

SAVITRIBAI PHULE PUNE UNIVERSITY

Revised Syllabus

**Master's in Hotel Management and Catering Technology
(MHMCT)**

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. 2022-23**

**MHMCT YEAR II– CURRICULUM APPLICABLE
w.e.f. A. Y.2023-24**

SAVITRIBAI PHULE PUNE UNIVERSITY
FACULTY OF MANAGEMENT
MASTER'S IN HOTEL MANAGEMENT AND CATERING TECHNOLOGY
(MHMCT– REVISED 2022 – 2023)

FOUR SEMESTER TWO YEAR FULL TIME PROGRAMME MHMCT PART I
(W.E.F. A. Y. 2022 – 2023)

1) **TITLE OF THE PROGRAMME –**

MASTER'S 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 observed that one out of four hotel management undergraduate tends to leave the hotel industry due to lack of career advancement resulting in increased levels of attrition leaving the sector deficient of skilled manpower. To resolve this gap between the need of skilled manpower at higher levels of management and the skill level of available manpower can be met by offering this 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 undergraduates of 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.

Indian hotel sare at par with the best hotels in the world more over due to the vast expansion of international chains in India. However, the hospitality' based educational programmes offered by various Institutes have a myopic approach. Today there is a move from hotels to hospitality. The term 'Hospitality' is a holistic approach and encompasses 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

The tourism and hospitality industry of India has emerged as the primary growth factors among the Indian service sectors. Due to the rich cultural and historical heritage, variety in ecology, terrains and places of natural beauty spread across the country, tourism in India has good potential for growth attracting a lot of foreign tourists and therefore many a foreign hospitality brands have started investing in India.

In financial year 2020, tourism sector in India accounted for 39 million jobs, which was 8.0% of the total employment in the country. By 2029, it is expected to account for about 53 million jobs.

According to WTTC, India ranked 10th among 185 countries in terms of travel & tourism's total contribution to GDP in 2019. During 2019, contribution of travel & tourism to GDP was 6.8% of the total economy.

India's hotel industry has now evolved with every international brand opening their hotel here. 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. However, the hospitality based educational programmes offered by various Institutes and the curricular still focus on hotels only, 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 requires a constant upgrading and updating with the recent happenings in the industry and the ever evolving customer. 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, undergraduates of HMCT, faculty members of the hospitality and tourism sector as well as existing professionals looking at upgrading their skill sets.

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 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, Retail, Facilities Management, 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 Management, Hospitality Marketing, Financial Management, Hospitality Laws, Facilities Management, Entrepreneurship Development etc. In addition to core requirements students choose their Specialization/Electives in the First, Third and Fourth semesters 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 third 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:

- a) 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.
- b) The system of awarding grades would provide a more realistic picture of learner's ability than the prevailing marking system.
- c) 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.
- d) 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+, A, B+, B, C, P& F.
- e) 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.
- f) Grading does not require making fine distinctions in performance when no such distinctions actually exist.
- g) It is based on realistic concepts of 'errors of measurement'.
- h) Grades are relatively free from extraneous factors like difficulty of the examination, examiner bias, nature of the subject being examined, etc.
- i) 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) PROGRAM OBJECTIVES

- a) Develop employability skills required for hospitality industry enhancing skills in core areas at various positions of specialization.
- b) Understand, analyze and evaluate quantitative data to make business decisions.
- c) Develop students with an in depth understanding of management aspects and an awareness of the issues that impact hospitality business operations globally.
- d) Ability to identify entrepreneurial opportunities and leverage managerial and leadership skills in leading and managing hospitality business and startups.
- e) Ability to resolve strategic management issues of Hospitality and allied areas and able to collaborate across organizational boundaries in achievement of organizational goals.
- f) Ability to apply Technological advancements and process data in a meaningful way to make business decisions.
- g) Acknowledge ethical boundaries in business to implement strategies and resolve ethical issues to simplify situations.
- h) Develop tolerance and acceptance of diverse cultural orientations while respecting international business norms.

5) **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.	Master's in Hotel Management and Catering Technology	2 Years	4 Year Degree in HMCT	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, is preferable..

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

6) **EXAMINATION: Pattern of Examination:** The evaluation scheme comprises of:

6.1 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.

- a) Each regular student will normally appear for all the 25% credits in a semester out of the minimum number of credits required to obtain a degree.
- b) A student who wishes to register to the third / fourth semester should have gained at least 50% credits out of the total number of credits offered at the first and second semester of the first year.
- c) Evaluation of each credit will be in two parts, namely CA and ESE (ETE).
- d) A course may be of 1 or 2 or 3 or 4 or 5 credits.
- e) The evaluation of a course means the evaluation of total number of credits of that course. As such, all the credits taken together of a particular course will be evaluated in two parts CA and ESE (ETE).
- f) Weightage for CA would be 50% and for ESE (ETE) would be 50%.
- g) A course will be evaluated in the form of 50 marks for CA and 50 marks for ESE (ETE).
- h) A student will gain all the credits of a course after having obtained minimum 40 marks from CA (minimum 15 out of 50) and ESE (ETE) (minimum 15 out of 50) taken together and will get the respective grade and grade points in the respective course. Otherwise, a student will get grade F (Fail) in that respective course and will not gain any credits or grade points towards that course.
- i) If a student could not attend the CA written test due to some unavoidable reasons then the teacher may consider a request for retest in writing with furnishing the reason of absence.
- j) If a student failed to gain the credits of any course (declared F grade in that course) then the student can reattempt the course with CA (if the course is conducted in that semester) and ESE (ETE) both or with ESE (ETE) only (if one has scored 15 in CA) in the subsequent ESEs (ETEs) (max. two such attempts) within a period of 4 years (5 for 3 years programs) from the date of admission for the first semester (subject to 6.2 k).
- k) In case a student failed to earn the minimum number of credits required for obtaining a degree within the stipulated period of 4 years (5 years for 3 years programs) then such a student will be declared **INCOMPLETE EXIT** and in such a case the student can seek a fresh admission as per the admission rules prevailing at that time.

- l) The policies and procedures determined by the SPPU from time to time will be followed for the conduct of examinations and declaration of the result of a candidate.
- m) If a student failed to obtain a grade other than F in a course then such a course will not be taken into account for calculating GPA and overall grade. In fact, all the courses in which a student has passed will be taken into account for calculating the GPA and overall grade.

ESE (ETE): Each credit will be evaluated for a maximum period of 45 minutes.

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.*

Practical Examination:

The duration for the conduct of ESE (ETE) of a practical course would be same as per the policies and procedures determined by the SPPU from time to time will be followed for the conduct of examination and declaration for the result of a candidate.

6.2 Examination Rules :

- a) Assessment shall consist of Continuous assessment (CA) and ESE (ETE) –End of Semester (Term) Examination with an equal weight age of 50%.
- b) The concerned teacher is responsible for conduct and evaluation towards CA and shall announce at the beginning of the course about the mechanisms under which CA would take place. However, the ESE (ETE) shall cover the entire syllabus prescribed for that course.
- c) The CA towards 50% marks will be a continuous activity and at least two written tests (for 60- 80% marks out of CA marks) must be conducted in addition to at least two following mechanisms (for 20-40% marks out of CA marks) for a full course of 4/5 credits.

Journal / Lecture / Library notes, Short Quizzes, Seminar presentation, Assignments, Extension Work, An Open Book Test (book to be decided by the concerned teacher), Mini Research Project by an individual student or a group of students

A teacher may devise a mechanism other than written test in addition to above in order to flourish the course contents

- i. It is mandatory for a teacher to hand over the assessed answer sheets to the respective students well before the commencement of the ESE(ETE).
 - ii. It is also mandatory to declare the score gained by all the students in a course towards CA on the notice board duly signed by the concerned teacher of the course and the HOD / Principal / Director
- d) ESE (ETE) for the remaining 50% marks will be conducted by SPPU.
 - e) A student has to obtain 40 % marks taken together of CA and ESE (ETE) with a minimum of 30% in each of these separately.
 - f) A student will have to obtain a minimum aggregate of 40% marks in each course to be counted for the minimum number of credits required for the completion of the program.
 - g) If a student misses an internal assessment examination he/she will have a second chance with the endorsement of the HOD/Principal/Director in consultation with the concerned teacher. Such a second chance shallnot be the right of the student
 - h) If a student is declared as “PASS” in a course (Grade other than F), then the student cannot choose/reappear that course unless appearing under “CLASS/GRADE IMPROVEMENT” for ESE (ETE) only.

CA is not available for a course in which the student has been declared as “PASS”

- i) If a student is declared as “FAIL” (Grade F) in a course, then the student is allowed to choose such a course, with CA and ESE (ETE) both, only in a semester in which the course is conducted, irrespective of the previous score in CA

Otherwise, the student may appear onlyfor ESE (ETE) in that course in any of thefollowing/forthcoming semester, provided thatthe student has scored at least 15% of the total 100% (or 30% of the 50% of the total marks) in CA.

Explanation

X = 100%

CA score	ESE/ ETE Score	CA+ ESE/ETE	Result
≥15% of X	≥15% of X	≥40% of X	PASS/Earned Credits with Grade
≥15% of X	≥15% of X	<40% of X	FAIL/No Credits Earned

Y = Course,

Odd-Sem = First Half/Semester of an Academic Year Even-Sem = Second Half/Semester of an Academic Year

Semester in which Y is conducted	Status of the Y for a student	Future scope for improvement in Y
Odd-Sem	PASS	Under CLASS IMPROVEMENT only
	FAIL	The student can appear for ESE (ETE) in any subsequent semester, provided the student has scored $\geq 15\%$ of X. OR The student can choose/register Y with CA and ESE (ETE) both in an Odd-Sem.
Even-Sem	PASS	Under CLASS IMPROVEMENT only
	FAIL	The student can appear for ESE (ETE) in any subsequent semester, provided the student has scored $\geq 15\%$ of X. OR The student can choose/register Y with CA and ESE (ETE) both in an Even-Sem.

j) In case of (6. 2. i), the maximum duration available to register/reappear for a course will be as follows.

2 years PG Program – Up to 4 (four) years (i.e. if a student is registered/admitted for firstsemester in 2013-14, then the student is allowed to register/reappear up to second semester in 2016-17)

3 years PG Program – Up to 5 (five) years (i.e. if a student is registered/admitted for firstsemester in 2013-14, then the student is allowed to register/reappear up to second semester in 2017-18)

k) In the case of (6. 2. i), the number of attempts (excluding registered for first time) available to register/reappear for the course would be 3(three) only, subject to (6. 2. j)

l) In an exceptional case, if there are sufficient number of students who wish to register for a course for CA and ESE (ETE) both in which they are failed, then such a course can be conducted in the immediate following semester only, in addition to the courses conducted in that semester. However, there cannot be more than two such courses at a time in that semester.

m) The student will be finally declared as failed if the minimum numbers of credits are not earned within a total period of Four and Five years respectively for 2 years PG Program and 3 years PG Program. After that, such a student will have to seek fresh admission as per the admission rulesprevailing at that time.

- n) A student cannot register for the third/fourth semester, if she/he fails to complete 50% credits of the total credits expected to be ordinarily completed within two semesters.
- o) There shall be a revaluation of the answer scripts of ESE (ETE) as per Ordinance No.134 A & B, but not of CA.
- p) While marks will be given for all examinations, they will be converted into grades. The Semester End Grade sheets will be generated by using marks and grades and the final grade sheets and transcripts shall have grade points average and total percentage of marks (up to two decimal points). The final grade sheet will also indicate the PG Department/Center to which the candidate is registered.

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.

6.3 Projects

- 6.3.1) 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. *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 one Internal Faculty member (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.

6.3.2) 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 –

- a) Executive Summary
- b) Organization profile
- c) Outline of the problem / task undertaken
- d) Research methodology & data analysis
- e) Relevant activity charts, tables, graphs, diagrams etc.
- f) Learning of the student through the project
- g) Contribution to the host organization
- h) 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, 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.

6.4 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 4 to be eligible for award of the MHMCT degree.
- c) One credit is equivalent to 20-25 marks forevaluation purpose.
- d) There will be an evaluation of each course by students at the end of every semester.

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

- a) The system of evaluation will be as follows: Each CA and ESE (ETE) will be evaluated in terms of marks. The marks for CA and ESE (ETE) will be added to convert into a grade and later a grade point average. There is no grade independently for CA or ESE (ETE).
- b) Result of a student will be declared for each semester after the ESE (ETE) only.
- c) The student will get a Grade Sheet with total grades earned and a Grade Point Average, after earning the minimum number of credits towards the completion of a PG program.
- d) Marks/Grade/Grade Point w.e.f. AY 2015-16
(10 Point Scale)

Marks	Grade	Grade Point
80-100	O: Outstanding	10
70-79	A+: Excellent	9
60-69	A: Very Good	8
55-59	B+: Good	7
50-54	B: Above Average	6
45-49	C: Average	5
40-44	P: Pass	4
0-39	F: Fail	0
-	Ab: Absent	0

The description of the final grades shall be as follows:

- O: Outstanding: Excellent analysis of the topic, (80% 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+: Excellent: Excellent analysis of the topic (70 to 79%) Accurate knowledge of the primary material, acquaintance with seminal publications, logical development of ideas, Neat and systematic organization of content, effective and clear expression;
- A: Very Good: Good analysis and treatment of the topic (60 to 69%) Almost accurate knowledge of the primary material, acquaintance with seminal publications, logical development of ideas, Fair and systematic organization of content, effective and clear expression;
- B+: Good: Good analysis and treatment of the topic (55 to 59%) Basic knowledge of the primary material, logical development of ideas, Neat and systematic organization of content, effective and clear expression;
- B: Above Average: Some important points covered (50 to 54%)
- C: Average: Some points discussed (45 to 49%)
- P: Pass: Any two of the above (40 to 44%)
- F: Fail: None of the above (0 to 39%)

6.5 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.

6.6 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.

6.7 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+, A, B+, B, C, P, F.

