



M.Sc. HOTEL AND CATERING MANAGEMENT

CURRICULUM AND SYLLABUS

(Based on Choice Based Credit System)

Effective from the Academic year 2015 - 2016

Department of Hotel and Catering Management

School of Hotel and Catering Management

VELS INSTITUTE OF SCIENCE TECHNOLOGY AND ADVANCED STUDIES

SCHOOL OF HOTEL & CATERING MANAGEMENT

MASTERS DEGREE OF SCIENCE IN HOTEL & CATERING MANAGEMENT

CBCS – CHOICE BASED CREDIT SYSTEM (M.Sc., HCM)

SEMESTER SYSTEM

Regulation and Syllabus (Effective from the Academic Year 2015-2016)

M.Sc., Hotel and Catering Management

The M.Sc. Management program is intended for individuals already employed in the hospitality industry to hone in their management skills.

To enable individuals Interpret practical, theoretical and personal skills required for senior management roles within a variety of hospitality organizations. Appraise food safety and sanitation to maintain a safe and sanitary work environment. Develop long term business goals and strategies that map the actions needed to each year to meet the objectives. Anticipate and manage labour and food costs in order to operate an economically stable environment. Utilize interpersonal skills to manage employees in a hospitality industry. Cultivate a professional management attitude by nurturing the creative development of innovative ideas and solutions. Develop organizational and marketing processes of a commercial hospitality enterprise. Forecast sales and expenses in a variety of hospitality businesses. Schedule employees with consideration given to budgets, sales forecasts, and customary labor practices.

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

PEO 1: The graduate will be coherent and exemplify fundamental concepts and theories of the hospitality Industry.

PEO 2: The graduate will be technologically sound, understand software packages, effectively communicative and team work attitude to bring out an effective organizational efficiency and problem solving in the hotel industry aspects.

PEO 3: Demonstrate professional demeanor, critical thinking, problem solving attitude, and leadership needed for the managerial positions in the hospitality industry.

PEO 4: The graduate will be able to recognize the present-day social problems, exploring the opportunities for social entrepreneurship, designing business solutions and make obvious ethical standards in organizational decision making.

PEO 5: The graduate will be able to build up effective oral and written communication especially in business applications, with the use of appropriate technology (business presentations, digital communication, social network platforms and so on).

PROGRAMME OUTCOMES (PO)

PO1: Demonstrate a global outlook with the ability to identify aspects of the global hospitality business and cross cultural understanding.

PO2: Demonstrate how the organizational behavior and organizational practices can aid in improving the performances and wellbeing of people at work in hotel Industry.

PO3: Familiarize in Managerial viewpoints to understand consumer behavior and the use of appropriate pricing strategies to increase profitability.

PO4: Assess the impact of latest hospitality researches and marketing tools on the hospitality industry.

PO5: Apply ethical principles and commit to professional ethics and responsibilities and norms of the Hospitality industry.

PROGRAMME SPECIFIC OUTCOME (PSO)

PSO 1: Understanding leadership roles at various levels of the organization and leading teams.

PSO 2: Communicate effectively on various hospitality activities with the organization and society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.

PSO 3: Exhibit the knowledge of planning and operation of various food & Beverage service outlets for business ownership.

PSO 4: Demonstrate knowledge and understanding of hospitality management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

PSO 5: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of changing trends in the hospitality industry.

II. Title of the Program

This Master's degree shall be called Master of Science in Hotel & Catering Management.

III. Course Duration

The M.Sc. HCM (Hotel and Catering Management) Course of the School of Hotel and Catering Management, Vels University shall be spread over a two year duration with four semesters. Each semester shall comprise of a minimum of 18 instructional weeks of 5 days each 6 hours a day (Total contact hours 360). Continuous Internal evaluation referred to as CA (Continuous assessment) during the course period and university examination at the end of the each semester shall be conducted.

IV. Medium of Instruction

The medium of instruction and examinations shall be English

V. Eligibility for Admission

1. B.Sc. In hotel & Catering Management, B.Sc., Food, Nutrition & Dietetics, B.Sc., Home science.

VI. Admission Procedure:

.An admission Committee is constituted at the department level for administering the admission for M.Sc. HCM every year subject to the approval of honorable Vice -Chancellor.

The entire admission process will be monitored by the committee.

The admission shall be based on the following two components.

- a. Qualifying examination at UG level – 50% of total marks.
- b. Interview

VII List of courses for M.Sc. HCM Program

M.Sc. HOTEL AND CATERING MANAGEMENT CURRICULUM

Total No. of Credits: 90

Hours / Week

SEMESTER – I

Category	Code	Title of the Course	Lecture	Tutorial	Practical	Credits
Core	15MHM001	Management of Food Production Operations	4	0	0	4
Core	15MHM002	Food and Beverage Service	4	0	0	4
DSE	15MHM101	Organizational Behaviour	4	0	0	4
DSE	15MHM102	Communication and Reports	4	0	0	4
GE	15MHM151	Facility Management	4	0	0	4
Core	15MHM003	Advanced Food Production Lab	0	0	4	2
Core	15MHM004	Advanced Food & Beverage Service Lab	0	0	4	2
TOTAL			18	0	8	24

SEMESTER – II

Core	15MHM005	Accommodation Operation	2	0	0	2
Core	15MHM006	Tourism Marketing Management	4	0	0	4
DSE	15MHM152	Marketing Management and Research	4	0	0	4
DSE	15MHM103	Human Resource Management	4	0	0	4
DSE	15MHM104	Hotel Financial Management	4	0	0	4
GE	15PGE506	Tourism Management	2	0	0	2
Core	15MHM007	Accommodation Operations Lab	0	0	4	2
TOTAL			20		4	22

SEMESTER – III

Core	15CMHM34	Front Office Operation	4	0	0	4
Core	15CMHM35	International Marketing in the Hospitality Industry	4	0	0	4
DSE	15CMHM31	Material Management & Purchase System	4	0	0	4
DSE	15CMHM32	Management Information System	4	0	0	4
DSE	15CMHM33	Sales Management	4	0	0	4
GE	15PGE521	Food and Beverage Management	4	0	0	4
Core	15PMHM31	Front Office Operation Lab	0	0	4	2
TOTAL			24		4	26

SEMESTER – IV

Core	15CMHM41	Research Methodology	4	0	0	4
DSE	15DMHM41	Service Marketing	4	0	0	4
DSE	15GMHM41	Management of Marketing Communication	4	0	0	4
Project	15RMHM41	Project plus Viva	0	0	0	6
TOTAL			12			18

VIII Course Calendar

Date of commencement of course will be done by the university. The course calendar published by the university shall be followed for ensuring timely conduct of the course, examination and publication of results.

IX Scheme of the course

M.Sc., Hotel & Catering Management will have 4 semesters. Each Course carries 100 marks (Internal 40 and external 60) excepting for Project Report. An internal viva voce examination will be conducted at the end of the 4th semester.

