

University Of Pune
Revised Syllabus
Master Of Hotel Management And
Catering Technology
(MHMCT)
Incorporating
Choice-Based Credit-System and
Grading System

TWO YEAR FULL TIME FOUR SEMESTERS
POST GRADUATE DEGREE PROGRAMME
MHMCT YEAR I CURRICULUM APPLICABLE
W.E.F A. Y. 2014-15
MHMCT YEAR II CURRICULUM APPLICABLE
W.E.F A. Y.2015-16

UNIVERSITY OF PUNE
FACULTY OF MANAGEMENT
MASTER'S OF HOTEL MANAGEMENT AND CATERING TECHNOLOGY
(MHMCT – REVISED 2014 -2015)

FOUR SEMESTER TWO YEAR FULL TIME PROGRAMME MHMCT PART I

W.E.F. A. Y. 2014 -2015

1) **TITLE OF THE PROGRAMME –**
MASTERS DEGREE PROGRAMME IN HOTEL MANAGEMENT AND CATERING
TECHNOLOGY (MHMCT)

2) **PREAMBLE –**

This MHMCT Programme was first introduced in the Academic Year 2012 – 2013. It is well -suited for all hotel management professionals who wish to upgrade their qualifications in order to gain a competitive advantage in their careers.

It has been estimated that one out of four HMCT graduates tend 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.

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.

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

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 6.58 millions by the end of 2012, which is an increase of 4.3% over corresponding period of previous year. The foreign exchange earnings to India in tourism sector in rupee terms have touched 94,487 crores.

The resilience of India tourism sector is also evident from the fact that while the growth rate of foreign tourist arrivals worldwide has been 4% in 2012 and the average growth rate of Asia Pacific has been 7%.

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, this unique course will be able 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 needs 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, it 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.

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

- 3) **INTRODUCTION** – The MHMCT Program is thus an 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

3.1) Credits – The programme is a combination of –

- a) Full Credit Courses (100 Marks each): 3 Credits each (except SIP*-Work)
- b) Half Credits Courses (50 Marks each): 2 Credits each (except RM Mini Project, Field Work*)
- c) Total marks = 3000
- d) * Summer Internship Project has 6 credits
- e) Field work has 4 Credits.

Minimum number of session for full credit courses shall be 45 hours per course per semester. Minimum numbers of sessions for half credit courses shall be 30 hours per course per semester.

In the Credit system the emphasis is on the **hours put in by the learner and not on the workload of the teacher**. Each credit can be visualized as a combination of **3 components viz. Lecturer (L) + Tutorials (T) + Practical / Project Work (P) i.e. LTP Pattern**.

In terms of credits, for a period of one semester of 15 weeks:

- a) Every ONE hour session per week of L amounts to 1 credit per semester.
- b) A minimum of TWO hours per week of T amounts to 1 credit per semester.
- c) A minimum of TWO hours per week of P amounts to 1 credit per semester

The efforts of the learner for each Credit Point may be considered under two parts –

- a) The hours actually spent in class room / practical / field work instructions and
- b) The notional hours spent by the Learner in self study, in the library, peer interaction, case study, writing of journals and assignments, projects etc for the completion of that course.

Teaching / learning sessions are to be interpreted in a broader perspective as follows:

- a) Teaching – Learning Processes: Classroom sessions, Group Exercises, Seminars, Small Group, Projects etc.
- b) Evaluation: Tutorials, Class Tests, Presentation, Field work, Assignments, etc.

3.2) Adoption of Credit and Grading System: As per national and international trends, it is proposed to adopt the Credit and Grading System for the MHMCT programme.

Salient features of the grading system:

- 1) Learners are placed in ability bands that represent a range of scores. These ability bands may vary according to the number of categories for the classification of the performance of the learners. This ability range may be designated with alphabetical letters called as GRADE.
- 2) The system of awarding grades would provide a more realistic picture of learner's ability than the prevailing marking system.
- 3) Grading is a far more satisfactory method than the numerical marking system as it reflects an individual learner's performance in the form of a certain level of achievement.
- 4) The Grading system ensures natural classification in qualitative terms rather than quantitative terms since it expresses a range / band of scores to which a learner belongs such as O, A, B, C, D, E & F.
- 5) The award of grades provides a permanent record of the learner's growth and development that might be helpful for institutions of higher education for allocating seats for prospective employers.
- 6) Grading does not require making fine distinctions in performance when no such distinctions actually exist.
- 7) It is based on realistic concepts of 'errors of measurement'.

- 8) Grades are relatively free from extraneous factors like difficulty of the examination, examiner bias, nature of the subject being examined, etc.
- 9) Grades can be interpreted easily and directly and can be used to prepare an accurate 'profile' of a learner.

Basics of Credit and Grading System: Grading is a method of reporting the result of a learner's performance subsequent to his evaluation. It involves a set of alphabets which are clearly defined and designated and uniformly understood by all the stake holders. A properly introduced grading system not only provides for a comparison of the, learner's performance but it also indicates the quality of performance with respect to the amount of efforts put in and the amount of knowledge acquired at the end of the course by the learners.

It is proposed to use the **Indirect and Absolute Credit and Grade Point System for the MHMCT programme**, i.e. the assessment of individual Courses in the concerned examinations will be on the basis of marks, but the marks shall later be converted into Grades by some mechanism wherein the overall performance of the Learners can be reflected after considering the Credit Points for any given course. However, the **Overall evaluation shall be designated in terms of Grade.**

3.3) Session Duration: Each teaching-learning, evaluation session shall be of 60 minutes.

- 4) **ELIGIBILITY:** A student seeking admission to this course must have a Bachelor's degree of any statutory University or other recognized foreign university.

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.

- 5) **EXAMINATION: Pattern of Examination:** The evaluation scheme comprises of:
 - a. University Evaluation (50 Marks)

b. Concurrent Evaluation (50 Marks)

5.1 University Evaluation: There shall be University evaluation for each full credit course as per the time table announced by the university. There shall be a Written Examination (subjective- concept plus case study/ application oriented type) for 50 marks by the University for each full Credit Course. Some Half Credit Courses shall also have University Evaluation.

5.1.2. Instructions to External Paper Setters/Chairman/Examiners: For University evaluation (Written Examination – subjective type of 50 marks) of each full credit course the question pattern shall be as follows:

Question Paper Pattern:-

- 1) There shall be five questions each of 10 Marks.
- 2) All questions shall be compulsory with internal choice within the questions.
- 3) A Question may be subdivided into sub-question a, b, c... and the allocation of marks depend on the weightage of the topic.

Questions shall be set to assess knowledge acquired, standard application of knowledge, application of knowledge in new situations, critical evaluation of knowledge and the ability to synthesize knowledge. The questions setter shall ensure that questions covering all skills are set. The questions setter shall also submit model answers and a detailed scheme of evaluation along with the question paper. *The duration of written examination shall be 2 ½ hours.*

5.2 Concurrent Evaluation: There shall be Concurrent evaluation for 50 marks for each full credit course. Half credit courses shall be evaluated for 50 marks through Concurrent evaluation. As a part of concurrent evaluation the students shall be *evaluated on a continuous basis* by the Institute to ensure that student Learning takes place in a graded manner.

*** Teaching hours allocated for each subject include assessment hours as well**

Suggested components for Concurrent Evaluation (CE) are:

1. Case Study/Case let/Situation Analysis – (Group Activity or Individual Activity)
2. Class Test
3. Open Book Test
4. Field Visit/Study tour and report of the same
5. Small Group Project & Internal Viva-Voce
6. Learning Diary
7. Scrap Book
8. Group Discussion

9. Role Play/Story Telling
10. Individual Term Paper/ Thematic Presentation
11. Written Home Assignment
12. Industry Analysis – (Group Activity or Individual Activity)
13. Literature Review / Book Review

14. Model Development / Simulation Exercises – (Group Activity or Individual Activity)
15. In-depth Viva
16. Quiz

Performance of the students in each component of the Concurrent Evaluation shall be communicated immediately to the students by the Institute by displaying them on the Institute's Notice Board/Website.

Detailed record of the Concurrent Evaluation shall be maintained by the Institute. The same shall be made available to the University, on demand. Marks for the concurrent evaluation must be communicated by the Institute to the University before the commencement of relevant Semester end University Evaluation.

5.3 Projects:

- 5.3.1. **Field Work** - In Semester II the student shall work under the supervision of the Faculty and carry out a Field Work and submit a structured report in TWO hard copies & one soft copy (CD). *In the interest of environmental considerations, students are encouraged to print their reports on both faces of the paper.*

The student is required to conduct research on a topic related to one (or more) of contemporary issues in Hotel Management & Catering Technology. The topic is chosen in consultation with the faculty. The student will prepare and present a detailed research proposal prior to starting the work. A Field Work outlining the entire problem, including a survey of literature and the various results obtained along with their solutions is expected to be produced. . The student must submit the completed project and make an oral presentation of the same. Through the Field Work, the student is expected to furnish evidence of competence in understanding varied aspects of the theme/topic selected and a deep understanding of the specialty area.

The completion of the project shall be certified by the Faculty Guide & approved by the Director of the Institute.

Field Work shall have a weightage of 4 credits. The Institute shall conduct a viva-voce for evaluation of the Field Work, for 50 marks. The Panel shall comprise of 2 Internal Faculty members (One who has supervised the student and the other one as Jury) nominated by the Director. The Institute may invite an additional external examiner from the industry. Copies of report and records of evaluation shall be maintained by the Institute for a period of 3 academic years.

5.3.2. Summer Internship Project - At the end of Second Semester each student shall have to undergo industrial training i.e. Summer Internship, related to the chosen Operational Elective for a period of not less than 8 weeks during the vacation at the end of First Year. Based on the actual training during the vacation, the student shall write a Project report under the guidance of the concerned faculty and submit two copies of the same to the institute.

SIP will be a research project - involving working by the student on a given task/ assignment / project etc. in an organization / industry. It is expected that the SIP shall sensitize the students to the demands of the workplace. The learning outcomes and utility to the organization must be specifically highlighted.