Table II: Final Grade Points

Grade Point Average	Grade
09.00 – 10.00	O
08.50 – 08.99	A+
07.50 – 08.49	A
06.50 – 07.49	B+
05.50 – 06.49	B
04.25 – 05.49	C
04.00 – 04.24	P
00.00 – 03.99	F

- a) There will be only final compilation and moderation at GPA (Final) level done at the Department. While declaring the result, the existing relevant ordinances are applicable. There is also a provision for verification and reevaluation, subject to the applicable rules at that point of time.
- b) For grade improvement, 2 year program student will have to reappear for ESE (ETE) only in the courses comprising a minimum of 30 credits in case of Science, Engineering, Technology, Management and Pharmacy; 20 credits for other faculties and 12 credits in case of one year degree program. These courses will be from the parent Department only in which the student has earned the credits. A student can opt for the Grade Improvement Program only after the declaration of earning minimum number of credits and completion of the PG Program (subject to 6.2 k) within the period of two years from the completion of program.
- c) The formula for GPA will be based on Weighted Average. The final GPA will not be printed unless a student passes courses for the minimum 100 credits, 80 credits or 64 credits as the case may be.

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 10 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 P.

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

6.9 Verification / Revaluation: Students can avail the verification / revaluation facility as per the prevailing policy, guidelines and norms of the University of Pune.

- 7) **STRUCTURE OF THE PROGRAMME:** The programme is a combination of
- i. Full Credit Courses (100 Marks each)
 - ii. 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.

7.1) 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	HALF	2
MH108	Fieldwork Related To Operational Elective	50	--	--	50	HALF	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	HALF	2
MH208	Meetings, Incentives, Conventions, Exhibitions	50	--	--	50	HALF	2
	TOTAL	350	400		750		23

Semester – III

Course Code	Course	Concurrent Evaluation	University Evaluation		Total marks	Credit	No. of Credits
			Th.	Pr.			
MH301	Entrepreneurship Development	50	50	--	100	FULL	3
MH302	Financial Management	50	50	--	100	FULL	3
MH303	Inventory 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	--	--	50	HALF	2
	TOTAL	400	350		750		26

Semester – IV

Course Code	Course	Concurrent Evaluation	University Evaluation		Total marks	Credit	No. of Credits
			Th.	Pr.			
MH401	Revenue 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 Management	50	50	--	100	FULL	3
MH405	Corporate Sustainability	50	50	--	100	FULL	3
MH406	Services Marketing	50	50	--	100	FULL	3
MH407	Professional Development	0	--	50	50	HALF	2
MH408	Psychology - Hospitality Perspective	50	--	--	50	HALF	2
MH409	Green Practices in Hospitality Industry	50	--	--	50	HALF	2
	TOTAL	400	350		750		24

* As per letter No. 299 dt. 5.11.2014 of Savitribai Phule Pune University regarding skill based courses of 4 credits are incorporated in the curriculum. Viz. Soft Skills, Selling skills. Cyber Security and Human Rights are mandatorily offered during the course of the programme.

7.2) **Medium of Instruction:** The medium of Instruction and Evaluation shall be English.

- 8) **EQUIVALENCE OF PREVIOUS SYLLABUS WITH THE REVISED SYLLABUS:** The equivalence of the previous syllabus with the proposed syllabus shall be declared separately.
- 9) **UNIVERSITY TERM:** 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.
- 10) **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 2022 - 2023

Course Code	SEMESTER I	Course Code	SEMESTER II	Course Code	SEMESTER III	Course Code	SEMESTER IV
MH 101	Tourism in Global Perspective	MH 201	Management Information Systems in Hospitality	MH 301	Entrepreneurship Development	MH 401	Revenue 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	Inventory 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 Management
MH 105	Statistics and Quantitative Techniques	MH 205	Managerial Communication	MH 305	Managerial Economics	MH 405	Corporate Sustainability
MH 106	Operational Elective (Any One) (A) Food Production Mgmt. (B) Food & Beverage Service Mgmt. (C) Accommodation Mgmt.	MH 206	Allied Elective (Any One) (A) Retail Management (B) Event Management (C) New Venture set up and Management	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 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 – Career enhancement skills	MH 307	Summer Internship Programme	MH 407	Professional Development – 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 108	Field Work related to Operational Elective. (Internal)	MH 208	Meeting Incentive Conferences Exhibitions (MICE) (Internal)	MH 308	Tourism – Destination India(Internal)	MH 408	Psychology- Hospitality Perspective(Internal)
		Two months Industrial Training in chosen Operational Elective area(Summer Internship Programme)				MH409	Green Practices in Hospitality Industry(Internal)

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

SR NO	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 Mgt. (B)Food & Beverage Service Mgt. (C)Accommodation Mgt.	MH106	3	3	6	2 ½	50	20	50	20	50	20	150
7	Professional Development Section – I Communication skill, Grooming, Presentation Skills Section – II Skills specifically required for subject of Operational Elective – 106 (A), (B) or (C)	MH107	--	2	2		--	--	50	20	--	--	50
8	Field Work related to Operational Elective (Internal)	MH108	--	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**

SR. NO	SUBJECT TITLE	SUB. CODE	TEACHING SCHEME		CREDIT S	EXAMINATION							
			TH	PR		PAPER HRS	UNIVERSITY		PR		CONCURRENT		TOTAL
							MAX	MIN	MAX	MIN	MAX	MIN	MAX
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)New Venture set up and Management	MH 206	3	-	3	2 ½	50	20	-	-	50	20	100
7	Professional Development – Career enhancement skills	MH 207	-	2	2	-	-	-	50	20	-	-	50
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**

SR. NO.	SUBJECT TITLE	SUB. CODE	TEACHING SCHEME		CREDITS	EXAMINATION							
			TH	PR		PAPER HRS	UNIVERSITY		PR		CONCURRENT		TOTAL
							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	Inventory 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 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

SR. NO.	SUBJECT TITLE	SUB. CODE	TEACHING SCHEME		CREDITS	EXAMINATION							
			TH	PR.		PAPER HRS	UNIVERSITY		PR		CONCURRENT		TOTAL
							MAX	MIN	MAX	MIN	MAX	MIN	MAX
1	Revenue 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 Management	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	Professional Development – Section – I Life skills, wellness. Interview techniques Work/ Life balance Section – II Skills specifically required for subject of Operational Elective– 106 (A),(B) or (C)	MH 407	--	2	2	--	--	--	50	20	--	--	50
8	Psychology-Hospitality Perspective (Internal)	MH 408	2	--	2	--	--	--	--	--	50	20	50
9	Green Practices in Hospitality Industry (Internal)	MH 409	2	--	2	--	--	--	--	--	50	20	50
TOTAL			22	2	24	--	300	--	50	--	400	--	750

SEMESTER ONE

Name of the Course : Tourism A Global Perspective
Course Code: MH 101 **Semester:** First

Teaching Scheme :			Examination Scheme:
Theory	:	03 Hours / Week	Internal / Concurrent Evaluation : 50
Practical	:	00	End term Practical Exam: 00
Credit	:	Full	End term Theory Exam: 50 – 2½ Hours
Total	:	03	Total Marks : 100

Course Outcome: On successful completion of the course the learner will be able to -

MH 101.1 To discuss the tourism A's, identify tourism system and relate significance of tourism to nation

MH 101.2 To reviewing the policy and execute planning of tourism and identify the seven pillars and code of conduct of tourism and memorizing pledge of commitment

MH 101.3 To the executing the attraction planning and development and to identify tourism legislation

MH 101.4 To recognize trends in tourism, aviation accommodation industry and understand the role of SMERF and WTCC

Unit	Topics	Hrs.
1.	Tourism Perspective <ul style="list-style-type: none"> • Introduction to tourism – the world's largest industry. • Meaning of Tourism • A's of Tourism • The Tourism system Leiper model • Significance of Tourism to a Nation 	03
2.	Tourism Policies <ul style="list-style-type: none"> • Tourism Policy – Definition • Tourism Policy Structure, content and process • Tourism Policy Formulation • Implementation of Tourism Policy in India Tourism Planning <ul style="list-style-type: none"> • Need for Tourism Planning • The Nature of Tourism Planning • The planning process 	10
3.	Safe and Honourable Tourism <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • Principles of Attraction Development • Feasibility Analysis and Location • Identifying the Market - Product development and destination marketing. • Cost-benefit Analysis • Managing historical sites • Amusement, Recreation & Entertainment as Attractions 	07
5.	Managing Destination for Sustainability <ul style="list-style-type: none"> • Sustainable Tourism Development <ul style="list-style-type: none"> – Carrying capacity and its dimensions – Limits of Acceptable Change (LAC) • Current trends and Digitalization in tourism 	08
6.	Tourism Legislation <ul style="list-style-type: none"> • Wild Life Act • Environment Protection Act • Foreign Exchange Act 	03
7.	Emerging trends in Tourism World Wide <ul style="list-style-type: none"> • Special types of Tourism <ul style="list-style-type: none"> – Extreme tourism – Dark tourism – Atomic tourism – Virtual tourism – War tourism • SMERF's (Social Military Education Religious & Fraternity) • Tourists with special needs • Tourism distribution systems • Travel Industry trends • Trends in Niche Tourism • Current trends in Accommodation sector • Trends in the Transportation industry. • Environmental concerns and role of WTTC (World Travel and Tourism council) 	10
Total		45

Reference Source –

- 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 Co.

E Resource– <http://wttc.org>

Name of the Course : Marketing for Hospitality and Tourism

Course Code: MH 102 **Semester:** First

Teaching Scheme :		Examination Scheme:	
Theory	: 03 Hours / Week	Internal / Concurrent Evaluation : 50	
Practical	: 00	End term Practical Exam: 00	
Credit	: Full	End term Theory Exam: 50 – 2½ Hours	
Total	: 03	Total Marks : 100	

Course Outcome: On successful completion of the course the learner will be able to -

- MH 102.1 To identify the evolution of Marketing and interpret the customer buying behavior
- MH 102.2 To define the Product Life Cycle of services and correlate the various strategies to be implemented at each stage
- MH 102.3 To define the pricing methodologies applicable for various hospitality products
- MH 102.4 To appraise the promotional strategies to be adopted by correlating them with the customer preferences

Unit	Topics	Hrs.
1.	Marketing for 21st Century <ul style="list-style-type: none">• Core Marketing concept• Relationship Marketing (Holistic Marketing)• Consumer buying behavior: 5 Stage Model• Internal marketing concept, scope and objective Case study	07
2.	Marketing Information System and Market Research <ul style="list-style-type: none">• Meaning, definition• Marketing research process for hospitality & Tourism• Forecasting and Demand Management Case study	08
3.	Product Strategies for Hospitality and Tourism <ul style="list-style-type: none">• Meaning, definition• Marketing research process for hospitality & Tourism• Forecasting and Demand Management Case study	10
4.	Pricing Strategies for Hospitality and Tourism <ul style="list-style-type: none">• Analyzing the costs• Factors affecting pricing• Pricing Methodology• Pricing for diverse markets Case study	10

5.	Promotion Strategies for Hospitality and Tourism <ul style="list-style-type: none"> • Social Media Marketing <ul style="list-style-type: none"> – Need – Importance – tools used • Evolution in marketing mix <ul style="list-style-type: none"> – Advertising – Sales promotion – Events – Data base marketing • New age tourism marketing <ul style="list-style-type: none"> – B2B (Business to Business) – C2C (Client to Client) – B2C (Business to Client) 	10
	Total	45

Reference Source –

- 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 – RomilaChawla

E Resource–

- 1) Marketing Management: Concepts, Cases, Challenges And Trends - Govindarajan, M.

Name of the Course : Customer Relationship Management

Course Code: MH 103 **Semester:** First

Teaching Scheme :		Examination Scheme:	
Theory	: 03 Hours / Week	Internal / Concurrent Evaluation : 50	
Practical	: 00	End term Practical Exam: 00	
Credit	: Full	End term Theory Exam: 50 – 2½ Hours	
Total	: 03	Total Marks : 100	

Course Outcome: On successful completion of the course the learner will be able to -

MH 103.1 Determine the importance of CRM and categorize the enterprise-wide activity by analyzing the Gaps.

MH 103.2 Develop a CRM process structure by implementing strategic management tools for effective sales.

MH 103.3 Evaluate the customer loyalty for an organization by illustrating Case Studies.

MH 103.4 Assesses the CRM system and its implementation by using various software.

Unit	Topics	Hrs.
1.	Customer Relationship Management (CRM) Overview <ul style="list-style-type: none">• What is CRM?• Origin of CRM• Features of CRM• Types of CRM• Importance of CRM & Marketing	05
2.	CRM – an Enterprise Wide variety <ul style="list-style-type: none">• Benefits of CRM• Challenges of CRM• Implementation of CRM	05
3.	Relationship Marketing and CRM <ul style="list-style-type: none">• Evolution of Relationship Marketing• Relationship Marketing & CRM – Electronic Relationships• Relationship Bonds• Analyze Service Gaps using GAP Model• Sales Management – An overview, Process of Sales Management• Creating positive customer engagement, enhancing customer experience, benchmarking in business	08
4.	Building CRM process structure <ul style="list-style-type: none">• CRM levels: Collaborative CRM, Analytical CRM, Operational CRM.• Front end and back-end business process integration using CRM process• Sales process, Post sale Customer service process• Marketing campaign process• Contact and activity management process Case study based on the above	04

5.	Strategic Management in CRM <ul style="list-style-type: none"> • Role & responsibilities of manager • Managing Sales Cycle • Understanding Customer Profile • 360⁰–view of Sales Process • Effective Sales Management 	05
6.	Role information technology & social media 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. • Overview of CRM application software, RFID, Data mining tools. Drawbacks of technology, customer relationship: Permission Marketing • Role of social media in CRM • Benefits of social media Challenges of social media 	07
7.	Measuring effectiveness of CRM <ul style="list-style-type: none"> • Customer loyalty – meaning, important concepts • Customer loyalty & satisfaction • Drivers of customer loyalty • Customer loyalty breakers • Tracking customer loyalty • Increasing customer loyalty • Measuring customer satisfaction 	07
8.	Case Review Case study from E-commerce, hotel industry, etc. can be added. E.g., Flipkart, Emirates Airlines, Taj Hotel, etc	04
	Total	45

Reference Source –

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

E Resource –

- 1) Customer Relationship Management : Modern Trends And Perspectives - Shanmugasundaram, S.

