



HINDUSTAN UNIVERSITY

HINDUSTAN INSTITUTE OF TECHNOLOGY & SCIENCE

M.B.A. (Hospitality Management - Course)
Hindustan Institute of Technology & Science
Curriculum and Regulations 2012

Syllabus with
M.B.A(FULL TIME)

ACADEMIC REGULATION
(M.TECH./M.B.A./M.C.A.) (Full – Time / Part – Time)
(Effective 2012)

1. Vision, Mission and Objectives

1.1 The Vision of the Institute is “To make everyone a success and no one a failure”.

In order to progress towards the vision, the Institute has identified itself with a mission to provide every individual with a conducive environment suitable to achieve his / her career goals, with a strong emphasis on personality development, and to offer quality education in all spheres of engineering, technology, applied sciences and management, without compromising on the quality and code of ethics.

1.2 Further, the institute always strives

- To train our students with the latest and the best in the rapidly changing fields of Engineering, Technology, Management, Science & Humanities.
- To develop the students with a global outlook possessing, state of the art skills, capable of taking up challenging responsibilities in the respective fields.
- To mould our students as citizens with moral, ethical and social values so as to fulfill their obligations to the nation and the society.
- To promote research in the field of science, Humanities, Engineering, Technology and allied branches.

1.3 Our aims and objectives are focused on

- Providing world class education in engineering, technology, applied science and management.
- Keeping pace with the ever changing technological scenario to help our students to gain proper direction to emerge as competent professionals fully aware of their commitment to the society and nation.
- To inculcate a flair for research, development and entrepreneurship.

2. Admission

2.1. The admission policy and procedure shall be decided from time to time by the Board of Management (BOM) of the Institute, following guidelines issued by Ministry of Human Resource Development (MHRD), Government of India. The number of seats in each branch of the (M.E. / M.B.A. / M.C.A.) programme will be decided by BOM as per the directives from Ministry of Human Resource Development (MHRD), Government of India and taking into account the market demands. Some seats for Non Resident Indians and a few seats for Foreign nationals shall be made available.

2.2. The selected candidates will be admitted to the (M.E. / M.Tech / M.B.A. /M.C.A.) programme after he/she fulfills all the admission requirements set by the Institute and after payment of the prescribed fees.

2.3. Candidates for admission to the first semester of the Master’s Degree Programme shall be required to have passed in an appropriate Degree Examination recognized by Hindustan University

2.4. In all matters relating to admission to the (M.E. / M.Tech / M.B.A. / M.C.A.) programme, the decision of the Institute and its interpretation given by the Chancellor of the Institute shall be final.

2.5. If at any time after admission, it is found that a candidate has not fulfilled any of the requirements stipulated by the Institute, the Institute may revoke the admission of the candidate with information to the Academic Council.

3. Structure of the programme

3.1. The programme of instruction will have the following structure

- i) Core courses of Engineering / Technology / Management.
- ii) Elective courses for specialization in areas of student's choice.

3.2. The minimum durations of the programmes are as given below:

Program	No. of Semesters
M.Tech.(Full-Time)	4
M.Tech.(Part-Time)	6
M.B.A.(Full Time)	4
M.B.A. (Part Time)	6
M.C.A.(Full-Time)	6
M.C.A.(Full-Time)	8

Every (M.E./ M.Tech / M.B.A. / M.C.A.) programme will have a curriculum and syllabi for the courses approved by the Academic Council.

3.3. Each course is normally assigned certain number of credits. The following norms will generally be followed in assigning credits for courses.

- One credit for each lecture hour per week per semester;
- One credit for each tutorial hour per week per semester;
- One credit for each laboratory practical (drawing) of three (two) hours per week per semester.
- One credit for 4 weeks of industrial training and
- One credit for 4 hours of project per week per semester

3.4. For the award of degree, a student has to earn certain minimum total number of credits specified in the curriculum of the relevant branch of study. The curriculum of the different programs shall be so designed that the minimum prescribed credits required for the award of the degree shall be within the limits specified below.

Program	Minimum prescribed credit range
M.Tech.(Full time/Part time)	85 – 90
M.B.A. (Full time / Part time)	85 – 95
M.C.A (Full time / Part time)	110 – 115

3.5. The medium of instruction, examination and the language of the project reports will be English.

4. Faculty Advisor

4.1. To help the students in planning their courses of study and for getting general advice on the academic programme, the concerned Department will assign a certain number of students to a Faculty member who will be called their Faculty Advisor.

5. Class Committee

5.1 A Class Committee consisting of the following will be constituted by the Head of the Department for each class:

- (i) A Chairman, who is not teaching the class.
- (ii) All subject teachers of the class.
- (iii) Two students nominated by the department in consultation with the class. The Class Committee will meet as often as necessary, but not less than three times during a semester.

The functions of the Class Committee will include:

- (i) Addressing problems experienced by students in the classroom and the laboratories.
- (ii) Analyzing the performance of the students of the class after each test and finding ways and means of addressing problems, if any.
- (iii) During the meetings, the student members shall express the opinions and suggestions of the class students to improve the teaching / learning process.

6. Grading

6.1 A grading system as below will be adhered to.

Range of Marks	Letter Grade	Grade Points
95-100	S	10
85-94	A	09
75-84	B	08
65-74	C	07
55-64	D	06
50-54	E	05
<50	U	00
	I (Incomplete)	--

6.2 GPA & CGPA

GPA is the ratio of the sum of the product of the number of credits C_i of course “i” and the grade points P_i earned for that course taken over all courses “i” registered by the student to the sum of C_i for all “i”. That is,

$$GPA = \frac{\sum_i C_i P_i}{\sum_i C_i}$$

CGPA will be calculated in a similar manner, at any semester, considering all the courses enrolled from first semester onwards.

6.3. For the students with letter grades W / I in certain subjects, the same will not be included in the computation of GPA and CGPA until after those grades are converted to the regular grades S to U.

6.4 Raw marks will be moderated by a moderation board appointed by the Vice Chancellor of the University. The final marks will be graded using absolute grading system. The Constitution and composition of the moderation board will be dealt with separately.

7. Registration and Enrollment

7.1 Except for the first semester, registration and enrollment will be done in the beginning of the semester as per the schedule announced by the University.

7.2 A student will be eligible for enrollment only if he/she satisfies regulation 10 (maximum duration of the programme) and will be permitted to enroll if (i) he/she has cleared all dues in the Institute, Hostel & Library up to the end of the previous semester and (ii) he/she is not debarred from enrollment by a disciplinary action of the University.

7.3. Students are required to submit registration form duly filled in.

8. Registration requirement

8.1. A full time student shall not register for less than 16 credits or more than 24 credits in any 12 given semester.

8.2 If a student finds his/her load heavy in any semester, or for any other valid reason, he/she may withdraw from the courses within three weeks of the commencement of the semester with the written approval of his/her Faculty Advisor and HOD. However the student should ensure that the total number of credits registered for in any semester should enable him/her to earn the minimum number of credits per semester for the completed semesters.

9. Minimum requirement to continue the programme

9.1 For those students who have not earned the minimum required credit prescribed for that particular semester examination, a warning letter to the concerned student and also a letter to his parents regarding the shortage of this credit will be sent by the HOD after the announcement of the results of the university examinations.

10. Maximum duration of the programme

The minimum and maximum period for the completion of various programs are given below.

Program	Min.No. of Semesters	Max.No. of Semesters
M,Tech(Full-Time)	4	8
M,Tech(Part-Time)	6	10
M.B.A.(Full Time)	4	8
M.B.A. (Part Time)	6	10
M.C.A. (Full – Time)	6	12
M.C.A. (Part – Time)	8	14

11. Temporary discontinuation

11.1. A student may be permitted by the Dean to discontinue temporarily from the programme for a semester or a longer period for reasons of ill health or other valid reasons. Normally a student will be permitted to discontinue from the programme only for a maximum duration of two semesters.

12. Discipline

12.1. Every student is required to observe discipline and decorous behavior both in-side and outside the campus and not to indulge in any activity which will tend to bring down the prestige of the University.

12.2. Any act of indiscipline of a student reported to the Dean (Academic) will be referred to a Discipline Committee so constituted. The Committee will enquire into the charges and decide on suitable punishment if the charges are substantiated. The committee will also authorize the Dean (Academic) to recommend to the Vice - Chancellor the implementation of the decision. The student concerned may appeal to the Vice Chancellor whose decision will be final. The Dean (Academic) will report the action taken at the next meeting of the Council.

12.3. Ragging and harassment of women are strictly prohibited in the University campus and hostels.

13. Attendance

13.1. A student whose attendance is less than 75% is not eligible to appear for the end semester examination for that course. The details of all students who have attendance less than 75% will be announced by the teacher in the class. These details will be sent to the concerned HODs and Dean.

13.2. Those who have 75% or more attendance for the period other than their medical leave will be considered for condonation of shortage of attendance provided the overall attendance in the course including the period of illness does not fall below 65%. Application for condonation recommended by the Faculty Advisor, concerned faculty member and the HOD is to be

submitted to the Dean who, depending on the merit of the case, may permit the student to appear for the end semester examination. A student will be eligible for this concession at most in two semesters during the entire degree programme. Application for medical leave, supported by medical certificate with endorsement by a Registered Medical Officer, should reach the HOD within seven days after returning from leave or, on or before the last instructional day of the semester, whichever is earlier.

13.3. As an incentive to those students who are involved in extra curricular activities such as representing the University in Sports and Games, Cultural Festivals, and Technical Festivals, NCC/ NSS events, a relaxation of up to 10% attendance will be given subject to the condition that these students take prior approval from the officer –in-charge. All such applications should be recommended by the concerned HOD and forwarded to Dean within seven instructional days after the programme/activity.

14. Assessment Procedure (M.E./M.Tech./ M.C.A.)

14.1. The Academic Council will decide from time to time the system of tests and examinations in each subject in each semester.

14.2. For each theory course, the assessment will be done on a continuous basis as follows:

Test/Exam	Weightage	Duration of Test /Exam
First Periodical Test	10%	1 period
Second Periodical Test	10%	1 period
Third Periodical Test	15%	2 periods
Seminar/Assignments/Quiz	10%	
Attendance	5%	
End semester Examination	50%	3 Hours

14.2.1. ASSESSMENT PROCEDURE (M.B.A.)

Test/Exam	Weightage	Duration of Test /Exam
Case study/Project presentations	10%	Throughout the semester
Surprise Test/Quiz (Minimum 2/semester)	10%	1 period
Open Book test	10%	1 period
Mid Semester exam	15%	2 periods
Attendance and Class participation	5%	Throughout the Semester
End Semester Exam	50%	3 hours

14.3. For practical courses, the assessment will be done by the subject teachers as below:

- (i) Weekly assignment/Observation note book / lab records – weightage 60%.
- (ii) End semester examination of 3 hours duration including viva – weightage 40%.

15. Make up Examination/periodical Test

15.1. Students who miss the end-semester examinations / periodical test for valid reasons are eligible for make-up examination /periodical test. Those who miss the endsemester examination / periodical test should apply to the Head of the Department concerned within five days after he / she missed examination, giving reasons for absence.

15.2. Permission to appear for make-up examination/periodical test will be given under exceptional circumstances such as admission to a hospital due to illness. Students should produce a medical certificate issued by a Registered Medical Practitioner certifying that he/she was admitted to hospital during the period of examination / periodical test and the same should be duly endorsed by parent/guardian and also by a medical officer of the University within 5 days.

15.3. The student will be allowed to make up at the most two out of three periodical tests and end – semester examination.

16. Project evaluation

16.1. For Project work, the assessment will be done on a continuous basis as follows:

Review / Exam	Weightage
First Review	10%
Second Review	20%
Third Review	20%
End semester Exam	50%

For end semester exam, the student will submit a Project Report in a format specified by the Dean. The first three reviews will be conducted by a Committee constituted by the Head of the Department. The end – semester exam will be conducted by a Committee constituted by the Controller of Examinations. This will include an external expert.

17. Declaration of results

17.1 A candidate who secures not less than 50% of total marks prescribed for a course with a minimum of 50% of the marks prescribed for the end semester examination shall be declared to have passed the course and earned the specified credits for the course.

17.2 After the valuation of the answer scripts, the tabulated results are to be scrutinized by the Result Passing Boards of UG and PG programmes constituted by the Vice-Chancellor. The recommendations of the Result Passing Boards will be placed before the Standing Sub Committee of the Academic Council constituted by the Chancellor for scrutiny. The minutes of the Standing Sub Committee along with the results are to be placed before the Vice-Chancellor for approval. After getting the approval of the Vice-Chancellor, the results will be published by the Controller of Examination/Registrar.

17.3 If a candidate fails to secure a pass in a course due to not satisfying the minimum requirement in the end semester examination, he/she shall register and reappear for the end semester examination during the following semester. However, the internal marks secured

by the candidate will be retained for all such attempts.

17.4 If a candidate fails to secure a pass in a course due to insufficient internal marks though meeting the minimum requirements of the end semester examination, wishes to improve on his/her internal marks, he/she will have to register for the particular course and attend the course with permission of the HOD concerned and Dean with a copy marked to the Registrar. The sessional and external marks obtained by the candidate in this case will replace the earlier result.

17.5 A candidate can apply for the revaluation of his/her end semester examination answer paper in a theory course within 2 weeks from the declaration of the results, on payment of a prescribed fee through proper application to the Registrar/Controller of Examinations through the Head of the Department. The Registrar/Controller of Examination will arrange for the revaluation and the results will be intimated to the candidate concerned through the Head of the Department. Revaluation is not permitted for practical courses and for project work.

18. Grade Card

18.1. After results are declared, grade sheet will be issued to each student, which will contain the following details:

- (i) Program and branch for which the student has enrolled.
- (ii) Semester of registration.
- (iii) List of courses registered during the semester and the grade scored.
- (iv) Semester Grade Point Average (GPA)
- (v) Cumulative Grade Point Average (CGPA).

19. Class / Division

Classification is based on CGPA and is as follows:

CGPA \geq 8.0: First Class with distinction

6.5 \leq CGPA < 8.0: First Class

5.0 \leq CGPA < 6.5: Second Class.

20. Transfer of credits

20.1. Within the broad framework of these regulations, the Academic Council, based on the recommendation of the transfer of credits committee so constituted by the Chancellor may permit students to earn part of the credit requirement in other approved institutions of repute and status in the country or abroad.

20.2. The Academic Council may also approve admission of lateral entry (who hold a diploma in Engineering/ technology) candidates with advance credit based on the recommendation of the transfer of credits committee on a case to case basis.

21. Eligibility for the award of (M.E. /M.Tech / M.B.A. / M.C.A.) Degree

21.1. A student will be declared to be eligible for the award of the (M.E. / M.Tech / M.B.A. / M.C.A.). Degree if he/she has

- i) registered and successfully credited all the core courses,
- ii) successfully acquired the credits in the different categories as specified in the curriculum corresponding to the discipline (branch) of his/her study within the stipulated time,
- iii) has no dues to all sections of the Institute including Hostels, and
- iv) has no disciplinary action pending against him/her.

