



Pt. Ravishankar Shukla University,
Raipur (C.G.), India 492010

Syllabus

Master of Hotel Management

Session 2024-25 Onwards

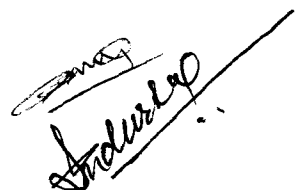
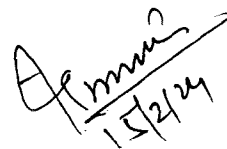
MASTER OF HOTEL MANAGEMENT

SYLLABUS

TWO YEARS MHM (FULL TIME) PROGRAMME

Academic Session: 2024-2025

INSTITUTE OF MANAGEMENT
PT. RAVISHANKAR SHUKLA UNIVERSITY, RAIPUR



**Proposed Syllabus
of
Master of Hotel Management (MHM)**

Following is the detailed syllabus of MHM (Master of Hotel Management) :

I Semester							
Course No	Title of Course	Credits	Max. Marks	Marks			
				Ex. T*	P*	In. T*	P*
MHM-C101	<u>Introduction to Hospitality Industry</u>	4	100	70		30	
MHM-C102	<u>Hotel Industry in India</u>	4	100	70		30	
MHM-C103	<u>Communication in Hotels</u>	3	100	70		30	
MHM-C104	<u>Computers and ICT in Hotels</u>	3	100	50 +	20	20+10	
MHM-C105	<u>Hotel Front Office</u>	4	150	70+35		30+15	
MHM-C106	<u>Housekeeping Operations- I</u>	4	150	70+35		30+15	
MHM-C107	<u>Principles and Practices of Management</u>	4	100	70		30	
MHM-C108	<u>Hotel accounting and Financial Management</u>	4	100	70		30	
TOTAL		30	900				

II Semester							
Course No	Title of Course	Credits	Max. Marks	Marks			
				Ex. T*	P*	In. T*	P*
MHM-C201	<u>Hotel Material Management</u>	4	100	70		30	
MHM-C202	<u>Ecological Management in Hotel Industry</u>	4	100	70		30	
MHM-C203	<u>Housekeeping Operations- II</u>	4	100	50+20		20+10	
MHM-C204	<u>Food and Beverage Production</u>	4	100	50+20		20+10	
MHM-C205	<u>Food and Beverage Service</u>	4	150	70+35		30+15	
MHM-C206	<u>Food and Beverage Operations</u>	4	150	70+35		30+15	
MHM-C207	<u>Human Resource Management</u>	4	100	70		30	
MHM-C208	<u>Soft Skills Development</u>	4	100	70		30	
TOTAL		32	900				

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III Semester- Compulsory papers							
Course No	Title of Course	Credits	Max. Marks	Marks			
				Ex. T*	P*	In. T*	P*
MHM-C301	Business Research Methods	4	100	70		30	
MHM-C302	Hotel Marketing	4	100	70		30	
MHM-C303	Organisation Behaviour	4	100	70		30	
MHM-C304	Business Ethics and Corporate Social Responsibility	4	100	70		30	
MHM-C305	Training Report and Viva-voce	4	100		100		

III Semester- Elective Papers- Student to select any four							
Course No	Title of Course	Credits	Max. Marks	Marks			
				Ex. T*	P*	In. T*	P*
MHM-C306	Facility Planning	4	100	70		30	
MHM-C307	Entrepreneurship in Hotel Business	4	100	70		30	
MHM-C308	Event Management	4	100	70		30	
MHM-C309	Customer Relationship Management	4	100	70		30	
MHM-C310	Case Studies in Hospitality Industry	4	100	70		30	
MHM-C311	Catering Management	4	100	70		30	
TOTAL		36	900				

IV Semester							
Course No	Title of Course	Credits	Max. Marks	Marks			
				Ex. T*	P*	In. T*	P*
MHM-C401	Training Report and Log Book Viva-voce	6	100		100		
MHM-C402	Log Book and Viva	6	100		100		
MHM-C403	Project Report and Viva	8	100		100		
TOTAL		20	300				
GRAND TOTAL		118	3000				
(I,II,III&IV SEMESTERS)							

Four Laboratories

- (a) House Keeping Lab (b) Front office Lab
(c) Food and Beverage Service Lab (d) Food and Beverage Production Lab

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INTRODUCTION TO HOSPITALITY & TOURISM INDUSTRY

External Marks-70

Internal Marks-30

OBJECTIVE:

The course familiarizes students with different sectors of Hospitality & Tourism industry. The students will get to know about different international hotels chains, ownership & organization structure of hotels.

APPROACHES:

Lectures, Group Discussions, Presentations, Case studies, Business Games

Unit-I Hospitality and Tourism Industry. Concepts, origin & development, Hospitality sectors & their characteristics, Scope/future & current developments in Industry, Tourism: Meaning, nature & scope. Types elements & components, Travel Agencies & Tour Operation.

Unit-II Ownership Structure of Hotels

Types Sole proprietorship, Partnership, Management Contract, Joint Venture, Franchises, Public Sector, Referral Groups/consortium., Concept, Features, Advantages & Disadvantages of the above.

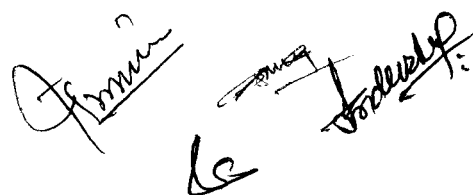
Unit-III International Hotel Chains

Case studies of Major International Hotels Corporation like Choice hotels International, Hyatt Hotels Corporation, Four Season Hotels & Resorts, Taj Group of Hotels, etc.

Unit-IV Hotel Organization Departments: Front Office Housekeeping, Food & Beverage (service & Production), Engineering & Maintenance, security, Human Resource Dept., sales & marketing, Purchase & Stores Accounts. Organization Structure of difference types/categories of hotels & their departments.

References:

- 1) Introduction to Hospitality-John R. Walker
- 2) Hotel Management-educational & environmental aspects-Yogender K. Sharma
- 3) Housekeeping Training Manual- Sudhir Andrews (Tata McGraw Hill).
- 4) Front Office Training Manual- Sudhir Andrews (Tata McGraw Hill).
- 5) Food & Beverage Training Manual- Sudhir Andrews (Tata McGraw Hill).
- 6) Managing Front Office Operations – Kasavana& Brooks
- 7) Hotel, Hostel and Hospital Housekeeping- Joan C Branson & Margaret Lennox



MHM-C102
HOTEL INDUSTRY IN INDIA

External Marks-70

Internal Marks-30

COURSE OBJECTIVE:

The course is aimed at familiarizing students with history and development of Hotel Industry in India, their registration and gradation, regulations of hotels in India with Legal aspects related to Contract Act Consumer Protection Act, Prevention of Food Adulteration Act and Hotel Receipt Tax Act.

APPROACHES:

Lectures, Group Discussions, Presentations, Practical, Case studies, Business Games

Unit –I

Definition and Concept of Hotel History and development of lodging industry in India – Patterns and Trends Structure of Indian hotel industry – Premium & luxury segment; Mid-market segment; Budget Segment; Heritage Hotels

Unit-II: Major players in Indian hotel Industry, Hotel chains – Indian Hotels Company (The Taj Group); EIH Limited (The Oberoi Group); ITC Hotels Limited (the ITC Welcome Group), Small chains- Hotel Leela Venture (with Kempinski); Asian Hotels; Bharat Hotels; Public sector chains - India Tourism Development Corporation (ITDC); Hotel Corporation of India (HCI), International hotel chains –Intercontinental Hotel Group; J. W. Marriot; Accor Hotel Chain; Colson Group

Budget Hotels in India, New developments in the Indian Hotel Industry- The Oyo Brand

Unit-III

Critical Success factors for Indian Hotel Industry: MICE industry in India Tourism Growth & its impact on Indian Hotel Industry

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Unit-IV

Government Policies and incentives for Hotel Industry in India

Procedures for establishing and starting a hotel in India

Opportunities and challenges of Hotel Industry in India – Strategies and competition

References:

- 1) Introduction to Hospitality-John R. Walker-Pearson
- 2) Managing Hotels & Restaurants-Dr. JagmohanNegi
- 3) Hotels Management –Education & Environmental Aspects-Yogendra K. Sharma
- 4) The Indian Contract Ac, 1872-Universal
- 5) Hotel Front office Training Manual- Suvradeep Gauranga Ghosh
- 6) The Consumer Protection-Act,1986-Universal
- 7) The prevention of Food Adulteration Act, 1954
- 8) Indian Contract, Act-Polloch&Mulla (Students edition)
- 9) Prevention of Food Adluteration Act-1954: S.L. Behal
- 10) Consumer Protection- Law & Practices: Prof. V.K. Aggarwal

MHM-C103

COMMUNICATION IN HOTELS

External Marks-70

Internal Marks-30

OBJECTIVE:

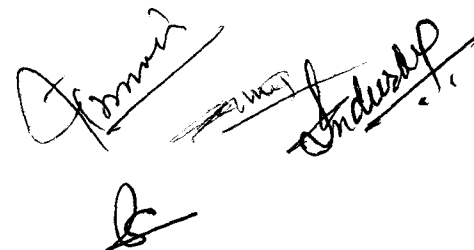
The course will introduce learner to the role & importance of elective communication at work. It presents theories & principles of communication responsible for good interpersonal interaction. Students will be prepared to communicate effectively in variety of contexts & different medium. The Unit are structured around the communication tasks of the managers.

APPROACHES:

Lectures, Group Discussions, Presentations, Practical, Case studies, Business Games

Unit-I

Communication theory: Meaning, Significance & Scope of Communication: Models of Communication Process; Filtering in Communication; Words & Meanings, Perception &



Reality, Barriers of Communication. Flow of information in business organizations & role of effective communication in improving it.