X Scheme of examination and Results

Assessment of students for each course will be done by continuous evaluation both internal and external. Internal evaluation shall be conducted by the faculty handling the course. End semester examinations of all subjects will be conducted by the university.

The split up of the Continuous Assessment Marks for theory are as follows

CA Class tests	3X5= 15
Class Assignment	1X5= 05
Model Examination	1X5= 05
Attendance	1X5= 05
Aptitude of the student	1X5= 05
Faculty assessment (by teacher)	1X5= 05
Total	40

The split up of the Continuous Assessment Marks for Practical are as follows

Record work	1X10= 10
Class Assignment	1X5= 05
Model Practical	1X10= 10
Attendance	1X5= 05
Aptitude of the student	1X5= 05
Faculty assessment (by teacher)	1X5= 05
Total	40

- The internal assessment marks shall be awarded by the concerned faculty members in charge of the course based on the guide lines as follows.
- Each faculty member shall maintain record of performance of each candidate and it shall be made available to the Head of the Department at the end of each semester.
- The same should be put on the notice board and students can make their representations if any. However the student shall file an appeal to the Head of the Department on his grievances in awarding the internal assessment marks within 3 days from the date of display of internal marks on the notice board. Head of the Department should take an appropriate decision within 5 days from the date of receipt of such appeal.

- No minimum marks are required in the internal assessment for both theory and practical. The student has to secure a minimum of 50% (30 marks out of 60) in the semester end examination and a total of 50% (50 marks out of 100) for a pass in the respective subject.
- Eligibility for appearing in examination a candidate shall attend 75% of the number of classes actually held for each of the courses in a semester will be eligible for appearing for examinations conducted by the university. However, the University may condone of 10% after collecting a condonation fee from the students who have secured 65% to 74% of attendance.
- The students who have secured less than 65% attendance are not eligible to write the respective semester examination. He/ She has to rejoin and redo the respective semester course in the next academic year by paying the prescribed tuition fee.
- Candidates who pass all the examinations prescribed for the course in the first appearance itself alone are eligible for Ranking/Distinction

XI Registration for each Semester

Every candidate should register for all subjects of the end semester examination of each semester. A candidate who does not register will not be permitted to attend the end semester examinations. He/she shall not be permitted to attend the next semester.

XII Commencement of the regulation

The regulation shall take effect from the academic year 2015-2016, i.e. for students who are admitted to the first year of the program, during the academic year 2015-2016 and thereafter.

XIII. Transitory provision

Candidates who were admitted to the U.G Program of study before 2015 -2016 shall be permitted to appear for the examination under those regulations for the period of three years i.e. up to and inclusive of the examination of April / May 2018. Thereafter they may be permitted to appear for the examination only under the regulation there in force.

XIV Pattern of Question Paper

Part – A (30 words)		
10 out of 10 questions	10 X 3 marks =	30 marks

Part – B (200 words)		
5 out of 8 questions	5x 8 marks =	40 marks

Part – B (500 words)		
2 out of 4 questions	2x 15 marks =	30 marks

Total	<hr/> 100 marks <hr/>
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LIST OF DISCIPLINE SPECIFIC ELECTIVE COURSES

1. Organizational Behavior
2. Communication and Reports
3. Human Resources Management
4. Hotel Financial Management
5. Materials Management and Purchase System
6. Management Information System
7. Service Marketing
8. Business Policy
10. Hospitality Management
11. Tourism management
12. Health management
13. Welfare measure management

LIST OF GENERIC ELECTIVE COURSES

1. Facility management
2. Tourism marketing management
3. Accommodation operation
4. Sales management
5. International marketing
6. Rural marketing
7. Communication and soft skills
8. Management of marketing communication
9. Application of computer.

I YEAR – I SEMESTER

15MHM001 MANAGEMENT OF FOOD PRODUCTION OPERATIONS 4 0 0 4

COURSE OBJECTIVE:

The course develops the knowhow and management skills of a student required for the food production department and to enhance creativity and practical knowledge of students.

UNIT-I-BASICS OF CULINARY

05

Culinary history- Origin of modern cookery - Aims and objects of cooking food-Objectives and importance -Various textures - Various consistencies - Techniques used in preparation.

UNIT -II METHODS OF COOKING FOOD

05

Roasting -Grilling-Frying- Baking- Broiling- Poaching- Boiling- Steaming- Stewing- Braising Principles of each of the above technique-Care and precautions to be taken with each method Selection of food for each type of cooking.

UNIT-III STORAGE OF FOODS

07

Principles of food storage – safe food storage techniques- introduction to refrigeration deep chilling-freezer and dry storage-Cleaning and maintenance of various equipments- Weights and measures and the recent trends in storage.

UNIT-IV BAKING AND ITS IMPORTANCE

04

Bakery: Flour – types- uses and storage- different types of dough used in bakery (pastry) -Methods of cake making- faults and their remedies-Bread making - role of flour- yeast in bread making-methods of bread making- faults and their remedies-Icings – types, preparation and uses.

UNIT-V CONDIMENTS AND SPICES – TYPES AND USES,

04

Application of sugar cookery in sweets and in baking- Effects of heat on food-Beverages(non-alcoholic) – types- uses- and preparation methods-Offal- game- Appetizers- cold cuts-Rechaufé and its effects- HACCP,

UNIT -VI COOKING METHODS AND IMPORTANCE OF NUTRITIONS:

05

Principles of quantity cooking, equipment- problems and adjustments in terms of cooking time and temperatures-Various Indian cuisines – their history methodology- equipment and culinary terms-Nutrition – Definitions- functions of nutrients- classification of food groups and nutrients- RDA. Invalid cookery – Planning of diet for people with special requirements-Basics of menu planning and Production control.

Total Hrs.30

COURSE OUTCOME:

On successful completion of this course learners will be able to:

CO1 Explain the origin of modern cookery techniques used in the preparation of food.

CO2 Practice the methods of food Preparations

CO3 Follow standard principles of food storage.

CO4 Demonstrate cake making, methods of bread making, Icings – types, preparation and uses.

CO5 Summarize principles of quantity cooking, problems and adjustments in terms of cooking time and temperatures, nutrition and its functions.

TEXT BOOKS:

1. Krishna Arora, *Theory of Cookery, 5th Edition*, Frank Bros & Co., 2008.
2. Ronald Kinton, David Forkett, Victor Cessarani, *Theory of Catering, 2nd Revision*, 2008 ISBN,

REFERENCE BOOKS:

1. Thangam E.Philip, *Modern Cookery for Teaching Trade Volume -1, 6th Edition* , Orient Black Swan, 2010
2. Welcome group Chefs, *the Indian menu planner (luster)*, RoliBooles, 2005.

