

TYPGP-Scheme I-IV Semester

Master of Science Hospitality Management

Two Year (Four Semester Post Graduation Degree Course)

Teaching and Examination Scheme under semester pattern Choice Based Credit System (CBCS)

Master of Science Hospitality Management Semester-I												
S. No.	Course Category	Course Code	Theory/ Practical	Teaching Scheme (Hrs/week)			Credits	Duration (Hrs)	Examination Scheme			
				Theory	Practical	Total			Max. Marks		Total Marks	Min. Passing Marks
									SEE	CIE		
1	DS C	1MHM-T-01	Customer Relationship Management	4	--	4	4	3	80	20	100	40
2	DS C	1MHM-T-02	Marketing For Hospitality & Tourism	4	--	4	4	3	80	20	100	40
3	DS E	1MHM-T-03	Elective-I Food and Beverage Management I OR Elective-II Accommodation Management-I	4	--	4	4	3	80	20	100	40
4	RM	1MHM-T-04	Research Methodology	4	--	4	4	3	80	20	100	40
5	DS C	1MHM-P-01	Customer Relationship Management	--	4	4	2	3	25	25	50	25
6	DS E	1MHM-P-03	Elective-I Food and Beverage Management I OR Elective-II Accommodation Management-I	--	6	6	3	3	50	50	100	50
7	RM	1MHM-P-04	Research Methodology	--	2	2	1	3	--	50	50	25
Total				16	12	28	22	--	395	205	600	--

CIE = Continuous Internal Evaluation and SEE = Semester End Examination

Master of Science Hospitality Management Semester-II												
S. No.	Course Category	Course Code	Theory/ Practical	Teaching Scheme (Hrs/week)			Credits	Duration (Hrs)	Examination Scheme			
				Theory	Practical	Total			Max. Marks		Total Marks	Min. Passing Marks
									SEE	CIE		
1	DSC	2MHM-T-01	MIS in Hospitality Industry	4	--	4	4	3	80	20	100	40
2	DSC	2MHM-T-02	Tourism: A Global Perspective	4	--	4	4	3	80	20	100	40
3	DSE	2MHM-T-03	Elective-I Food and Beverage Management II OR Elective-II Accommodation Management-II	4	--	4	4	3	80	20	100	40
4	DSC	2MHM-P-01	MIS in Hospitality Industry	--	6	6	3	3	50	50	100	50
5	DSE	2MHM-P-03	Elective-I Food and Beverage Management II OR Elective-II Accommodation Management-II	--	6	6	3	3	50	50	100	50
6	OJT/ FP	2MHM-P-04	Internship/On Job Training	--	8	8	4	3	50	50	100	50
Total				12	20	32	22	--	390	210	600	--

CIE = Continuous Internal Evaluation and SEE = Semester End Examination

Master of Science Hospitality Management Semester-III												
S. No.	Course Category	Course Code	Theory/ Practical	Teaching Scheme (Hrs/week)			Credits	Duration (Hrs)	Examination Scheme			
				Theory	Practical	Total			Max. Marks		Total Marks	Min. Passing Marks
									SEE	CIE		
1	DSC	3MHM-T-01	Tourism Destination India	4	--	4	4	3	80	20	100	40
2	DSC	3MHM-T-02	Responsible Practices in Tourism and Hospitality	4	--	4	4	3	80	20	100	40
3	DSC	3MHM-T-03	Human Resources Management & Corporate Sustainability	4	--	4	4	3	80	20	100	40
4	DSE	3MHM-T-04	Elective-I Food Safety Management System OR Elective II Professionalism in Front Office	4	--	4	4	3	80	20	100	40
5	DSC	3MHM-P-01	Tourism Destination India	--	4	4	2	3	50	50	100	50
6	RP	3MHM-P-05	Research Designing and Planning (RDP) + Presentation	--	8	8	4	3	50	50	100	50
Total				16	12	28	22	--	420	180	600	--

CIE = Continuous Internal Evaluation and SEE = Semester End Examination

Master of Science Hospitality Management Semester-IV												
S. No.	Course Category	Course Code	Theory/ Practical	Teaching Scheme (Hrs/week)			Credits	Duration (Hrs)	Examination Scheme			
				Theory	Practical	Total			Max. Marks		Total Marks	Min. Passing Marks
									SEE	CIE		
1	DSC	4MHM-T-01	Food Tourism	4	--	4	4	3	80	20	100	40
2	DSC	4MHM-T-02	Cost Control Techniques in Hospitality	4	--	4	4	3	80	20	100	40
3	DSC	4MHM-T-03	Strategic Management	4	--	4	4	3	80	20	100	40
4	DSE	4MHM-T-04	Elective I Professionalism in Food & Beverage Service Practices OR Elective II Professionalism in Room Division	4	--	4	4	3	80	20	100	40
5	RP	4MHM-P-05	Research Project	--	12	12	6	3	100	100	200	100
Total				16	12	28	22	--	420	180	600	--

CIE = Continuous Internal Evaluation and SEE = Semester End Examination

Structure and credit Distributions for two Year Post Graduate Degree in Master of Science Hospitality Management (CBCS)

Year (2Yr. PG)	Level	Sem (2 Yr.)	Major		RM	OJT/FP	RP	Cum. Credits	Degree
			Mandatory	Electives					
I	6.0	Sem I	Customer Relationship Management (4+4=8) (6 Credits)	Elective-I Food and Beverage Management I OR Elective-II Accommodation Management-I (4+6=10) (7 Credits)	Research Methodology (4+2=6) (5 Credits)				PG Diploma (after 3 Yr. UG Degree)
			Marketing for Hospitality & Tourism (4+0=4) (4 Credits)						
		Sem II	MIS in Hospitality Industry (4+6=10) (7 Credits)	Elective-I Food and Beverage Management II OR Elective-II Accommodation Management-II (4+6=10) (7 Credits)		Internship/ On Job Training (0+8=8) (4 Credits)			
			Tourism: A Global Perspective (4+0=4) (4 Credits)						
Cum. Cr. For PG Diploma			21	14	5	4			

Exit Option: PG Diploma (40-44 Credits) after Three Year UG Degree

Year (2Yr. PG)	Level	Sem (2 Yr.)	Major		RM	OJT/FP	RP	Cum. Credits	Degree
			Mandatory	Electives					
II	6.5	Sem III	Tourism Destination India (4+4=8) (6 Credits)	Elective-I Food Safety Management System OR Elective II Professionalism in Front Office (4+0=4) (4 Credits)			Research Designing and Planning (RDP) + Presentation (0+8=8) (4 Credits)		PG Degree (after 3 Yr. UG Degree OR PG Degree after 4 Yr. UG Degree)
			Responsible Practices in Tourism and Hospitality (4+0=4) (4 Credits)						
			Human Resources Management & Corporate Sustainability (4+0=4) (4 Credits)						
		Sem IV	Food Tourism (4+0=4) (4 Credits)	Elective I Professionalism in Food & Beverage Service Practices OR Elective II Professionalism in Room Division (4+0=4) (4 Credits)			Research Project (0+12=12) (6 Credits)		
			Cost Control Techniques in Hospitality (4+0=4) (4 Credits)						
			Strategic Management (4+0=4) (4 Credits)						
Cum. Cr. For 1 Yr. PG Degree			21	14	5	4			
Cum. Cr. For 2 Yr. PG Degree			47	22			10		
2 Years-4 Sem. PG Degree (88 Credits) after Three Year UG Degree OR 1 Year- 2 Sem. PG Degree (44 Credits) after Four Year UG Degree									

Abbreviations: Yr.: Year; Sem.: Semester; OJT: On Job Training; Internship/ Apprenticeship; FP: Field projects; RM: Research Methodology; Research Project; RP; Cumulative Credits: Cum. Cr.

Master of Science Hospitality Management Syllabus for I to IV Semester

Two Year (Year Semester) Post Graduate Degree Course

Master of Science Hospitality Management Semester-I

Customer Relationship Management

Program Name: Master of Science Hospitality Management		
Program Code: MHM		Semester: I
Course Title : Customer Relationship Management		
Course Category: DSC		
Course Code : 1MHM-T-01		Theory
Credits : 4		Number of Lectures in a week: 4
Maximum Marks: 100		Passing Marks: 40
SEE: 80		CIE: 20
Objectives of the Course: <ol style="list-style-type: none"> 1. To create awareness on the basic concept of customer relationship management and its framework. 2. Create understanding on the strategic use of customer relations for business benefit. 3. Illustrate the different theories and model of operations in Customer relationship management. 4. To demonstrate the different level of CRM, and post sales activity and campaigning for new accumulating new customers in records. 		
Outcomes of the Course (CO): <ol style="list-style-type: none"> 1. Ability to implement various customer relationship practices in actual operations. 2. Framing different strategies for strategic benefit. 3. Absorb the classical and modern theories, understand the timely change depending on new strategies. 4. Capability to build the different strategies for building the customised structure of CRM. 		
Unit	Content	Marks
I	CRM: Overview <ul style="list-style-type: none"> • Conceptual Framework of Customer Relationship Management in service sector. • Driving CRM culture in business • Transition from Database Marketing to CRM • Challenges building loyal customer 	20
II	CRM: An enterprise-wide activity <ul style="list-style-type: none"> • CRM Landscape: Evolution, types of CRM • CRM implementation options: stage wise vs enterprise wide • Strategic CRM: components of strategic CRM and Developing a CRM Strategy 	20
III	Relationship Marketing <ul style="list-style-type: none"> • Rogers & Pepper's model of relationship • Customer engagement and experience management concept -Levels of relational bond: Financial bond, structural bond, social bond and customized bonding 	20

	<ul style="list-style-type: none"> • Building Relationship approach: Minimize negative service encounters during pre and post buy interaction • Analyse service gaps using GAP model. • Redefine service blueprint to enhance customer delight. • Create responsibility and accountability matrix for internal customer. • Benchmark competency and create performance reward incentive program to increase • Customer service levels. 	
IV	Building CRM process structure: <ul style="list-style-type: none"> • CRM levels: Collaborative CRM, Analytical CRM, Operational CRM. • Front-end and back-end business process integration using CRM process • Sales process, Post sale Customer service process • Marketing campaign process • Contact and activity management process • Case study based on the above. 	20
Suggestive Readings	<ol style="list-style-type: none"> 1. Customer Relationship Management, Vikas Publishing House, Delhi- Mohammed, H. Peeru and a Sagadevan (2004) 2. CRM-Essential Customer Strategies for the 21st Century. Tata McGraw Hill- Paul Greenberge (2005). 3. Customer Relationships Management. - William, G. Zikmund, Raymund McLeod Jr.; Faye W. Gilbert 	