The award of the degree must be recommended by the Academic Council and approved by the Board of Management of the University.

22. Power to modify

22.1. Notwithstanding all that has been stated above, the Academic Council has the right to modify any of the above regulations from time to time.

PROGRAMME OBJECTIVES

The Objective of MBA Hospitality Management program is to provide the graduating Students with an integrated knowledge and ability to perform as Hospitality Management professionals of global standard by developing the Skills of leadership and teamwork, understanding of the latest Developments in their functional areas, ability to use analytical tools for decision making, ability to use technology as a management tool, Organizational skills for effective implementation of strategies and the ability for Ethical decision making.

HINDUSTAN INSTITUTE OF TECHNOLOGY AND SCIENCE
SCHOOL OF MANAGEMENT
MBA (Hospitality Management) -CURRICULUM - FULL-TIME MODE
SEMESTER – I

S. No	Course Code	Course Title	L	T	P	C	TCH
1	PBA104	Organizational Behaviour	3	0	0	3	3
2	PBA103	Total Quality Management	3	0	0	3	3
3	PBA106	Accounting for Management	3	1	0	4	4
4	PHM101	Introduction to Hospitality Management	3	0	0	3	3
5	PBA204	Human Resource Management	3	0	0	3	3
6	PBA105	Communication Skills and Business Correspondence	3	0	0	3	3
7	PBA108	Principles of Management	3	0	0	3	3
8	PHM102	Hotel French	3	0	0	3	3
TOTAL						25	25

SEMESTER – II

S. No	Course Code	Course Title	L	T	P	C	TCH
THEORY							
1	PHM201	Hospitality Marketing Management	3	0	0	3	3
2	PBA202	Financial Management	3	1	0	4	4
3	PHM202	Facility Management	3	0	0	3	3
4	PHM203	Food and Beverage Management	3	0	0	3	3
5	PHM204	Rooms Division Management	3	0	0	3	3
6	PHM205	Tourism Principles and Practice	3	0	0	3	3
7	PBA207	Research Methods in Business	3	0	0	3	3
PRACTICAL							
8	PBA208	Business Application Software	0	0	3	1	3
9	PBA209	Personality Development / Seminar / GD/ Case Studies	0	0	3	1	3
TOTAL						24	28
THEORY-ELECTIVES (OFFERED TO OTHER PG STUDENTS OF UNIVERSITY)							
1	PHM201	Hospitality Marketing Management	3	0	0	3	3
2	PBA207	Research Methods In Business	3	0	0	3	3

SUMMER SEMESTER (6 WEEKS)

PBA303 SUMMER PROJECT

Project report of the Summer Project is to be submitted by the students within 30 days from the commencement of the 3rd semester. Evaluation report should be sent to the Controller of Examinations by the HOD through the Principal, before the last working day of the 3rd semester.

SEMESTER – III

S. No	Course Code	Course Title	L	T	P	C	TCH
THEORY							
1	PBA708	Customer Relationship Management	3	0	0	3	3
2	PHM301	Hospitality Law	3	0	0	3	3
3	PHM703	Electives I Internet Marketing***	3	0	0	3	3
4	PHM702	Electives II Event management***	3	0	0	3	3
5		Electives III	3	0	0	3	3
6		Elective IV	3	0	0	3	3
7		Elective V	3	0	0	3	3
8		Elective VI	3	0	0	3	3
PRACTICAL							
9	PBA303	Summer Project Work	-	-	4	2	4
10	PBA304	Seminar II (Emerging Trends in Hospitality and Tourism Management)	0	0	2	1	2
TOTAL						27	30

*** ELECTIVES OFFERED TO OTHER PG STUDENTS OF UNIVERSITY.

MBA (HM) STUDENTS CAN EITHER CHOOSE THESE ELECTIVES OR OTHER ELECTIVES FROM THE ELECTIVE LIST FOR MBA HM COURSE.

LIST OF ELECTIVES

S. No	Course Code	Course Title	L	T	P	C
1	PHM701	Spa and Health care management	3	0	0	3
2	PBA715	Mergers and Acquisitions	3	0	0	3
3	PHM702	Event Management	3	0	0	3
4	PHM703	Internet Marketing	3	0	0	3
5	PHM704	Project Planning and Management	3	0	0	3
6	PHM705	International Tourism Management	3	0	0	3
7	PHM706	Airfares and Airlines Management	3	0	0	3
8	PHM707	Eco Tourism	3	0	0	3
9	PHM708	Médical Tourism	3	0	0	3
10	PHM709	Travel Agency and Tour Operations Management	3	0	0	0
11	PHM710	Food and Beverage Control	3	0	0	3
12	PHM711	Safety and Security Management	3	0	0	3

SEMESTER – IV

S. No	Course Code	Course Title	L	T	P	C	TCH
1	PBA401	Project Work	-	-	24	12	24
TOTAL						12	24

PROGRAMME OBJECTIVES

SEMESTER I

Subject name: Organizational behavior	Course code: PBA104	Credits: 3
Goal	Objective is to build better relationships by achieving human objectives, organizational objectives, and social objectives by understanding how people, individuals, and groups act in organizations.	
Objectives		Outcomes
<ol style="list-style-type: none"> 1. To understand what organizations are? Explain what organizational behavior is and how it has evolved, discover what disciplines contributed to knowledge in OB 2. To understand the concept, process and importance of individual behavior in organizations. Influence of perception, to discover the work related Attitudes: job satisfaction, job commitment, and organizational citizenship to understand significance of motivation, to understand how personality contributes to differences in individual behavior. 3. To understand the meaning and importance of groups and teams in organizations. To understand the meaning of organizational leadership. 4. To understand the concept of organizational politics. Discuss how managers deal with power and politics in organizations. 5. Dynamics of organizational behaviours. To understand the different choices of structure of an organization. To understand the significance of organizational culture. Understand the concept of organizational climate. To explore the factors influencing organizational effectiveness. 		<ol style="list-style-type: none"> 1. would have understood the organizations, what organizational behavior is and what are the disciplines contributed to organizational behavior 2. Would have understood the individuals in organizations in terms of their perception, attitude, motivation and personality. Also would have explored their contribution in achieving individual and organizational effectiveness. 3. Students would understand the groups in organizations, in terms of thresholds of interpersonal relationships, groups and teams in organizations. 4. Student would have explored effectiveness of organizational leadership roles. Power and politics in organizations and how managers deal with politics. 5. Student would have understood how organizations shape behavior through organizational structure, organizational culture, organizational climate. Achieve organizational effectiveness through managing and leading human behavior at work.

OBJECTIVES:

Organizational Behaviour (OB) is the study and application of knowledge about how people, individuals, and groups act in organizations. Its purpose is to build better relationships by achieving human objectives, organizational objectives, and social objectives.

UNIT - I FOCUS AND PURPOSE**9**

Definition, need and importance of organizational behaviour – nature and scope – frame work – organizational behaviour models.

UNIT – II INDIVIDUAL BEHAVIOUR**9**

Personality – types – factors influencing personality – theories, learning – types of learners – the learning process – learning theories – organizational behaviour modification Attitudes – characteristics – components – formation – measurement. Perceptions – importance – factors influencing perception – interpersonal perception. Motivation – importance – types –Theories-effects on work behaviour.

UNIT - III GROUP BEHAVIOUR**9**

Organization structure – formation – groups in organizations – influence – group dynamics – emergence of informal leaders and working norms – group decision making techniques – interpersonal relations – communication – Control - Process – types- Barriers- effective communication.

UNIT - IV LEADERSHIP AND POWER**9**

Meaning – importance – leadership styles – theories – leaders Vs managers sources of power – power centers – power and politics.

UNIT – V DYNAMICS OF ORGANIZATIONAL BEHAVIOURS**9**

Organizational climate – factors affecting organizational climate – importance. Job satisfaction – determinants – measurements – influence on behaviour. Organizational change – importance – stability Vs change – proactive Vs reaction change – the change process – resistance to change – managing change. Organizational development – characteristics – objectives – team building. Organizational effectiveness – perspective – effectiveness Vs efficiency – approaches – the time dimension – achieving organizational effectiveness.

TOTAL : 45 Periods**TEXT BOOKS:**

1. Stephen P.Robbins, Organisational Behaviour, Prentice Hall of India, 9th edition, 2001.
2. Hellriegel, Slocum and Woodman, Organisational Behaviour, South-Western, Thomson Learning, 9th edition, 2001.

REFERENCES:

1. Schermerhorn, hunt and Osborn, Organisational behaviour, John Wiley, 7th edition, 2001.
2. Jit S.Chand, Organisational Behaviour, Vikas publishing House Pvt. Ltd. 2nd edition, 2001.
3. Fred Luthans, Organisational Behaviour, McGraw Hill Book Co., 1998.
4. New Strom & Davis, Organisational behaviour, McGraw Hill, 2001.
5. Jaffa Harris and Sandra Hartman, Organisational Behaviour, Jaico, 2002.

Subject name: TOTAL QUALITY MANAGEMENT	Course code: PBA103	Credits: 3
Goal	1. To introduce the students to the basic concepts of total quality management and how the focus of TQM has become so important for all companies in recent times 2. To familiarize the students to the philosophy and role of TQM in revitalizing the organization 3. To enable them to acquire requisite diagnostic skills and understand the use of the tools of the TQM	
Objectives		Outcomes
1. To introduce Quality Concepts, TQM Framework and Customer Satisfaction. 2. To introduce the principles and philosophies of Quality Management 3. To emphasize the significance of Statistical Process Control and introduce the various methods of measuring process capability 4. To provide overview on the various tools and techniques of Quality Management 5. To introduce Quality Management Systems, steps involved in TQM Implementation and understand the role of Information Technology in Quality		1. The incumbent understands the various dimensions of Quality, Principles of TQM , Customer Perception to Quality and strategies adopted for Customer retention 2. The incumbent understands the contributions made by various Quality Gurus & gets familiar with the various approaches proposed by them for Quality Management 3. The incumbent understands the quantitative method of measuring Quality and is familiar with methods of measuring process capability 4. The incumbent becomes aware of the various Quality Management tools 5. The incumbent understands the significance of maintaining a system for managing quality, and is familiar with the various factors that lead to the successful Implementation of TQM in an organization.

OBJECTIVES:

- To introduce the students to the basic concepts of total quality management and how the focus of TQM has become so important for all companies in recent times.
- To familiarize the students to the philosophy and role of TQM in revitalizing the Organization.
- To enable them to acquire requisite diagnostic skills and understand the use of the tools of TQM

UNIT-I INTRODUCTION TO QUALITY MANAGEMENT 9

Definitions – TQM framework, benefits, awareness and obstacles. Quality – vision, mission and policy statements.

Customer focus – customer perception of quality, translating needs into requirements, customer retention.

Dimensions of product and service quality. Cost of quality.

UNIT-II PRINCIPLES AND PHILOSOPHIES OF QUALITY MANAGEMENT 9

Overview of the contributions of Deming, Juran Crosby, Masaaki Imai, Feigenbaum, Ishikawa, Taguchi, Shingeo and Walter Shewhart. Concepts of Quality circle, Japanese 5S principles and 8D methodology.

UNIT-III STATISTICAL PROCESS CONTROL AND PROCESS CAPABILITY 9

Meaning and significance of statistical process control (SPC) – construction of control charts for variables and attributes. Process capability – meaning, significance and measurement – Six sigma concepts of process capability.

Reliability concepts – definitions, reliability in series and parallel, product life characteristics curve.

Total productive maintenance (TMP) – relevance to TQM, Terotechnology.

Business process re-engineering (BPR) – principles, applications, reengineering process, benefits and limitations.

UNIT-IV TOOLS AND TECHNIQUES FOR QUALITY MANAGEMENT 9

Quality functions development (QFD) – Benefits, Voice of customer, information organization, House of quality (HOQ), building a HOQ, QFD process.

Failure mode effect analysis (FMEA) – requirements of reliability, failure rate, FMEA stages, design, process and documentation.

Taguchi techniques – introduction, loss function, parameter and tolerance design, signal to noise ratio.

Seven old (statistical) tools. Seven new management tools. Bench marking and POKA YOKE.

UNIT-V QUALITY SYSTEMS ORGANIZING AND IMPLEMENTATION 9

Introduction to IS/ISO 9004:2000 – quality management systems – guidelines for performance improvements. Quality Audits.

TQM culture, Leadership – quality council, employee involvement, motivation, empowerment, recognition and reward.

Information technology – computers and quality functions, internet and electronic communications. Information quality issues.

TOTAL : 45 Periods

TEXT BOOKS:

1. Dale H.Besterfield et al, Total Quality Management, Thrid edition, Perarson Education (First Indian Reprints 2004)
2. Shridhara Bhat K, Total Quality Management – Text and Cases, First Edition 2002, Himalaya Publishing House.

REFERENCES:

1. William J.Kolarii, Creating quality, Mcgraw Hill, 1995
2. Poornima M.Charantimath., Total quality management, Pearson Education, First Indian Reprint 2003.
3. Rose J.E. Total Quality Management, Kogan Page India Pvt Ltd, 1993.
4. Indian standard – quality management systems – Guidelines for performance improvement (Fifth Revision), Bureau of Indian standards, New Delhi.

Subject name:Accounting for Management	Course code:PBA106	Credits:4
Goal	To introduce prospective managers of new ventures to prepare and analyze financial statements. The course emphasizes on techniques of cash flows, and impact of accounting principles.	
Objectives	Outcomes	
<ol style="list-style-type: none"> 1. To introduce the accounting principles and concepts and about inflation and human resource accounting 2. To know the final accounts concepts to prepare the statements and interpret the same and to know about depreciation accounting and its type 3. To know the need and importance of ratio & cash flow analysis 4. To familiarize the students with cost concepts, process and standard costing techniques and its importance for Business decisions 5. To understand the cost volume profit analysis for making business decisions 	<ol style="list-style-type: none"> 1. The students should be able to apply the principles and concepts to record financial transactions and to determine the current purchasing power and the current cost based on the conversion factor and converted value 2. To be able to prepare Profit & Loss account and Balance sheet and Depreciation statement under different methods 3. The students should be able to apply the ratios and interpret the financial status of a firm(s) and prepare cash flow statement and make interpretation on the same 4. The students should be able to prepare cost sheet, process cost account and to do variance analysis 5. To be able to apply the cost volume profit analysis technique for business decisions 	

OBJECTIVES:

To introduce prospective managers of new ventures to prepare and analyze financial statements. The course emphasis on techniques of cash flows, and impact of accounting principles. Coverage of management control systems including: planning, budgeting, reporting, analysis, and performance evaluation.

UNIT – I FINANCIAL ACCOUNTING: 9

Introduction to financial, cost and management accounting, generally accepted accounting principles, conventions and concepts. The balance sheet and related concepts, the profit and loss account and related concepts - Introduction to inflation accounting introduction to human resources accounting.