Unit-II

Business Writing Principles for Clear Business Writing; Adoption, Word Selection, Sentence Construction. Qualities of Business Correspondence, Letters. Important Business correspondence; Letters. Important Business correspondence; Memos, Reports, Inquires and Responses, Persuasive Requests, Sales Letters, Facsimile, Curriculum Vitae, Email, Use of MS Office in Business Communication. Business Report Writing – Organization and Make-up of Different Types of Reports. Techniques of Writing Visual aspects of Reports; layout options & Illustrations.

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Unit-III

Verbal communication: Oral Business Communication: Dictation, Telephone conversation, Public speaking & oral reporting, Interviews, demonstration, Meeting-Process & Organization of Meetings, Group Discussions.

Nonverbal Communication: Body Language, Importance of Gestures in Communication. Reading Body Language in Business Communication.

Unit-IV

Cross- Cultural Communication –Concepts of Cultures, Function of Culture, Impact of Culture on Communication, Important expressions in Cross Cultural Communication.

References:

1. Snell shelagh& Carpenter Jeff, “ Communication in travel & Tourism” Hodder& Stoughton Ltd. Kent by Page Bros. (Norwich) Ltd. 1990.
2. Leisikar V Raymond & Petit d. John. “Business Communication” Richard D Irwin,1992.
3. MS-office
4. Allan Peas, Body Language.
5. Desmand Morris, People Watching.
6. RK Maddhukar, Business Communication, Vikas Publishing House, New Delhi.

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MHM-C104

COMPUTERS AND INFORMATION & COMMUNICATION TECHNOLOGY (ICT) IN
HOTELS

Total Marks (Theory): 70

External Marks-50

Internal Marks-20

COURSE OBJECTIVE:

The course will introduce learner to the role and importance of computers and information and communication technology at work. Students will be prepared to use the computer as a tool effectively as per the need of industry. The Unit are structured around computers related tasks of the manager.

APPROACHES:

Lectures, Group Discussions, Presentations, Practical, Case studies, Business Games

Unit-I:

Information to Computers, Characteristics of Computers, applications of Computers, Different unit of Computers, Components of Computers, Input/output and auxiliary storage devices

Unit-II:

Internet: concepts of Internet, Use of Internet, requirements of Internet, Internet Domain, Internet Server, Establishing Connectivity on the Internet, types of Internet providers, Procedure of Opening E-mail Account on Internet, Browsing the Internet, Internet and Chatting, Internet Phone and Video.

Unit-III:

E-Commerce Concepts: Meaning, Definition, Concepts, Features, Function of E-commerce, E-commerce practices v/s traditional practices, scope & Basic models of E-commerce, .imitations of E-commerce, Precaution for secure E-commerce. Types of E-commerce: Meaning of Business to Customers (B2C), Business to Business (B2B), Consumer o

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Consumer (C2C), Peer to Peer (P2P), A brief overview on: E-Marketing, E-Payments & E-Finance.

Unit-IV:

Introduction to Information and Communication Technology: Definition, ICT in Hospitality sector: Accommodation establishment, types and ICT utilization, strategic and tactical role of ICTs for Hotels, Issues for future of E-hospitality.

REFERENCES:

1. Leon Alexis and Mathews Leon: Introduction to Computers, Vikas Publishing House Pvt Ltd. New Delhi
2. Bhatnagar S C and Ramani K V: Computers and information management. A Primer for Practicing Managers, New Delhi, Prentice Hall of India Pvt. Ltd.
3. Bansundara, S: Computer Today.
4. Goel Ritender and D N Kakkar: Computer Application in Management, New Age International Publishers, New Delhi.
5. Jaggi V P and Jain Sushma: Computers for Every one, New Delhi, Academic India Publishers.
6. Simpson Alan: Your First Computers (2nd Edition) New Delhi-BPB Publications.
7. Saxena S: and Prabhpreet Chopra: Computer Applications in Management, Vikas Publishing house Pvt. Ltd. New Delhi.
8. Saxena S: MS Office 2000 for Everyone Vikas Publishing house Pvt. Ltd. New Delhi.
9. Saxena S: First Course in Computers 2003 (3rd Edition), Vikas Publishing house Pvt. Ltd. New Delhi.
10. Ragaraman, V: Fundamental of Computers, PHI, New Delhi.
11. Rajaaman V: Introduction to Computer Science.
12. Internet Sites and resources.

MHM-C104 (PRACTICAL)

COMPUTERS AND ICT (INFORMATION AND COMMUNICATION TECHNOLOGY)
HOTELS

Total Marks:30

External Marks-20

Internal Marks-10

Ms-Office:

- Ms Word
- Ms Excel
- Ms PowerPoint for Effective Presentations.
- Ms Front Page

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Internet:

- Opening of Email account
- Using various search engines.

References:

1. V. Ragaraman, Fundamental of Computers, PHI, New Delhi
2. DimitriosBuhalis, e tourism: Information Technology for Strategic Tourism Management, Pearson Education Ltd. Essex, United Kingdom.
3. Raja Raman, V., Introduction to computers Science
4. Computer today-S Bansundara
5. Kamblesh Bajaj and Debjani Nag, E-Commerce: The Cutting Edge of Business, Tata Mc Grow Hill.
6. C.S.V. Murthy, E-commerce Concepts, Models and Strategies, Himalaya Pub.
7. Mathew Regonlds, E-Commerce, Wrox Pub.
8. Various Internet sites
9. Computer today-S Bansundara
10. Kamblesh Bajaj and Debjani Nag, E-Commerce: The Cutting Edge of Business, Tata Mc Grow Hill.
11. C.S.V. Murthy, E-commerce Concepts, Models and Strategies, Himalaya Pub.
12. Mathew Regonlds, E-Commerce, Wrox Pub.
13. Various Internet sites

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MHM-C105
HOTEL FRONT OFFICE

Total Marks (Theory):100

External Marks-70

Internal Marks-30

OBJECTIVE:

The course is aimed at familiarizing the students with various functions of front office in hotels and to develop work ethics towards customer care and satisfaction.

APPROACHES:

Lectures, Group Discussions, Presentations, Practical, Case studies

Unit-I

Front Office Role of Front Office in Hotels Basic Layout and Design. Departmental Organizational Structure. Attitude and Attributes of Front Office Personnel. Job descriptions and Job Specifications of Front Office Personnel. Intra and Interdepartmental Co- ordination

Unit-II

Reservations Need for Reservations, Definitions, and Importance of Reservations. Types of Reservations. Sources and Modes of Reservations. Individual and Group Bookings Systems of reservations Hotel Reservation cycle. Equipments

Unit-III

Reception and Registration and Cashiering: Guest registration Cycle Registration-Process (Indian & Foreign Guests) Guest History- Maintenance and Importance. Emergency Situation handling. Lobby, its layout and its functions Key- Types & Controls Cashiering- role & importance of Front Desk Cashier Check out & Account settlement, Modes of payment

Unit-IV

Planning and Evaluating Front Office Operations Tariff Plans Room rate- Types & Criterion of establishing Room Rates. Yield Management Role of Computers and Software at front office. Night Audit and its Functions Complaints and Situation Handling. Changes/ Modern Trends in Front office

References

- 1) Front Office Training manual –Sudhir Andrews.
- 2) Managing Front office Operations-Kasavana& Brooks
- 3) Front office-Operations and Management- ahmed Ismail
- 4) Managing Computers in Hospitality Industry-Michael Kasavana&Cahell.
- 5) Front Office Operations-Colin Dix & Chris Baird.
- 6) Hotel Front Office Training Manual –SuvradeepGaurangaGhosh
- 7) Introduction to Hospitality –John R. Walker-Pearson
- 8) Managing Hotels & Restaurants DrJagmohanNegi
- 9) Hotel Management-Education and Environmental Aspects-Yogendra K. Sharma



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MHM-C105
HOTEL FRONT OFFICE PRACTICAL

Total Marks: 50

External Marks-35

Internal Marks-15

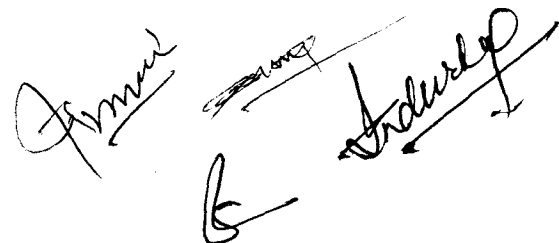
Practical Schedule Front Office:-

- Basic Manners and Attributes for Office Operations.
- Communication Skills – verbal and non verbal.
- Jargons of front office
- Preparation and study of Countries – Capitals & Currency, Airlines & Flag
- Credit Cards, Travel Agencies etc.
- Telecommunication Skills.
- Forms & formats related to subject.
- Identification of equipment, work structure and stationery.
- Procedure of taking reservations- in person and on telephones.
- Converting enquiry into valid reservations.
- Role play – check –in /Check-out /Walk-In
- Suggestive selling.

Note –Forms and Formats have to be used wherever necessary.

References

1. Front Office Training manual –Sudhir Andrews.
2. Managing Front office Operations-Kasavana& Brooks
3. Front office-Operations and Management- ahmed Ismail
4. Managing Computers in Hospitality Industry-Michael Kasavana&Cahell.
5. Front Office Operations-Colin Dix & Chris Baird.
6. Hotel Front Office Training Manual –SuvradeepGaurangaGhosh
7. Introduction to Hospitality –John R. Walker-Pearson
8. Managing Hotels & Restaurants DrJagmohanNegi
9. Hotel Management-Education and Environmental Aspects-Yogendra K. Sharma

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MHM-C106
HOUSEKEEPING OPERATIONS-I (THEORY)

Total Marks: 100

External Marks-70

Internal Marks-30

OBJECTIVE:

The course familiarize students with the meaning and functions of housekeeping in hotels and other service industries. The course is blend of Theory and Practical to develop a professional attitude in students.

