

## Syllabus Details

**Name of the department: Hospitality & Tourism**

**Academic year: 2022-23**

**Programme Name: MBA in Hospitality & Tourism Administration**

**Semester I**

Sl.	Course name	Course code	Course type	Credit	Credit division			Credit hours
					L	T	P	
1.	Elements of Hospitality Management		CC-1	3	3	0	0	36
2.	Introduction to Tourism Business		CC-2	3	3	0	0	36
3.	Human Resource Development		CC-3	3	3	0	0	36
4.	Customer Relationship Management		CC-4	3	3	0	0	36
5.	Hospitality & Tourism Marketing		CC-5	3	3	0	0	36
6.	Generic Elective		GE-1	4	4	0	0	48
7.	Hotel French-I		USC-1	4	4	0	0	48
8.	Mentored Seminar-I		SEC-1	1	1	0	0	12
<b>Total</b>				<b>24</b>	<b>24</b>		<b>0</b>	
<b>Cumulative credits</b>				<b>24</b>				

**Programme: MBA in Hospitality & Tourism Administration**

**Programme code:004**

Name	Code	level	Duration (yr/Sem)	Cumulative credit
<b>MBA in HTM</b>		<b>PG</b>	<b>2</b>	<b>100</b>

**Semester-I**

**Course title: Elements of Hospitality Management**

Type	Code	Credit	Credit division						Total no of lecture
			L	T	P	SW	FW	No. of PSDA	
CC	1050060101	03	03	-	-	-	-		03

*SW = Self work, FW = Field work, Professional Skill Development Activities (PSDA)*

Total contact hour	Contact hour/week
36 hrs.	03

**Component:**

### **A. THEORY**

*Learning objectives:*

- To learn the elements of Hospitality and tourism management.
- To examine the various approaches to studying Hospitality operations & tourism.
- To Understand the detailed cleaning procedure as per Hotel's SOP..
- To know the operations of a Hotel.

*Prerequisite Qualification: 10+2+3*

**Course content/Syllabus:** One should have the basic knowledge of Hospitality & Tourism Management

Module no.	No of lecture/Contact hour	Weightage (%)
Module-I: The Hospitality industry: Sectors in hospitality - commercial & non-commercial. Relation of Hospitality industry with tourism, economy and environment. Scope and importance of hospitality industry in India. Emerging trends, latest developments and future of hotel industry.	09	25
Module-II: Detailed study of cleaning process, principles, reasons, methods, procedure, routine cleaning, special cleaning and periodic cleaning. Cleaning equipment's and agents. Maintenance of different areas of hotel - Rooms and Bathrooms, Public areas and back of the house.	09	25
Module-III: The Hotel industry- Organization of Hotels, Ownership structure-Sole proprietorship, Partnership & Corporate sector, foreign investment and collaboration, Franchises, Management contract, Joint venture, Public and Private sectors.	09	25
MODUT-IV. Overview of major Hotel Departments. Front office, Housekeeping, Food & Beverages, Marketing, Human resources, Engineering & maintenance and accounting & finance. Inter and intra departmental linkages & co-ordination.	09	25

**Course learning outcome:**

CO1: Explain the various elementary Hospitality & Tourism concept and understand their operation

CO2: Explain the various cleaning procedure as per the SOP.

CO3: Explain the types of ownership structure in Hospitality & Tourism business.

CO4: Explain the various operations of Hotel industry.

**Pedagogy for Course Delivery:** Lecture/ PowerPoint presentation/ Industry visit and role play

**List of Professional Skill Development Activities (PSDA):** Hotel Industry Visit, Casual Trainings

**Continuous assessment :** Quiz/assessment/presentation/problem solving etc.

**Course title: Introduction To Tourism Business**

Type	Code	Credit	Credit division						Total no of lecture
			L	T	P	SW	FW	No. of PSDA	
Regular		3		3	0	0	0	0	3

*SW = Self work, FW = Field work, Professional Skill Development Activities (PSDA)*

Total contact hour	Contact hour/week
48	3

**Component:**

**A. THEORY**

*Learning objectives:*

*To learn about the nature and concept of tourism*

*To learn about the different natural resources*

*To learn about the different popular tourist resources*

*To learn about the different travel formalities and regulations*

*To learn about different tourist product*

*Prerequisite:*

*Qualification 10+2+3*

**Course content/Syllabus:**

Module no.	No of lecture/Contact hour	Weightage (%)
<b>Module-I : THE NATURE AND CONCEPT OF TOURISM</b> <ul style="list-style-type: none"> <li>➤ Tourism system;</li> <li>➤ Tourism and Hotel Industry – linkages and significance</li> <li>➤ Tourism impacts – social, cultural and environmental; major tourist attractions – cultural, historical and nature based.</li> <li>➤ Types and forms of Tourism.</li> <li>➤ Transport systems – Air, Railways role and significance.</li> <li>➤ Definition of Tourism, Tourist, Importance, Significance &amp;</li> <li>➤ Growth of Tourism, Hotel Travel desk.</li> <li>➤ Difference between traveller, excursionist, visitor</li> </ul>	8	20%
<b>Module-II : NATURAL RESOURCES</b> <ul style="list-style-type: none"> <li>➤ Wildlife Sanctuaries,</li> <li>➤ National Parks and Natural Reserves in India (Jim Corbett Tiger Reserve, Bharatpur Bird Sanctuary,</li> <li>➤ Valley of Flowers, Kanha, Kaziranga, Sasan Gir, Dachigam, Ranthambhore and Keoladeo Ghana)</li> <li>➤ Hill Stations: Study of Hill Station</li> </ul>	8	20%

