File Ref.No.22372/GA - IV - E3/2013/CU

UNIVERSITY OF CALICUT

Abstract

Faculty of Commerce and Management Studies- Scheme & Syllabus of MTHM Programme (CBCSS PG 2019) with effect from 2019 Admission onwards - Implemented -subject to ratification by the Academic council-Orders issued.

G & A - IV - E

U.O.No. 9012/2019/Admn   Dated, Calicut University.P.O, 08.07.2019

*Read:-*1.U.O No.4487/2019/Admn dated 26.03.2019.
2.Item No.II of the minutes of the meeting of the Board of Studies in Hotel Management held on 01.06.2019.
3.Letter dated 04.07.2019 from the Dean, Faculty of Commerce and Management Studies.

<u>ORDER</u>

1. As per U.O read as (1), the Regulations of Choice based credit semester system PG for P.G programmes of affiliated Colleges, SDE/Private Registration (CBCSSPG 2019) was implemented in the University with effect from 2019 admission. The Board of Studies in Hotel Management in its meeting held on 01.06.2019 resolved vide paper read as (2) to approve the revised Syllabus of MTHM Programme with effect from 2019 admission onwards in accordance with CBCSS PG Regulations 2019.

2.The Dean, Faculty of Commerce and Management Studies approved the minutes of the meeting of the Board of Studies in Hotel Management held on 01.06.2019, vide paper read as (3).

3.Under these circumstances, considering the urgency, the Vice Chancellor has accorded sanction to implement the Scheme and Syllabus of MTHM programme under CBCSS PG 2019 w.e.f 2019 admission onwards, subject to ratification by the Academic Council.

4.The Scheme & Syllabus of MTHM programme under CBCSS PG 2019 is therefore implemented with effect from 2019 admission onwards, subject to ratification by the Academic council.

(Scheme & Syllabus appended).

Ajitha P.P

Joint Registrar

To
1.The Principals of affiiated College offering MTHM Programme
2.Controller of Examinations
Copy to: PS to VC/PA to PVC/PA to Registrar/PA to CE/EX & EG sections/SF/DF/FC.

Forwarded / By Order

Section Officer

UNIVERSITY OF CALICUT

REGULATIONS FOR CHOICE BASED CREDIT SEMESTER SYSTEM (CBCSSPG-2019)FOR MASTER OF TOURISM AND HOSPITALITY MANAGEMENT(MTHM PROGRAMME FOR AFFILIATED COLLEGES IMPLEMENTED WITH EFFECT FROM 2019-20 ACADEMIC YEAR

1.0Title of the programme

This DEGREE shall be called MASTER OF TOURISM AND HOSPITALITY MANAGMENT (M.T.H.M), *Under the faculty of Commerce and Management.*

2.0 Eligibility for admission

Any candidate who has passed degree in Tourism or Hotel Management or in both from University of Calicut or the same degree of any other University or Institute in any state recognized by UGC or AICTE with a minimum of 45% marks is eligible for admission.

The 70% of the total seats are reserved for above graduates. The remaining 30% are reserved for the candidates who have passed degree from any other stream with a minimum of 45% marks. OBC and SC/ST students are eligible for relaxation as per University rules. However in the absence of sufficient number of candidates in any of the reserved seats, then that seats are to be considered as open to other graduates/ Tourism and Hotel Management graduates.

3.0 Duration of the programme

The duration of the M.T.H.M programme of study is two years divided into four semesters.

4.0 Medium of Instruction

The medium of instruction and examination shall be English.

5.0 Subjects of study

The subjects of study leading to the award of M.T.H.M shall comprise the following courses:

Sl. No	Subject code	Name of the subject
•	MTH1C1	Tourism principles and practices
•	MTH1C2	Rooms division management
•	MTH1C3	Principles practices of management
•	MTH1C4	Indian history society and culture
•	MTH1C5	Organisation behaviour
•	MTH2C6	Revenue management in hospitality industry
•	MTH2C7	Hospitality and tourism laws
•	MTH2C8	Management information system in service Industry
•	MTH2C9	Hotel facility management
•	MTH2C10	Tourism destination planning and development
•	MTH3C11	Event and convention management
•	MTH3C12	Services business-strategic management and ethics
•	MTH3C13	Business research methods
•	MTH3E14	Elective -1
•	MTH3E15	Elective -2

•	MTH4C16	Advanced food and beverage management
•	MTH4C17	international tourism
•	MTH4P18	Projectwork&comprehensiveviva voce
•	MTH4E19	Elective -3
•	MTH4E20	Elective-4

6.0 Scheme of Instruction and Examination

Note: Practice of 20 hours for each course is for the students to prepare for seminar, visit firms, do and present assignment etc.

7.0 Attendance

A candidate shall attend a minimum of 75% of the number of classes actually held for each of the courses in a semester to be eligible for appearing for examination in that course. If the candidate has shortage of attendance in any course in any semester, he or she shall not be allowed to appear for any examination in that semester. However, the University may

condone up to 10% of shortage if the candidate applies for it as laid down in University procedures and if the Vice Chancellor is satisfied with the reasons cited by the candidate for his absence in classes.

7.1 Duration of the semester

Each semester shall consist of 16 weeks of study. This does not include the time used for conducting University examinations.

8.0 Schedule and Hours of Lecture

8.1 Internal Assessment Marks

As per common regulations of CBCSS PG

8.2 Internal assessment components

As per common regulations of CBCSS PG

9.0 Internal Assessment

All courses except project work shall have internal assessment.

10.0 External Examination:

As per common regulations of CBCSS PG

11.0 Research Work

11.1 During the third and fourth semesters each student shall do a project for a

Tourism/ Hotel organization under the guidance of a faculty member.

11.2 The project can be done individually. In no case, the project reports of two students shall be identical.

11.3 The candidate shall prepare at least two copies of the report: one copy for submission to the Department and one copy for the student which he/she has to bring with him/her at the time of viva voce. More copies may be prepared if the organization or the guide or both ask for one copy each.

11.4 The report shall be printed (or neatly typed) and bound (preferably spiral bound) with not less than 50 A4 size, double spaced, pages

11.5 The project report should be submitted to the Head of the Department of the College where he/she is doing MTHM at least one month before the last working day of the fourth semester.

11.6 Structure of the report

Title page

Certificate from the organization (for having done the project work)

Certificate from guide

Acknowledgements

Contents

Chapter I: Introduction (Significance of the study, Research problem, objectives of the study, Research methodology etc.)

Chapter II: Review of literature

Chapter III: Organization Profile/Conceptual Frame work

Chapter IV: Data Analysis

Chapter V: Summary, Findings and Recommendations.

Appendix: Questionnaire, specimen copies of forms, other exhibits etc.

Bibliography: Books, journal articles etc. used for the project work.

11.7 Project work shall have the following stages

Project proposal

presentation Field work and analysis of data Report writing

Draft project report presentation and discussion

Final project report submission

11.8 A certificate showing the duration of the project work shall be obtained from the Organization for which the project work was done and it shall be included in the project report. If the project was not done for any organization, then a certificate from the guide stating the reasons for not doing the project for any identified organization.

12.0 Evaluation of Project Report

12.1 The project shall be evaluated in two stages: the first being an evaluation of presentation of project by the student at the respective department or institute.

12.2 Each student is required to make a presentation of the project. The presentation shall detail the problem studied, objectives, scope and significance, research methodology adopted, data analysis, findings and recommendations.

12.3 A committee, consisting of the guide and another member of faculty, shall evaluate the minor project based on the report and its presentation by the student. The committee shall evaluate each presentation and award a maximum of 40% of the project marks on the basis of the report, its presentation and defence by the student.

12.4 In the second stage of evaluation, the Board of Examiners appointed by the University for the evaluation shall evaluate the project report and award a maximum of 60% marks based on the content, style, research methodology, originality of the problem and solutions recommended etc.

12.5 Sum of the marks awarded, to each student in the Internal evaluation for 40% marks and the external evaluation for 60% marks, shall be the total marks to be awarded to the student for the project.

13.0 Minimum marks for Project Report

13.1 The student should get a minimum of 50 % marks for the project report for a Pass.

13.2 If the student fails to get 50 % marks, he or she shall resubmit the project report after modifying it on the basis of the recommendations of the examiners. This can be done immediately after publication of results.

14.0 Viva Voce

14.1 At the end of fourth semester, each student shall attend a comprehensive viva voce.

14.2 The viva board shall have at least two members: one external and one internal. The external examiner(s) shall be appointed by the University. The internal examiner shall be the Head of the Department or a faculty member nominated by him or her from the Department.

14.3 The viva voce will be about all the courses of the four- semester programme, including project reports.

14.3 The student should get 50 % marks in the viva voce for a pass in viva voce.

15.0 Summer Internship

Each candidate should go minimum 45 days internship training in Managerial level of any Hotels which are having grading FIVE star or above or any IATA approved travel agency/ tour operation companies/ Airports during summer vacation. A teacher co-ordinator/ co-ordinators appointed by the college should monitor the internship training and do visits in the organisations if possible. The candidate should keep a logbook with them during internship training and gets signs from their superior in the organisation and submit the same into the department after the internship training.

15.0 Teaching Assistance

Each student has to take at least one lecturing class in each semester in the graduation level classes. The department teachers should monitor this class and make evaluation on this.

16.0 Division of workload of the Programme

As per year pattern, the workload for the MTHM programme comprises 75 hours per week. It is bifurcated as 32 hours for Hotel/ Hospitality Management related papers and 32 Hours for Tourism/ Tourism related papers. The remaining hours in this programme should be handled by the Teacher who is having MBA with NET. This division of the subjects in the department shall continue in the Choice Based Credit Semester System also, so that the implementation of this regulation will not affect the existing/ future workload in the affiliated Colleges.

The implementation of this regulation shall not affect the workload, qualifications and conditions of service of existing teachers in the colleges offering this programme.

17.0 Faculty Qualifications

17.1. Candidates who are having graduation in Bachelor of Tourism and Hotel Management (BTHM) and Masters Degree in Hotel Management with NET in that subject can teach both Tourism and Hotel Management courses in this Programme. (If NET is not conducted by UGC, Then the UGC norms in Faculty appointment and Calicut University Order 3696/GA-1/F1-2013/CU dated 26/02/2014 will be applicable.)

17.2. Candidates who are having graduation in Bachelor of Tourism and Hotel Management (BTHM) and Masters Degree in Tourism Management/ Tourism Administration with NET in that subject can teach both Tourism and Hotel Management courses in this Programme.

17.3. Candidates who are having graduation in Bachelor of Tourism and Hotel

Management (BTHM) and MBA in Tourism and/or Hotel Management with NET in Tourism/ Hotel Management can teach both Tourism and Hotel Management courses in this Programme.

(If NET is not conducted by UGC, Then the UGC norms in Faculty appointment and Calicut

University Order 3696/GA-1/F1-2013/CU dated 26/02/2014 will be applicable.)

17.4. Candidates who are having graduation in Hotel Management / Hotel Administration with Masters Degree in Tourism Management/ Tourism Administration with NET in that subject can teach both Tourism and Hotel Management courses in this Programme.

17.5. Candidates who are having Masters Degree in Tourism Management/ Tourism

Administration with NET in that subject can teach only tourism Courses in this Programme

17.6. Candidates who are having graduation in Hotel Management /Hotel Administration with Masters Degree in Hotel Management with NET in that subject can teach only Hotel Management courses in this Programme. (If NET is not conducted by UGC, then the UGC norms in Faculty appointment and Calicut University Order 3696/GA-1/F1-2013/CU dated 26/02/2014 will be applicable.)