COURSE OBJECTIVE:

The course content aims to enhance the Management skills of aspiring Food & Beverage Personnel so as to enable the students to be more proficient in facing new challenges in the Food and Beverage Service Operations.

UNIT-I SELECTION OF DESIGNER WARE EQUIPMENT FOR RESTAURANT AND BAR SERVICE **06**

Modern designer flatware / glassware / hollowware -Redesigning the service area - Menu designing -Kitchen designing.

UNIT-II STANDARDIZING THE RESTAURANT AND BAR SERVICE **06**

Training program for all restaurant / bar staff -Service standard for food & beverage service- The procedure to control and monitor the service standard-The guest feedback on service standard

UNIT-III THE RESTAURANT AND BAR CONTROL SYSTEM **06**

Food portion control -To have a beverage portion control -Prevent food & beverage pilferage -Check billing and complementary fraud -Training staff to use automatic dispensing system for bar

UNIT- IV FUNDAMENTAL OF SUPERVISION IN RESTAURANT AND BAR **06**

Leadership -Autocratic leadership -Bureau critic leadership- Democratic leadership - Recruitment and selection -Orientation and training -Evaluation

UNIT-V THE CIGAR WORLD **06**

The cultivation of tobacco and region producing tobacco- Processing the tobacco leaf - Rolling and storage of cigar -Service of cigar - International brands name of cigar

Total Hrs.30

COURSE OUTCOME:

On successful completion of this course learners will be able to:

CO1 Identify the selection of designer ware equipment for the restaurant and bar.

CO2 Standardize the services at outlets.

CO3 Evaluate the control system.

CO4 Summarize the leadership.

CO5 Discuss cultivation of tobacco, region producing processing the tobacco leaf, rolling and storage of cigar, service of cigar and International brands name of cigar

TEXT BOOKS:

1. Food & Beverage Service – Lillicrap & Cousins, 8th Edition, Hodden Education, 2010
2. Food & Beverage Simplified, -Vara Prasad, Gopi Krishna, 1st Edition, Dorling Kindersley, Noida, UP, 2013

REFERENCE BOOKS:

1. Food & Beverage Service, Singaravelavan, 1st Edition, Oxford University, 2011.
2. Managing Bar & Beverage Operations, Lendal H Kotschevar, Mary L. Tanke 8th Edition, Educational Institute of the American Hotel & Lodging Association, Lansing, Michigan, USA. 2009

COURSE OBJECTIVE:

The aim of the subject is to build the comprehension of the student with regard to organizational setting relating to behavior and expectations from the employer and developing proper confidence in him to attain goals.

UNIT -I INTRODUCTION TO ORGANIZATIONAL BEHAVIOR 06

The challenges facing management – people as the competitive advantage in the new workplace – the new environment – globalization information technology – total quality and diversity and ethics

UNIT-II THE ORGANIZATIONAL CHANGE 06

Ethics undergoing a paradigm shift – a new perspective for management –defining organizational behavior – the relationship to other fields – the behavioral approach to management and interdisciplinary in nature.

UNIT - III ORGANISATIONAL LEARNING: 06

Today's Organizations: Information Technology, total quality management, and organizational learning, The Role of Information Technology –The Impact on work and Jobs - The Flattening and Downsizing of Organizations.

UNIT – IV TOTAL QUALITY MANAGEMENT 06

Introduction and meaning – Reengineering - Benchmarking – Empowerment- Putting Empowerment into Action Learning organizations – meaning of learning organization - types of learning organizations, organizational behavior in the learning organization and its action

UNIT – VA MICRO PERSPECTIVE OF ORGANIZATIONAL BEHAVIOR 06

The nature and importance of perception – perceptual selectivity – perceptual organization – social perception – impression management – personality and attitudes, The meaning of personality – The Development of personality – nature of attitudes and organizational commitment, Motivation: needs, content, and processes, decision-making, organization theory and design, organizational culture, horizons for organization behavior, organizational change and development

Total Hrs.30**COURSE OUTCOME:**

On successful completion of this course learners will be able to

- CO1 Analyze the behaviour of individuals and groups in the hotel and the key factors that influence organizational behaviour.
- CO2 Assess the potential effects of organizational behaviour.
- CO3 Evaluate the potential effects of important developments in the external environment on organizational behavior.
- CO4 Implement the basic principles of TQM in the hotel.
- CO5 Perceptual concepts in hospitality industry

TEXT BOOKS:

1. Khanka. S.S. - Organizational Behaviour – 6th Edition, S. Chandan & Co., 2010.
2. Stephen P – et. al.; Organizational Behaviour – 5th Edition, Peerson Printice Hall, 2007.

REFERENCE BOOKS:

1. Angelo Kinkki, Organizational Behaviour – 4th Edition, Tata Mcgra Hill, 2006,
2. Suja R Nair, Organizational Behaviour – Himalaya (Meera Pande) 2011

COURSE OBJECTIVE:

This subject is essential in terms of making the students to gain more knowledge of the communication related to work setup and have an idea with regard to the importance of communication in hotels.

UNIT –I INTRODUCTION**06**

Communication and its present scenario – the importance and need for communication in organization as well as hotel industry - a model of the communication process.

UNIT–II IMPORTANCE OF COMMUNICATION**06**

Types of communication essential in organization and its role- the barrier of communication advantages and disadvantages its necessity in business organization and its impact.

UNIT – IIIBUSINESS WRITING**06**

Principles of clear business writing its need- and qualities to be practiced in terms of effective correspondence the role of importance effective correspondence needed in organization to avoid conflux and maintain it on a proper basis.

UNIT–IV REPORT WRITING:**06**

Problems and importance steps followed in writing report- Technique of writing and interpretation that is adopted in organization - and determination of report setup.

UNIT– V IMPORTANCE OF TECHNOLOGY**06**

Technology and its impact- adopted in Business Communication the use of technology in terms of limiting the labour and enhancing the usages types and its role in different industries.

Total Hrs.30**COURSE OUTCOME:**

On successful completion of this course learners will be able to

CO1 Role and importance of communication at hospitality industry.

CO2 Describe the types of communication essential in an organization and its role

CO3 Discuss the principles of clear business writing and its need.

CO4 Identify the problems and importance steps followed in writing a report

CO5 Summarize the technology and its impact in business communication

TEXT BOOKS:

1. Hema Srinivasan - Communication Skill Practice and Approach, Published by Frank Brothers – 2009.
2. Krishna Mohan – Communication Skill- Published by Rajiv Beri – 2007.

REFERENCE BOOKS:

1. Dr. V. Balu - Communication Skill- Published by: Sri Venkateshwara Publishers – 2006.
2. Courtland, L. Bovee, John Thrill, Business Communication Today, Published by Frank Bros. – 2010.

COURSE OBJECTIVE:

The facility management is adopted in hotels in order to facilitate the customers and satisfy them which ultimately make the student to gain exposure with regard to the renovation and the design to be opted at any events conduct.