<p>attractions and their environs with case studies of Mussoorie, Nainital ,Munnar and Ooty.</p> <ul style="list-style-type: none"> <li>➤ Beaches and Islands: Beaches in Goa, Kerala, Orissa. Andaman Nicobar islands.</li> </ul>		
<p><b>Module-III POPULAR TOURIST RESOURCES</b></p> <ul style="list-style-type: none"> <li>➤ Delhi, Agra, Jaipur, Khajuraho, Varanasi, Mumbai, Kolkata, Chennai, Bangalore, Hyderabad, Mahabalipuram, Madurai, Tanjore, Hampi, Ellora, Elephanta, Konark and Fatehpur Sikri.</li> <li>➤ Monuments- Qutub Minar, Atala Mosque (Jaunpur), Kirtistambha (Chittor), Sher Shah Suri's Tomb, Sikandara, Red Fort (Delhi), Taj Mahal, Golden Temple (Amritsar), Hawa Mahal (Jaipur), Bara Imambara (Lucknow)</li> </ul>	8	20%
<p><b>Module – IV PILGRIMAGE DESTINATIONS</b></p> <ul style="list-style-type: none"> <li>➤ Hindu -Charo Dham Yatra, Jyotirlinga Yatra, Devi Yatra Vindhyachal (U.P.) Kamakhya (Assam), Vaishnavadevi, Kashi, Prayag, Gaya, Ayodhya, Mathura–Vrindavana, Allahabad, Ujjain, Hardwar, Nasik, Gangasagar.</li> <li>➤ Buddhist:Lumbini, Bodhgaya, Sarnath, Kushinagar, Sharavasti, Sankisa, Vaishali, Rajgriha, Kapilvastu, Nalanda, Sanchi, Ajanta.</li> <li>➤ Jain: Kashi, Pavapuri, Shatrunjaya, Girnar, Mt. Abu, Sharavanbelgola, Palitana .</li> <li>➤ Muslim: Ajmer Sharif, Nizamuddin (Delhi), Fatehpur Sikri, and some important Mazars. Sikh: Patna, Nanded, Guru-ka-Tal (Agra), Amritsar. Saint: Kabir, Tulasi, Raidas, Sankaracharya..</li> </ul>	8	20%
<p><b>Module – V TRAVEL FORMALITIES AND REGULATIONS</b></p> <ul style="list-style-type: none"> <li>➤ Passport: meaning, types, issuing authority, and procedure for obtaining passport.</li> <li>➤ VISA- Types, issuing authority, VISA requirements, and procedure for obtaining VISA.</li> <li>➤ Foreign Exchange and procedure for obtaining foreign exchange.</li> <li>➤ Tourism organizations and associations – Role and functions in Hotel Industry – WTO, PATA, FHRAI and IATA.</li> </ul>	8	10%
<p><b>Module – VI TOURIST PRODUCT</b></p>	8	10%

<ul style="list-style-type: none"> <li>➤ Meaning or Concept,</li> <li>➤ How they are different from the consumer product</li> <li>➤ Components of tourist products, Eco Tourism,</li> <li>➤ Tour Operator- Inbound &amp; Outbound, Immigration companies.</li> </ul>		
--	--	--

***Course learning outcome:***

At the end of course the student should know about:-

- CO1. *Able to understand the nature and concept of tourism*
- CO2. *Able to identify the different natural resources*
- CO3. *Able to understand the different popular tourist resources*
- CO4. *Able to identify the different travel formalities and regulations*
- CO5. *Able to understand the different tourist product*

***Pedagogy for Course Delivery:***

- 1) *White board & marker,*
- 2) *PPT presentation.*
- 3) *Videos*

***List of Professional Skill Development Activities (PSDA):***

***Continuous assessment*** : Quiz/assessment/presentation/problem solving etc.

- 1) *Quiz,*
- 2) *Presentation,*
- 3) *Class test*

***Text & Reference books:***

Chuck Y. Gee , Travel industry:  
R Gartner, Tourism Development: Tourism System: Mill R.C & Morrison  
P.M. Seth, Successful Tourism Management  
J.K. Sharma , Tourism Planning & Development:  
Cooper C, Fletcher J, and Gilbert D & Wahill S. Tourism; Principles & Practices

Type	Code	Credit	Credit division						Total no of lecture
			L	T	P	SW	FW	No. of PSDA	
CC	1050060104	03	03	00		00	00	00	48

SW = Self work, FW = Field work, Professional Skill Development Activities (PSDA)

Total contact hour	Contact hour/week
48	3

**Component:**

### **A. THEORY**

*Learning objectives:*

1. Expose students to restaurant and bar service.
2. Enhance the students by developing their technical, practical and professional skills to allow
3. List the various bar equipment's.

*Prerequisite: Qualification: 10+02. (Any Stream)*

### **Course content/Syllabus:**

Module no.	No of lecture/Contact hour	Weightage (%)
<b>INTRODUCTION TO CRM:</b> Introduction, Meaning & Definition ➤ Concepts and context of Relationship Management External Relationship ➤ Internal Relationship ➤ Role of Internal Relationship Management ➤ Benefits of CRM, ➤ Evolution of CRM ➤ Transactional Vs Relationship Approach ➤ The key points ➤ CRM as a Strategic Marketing Tool ➤ The major areas of CRM ➤ CRM significance Types of CRM & Scope of CRM	<b>14</b>	<b>25</b>
<b>CRM STRUCTURES</b> ➤ Elements of CRM ➤ CRM Process ➤ Strategies for Customer Acquisition ➤ Strategies for prevention of Defection ➤ Customer Retention ➤ Strategies for customer Retention ➤ Customer Defection ➤ Types of Defection ➤ Models of CRM CRM Implementation Roadmap	<b>7</b>	<b>15</b>
<b>CRM IN MARKETING</b> ➤ CRM in Marketing ➤ One-to-one Relationship Marketing ➤ Cross Selling & Up Selling ➤ Customer Retention, Behaviour Prediction ➤ Customer Profitability & Value Modelling ➤ Channel Optimization ➤ CRM and Customer Service ➤ The Call Centre Customer Satisfaction Measurement.	<b>6</b>	<b>10</b>

<b>UNDERSTANDING CUSTOMERS BEHAVIOUR</b> <ul style="list-style-type: none"> <li>➤ Customer information</li> <li>➤ Information to be included in customer database</li> <li>➤ Benefits of a customer database</li> <li>➤ Developing a customer information database</li> <li>➤ Customer profile &amp; its components</li> <li>➤ Factors influencing customer</li> <li>➤ Expectations of services</li> <li>➤ Customer perception analysis</li> <li>➤ Customer behaviour</li> </ul> Customer behaviour in relationship perspective	<b>5</b>	<b>15</b>
<b>CRM PLANNING AND IMPLEMENTATION</b> <p><b>CRM Planning:</b></p> <ul style="list-style-type: none"> <li>➤ Strategic CRM planning process</li> <li>➤ Organizational and Industrial impact</li> <li>➤ Success factors of ERP Implementation</li> <li>➤ Key success factors</li> <li>➤ Failure factors of ERP Implementation.</li> </ul> <p><b>CRM Implementation:</b>  Issues and Problems in implementing CRM, Information Technology tools in CRM, Challenges of CRM Implementation. CRM Implementation Roadmap, Road Map (RM) Performance; CRM Metrics</p>	<b>6</b>	<b>20</b>
<b>TRENDS IN CRM</b> <ul style="list-style-type: none"> <li>➤ e-CRM Introduction</li> <li>➤ Data Warehousing</li> <li>➤ Data Marts</li> <li>➤ Data Mining in CRM</li> </ul> An introduction to CRM Packages	<b>5</b>	<b>8</b>
<b>ASSIGNMENTS &amp; CASE STUDIES</b>	<b>5</b>	<b>7</b>

***Pedagogy for Course Delivery:***

- 1) *With white board & marker,*
- 2) *PPT presentation.*

***List of Professional Skill Development Activities (PSDA):***

***Continuous assessment :***

- 1) Quiz,
- 2) Presentation,
- 3) Class test.

***Continuous assessment:*** Quiz/assessment/presentation/problem solving etc.

***Text & Reference books:***

1. Customer Relationship Management: The Foundation of Contemporary Marketing Strategy 2nd Edition by Roger J. Baran & Robert J. Galka .
2. Customer Relationship Management 4th Edition by Francis Buttle.