17.8 Candidates who are having PhD as the basic qualification instead of NET, should have their PhD in the discipline of Tourism and/or Hotel Management

18.0 Application of the common regulation for CBCSS PG

In all other matters where this regulation is silent the provisions of the common regulation for PG Program under CSS of the University modified from time to time will applicable.

Note: This set of regulations supersedes all the earlier MTHM regulations and this set of scheme, syllabi and regulations shall be in force from the 2019-20 MTHM admissions in colleges. University reserves the right to amend these schemes, regulations and syllabi from time to time without prior notice to any.

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Semester one

Sl no	Course type &code	Subject	Internal Credit	External Credit	Total Credit	Teaching hour	Type of Course

1.	MTH1C1	Tourism principles and practces	0.8	3.2	4	5	CORE
2.	MTH1C2	Rooms division management	0.8	3.2	4	5	CORE
3.	MTH1C3	Principles practces of management	0.8	3.2	4	5	CORE
4.	MTH1C4	Indian history society and culture	0.8	3.2	4	5	CORE
5	MTH1C5	Organisation behaviour	0.8	3.2	4	5	CORE
Total for semester I			**4.0**	**16.0**	**20**	**25**	

Semester .1.1: Ability Enhancement Course (AEC)*

CourseCode	CourseTitle	Internal Credit	External Credit	Total Credit	Type of course
MTH1A01	Internshipcum OrganisationStudy	0.8	3.2	4	Audit
MTH1A02	CaseStudyPreparation	0.8	3.2	4	Audit
MTH1A03	Communication/ Mental Ability/ NumericalSkill	0.8	3.2	4	Audit
MTH1A04	NET Coaching	0.8	3.2	4	Audit
MTH1A05	DesigningwithBlockChainWorkshop/Future CastingWorkshop	0.8	3.2	4	Audit
MTH1A06	ModelProjectPreparation	0.8	3.2	4	Audit
MTH1A07	SoftSkill Development	0.8	3.2	4	Audit
MTH1A08	Presentation/Publicationofresearch papers/BookReview	0.8	3.2	4	Audit

*The institution can choose any one of the above courses. This course will not be counted for calculation of SGPA/CGPA

	Grand Total inSemesterOne	**4.8**	**19.2**	**24**	

SEMESTER TWO

Sl no	Course type &code	Subject	Internal Credit	External Credit	Total Credit	Teaching hour	Type of Course
1.	MTH2C6	Revenue management in hospitality industry	0.8	3.2	4	5	CORE
2.	MTH2C7	Hospitality and tourism laws	0.8	3.2	4	5	CORE

3.	MTH2C8	Management information system in service industry	0.8	3.2	4	5	CORE
4.	MTH2C9	Hotel facility management	0.8	3.2	4	5	CORE
5	MTH2C10	Tourism destination planning and development	0.8	3.2	4	5	CORE
Total for semester2			**4.0**	**16.0**	**20**	**25**	

Semester .2.1: Professional Competency Course (PCC)*

CourseCode	CourseTitle	Internal Credit	External Credit	Total Credit	Type of Course
MTH2A01	Business Analytics using	3.2	0.8	4	Audit
MTH2A02	Big Data Analysis	3.2	0.8	4	Audit
MTH2A03	Live Project with Statistical Packages	3.2	0.8	4	Audit
MTH2A04	Spread Sheet Application	3.2	0.8	4	Audit
MTH2A05	Accounting Package Skill	3.2	0.8	4	Audit
MTH2A06	Computer Programming Skill	3.2	0.8	4	Audit
MTH2A07	Innovation/Entrepreneurship/IdeaPitching	3.2	0.8	4	Audit

*The institution can choose any one of the above courses. This course will not be counted for calculation

of SGPA/CGPA

	Grand Total inSemesterTwo	**4.8**	**19.2**	**24**	

SEMESTER THREE

Sl no	Course type &code	Subject	Internal Credit	External Credit	Total Credit	Teachng hour	Type of Course

Sl no	Course type &code	Subject	Internal Credit	External Credit	Total Credit	Teaching hour	Type of Course
1.	MTH3C11	Event and convention management	0.8	3.2	4	5	CORE
2.	MTH3C12	Services business-strategic management and ethics	0.8	3.2	4	5	CORE
3.	MTH3C13	Business research methods	0.8	3.2	4	5	CORE
4.	MTH3E14	ElectiveI	0.8	3.2	4	5	Elective
5	MTH3E15	Elective2	0.8	3.2	4	5	Elective
Total for semester 3			**4.0**	**16.0**	**20**	**25**	

Sl no	Course type &code	Subject	Internal Credit	External Credit	Total Credit	Teachng hour	Type of Course
1.	MTH3E14-ELECTVE -1	1airport and aviation management	0.8	3.2	4	5	Elective
		2- The dynamics of travel agency and tour operation business	0.8	3.2	4	5	Elective
		3-tourism resources	0.8	3.2	4	5	Elective
2.	MTH3E15-ELECTVE-2	1.front office &house keeping management	0.8	3.2	4	5	Elective
		2-culnary management	0.8	3.2	4	5	Elective
		3-hoteloperations					

SEMESTER FOUR

SL NO	COURSE TYPE &CODE	SUBJECT	INTERNAL	EXTERNAL	TOTAL	TEACHNG HOUR	TYPE

L NO	COURSE TYPE &CODE	SUBJECT	INTERNAL	EXTERNAL	TOTAL	TEACHNG HOUR	TYPE
1.	MTH4C16	Advanced food and beverage management	0.8	3.2	4	5	CORE
2.	MTH4C17	International tourism	0.8	3.2	4	5	CORE
3.	MTH4P18	Project Work & ComprehensiveViva Voce	0.8	3.2	4	5	Dissertation &Viva
4.	MTH4E19	ElectiveI	0.8	3.2	4	5	Elective
5	MTH4E20	Elective2	0.8	3.2	4	5	Elective
Total for semester 4			**4.0**	**16.0**	**20**	**25**	

L NO	COURSE TYPE &CODE	SUBJECT	INTERNAL	EXTERNAL	TOTAL	TEACHNG HOUR	TYPE
1.	MTH4E 19 - ElectiveI	1.Human resource management in tourism and hospitality industry	0.8	3.2	4	5	Elective
		2.Marketing for hospitality and tourism	0.8	3.2	4	5	Elective
2	MTH4E20 - Elective2	1.Tourism Entrepreneurship	0.8	3.2	4	5	Elective
		2.Travel Media&Journalism	0.8	3.2	4	5	Elective
Total for semester 4			**4.0**	**16.0**	**20**	**25**	

All the above courses shall be handled by tourism and hospitality Faculty.

 Each student shall undergo any one course in respective semesters mentioned in clause 5.1 with course code MTHM1A01 to MTHM1A08 during the first semester and any one course mentioned in clause with course code MTHM2A01 to MTHM2A07 during the second semester as Audit Courses (Ability Enhancement Course & Professional Competency Course) with 4 credits each. The credits will not be counted for evaluating the overall SGPA & CGPA. The colleges shall conduct examination for these courses and have to intimate /upload the results of the same to the University on the stipulated date during the III Semester. Students have to obtain only minimum pass requirements in the Audit Courses.

MTH1C1 - TOURISM PRINCIPLES AND PRACTCES

Objectives:

The students after the completion of the course shall be able to:

1. The course introduces the concept of tourism, its impact, tourism through five year plans and E-tourism.

2. Figure out the different types of hotels and restaurants

3. Realize the interrelationship between travel and tourism

4. Grasp the position of Entertainment and Recreation industries in Hospitality

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

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

Module III   Tourism organizations: World Tourism Organization (WTO), pacific Area Travel Association (PATA), World Tourism & Travel Council, (WTCC) Role and functions of Ministry of Tourism, Govt. of India, ITDC, Department of Kerala Tourism, KTDC, DTPC, FHRAI, IATA.

Module IV   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.

Module V   Introduction to e-tourism – Historical development – Electronic technologies fordata processing and communication – Hardware and Software – Strategic, tactical, and operational use of IT in tourism. Internet and the World Wide Web- Regulatory framework – Internet economics – Using It for competitive advantage

– Case studies.

Module VI   E-commerce – starting an e-business – E-marketing of tourism products – Typologies of e-tourism-Business models in the wired economy – Case studies. Online consumer behavior – Service quality – Customer satisfaction – Loyalty – Case Studies. Current debates in e-tourism – Future of e-tourism – Case studies.

References:

1. Tourism Principles, Philosophy, Practices, Goldener, C & Ritchie, B, ' John Wiley, New York.2008

2. 'Tourism principles & practices, Geoper et a;, Pearson Edn., New York, 2006.

3. 'International Tourism', Gellas & bechenel, Macmillan, London, 2004.

4. Tourism Information Technology; Sheldon, P. CABI, 2002.

5. Information Technology for Travel and Tourism: Inkpen, G. Addison Wesley, 2000.

6. Poon A. Tourism, Technology, and Competitive strategies: CABI, 1998.

7. Internet Business Models – Text and Cases: Eisenmann, T.R. McGraw-Hill, 2002.

MTH1C2 ROOMS DIVISION MANAGEMENT

Objective:

1. To summarize front office and housekeeping operations during the four stages of guest cycle.

2. To help a student to understand, organize, perform and evaluate accommodation functions that are critical to a hotel's success

3. To impart knowledge on the concept of disaster Management & its importance and the key principles of sustainability of business operations in the corporate world

Module 1   Basics of Front Office Operations - Reservations –distribution channels – Registration process –Check-out & account settlement .Front office accounting – Front office audit – Establishing room rates – Forecast formula. Guest services – guest relations – complaints handling – Legal Concerns for Front Office Operations - Guest Safety - Guest Privacy - Guest Removal - Guest property - Guest Non payment - Illness and death of a guest

Module 2   Modern trends in hospitality – technology trends that are changing hospitality–impact of globalization – ranking – impact of social media –hi tech meeting spaces – boutique hotels – unusual hotels - mega hotels – intelligent hotels. Disaster Management - Distinction between Hazard and disaster - Types of Disasters - Impact of Disasters - Man Made Disasters and Management - Gas Leaks, Nuclear Radiation leaks, Terrorist attacks, Health Hazards, Accidents - Human Errors, Pollutions, Air Pollution, Green House Gases, Social Problems, Terrorism - Vigilance, Motivation - Disaster prevention through Sustainable Development, Targets for Sustainable Development. Case study and analysis – presentations

Module 3.   The Housekeeping Department- Importance of Housekeeping- Responsibilities of Housekeeping Department- Housekeeping Personnel- Lay-out of Department- Co-ordination with other departments- Planning process in Housekeeping. Budgeting for Housekeeping expenses. Types of Budget- Housekeeping expenses- Budget Planning process- Income statement of Rooms Division- Controlling expenses- Inventory control and stock-taking-Purchasing.

Module 4   Pest control, waste disposal & Horticulture. Pest control- Common pests & their control- Integrated pest management- Waste disposal- Essential components of Horticulture- Landscaping- Indoor plants- Flower arrangement basics. Changing trends in Housekeeping. Hygiene, not just cleanliness- Outsourcing- Training and Motivation- Eco- friendly amenities, products and processes- New-scientific techniques- IT-savvy Housekeeping-Transactional Analysis.