APPROACHES:

Lectures, Group Discussions, Presentations, Practical, Case studies, Business Games

Unit-I (Introduction-Housekeeping Department)

Meaning, definition, importance and functions of housekeeping department Layout of Housekeeping Department. Organizational structure of housekeeping department (Large/medium/small Hotels) Interdepartmental Coordination. Attributes and qualities of housekeeping staff. Contract housekeeping. Importance of housekeeping department in hospitals, hotels and other industries.

Types of guest rooms

Unit-II (meaning, types of cleaning, cleaning equipment and agents) The maid s cart-introduction design of maid s cart Types of cleaning equipment's, selection, general principles Polishes, use, storage, distribution and control Principles of cleaning Types of cleaning- daily, weekly spring and deep cleaning Housekeeping control desk- importance, role Types of registers and files maintained Types of Keys and Keys control Lost of Found procedure and formats

Unit-III (Cleaning of different areas) Rules of guest floor Cleaning of guest rooms (daily cleaning of occupied/departure/vacant/VIP room) Evening service in guest rooms Bathroom's cleaning Introduction and Cleaning of public area (lobby, corridors, elevators, staircase, F & B outlets, back offices etc. Care and cleaning of different surfaces like metals, Glass, Plastics, Wood, Ceramic tiles, Windows, Tabletops, Picture Frame, Under bed, Carpets.

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Unit-IV (Linen Room and uniforms) Activities of the Linen Room Layout and equipment in the Linen Room Selection criteria for various Linen items & fabrics suitable for this purpose Purchase of linen Calculations of Linen requirements Linen control-procedures and records Recycling of discarded linen , Linen Hire Advantages of providing uniforms to staff Issuing and exchange of uniforms, types of uniforms

References:

- Hotel Hostel and Hospital Housekeeping –by Joan c Branson & Margaret Lennox, ELBS with Hodder& Stoughton Ltd.
- Hotel House Keeping A Training Manual by Sudhir Andrews. Tata McGraw Hill publishing company Limited New Delhi.
- Hotel Housekeeping Operations & Management by Reghubalan. Oxford University Press
- House Keeping Management by Matt. A Casado: Wiley Publications.
- Management of Hotel & Motel Security (Occupational Safety and Health) by H. Burstein, CRC Publisher.
- Professional Management of Housekeeping Operations (II Edn.) by Robert J. Martin & Thomas. J.A. Jones. Wiley Publications
- Safety and Security for Woman Who Travel By Sheila Swan & Peter I auter Publisher: Traveler s Tales
- Security Operations by Robert McCrie, Publisher: Butterworth- Heinemann
- The Professional Housekeeper by Tucker Schneider, Wiley Publications
- Professional management of Housekeeping Operations (II End.) by Robert J. Martin & Thomas , J. A. Jones, Wiley Publications.
- Safety and Security for woman who Travels By Sheila, Swan & Peter Laufer Publisher: Traveler's Tales.
- The Professional Housekeeping by Tucker Schneider, Wiley Publications.
- Professional Management of Housekeeping by Manoj Madhukar, Rajat Publications.
- Professional Management of Housekeeping Operation by Thomas J.A. Jones Publisher- John Wiley & Sons inc.
- Managing Housekeeping Operations by Margar M. Kappa, CHHE, American Hotels & Lodging Associations.



HOUSEKEEPING OPERATIONS-I PRACTICAL

Total Marks: 50

External Marks-35

Internal Marks-15

1. Room layout and standard supplier
2. Identification of cleaning equipment both manual and mechanical use of brushes, brooms, mops.
3. Identification of cleaning agents.
4. Knowledge of all files, registers and formats maintained at control desk
 - Register for guest messages
 - Baby-sitting services
 - Room checklist files
 - Carpet shampoo register
 - Room occupancy reports files
 - Duty roster files
 - Log book
 - Memo book
 - Lost and found slip and register
 - Maintenance register and slip
 - Work order slip
 - Guest loan register
 - Guest supplies consumption register
 - Room report format
5. Maid's cart set-up, stocking and usage
6. Cleaning Guest Rooms (Vacant, occupied, departure)
7. Placing guest supplies and soiled linen
8. Cleaning of Bathrooms
9. Cleaning of different surfaces like Metals, Glass, Plastic, Wood, Wall finishers, Floor finishers, Ceramic tiles, Windows, Tabletops, Picture frame, Under bed, and Carpets
10. Bed marking
11. Cleaning of public areas of hotels
12. Designing of uniform for different departments
13. Functioning of tailor room

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PRINCIPLES AND PRACTICES OF MANAGEMENT

External Marks-70

Internal Marks-30

OBJECTIVE

This course aims at enriching the understanding of students on the various forms of organization and management in general and relating to hospitality business in particular. It deals with the various concepts and methods relevant in the study of management and organisation in particular to hospitality industry.

APPROACHES

Lectures, Group discussion, Presentations, Assignments, Case studies, Business Games

UNIT-I –MANAGEMENT

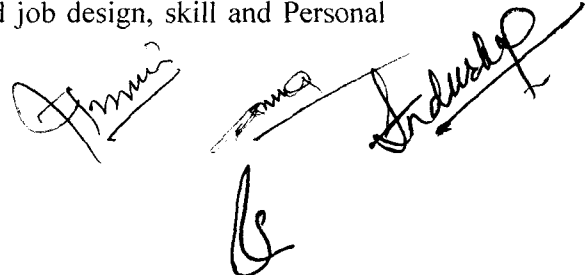
Management: Definition, Nature and Purpose, Management as a Science, an Art and a profession, Systems Approach to the Management, Function, Operating in a Pluralistic Society, Social Responsibility of Managers, Ethics in Managing.

UNIT-II

PLANNING: Meaning, Types of Plans, Steps in Planning, Nature and Purpose of Strategies and Policies, Planning Process, Premising and Forecasting, MBO, DECISION MAKING: The Importance and Limitations of Rational Decision Making, Development of Alternatives and the Limiting Factors, Evolution of Alternatives, Selecting an Alternative: three Approaches, Programmed and Nonprogrammer Decisions, Decision making under Certainty, Uncertainty, and risk, Creativity and Innovation.

UNIT-III

ORGANIZATION: Formal and informal Organization, Organizational Division: The Department, Organizational levels and the Span of Management the Structure and Process of Organizing, Departmentation, the Virtual Organization, Authority and Power, Line/Staff Concepts and Functional Authorities, Delegation of Authority, Decentralization of Authority. STAFFING: Definition of Staffing, situational factors Affecting Staffing, Selection: Matching the person with the job, Position requirements and job design, skill and Personal Characteristics Needed in Managers



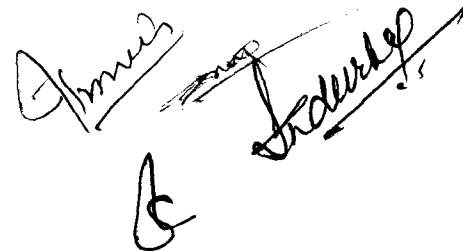
UNIT-IV

LEADING: Motivation, Behavioural Model: McGregor's Theory, Maslow's Hierarchy Theory, Alderfer's ERG Theory, Herzberg's Theory. Leadership, Ingredients of leadership, Trait Approaches to leadership, Leadership Behavior and Styles, situational and Contingency. Communication: Communication Process, Barriers in Communication, Toward Effective Communication, Electronic Media in Communication

CONTROLLING: Control Process, Control as a Feedback System, Real-time Information and Control, Feed forward, Control of Overall Performance, Management Audits, Requirements for Effective Controls, Control Device, Information Technology, the Digital Economic, E-Commerce, and M-Commerce.

REFERENCES:

1. Wehrich, Heinz, Mark V Cannice & Harold Koontz: Management: A Global and Entrepreneurial Perspective, Tata McGraw –Hill, New Delhi.
2. Ghuman, Karminder & K. Aswathappa: Management: Concept, Practice & Case, Tata McGraw –Hill, New Delhi.
3. Kase, F. L. and Rasonu, J.E, 1985, Organization and Management –A System and Contingency Approach, McGraw Hill Book Company, New York.
4. Becker, P.E, The Practices of Management, London, 1955.
5. May, D., The Evolution of Management Thought. Ronald Press, New York, 1972.
6. Singh, A.N., The Skills of Management, Gover Earnborough, 1980.
7. Ricks. S., Management of Organization, Macmillan publication, Honkong, 1981.
8. Y.A., Management, of Organization, McGraw Hill, 1958.
9. Crompton, Summer and Webber, 1973. Organizational Behavior and The Practices of Management, Scott, Poresman, Gleneve.
10. K.S., Jae, 1982, Management, Prentice Hall, New Delhi.

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External Marks: 70

Internal Marks: 30

OBJECTIVES:

The basic purpose of this paper is to apprise the students about the fundamentals of accounting so that they can analyze and interpret the financial statements of various business enterprises particularly related to hospitality industry. The students in addition to the given contents in their paper are also required to go through the Annual Reports of leading hotels and other business establishments in India.

APPROACHES

Lectures, Group discussion, Presentations

Unit-I

Meaning and Scope of Accounting Need for Accounting, Definition and Functions of Accounting, Book-keeping and Accounting, Accounting as an Art or Science, Classification of Accounting: Financial Accounting, Management Accounting, Difference between Management and Financial Accounting, Accounting Principles, Accounting Principles, Journal, Rules of Debit and Credit, Compound Journal Entry.