**Course title: Human Resource Development**

Type	Code	Credit	Credit division						Total no of lecture
			L	T	P	SW	FW	No. of PSDA	
CC		3	3						36

SW = Self work, FW = Field work, Professional Skill Development Activities (PSDA)

Total contact hour	Contact hour/week
36	3

**Component:****A. THEORY**

*Learning objectives: Successful implementation of human Resource Development Programme is crucial to the success of an organization in this era of globalization and service acceleration through competency and self-development of employees at all levels. Increasing competition, cost consciousness, and a desire to serve Customer better have persuaded many organizations to form Human Resource Development departments. This course aims to develop knowledge and skill in a range of HRD activities in organizations and to relate these to the professional standards. It covers the practical application of personnel theory to tourism industry and imparts knowledge to students to cope with the changing HRD practices in tourism industry.*

*Prerequisite: GRADUATE IN ANY STREAM*

**Course content/Syllabus:**

Module no.	No of lecture/Contact hour	Weightage (%)
Module-I : HRD concept, benefits and Pre-requisites, HRD as a total system, HRD climate in organisation, planning for HRD, Role of chief executives, line managers and HRD managers in developing human resources.	10	30%
Module-II: Career Planning and Development Objectives, responsibilities of career planning, career planning and pre- requisites, Career planning - advantages and limitations, career problems and their solutions.	10	30%
Module-III : Management Development definition, need and essential ingredients of MD programmes, Management Development Techniques.	6	20%
Module- IV: Empowerment meaning and Definition, Characteristics, Types and Elements of Empowerment, Quality of working Life and Quality Circles, HRD Practices in Indian industry and HRD in Government system.	10	25%

**Course learning outcome:** *On successful completion of the course students will be able to:*

*CO1. Explain human resources development (HRD) and its theories, the difference between education, training, learning and the concept of the transfer of learning.*

*CO2. Critique the relationship between organisational development (OD) and HRD contribution to organisational effectiveness.*

*CO3. Apply and evaluate a learning process starting with training needs analysis to assessment and evaluation process.*

*CO4. Evaluate the HRD role dealing with contemporary challenges.*

*Pedagogy for Course Delivery: : Lecture, Presentation, Role Play, Demonstration*

*List of Professional Skill Development Activities (PSDA):*

*Continuous assessment : Quiz/assessment/presentation/problem solving etc.*

*Text & Reference books:*

Lucas, R. (2004) Employment Relations in the Hospitality and Tourism Industries, Routledge. . Baum, T. (1995) Managing Human Resources in the European Hospitality and Tourism Industry - A . Strategic Approach, Chapman and Hall . Human Resource Management: John Storey, Thomson Learning, 200

**Course title: Hospitality & Tourism Marketing**

Type	Code	Credit	Credit division						Total no of lecture
			L	T	P	SW	FW	No. of PSDA	
CC		3	3						36

*SW = Self work, FW = Field work, Professional Skill Development Activities (PSDA)*

Total contact hour	Contact hour/week
36	3

**Component:**

**A. THEORY**

*Learning objectives:* This subject provides an introduction to the marketing concepts and techniques inherent in the hospitality and tourism industries. By evaluating the marketing environments affecting the hospitality and tourism businesses, students are able to understand how to define and select target markets, establish marketing plans and programmes, implement control and evaluation plans.

*Prerequisite: GRADUATE IN ANY STREAM*

**Course content/Syllabus:**

Module no.	No of lecture/Contact hour	Weightage (%)
<b>Module-I : BASIC OF MARKETING</b> The development of concept: - definition of marketing; concept of exchange- needs and wants; Evolution of marketing- production era, sales era and marketing era. Hotel marketing:- Difference between goods and services; Features of Hospitality marketing; Customer expectation from Hospitality services; Value chain linkage in hotel industry. Marketing Mix in services marketing (7 Ps).	10	30%
<b>Module-II: MARKET SEGMENTATION</b> Need for segmentation, market segmentation level- segment marketing, individual marketing, niche marketing and local marketing. Selection of segmentation variables- criteria for segmenting consumer market, criteria for segmenting organizational market, Effective segmentation measurable, sustainable and accessible.	08	25%
<b>Module-III : PRODUCT</b> Hospitality products: - rooms, food and beverage and value-added products like recreation &	6	20%

health, shops, car rental service, gymnasium etc; Travel agency and tour operator's products. New service product development, levels of product. Brand name, quality, safety and packaging.		
Module- IV: PRICE Services pricing policy, Approaches, Methods, Factors influencing pricing policy	02	05%
Module- V: PROMOTION Marketing communication mix-Advertising, sales promotion, personal selling- negotiation, publicity, Public relations in hotel industry	02	05%
Module –VI: PLACE (DISTRIBUTION) Channels of distribution, selection criterion of channel, Channels members like-Agents, brokers, etc. Order processing, transportation and reverse logistics	02	05%
Module- VII: EXTENDED P'S People: - Role of employees in service delivery; Recruitment, selection and training of employees; Relationship marketing. Physical evidence: - Elements of Physical evidence, Maintenance of physical evidence, role of physical evidence. Process: - Service blueprint, benefits of service blueprint, building a blue print; Process and steps in service delivery, Level of customer involvement.	06	20%

**Course learning outcome:** On successful completion of the course students will be able to:

*CO1: Will be able to recognise the roles of service marketing in the hospitality and tourism industry.*

*CO2: Examine the consumer and organisational buyers' behaviour and their influences to market the hospitality and tourism products.*

*CO3: Analyse the marketing environment and establish marketing plans for the hospitality and tourism businesses.*

*CO4 : Explain the roles of various channels of distribution channels in the hospitality and tourism industry*

**Pedagogy for Course Delivery:** : Lecture, Presentation, Role Play, Demonstration

**List of Professional Skill Development Activities (PSDA):**

**Continuous assessment** : Quiz/assessment/presentation/problem solving etc.

***Text & Reference books:***

Marketing for Hospitality & Tourism, Philip Kotler, Pearson India Publications  
Marketing for Hospitality and Tourism Services, Prasanna Kumar, Tata McGraw Hill Publications.  
Hospitality Marketing Management, Robert D. Reid, Wiley Publications.  
Hospitality Marketing, Manjula Chaudhary, Oxford Publications.  
Tourism Marketing, Devashish Dasgupta, Pearson India Publications.  
Services Marketing, Govind Apte, Oxford Publications.