Module 5   Green Practices in Hospitality Industry – Introduction, scope & need - Energy Efficiency - Waste Management - Water Conservation – Eco-Design in Hospitality Architecture - Recycling - Eco-purchasing - Energy & Water Conservation – Landscaping. Corporate Sustainability - Corporate Sustainability - Principles of Sustainability - Corporate Social Responsibility - Corporate Ethics & Governance - International certifications of green practices - Eco-leaf rating - Green Globe rating - Green Key rating - Nordic Swan rating - LEEDS

Reference Books:

- Managing Front Office Operations - Michael L Kasavana & Richard M Brooks – Eigth

- Edition

- Hotel Organization & The Front Office Management – A.P. Rastogi – First Edition

- Front Office Operations & Management – Ahmed Ismail – First Edition

- Front Office Management – S.K. Bhatnagar – Second Edition

- Hotel Front Office Management – James Bardi – Fourth Edition

- Sustainability in the Hospitality Industry - Philip Sloan, Willy Legrand, Joseph S. Chen , Butterworth Heinemann

- Professional Housekeeper by Madeline Schneider & Georgina Tucker Commercial Housekeeper and maintenance by Iris Jones & and Cynthia Philips Hotel, Hostel and Hospital housekeeping by Joan C Bransoin and Margaret Lennox Human resource management by Dr. AswathappaManaging Housekeeping operations by Margaret M. Kappa

- Hotel Housekeeping Operations & Management by G.Raghubalan

MTH1C3 PRINCIPLES AND PRACTICES OF MANAGEMENT

This paper will help students understand the fundamentals of management concepts, theories and practices and this will also provide sufficient theoretical knowledge to take managerial decisions.

Module 1   Functions of Management: Meaning, Nature and Levels in Management –Roles, Skills, Tasks of a Manager, Functions of Management- Planning, Organizing, Directing & Controlling

Module 1I   Planning: Meaning, Nature of a Sound Plan, Types-Short, Medium and Long-Range Planning,

Scope and Limitations and Steps in Planning Process, Management by Objectives (MBO) – Decision-Making Ability

Module II1   Organizing & Directing: Meaning, Organization Structure & Design – Delegation and Decentralization of Authority, Relationship and Interactions between Authority- Interdepartmental Coordination – Present Trends in Corporate Structure, Strategy and Work Culture – Use of Technology on Organizational Design – Mechanistic vs. Adoptive Structures

Module 1V   Motivation – Types and Nature of Motives, Theories of Motivation and Productivity – Leadership Styles & Models

Module V   Controlling: Process of Communication -Formal and Informal Communication –Control

Process – Methods, Tools and Techniques – Design of Control Techniques – Choices in Control.

REFERENCE

1. Richard .M H. (1993). *Management*, Academic Press, New Jersy.
2. Hampton, D. R. (1992). *Management*, TATA McGraw Hill, International Edition, Tokyo.
3. Stoner, J.A.F&Wankel, I.C. (1999). *Management*, Prentice Hall India, New Delhi.
4. Peter F. D. (1987). *Practice of Management*, Pan Books, London.
5. Peter F. D. (1983). *Innovation and Entrepreneurship*, Butterworth & Heinemann, New York.
6. Virmani.B.R. (2006). *The Challenges of Indian Management*, Response Books, New Delhi.
7. Important Business Magazines like: Business India, Business World and Fortune International.

MTH1C4 INDIAN HISTORY, SOCIETY AND CULTURE

This paper aims to provide insights of history of India, practices in Indian society and rich cultural heritage of India. This is fundamental for tourism professional to develop product knowledge by reading political, social and cultural history of India.

Module 1   Ancient History: Indus Valley Civilization, Early & Later Vedic Period, , Sixteen Janapadas,Birth of Buddhism & Jainism, Rise and Fall of Mauryan Dynasty

Module   II

Mauryan Rule to Gupta Rule-: Rule of Kusana Dynasty & Gupta Dynasty, Disintegration of Gupta Dynasty and Emergence of Regional Kingdoms

Module III

Medieval History (11ᵗʰ   –   17ᵗʰ): Rule of Slave Dynasty, Khilji Dynasty, Tughlaq Dynasty,SaiyyidDynasty, Lodhi Dynasty, Mughal and their contributions to Art, Architecture, Sculpture & Painting

Module IV

Modern History(1757-1947): Rise of Colonial Power- British, French, Dutch & Portuguese,Influence of Colonial Powers on Indian Society and Culture

Module V

Indian Society & Culture: Family, Village, Marriage, Caste System,Value System, Custom &Tradition, Indian Cinema & Its Impact on People, Society & Culture,

SUGGESTED TEXT BOOKS

1.   Basham, A.L. (2008). The Wonder That Was India. Rupa& Co. New Delhi

2.   Thapar, R. (1990). A History of India: Volume 1. Penguin Book, New Delhi

SUGGESTED REFERENCE BOOKS

1.   Basham, A.L. (1998). *A Cultural History of India*. Oxford University Press, USA

2.   Singh, U. (2009) .*A History of Ancient and Early Medieval India: From the Stone Age To the 12Th*

Century, Pearson Education India, New Delhi.

3.   Chandra, B. (2009). *History of Modern India.* Orient Blackswan, New Delhi

4.   Brown, P. (2010). *Indian Architecture (Buddhist and Hindu Period),* Tobey Press, New York

5.   Brown, P. (2010). *Indian Architecture (the Islamic Period)*, Palmer Press, New York

MTH1C5 ORGANISATION BEHAVIOUR

Learning Objectives:

After the completion of the programme the students must be able to:

1.   Understand the factors that determine individual's behaviour in an organisation

2.   Evaluate the individual's behaviour in the light of various theories of personality and attitudes

3.   Develop effective interpersonal skills and group decision making skills

4.   Apply theories of motivation in the organisational context

5.   Effectively apply conflict resolution strategies in group decision making

6.   Understand stressors and be able to successfully use them for personal and organisational benefits

7. Realise the role of leadership in an organisation and also be able to enhance their own leadership abilities

Module 1.   Definition, need and importance of organizational behaviour – Nature and scope – Frame work – Organizational behaviour models.

Module 2. Personality – types – Factors influencing personality – Theories – Learning – Types of learners – The learning process – Learning theories – Organizational behaviour modification. Misbehaviour – Types – Management Intervention. Emotions - Emotional Labour – Emotional Intelligence – Theories. Attitudes – Characteristics – Components – Formation – Measurement-Values. Perceptions – Importance – Factors influencing perception – Interpersonal perception-Impression Management. Motivation – importance – Types – Effects on work behavior.

Module 3. Organization structure – Formation – Groups in organizations – Influence – Group dynamics – Emergence of informal leaders and working norms – Group decision making techniques – Team building - Interpersonal relations – Communication – Control.

Module 4. Meaning – Importance – Leadership styles – Theories – Leaders Vs Managers

– Sources of power – Power centers – Power and Politics.

Module 5. Organizational culture and climate – Factors affecting organizational climate – Importance. Job satisfaction – Determinants – Measurements – Influence on behavior. Organizational change – Importance – Stability Vs Change – Proactive Vs Reaction change – the change process – Resistance to change – Managing change. Stress – Work Stressors – Prevention and Management of stress – Balancing work and Life. Organizational

development – Characteristics – objectives –. Organizational effectiveness

REFERENCE BOOKS

1. Stephen P. Robins, Organisational Behavior, PHI Learning / Pearson Education,11th edition, 2008.

2. Fred Luthans, Organisational Behavior, McGraw Hill, 11th Edition, 2001.

3. Schermerhorn, Hunt and Osborn, Organisational behavior, John Wiley, 9th

Edition, 2008.

4. Udai Pareek, Understanding Organisational Behaviour, 2ndEdition, Oxford Higher Education, 2004.

5. Mc Shane & Von Glinov, Organisational Behaviour, 4th Edition, Tata Mc Graw Hill,2007.

6. Hellrigal, Slocum and Woodman, Organisational Behavior, Cengage Learning, 11thEdition 2007.

7. Ivancevich, Konopaske & Maheson, Oranisational Behaviour & Management, 7thedition, Tata McGraw Hill, 2008.

MTH2C6 REVENUE MANAGEMENT IN HOSPITALITY INDUSTRY.

Objectives:

1. To Understand application of fundamental concepts of finance and revenue management in the tourism and hospitality industry

2. To read and understand the components of Income Statement and Balance Sheet

3. To perform various financial statement analyses including horizontal and vertical analysis, and financial ratio analysis

4. To make sound capital budget decisions

5. Understand various cost concepts and implement CVP analysis in a hospitality organisation

6. To impart knowledge on yield management and pricing strategies for a Hospitality and Tourism undertaking

Module 1: Finance and the Hospitality Industry- Review of Accounting Basics-Accounting and the

Business Environment. Financial Reporting- Restaurant Income Statement and Balance Statement-Finance in Action (FIA), Preparation of the Income Statement

Module 2: Analyzing Financial Statements- Vertical or common size Analysis-Horizontal or Comparative Analysis- Ratio Analysis- Cost Volume Profit Analysis-Preparing the Operating Budget. Managing Working Capital and Controlling Cash-Gross working capital, net working capital- Ingredients for working capital- How much does it cost to build a hotel or a restaurant? Budgeting?- Cash budget, cash flow statement, fund flow statement

Module 3: Growing the restaurant business- The Investment Package- The Time Value of Money-Investment Analysis. Financing Growth- Capital structure-Debt financing- Equity financing-WACC (Weighted Average Cost Of Capital). Applications of Time Value Concepts and Skills-Hotel Valuation-NPV application of lease V/s purchase; Alternative investment analysis.

Module 4: Introduction to Revenue Management- Revenue management – meaning and definition-Revenue Manager's Role- Revenue Management System (RMS). Revenue Management for Food and Beverage Services- Revenue Management Efforts in Lodging- Hotel Performance Reports-Hotel Performance Evaluation

Module 5: Strategic Pricing- Differential Pricing- Forecasting demand- Forecasting Data Review, Special Events Forecasting- Inventory and Price Management- Distribution Channel Management

Reference Books:

1) Revenue Management for the Hospitality Industry (2010): David K. Hayes, Allisha

Miller, Publisher: John Wiley & Sons, ISBN: 978-0470393086, 528 pages

2) Essential Financial Techniques for Hospitality Managers-A practical approach (2010): Cathy Burgess, Publisher: GoodFellow publishers, ISBN: 978-1906884161

3) Revenue Management for Hospitality & Tourism (2013): Patrick Legohérel, Elisabeth

Poutier, Alan Fyall, Publisher: GoodFellow publishers, ISBN: 978-190899948-1

4) Revenue Management, Cost Control, and Financial Analysis in the Hospitality Industry (2014): Godwin-Charles Ogbeide, Publisher: cognella academic publishing, ISBN: 978-162661752-0, 172 pages

5) An Introduction to Revenue Management for the Hospitality Industry: Principles and Practices for the Real World (2008): Kimberly A. Tranter, Trevor Stuart-Hill, Juston Parker, Publisher: Pearson Prentice hall, Upper Saddle River, New Jersey, ISBN: 978-

0131885899

6) Management Accounting (2006): M.Y. Khan and Jain, Tata McGraw-Hill Education, ISBN: 978-0070620230

7) Revenue Management: Maximizing Revenue in Hospitality Operations (2010): Gabor

Forgacs, Publisher: Amer Hotel & Motel Assn, ISBN: 978-0866123488, 121 pages

8) Hotel Operations Management (2006): David K. Hayes, Jack D. Ninemeier, Publisher: Prentice Hall; 2nd edition, ISBN: 978-0131711495, 592 pages

<h3 style="text-align:center">MTH2C7 HOSPITALITY AND TOURISM LAWS</h3>

Module 1.   Principles of governing Hospitality organisations- The Hotelkeeper and law of contract- Agents and agencies. The Hotelkeeper and the Laws of Torts and Negligence- Hotel's duties and rights.