UNIT- I INTRODUCTION**06**

General Procedure of location -Factors affecting location-Location analysis- cost analysis-Space determination-Work place design-Layout techniques-Types of layout-Cost comparison.

UNIT-II FACILITIES PLANNING**06**

The systematic layout-Planning pattern planning consideration-Flow process and flow diagram Procedure for determining space relationship-Architectural consideration-Difference between carpet area and plinth area-Approximate cost of construction estimation-Approximate operation areas in budget types/5 star types hotel-Approximate other operating areas per guest room- Approximate water/electrical load requirement-estimation

UNIT-III FACILITY DESIGN**06**

Planning and designing in Lodging industry-Site Design- Hotel design-Guest rooms suites- The Lobby – Food Beverage outlets – Function areas – Administrative office Food Production Areas – Other Back of the House Areas-Designing with environment commitment-Solid waste-management-Water conservation and preservation.

UNIT- IV DESIGNING OF FUNCTION AREAS**06**

Receiving Area-Storage Area-The Kitchen-Dining Room-Office Space-Staircase.

UNIT- V RENOVATION**06**

Reasons to renovate- The life cycle of a hotel- Types of Renovation- the Renovation Process- Other Renewal Issues-Renovation budget.

Total Hrs.30**COURSE OUTCOME:**

On successful completion of this course learners will be able to

- CO1 List the selection factors affecting the initiating of a hospitality establishment.
- CO2 Summarize the procedure for determining space relationship
- CO3 Design the different types of hotels, restaurants, hospitality outlets etc.,
- CO4 Designing Functional areas in Kitchen, and restaurants at hotels.
- CO5 State the reasons to renovate.

TEXT BOOKS:

1. Tarun Bansal, Hotel Facility Planning, Oxford University Press, 2010
2. David M. Stipnauk, Hospitality Facility Management Design, AH&LA , 2006

REFERENCE BOOKS:

1. Stephen P. Robbins Mary Coutter, Management, Pearson Education, INC, 2002.
2. Joseph Ransley Hadyn Ingram, Developing Hospitality Properties & Facilities, Butterworth Heinemann, 2000.

**I YEAR – I SEMESTER
PRACTICAL**

COURSE OBJECTIVE:

To gain practical exposure with regard to cooking of different country cuisines and to adopt in practice.

- Menu – I American Cuisine**
Tomato Juice Cocktail-Okra Soup-Fried Chicken-Boston Baked Beans-Carrot Pudding.
- Menu – II German Cuisine**
Cauliflower Salad-Cream of Potato Soup-Fish Balls in Spinach-StunenKuechen-Orange Cake.
- Menu – III French Cuisine**
Oeuf Diable-Consomme Ambassadrice-Sole bonne femme-Supreme de volaille-alakiev-Pommes de terre anna-Bavarois aux fruits.
- Menu – IV Italian Cuisine**
ZuppaPapvese-Spaghetti with meat balls-Potato Croquettes-Amaretti.
- Menu – V Greek Cuisine**
Greek Salad- Cacik- Acgolmenono-Meat Balls in tomato sauce-Circassian-chicken-Polpettes-Hummus bitahina-Fresh Figs with wine and honey.
- Menu – VI Chinese Cuisine**
Chicken Wonton Soup-Spring rolls with sweet chilli-Fish with cashew ginger-marinade- Oriental Fried rice-Deep fried banana.
- Menu – VII Spanish Cuisine**
Escudella Catalina- Tortillas-Pelota-SpanishRice Omelette-Paella De Valencia-Churros.
- Menu – VIII Cold cuts**
Galatine-Paté-Terrine-Ballontione.
- Menu – IX Sandwiches and Canapés.**
- Menu – X Center Pieces in Banquets**
Vegetable and Fruit Carvings-Ice Carving- Margarine Sculpture-Fancy Bread-Display.

COURSE OUTCOME:

On successful completion of this course learners will be able to

- CO1 Prepare the foods of select international cuisines.
- CO2 Plan and prepare the menu for the restaurant.
- CO3 Demonstrate cold cuts, carve vegetable fruit and ice.
- CO4 Apply standard procedures involved in preparations of various cuisines.
- CO5 Display creativity in food presentations

COURSE OBJECTIVE:

To create knowledge in the minds of students to know about the different services offered to the customers and how to promote sales.

- I. Menu Engineering-Art of Cocktail Mixing-International Specialty Food services-
- II. Yield Management of food & beverage-Case Study.
- III. Setting up of buffets and service procedures.
- IV. Guest Situation Handling
- V. Planning a restaurant (Specialty, fast food, and coffee shop) .
- VI. Planning of a bar with the factors mentioned in theory.
- VII. Preparation of duty rosters in restaurants and function catering.
- VIII. Menu planning – Indian and International with wines.
- IX. Formats of records maintained in restaurants and bars (booking, Diary,KOT, Sales summary sheet, Guest comments, Log Book, etc.)

COURSE OUTCOME:

On successful completion of this course learners will be able to

- CO1 Prepare cocktails in accordance with international and national standards
- CO2 Serve international cuisine foods.
- CO3 Exercise yield management in the service department's outlets of the hotel industry.
- CO4 Deal with case studies relating to the food and beverage outlets
- CO5 Maintain formats of records for in restaurants and bars

15MHM005

**I YEAR - II SEMESTER
ACCOMMODATION OPERATION**

2 0 0 2

COURSE OBJECTIVE:

The purpose is to make the students to have adequate knowledge and practical experience in housekeeping department, since it plays vital role to attract the customers and feel at home away from home.

UNIT – I INTRODUCTION AND ROLE

06

Personal Qualities of Housekeeping Personnel- Variable of commencing a housekeeping department in the project stage hotel and functioning hotel.

UNIT– II PLANNING AND ORGANIZING A HOUSEKEEPING DEPARTMENT

06

Hospitals- Airlines- Cruise lines- Guest house- Contract services- Multinational companies.

UNIT– III ECO FRIENDLY CONCEPT IN HOUSEKEEPING DEPARTMENT

06

Measures to reduce the consumption- Refuse of non bio degradable products- Reuse methods- Recycle.

UNIT – IV HUMAN RESOURCES MANAGEMENT IN HOUSEKEEPING

06

Man Power Planning, Sources- Recruiting- sources of recruiting- selection- orientation- to employees in hotels and Allocation of work and duty rota.

UNIT – V TRAINING AND DEVELOPMENT

06

Need for training- types of training- importance of training- Time, motion study- evaluation & performance- Appraisal.

Total Hrs.30

COURSE OUTCOME:

On successful completion of this course learners will be able to

CO1 Summarize personal Qualities of Housekeeping Personnel

CO2 Describe the planning and organizing housekeeping in Hospitals- Airlines- Cruise lines- Guest house- Contract services- Multinational companies.

CO3 Explain the measures to reduce the consumption of non-bio degradable products.