## Semester-II

Sl.	Course name	Course code	Course type	Credit	Credit division			Credit hours
					L	T	P	
1.	Principles of Management		CC-6	4	4	0	0	48
2.	Financial Accounting for Hospitality and Tourism Management		CC-7	4	4	0	0	48
3.	Project & Consultancy Work		CC-8	4	4	0	0	48
4.	Front Office Management		CC-9	3	3	0	0	36
5.	Accommodation Operation Management		CC-10	3	3	0	0	36
6.	F&B Operations and Management		CC-11	3	3	0	0	36
7.	Hotel French-II		USC-2	4	4	0	0	48
8.	Mentored Seminar-II		SEC-2	1	1	0	0	12
<b>Total</b>				<b>26</b>	<b>26</b>		<b>0</b>	
<b>Cumulative credits</b>				<b>50</b>				

### Course title: Principles of Management

Type	Code	Credit	Credit division						Total no of lecture
			L	T	P	SW	FW	No. of PSDA	
CC		04	04	-	-	-	-		04

SW = Self work, FW = Field work, Professional Skill Development Activities (PSDA)

Total contact hour	Contact hour/week
48hrs.	04

#### Component:

#### A. THEORY

##### *Learning objectives:*

- To learn the elements of Hospitality and tourism management.
- To examine the various approaches to studying Hospitality operations & tourism.
- To Understand the detailed cleaning procedure as per Hotel's SOP..
- To know the operations of a Hotel.

##### *Prerequisite:*

**Course content/Syllabus:** One should have the basic knowledge of Hospitality & Tourism Management

Module no.	No of lecture/Contact hour	Weightage (%)
Module-I: Introduction, Concept, nature, process and significance of management; Managerial roles; An overview of functional areas of management; Development of Management Thought; Classical and neo-classical systems; Contingency approaches	08	15
Module-II: Planning Concept, process and types. Decision making- concept and process; Bounded rationality; Management by objectives; Corporate Planning; Environmental analysis and diagnosis:	08	15

Strategy formulation		
Module-III: Organizing Concept, nature, process and significance; Authority and Responsibility relationships; Centralization and Decentralization; Departmentation; Organisation Structure- forms and contingency factors	08	20
Module-IV: Motivating and Leading people at work; Motivation concepts; Theories; – Maslow, Herzberg, McGregor, and Ouchi; Financial and Non-Financial incentives ,Concept and Leadership styles; Leadership Theories (Tannenbaum and Schmidt); Likert’s System Management	08	20
Module-V: Managerial Control Concept and process; Effective Control System; Techniques of Control traditional and modern	08	15
Module-VI: Management of Change Concept, nature, process of planned change; Resistance to Change; Emerging horizons of management in a changing Environment	08	15

***Course learning outcome:***

CO1: Explain the various elementary Hospitality & Tourism concept and understand their operation

CO2: Explain the various cleaning procedure as per the SOP.

CO3: Explain the types of ownership structure in Hospitality & Tourism business.

CO4: Explain the various operations of Hotel industry.

***Pedagogy for Course Delivery:*** Lecture/ PowerPoint presentation/ Industry visit and role play

***List of Professional Skill Development Activities (PSDA):*** Hotel Industry Visit, Casual Trainings

***Continuous assessment*** : Quiz/assessment/presentation/problem solving etc.

***Continuous assessment*** : Quiz/assessment/presentation/problem solving etc.

***Text & Reference books:***

(Detailed information with Author name(s), Publisher, year of publication, edition no.)

***Additional reading:***

**Course title: Project & Consultancy Work**

Type	Code	Credit	Credit division						Total no of lecture
			L	T	P	SW	FW	No. of PSDA	
CC		04	04	-	-	-	-		04

*SW = Self work, FW = Field work, Professional Skill Development Activities (PSDA)*

Total contact hour	Contact hour/week
48 hrs.	04

**Component:**

**A. THEORY**

*Learning objectives:*

- Explain the elements and principles of design and apply them to the project of public area, guestrooms and other areas in the hotel
- List the choices and select suitable steps required in projects in the hotel
- Plan the layout of hotel and various parts
- Select and harmonize different activities.

*Prerequisite:*

**Course content/Syllabus:** One should have the basic knowledge of Hospitality & Tourism Management

Module no.	No of lecture/Contact hour	Weightage (%)
<p><b>MODULE 01: PROJECT CONSULTANCY AND ENTREPRENEURSHIP</b></p> <p>Introduction to consultancy. Role of consultants vis -a-vis client and other team members. Developing consultants' profile and client presentation. Identification and targeting client market. Developing fees structure, costs recovery system and budgeting for fixed expenses Organisations, people skills, team management and leadership. Report writing, maintaining minutes, and co- ordination. Entrepreneurship, definition, attributes and skills required. Financial capacity, technical and financial knowledge. Knowledge of laws, rules and regulations, identification of regulatory authorities. Generation and screening of project ideas: – monitoring the environment – regulatory framework for projects.</p>	13	25
<p><b>MODULE 02: MARKET ANALYSIS</b></p> <p>Market Identification, supply and demand analysis: Situational analysis and specification of objectives – collection of primary and secondary data – conduct of market survey –characterization of the market – demand forecasting – feasibility study. Market planning. Technical analysis: Study of material inputs and utilities —availability of plant, machinery and equipment – raw materials and other resources. Location and site assessment. Environ impact assessment. Accessibility to</p>	13	25



resources and target market. Risk assessment.		
<p><b>MODULE 03. PLANNING, BUDGETING &amp; IMPLEMENTATION</b></p> <p>Elements of Project Management: Forms of project organization – project planning – project control – human aspects of project management – prerequisites for successful project implementation. Network techniques for project management– PERT and CPM models. Project charts and layouts – work schedule. Understanding, designing and reading the various project drawings. Team management</p> <p>Budgeting Capital expenditures, Phases of capital budgeting, Types of budgeting Cost of the project, Levels of decision making, facets of project analysis,. Sourcing finance, modes and cost implications. Resource Allocation framework: Key criteria for allocation of resource – strategic position and action evaluation – aspects relating to conglomerate diversification – interface between strategic planning and capital budgeting. Cost control</p>	13	35
<p><b>MODULE 04: REVIEW</b></p> <p>Project review and administrative aspects: Initial review –performance evaluation–evaluating the capital budgeting system of an organization</p>	09	15

***Course learning outcome:***

CO1: students will be able to explain the elements and principles of design and apply them to the project of public area, guestrooms and other areas in the hotel

CO2: students will be able to List the choices and select suitable steps required in projects in the hotel

CO3: students will be able to Plan the layout of hotel and various parts

CO4: students will be able to Select and harmonize different activities.

***Pedagogy for Course Delivery:*** Lecture/ PowerPoint presentation/ Industry visit and role play

***List of Professional Skill Development Activities (PSDA):*** Hotel Industry Visit, Casual Trainings

***Continuous assessment:*** Quiz/assessment/presentation/problem solving etc.

**Text & References:**

Prasanna Chandra – Project Planning: Analysis, Selection, Implementation and Review.