Unit-II

Ledger Posting and Trial Balance & Final Account Ledger Posting Relationship between Journal and Ledger, rules Regarding Posting, Trial Balance. Trading Account, Profit & Loss Account: Manufacturing Account, Balance Sheet (without Adjustment Entries).

Unit-III

Accounting Systems in Hotels ,Nature, use, and types of Hotel Transactions, Uniform system of Accounting in Hotels, Tabular System of Book keeping, Visitor Tabular Ledger and Technique recording transactions in VTL, Functions of auditing, Night auditing for hotels and auditor's duties.

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Unit IV

Management Accounting: Management Accounting: Meaning, Functions, Scope, Utility, Limitation of System; Cost Accounting: Meaning, Activities, difference between Cost Accounting and Financial Accounting, Cost Accounting and Management Accounting; Concepts of Cost: Cost, Expense and Loss, Elements of Cost, Components of Total Cost.

REFERENCES

1. R.L. Gupta: Advanced Accounts
2. G.S. Grawal & M.C. Shukla Advanced Gupta: Advanced Accountancy
3. G. S. Rawat; Elements of Hotel accountancy
4. Richard Kotas: Management Accounting for Hotels & Restaurants.
5. Internet Sites Search on each topic.

MHM-C201

HOTEL MATERIAL MANAGEMENT

External Marks-70

Internal Marks-30

OBJECTIVE:

The course familiarizes students with the meaning and functions of housekeeping in hotels and other service industries. The course is a blend of theory and practical to develop a professional attitude in students.

APPROACHES:

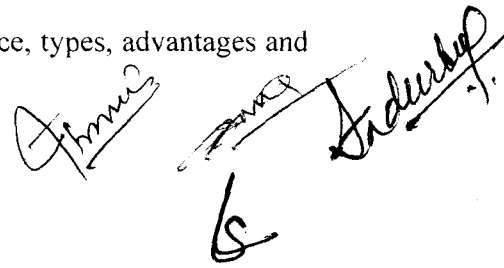
Lectures, Group Discussions, Presentations, Assignments, Case studies

Unit-I (Material Management) Introduction, Definition, Objectives The Material Cycle.

Importance of material management in hotel industry. Concepts of Integrated Material Management.

Unit-II (Purchasing Management)

Introduction, Definition, Objectives, significance, Purchasing procedure -Centralized and decentralized purchasing. Material specification-meaning, importance, types, advantages and



disadvantages. Sources of supplies-meaning, evolution and selection. Buyer-seller negotiations-meaning objective and areas of negotiation. Purchase timing-importance, deciding when to purchase. Leasing and Make or Buy Decisions-meaning factors affecting the decisions.

Unit-III (Store Management)

Introduction and Purpose Layout and location of store, Record-keeping of material. Issue of Material Management of surplus and scrap

Unit-IV (Inventory Management) Meaning, Importance, Problems Concepts, of Inventory control Techniques of Inventory control EOQ & ABC analysis. Role of PERT in material management Role of computers in material management

References:

1. Dean, S. Ammer, Materials Management
2. Buchan and Konigsberg, Scientific, Inventory Management
3. Palit, A.R, Outlines of Material Management
4. Kapoor, P.P., Modern Purchasing Principles and Practices

MHM-C202

ECOLOGICAL MANAGEMENT IN HOTEL INDUSTRY

External Marks-70

Internal Marks-30

Duration -3 Hours

OBJECTIVE:

The course aimed at familiarizing students with the need of ecological management in hotel industry, its various such as Environment. Water & Energy and Waste Management, with its benefits to hotels and environment.

APPROACHES:

Lectures, Group Discussions, Presentations, Assignments, Case studies

Unit-I

Concept of Ecology, Environment, Ecosystem, Global Warming, Climatic Change and impact on hospitality industry, Importance of Ecological Management in Hospitality Industry

Sustainability and conservation of Scarce Resources Environment Policy-Meaning, Amis and Importance

Legislation relating with environment and Ecology such as Air, Water, Noise Pollution control act

Guidelines of Department of Tourism, Ministry Tourism, Government of India Ergonomics in hotels-Meaning and concepts.

Non-Conventional Energy Management, solar Heater, Sensor Equipments

Unit-II

Indoor Environment in hotels, Types of pollution and Waste Material in Hotels

Gas (Air Quality), Heating and Ventilation, Liquid, light, Non-Ionizing Radiation, Noise, Chemical Hazards, solid waste

Unit-III

Water management -Meaning and Concept , Sources of Water Supplies (Natural Groundwater, Surface Water, Potable and Non-potable Water)

Water Cycle, Water management in Hotels Improving Water Quality Control and conservation of Water in hotel industry- Steps of reuse, recycle, and recharging in hotel properties.

Unit-IV

Types of Solid Waste Materials in Hotels Bio/Non-Biodegradable Wastes

Steps of conservation by: Re-using and Recycling environment aspects and purchasing

References:

1. Environment Management for Hotels: A students Handbook-David Kirk
2. Managing Hotels and Restaurant-Dr. Jag Mohan Negi
3. Managing Environment for Leisure and Recreation-Rich Board Hurst
4. The Human Impact on the Natural Environment, Oxford-Blackwell
5. Hotel Management "Educational and Environment Aspects-Yogendra K. Sharma
6. Best Designed Ecological Hotels-Martin N. Kunz
7. Environment Management in the Hospitality Industry -Kathryn Webster
8. Environment Management for Hotels, Oxford, Butterwort-Heinemann

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HOUSEKEEPING OPERATION-II (THEORY)

Total Marks: 70

External Marks-50

Internal Marks-20

OBJECTIVE:

The course aimed familiarizing students with the meaning and function of housekeeping in hotels and other services industries. The course is blend of theory and practical to develop a professional attitude in students

APPROACHES:

Lectures, Group Discussions, Presentations, Practical, Case studies

Unit-I (Laundry Service) Commercial and on site laundry Flow process of industrial laundering-OPL Stages in the wash cycle Laundry equipment and machines, Layout of the laundry, laundry agents, Dry cleaning Guest laundry/valet service Removal methods of all types of stains

Unit-II (Safety Security of all types of stains) Occupational Hazard First Aid

Fire Prevention Security in hotels guest rooms Pest control-types of pests and control of pests

Unit-III (Interior designing and Flower arrangement) Elements of interior decoration Color, Pattern, Texture Lighting and ventilation Flower arrangement in Hotels-Equipment and material required for flower arrangement Conditioning of plant material

Styles of flower arrangements Principles of design as applied to flower arrangement

Unit-IV (Floor finishers and soft furnishing)

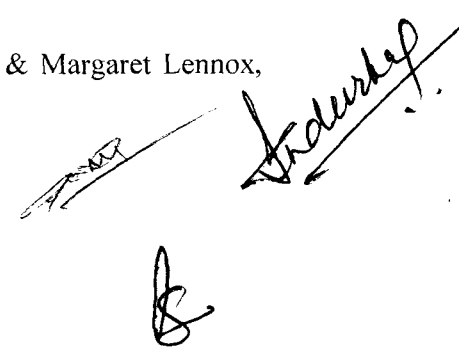
General care of all types of floors Cleaning of flooring Classification of floor finishers

Types of wall coverings, Care and cleaning of different wall coverings

Characteristics of curtains for different parts of hotels- Care and cleaning Pelmet, Valance, Swags, Blinds, Loose Carpets-Selection points Classification of carpets Protection and cleaning of carpets Advantages and disadvantages of carpet

References:

1. Hotel, Hostels and Hospital housekeeping-by Joan C Branson & Margaret Lennox, ELBS with Hodder& Stoughten Ltd.



2. Hotel House Keeping A Training Manual by Sudhir Andrews, Tata McGraw Hill Publishing Company limited New Delhi.
3. Hotels Housekeeping Operations & Management by raghubalan. Oxford University Press
4. House Keeping Management by Matt A, Casado: Wiley Publications
5. Management of Hotel & Motel Security (Occupational Safety and Healty) by H. Burstein, CRC Publisher.
6. Professional Management of Housekeeping Operation (IIEdn.) by Robert J. Martin & Thomas J.A. Jones, Wiley Publication
7. Safety and Security for woman Who Travel by Sheila Swan & Peter Laufer Publisher: traveler's Tales
8. Security Operation by Robert McCrie, Publisher : Butterworth-Heinemann
9. The Professional Housekeeper by Tucker Schneider, Wiley Publications
10. Professional management of housekeeping by ManojMadhukar, Rajat Publications
11. Professional management of Housekeeping Operations by Margart M. Kappa, CHHE, American Hotel & Lodging Association.
12. Stain Removal by Stephanie zia, Bounty Books Ltd
13. Practical Guide to First Aid by DrpippaKeech, Lorenz Books

MHM-C203

HOUSEKEEPING OPERATIONS-II (PRACTICAL)

Total Marks: 30

External-20

Internal-10

1. Laundry Machinery and Equipment
2. Stain removal
3. Monogramming
4. Flower arrangement
5. Selection and designing of uniforms
6. Mock practicals of safety related situation
7. First aid box and first aid training

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MHM-C204
FOOD AND BEVERAGE PRODUCTION

Total Marks: 70

External Marks-50

Internal Marks-20

OBJECTIVE:

This paper will give the basic knowledge of cooking to the beginners. In this, they will learn about the cooking; its meaning, aims & objectives, kitchen organization structure, different kind of ingredients, techniques of pre-preparation and cooking about various stocks, & sauces, various meats and their cuts.

The practical will enable the students to learn basic culinary skills.

APPROACHES:

Lectures, Group Discussions, Presentations, Practical

Unit-I

- Cooking-Meaning, Aims & Objectives
- Introduction and history of French, Indian and Chinese cuisine.
- Types of equipments used in cooking and their selection criteria.
- Culinary terms.
- Kitchen organization structure of a large hotel
- Duties and responsibilities of various job position
- Qualities of good Food Production employee.

