of Materials Handling systems - Materials handling equipments - Safety issues	05
8.	Logistics - Objectives, components , significance - Supply chain Management- objective, components ,significance - Materials – Preservation, packing and packaging	05
	Total	64

Reference Books:-

1. Materials Management – Dutta
2. Handbook of Materials Management - Gopalkrishnan
3. Materials & Logistics Management - L. C. Jhamb
4. Introduction to Materials Management – Arnold
5. Logistics & Supply Chain Management – Martin Christopher

Course Code : MH 304

Course : Hospitality Laws

Semester III

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Tutorial Hours / Week	Total	Theory Marks / Paper Duration	Practical Marks	Internal Marks	Total Marks
04	--	01	05	70/3 Hours	--	30	100

Rationale:

To impart knowledge to the students about legislative provisions pertaining to hospitality industry, hence empowering them to manage & work with a large number of industry personnel.

	Topic	Hours
1.	Business and Commercial Law <ul style="list-style-type: none">- Indian Contract Act<ul style="list-style-type: none">• Types of contract• Special contracts- Franchising- Partnership Act 1932<ul style="list-style-type: none">• Meaning and definition of partnership• General duties of partner• Determination of rights and duties of partners by contract between partners- Negotiable Instruments Act- Bombay Shops and Establishments Act Procedure relating to registration of hotel, lodges, eating houses, restaurants, and other related provisions. Minimum salary and Payment of salary act pertaining to Hospitality Industry Working hours and other provisions for Hospitality Industry- Agencies Act- applicability to Hospitality industry	12
2.	Welfare and Safety Statutory Laws * <ul style="list-style-type: none">- The EPF and Miscellaneous Provision Act 1952- ESI Act- Payment of Gratuity Act 1972 -- applicability to Hospitality industry.- Payment of Bonus Act 1966 -- applicability to Hospitality industry.- Workmen's Compensation Act 1923 – Compensation liable under this act for a worker in the Hospitality industry- Apprentices Act 1961 – Essentials pertaining to Hospitality industry- Maternity Benefit Act 1961 -- applicability to Hospitality industry and * (Objectives of all the above-mentioned Acts)	08
3.	Sale of Goods Act <ul style="list-style-type: none">- Essentials of valid Sale- Conditions and Warranties-- applicable to Hospitality industry- Unpaid seller and his rights – applicable to Hospitality industry- Rights and duties of seller and buyer – Guests and Hotel Owner	08

4.	Prevention of Food Adulteration Act 1954 - Principles of food laws regarding prevention of food adulteration, definition, authorities under the act, procedure of taking a sample purchase right, warranties, guest control order or food services order in force from time to time. Essential commodities etc. and AGMARK - Food Packaging and Misbranding Laws - Food standards code in India	08
5.	Licenses and permits required by Hotels - Bar License - Restaurant and various types of outlets and Licenses required - Swimming pool License - Spa and Health Club License - Public Amusement License - Renewal Suspension and termination of licenses - Procedure for granting Star gradation in India, various approvals, permissions required to set up a hotel Other Licenses required	08
6.	Environmental Protection Act – Important provisions under - The Water (Prevention and Control of Pollution) Act – Implementations of Provisions Under the act for Hospitality industry - The Air (Prevention and Control of Pollution) Act – Implementations of Provisions Under the act for Hospitality industry - Maharashtra Pollution Act – Implementations of Provisions Under the act for Hospitality industry	06
7.	Central and State Taxes - VAT-- applicability to Hospitality industry. - Service tax -- applicability to Hospitality industry. - Luxury tax -- applicability to Hospitality industry. - Any other applicable taxes	06
8.	Other Laws relating to Hospitality industry - Cyber law – important provisions applicable to Hospitality industry. - Micro, small and Medium Enterprises Development Act – important provisions applicable to Hospitality industry. - Passport Act -- Applicable to Hospitality industry with concern with the Foreign Tourist - Foreigners registration Act - Foreign exchange Management Act. (FEMA)	08
	Total	64

- Note- 1) For all Acts the scope, objectives & definitions to be covered.
2) Only the provisions related to the hospitality industry to be taught.