The report should be well documented and supported by –

- 1) Executive Summary
- 2) Organization profile
- 3) Outline of the problem / task undertaken
- 4) Research methodology & data analysis
- 5) Relevant activity charts, tables, graphs, diagrams etc.
- 6) Learning of the student through the project
- 7) Contribution to the host organization
- 8) Reference in appropriate referencing styles. (APA, MLA, Harvard, Chicago Style etc.)

It should reflect the nature and quantum of work undertaken by the student. The report must reflect 8 weeks of work and justify the same.

The completion of the SIP shall be certified by the respective Faculty Guide & approved by the Director of the Institute. The external organization (Hospitality/Tourism/Retail industry entity) shall also certify the SIP work.

The student shall submit TWO hard copies & one soft copy (CD) of the project report before 30th September in Sem III. One hard copy is to be returned to the student by the Institute after the External Viva-Voce.

In the interest of environmental considerations, students are encouraged to print their project reports on both faces of the paper.

The Institute shall conduct an internal viva-voce for evaluation of the SIP for 50 marks. The students will be evaluated on the basis of their project report, Performance appraisals and Log book maintained by them. The Panel shall comprise of the Internal Faculty Guide & One additional faculty nominated by the Director.

There shall be an external viva-voce for the SIP for 50 marks. The examiner's panel for the same shall include one external faculty member nominated by the University and one internal faculty member nominated by the Director. The external viva-voce shall be conducted for 15 minutes at least per student.

The Internal & the External viva-voce shall evaluate the project based on:

1. Actual work undertaken by the student
2. Students' understanding of the organization and business environment
3. Outcome of the project
4. Utility of the project to the organization
5. Basic analytical capabilities

Copies of SIP report and records of evaluation shall be maintained by the Institute for a period of 3 academic years.

5.4 Standard of Passing: Every candidate must secure at least Grade E in concurrent Evaluation as well as University Examination as separate heads of passing for each course.

Degree Requirements:

- a) Earned Credits: The degree requirements for the MHMCT programme is completion of 100 earned credits.
- b) Final Grade Point Requirement: A student must obtain the Final Grade Point of a minimum of 00.50 to be eligible for award of the MHMCT degree.

5.4.1 Conversion of Marks to Grade Points & Grades: The marks shall be converted to grade points and grades using Table I below.

Table I: Points Grading System

Sr. No.	Marks	Grade	Grade Point
1.	100-75	O-Outstanding	06
2.	74-65	A-Very Good	05
3.	64-55	B-Good	04
4.	54-50	C-Average	03
5.	49-45	D-Satisfactory	02
6.	44-40	E-Pass	01
7.	39-0	F-Fail	00

The description of the final grades shall be as follows:

O: Outstanding (Excellent Analysis of the topic – 75% and above)

Accurate knowledge of the primary material. Wide range of reading, logical development of ideas, originality in approaching the subject. Neat and systematic organization of content, elegant and lucid style.

A: Very Good (Excellent Analysis of the topic- 65 to 74%)

Accurate knowledge of the primary material, acquaintance with seminal publications, logical development of ideas. Neat and systematic organization of content, effective and clear expression.

B : Good (Good Analysis and treatment of the topic – 55 to 64%)

Basic knowledge of the primary material, logical development of ideas. Neat and systematic organization of content, effective and clear expression.

C : Average (Some important points covered – 50 to 54%)

Basic knowledge of the primary material, logical development of ideas. Neat and systematic organization of content, good language or clear expression.

D : Satisfactory (Some points discussed – 45 to 49%)

Basic knowledge of the primary material, some organization of content, acceptable language or expression

E: Pass (Any two of the above – 40 to 44%)

F: Fail (None of the above – 0 to 39%)

The performance of a student will be evaluated in terms of two indices, viz.

- a) Semester Grade Point Average (SGPA) which is the Grade Point Average. For a semester.
- b) Cumulative Grade Point Average (CGPA) which is the Grade Point Average for all the completed semesters at any point in time.

Semester Grade Point Average (SGPA): At the end of each semester, SGPA is calculated as the weighted average of GPI of all courses in the current semester in which the student has passed, the weights being the credit values of respective courses.

SGPA= Grade Points divided by the summation of Credits of all Courses.

$$\text{SGPA} = \frac{\sum\{C \cdot \text{GPI}\}}{\sum C} \quad \text{for a semester}$$

Where GPI is $\frac{\text{Grade Points}}{\text{Credits}}$ for the respective course.

Cumulative Grade Point Average (CGPA): Cumulative Grade Point Average (CGPA) is the grade point average for all completed semesters. CGPA is calculated as the weighted average of all GPI of all courses in which the student has passed up to the current semester.

Cumulative Grade Point Average (CGPA) for the entire course

Where GPI is $\frac{\text{CGPA} \cdot \sum\{C \cdot \text{GPI}\}}{\sum C}$ for all semesters taken together

If a student secures F g or both of Concurrent Evaluation or University Evaluation for a particular course his/her credits earned for that course shall be ZERO.

5.5 Scaling Down of Concurrent Evaluation Scores: The marks obtained by the students for the Concurrent Evaluation components conducted by the Institute, in the Full Credit Courses, in Sem I to IV, shall be scaled down, to the required extent, if such percentage of marks are more than 25% of the marks scored in the University Examination for the respective course.

The marks obtained by the student in Half Credit Courses are not subject to scaling down.

5.6 Attendance: The student must meet the requirement of 75% attendance per semester per course for granting the term. The Director shall have the right to withhold the student from appearing for examination for a specific course if the above requirement is not fulfilled.

Since the emphasis is on continuous learning and concurrent evaluation, it is expected that the students study all – round the semester. There is no provision for preparatory leave for examination.

5.7 ATKT Rules: A student shall earn the credits for a given course in maximum four attempts.

Maximum Duration for completion of the Programme: The candidates shall complete the MHMCT Programme within 4 years from the date of admission, by earning the requisite credits.

5.8 Award of Grade Cards: The University of Pune under its seal shall issue to the student a grade card on completion of each semester. The final Grade

Card issued at the end of the final semester shall contain the details of all courses taken during the entire programme for obtaining the degree.

Final Grades: After calculating the SGPA for an individual semester and the CGPA for entire programme, the value shall be matched with the grade in the Final Grade Points Table (as per Table II) and expressed as a single designated GRADE such as O, A, B, C, D, E, F.

Table II: Final Grade Points

Sr. No.	Grade Points	Grade
1.	05.00 to 06.00	O – Outstanding
2.	04.50 to 04.99	A – Very Good
3.	03.50 to 04.49	B – Good
4.	02.50 to 03.49	C – Average
5.	01.50 to 02.49	D – Satisfactory
6.	00.50 to 01.49	E – Pass
7.	00.00 to 00.49	F – Fail

A student who secures grade E or above in a course is said to have completed / earned the credits assigned to the course. A student who has completed the minimum 100 credits required for the MHMCT programme shall be declared to have completed the programme.

NOTE:

The Grade Card for the final semester shall indicate the following, amongst other details:

- a) Grades for concurrent and University evaluation, separately, for all courses offered by the student during the entire programme along with the grade for the total score.
- b) SGPA for each semester.
- c) CGPA for final semester.
- d) Total Marks Scored out of Maximum Marks for the entire programme, with break-up for Marks Scored in Concurrent Evaluation and University Evaluation.
- e) Marks scored shall not be recorded on the Grade Card for intermediate semester.
- f) The grade card shall also show the 7 points scale and the formulas to convert GPI, SGPA, and/ or CGPA to percent marks.
- g) The final GPA shall not be printed unless the student earns the minimum 100 credits required for earning the MHMCT Degree.
- h) B Grade is equivalent to at least 55% marks.
- i) If the GPA is higher than the indicated upper limit in the three decimal digit, then the student may be awarded higher final grade e.g. a student getting a GPA of 4.492 may be awarded grade A.

5.9 External Students: There is no provision of external students.

5.10 Verification / Reevaluation: Students can avail the verification / reevaluation facility as per the prevailing policy, guidelines and norms of the University of Pune.

- 6) **STRUCTURE OF THE PROGRAMME :** The programme is a combination of
 a) Full Credit Courses (100 Marks each)
 b) Half Credit Courses (50 Marks each)

Spread of Full and Half Credit Courses:

Semester	Full Credit courses (100 Marks)	Half Credit Courses (50 Marks)	Total Courses
	(A)	(B)	(C = A + B)
I	6	2	8
II	6	2	8
III	7	1	8
IV	6	3	9
Total	25	8	33

The programme has 25 Full Credit Courses (100 Marks each).

The programme has 8 Half Credit Courses (50 Marks each). Thus the entire programme has 33 Courses of 100 credits in all.

- 6.1) Programme Structure for Masters in Masters in Hotel Management and Catering Technology (MHMCT)

Semester – I

Course Code	Course	Concurrent Evaluation	University Evaluation		Total marks	Credit	No. of Credits
			Th.	Pr.			
MH101	Tourism-A Global Perspective	50	50	--	100	FULL	3
MHIO2	Marketing For Hospitality & Tourism	50	50	--	100	FULL	3
MH103	Customer Relationship Management	50	50	--	100	FULL	3
MHIO4	Organization Development & Leadership	50	50	--	100	FULL	3
MH105	Statistics And Quantitative Techniques	50	50	--	100	FULL	3
MHIO6	Operational Elective (Any One-A, B, C)*	50	50	50	150	FULL	3+3
MH107	Professional Development	--	--	50	50	HAL F	2
MH108	Fieldwork Related To Operational Elective	50	--	--	50	HAL F	4
	Total	350	400		750		27

Semester – II

Course Code	Course	Concurrent Evaluation	University Evaluation		Total marks	Credit	No. of Credits
			Th.	Pr.			
MH201	Management Information Systems In Hospitality	50	50	--	100	FULL	3
MH202	Facility Planning & Design	50	50	--	100	FULL	3
MH203	Research Methodology	50	50	--	100	FULL	3
MH204	Quality Assurance & Management	50	50	--	100	FULL	3
MH205	Managerial Communication	50	50	50	150	FULL	3+1
MH206	Allied Elective (Any One-A,B,C)	50	50	--	100	FULL	3
MH207	Professional Development	--	50	--	50	HAL F	2
MH208	Meetings, Incentives, Conventions, Exhibitions	50	--	--	50	HAL F	2