Narendra Singh – Project Management and Control

Gray & Larson – Project Management: The Managerial Process

**Any other Study Material:**

Magazines

Journals

Type	Code	Credit	Credit division						Total no of lecture
			L	T	P	SW	FW	No. of PSDA	
CC		03	03	00	0	00	00	00	36

SW = Self work, FW = Field work, Professional Skill Development Activities (PSDA)

Total contact hour	Contact hour/week
36	3

**Component:**

**A. THEORY**

*Learning objectives:*

1. Distinguishes the phases of management process in food and beverage organizations
2. Explaining the F&B Cycle process.
3. Identification of various costs associated with F7B Management & Controls.
4. The different frauds involved in F&B operations

*Prerequisite: Qualification: 10+02. (Any Stream)*

**Course content/Syllabus:**

Module no.	No of lecture/Contact hour	Weightage (%)
<b>Module 1 :</b> <b>Food Service Design and the Service System – An Overview:</b> <b>Food Service Outlet Planning</b> <ul style="list-style-type: none"> <li>• Introduction, Design &amp; layout, Scope, Objectives, Facilitating production, Materials handling</li> </ul> <b>Food Service Outlet Design</b> <ul style="list-style-type: none"> <li>• Planning the atmosphere</li> <li>• Atmosphere &amp; mood, colour, lighting, acoustics, noise &amp; music, climate control, furnishings, exterior design, advertising &amp; public relations.</li> </ul> <b>Developing The Concept</b> <ul style="list-style-type: none"> <li>• Equipment requirements , Space requirements, Developing preliminary plans, Preparation of final plans</li> </ul>	<b>6</b>	<b>20</b>
<b>Module 2 :</b> <b>F&amp;B Control</b> – Introduction; Cost Concepts; Sales Concepts; Cost to Sales Ratio: Cost Percent; Control Process; Introduction; Control; The Control Process; Control Systems; Cost Benefit Ratio; Control Cycle; Purchasing; Receiving;	<b>5</b>	<b>15</b>
<b>Module 3 :</b> <b>STORING &amp; ISSUING CONTROL-</b> <b>Storing Control</b> - Aims of Store Control, Job Description of Food Store Room Clerk/personnel, Storing Control, Conditions of Facilities and Equipment, Arrangements of Food, Location of Storage Facilities, Security, Stock Control, two types of Foods Received- direct stores (Perishables/non-perishables), Stock Records Maintained Bin Cards (Stock Record Cards/Books).  <b>ISSUING CONTROL:</b> Requisitions, Transfer Notes, Perpetual Inventory Method, Monthly Inventory/Stock Taking, Pricing of Commodities, Stock taking and comparison of actual physical inventory and Book value, Stock levels, Practical	<b>5</b>	<b>20</b>

Problems, Hygiene & Cleanliness of area. <b>INVENTORY CONTROL:</b> Importance, Objectives, Methods, Levels and technique, Perpetual inventory, Monthly inventory, Pricing of commodities, Comparison of physical and perpetual inventory		
<b>Module 4 :</b> <b>Menu Management</b> - Planning the Menu; Designing the Menu; Factors affecting menu planning; Nutritional Considerations; Food Safety; Standardized Recipes: Quality Control and Costing Procedures; Menu Merchandising; Menu Engineering; Menu Analysis	<b>5</b>	<b>15</b>
<b>Module 5 :</b> <b>Food and Beverage Production:</b> Production Forecasting; Purchasing; Inventory Management; Cost Control; Managing Food and Beverage Costs; Managing Labour Costs; Managing Other Costs. Managing Revenue and Profit; Revenue Analysis; Menu Analysis; Revenue Control; The Budget Process; The Corrective Action Process.	<b>5</b>	<b>10</b>
<b>Module 6 :</b> <b>Food Quality and Sustainability:</b> The Importance of Quality Service; A Systematic Approach to Quality Management; Developing Approaches to Quality Management	<b>5</b>	<b>10</b>
<b>Module 7 :</b> <b>Human Resource Management in Food and Beverage Operations:</b> Securing Professional Staff; Leading Professional Staff; Staff Scheduling. Managing Quality in Food and Beverage Operations	<b>5</b>	<b>10</b>

***Pedagogy for Course Delivery:***

- 3) With white board & marker,
- 4) PPT presentation.

***List of Professional Skill Development Activities (PSDA):***

***Continuous assessment :***

- 4) Quiz,
- 5) Presentation,
- 6) Class test.

***Text & Reference books:***

- a) Food & Beverage Operations to Management by Tarun. K. Bansal
- b) Food and Beverage Cost Control 7th Edition by Lea R. Dopson , David K. Hayes
- c) Food & Beverage Cost Control- Lea R Dopson, Wiley Publishers.
- d) Hotel & Catering Costing & Budgets, RD. Boardman, Publisher: Heinemann
- e) Introductory Foods. Hughes, D. and Bannion M.,The Macmillan Co. Ltd., New York
- f) Modern Cookery for Teaching and the Trade, Philip T.E., Vol-I, Orient Longman Ltd.,

**Course title: FRONT OFFICE MANAGEMENT**

Type	Code	Credit	Credit division	Total no of lecture
------	------	--------	-----------------	---------------------

			L	T	P	SW	FW	No. of PSDA	
CC		3	3						36

SW = Self work, FW = Field work, Professional Skill Development Activities (PSDA)

<b>Total contact hour</b>	<b>Contact hour/week</b>
36	3

**Component:**

**A. THEORY**

*Learning objectives: Demonstrate a broader knowledge of the Lodging Industry*

*Demonstrate knowledge of the basic operations of the rooms*

*division departments within a lodging property.*

*Demonstrate a wide range of skills related to the Front Office Assistants position.*

*Explain the interrelationships between the various departments within a Lodging Operation.*

*Develop skills and terminology necessary to interact with professionals in the lodging industry..*

*Develop a pleasing manner while dealing with guests. Handle basic operational functions using a PMS*

*Prerequisite: Graduate in any stream*

**Course content/Syllabus:**

Module no.	No of lecture/Contact hour	Weightage (%)
Module-I : CLASSIFICATIONS OF HOTELS Size , Star, Location & clientele Types of rooms, Tariff structure, Rates & plan  Front Office staff organization-duties and responsibilities.	10	40
Module-II : FRONT DESK LAYOUT Qualifications of front desk staff	06	20
Module-III : RESERVATION Functions &importance of reservation Characteristics, modes, sources &methods of reservation. Diary system of reservation Whitney system of reservation. Cancellation &amendments	10	40
Module- IV : RESERVATION TERMINOLOGY Over booking. Group reservation Reports &statistics	10	35

**Course learning outcome:**

CO 1- Understand the reservation and registration in front Office.

CO- 2- To explain the Check in procedure and guest handling operations.

CO 3-. Recognise different sections in the front office and their roles and responsibilities.

CO 4- Explain the reservation concepts and procedures in the front office department.

CO-5- Describe the reception procedures in checking-in and checking-out guests.

CO 6- Comprehend the integrated functions of the front office in the hotel industry.

**Pedagogy for Course Delivery:** Lecture, Presentation, Role Play, Demonstration.

**List of Professional Skill Development Activities (PSDA):**

**Continuous assessment :** Quiz/assessment/presentation/problem solving etc.

**B. PRACTICAL** (total contact hours, hr/week), if applicable

*Learning objectives:*

<b>Total no. of practical</b>	<b>Total contact hour</b>	<b>Contact hour/week</b>
<i>1</i>	26	2

*List of practical*

*Continuous assessment* : Quiz/assessment/presentation/problem solving etc.