Marketing For Hospitality & Tourism

Program Name: Master of Science Hospitality Management		
Program Code: MHM		Semester: I
Course Title : Marketing for Hospitality & Tourism		
Course Category: DSC		
Course Code : 1MHM-T-02		Theory
Credits : 4		Number of Lectures in a week: 4
Maximum Marks: 100		Passing Marks: 40
SEE: 80		CIE: 20
<p>Objectives of the Course:</p> <ol style="list-style-type: none"> 1. Explicate the aspects of Sales promotion. 2. Acquire necessary knowledge of advertising, product strategy and customer satisfaction. 3. Understand the different Marketing environments. 4. Illuminate the concept Marketing control and Marketing Mix in Marketing services. 		
<p>Outcomes of the Course (CO):</p> <ol style="list-style-type: none"> 1. Awareness on Sales promotion to acquire the aspects of Levels of sales, Sales quota and understand the standing of Personal selling of Hospitality and Tourism possessions. 2. Illustrate the concept of concept and functions of Advertising, selection of proper media and the kinds of advertising media used for advertising. Further to acknowledge thought on the Product strategy in terms of branding and customer satisfaction and retaining customer through service. 3. Having a impartial knowledge on different Marketing environments thus understanding about Marketing planning, Segmentation, and Market Positioning to aid in understanding marketing problems and solving it. 4. Gaining knowledge on the concept Marketing control and Marketing Mix in Marketing services. Further to understand the importance of International marketing and the decision and activities involved in the same. 		
Unit	Content	Marks
I	<ul style="list-style-type: none"> • Sales promotion - Meaning, Definition, Importance Objectives, of Sales Promotion, Factors Contributing the growth of Sales promotion, • Tools/levels of Sales promotion- Consumer sales promotion, Dealer Sales Promotion, Sales force promotion. • Sales Quota- Meaning, Benefits, Weakness, Basis necessary for fixing quota, Types of Quotas • Personal Selling- Definition, Concept, Objectives, Importance, Duties of Salesman and Qualities of successful salesman. 	20
II	<ul style="list-style-type: none"> • Advertising- Meaning, Definition and Objectives of advertising, advertising and Sales promotion, Functions and Advantages of Advertising • Advertising Media – Selection of advertising media, kinds of advertising media-indoor and outdoor advertising. • Product Strategy- Meaning of brand, essentials of a good brand, benefits of brand, Types of brands. Meaning of branding, elements of branding. Case studies. 	20

	<ul style="list-style-type: none"> • Building Customer Loyalty-Meaning of customer loyalty, Customer Satisfaction, Customer value, Retaining customer through service 	
III	<ul style="list-style-type: none"> • Marketing Environment- Concept of Micro and Macro Environment, Case study • Marketing Planning - Meaning of Planning and Marketing Planning, Importance, Benefits and Characteristics of marketing Planning, Marketing Planning Processes. • Marketing Segmentation -Definition, Criteria for Market Segmentation, Basis for Consumer Market Segmentation, Philosophies of Market Segmentation • Market positioning - Product Positioning, Meaning, Qualities of Successful Position, Positioning Approaches, Product Repositioning, Case Studies 	20
IV	<ul style="list-style-type: none"> • Marketing Control - Meaning and concept of control, significance, control process, tools and techniques of marketing control. • Marketing of Services - Definition, Characteristics of Services, Marketing Mix in service Marketing • International marketing - Introduction, decision regarding international marketing, main activities, importance of international marketing. • Recent trends in marketing- Relationship marketing, Word-of mouth marketing, Test marketing, case studies. 	20
Suggestive Readings	<ol style="list-style-type: none"> 1. Marketing for hospitality & Tourism, Philip Kotler, Second Edition, 1998 2. Marketing Management, M.M. Varma & Agarwal, Kings Publication, 2003. 3. Hospitality Sales and Marketing, Abbey, J.R. 4. Modern Marketing Management, Davar 5. Marketing Hospitality, Sales and Marketing for hotels, Motels & Resorts – Foster, D.C. 6. Sales & Marketing for the travel professional, Faster D.C. 7. Marketing Management, Kotler Philip 8. Marketing for Hospitality & Tourism, Kotler. Philip 9. Selling & Sales Management, Lonacaster G. 10. Marketing & Sales Strategies for Hotel & Travel Trade, Nagi Jagmohan 11. Modern Marketing, Pillai, R.S. 12. Service Marketing, Rampal, M.K. 13. Hospitality Marketing Management, Raid, R.D. 14. Tourism Marketing, Dasgupta Devashish, Pearson 2011 	

Elective-I

Food and Beverage Management I

Program Name: Master of Science Hospitality Management		
Program Code: MHM		Semester: I
Course Title : Elective-I Food and Beverage Management I		
Course Category: DSE		
Course Code : 1MHM-T-03		Theory
Credits : 4		Number of Lectures in a week: 4
Maximum Marks: 100		Passing Marks: 40
SEE: 80		CIE: 20
Objectives of the Course: 1. Recognise Food Safety Management system. 2. Gauge the areas for Food Safety implementation. 3. Assess the training program based on HACCP and related SOPs.		
Outcomes of the Course (CO): 1. Understand the basics of HACCP and food Safety Management System along with good manufacturing and hygiene practices and importance of importance of hygiene in the hotel industry. 2. Illustration on Food Safety in Food & Beverage Service process such as menu planning, purchasing, receiving, storing, issuing, preparation, cooking, holding, Serving, Reheating, Cleaning end to end with Safe Hand Washing, Temperature danger zone and Waste disposal. 3. Perceiving the components of hygiene training to plan, implement and evaluate the training program based on HACCP along with the preparation of documentation for the same. 4. To understand the SOPs for food handling as per HACCP specifications at each level of operation.		
Unit	Content	Marks
I	Hazard analysis and Critical Control Point <ul style="list-style-type: none">• Introduction to Food Safety Management system• History of HACCP, HACCP in India, seven basic principles• Good Manufacturing practices (GMP)• Good Hygiene practices (GHP)• Types of Hygiene• Importance and place of Hygiene in the Hotel Industry	20
II	Food & Beverage Service and Food Safety <ul style="list-style-type: none">• HACCP in menu planning, purchasing, receiving, storing, issuing, preparation, cooking, holding, Serving, Reheating, Cleaning.• Safe Hand Washing• Temperature danger zone• Waste disposal	20
III	Training of food handlers <ul style="list-style-type: none">• Objectives and benefits of hygiene training	20

	<ul style="list-style-type: none"> • Steps in planning and implementing a training program based on HACCP • Evaluation of the program • Documentation required for maintain HACCP 	
IV	Standard operating procedures <ul style="list-style-type: none"> • Purchasing • Receiving deliveries • Storage • Holding Hot and Cold foods • Cooling • Reheating, • Serving food • Self service Area 	20
Suggestive Readings	<ol style="list-style-type: none"> 1. Food Hygiene and Sanitation, S. Roday, Tata Mc Graw-Hill 2. The hospitality Industry: Significance and application of HACCP, Nandita Sapra, Swaprakashan Publication 3. Managing with the HACCP System, Ronald Cichy 4. Supervising Food Safety, Richard Sprenger, Published by Highfield, Co. UK. Limited. 5. Food Service and Catering Management by R.K.Arora – APH, Publishing Corporation, New Delhi-110002 6. Food Hazard & Food Hygiene, Seema Yadav. 7. Food & beverage Service, R. Singaravelavan, Oxford University Press. 	

Elective-II

Accommodation Management-I

Program Name: Master of Science Hospitality Management		
Program Code: MHM		Semester: I
Course Title : Elective-II Accommodation Management-I		
Course Category: DSE		
Course Code : 1MHM-T-03		Theory
Credits : 4		Number of Lectures in a week: 4
Maximum Marks: 100		Passing Marks: 40
SEE: 80		CIE: 20
Objectives of the Course: <ol style="list-style-type: none"> 1. Overview scope and importance of facility management. 2. Understand the application on work study with work measurement and revenue management. 3. Recognise the Housekeeping operations in other venues. 4. Understand Front Office Accounting & revenue management. 		
Outcomes of the Course (CO): <ol style="list-style-type: none"> 1. To understand the scope and importance of facility management in broader parlance with space, capacity and resource management. 2. Illustrate the model of application on work study with work measurement, using the Scientific software for operating process and revenue management 3. Paraphrase the various housekeeping venues in administering hostel, offices and grasp the methods to manage and control the waste disposal system. 4. To evaluate the fixation techniques for room tariff and tabulating the room rates. 5. To Understand the reasons of front office being the revenue generator along with managing the occupancy. 		
Unit	Content	Marks
I	Introduction to facilities management <ul style="list-style-type: none"> • Scope and meaning of facility management • Importance and growth of facility management • Space management • Capacity, resource management 	20
II	Application of scientific techniques in rooms division - <ul style="list-style-type: none"> • Application of work study • Work measurement- application to man power • Technological changes using software for operating function - application to process and revenue management 	20
III	Housekeeping in other venues <ul style="list-style-type: none"> • Housekeeping administration for museums, hostels, residential schools, guest houses, corporate offices, banks, stadiums, malls. • Waste disposal – control and management 	20
IV	Front Office Accounting & revenue management <ul style="list-style-type: none"> • Room Tariff fixation and establishing room rates 	20

	<ul style="list-style-type: none"> • Front Office as revenue generating center, managing occupancy and effective revenue (ARR, REV, PAR) • Various financial records and document prepared and used at billing section • Guest Accounting cycle • Auditing in Front Office 	
Suggestive Readings	<ol style="list-style-type: none"> 1. Managing facility by Christine Jones - Hotel facility Planning by Tarun Bansal 2. Hotel housekeeping Operations and Management - G Raghubalan 3. Hotel housekeeping Operations and Management - G Raghubalan The Professional Housekeeper by Georgina Tucker 4. Managing the Lodging Operations - Robert Christie Mil 5. Commercial Housekeeping 6. Professional Front Office management - Robert H. Woods 	