Reference Books:

The students should refer to the respective Acts.
Legal Aspect for Hospitality and Tourism Industry—By Atul Bansal

Course Code : MH 305

Course : Managerial Economics

Semester III

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Tutorial Hours / Week	Total	Theory Marks / Paper Duration	Practical Marks	Internal Marks	Total Marks
04	--	01	05	70/3 Hours	--	30	100

Rationale:

The course in Managerial Economics attempts to build a strong theoretical foundation for Management students. The course is mainly analytical in nature and focuses on clarifying fundamental concepts from microeconomic viewpoint. The students are expected to study and analyses the dynamics of managerial decision making through this course.

	Topic	Hours
1.	Definition, Nature and Scope of Managerial Economics, Managerial Economics and Microeconomic and Macroeconomics. Managerial Economics and decision-making. Definitions of basic concepts: a) Positive and normative approach b) Optimization c) Marginal analysis d) Opportunity Cost. e) Economic Model. f) Static and Dynamics	08
2.	Forms of Business Ownership - Sole Proprietorships, - Partnerships, - Joint stock company , - Public Limited Company, - Private Limited Company, - Cooperative Business ownership	08
3.	Meaning and Determinants of demand. - Demand Function. - Law of Demand Market Demand - Elasticity of demand. o Types of elasticity. o Measurement of elasticity. o Significance and uses of the elasticity. - Methods of Demand estimation. Demand forecasting. - Forecasting of an established product. - Forecasting of a new product.	10

4.	<ul style="list-style-type: none"> - Production Function - Law of Variable Proportions. - Law of supply. - Elasticity of supply. - Measurement of elasticity. - Significance and uses of the concept of elasticity 	08
5.	<p>Costs of Production</p> <ul style="list-style-type: none"> - Private costs and Social Costs - Accounting Costs and Economic costs - Short run and Long Run costs - Economies of scale - Cost estimation - Methods of cost estimation and cost forecasting - Cost reduction and cost control 	06
6.	<p>Pricing under various markets including</p> <ul style="list-style-type: none"> - Perfect Competition - Monopoly - Monopolistic competition - Oligopoly - Cartels - Price discrimination - Measurement of Monopoly Power 	08
7.	<p>Pricing Strategies and Methods</p> <ul style="list-style-type: none"> - Cost plus pricing - Marginal cost pricing - Cyclical pricing - Penetration Pricing - Price Leadership - Price Skimming - Transfer pricing 	08
8.	Profit Policy: Break Even analysis. Profit Forecasting	04
9.	Need for Government Intervention in Markets. Price Controls. Support Price. Preventions and Control of Monopolies. System of Dual Price	04
	Total	64

Reference Books:-

1. Managerial Economics – Analysis, Problems and Cases, P.L. Mehta, Sultan Chand Sons, New Delhi.
2. Managerial Economics – Varshney and Maheshwari, Sultan Chand and Sons, New Delhi.
3. Managerial Economics – D. Salvatore, McGraw Hill, New Delhi.
4. Managerial Economics – Pearson and Lewis, Prentice Hall, New Delhi
5. Managerial Economics – G.S. Gupta, T M H, New Delhi.
6. Managerial Economics – Mote, Paul and Gupta, T M H, New Delhi.
7. Managerial Economics – Joel Dean, Prentice Hall, USA.
8. Managerial Economics – H L Ahuja, S Chand & Co. New Delhi.

Course Code : MH 306

Course : Dissertation and Viva Voce

Semester III

Course No.	Subject	Examination Scheme		
		Panel	Internal	Total
HM 306	Dissertation and Viva Voce	70	30	100
	Total	70	30	100

Rationale:

The dissertation enables students to relate the knowledge and skill acquired in the classroom with systems, standards and practices prevalent in the industry.

Dissertation and Viva Voce

The viva voce will be based on the industrial training carried out after completion of semester two and the dissertation. The viva voce will be assessed by a panel of examiners comprising of one External Examiner, (the external would include a person from the Hotel Industry with a minimum of 10 years supervisory experience: or Professor and above from the academics) and one Internal Examiner.

Each student shall have to undergo industrial training related to the chosen Operational Elective for a period of not less than 50 days during the vacation at the end of First Year. Based on the actual training during the vacation, the student shall write a Project report on the topic selected under the guidance of the concerned faculty and submit two copies of the same to the institute.