UNIT –II ACCOUNTING MECHANICS 15

Basic records, preparation of financial statements, revenue recognition and measurement, matching revenues and expenses, Inventory pricing and valuation, Fixed assets and depreciation accounting, intangible assets.

UNIT-III ANALYSIS OF FINANCIAL STATEMENTS 12

Financial ratio analysis, cash flow and funds flow statement analysis

UNIT -IV. COST ACCOUNTING AND MANAGEMENT ACCOUNTING: 12

Cost Accounts: Accounting for manufacturing operations, classification of manufacturing costs, Accounting for manufacturing costs.

Cost Accounting Systems: Job order costing, Process costing, Activity Based costing, Costing and the value chain, Target costing, Cost-Volume – Profit Analysis, Standard cost system.

UNIT –V MANAGEMENT ACCOUNTING: 12

Relevant Cost for decision making, Incremental analysis, Special order decision, Production constraint decisions, Make or buy decisions, sell, scrap or rebuild decisions, Joint product decision, Responsibility accounting and performance evaluation.

Budget: As a planning and control tool.

TOTAL : 60 Periods

TEXT BOOKS:

1. M.Y.Khan & P.K.Jain – Management Accounting, Tata McGraw Hill publishing company Ltd., 2004.
2. M.A.Sahaf – Management Accounting (Principles & Prattice): Vikas Publishing House Pvt. Ltd., New Delhi, 2004.

REFERENCES:

1. R.S.N.Pillai & Bagavathi – Managemnt Accounting S.Chand & Co. Ltd., New Delhi, (2002)
2. R.Narayanaswamy – Financial Accounting – A managerial perspective Prentice Hall India Pvt., Ltd., New Delhi.
3. Bhattacharya S.K.John Dearden Accounting for Managemnt text and cases – Vikas publishing house, New Delhi, 2000.
4. Charles T.Hornegren – Introduction to management accounting Prentice Hall, New Delhi, 2001.

Subject name: Introduction to Hospitality Management	Course code: PHM101	Credits: 3
Goal	To study the evolution of Hotel industry. To understand the various functions of a hotel. To understand the various dimensions of Hospitality business.	
Objectives	Outcomes	
<ol style="list-style-type: none"> 1. To know the evolution of hotels, growth and its relationship with the travel industry. 2. To study the functions and departments of hotel industry. 3. To know the Personnel and Financial management in hotels. 4. To know the economics of Hotel business. 5. To understand the Principles involved in hospitality management. 	<ol style="list-style-type: none"> 1. Should be able to know the history and the growth of hotels. 2. Should be able to know the hierarchy and functions of each department in hotel. 3. Should be able to know the various processes involved in recruiting personnel, policies, accounting, and investment decisions in hotel. 4. Should be able to know the concept of franchising and branding in hotel. 5. Should be able to know the process of planning, organizing, controlling, leading and directing in hotel. 	

PHM101 INTRODUCTION TO HOSPITALITY MANAGEMENT 3 0 0 3

OBJECTIVES:

To know the evolution of hotel industry

To study the functions of various departments of hotel industry

UNIT – I EVOLUTION OF HOTEL INDUSTRY 9

Definition of Hotel, Various stages of growth, trends, Classification of Hotels, Relationship between Hotel and Travel Industry.

UNIT – II HOTEL AND ITS FUNCTIONS 9

Food production – hierarchy and functions, Food and beverage service – hierarchy, functions and outlets, Front Office & Lobby – Hierarchy, functions and various activities, Housekeeping – hierarchy, importance, various activities and cleaning procedure.

UNIT – III PERSONNEL AND FINANCIAL MANAGEMENT 9

Personnel Management – Development & policies, Recruitment, Selection and Induction, Importance of training, Financial management – definition and scope, Application of management accounting, Investment and operational decisions.

UNIT – IV THE HOTEL BUSINESS 9

The economics of the hotel business Dimensions of the hotel investment decision, Brand competition, Changes in franchise relationship.

UNIT – V THE PRINCIPLES OF HOSPITALITY MANAGEMENT 9

Planning in organization, Characteristics of control system, Element of leading and directing, The environment.

TOTAL: 45 Periods

References

1. Tourism and Hospitality industry – Fridgen
2. Hotels for Tourism Development - Dr. Jagmohan Negi
3. Managing Hospitality – Robert H. Woods
4. Introduction to Management in the Hospitality Industry – Tom Power

Subject name:Human Resource Management	Course code:PBA204	Credits: 3
Goal	To familiarize the learners with various functions of Human Resource Management and emphasize on the integration of Human Values with the Organization.	
Objectives	Outcomes	
<ol style="list-style-type: none"> 1. To familiarize the principal & evolutionary concepts related to Human Resource, and the role played by computer application in Human Resource Management. 2. To understand the concept of best fit employee. 3. To gain an understanding of training & executive development. 4. To acquire knowledge about the sustainable employee interest. 5. To understand the nuances of performance evaluation & control process. 	<ol style="list-style-type: none"> 1. On successful completion of this unit the learner will empathize the purposes and qualities of the Human Resource. The learner can depict the extent to which HR meets the objectives of organization & appreciate the significance of human factors in the organization. 2. On successful completion of this unit the learner will assess how HR attempt to allocate resources effectively by chalking out the HRP. The learner can discern sources of recruitment, selection procedure, and induction & socialization benefits 3. On successful completion of this unit the learner will judge how on the job & off the job training programs shape the behavior of an employee. The learner can illustrate the way training program moulds the employees for their self & professional career development by using range of examples. 4. On successful completion of this unit the learner will analyze compensation plan & negotiation process. The learner can acquaint the role of motivation in maintaining the protégé relationships. 5. On successful completion of this unit the learner will empathize performance evaluation criteria and its implications like promotions, transfers and so on. The learner can appreciate redressal system for resolving the grievances in the control process. 	

OBJECTIVES

To familiarize the students with various functions of Human Resources Management and emphasize on the integration Human Values with the organisation

UNIT - I PERCEPTIVE IN HUMAN RESOURCE MANAGEMENT: 5

Evolution of human resource management – the importance of the human factor – objectives of human resource management – role of human resource manager – human resource policies – computer applications in human resource management.

UNIT- II THE CONCEPT OF BEST FIT EMPLOYEE: 8

Importance of human resource planning – forecasting human resource requirement – internal and external sources. Selection process screening – tests - validation – interview - medical examination – recruitment introduction – importance – practices – socialization benefits.

UNIT- III TRAINING AND EXECUTIVE DEVELOPMENT: 10

Types of training methods, purpose, benefits and resistance. Executive development programmes – common practices - benefits – self development – knowledge management.

UNIT- IV SUSTAINING EMPLOYEE INTEREST: 12

Compensation plan – reward – motivation – theories of motivation – career management – development mentor – protégé relationships.

UNIT-V PERFORMANCE EVALUATION AND CONTROL PROCESS: 10

Method of performance evaluation – feedback – industry practices. Promotion, demotion, transfer and separation – implication of job change. The control process – importance – methods – requirement of effective control systems grievances – causes – implications – redressal methods.

TOTAL : 45 Periods

TEXT BOOKS:

1. Decenzo and Robbins, Human Resource Management, Wilsey, 6th edition, 2001.
2. Biswajeet Pattanayak, Human Resource Management, Prentice Hall of India, 2001.

REFERENCES:

1. Human Resource Management, Eugence Mckenna and Nic Beach, Pearson Education Limited, 2002.
2. Dessler Human Resource Management, Pearson Education Limited, 2002.
3. Mamoria C.B. and Mamoria S. Personnel Management, Himalaya Publishing Company, 1997.
4. Wayne Cascio, Managing Human Resource, McGraw Hill, 1998.
5. Ivancevich, Human Resource Management, McGraw Hill 2002.

Subject Name : Communication Skills and business Correspondence	Course code: PBA105	Credits: 3
Goal	To enable the students to prepare and deliver effective oral and written communication for business situations and be able to apply business communication strategies and principles.	
Objectives		Outcomes
<p>I. To help the learner understand and assimilate through practice, the process and importance of communication in general</p> <p>II. To help learners understand the principles of effective communication. To make learners aware of barriers to communication and to suggest strategies to overcome them.</p> <p>III. To help learners know what is Presentation, Negotiation, Meetings and Conferences. Learn the soft skills for LSRW.</p> <p>IV. To help learners acquire a performing knowledge of forms and methods of writing in order to handle business correspondence</p>	<p>I. The learner understands through this unit the meaning and definition of communication. Knows the process, objectives, relevance functions and scope of communication.</p> <p>II. The learner understands through this unit the seven C's of effective communication. Knows the use of four S's in communication. Variety programme in English. Eg. RADIO SHOW</p> <p>III. After reading this unit the learner will be able to appreciate soft skills and also understand their importance to perform language functions effectively.</p> <p>IV. After reading these units, the learner will have been initiated into using the skills to write business letters, e-mails and reports effectively. They will be able to compose, paragraphs & essays critically.</p>	

OBJECTIVES

To enable the students to prepare and deliver effective oral and written communication for business situations and be able to apply business communication strategies and principles.

UNIT- I COMMUNICATION IN BUSINESS

9

Defining Communication, Nature of Communication, Process of Communication, Objectives of Communication, Forms and Dimensions of Communication, Oral and Written Communication

UNIT - II PRINCIPLES OF EFFECTIVE COMMUNICATION

9

Principles of Effective Communication, Barriers to Communication, Measures to Overcome Barriers to Communication, Gateways of Communication in an Organization, Media and Modes of Communication

UNIT- III COMMUNICATION SKILLS

9

Reading Skills, Listening Skills, Presentation Skills, Negotiation Skills, Meetings and Conferences, Interview Skills, Group Discussion

UNIT- IV BUSINESS CORRESPONDENCE

9

Job Applications and Resume Writing, Business Letters, Enquiries, Orders and Replies, Circulars, Notices and Memos

UNIT – V REPORT WRITING

9

Business Reports, Academic Report Writing, Business Etiquette, Enriching Vocabulary, Paragraph Development

Total 45 Periods

Text Books

1. Sehgal, M K and Vandana Khetarpal. **Business Communication**. New Delhi: Excel Books, 2006
2. Meenakshi Raman and Sangeeta Sharma. **Technical Communication: Principles and Practice**. New Delhi: Oxford University Press, 2004

Reference

1. Mc Graith. **Basic Managerial Skills for All**. New Delhi: Prentice Hall of India, 2002
2. Sharan J.Genrson and Steven M.Gerson. **Technical Writing Process and Product**. Pearson Education 2000.

Subject name: PRINCIPLES OF MANAGEMENT	Course code: PBA108	Credits: 3
Goal	To understand the integral part of the managerial functions- Planning, Organizing, Staffing, Leading and Controlling.	
Objectives	Outcomes	
<ol style="list-style-type: none"> 1. To understand the basic functions of management. 2. To elaborate the importance of planning, MBO, strategies, Forecasting, Decision making 3. To elaborate the purpose of organizing, HRD techniques and managerial effectiveness. 4. To illustrate on Leadership styles, Motivational theories and effectively communicate. 5. To emphasize the need to control, Budget, use of IT and understand the global business environmental operations. 	<ol style="list-style-type: none"> 1. The student must have clarity in identifying basic functions and acting accordingly on job. 2. The student realizes the importance of planning and applies the same. 3. The incumbent understands the purpose of organizing and strives to be an effective manager. 4. The incumbent realizes different approaches of a leader and how motivation levels could be altered to satisfy a purpose. 5. The incumbent derives knowledge on control processes & the global business environmental operations. 	

OBJECTIVE

Knowledge on the principles of management is essential for all kinds of people in all kinds of organizations. After studying this course, students will be able to have a clear understanding of the managerial functions like planning, organizing, staffing, leading and controlling. Students will also gain some basic knowledge on international aspect of management.

UNIT I HISTORICAL DEVELOPMENT 9

Definition of Management – Science or Art – Management and Administration – Development of Management Thought – Contribution of Taylor and Fayol – Functions of Management – Types of Business Organisation.

UNIT II PLANNING 9

Nature & Purpose – Steps involved in Planning – Objectives – Setting Objectives – Process of Managing by Objectives – Strategies, Policies & Planning Premises- Forecasting – Decision-making.

UNIT III ORGANISING 9

Nature and Purpose – Formal and informal organization – Organization Chart – Structure and Process – Departmentation by difference strategies – Line and Staff authority – Benefits and Limitations – De-Centralization and Delegation of Authority – Staffing – Selection Process - Techniques – HRD Managerial effectiveness.

UNIT IV DIRECTING 9

Scope – Human Factors – Creativity and Innovation – Harmonizing Objectives – Leadership – Types of Leadership Motivation – Hierarchy of needs – Motivation theories – Motivational Techniques – Job Enrichment – Communication – Process of Communication – Barriers and Breakdown – Effective Communication – Electronic media in Communication.

UNIT V CONTROLLING 9

System and process of Controlling – Requirements for effective control – The Budget as Control Technique – Information Technology in Controlling – Use of computers in handling the information – Productivity – Problems and Management – Control of Overall Performance – Direct and Preventive Control – Reporting – The Global Environment – Globalization and Liberalization – International Management and Global theory of Management.

TOTAL : 45 Periods

TEXT BOOKS

1. Harold Koontz & Heinz Weihrich “Essentials of Management”, Tata McGraw-Hill, 1998
2. Joseph L Massie “Essentials of Management”, Prentice Hall of India, (Pearson) Fourth Edition, 2003.

REFERENCES

1. Peter Drucker, The Practice of Management – Allied Publications.
2. Tripathy PC And Reddy PN, “ Principles of Management”, Tata McGraw-Hill, 1999.
3. Decenzo David, Robbin Stephen A, “Personnel and Human Resources Management”, Prentice Hall of India, 1996
4. JAF Stomer, Freeman R. E and Daniel R Gilbert, “Management”, Pearson Education, Sixth Edition, 2004.

Subject Name : Hotel French	Course code:PHM102	Credits: 3
Goal:	To acquire the understanding of basic communication skills in French with the help of relevant vocabulary and grammar.	
Objectives		Outcomes
<p>Unit 1 The aim is to help student learn basic grammar, all parts of speech, day to day vocabulary and a bit of civilization.</p> <p>Unit II The objective is to initiate the learner into dialogue writing , letter writing by stressing on prepositions as well as Paris, monuments and French tourism.</p> <p>Unit III The objective is to acquire good knowledge about hotels in France and make a relevant conversation with relevant grammar like negation and interrogation.</p> <p>Unit IV This unit aims to make learner write, accept and refuse an invitation. They also learn the tariffs of hotels.</p> <p>Unit V This unit emphasizes on acquiring a good command over general conversations related to hotel formalities between a tourist or a customer. They also learn basic translation.</p>	<p>The learner can introduce himself /herself and someone else, with proper greetings expressions and grammar</p> <p>The learner is able to write dialogues and letters and also talk about the French tourists, monuments etc.</p> <p>The learner can interact with French tourist, speak and write all hotel related conversations.</p> <p>The learner is able to communicate to the next level.</p> <p>Finally the learner has a good all round understanding of French hotels, tariffs, formalities and he /she can converse and write well.</p>	

OBJECTIVES

- To be able to understand the spoken form, read the script and write simple sentence patterns.
- To enable the student to have the competence to initiate a conversation and interact in French.
- To grasp relevant grammar.
- To know about the land, people and culture of France

Unit 1**9**

Introducing oneself - Introducing someone – Greetings – French Names - Definite and Indefinite articles – Adjective Possessive - Gender and numbers – Days and Months– Singular and plural nouns.