Research Methodology

Program Name: Master of Science Hospitality Management		
Program Code: MHM		Semester: I
Course Title : Research Methodology		
Course Category: RM		
Course Code : 1MHM-T-04		Theory
Credits : 4		Number of Lectures in a week: 4
Maximum Marks: 100		Passing Marks: 40
SEE: 80		CIE: 20
Objectives of the Course: <ol style="list-style-type: none"> 1. Understand the concepts of research. 2. Recognise research design, sample design and sampling method for the research. 3. Familiarisation with Research tools. 4. Acquaintance with data processing and presentation. 		
Outcomes of the Course (CO): <ol style="list-style-type: none"> 1. Identify and discuss the concepts relevant to the research. 2. Identification and selection of an appropriate research design, sample design and sampling method for the research. 3. Recognize the different data collection approaches and instruments for using those effectively for collecting the data for research. 4. Understanding the concepts and procedures of data processing, data analysis and presenting the same effectively. 		
Unit	Content	Marks
I	Introduction to Research and Research Methodology - Meaning, Characteristics of Research, Need of Research in Hospitality Industry, Objectives of Research, Types of Research: <ol style="list-style-type: none"> a. Basic Research b. Applied Research c. Descriptive Research d. Analytical Research e. Empirical Research, <ul style="list-style-type: none"> • Issues and Problems in Research, Meaning of Research Methodology, Stages in Scientific Research Process, Criteria for a good research problem. 	20
II	Research Design and Sample Design <ul style="list-style-type: none"> • Research Design- Meaning, Types and Significance, • Sample Design- Meaning and Significance, Essentials of a good sampling, characteristics of a good sample, sample vs. census Stages in Sample design, sampling methods/techniques with advantages and disadvantages, role of sample size and Sampling Errors, difference between concept and variables. 	20
III	<ul style="list-style-type: none"> • Methods and Techniques of Data Collection/ Research tools- Concept of data, Types of Data Quantitative and Qualitative, 	20

	<ul style="list-style-type: none"> • Primary Data and Secondary Data- Meaning, Significance and Limitations, • Collection of Primary Data- Observation method, Survey through Questionnaire, • Designing of a questionnaire – Meaning, types of questionnaires, Stages in questionnaire designing, Essentials of a good questionnaire, questionnaire rating scale, attitude scale, Interview Technique etc with their uses, validity, reliability and usability of data, • Collection of Secondary Data. 	
IV	Tabulation of data and Data Processing Introduction, Data processing Meaning, Significance and problems in data processing, Stages in data processing: <ul style="list-style-type: none"> • Editing • Coding • Classification • Tabulation, Preparing a master tabulation chart, tabulation and organization of quantitative data, • Graphic Presentation 	20
Suggestive Readings	<ol style="list-style-type: none"> 1. B.D. John, A.L. Brown and R.R. Cocking, 1999. "How People Learn: brain, mind, experience and school". Washington, DC: National Academy Press. 2. A.R. Fraenkel, N.E. Wallen, 2008. "How to Design and Evaluate Research in Education", 1st Ed. Boston: McGraw-Hill. . 3. K.E. David, 2009. Curriculum Development for Medical Education: A Six-Step Approach, 2nd Ed. The John Hopkins University Press. ISBN 0-8018-9367-4. 4. N. Peter, 2009. "Leadership: Theory and Practice." 3rd Ed Thousand Oaks: Sage Publications. 5. G. Bordage, B. Dawson, 2003. Experimental study design and grant writing in eight steps and 28 questions. Medical Education, 37(4): 376-385. 6. Research Methodology - C. R. Kothari 7. Business Research Methods - Donald Cooper & Pamela Schindler, TMGH, 9th edition. 8. Business Research Methods – Alan Bryman & Emma Bell, Oxford University Press. Journal <ol style="list-style-type: none"> 1. Journal of Hospitality Application and Research 2. Journal of Hospitality and Tourism Research 	

Customer Relationship Management

Program Name: Master of Science Hospitality Management	
Program Code: MHM	Semester: I
Course Title : Customer Relationship Management	
Course Category: DSC	
Course Code : 1MHM-P-01	Practical
Credits : 2	Number of Lectures in a week: 4
Maximum Marks: 50	Passing Marks: 25
SEE: 25	CIE: 25
Objectives of the Course: <ol style="list-style-type: none"> 1. Planning the customer's loyalty to the product or service. 2. Understand the concept with an operational strategy and challenges in CRM. 3. Develop customer orientation programme and recognise the priority of customer services. 4. Designing guest feedback formats to gauge the satisfaction. 5. Gauging challenges related to services through case studies 	
Outcomes of the Course (CO): <ol style="list-style-type: none"> 1. To understand the process to identify the customer's loyalty to the product or service. 2. Illustrate the concept with an operational strategy of planning CRM. 3. Understand the core knowledge of customer psychology during different situations and handling customers professionally. 4. Demonstrating the customer orientation programme pertaining to guest preferences from planning to orientation and awareness of priority of customer services. 5. Generating the guest feedback formats to gauge the satisfaction understanding various levels and strategies for practical implementation of CRM. 6. Prepare the students to handle the various challenges related to services through case studies of different segments. 	
Modules	Content
I	Planning at-least one loyalty Programme for CRM per Student.
II	Planning CRM Module for the core departments of a star category hotel as per the choice.
III	Tactics for handling challenging customers in different core departments of a star category hotel.
IV	Development of customer orientation programme such as -Planning, Recording of guest preferences.
V	Conducting ABC analysis of customer relationships
VI	Designing formats to measure customer satisfaction - Such as Guest feedback card, Email Survey.
VII	Understanding the various stages of CRM and its implementation by interacting and communicating with customers.
VIII	Assignment-Discuss the following points selecting a Hotel as a case study: <ul style="list-style-type: none"> • Service culture • Quality of customer service • Coping with challenging customers • Customer satisfaction and its measurement • Customer loyalty and loyalty programs • Segmenting customers based on sales or profitability

Elective-I

Food and Beverage Management I

Program Name: Master of Science Hospitality Management	
Program Code: MHM	Semester: I
Course Title : Elective-I Food and Beverage Management I	
Course Category: DSE	
Course Code : 1MHM-P-03	Practical
Credits : 3	Number of Lectures in a week: 6
Maximum Marks: 100	Passing Marks: 50
SEE: 50	CIE: 50
Objectives of the Course: 1. Understand the HACCP principles necessary in the college premises. 2. Realise personal and workplace hygiene. 3. Ability to integrate the standard operating procedure as per HACCP.	
Outcomes of the Course (CO): 1. To grasp the HACCP principles necessary in the college premises. 2. To identify the danger zone related to food and use of thermometers. 3. To understand the importance of personal and workplace hygiene. 4. To integrate the standard operating procedure for purchasing perishable, holding hot and cold foods, reheating and serving food.	
Modules	Content
I	Implement HACCP principles in the college premises.
II	Knowledge about temperature danger zone, use of thermometers in practicals
III	Practice Techniques of safe hand washing
IV	Importance of Workplace hygiene-equipments, work surfaces.
V	SOP for: <ul style="list-style-type: none">• Purchasing perishable and non-perishable items.• Holding Hot and Cold foods• Reheating• Serving food
VI	Visit to a hotel and observing the scales which they use for HACCP

Elective-II

Accommodation Management-I

Program Name: Master of Science Hospitality Management	
Program Code: MHM	Semester: I
Course Title : Elective-II Accommodation Management-I	
Course Category: DSE	
Course Code : 1MHM-P-03	Practical
Credits : 3	Number of Lectures in a week: 6
Maximum Marks: 100	Passing Marks: 50
SEE: 50	CIE: 50
Objectives of the Course: 1. Acknowledge financial transaction and Budgetary applications at the cash sections. 2. Understand the documentation related to services and contingencies.	
Outcomes of the Course (CO): 1. To prepare the various financial transaction and Budgetary applications at the cash sections. 2. To integrate the methods used for fixing room rates. 3. To develop various formats displaying room tariff in hotel website, printed and GDS. 4. To creates the loss prevention manual for safety & security in hotel.	
Modules	Content
I	Preparation of various records of financial transaction at cashier sections- budgetary applications of the financial transaction
II	Fixation of room rates
III	Designing of room tariff - display in various types of format ex. Hotel website, printed, GDS etc.
IV	Designing loss prevention manual for safety & security of establishment.

Research Methodology

Program Name: Master of Science Hospitality Management	
Program Code: MHM	Semester: I
Course Title : Research Methodology	
Course Category: RM	
Course Code : 1MHM-P-04	Practical
Credits : 1	Number of Lectures in a week: 2
Maximum Marks: 50	Passing Marks: 25
SEE: --	CIE: 50
Objectives of the Course: 1. Identify the role and importance of computer, use of internet and other application software for research.	
Outcomes of the Course (CO): 1. Build the foundation for Computerised research. 2. Using minimum resources for optimum results in data analysis. 3. Improve understanding on use of high-end software for Data Analysis and Interpretation. 4. Effective use of MS Word application in research work. 5. Identification of various online resources free to use in research work.	
Modules	Content
I	PPT on using the E-Library and the Internet for Research.
II	PPT on use of computer for Data Processing and analysing.
III	PPT on use of Use of SPSS and Excel for Data Analysis and Interpretation.
IV	PPT on Tabulation and Graphical Representation of Data.
V	PPT on using Reference tool in MS Word application.
VI	PPT on using Online resources on Plagiarism and Paraphrasing.