*Text & Reference books:*

*Principal Of Hotel Front Office Operation by Sue Baker*

*2. Managing Front Office Operation by Michael L Kasvana- AH And MA*

*3. Front Office Manual by Sudhir Andrews*

*4. Professional Hotel Management Concept, Principals by Dr. Jagmohan Negi.*

**Course title: Accommodation Operations Management**

Type	Code	Credit	Credit division					Total no of lecture
			L	T	P	SW	FW	
CC	1050010104	3	3					36

SW = Self work, FW = Field work, Professional Skill Development Activities (PSDA)

Total contact hour	Contact hour/week
36	3

**Component:****A.THEORY**

*Learning objectives:* The students will get knowledge about:

1. Organization, function of Housekeeping department and its different sections.
2. Different departments Housekeeping co-ordinates with.
3. Procedure of cleaning different status of room.
4. Cleaning equipment and cleaning agent.

*Prerequisite:* 10+2

**Course content/Syllabus:**

Module no.	No of lecture/Contact hour	Weightage (%)
Module-I : THE ROLE OF HOUSEKEEPING IN HOSPITALITY OPERATION	02	5
Module-II: ORGANISATION CHART OF THE HOUSEKEEPING DEPARTMENT A. Hierarchy in small, medium, large and chain hotels B. Identifying Housekeeping Responsibilities C. Personality Traits of housekeeping Management Personnel. D. Duties and Responsibilities of Housekeeping staff E. Layout of the Housekeeping Department	08	15
Module-III : CLEANING ORGANISATION A. Principles of cleaning, hygiene and safety factors in cleaning B. Methods of organising cleaning C. Frequency of cleaning daily, periodic, special D. Design features that simplify cleaning E. Use and care of Equipment	05	15
Module-IV: CLEANING AGENTS A. General Criteria for selection B. Classification C. Polishes D. Floor seats E. Use, care and Storage F. Distribution and Controls	03	15
Module-V:COMPOSTION, CARE AND CLEANING OF DIFFERENT SURFACES A. Metals B. Glass C. Leather, D. Plastic E. Ceramics F. Wood	07	15
Module-VI: INTER DEPARTMENTAL RELATIONSHIP A. With Front Office	02	10

B. With Maintenance C. With Security D. With Stores E. With Accounts F. With Personnel		
Module-VII:ROOM LAYOUT AND GUEST SUPPLIES A. Standard rooms, VIP ROOMS B. Guest's special requests	02	10
Module-VIII:AREA CLEANING A. Guest rooms B. Front-of-the-house Areas C. Back-of-the house Areas	07	15

**Course learning outcome:** By end of this semester students able to know about:

- CO1. Understand the structure function, Importance and different section of housekeeping department.
- CO2. Co-ordination with other department of hotel.
- CO3. Perform different types of cleaning.
- CO4. Handling of cleaning equipment & cleaning agents

**Pedagogy for Course Delivery:** *Lecture, Presentation, Role Play, Demonstration*

**List of Professional Skill Development Activities (PSDA):**

**Continuous assessment :** Quiz/assessment/presentation/problem solving etc.

**Text &Reference books:**

- O'Fallon, M. and Rutherford, D. (2013).Hotel Management and Operations. Hoboken, New Jersey: John Wiley & Sons, Inc.
  - Matt, A. (2011). Housekeeping Management. John Wiley & Sons, Inc
  - Thomas J. A. (2007). Professional Management of Housekeeping Operations. John Wiley & Sons, Inc
- Essential Reading / Recommended Reading**
- Raghubalan- G.-&Raghubalan- S. (2011). Hotel housekeeping operations and management. New Delhi: Oxford university press.



Sl.	Course name	Course code	Course type	Credit	Credit division			Credit hours
					L	T	P	
1.	Event Management		CC-12	4	4	0	0	48
2.	Hospitality Information & Communication		CC-13	3	3	0	0	36
3.	Financial Management		CC-14	3	3	0	0	36
4.	Research Methodology		CC-15	4	4	0	0	48
5.	Hospitality Facility Planning		CC-16	4	4	0	0	48
6.	Organisation Behaviour		CC-17	4	4	0	0	48
7.	Mentored Seminar-III		SEC-3	1	1	0	0	12
<b>Total</b>				<b>23</b>	23		0	
<b>Cumulative credits</b>				<b>73</b>				

### Semester-III

#### Course title: Event Management

Type	Code	Credit	Credit division					Total no of lecture
			L	T	P	SW	FW	
CC		4	4					48

SW = Self work, FW = Field work, Professional Skill Development Activities (PSDA)

Total contact hour	Contact hour/week
48	4

#### Component:

#### A.THEORY

*Learning objectives:* The students will get knowledge about:

1. To familiarize on event management
2. To provide information on arranging larger functions
3. To impart the leadership skills required for conducting event

*Prerequisite:* Sem-2 Knowledge

#### Course content/Syllabus:

Module no.	No of lecture/Contact hour	Weightage (%)
<b>Module-I : Introduction to event management</b> Introduction To Meetings and Event Management, Categories and Definitions, Need of Event Management, Objectives, Creativity and implications of Events.	02	5
<b>Module-II: Event planning</b> Arranging Chief Guest/Celebrities, Arranging Sponsors, Back Stage Management, Brand Management, Budget Management, Types Of Leadership For Events & Organizations.	10	20
<b>Module-III : Designing an Event</b> Designing (a) Backdrop b) Invitation Card c) Publicity Material d) Mementos, Event Decoration – Guest	08	15

and Celebrities Management, Making Press Release, Marketing communication, Media Research & Management, Photography and Video coverage management.		
<b>Module-IV: Program Arrangement</b> Program Scripting, Public Relation, electing a Location, Social and Business Etiquette , Speaking Skills and Stage decoration.	08	15
<b>Module-V: Concept of Exhibition</b> Exhibition, Space Planning, ITPO, Sporting Events, Tourism Events, Leisure Events. Team Spirit and Time management.	08	15
<b>Module-VI: Arranging a event in Hotels</b> Decorating the hotel for special locations- National day-Festivals-Arranging a theme Parties Décorcostumes- lighting- colour selection	06	15
<b>Module-VII: Event Budget</b> Making a good budget, Cost effective methods uses of social websites for the event, Fund management, arranging funds for the events	04	15
<b>Module-VIII: Lecture by Industrial Expert</b>	02	

**Course learning outcome:** By end of this semester students able to know about:

1. Familiarisation on event management and its functions M1
2. Analysing the planning of event M2
3. To know the concepts and designing of event M3, M5
4. Acquire the information on public speakingM4
5. To setup the events in hotels M6
6. To know the budget calculations of event management M7