Module 2.   Hotel's right to evict a Guest, tenant, restaurant patron and others-   The Hotel's

liabilities- Frauds committed against Hotels and crime of trespass. Food Safety Legislation- Liquor Licensing Legislation- Health & Safety at Work.

Module 3. Shops and Establishments Act- Procedure relating to registration of hotel, Lodges, Eating Houses, Restaurants, and other related provisions. Licenses and Permits- Licenses and permits for hotels and catering establishments – Procedure for procurement, bye laws of hotels and restaurant under municipal corporation – Renewal Suspension and termination of licenses. Laws relating to food service-Wages and Hour laws applicable to Hotel employees- Consumer protection Laws affecting Hotels- Public health and safety requirements.

Module 4. Food Adulteration Act- Principles of food laws regarding prevention of food adulteration, definition, authorities under the act, procedure of taking a sample purchase right, warranties, guest control order or food services, order in force from time to time. Essential commodities etc., and AGMARK

Module 5. Citizenship – Passport - Visa - FEMA – Foreigners Registration Act – Customs – RBI guidelines - Criminal Law - Registration of cases. Environment Act – Environment rules – EIA guidelines - Forest Act – Forest Conservation Act – Wild life Protection Act. The Water (Prevention and Control of Pollution) Act. The Air (Prevention and Control of Pollution) Act

Reference

1.   Shyam Divan, Armin Rosencranz (2008), Environmental law and policy in India, Oxford University Press.

2. Constitution of India - Criminal Procedure Code 1973 - Environmental Protection Act 1986 - Foreign Exchange Management Act - Forest Conservation Act 1980 - Negotiation Instruments Act 1881 - Prevention of Food Adulteration Act 1954 Passports Act 1967 - RBI guidelines - Sale of Goods Act 1930 - The Pondicherry code-volume I - Wildlife Protection Act 1972.

3. The Environment (Protection) Act, 1986, amended 1991, http://envfor.nic/legis/legis.html

4.   Foreign Exchange Management Act, http://finmin.nic.in/the_minister/dept_eco_ _affairs/America_Canada/Fema_acts/index.html

5. Foreigners Registration

Act,http://www.immigrationindia.nic.in/registration_requriements.html

MTH2C8 MANAGEMENT INFORMATION SYSTEM IN SERVICE INDUSTRY

Objective: To enable the students to acquire knowledge in applications of Information Technology in the Hospitality industry

Module 1.   BASICS OF INFORMATION TECHNOLOGY: Information -Prerequisites and Needs –IT And Its Components - IT and Internet-The internet and the Hospitality Industry - The Internet and E-Commerce- The internet and Communication – The impact of the Internet in the Hospitality Industry. SOCIAL INFORMATICS: IT& Society-Issues and Concerns- IT and Industry-New opportunities and threats- Cyber Crime –Security & Privacy issues- Cyber Ethics-Cyber Laws- IT (amendment) Act 2008 - Guidelines for proper Usage of Computers and Internet.

Module 2.   HOTEL COMPUTER APPLICATIONS: Computers in the Hospitality Industry - Integrated packages-Hotel and catering software applications- property management systems PMS) - Reservation systems - Central reservation system(CRS)- Housekeeping -Guest accounting-Night audit-ancillary systems- electronic door locking systems, energy management systems, Call accounting and Telephone Systems.

 Module 3.   CATERING COMPUTING SYSTEMS: Recipe Costing Systems-Recipe Costing system Operation-stock Control Systems-Stock Control Systems operations-Stock Taking   –

Conference and banqueting Systems - Specialist catering computer systems-Mini- Bars-Automatic Vending Systems-Nutritional Analysis Systems-Beverage Control Systems. BACK-OFFICE SYSTEMS: Payroll Systems – Personnel Systems – Accounting Systems – Guest History Systems – Sales Analysis Systems. SOFTWARE USED IN TRAVEL INDUSTRY

Module 4.   HOTEL ELECTRONIC DISTRIBUTION: Global Distribution systems(GDS)-Hotel Distribution on the GDS-Hotel Central reservations Offices- Computerized Reservation Systems-Levels of GDS Connectivity-The allocation Issue- switching Companies-Hotel representative Companies-Reservation System Operation- Destination Management systems   Hotel distribution and the World Wide Web-Internets and Extranets in tourism.

Module 5.   MANAGING COMPUTERS IN THE HOSPITALITY INDUSTRY: Information technology planning-Managing computer use in the organization-standards-End- user Support-Budget–Purchasing a computer systems-Appoint the selection Team- Identify business objectives – Determine Current and Future Information needs – Define system requirements - Installation-the type of change over-site preparation-data entry-maintenance- Training.

References :

1. Using Computers in Hospitality 2nd Edition – Peter O-Connor, Continuum, London and

New York

2. E-Commerce and Information technology in Hospitality and Tourism, Zongqing Zhou, Thomson, Delmar Learning

MTH2C9 HOTEL FACILITY MANAGEMENT

Objectives:

1. To disseminate information on how hotels are planned and designed to meet the basic objective of the organization of providing accommodation and services to the guest.

2. To provide a comprehensive plan of developing hotels layout and design as per the specifications of the statutory rules of the state and central government.

Module1 - Hotel Classification in India: Regional tourism offices in India- HRACC and its constitution- Advantages of classification- Heritage Hotels-Quality Parameter checklist for grading

Module 2 - Hotel Design: Components of Hotel Design- Systematic Layout planning-Guidelines for allocating space in hotels- Feasibility study- Guest room planning and construction

Module 3 - Kitchen Design and Layout- Principles of Kitchen layout and design- Areas of various kitchen with dimensions- Factors effecting kitchen design- Flow of work / kitchen work triangle-Layout of a commercial kitchen (types and drawing)- Budgeting for kitchen equipment

Module 4 - Planning areas in Hotel: Management / administrative areas- Front Office department planning- Housekeeping department planning- Planning of storage area , back area of the hotel , Ancillary units like offices , Time office , security , cafeteria , staff facilities, etc- Kitchen Stewarding – layout & design

Module 5 - Energy Conservation and Special Facilities: Different energy conservation methods-Need for energy conservation- Planning for differently abled guests in rooms and public areas-Car parking area calculation

References

1. Hotel Facility planning – Tarun Bansal

2. The Professional Housekeeper – Margaret Shneider and Georgina Tucker

3. Catering management – Mohini sethi

4. Website – www.hrani .net.in/guidelines 2013/guidelines – hotels.pdf

MTH2C10 TOURISM DESTINATION PLANNING AND DEVELOPMENT

Objectives

• To facilitate the assessment of the tourism potential of a destination and prepare tourism development plan as well as marketing techniques;

• To familiarize with the destination branding practices; and

• To introduce advanced analysis and research in the field of destination development.

MODULE I

Destination Development - Types of destinations, Characteristics of destinations - Destinations and products - Destination Management Systems - Destination planning guidelines - Destination Selection Process - The Values of Tourism.

MODULE II

Destination Planning Process and Analysis - National and Regional Tourism Planning and Development - Assessment of tourism potential - Planning for Sustainable Tourism Development - Contingency Planning - Economic, Social, Cultural and Environmental considerations - Demand and supply match - Design and innovations.

MODULE III

Destination Image Development - Attributes of Destinations: Person's determined image, Destination determined image, measurement of destination image - Destination branding perspectives and challenges- Creating the Unique Destination Proposition - Place brandingand destination image - Destination image formation process; unstructured image - Product development and packaging - Destination branding and the web.

MODULE IV

Destination Promotion and Publicity - Six 'A's framework for tourism destinations - The dynamic wheel of tourism stakeholders - Destination Marketing Mix - Destination Competitiveness – Distribution Channels- Marketing Communication and Strategies.

MODULE V Institutional Support: Public Private Partnership (PPP) - National Planning Policies for Destination Development- WTO Guidelines for Planners - Role of urban civic bodies: Town planning -Characteristics of rural tourism planning- Environmental Management Systems – Destination Vision- The focus of Tourism Policy: the competitive sustainable destination.

REFERENCES

1.C.Gunn (2002), Tourism Planning: Basic, Concepts and Cases, Cognizant Publication.

2. Nigel Morgan, Annette Pritchard & Roger Pride (2001), Destination branding: Creating the Unique Proposition, Butterworth and Heinemann.

3. Richard W.Butler (2006), the Tourism Area Life Cycle: Applications and Modifications, Channel View Publications.

4. Claire, Haven Tang &Eleri Ellis Jones (2005), Tourism SMEs, Service Quality and

Destination Competitiveness, CABI Publishing.

5. Shalini Singh, DallenJ.Timothy& Ross Kingston Dowling (2003), Tourism in Destination

Communities, CABI Publishing.

6. Geoffrey Ian Crouch, J.R. Brent Ritchie & Horst-Herbert G. Kossatz (2003), the

Competitive Destination: a Sustainable Tourism Perspective, CABI Publishing.

Objective:

1. To describe the scope of today's meetings market, including the various types of meetings hosted by the convention & meetings industry

2. To describe the latest trends in meetings industry.

3. To identify those factors that have the greatest impact on the growth of the meetings and conventions industry.

Module 1   Introduction to Convention, Meetings & Trade Show Industry – the convention & meetings industry today – trends in the meetings industry. Definition & the scope of meetings market – lodging facilities in the meeting environment – meeting planners – size of meetings market – growth of the convention industry. Developing a marketing plan – the four steps in the marketing plan – putting the plan into action

Module 2. Group markets – associations – incentive travel market – leisure market – education market – sports market – increasing group business through exhibits and trade shows. Advertising to the meetings market – print advertising – using technology for advertising – collateral materials – direct mail advertising – planning an advertising strategy – public relations & publicity. Servicing the Group – before, during & after meeting – intra- property coordination – guest rooms & amenities – function rooms – handling VIPs – final evaluation meeting

Module 3. Catered Functions & Special Events – banquet service – setting up the banquet

– theme parties – receptions – banquet contracts. Guest rooms – reservation systems – room assignment – managing room blocks – check-in/check-out. Function rooms & meeting set ups – types – size & layout – breakdown of function rooms – meeting rooms of future. Food

& beverage service – types of food functions – types of setups for beverage functions – off- premises catering – themed or special events

Module 4. Negotiations & contracts – letter of agreement/contract – contract standardization – multiple-meetings contract . Meeting technology - projectors & screens – audio-visual equipments – staging – theatrical lighting – signs & printing – language interpretation systems. Sound systems – lighting – multimedia presentation equipments – virtual conferencing equipments

Module 5. Preparing for the event – preconvention meeting – resume – banquet event order – communicating details electronically. Admission system & other services. Exhibits & trade shows, Convention billing & post convention review. Trends

References:

Convention management & service – Milton T Astroff – Eigth Edition

Managing conventions & group business – Leonard H Hoyle, David C Dorf, Thomas J A Jones – First Edition

Convention sales – Margaret Shaw – First Edition

MTH3C12 SERVICES BUSINESS-STRATEGIC MANAGEMENT AND ETHICS

Module 1.Nature of Strategic Management: Definitions- Stages of Strategic Management- Key Terms in Strategic Management- Strategic Management Model-Benefits of Strategic Management- Business Ethics & Strategic Management- Business & Military strategy. Strategies in Action. Types of Strategies- Integration Strategies- Intensive Strategies- Diversification Strategies- Defensive Strategies- Strategic Management in Small Firms

Module 2. Business Mission- Importance of a Clear Mission- Nature of a Business Mission- Components of a Mission Statement- Writing & Evaluating Mission Statements. External

Assessment- Nature of an External Audit- Economic Forces- Social, Cultural, Demographic & Environmental Forces- Political, Governmental & Legal Forces- Technological Forces- Competitive Forces- Sources of External Information- Forecasting Tools & Techniques- Competitive Analysis- Industry Analysis. Internal Assessment: Nature of an Internal Audit- Relationships Among Functional Areas- Management- Marketing- Finance- Productions- Operations- R&D- Computer Information Systems.