Marks would be awarded as follows by a panel of examiners (one External and one Internal)

Performance Appraisal	15	--
Logbook	15	--
Project Report	--	30
Viva – Voce	--	40

Total	30	70

Course Code : MH 307

Course : Professional Development – Life Skills, Interview Techniques, Work / Life Balance (Internal)

Semester III

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Tutorial Hours / Week	Total	Theory Marks / Paper Duration	Practical Marks	Internal Marks	Total Marks
--	03	--	03	--	--	50	50

Rationale:

The Syllabus of Professional Development aims to impart life skills to the students. This include striking a balance between work & life'. It also intends to train them to face interviews efficiently.

Section – I (25 Marks)

	Topic	Hours
1.	Life Skills-I - Building confidence, self-esteem, positive attitude - Communication & the art of conversation - Effective Public speaking`	06
2.	Life Skills-II - Relationship Management - Conflict Resolution - Group dynamics - Leadership skills-building your attitude, factors like-tenacity, perseverance - Effective decision-making - Role model leaders and leaders versus managers - Team building & Teamwork	06
3.	Interview Techniques - Mock interviews - Group Discussions - Role plays - Management Games - Questionnaire - Case studies	06

4.	Work & Life Balance - Managing Stress - Time Management - Relaxation techniques-meditation, breathing exercises, importance of yoga and its benefits - Ethics at work <ul style="list-style-type: none"> o Living with Values o Being a change agent and standing up for your value system. o Avoidance of mal-practices - Case studies	06
	Total	24

Reference Books

- 1) You Can Win – By Shiv Khera
- 2) Social Intelligence – Daniel Goleman
- 3) Emotional Intelligence – Daniel Goleman
- 4) Harvard Business Review on Innovation by Harvard Business School Press
- 5) Cross Train Your Brain - Stephen D Eiffert
- 6) The World is flat – Thomas Friedman.
- 7) The Perfect Presentation - Andrew Leigh and Michael Maynard. Rupa and co.
- 8) How to develop self-confidence and influence people by public speaking – Dale Carnegie. Cedar self help.

Reference Websites

- 1) www.citehr.com
- 2) www.selfgrowth.com

Section – II (25 Marks)

Note:

Section – II will carry a weightage of 25 marks which will be based on the Operational Elective (A, B, C)

MH 307 A (Section II) will be based on Food Production Management.

MH 307 B (Section II) will be based on Food & Beverage Service Management.

MH 307 C (Section II) will be based on Accommodation Management.

Course Code : MH 307 A (Section II)

Course : Professional Development Life Skills, Interview Techniques, Work / Life Balance

Semester III

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Tutorial Hours / Week	Total	Theory Marks / Paper Duration	Practical Marks	Internal Marks	Total Marks
--	03	--	03	--	--	50	50

Rationale

The course aims at developing the specialized technical and operational skills of a student required in the industry.

(This syllabus has been designed for 25 marks based on the subject of specialization- Food Production Management)

	Topic	Hours
1.	KITCHEN DESIGN – Considerations in designing the Kitchen, Space management and different ways to reduce work force and time.	06
2.	STYLE OF FOOD SERVICE – considerations to be given to style of food service.	06
3.	COST MANAGEMENT – food cost and other related costs of the commercial kitchen and various control points to be established.	06
4.	HYGIENE LINE BALANCE – HACCP procedure study by observation.	06
	Total	24

Practical Examination

The college should evaluate the students' performance based on the acquirement of the above mentioned skills on the basis of continual assessment.

Course Code : MH 307B (Section II)

Course : Professional Development Life Skills, Interview Techniques, Work / Life Balance

Semester III

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Tutorial Hours / Week	Total	Theory Marks / Paper Duration	Practical Marks	Internal Marks	Total Marks
--	03	--	03	--	--	50	50

Rationale:-

The Syllabus of Professional Development aims at developing the students in terms of professional development, enhancing their conceptual & cognitive skills in Food & Beverage Management.