Master of Science Hospitality Management Semester-II

MIS in Hospitality Industry

Program Name: Master of Science Hospitality Management		
Program Code: MHM		Semester: II
Course Title : MIS in Hospitality Industry		
Course Category: DSC		
Course Code : 2MHM-T-01		Theory
Credits : 4		Number of Lectures in a week: 4
Maximum Marks: 100		Passing Marks: 40
SEE: 80		CIE: 20
Objectives of the Course: 1. Apprehend the basics of MIS. 2. Understand the use of MIS in different sections of hotel.		
Outcomes of the Course (CO): 1. Understand the basic infrastructural requirements for setting the MIS. 2. Illustrate the use of MIS in the daily reporting and decision-making activity in hotel industry. 3. Understand the use of MIS in terms of cost analysis in hotels. 4. Create awareness on the use of MIS to manage the Resources at work and quality assessment of the resource.		
Unit	Content	Marks
I	Introduction to MIS <ul style="list-style-type: none"> • Introduction, Definition, Concept • Understanding Information systems • Infrastructural Resources -required for MIS -Hardware -Software -Data -Network resources -Types of networks <ul style="list-style-type: none"> • Impact of internet revolution on Hospitality Business 	20
II	Information Systems for Rooms Division Management <ul style="list-style-type: none"> • Property Management System-Variou Modules related to Reservations, Registration, Cashiering, Telephones, Guest History, Housekeeping • Various reports generated in the Front Office and their purpose -Room Occupancy report. -Front Office Cashier Report -Guest In-House Report -Expected Arrival Report -Expected Departure Report	20

	<p>-Occupancy Forecasting Reports</p> <ul style="list-style-type: none"> • Computerized reservation system, Introduction to GDS & Hotel Distribution on GDS • MIS for key Decisions • Guest's data base - Keeping track of guest's profile, needs, expectations. • Projection and Monitoring of Occupancy levels 	
III	<p>Catering Computing Systems</p> <ul style="list-style-type: none"> • Recipe Costing • Stock Control System • E- Procurement Systems • Electronic POS System • Table Management Systems • Conference and Banqueting Systems • Specialist Catering Computer Systems <p>-Mini Bar</p> <p>-Beverage Control Systems</p> <p>-Club Management</p>	20
IV	<p>Back Office Systems</p> <ul style="list-style-type: none"> • Pay Roll Systems • Personnel Management Systems • Maintenance Management Systems • Performance Management Systems • At Your Service (AYS System) 	20
Suggestive Readings	<ol style="list-style-type: none"> 1. Information Management System –MTM4-Rference book of IGNOU 2. Management Information Systems – W.S. Jawadekar 	

Tourism: A Global Perspective

Program Name: Master of Science Hospitality Management		
Program Code: MHM		Semester: II
Course Title : Tourism: A Global Perspective		
Course Category: DSC		
Course Code : 2MHM-T-02		Theory
Credits : 4		Number of Lectures in a week: 4
Maximum Marks: 100		Passing Marks: 40
SEE: 80		CIE: 20
Objectives of the Course: 1. Prospects of tourism sector globally. 2. Understand the development of international tourism. 3. Realise the influence of political aspects on international tourism. 4. Acknowledge the upcoming trends in Inbound and Outbound tourism.		
Outcomes of the Course (CO): 1. Awareness about the International and regional tourism business and its trends in terms of Inbound and Outbound, challenges and factors affecting the tourism and worldwide code for ethics of Tourism. 2. Illustrate about the evolution of international tourism business and its future, trends in tourist arrival and the problems faced by the tourism industry such as climate change, terrorism, and Environmental issues. 3. Identify the political aspects and the investment for the international tourism business, rules and regulations of international organisation related to deal with barriers in tourism business. The role and support of government agencies to support the tourism industry. 4. Recognize the various upcoming trends in Inbound and Outbound tourism and also its role in international tourism sales and marketing of tourism products.		
Unit	Content	Marks
I	Globalization & tourism sector <ul style="list-style-type: none"> Globalization & the business world, the tourism industry, Challenges, Factors affecting Global & regional tourist movements, Contemporary trends in international tourist movements. Types of international Tourism Inbound and Outbound. Global code for ethics of Tourism 	20
II	The emergence of international tourism <ul style="list-style-type: none"> Historical aspects, development of chains, development abroad, airline connection. Trends in terms of tourist arrival and tourist receipts in inbound tourism at the global level. Global competition & the future of International Tourism Long -term tourism growth trends, tourism growth in major regions, Problems and challenges before international tourism like climate change, terrorism, and Environmental issues 	20
III	Political aspects of the international travel, tourism	20

	<ul style="list-style-type: none"> Barriers to travel, tourism investment & business, regulations, international organizations dealing with barriers viz : UNWTO, IMF. Need for government support of tourism, national tourism organizations, political stability, travel advisories, political risk, crisis management 	
IV	Global Tourism Trends <ul style="list-style-type: none"> International tourism sales & marketing. Inbound and Outbound tourism trends in East Asia Pacific (This diverse region includes China, Fiji, Indonesia, Korea, Malaysia, Philippines, Solomon Islands, Thailand, and Vietnam.), Middle East (Iran, Iraq, Turkey, UAE, Sudan and Egypt) and South Asia (Afghanistan, Bangladesh, Bhutan, India Maldives, Nepal, Pakistan, Sri Lanka). 	20
Suggestive Readings	<ol style="list-style-type: none"> Tourism – The Business of Travel by Roy A. Cook, Laura J. Yale, Joseph J. Marqua, Pearson education Tourism, Principles, Practices and Philosophies – Charles R. Goddner, JR Brent Ritchie, Wiley – India edition Tourism Economics – Donald E. Lund berg, M. Krishnamoorthy, Mink H. Stavenga, John Wiley & sons. Inc Dynamics of Modern Tourism – Ratandeep Singh, Kanishka Publications, New Delhi Tourism Operations and Management – S. Roday, A. Biwal, V. Joshi, Oxford University Press, New Delhi The Travel Industry - Chuck Y. Gee, Denter JL. Choy, James C. Maheno, AVI Publishing company Tourism Marketing, Dasgupta Devashish, Pearson 2011 	

Elective-I
Food and Beverage Management II

Program Name: Master of Science Hospitality Management		
Program Code: MHM		Semester: II
Course Title : Elective-I Food and Beverage Management II		
Course Category: DSE		
Course Code : 2MHM-T-03		Theory
Credits : 4		Number of Lectures in a week: 4
Maximum Marks: 100		Passing Marks: 40
SEE: 80		CIE: 20
Objectives of the Course: 1. Understand the basics of Butler Service. 2. Recognise the requirements of bar business. 3. Gauge the aspects of Menu Engineering and recent trends in F & B operations.		
Outcomes of the Course (CO): 1. Perceive the understanding about the butler service. To integrate the types, skills, responsibility and etiquette required for butler service. 2. Illustrate on creating, marketing, pricing of bar business. To describe latest trends in bar along with acquiring the insight on classic and contemporary cocktails. 3. Summarize all the aspects related to Menu Engineering. 4. Enlightenment on quality importance in food & beverage operations with managing and designing of systems.		
Unit	Content	Marks
I	Butler Service <ul style="list-style-type: none"> • Introduction about a butler • Responsibility of a butler • Types of Butlers • Skills of a Butler • Etiquette and protocol of butler service • Travelling with your guest • Pets handling inside the hotels. 	20
II	Managing a Bar Business <ul style="list-style-type: none"> • Creating a business plan • Marketing the bar business • Marketing tools to attract customers to a bar • Pricing as a promotional tool in bars • Latest trends in Bar • Classic and contemporary cocktails • Mixology beyond cocktails 	20
III	Menu Engineering <ul style="list-style-type: none"> • Definition, scope and importance • Elements and pre-requisites of menu engineering • Psychology • Accounting • Graphic Design • Marketing and Strategy 	20

IV	Recent Trends and Quality Management in Food and Beverage Operations <ul style="list-style-type: none"> • Meaning of quality • Importance of quality • Managing quality in food & beverage Operations • Examples of quality management in food & beverage operations • Designing a quality system for food & beverage 	20
Suggestive Readings	<ol style="list-style-type: none"> 1. Classic cocktails by Stuart Walton, Suzannah Olivier, Joanna Farrow - Lorenz books, 2. Bar & Cocktails by Michael Jackson, Mitchell Beazley 3. The Bartender's guide by Peter Bohrmann - Greenwich edition London 4. International Bartender's Guide – Random house, New York. 5. Food and beverage management, Bernard davis, Andrew lockwood, peter, Alcott and Ioannis Pantelidis, fifth edition 	

Elective-II
Accommodation Management-II

Program Name: Master of Science Hospitality Management		
Program Code: MHM		Semester: II
Course Title : Elective-II Accommodation Management-II		
Course Category: DSE		
Course Code : 2MHM-T-03		Theory
Credits : 4		Number of Lectures in a week: 4
Maximum Marks: 100		Passing Marks: 40
SEE: 80		CIE: 20
Objectives of the Course:		
1. Understand the concept of ergonomics in the staff. 2. Distinguish the trends for Internal Environment related to technology and resources. 3. Realize the importance of front offices as sales and public relation point of view.		
Outcomes of the Course (CO):		
1. Perceive the concept of ergonomics in the staff related to the principles, training, job awareness and safety among the staff. 2. Identify and discuss the internal environment such as labour cost, labour market and maximizing by technology and staff development. 3. Gaining knowledge about front office as a sales department. 4. Acknowledge the importance, roles and agents involve in public relation.		
Unit	Content	Marks
I	Ergonomics in facilities management – Hospitality organization <ul style="list-style-type: none"> • Importance and Principles • Training staff to work ergonomically • Job safety analysis and its applications • Safety awareness for staff and guest • Accident prevention and work environment safety 	20
II	Trends for Internal Environment <ul style="list-style-type: none"> • Managing labour cost with technology • The shrinking labour markets • Maximizing benefits of technology • Encouraging staff development 	20
III	F.O. as Sales Department <ul style="list-style-type: none"> • Co-ordination of F.O. with sales department • Importance of F.O. as sales point • Sales promotion technique used by F.O. • Qualities of F. O. staff to act as sales agent 	20
IV	Public Relation <ul style="list-style-type: none"> • Importance of Public relations in Hotels • Agents of Public relation building at Front Office • Various Public Relation tactics • Role of Media in Public Relation 	20
Suggestive Readings	1. Professional Management of Housekeeping Operations – Thomas J.A., Jones, Ed.D.R.EH, John Wiley & Sons, Inc. 2. Housekeeping Operations Workbook, Macmillan Education Ltd. –Valerie Paul & Christine Jones.	