Module 3. Strategy Implementation, Management Issues: Nature of Strategy Implementation- Annual Objectives- Policies- Resource Allocation- Managing Conflict- Matching Structure with Strategy- Restructuring & Reengineering- Linking Performance & Pay to Strategies- Managing Resistance to Change- Managing the Natural Environment- Creating a Strategy-Supportive Culture- Production- Operations Concerns when Implementing Strategies- Human Resource Concerns when Implementing Strategies

Module 4. Strategy Analysis & Choice: Nature of Strategy Analysis & Choice- Long Term Objectives- Comprehensive Strategy Formulation Framework- Input Stage-Matching Stage- Decision Stage- Cultural Aspects of Strategy Choice- Politics of Strategy Choice- Role of Board of Directors

Module 5. Strategy Review, Evaluation & Control: Nature of Strategy Evaluation- Strategy-Evaluation Framework- Characteristics of an Effective Evaluation System- Guidelines for Effective Strategic Management. Defining a Service Strategy: The Nature of Strategic Management-The Challenges of Strategic Management for Services

Recommended Reading

Strategic Management – Fred R David (Prentice Hall)

Exploring Corporate Strategy – Gerry Johnson & Kevin Scholes (Prentice Hall)

Services Management – An Integrated Approach (2nd edition) – B. Van Looy, P. Gemmel & R. Van Dierdonck (Prentice Hall)

MTH3C13 BUSINESS RESEARCH METHODS

Course Objectives:

To understand the concept and process of business research in business environment.

To know the use of tools and techniques for exploratory, conclusive and causal research.

To understand the concept of measurement in empirical systems.

To use statistical techniques for analysis of research data.

Module 1. Foundations of Research: Research: – Definition, Why study Business Research? What is good research? Decision- Support, Business Intelligence, Research applications in functional areas of Business, Emerging trends in Business research. Research

& the Scientific Method: Characteristics of scientific method. Steps in Research Process. Concept of Scientific Enquiry - Formulation of Research Problem –Management Question – Research Question – Investigation Question. Research Proposal: – Elements of a Research Proposal, Drafting a Research Proposal, Evaluating a research proposal (Students are expected to draft and evaluate a real life research proposal)

Module 2. Research Design: Concept, Features of a good research design, Use of a good research design. Qualitative research and Quantitative research approaches, Comparison -

Pros and Cons of both approaches. Exploratory Research Design: Concept, Types: Qualitative techniques - Projective Techniques, Depth Interview, Experience Survey, Focus Groups, Observation. Descriptive Research Designs: Concept, types and uses. Concept of Cross- sectional and Longitudinal Research Experimental Design: Concept of Cause, Causal relationships, Concept of Independent & Dependent variables, concomitant variable, extraneous variable, Treatment, Control group. (Elementary conceptual treatment expected) Hypothesis: Qualities of a good Hypothesis – Framing Null Hypothesis & Alternative Hypothesis. Concept of Hypothesis Testing - Logic & Importance.

Module 3.   Measurement & Data: Concept of Measurement: what is measured? Problems in measurement in management research - Validity and Reliability. Levels of measurement - Nominal, Ordinal, Interval, Ratio. Attitude Scaling Techniques: Concept of Scale– Rating Scales viz. Likert Scales, Semantic Differential Scales, Constant Sum scales, Graphic Rating Scales– Ranking Scales– Paired Comparison & Forced Ranking- Concept and Application. Types of Data- Secondary Data: Definition, Sources, Characteristics, Searching world wide web for data, Issues to be considered for secondary data, sufficiency, adequacy, reliability, consistency. Types of Data - Primary Data: Definition, Advantages and disadvantages over secondary data. Questionnaire Method: Questionnaire Construction - Personal Interviews, Telephonic survey Interviewing, Email/Internet survey, online survey sites, their utility, constraints.

Module 4.   Sampling: Basic Concepts: Defining the Universe, Concepts of Statistical Population, Sample, Characteristics of a good sample. Sampling Frame (practical approach for determining the sample frame expected), Sampling errors, Non Sampling errors, Methods to reduce the errors, Sample Size constraints, Non Response. Probability Sample: Simple Random Sample, Systematic Sample, Stratified Random Sample, Area Sampling & Cluster Sampling. Non Probability Sample: Judgment Sampling, Convenience Sampling, Purposive Sampling, Quota Sampling & Snowballing Sampling methods. Determining size of the sample-Practical considerations in sampling and sample size, (sample size determination formulae and numerical not expected)

Module 5.   Data Analysis & Report Writing: Data Analysis : Editing, Coding, Univariate analysis- Tabular representation of data, frequency tables, Construction of frequencydistributions and their analysis in the form of measures of central tendency – Mean, Median and Mode; their relative merits and demerits. Graphical Representation of Data: Appropriate Usage of Bar charts, Pie charts, Histogram, Leaf and stem, Candle stick, Box plots. (Use of MS Excel): Bivariate Analysis: Cross tabulations, Use of percentages, Bivariate Correlation Analysis - meaning & types of correlation, Karl Person's coefficient of correlation and spearman's rank correlation; Scatter plots, Chi-square test including testing hypothesis of association, association of attributes. (Formulae and calculation are not expected. Interpretation of the given data and scenario analysis is expected for appropriate managerial decision inferences to be drawn.) Linear Regression Analysis: Meaning and two lines of regression; relationship between correlation and regression co-efficient (Formulae and calculation are not expected. Interpretation of the given data and scenario analysis is expected for appropriate managerial decision inferences to be drawn.). Test of Significance: Small sample tests: t (Mean, proportion) and F tests, Z test, Non-parametric tests: Binomial test of proportion, Randomness test; Analysis of Variance: One way and two - way Classifications

(Formulae and calculation are not expected. Interpretation of the given data and scenario analysis is expected for appropriate managerial decision inferences to be drawn.). Research Reports: Structure of Research report, Report writing and Presentation.

1. Research Methods for Leisure Recreation and Tourism: Ercan Sirakayr –Turk, Muzffer Uysal, William Hammitt & Jerry J Vaske

2. Research Methods in Social Sciences – A Manual for Designing Questionnaires: S.P Singh

3. Data Analysis for the Helping Professions- A Practical Guide: Donald M Pilcher

4. Research Methodology a Step by Step Guide to Beginners (2ed) : Ranjit Kumar

5. Theory and Methods of Social Research : Johan Galtung

6. Method of Social Research : W J Woods

7. Social Statistics: Blalock and Blalock

8. Scientific Methods in Social Research: P V Young

9. Survey Methods in Social Investigations : Mores and Calton

10. Statistical Methods : S D Gupta

11. Statistics for the social sciences: William L. Hays

MTH4C16 ADVANCED FOOD AND BEVERAGE MANAGEMENT

Objective

1. To illustrate and inculcate within the students a high degree and level of understanding in Food & Beverage service department successfully.

2. To harness skills and knowledge in effective Food and beverage operations with adequate relevance and emphasis to profitability.

Module 1. Food and beverage Management. Introduction to Food & beverage service department and its role in a hotel- Restaurant concepts – hierarch concept- Conceptualizing & developing a restaurant with regard to Policy design, Site, Market feasibility, Finance, Restaurant planning design, Menu designing, Developing food preparation methods and style of service, Planning equipments. Menu Engineering-Definition , scope , Importance, Menu Engineering Matrix

Module 2 Introduction to the art of cookery Culinary history-Development of the culinary art from the middle ages to modern cookery, modern hotel kitchen, Nouvelle Cuisine, Cuisine Minceur, Indian regional cuisine, Popular International cuisine (an introduction).French, Italian, Chinese. Characteristics, Menu terms, Names of the Dishes, popular spices used etc.

 Module 3 Aims and objectives of cooking food, Importance of cooking food, with reference to the catering industry. Principles of a balanced and a healthy diet, Action of heat on food. Methods of cooking Classifications, principles, equipment required, methods of cooking-boiling, roasting, poaching, braising, grilling, baking, roasting, broiling, stewing, sauteing, blanching steaming, micro-waving etc.

 Module 4 Basic preparations Mise-en-place of all the basic preparations, stocks, egg preparations Kitchen Equipment Different types of the kitchen equipment, different types of special equipment, heat generating, refrigeration, kitchen machinery, storage tables, hand tools, weighing and measuring, pot wash, diagrams, uses, maintenance, criteria for selection.

 Module 5 Food Commodities Classification with examples and uses in cookery Cereals, pulses, vegetables, mushrooms, fruits, eggs, foundation ingredientstheir characteristics and their uses in cookery.

References:

1. Introduction to management in Hospitality industry by Tom Powers and Claytou w

Barrows – John Wiley & sons

2. Menu design – Merchandising and Marketing (3rd edition) by   Albin G seaberg , Nostrand Reinhold company

3. Food and beverage Management , John Cousins , David Foskett , Gillespie , Pearson

4. Restaurant operation and control – Marcel Robert Escoffier-Prentice Hall

<center><u>**MTH4C17: INTERNATIONAL TOURISM**</u></center>

Objectives:

1. To gain an in depth understanding of travel geography and prominent destinations along with its typical features.

2. To familiarize students with places and events around the world, that has significance in the tourism arena.

3. To give an insight into various holiday destinations, and develop their role as travel professional.

Pedagogy: Assignment, Presentations, and Seminars, Lecture-cum-discussions

UNIT 1: INTRODUCTION TO GEOGRAPHYThe elements of Geography — Importance of Geography in Tourism – The world's climates – climatic elements and tourism - Impact of weather and climate on tourist destinations, Oceans and Sea, world population, economic cases.Hemisphere, Latitude – Longitude – International Date Line, Time Zones and calculation of time, Time Differences, GMT, Flying time, Standard time and Daylight saving time (Summer Time) - world's continents – Physical features of all continent -destinations on world map.

Unit 2: EUROPE: WESTERN AND EASTERN Classification of countries: the EU, Post-Soviet Block, and Mediterranean countries., General introduction: population, main cities, languages, currencies, visa requirement, etc. Tourism profile: tourism forms, tourist flow, other facts and figures., Tourist attractions and destinations., Tourism resources and factors of tourism development

Unit 3: AMERICAS: NORTH AND SOUTH-General introduction: countries, main cities, population, languages, currencies, visa requirement, etc. Tourism profile: tourism forms, tourist flow, other facts and figures Tourist attractions and destinations Tourism resources and factors of tourism development

Unit 4: ASIA & OCEANIA PACIFIC General introduction: Major countries, main cities, population, languages, currencies, visa requirement, etc. Tourism profile: tourism forms, tourist flow, other facts and figures Tourist attractions and destinations Tourism resources and factors of tourism development

Unit 5: MIDDLE EAST-General introduction: countries, main cities, population, languages, currencies, visa requirement, etc. Tourism profile: tourism forms, tourist flow, other facts and figures Tourist attractions and destinations Tourism resources and factors of tourism development

REFERENCES

Brian Boniface and Chris Cooper (2009), Worldwide Destinations- The Geography of Travel and Tourism(5th Edn), Butterworth-Heinemann,USA.

Marc Mancini (2010), Selling Destinations: Geography for the travel professional, Delmar Cengage Learning.

Alan. A. Lew, World Geography of Travel and Tourism (2008), A regional approach, Butterworth-Heinemann.

Lloyd Hudman (2003), Geography of Travel and Tourism, Thomson Delmar Learning.