Unit II**9**

Initiating a dialogue –Letter and dialogue writing – Adjectives – Conjugation of verbs in present tense – Prepositions for cities and countries – Paris and Its Monuments – French tourism.

Unit III**9**

Describing persons – Conversations in hotels - Interrogation and Negation of verbs in present tense – Framing sentences using hints - Hotels in France

Unit IV**9**

Inviting and responding to invitations – Conditionnel tense – Jumbled sentences and dialogues – Singular and plural sentences – Tariffs of hotel rooms in France

Unit V**9**

Conversation between receptionist and customer – Adjective demonstrative – Completion of dialogue – Translation from French to English - Formalities for checking in hotels

TOTAL: 45 periods**REFERENCE BOOKS**

1. A Votre Service – I (lesson 1-6)

SEMESTER II

Subject Name: Hospitality Marketing Management	Course code: PHM201	Credits: 3
Goal	To understand the concept of marketing and selling To learn the importance of advertising, sales promotion, personal selling, guest handling, customer relations in hotel industry	
Objectives		Outcomes
<ol style="list-style-type: none"> 1, To define the role of marketing and discuss its core concept 2. To identify the service characteristics and management strategies that has an impact on hospitality marketing 3. To understand the importance of service quality and customer satisfaction in winning customers and outperforming competitors. 4. To understand the various models of consumer behavior and the factors affecting the same. 5. To understand the advertising, promotional and customer handling strategies for food and beverage. 	<ol style="list-style-type: none"> 1. Students should understand the various marketing environment influencing the business and how marketing concepts call for a customer orientation 2. Students should be able to differentiate between the characteristics of a product and service and discuss on the various management strategies for service business with more understanding over the role of internal customers or employees. 3. Students should be able the understand the customer value and satisfaction and how important is to retain guest. Students will also learn on handling customer complaints and how to provide a quality service that can create outstanding customer satisfaction. 4. Students will understand the pattern of consumer behavior with that of the various models involved and also learn about Cultural, Social, Personal and psychological factors affecting the consumer behavior in the buying decisions. 5. Students will learn the various steps involved in advertising and promoting food & beverage in hotels. They will also learn on various strategies adopted by hotel to attract to attract guest to their food and beverage outlets and the importance of guest handling and customer satisfaction. 	

OBJECTIVES

To understand the concept of marketing and selling

To learn the importance of advertising, sales promotion, personal selling, guest handling, customer relations in hotel industry

UNIT I INTRODUCTION TO MARKETING**9**

Marketing conceptual framework – marketing environment – customer oriented organization – marketing interface with other functional areas marketing in a globalized environment. – Marketing Mix

UNIT II SERVICES MARKETING**9**

Definition - Difference between goods and Services - Characteristics of services - management strategies for service business – role of employees in service process – Internal marketing

UNIT III CUSTOMER SATISFACTION AND QUALITY**9**

Customer Value and satisfaction - Five gap model of service quality - Benefits of service quality - Retaining customers, handling customer complaints - Relationship marketing -Monitoring and measuring customer satisfaction

UNIT IV : CONSUMER BEHAVIOUR**9**

Definition - Consumer Behaviour models - Factors affecting Consumer Behaviour – Cultural, Social, Personal, Psychological

UNIT V :ADVERTISING, PROMOTING, MERCHANDISING FOOD AND BEVERAGE**9**

Guest handling – special occasion – Adverting – promoting – merchandising food and beverage – overview identifying the media – Layout and design of advertisement – highlighting the message – Target audience – food and wine display – promoting room service – Telephone selling – persuasive and suggestive selling. Guest handling – identifying guest needs – Maintaining guest history card and records – Effective public relationship – Effective social skills – personalization.

Special occasions – Type of special occasions – Creativity and Innovation – Special menu – planning – Co-ordinating the activities.

TOTAL: 45 periods**Reference Books**

1. Marketing for Hospitality& Tourism - Philip Kotler, Bowen and Makens Prentice –Hall Inc.
2. Services Marketing - M.K. Ram Pal & S.L. Gupta - Galgotia Publishing Concept, Application & Cases Co. – New Delhi
3. Services Marketing Kenneth Clow, David Kurtz Biz Tantra – New Delhi
Operation management and strategies
4. Hotel Marketing -S.M.Jha -Himalaya publishing House – Mumbai
5. Hospitality Marketing -Neil Wearne - Hospitality Press Pvt Ltd. – Australia

Subject name:Financial Management	Course code:PBA202	Credits: 4
Goal	To equip students with financial math skills and familiarize with functional areas of Financial Management	
Objectives		Outcomes
<ol style="list-style-type: none"> 1. To familiarize students with the fundamental principles of financial management, time value of money, risk and return, valuation of bond, equities & options 2. To impart knowledge on calculation of cost of capital and capital budgeting techniques 3. To impart knowledge on capital structure decisions and Dividend decisions 4. To impart knowledge on working capital management 5. To familiarize with long term sources of financing and about factoring, leasing, venture capital financing 	<ol style="list-style-type: none"> 1.To be able to describe the building blocks of FM: objectives, functions, apply the discounting and compounding techniques, measure the risk and return and determine value of bond, equity and an option 2.To be able to determine the cost of capital and apply capital budgeting techniques 3.To be able to understand the capital structure and dividend decisions and its impact on firm's value 4.To be able to calculate the operating cycle, working capital requirements, and understand management of cash, inventory and receivables 5.To be able to understand the comparative advantage of long term sources of finance, and about factoring, leasing and venture capital financing 	

OBJECTIVES

This course provides students with basic financial math skills and an excellent introduction to financial management concepts

UNIT- I FOUNDATIONS OF FINANCE**12**

Financial management – An overview, time value of money. Introduction to the concept of risk and return of a single asset and of a portfolio. Valuation of bonds and shares option valuation.

UNIT-II INVESTMENT DECISIONS:**12**

Capital Budgeting: Principles and techniques, Nature of capital budgeting, Identifying relevant cash flows, Evaluation Techniques, Payback, Accounting rate of return, Net Present Value, Internal Rate of Return, Profitability Index, Comparison of DCF techniques, Project selection under capital rationing, Inflation and capital budgeting. Concept and measurement of cost of capital, Specific costs and overall cost of capital

UNIT-III FINANCING AND DIVIDEND DECISION**12**

Financial and operating leverage, capital structure, Cost of capital and revaluation, designing capital structure.

Dividend policy, Aspects of dividend policy, practical consideration, forms of dividend policy, practical considerations, forms of dividends, share splits.

UNIT-IV WORKING CAPITAL MANAGEMENT**12**

Principles of working capital: concepts ,need; Determinants, issues and estimation of working capital, Accounts Receivables Management and factoring, Inventory management, Cash management, Working capital finance, Trade credit, Bank finance and Commercial paper.

UNIT-V LONG TERM SOURCES OF FINANCE**12**

Indian capital and stock market, new issues market. Long term finance: Shares debentures and term loans, lease, hire purchase, project financing, venture capital financing.

TOTAL: 60 Periods**TEXT BOOKS**

1. I.M.Pandey Financial Management, Vikas Publishing House Pvt. Ltd., 8th edition, 1999
2. M.Y. Khan and P.K.Jain Financial management, Text, Problems and cases Tata McGraw Hill Publishing company Ltd., 4th edition, 2004.

REFERENCES:

- 1.Aswat Damodaran, Corporate Finance Theory and practice, John Wiley & Sons, 2000
- 2.Hrishikes Bhattacharya – Working capital management, strategies and techniques, Prentice – Hall of India Pvt. Ltd., New Delhi 2001.
- 3.James C.Vanhorne – Financial Management and policy – Pearson Education Asia (low priced edition), (latest edition)

Subject name: Facility management	Course code:PHM202	Credits: 3
Goal	To know the impact of facility design on facility management , layout and materials, methods and types of construction planning	
Objectives	Outcomes	
<p>1. To understand the aesthetic, operational and functional aspects involved in designing a hotel.</p> <p>2. To learn on planning considerations and understand the architectural and cost considerations involved during planning stage</p> <p>3. To understand the entire process of acquiring Star classification for hotels.</p> <p>4. To understand the planning of back offices along with their service areas.</p> <p>5. To understand the layout of different food and beverage outlets and their planning considerations</p>	<p>1. Students will learn the operational and interior factors to be considered in designing the hotel. The engineering criteria with appropriate thumb rules will also be discussed.</p> <p>2. Students will discuss on the flow chart of the planning process in relation to space management and architecture consideration and cost estimation. They will also learn on various terminologies involved during the construction stage of hotel.</p> <p>3. Students will learn on the various criteria's laid down by Ministry of Tourism for different Star classification of hotels. Students will also be able to identify the different statutory licenses and registrations required for acquiring the star classification for hotels.</p> <p>4. Students will learn the norms and basic criteria that are required in planning the back offices such as the management offices and their related service areas.</p> <p>5. Students will understand the physical layouts of food & beverage service outlets along with their support areas and their functional and operational importance. The factors to be considered for the interior decoration will also be learnt.</p>	

OBJECTIVES

To know the impact of facility design on facility management , layout and materials, methods and types of construction planning

UNIT – I Hotel Design**8**

Design Considerations - Attractive appearance, Efficient plan, Good location, Suitable materials , Good workmanship, Sound financing, Competent management, Evaluation of accommodation need, thumb rules, Ensuring that the hotel must combine the integrated functions of housing, feeding, entertainment, rentals, services, maintenance and light manufacture.

UNIT – II Planning considerations**9**

Flow process and flow diagrams, Space relationships, Architectural consideration, Difference between carpet area and plinth area, Approximate cost estimation, Class room exercises.

UNIT – III Star Classification of Hotels.**9**

Criteria for star classification of hotels. Various licenses & statutory approvals required as per municipal bylaws for starting and running hotel and catering services.

UNIT – IV Planning of offices /meeting room**9**

Planning of management areas like - General Manager's Office, Offices of all H.O.D's and other services related to it like meeting room, toilets etc.

UNIT – V**10****Planning of F & B Service outlet areas**

1. Planning of physical layouts of function and supporting area.
2. Production area - Pre-preparation, preparation, kitchen stewarding, stores, hot-plate, Chef's Office.
3. Service Area - Reception and waiting lounge, dinning area, pantry, dish washing, pick - up, Bar, Room Service Area, Service Bar.
4. Factors to be considered while planning décor.

Planning of service support areas

Planning of material management, area-receiving, stores , bar stores, cellar, beverage store, cold room, banquets utility area, furniture storage area, garbage disposal, gas bank, and maintenance area, fire exits.

TOTAL 45 Periods**REFERENCE :**

- 1) Production Management – S.K. Hajra Choudhry
- 2) Hospitality Facility Management & Design – David M Stipanuk & Harold Roffmann, Published: Educational Institute, AHMA
- 3) Building Construction By Sushil Kumar, Published: Standard Publishers Distributors, Delhi
- 4) Systematic layout planning – Richard Muther Cahners
- 5) Food Service Planning: Layout & Equipment – Lendal H Kotschevar, Margaut E Terrell
- 6) Management operations and Research – N.Sathyanarayana
- 7) The Management of Maintenance and Engineering System in the Hospitality Industry By Frank D Borsenik & Alan T. Stuts, Publisher John Willey & Sons Inc NY
- 8) Design & Layout of Food Service Facilities, Second Edition By John C. Birchfield and Raymond T Sparrowe, Publisher John Willey & Sons Inc NY

Subject name: Food and Beverage Management	Course code: PHM203	Credits:3
Goal	To understand various functions of Food and Beverage service department. To study various types of menu and styles of service. To know the basic guidelines of setting up a restaurant. To study the types of alcoholic beverages and bar management	
Objectives	Outcomes	
<ol style="list-style-type: none"> 1. To know the origin, organization and responsibilities of food and beverage operations and to understand the guest services. 2. To know the types of menu and its role in promoting the food service in hotels. 3. To know the types of alcoholic beverages. 4. To know the basic guidelines of setting up a restaurant. 5. To know the types, equipment, furniture, stock and inventory in bar. 	<ol style="list-style-type: none"> 1. Should be able to know the history, organization, responsibility and the needs of guest in food service industry 2. Should be able to plan and design a menu, catering policy, wine lists and the control. 3. Should be able to know the history and preparation of beverages 4. Should be able to know the process involved in setting up a restaurant. 5. Should be able to know the bar management. 	

OBJECTIVES

To familiarize the students about the food service industry. To understand the food and beverage operations in hospitality industry

UNIT - I INTRODUCTION OF FOOD SERVICE INDUSTRY 9

Origins of food service industry – Food service facilities – Organisation and Responsibilities of Food and beverage operations – Associated Departments of Hotel Food Service – Competencies of food service professional - Understanding guest service

UNIT- II THE MENU AND FOOD SERVICE : 9

Menu – Introduction – classic menu - modern menu – Role of menu towards establishment and guests- Classification of Menu – Menu Planning - Catering Policy- principle contributors of menu planning – pre menu activity – control cycle – wine lists – designing menu cover – evaluating menu

Food Service – Types of service – Room Service – Types of room service – Room service organization – Room service equipment and layout – Room service strategies – Restaurant Service Chain

UNIT- III BEVERAGES 9

Wine – History of wine making – Classifications – Selection of wine – Service of wine – wine trade terms - familiarization of wine term – popular wine brands – Alcoholic Beverages – Spirit - Whisky - Popular whiskies – Rum – Types of Rum – Vodka – Gin – Tequila – Brandy – Beer – Non alcoholic Beverages – Bar Management

UNIT- IV SETTING UP A RESTAURANT: 9

Basic Guidelines for setting up a restaurant – feasibility study – project planning – facility planning – kitchen equipments. .

UNIT-V BAR MANAGEMENT 9

Introduction to Bar – Types of bar, Bar counter parts – Front, back, under Bar Equipments, Furniture, Staffing and Linen.

Bar Stock and Inventory: Bar control – Bar control systems, Stock Taking, Goods received ledger, Off – Sale Ledger, Cellar Stock Ledger, Bincards, Overage and Shortage, Cellar control.

TOTAL : 45 Periods**TEXT BOOKS:**

- 1) Food and Beverage Management , Sudhir Andrews , The McGraw Hill Companies ,2008
- 2) Food and Beverage Service, Dennis R Lillicrap & John A Cousins, Hodder & Cousins

REFERENCES:

- 1) Food and Beverage Management – Bernard Davis Sally Stone
- 2) Food and Beverage Management – D. Antony Ashok Kumar.