Name of the Course : Organization Development and Leadership

Course Code: MH 104 **Semester:** First

Teaching Scheme :		Examination Scheme:
Theory	: 03 Hours / Week	Internal / Concurrent Evaluation : 50
Practical	: 00	End term Practical Exam: 00
Credit	: Full	End term Theory Exam: 50 – 2½ Hours
Total	: 03	Total Marks : 100

Course Outcome: On successful completion of the course the learner will be able to -

- MH 104.1 Familiarize the concepts and techniques of ODL
- MH 104.2 Evaluate the implementation of ODL interventions and judge their usefulness against other change tools and techniques
- MH 104.3 Identify the key roles and responsibilities of an ODL consultant needed to develop and sustain long term ODL interventions
- MH 104.4 Interpret a range of organization data to gain insights into organizational effectiveness

Unit	Topics	Hrs.
1.	Introduction and Characteristics of Organization Development and Leadership (ODL) <ul style="list-style-type: none">• Foundations of ODL: Conceptual Framework of ODL, First Order and Second Order Change• Organization Development• Definition of ODL, Values and Assumptions, Importance,• Evolution: Kurt Lewin	05
2.	Leadership <ul style="list-style-type: none">• 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• Coaching and mentoring• Leading and managing change	07
3.	Foundation of ODL <ul style="list-style-type: none">• Action Research• Survey Feedback• Systems Theory• Teams And Teamwork• Participation And Empowerment• Applied Behavioral Science• Parallel Learning Structures• Normative – Re educative Strategy of Changing	08

4.	Process of ODL <ul style="list-style-type: none"> • Components of ODL Process, Diagnosis, Action and Program Management • Model Of Change, Six Box Model • Third Wave Consulting: The Action Component – ODL Intervention, Analyzing discrepancies: The Program Management – Model for managing Change 	06
5.	ODL Intervention <ul style="list-style-type: none"> • 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 • Research and analysis for organisation 	08
6.	Client and Consultant Relationship <ul style="list-style-type: none"> • Competencies of ODL Practitioners • Role of ODL Consultant • Entering into an ODL Relationship - Clarifying the Organizational Issue - Determining the Relevant Client - Selecting an ODL Practitioner 	05
7.	<ul style="list-style-type: none"> • Organizational Design – Determinants – Components – Types – • Basic Challenges of design – Differentiation, Integration, Centralization, Decentralization, Standardization, Mutual adjustment Mechanistic and Organic Structures- Technological and Environmental Impacts on Design • Importance of Design – • Success and Failures in design - Implications for Managers 	06
Total		45

Reference Source –

- 1) Organizational Development - S Ramnarayan, T V Rao by SAGE Publications Inc.
- 2) Organizational Development and Change - Cummings and Worley by 8 Cengage Learning.
- 3) Organizational Development - French and Bell by Pearson.
- 4) 21st Century Leadership - LynneJoy McFarland by Executive Excellence Publishing.
- 5) Practicing OrganizationDevelopment :A Guide for Leading Change - William J. Rothwell, Jacqueline M. Stavros, Roland L. Sullivan and Arielle Sullivan by John Wiley and Sons, Inc.
- 6) Strategic Organizational Development And Change - Jonathan H. Westover by HCI Press.
- 7) Organization Effectiveness and Change Management – Kondalkar by PHI Learning.
- 8) Organizational Change and Development - Dipak Bhattacharyya by Oxford University Press.

E Resource –

- 1) Organization Development - Krishnamacharyulu, C.S.G., Ramakrishnan, Lalitha

Name of the Course : Statistics and Quantitative Techniques

Course Code: MH 105 **Semester:** First

Teaching Scheme :		Examination Scheme:	
Theory	: 03 Hours / Week	Internal / Concurrent Evaluation : 50	
Practical	: 00	End term Practical Exam: 00	
Credit	: Full	End term Theory Exam: 50 – 2½ Hours	
Total	: 03	Total Marks : 100	

Course Outcome: On successful completion of the course the learner will be able to -

MH 105.1 To describe the key terms of Statistics and QT in Hospitality industry

MH 105.2 To practice of understanding the formats and ratios

MH 105.3 To understand the basic concepts of Stat and QT

MH 105.4 To design network analysis construction diagram

Unit	Topics	Hrs.
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

Reference Source –

- 1) Statistical and Quantitative Methods-RanjeetChitale by NiraliPrakashan.
- 2) Statistical Methods-S. P. Gupta by S. Chand & Co.
- 3) Quantitative techniques – N.D.Vora by Tata McGraw Hill publications ,4th edition.
- 4) Quantitative Techniques for Decision Making - Gupta &Khanna.
- 5) Statistical Methods – JK Sharma

Name of the Course : Operation Electives - Food Production Management

Course Code: MH 106 A **Semester:** First

Teaching Scheme :		Examination Scheme:
Theory	: 03 Hours / Week	Internal / Concurrent Evaluation : 50
Practical	: 03 Hours / Week	End term Practical Exam: 50
Credit	: Full	End term Theory Exam: 50 – 2½ Hours
Total	: 06	Total Marks : 150

Course Outcome: On successful completion of the course the learner will be able to -

MH 106 A .1 To determine and applying the environmental sustainability by following principles of eco-friendly systems, waste management and

MH 106 A .2 To deconstructing and grouping of menu items and matching suitable wines with the novel menu terminology and products

MH 106 A .3 To associate with the concept of being an entrepreneur in the hospitality industry considering various allied concepts such as manpower requirements, and raising capital, elements of costs and an aspect of Human resource planning and management.

MH 106 A .4 To annotate the Nouvel concepts in the field of food production management.

Unit	Topics	Hrs.
1.	Environmental Sustainability <ul style="list-style-type: none">• Creating eco friendly systems• Waste minimization• Using fresh produce• Reducing water consumption	08
2.	Menu Merchandizing and Menu Engineering <ul style="list-style-type: none">• Introduction to merchandising• Types of merchandising• Ways of menu merchandising• Introduction to Menu Engineering• Elements and pre- requisites of menu engineering• Matrix and spread sheet of menu engineering	08
3.	Wine and Food Pairing <ul style="list-style-type: none">• Introduction - Types of foods paired with variety of wines• Principles to be followed<ul style="list-style-type: none">– Matching weight, compliment & contrast, physical properties, other pairing principles• New trends - Plate presentation and culinary artistry	06

4.	Restaurant Entrepreneurship <ul style="list-style-type: none"> • Development of concept - Process - Know your skills, Target Market, Forming team, Raising Capital, Restaurant Branding, Brand Management Costing and Control • Elements of cost, Pricing considerations, Cost control 	08
5.	Kitchen Administration for Restaurants and Hotels <ul style="list-style-type: none"> • HRM – Human Resource planning, Planning process, Training & development, • Motivation – Concept, Definition, Theories 	07
6.	Food Production - A Modern Perspective <ul style="list-style-type: none"> • Micro Cuisine to be included. <ul style="list-style-type: none"> – Including traditional foods consumed locally – Include Ayurveda in foods, – Sustainable foods • Cloud Kitchen/ Black Kitchen/ Dark Kitchen • Gluten Free, Non lactose, Diet Foods, etc. 	08
	Total	45

Reference Source –

- 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 – Jaksakivela.
- 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

E Resource –

- 1) Introduction to Sustainable Development-- International Hellenic University
 - a. Source: International Hellenic University
- 2) Basic Principles of Sustainable Development -- Jonathan M. Harris
 - a. Source: Tufts University
- 3) theworldskitchens.com
- 4) Eatingwell.com
- 5) Livehealthy.com

Name of the Course : Operation Electives - Food and Beverage Services Specialization

Course Code: MH 106 B **Semester:** First

Teaching Scheme :		Examination Scheme:
Theory	: 03 Hours / Week	Internal / Concurrent Evaluation : 50
Practical	: 03 Hours / Week	End term Practical Exam: 50
Credit	: Full	End term Theory Exam: 50 – 2½ Hours
Total	: 06	Total Marks : 150

Course Outcome: On successful completion of the course the learner will be able to -

MH 106 B .1 To identify the basic requirements of operating FNB outlets and apply them in creating an outlet.

MH 106 B .2 To define business strategies required to operate in defined environment

MH 106 B .3 To examine the aspects of large scale operations.

MH 106 B .4 To evolve with the changing trends in management of FNB outlets

Unit	Topics	Hrs.
1.	<p>Effective Management of Food & Beverage Operations.</p> <ul style="list-style-type: none"> • Restaurant Design – Equipment, Interior, Service Styles, Menu • Staffing – Hierarchy, Job Description, Job Specifications, Recruitment, Training & Development • Budgeting & Variance Analysis • Developing & implementing Standard Operating Procedures 	10
2.	<p>Food and Beverage Basics</p> <ul style="list-style-type: none"> • Traditional Concepts • Trending Ideas • Conceptualizing & development of a Restaurant Concept with regards to: <ul style="list-style-type: none"> – Market feasibility study – Financial feasibility study – Site selection – Policy decisions –sustainability in operations • Legal Considerations – Licenses required & labour laws 	12
3.	<p>Business Strategies</p> <ul style="list-style-type: none"> • Menu Engineering • Turn-around Strategies • Short-term & long-term development plans • Marketing strategies – social media marketing, loyalty programs • Quality Assurance Management • Ethical & moral Policies 	10

4.	Planning, Organizing and Executing Food and Beverage Operations	08
	<ul style="list-style-type: none"> • Types of events • Vendor Management • Checklists for planning & Organizing Events • Executing the event 	
5.	Modernization of F & B with respect to	05
	<ul style="list-style-type: none"> • Consumer Connect • Technology • Environment 	
	Total	45

List of Practicals

- 1) Conceptualizing a restaurant with traditional & contemporary approach
- 2) Conducting a market feasibility study for said concepts
- 3) Developing a worksheet for capital investment for the project
- 4) Developing a marketing campaign for promoting the restaurant
- 5) Checklist for Quality Audits
- 6) Create SOPs for basic F & B operations (at least 5)
- 7) Creating Job profiles, training & conducting appraisals
- 8) Comparative study of softwares used, identification of shortfalls & developing solutions for software.

Reference Source –

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

Journal– International Journal of Hospitality and Tourism Studies

Name of the Course : Operation Electives - Accommodation Management

Course Code: MH 106 C **Semester:** First

Teaching Scheme :		Examination Scheme:
Theory	: 03 Hours / Week	Internal / Concurrent Evaluation : 50
Practical	: 03 Hours / Week	End term Practical Exam: 50
Credit	: Full	End term Theory Exam: 50 – 2½ Hours
Total	: 06	Total Marks : 150

Course Outcome: On successful completion of the course the learner will be able to -
MH 106 C .1 Ability to identify and manage a facility.
MH 106 C .2 Administer the industry trends and plan for the new property operations.
MH 106 C .3 Evaluate the revenue management and room reservation systems.
MH 106 C .4 Execute Trainer the trainer concept in the work area.

Unit	Topics	Hrs.
1.	New Property Operation <ul style="list-style-type: none">• Objectives/Role• Planning• Operating procedures• Count down• Types of Formats (Snag List, Checklist)• Preventive maintenance list	08
2.	Introduction to Facility Management <ul style="list-style-type: none">• Scope and meaning of facilities management• Importance of Facility management in Hotels<ul style="list-style-type: none">– Growth of Facilitate management– Scope of facilities management as an interdisciplinary business function: Hard & soft– Hard FM-space & infrastructure (planning, designing, lease, occupancy, maintenance, furniture and cleaning);– Soft FM-people and organization: catering, information and communication technology ITC, HR, accounting, marketing)• Operation & maintenance management (O&M): scope – reduce capital repairs, reduce unscheduled shutdowns and repairs, extend equipment life, realize life-cycle cost saving, provide safe and functional systems and facilities to meet design intent• Vendor Management - Types of Vendors, Legal requirement, Necessary Documents, Period of Contract.	05

3.	Changing / Recent trends in Room Division <ul style="list-style-type: none"> • Technology • Operation- equipment, agents, software, pandemic cleaning guidelines and clinically clean • Personnel • Use of social media in promotions • Adoption of sustainable solutions • Security features in rooms 	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) • Legal Concerns for Front Office Operations 	07
5.	Housekeeping Budget and Budgetary Control <ul style="list-style-type: none"> • Objectives • Types of Budgets • Basic stages in the preparation of budgets • Audits –Important elements of Housekeeping Audit • Housekeeping audit patterns 	06
6.	Refurbishment of Rooms How To identify floors and plan for it, Costs, Lead time, Approvals Process, Budget involved in it, Snag lists	06
7.	Front Office Rooms Reservations Digital distribution of inventory and handling Mobile Booking and Room consolidators	05
	Total	45

List of Practicals

- 1) Prepare a Worksheet on Soft and Hard Facility Management for a given Property.
- 2) Prepare Budgets for types of Properties, assuming the Occupancy levels.
- 3) Conducting a Market survey for the study of Mobile Bookings and Room Consolidators
- 4) Comparative study of Services, Facilities and Strategies of Revenue management adopted by Hotels
- 5) Design an allotted area applying the current trends
- 6) Usage of Digital Marketing in Hotels
 - Concept
 - Development
 - Usage
 - Guest Awareness

- 7) Prepare a Snag list
- 8) Prepare Audit report
 - Hygiene
 - Resources (Electricity, Water)