**Pedagogy for Course Delivery:** Lecture, Presentation, Role Play, Demonstration

**List of Professional Skill Development Activities (PSDA):**

**Continuous assessment :** Quiz/assessment/presentation/problem solving etc.

**Text &Reference books:**

Shannon Kilkenny , The Complete Guide To Successful Event Planning, 2015 -, Publisher: Wiley & Sons, India

Julia Rutherford Professional Event Coordination (The Wiley Event Management Series) - Silvers And Joe Gold blatt, Publisher: Wiley, John & Sons (Feb2016)

**Essential Reading / Recommended Reading**

Julia Tum, Philippe Norton, J. Nevan Wright , Management Of Event Operations (Events Management) -, Publisher: Atlantic Publishing Company(June2015)



Type	Code	Credit	Credit division					Total no of lecture
			L	T	P	SW	FW	
CC		3	3					36

SW = Self work, FW = Field work, Professional Skill Development Activities (PSDA)

Total contact hour	Contact hour/week
36	3

### Component:

### A.THEORY

*Learning objectives:* The objective of this course is to enable the students to understand the fundamentals of financial management in the context of a corporate entity. It attempts to acquaint them with different dimensions of financial management with a focus on the application of the relevant tools and techniques of financial decision making aimed at shareholder's wealth maximization

### Course content/Syllabus:

Module no.	No of lecture/Contact hour	Weightage (%)
<b>Module-I : Introduction :</b> Nature and Scope of Financial Management; Financial Goals Conflict of interest between the stakeholders; Functions of Financial Manager, Changing Financial Environment, Emerging Challenges faced by the Finance Manager.	02	10
<b>Module-II: Financing Decisions:</b> Sources of Long Term Capital Equity, Debt, Term Loan, Preference share, Hybrid Securities, Internal Funds- Issues relating Financing Decisions. Cost of Capital : Computation of Cost of Equity-cost of Debt-Cost of Preference Capital- Cost of Internal Reserve Weighted Average Cost of Capital.	10	20
<b>Module-III : Leverage and Capital Structure Analysis :</b> Analysis of Operating Leverage and Financial Leverage-Combined Financial and Operating Leverage. Concept of Capital Structure: Determinants, Theories of Capital Structure, Relevance and Irrelevance, Problems of Optimal, Capital Structure.	08	20
<b>Module-IV: Long Term Investment Analysis :</b> Investment idea Generation – Tools and techniques of Analysis- Risk Analysis in Capital Investment Decisions. Dividend Decisions: Issues in Dividend Decisions-Models and Theories of Dividend-Forms of Dividend- Corporate Dividend Behaviour.	08	25

<b>Module-V: Short Term Asset Management:</b> Strategic Planning and Estimation of Short-Term Funding. Need –Financing Sources – Computation of Cost of Short term Fund.. Management of Cash, Inventory and Receivables.	08	25
---	----	----

**Course learning outcome:** By end of this semester students able to know about:

- 1) Recognize the importance of financial management from a strategic perspective
- 2) Compute cost of capital and develop innovative financial strategies
- 3) Analyze the capital structure decisions through relevant models
- 4) Discuss the dividend policy of a firm
- 5) Take both long-term and short-term financing decisions

**Pedagogy for Course Delivery:** *Lecture, Presentation, Role Play, Demonstration*

**List of Professional Skill Development Activities (PSDA):**

**Continuous assessment :** Quiz/assessment/presentation/problem solving etc.

**Text &Reference books:**

1. Arnold, G.C: Corporate Financial Management, Financial Times Pitmom Publishing.
2. Atrill, P; Financial Management for Non-Specialists, Prentice Hall.
3. Besant Raj. A: Corporate Financial Management, Tata McGrow Hill.
4. Block & Hirt: Foundation of Financial Management, Irwin Homewood.
5. Boltmam & Conn: Essentials of Managerial Finance, Hongnton & Mifflin.
6. Brealy, R. A. and Myers, S: The principle of Corporate Finance, McGraw Hill Internal.
7. Brigham and Ehrhardi: Financial Management- Theory and Practice, Thompson.
8. Brigham and Houston: Fundamentals of Financial Management, Thompson
9. Chandra Prasanna: Financial Management, Tata McGraw.
10. Cooper, Kaplani and E: mastering Finance, Financial Times
11. Damodaran Aswath: Applied Corporate Finance, Wiley Student Edition
12. E. J. Mclancy: “Business Finance: Theory and Practice”. Pearson Education.
13. Gitmam, L. J.: Principles of Management Finance, Addison-Wasley
14. Higgins, R. C: Analysis on Financial Management, Irwin, McGraw Hill
15. Hompton, John: Financial Decision making: Concept, problem & Cases, Prentice hall India.
16. Joseph, P. Ogden, Frank.C.Jen and Philip, F.O’Conner : Advanced Corporate Finance: Policies and Strategies, Pearson Education
17. Khan & Jain: Financial Management, Tat McGraw

**Course title: Research Methodology**

Type	Code	Credit	Credit division					Total no of lecture
			L	T	P	SW	FW	
CC		4	4					48

SW = Self work, FW = Field work, Professional Skill Development Activities (PSDA)

Total contact hour	Contact hour/week
48	4

### Component:

### A.THEORY

*Learning objectives:* The students will get knowledge about:

- To learn basic concepts of research and familiarize with the process of research.
- To formulate research problems and outline research designs.
- To analyze data being used for decision making.
- To explain the format of research reports.

*Prerequisite: Sem-2 Knowledge*

### Course content/Syllabus:

Module no.	No of lecture/Contact hour	Weightage (%)
<b>Module-I : Introduction to Research:</b> Nature and Scope, Problem Formulation and Statement of Research Objectives. Research Process & Research Designs-Exploratory, Descriptive and causal Research designs, Quantitative and qualitative research	12	25
<b>Module-II: Methods of Data Collection,</b> Questionnaire Design, Measurement & Scaling, Sampling Design, Research Proposals	12	25
<b>Module-III : Sampling</b> & Sampling Distribution, Data Preparation and Processing, Data Analysis, Interpretation and Presentation, Factor Analysis.	12	25
<b>Module-IV: Cluster Analysis,</b> Multidimensional Scaling, Discriminant and Logit Analysis, Presentations of findings, Software applications to research.	12	25

*Course learning outcome:* By end of this semester students able to know about:

1. Prepare a research proposal and propose appropriate research designs and methodologies for a specific research project in a business function.
2. Formulate research problems and use statistical tools and techniques to analyze data.
3. Differentiate local and international perspective towards research after undertaking a comprehensive review of the literature.
4. Formulate representative sampling methods to investigate the research problem for better decision making
5. Generate effective research reports to fulfill the need of funding agencies or clients.