Subject name: Room Division Management	Course code:PHM204	Credits:3
Goal	To introduce students to the systems and procedures required for Front Office Operations. Provides an overview of the functions and supervisory aspects of the front office department. To understand the room tariff, forecasting and the yield management. To understand the accommodation operation process, budget and budgetary control.	
Objectives		Outcomes
<ol style="list-style-type: none"> 1. To study the organization of front office and the role of receptionist. 2. To know the accounting, statistics and reports of front office. 3. To understand the room tariff, forecasting and the yield management. 4. To know the accommodation operation. 5. To understand the budget and budgetary control. 		<ol style="list-style-type: none"> 1. Should be able to know the duties of front office personnel, personal hygiene, etiquettes and diplomacy of receptionist, selling techniques and marketing 2. Should be able to prepare and maintain the guest accounts, night audit, and occupancy and guest statistics in hotel. 3. Should be able to forecast the reservation, establishment to room rates according to its season, measuring the yield and preparing the yield statistics. 4. Should be able to know the hotel design and the interior decoration, planning, organizing, staffing, factors that are being considered while planning for the colour, lightings, floor finishes and carpets in hotel. 5. Should be able to know the process and types of budget, controlling expenses, stock and inventory control.

OBJECTIVE

To study the functions of front office department in handling – guest & guest accounts.
 To learn the tariff structures, forecasting methods and yield management
 To understand the housekeeping in hospitality industry and its budgetary control

UNIT -I FRONT OFFICE MANAGEMENT AND SALESMANSHIP 9**Front Office Management: The Guest Cycle, Organization of the Front Office**

Duties of Front Office Personnel: The reservations office, Reception (The front desk), Porters (Concierge/lobby services), Mail and Information, Telephone, Guest relations officers, Front office cashier, Business centre

Salesmanship and Social Skills:

Social Skills: The Role of the Receptionist, Personal appearance and hygiene, Telephone manner and etiquettes, Tact and diplomacy, Communication with the guests, **Selling Techniques and Marketing**

UNIT – II FRONT OFFICE ACCOUNTING AND FRONT OFFICE STATISTICS & REPORTS 9**Functions of The Front Office Account System**

The Front Office Accounting Cycle: Creation Of Accounts, Maintenance Of Accounts, VPO (visitors paid out) or Guest Disbursement

Methods of Handling Guest Accounts: Handling of Guest Accounts By Computer

The Importance of Night Audit and Its Role in The Hotel: Responsibilities of the night auditor, Food and beverage night auditor, Rooms night auditor, The importance of the reports generated by the night audit,

Front Office Statistics and Reports: House count, Room Count

Occupancy Statistics: Percentage of Occupancy, Percentage of Double Occupancy, Percentage of Foreign Occupancy, Percentage of Domestic Occupancy (Indians)

Guest Statistics: Average Room Realisation, Average Length of Stay, No Show Percentage, Percentage of Walk-ins, Percentage of early Arrivals & Departures

UNIT- III ROOM TARIFF AND FORECASTING AND YIELD MANAGEMENT 9

Forecasting : Importance, How to forecast, Useful forecasting data, Format of reservation forecasts, How to calculate reservation forecast. (room revenue)

Room Tariffs: Establishing room rates:

Differential Room Rates: Seasonal rates, Room occupancy for high & low season.

The Concept Of Revenue Or Yield Management, Hotel Industry Applications:

Capacity Management, Discount Allocation, Duration Control.

Measuring Yield: Potential Average Single Rate, Potential Average Double Rate, Multiple Occupancy Percentage, Rate Spread, Potential Average Rate, Room Rate Achievement Factor,

Yield Statistics: Equivalent Occupancy, Required Non-Room Revenue per Guest, Elements of Revenue Management, Group Room Sales, Transient Room Sales,

UNIT – IV ACCOMMODATION OPERATION 9**Planning and Organizing the Department**

Hotel Design and Interior Decoration

Introduction to Accommodation Operation - Planning and Organizing the department., Identifying housekeeping's responsibilities.

Planning the work of the housekeeping department: Area inventory lists, Frequency schedules, Performance standards, Productivity standards, Equipment and supply inventory levels, Non-recycled Inventories, Work Study,

Staffing: Source of employees, Processing applications, The Interview, Reference check, Orientation, Duty rotas,

Selection of Equipment and Choice of cleaning agents.Training.

Introduction To Hotel Design And Interior Decoration - Principles Of Design:

Basic elements of design, Basic principles design.

Colours: The Colour Wheels,Colour Schemes,Colour Patterns,Factors to be considered while planning colour scheme.

Lighting: Types of lighting (By the way light rays are directed),Types of lighting (Based on its function), Types of Bulbs/Lamps, Measurement of lights, Care of light Bulbes, Light fittings and shades, Uses of lights.

Floor Finishes: Hard Finishes,Semi hard finishes,Soft finishes,Floor care and cleaning agents,

Carpet: Types, Carpet Manufacturing, Carpet Selection,Carpet Installation,Carpet Cleaning,Carpet problem and remedies,

UNIT – V BUDGET AND BUDGETARY CONTROL

9

Introduction to Budget: Budget Process, Types of budget, Planning Capital Budget, Planning operating budget.

Controlling expenses: Purchasing system, Linen replacement, Uniform replacement, Centralised Purchasing.

Store and Inventory control, Stock Taking, Storage, Distribution and control.

TOTAL : 45 Periods

Reference Books

1. Sudhir Andrews, **Hotel Front Office Training Manual**, Tata McGraw-Hill, 1997
2. S K Bhatnagar,**Front Office Management**,Frank Bros.& Co,2002
3. Sue Becker, Pam Bradley and Feremy Hyton, **Principles of Hotel Front Office Operations**,castle,1994.
4. Michael & Kasavana, **Managing Front Office Operation**, Educational Institute of American Hotel and Lodging Association, 2001
5. Grace Paige, Fane Parga, **Hotel & Motel Front Desk Personnel**,Van Nostrand and Reinhold.
6. Petrabbol & Sue Lewry, **F.O. Procedures, Social Skills & Management**, Butterworth Heinemann, 1999
7. Sudhir Andrews,**Hotel Housekeeping Training manual**,TATA Mc Graw-Hill Publishing Company Ltd,1987
8. Joan.CBranson & Margaret Lennox,Hotel, **Hostel and Hospital House keeping**, ELBS,1988.
9. David M. Allen,**Accommodation and Cleaning services**,Stanley Thornes ltd,1983.
10. Dorishatfiled and Christine winter, **Professional Housekeeping**-.Hutchinson Education,1986
11. Margaret M.Kappa,Aleta Nitschke,Patricia B.Schappert,**Housekeeping Management**,Educational Institute of AHMA,1990

Subject name: Tourism Principles and Practices	Course code: PHM205	Credits:3
Goal	To understand the various concepts, principles and practices of Tourism industry. To familiarize with the Tourism policies.	
Objectives	Outcomes	
<ol style="list-style-type: none"> 1. To know the origin, development and types of Tourism. 2. To study the components and infrastructure in tourism. 3. To understand the carrying capacity, sustainable development and emerging trends in Tourism. 4. To know the various organizations in Tourism. 5. To study the overview on five year plans in Tourism. 	<ol style="list-style-type: none"> 1. Should be able to know the concept of Tourism. 2. Should be able to know the present trends in international and domestic Tourism. 3. Should be able to explain the Tourism impacts on destinations. 4. Should be able to know the various organizations in Tourism 5. Should be able to know the five year plans for the promotion and development in Tourism. 	

OBJECTIVES :

- To realize the potential of tourism industry in India
- To understand the various elements of Tourism management
- To familiarize with the Tourism policies in the national and international context.

UNIT- I**9**

Concepts, definitions, origin and development. Types of tourism, Forms of tourism: domestic, international, regional, inbound, outbound, Tourism net work and components of tourism, Interdisciplinary approaches to tourism

UNIT-II**9**

Tourism Industry and its structure: attractions, accommodation, transportation, F&B, shopping, entertainment, infrastructure hospitality, Presents trends in domestic and global tourism.

UNIT-III**9**

Assessment of tourism impact on destinations: Economic, socio- cultural and ecological. Concept of carrying capacity, sustainable tourism development. Emerging areas of tourism: rural, eco, medical, pilgrimage, bollywood, golf etc.

UNIT-IV**9**

Tourism organizations: World Tourism Organisation (WTO), Pacific Area Travel Association (PATA), World Tourism & Travel Council, (WTTC) Role and function of Ministry of Tourism, Govt. of India, ITDC, Department of Pondicherry Tourism, PT&TC, FHRAI, IHA, IATA.

UNIT-V**9**

Overview of five year plans with special reference to 10th five year plan for tourism development and promotion, National Action Plan- 1992, National Tourism Policy-2002, Destination planning and development.

TOTAL :45 Periods**REFERENCE BOOKS**

- 1.Chunky Gee et-al, 'Travel Industry'
- 2.Mill and Morission, 'Tourism systems'
- 3.P.N Seth, 'Successful Tourism Management'
- 4.P.C. Sinha, 'Tourism Management', vol.4
- 5.R. Gartner, 'Tourism Development'
- 6.J.K Sharma, 'Tourism Planning and Development'
- 7.Goldener, C & Ritchie, B, 'Tourism Principles, Philosophy, Practices, John Wiley, New York, 2006
- 8.Geoper et al, 'Tourism principles & Practices, Pearson Edn., New York, 2006
- 9.Gellas & bechenel, 'International Tourism', Macmillan, London, 2004

Subject name: Research Methods in Business.	Course code: PBA207	Credits: 4
Goal	The Students will be able to acquire research skills and apply those scientific research techniques which will lead to a good Management decisions.	
Objectives	Outcomes	
<ol style="list-style-type: none"> 1. To Classify business research as exploratory research, descriptive research or causal research and to identify and briefly discuss the various decision alternatives available to the researcher during each stage of the research process. The objective is also to formulate a solid research hypothesis. 2. The objective is to study the internal and external validity with experimental research design and to understand the measurement scale in research studies. 3. The Objective is to learn various methods of data Collection and to prepare a proper Questionnaire design. Also to understand how to choose an appropriate sample design and the nature and logic of hypothesis testing. 4. The objective is to study the various Multivariate Statistical Techniques, like Factor Analysis, Cluster Analysis, Discriminant analysis, Multiple regression and correlation, canonical correlation and application of SPSS Package. 5. The Objective is to know the contents, types, lengths and technical specifications of research reports and to understand the importance of the research follow-up. 	<ol style="list-style-type: none"> 1. The Students will be able to understand the importance of business research as management decision-making tool and plan a proper Research design of all the stages in the Research Process. Also will be able to understand the terms, concept, proposition, variable and Hypothesis. 2. Students will be able to discuss how to control extraneous variables in experimental 3. Situations and can take critical decisions involved in selecting an appropriate measurement scale by rating, ranking and sorting and other preference scales in the research. 4. Students will be able to explain the differences between Primary data and Secondary data and they will be able to plan and design a questionnaire layout. 5. Also they can analyse the factors that influence the selection of an appropriate test of statistical significance. 6. Students will be able to know how Principal component analysis extracts uncorrelated factors from an initial set of variables and how (exploratory) factor analysis reduces the number of variables to discover underlying constructs. Also they will be able to interpret the statistical results of multiple regression and Cluster Analysis. 7. Students will be able to understand and explain how the research report is the crucial means for communicating the whole research project and how it is useful to study further research with recommendations/suggestions. 	

OBJECTIVE

To impart the students with necessary quantitative skills to conduct high quality independent research related to Business administration

UNIT-I INTRODUCTION TO RESEARCH: 8

The hallmarks of scientific research – the building blocks of science in research – the research process for applied and basic research – the need for theoretical frame work – hypothesis development – hypothesis testing with quantitative data. The research design. The purpose of the study: Exploratory, Descriptive, Hypothesis testing (Analytical and Predictive) – cross sectional and longitudinal studies.

UNIT-II EXPERIMENTAL DESIGN: 7

The laboratory and the field experiment – internal and external validity – factors affecting internal validity. Measurement of variables – scales and measurement of variables – development scales - rating scale and concept in scales being developed. Stability measures.

UNIT-III DATA COLLECTION METHOD: 10

Interviewing, questionnaires etc. Secondary sources of data collection. Guidelines for questionnaire design – electronic questionnaire design and surveys. Special data source: Focus groups, Static and dynamic data-collection methods and when to use each. Sampling techniques and confidence in determining sample size. Hypothesis testing determination of optimal sample size.

UNIT-IV A REFRESHER ON SOME MULTIVARIATE STATISTICAL TECHNIQUES 15

Factor analysis – cluster analysis – discriminant analysis –multiple regression & Correlation – canonical correlation – application of SPSS package.

UNIT-V THE RESEARCH REPORT: 5

The purpose of the written report – concept of audience – Basics of written reports. The integral parts of a report – the title of a report. The table of content, the synopsis, the introductory section, method of sections of a report, result section – discussion section – recommendation and implementation section.

TOTAL : 45 Periods

TEXT BOOKS:

1. Donald R.Cooper and Ramcis S.Schindler, Business Research Methods, Tata McGraw Hill Publishing CompanyLimited, New Delhi, 2000.
2. C.R.Kothari Research Methodology, Wishva Prakashan, New Delhi, 2001.

REFERENCES:

1. Uma Sekaran, Research Methods for Business, John Wiley and Sons Inc., New York, 2000.
2. Donald H.Mc.Burney, Research Methods, Thomson Asia Pvt. Ltd. Singapore 2002.
3. G.W.Ticehurst and A.J.Veal, Business Research Methods, Longman, 1999.
4. Ranjit Kumar, Research Methodology, Sage Publication, London, New Delhi, 1999.
5. Raymond-Alain Thie'tart, ET, al., doing management research, sage publication, London, 1999.

Subject Name : BUSINESS APPLICATION SOFTWARE	Code : PBA208	Credit : 3
Goal	Goals should provide a framework for determining the more specific educational objectives of a program, and should be consistent with the mission of the program and the institution.	
Objectives	Outcomes	
<ol style="list-style-type: none"> 1. To learn MS office, Database programming techniques. 2. To learn and develop objectives are concerned with more complex learning outcomes. 3. To learn and be able to perform at the conclusion of a unit of instruction such as a word, excel, powepoint, access and database. 4. To learn and design of concrete components of structure and foundation and the integration of them into overall design structures. <ul style="list-style-type: none"> • To determine the acceptable level of performance. • The student is able to function in teams. 	<ol style="list-style-type: none"> 1. The student should be able to: <ul style="list-style-type: none"> • Understand to allocate and use word, excel, power point and database. • Understand the use emerging technology and research when necessary. • To understand, design and present a concrete structure for the database. 	

OBJECTIVES

Familiarizing the students with basic computer concepts and emerging computer technology, so as to enable them to use computer resources efficiently for making effective decision.