CO4 Plan the manpower requirements

CO5 Training concepts at accommodation Operation Department

TEXT BOOKS:

1. G.Raghubalan, Smrita Raghubalan, Hotel Housekeeping Operation & Management, 2nd Edition, Oxford University Press, 2009.
2. Sudhir Andrews, Hotel Housekeeping Management and Operation, Tata Mcgraw Hill, 2008.

REFERENCE BOOKS:

1. S. K. Kaushal, S.N. Gautam, Accommodation Operation Management, Frankbros and co. ltd. 2009.
2. Rocco, M. Angelo, Andrews N. Vladimir, Hospitality Today and Introduction, AH&LA, 2004

COURSE OBJECTIVE:

To make the students to gain adequate knowledge with regard to tourism marketing which will help them in the future for the development?

UNIT –I INTRODUCTION TO TRAVEL AND TOURISM**06**

Tourism- meaning and definition, Significance of tourism, Tourism Industry-constituents, five ‘A’ of tourism, forms and types, purpose of tourism and travel motivators Definition-Accommodation, food and beverage, Attractions.

UNIT –II MEDIA AND OTHER SERVICE IN TOURISM MARKETING:**06**

Telecommunications, Essential services, Transport –air-road-rail- water, air transport in India, Security of aircraft and passengers, International Air Travel Classes, Transport as an attraction

UNIT-III MARKETING MIX IN TERMS OF TOURISM:**06**

Introduction – Meaning of Marketing Mix – Significance of Marketing Mix in terms of Tourism Promotion – The linkage with regard to International Organizations – Government Organization in India – Private Organization and Non-governmental organization.

UNIT – IV THE TRAVEL AGENTS AND TOURIST OPERATORS**06**

The Travel Agent, Travel Agencies-Types-Functions-source of income, setting -up a Travel Agency. The Tour operator-Types, Package Tours-Types Guides and Escorts Tourist Organization-Need for Tourism Organizations.

UNIT – V TOURISM-REGULATIONS AND IMPACT OF TOURISM**06**

Passport, VISA, Health Regulations for International Travel, Special Permits for Restricted Areas Customs Regulations, Emigrations and Immigrations, Taxes Paid by Travelers, Travel Insurances. Economic Impacts, the Multiplier Effect, Environmental Impact, Socio-cultural Impact, Demonstration Effect, Political Impact of tourism.

Total Hrs.30**COURSE OUTCOME:**

On successful completion of this course learners will be able to

- CO1 List the five ‘A’s of tourism and its significances.
- CO2 Discuss the essential services, for promoting tourism
- CO3 Marketing mix in terms of tourism products
- CO4 Evaluate the Functions of a Travel Agency and Tour operator.
- CO5 Explain the immigration procedures.

TEXT BOOKS:

1. S. M. Jha, Tourism Marketing, 1stEdition, Mrs. Meena Pandey, Himalaya Publishing House, 1995.
2. Sumira Reddy, et.,al., Tourism Operation Management, 2nd Edition , Oxford University Press, 2009.

REFERENCE BOOKS:

1. Alstair M Morrison, Hospitality and Travel Marketing, 3rd Edition, Nelson Education Ltd., 2002.
2. Devashish Das Gupta, Tourism Marketing, 2nd Edition, Darling Kindersley, 2008.

COURSE OBJECTIVE:

Human resource development is playing a key role in all organizations to create a conducive atmosphere and to develop the creativity of employees which ultimately leads to better working conditions and respect.

UNIT-I INTRODUCTION TO HUMAN RESOURCE MANAGEMENT 06

Human resource management -Strategies management approach to human resource management- Equal employment opportunity: Legal aspects of human resource management -Global human resource management.

UNIT-II ACQUIRING HUMAN RESOURCES 06

Human resource planning and alignment- Job analysis and design- Recruitment – Selection.

UNIT-III REWARDING HUMAN RESOURCES 06

Appraising and managing performance- Compensation: An interview- Compensation: Issue and policies- Administering benefits and services.

UNIT-IV DEVELOPING HUMAN RESOURCES 06

Training and development-Career planning and development -Labor management relation-Labor relations and collective bargaining - Employee rights and justice.

UNIT-V PROTECTING HUMAN RESOURCES 06

Promoting safety and health - Financial services- Social and recreation programs-Discrimination and partiality - Human Resource Development.

Total Hrs.30**COURSE OUTCOME:**

On successful completion of this course learners will be able to:

CO1 Explain the Human resource management strategies.

CO2 Planning of HRM at hotels.

CO3 Appraise and manage performance.

CO4 Summarize the training and development programs.

CO5 Deal with discrimination and partiality.

TEXT BOOKS:

1. Prasad Elam, Human Resources Management, Sultan Chand & Sons. – 2005.
2. Aswathappa Human Resource Management. Tata Mc Gry Hill, 5th Edition , 2008

REFERENCE BOOKS:

1. Gary Dessler, Human ResourceManagement, 13th Edition Prentice Hall Inc., 2012
2. MamoriaGankar, S.V. Personnel Management & Industrial relation, 29th edition, Himalaya Publishing House, 2009.

COURSE OBJECTIVE:

The main objective of the subject is that the students should be aware of finance and gain practical knowledge of the departmental activities which is carried down in the organization in order to aim for profit.

UNIT-I FINANCIAL ACCOUNTING FRAMEWORK 04

Introduction -Framework of financial statement -Definition of assets, liabilities, income and expenses -Qualitative characteristics of financial statement- Accounting approaches.

UNIT-II STRUCTURE OF FINANCIAL STATEMENTS 04

Introduction- The Accounting Equation -Classification Of Assets-Classification Of Liabilities - Presentation Of A Balance Sheet -Presentation Of Profit And Loss Account -Analysis Of Transactions.

UNIT-III THE ACCOUNTING CYCLE: JOURNALS, CASHBOOK, GENERAL LEDGER AND TRIAL BALANCE 03

Introduction -The debit credit rule -The accounting cycle -Journalization-Petty cash book-General ledger -Trial balance.

UNIT -IV BASIC ACCOUNTING CONCEPTS: THE INCOME STATEMENT 04

The nature of income -Basic concepts -Recognition of expenses-Gain and losses-The income statement -Other concepts of income -Accounting and changing prices.

UNIT-V SOURCES OF CAPITAL: DEBT 04

Nature of liabilities -Debt capital -Accounting for bonds -Leased assets-Other liabilities -Analysis of capital -structure.

UNIT-VI SOURCES OF CAPITAL: OWNERS EQUITY 04

Forms of business organization -Accounting for proprietor's and partner's equity-Ownership in a corporation-Earning per share -The line between debt and equity -Equity in nonprofit organization.

UNIT-VII ACQUISITION AND CONSOLIDATED STATEMENTS 03

Accounting for investments- Business combination -Consolidated statement.