Reference Source –

- 1) Managing Facility - Christine Jones
- 2) Hotel Facility Planning - Tarun Bansal
- 3) Hotel Housekeeping Operation and Management - G Raghubalan, Smritee Ragubalan by Oxford Press.
- 4) The Professional Housekeeper - Georgina Tucker.
- 5) Managing Lodging Operations - Robert Christie Mil
- 6) Professional Front Office Management - Robert H. Woods
- 7) Revenue Management for the Hospitality Industry- David K. Hayes, Alisha Miller by Wiley
- 8) Hotel Pricing in a Social World: Driving Value in the Digital Economy - Kelly A. McGuire, Jeannette Ho by Wiley.
- 9) Introduction to Revenue Management for Hotels: Tools and strategies to maximize the revenue of your property Kindle Edition - Gemma Hereter by Kindle Edition

Journal– International Journal of Hospitality and Tourism Studies

Name of the Course : Professional Development

Course Code: MH 107

Semester: First

Teaching Scheme :			Examination Scheme:
Theory	:	00	Internal / Concurrent Evaluation : 00
Practical	:	02 Hours / Week	End term Practical Exam: 50
Credit	:	Half	End term Theory Exam: 00
Total	:	02	Total Marks : 50

Section I : 25 Marks

Course Outcome: On successful completion of the course the learner will be able to -

MH 107 .1 Create and build self brand and reflect a positive social image

MH 107 .2 Analyze the business environment and implement the appropriate communication skills required

Unit	Topics	Hrs.
1.	Introduction to the Industry 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- Norms and Competition- The Market Place- The need to be GLOBAL (assignment on the vision, culture and values of 2-3 hotel groups & how the students can apply the same to themselves)- You are and can be an industry and an institution- You are a Brand • Importance of Brands (specifically those existing in the hospitality industry today) • Building your own Brand in the two years of the Master's Programme	04
3.	Impression Management 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	04
4.	Communication and Presentation Skill 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	04
	Total	15

Reference Source –

- 1) The World is Flat - Thoman Friedman by Rupa and Co
- 2) You can Win - Shiv Khera
- 3) Emotional Intelligence - Daniel Goleman
- 4) The Perfect Presentation - Andrew Leigh and Michael Maynard

Section – II(25 Marks)

It 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.

E Resource –

- 1) Game Theory For Managers : Doing Business In A Strategic World - Chadha, Alka

Section II: 25 Marks

Name of the Course : Professional Development - Food Production Management

Course Code: MH 107 – A **Semester:** First

Course Outcome: On successful completion of the course the learner will be able to -
MH 107 A.1 To gather and implement the principles of food presentation emphasizing the overall service line aesthetics
MH 107 A.2 Students will be able to understand the modern concepts of fusion foods and prerequisites of food photography
MH 107 A.3 To be able to execute menu mix so as to optimize the contribution margin

Unit	Topics	Hrs.
1.	Enhancing Food Presentation – Serving Line aesthetics and other presentation aspects regards to table balance	04
2.	Modernism- In Plate presentation Fusion Food, 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

Name of the Course : Professional Development – Food & Beverage Service Management

Course Code: MH 107 – B Semester: First

Course Outcome: On successful completion of the course the learner will be able to -

MH 107 B .1 Identify the developments in the F & B sector.

MH 107 B.2 Develop conceptual & cognitive skills in food & beverage management.

Unit	Topics	Hrs.
1.	Study of Food and Beverages in the following <ul style="list-style-type: none">• Stand-alone restaurants (fine dining)• QSR's• Industrial canteen• In-situ services (air, rail & sea)	06
2.	Menu design & Engineering <ul style="list-style-type: none">• Creating of a menu card (theme based)	04
3.	Assignments <ul style="list-style-type: none">• Recent trends in eating habits in stand-alone restaurants & hotels, both in India & globally• Use of role plays & videos for demonstration	05
	Total	15

Name of the Course : Professional Development –Accommodation Management

Course Code: MH 107 – C **Semester:** First

Course Outcome: On successful completion of the course the learner will be able to -
MH 107 C .1 To identify the trends in rooms division pertaining to operations and smart applications
MH 107 C.2 Compare Hotel classification norms.

Unit	Topics	Hrs.
1.	Smart Housekeeping- Challenges, Benefits <ul style="list-style-type: none">• Online Travel Agents -Advantages & Disadvantages• Case study on Business model- Hotel Aggregators	04
2.	Assignment: <ul style="list-style-type: none">• Current or recent Trends in Rooms Division Management• Comparative study of online Hotel Aggregators	03
3.	Assignment: <ul style="list-style-type: none">• 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	04
	Total	15

Name of the Course : Field Work (Internal)

Course Code: MH 108 **Semester:** First

Teaching Scheme :		Examination Scheme:
Theory	: 00	Internal / Concurrent Evaluation : 50
Practical	: 04 Hours / Week	End term Practical Exam: 00
Credit	: Half	End term Theory Exam: 00
Total	: 04	Total Marks : 50

Course Outcome: On successful completion of the course the learner will be able to -

MH 108.1 Identify the recent trends and ground reality about various aspects of the hospitality industry.

MH 108.2 To design and conduct field work

MH 108.3 To develop practical concepts through field work

The major components of Field Work:

- a) Observations and a log record thereof maintained by the students, of the activities (& interactions) occurring in a hospitality organizations e.g. restaurants, pubs, bars, laundries and such like work locations.
- b) Students' presentations based on their first-hand experiences during the Field Work.
- c) Seminar/s and discussion also based on the above involving the experts from the sector.
- d) Case study (written/presented and) analyzed/resolved by the student participants

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. 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 01 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 for 3 academic years.

Typical Format For Compiling a Report on Field Work

(Students are to adhere this pattern & the sequence of inclusions therein while submitting their report)

- 1) FRONT OUTER COVER & 1st INNER PAGE: To be printed in the font style, font colour & font size as prescribed by the Institute:
- 2) Certificate from the Institute
- 3) Self-Certification by the student about the validity and the authenticity of the Field Work & the report based on the same.
- 4) Acknowledgement' by the student of the persons & other sources of information cited/quoted in the report text
- 5) Table of Contents.
- 6) Organization/s visited: Details: Name/s of the Organization, the name of supervising officer and his/her designation and dept over there, the dates of visit and approx total hours spent there.
- 7) Elaborate Explanatory Text drawn on the lines of 'Suggested Scheme for Observations during Field Visits'. New paragraph to be allotted to each of the major points 'A' to 'M' and a subparagraph or a bullet mark for each sub point, therein.
- 8) Case Studies or discussion based on unique/unusual situations/practices noted/experienced by the student during the Field Visits.
- 9) Inferences from the observations
- 10) Summary of the contents of the Guest Lectures, mentioning first the Name of the speaker, his/her designation & dept in the organization he/she represents and the Theme/topic of the speech.
- 11) Student's own reflection on the things learnt from the activities taken up under the course MH108.

Annexure:

- a) Photocopies of location map, floor plans, and hierarchy charts of the organization/s visited.
- b) Photocopies of the significant extracts from the log-book
- c) A copy/ photocopy of the Brochure/Annual General Report of the organization/s visited.
- d) Site Photograph showing the student with his company-appointed supervisor/guide, against the frontage/main entrance of the organization with 'photograph-date' visible in the picture & the names duly tagged.
- e) Bibliography

SEMESTER TWO

Name of the Course : Management Information Systems in Hospitality

Course Code: MH 201

Semester: Second

Teaching Scheme :		Examination Scheme:
Theory	: 03 Hours / Week	Internal / Concurrent Evaluation : 50
Practical	: 00	End term Practical Exam: 00
Credit	: Full	End term Theory Exam: 50 – 2½ Hours
Total	: 03	Total Marks : 100

Course Outcome: On successful completion of the course the learner will be able to -

MH 201.1 Describe the role of, and describe the function of property management systems, reservation systems, POS, menu management systems, sales and catering systems

MH 201.2 Apply problem-solving and critical-thinking skills to provide customer service, to improve interpersonal skills

MH 201.3 Effectively change plans, goals, actions, or priorities to deal with changing situations.

MH 201.4 Develop MIS strategies for various hospitality sectors

Unit	Topics	Hrs.
1.	Introduction to Management Information System (MIS) <ul style="list-style-type: none">• 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 System for Rooms Division Management <ul style="list-style-type: none">• Property Management System-Variou Modules related to Reservations, Registration, Cashiering, Telephones, Guest History, Housekeeping• Various reports generated in the Front Office and their purpose<ul style="list-style-type: none">– Room Occupancy report.– Front Office Cashier Report– Guest In-House Report– Expected Arrival Report– Expected Departure Report Occupancy Forecasting Reports <ul style="list-style-type: none">• Computerized reservation system, Introduction to Global Distribution System (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	11

3.	Information System for Accounting <ul style="list-style-type: none"> • 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 – Pick up Report – Turn away Report – Productivity • Settlement Summary 	04
4.	Information System for Sales and Marketing <ul style="list-style-type: none"> • Marketing Functions • Marketing Cycle and components of Marketing Information System • Sales support Systems <ul style="list-style-type: none"> – 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 <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • Pay Roll Systems • Personnel Management Systems • Maintenance Management Systems • Performance Management Systems 	08
	Total	45

Reference Source –

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

E Resource –

- 1) Management Information Systems - Chatterjee, Indrajit

Name of the Course : Facility Planning and Designing

Course Code: MH 202 **Semester:** Second

Teaching Scheme :			Examination Scheme:
Theory	:	03 Hours / Week	Internal / Concurrent Evaluation : 50
Practical	:	00	End term Practical Exam: 00
Credit	:	Full	End term Theory Exam: 50 - 2½ Hours
Total	:	03	Total Marks : 100

Course Outcome: On successful completion of the course the learner will be able to -

- MH 202.1 To explain the concept of facility planning and the basic principles with regards to location, building plans and design
- MH 202.2 To identify the principles of planning and designing restaurant and bar facilities with regards to space allocation, equipment, ambience and décor and actual layout in the restaurant dining, kitchen and allied areas
- MH 202.3 To identify the basic principles in designing in front office and housekeeping department with regards to layout space management, equipment ambience and décor
- MH 202.4 To identify the basic principles in planning ancillary areas with regards to location, equipment, and functioning of Shopping Arcade • Business Centre • Gym and Spa • Swimming Pool • Landscaping
- MH 202.5 To identify the principles of planning and designing of commercial kitchen with regards physical layout, work and method study, work flow, temperature, humidity and ventilation Lighting and colour scheme, floor finish, wall covering, sound odour, drainage system etc.

Unit	Topics	Hrs.
1.	Hotel Classification Norms and Hotel Design <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– 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 <p>Points to be considered while planning a bar-</p> <ul style="list-style-type: none"> • Equipments and space need - Furniture items / bar counters • Space allowance for various bar styles • Special spaces if needed for smoking zones, for DJ booth etc. 	08
3.	<p>Kitchen Design</p> <ul style="list-style-type: none"> • Physical layout – commercial kitchen layout • Area requirement for various types of kitchen for various types of business • Work and method study, work flow • Newer technological changes in kitchen and their effect on kitchen design • Steps for designing a kitchen • Commercial kitchen configurations and shapes • Consideration for kitchen planning with respect to — <ul style="list-style-type: none"> – 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.	<p>Designing of Receiving and Storage Area</p> <ul style="list-style-type: none"> • Types of Stores • Work flow at storage facility • Receiving area <ul style="list-style-type: none"> – Equipments – Space requirements – Time tabling of receiving • Storage area • 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 <ul style="list-style-type: none"> • 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 <p>Location of types of ancillary areas to be considered</p> <ul style="list-style-type: none"> • Shopping Arcade, Business Centre, Gym and Spa, wellness, Swimming Pool, Landscaping 	06
	Total	45

Reference Source –

- 1) Hotel Facility Planning - TarunBansal
- 2) The Professional Housekeeper - Margaret Schneider and Georgina Tucker
- 3) Catering Management - MohiniSethi
- 4) The Bar and Beverage Book - Mary Porter

Name of the Course : Research Methodology

Course Code: MH 203 **Semester:** Second

Teaching Scheme :

Theory : 03 Hours / Week

Practical : 00

Credit : Full

Total : 03

Examination Scheme:

Internal / Concurrent Evaluation : 50

End term Practical Exam: 00

End term Theory Exam: 50 – 2½ Hours

Total Marks : 100

Course Outcome: On successful completion of the course the learner will be able to -

MH 203.1 Highlight the significance & need for research & develop insights into Research.

MH 203.2 Determine various methods & techniques to research work.

MH 203.3 Illustrate the relevant aspects of the research process.

MH 203.4 Experiment various data processing techniques.