	TOTAL	350	400	750		23
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Semester – III

Course Code	Course	Concurrent Evaluation	University Evaluation	Total marks	Credit	No. of Credits
MH301	Entrepreneurship Development	50	50	100	FULL	3
MH302	Financial Management	50	50	100	FULL	3
MH303	Materials Management	50	50	100	FULL	3
MH304	Hospitality Laws	50	50	100	FULL	3
MH305	Managerial Economics	50	50	100	FULL	3
MH306	Dissertation Based On Operational Elective	50	50	100	FULL	3
MH307	Summer Internship Programme	50	50	100	FULL	6
MH308	Tourism-Destination India	50	0	50	HALF	2
	TOTAL	400	350	750		26

Semester – IV

Course Code	Course	Concurrent Evaluation	University Evaluation	Total marks	Credit	No. of Credits
MH401	Yield Management	50	50	100	FULL	3
MH402	Business Policy & Strategic Management	50	50	100	FULL	3
MH403	Disaster Management	50	50	100	FULL	3
MH404	Human Resource Development	50	50	100	FULL	3
MH405	Corporate Sustainability	50	50	100	FULL	3
MH406	Services Marketing	50	50	100	FULL	3
MH407	Green Practices in Hospitality Industry	50	0	50	HALF	2
MH408	Psychology - Hospitality Perspective	50	0	50	HALF	2
MH409	Professional Development	0	50	50	HALF	2

	TOTAL	400	350	750		24
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6.2) **Medium of Instruction:** The medium of Instruction and Evaluation shall be English.

- 7) **EQUIVALENCE OF PREVIOUS SYLLABUS WITH THE REVISED SYLLABUS:** The equivalence of the previous syllabus with the proposed syllabus shall be declared separately.
- 8) **UNIVERSITY TERMS:** The dates for the commencement and conclusion of the first and the second terms shall be as determined by the University Authorities. The terms can be kept only by duly admitted students. The present relevant ordinances pertaining to grant of terms will be applicable.
- 9) **COURSE WISE DETAILED SYLLABUS:** Course wise detailed syllabus along with recommended text books, reference books, websites, journals etc. is provided in Annexure I.

Note: Faculty members and students should refer to the latest edition of the relevant books, wherever such latest editions are available.

Annexure – I

COURSE STRUCTURE—MHMCT 2014

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	MH 205	Managerial Communication	MH 305	Managerial Economics	MH 405	Corporate Sustainability

	Techniques						
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	Summer Internship Programme	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)
						MH409	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)	
			Two months Industrial Training in chosen Operational Elective area (Summer Internship Programme)					

COURSE NAME – Masters in Hotel Management and Catering Technology

DURATION OF COURSE—Two years

SEMESTER – First

S R N O	SUBJECT TITLE	SUB. CODE	TEACHING SCHEME		CREDITS	EXAMINATION							
			TH	PR		PAPER HRS	UNIVERSITY		PR		CONCURRENT		TOTAL
							MAX	MIN	MAX	MIN	MAX	MIN	MAX
1	Tourism a Global Perspective	MH101	3	-	3	2 ½	50	20	--	--	50	20	100
2	Marketing for Hospitality and Tourism	MH102	3	-	3	2 ½	50	20	--	--	50	20	100
3	Customer Relationship Management	MH103	3	-	3	2 ½	50	20	--	--	50	20	100
4	Organization Development and Leadership	MH104	3	-	3	2 ½	50	20	--	--	50	20	100
5	Statistics & Quantitative Techniques	MH105	3	-	3	2 ½	50	20	--	--	50	20	100
6	Operational Elective (Any One) (A)Food Production Management (B)Food & Beverage Service Mgmt (C)Accommodation Mgmt	MH106	3	3	6	2 ½	50	20	50	20	50	20	150

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	--	2	2		--	--	50	20	--	--	50
8	Field Work related to Operational Elective (Internal)	MH 108	--	4	4	--	--	--	--	--	50	20	50
	TOTAL		18	9	27		300		100		350		750

COURSE NAME – Masters in Hotel Management and Catering Technology

DURATION OF COURSE – Two years

SEMESTER – Second

S R · N O ·	SUBJECT TITLE	SUB. CODE	TEACHING SCHEME		CREDITS	EXAMINATION							
			TH	PR		PAPER HRS	UNIVERSITY		PR		CONCURRENT		TOTAL MAX
							MAX	MIN	MAX	MIN	MAX	MIN	
1	Management Information Systems in Hospitality	MH 201	3	-	3	2 ½	50	20	-	-	50	20	100
2	Facility Planning and Design	MH 202	3	-	3	2 ½	50	20	-	-	50	20	100
3	Research Methodology	MH 203	3	-	3	2 ½	50	20	-	-	50	20	100
4	Quality Management and Assurance	MH 204	3	-	3	2 ½	50	20	-	-	50	20	100
5	Managerial Communication	MH 205	3	1	4	2 ½	50	20	50	20	50	20	150
6	Allied Elective (Any One) (A)Retail Management (B)Event Management (C)Business Enabled Services	MH 206	3	-	3	2 ½	50	20	-	-	50	20	100
7	Professional Development – (Internal)	MH 207	-	2	2	-	-	-	50	20	-		50

	Section – I Career enhancement skills and Section – II Foreign language (any one) Spanish, Japanese, French, German, etc.)												
8	Meetings, Incentives, Conventions, Exhibitions (MICE) (Internal)	MH 208	2	-	2	-	-		-		50	20	50
	TOTAL		20	3	23	--	300	--	100	--	350	--	750

Course Name – Masters in Hotel Management and Catering Technology

Duration of Course – Two years

Semester—Third

S R · N O ·	SUBJECT TITLE	SUB. CODE	TEACHING SCHEME		CREDITS	EXAMINATION							
			TH	PR		PAPE R HRS	UNIVERSITY		PR		CONCURRENT		TOTAL MAX
							MAX	MIN	MAX	MIN	MAX	MIN	
1	Entrepreneurship Development	MH 301	3	--	3	2 ½	50	20	--	--	50	20	100
2	Financial Management	MH 302	3	--	3	2 ½	50	20	--	--	50	20	100
3	Materials Management	MH 303	3	--	3	2 ½	50	20	--	--	50	20	100
4	Hospitality laws	MH 304	3	--	3	2 ½	50	20	--	--	50	20	100
5	Managerial Economics	MH 305	3	--	3	2 ½	50	20	--	--	50	20	100
6	Dissertation based on topic from Operational Elective	MH 306	3	--	3	--	50	20	--	--	50	20	100
7	Summer Internship Programme	MH 307	--	6	6	--	50	20	--	--	50	20	100
8	Tourism – Destination India (Internal)	MH 308	2	--	2	--	-	--	--	--	50	20	50
	TOTAL		20	6	26	--	350	--	--	--	400	--	750

Course Name – Masters in Hotel Management and Catering Technology

Duration of Course – Two years –

Semester—Fourth

S R · N O ·	SUBJECT TITLE	SUB. CODE	TEACHING SCHEME		CREDITS	EXAMINATION							
			TH	PR.		PAPER HRS	UNIVERSITY		PR		CONCURRENT		TOTAL MAX
							MAX	MIN	MAX	MIN	MAX	MIN	
1	Yield Management	MH 401	3	--	3	2 ½	50	20	--	---	50	20	100
2	Business Policy and Strategic Management	MH 402	3	--	3	2 ½	50	20	--	--	50	20	100
3	Disaster Management	MH 403	3	--	3	2 ½	50	20	--	--	50	20	100
4	Human Resource Development	MH 404	3	--	3	2 ½	50	20	--	--	50	20	100
5	Corporate Sustainability	MH 405	3	--	3	2 ½	50	20	--	--	50	20	100
6	Services Marketing	MH 406	3	--	3	2 ½	50	20	--	--	50	20	100
7	Green Practices in Hospitality Industry (Internal)	MH 407	2	--	2	--	--	--	--	--	50	20	50
8	Psychology- Hospitality Perspective (Internal)	MH 408	2	--	2	--	--	--	--	--	50	20	50
9	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 409	--	2	2	--	--	--	50	20	--	--	50
TOTAL			22	2	24	--	300	--	50	--	400	--	750

SEMESTER ONE

Course Code : MH 101
Course Title : Tourism a Global Perspective
Semester I

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / Week	Credits	Total	University / Paper Duration	Practical Marks	Concurrent Evaluation	Total Marks
03	--	Full Credit	03	50/ 2 ½ hrs	--	50	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.

Unit No	Contents	No of Sessions
1.	Tourism Perspective - Introduction to tourism – the world’s largest industry. - Meaning of Tourism - Components of Tourism - The Tourism system - Significance of Tourism to a Nation	03
2.	Tourism Planning - Need for Tourism Planning - The Nature of Tourism Planning - The planning process	10
3.	Safe and Honorable Tourism - Seven pillars of Tourism - Code of conduct <ul style="list-style-type: none"> • Specific objectives • Applicability • Guidelines for Travel and Tourism industry - Pledge of commitment	04
4.	Attraction Planning and Development - Principles of Attraction Development - Feasibility Analysis and Location - Identifying the Market - Cost-benefit Analysis - Managing historical sites - Amusement, Recreation & Entertainment as Attractions	07
5.	Managing Destination for Sustainability - 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	08

6.	Tourism Legislations - Wild Life Act - Environment Protection Act - Foreign Exchange Act	03
7.	Emerging Trends in Tourism World wide - 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	10
	Total	45

Learning Resources

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 – Charles R. Goddner, JR Brent Ritchie, Wiley – India edition
- 3) Tourism Economics – Donald E. Lund berg, M. Krishnamoorthy, Mink H. Stavenga, John Wiley & sons. Inc
- 4) Dynamics of Modern Tourism – Ratandeep 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 - Chuck Y. Gee, Denter JL. Choy, James C. Maheno, AVI Publishing company

Journal

ATMA-Journal of Tourism Studies

Course Code : MH 102
Course Title : Marketing for Hospitality and Tourism
Semester I

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Credits	Total	University / Paper Duration	Practical Marks	Concurrent Evaluation	Total Marks
03	--	Full Credit	03	50/2 ½ hrs	--	50	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.