UNIT- I BUSINESS APPLICATION SOFTWARE: 20
MS office – MS Excel, MS Power Point, MS Word, MS Access, MS Front Page, MS Project, Accounting packages, Statistical Packages, Operations Research Package, Packages in functional areas of management.

UNIT-II DATABASE MANAGEMENT PACKAGES: 20
Sql server or oracle or ingress; front-end tool – Visual basic or Developer 2000.

UNIT-III INHOUSE DEVELOPMENT OF A PACKAGE. 20

TOTAL : 60 Periods

PBA209Seminar – I (Emerging Trends in Management - Case study Analysis and Seminar

Subject name:Customer Relationship Management	Course code: PBA708	Credits:3
Goal	Enables the students to understand the CRM initiatives with the goal of meeting expectations and needs in order to achieve maximum customer lifetime value and return to the enterprise.	
Objectives	Outcomes	
<ol style="list-style-type: none"> 1. o study the emerging concept of CRM 2. To understand the various components of Building customer relationship. 3. To understand the CRM in services 4. To know the various components of E – CRM solutions. 5. To study the Implementation of CRM 	<ol style="list-style-type: none"> 1. Should be able to know the concept of CRM. 2. Should be able to understand the various components of Building customer relationship. 3. Should be able to explain the CRM in services 4. Should be able to know the various components of E – CRM solutions. 5. Should be able to know the Implementation of CRM. 	

OBJECTIVES

The subject enables the students to understand the CRM initiatives with the goal of meeting customer expectations and needs in order to achieve maximum customer lifetime value and return to the enterprise.

UNIT- I EMERGING CONCEPT OF CRM 9

CRM in Marketing & IT - Enablers of the growth of CRM - Evolution - Benefits of CRM - School of Thoughts of CRM

UNIT- II BUILDING CUSTOMER RELATIONSHIP 9

Process – Bonding -Zero customer Defections - CRM framework - Market Share Vs. Share of Customers - Life time value of Customers

UNIT- III CRM IN SERVICES 9

Product Markets -B2B market - CRM in Marketing -A Marketing Retrospective -Target Marketing -Marketing Automation - CRM and Customer service -Call Centre and Customer Care -Automation of contact center -Call Routing - Web Based Self Service -Work Force Management -Customer Service

UNIT- IV COMPONENTS OF E-CRM SOLUTIONS 9

Data Warehousing -Data Mining and CRM - Evaluation of Technical solution for CRM - Role of a contact centre in building relationships.

UNIT-V IMPLEMENTATION 9

Defining a CRM strategy - CRM Implementation Road Map - Developing a Relationship Orientation - Customer-centric Marketing - Processes - Building Capabilities through Internal Marketing - customer retention plans

TOTAL : 45 Periods

References

1. “Paul Greenberg”, CRM at the Speed of Light, 3rd edition, TMH,2007.
2. “ Baran, Galka and Strunk, Principles of CRM, Cengage Learning 2008.
3. “Jagdish.N.Sheth, Atul Parvatiyar and G.Shainesh ”(Editors), Customer Relationship Management, TMH, 2007.
4. “John.G.Freeland”, The Ultimate CRM, TMH, 2006
5. “Subhasish Das”, Customer Relationship Management”, Excel Books, 2007.
6. Edited by S.Shanmugasundaram, Customer Relationship Management, PHI, 2008.
7. “Mukesh Chaturvedi and Abhinav Chaturvedi”, Customer Relationship Management – An Indian Perspective, Excel Books, 2005.
8. “ Nath”, The Nuts & Bolts of CRM, TMH, 2007.
9. “ V.Kumar and Werner.J.Reinartz”, Customer Relationship Management , Wiley, 2006

Subject name: Hospitality Law	Course code: PHM301	Credits: 3
Goal	To explain rules in hospitality industry	
Objectives	Outcomes	
<p>1. To understand the basic legal system involved rules and principles involved in the Hospitality operations</p> <p>2. To understand the legal regulations between the hotel and guest.</p> <p>3. To understand the responsibilities and rights of the hotel and guest with special reference to possession.</p> <p>4. To identify the laws relating to frauds & crimes, wages & hours and other applicable laws relating to food service.</p> <p>5. To understand Health and safety requirements to be adopted by a hotel Consumer Protection Laws Affecting hotels .</p>	<p>1. Students will learn the basic laws and regulations for running a hotel operation. Students will have a detailed study on various contracts under legal system in governing a hotel.</p> <p>2. Students will discuss on the various laws of torts and negligence which has special reference to guest and also learn about the various legal responsibilities involved between the hotel and guest.</p> <p>3. Students will learn the rights of guest with regard to their privacy and hotel responsibility to their possessions along with proper records and registers.. The circumstances under which guest are evicted from the hotel will also be discussed.</p> <p>4. Students will learn the basic laws and regulations for frauds and crimes committed against hotels. They will also learn the basic laws related to food service with special reference to wage and hours applicable to hotel employees.</p> <p>5. Students will discuss on various consumer protection laws and how the same can affect the hotels. They will also learn about the various Health and safety requirements to be adopted by a hotel .</p>	

OBJECTIVES

To explain rules in hospitality industry

UNIT I

9

Basic Legal Principles Governing Hospitality Operations - The Common Law Basis for Laws Governing the Hotelkeeper - The Hotelkeeper and the Law of Contracts

UNIT II

9

The Hotelkeeper and the Laws of Torts and Negligence - The Hotel's Duty to Receive Guests and Its Right to Refuse Guests – The Hotel's Duty to Protect Guests

UNIT III

9

The Hotel's Right to Evict a Guest, Tenant, Restaurant Patron, or Others – The Guest's Right to Privacy - The Hotel's Liability Regarding Guests' Property – Maintenance of Guest Registers

UNIT IV

9

Frauds Committed Against Hotels and Crimes of Trespass - Other Laws Relating to Food Service - Wage and Hour Laws Applicable to Hotel Employees

UNIT V

9

Consumer Protection Laws Affecting Hotels - Public Health and Safety Requirements

TOTAL : 45 Periods

References:

1. Understanding hospitality Law, Jack.P. Jeffries and Banks Brown 4th edition. Chips Books, Texas.
2. Hospitality and tourism law, M.Boustiv, J.Ross, N.Geddes, W.Stewart, International Thomson Business press 1999.
3. Food Safety and Standards Act, 2006., International Law Book Company, New Delhi.
4. Principles of Hospitality Law, Mike Boella, Alan Pannett, 2nd edition, Cengage Learning Business Press,

ELECTIVES

Subject name: Spa and health care management	Course code: PHM701	Credits: 3
Goal	To study the concept Spa business. To learn to design and promote Spa business	
Objectives	Outcomes	
<p>1. To understand the history and revolution of SPA business and their recent trends with respect to business and guest expectations.</p> <p>2. To study on the planning, architectural and interior designing of the SPA.</p> <p>3. To identify the various equipments needed for the SPA and understand the process of selecting and purchasing products and equipments for SPA.</p> <p>4. To understand the marketing mix and strategies for successful SPA business.</p> <p>5. To understand the advertising and promotional strategies to create a brand recognition.</p>	<p>1. Students will learn the origin and revolutions involved in the growth of SPA business and recent trends that attracts guest and fulfill their expectations. Standards relating to training SPA professionals and concept of Greener SPA will also be discussed for better understanding of the present trends.</p> <p>2. Students will understand on how to plan and design the SPA with the various sections such as treatment rooms, wet rooms etc..involved in it. Students will also learn on the various architectural and interior designing considerations involved in designing a SPA.</p> <p>3. Students will be able to learn the various professional products , accessories and equipments required for various purposes and treatments in the SPA. They will also learn on how to choose products and various regulations and standards involved in the purchase and selection of product and equipment.</p> <p>4. Students will learn the marketing mix of the SPA and the strategies used in the various components of the marketing mix to make the SPA business a success in the market.</p> <p>5. Students will understand the different elements in designing and developing marketing material with coordination of the designing agencies and also on various promotional strategies to be adopted in creating a brand recognition for the SPA.</p>	

OBJECTIVES

To study the concept Spa business.

To learn to design and promote Spa business

UNIT I SPA BUSINESS**9**

SPA Revolution – Philosophical shift - Increasing demand for spa services – Health care concerns – Training and education standards for Spa professionals – Recognition of consumer needs and wants – Greening of Spa

UNIT II ARCHITECTURE AND DESIGN OF SPA**9**

Developing a plan – Strategic design – architects – leave room for expansion – Treatment rooms – dry rooms – wet rooms – Spa operations – Ambience – colors – materials – Lighting – design trends

UNIT III PURCHASING PROFESSIONAL PRODUCTS AND EQUIPMENTS**9**

Choosing the product to enhance the Spa's image – Assessing the product samples – Distribution – Government regulation and safety standards – Basic skin care equipment – Advanced skin care equipment – Hydrotherapy Equipment – Treatment furnishing – Permanent make up – Airbrushing equipment – Accessories

UNIT IV MARKETING THE SPA**9**

Product – Price – promotion – place – identifying target market – Competitive analysis – Promotion mix – personal selling – Guerilla marketing

UNIT V PRESENTATION**9**

Brand Recognition – Working with creative agencies – Designers –Elements in developing marketing material – Designing a website

TOTAL: 45 Periods**TEXT BOOKS**

1. SPA BUSINESS STRATEGIES: A PLAN FOR SUCCESS – Janet D' Angelo , Publisher : Milady , /cengage learning

Subject name:MERGERS AND ACQUISITIONS	Course code:PBA715	Credits: 3
Goal	To enable the students to understand the drivers of success in mergers and acquisitions (M&A) and to develop skills in the design and evaluation of these transactions	
Objectives	Outcomes	
<ol style="list-style-type: none"> 1. To introduce students with the meaning and the reasons for Merger & Acquisition and to familiarize with the types and its theories 2. To impart knowledge on the pricing and implementation aspects of Merger & Acquisition 3. To provide an insight into the valuation of firms, corporate and financial restructuring, mechanism of divestiture, legalities & ethical issues of Merger & Acquisition 4. To familiarize with the knowledge on accounting and financing of Mergers 5. To impart knowledge on Joint venture and alliances, Leveraged Buyouts, International take over and restructuring. 	<ol style="list-style-type: none"> 1. Students should be able to understand about Mergers and Acquisitions its need and types and its theoretical background 2. To be able to apply skills on negotiation and pricing of the Merger & Acquisition contracts 3. To be able to apply the concepts on valuation and restructuring of firms for Merger & Acquisition and able to comply with the legal requirements of take over process 4. To be able to understand the implications on accounting and financing of Merger & Acquisition 5. To be able to understand the issues on joint venture and alliances, LBO and International take over and restructuring 	

OBJECTIVES:

To enable the students to understand the drivers of success in mergers and acquisitions (M&A) and to develop skills in the design and evaluation of these transactions

UNIT-I**9**

Forms of Business Alliances - Strategic Choice of Type of Business Alliance - Merger and Acquisition and Take Over Introduction to Restructuring problem - Types of Mergers - Reasons for Mergers and Acquisition Vertical - Horizontal - Conglomerate - Concentric Mergers - History of Mergers - Strategic Process - Theories of Mergers and Tender Offering - Financial Synergy and Managerial Synergy

UNIT-II**9**

Defining and Selecting target - Pricing of Mergers - Negotiation / Approach of Merger - Acquisition and Take Over Contracting - Implementation of Merger and Acquisition - managing Post Merger issues

UNIT-III**9**

Valuing Firms and different methods of Valuation - Product Life Cycle effect on Valuation - Corporate and financial restructuring - Divestiture –Mechanism- Process and techniques - Legalities Involved in Merger Acquisition and Take-over - Ethical Issues of Merger and Take-over

UNIT - IV**9**

Accounting for Mergers - Financing the Mergers and Take-overs - Corporate Restructuring - Divestment and Abandonment

UNIT V :**9**

Joint Venture and Alliances -Leveraged Buyout - Share repurchase - Takeover defences - International Take over and Restructuring - The M & A process, Implementation and Management - guides for Mergers & Acquisitions.

TOTAL : 45 periods**References**

- 1) Reed and Reed Lajorex, The art of Mergers & Acquisitions, McGraw Hill, 1999.
- 2) S Ramanujam, Mergers et al., Tata McGraw Hill, 2000.
- 3) Sridharan and Pandian, Guides to Takeover and Mergers, Wadhava Publications, 2002.
- 4) Machiraju, Mergers, Acquisitions and Takeover, New Age International, 2003.
- 5) Weston, Sen and Johnson, Takeovers, Restructure and Corporate Governance, Prentice Hall, 2003.
- 6) Peirick A. Gaughan, Mergers, Acquisitions and Corporate Restructuring, John Wiley & Sons, 2003.

Subject name: Event Management	Course code: PHM702	Credits: 3
Goal	<p>To enable the students to familiarize with resort and event management To enable the students to do project work in the above areas.</p>	
Objectives	Outcomes	
<ol style="list-style-type: none"> 1. Understand the relationship between events management , event tourism management & hospitality, and Understand the different types of events. 2. To explain why meetings, incentives, conventions and exhibitions are an important part of the tourism and hospitality industry, and to Understand what impacts MICE can bring to a destination in terms of economy and social. 3. To outline the characteristics of different markets, and understand the difference between the various professional planners and clients. 4. Understand the planning process components and to explore the basic tasks involved in planning. 5. To understand the travel industry and fairs. Explore tourist brochures and tourism associations. 	<ol style="list-style-type: none"> 1. Wouldhave understood the relationship between events management , event tourism management & hospitality, and Understand the different types of events. 2. Would have understood why meetings, incentives, conventions and exhibitions are an important part of the tourism and hospitality industry. 3. Would have understood the characteristics of different markets, and understand the difference between the various professional planners and clients. 4. Wouldhave understood how to plan and execute the planning components in the planning process. 5. Would have understood travel industry and fairs. Explore tourist brochures and tourism associations. 	

Objectives:

To enable the students to understand the essentials of hospitality management

To enable the students to familiarize with resort and event management

To enable the students to do project work in the above areas.

UNIT I**9**

Concepts of resorts management – planning – marketing – maintaining and development of resorts, Types of resorts – major players in resort industry in India – Sterling group, Mahindra group, etc., Introduction to Conventions, Exhibitions and Meetings (MICE), components of the conference market. Introduction to convention venues – Characteristics of conferences and conventions.

UNIT II**9**

The nature of conference markets – the demand for conference facilities. The economic and social significance of conventions. The impacts of conventions on local and national communities – demographic trends – geographical distribution. An international market perspective. An introduction to planning professional meets. Management of conference at site. Role of Travel agency in the management conference.

UNIT III**9**

Contract negotiations: The law of professional Meeting and convention check list. Development of convention – hotel sales and marketing plan – hotel convention service management.

UNIT IV**9**

Practices in Event management – Organizing and Planning events – customer care management – starting and managing event business – Event Marketing – Marketing Equipments & tools – Event coordination

UNIT V**9**

Travel Industry Fairs - Benefits of Fairs – marketing tour brochures through fairs. ITB – WTM – BTF – TTW – PATA TRAVEL MART.