MH 203.5 Develop research reports to address real-life business research problems

Unit	Topics	Hrs.
1.	Fundamentals of Research <ul style="list-style-type: none">• Meaning• Objectives• Motivation• Significance & need for research• Barriers in research• Research Process	03
2.	Problem Definition and Hypothesis <ul style="list-style-type: none">• Problem Identification and Definition – Management Question, Research Question, Investigation Question, Level of questions• Hypothesis – Meaning, Qualities of a good Hypothesis, Null Hypothesis & Alternative Hypothesis.• Hypothesis Testing - Logic & Importance	03
3.	Research Design <ul style="list-style-type: none">• Concept and Importance in Research• Features of a good research design• Types of research designs – Exploratory, Descriptive & Experimental• Approaches in research – Qualitative and Quantitative• Contents of research design	03
4.	Types and Sources of Data and Data Collection Methods <ul style="list-style-type: none">• Secondary Data - Definition, Sources, Characteristics• Primary Data - Definition, Sources, Characteristics• Comparison of primary and secondary data Data Collection Methods <ul style="list-style-type: none">• Observation method	09

	<ul style="list-style-type: none"> • Experimental method • Focus Group • Case Study • Survey - Questionnaire method, Interviews, Schedule 	
5.	Research Instrument <ul style="list-style-type: none"> • Questionnaire and Schedule • Questionnaire designing • Electro-mechanical instruments 	03
6.	Measurement <ul style="list-style-type: none"> • Meaning • Levels of Measurement - Nominal, Ordinal, Interval, Ratio • Sources of errors in measurement • Test of sound measurement 	03
7.	Attitude Scaling Techniques <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • Importance of report • Characteristics of good report • Types of reports • Layout of a Research report 	02
Total		45

Reference Source –

- 1) Research Methodology - G.C. Ramamurthy
- 2) Project Report Writing - M.K Rampal and S.L Gupta
- 3) Research Methodology in Management - Dr. V. P. Michael, Himalaya Publishing house
- 4) Business Research Methodology - Alan Bryman and Emma Bell by Oxford publishing house
- 5) Business Research Methodology - J. K. Sachdeva by Himalaya Publishing house
- 6) Business Research Methodology - T. N. Srivastava
- 7) Research Methodology, Methods & Technology - C. R. Kothari and Gaurav Garg by New age international publication
- 8) Research Design and Methods - Kenneth's Borden and Bruce B. Abbott
- 9) Research Methodology - R. Panneerselvam

E Resource –

- 1) Research Methodology - Gupta, Mukul , Gupta, Deepa

Journal–

- 1) Journal of Hospitality Application and Research
- 2) Journal of Hospitality and Tourism Research

Name of the Course : Quality Management and Assurance

Course Code: MH 204 **Semester:** Second

Teaching Scheme :		Examination Scheme:	
Theory	: 03 Hours / Week	Internal / Concurrent Evaluation : 50	
Practical	: 00	End term Practical Exam: 00	
Credit	: Full	End term Theory Exam: 50 – 2½ Hours	
Total	: 03	Total Marks : 100	

Course Outcome: On successful completion of the course the learner will be able to -

MH 204.1 Interpret the evolution of Quality.

MH 204.2 Analyze the principles of Total Quality Management

MH 204.3 Design Quality into Hospitality Sector.

MH 204.4 Develop Quality policies and Objectives for Quality Management.

Unit	Topics	Hrs.
1.	Introduction to Quality <ul style="list-style-type: none">• What is Quality (Definition of quality)?• Understanding Total Quality Management• Six basic concept of Total Quality Management• 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 Total Quality Management	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.	<p>Customer Satisfaction</p> <ul style="list-style-type: none"> • Understanding the customer • Customer perception of quality • Customer complaints • Customer feedback • Using customer complaints as feed back09 • Service quality • Customer retention • Guest satisfaction surveys from different hotel chains & how surveys are conducted , assessed & tracking mechanism 	06
4.	<p>Continuous Process Improvement</p> <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 • Elimination of wastes and cost reduction 	09
5.	<p>The Seven tools of Quality</p> <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.	<p>Other Quality /Improvement tool</p> <ul style="list-style-type: none"> • Vision and Mission statement • Acceptance sampling • Zero Defect Programme (PORA – YORE) • Brain storming • FMEA (Failure mode effect analysis) • Hyper Automation 	06

7.	Quality Management System <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 • Quality assurance audit of the hotel 	06
	Total	45

Reference Source –

- 1) TQM - B. SenthilAnasu and J. Praveen Paul by Scitech
- 2) Total Quality Management - Poornima M.Charantimath
- 3) Total Quality Management (TQM)Principles, Methods, and Applications - Sunil Luthra, Dixit, Garg, AshishAgarwal, Sachin K. Mangla by CRC Press.
- 4) Quality Management - KanishkaBedi by Oxford University Press
- 5) Total Quality Management: Strategies and Techniques Proven at Today's Most Successful Companies - Stephen George, Arnold Weimerskirch by Wiley
- 6) Total Quality Management and Operational Excellence - John S. Oakland by Routledge
- 7) Total Quality Management - Dale H. Besterfield, Carol Besterfield, Michna Glen H, Besterfield, Mary Besterfield-Sacre,HemantUrdhwareshe, RashmiUrdhwareshe by Pearson Educationin South Asia, Dorling, Kindersley (India)Pvt. Ltd.

E Resource –

- 1) Quality Management - Panneerselvam, R., Sivasankaran, P

Name of the Course : Managerial Communication

Course Code: MH 205 **Semester:** Second

Teaching Scheme :		Examination Scheme:	
Theory	: 03 Hours / Week	Internal / Concurrent Evaluation : 50	
Practical	: 01 Hours / Week	End term Practical Exam: 50	
Credit	: Full	End term Theory Exam: 50 – 2½ Hours	
Total	: 04	Total Marks : 150	

Course Outcome: On successful completion of the course the learner will be able to -

MH 205.1 Identify the various aspects of communication and implement successful communication techniques

MH 205.2 Develop and execute techniques of Group Communication

MH 205.3 Generate formal business correspondence as per requirement

MH 205.4 Develop skills to demonstrate and practise speeches and presentations

Unit	Topics	Hrs.
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	06
2.	Nonverbal Communication*-Career Planning Strategies Leadership/Mentorship-Importance-Finding a guide-Maintaining professional relationships	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 visual aid. Introducing a third person	05
4.	Interview Techniques Mastering the art of conducting and giving interview, Placement interview, discipline interviews, appraisal interviews, exit interview	05
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,	15

	Sales letters, Job applications letters Bio data, Covering letter, Interview Letters, Letter of Reference , Memos, Minutes, circulars and notices, Writing official e mail Content Writing Creating an Online Persona Creation of an online Website-Do's and donts	
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

Reference Source –

- 1) Effective Communication - Adair J by Pan McMillain
- 2) Excellence in Business Communication - Thrill JV Bovee GL by McGraw Hill
- 3) Business Communication - FROM PROCESS TO PRODUCT - Chicago Bowman JP & Branchaw by Dryen Press
- 4) Basic Business Communication Skills for empowering the internet generation - Lesikar, RV and Flatley by Tata McGrawHills

E Resource –

- 1) Business And Managerial Communication - Sengupta, Sailesh

Name of the Course : Allied Elective - Retail Management

Course Code: MH 206 A **Semester:** Second

Teaching Scheme :		Examination Scheme:
Theory	: 03 Hours / Week	Internal / Concurrent Evaluation : 50
Practical	: 00	End term Practical Exam: 00
Credit	: Full	End term Theory Exam: 50 – 2½ Hours
Total	: 03	Total Marks : 100

Course Outcome: On successful completion of the course the learner will be able to -

MH 206 A.1 To identify the concept of retail industry as a whole and to interpret the retail industry as a lucrative career option

MH 206 A.2 To determine the various retail model and to interpret the various strategy, branding and franchise.

MH 206 A.3 To understand the consumer and their decision making process and map the various strategy in their day to day work

MH 206 A.4 To summarizing and understand store operation, E commerce activity and outline various marketing communication to consumer

Unit	Topics	Hrs.
1.	Introduction to Retail and Retail in India <ul style="list-style-type: none">• Concept of Retailing• Functions of a Retailer• The growth of the Retailer• Evolution of Retail in India• Changes in the Retail sector in India• Challenges to Retail Development in India• Retail as a Career	04
2.	Retail Models and Theories of Retail Development <ul style="list-style-type: none">• Evolution of Retail Formats• Theories of Retail Development• Concept of Life Cycle in Retail• Business Models in Retail• TYPES OF Retail Format Airport Retailing - Services Retailing Clothing, Food	04
3.	Understanding the Retail Consumer and Servicing – <ul style="list-style-type: none">• Need for Studying Consumer Behavior• Factors influencing the Retail Shopper• The Customer Decision-Making process• Concept of Customer Service• Customer Relationship Management in Retail	07

4.	Retail Strategy and Franchising – <ul style="list-style-type: none"> • 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 – <ul style="list-style-type: none"> • Types of Retail Locations • Steps involved in Choosing a Retail Location • Trends in Retail Property Development in India 	07
6.	Basics of Retail Merchandising, <ul style="list-style-type: none"> • Planning and Procurement • Meaning & Evolution of Merchandising • Factors affecting Merchandising • Role & Responsibilities of the Merchandiser • The Concept of Lifestyle Merchandising • The Concept of Merchandising Planning • Method of Procuring Merchandise • Concept of Private Label, its Evolution & Advantages • Category Management as a career 	08
7.	E commerce in retail. <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • Role of Marketing in Retail • Retail Marketing Mix • STP Approach • Retail Communication Mix 	04
	Total	45

Reference Source –

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

Name of the Course : Allied Elective - Event Management

Course Code: MH 206 B **Semester:** Second

Teaching Scheme :			Examination Scheme:	
Theory	:	03 Hours / Week	Internal / Concurrent Evaluation : 50	
Practical	:	00	End term Practical Exam: 00	
Credit	:	Full	End term Theory Exam: 50 – 2½ Hours	
Total	:	03	Total Marks : 100	

Course Outcome: On successful completion of the course the learner will be able to -

- MH 206 B.1 To understand the nature of event management and MICE concept.
- MH 206 B.2 To illustrate a planning process that incorporates venue planning, budgeting, marketing management and event laws
- MH 206 B.3 To able to summarize and analyse information about other supportive aspect of event management.
- MH 206 B.4 To understand/ reviewing the importance of event management committee and its functions.

Unit	Topics	Hrs.
1.	Event Management <ul style="list-style-type: none">• Definition of Events• Event Management strategy• Role of creativity in Event management• Case study of some events - Ganga mahotsav, Sun burn, Kite festival, Ranof Kutch utsav, Carnival	07
2.	Concept of MICE <ul style="list-style-type: none">• Introductions to meeting, Incentive travel, Conference/ Convention and Events and Exhibitions• Importance of planning for MICE• Infrastructure required for MICE• Global trends in MICE industry development	07
3.	Event Planning <ul style="list-style-type: none">• Events at Site,• Trade shows and exhibitions,• principal purpose,• types of shows,• Benefits, ,• evaluation of attendees.• Events/Convention/exhibition facilities;• Benefits of conventions facilities, Inter-related venues, Project planning and development.• Importance of Event management committee & it's functions	07

4.	Budgeting for Events and Conferences <ul style="list-style-type: none"> • 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 Event law (Statutory permissions from various government agencies as per law).	06
6.	Process of Event marketing <ul style="list-style-type: none"> • Importance of media relations & publicity • Importance of customer care 	05
7.	Other aspects of Event Management <ul style="list-style-type: none"> • 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) 	07
	Total	45

Reference Source –

- 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.

Name of the Course : Allied Elective - New Venture set up and Management

Course Code: MH 206 C **Semester:** Second

Teaching Scheme :			Examination Scheme:
Theory	:	03 Hours / week	Internal / Concurrent Evaluation : 50
Practical	:	00	End term Practical Exam: 00
Credit	:	Full	End term Theory Exam: 50 – 2½ Hours
Total	:	03	Total Marks : 100

Course Outcome: On successful completion of the course the learner will be able to -

MH 206 C.1 To overview of Business as a whole and to understand Facility management services and contract service in Housekeeping and to know the policy and procedure in contract.

MH 206 C.2 To identify the importance of Human resource management in Business

MH 206 C.3 To understand the employee welfare in business and to interpreting various facility for employee.

MH 206 C.4 To summarizing and understand Contract management and financial control in business and outline practice for benchmarking

Unit	Topics	Hrs.
1.	<ul style="list-style-type: none"> • Types of businesses- <ul style="list-style-type: none"> – Proprietorship – Partnership – LLP – PVT LTD – Public LTD • Documentation and Prerequisites of types of business • Regulatory issues for select business-café, restuarant, cloud kitchen, bakery, facility services, accommodation services, speciality food retail, • Compliances required for government entities 	10
2.	<p>Analysing Business Opportunities</p> <ul style="list-style-type: none"> • Sources of business idea • Types of business ideas – Franchise, Take overs, Innovation and start-up, Management companies • Evaluation of ideas 	08
3.	<p>Human Resources Management</p> <ul style="list-style-type: none"> • Defining management structure. • Employment Obligations. • Functions, Job Descriptions & Skills. - Performance Appraisal • Employment, health & safety considerations 	06

4.	Finance Procurement and Management <ul style="list-style-type: none"> • Sources • Feasibility report • Financial Forecasting • Financial control- methods and procedures 	08
5.	Facility planning and designing <ul style="list-style-type: none"> • Layout- service efficient, labour effective, cost effective, environment friendly • Equipment- procurement and management 	05
6.	Marketing strategies and Brand Management <ul style="list-style-type: none"> • Implementation of Marketing Mix strategies • Target market identification and segmentation • Brand management- nomenclature, logo, packaging, • Image management 	08
	Total	45

Reference Source –

- 1) Entrepreneurship and Small Business Management in the Hospitality Industry
- 2) Darren Lee-Ross, School of Business, James Cook University, Australia
Conrad Lashley, Nottingham Business School, United Kingdom, Butterworth-Heinemann
- 3) Entrepreneurship - William Bygrave, Babson College and Andrew Zacharakis, Babson College by John Wiley & Sons, Inc.
- 4) Effective Small Business Management: An Entrepreneurial Approach Norman Scarborough. Published by Prentice Hall
- 5) Small Business Management 17th Edition, Justin G. Longenecker, J. William Petty, Leslie E. Palich, Frank Hoy
- 6) Entrepreneurship: Starting and Operating A Small Business, 4/E, Mariotti&Glackin Prentice Hall
- 7) Fundamentals for Becoming a Successful Entrepreneur: From Business Idea to Launch and Management
- 8) Entrepreneurship and Effective Small Business Management, 11/E, Scarborough & Cornwall Prentice Hall
- 9) Entrepreneurship and Small Business Management, 2/E, Mariotti&Glackin, Prentice

Name of the Course : Professional Development - Career Enhancement Skills

Course Code: MH 207 **Semester:** Second

Teaching Scheme :			Examination Scheme:
Theory	:	00	Internal / Concurrent Evaluation : 00
Practical	:	02 Hours / Week	End term Practical Exam: 50
Credit	:	Half	End term Theory Exam: 00
Total	:	02	Total Marks : 50

Course Outcome:		On successful completion of the course the learner will be able to -
MH 207.1	Develop and nurture their interpersonal skills for career advancement	
MH 207.2	Stimulate creativity in themselves and others working around them, as well as apply creativity and innovation in real world business solutions for growth creation.	
MH 207.3	Sharpen their thinking process whilst also being able to constantly increase their memory capacity.	
MH 207.4	Annotate and build on their self-awareness, take ownership of their goals and achieve their personal potential	

Unit	Topics	Hrs.
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 behaviour to accept ideas • Developing skills of working with people i.e. process of managing ideas • IdeaGeneration, Holding ideas, Implementing idea 	04
3.	Thinking Skill <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 • Johari Window • Makingof an action plan 	03
Total		15

Reference Source –

- 1) How to develop self-confidence and influence people by public speaking - Dale Carnegie
- 2) Cross Train Your Brain - Stephen D Eiffert
- 3) Harvard Business Review on Innovation - Harvard Business School Press
- 4) Social Intelligence - Daniel Goleman

E Resource –

- 1) Communicate Or Collapse : A Handbook Of Effective Public Speaking, Group Discussions And Interviews - PushpLata, Kumar, Sanjay

Name of the Course : Meetings Incentives Conferences and Exhibitions (MICE)(Internal)

Course Code: MH 208 **Semester:** Second

Teaching Scheme :			Examination Scheme:	
Theory	:	02 Hours / Week	Internal / Concurrent Evaluation : 50	
Practical	:	00	End term Practical Exam: 00	
Credit	:	Half	End term Theory Exam: 00	
Total	:	02	Total Marks : 50	

Course Outcome: On successful completion of the course the learner will be able to -

MH 208.1 To describe the MICE concepts and identify the component and planning for the MICE

MH 208.2 To identifying the types of meeting, meeting planner and various responsibilities carried out for planning of meeting keeping in mind the technological requirement.