Unit No.	Contents	No. of Sessions
1.	Marketing for 21st Century - Core Marketing concept - Relationship Marketing (Holistic Marketing) - Consumer buying behavior – 5 Stage Model - Internal marketing concept, scope and objective	06
2.	Marketing Information System & Market Research - Core Marketing concept - Meaning, definition - Analysis - Marketing research process for hospitality & Tourism - Forecasting and Demand Management	08
3.	Product Strategies for Hospitality and Tourism - Product life cycle – Marketing strategies - Branding – creating brand equity <ul style="list-style-type: none"> • Role of Brand • Scope and definition • Branding decision 	08
4.	Pricing Strategies for Hospitality and Tourism - Setting the price - Analyzing the cost - Determine demand - Factors affecting pricing	06

5.	New Age promotion strategies for Hospitality and Tourism <ul style="list-style-type: none"> - 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) 	08
6.	Case studies 2 Case studies to be done by the students on the above topics.	09
	Total	45

Learning Resources

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 Title : Customer Relationship Management
Semester I

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Credits	Total	University / Paper Duration	Practical Marks	Concurrent Evaluation	Total Marks
3	-	Full Credit	3	50/2 ½ hrs	--	50	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.

Unit No.	Contents	No. of Sessions
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	06
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	05
3.	Case Review: Singapore Airlines.	04
4.	Relationship Marketing - Rogers & Pepper’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.	10
5	Building CRM process structure: - 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 	08
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 	08
	Total	45

Learning Resources

Case Studies-Text Books:

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

Reference Books:

Customer Relationships Management. - William, G. Zikmund, Raymund McLeod Jr.; Faye W. Gilbert (2003).

Course Code : MH 104

Course Title : Organization Development & Leadership

Semester I

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Credit	Total	University / Paper Duration	Practical Marks	Concurrent Evaluation	Total Marks
03	--	Full Credit	03	50/2 ½ hrs	--	50	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.

Unit No.	Contents	No. of Sessions
1.	Functions of Management - Planning, Organizing , Staffing, Directing, Controlling	04
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	08
3.	Organization Development Definition of OD, Values and Assumptions, Importance, Evolution: Kurt Lewin.	07
4.	Foundations of OD Action Research, Survey Feedback, Systems Theory, Teams And Teamwork, Participation And Empowerment, Applied Behavioral Science, Parallel Learning Structures	08
5.	Process of OD -Model Of Change, Six Box Model	04
6.	OD Intervention Meaning, Importance Team Intervention: Role Analysis, Interdependency, Appreciation and Concern Inter group: Walton, Principled Negotiation Structural: STS-Kaizen ,Quality of Work Life, ISO14000 Work Redesign, Self-Managed Teams Individual: T-Group, Behaviour Modeling	10

7.	Client And Consultant Relationship Case studies on Role of OD Consultant	04
	Total	45

Learning Resources

Reference Books:-

- 1) Organizational Development – S Ramnarayan, T V Rao.
- 2) Organizational Development and Change – Cummings and Worley (7th Edition)
- 3) Organizational Development – French and Bell (6th Edition)
- 4) 21st Century Leadership – Lynne Joy McFarland

Course Code : MH 105
Course Title : Statistics and Quantitative Techniques
Semester I

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Credit	Total	University / Paper Duration	Practical Marks	Concurrent Evaluation	Total Marks
3	-	Full Credit	3	50/2 ½ hrs	--	50	100

The need of 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.

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
- Evaluation of performance

Unit No.	Contents	No. of Sessions
1.	Meaning and Classification of Quantitative techniques, Statistics: Meaning, Scope and Limitations, Collection, Classification, Tabulation and Presentation of Statistical Data	04
2.	Measures of Central Tendency, Partition Values, Measures of Dispersion	10
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 Correlation and Regression and its interpretation Basic concepts of correlation, Karl person's correlation coefficient, Rank correlation, Basic concepts of Linear regression, Regression equations and prediction of values	04
4.	Probability: Concepts, Sample Space, Theorems of Probability Rules of Probability	04

5.	Association of attributes Yule's coefficient of association	02
6.	Decision theory - Decision making under risk Decision making under uncertainty -5 criteria's Linear Programming, formulation and Graphical Solution	08
7.	Transportation problems and Solutions by North-West Corner rule Vogel's approximation method. Assignment Problem and its solution by Hungarian method	08
8	Network Analysis Construction of Network Diagrams – PERT: network diagram when three time estimates are given	05
	Total	45

Learning Resources

Reference Books:

- 1) Statistical and Quantitative Methods- Ranjeet Chitale (Nirali Prakashan)
- 2) Statistical Methods- S. P. Gupta, (S. Chand & Co.)
- 3) Quantitative techniques - N.D.Vora ,Tata McGraw Hill publications ,4th edition.
- 4) Gupta &Khanna –Quantitative Techniques for Decision Making (Prentice Hall of India)
- 5) Statistical Methods- JK Sharma

Websites:

- www.mathworld.wolfram.com
- <http://www.statsoft.com>
- <http://www.purplemath.com>
- <http://www.algebra.com>

Course Code : MH 106 A -Operational Elective
Course Title : Food Production Management
Semester I

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Credits	Total	University / Paper Duration	Practical Marks	Concurrent Evaluation	Total Marks
03	03	Full Credit	06	50/2 ½ hrs	50	50	150

Rationale:

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

Unit No.	Contents	No. of Sessions
1.	Food Safety Management - 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	08
2.	Menu Merchandising & Menu Engineering - 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	06
3.	Wine and Food Pairing - Introduction - Types of foods paired with variety of wines - Principles to be followed – Matching weight, compliment & contrast, physical properties, other pairing principles - New trends - Plate presentation and culinary artistry	05
4.	Restaurant Entrepreneurship - Development of concept - Process - Know your skills, Target Market, Forming team, Raising Capital, Yield Analysis	08

5.	Kitchen Administration - HRM – Human Resource planning, Planning process, Training & development, Motivation – Concept, Definition, Theories - Quality Assurance – Meaning, Importance, Q A process - Costing and Controls – Elements of cost, Pricing considerations, Cost control	10
6.	Food Production – A Modern Perspective - Molecular Gastronomy – Concept, Techniques, Tools & Ingredients used - Food Designing – Concept, Importance & Principles - QSR – Concept, Technology, Latest trends	05
7.	Food Tourism - Concept, Marketing, Barriers & Opportunities - Organic food V/s Biotechnologically developed food- consumer perception Automation in food industry – Objectives, Latest automation trends	03
	Total	45

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.
5)	Students should practice on the professional soft wares used by the hotels.
6)	Students should be able to generate various reports using the software, interpretation of these reports, and implementation of cost management techniques.

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.

Learning Resources

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

Journal

International Journal of Hospitality and Tourism Studies

Course Code : MH 106 B -Operational Elective

Course Title : Food & Beverage Services Management

Semester I

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Credits	Total	University / Paper Duration	Practical Marks	Concurrent Evaluation	Total Marks
03	03	Full Credit	06	50/2 ½ hrs	50	50	150

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.

Unit No.	Contents	No. of Sessions
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: <ul style="list-style-type: none">• Policy Design.• Site Selection.• Finances Required• Market Feasibility Study.• Restaurant Planning & Design• Designing a Menu.• Designing type of Food Preparation Method, Style of Service.• Planning equipment for concept chosen.• Developing a plan for developing the concept• Short term plan, medium term plan, contingency plan	10
3.	Menu Engineering - Definition, Scope & Importance - Menu Engineering Matrix - Applications of Menu Engineering	03
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	05

5.	Financial considerations in Food & Beverage. <ul style="list-style-type: none"> - Designing Budgets for various catering operations - Budget & Trading results comparison & evaluation. - Variance Analysis. - Operational Calculations - Operational & Financial Ratios - Revenue control systems, POS, Banquet Management System 	07
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"> • Planning • Organizing • Directing • Leading • Controlling • Internal selling - Competencies for a manager 	05
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 - Event logistics 	05
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 	05
	Total	45

Practical :

Sr. No.	Topic
1)	Students should be familiar with the various software applications in Food & Beverage Service.
2)	Preparation of checklists for various aspects of Food & Beverage operations.
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.
7)	Students should practice on the professional soft wares used by the hotels.
8)	Students should be able to generate various reports using the software, interpretation of these reports, and implementation of cost management techniques.

Learning Resources

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

Restaurant Operations & Controls - A Practical guide - Marcel Robert ESCOFFIER, Shirley Dennis ESCOFFIER, Prentice-Hall, Inc.

Journal

International Journal of Hospitality and Tourism Studies

Course Code : MH 106 C- Operational Elective

Course Title : Accommodation Management

Semester I

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Credit	Total	University / Paper Duration	Practical Marks	Concurrent Evaluation	Total Marks
3	3	Full Credit	6	50/2 ½ hrs	50	50	150

Rationale:

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

Unit No.	Contents	No. of Sessions
1.	Introduction To Facility Management <ul style="list-style-type: none">- Scope and meaning of facilities management- Importance of Facility management in Hotels- Growth of Facilitate management	05
2.	New Property Operations <ul style="list-style-type: none">- Objectives/Role- Planning- Operating procedures- Count down- Types of Formats(Snag List, Checklist)	08
3.	Changing Face Of HK Department <ul style="list-style-type: none">- 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- Infrastructure and equipments required for Spa.	08
4.	Revenue Management <ul style="list-style-type: none">- Concept- Tools of Revenue management- Essentials of Revenue Managing- Managing occupancy- Effectiveness of Revenue Managing (ARR, Rev PAR, GO PPAR index)	07
5.	Application of Scientific Techniques in Rooms Division <ul style="list-style-type: none">- Application of work study- Work measurement- Time and motion study- Ergonomics- Methods of Time and Motion Study	06

6.	Legal Concerns for Front Office Operations <ul style="list-style-type: none"> - Guest Safety - Guest Privacy - Guest Removal - Guest property - Guest Non-payment - Illness and death of a guest - Related Case Studies 	06
7	Front Office Room Reservations: New concepts	05
		45

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.
6)	Students should practice on the professional soft wares used by the hotels.
7)	Students should be able to generate various reports using the software, interpretation of these reports, and implementation of cost management techniques.