Unit-II

- Cooking Ingredients- Types and their uses
- Techniques of pre-preparation and basic vegetable cuts.
- Cooking methods-types and use
- Effect of cooking on constituents of food.

Unit-III

- Stocks-Introduction, types, their recipes and care, use
- Basic Soups & sauces-types, recipes.

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- Lamb/Mutton, Poultry-Introduction, types, their cuts and standard weights, selection criteria.
- Fish and Shellfish-types, their cuts and selection criteria.

Unit-IV

- Egg-introduction, parts selection and use
- Bakery-Introduction and ingredients used
- Types of dough/pastry
- Bread making and their faults
- Cake making and their faults

References

1. Arora, K. Theory of Cookery.
2. Kinton, Cesrani. Practical Cookery
3. KintonCesrani. Theory of Catering
4. P, Thangam. Theory of Cookery (part-I & II.).
5. Sethi, M., Surjeet. Theory of Catering

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Total Marks: 30

External Marks-20

Internal Marks-10

Practical will be as per the theory syllabus, these will include:

1. Making students familiar with different knives and kitchen equipment.
2. Personal grooming and kitchen hygiene.
3. Knowledge of different cooking ingredients.
4. Techniques of pre-preparation and basic vegetable cuts.
5. Different cooking methods.
6. Preparation of different types of Stocks, Soups & Mother Sauces.
7. Identification of meat (Lamb/Mutton and Poultry) cuts in whole carcass and their cutting and fish cuts.
8. Preparation of Shellfishes for cooking.

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MHM-C205
FOOD AND BEVERAGE SERVICE

Total Marks: 100
External Marks-70
Internal Marks-30

OBJECTIVE:

The course will introduce learner to get a comprehensive knowledge and understanding of restaurant service in the hotel and catering industry. It also aims to enable the student to acquire professional competence at basic levels and to acquire the requisite technical skills in the principles of food service and its related activities.

APPROACHES:

Lectures, Group Discussions, Presentations, Practical

Unit-I

Introduction to Catering Industry: Introduction and Growth of Catering industry in India
Types of Catering Establishments – Commercial (Non Residential/ Residential) Welfare (Industrial Institutional), Transport (Air Road, Rail, Sea), General overview of different types of F & B outlets.

Departmental Organization & Staffing; Organizational Structure of F& B Department in small, medium and 5 star Hotel, Duties and Responsibilities of & B Staff and their Attributes
Inter Department relations of F and B department Activity flow chart of F & B Department
Activity flow chart of F & B Department.

Unit-II

Food Service Area and their Layout: Food Service Areas: Specialty restaurant, coffee shop. Cafeteria, Fast Food Service. Room service Banquets, Bars, Vending Machine.

Layout of Food Service Areas: Important points to be considered while planning a layout
layout coffee shop fast food restaurant specialty restaurant Banquets operations Room
Service Vending Machines' Importance Advantage and Disadvantage.

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Ancillary Departments: Pantry Food Pick up Area Store Linen room Kitchen Stewarding

Unit- III

Introduction of Restaurant Equipment and Restaurant Service

Restaurant Equipments Classification of equipment (familiarization), Criteria for selection and requirement Quantity and Types of crockery Tableware Glassware Linen, Furniture Care & Maintenance of these equipments Sideboard- its uses. Restaurant Service: Forms and Methods of service (English French Russian and Gueridon service)

Unit-IV

Meals and Menu: Planning Concept of Menu and Meal

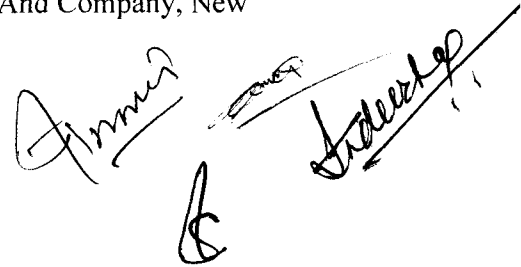
Types of Meals: Breakfast, Lunch, Dinner, Supper, Brunch, High tea etc.

Menu: Origin of menu & menu planning objectives, types of menu (table d'hôte, A la Carte, Carte jour), menu planning-consideration & constraints, menu designing, courses, of menu – French: classical and modified, Indian courses: Planning menus, Accompaniments, Garnishing & Cover for each course.

Breakfast Menu: English, American, Continental, Indian

REFERENCES:

- S.N Bagchi And Anita Sharma, Food And Beverage Service. Aman Publication, New Delhi.
- Sudhir Andrew, Food And Beverage Manual, Tata Mc. Hills. New Delhi.
- Brain Vergese, Profdssional Food And Beverage Service Management, Macmillan Pub. New Delhi.
- Vijay Dhawan, Food AndVeverage Service. Frank Brothers And Company, New Delhi.



FOOD AND BEVERAGE SERVICE PRACTICAL

Total Marks: 50

External Marks-35

Internal Marks-15

- Opening and Inspecting, Cleaning a Restaurant: Routine cleaning and Non-Routine Cleaning.
- Identification of Restaurant Equipment's with Diagrams.
- Mis en Scene, Mis- en Place.
- Table laying – simple covers: A l' carte & Table d'
- Napkin folding, spreading & changing tablecloth.
- Laying table for Lunch/dinner: procedure for laying the table A l' carte & Table d'hôtel and for breakfast.
- Arranging of side Board /Dummy Water.
- Wiping of Glassware, Cutlery and Crockery.
- Special Equipment's used in Restaurants.
- Polishing Silver, Silver method, burnishing method

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MHM-C206
FOOD AND BEVERAGE BAR OPERATIONS

Total Marks: 100

External Marks-70

Internal Marks-30

OBJECTIVE:

The course will introduce Learner to get a comprehensive knowledge and understanding in food and beverage bar operations. Its aim is to enable students to acquire the professional competence at basic levels and to acquire technical skills in the principle of food and beverage bar operations and related activities.

APPROACHES:

Lectures, Group Discussions, Presentations, Practical

Unit I

Introduction to Beverages: Alcoholic and Non alcoholic Beverage: Vennes offering beverage service –Bars - types, Lounges, restaurants: Bar designing and layout: important considerations. Staffing and Bar Equipment: staffing in bar, Qualities of a good bartender and it s job description, Beverage equipments and service knowledge; beverage equipment and glassware, service equipments used in bar.

Unit II

Fermented Alcoholic Beverages:

Wine: introduction, Wines classification, Viticulture and viticulture methods, Vilification process (Still, Sparkling, Aromatized And fortified Wines) Vine diseases, wines regions France, Italy, Spain, Portugal. Africa, Australia , India, and California, food and wine harmony, Wine glasses and equipment, Storage and service of wine.

Beer; Introduction ingredients used, production, types, brands, Indian and International. Storage of beer. service of bottled, canned and drought beers. Various snacks served with beer .A brief introduction to Sake, Cider and Perry.

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Unit III

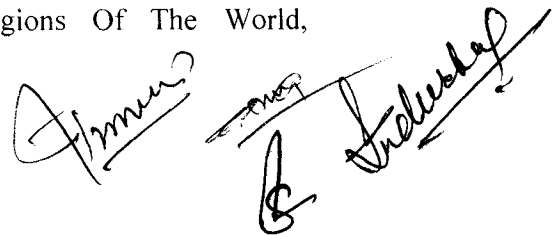
Distilled Alcoholic Beverages (sprints):History of sprints: basic introduction to distillation process. Whiskey: Introduction, manufacturing process and classification. Brief introduction to Rum, Gin, Vodka and Brandy.

Unit IV

Beverage control meaning, process and techniques: various liquor licenses required in India. Introduction to Cocktails, Brief history of development: Parts of cocktails. Brief introduction to Mocktails and tobacco.

References:

- CotasKatsigris, Mary Porter, Chris Thomas, The Bar And Beveragebooks, John, Wilwy And Sons, Usa.
- Graham Brown, KaronHepner, The Wairers Handbooks, Hospitality Press, Australia.
- Russell.S, Frank Corsar, The Bartenders 'S Guide To Cocktailss, Hospitality Press, Australia.
- S.N BagchiAnd Anita Sharma, Food And Beverage Service, Aman Publication, New Delhi.
- Sudhir Andrew, Food AndVeverage Manual Tata Mc. Hills. New Delhi
- Brain Verghese, Professional Food AndVeverage Service Management. Macmillan India, Ltd.
- Vijay Dhawan, Food And Veverage Service, Frank Brothers And Company, New Delhi.
- B. Verjpef, The Complete Encyclopedia Of Beer, Rebo Publishers.
- David BurrougtdAnd Norman Bezzant, Wine Regions Of The World, Butterworth Heinemann, Oxford U.K.

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FOOD AND BEVERAGE BAR OPERATIONS PRACTICAL

Total Marks: 50

External Marks-35

Internal Marks-15

- Layout and Design of Bar
- Identification of glassware and service ware
- Mise en place (Bar)
- Service of Fermented alcoholic drinks (include Win, Beer, Sake etc.)
- Service of Distilled alcoholic drinks (include Whiskey, Gin, Rum, Vodka etc.)
- Understanding bar mixology (how to use shake; how to prepare a drink in blender, how prepare a highball).
- 15 recipes of cocktails
(Martini dry and sweets, Manhattan (dry and sweets), White lady, Pink lady, Bacardi, Tom, Collins, Champagne, Cocktail, Between, the Sheets, Daiquiri, Bloody Mary, Screw driver, Tequila Sunrise, Singapore Sling)
- 15 recipes of mocktails

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HUMAN RESOURCE MANAGEMENT IN HOTELS

External Marks-70

Internal Marks-30

Objective:

Human Resource Management has acquired special connotation and significance in the service industry, especially the hospitality industry. Moreover, in hotel industry man to man contacts are more vital in creating permanent and better images in the minds of tourists coming with specific perceptions and motivations. The present course prepares the students to design HRM systems and implement them in hotel organizations. It also prepares them to discharge various duties and responsibilities as HR in hotel industry

APPROACHES:

Lectures, Group Discussions, Presentations, Assignments, Case Studies, Management Games

Unit-I

HRM- Concept, Objectives and functions. Role of HR Practitioners; HR Policies, Recent trends in HRM in Hotel industry, Impact of globalization on HRM; Role of HRM in Hotels sector Job Analysis and design-meaning, process and methods; Job description of major positions in a star hotel

Unit-II

Methods of Manpower search, HR Planning, Recruitment and Selection-Attracting and Selecting HR for deferent levels, Tests, Interviews and final placement. Training in hotel industry-need and importance, Methods of training, Career and Succession Planning in hotel industry.