TOTAL : 45 Periods**REFERENCE BOOKS:**

1. A.K. Bhatia, 'Event Management', Sterling Publishers Pvt.Ltd.Delhi,2001
2. Anton Shone & Bryn Parry, 'Successful Event Management', 2002
3. Dr.Joe Gold Blatt, 'Special Events'
4. Leonard H. Hoyle, Jr, 'Event Marketing'
5. Peter E. Tarlow, 'Event Risk Management Safety'
6. Avrigh,Barry 'Event and Entertainment Marketing', Vikas, Delhi,1994
7. Panwar J.S, 'Marketing in the New Era', Sage, Delhi, 1998.

Subject name: Internet Marketing	Course code: PHM703	Credits: 3
Goal	Get an understanding of Internet marketing, Various business models that are evolving, Gaining insight into internet user's behavior patterns and devising suitable marketing strategies, Developing products for internet marketing and their pricing, understanding the role of various players in the internet industry. Get an appreciation of various ethical and legal issues involved in Internet marketing.	
Objectives	Outcomes	
<ol style="list-style-type: none"> 1. Learn the beginning of web and development of different business models, opportunities and challenges in Internet marketing. 2. Developing a strategy for entering internet marketing. 3. Get an understanding of internet market research and different tools to track web behavior. 4. Should learn the Product development, pricing and positioning techniques. Should know the role played by internet partners. 5. Must have an appreciation of Ethical, legal and regulatory issues pertaining to internet marketing. 	<ol style="list-style-type: none"> 1. Should be able discuss the importance and benefits of Internet marketing. Must be able to identify business models adopted by different companies. 2. Student should be able to identify segments, suggest niche marketing strategies and how to position products. Should be able to describe the benefits of On-line and bricks and mortar marketing. 3. Should be able to describe online behavior of internet users, use web analytic tools to do internet based market research. 4. Based on market research, should be able to develop internet specific products, price them and position them. Should be able to describe the role played by partners and how to develop them. 5. Should be able to identify and discuss the ethical and legal issues relating to Internet marketing. 	

OBJECTIVES

To study the importance of internet marketing

UNIT-I A FRAMEWORK FOR INTERNET MARKETING**9**

Commercial beginnings of the Web – Internet Business models – marketing in a connected world – Internet as a marketing platform: opportunities and challenges – critical success factors for internet marketing – benefits of and barriers to Internet marketing – market opportunity analysis in the new economy – delivering customer value

UNIT – II STRATEGIC INTERNET MARKETING**9**

Planning the internet strategy – Stages of Internet marketing – Segmenting the internet market, Niche marketing strategies, On-line positioning and competitive analysis – Internet marketing scenarios – pure-play, bricks-and-clicks, bricks-and-mortar

UNIT – III INTERNET MARKET INTELLIGENCE AND USER-BEHAVIOUR**9**

Internet demographics: On-line user behaviour and characteristics – navigation behaviour (click-o-graphics) – Market research on the internet, Web tracking audits and demand forecasting Trends in internet marketing – acquiring customers on the web – contextual marketing.

UNIT-IV INTERNET MARKETING**9**

Product development: influence of interactivity and individualization – new product development process – Brand building on the web – Designing on – line services – Customer interface design issues

Pricing on the internet – the economics of pricing, pricing process, dynamic pricing and pricing strategies

Internet as a distribution channel – disintermediation – the role of Internet intermediaries – Designing channel systems – Managing distribution channels: Creating and Managing Online Partnerships: Affiliate marketing Online advertising; models and types, On-line promotion: direct marketing, viral marketing, developing campaigns, e-CRM

UNIT-V SPECIAL ISSUES IN INTERNET MARKETING**9**

The design of the customer experience (Web design issues relevant to marketing) – managing e Service encounters Internet communities and marketing: the creation and transfer of value within communities

Legal, security and ethical issues in internet marketing

TOTAL : 45 Periods**Text Books:**

1. Mohammed, Fisher, Jaworski and Cahill : Internet marketing – building advantage in a networked economy (Tat McGraw-Hill)
2. Strauss and Frost: E-Marketing (Prentice-Hall)

Reference Books:

1. Vassos: Strategic Internet Marketing – Practical e-commerce and branding tactics (Que Books)
2. Chaffey, Meyer, Johnston and Ellis – Chadwick: Internet Marketing (Prentice-Hall/Financial

Subject Name : PROJECT PLANNING AND MANAGEMENT	Code : PHM704	Credit : 4
Goal	To define the project and its appraisal Toknow the technical appraisal of cost and evaluation of projects Tostudy the factors determining the size and scale Tofamiliarize with the integrated approach of time and resource planning	
Objectives	Outcomes	
<ol style="list-style-type: none"> 1. To understand the definition and meaning of projects, types, and need for appraisal of projects. 2. To explore the concept of technical appraisal, capacity of plant, manufacturing systems, project charts and layouts. 3. To understand the meaning of project management and need for professional management. 4. To explore the factors determining the size and scale establishment. to explain the financial institution survey, and division of responsibilities. 5. To understand the approach of time and resource planning, cost of delays, resource management and need for training programmes for project management. 	<ol style="list-style-type: none"> 1. Would have understood the definition and meaning of projects, types, and need for appraisal of projects. 2. Would have explored the concept of technical appraisal, capacity of plant, manufacturing systems, project charts and layouts. 3. Would have understood the meaning of project management and need for professional management. 4. Would have explored the factors determining the size and scale establishment. to explain the financial institution survey, and division of responsibilities. 5. Would have understood the approach of time and resource planning, cost of delays, resource management and need for training programmes for project management. 	

OBJECTIVE

1. To define the project and its appraisal
2. To know the technical appraisal of cost and evaluation of projects
3. To study the factors determining the size and scale
4. To familiarize with the integrated approach of time and resource planning

Unit I**9**

Project – Definition and meaning – types of projects – appraisal of projects – need for project appraisal.

Unit II**9**

Technical appraisal – objectives – project concept – capacity of plant – flexibility of plant and manufacturing systems – evaluation of technology – inputs – location – interdependence of the parameters of the projects – project charts and layouts – cost of production.

Unit III**9**

Project management – meaning – need for the professional management – systems approach to project management – systems development cycle – management function pertinent to project management – elements of project management – network developmental analysis.

Unit IV**9**

Factors determining size and scale of establishment – construction management – financial institution survey – project implementation – scope - division of responsibilities: planning, scheduling, monitoring and reporting – management of information system - procurement of materials and equipment – manpower preparedness – environment factors affecting project implementation.

Unit V**9**

Integrated approach of time and resource planning – the integration process – cost of delays – resource management – preparation of budgets for crisis management – cost control – need for training programmes for project management – quality standards and practice in project management

TOTAL : 45 Periods**References:**

1. Dennis Lock, “Project Management” Coles Publishing Co., Ltd., Latest Edition
2. Vasant Desai, “Project Management”, Himalaya Publishing House, 2000

Subject name: International Tourism Management	Course code: PHM705	Credits: 3
Goal	To familiarize the students with the concepts and practices of International Tourism	
Objectives	Outcomes	
<ol style="list-style-type: none"> 1. Should be able to understand the meaning of Globalisation and tourism sector Globalisation and should be able to understand the contemporary trends in International Tourism Movements. 2. Should understand the emergence of International Hotels and Tourism 3. Should understand the balancing of International hotels between global and local perspectives. 4. Should understand the tourism sales and marketing concepts and product positioning 5. Should understand the global competition trends and growth in various regions, transportation, technology and automation and also understand its relationship with the environment. 	<ol style="list-style-type: none"> 1. The student should be able to discuss the factors affecting Global and regional tourist movements, Demand and Origin factors, destination and resource factors. 2. The student should be able to describe the historical aspects and developments and also be able to visualize the political aspects, barriers and supporters of International Tourism Movement 3. The student should be able to discuss the rules and regulations, cultural considerations in negotiations. 4. The student should be able to develop an international marketing strategy by understanding the various travel distribution systems. 5. The student should be able to analyse the long term tourism growth trends in major regions, transportation developments, technology and automation. 	

Objective: To familiarise the students with the concepts and practices of International Tourism

Unit I**9**

Globalisation & tourism sector Globalisation & the business world, the tourism industry, challenges, Factors affecting Global & regional tourist movements, Demand and origin factors, destination & resource factors. Contemporary trends in international tourist movements.

Unit II**9**

The emergence of international hotels & tourisms .Historical aspects, development of chains, development abroad, airline connection .-Political aspects of the international travel, tourism - Barriers to travel, tourism investment & business, regulations, international organizations dealing with barriers viz : WTO, IMF, IHA, need for government support of tourism, national tourism organizations, political stability, travel advisories, political risk, crisis management

Unit III**9**

International hotels -Balancing global & local perspectives -Operating in a multinational environment ---International rules & regulations -a brief study Human resources & cultural diversity -Understanding cultural diversity, cultural perceptions, business protocol, cultural considerations in negotiations

Unit IV**9**

International tourism sales & marketing -Market research, developing an international marketing strategy, understanding various travel distribution systems viz GDS, product positioning

Unit V**9**

Global competition & the future -Long -term tourism growth trends, tourism growth in major regions, transportation developments, technology & automation, Development issues, tourism & the environment.

TOTAL : 45 Periods**References:**

1. International Tourism by H.L.Bhattia
2. Contemporary tourism: an international approach-Chris Cooper&C.Michael Hail
3. International cases in Tourism Management-Susan Horner&John Susan Brooke
4. The International Marketing of Travel and Tourism: A Strategic approach by Francois Vellas & Lionel Becherel
5. Human Resource Management for Tourism ,Hospitality and Leisure Industries: An International Perspective by Tom Baum Times)

Subject name: Airfares and Airlines Management	Course code: PHM706	Credits: 3
Goal	To understand the concept and working of airlines, their infrastructural requirements, services offered to the customers. To know various codes, currency regulation, conversion factor and surcharges. To learn the various reservation procedures and different plans associated with it	
Objectives		Outcomes
<ol style="list-style-type: none"> 1. To understand the structure and dynamics of airline industry 2. To understand the airport and airlines management linkages 3. To study the international airfares, regulations and formalities to travel. 4. To study different organizations and their contribution to airlines management. 5. To understand the infrastructural facilities of the airport and their services offered 	<ol style="list-style-type: none"> 1. Student should be able to describe and discuss the role and functions of various organisations 2. Student should be able to visualize and discuss the airport facilities for passengers and in-flight services 3. Student should be able to memorize airport codes, minimum connecting times, air tariffs, currency regulations, conversion factors and surcharges 4. The student should be able to know the different types of journeys, fares associated with it, Indian Policy Procedures and regulations relating to refund 5. The student should be able to learn the various reservation procedures, air travel plan and types of air travel card and Bank settlement plan 	

OBJECTIVES

- To understand the structure and dynamics of airline industry
- To understand the airport and airlines management linkages
- To study the international airfares, regulations and formalities to travel.
- To study different organizations and their contribution to airlines management.

UNIT-I**9**

Role of IATA and its function, ICAO its role and function, Airport Authority of India, Open sky policy, International conventions ; Warsaw convention, Chicago convention 1944, DGCA – role and functions

UNIT- II**9**

Management of Airlines – Types of airlines, airlines personnel and revenue earning, airport management, study of aircraft parts, the aircraft turnaround, the control tower, Airport facilities and special passengers, airport access, check in facilities, landing facilities for departing passengers, in-flight services, cabin component, audio and video projection equipment, emergency equipment for disembarkation, in-flight entertainment, classes of service with more comfort.

UNIT-III**9**

Familiarization with OAG : three letter city and airport code, airline designated code, minimum connecting time, global indicator, familiarization with Air tariff : currency regulation, NUC conversion factors, general rules, planning itinerary by air, Introduction to fare construction, mileage principles, fare construction with Extra Mileage Allowance (EMA), Extra Mileage Surcharge.

UNIT -IV**9**

One Way and Return Trip, Circle trip journey, open jaw, add-on, mixed class journey, HIP check, Back Haul Minimum Check (BHC), CTM check Indirect Travel Limitation, Around the world fare, special fares, ATF (Air Turbine Fuel) pricing policies in India, regulation relating its refund.

UNIT-V**9**

Issue of manual ticket, reservation procedure. MPD, MCO, PTA and their purposes, universal air travel plan: types of air travel card. Bank Settlement Plan (BSP)- Case studies of selected Airlines Modules.

TOTAL : 45 Periods**REFERENCE BOOKS**

1. Jagmohan Negi, 'Air travel Ticketing and Fare construction', Kanishka, New Delhi,2005
2. OAG, Consultant, IATA, Geneva
3. Air Tariff Book
4. Stephen Shaw, 'Airlines in Shifts & Mgt', Ashgate Pub, USA,2004
5. IATA, Geneva
6. R. Doganis, 'Airport Business'
7. K.Sikdar, All you wanted to know about airlines functions
8. Journal of Air Transport Management by Elsevier Science
9. Joel Lech, 'Airfare secrets exposed', Powell Books, London, 2002

Subject Name : ECO-TOURISM	Code : PHM707	Credit : 4
Goal	To study the concept of eco-tourism and to understand its importance in tourism business	
Objectives	Outcomes	
<ol style="list-style-type: none"> 1. To understand the meaning of ecology, basic laws and ideology of ecology. 2. To explore human ecology and tourism geography. To understand the pollution of ecology and environmental nexus and measure to control pollution. 3. To understand the definitions and principles of ecotourism and to explore the ecotourism trends, facts and protected areas. 4. To explain the concept of sustainable development, and resource management in ecotourism. 5. To explore the various eco-tourism development agencies, and understand the case studies with special reference to Indian ecotourism. 	<ol style="list-style-type: none"> 1. Would have understood the meaning of ecology, basic laws and ideology of ecology. 2. Would have explored human ecology and tourism geography and the pollution of ecology and environmental nexus and measure to control pollution. 3. Would have understood the definitions and principles of ecotourism would have and explored the ecotourism trends, facts and protected areas. 4. Could explain the concept of sustainable development, and resource management in ecotourism. 5. Would have explored the various eco-tourism development agencies, and understood the case studies with special reference to Indian ecotourism. 	

OBJECTIVES

To study the concept of eco-tourism and to understand its importance in tourism business

UNIT I**9**

Meaning and objectives of Ecology, 5 basic laws and 20 great ideas in Ecology, Ecosystem, functions, basic properties, management of Ecosystem, Food cycle, Food chain, paradigm shifts in Tourism Ecology.

UNIT II**9**

Human Ecology, Tourism Geography – Types of Pollution - Pollution ecology – Energy environment nexus, Ecological Foot practice – Ecological and socio-economic indicators, measures to control pollution.

UNIT III**9**

Definitions, Principles & function of Ecotourism, Tourism & Ecology relationship, Eco tourism facts, trends, western views of ecotourism, ecotourism in protected areas, ecotourism activities – trekking, canoeing, rock climbing, angling, folk dance and music, ethnic cuisine.