Learning Resources

Reference Books

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

Journal

International Journal of Hospitality and Tourism Studies

Course Code : MH 107

Course Title : Professional Development – Communication Skills, Grooming, Presentation Skills.

Semester I

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Credit	Total	University / Paper Duration	Practical Marks	Concurrent Evaluation	Total Marks
-	3	Half Credit	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)

Unit No.	Contents	No. of Sessions
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 GLOCAL (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">• Importance of Brands (specifically those existing in the hospitality industry today)• Building your own Brand in the two years of the Master’s Programme.	03
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 	03
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"> • Body language • Voice modulation • The overall effect i.e. aura 	03
Total		15

Learning Resources

Reference Books:-

- 1) You Can Win – Shiv Khera
- 2) Social Intelligence – Daniel Goleman
- 3) Emotional Intelligence – Daniel Goleman
- 4) Harvard Business Review on Innovation – 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

Journals

Cornell Journal of Hospitality

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

Semester I

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)

Unit No.	Contents	No. of Sessions
1.	Enhancing Food Presentation – Serving Line aesthetics and other presentation aspects	04
2.	Modernism - In Plate presentation Fusion Food, Molecular Gastronomy, Food Photography	04
3.	Fine Dine Menu Engineering – Menu mix and menu designing.	04
4.	Total Table Balance – Colour of the Food, Crockery, Cutlery & other tableware.	03
	Total	15

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

Semester I

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)

Unit No.	Contents	No. of Sessions
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)	06
2.	Menu design & Engineering -Creating of a menu card (theme based)	04
3.	Assignments - on recent trends in eating habits in stand-alone restaurants & hotels, both in India & globally - Use of role plays & videos for demonstration	05
	Total	15

Course Code : MH 107 C (Section II)

Course Title : Professional Development (Section II) - Accommodation Management

Semester I

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)

Unit No.	Contents	No. of Sessions
1.	-Case studies on specific situations while dealing with guests in the Front Office & Housekeeping departments of a hotel.	04
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	04
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.	04
4.	- Assignment on classification norms of different categories of hotels in India - Comparison with International hotel classification norms.	03
	Total	15

Course Code : MH 108

Course Title : Field Work related to Operational Elective (Internal)

Semester I

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Credit	Total	University / Paper Duration	Practical Marks	Concurrent Evaluation	Total Marks
--	04	Half Credit	04	--	--	50	50

Rationale:

Field Work: In Semester I the student shall work under the supervision of the Faculty and carry out a Field Work and submit a structured report in TWO hard copies & one soft copy (CD). In the interest of environmental considerations, students are encouraged to print their reports on the faces of the paper.

The student is required to conduct research on a topic related to one (or more) of contemporary issues in the Hospitality Industry. The topic is chosen in consultation with the faculty. The student will prepare and present a detailed research proposal prior to starting the work. A Field Work outlining the entire problem, including a survey of literature and the various results obtained along with their solutions is expected to be produced. The student must submit the completed project and make an oral presentation of the same. Through the Field Work, the student is expected to furnish evidence of competence in understanding varied aspects of the theme/topic selected and a deep understanding of the specialty area.

The completion of the project shall be certified by the Faculty Guide & approved by the Principal/ Director of the Institute.

Field Work shall have a weight age of 4 credits. The Institute shall conduct a viva-voce for evaluation of the Field Work, for 50 marks. The Panel shall comprise of 2 internal Faculty members (One who has supervised the student and the other one as Jury) nominated by the Director. The Institute may invite an additional external examiner from the examiner from the industry. Copies of report and records of evaluation shall be maintained by the Institute for a period for 3 academic years.

SEMESTER TWO

Course Code : MH 201
Course Title : Management Information Systems in Hospitality
Semester II

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Credit	Total	University / Paper Duration	Practical Marks	Concurrent Evaluation	Total Marks
3	--	Full Credit	3	50/2 ½ hrs	-	50	100

Rationale:

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

Unit No.	Contents	No. of Sessions
1.	Introduction to MIS - Introduction, Definition, Concept - Understanding Information systems - Infrastructural Resources required for MIS <ul style="list-style-type: none"> • Hardware • Software • Data • Network resources • Types of networks - Impact of internet revolution on Hospitality Business	08
2.	Information Systems for Rooms Division Management - 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"> • Room Occupancy report. • Front Office Cashier Report • Guest In-House Report • Expected Arrival Report • Expected Departure Report • 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	12

3.	Information System for Accounting - Night Audit - Reports generation and analysis <ul style="list-style-type: none"> • Night Auditors Report • Credit Limit Report • High Balance Report • Tariff posted for the Day Report • Rate Variance/Rate Check Report • Today's Arrivals Report • Settlement Summary 	04
4.	Information System for Sales and Marketing - Marketing Functions - Marketing Cycle and components of Marketing Information System - Sales support Systems <ul style="list-style-type: none"> • Market Segment Report • Business Source Report • Sales Account Manager • Company Profile and Company Masters(corporate tie-up details) - Channel Systems	06
5.	Catering Computing Systems - 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"> • Mini Bar • Beverage Control Systems • Club Management 	08
6	Back Office Systems - Pay Roll Systems - Personnel Management Systems - Maintenance Management Systems - Performance Management Systems - At Your Service (AYS System)	08
Total		45

Learning Resources

Reference Books:-

1. Management Information Systems- MahadeoJaiswal& Monika Mittal – Oxford Publication
2. Using Computers in Hospitality – Peter O'Connor -- Third edition -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	Credit	Total	University / Paper Duration	Practical Marks	Concurrent Evaluation	Total Marks
03	--	-	03	50/2 ½ hrs	-	50	100

Rationale:

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

Unit No.	Contents	No. of Sessions
1.	<p>Hotel Classification Norms and Hotel Design</p> <ul style="list-style-type: none"> -Star Category hotels including heritage hotels. - What is Architecture? - Design considerations for a hotel project <ul style="list-style-type: none"> • Good location and site • 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 another • Efficient planned schedule • Analysis of raw material available at cheapest rate and of good quality • 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
2.	<p>Restaurant Design including Bar and Banqueting Facility</p> <ul style="list-style-type: none"> - Types of restaurants and their themes - Designing and Planning of restaurant <ul style="list-style-type: none"> • Equipments and space needs • Space allowance for seating – and space for circulation • Ambience and décor - Lighting and colour scheme, floor finish, wall covering • Checklist for effective design. • Signages • Security systems – CC TVs, cameras, smoke detectors, and water sprinklers should also be considered. • Other services – like speakers , location of LCD’s - Bar Designing Points to be considered while planning a bar- <ul style="list-style-type: none"> • Equipments and space need - Furniture items / bar counters • Space allowance for various bar styles 	08

	Special spaces if needed for smoking zones, for DJ booth etc.	
3.	Kitchen Design <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"> • Performance and kitchen safety • Environmental conditions – Temperature, humidity and ventilation Lighting and colour scheme, floor finish, wall covering, sound odour, drainage system, work area, height • Equipments, electricity, gas and water supply 	04
4.	Designing of Receiving and Storage Area <ul style="list-style-type: none"> - Types of Stores - Work flow at storage facility - Receiving area <ul style="list-style-type: none"> • Equipments • Space requirements • Time tabling of receiving - Storage area <ul style="list-style-type: none"> • Layout – size and location • Space requirements • Structural features • Cold storage • Equipments and utensils • Beverage store facilities (cellar) 	05
5.	Designing of Front office- Lobby- Back office <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. 	04
6.	Designing of House Keeping, Laundry and Guest Rooms <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"> • Wall Equipments required • Linen Chute, Storage area 	04

7.	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.)	06
8.	Ancillary Areas – Location of types of ancillary areas to be considered - Shopping Arcade, Business Centre, Gym and Spa, wellness, Swimming Pool, Landscaping	06
	Total	45

Learning Resources

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 Title : Research Methodology
Semester II

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Credit	Total	University / Paper Duration	Practical Marks	Concurrent Evaluation	Total Marks
03	--	Full Credit	03	50/2 ½ hrs	--	50	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.

Unit No.	Contents	No. of Sessions
1.	Fundamentals of Research Meaning, Objectives, Motivation, Utility, Barriers in accepting research, Research Process.	03
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	03
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	03
4.	Types and Sources of Data and Data Collection Methods Secondary Data - Definition, Sources, Characteristics. Primary Data - Definition, Sources, Characteristics, Comparison of primary and secondary data. Data Collection Methods Observation method, Experimental method, Focus Group, Case Study, Survey - Questionnaire method, Interviews, Schedule	09
5.	Research Instrument Questionnaire and Schedule, Questionnaire designing, electromechanical instruments	03
6.	Measurement Meaning, Levels of Measurement - Nominal, Ordinal, Interval, Ratio. Sources of errors in measurement, test of sound measurement	03
7.	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	03

8.	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	08
9.	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)	08
10.	Report Writing Importance of report, characteristics of good report, types of reports, Layout of a Research report	02
	Total	45

Learning Resources

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.

Journal

1. Journal of Hospitality Application and Research
2. Journal of Hospitality and Tourism Research

Course Code : MH204

Course Title : Quality Management and Assurance

Semester II

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Credit	Total	University / Paper Duration	Practical Marks	Concurrent Evaluation	Total Marks
03	--	Full Credit	03	50 /2 ½ hrs	--	50	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.