6. Enhance skills capability.

***Pedagogy for Course Delivery:*** Lectures, Case Discussions, Presentations, Assignments, Research projects based learning

***List of Professional Skill Development Activities (PSDA):***

***Continuous assessment*** : Quiz/assessment/presentation/problem solving etc.

***Text & Reference books:***

1. Cooper Donald R. and Schindler Parnela.; Business Research Methods; McGraw Hill International Editions, Ninth Edition.
2. Malhotra Naresh K; Marketing Research- An Applied Orientation, Pearson Education Asia
3. Zikmund William G; Business Research methods, Thomson South-Western
4. Naval Bajpai; Business Research Methods; Pearson Education; New Delhi

Type	Code	Credit	Credit division					Total no of lecture
			L	T	P	SW	FW	
CC		4	4					48

SW = Self work, FW = Field work, Professional Skill Development Activities (PSDA)

Total contact hour	Contact hour/week
48	4

### Component:

### A.THEORY

*Learning objectives:* The students will get knowledge about:

1. To familiarize in designing hotel and its facilities
2. To plan kitchen layout and analyze the required equipments
3. To prepare kitchen stewarding department and design the store layout

*Prerequisite:* Sem-2 Knowledge

### Course content/Syllabus:

Module no.	No of lecture/Contact hour	Weightage (%)
<b>Module-I : Hotel Design</b> Design Consideration, Attractive appearance, Efficient plan, Good location, Suitable material, Good workmanship, Sound financing, Competent Management.	04	10
<b>Module-II: Facilities Planning</b> Flow process & Flow diagram Procedure for determining space considering the guiding factors for guest room / public facilities, support facilities & services, hotel administration, internal roads / budget / 5 star hotel	08	20
<b>Module-III : Kitchen Equipment</b> Kitchen equipment, manufacturers and selection Layout of commercial kitchen (types, drawing a layout of a commercial kitchen). Budgeting for kitchen equipment	08	15
<b>Module-IV: Kitchen Stewarding</b> Layout and Design 4 hours Importance of kitchen stewarding Kitchen stewarding department layout and design Equipment Used in kitchen stewarding,	10	20
<b>Module-V: Stores</b> – Layout And Design 4 hours Stores layout and planning (dry, cold and bar) Various equipment of the stores work flow in store Effective utilization of stores space,	08	15
<b>Module-VI: Project Management</b> Introduction to Network analysis ,Basic rules and procedure for network analysis . CPM	10	20



and PERT Comparison PERT . Classroom exercises Network crashing determining crash cost, normal cost		
---	--	--

**Course learning outcome:** By end of this semester students able to know about:

1. Capable of designing hotels and hotel projects .M1,M7
2. To plan the hotel facility .M2
3. To design the layout of kitchen.M3
4. To analyse effective utilization of kitchen equipment'sM4.
5. Organize kitchen stewarding departmentM5
6. Practice good store room maintenance M6

**Pedagogy for Course Delivery:** *Lecture, Presentation, Role Play, Demonstration*

**List of Professional Skill Development Activities (PSDA):**

**Continuous assessment :** Quiz/assessment/presentation/problem solving etc.

**Text &Reference books:**

1. Catering Management - An Integrated approach – MohiniSethi&Surjeet.Malhan – Macmillan  
Publisher New Delhi 2016
2. Professional Hotel Management – JagmohanNegi – Kanishka Publisher, New Delhi 2015
3. Management Theory for the Hotel Professional – KrupaShanker M – United Publisher, Mangalore,  
2016

Type	Code	Credit	Credit division					Total no of lecture
			L	T	P	SW	FW	
CC		4	4					48

SW = Self work, FW = Field work, Professional Skill Development Activities (PSDA)

Total contact hour	Contact hour/week
48	4

### Component:

### A.THEORY

*Learning objectives:* The students will get knowledge about:

1. To help the students to develop cognizance of the importance of human behaviour.
2. To enable students to describe how people behave under different conditions and understand why people behave as they do.
3. To provide the students to analyse specific strategic human resources demands for future action.
4. To enable students to synthesize related information and evaluate options for the most logical and optimal solution such that they would be able to predict and control human behaviour and improve results. *Prerequisite: Sem-2 Knowledge*

### Course content/Syllabus:

Module no.	No of lecture/Contact hour	Weightage (%)
<b>Module-I :</b> Meaning, Fundamental concepts, Definition, Approaches to OB, Characteristics and limitations of OB, Challenges and Opportunities of OB, Models of OB.	04	10
<b>Module-II:</b> Personality: Definition, Features, Big five model, MBTI, Johari Window, Managerial Implications of Personality. Perceptions and Attributions: Definition, Features, factors affecting perception, Process. Attribution, perceptual and attribution errors, Managerial Implications of Perception.	08	20
<b>Module-III :</b> Learning: Definition, Features, Classical and operant conditioning, social learning theory, Behavioral modification. Attitude: Definition, Features, ABC model of Attitude, Managerial Implications of Attitude.	08	15
<b>Module-IV:</b> Motivation: Concept, Definition, Features, Types of Motivation, Process, Managerial Implications of Motivation. Leadership: Concept, Definition, Leadership Styles, Transactional and Transformational Leadership, Leadership development.	10	20
<b>Module-V:</b> Groups and Teams: Definition, Features, Group development stages, Group vs. Teams, Managing and developing effective teams.	08	15

Conflict Management: Definition, Features, Types of Conflict, Conflict Resolution Strategies, Relationship between Conflict and Performance.		
<b>Module-VI:</b> Organizational Culture: Elements and dimensions of organizational culture, Importance of organizational culture in shaping the behavior of people. Organizational Change: Understanding the issues and managing change, Approaches to organizational change.	10	20

**Course learning outcome:** By end of this semester students able to know about:

CO1: Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization.

CO2: Demonstrate the applicability of analyzing the complexities associated with management of individual behavior in the organization.

CO3: Analyze the complexities associated with management of the group behavior in the organization.

CO4: Demonstrate how the organizational behavior can integrate in understanding the motivation (why) behind behavior of people in the organization.

**Pedagogy for Course Delivery:** Lecture, Presentation, Role Play, Demonstration

**List of Professional Skill Development Activities (PSDA):**

**Continuous assessment :** Quiz/assessment/presentation/problem solving etc.

**Text &Reference books:**

Robbins, S. P., & Judge, T. (2013). Organizational behavior (15th ed.). Boston: Pearson.

Newstrom J. W., & Davis, K. (2011). Human behavior at work (12th ed.). Tata McGraw Hill

Nelson, D , Quick, J.C., & Khandelwal, P., (2011). ORGB . Cengage Learning.

**Reference Books**

Pareek. U. (2010). Understanding Organizational Behavior (2nd ed.). Oxford University Press

Schermerhorn, J. R., Osborn, R.N., Hunt, M.U.J (2016). Organizational Behavior (12th ed.). Wiley.

Sl.	Course name	Course code	Course type	Credit	Credit division			Credit hours
					L	T	P	
1.	Industrial Training		CC-18	20	0	0	20	
2.	Dissertation & Comprehensive Viva		CC-19	6	6	0	0	
3.	Mentored Seminar-IV		SEC-4	1	1	0	0	12
<b>Total</b>				<b>27</b>	<b>7</b>		<b>20</b>	
<b>Cumulative credits</b>				<b>100</b>				