	<ol style="list-style-type: none"> 3. Hotel, Hostel and Hospital Housekeeping-Joan C Branson, Margaret Lennox, Edwards Arnold(publishers) ltd. ELBS 4. Housekeeping Supervision Jane Fellows, Macdonald & Erans Ltd. London. 5. Housekeeping Management Margaret kappas, Aleha Nitschke, Education Institute, USA. 6. 'Bonsai', www.bonsai-bci.com 7. www.hotelworkersrising.com 	
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MIS in Hospitality Industry

Program Name: Master of Science Hospitality Management	
Program Code: MHM	Semester: II
Course Title : MIS in Hospitality Industry	
Course Category: DSC	
Course Code : 2MHM-P-01	Practical
Credits : 3	Number of Lectures in a week: 6
Maximum Marks: 100	Passing Marks: 50
SEE: 50	CIE: 50
Objectives of the Course: 1. Develop ability to generate and present various MIS reports.	
Outcomes of the Course (CO): 1. To create a presentation on report and understand the outcome of the MIS report. 2. To develop understanding on the records generated from back-office operations.	
Modules	Content
I	Creation and presentation of Various reports generated in the Front Office. <ul style="list-style-type: none"> • Room Occupancy report. • Front Office Cashier Report • Guest In-House Report • Expected Arrival Report • Expected Departure Report • Occupancy Forecasting Reports
II	Creation and presentation of Various reports generated in the Back Office. <ul style="list-style-type: none"> • Attendance Record • Maintenance record.

Elective-I

Food and Beverage Management II

Program Name: Master of Science Hospitality Management	
Program Code: MHM	Semester: II
Course Title : Elective-I Food and Beverage Management II	
Course Category: DSE	
Course Code : 2MHM-P-03	Practical
Credits : 3	Number of Lectures in a week: 6
Maximum Marks: 100	Passing Marks: 50
SEE: 50	CIE: 50
Objectives of the Course: 1. Develop the skills of bar handling and food presentation.	
Outcomes of the Course (CO): 1. Acquiring the complete skills of making cocktails. 2. Grasping the knowledge about pouring and bar tricks. 3. Gaining practical experience by visiting bar. 4. Integrate expertise in bar work. 5. Create various techniques for quality service.	
Modules	Content
I	Making of Classic and contemporary cocktails
II	Free Pouring, bar tricks
III	Visit to a Bar
IV	5 Compulsory training sessions in a bar
V	Platter presentation: Starter / main course / dessert
VI	Techniques for quality service

Elective-II

Accommodation Management-II

Program Name: Master of Science Hospitality Management	
Program Code: MHM	Semester: II
Course Title : Elective-II Accommodation Management-II	
Course Category: DSE	
Course Code : 2MHM-P-03	Practical
Credits : 3	Number of Lectures in a week: 6
Maximum Marks: 100	Passing Marks: 50
SEE: 50	CIE: 50
Objectives of the Course: 1. Identify the procedures and documentation for dealing with ergonomic related threads. 2. Considerate different public relation activities through studies.	
Outcomes of the Course (CO): 1. Integrate the action plan for ergonomics in the hotel. 2. Illustrate the practice of ergonomics in hotels. 3. Designing of green cleaning programme. 4. Understanding the public relation activities.	
Modules	Content
I	Designing documents for analysing work place pain and hazards with used of ergonomics.
II	Surveys to find right ergonomics practices in various hotels/other institutions
III	Developing of green cleaning programmes
IV	Public Relation activities in Hotels & Publicity Activities

Internship/ On Job Training

Program Name: Master of Science Hospitality Management	
Program Code: MHM	Semester: II
Course Title : Internship/ On Job Training	
Course Category: OJT/FP	
Course Code : 2MHM-P-04	Practical
Credits : 4	Number of Lectures in a week: 8
Maximum Marks: 100	Passing Marks: 50
SEE: 50	CIE: 50
Objectives of the Course: 1. Application of the knowledge and skills acquired on campus in a real-life work situation.	
Outcomes of the Course (CO): 1. Exposure to a work environment, common practices, employment opportunities and work ethics in field. 2. Enhance the employability skills and professionalism.	
Modules	Content
I	<ul style="list-style-type: none"> • Comprehensive Viva-Voce/Presentation based on Internship/ On Job Training of 6 Weeks. • Internship/ On Job Training should be arranged through training and placement in charge of the department and the student should have maintained Log book, Certificate and Training Report • Logbook and certificate will be evaluated by the Hotel/Travel Agency/any Hospitality related establishment. • Internship/ On Job Training Report will be evaluated by the internal examiner of the College. • The Seminar/Presentation will be scheduled by the college or the department based on training report /and the final viva-voce will be commenced on the day and date prescribed by the university in presence of Internal Examiner.

Master of Science Hospitality Management Semester-III

Tourism Destination India

Program Name: Master of Science Hospitality Management		
Program Code: MHM		Semester: III
Course Title : Tourism Destination India		
Course Category: DSC		
Course Code : 3MHM-T-01		Theory
Credits : 4		Number of Lectures in a week: 4
Maximum Marks: 100		Passing Marks: 40
SEE: 80		CIE: 20
Objectives of the Course:		
1. Overview the history of tourism.		
2. Recognise tourism promotion policies in India.		
3. Explore knowledge about the tourism destinations of India		
Outcomes of the Course (CO):		
1. Creation of in depth understanding for students about the evolution of Indian Tourism from history till present status.		
2. Illustrate the role of Government and tourism policies in elevation of tourist product.		
3. Create awareness on various dimensions of tourist product available by nature, manmade artifacts.		
4. Increase understanding towards location centric tourist products.		
Unit	Content	Marks
I	History of Indian Tourism <ul style="list-style-type: none"> • Ancient period • Pre Independence • Present status of Tourism in India 	20
II	Role of Government in Tourism Promotion <ul style="list-style-type: none"> • Incredible India • Role and Functions of India Tourism and STDC • Travel statics. 	20
III	Tourism Products <ul style="list-style-type: none"> • Natural – Beaches, Hills, Islands • Human Made – Fairs, Festivals, Architecture, Monuments, Shopping • Symbiotic – Marine Parks, Wildlife, Sanctuaries, Adventure, Sports Major Tourist Attractions <ul style="list-style-type: none"> • Famous Places of Tourist interest in India 	20
IV	Tourist products of India (New Trends) <ul style="list-style-type: none"> • Spiritual Tourism • Religious Tourism • Wedding Tourism • Yoga 	20

	<ul style="list-style-type: none"> • Medical Tourism • Agro Tourism 	
Suggestive Readings	<p>15. Aruna, D. (2000). India A Travel Guide. New Delhi: Crest Publishing House.</p> <p>16. K., S. J. (2006Publishers). Tourism Planning and Development. Delhi: kanishka Publishers, Developers.</p> <p>17. Nath, S. P. India A traveller's Companion. New Delhi: Sterling Publishers (P) Ltd.</p> <p>18. Roday Sunetra, Biwal Archana, Joshi Vandana. (2016). Tourism Operations and Management. Delhi: Oxford University Press.</p> <p>19. India –Aruna Deshpande</p> <p>20. Tourism –Romila Chawla</p> <p>Reference Websites:</p> <p>21. www.incredibleindia.com</p> <p>22. www.tourism.gov.in</p> <p>23. www.tourismindia.com</p>	

Responsible Practices in Tourism and Hospitality

Program Name: Master of Science Hospitality Management		
Program Code: MHM		Semester: III
Course Title : Responsible Practices in Tourism and Hospitality		
Course Category: DSC		
Course Code : 3MHM-T-02		Theory
Credits : 4		Number of Lectures in a week: 4
Maximum Marks: 100		Passing Marks: 40
SEE: 80		CIE: 20
Objectives of the Course: 1. Understand the concept and importance of responsible tourism. 2. Overview the guidelines towards Responsible Tourism for Hospitality and Tourism Sector. 3. Abridge the role of tourist towards making the responsible tourism and environment. 4. Develop understanding towards the behaviour and sensitize the tourist about local culture and practices.		
Outcomes of the Course (CO): 1. Integrate the sustainable practices of tourism and Hospitality industry. Outline the rules and guidelines of tourism and Hospitality Industry at Global Level. 2. Identify the guidelines and rules mentioned for the various stake holders, guests, visitors towards responsible tourism in Hospitality Industry. 3. Explain the guidelines for the environmental sustainable ecology. Illustrate the rules for infrastructure, waste disposal and pollution in hospitality sector. 4. Awareness about sensitization of tourists towards local culture and supportable tourist behaviour.		
Unit	Content	Marks
I	Responsible Tourism <ul style="list-style-type: none"> • Meaning and concept of Responsible tourism • Importance of Responsible tourism • Sustainable Practices in Tourism and Hospitality Industry • Rules and guidelines for responsible tourism at Global Scenario in Tourism and Hospitality Industry 	20
II	<ul style="list-style-type: none"> • Guidelines for Hospitality and Tourism Sector • Role of stake holders in hospitality Industry • Rules for guests / Visitors towards Responsible Tourism and Hospitality Industry 	20
III	<ul style="list-style-type: none"> • Role of tourists towards responsible tourism and environment • Guidelines for the entry/ visits for the environmentally sustainable ecology. • Rules for Hospitality sector in regards to infrastructure, waste disposal, pollution etc. 	20
IV	<ul style="list-style-type: none"> • Inclusion of Community Sustainable development • Local behaviour towards tourists/visitors • Sensitization of tourists towards local culture and practices 	20
Suggestive Readings	1. Tourism - The Business of Travel by Roy A. Cook, Laura J. Yale, Joseph J. Marqua, Pearson education	

	<ol style="list-style-type: none"> 2. Tourism, Principles, Practices and Philosophies-Charles R. Goddner, JR Brent Ritchie, Wiley-India edition 3. Tourism Economics-Donald E. Lund berg, M. Krishnamoorthy, Mink H. Stavenga, John Wiley & sons. Inc 4. Dynamics of Modern Tourism – Ratandeeep Singh, Kanishka Publications, New Delhi 	
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Human Resources Management & Corporate Sustainability