MH 208.3 To categorize convention, conferences, trade fairs and exhibition related to their significance, organization purpose and specifications

MH 208.4 To recognize concepts of incentive travel and identify the reasons and client profile for incentive travel.

Unit	Topics	Hrs.
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	04
2.	Planning of Meetings <ul style="list-style-type: none">• Types of Meetings• Planning of conventions, conferences• Planning of exhibitions and expositions	04
3.	Incentive Travel <ul style="list-style-type: none">• Definition• Reasons for Incentive Travel• Techniques for Selling Incentive Travel	06
4.	Conventions and Conferences <ul style="list-style-type: none">• Significance of convention Business• Site selection: Selecting the right convention centre• Process for Organizing a conference• Types of Convention Centres Trade Fair & Exhibitions <ul style="list-style-type: none">• Meaning of Trade fairs& Exhibitions• Purpose of Trade Fairs and Exhibition• Target Market	08

5.	Events Management <ul style="list-style-type: none"> • Definition • Pre-event activities • Onsite activities • Post event , Related activities • Event marketing 	05
6.	Legal aspect of MICE <ul style="list-style-type: none"> • Negotiation • Contract and risks • Labour issues and ethics in MICE 	05
7.	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 	08
8.	Use of technology in MICE Internet, Social media, Digital marketing, Software	03
	Total	45

Reference Source –

- 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

Name of the Course : Entrepreneurship Development

Course Code: MH 301 **Semester:** Third

Teaching Scheme :		Examination Scheme:
Theory	: 03 Hours / Week	Internal / Concurrent Evaluation : 50
Practical	: 00	End term Practical Exam: 00
Credit	: Full	End term Theory Exam: 50 – 2½ Hours
Total	: 03	Total Marks : 100

Course Outcome: On successful completion of the course the learner will be able to -

MH 301.1 Provide theoretical foundations of entrepreneurship development

MH 301.2 Know competences are needed to become an Entrepreneur

MH 301.3 Evaluating challenges in starting new ventures and introducing new product and service ideas

MH 301.4 Executing various projects, starting from project identification till project termination.

Unit	Topics	Hrs.
1.	Foundations of Entrepreneurship Development Concept and Need of Entrepreneurship Development Definition of Entrepreneur, Entrepreneurship, Innovation, Invention, Creativity, Business Idea, Opportunities through change. Concepts of Entrepreneur, Manager, Intrapreneur / Corporate Entrepreneur – comparative study - Roles, Responsibilities, Career opportunities Entrepreneurship as a career, Entrepreneurship as a style of management, The changing role of the entrepreneur: mid career dilemmas – Closing the window: Sustaining Competitiveness - Maintaining competitive advantage Women Entrepreneurs- Challenges to Woman Entrepreneurs, Achievements of Woman Entrepreneurs, Role Models of Woman Entrepreneurs	08
2.	Theory of Entrepreneurship <ul style="list-style-type: none">• Innovation Theory by Schumpeter & Imitating Theory of High Achievement by McClelland• X-Efficiency Theory by Leibenstein• heory of Profit by Knight• Theory of Social change by Everett Hagen Influences on Entrepreneurship Development <ul style="list-style-type: none">• Entrepreneurial Traits• External Influences on Entrepreneurship Development: SocioCultural,	10

	Political, Economic, Personal. Entrepreneurial culture with special reference to Intrapreneurship / Corporate Entrepreneurship. <ul style="list-style-type: none"> • Entrepreneurial Success and Failure: Reasons and Remedies 	
3.	Creativity and the Entrepreneur <ul style="list-style-type: none"> • Define creativity • Relationship between creativity and innovation • Role creativity • Importance of Idea Generation • Methods and process of generating ideas • Sources of ideas ,screening and selection process 	06
4.	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 	08
5.	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, Angle Capitalist 	07
6.	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' • Role of the following agencies in the Entrepreneurship Development <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 	06
	Total	45

Reference Source –

- 1) Dynamics of Entrepreneurship Development - Vasant Desai by Himalaya Publishing House
- 2) Entrepreneurship: New Venture Creation - David H. Holt by Pearson Education Limited
- 3) Entrepreneurship Development New Venture Creation -SatishTaneja, S.L.Gupta by Galgotia Publishing
- 4) Project management - K. Nagarajan by New Age International Limited
- 5) Entrepreneurship: Strategies and Resources - Marc J. Dollinger by Pennsylvania State University
- 6) The Culture of Entrepreneurship- Brigitte Berger by ICS Press
- 7) Innovation and Entrepreneurship - Peter F. Drucker by HarperCollins Publishers
- 8) Entrepreneurship - Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd by McGraw-Hill
- 9) Entrepreneurship As Strategy - G. Dale Meyer, Kurt A. Heppard by SAGE Publications Inc

E Resource –

- 1) Entrepreneurship Development - Sharma, Sangeeta

Name of the Course : Financial Management

Course Code: MH 302 **Semester:** Third

Teaching Scheme :		Examination Scheme:
Theory	: 03 Hours / Week	Internal / Concurrent Evaluation : 50
Practical	: 00	End term Practical Exam: 00
Credit	: Full	End term Theory Exam: 50 – 2½ Hours
Total	: 03	Total Marks : 100

Course Outcome: On successful completion of the course the learner will be able to -

- MH 302.1 Conceptualise the various costs in cost accounting & prepare cost sheet.
MH 302.2 Categorize various types of budgets & present various financial statements with the help of accounting ratios.
MH 302.3 Summarize various sources of funds & computation of cost of capital.
MH 302.4 Evaluate capital budgeting & determine the working capital requirements.
MH 302.5 Review various direct & indirect taxes.

Unit	Topics	Hrs.
1.	Cost Accounting <ul style="list-style-type: none">• 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 Budgetary Control <ul style="list-style-type: none">• Types of Budgets• Preparation of Flexible and Cash Budget	04
3.	Cost volume Profit Analysis <ul style="list-style-type: none">• Break Even Analysis• Decision making under marginal costing system related to Hotel Industry• Pricing of food meals & rooms	05
4.	Introduction to Financial Statement <ul style="list-style-type: none">• Understanding of Financial Statements• Interpretation of Financial Statements with help of Basic Accounting Ratios	05
5.	Objectives of Financial Management <ul style="list-style-type: none">• Basic of Financial risk management• Financial Planning Forecasting• Risk-Return relationship• Mergers and acquisition.• Sources of Long-term finance• Foreign exchange arithmetic	04

6.	Cost of Capital <ul style="list-style-type: none"> • Computation for each source of finance and weighted average cost of Capital • EBIT - EPS Analysis (Capital Structure Designing) • Calculation of marginal cost of capital • Over and Under Capitalization • Operating Leverage • Financial Leverage 	07
7.	Capital Budgeting <ul style="list-style-type: none"> • Time value of money • Discounting of Cash Flows • Methods of evaluating Capital Expenditure proposals (except IRR) 	06
8.	Working Capital Management <ul style="list-style-type: none"> • Need for working capital • Operating cycle, estimation of working capital requirement (specially in Hotel Industries) • Management of Inventory 	06
9.	Introduction to Indirect Taxes <ul style="list-style-type: none"> • Value Added Tax, Service Tax, Luxury Tax (Provisions related to Hotel and Catering Industry only) • Income tax and Goods Sales Tax – working knowledge 	04
	Total	45

Reference Source –

- 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) Cost Accounting – Jawaharlal
- 5) Financial Management - I. M. Pandey
- 6) Financial Management - Khan & Jain
- 7) Theory & Problems in Management & Cost Accounting - 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 by Agra Publications

Name of the Course : Inventory Management

Course Code: MH 303 **Semester:** Third

Teaching Scheme :		Examination Scheme:	
Theory	: 03 Hours / Week	Internal / Concurrent Evaluation : 50	
Practical	: 00	End term Practical Exam: 00	
Credit	: Full	End term Theory Exam: 50 – 2½ Hours	
Total	: 03	Total Marks : 100	

Course Outcome: On successful completion of the course the learner will be able to -

MH 303.1 To understand evolution, characteristics, functions of logistic and able to plan logistics operations for optimum utilization of resources in supply chain management.

MH 303.2 To understand system components of MRP and ERP and able to apply the methods of forecasting as a tool to control inventory management costs.

MH 303.3 Able to apply knowledge on the basics of purchasing and procuring methods, vendor relations and functioning of stores

MH 303.4 Analyzing the materials in storage, handling, packaging, shipping distribution within an organization

Unit	Topics	Hrs.
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 <ul style="list-style-type: none">• 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.	<ul style="list-style-type: none">• 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 <ul style="list-style-type: none"> Responsibility of Purchase Department, Purchase Cycle , Negotiation & Bargaining, Vendor Relation & Development, Purchasing methods, Global Sourcing 	08
5.	Store – Types of Stores, Centralized and Decentralized Stores Organization of stores Layout, stores procedure and documentation	04
6.	Material Handling <ul style="list-style-type: none"> Principles of Materials Handling systems Materials handling equipments Safetyissues 	03
7.	Logistics <ul style="list-style-type: none"> Objectives, components ,significance Supply chain Management- objective, components,significance Materials – Preservation, packing andpackaging 	04
	Total	45

Reference Source –

- 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

E Resource –

- 1) Inventory Management - Bose, D. Chandra

Name of the Course : Hospitality Laws

Course Code: MH 304 **Semester:** Third

Teaching Scheme :		Examination Scheme:	
Theory	: 03 Hours / Week	Internal / Concurrent Evaluation : 50	
Practical	: 00	End term Practical Exam: 00	
Credit	: Full	End term Theory Exam: 50 – 2½ Hours	
Total	: 03	Total Marks : 100	

Course Outcome: On successful completion of the course the learner will be able to -

MH 304.1 To recognise the Business and commercial law along with companies act pertaining to the Hospitality Industry in detail.

MH 304.2 To be able to enumerate the Welfare and Safety Statutory Laws related to the Hospitality Industry.

MH 304.3 To link the Sale of Goods Act to the hospitality Industry and identify the Licenses and permits required by Hotels for smooth functioning.

MH 304.4 To identify Central, State Taxes and Other Laws relating to Hospitality industry.

Unit	Topics	Hrs.
1.	Business and Commercial Law <ul style="list-style-type: none">• Special contracts- Franchising<ul style="list-style-type: none">– Partnership Act 1932• Meaning and definition of partnership• General duties of partner• Determination of rights and duties of partners by contract between partners• Negotiable Instruments Act• Nature of negotiable Instruments• Types of Negotiable<ul style="list-style-type: none">– Instruments– Endorsement• Minimum salary and Payment of salary act pertaining to Hospitality Industry.• Introduction to Minimum wages Act 1948 and Payment of wages Act 1936 Pertaining to Hospitality Companies Act	09
2.	Welfare and Safety Statutory Laws <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	08

	<ul style="list-style-type: none"> • Maternity Benefit Act 1961 <ul style="list-style-type: none"> – Introduction and Applicability of Act • Definitions, Role of Authority constituted under the Act 	
3.	Sale of Goods Act <ul style="list-style-type: none"> • Essentials of valid Sale • Conditions and Warranties-- applicable to Hospitality industry • Unpaid seller and his rights – applicable to Hospitality industry • Rights and duties of seller and buyer – Guests and Hotel Owner 	08
4.	Licenses and Permits required by Hotels <ul style="list-style-type: none"> • 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
5.	Central and State <ul style="list-style-type: none"> • VAT-- applicability to the Hospitality industry. • Service tax -- applicability to the Hospitality industry. • Luxury tax -- applicability to the Hospitality industry. • Any other applicable taxes • GST 	06
6.	Other Laws related to Hospitality Industry <ul style="list-style-type: none"> • 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

Reference Source –

- 1) The students should refer to the respective Acts
- 2) Legal Aspect for Hospitality and Tourism Industry - AtulBansal
- 3) Hotel Law - Amitabh Devendra

E Resource –

- 1) Industrial Relations And Labour Welfare : Text And Cases - Sivarethnamohan, R.
- 2) www.lawmin.gov.in

Name of the Course : Managerial Economics

Course Code: MH 305 **Semester:** Third

Teaching Scheme :			Examination Scheme:
Theory	:	03 Hours / Week	Internal / Concurrent Evaluation : 50
Practical	:	00	End term Practical Exam: 00
Credit	:	Full	End term Theory Exam: 50 – 2½ Hours
Total	:	03	Total Marks : 100

Course Outcome: On successful completion of the course the learner will be able to -

MH 305.1 Relate the importance of different branches of economics & their role in the hospitality industry.