UNIT-VIII FINANCIAL STATEMENT ANALYSIS 04

Business objectives -Overall measures-Profitability ratios -Investments utilization ratio-Financial conditions ratios -Dividend policy -Growth measures -Making comparisons.

Total Hrs.30

COURSE OUTCOME:

On successful completion of this course learners will be able to

CO1 Explain the introduction, Framework of financial statement, and accounting approaches.

CO2 Discuss the debit credit rule.

CO3 Prepare financial statements.

CO4 Accounting for different business organizations

CO5 Calculate the accounting for investments.

TEXT BOOKS

1. Dr. Maheswari.S.N, Management Accounting, 5th Edition, Sultan Chand & Sons,2007.
2. Khan.M.Y. and Jain.P.K, Management Accounting, 4th Edition,Tata McGraw Hill, 2006.

REFERENCE BOOKS:

1. Pandey.I.M., Management Accounting, 3rd Edition, Vikas Publications, 2009.
2. Reddy.T.S. &Hari Prasad Reddy, Financial and Management Accounting, 3rd Edition, Margham Publication, 2003

COURSE OBJECTIVE:

The aim is to create awareness among students with regard to marketing not only in terms of general organization but also with regard to hotel industry. To promote sales and use find ways of improve it.

UNIT – I UNDERSTANDING MARKETING MANAGEMENT**06**

Defining marketing for the 21st Century-Marketing Insight-Marketing Memo-Company Orientations toward the market place-Marketing Insight- Fundamental Marketing Concepts- trends and tasks.

UNIT – II STRATEGIC PLANNING**06**

Marketing management process – analysis marketing opportunities- selecting target consumers- and developing marketing mix-Analysis of macro and micro environment.

UNIT -IIIMARKETING RESEARCH**06**

Marketing research as an aid to marketing- Marketing research process – sales forecasting – techniques-Buyer behaviour- influence factors on consumer behaviour –buying situations – buying decision process – industrial buyer behavior-Marketing segmentation - targeting and positioning- competitive marketing strategies.

UNIT – IVMARKETINGMIX:**06**

Product policies – consumer and industrial product decisions- branding- packing and labeling – new product development and product life cycle strategies-Pricing – pricing strategies and approaches-Distribution – nature of channels – channel – decisions retailing and wholesaling-Promotion – advertising scope- designing copy. Media selection- sales promotions strategies.

UNIT – V SALES FORECASTING**06**

Budgeting - Sales force decisions- selection- training- compensation and control. Consumer protection – awareness of consumer rights in the market place.

Total Hrs.30**COURSE OUTCOME:****On successful completion of this course learners will be able to:**

- CO1 Explain the marketing concept, marketing memo, company orientations toward the market place- marketing insight.
- CO2 Develop marketing mix
- CO3 Summarize the marketing research as an aid to marketing.
- CO4 Formulate Product mix
- CO5 Budget for marketing.

TEXT BOOKS:

1. Ramaswamy & Namkumari, Marketing Management, 3rd Edition, McMillan Publications, 2009.
2. Rajan Saxena, Marketing Management, 3rd Edition, Tata McGraw Hill, 2008.

REFERENCE BOOKS:

1. Philip Kotler, Principles of Marketing Management, 12th Edition, Pearson Publications, 2009.
2. William J Stanton, Fundamentals of Marketing Management, 10th Edition, Tata McGraw Hill, 2004.

**I YEAR – II SEMESTER
PRACTICAL**

15MHM007

ACCOMMODATION OPERATION - PRACTICAL

0 0 4 2

COURSE OBJECTIVE:

To make the students to understand the different operations system followed in Housekeeping department with regard to hotel industry.

- I. Laundry Operation

- II. Stains & Stain Removal Methods

- III. Cost estimation

- IV. Housekeeping plans into action

- V. Training & evaluating supervisors and managers

COURSE OUTCOME:

On successful completion of this course learners will be able to

- CO1 Demonstrate the operations executed in the laundry.
- CO2 Plan & organize the laundry.
- CO3 Treat stains and demonstrate the removal of stains.
- CO4 Calculate the cost estimation in the laundry linen budget and renovation.
- CO5 Develop a training module for all the staff in the department

II YEAR – III SEMESTER

15MHM008

FRONT OFFICE OPERATION

4 0 0 4

COURSE OBJECTIVE:

Front Office is an important department in hotels to promote sales in terms of profit. This subject provides a guidelines for the students to know the different function been carried out in front office.

UNIT - I FOCUS OF HOSPITALITY MARKET

5

Individual guest behavior

Model of guest behavior - Purchase stimuli - The guest search problems - Purchase decision

Purchase output - External free

UNIT - II CLUB MANAGEMENT

4

Background of club - Types of club - Club ownership - Club organization - Club operation

UNIT – III AN INTRODUCTION TO THE MEETING INDUSTRY

4

Types of meeting - Role of civil and government organization - Where meeting are held - Meeting planning process - Meeting industry career

UNIT- IV FLOATING RESORTS: CRUISE LINE BUSINESS

4

Early cruise - The birth of modern cruise - Cruise ship organization - Seaboards: a case study quality management

UNIT – V GAMING & CASINO HOTELS

4

The story of gaming - Casino hotels

UNIT – VI HOTEL MANAGEMENT COMPANIES

4

Why management companies exist - The evolution of management companies - Management contracts

UNIT – VII FRANCHISING BUSINESS

5

What is franchising? - History of franchising - Product or trade – Name franchising - Business format franchising - How franchising works - Initial investment – franchise regulation -Owning a franchise - Advantage – disadvantage - Advantage & disadvantage for franchise - Franchising issues

Total Hrs.30

COURSE OUTCOME:

On successful completion of this course learners will be able to

CO1 Evaluate the procedures in handling the guest management

CO2 Meetings and its categories

CO3 List out the types of clubs its organization and operational procedures

CO4 State and list the need, importance and limitations of franchising

CO5 Explain the existence and evolution of management companies

TEXT BOOKS

1. Michael I. Kasavana, Richard M. Brooks, Managing Front Office Operations, AH&LA, 2005.
2. Angelo, Rocco M, Vladimir, Andrew, Hospitality Today: an Introduction

REFERENCE BOOKS:

1. Joe perdue, Jason koenigsfeld, Contemporary Club Management, AH&LA, 2013
2. Milton T. Astroff, James R. Abbey, Convention Sales and Services, AH&LA, 8th Edition, 2011.

COURSE OBJECTIVE:

Marketing is very important in any organization but present scenario in International marketing is gaining more confidence in terms of trading import and export and other NRI industries. This gives an exposure for the students to know about the overall challenges faced in international marketing.

UNIT- I INTRODUCTION**06**

The scope and challenge of international marketing - The dynamic environment of international leader - Cultural environment of global markets - History & geography: the foundations of cultural understanding - Cultural dynamics in assessing global marketing. The international legal environment playing by the rules.