Unit No.	Contents	No. of Sessions
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	08
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	06
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	06

	- Customer retention	
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 	09
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 	04
6.	Other Quality Improvement Tools <ul style="list-style-type: none"> - Vision and Mission statement - Acceptance sampling - Zero Defect Programme (PORA – YORE) - Brain storming 	06
7.	Quality Management Systems <ul style="list-style-type: none"> - ISO 9001 : 2008 System <ul style="list-style-type: none"> • Benefits of ISO • Requirements • Implementation • Documentation - Concepts of ISO14001 (Environment Management) - Requisition of ISO 14001 - Benefits of ISO 14001 	06
	Total	45

Learning Resources

Reference Books:-

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

Course Code : MH 205
Course Title : Managerial Communication
Semester II

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Credit	Total	University / Paper Duration	Practical Marks	Concurrent Evaluation	Total Marks
3	1	Full Credit	4	50/2 ½ hrs	50	50	150

Rationale:

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

Unit No.	Contents	No. of Sessions
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	07
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. Introducing a third person	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 Writing official e mails	15
7.	Reports Types of Business Reports – Formats, choice of vocabulary, coherence and cohesion , paragraph writings, organizations reports by individual , Report by committee	05
	Total	45

Practicals:

Practicals to be conducted on the above mentioned topics (to be covered in 15 hours, i.e. 1 hour per week)

Sr. No.	Topic
1	Extempore
2	Speeches
3	Resume writing
4	Mock interviews-conducting & appearing
5	Group discussions & brain storming sessions
6	Report writing on various situations

Learning Resources**Reference Books**

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

Course Code : MH 206 (A) Allied Elective
Course Title : Retail Management
Semester II

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Credit	Total	University / Paper Duration	Practical Marks	Concurrent Evaluation	Total Marks
03	--	Full Credit	03	50/2 ½ hrs	--	50	100

Rationale:

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

Unit No.	Contents	No. of Sessions
1.	Introduction to Retail and Retail in India - 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 - Evolution of Retail in India - Changes in the Retail sector in India - Size of Retail in India - Challenges to Retail Development in India	04
2.	Retail Models and Theories of Retail Development - Evolution of Retail Formats - Theories of Retail Development - Concept of Life Cycle in Retail - Business Models in Retail - Airport Retailing - Services Retailing	04
3.	Understanding the Retail Consumer and Servicing - Need for Studying Consumer Behavior - Factors influencing the Retail Shopper - The Customer Decision-Making process - Market-Research- A Tool for Understanding Retail Markets & Consumers - Concept of Customer Service - Importance of Service in Retail - Measuring the Gaps in Service - C R M in Retail	07

4.	Retail Strategy and Franchising - Meaning of Strategy - The Concept of Branding - The Concept of a Retail Brand - The Retail Value Chain The Concept of Franchising - Evolution of Franchising - Types & Advantages	06
5.	Retail Store Location and Operations - Types of Retail Locations - Steps involved in Choosing a Retail Location - Trends in Retail Property Development in India - Key Roles in a Store Environment - Managing the Store - Store layout, - Store design - importance Visual Merchandizing	07
6.	Basics of Retail Merchandising, Planning and Procurement - Meaning & Evolution of Merchandising - Factors affecting Merchandising - Role & Responsibilities of the Merchandiser - Role & Responsibilities of the Buyer - The Concept of Lifestyle Merchandising The Concept of Merchandising Planning - Merchandise sourcing - Method of Procuring Merchandise - Concept of Private Label, its Evolution & Advantages - Category Management	08
7.	Retail Pricing, Evaluating Merchandise Performance and Financial aspects - The Concept of Retail Price - Elements of Retail Price - Determining the Price - Merchandise Allocation - Evaluating Merchandise Performance Retail Economics	05
8.	Retail Marketing & Communication - Role of Marketing in Retail - Retail Marketing Mix - STP Approach - Retail Communication Mix	04
	Total	45

Learning Resources

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 Title : Event Management
Semester II

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Credit	Total	University / Paper Duration	Practical Marks	Concurrent Evaluation	Total Marks
03	--	Full Credit	03	50/2 ½ hrs	--	50	100

Rationale:

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

Unit No.	Contents	No. of Sessions
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)	09
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.	07
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.	07
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	06
5.	Event Logistics Catering for events, event law(Statutory permissions from various government agencies as per law), research, production	06
6.	Event Marketing Promotion, Advertising, Public relation, sponsorship, Sales Presentation, Electronic event marketing strategies	05
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)	05
	Total	45

Learning Resources

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 Title : Business Enabled Services

Semester II

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Credit	Total	University / Paper Duration	Practical Marks	Concurrent Evaluation	Total Marks
03	--	Full Credit	03	50/2 ½ hrs	--	50	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.

Unit No.	Contents	No. of Sessions
1.	Facility Management – An Overview <ul style="list-style-type: none">- Facility Management – an overview- Definition.- Scope. 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	10
2.	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.	05

3.	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. 	04
4.	Policy & Procedures for Outsourcing <ul style="list-style-type: none"> - Introduction. - Essential Approach. - Strategy. - Tender Documents. - Tendering process. - Ongoing relationships 	05
5.	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 	05
6.	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 	04
7.	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 Managing Service Providers and Supplier Relationships - Service Providers and suppliers - Types of relationship, Contractual arrangements & partnering - Gain – Sharing, Continual Improvement 	06

8.	Contract Management & financial control <ul style="list-style-type: none"> - Contractual approach & terms. - Payments. - Cost Monitoring. - Performance Monitoring. - Change Control. - Contract Administration. - Contract Review. 	03
9.	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. 	03
	Total	45

Learning Resources

Reference Books

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

Course Code : MH 207

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

Semester II

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Credit	Total	University / Paper Duration	Practical Marks	Concurrent Evaluation	Total Marks
--	03	Half Credit	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)

Unit No.	Contents	No. of Sessions
1.	Inter Personal Skills <ul style="list-style-type: none">- Importance of Theory of Perception- Emotional intelligence- Social Intelligence- Networking	04
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	04
3.	Thinking Skills <ul style="list-style-type: none">- The Thinking Process- Concentration of the mind- Memory increase- Games to enhance memory	04
4.	SWOT Analysis <ul style="list-style-type: none">- Meaning of SWOT Analysis- SWOT analysis of yourself- Johri Window- Making of an action plan	03
	Total	15

Learning Resources

Reference Books

- 1) You Can Win – Shiv Khera
- 2) Social Intelligence – Daniel Goleman
- 3) Emotional Intelligence – Daniel Goleman
- 4) Harvard Business Review on Innovation- 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.

Websites

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

Section – II (25 Marks)

Foreign language (Course duration -15 hours)

Students are to acquire basic knowledge 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	Credit	Total	University / Paper Duration	Practical Marks	Concurrent Evaluation	Total Marks
2	--	Half Credit	02	--	--	50	50

Rationale:

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

Unit No.	Contents	No. of Sessions
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	06
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	05

5.	Legal aspect of MICE - Negotiation - Contract and risks - Labour issues and ethics in MICE	04
6.	Use of technology in MICE - Internet	01
	Total	30

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.

Learning Resources

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- A. K. Bhatia,
4. Introduction to Travel & Tourism- Dennis L. Foster
5. Corporate & Business Travel- Thompson Smith, Jeanie M.
6. How to plan & book Meetings & Seminars- Williams Jud

SEMESTER THREE

Course Code : MH 301
Course Title : Entrepreneurship Development
Semester III

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Credit	Total	University / Paper Duration	Practical Marks	Concurrent Evaluation	Total Marks
3	--	Full Credit	03	50/2 ½ hrs	--	50	50

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.

Unit No.	Contents	No. of Sessions
1.	<p>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 Women Entrepreneurs- Challenges to Woman Entrepreneurs, Achievements of Woman Entrepreneurs, Role Models of Woman Entrepreneurs</p>	08
2.	<p>Theories of Entrepreneurship</p> <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 	08

	- Theory of Social change by Everett Hagen	
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. 	07
4.	Creating Entrepreneurial Venture <ul style="list-style-type: none"> - Entrepreneurship Development Cycle 	02
5.	Business Planning Process <ul style="list-style-type: none"> - 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 	04
6.	Project Management <ul style="list-style-type: none"> - 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 	08
7.	Entrepreneurship Development and Government <ul style="list-style-type: none"> - Role of Central Government and State Government in promoting Entrepreneurship with various incentives, subsidies, grants etc. – with special reference to ‘Export oriented units’ <p>Role of the following agencies in the Entrepreneurship Development</p> <ul style="list-style-type: none"> • DIC – District Industrial Center • SISI – Small Industries Services Institute • EDII – Entrepreneurship Development Institute of India • NIESBUD – National Institute of Entrepreneurship and Small Business Development • NEDB – National Entrepreneurship Development Board 	12
	Total	45

Learning Resources

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 Title : Financial Management
Semester III

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Credit	Total	University / Paper Duration	Practical Marks	Concurrent Evaluation	Total Marks
3	--	Full Credit	03	50/2 ½ hrs	--	50	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.

Unit No.	Content	No. of Sessions
1.	Cost Accounting - Meaning – - 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	04
2.	Budget and Budgeting Control - Types of Budgets - Preparation of Flexible and Cash Budget	04
3.	Cost Volume Profit Analysis - Break Even Analysis - Decision making under marginal costing system related to Hotel Industry.	05
4.	Introduction to Financial Statements - Understanding of Financial Statements - Interpretation of Financial Statements with help of basic Accounting Ratios	05

5.	Objectives of Financial Management - Risk-Return relationship - Sources of Long term finance - Financial Planning Forecasting.	04
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.	07
7.	Capital Budgeting - Time value of money - Discounting of Cash Flows - Methods of evaluating Capital Expenditure proposals(except IRR)	06
8.	Working Capital Management - Need for working capital - Operating cycle, estimation of working capital requirement(specially in Hotel Industries) - Management of Inventory	06
9.	Introduction to Indirect Taxes like VAT, Service Tax, Luxury Tax (Provisions related to Hotel and Catering Industry only)	04
	Total	45

Learning Resources

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 Title : Materials Management
Semester III

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Credit	Total	University / Paper Duration	Practical Marks	Concurrent Evaluation	Total Marks
03	--	Full Credit	05	50/2 ½ hrs	--	50	100

Rationale:

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

Unit No.	Contents	No. of Sessions
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) - Inventory control & cost reduction Techniques, inventory turnover ratio codification concept and benefits	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	08
4.	Purchasing Management : -Responsibility of Purchase Department, Purchase Cycle , Negotiation & Bargaining, Vendor Relation & Development, Purchasing methods, Global Sourcing	08
5.	Store – Function, Importance, Organization of stores Layout, stores procedure and documentation	04
7.	Materials Handling - Principles of Materials Handling systems - Materials handling equipments - Safety issues	03
8.	Logistics - Objectives, components , significance - Supply chain Management- objective, components ,significance - Materials – Preservation, packing and packaging	04
	Total	45

Learning Resources

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 Title : Hospitality Laws
Semester III

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Credit	Total	University / Paper Duration	Practical Marks	Concurrent Evaluation	Total Marks
03	--	Full Credit	03	50/2 ½ hrs	--	50	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.