Program Name: Master of Science Hospitality Management		
Program Code: MHM		Semester: III
Course Title : Human Resources Management & Corporate Sustainability		
Course Category: DSC		
Course Code : 3MHM-T-03		Theory
Credits : 4		Number of Lectures in a week: 4
Maximum Marks: 100		Passing Marks: 40
SEE: 80		CIE: 20
Objectives of the Course: <ol style="list-style-type: none"> 1. Understand the concept of Human resources management in hotel organization and the role of HR manager in organization. 2. Overview the attributes of good industrial environment 3. Recognize the concepts governing modern organization striving the external competition and strategies to survive at the same time 4. Develop understanding towards the growth with good and ethical practices to be followed in the organization and the society. 		
Outcomes of the Course (CO): <ol style="list-style-type: none"> 1. Perceive the concept of Human resources management in hotel organization, to create awareness of evolving nature of management concept related to humans, and the role of HR manager in setting a model organization. 2. Illustrate the attributes of good industrial environment for mutual growth of the stakeholders, understand the reasons for unrest in work, the workers and their selection, understand various reasons of leaving the work. 3. Understand the classical and modern concepts governing modern organization striving the external competition and strategies to survive at the same time with growth of everyone through social responsibility. 4. Acknowledge growth with good and ethical practices to be followed in the organization and to carry the same to the society. 		
Unit	Content	Marks
I	Human Resources Management <ul style="list-style-type: none"> • Introduction, Importance and Functions of HRM in Hotel Industry • Evolution of Human Resources Management • Difference between Personnel Management and Human Resource Management • Role of a HR Manager, Training Manager (L&D) and Personnel Manager in Hotel Industry 	20
II	Industrial Relations, Retirement / Separation <ul style="list-style-type: none"> • Grievance Procedure • Collective Bargaining • Settlement of Disputes • Superannuation • Voluntary Retirement Schemes • Resignation • Discharge • Dismissal 	20

	<ul style="list-style-type: none"> • Suspension-Layoff 	
III	Principles of Sustainability and Corporate Social Responsibility <ul style="list-style-type: none"> • Environment. • Corporate Social Responsibility • Corporate Ethics & Governance • Corporate Social Responsibility – an Overview. • CSR – Strategies & Implementation • Managing CSR – Reporting & Auditing • Case Study – CSR Initiatives undertaken by ITC, Oberoi & TATA's 	20
IV	Corporate Ethics <ul style="list-style-type: none"> • Corporate Ethics – an Overview • Corporate Governance – an Overview • Impact of Corporate governance on Sustainability • Case Study – CSR Initiatives undertaken by ITC, Oberoi & TATA's and others 	20
Suggestive Readings	<ol style="list-style-type: none"> 1. Personnel Management, C.B. Memoria, S.V. Gankar, Publishing house, Mumbai. 2. Stoner, James, A.F., MANAGEMENT Eaglwood Cliffs, New Jersey, 3. Knoontz O'Donnel and Weirich, MANAGEMENT, International student's edition, McGraw hill. 4. Boella, M.J., Personnel Management in the hotel and catering Industry, Hutetinson, London. 5. Ahuja K.K. Personnel Management, Kalyani Publisher, New Delhi 6. Hotel Industry, Frank Bros. & Co. (Publishers) Ltd 	

Elective-I
Food Safety Management System

Program Name: Master of Science Hospitality Management		
Program Code: MHM		Semester: III
Course Title : Elective-I Food Safety Management System		
Course Category: DSE		
Course Code : 3MHM-T-04		Theory
Credits : 4		Number of Lectures in a week: 4
Maximum Marks: 100		Passing Marks: 40
SEE: 80		CIE: 20
Objectives of the Course:		
1. To implement HACCP program to any food industry. 2. Students should be able to prepare HACCP based SOP. 3. To prepare documentation and record keeping for auditing.		
Outcomes of the Course (CO):		
1.To provide an opportunity to learn food safety and quality auditing programme. 2. To develop ability to understand and prepare documentation related to food safety and quality auditing.		
Unit	Content	Marks
I	Standard Operating Procedures <ul style="list-style-type: none"> • Definition, Purpose • SOP for purchasing, receiving deliveries, storage, washing fruits and vegetables, time/date-marking food, holding hot and cold foods, cooling, reheating, Serving Food • SOP for Personal Hygiene • SOP for self service areas, facility and equipment. 	20
II	Pre-requisite Program <ul style="list-style-type: none"> • Good Manufacturing Practices • Good Hygiene Practices: Personal hygiene - occupational health and safety specification, • Food Plant Sanitation Management - Plant facilities construction and maintenance - exterior of the building- interior of the building- equipment. Storage, transportation, traceability, recalling procedures, training. 	20
III	HACCP (Hazard Analysis & Critical Control Point) <ul style="list-style-type: none"> • 7 Principles - Conduct a Hazard Analysis, Critical Control Point identification, establish critical limits for each CCP, establish CCP monitoring procedures, establish corrective actions procedures, establish procedures for HACCP verification and validation, documenting the HACCP Program. • Assembling HACCP Team - Roles and Responsibilities • Conducting open meeting and close meeting in all the departments. 	20

IV	Audit Documentation and Record Keeping - <ul style="list-style-type: none"> • Preparation of HACCP based audit checklist - <ul style="list-style-type: none"> - Personal hygiene, food preparation, cleaning and sanitizing, garbage storage and disposal and pest control. • Preparation of documentation and record keeping – Kitchen checklist, Food Temperature record, food cooling record, Thawing Temperature record, traceability record, Cold store/deep freezer temperature record. • Interdepartmental complaint record, Supervision and Monitoring • Audit Preparedness and Mock Audit. 	20
Suggestive Readings	<ol style="list-style-type: none"> 1. K Singh, 2011, Hygiene and Sanitation Management in Hospitality Industry, Naman Publisher & Distributors. 2. Nandita Sapra, 2015, The Hospitality Industry: Significance and Application of HACCP, SBW Publication. 3. Andres Vasconcellos J. 2005. Quality Assurance for the Food industry - A practical approach. CRC press. 4. Inteaz Alli. 2004. Food quality assurance - Principles & practices. CRC Press. New York. 5. Sara Mortimore and Carol Wallace. 2013. HACCP - A practical approach. Third edition. Chapman and Hall, London. 6. Roday, S. 1998. Food Hygiene and Sanitation, Tata McGraw-Hill Education. 	

Elective II Professionalism in Front Office

Program Name: Master of Science Hospitality Management		
Program Code: MHM		Semester: III
Course Title : Elective II Professionalism in Front Office		
Course Category: DSE		
Course Code : 3MHM-T-04		Theory
Credits : 4		Number of Lectures in a week: 4
Maximum Marks: 100		Passing Marks: 40
SEE: 80		CIE: 20
<p>Objectives of the Course:</p> <ol style="list-style-type: none"> 1. To understand the overview, structure, procedures, and processes of front office operations. 2. To learn about and understand the application of accounting principles to front-office operations. 3. To understand about implementation of yield management and forecasting strategies 4. To gain knowledge of the development of effective hospitality marketing and sales strategies. 4. To familiarize with the evaluation of hotel performance using various metrics. 		
<p>Outcomes of the Course (CO):</p> <ol style="list-style-type: none"> 1. Students will be able to understand and perform the operations of the front office and its procedures. 2. Students will be able to familiarize with and perform accounting tasks related to front-office operations. 3. Students will be able to measure the yield and forecast hotel occupancy and revenue. 4. Students will be able to develop and implement marketing and sales strategies. 5. Students will be able to evaluate the performance of a hotel using various financial and operational metrics. 		
Unit	Content	Marks
I	<p>Overview of Front Office</p> <ul style="list-style-type: none"> • Hierarchy, Structure, and History • Front Office & Back Office Department • Pre-Arrival, Arrival & Departure Procedures • Registration and Reservation • Handling of Guests 	20
II	<p>Front Office Accounting</p> <ul style="list-style-type: none"> • Introduction to Accounting • Types of Account • Front Office Accounting Cycle • Creation, Maintenance & Settlement of Accounts • Control of Cash & Credit 	20
III	<p>Yield Management & Forecasting, Evaluating Hotel Performance</p> <ul style="list-style-type: none"> • Introduction to Yield Management • Elements, Benefits & Strategies of Yield Management • Measuring Yield • Introduction to Forecasting 	20

	<ul style="list-style-type: none"> • Data and Records Required for Forecasting • Methods of Measuring Hotel Performance: Occupancy Ratio • ADR, ARR per Guest, Revenue per Available Room • Evaluation of Hotel by Guest • Total Quality Management 	
IV	Hospitality Marketing <ul style="list-style-type: none"> • Concept of Hospitality Marketing • Specific Features Affecting Hotel Marketing • Marketing Mix & Market Segmentation • Sales and Marketing of Hospitality Products • Sales Techniques • Budget: Types of Budgets • Budgetary control • Hotel Revenue Cycle 	20
Suggestive Readings	<ol style="list-style-type: none"> 1. Andrews S., Hotel Front Office Training Manual, Tata Publishing Company Limited, 1982. 2. D. Collins, Accommodation Operations, Plymouth Macdonald Evans, 1967. 3. Villen Jerome J., Check in check out, Iowa WMC Brown Co., 1976. 4. Tourist Information Series, Publication Division, Ministry of information and broadcasting Government of India, Delhi. 5. Kaul, S.N., Tourist India, International Taj Building Bombay. 6. Robert C. Fisher, India and Nepal Hodder and Stoughton London, 1981. 7. Dr. Singh R.K., Front Office Management, Aman Publication, 8. Gary K. Vallen, Jerome J. Vallen Check-in Check-Out Managing Hotel Operation 9. Jatashankar R. Tewari, Hotel Front Office Operations and Management, Publisher: Oxford University Press India 2009 	

Tourism Destination India

Program Name: Master of Science Hospitality Management	
Program Code: MHM	Semester: III
Course Title : Tourism Destination India	
Course Category: DSC	
Course Code : 3MHM-P-01	Practical
Credits : 2	Number of Lectures in a week: 4
Maximum Marks: 100	Passing Marks: 50
SEE: 50	CIE: 50
Objectives of the Course:	
1. Acknowledge the tourism destinations of India in terms of infrastructure and facilities.	
Outcomes of the Course (CO):	
1. Familiarisation with the basic tourist facilities such accommodation, travel, transportation, communication, available at the destination.	
2. Assess the supporting services such as souvenir, shops, guides, drivers, escorts at the destination.	
3. Acquire the valuable knowledge from the travel agency about the operations.	
Modules	Content
I	Visit to a tourist destination local, Regional, National
II	Critically analysing these tourist destinations for the basic tourist facilities (Accommodation, travel/transportation)
III	Evaluating the support services of these destination – Souvenir shops, guides, drivers, escorts.
IV	Attending a travel agency to get knowledge of travel agencies operations.