Unit-III

Performance appraisal –meaning, need and importance; techniques of performance appraisal in hotel industry Compensation-Aims, & components, Factors determining pay rates: Establishing pay rates; Job Evaluation; Pay for performance; Employee benefits & services.

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Unit-IV

Industrial Relations: Trade unions, Industrial disputes and settlements, Grievances handling. Disciplinary procedures, Suspension, Dismissal, Retrenchment Separation, VRS, Health and safety measure in hotel industry; Employee Participation & empowerment in hotel industry.

SUGGESTED READINGS:

1. Dressler, Gary Human Resource Management. Pearson Education Asia, ND
2. Rao, VSP, Human Resource Management –Text & Cas. s. Exeel Book, ND
3. Ramaswamy E Managing Human Resources Oxford University Prss, ND
4. John, Human Resource Management Irwin/MGH
5. Casio Wayne F. Managing Human Resource. MGH. ND
6. SubbaRao, Essentials of Human Resource Management & industrial relations Text, Cases & Games. Himalaya Publishing House.
7. Mondy R. W., Noe R.M Premeaux S and Mondy J.B., Human resource Management, PHI.
8. Aswthppa, Human Resurce Management. TMH. ND

MHM-C208

SOFT SKILLS DEVELOPMENT

Total Marks: 100

External marks: 70

Internal Marks-30

OBJECTIVE:

This course aims at developing general career readiness and employability skills in students. The course focuses on various as aspect of soft skills such as handling interviews, Team building, Time management, Attitude, Presentation skills etc.

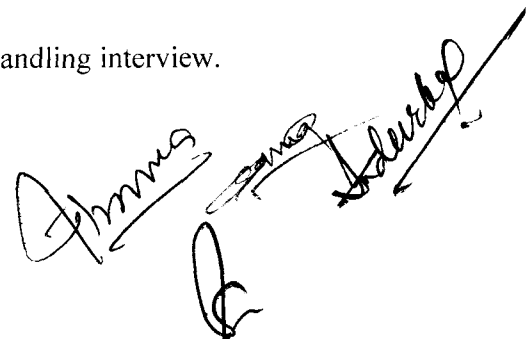
APPROACHES:

Lectures, Group Discussions, Presentations, Assignments, Management games, Role- playing

Unit-I

Interviews: Grooming for interview: Appearing for interview and handling interview.

Personal Grooming, Etiquettes and Manners



Unit-II

Team building and team work: features of successful teams; understanding terms and working in teams, skills needed for team works.

Unit-III

Leadership: understanding leadership; traits of leader and development of leadership qualities.

Unit-IV

Time management: concept of time management: techniques of time management

Unit-V

Presentation Skills: Public Speaking, Group Discussions, Preparing Power Point Presentations

References:

Open Source

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MHMCT – 301
BUSINESS RESEARCH METHODOLOGY

External Marks-70

Internal Marks-30

OBJECTIVE

The general objective of this course is to introduce students to statistics and research methods. The specific objectives are: (i) to ensure that students acquire some basic research skills; (ii) to help students understand the principles of research. The proposed research course has two separate but closely related components – statistics and research methodology components. The ideas and practices shall be discussed in specific relevance to hotels and hospitality business

APPROACHES

Lectures, Group discussion, Presentations, Practical case studies, Business Games

Unit-I

Business Statistics: Introduction, definition, statistical Data, methods function, scope, Limitations. Collection of Data: universe survey population sampling and sampling designs, data, collection tools-schedule questionnaire, interviews and observation

Unit-II

Presentation of Data: Classification of Data, frequency Distribution, classification, tabulation, types of Diagrams, Graphs and Limitation. Measures of Central Tendency, Measures of Variation, Skewness.

Unit-III

Introduction to Business Research, Formulation of the business research problem, and Development of the research hypotheses Research Design: Exploratory and Descriptive, Experimental Research Design.

Unit-IV

Interpretation and report writing introduction meaning of interpretation, techniques and precaution in interpretation and report writing purpose, steps and research report and final presentation of the research reports.

REFERENCES:

1. Gupta, S. P & M. P. Gupta: Business Statistics, Sultan Chand and Sons, New Delhi.
2. Levin, R. I & David S. Rubin: Statistics for Management, Prentice –Hall of India Pvt. Ltd, New Delhi.
3. Chawla, Deepak & Neena Sondhi: Research Methodology: Concept & Cases, Vikas Publishing House Pvt. Ltd., Noida.
4. Bill Taylor, Gautam Sinha, Taposh Ghoshal: Research methodology: A Guide for Researchers in Management and Social Sciences.
5. Singh, Yogesh Kumar: Fundamental of Research Methodology and Statistics
6. Khanna, J.K. & S. Khurana: Hand Book of Research Methodology
7. Krishnaswamy, K.N., Sivakumar, AppaLyer, Mathirajan M: Management Research Methodology.
8. Verma S.P.: Practical Approach to Research Methodology
9. Khanzode, V.V: Research Methodology
10. Sharma Manoj : Research Methodology
11. Kumar Ranjit : Research Methodology
12. BILL TAYLOR, Gautam Sinha, Taposh Ghoshal: Research Methodology: A Guide for Researchers in Management and Social Sciences.

MHM-C302

HOTEL MARKETING

External Marks-70

Internal Marks-30

OBJECTIVES:

The course provides knowledge of marketing in relation to ability to consider marketing concepts and skills to situations from a business practitioner's and consumer's perspective. Specific skills required of hotel marketing are focused.

APPROACHES:

Lectures, Group Discussions, Presentations, Case studies



Unit-I Understanding Marketing Concept of marketing and different stages of growth of marketing Distinctive aspects of service marketing; Product marketing and Hotel Marketing Strategies for Hotel Marketing: Marketing Mix – 7P's Framework

Unit-II Marketing strategies

Product Designing and managing; New Products Development; Product life cycle strategies; Marketing segmentation and market targeting Product positioning Marketing information System – Concept and significance in Marketing

Unit-III Marketing Communications

Communication/Promotion functions of marketing Advertising – meaning and Types; media and advertising approaches Public relations- Functions and Tools Sales Promotions: Objectives and Tools Personal selling- Essentials of Personal Selling; Qualities of sales person Direct Marketing-Telemarketing Relationship Marketing.

Unit-IV

Pricing-Considerations, Approaches and strategy Distribution- Marketing Intermediaries, Channel Design and Channel Management Decisions Process of services delivery & its management Concepts and management of physical evidence Concepts and management of people as marketing mix component

References

- Kotler Philip, Bowen John and Makens James “Marketing for Hospitality & Tourism, Pearson Education 2004
- Lovelock Christopher, Wirtz Jochen- Services Marketing, Pearson Education 2004 Alan Jefferson & Leonard Lickorish, Marketing Tourism”
- American Marketing Association, Journal of Marketing (Quarterly).
- Andrew Vladimir, a Complete Travel Marketing Handbook NTC, Business Books, Illinois, 1975
- Ashworth, Gregory and Brian G.(ed) Marketing Tourism Places, Rutledge, London, 1990.

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- Braden, P.V. and Wiener, L., *Tourism Marketing and Management Issues*, George, Washington University, 1980.
- Christopher, H. Lovelock, *Services Marketing*, Prentice Hall, Eagle-wood Cliffs, 1984. Donnelly, J.H. and George, W.H., *Marketing of Service Chicago*, 1984.
- Green P. and Tull, D., *Research for Marketing Decision* Prentice Hall 1978
- Holloway, J.C. and Plant R.V., *Marketing for Tourism*, pitman Publishing, London, 1980. King, Brian and Geoff, Hyde, *Tourism Marketing in Australia*.
- Kotler, Philip, *Marketing for Non-Profit Organisation* Prentice Hall New Jersey, 1975.
- Luther, W.M., *the Marketing Plan: How to Purpose an Implement Amn. Com*, New York, 1975.
- McCarthy, J., *Basic Marketng: A Management Approach*.

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MHM-C303
ORGANIZATIONAL BEHAVIOUR

External Marks-70

Internal Marks-30

OBJECTIVES:

This module would help the students to understand the key dimensions, processes and influences of human behaviour at the level of individual, the group as also in the context of work organization.