UNIT –II ASSESING GLOBAL MARKET OPPURTUNITIES**06**

The political environment: A critical concern - Developing a global vision through marketing research - Emerging markets - Multinational market regions & market groups.

UNIT-III DEVELOPING GLOBAL MARKETING STRATEGIES**06**

Global marketing management: planning & organization - Products & services for consumers. Products & service for businesses - International marketing channels - Exporting & logistics: special issues for business - Integrated marketing communications & international advertising. Personal selling & sales management - Pricing for international markets.

UNIT - IV IMPLEMENTING GLOBAL MARKETING STRATEGIES**06**

Negotiating with international customers, partners and regulators - Internationalizing the hotel. Market research (Guest analysis - Competing analysis - Forecasting demand -Research sources)

UNIT– V INTERNATIONAL HOTEL SALES & MARKETING**06**

Developing an international marketing strategy- Corporate marketing & sales efforts - Accounting for cultural differences - Marketing US hotels to foreign visitors - Understanding various travel distribution systems - Automated global distribution - Travel agents & the hotel booking process - Working with travel agents - Common hotel – travel agency relationship problems - Resolving relationship problems - Segmentation - Ways to segment - Branding - Product positioning - Promotional tools & techniques - Advertising - Collateral materials - Sales promotions - Cooperative marketing - Public relations - Frequent – guest programs. - Personal selling- Travel trade shows - travel missions - familiarization tours.

Total Hrs.30**COURSE OUTCOME:**

On successful completion of this course learners will be able to

CO1 Understanding International Marketing Concepts

CO2 Assess the global marketing concepts and opportunities.

CO3 State global marketing management concepts and procedures.

CO4 Evaluate the concepts and procedures involved in international hotels sales and marketing.

CO5 Develop hotels products to international marketing standard

TEXT BOOKS :

1. Dr. Varshiney R.L. & Bhattacharya B. International Marketing- 22nd Edition, Sulthan Chand & Sons. 2009.
2. Chandran R, International Business, 2nd Edition, Jai Co Publishers, 2009.

REFERENCE BOOKS:

1. Francis Cherunilam, International Business Environment, 3rd Edition, Himalaya Publication, 2010.
2. Warren J. Keegan, Global Marketing Management, 7th Edition, Pearson Education, 2009.

PURCHASE SYSTEM**COURSE OBJECTIVE:**

Main objective of the subject is to know what the purchase system is and how to manage the materials and ingredients that are provided in hotels and to cope up with the latest trends.

UNIT-I INTRODUCTION**03**

Dynamics of material management- Materials management at micro and macro level-inventories of material, need and importance of materials management and types of inventories.

UNIT-II SYSTEMS APPROACH TO MATERIALS MANAGEMENT**04**

System approach –the process of management and the material function –the material function interfaces – an overview of the system concepts –benefits of the integrated system approach

UNIT-III FORECASTING OBJECTIVES AND THE MATERIAL ORGANIZATION**06**

System design – integral control of the flow of material –forecasting and planning – forecasting methods – objectives of material management – environmental changes – the development of a function organization – a question of structuring – leadership style

UNIT-IV MATERIAL PLANNING AND PURCHASING**07**

Making the material plan work – the material cycle and flow control system – material budget Price determination – price forecasting –price cost analysis – the learning curve – negotiation – reciprocity – cost plus contract – hedging - forward buying – buying ethics – principles and standards of purchasing – make or buy – information documentation and purchasing library – legal aspects of purchasing – law of agency – law of contract – legal aspects of purchasing – law of contract - legal status of the buyer – warranties and conditions – right of inspections –right of rejection – vendor vendee relation – vendor development

UNIT-V QUALITY ASSURANCE AND CONTROL**05**

Quality awareness – determinants of quality - commercial standard – blue prints – significance of inspection – meteorology or engineering measurement – purchase inspection – sampling inspection – sampling techniques- different types of population – different types of samplings – practical methods of sampling – types of sampling plan – choosing a sampling plan – lot-by- lot sampling inspection by attributes – dodge-rooming tables –0 risks of sampling.

UNIT-VI INTERNATIONAL BUYING AND IMPORTANT PURCHASING**05**

Industrial needs – import procedure and document – classification of stores – categories of importers – import application – basis of licensing – import purchasing procedure – letter of credit – income tax clearance – customs tariff – registration of licenses at port.

Total Hrs.30**COURSE OUTCOME:**

On successful completion of this course learners will be able to

CO1 Discuss the right quality right quantity of supplies at the right time at the right place for the right cost.

CO2 State the basic principles of material management.

CO3 List out the pints involved in making material plan

CO4 Describe the quality control

CO5 State the importance and steps in international purchasing

TEXT BOOKS

1. Goel B.S, Production and Operations Management, 2nd Edition, PramodPrakashan Publication, 2006.
2. PanneerSelvam, Production and Operations Management, 2nd Edition, Prentice Hall Inc, 2010

REFERENCE BOOKS:

1. Chary. S, Production and Operations Management, 4th Edition, Tata McGraw Hill, 2009.
2. Aswathappa K and ShridharBhat K, Production and Operations Management, 2nd Edition, Himalaya Publishing House, 2010

COURSE OBJECTIVE:

The main objective is to gain knowledge in terms of computer and to manage the different systems which are operated in hotels and to know the importance of technology.

UNIT – I INFORMATION FOR DECISION MAKING**06**

Decision Making, Conceptual Foundation of Information System, Information Resource Management

UNIT – II SYSTEM DEVELOPMENT**06**

Overview of system Analysis and Design, System Development Life Cycle, Designing on Line & Distributed Environment-Design Consideration, Implementation and control of projects

UNIT – III COMPUTER NETWORKS AND DATA COMMUNICATIONS**06**

Trends in Information Technology-Hardware, Software, Data Communication Concepts -Computer Networks

UNIT – IV MANAGING CORPORATE DATA RESOURCES**06**

Organizing Data, Relational Data Base Management System, Query Language Including DSS Application Illustrations

UNIT – V SOCIO-LEGAL ASPECTS OF COMPUTERISATION**06**

Social Dimensions of Computerization, Computer Viruses, Legal Dimensions of Computerization

Total Hrs.30**COURSE OUTCOME:**

On successful completion of this course learners will be able to

CO1 Conceptual Foundation of Management Information System

CO2 Plan and implement PMS for organizations

CO3 Explain the usage of Languages

CO4 Demonstrate the appropriate productivity tools for data analysis and presentation

CO5 Aspect of Computerisation.

TEXT BOOKS

1. Rajaraman.V – Computer programming in C – Prentice Hall of India, 2008.
2. Taxali.R.K. – PC software – Tata McGraw Hill, 2001.