Unit No.	Contents	No. of Sessions
1.	<p>Business and Commercial Law</p> <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> -Nature of negotiable Instruments -Types of Negotiable Instruments -Endorsement - Minimum salary and Payment of salary act pertaining to Hospitality Industry. <ul style="list-style-type: none"> • Introduction to Minimum wages Act 1948 and Payment of wages Act 1936 Pertaining to Hospitality 	09
2.	<p>Welfare and Safety Statutory Laws</p> <ul style="list-style-type: none"> - ESI Act <ul style="list-style-type: none"> Definitions. Authorities constituted under it. Concept of ESI Fund - Workmen's Compensation Act 1923 <ul style="list-style-type: none"> Introduction of the Act Definitions Employer's liability to pay compensation - Maternity Benefit Act 1961 <ul style="list-style-type: none"> Introduction and Applicability of Act Definitions, Role of Authority constituted under the Act. 	08

3.	Sale of Goods Act - 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
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 Only License and their Requisites to be explained with reference to Related Law	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. - Passport Act -- Applicable to Hospitality industry with concern with the Foreign Tourist - Foreigners Registration Act - Foreign Exchange Management Act. (FEMA)	08
	Total	45

Note- 1) For all Acts the scope, objectives & definitions to be covered.

2) Only the provisions related to the hospitality industry to be taught.

Learning Resources

Reference Books:

1. The students should refer to the respective Acts.
2. Legal Aspect for Hospitality and Tourism Industry—By Atul Bansal
3. Hotel Law – By Amitabh Devendra

Course Code : MH 305
Course Title : Managerial Economics
Semester III

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Credit	Total	University / Paper Duration	Practical Marks	Concurrent Evaluation	Total Marks
03	--	Full Credit	03	50/2 ½ hrs	--	50	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.

Unit No.	Contents	No. of Sessions
1.	Definition, Nature and Scope of Managerial Economics, Managerial Economics and Microeconomic and Macroeconomics. Managerial Economics and decision-making. Definitions of basic concepts: <ul style="list-style-type: none"> • Positive and normative approach • Optimization • Marginal analysis • Opportunity Cost. • Economic Model. • Static and Dynamics 	06
2.	Forms of Business Ownership <ul style="list-style-type: none"> - Sole Proprietorships, - Partnerships, - Joint stock company , - Public Limited Company, - Private Limited Company, - Cooperative Business ownership 	05
3.	Meaning and Determinants of demand. <ul style="list-style-type: none"> - Demand Function. - Law of Demand Market Demand - Elasticity of demand. <ul style="list-style-type: none"> • Types of elasticity. • Measurement of elasticity. • Significance and uses of the elasticity. - Methods of Demand estimation. Demand forecasting. - Forecasting of an established product. - Forecasting of a new product. 	08

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 	06
5.	Costs of Production <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 	04
6.	Pricing under various markets including <ul style="list-style-type: none"> - Perfect Competition - Monopoly - Monopolistic competition - Oligopoly - Cartels - Price discrimination 	06
7.	Pricing Strategies and Methods <ul style="list-style-type: none"> - Cost plus pricing - Marginal cost pricing - Cyclical pricing - Penetration Pricing - Price Leadership - Price Skimming - Transfer pricing 	06
8.	Profit Policy: Break Even analysis. Profit Forecasting	02
9.	Need for Government Intervention in Markets. Price Controls. Support Price. Preventions and Control of Monopolies. System of Dual Price	02
	Total	45

Learning Resources

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 Title : Dissertation and Viva Voce
Semester III

Course No.	Course	Credits	Total	Examination Scheme		
				University	Concurrent Evaluation	Total
MH 306	Dissertation and Viva Voce	Full Credit	3	50	50	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.

In Semester III the student shall work under the supervision of the Faculty and carry out a dissertation and submit a structured report in 2 hard copies and 1 soft copy (CD). In the interest of environmental considerations, students are encouraged to print their dissertation report on both sides of the paper.

The student is required to conduct advanced research on a topic related to one (or more) of contemporary issues in Hospitality Management. The topic is chosen in consultation with student's supervisor. The student will prepare and present a detailed research proposal prior to starting the work. It is mandatory for the student to seek advance written approval from the faculty guide and the director of the institute about the topic before commencing the dissertation work. A dissertation outlining the entire problem, including a survey of literature and the various results obtained along with their solutions is expected to be produced. The student must submit the completed dissertation and make an oral presentation of the same. Through the dissertation, the student is expected to furnish evidence of competency in understanding varied aspects of the theme/topic selected and a deep understanding of the specialty area.

The completion of the dissertation/project shall be certified by the faculty guide and approved by the Director of the institute.

Dissertation shall have a weight age of 3 credits. The institute shall conduct a viva-voce for evaluation of the dissertation for 100 marks. The panel shall comprise of 2 internal faculty members (one who has supervised the student and the other one as jury) nominated by the Director. The institute shall invite an external examiner from the industry for the evaluation of the same. Copies of dissertation report and records of evaluation shall be maintained by the institute for a period of 3 academic years.

Course Code : MH 307
Course Title : Summer Internship Programme
Semester III

Course No.	Course	Examination Scheme			
		University	Concurrent Evaluation	Total	Credits
MH 307	Summer Internship Programme	50	50	100	6

Summer Internship Project: (SIP)

At the end of Second Semester, each student shall undertake a Summer Internship Project (SIP) for 8 weeks in the area of Hotel Management and Catering Technology. The student shall submit a written structured report based on work done during this period.

SIP may be a Research Project-based on Primary/Secondary data or may be an operational assignment involving working by the students on a given task/assignment/project etc. In the industry. SIP should be undertaken by the students with an objective to inculcate managerial skills and qualities essential for mid and senior level management.

It is expected that the SIP shall sensitize the students to the demands of the workplace. The learning outcomes and utility to the organization must be specifically highlighted.

The report should be well documented and supported by –

1. Executive Summary
2. Organization Profile
3. Outline of the problem/task undertaken
4. Research methodology and data analysis (in case of research projects only)
5. Relevant activity charts, tables, graphs, diagrams etc
6. Learning of the student through the project
7. Contribution to the host organization
8. References in appropriate referencing styles (APA, MLA, Harvard, Chicago style etc)

It should reflect the nature and quantum of work undertaken by the student. The report must reflect 8 weeks of work and justify the same.

The completion of the SIP shall be certified by the respective Faculty Guide and approved by the Director of the Institute. The external organization (Hospitality/Tourism/Retail industry entity) shall also certify the SIP work.

The student shall submit TWO hard copies and one soft copy (CD) of the project report before 30th September in Semester III. One hard copy is to be returned to the student by the institute after the External Viva-Voce.

In the interest of environmental considerations, students are encouraged to print their project reports on both sides of the paper.

SIP shall have a weightage of 6 credits. The institute shall conduct an internal viva-voce for evaluation of the SIP for 50 marks. The panel shall comprise of the Internal Faculty Guide and one additional faculty nominated by the Director.

There shall be an external viva-voce for the SIP for 50 marks. The examiner's panel for the same shall include one external faculty member nominated by the University and one internal faculty member nominated by the Director. The external viva-voce shall be conducted for 15 minutes at least per student.

The internal and external viva shall evaluate the project based on –

1. Actual work undertaken by the student
2. Student understands of the organization and business environment
3. Outcome of the project.
4. Utility of the project to the organization.
5. Basic analytical capabilities

Course Code : MH 308

Course : Tourism – Destination India (Internal)

Semester III

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Credit	Total	University / Paper Duration	Practical Marks	Concurrent Evaluation	Total Marks
02	--	Half Credit	02	--	--	50	50

Rationale:

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

Unit No	Contents	No of Sessions
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	06
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	09
	Total	30

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.

Learning Resources

Reference Books:-

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

Reference Websites:

www.incredibleindia.com

www.tourism.gov.in

www.tourismindia.com

SEMESTER FOUR

Course Code : MH 401
Course Title : Yield Management
Semester IV

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Credit	Total	University / Paper Duration	Practical Marks	Concurrent Evaluation	Total Marks
03	--	Full Credit	03	50/2 ½ hrs	--	50	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

Unit No	Contents	No of Sessions
1.	Introduction to Yield Management - Definition - Concept and Importance - Application of Yield management in Hospitality Industry - Strategic approach to yield management	05
2.	Managing Demand and Capacity - Estimating Demand - Forecasting Demand - Allocation of Inventory and Managing Demand - Managing Capacity (Overbooking/ Curtailment/ Cancellations/Walk outs etc.) - Capacity Allocation	08
3.	Pricing Strategies and Yield management - Setting price-factors - Demand base pricing - Competition base pricing - Sorting mechanism and rate fences	08
4.	Yield Management Statistics - Computation of Yield In Front Office <ul style="list-style-type: none"> • Potential Average Single Rate • Potential Average Double Rate • Multiple Occupancy Percentage • Rate Spread • Potential Average Rates. • Room Rate Achievement factor • Yield Statistic • Equivalent Occupancy • Required Non- Room Revenue per guest - Elements of Yield management	07

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	06
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	06
7.	Yield Management in Food Production - Standard Purchasing and Standard Yield - Calculation of Standard yield - Menu pricing as per the yield	05
	Total	45

Learning Resources

Reference Books

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

Course Code : MH 402
Course Title : Business Policies and Strategies
Semester IV

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Credit	Total	University / Paper Duration	Practical Marks	Concurrent Evaluation	Total Marks
03	--	Full Credit	03	50/2 ½ hrs	--	50	100

Rationale:

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

Unit No	Contents	No of Sessions
1.	Business Environment - Environment Appraisal - Organizational Appraisal	08
2.	Business Competition - Understanding my customer and his Behavior - Demography, habits, culture - Business sustainability	08
3.	Strategic Planning Process - Strategy formulation - Corporate level strategies - Business level strategies	10
4.	Strategy Process in detail - Strategic Intent - Defining vision - Understanding mission - Business model - Goals and objectives - Strengths, Weakness, Opportunities, Threats	10
5.	Strategy Implementation - Organization structures - Structures for strategy - Systems & Process for implementation - Strategic Review	09
	Total	45