(This syllabus has been designed for 25 marks based on the subject of specialization i.e. Food & Beverage Service Management)

	Topic	Hours
1.	Development of Standard Operating Procedures for- <ul style="list-style-type: none">o For restaurants in 3 star hotels & similar categories of stand-alone restaurants.	06
2.	Financial Considerations- <ul style="list-style-type: none">o Making Budgetso Analyzing variances between budgeted figures & actual figureso Reading & Analyzing a P & L accounto Reading & analyzing a Balance sheet <p>- Using Performance Measures and taking decisions on what needs to be done in case of negative variances.</p>	06
3.	Planning & organizing events <ul style="list-style-type: none">o Conducting an entrepreneurial activity for 3 days (canteen, restaurant etc)	12
	Total	24

Course Code : MH 307 C (Section II)
Course : Professional Development Life Skills, Interview Techniques, Work / Life Balance

Semester III

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Tutorial Hours / Week	Total	Theory Marks / Paper Duration	Practical Marks	Internal Marks	Total Marks
-	03	-	03	-	-	50	50

Rationale:

This course aims to equip students with skills required at the managerial level while working in the Accommodations Department of hotels.

(This syllabus has been designed for 25 marks based on the subject of specialization i.e. & Accommodation Management)

	Topic	Hours
1.	-Operating of Property Management Software. -Practicing on the various modules related to Rooms Division Management such as Reservations, Telephones, Registration, Cashiering, Housekeeping etc.	16
2.	-Achievement of targeted revenue using various sales techniques. -A study of the liaison between the Sales & Marketing Department, the Front Office Department & the Banquet Sales Department with practical problems & case studies.	04
3.	-Assessing Guest satisfaction, using various indices to measure the same. For e.g. Internal Scoreboard, comment cards, guest feedback & using the same to take corrective action where required.	04
	Total	24

Course Code : MH 308

Course : Tourism – Destination India (Internal)

Semester III

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Tutorial Hours / Week	Total	Theory Marks / Paper Duration	Practical Marks	Internal Marks	Total Marks
02	--	--	02	--	--	50	50

Rationale:

The study aims at familiarizing the students with the tourism destinations and tourism promotion of India.

	Topic	Hours
1.	History of Indian Tourism - Ancient period - Pre Independence - Present status of Tourism in India	03
2.	Role of Government in Tourism Promotion - Incredible India - Role and Functions of India Tourism and STDC - Travel statics.	05
3.	Tourism Products - Natural – Beaches, Hills, Islands - Human Made – Fairs, Festivals, Architecture, Monuments, Shopping - Symbiotic – Marine Parks, Wildlife, Sanctuaries, Adventure, Sports	07
4.	Tourist products of India (New Trends) - Spiritual Tourism - Religious Tourism - Wedding Tourism - Yoga - Medical Tourism - Agro Tourism	07
5.	Major Tourist Attractions - Famous Places of Tourist interest in India	10
	Total	50

Assignment to be based on development of major State Tourism Development Corporations of India. E.g. Kerala, Maharashtra, Madhya Pradesh, Himachal Pradesh, Goa etc.

Marks to be allocated on above basis.

Reference Books:-

- 1) India by Aruna Deshpande
- 2) Tourism by Romila Chawla

SEMESTER FOUR

Course Code : MH 401

Course : Yield Management

Semester IV

Theory Hours / Week	Practical Hours / week	Tutorial Hours / Week	Total	Theory Marks / Paper Duration	Practical Marks	Internal Marks	Total Marks
04	--	01	05	70	--	30	100

Rationale:

The Syllabus of Yield Management aims at understanding the concept of yield management and applying the knowledge of the same in Hotel operations

	Topic	Hours
1.	Introduction to Yield Management <ul style="list-style-type: none">- Definition- Concept and Importance- Application of Yield management in Hospitality Industry- Strategic approach to yield management	06
2.	Managing Demand and Capacity <ul style="list-style-type: none">- Estimating Demand- Forecasting Demand- Allocation of Inventory and Managing Demand- Managing Capacity (Overbooking/ Curtailment/ Cancellations/Walk outs etc.)- Capacity Allocation	10
3.	Pricing Strategies and Yield management <ul style="list-style-type: none">- Setting price-factors- Demand base pricing- Competition base pricing- Sorting mechanism and rate fences	10
4.	Yield Management Statistics <ul style="list-style-type: none">- Computation of Yield In Front Office<ul style="list-style-type: none">o Potential Average Single Rateo Potential Average Double Rateo Multiple Occupancy Percentageo Rate Spreado Potential Average Rates.o Room Rate Achievement factoro Yield Statistico Equivalent Occupancyo Required Non- Room Revenue per guest- Elements of Yield management	10