Tour brochures of Thomas Cook, Cox and Kings, SOTC 501-Must visit Cities (2008), Bounty Books.

<center>**MTH4P18 PROJECT WORK & COMPREHENSIVE VIVA VOICE**</center>

ELECTVES

<center><u>**MTH3E14 AIRPORT AND AVIATION MANAGEMENT**</u></center>

Objective

1. To familiarise with the Aviation Industry

2. To study about the ticketing formalities and Calculation

Module I: History

Origin of civil aviation – History of civil aviation in India – public and private sector airlines in India – open sky policy.Role of AAI and DGCA.A brief account of IATA/ICAO – Warsaw

– Chicago Conventions – Bilateral agreements & Multilateral Agreements – Freedoms of Air, Air Corporation Act, 1953, Role of Aviation Sector in tourism.

Module II: Airlines

Types of Airlines: Scheduled and non-scheduled, Air taxis, domestic and international, commuter, short haul and long haul, low cost carriers, cabin crew– inflight services – types of class-up grading and down grading- major airlines in the world-– IATA Traffic Areas (ITCS)– countries, capital cities and codes, airports and codes, currencies, currency codes-TIM, types of information in TIM

Module III: Geography

Aviation Geography, role of geography in aviation, Physical geography of Asia – Pacific Regions, tourist destinations, attractions and accessibilities- Africa & Middle East – Tourist destinations, attractions and accessibilities of major countries- Europe & America – tourism destinations, attractions and accessibilities of major countries

Module IV: Ticketing

Passenger ticket: Different coupons – ticketing instruction and conjunction tickets – Open tickets, E-tickets – Miscellaneous charges order (MCO) and Prepaid Ticket Advice (PTA) -types of journeys (OW, CT, RT, OJ, RTW) – International sale indicators – Global indicators-International fare constructions based on IATA & UFTAA – Fare formula and basic steps using mileage system – OW, RT, CT.

Reference

1. JagmohanNegi: Air Travel and Fare Construction. - Kanishka Pub, NewDelhi 2004

2. Study Kit for IATA/UFTAA

3. Stephen Shaw, Airline Marketuing and Mabnagement, Ashgate

4. Dennis. L. Foster: The Business of Travel Agency Operations andAdministration (Mc.

Graw Hill)

5. Study Kit for IATA/UFTAA

6. Foundation Course:

- Module – I – Introduction to tourism

- Module – II – Travel Geography

- Module – III – Air Transport

- Module – IV – Air Fares &Ticketing7.   Introduction to Airline Industry: IATA Study KIT

8. Dennis. L. Foster: The Business of Travel Agency Operations andAdministration (Mc.

Graw Hill)

9. Airpotrt, aircraft and airline security, Kenneth C Moore, utterworthheinmann

10. Airline Business in 21st Century, RegasDoganis, Routlege

MTH3E14 THE DYNAMICS OF TRAVEL AGENCY AND TOUR OPERATION BUSINESS

Objectives:

1. To understand the conceptual meaning and differentiation between travel agency and tour operation business.

2. To get knowledge on formalities and documentation needed to set up tour and travel units.

UNIT 1

Travel agency & tour operation business:- Concept-history-types of travel agencies- present status and future prospects of travel agency system- Linkages and arrangements with hotels, airlines and transport agencies.

UNIT 2

Setting up of a travel agency:- Check list, start up costs, Physical structure, insurance matters, staffing the travel agency, Commissioned sales representatives, Familiarization trips- Filing and client records- Accounting- Budget –Cost control-Ticket stock control- Ticket sales returns- Foreign exchange – Filing systems- Automation.

UNIT 3

Functions of a travel agent:- Travel information and counseling, reservation, ticketing, documentation, handling business/ corporate clients including conference and conventions, Group travel procedures- Fiscal and non fiscal incentives available to travel agencies- sources of income for a travel agent- products and services of a travel agent- Travel Agency skills and competences - Future of Travel retailing - Threats in the travel agency business - Information technology in Travel Agency business

UNIT 4

The elements of a tour- Tour operators- Organizational structure- Meaning, nature and scope of Tour Operation - Difference between Tour operator and Travel agent - Types of Tour operators - Diversified role of a tour operator - establishing relationships- Tour planning and tour design: - destination research, supplier negotiations, pricing and selling- Pre-tour operational concerns- Tour execution- Post-tour phase-free trips- escorting a tour- servicing outbound and inbound tourists.

UNIT 5

Business ethics:-Ethical theories, responsibility to clients; Regulations for travel agencies:- Regulations for approval from DOT and IATA; Country laws, IATA regulations 814 & 824, BSP regulations

REFERENCES

- Berendien Lubbe (2000), Tourism Distribution- Managing the travel intermediary.

- Charles R. Goeldner, J.R. Brent Ritchie (2008), Tourism-Principles, Practices, Philosophies, John Willey & Sons.

- Laurence Stevens (1990), Guide to starting and operating successful travel agency-, Delmar Publishers.

- Manual of travel agency practice (1995), Butterworth Heinmann, London.

- Manohar Puri, Gian Chand (2006), Travel Agency and Tourism, Pragun Publications, New Delhi.

- Jagmohan Negi (1998), Travel agency and tour operations- Kanishka Publishers, New Delhi.

- Christopher Holloway(2002),The business of tourism- Pearson Education, Essex.

- Marc Mancini , Conducting tours- Delmar Thomson Learning, Newyork.

- Pat Yale (1995), The business of tour operations, Trans Atlantic Publications.

- Mohinder Chand (2002), Travel Agency and tour operation- An introductory text, Anmol Publications, New Delhi.

- Manohar Sajnani- Indian Tourism Business, Gyan Publishing house, New Delhi.

- Mukesh Ranga, Pallavi Gupta & Ashish Chandra (2004)- Legal perspectives in Tourism, Abhijeeth Publications, New Delhi

MTH3E14 TOURISM RESOURCES

Objectives:

- To identify the different types of tourism resources both natural and man-made.

- To familiarize the social and cultural set up in India and its contribution to tourism.

Unit 1

Tourist Products – Definition and Differentiation- Tourism Products & Attraction: Elements and characteristics of tourism products- typology of tourism products- Unique features of Tourism Products in India: Historical perspective – Ancient, Medieval and Modern – Geography of India – Physical and Political features – Astrology, Ayurveda, Yoga and Meditation – Languages and literature – Major Religions of India.

Unit 2

Cultural Resources- Performing Arts of India, Classical Dances and Dance Styles- Indian Folk Dances-Music and Musical Instruments-Handicrafts of India, Craftsmanship-Indian Painting-Fairs and Festivals- Indian Folk Culture – Custom and Costumes, Religious Observation, Folk-lore and Legends- Cuisines and specialty dishes- Ethnic Tourism.

Unit 3

Architectural Heritage of India – India's Architectural Styles adopted over the ages, Historic Monuments of Tourist significance, ancient medieval and modern- Important Historic / Archaeological sites, Museums, Art Galleries, Libraries their location and assets- Religious Shrines / Centers – Hindu, Buddhist, Jain, Sikh, Muslim, Christian and others- World Heritage sites in India

Unit 4

Geographical Features and Resources: Climate, Characteristics of climate associated with human needs- National Parks –Botanical Gardens and Zoological Parks, Biosphere Reserves- facilities and amenities- Mountain Tourist Resources – with special reference to the Himalayas and other Hill stations across India- Coastal Areas-Island and Beaches – with special reference to Andaman and Nicobar Islands, Goa, Lakshwadweep- Water bodies and biotic wealth-backwaters, inland waterways- Desert Resources in India – Geological structure, Safaris, Festivals.

Unit 5

Adventure tourism-Land based, Water based and aero based- Future trends and scope of adventure tourism- Major Tourism Circuits of India – Emerging Tourist Destinations of India – Promotional measures initiated by Ministry of Tourism; Govt.of India, State Governments and Private Tourism Agencies.

REFERENCES:

- Acharya Ram (1986), Tourism and Cultural Heritage of India: ROSA Publication, RBSA Publishers, Jaipur.

- Basham.A.L (1988), The Wonder that was India: Rupa and Company, Delhi.

- Manoj Dixit, Charu Sheela (2006), Tourism Products, New Royal Books.

- Hussain.A.K (1987), The National Culture of India, national Book Trust, New Delhi.

- Basham A.L. (1998), 'A Cultural History of India', Oxford University Press.

- Sarina Singh (2007), India, Lonely Planet Publication.

- Kaul H.K (1997), 'Travelers India' Oxford University Press.

- Percy Brown (1990), Indian Architecture: Islamic Period', D.B.Taraporevala Sons & Co.

- Jacob, Robinet etal (2007), Indian Tourism Products, Abijeeth Publications, New Delhi.

- Negi, Jagmohan (2001), Adventure Tourism and sports, Kanishka Publishers.

- Jacob, Robinet (2008), Health Tourism and Ayurveda, Abijeeth Publications, New Delhi.

MTH3E15 FRONT OFFICE & HOUSE KEEPING MANAGEMENT

Course Contents:

Unit – l: Front Office Organization: Basic Layout and Design, Departmental Organizational Structure. Front Office Personnel: Departmental Hierarchy. Attitude and Attributes and Salesmanship. Job - Descriptions and Job Specifications of Front Office Personnel.

Unit – ll: Front Office Operations: The Front Desk- Equipments in use. The Guest Room- Types and Status Terminology. Key Controls. Tariff plans. Types of rates.

Unit – Ill: Reservations: Need for reservations, definitions, importance of reservations. Types of reservations. Sources and modes of reservations. Individual and group bookings. Booking instruments - Booking diary, Conventional charts, A & D register etc. The Reservation Cycle. Hotel Reservation Systems, CRS, Inter-sell agencies, Internet applications.

Unit – IV: Franchise and management contracts. Indian Chain of Hotels. Target Markets. AlternateLodging facilities.

Unit – V: Organizational Structure of Hotels: Small, Medium, Large. Lobby Arrangements, Layout and equipment in use, Handling VIPs, Duty Rota and work schedules, Uniformed Service.

Suggested Readings:

1. Sudhir Andrews, Front Office Training manual
2. Kasavana & Brooks, Managing Front Office Operations
3. Ahmed Ismail, Front Office - operations and management
4. Michael Kasavana & Cane, Managing Computers in Hospitality Industry

MTH3E15 CULNARY MANAGEMENT

Objectives of the Course:

- To provide an overall idea of service department of a hotel and its functions..

- To understand the arrangement of a Food and beverage outlet for service..

- To acquire some technical skills for serving food and beverages in hotels and its methods and styles

Module I

. Cooking- introduction ,definition, and importance-Aims & objectives of cooking food - - food constituents - effect of cooking - effect of cooking on different ingredients - Methods of cooking food- Preparation of food - Methods of mixing food -

Module II

Cooking materials - Foundation ingredients- Fats & oils– Salt - Raising agents - Liquids - Flavourings and seasonings – Sweetening – Thickenings. Stocks - - Sauces - importance of sauces-thickening agent used in sauces - Classification of sauces. Soups– types of soup-,

Modul 111

Herbs, - Varieties of Herbs - Uses of Herbs - Preserving Fresh Herbs - Spices -Varieties of Spices - Uses of Spices - Condiments - Varieties of Condiments - Uses of Condiments. Cereals -- Cereal Varieties -Pulses - Varieties of Pulses -Vegetable - Types of Vegetables - Fruits - -- Nuts -– Milk –-Types of Milk. Yoghurts– Introduction - Yoghurt - - Creams -Types of Cream - Storage of Cream. Cheese - Types of Cheese -. Butter - Introduction -. Beverages – classification - Alcoholic Beverages - Non-Alcoholic Beverages –

Module IV.