Research Designing and Planning (RDP) + Presentation

Program Name: Master of Science Hospitality Management	
Program Code: MHM	Semester: III
Course Title : Research Designing and Planning (RDP) + Presentation	
Course Category: RP	
Course Code : 3MHM-P-05	Practical
Credits : 4	Number of Lectures in a week: 8
Maximum Marks: 100	Passing Marks: 50
SEE: 50	CIE: 50
Objectives of the Course: 1. Plan conceptualisation and operationalisation of research topic/study.	
Outcomes of the Course (CO): 1. Structure appropriate and concise research question. 2. Demonstrate the ability to plan research aim, objectives and limitations. 3. Create a study design and data collection methodology appropriate to the research topic/study.	
Modules	Content
I	<p>Every student shall select a research project from the Hospitality Industry. The nature of the product shall be based on the synthesis of their experience and knowledge gained from allied subjects. Topic/Subject of the research shall be approved by the department at the commencement of the session under the guidance of approved guide of the university.</p> <p>Every student should carry out literature survey for selection of Research topic.</p> <p>Preparation of Synopsis: The students will be required to submit the Synopsis of research on a prescribed date. The Synopsis of research project will be guided by an approved guide of the university.</p> <p>Comprehensive Viva-Voce/ Seminar based on the Synopsis of research Topic</p> <p>The seminar will be scheduled by the college or the department based on the Synopsis of research project and the final vice-voce will be commenced on the day and date prescribed by the university in presence of external examiner.</p> <p>At least one Review article is expected to be published in UGC / Refereed /peer reviewed / Web of Science/ Scopus / Elsevier or ISBN numbered Journal.</p>

Master of Science Hospitality Management Semester-IV

Food Tourism

Program Name: Master of Science Hospitality Management		
Program Code: MHM		Semester: IV
Course Title : Food Tourism		
Course Category: DSC		
Course Code : 4MHM-T-01		Theory
Credits : 4		Number of Lectures in a week: 4
Maximum Marks: 100		Passing Marks: 40
SEE: 80		CIE: 20
Objectives of the Course: 1. Acquire basic knowledge and culinary information and comprehensive awareness of food, recent trends, and popularity food in the world. 2. Obtain an insight on national and international food destinations with their culture, habits and uniqueness.		
Outcomes of the Course (CO): 1. Perceive the concept of food tourism, potential and trend on it. 2. Illustrate the popular food tourist destination in world such as Spain China France Italy Malaysia (at the cross road of Asian Food) and grant trunk. 3. Estimation on planning of food tourism, rules and code of conduct of good tourism, Food tourism-based activities, promotion and marketing of it. 4. Evaluate the most popular food destination in India along with the impact of geographical, cultural and ethnic food habits.		
Unit	Content	Marks
I	Meaning and concept of food tourism <ul style="list-style-type: none"> Understanding the reasons for growth of food tourism Potential of food tourism Global trends in food tourism 	20
II	Popular food tourist destination in world <ul style="list-style-type: none"> Spain China France Italy Malaysia (at the cross road of Asian Food) Grant trunk and food tourism 	20
III	<ul style="list-style-type: none"> Planning of food tourism Rules and code of conduct of good tourism Food safety and sustainable planning of food tourism Food tourism-based activities (taste trekking food walks/trails etc.) Street Food Promotion and marketing of food tourism 	20
IV	<ul style="list-style-type: none"> India – as a potential destination for food tourism Impact of geographical location, culture and ethnic food habits 	20

	<ul style="list-style-type: none"> • Food tourism destination in India • North • South • East 	
Suggestive Readings	<ol style="list-style-type: none"> 1. Tourism – The Business of Travel by Roy A. Cook, Laura J. Yale, Joseph J. Marqua, Pearson education 2. Tourism, Principles, Practices and Philosophies – Charles R. Goddner, JR Brent Ritchie, Wiley –India edition 3. Tourism Economics – Donald E. Lund berg, M. Krishnamoorthy, Mink H. Stavenga, John Wiley & sons. Inc 4. Dynamics of Modern Tourism – Ratandeep Singh, Kanishka Publications, New Delhi 5. Tourism Operations and Management – S. Roday, A. Biwal, V. Joshi, Oxford University Press, New Delhi 6. The Travel Industry - Chuck Y. Gee, Denter JL. Choy, James C. Maheno, AVI Publishing company 7. Indian Food, K.T. Achaya, Oxford 8. Theory of Cookery By K Arora, Publisher: Frank Brothers 9. Reports of UNWTO 	

Note: As a part of curriculum, the students will have to visit traditional kitchen / food service outlets of regional foods.

Cost Control Techniques in Hospitality

Program Name: Master of Science Hospitality Management		
Program Code: MHM		Semester: IV
Course Title : Cost Control Techniques in Hospitality		
Course Category: DSC		
Course Code : 4MHM-T-02		Theory
Credits : 4		Number of Lectures in a week: 4
Maximum Marks: 100		Passing Marks: 40
SEE: 80		CIE: 20
Objectives of the Course: <ol style="list-style-type: none"> 1. Focus is on controlling total costs by setting standards and modest analysis. 2. Ensure suitability of the cost reduction programme for the organisation. 3. Save company's money without compromising quality and help in selling a product or service at its best price. 4. Optimistic use of resources by reducing the unit price of a service or product to maximise profit. 		
Outcomes of the Course (CO): <ol style="list-style-type: none"> 1. Use modern costing methods. 2. Apply appropriate strategy to reduce the unit price of a service or product. 3. Use proper tool to control the total cost. 4. Use standard and marginal costing to maximise the profit. 		
Unit	Content	Marks
I	Cost & Costing <ul style="list-style-type: none"> • Identify Cost and Recognize elements of cost. Identify cost centres, profit centres and cost units. • Recognize different types of cost, especially on the basis of Controllability. • Recognize traditional costing methods with their merits and demerits. Distinction between traditional and modern costing methods. • Recognize Modern costing methods with their merits and demerits - Life Cycle costing, Target costing, Kaizen Costing, Value Analysis and Value Engineering, Throughput Costing. 	20
II	Cost Control & Reduction. <ul style="list-style-type: none"> • Understand meaning, elements, merits and dangers of cost control and reduction. • Differentiate cost control and cost reduction. • Understand Cost control Techniques - Material Control, Labour Control, Overhead Control, Budgetary Control, Standard costing, Control of capital expenditure, Responsibility accounting, Productivity and accounting ratios. • Recognize strategy for cost control and reduction – Multi task or cross training to staff, adequate portion size, menu audit, material handling, labour turnover and incentives, Overhead control, Standard costing, marginal costing, Capital expenditure control, Responsibility accounting and 	20

	productivity control. Cutting down complimentary food and gifts.	
III	Cost Control tools - Material, Labour, Overheads and Budgetary Control. <ul style="list-style-type: none"> • Identify sourcing, purchasing, receiving, storing & issuing procedures of materials. • Understanding labour turnover – meaning, impact and computation of labour turnover. Measures to control labour turnover. • Recognize various labour incentive plans with their merits and demerits. • Meaning of overheads, control on office & administration as well as selling & distribution overheads, theoretical aspect of causes and treatment of under and over absorption of overheads. • Meaning of Budget and budgetary control, objectives, requirement, advantages and limitations. 	20
IV	Cost Reduction tools - Standard and Marginal costing <ul style="list-style-type: none"> • Understand standard Costing – meaning, features, applicability, advantages and disadvantages. • Work out of material, labour, overhead and sales variances. • Understand marginal costing – meaning, scope, advantages and limitations. • Apply marginal costing technique in following decisions - make or buy, repair or replace, suspension of activity, choosing best alternative, key (limiting) factor, optimum sales mix, sales channels, market expansion, price change, utilization of idle capacity, achieving profit target. 	20
Suggestive Readings	<ol style="list-style-type: none"> 1. Financial and Cost Control Techniques in Hotel and Catering Industry, Jagmohan Negi, 1987 Metropolitan. 8120002571, 9788120002579. 2. Cost Analysis and Control – M L Agrawal, Dr. K L Gupta, Sahitya Bhavan Publication, 978-93-5173-294-5 3. Cost Accounting and Control System – Dr. A R Thakkar, Cyber Tech Publications; First Edition (1 January 2017), ISBN-10 : 9350535378 ISBN-13 : 978-9350535370. 4. Cost Control and Management Accounting – K. Kavitha, Ch. Buchi Reddy, N Kumarswami, K. Padma Sai, Kareema Sheik, First 2023, 978-93-5596-083-2, Himalaya Publishing House. 5. Cost management – M N Arora, first 2017, 78-93-5202-138-3, Himalaya Publishing House, Mumbai. 6. Methods and Techniques of Costing – Dr. R G Saha, Manjunatha K B, Venkatesh Babu S, Manjunatha J M, First 2015, 978-93-5202-320-2, Himalaya Publishing House. 7. Cost and Management Accounting, Suveera Gill, Vikas Publishing House Pvt. Ltd. 	

	Website: as accessed on 16th July 2023. https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/cost-control-and-cost-reduction/	
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Strategic Management

Program Name: Master of Science Hospitality Management		
Program Code: MHM		Semester: IV
Course Title : Strategic Management		
Course Category: DSC		
Course Code : 4MHM-T-03		Theory
Credits : 4		Number of Lectures in a week: 4
Maximum Marks: 100		Passing Marks: 40
SEE: 80		CIE: 20
Objectives of the Course: <ol style="list-style-type: none"> 1. Understand the key concepts of business policy and strategic decision making. 2. Recognize the concept, strategies, sectors, Analysis, expansion, contingency and plan of Environmental Appraisal. 3. Obtain an insight on functional and operational implementation, policies, formulation, analysis, review and revaluation of the strategy implementation. 4. Acquire the knowledge on the strategic control, operational control and role of organizational system. 		
Outcomes of the Course (CO): <ol style="list-style-type: none"> 1. Perceive the knowledge about the nature, purpose, objectives of the business policy. 2. Understand the concept of Strategic Management and to acquire the insight on the strategy definition, strategic decision making, formulation and intent on it. 3. Illustrate the concept, strategies, sectors, Analysis, expansion, contingency and plan of Environmental Appraisal. 4. To evaluate the functional and operational implementation, policies, formulation, analysis, review and revaluation of the strategy implementation. 5. To assess the strategic control, operational control and role of organizational system. 		
Unit	Content	Marks
I	Introduction to Business Policy <ul style="list-style-type: none"> • Evaluation of business policy as a discipline, Nature of Business • policy, Importance of business policy, Purpose of business policy, Objectives of business policy • Strategic Management – an overview • Understanding Strategy, Definition & Explaining strategy, Strategic Decision making • Process of Strategic Management, School of thought on Strategy Formulation • Strategic Intent • Vision, Mission, Business Definition, Goals & Objective 	20
II	Environmental Appraisal <ul style="list-style-type: none"> • Concept of Environment, Environmental Sectors, Environmental Scanning • Corporate level strategies • Grand Strategies, Stability Strategies, Expansion strategies, Retrenchment strategies Combination Strategies • Strategic Analysis & Choice • Corporate & Business Level Strategic Analysis, Contingency Strategies, Strategic Plans 	20