5.	Controlling the Yield Management Process - Framework to control Hotel Yield Management - Demand Forecasting - Room Inventory control - The control Process-tracking- Checking, signaling, controlling and update	10
6.	Yield Management in Food and Beverage Service - Yield management tactics employed in F&B Operations - Demand and Supply Managements - Calculating Rev PASH for restaurant	10
7.	Yield Management in Food Production - Standard Purchasing and Standard Yield - Calculation of Standard yield - Menu pricing as per the yield	08
	Total	64

Reference Books

1. Hotel Front Office Management by James A. Bardi
2. Marketing for Hospitality & Tourism by Philip Kotler
3. Hotel Front Office Management by James A. Bardi
4. Revenue Management for Service Organization by Paul Rouse
5. Managing Front Office Operations by Michael L. Kasavana & Richard M. Brooks
6. Hotel Front Office Management by James A. Bardi
7. Front Office Management by S. K Bhatnagar
8. The Spread of Yield Management Practices by Fabiol S. Fodera
9. F & B Controls by Richard Kotas

Course Code : MH 402

Course : Business Policies and Strategies

Semester IV

Theory Hours / Week	Practical Hours / week	Tutorial Hours / Week	Total	Theory Marks / Paper Duration	Practical Marks	Internal Marks	Total Marks
04	--	01	05	70	--	30	100

Rationale:

The Syllabus of Business Policies and Strategies aims at understanding the concept of managing business and the policies involved.

	Topic	Hours
1.	Business Environment - Environment Appraisal - Organizational Appraisal	12
2.	Business Competition - Understanding my customer and his Behaviour - Demography, habits, culture - Business sustainability	12
3.	Strategic Planning Process - Strategy formulation - Corporate level strategies - Business level strategies	12
4.	Strategy Process in detail - Strategic Intent - Defining vision - Understanding mission - Business model - Goals and objectives - Strengths, Weakness, Opportunities, Threats	16
5.	Strategy Implementation - Organization structures - Structures for strategy - Systems & Process for implementation - Strategic Review	12
	Total	64

Reference Books

- 1) Strategic Management and Business Policy by Azhar Kazmi
- 2) Globality by Arindham Bhattacharya
- 3) Strategy-Seeking & Securing Competitive Advantage by Micheal Porter
- 4) Competitive Strategy: Techniques for Analyzing Industries and Competitors by Micheal Porter

Course Code : MH 403

Course : Disaster Management

Semester IV

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Tutorial Hours / Week	Total	Theory Marks / Paper Duration	Practical Marks	Internal Marks	Total Marks
04	--	01	05	70	--	30	100

Rationale:

This paper attempts to impart knowledge to the students about the concept of disaster management & its importance in the corporate world.

	Topic	Hours
1.	Disaster Management - Meaning, Scope & Impact. - Introduction, meaning - Distinction between Hazard and disaster, - terminology used in Disaster management, - Types of Disasters, - Impact of Disasters	10
2.	Organization for Disaster Management - Organization at International Level, Yokohama strategy and plan of action for a safer world, organization for Disaster management at Union Level, State level, District Level, and Local Authorities	12
3.	National Disaster Management - Institutional Structure, Disaster Prevention/mitigation, Early Warning system, Disaster preparedness, mitigation & Response, Human Resource Management	10
4.	Man Made Disasters and Management: Gas Leaks, Nuclear Radiation leaks, Terrorist attacks, Health Hazards, Accidents	07
5.	Coping with Man Made Disasters : Human Errors, Pollutions, Air Pollution, Green House Gases, Social Problems, Terrorism	06
6.	Awareness and Motivation: Vigilance, Motivation	03
7.	Training in Disaster Management Objectives, Communication improves motivation, Target – Ministry/Department/ Cadre, Disaster Awareness in school, curriculum, Information, Education & Communication Teamwork	08
8.	Disaster prevention through Sustainable Development : Targets for Sustainable Development	04
9.	Legislations : National Calamity Management Act, Model State Disaster Management Act	04
	Total	64