Introduction to catering – Different types of catering establishments, - Types of restaurants: overview and key characteristics of coffee shop, continental restaurants, speciality restaurants, pubs, night clubs, discotheques, snack and milk bar.- Operating equipments: Classification of crockery, cutlery, glassware, hollowware, flatware, special equipments.

Module V

Different types of menu: Origin of menu, table d'hote menu, a la carte menu, French classical menu. Food and their usual accompaniments. Breakfast: Types, menu for each type- Types of service: Different styles of service,

MTH3E15 HOTEL OPERATIONS

Course contents:

Unit I : Reservation & Registration**:** Sources and modes of reservation, Types of plans, types of room rate, Discount and allowances, Group reservation, Fore-casting room reservation, Walk - in reservation, Reservation chart and guest history card, Registration of guest at reception, Guest registration card, arrival and departure register, C- Form, Lobby errand card, arrival and departure report.

Unit II : ROOMS DIVISION: Functions of front office and house keeping department, Hierarchy of front office and housekeeping department, their Attributes, duties and responsibilities, Inter-departmental coordination, Departmental layout of Housekeeping, Functions of various Departments of Housekeeping and front office, yield management: concept & function.

Unit III: RESTAURANT OPERATIONS: Restaurant equipments: Types, standard sizes, care, cleaning and Polishing of various equipments, Duties of a waiter, mise-en -scene and mise - en -place, Welcoming the guest, Rules to be observed while laying a table and waiting at a table Different Types And Styles Of Services - Silver Service, American Service, English, French,

Russian, Buffet, Counter, Cafeteria, Food Courts, Room Service and Bar Service.

Unit IV: DEPARTURE PROCEDURE: Procedure involved in checking out a guest at front-office, Procedure involved in checking - out a guest at house keeping department, Group Check-out procedures. Arrival & Departure formalities for both domestic & international Tourists.

Unit V: HOTEL OPERATIONS IN INDIA: Leading multinational hotel chains operating in India, Public sector in Hotelliering Business – Role, Contribution & Performance, Time share establishments

Suggested Readings:

1. S.K.Bhatnagar, Front Office Management, Frank brother Publisher

2. Sudhir Andrews Front Office Training Manual, Tata Mcgraw Hill

3. Sudhir Andrews, Hotel H. K. Training Manual, Tata Mcgraw Hilt

4. Manoj Madhukar, Proffessional House Keeping-Rajat Publications

MTH4E19 HUMAN RESOURCE MANAGEMENT IN TOURISM AND HOSPITALITY INDUSTRY

Aim of the Course:

The understanding of Human Resources Management will help the students in identifying the significance and its role in the Hotel & Catering Industry. It will also help them to develop an attitude for positive Human Behaviour at work.

Module I Human Resource Management in Organizations – Definition – Functions – Changing Role of HR Management in India – HR Manager – role & functions. Analysis and Designing of Jobs – Human Resource Planning – Human Resource Recruitment – Recruitment and Selection – Induction and Placement – Training and Development – Transfers and Promotions – Changing role of HRD in Management of Organization.

Module II Performance Appraisal – Designing of Effective Performance Appraisal Systems – Wages and Salary Administration – Theories of Wages

Module III Job Evaluation and merit rating – occupational health, safety and social security – Discipline Employee grievance and their redressal.

Module IV Participation of Decision Making Process – Quality Circles – TQM – Role of Quality Circles in TQM – Personnel Management and Technological Change – Management of Change – Changing Role of Personnel Manager – Current Trends in Human Resources Management.

Module V Industrial Relations – IR system in the Indian environment – ILO and Tripartite Bodies in India – Trade Union Movement in India – Recognition – Problems – management of Trade Unions – Industrial Laws India – Trade Union Act – Industrial Employment Standing Order Act – Industrial Disputes Act.

Module VI Collective Bargaining – Industrial Relations in Public and Private Sector Organizations – Workers Participation in Management – Experience in different countries – Indian experience – Industrial Relations in the Present era – Role of Employees/ Employers in the changing business scenario.

Recommended Reading

1.Human Resource Management: A Contemporary Perspective – I Beardwell & L Holden (Pitman)

2.Human Resource Management in the Hospitality Industry (7th edition) – M J Boella

3. Personnel Management & Industrial Relations – Dr P C Shejwalkar & Mr S Malegaonkar

4. Human Resource Management in the Hospitality Industry -Frank M /Mary L Monochello

5. Human Resource Management & Human Relations – V P Michael

MTH4E19 MARKETING FOR HOSPITALITY AND TOURISM

Objectives:

• To expose the students to concepts and components of marketing;

• To acquaint them with tourism specific marketing skills; and

• To familiarize them with the contemporary marketing practices.

Module 1. **Introduction: Marketing for Hospitality & Tourism:** Customer Orientation- What is Hospitality & Tourism Marketing?- Marketing Management- Marketing

Management Philosophies. **Service Characteristics of Hospitality & Tourism Marketing:** The Service Culture- Characteristics of Service Marketing- Services Marketing Mix. **Destination Marketing:** The Globalization of the Tourist Industry- Importance of Tourism to a Destination's Economy- Tourism Strategies & Investments- Segmenting & Monitoring the Tourist Market- Communicating with the Tourist Market- Organising & Managing Tourism Marketing- National Tourism Organisations: How They Work. **The Marketing**

Environment: The Company's Micro-environment-The Company's Macro-environment. **Electronic Marketing: Internet Marketing and Direct Marketing:** Internet Marketing- Business-to-Business E-commerce- Direct Marketing

Module 2. **Consumer Markets & Consumer Buying Behaviour:** Personal Characteristics Affecting Consumer Behaviour- The Buyer Decision Process- Unique Aspects of Hospitality & Travel Consumers- **Organisational Behaviour of Group Market:** The Organisational Buying Process- Participants in the Organisational Buying Process- Major Influences on Organisational Buyers- Organisational Buying Decisions- Group Business Markets. **Market Segmentation, Targeting and Positioning:** Markets- Market Segmentation- Targeting Families by Targeting Kids-Market Targeting-Market Positioning.

Module 3. **Designing & Managing Products:** What is a Product?- Product Levels- Augmented Product- Brand Decisions- New Product Development- Restaurants & Hotels Develop New Product Ideas- Product Development Through Acquisition- Product Life-cycle Strategies. **Internal Marketing:** Internal Marketing- When Employee Communications Go Against Customer Expectations-The Internal Marketing Process.

Module 4. **Pricing Products: Pricing Considerations, Approaches and Strategy:** Price-Factors to Consider When Setting Prices- General Pricing Approaches- Pricing Strategies-Segmented Pricing- Price Fixing- Other Pricing Considerations. **Distribution Channels:** Nature & Importance of Distribution Systems- Nature of Distribution Channels- Marketing Intermediaries-Channel Behaviour & the Organisation- Restaurant Franchising- Selecting Channel Members-Responsibilities of Channel Members & Suppliers- Business Location

Module 5. **Promoting Products: Communication & Advertising:** The Communication Process- Establishing the Total Marketing Communications Budget- Managing & Coordinating Integrated Marketing Communications- Manage the Integrated Marketing Communication Process-Advertising- Advertising Agency- Major Decisions in Advertising- Association Advertising.

Promoting Products: Public Relations & Sales Promotion:

Public Relations- Major Activities of PR Departments-Publicity- The Public Relations Process-Major Tools in Marketing PR- Public Relations Opportunities for the Hospitality Industry- Crisis Management- Sales Promotion. **Professional Sales:** Management of Professional Sales- Nature of Hospitality Sales- Sales Force Objectives- Sales Force Structure & Size- Organising the Sales Department- Relationship Marketing & Strategic Alliances- Recruiting & Training a Professional Sales Force- Managing the Sales Force

Reference Books:

Marketing for the Hospitality Industry – John Rodgers (Hodder & Stoughton)

Fundamentals of Marketing – William Leader & Nick Kyritsis (Stanley Thornes) Hospitality Sales: A Marketing Approach – Margaret Shaw & Susan Morris (John Wiley &

Sons)

Marketing for Hospitality & Tourism – Kotler, Bowen & Makens (Prentice Hall)Marketing for Hospitality & Tourism (3rd edition) – P. Cotler, J. Bowen & J. Makens(Prentice Hall)

MTH4L20: TOURISM ENTREPRENEURSHIP

OBJECTIVES

To highlight the importance of entrepreneurship in economic development;

To expose students to the success stories in travel & tourism; and

To help them become job creators rather than job seekers.

UNIT-I

Entrepreneurship: Theories & Approaches; Types of Entrepreneurs– Entrepreneurial

Motivation – Entrepreneurial Climate- Myths about Entrepreneurship - Role of

Entrepreneurship in Economic Development.

UNIT-II

Creativity & Innovation: Process of Creativity-Roadblocks for Creativity-Innovation-

Types of Innovation- Role of Creativity & Innovations in Travel & Tourism Businesses-Contemporary Trends

UNIT-III

Entrepreneurship in Tourism: Opportunity Identification –Sources of Ideas- New

Product Development -Business Plan - Feasibility Report – Technical Feasibility vs. Economic Viability

UNIT-IV

Funding Options: Sources of Finance for Tourism Enterprises, Subsidies & Incentives-

Promotion and Development of Tourism - Institutional Framework - Venture Creation- Forms of Organization- Management.

UNIT-V

Managing Growth: Business Integration – Diversification-Mergers & Acquisitions-

Business Failure-Causes for failure-Revival of Sick Enterprises-Strategies for revival- Women Empowerment in Tourism

REFERENCES

1. Arthur, S. J., & Hisrich, R. D. (2011). Entrepreneurship through the ages: Lessons learned. Journal of Enterprising Culture, 19(01), 1-40.

2. Bezbaruah, M.P. (2000). Beyond the Millennium. New Delhi: Gyan Pub House.

3. Drucker, P.F. (1985). Innovation & Entrepreneurship. New York: Harper & Row.

4. Jeffrey, T. (1984). New Venture Creation. Illinois: Homewood.

5. Kuratko, D.F. & Hodgets, R.M. (2008), Entrepreneurship. New York: Harcourt

College Publishers.

MTH4L20 TRAVEL MEDIA & JOURNALISM

OBJECTIVES

To provide basic understanding about Travel Journalism and its role in tourism promotion;

To equip the students with the practical know-how on travel writing and the dynamics of making travelogues; and

To expose the students to the nitty-gritty's of travel blogging and E-documentation of tourism destinations.

UNIT-I

Introduction to Travel Writing: Articles and Short Pieces of Travel Writing, Magazines,

Travel Newsletters, Short Pieces for Books – Travel journalism and the Internet - Researching and Approaching Markets -Travel Books : Guide Books, Accommodation Guides, Business Travel Guides, Coffee Table Books, Autobiographical Tales, Anthologies-FAM Tour & Press trips.

UNIT-II

Electronic Media and Documentation of Destinations: Methodical approaches in the

coverage of travel and transport, events, hospitality and special-interest tourism resources - Nature of media coverage: webcast and telecast –Travel Blogs- Script writing for travel programs - Identifying points for visual support - Conducting interviews - Virtual tourism- Preparation of travel footage.

UNIT -III

Researching Topics: Sources of Information - Research on the Internet - Researching on

the spot - Organizing research material-The importance of specializing.

UNIT-IV

Developing Ideas for Travel Articles: Journey Pieces, Activity Pieces, Special Interest

Pieces, Side-trips, Reviews - Ideas from own travel experiences - Ideas from other sources.