APPROACHES:

Lectures, Group Discussions, Presentations, Assignments, Case studies, Management Games

Unit I

Introduction:

- Organizational Behaviour: meaning and scope
- Introduction to Evolution of Organizational Behaviour
- OB Model

Unit II

- Attitudes: Definition, Main components, Major job attitudes
- Job Satisfaction: Meaning, Factors of Job Satisfaction, Impact of satisfied and dissatisfied employees on Workplace
- Emotions and Moods- Basic emotions, Sources of Emotions and Moods, Emotional Labour, Emotional Intelligence
- Personality: Concept & Determinants of Personality, Theories of Personality, Personality traits relevant to OB
- Values: Definition, Importance, Types

Unit III

- Perception: Concept of Perception Process, Factors Influencing Perception, Perceptual Errors, Self-Fulfilling Prophecy.
- Motivation: Definition, Concept. and Contemporary Theories of Motivation – Self Determination Theory, Goal –Setting Theory, Self-Efficacy Theory,



Reinforcement Theory, Equity Theory/ Organisational justice, Vroom's Expectancy Theory

- Employee Involvement
- Individual Differences

Unit IV- Interpersonal Relationship: Transactional Analysis, Johari Window

- Group Dynamics: Definition of Groups, Groups Behavior, Teams, Difference between Group and Team.
- Leadership: Concept, Theories
- Power and Politics
- Conflict and Negotiation

Unit V- The Organisation system

- Organisational Culture- Concept, Creating and sustaining culture
- Organisational Change- Forces for change, Planned change, Resistance to change
- Work Stress and Management : Concept, Potential sources, Consequences, Managing Stress

Suggested Readings:

1. Organizational Behaviour, 14th Ed. - Stephen Robbins, Neharika Vohra
2. Human Behaviour at work - Davis and Newstorm
3. Organizational Behaviour - Uma Sekaran
4. Organizational Behaviour - Fred Luthans
5. Organizational Behaviour - K.Aswathappa
6. Human Behaviour at Work - Keith Davis
7. Organizational Behaviour - Jit S.Chandran
8. Human Relations & Organizational Behaviour - R.S.Dwivedi
9. Organizational Behaviour - McShane
10. Organizational Behaviour - Sharma



BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

External Marks-70

Internal Marks-30

Unit 1 Business Ethics Concept, Nature, Argument against Business Ethics, Gandhian philosophy of Wealth Management- Philosophy of Trusteeship

Unit 2 The Meaning and Importance of Corporate Social Responsibility

Evolution of CSR, Legal provisions of CSR in India, The evolving role of stockholders The iron law of social responsibility Moral and economic arguments for CSR

Unit 3 The Role of Stakeholders in CSR Stakeholder advocacy The role of business in society Consumers' awareness and willingness to pay for socially responsible corporate behavior The communications revolution and its impact on CSR Globalization and CSR Corporate response to citizen demands via CSR The five stages of organizational growth in CSR

Unit 4 The Strategic Importance of CSR Implementation CSR as a balance between organizational means and ends The strategic lens: vision, mission, strategy, and tactics Environmental and other global forces propelling CSR The strategic CSR model The business-level CSR threshold Implementing CSR CSR as competitive advantage. CSR in the Hospitality Industry CSR in Major Indian Hotel Chains CSR in International Hospitality Case studies related to CSR particularly in Hospitality Industry
Reference Books:

1. Title: Strategic Corporate Social Responsibility Author(s): David Chandler, William B. Werther, Jr. Edition / Year: 3rd Edition, 2014 Publisher: Sage Publications, Inc. ISBN: 978-1-4522-1779-6
2. Title: Reconstructing Value Leadership Skills for a Sustainable World Author(s): Elizabeth Kurucz, Barry Colvert, David Wheeler Edition / Year: 2013 Publisher: University of Toronto Press ISBN: 978-1-4426-1153-5

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MHM-E306
FACILITY PLANNING

External Marks-70

Internal Marks-30

OBJECTIVE:

This course provides the conceptual framework for effectively planning the hotel projects. The curriculum is tailored for the Hotel Specific Project and Facilities Planning.

APPROACHES:

Lectures, Group Discussion, Presentations

Unit-I Understanding Project Planning Concept objectives & significance of Project Planning and Project Planning in the context of hotels, Basic considerations in planning and operations of a hotel project. Basic decisions for operations of Hotels projects; Franchising Management Contract and others.

Unit-II Feasibility study and hotel facility planning

Feasibility study: Concept, Importance and process, Dimensions of Feasibility study: Market feasibility, Economic and financial feasibility, Technical feasibility: Preparation of Project Feasibility Reports. Planning and Development of Hotel Building Plans, Architecture and Interior Designer' s role in hotel planning project; Facilities Planning its significance in operational planning

Unit-III Planning hotel facilities- I Hotel entrance lobby and reception hall baggage handling, front desk, equipment, clock rooms toilets and restrooms,

Planning guest rooms and bathrooms, service of rooms, space requirement and furniture: bed, hanging drawer and other facilities. Recent trends in hotel building planning.

Unit –IV Planning hotel facilities-II

Various considerations for Planning Dinning areas, Lounges. Bars. Convention Rooms, ball rooms. Managing Internal Environment, Safety and Security requirements Lightning Noise, fire safety and Hygiene

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Engineering services and other considerations- Electrical Services, Water supply, Waste management and various environmental issues.

REFERENCES

1. Government of India, Ministry of Programme Implementation. A Manual of project Implementation. New Delhi, 1989
2. Karma, Krishan K., Economics of Tourism. New Delhi: Kanawha publisher and Distributors, 2000
3. Kerzner, Harold. Project Management for Executive. New York: Van Nostrand Reinhold Co., 1982
4. Kharbanda, O.P., E.A. Stallworthy, et al. Project Cost Control in Action. New Jersey; Prentice Hall, 1981.
5. Koontz, Harold and Heinz Weihrich. Management. New York McGraw- Hill 1988
6. Lock, Dennis. Project Management. England: Gower, 1984
7. Little, I. M. D. and J.A., Mirrless. Project Appraisal and Planning for Developing Countries London; Heinemann, 1974.
8. Modder J.J., et al. Project Management with COM, PERT and Precedence Diagram, New York Van Nostrand Reinhold, 1964.
9. Prasanna Chandra. Projects Preparation, Appraisals Budgeting and Implementation. New Delhi: Tata McGraw- Hill 1987
10. Staffurth, C.,ed. Project Cost Control Using Networks. London: the Operational Research Society and the Chartered institute of Management Accountants, 1975.
11. Stallworthy E.A., and O.P. Kharbanda. Total Project Management – from Concept to completion, England: Gower, 1983.
12. Stuckenbruck, L.C. The implementation of Project Management, Pennsylvania: Project Management Institute, 1981
13. Tayler, W.J, and T.f. Watling Successful Project Management, London; Business Books, 1979.
14. Tumbling, C.R. Construction Cost Estimates New York; The American Society of Civil Engineers, 1985.

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MHM-E307
ENTREPRENEURSHIP IN HOTEL BUSINESS

External Marks-70

Internal Marks-30

OBJECTIVE

The general objective of this course is to introduce students to entrepreneurship and its role in hotel and hospitality sector. The specific objectives are: (i) to ensure that students acquire some basic understanding about the concept, its growth and its scope for hospitality sector (ii) to help students understand the importance of entrepreneurship for any economy. Basic issues which are important and relevance to hotel & hospitality business will be discussed.

APPROACHES

Lectures, Group discussion, Presentations

UNIT-I

Entrepreneur: Meaning, Functions, Types of Entrepreneurs, Intrapreneur, Factors influencing the development of entrepreneurs. Entrepreneurship: concept, meaning, definition, importance, characteristics, Development of Entrepreneurship, Stages in Entrepreneurship Process, Functions, Classification.

UNIT-II

Stages of Evolution of the Concept of Entrepreneur and & Entrepreneurship, Theories of Entrepreneurship: Schumpeter's Theory, Peter Duckers Theory and Mc. Clelland's Theories,

UNIT-III

Communities promoted entrepreneurship in India, Role of entrepreneurs in economics development of a country, Entrepreneurship & its barriers in India.

UNIT-IV

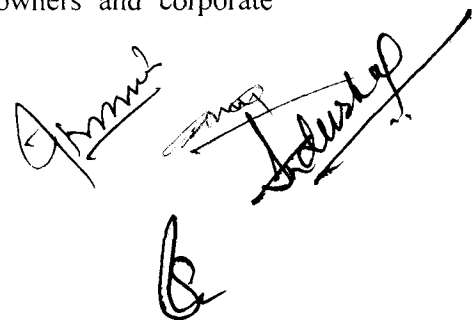
Small Scale Industry (SSI), Definitions, Characteristics, Need and Rationale: Objectives, Scope, Role of SSI, Advantages of SSI, Different Policy of SSI, Government Supports for

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SSI during Five-Year Plans, Impact of Liberalization, Privatization, and Globalization, Effect of WTO/GATT.

REFERENCES:

1. Bedi, Kanishka: Management & Entrepreneurship, Oxford, New Delhi.
2. Aldrich, H.E. & Martinez, M.A. (2001). Many are called but few are chosen: An evolutionary perspective for the study of entrepreneurship. *Entrepreneurship Theory and Practice*, 25:41-56.
3. New York: John Wiley & Sons Bird B.J. (1989). *Entrepreneurial Behavior*.
4. Caree, M. Van Stel, A. Thurik R., & Wennekers, S. (2002). Economic development and business ownership; An analysis using data of 23 OECD countries in the period 1976-1996. *Small Business Economics*, 19:271-90.
5. Cramer, J.S., Hartog, J, Jonker, N., & Van Praag, C.M. (2002). Low risk aversion encourages the choice of entrepreneurship an empirical test of a truism. *Journal of Economic Behavior and Organizing*, 48:29-36
6. Earle, J.S., & Sakova, Z. (1999). Entrepreneurship from scratch: Lessons on the entry decision into self-employment from transition economics. IZA Discussion Paper 79.
7. Evans D.S., & Leighton, L.S. (1989). Some empirical aspects of entrepreneurship. *American Economic Review*, 79:519-35.
8. Gartner, W.B. (1989). 'Who is an entrepreneurial?' is the wrong question. *Entrepreneurship Theory and Practice*, 13:47-68.
9. McGrath, R.G., MacMillan, I.C., & Scheinberg, S. (1992). Elitist, risk-takers and rugged individualists? An exploratory analysis of Culture differences between entrepreneurs and non-entrepreneurs. *Journal of Business Venturing*, 7:115-35.
10. Miner, J.B. (1996). Evidence for the existence of a set of personality types, defined by psychological tests, that predict entrepreneurial success. In Reynolds, Pual et al. (eds), *Frontiers in Entrepreneurship Research* (pp.62-76)). Wellesley: Babson College.
11. Peter F., Drucker, *Innovation and Entrepreneurship*, 1985, Harper; NY
12. Richard Duncombe, Richard Heeks and Sunil Abraham, (2005) *A Handbook for Entrepreneurs in India*, Institute for Development Policy and Management (IDPM), UK.
13. Stewart, W.H., Watson, W.E., Carland, J.C & Carland, J.W. (1999). A proclivity for entrepreneurship; A comparison of entrepreneurs, small business owners and corporate managers. *Journal of Business Venturing*, 14:189-214.