Reference Books

- 1) Disaster Management by D.B.N. Murthy
- 2) Disaster Administration & Management by S.L. Goel
- 3) Disaster Management Act and Management by Dr. V.V. Ghanekar
- 4) Disaster Management by Ayaz Ahmed
- 5) Disaster Management by S.L. Goel and Ramkumar
- 6) Operational module; District Disaster Management plan (YASHDA, Pune)
- 7) Encyclopedia of Disaster Management, Vol – 3 by S.L. Goel
- 8) Disaster Management by B. Narayan
- 9) Disaster Management by R.B. Singh
- 10) Environmental Geography by Savinder Singh

Course Code : MH 404

Course : Human Resources Management

Semester IV

Theory Hours / Week	Practical Hours / week	Tutorial Hours / Week	Total	Theory Marks / Paper Duration	Practical Marks	Internal Marks	Total Marks
04	--	01	05	70/3 Hours	-	30	100

Rationale:

This study of this subject will enable the students to understand the concepts of Human Resource Management as well as its applicability while interacting with the diverse workforce.

	Topic	Hours
1.	Human Resources Management <ul style="list-style-type: none">- Introduction and Importance-- Evolution- Difference between Personnel Management and HRM- Strategic HRM- Role of a HR Manager	08
2.	Human Resources Planning with reference to Star Hotels. <ul style="list-style-type: none">- Objectives- Importance-- RP Process- Manpower- Estimation- Job analysis- Job Description- Job Specification. Recruitment- Sources of Recruitment- Selection Process- Placement and Induction- Retention of Employees.	10
3.	Training and Development in Star Hotels <ul style="list-style-type: none">- Objectives and Needs- Training Process- Methods of Training- Tools and Aids- Evaluation of Training Programs.	08
4.	Career Planning- Succession Planning	02
5.	Performance Management System <ul style="list-style-type: none">- Definition, Concepts and Ethics- Different methods of Performance Appraisal followed in hotels.- Rating Errors- Competency management	08

6.	Compensation Management - Concepts and Components - Job Evaluation - Incentives and Benefits.	08
7.	Productivity Management - Concepts - TQM - Kaizen - Quality Circles	06
8.	Industrial Relations - Grievance Procedure - Collective Bargaining - Settlement of Disputes	06
9.	Retirement/Separation - Superannuation - Voluntary Retirement Schemes - Resignation - Discharge - Dismissal - Suspension-Layoff	08
	Total	64

Reference Books

1. Human Resources Management- Gary Dessler
2. Personnel Management – C. B Mamoria
3. Managing Human Resources - R.S. Dwiwedi
4. Human Resources Management-V.P.Michael
5. Human Resources Management – Dr. P. C.Pardeshi
6. Human Resources Management – Mirza & Zaiyadin
7. Human Resources Management – L. M. Prasad
8. Human Resources Management - Ashwathappa
9. Managing Human Resources - Arun Monppa

Course Code : MH 405

Course : Corporate Sustainability

Semester IV

Theory Hours / Week	Practical Hours / week	Tutorial Hours / Week	Total	Theory Marks / Paper Duration	Practical Marks	Internal Marks	Total Marks
04	--	01	05	70/3 Hours	--	30	100

Rationale:

The Syllabus of Corporate Sustainability aims to enhance the understanding of the student with regards to the importance of key principles of sustainability of business operations in the corporate world so as to make the student more aware of the impact of the principles of corporate sustainability in his daily working environment.