REFERENCE BOOKS:

1. Alexis Leon – ORACLE The Application Development Handbook – Comdex computer publishing, 1996.

COURSE OBJECTIVE:

The sales management is introduced in order to create an awareness in the minds of the students to gain knowledge with regard to development of selling scales and to know about the functions of sales

UNIT – I SALES MANAGEMENT FUNCTION**06**

Introduction to Sales Management - Personal Selling - Sales Process - Computer Application in Sales Management

UNIT- II SELLING SKILLS**06**

Communication Skills - Sales Presentation - Negotiation Skills -Retail Communication: Sales Display

UNIT –III CHANNEL OF DISTRIBUTION**06**

Sales force – Types - Channel of distribution - Function of distribution - Channel intermediaries

UNIT – IVSALES FORCE MANAGEMENT**06**

Job Analysis, Recruitment and Selection - Training the Sales Force - Compensation and Motivation of Sales Force - Monitoring and Performance Evaluation

UNIT –VPLANNING AND CONTROL OF THE SALE EFFORT**06**

Sales Planning - Sales Organization - Sales Forecasting and Sales Quotas - Sales Budgeting and Control

Total Hrs.30

COURSE OUTCOME:

On successful completion of this course learners will be able to

CO1 State the importance of the sales management

CO2 Skills in sales

CO3 List out the types of distribution channels and their functions

CO4 Discuss the importance of sales planning and forecasting

CO5 Do a job analysis.

TEXT BOOKS:

1. Moorthy Y.L.R, Brand Management the Indian Context, 2nd Edition, Vikas Publications, 2009.
2. Pati, Debashis, Branding- Concepts and Cases, 2nd Edition, Macmillan Business Books, 2003.

REFERENCE BOOKS:

1. David Aaker, Brand Management, 1st Edition, Tata McGraw Hill, 1987.
2. Gilbert, Retail Marketing Management, 2nd Edition, Pearson Education, 2009.
3. Levy&Weitz, Retail Management, 6th Edition, Tata McGraw Hill, 2009.

**II YEAR – III SEMESTER
PRACTICAL**

15MHM010

FRONT OFFICE OPERATIONS

0 0 4 2

COURSE OBJECTIVE:

The students should become competent in handling PMS and compiling bills and handling check in and check out and gain knowledge with regard to operation of Front Office.

PMS, Fidalio system of computer packages - Practice on bills compilation, presentation & settlement procedures - Credit card handling procedures - Dealing with guest complaints Maintenance of reports and registers - Viva-voce - Group discussions - Role play Tour itinerary – package tours, group tours - Inbound and outbound tourism.

COURSE OUTCOME:

On successful completion of this course learners will be able to

CO1 Use the PMS for the various procedure in the FO operations

CO2 Prepare the billing during the check outs

CO3 Execute Managerial skills

CO4 Deal with the guest tactfully during guest complains

CO5 Prepare the maintenance report, actively participate in group discussions and rule play model and tour itinerary packages,

COURSE OBJECTIVE:

The objective of this paper is to develop research and inculcate the systematic approach amongst students. This paper will equip the students with the fundamental knowledge of research methodology so as to make them familiar with the process, tools, techniques and methods for conducting research in a scientific manner.

UNIT – I INTRODUCTION TO RESEARCH METHODOLOGY **06**

Importance of research decision making - Defining research problem and formulation of hypothesis
- Experimental designs.

UNIT II- DATA COLLECTION AND MEASUREMENT **06**

Methods and techniques of data collection - Sampling and sampling designs - Attitude measurement and scales.

UNIT –III DATA PRESENTATION AND ANALYSIS **06**

Data processing - Statistical analysis and interpretation of data – non parametric tests
Multivariate analysis of data - Model building and decision making

UNIT–IV RESULTS AND ANALYSIS **06**

Analysis for research - Importance of bibliography - Fact findings

UNIT –V REPORT WRITING AND PRESENTATION **06**

Substance of reports - Report writing and presentation - Presentation of a report

Total Hrs.30

COURSE OUTCOME:

On successful completion of this course learners will be able to

- CO1 Formulation and importance of hypothesis
- CO2 State the importance of research and data collection
- CO3 Enumerate the data processing and statistical analyses
- CO4 List out the importance of research analysis and bibliography
- CO5 Explain the scope of report writing

TEXT BOOKS:

1. C.R. Kothari, Research Methodology – Himayala Publication, 2009.
2. Uma Sekaran, Research Methodology, John Willey, 2012.
3. Donald R. Cooper and Pamela S. Schindler, business Research Methods, 9TH edition, Tata Mcgraw Hill, 2006.

REFERENCE BOOKS:

1. William G.Zikmund, Business Research Methods, 7th Edition, Tata Mc Graw Hill, 2009.
2. Dr.Tripathi, P.C, Research Methodology, 1st Edition, Prentice Hall Inc., 2009. Garg, B.L.Karadia, R.Agarwal, &F.Agarwal, U.K 2002. An introduction to research methodology, RBSA Publishers
3. Kothari, K.C., Research Methodology, 2nd Edition, New Age Publication, 2009.

COURSE OBJECTIVE:

Service Marketing is an important in the hospitality industries. In the present scenario, the service marketing in terms of hospitality and tourism is gaining recognition and it also enables the students to face the reality.

UNIT - I INTRODUCTION**06****Marketing for hospitality and tourism.**

Customer orientation - Hospitality and travel marketing

Marketing in the hospitality industry.

Importance of marketing - Tourism marketing -Marketing future - Great leaders in the hospitality industry

UNIT – II THE SERVICE CULTURE**06**

Characteristics of service marketing - Intangibility - Inseparability - Variability - Perish ability.

UNIT – III MANAGEMENT STRATEGIES FOR SERVICE**06**

Tangibility the product - Physical surroundings - Stress advantage of no ownership -Greening of hospitality industry.

UNIT – IV STRATEGY FOR EMPLOYEES**06**

Managing employees - Managing capacity & demand - Managing consistency - The marketing environment.

UNIT – V MARKETING RESEARCH & INFORMATION SYSTEMS.**06**

Consumer markets & consumer buying behavior. - Market segmentation, targeting & positioning. Designing & managing products -] Distribution channels - Marketing mix.

Total Hrs.30**COURSE OUTCOME:****On successful completion of this course learners will be able to**

CO1 Enumerate the customers orientation towards hospitality marketing

CO2 Characteristics of service marketing

CO3 Strategies of formulating tourism products

CO4 Employee Management in Marketing Service Products

CO5 Compare the concepts of hospitality marketing with other marketing concepts

TEXT BOOKS:

1. Bhattacharya – Service Marketing, 11th Edition, Excel Books, 2006
2. Jha. S.M – Service Marketing, 4th Edition, Himalaya Publishing House, 2010

REFERENCE BOOKS:

1. HellenWoodruffle, Service Marketing, 1st Edition, Peerson Education, 1998
2. Christopher love look, Service Marketing, 5th Edition, Peerson Education, 2009.