MHM-E308
EVENT MANAGEMENT

External Marks-70

Internal Marks-30

OBJECTIVE:

The course introduces concept of events and their management in holistic perspective. Students will learn importance of events as a business. Important types of events and managing events. The focus is on specialized events and to help learner to be able to organize events.

APPROACHES:

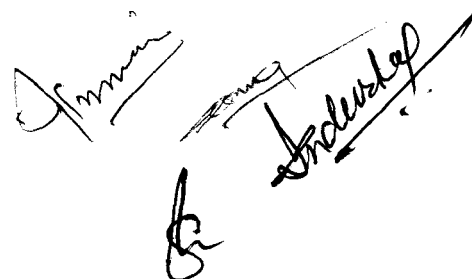
Lectures, Group Discussion, Presentations

Unit- I: Introduction to Event Management Introduction to Events- Concept, Definition and Frameworks, Categories and Typologies Characteristics of Events, Social – Economical and Developmental implications of Events. Market Demand and Supply for Event.

Unit- II: Event Planning Event planning – Concept, Process and Design, Pre- Event Research, Studying Event feasibility legal compliances, Event Venue Finding Logistics and Ambience. Marketing and Advertising for Events, PR for Events, Financial Management of Events. Event Catering tips, Events decorations, Entertainment planning and Speaker selection, Various Protocols during Events, Time Management Events.

Unit-III: Issues in Event Management HR Considerations: The Human Resource Planning Process: Need Assessment; Policies and Procedures: Job Description; Recruitment and selection; training and development of event staff: Developing Leadership and Supervision skills during Events, Group development Skills required to be a Good event planner Safety and Security Considerations: Occupational Safety and Health, Major Risks, Incident Reporting; Crowd Management and Evacuation: the Crowd Management Plan.

Unit-IV: Specialized Events of Hotels Indian Weddings Management: understanding India and its weddings system. Planning and Managing Indian weddings

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Theme parties: meaning, types, various considerations while organizing theme parties,
Introduction to M.I.C.E (Meaning, Incentive, Conference, and convention Exhibitions)
Business Meetings: understanding the concepts, various meeting setups, organizing
business meetings.

References:

- Lynn V. and Brenda R., Event Management, Pearson Publication, New Delhi
- Van der Wagen, L. & Carlos, B.R. (2005). Event management for tourism cultural.
Business and Sporting Events, Upper Saddle River, N.I. Pearson, Prentice Hall.
- S.N. Bagchi and Anita Sharma Food and Beverage Service, Aman Publication New
Delhi.
- Lawson, F.R. Congress, Conventions and Conference: facility Supply and demand
International Journal of Tourism management, September, 18-8-1980.
- Goldblatt, JJ Special Events: Art and Science of Celebration New York, Van
Nostrand Reinhold, 1990.
- Torkildsen G Organisation of major events. In G Torkildsen, Leisure and Recreation
Management, 4th Eds. London New York E & FN Spon: Routledge 1999,
- Watt, DC Event Management in Leisure and Tourism Harlow, Essex: Addison
Wesley Longman Ltd ., 1998.

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CUSTOMER RELATIONSHIP MANAGEMENT

External Marks-70

Internal Marks-30

OBJECTIVE:

This course focused on the broad spectrum of Customer Relationship Management and concentrates on concepts and practices related to building and maintaining customer loyalty and lost customer win-back. The ideas and practices shall be discussed in specific relevance to hotels and hospitality business.

APPROACHES:

Lectures, Group Discussion, Presentations

Unit-I Concepts and Context of CRM

Concepts, Nature, Importance of CRM in hospitality, Concepts of customer life cycle. The business environment of CRM: Legal, ethical, economic, competitive and social.

Unit-II Key Concepts of CRM

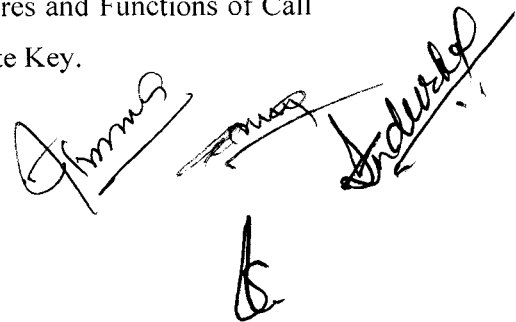
Customer satisfaction loyalty, customer defection, word-of-mouth; closed loop marketing and touch point analysis, data mining and modeling, customer lifetime value benefits and difficulties in developing and implementing CRM.

Unit-III Managing Customer Relationships

Building customers relationship management customer acquisition and requisites for effective acquisition customer adoption and customer retention, Preventing and dealing with customer inactivity and customer defection, customers win back strategies.

Unit-IV Developing CRM Strategy

Customer Interaction Management (CIM): Concepts, Routes to Customer Interaction Management, Factors influencing customers Interaction Management, Electronic Data Interchange, Specific skills for customer interaction Management. Face-to-face, telephone, Post/email, internet, cell Center: Objectives of a Call Center: Features and Functions of Call Centre; Call Centre Planning and Income Calls Management Institute Key.

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References:

1. Handbook of CRM : Achieving in Customer Management by Adrian Payne.
2. Customer Relationship Management by Kristin Anderson Carol Kerr
3. Marketing Insights from A to Z 80 Concepts Every Manager needs to know by PhilpKotler
4. CRM at Speed of Light, Third Edition: Essential Customer Strategies for the 21st Century by Pual Greenberg

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MHM-E310
CASE STUDIES IN HOSPITALITY INDUSTRY

External Marks-70

Internal Marks-30

Course Objectives: This course will learn to prepare and solve cases. The students will know various aspects of hotel management through various selected studies from different areas of the Industry.

APPROACHES:

Group Discussion, Presentation and case studies

Module-1 Introduction to Case Studies

- Concepts
- Role of the case studies in Learning
- Procedure for case preparation
- Understanding and analyzing case studies
- Current status and future strategies of various types Resorts Condominiums and Timesharing Units in India.

Module-II International Star Hotels

The case studies will cover-General Profiles, current strategies of Taj, Oberoi and ITC Group of Hotels.

- Case-I, The Taj's people, philosophy and star system
- Case-2 four Season's approach: The golden rule and a global strategy

Module-III Theme Hotels

- The case studies will cover-General profiles, current status and future strategies of Theme and Heritage Hotels
- Case-1. Chokhi Dhani
- Case-2. Uppal's Orchid

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Module-IV Fast Food Chains

- The case studies will cover-General profiles, current status and future strategies of Fast Food Restaurant chains such as Mc Donald's Pizza, Hut and Nirula's
- Case-1. Quality Croutons
- Case-2. Menu changes resulting from food delivery shortages

References

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- J.S. Harrison and C.A. Enz (2000). Hospitality Strategic Management: Concepts and Cases, pitman.
- P.Kotler (2001) Tourism Marketing, Person.
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- AH&LA (1999)Case studies in Condominiums and Vacation Ownership management-
- H. Berberoglu, (1998),Tourism and Hospitality industry Case Studies, Pitman
- Mohinder Chand, Managing Hospitality Operation, Anmol Publications, new Delhi, 2009.
- S.Medlik,Hotel Business, Butterworth, New York,1996
- Dix C., Accommodation Operations, London, Pitman, 1990.
- Jagmohan N., Professional Hotel Management.S.Chand and co. New Delhi, 2000.
- Abraham Pizam, (2010), International Encyclopaedia of Hospitality Mgt. Elsevier.
- Kevin D and O'Gorman (2010) The Origins of Hospitality and Tourism, Goodfellow Publisher, U.K.

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MHM-E311
CATERING MANAGEMENT

External Marks-70

Internal Marks-30

OBJECTIVE:

This course focused on the various aspects of catering operation and management. The students will be made aware of various aspects of catering.

APPROACHES:

Lectures, Group Discussion, Presentations

Unit-I

Catering-Introduction and growth and development over the years.

Catering establishments- types, nature and their characteristics

Unit-II

Food commodities- types, uses, food value, selection points and storage .

Kitchen fuels- Types, characteristics, advantages and disadvantages.

Unit-III

Food nutrients- Introduction, types, sources and effect of cooking.

Nutritional deficiency diseases- Introduction, causes and remedies

Balanced diet- Concept , importance and requirement for different age groups

Unit-IV

Kitchen planning- Concept, importance and factors affecting, kitchen environment kitchen

designs- designs- Types, advantages and service- meaning, types, importance and methods

References-

1. Food and Beverage Management- by Bernard Davis.
2. Food and Beverage Management- by Jones.
3. Managing Service in Food and Beverage Operations- By Cichy and Wise.
4. Food and Beverage Service- By Lillicrap
5. Food and Beverage Service Training Manual- By .S. Andrews.
6. Modern Restaurant A Manual for students and Practitioners- by Fuller.
7. Theory of catering-by Ronald kinton, Victor Ceserani and David Foskett