	Topic	Hours
1.	Principles of Sustainability <ul style="list-style-type: none">- Environment.- Human Resources- Corporate Social Responsibility- Corporate Ethics & Governance	08
2.	Environment <ul style="list-style-type: none">- Sustainable development in the hospitality Industry – Introduction, scope & need.- Energy Efficiency.- Waste Management.- Water Conservation.- Eco – Design in Hospitality Architecture.- Sustainable food & Beverage Management.- Communicating environmentally sustainable Initiatives.- Hospitality Industry Environmental Management Systems and Strategies.<ul style="list-style-type: none">o ISO 14001.o FSMS 22000.	20
3.	Human Resources <ul style="list-style-type: none">- Human Resource Management -an overview- Training as means of development.- Incentive management strategies.- Benchmarking Human Resources.- Case study - Human Development initiatives undertaken by TATA's & ITC.	12

4.	Corporate Social Responsibility - Corporate Social Responsibility – an Overview. - CSR – Strategies & Implementation - Managing CSR – Reporting & Auditing - Case Study – CSR Initiatives undertaken by ITC & TATA's	12
5.	Corporate Ethics - Corporate Ethics & Governance – an Overview - Impact of Corporate governance on Sustainability	12
	Total	64

Reference Books:-

- 1) Sustainability in the Hospitality Industry - Philip Sloan, Willy Legrand, Joseph S. Chen , Butterworth_Heinemann
- 2) Corporate Social Responsibility - Readings & cases in a global context, Routledge Publishers. Edited by Andrew Crane, Dirk Matten & Laura J. Spence.
- 3) The Business Guide to Sustainability – Practical Strategies and tools for organizations, Dancy Hitchcock and Marsha Willard – Earthscan Publishers

Course Code : MH 406

Course : Services Marketing

Semester IV

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Tutorial Hours / Week	Total	Theory Marks / Paper Duration	Practical Marks	Internal Marks	Total Marks
04	--	01	05	70 / 3 Hours	--	30	100

Rationale:

The subject focuses on the concept of services, marketing & the various aims, objectives, techniques & importance of marketing of service products.

	Topic	Hours
1.	Introduction / Foundation of Services Marketing <ul style="list-style-type: none">- Concept of Services- Characteristics, classification designing of Services- Importance of Services to the global economy.- Blueprinting using technology developing human Resources and building service aspirations.	08
2.	Service Environment <ul style="list-style-type: none">- Components of service environment - service scope- Its impact on customers / responses- Identification the correct service scope position strategy for different services.	08
3.	Buying Process for Services <ul style="list-style-type: none">- Purchase Model for services.- Expectations of services by customers- Antecedents of customer expectations	04
4.	Marketing mix in Services Marketing <ul style="list-style-type: none">- 7 P's of service marketing- Product Decision- Pricing Strategies- Distribution / Channel structure and options<ul style="list-style-type: none">o Franchising – benefitso Branding – benefitso Distribution Management (Customer focused)- Promotion of services- People, Physical Evidence and Process	16

5.	Effective Management of Service Marketing <ul style="list-style-type: none"> - Services life cycle - Methods of positioning services - Internal marketing of services - Market defender strategies (blocking, retaliation, adaptation) - External v/s Internal orientation of service strategy - Marketing supply through Market segmentation 	10
6.	Delivery of Quality Service <ul style="list-style-type: none"> - Cause of service quality gaps - Customer expectation v/s perceived service gap. - Factors and technology to resolve this gap - Service performance gap - Key factors for closing the gap - Promise v/s Delivery Gap - Developing appropriate and effective communication about service quality. 	08
7.	Marketing of services with special reference to <ul style="list-style-type: none"> - Financial services - Health services - Public utility services - Educational services - Hospitality services (Hotels, travel / tourism) 	10
	Total	64

Case study

20 marks should be allotted to case studies above topics. It helps in application of concept learned and understood by the student. (Instead of a theoretical question a case study could be asked)

Reference books

- 1) Marketing Management – Mahajan and Saxena
- 2) Fundamentals of Marketing – Stanton
- 3) Services Marketing – Kenneth Clow / David Kurtz
- 4) Marketing Management - Philip Kotler
- 5) Service Marketing – S. M. Jha
- 6) The Essence of Marketing – A. Payne

Course Code : MH 407

Course : Green Practices in Hospitality Industry (Internal)

Semester IV

Theory Hours / Week	Practical Hours / week	Tutorial Hours / Week	Total	Theory Marks / Paper Duration	Practical Marks	Internal Marks	Total Marks
02	--	--	02	--	--	50	50

Rationale:

This subject aims to make the students aware of the various green practices or in other words environmentally friendly practices being carried out in hotels today.