UNIT IV**9**

Development, Definition & Principles, eco-development, sustainable development – definition & principles, common properties, resource management, community participation, multistakeholder participation & responsiveness towards sustainable eco-tourism, Ecotourism in different topography, carrying capacity, ecotourism & Poverty alleviations.

UNIT V**9**

Eco-tourism development agencies, The international Ecotourism society, Role of Ecotourism in WTO, UNDP, UNEP, Ministry of Tourism(GOI), Case Studies – Nandadevi Biosphere Resources, Sunderban national resources, Periyar National resources, Idduki & Thekkady in Kerala, Jungle & Lodges in Karnataka, Eco tourism in Uttaranchal & Himachal Pradesh.

TOTAL 45 PERIODS**Reference:**

1. Sukanta K Chaudhury, 'Culture, Ecology and Sustainable development' Mittal, New Delhi, 2006
2. Ramesh Chawala, 'Ecology and Tourism Development', Sumit international, New Delhi, 2006
3. Matha Honey, 'Ecotourism certification, setting standards & Practices, Island press, Chicago, 2002
4. Rast Buckley, 'Environmental impacts of Ecotourism', CABI, London, 2004
5. Prabhas C Sinha, 'Guidelines for Human Environmental Sustainable development, Global environment law, policy and action plan, SBS publications, New Delhi, 2006.
6. SK.Ahluwalia, 'Basic principles of environmental resources, Jaipur, 2006.
7. Journal of Sustainable Tourism, Channel View Publishers
8. Journal of Eco-Tourism, Channel View Publishers

Subject name: Medical Tourism	Course code: PHM708	Credits: 3
Goal	To study the significance of medical tourism and to know the marketing strategies develop medical tourism	
Objectives	Outcomes	
<ol style="list-style-type: none"> 1. To understand the meaning of medical tourism and its significance 2. To understand the role of supporting services in medical tourism and its effect on Indian economy 3. To understand the different traditional and non-traditional Indian medical services and position Indian Medical Tourism 4. To understand the importance of communication 5. To understand medical tourists satisfaction on the services delivered. 	<ol style="list-style-type: none"> 1. Students should be able to define medical tourism and be able to identify different medical tourist destinations and be able to discuss the various types and factors affecting the choice of destination 2. The student should be able to analyse the role of Govt. and Voluntary agencies in promoting medical tourism 3. The student must be able to formulate strategies to attract and retain national and global medical tourists. 4. The student should be able to describe different offline ad online communications and its relationship with medical tourism 5. The student should be able to discuss the emerging trends in Medical Tourism 	

OBJECTIVES

To study the significance of medical tourism and to know the marketing strategies develop medical tourism

UNIT I INTRODUCTION**9**

Medical tourism – significance – Medical tourism as an industry – Medical tourism destinations – Types and flow of medical tourists – factors influencing choice of medical destinations

UNIT II MACRO PERSPECTIVE**9**

Effects of medical tourism in nation's economy – development of supporting services for medical tourism – role of government – private sector – voluntary agencies in promotion of medical tourism

UNIT III MARKETING STRATEGY**9**

Strategy formulation to attract and retain national and global medical tourists – positioning of Indian medical services – traditional and non traditional – pricing of medical services

UNIT IV COMMUNICATION**9**

Integrated communication for medical tourists – online and offline communications - relationship management with medical tourists

UNIT V EMERGING TRENDS**9**

Understanding medical tourists satisfaction – protecting stake holders interest in medical tourism – emerging trends

TOTAL : 45 Periods**Text Books**

1. Milica Z. Bookman Karla R. Bookman, Medical tourism in developing countries , palgrave Macmillan 2007
2. Raj Pruthi , Medical Tourism in India , Arise Publishers & Distributors, 2006
3. RNCOS , Opportunities in Medical tourism in India (2007) , RNCOS, E- Services Pvt Ltd.,2006
4. Michael. D. Horowitz A. Rosensweig , Medical Tourism – Health Care in the global economy (trends), American college of Physician executive 2007.

Subject name: Travel Agency and Tour Operations Management	Course code: PHM709	Credits: 3
Goal	To understand the concept and working of Travel Agencies and Tour operators. To know various do's and don'ts of Itinerary preparation, Govt. rules & regulation for accreditation and documentation. To learn the various entrepreneurial skills required to become a Tour Operator and Travel Agency.	
Objectives	Outcomes	
<ol style="list-style-type: none"> 1. To understand the various activities of travel agency and tour operation business 2. To understand the packaging and itinerary planning 3. To study the linkages to travel agency with related organization 	<ol style="list-style-type: none"> 1. Student should be able to comprehend the types of travel agencies and tour operations and identify the integrations and linkages 2. The student should be able to formulate a tour and plan group tour components 3. The student should be able to describe the tour packaging techniques and be able to analyse the special requirement for outbound packages liasoning and work out a package tour with commissions, mark up and service charges 4. The student should be able to analyse the environmental and corporate approaches for gaining approval and be able to familiarize with the rules and regulations for accreditation, documentation etc., 5. The student should be able to prepare an itinerary for inbound , outbound, domestic tours and prepare costing. 	

Objectives:

- To understand the various activities of travel agency and tour operation business
- To understand the packaging and itinerary planning
- To study the linkages of travel agency with other related organizations

UNIT-1

9

History & growth, emergence of Thomas Cook and American Express, Types of travel agency and tour operation, distinction between wholesale and retail travel agency, integration and linkages, setting up a travel agency, sources of income. linkages with major railways and cruise system in the world : Indian railways – facilities and amenities for passengers, surface transport system, car rental companies, inter state bus and coach network.

UNIT- II

9

Function of a travel agency and tour operator Itinerary planning: domestic and international. Tips and steps for itinerary planning, Do's and do not of itinerary preparation, limitation and constrains. Types of Tour, tour formulation and designing process, group tour planning and component,

UNIT-III

9

Meaning of tour package, types and forms of tour package, costing, quotations, FIT and GIT tariffs, confidential tariffs, voucher- hotel and airline and exchange order, Pax docket, status report, AGT statements, merits and demerits of package tour, special requirements for outbound packages, liasioning and selling package tours, commission, mark up, services charges

UNIT-IV

9

Govt. rules for getting approval, IATA rules, regulations for accreditation, documentation, entrepreneurial skill for travel, tourism and hospitality: problems of entrepreneurship in travel trade,

UNIT-V

9

Itinerary preparation for inbound, outbound and Domestic tours, preparation of specific common interest tour itinerary & costing, sample tour itinerary of Thomas Cook, Cox & Kings, and SITA Travels.

TOTAL : 45 Periods

REFERENCE BOOKS

1. J.M.S.Negi, 'Travel Agency Operation, Concepts and Principles' Kanishka, New Delhi,2005
2. Victor.T.C. 'Marketing & Selling of Airline products', 2004, England.
3. Holloway, J.C., 'The Business of Tourism', PH, London, 2002
4. Chand.M., 'Management of Travel Agency and Tour Operation' , Anmol, New Delhi
5. Jagmohan Negi, 'Tourist Guide and Tour Operation : Planning & Organising' Kanishka, New Delhi, 2005

Subject name: Food & Beverage Control	Course code: PHM710	Credits: 3
Goal	To study the food and beverage control systems that involves the purchase and sale of all food and beverage in the catering establishment.	
Objectives	Outcomes	
<ol style="list-style-type: none"> 1. Should learn the different methods, phases and cycles of control. 2. To understand the aims of purchasing and receiving, duties and responsibilities of purchasing staffs, and selection of suppliers for the Organisation. 3. Should understand the aim of store control, duties and responsibilities of stores personnel. 4. Should understand the aims of production control, forecasting, fixing standards. 5. Should learn the food and beverage sales control concept and maintain inventory control 	<ol style="list-style-type: none"> 1. The student should should be able to make a purchase order after understanding the procedures and different methods of purchasing 2. The student should be able to discuss the importance of documenting bills / invoices/ cash memo and credit notes and how to check for assured quality and reject for tampered and any frauds in receiving 3. The student should be able to describe the stocking and issuing procedures on requisition 4. The student should be able discuss the forecasting techniques for product requirement and be able to discuss the importance of std. reciepes, std portion size and std portion cost 5. The student should be able to make a KOT analysis and understand the importance of periodical inventory control. 6. The student should be able to describe purchasing, receiving, issuing and , controlling beverage and how to handle thefts and cash handling 	

OBJECTIVES

To study the food and beverage control systems that involves the purchase and sale of all food and beverages in a catering establishment.

UNIT – I INTRODUCTION**9****Introduction to control**

Define Control, Objective and Advantage of control methodology and phases of control, cycles of control.

Introduction to Food cost control

Control procedures, Requirements of a control system, F&B control department.

UNIT – II PURCHASING AND RECEIVING**9****Purchasing**

Aims of purchasing, Purchasing staff, source of supply, selection of supplier types of food purchase, Quality purchasing, Definition of SPS, Advantages of SPS, Purchasing procedure, Different methods of purchasing, Purchasing order form, Ordinary cost, carrying cost EOQ.

Receiving Control

Aims of receiving, Receiving staff, Equipment for receiving, Document given by supplier Bills / Invoices / Cash memo / Credit notes, Records maintained in receiving dept, GRB Meat tags, Receiving procedure – Blind receiving, Assessing the performance and efficiency of receiving dept, Fraud in receiving, Hygiene & Cleanliness.

UNIT – III STORAGE AND INVENTORY**9****Storage & Inventory control**

Storing control, Aims of store control, Storeroom personnel, Facilities and equipment arrangement of food, Location of storage facilities, Security, Stock control Type of store received, Records maintained, Issuing control, Requisition, Transfer note Stock taking, Cashier summary sheet.

Production control

Aims of production control, forecasting, initial forecasting, final forecasting fixing standards, standard yield definition, Objective, yield cooking loss. Butcher test standard recipe advantage, How to write the recipe, Standard portion size definition Objective, Uses, Standard portion cost.

UNIT – IV FOOD SALES CONTROL**9****Food Sales Control**

KOT, Bills, KOT cum Bills, Analysis, Cashier summery sheet.

Inventory Control

Importance, Objective, Method, Levels and technique, perpetual inventory, Monthly Inventory, Pricing of commodities, Comparison of physical and perpetual.

UNIT - V BEVERAGE SALES CONTROL**9****Beverage Control**

Purchasing, Receiving, Strong, Issuing, Production control, Standard recipe Standard portion size, Bar frauds, Books maintained, Beverage control.

Beverage Sales Control

Procedure of Cash Control, Machine system, ECR, NCR, Present Machine, POS Reports, Thefts, Cash Handling.

TOTAL: 45 Periods

REFERENCE BOOKS:

1. Food and Beverage Management – Bernard Davis, Sally Stone
2. Food Service Organizations – A managerial and systems approach – Marian C. Spears, Allene G. Vaden.
3. Food and Beverage Service – Lilli Crap.
4. Food and Beverage operational methods and cost control – Dennis L. Foster.

Subject name: Safety and security management	Course code:PHM711	Credits: 3
Goal	To know the different engineering aspects of a hotel industry and study on the safety and security systems of a hotel.	
Objectives	Outcomes	
<p>1.To understand the organizational structure and importance of engineering department in a hotel. To know types of maintenance and process involved in replacement of equipment's.</p> <p>2. To identify the different fuels used and the importance of electricity along with the electrical devices and safety.</p> <p>3. To understand the different types of pollution and their control measures by adopting energy conservation and environmental friendly practices.</p> <p>4. To identify the different plumbing fixtures and discuss on the water with regard to their treatment, purification and distribution systems.</p> <p>5. To understand about the fire safety and security systems of a hotel.</p>	<p>1. Students will get introduced to the importance of engineering department in a hotel and learn the hierarchy with the responsibilities of a chief engineer. They will also understand the different types of maintenance and contracts involved along with their advantages and disadvantages. Students will also discuss the replacement policies and procedures.</p> <p>2. Students will be able to discuss on different fuels used in a hotel and special reference will be given to electricity, electrical devices and safety measures that need to be adopted. Students will also learn about electrical supply and methods of lighting involved in a hotel.</p> <p>3. Students will understand the different types an sources of pollution a hotel is prone to and the different measures to control the same. Students will also be aware on the global warming and discuss on the recent trends of energy conservation and eco friendly practices adopted in hotels.</p> <p>4. Students will learn about various plumbing fixtures and their functioning. Students will understand about the concept of water with regard to their source, treatment, purification and distribution systems.</p> <p>5. Students will understand classification of fire and different devices and systems used for fire detection and fire quenching. Students will also learn about the various security systems, measures and practices adopted in the hotel industry.</p>	

OBJECTIVES

To study the importance of safety and security management in hospitality industry

UNIT I MAINTENANCE & REPLACEMENT POLICY**9**

Importance of maintenance dept. in Hotel Industry - Organization of maintenance Dept. in 3/4/5 star hotel - Duties & responsibility of chief Engg. of a hotel - Types of maintenance with examples of each - Advantages & disadvantages.- Maintenance chart : for Swimming pool and . Kitchen. - Reasons for replacement of equipment - replacement factors - Economic replace of equipment (introduction only).- Contract of Maintenance Definition & procedure , types - advantages & disadvantages

UNIT II FUELS AND ELECTRICITY**9**

Methods of heat transfer. - Units of heat.- Solid, Liquid, Gas, Electricity, Biogas fuels - Importance of earthing - safety devices such as fuse, circuits breaker- Methods of lighting (Direct, Indirect) - Types of electric supply (single phase, three phase) - Calculation of el

UNIT III POLLUTION & CONTROL**9**

Air pollution. – Sources - Control –Collectors, filters - Govt. stipulated conditions for air pollution. - Water pollution.- Water pollution sources in Hotels - Control methods - Govt. stipulated conditions for water pollution - Waste Disposal - Waste Handling equipment – (Shredders, Compactors, Transportation separation) - Controlling methods(recycled material, land filling, heat recovery by incineration) - Noise pollution control - Sources of noise in Hotel & its unit - Introductory control methods. - govt. stipulated condition for noise pollution - Environmental Degradation, Global warming and methods of Conservation. Concept of Recycling

UNIT IV WATER AND SANITATION**9**

Water purification methods - Methods of water softening (Ion exchange, Zeolite process) - Cold and hot water distribution system. - Various plumbing fixtures - Types of sanitary traps and their applications – Types of water closets and flushing.

UNIT V SAFETY IN HOTEL INDUSTRY**9**

Classification of fire ,symbols - Methods and types of fire extinguishers - Fire detectors,alarm - Various security system for hotel (Key control, Door, valuable guest).

TOTAL : 45 Periods**References:**

- 1.Management of maintenance & Engineering Systems in Hospitality Industries – by FrankD. Borsenik, John Willey & Sons
2. Industrial Organisation and Management by O.P. Khanna
3. Hotel Maintenance by Arora