MH 305.2 Apply various costs associated with business.

MH 305.3 Co-relate the function of demand dynamics & supply function in hospitality industry.

MH 305.4 Examine various market structures and their economic characteristics & apply them in daily business activities.

Unit	Topics	Hrs.
1.	Economic System <ul style="list-style-type: none">• Definition, Nature and Scope of Managerial Economics• Managerial Economics, 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	08

	<ul style="list-style-type: none"> – 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 	
4.	<p>Production Function</p> <ul style="list-style-type: none"> • Law of Variable Proportions. • Law of supply. • Elasticity of supply. • Measurement of elasticity. • Significance and uses of the concept of elasticity 	06
5.	<p>Costs of Production</p> <ul style="list-style-type: none"> • Private costs and Social Costs • Accounting Costs and Economic costs • Short run and Long Run costs • Economies of scale • Cost estimation • Methods of cost estimation and cost forecasting • Cost reduction and cost control 	04
6.	<p>Pricing under various Markets including</p> <ul style="list-style-type: none"> • Perfect Competition • Monopoly • Monopolistic competition • Oligopoly • Cartels • Price discrimination 	06
7.	<p>Pricing Strategies and Methods</p> <ul style="list-style-type: none"> • Cost plus pricing • Marginal cost pricing • Cyclical pricing • Penetration Pricing • Price Leadership • Price Skimming • Transfer pricing 	06
8.	<p>Profit Policy</p> <ul style="list-style-type: none"> • Break Even analysis • Profit Forecasting 	02

9.	Need for Government Intervention in Market	02
	<ul style="list-style-type: none"> • Price Controls • Support Price • Preventions and Control of Monopolies • System of Dual Price • Case studies related to the subject 	
	Total	45

Reference Source –

- 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.

E Resource –

- 1) Microeconomics - Mukherjee Sampat, Mukherjee Mallinath, Ghose Amitava

Name of the Course : Dissertation & Viva Voce
Course Code: MH 306 **Semester:** Third

Teaching Scheme :		Examination Scheme:
Theory	: 00	Internal / Concurrent Evaluation : 50
Practical	: 00	End term Practical Exam: 50
Credit	: Full	End term Theory Exam: 00
Total	: 03	Total Marks : 100

Course Outcome: On successful completion of the course the learner will be able to -
MH 306.1 Design research project by identifying research problem.
MH 306.2 Describe the process of data collection.
MH 306.3 Analyse the sampling techniques & process the data.
MH 306.4 Design a report by applying the principles and layout standards.

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 One 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.

Name of the Course : Summer Internship Programme
Course Code: MH 307 **Semester:** Third

Teaching Scheme :			Examination Scheme:
Theory	:	00	Internal / Concurrent Evaluation : 50
Practical	:	00	End term Practical Exam: 50
Credit	:	Full	End term Theory Exam: 00
Total	:	06	Total Marks : 100

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 and 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 of the project report, 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

Name of the Course : Tourism – Destination India (Internal)

Course Code: MH 308 **Semester:** Third

Teaching Scheme :		Examination Scheme:	
Theory	: 02 Hours / Week	Internal / Concurrent Evaluation : 50	
Practical	: 00	End term Practical Exam: 00	
Credit	: Half	End term Theory Exam: 00	
Total	: 02	Total Marks : 50	

Course Outcome:		On successful completion of the course the learner will be able to -
MH 308.1	Memorizing the History of tourism and study the present status of tourism	
MH 308.2	Identifying the role of Government in promotion of tourism and listing various government promotional activities	
MH 308.3	Assesses the tourism and tourist product and finding the popular tourist destination in India.	

Unit	Topics	Hrs.
1.	History of Indian Tourism <ul style="list-style-type: none">• Ancient period• Pre Independence• Present status of Tourism in India	03
2.	Role of Government in Tourism Promotion <ul style="list-style-type: none">• Incredible India• Tourism Campaign.• National, State and Regional	05
3.	Tourism Products <ul style="list-style-type: none">• Natural – Beaches, Hills, Islands –• Human Made – Fairs, Festivals, Architecture, Monuments,• Shopping - Symbiotic – Marine Parks, Wildlife, Sanctuaries, Adventure, Sports	06
4.	Changing dynamic of tourist <ul style="list-style-type: none">• Experiential tourism• Camping tourism• Disaster tourism	07

5.	Major Tourist attraction in India <ul style="list-style-type: none"> • 7 sisters of India • Golden triangle • Char dham • Popular mountain • Heritage site declared by UNESCO • Stupas of India • Luxury train in India • Popular monuments and pilgrim destination • Popular theme park in India 	09
	Total	30

Reference Source –

- 1) India –ArunaDeshpande
- 2) Tourism –RomilaChawla

E Resource –

- 1) www.mot.gov.in

SEMESTER FOUR

Name of the Course : Revenue Management

Course Code: MH 401 **Semester:** Fourth

Teaching Scheme :			Examination Scheme:
Theory	:	03 Hours / Week	Internal / Concurrent Evaluation : 50
Practical	:	00	End term Practical Exam: 00
Credit	:	Full	End term Theory Exam: 50 – 2½ Hours
Total	:	03	Total Marks : 100

Course Outcome: On successful completion of the course the learner will be able to -

MH 401.1 To interpret the concept, importance and strategic approach to yield management and apply the same in the day to day operations.

MH 401.2 Enables the students to compute statistical data, demand forecasting and allocate inventories related with rooms division department

MH 401.3 Able to apply and implement yield management strategies to manage demand and supply in the F& B service department

MH 401.4 Able to prepare SPS and standard yield and to price the menu as per the yield.

Unit	Topics	Hrs.
1.	Introduction to Revenue management and yield management <ul style="list-style-type: none">• Definition and elements of revenue management<ul style="list-style-type: none">– concept of revenue management– Principles of revenue management• Yield management – Concept and History<ul style="list-style-type: none">– Importance of yield management– Difference between airline seat revenue and hotel room revenue management	05
2.	Demand <ul style="list-style-type: none">• Constrained and unconstrained factors of demand• Elasticity of demand• Marketing opportunity costs Demand Forecast <ul style="list-style-type: none">• Forecasting• methods of cycle• Methods of demand forecasting• Calculations• Calculations• Forecasting cycles with periodicity reservation(confirmed + Guaranteed/CRS+GDS+FIT reservations)• Overbooking• Cancellations• Refusals• Under stay	08

	<ul style="list-style-type: none"> • Over stays Estimations <ul style="list-style-type: none"> • Allocations • Elasticity 	
3.	Pricing <ul style="list-style-type: none"> • Strategies • Price value proposition <ul style="list-style-type: none"> – Rules of thumb – Hubbart formula – BAR – Pricing positions – Discounting-conditions-strategies • Tools <ul style="list-style-type: none"> – Types- Dynamic –SAR – Establishing room rate 	08
4.	Revenue Management Statistics <ul style="list-style-type: none"> • Computation of Yield In Front Office • 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 <ul style="list-style-type: none"> • Framework to control Hotel Yield Management • Demand Forecasting • Room Inventory control The control Process-tracking- <ul style="list-style-type: none"> • Checking, signalling, controlling and update Capacity management <ul style="list-style-type: none"> • Potential capacity calculations • Optimal capacity calculations 	06
6.	Revenue Management in Food & Beverage Service <ul style="list-style-type: none"> • Yield management tactics employed in Food & Beverage Operations • Demand and Supply Managements • Calculating Rev PASH for restaurant 	06

7.	Revenue Management in Food Production	05
	<ul style="list-style-type: none"> • Standard Purchasing and Standard Yield • Calculation of Standard yield • Menu pricing as per the yield 	
	Total	45

Reference Source –

- 1) Front Office Management - S. K Bhatnagar
- 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) The Spread of Yield Management Practices - Fabiol S. Fodera
- 7) F & B Controls - Richard Kotas

Name of the Course : Business Policies and Strategies Management

Course Code: MH 402 **Semester:** Fourth

Teaching Scheme :		Examination Scheme:	
Theory	: 03 Hours / Week	Internal / Concurrent Evaluation : 50	
Practical	: 00	End term Practical Exam: 00	
Credit	: Full	End term Theory Exam: 50 – 2½ Hours	
Total	: 03	Total Marks : 100	

Course Outcome: On successful completion of the course the learner will be able to -

MH 402.1 To identify an appropriate environment conducive for customer acquisition and retention.

MH 402.2 To classify the strategies in the planning process and correlate them with the various aspects of planning an organization.

MH 402.3 To implement and appraise the strategies for a sustainable business plan.

Unit	Topics	Hrs.
1.	Business Environment <ul style="list-style-type: none">• Environment Appraisal• Organizational Appraisal	08
2.	Business Competition <ul style="list-style-type: none">• Understanding my customer and his Behavior• Demography, habits, culture• Business sustainability	08
3.	Strategic Planning Process <ul style="list-style-type: none">• Strategy formulation• Corporate level strategies• Business level strategies	10
4.	Strategy Process in detail <ul style="list-style-type: none">• Strategic Intent• Defining vision• Understanding mission• Business model• Goals and objectives• Strengths, Weakness, Opportunities, Threats	10
5.	Strategy Implementation <ul style="list-style-type: none">• Organization structures• Structures for strategy• Systems & Process for implementation• Strategic Review	09
Total		45

Reference Source –

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

E Resource –

- 1) Strategic Management : Concepts And Cases - Phadtare, Milind T.

Name of the Course : Disaster Management

Course Code: MH 403 **Semester:** Fourth

Teaching Scheme :			Examination Scheme:	
Theory	:	03 Hours / Week	Internal / Concurrent Evaluation : 50	
Practical	:	00	End term Practical Exam: 00	
Credit	:	Full	End term Theory Exam: 50 – 2½ Hours	
Total	:	03	Total Marks : 100	

Course Outcome: On successful completion of the course the learner will be able to -

MH 403.1 To impart knowledge to the students about the concept of disaster management

MH 403.2 To understand the National Disaster Policy 2005

MH 403.3 To apply knowledge in practical situation of Disaster.

MH 403.4 To analysis the risk at your working place - (HVRC) Analysis

Unit	Topics	Hrs.
1.	Disaster Management <ul style="list-style-type: none">• Meaning, Scope & Impact.• Introduction, meaning• Distinction between Hazard and disaster,• terminology used in Disaster management,• Types of Disasters,• Impact of Disasters	04
2.	National Disaster Management Act 2005 <ul style="list-style-type: none">• Organization for Disaster management at Union Level, State level, District Level, and Local Authorities, Institutional Structure, Disaster Prevention/mitigation, Early Warning system, Disaster preparedness, mitigation & Response, Human Resource Management	06
3.	Man Made Disasters and Management Gas Leaks, Nuclear Radiation leaks, Terrorist attacks, Health Hazards, Accidents Coping with Man Made Disasters : Human Errors, Pollutions, Air Pollution, Green House Gases, Social Problems, Terrorism	06
4.	Disaster Risk Reduction <ul style="list-style-type: none">• Concept and it's application and Sustainable development• Hazard Vulnerability Risk Capacity (HVRC) Analysis	08

5.	Training in Disaster Management <ul style="list-style-type: none"> • Preparation of Hotel Disaster Management Plan • Event risk mitigation plan • HVRC • Prevention and Mitigation strategies and measures • Preparedness measures • Emergency Response plan 	08
6.	Disaster prevention through Sustainable Development : Targets for Sustainable Development <ul style="list-style-type: none"> • Evacuation plan • Fire Fighting demonstration • Mock Drill Yokohama strategy and plan of action for a safer world	10
7.	Legislation <ul style="list-style-type: none"> • National Disaster Management Act 2005 • National Calamity Management Act • Model State Disaster Management Act • State rules thereunder 	03
Total		45

Reference Source –

- 1) Disaster Management - D.B.N Murthy
- 2) Disaster Administration and 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) Operation Module; District Disaster Management Plan by YASHDA, Pune
- 7) Encyclopedia of Disaster Management Vol 3 - S.L Goel
- 8) Disaster Management - B Narayan
- 9) Disaster Management - R. B Singh
- 10) Environmental Geography - Savinder Singh

E Resource –

- 1) Disaster Management - Sulphrey, M. M.