	Topic	Hours
1.	Employee Environmental Education <ul style="list-style-type: none">- Workshops to train employees in environment-friendly practices- Making sustainability a part of daily routine of employees	03
2.	Waste Minimization <ul style="list-style-type: none">- Organic composting- Dumpster monitoring (segregation of dry & wet garbage)- Recycling (e.g. Individual newspapers not sent to rooms, use of bulk soap & shampoo dispensers in guest room bathrooms, using recycled paper products like bags, coasters etc)- Alternatives to plastic bottled water- Achieving close to zero-solid waste- Sustainable food & beverage options	05
3.	Eco-purchasing <ul style="list-style-type: none">- Environmentally preferred suppliers- Environmentally preferred products- Elimination of Styrofoam packaging	04
4.	Energy & Water Conservation <ul style="list-style-type: none">- Environment-friendly HVAC units- Skylights to save energy- High efficiency lighting in guest-rooms & public areas- Solar panels- Occupancy sensors- Water conservation fixtures- Preventive maintenance	06
5.	Landscaping <ul style="list-style-type: none">- Chemical-free landscaping- Smart irrigation practices	02

6.	Green Housekeeping - Use of environment-friendly cleaning products to clean property - Integrated Pest-Management services - Tent cards in rooms informing guests about alternate day linen changing	04
7.	Green Banqueting - E-invites - Carbon credits - Bus facility for participants instead of pick-up cars - Green menu-organic & locally procured food	04
8.	International certifications of green practices - Eco-leaf rating - Green Globe rating - Green Key rating - Nordic Swan rating - LEEDS	04
	Total	32

Note- This subject can be taught by means of-

- Field Visits
- Projects
- Presentations
- Assignments

Marks to be assigned on the above basis.

Reference books

1. Environmental Nature Based Tourism – By Kunal Chatopadhyay
2. Environment Security & Tourism Development in South Asia-V. Pandae
3. Environment Education-K. K. Shrivastava
4. Environmental Management for Hotels – David Kirk

Course Code : MH 408 (Internal)

Course : Psychology- Hospitality Perspective

Semester IV

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Tutorial Hours / Week	Total	Theory Marks / Paper Duration	Practical Marks	Internal Marks	Total Marks
02	--	--	02	--	--	50	50

Objectives:

At the end of this module the student should be able to successfully address the following questions-

1. What are the design and delivery implications of the psychological approaches for hospitality, leisure and tourism services?
2. In what circumstances are consumers likely to attribute more credibility to internal information than external information sources and vice versa?
3. When are customers likely to use a “decision rule”?
4. How might the experiences of consumers and employees be used to monitor and improve customer satisfaction levels?

	Topic	Hours
1.	Tourist Behavior- Understanding the Hospitality Consumer <ul style="list-style-type: none">- Attitudes, emotions and information processing- Building foundations for the understanding of psychology of Tourism, Hospitality and Leisure- Understanding tourist experience through Mindfulness theory	10
2.	Measuring Customer Satisfaction in Tourism Industry <ul style="list-style-type: none">- Processes and Performances of Tourist Dissatisfaction- Evaluation of alternatives and choice: Decision Strategies and Tourism Evaluation- Experience and Satisfaction	08
3.	Motivation and Learning of Tourists <ul style="list-style-type: none">- The influence of consumers on personality, lifestyle, perceptions and purchase motives- Models of purchase decision-making processes- Determinants of Tourists Motivation	08
4.	Marketing Behavior in Tourism and Hospitality <ul style="list-style-type: none">- Models of Tourist Behavior- The psychology of purchasing and Consumption- Market Classification in Hospitality, Leisure and Tourism Industry- Procedures and Processes for delivery and assuring customer service	06
	Total	32

Reference Books

- 1) Consumer Psychology of Tourism Hospitality and Leisure – Geoffrey Ian Crouch
- 2) Tourist Behaviour : Themes and Conceptual Scheme - Philip L Pearce
- 3) Consumer Behaviour in Travel and Tourism – Abraham Pizam
- 4) Handbook of Tourist Behaviour – Melin Kozak, Alain Decrop
- 5) Consumer Behaviour in Tourism – John Swarbrooke, Susan Horner