III	Strategy Implementation <ul style="list-style-type: none"> • Interrelationship between formulation & Implementation, Project Implementation Resource Allocation, Organizational System, Corporate Culture, Social Responsibilities & Strategic Implementation • Functional & Operational implementation • Functional Plan & Policies, Financial Plans & Policies, Marketing Plans & Policies • Strategy Formulation • Expansion, Retrenchment, Merger, Joint Venture • Strategy Formulation Process • Strategy analysis & Choice, Factors influencing choice, SPACE Matrix, BCG Matrix • Policies in functional Areas • Functional policies, financial policies • Strategic Implementation, Review & Revaluation 	20
IV	Strategic Evaluation & Control <ul style="list-style-type: none"> • Strategic Control, Operational Control, Role of Organizational System in Control Case Studies- Case Analysis & Presentation • Mission & Mission Statement, Strategies, Approaches, Entrepreneurial, Strategic Decision Making, Adaptive search, Environmental & Internal resource Analysis Environmental Scanning, SWOT Analysis (Internal & External Environment)	20
Suggestive Readings	<ol style="list-style-type: none"> 1. Wootton and Terryhorne: Strategic planning: The Nine Programme 2. John Tribe: Corporate Strategy for Tourism. 3. Prashad, L.M.: 2004, Business Policy and Strategic Management, Sultan chand & Sons. 4. Ghosh, P.K.: 2004, Strategic Planning & Management, Sultan Chand & Sons. 	

Elective I

Professionalism in Food & Beverage Service Practices

Program Name: Master of Science Hospitality Management		
Program Code: MHM		Semester: IV
Course Title : Elective I Professionalism in Food & Beverage Service Practices		
Course Category: DSE		
Course Code : 4MHM-T-04		Theory
Credits : 4		Number of Lectures in a week: 4
Maximum Marks: 100		Passing Marks: 40
SEE: 80		CIE: 20
Objectives of the Course: <ol style="list-style-type: none"> 1. To develop students to handle the duties and responsibilities at managerial levels. 2. To develop the student's knowledge about barista and responsibilities 3. To help the students to develop their overall knowledge regarding Cruise line. 4. To understand the duties of toastmaster. 5. To identify the different aspects and rules during an event 		
Outcomes of the Course (CO): <ol style="list-style-type: none"> 1. Students can achieve skills related to barista 2. Gain the knowledge for cruise service and business class flights for future credentials. 3. Study helps to identify the loopholes in toast master and overcome for future reference. 4. Helping students for developing their skills in event management which portrait their image after their studies. 4. Students can achieve a great amount of skills in celebrity management for future industry 		
Unit	Content	Marks
I	Barista <ul style="list-style-type: none"> • History of Barista. • Duties and responsibilities. • Skills required to be a Barista. • Special equipment required by a Barista. • Types of beverages served by a Barista. 	
II	Service in cruise line and business class flights <ul style="list-style-type: none"> • Rules and policies required. • Importance of medical fitness required for job. • Agreements and Law's required for the Job. • Skill development required. 	
III	Toast master services <ul style="list-style-type: none"> • History of Toast master. • Duties and responsibilities. • Types of organisation requirements during the event. • Skill development required for a toast master job. 	
IV	Event management and celebrities management <ul style="list-style-type: none"> • Departments in event management. 	

	<ul style="list-style-type: none"> • Planning the Quotation of events. • Invoice and closure. • Booking and correspondence • Hospitality requirement included in celebrity management. • Celebrity Logistics management elements. 	
Suggestive Readings	<ol style="list-style-type: none"> 1. https://www.scribd.com/document/236859334/Barista-101 2. https://egyankosh.ac.in/bitstream/123456789/11467/1/Unit-12.pdf 3. https://hmhub.in/5th-sem-f-b-operations-notes/toast-toast-procedures/ 4. https://www.uou.ac.in/sites/default/files/slm/HM-402.pdf 5. https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf 	

Elective II
Professionalism in Room Division

Program Name: Master of Science Hospitality Management	
Program Code: MHM	Semester: IV
Course Title : Elective II Professionalism in Room Division	
Course Category: DSE	
Course Code : 4MHM-T-04	Theory
Credits : 4	Number of Lectures in a week: 4
Maximum Marks: 100	Passing Marks: 40
SEE: 80	CIE: 20
<p>Objectives of the Course:</p> <ol style="list-style-type: none"> 1. To understand how the function of housekeepers has changed over the years. 2. To see how the science of management relates to the profession of executive housekeeping. 3. To investigate the principles of management, as presented by R. Alec Mackenzie. 4. To find out how executive housekeepers begin planning for a soon-to-open hotel. 5. To learn about setting priorities. 6. To consider what may have already taken place in a new facility before the executive housekeeper comes on the scene. 7. To learn about the House Breakdown Plan, Department Staffing Guide, and Table of Personnel Requirements. 8. To Become aware of the team system of Staffing. 9. To learn about other vital functions of the hotel housekeeping department-subroutines. 10. To understand that subroutines differ from the daily routine only in that they are performed from time to time rather than daily. 11. To learn how subroutines can be standardized and systematized by using Standard Operating Procedures. 12. To see why preplanning of subroutines is important. 13. To learn about the hotel's daily routines that occur in ongoing operations. 14. To see how routine activities of the GRA's day are segmented by time and who is responsible for the routines during each time period. 15. To learn how to clean guestroom. 16. To understand how forms are used to record and transfer information among housekeeping shifts. 17. To find out how computers are used in housekeeping operations. 	
<p>Outcomes of the Course (CO):</p> <ol style="list-style-type: none"> 1. The changes in function of housekeepers over the period of time will be understood. 2. Learned the science of management relates to the profession of executive housekeeping. 3. Investigation of the principles of management, as presented by R. Alec Mackenzie can be done. 4. Ease of implementation of executive housekeepers begin planning for a soon-to-open hotel. 5. Establishment of priorities in operation. 6. Consideration of executive housekeeper in a new facility. 7. Learning and understanding of House Breakdown Plan, Department Staffing Guide, and Table of Personnel Requirements. 8. Understanding of the team system of Staffing. 9. Understanding of vital functions of the hotel housekeeping department-subroutines. 	

10. Differentiation of the daily routine only in that they are performed from time to time rather than daily. 11. Able to standardized and systematized by using Standard Operating Procedures. 12. Understanding the importance of preplanning of subroutines. 13. Understanding of hotel's daily routines that occur in ongoing operations. 14. Understanding the routine activities of the GRA's day are segmented by time and who is responsible for the routines during each time period. 15. Learning of clean guestroom. 16. Understands the various forms are used to record and transfer information among housekeeping shifts. 17. Understand the usage of computers are used in housekeeping operations.		
Unit	Content	Marks
I	The housekeeping profession and the principles of management <ul style="list-style-type: none"> • The Executive Housekeeper and Scientific Management • Origins of Hospitality and Housekeeping • Origins of Management • Principles of Management • Management Theory and the Executive Housekeeper • Normative Characteristics Exhibited by Housekeeping Employees • Motivation and Productivity • Management Theory and Housekeeping Administration • New Horizons in Management 	
II	Conceptual Planning <ul style="list-style-type: none"> • The New Executive Housekeeper • The Executive Housekeeper's Position within the Organization • The Model Hotel • Reporting for Work • Early Priority Activities • House Breakout Plan • Staffing Considerations • Completion of the Department • Organization • The Staffing Guide • Table of Personnel Requirements • Job Descriptions 	
III	Hotel Housekeeping Subroutines <ul style="list-style-type: none"> • Cleaning and Maintenance • Operational Control • Purchasing • Personal Administration • Communication and Training • Long-range Planning 	

IV	The Hotel Housekeeping Daily Routine of Department Management <ul style="list-style-type: none"> • The Housekeeping Day • Cleaning the Guestroom • Suite Hotels (with Kitchens, Fireplaces, and Patios) • The Housekeeping Day Continued • Computers Come of Age in the World of Housekeeping 	
Suggestive Readings	7. Managing facility by Christine Jones - Hotel facility Planning by Tarun Bansal 8. Hotel housekeeping Operations and Management - G Raghubalan 9. The Professional Housekeeper by Georgina Tucker 10. Managing the Lodging Operations - Robert Christie Mil Commercial Housekeeping 11. Professional Front Office management - Robert H. Woods	

Research Project

Program Name: Master of Science Hospitality Management	
Program Code: MHM	Semester: IV
Course Title : Research Project	
Course Category: RP	
Course Code : 4MHM-P-05	Practical
Credits : 6	Number of Lectures in a week: 12
Maximum Marks: 200	Passing Marks: 100
SEE: 100	CIE: 100
Objectives of the Course: 1. Apply critical thinking skills. 2. Apply foundational research skills to address a research question.	
Outcomes of the Course (CO): 1. Demonstrate the ability to choose methods appropriate to research aims and objectives. 2. Understand the limitations of particular research methods. 3. Develop skills in qualitative and quantitative data analysis and presentation.	
Modules	Content
I	<p>Every student shall select a research project from the Hospitality Industry. The nature of the product shall be based on the synthesis of their experience and knowledge gained from allied subjects. Subject of the project shall be approved by the department at the commencement of the session. The research project will be guided by an approved guide of the university. The students will be required to submit the project report on a prescribed date.</p> <p>Comprehensive Viva-Voce/ Seminar based on Project /Thesis- The seminar will be scheduled by the college or the department based on the thesis/ Project and the final vice-voce will be commenced on the day and date prescribed by the university in presence of external examiner.</p>

Pattern of Question Paper

1. There will be four units in the syllabus of each paper.
2. Question paper will consist of five questions- one question from each unit and the fifth question should include questions from all four units.
3. Maximum marks of each paper will be 100 (80 + 20).
4. All question should have equal weightage.
5. Each paper will be of 3 hours duration.