Learning Resources

Reference Books

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

Course Code : MH 403
Course Title : Disaster Management
Semester IV

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Credit	Total	University / Paper Duration	Practical Marks	Concurrent Evaluation	Total Marks
03	--	Full Credit	03	50/2 ½ hrs	--	50	100

Rationale:

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

Unit No	Contents	No of Sessions
1.	Disaster Management - Meaning, Scope & Impact. - Introduction, meaning - Distinction between Hazard and disaster, - terminology used in Disaster management, - Types of Disasters, - Impact of Disasters	07
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	08
3.	National Disaster Management - Institutional Structure, Disaster Prevention/mitigation, Early Warning system, Disaster preparedness, mitigation & Response, Human Resource Management	07
4.	Man Made Disasters and Management: Gas Leaks, Nuclear Radiation leaks, Terrorist attacks, Health Hazards, Accidents	05
5.	Coping with Man Made Disasters : Human Errors, Pollutions, Air Pollution, Green House Gases, Social Problems, Terrorism	04
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	05
8.	Disaster prevention through Sustainable Development : Targets for Sustainable Development	03
9.	Legislations : National Calamity Management Act, Model State Disaster Management Act	03
	Total	45

Learning Resources

Reference Books

- 1) Disaster Management - D.B.N. Murthy
- 2) Disaster Administration & Management -S.L. Goel
- 3) Disaster Management Act and Management - Dr. V.V. Ghanekar
- 4) Disaster Management -Ayaz Ahmed
- 5) Disaster Management - 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 - B. Narayan
- 9) Disaster Management - R.B. Singh
- 10) Environmental Geography - Savinder Singh

Course Code : MH 404
Course Title : Human Resources Management

Semester IV

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Credit	Total	University / Paper Duration	Practical Marks	Concurrent Evaluation	Total Marks
03	--	Full Credit	03	50/2 ½ hrs	--	50	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.

Unit No	Contents	No of Sessions
1.	Human Resources Management - Introduction and Importance- - Evolution - Difference between Personnel Management and HRM - Strategic HRM - Role of a HR Manager	06
2.	Human Resources Planning with reference to Star Hotels. - Objectives - Importance- - RP Process - Manpower - Estimation - Job analysis - Job Description - Job Specification. Recruitment - Sources of Recruitment - Selection Process - Placement and Induction - Retention of Employees - Career Planning- Succession-Planning.	12
3.	Training and Development in Star Hotels - Objectives and Needs - Training Process - Methods of Training - Tools and Aids - Evaluation of Training Programs.	06

4.	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 	06
5.	Productivity Management <ul style="list-style-type: none"> - Concepts - TQM - Kaizen - Quality Circles 	04
6.	Industrial Relations <ul style="list-style-type: none"> - Grievance Procedure - Collective Bargaining - Settlement of Disputes 	04
7.	Retirement/Separation <ul style="list-style-type: none"> - Superannuation - Voluntary Retirement Schemes - Resignation - Discharge - Dismissal - Suspension-Layoff 	07
	Total	45

Learning Resources:

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 Title : Corporate Sustainability
Semester IV

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Credit	Total	University / Paper Duration	Practical Marks	Concurrent Evaluation	Total Marks
03	--	Full Credit	03	50/2 ½ hrs	--	50	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.

Unit No	Contents	No of Sessions
1.	Principles of Sustainability - Environment. - Human Resources - Corporate Social Responsibility - Corporate Ethics & Governance	06
2.	Environment - 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. o ISO 14001. o FSMS 22000.	17
3.	Human Resources - 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.	8

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	08
5.	Corporate Ethics - Corporate Ethics & Governance – an Overview - Impact of Corporate governance on Sustainability	06
	Total	45

Learning Resources:

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.

Course Code : MH 406
Course Title : Services Marketing
Semester IV

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Credit	Total	University / Paper Duration	Practical Marks	Concurrent Evaluation	Total Marks
03	--	Full Credit	03	50/2 ½ hrs	--	50	100

Rationale:

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

Unit No	Contents	No of Sessions
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. 	06
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 • Franchising – benefits • Branding – benefits • Distribution Management (Customer focused) 	08

	<ul style="list-style-type: none"> - Promotion of services - People, Physical Evidence and Process 	
5.	Effective Management of Service Marketing <ul style="list-style-type: none"> - Services life cycle - Methods of positioning services - Internal marketing of services 	08
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 	08
7.	Marketing of services with special reference to <ul style="list-style-type: none"> - Hospitality services (Hotels, travel / tourism) 	03
	Total	45

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)

Learning Resources:

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
7. Marketing for Hospitality& Tourism - Philip Kotler, Bowen and Makens Prentice Hall Inc.
8. Services Marketing - M.K. Ram Pal & S.L. Gupta - Galgotia Publishing
9. Concept, Application & Cases Co. – New Delhi
10. Services Marketing Kenneth Clow, David Kurtz Biz Tantra – New Delhi
11. Operation management and strategies
12. Marketing for Hospitality & Tourism - Philip Kotler , Bowen & Makens Prentice- Hall Inc
13. Hotel Marketing -S.M.Jha -Himalaya publishing House – Mumbai
14. Hospitality Marketing -Neil Wearne - Hospitality Press Pvt Ltd. - Australia

Course Code : MH 407
Course Title : Green Practices in Hospitality Industry (Internal)
Semester IV

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Credit	Total	University / Paper Duration	Practical Marks	Concurrent Evaluation	Total Marks
02	--	Half Credit	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.

Unit No	Content	No of Sessions
1.	Employee Environmental Education - Workshops to train employees in environment-friendly practices - Making sustainability a part of daily routine of employees	03
2.	Waste Minimization - 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 - Environmentally preferred suppliers - Environmentally preferred products	03
4.	Energy & Water Conservation - 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 - 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	03
8.	International certifications of green practices - Eco-leaf rating - Green Globe rating - Green Key rating - Nordic Swan rating - LEEDS	04
	Total	30

Note- This subject can be taught by means of-

- Field Visits
- Projects
- Presentations
- Assignments

Marks to be assigned on the above basis.

Learning Resources

Reference books

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

Reference Websites:

www.greenglobe.com

www.hvs.com

Course Code : MH 408 (Internal)
Course Title : Psychology- Hospitality Perspective
Semester IV

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Credit	Total	University / Paper Duration	Practical Marks	Concurrent Evaluation	Total Marks
02	--	Half	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?

Unit No	Contents	No of Sessions
1.	Tourist Behavior- Understanding the Hospitality Consumer - Attitudes, emotions and information processing - Building foundations for the understanding of psychology of Tourism, Hospitality and Leisure - Understanding tourist experience through Mindfulness theory	8
2.	Measuring Customer Satisfaction in Tourism Industry - Processes and Performances of Tourist Dissatisfaction - Evaluation of alternatives and choice: Decision Strategies and Tourism Evaluation - Experience and Satisfaction	8
3.	Motivation and Learning of Tourists - The influence of consumers on personality, lifestyle, perceptions and purchase motives - Models of purchase decision-making processes - Determinants of Tourists Motivation	8
4.	Marketing Behavior in Tourism and Hospitality - 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	6
	Total	30

Learning Resources

Reference books

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

Course Code : MH 409

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

Semester IV

Teaching Scheme				Examination Scheme			
Theory Hours / Week	Practical Hours / week	Credit	Total	University / Paper Duration	Practical Marks	Concurrent Evaluation	Total Marks
--	03	Half	03	--	50	--	50

Rationale:

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

Section – I (25 Marks)

Unit No	Contents	No. of Sessions
1.	Life Skills-I - Building confidence, self-esteem, positive attitude - Communication & the art of conversation - Effective Public speaking`	03
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	03
3.	Interview Techniques - Mock interviews - Group Discussions - Role plays - Management Games - Questionnaire - Case studies	05

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	04
	Total	15

Learning Resources:

Reference Books:

- 1) You Can Win –Shiv Khera
- 2) Social Intelligence – Daniel Goleman
- 3) Emotional Intelligence – Daniel Goleman
- 4) Harvard Business Review on Innovation - 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

Course Code : MH 409 A (Section II)
Course Title : Professional Development Life Skills, Interview Techniques, Work / Life Balance

Semester IV

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)

Unit No	Contents	No of Sessions
1.	Kitchen design – Considerations in designing the Kitchen, Space management and different ways to reduce work force and time.	05
2.	Style of food service – considerations to be given to style of food service.	03
3.	Cost management – food cost and other related costs of the commercial kitchen and various control points to be established.	04
4.	Hygiene line balance – HACCP procedure study by observation.	03
	Total	15

Practical Examination

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

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

MH 409 B (Section II) will be based on Food & Beverage Service Management.

MH 409 C (Section II) will be based on Accommodation Management.

Course Code : MH 409B (Section II)
Course Title : Professional Development Life Skills, Interview Techniques, Work / Life Balance

Semester IV

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)

Unit No	Contents	No of Sessions
1.	Development of Standard Operating Procedures for- <ul style="list-style-type: none"> • For restaurants in 3 star hotels & similar categories of stand-alone restaurants. 	04
2.	Financial Considerations- <ul style="list-style-type: none"> • Making Budgets • Analyzing variances between budgeted figures & actual figures • Reading & Analyzing a P & L account • Reading & analyzing a Balance sheet <p>- Using Performance Measures and taking decisions on what needs to be done in case of negative variances.</p>	04
3.	Planning & organizing events <ul style="list-style-type: none"> • Conducting an entrepreneurial activity for 3 days (canteen, restaurant etc) 	07
	Total	15

Course Code : MH 409 C (Section II)
Course Title : Professional Development Life Skills, Interview Techniques, Work / Life Balance

Semester IV

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)

Unit No	Contents	No of Sessions
1.	-Operating of Property Management Software. -Practicing on the various modules related to Rooms Division Management such as Reservations, Telephones, Registration, Cashiering, Housekeeping etc.	08
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.	03
	Total	15