Name of the Course : Human Resources Management

Course Code: MH 404 **Semester:** Fourth

Teaching Scheme :			Examination Scheme:	
Theory	:	03 Hours / Week	Internal / Concurrent Evaluation : 50	
Practical	:	00	End term Practical Exam: 00	
Credit	:	Full	End term Theory Exam: 50 – 2½ Hours	
Total	:	03	Total Marks : 100	

Course Outcome: On successful completion of the course the learner will be able to -

MH 404.1 To recognise the planning and functions of the Human resource department in an organization

MH 404.2 To formulate and assess training for development of employees and interpreting Industrial relations in an organization to manage departmental productivity

MH 404.3 To execute performance management systems with career and succession planning

MH 404.4 To facilitating an accurate recruitment and separation process for the employees

Unit	Topics	Hrs.
1.	Human Resource Management <ul style="list-style-type: none">• 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 <ul style="list-style-type: none">• Objectives• Importance-• RP Process• Manpower• Estimation• Job analysis• Job Description• Job Specification. Recruitment• Sources of Recruitment• Selection Process• Placement and Induction• Retention of Employees• Career Planning- Succession-Planning	12

3.	Training and Development in Star Hotels <ul style="list-style-type: none"> • Objectives and Needs • Training Process • Methods of Training • Tools and Aids • Evaluation of Training Programs 	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 Circle 	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

Reference Source –

- 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 - ArunMonppa

Name of the Course : Corporate Sustainability

Course Code: MH 405 **Semester:** Fourth

Teaching Scheme :			Examination Scheme:
Theory	:	03 Hours / Week	Internal / Concurrent Evaluation : 50
Practical	:	00	End term Practical Exam: 00
Credit	:	Full	End term Theory Exam: 50 – 2½ Hours
Total	:	03	Total Marks : 100

Course Outcome: On successful completion of the course the learner will be able to -

MH 405.1 Understand key principles of sustainability of business operations in the corporate world

MH 405.2 Analyze the impact of the principles of corporate sustainability in his daily working environment

MH 405.3 Deduce the importance of CSR

MH 405.4 Devise a Corporate Governance Structure

Unit	Topics	Hrs.
1.	Principals of Sustainability - Environment. - Human Resources - Corporate Social Responsibility - Corporate Ethics & Governance Sustainability metrics NGO's and sustainability Role of leadership in sustainability	08
2.	Environment - Sustainable development in the hospitality Industry– Introduction, scope & need. - Energy Efficiency. - Green team - Carbon offset programs - Environment audit - Waste Management. - Water Conservation. - Eco – Design in Hospitality Architecture. - Sustainable food & Beverage Management. - Sustainable tourism - Communicating environmentally sustainable Initiatives. - Hospitality Industry Environmental Management Systems and Strategies. o ISO 14001. o FSMS 22000.	14

3.	Human Resources <ul style="list-style-type: none"> - Human Resource Management -an overview - Training as means of development. - Incentive management strategies. - Benchmarking Human Resources. - Case study - Human Development initiatives undertaken by TATA's & ITC. 	07
4.	Corporate Social Responsibility <ul style="list-style-type: none"> - Corporate Social Responsibility – an Overview. - CSR – Strategies & Implementation - Managing CSR – Reporting & Auditing - Case Study – CSR Initiatives undertaken by ITC & TATA's 	08
5.	Corporate Governance <ul style="list-style-type: none"> - Corporate Governance – an Overview - 7 Principles of corporate governance - composition of board of Directors - Duties and Responsibilities of CEO & Board of Directors - Role of Regulating body such as SEBI - Impact of Corporate governance on Sustainability 	08
Total		45

Reference Source –

- 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.

E Resource –

- 1) Corporate Environmental Management : A Study With Reference To India - Banerjee, Bhabatosh

Name of the Course : Services Marketing

Course Code: MH 406 **Semester:** Fourth

Teaching Scheme :			Examination Scheme:
Theory	:	03 Hours / Week	Internal / Concurrent Evaluation : 50
Practical	:	00	End term Practical Exam: 00
Credit	:	Full	End term Theory Exam: 50–2½ Hours
Total	:	03	Total Marks : 100

Course Outcome: On successful completion of the course the learner will be able to -

MH 406.1 To distinguish between goods and services on the basis of their characteristics.

MH 406.2 To define the correct service environment for creation of SOPs as per brand standards

MH 406.3 To examine the quality gaps and define solutions

MH 406.4 To define the services marketing mix and correlate with the management strategies

Unit	Topics	Hrs.
1.	Basics R5 of Services Marketing <ul style="list-style-type: none">• Concept of Services• Classification and Characteristics of Services• Importance of Services to the global economy	07
2.	Effective Management of Services Marketing <ul style="list-style-type: none">• Services life cycle• Methods of positioning services• Internal marketing of services	08
3.	Buying Process for Services <ul style="list-style-type: none">• Purchase Model for services.• Expectations of services by customers• Antecedents of customer expectations• Delivery of Quality Service• Cause of service quality gaps• Strategies and technology to narrow gap	10
4.	Service Environment <ul style="list-style-type: none">• Components of service environment• Service scape:Its impact on customer responses• Identification the correct service position strategy for different services.• Blue printing using the Standard Operating Procedures	08

5.	Marketing mix in Services Marketing <ul style="list-style-type: none"> • Service marketing MIX • Product Decision: • Branding – benefits • Pricing Strategies • Distribution / Channel structure and options • Distribution Management (Customer focused) • Franchising – benefits • Promotion of services • People, Physical Evidence and Process 	12
	Total	45

Reference Source –

- 1) Marketing Management – Mahajan and Saxena
- 2) Fundamentals of Marketing – Stanton
- 3) Service Marketing – S. M. Jha
- 4) Marketing for Hospitality & Tourism - Philip Kotler, Bowen and Makens Prentice Hall Inc.
- 5) Services Marketing - M.K. Ram Pal & S.L. Gupta - Galgotia Publishing
- 6) Services Marketing Kenneth Clow, David Kurtz Biz Tantra – New Delhi
- 7) Hospitality Marketing -Neil Wearne - Hospitality Press Pvt Ltd. - Australia

E Resource –

- 1) Services Marketing : The Indian Context - Srinivasan, R.

Name of the Course : Professional Development – Life Skills, Interview Techniques, Work / Life Balance

Course Code: MH 407 (Section – I) **Semester:** Fourth

Teaching Scheme :			Examination Scheme:		
Theory	:	00	Internal / Concurrent Evaluation : 00		
Practical	:	03 Hours / Week	End term Practical Exam: 50		
Credit	:	Half	End term Theory Exam: 00		
Total	:	03	Total Marks : 50		

Course Outcome: On successful completion of the course the learner will be able to -

- MH 407.1 Construct and Communicate relevant public speaking techniques in an effective manner.
- MH 407.2 Demonstrate and apply appropriate decision making skills and leadership techniques to foster a healthy team in a business environment
- MH 407.3 Identify the key elements required to succeed at interview and group discussions.
- MH 407.4 Analyse the concept of workplace wellness and execute them in day to day interpersonal decisions.

Unit	Topics	Hrs.
1.	Life Skills-I <ul style="list-style-type: none"> • Building confidence, self-esteem, positive attitude - Communication & the art of conversation • Effective Public speaking 	04
2.	Life Skills-II <ul style="list-style-type: none"> • 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 • Career Plan/ Career Decision Strategies • Setting Priorities-Decision Making Styles-Goal Settings-KRA 	04
3.	Interview Techniques <ul style="list-style-type: none"> • Mock interviews • Group Discussions • Role plays • Management Games – Questionnaire • Case studie 	03

4.	Work & Life Balance <ul style="list-style-type: none"> • Workplace Wellness <ul style="list-style-type: none"> – Managing Stress – Time Management – Relaxation techniques-meditation, breathing exercises, importance of yoga and its benefits – Ethics at work • Living with Values • Being a change agent and standing up for your value system. o Avoidance of mal-practices • Case studies 	04
Total		15

Reference Source –

- 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.

E Resource –

- 1) Effective Business Communication - Kaul, Asha

Name of the Course : Professional Development – Life Skills, Interview Techniques, Work / Life Balance

Course Code: MH 407 A (Section – II) **Semester:** Fourth

Course Outcome: On successful completion of the course the learner will be able to -

MH 407 A .1 To correlate design considerations with the available space, optimum use of manpower and style of service of food while designing the commercial kitchen

MH 407 A .2 To interpret the concept of cost management and HACCP so as to implement effective processes.

Unit	Topics	Hrs.
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.	HACCP procedure study by observation	03
	Total	15

Name of the Course : Professional Development – Life Skills, Interview Techniques, Work / Life Balance

Course Code: MH 407 B (Section – II) **Semester:** Fourth

Course Outcome: On successful completion of the course the learner will be able to -
MH 407 B .1 Enhance the conceptual & cognitive skills in Food & Beverage Management.

Unit	Topics	Hrs.
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• Using Performance Measures and taking decisions on what needs to be done in case of negative variances	04
3.	Planning & organizing events <ul style="list-style-type: none">• Conducting an entrepreneurial activity for 3 days (canteen, restaurant etc).	07
	Total	15

Name of the Course : Professional Development – Life Skills, Interview Techniques, Work / Life Balance

Course Code: MH 407 C (Section – II) **Semester:** Fourth

Course Outcome: On successful completion of the course the learner will be able to -
MH 407 C .1 To equip students with skills required at the managerial level while working in the Accommodations Department of hotels

Unit	Topics	Hrs.
1.	<ul style="list-style-type: none">• Operating of Property Management Software.• Practicing on the various modules related to Rooms Division Management such as Reservations, Telephones, Registration, Cashiering, Housekeeping etc.	06
2.	<ul style="list-style-type: none">• 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	06
3.	<ul style="list-style-type: none">• 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

Name of the Course : Psychology- Hospitality Perspective (Internal)

Course Code: MH 408 **Semester:** Fourth

Teaching Scheme :			Examination Scheme:
Theory	:	02 Hours / Week	Internal / Concurrent Evaluation : 50
Practical	:	00	End term Practical Exam: 00
Credit	:	Half	End term Theory Exam: 00
Total	:	02	Total Marks : 50

Course Outcome: On successful completion of the course the learner will be able to -

MH 408.1 To identify different types of Hospitality Customer and their needs and motives

MH 408.2 To know to sell right product to right person at right time

MH 408.3 To understand how does colour, fragrance, light, taste, sound and service plays an important role in influencing customer purchasing decision, experience and satisfaction?

Unit	Topics	Hrs.
1.	Tourist Behavior- Understanding the Hospitality Consumer <ul style="list-style-type: none">• Introduction to Psychology and its concepts• Building foundations for the understanding the psychology of Tourist• Tourist Typologies• Models of Tourist Behavior	04
2.	Measuring Customer Satisfaction in Tourism Industry <ul style="list-style-type: none">• Concept of Satisfaction and its factors• Experience and Satisfaction• Different methods of measuring Customer Satisfaction	04
3.	Motivation of Tourists <ul style="list-style-type: none">• Motivation and its types for tourist• The influence of consumers on personality, lifestyle, perceptions and purchase motives• Maslow's hierarchy of need• Models of purchase decision-making processes- Scholl model	06
4.	Motivation and Learning of Tourists <ul style="list-style-type: none">• The influence of consumers on personality, lifestyle, perceptions and purchase motives• Models of purchase decision-making processes• Determinants of Tourists Motivation	04

5.	Marketing Behavior in Tourism and Hospitality <ul style="list-style-type: none"> • Models of Tourist Behavior • The psychology of purchasing and Consumption • Market Classification in Hospitality, Leisure and Tourism Industry • Procedures and Processes for delivery and assuring customer service 	04
6.	Colour psychology <ul style="list-style-type: none"> • Introduction to colour psychology • Elements of colour and its psychological effect • Use of colour psychology in interior, branding, menu design and plate presentation 	04
7.	Trends in tourism sector <ul style="list-style-type: none"> • Fragrance • Light • Sound • Food/ Taste • Service 	04
Total		30

Reference Source –

- 1) Consumer Psychology of Tourism Hospitality and Leisure - Geoffery Ian Crouch
- 2) Consumer Behaviour in Travel and Tourism - Abraham Pizam and YoelMansfeld
- 3) Consumer Behaviour in Tourism - John Swarbrooke, Susan Hooper
- 4) Tourist Behaviour: Themes and Conceptual Scheme -Philip L. Pearce
- 5) Handbook Of Tourist Behaviour - MelinKozak, Alain Decorp

Name of the Course : Green Practices in Hospitality Industry (Internal)

Course Code: MH 409 **Semester:** Fourth

Teaching Scheme :			Examination Scheme:		
Theory	:	02 Hours / Week	Internal / Concurrent Evaluation : 50		
Practical	:	00	End term Practical Exam: 00		
Credit	:	Half	End term Theory Exam: 00		
Total	:	02	Total Marks : 50		

Course Outcome: On successful completion of the course the learner will be able to -

MH 409.1 To be aware of various types of pollution caused by hotel industry

MH 409.2 To understand and apply the eco- friendly practices in daily operation

MH 409.3 To identify the waste generated by the operation and manage it

Unit	Topics	Hrs.
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 <ul style="list-style-type: none">• Organic composting• Dumpster monitoring (segregation of dry & wet garbage)• Recycling (e.g. Individual newspapers not sent to rooms, use of bulk soap & shampoo dispensers in guest room bathrooms, using recycled paper products like bags, coasters etc)• Alternatives to plastic bottled water• Achieving close to zero-solid waste• Sustainable food & beverage options	05
3.	Eco-purchasing - Environmentally preferred suppliers - Environmentally preferred products Green Marketing Strategy Characteristics of Green Consumers ; defined by Ginsberg and Bloom (True Blue Green, Green Back Green, Sprouts, Grouzers & Basic Browns) Green Marketing Strategy -Lean Green, Defensive Green, Shaded Green and Extreme Green by Ginsberg and Bloom	03

4.	Energy and Water Conservation <ul style="list-style-type: none"> • Environment-friendly HVAC units • Skylights to save energy • High efficiency lighting in guest-rooms & public areas • Solar panels • Occupancy sensors • Water conservation fixtures • Preventive maintenance 	06
5.	Landscaping <ul style="list-style-type: none"> • Chemical-free landscaping • Smart irrigation practices 	02
6.	Green Housekeeping <ul style="list-style-type: none"> • Use of environment-friendly cleaning products to clean property • Integrated Pest-Management services • Tent cards in rooms informing guests about alternate day linen changing • Clinically clean surface. Guidelines and Best Practice Implemented by Departments of Hotels <ul style="list-style-type: none"> • Housekeeping(Linen, Laundry, Guest rooms, Horticulture) • Front Office • Kitchen • Restaurants and Banquets • Engineering and Maintenance • Swimming Pool and Health Club • Purchases- Eco -friendly Product and Purchasing 	04
7.	Green Banqueting <ul style="list-style-type: none"> • E-invites • Carbon credits • Bus facility for participants instead of pick-up cars • - Green menu-organic & locally procured food 	03
8.	Internal Certifications of Green Practices <ul style="list-style-type: none"> • Eco-leaf rating • Green Globe rating • Green Key rating • Nordic Swan rating • LEEDS • Clinically clean surface 	04
	Total	30

Reference Source –

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

E Resource –

- 1) Environmental Management : Text And Cases - Krishnamoorthy, Bala