UNIT-V

How to portray the experiences: Using the Senses- Practical Tips; Choosing the Right

Words, Verbs, Adjectives and Phrases, And Usages- Illustrations - The Practicality of

Taking Photographs, Non-Photographic Illustrations.

REFERENCES

1.Arvaham, E. & Ketter, E. (2008), Media Strategies for Marketing Places in Crisis, UK: Elsevier.

2.Brunt. P (1997), Market Research in Travel and Tourism, UK: Butterworth and

Heinemann.

3.Bryan Pirolli. (2016). Travel Journalism. London: Taylor and Francis.

4.Clark, R.M., Wood, R.C.(1998), Researching and Writing Dissertations in Hospitality and Tourism, UK.

5.Greenman, J. F. (2012). Introduction of Travel Journalism. New York: Peter Lag.

6.Macdonald, J. (2000). Travel Writing, London: Robert Hale.

7.Neilson, C. (2001), Tourism and the Media: Tourist Decision Making, Information and Communication, Melbourne: Hospitality Press.

8.Neilson, C. (2001). Tourism and the Media: Tourist Decision Making, Information and Communication, Melbourne: Hospitality Press.

9.Reijnders, S. (2016). Places of the Imagination Media, Tourism, Culture. London: Routledge.

**Ability Enhancement
Course**

Semester: 1

**MTH1A01: INTERNSHIP CUM ORGANISATION
STUDY**

Time: 80 hours   **Credit: 4**

Objectives:

To attain real world experience in trade commerce and industry

To promote earn while learn culture among post graduate students

College shall take initiative to build up collaboration with small and big organisations invite them to the campus and select the student for internship in organisations. Internship can be done on full time basis or part-time basis without affecting regular teaching and learning process in the college. The student can do it during vacation or on holidays.

The progress and evaluation shall be monitored by the placement officer and the concerned head of the department.

Sl No	Criteria of Evaluation	Weightage
1	Literature review	6
2	Profile of the company	6
3	Presentation of the report	18
4	Total	30

**UNIVERSITY OF
CALICUT MTHM (CBCSS)**

**Ability Enhancement
Course**

Semester: 1

**MTH1A02: CASE STUDY
PREPARATION**

Time: 80 hours   **Credit: 4**

Objectives:

To attain real world experience in trade commerce and industry or a burning societal problem which have social/ economical and commercial importance.

To promote ability of the student to develop sensitivity and entrepreneurship

Student shall voluntarily or the institutions involvement can take up a case study either individually or a group of students not more than 4 members can take up. The case shall have either social, economic or commercial importance.

The student shall present case proposal before teachers and students. If it is interdisciplinary nature the

HOD/Principal shall invite other teachers from other department for proposal presentation. The student shall present the case study at the end of the semester and shall award mark based on the following.

Sl No	Criteria of Evaluation	Weightage
1	Originality of the problem	9
2	PPT presentation	9
3	Outcome/Implication of the case study	6
4	Communication/Style of Writing	6
5	Total	30

UNIVERSITY OF CALICUT MTHM (CBCSS)

Ability Enhancement Course

Semester: 1

MTH1A03: COMMUNICATION SKILL/MENTAL ABILITY/NUMERICAL SKILL

Time: 80 hours   **Credit: 4**

Objectives:

To attain skill required for various competitive examinations both for public sector and private sector

To generate interest among students to face competitions with confidence

Section-A

English language skill/ grammar/fill in the blank/match/synonym/antonym

Section -B

Mental ability test for various competitive examinations

Numerical Skill

Section-C

Mathematical and statistical skills for various competitive examination

Section-D

General knowledge Skill

Sl No	Criteria of Evaluation	Weightage
1	Communication Skill	7
2	Mental Ability	7
3	Numerical skill	7
4	General knowledge	9
5	Total	30

**Ability Enhancement
Course**

Semester: 1

**MTH1A04: NET
COACHING**

Time: 80 hours   **Credit: 4**

Objectives:

To generate awareness among students about various competitive examinations

To motivate students to take part in NET examination.

**Section-
A**

**Foundation course on development of multiple-choice
questions**

**Section
-B**

**Foundation on UGC
examination**

**Numerical
Skill**

**Section-
C**

**Group Discussion Skills/CV drafting
skills**

**Section-D
Interview
Skills**

Sl No	Criteria of Evaluation	Weightage
1	Foundation course on development of multiple-choice questions	9
2	Foundation on UGC examination	9

3	Group Discussion Skills/CV drafting skills	6
4	Interview Skills	6
5	Total	30

UNIVERSITY OF CALICUT MTHM (CBCSS)

Ability Enhancement Course

Semester: 1

MTH1A05: Designing with Block Chain Workshop/Future Casting Workshop

Time: 80 hours   **Credit: 4**

Objectives:

To attain skills required for finding solutions to burning societal problems which has social/ economical and commercial importance.

To promote creativity among the student to develop and entrepreneurship among them

Sl No	Criteria of Evaluation	Weightage
1	Block Chain Technology-Introduction and Application	9
2	Identification of Problem	6
3	Designing with Block Chain Or	9
4	Presentation	6
5	Total	30

UNIVERSITY OF CALICUT MTHM(CBCSS)

Ability Enhancement
Course

Semester: 1

MTH1A06: MODEL PROJECT
PREPARATION

Time: 80 hours   *Credit: 4*

Objectives:

To attain real world experience in trade commerce and industry

To promote ability of the student to develop creativity and entrepreneurship

Sl No	Criteria of Evaluation	Weightage
1	Development of Original Business Idea	9
2	Collection of Data, Feasibility Study	9
3	Analysis of Data	6
4	Model Report Presentation and Submission	6
5	Total	30

UNIVERSITY OF
CALICUT MTHM (CBCSS)

Ability Enhancement
Course

Semester: 1

MTH1A07: Soft Skill
Development

Time: 80 hours   **Credit: 4**

Objectives:

To attain necessary skill required for personal and professional success.

To promote employability of the students pursuing the M. Com programme

Sl No	Criteria of Evaluation	Weightage

1	Communication Skill	9
2	Personality Development	6
3	Drafting Skills	9
4	Interview Skills	6
5	Total	30

UNIVERSITY OF CALICUT MTHM(CBCSS)

Ability Enhancement Course

Semester: 1

MTH1A08: PRESENTATION/PUBLICATION OF RESEARCH PAPERS/BOOK REVIEW

Time: 80 hours   **Credit: 4**

Objectives:

To attain necessary skill required for personal and professional success.

To promote employability of the students pursuing the M. Com programme

Sl No	Criteria of Evaluation	Weightage
1	Identification of Research Problem Or Identification of Book	9
2	Review/ Development of variable/ Designing Methodology Or Comprehend the Book	6
3	Data Collection/Data Analysis Or Preparation of a Comprehended report	9
4	Paper Preparation/Presentation/Publication Or Presentation of the Comprehended Report	6
5	Total	30

**Professional Competency
Course (PCC) Semester: 2**

**MTH2A01: Business Analytics using
R**

Time: 80 hours   **Credit: 4**

Objectives:

1.To gain an understanding of how managers use business analytics to formulate and solve business problems and to support managerial decision making.

2. To become familiar with the processes needed to develop, report, and analyse business data.

 Module-1   Introduction to R and Python

Module-2   Predictive Analytics-Financial Analytics, Retail Analytics

Module-3   Prescriptive Analytics-Portfolio Analytics, Retail Analytics

Module-4   Implementation Analytics-Content Analytics

Module-5   Implementation Analytics-Supply Chain Analytics

**UNIVERSITY OF
CALICUT MTHM(CBCSS)**

**Professional Competency Course
(PCC) Semester: 2**

**MTH2A02: Big Data
Analysis**

Time: 80 hours   **Credit: 4**

Objectives:

1.To gain an understanding of how managers use big data analysis to formulate and solve business problems and to support managerial decision making.

2. To become familiar with the processes needed to develop, report, and analyse business

Module-1 Data Mining: A) Introduction: Theory, Knowledge discovery from databases, scalability issues. Cloud Computing

Module-2 Data Warehousing: – Theory, General principles, modelling, design, implementation and optimization.

Module-3 Data Preparation: Pre-processing, sub-sampling, feature selection.

Module-4 Classification and Prediction: Bayes learning, decision trees, CART, neural learning, support vector machines, associations, dependence analysis, rule generation.

Module-5 Cluster Analysis and Deviation Detection: Partitioning algorithms, Density bases algorithm, Grid based algorithm, Graph theoretic clustering.

Reference:

1. Data Mining Techniques: A. K. Pujari, Sangam Books Ltd., 2001

2. Mastering Data Mining: M. Berry and G. Layoff, John Wiley & Sons., 2000

**UNIVERSITY OF
CALICUT MTHM(CBCSS)**

**Professional Competency Course
(PCC) Semester: 2**

**MTH2A03: Live Project with Statistical
Packages**

Time: 80 hours   **Credit: 4**

Objectives:

1.To gain an understanding of how managers use CMIE/ERP/R/SPSS to formulate and solve business problems and to support managerial decision making.

2. To become familiar with the processes needed to develop, report, and analyse business

Module 1 Introduction-Baby steps

Module-2 Practical application of CMIE Data base Or Practical Application of SAP Or Practical Application of R Or Practical Application of SPSS/R/CMIE Prowess/SAP

Module-3 Practical Workshops

Module-4 Advanced Applications of SPSS/R/CMIE Prowess/SAP

Module-5   SEM-Cluster Analysis, Factor Analysis, Multivariate Analysis

UNIVERSITY OF CALICUT

MTHM(CBCSS)

Professional Competency Course
(PCC) Semester: 2

MTH2A04: Spread Sheet
Application

Time: 80 hours   **Credit: 4**

Objective s:

1.To gain an understanding of how managers use spread sheet analysis to formulate and solve business problems and to support managerial decision making.

2. To become familiar with the processes needed to develop, report, and analyse business

Introduction   to Excel

About Excel & Microsoft, Uses of Excel, Excel software, Spreadsheet window pane, Title Bar, Menu Bar, Standard Toolbar, Formatting Toolbar, the Ribbon, File Tab and Backstage View, Formula Bar, Workbook Window, Status Bar, Task Pane, Workbook & sheets

Columns & Rows

Selecting Columns & Rows, Changing Column Width & Row Height, Autofitting Columns & Rows, Hiding/Unhiding Columns & Rows, Inserting & Deleting Columns & Rows, Cell, Address of a cell, Components of a cell – Format, value, formula, use of paste and paste special. Functionality Using Ranges-Using Ranges, Selecting Ranges, Entering Information into a Range, Using AutoFill

Creating Formulas

Using Formulas, Formula Functions – Sum, Average, if, Count, max, min, Proper, Upper, Lower, Using AutoSum, Advance Formulas-Concatenate, Vlookup, Hlookup, Match, Countif, Text, Trim

Spreadsheet Charts

Creating Charts, Different types of chart, Formatting Chart Objects, Changing the Chart Type, Showing and Hiding the Legend, Showing and Hiding the Data Table

Data Analysis

Sorting, Filter, Text to Column, Data Validation.PivotTables -Creating PivotTables, manipulating a PivotTable, Using the PivotTable Toolbar, Changing Data Field, Properties, displaying a PivotChart, Setting PivotTable Options, Adding Subtotals to PivotTables

Spreadsheet Tools

Moving between Spreadsheets, Selecting Multiple Spreadsheets, Inserting and Deleting Spreadsheets Renaming Spreadsheets, Splitting the Screen, Freezing Panes, Copying and Pasting Data between Spreadsheets, Hiding, protecting worksheets Making Macros Recording Macros, Running Macros, Deleting Macros

UNIVERSITY OF CALICUT MTHM(CBCSS)

Professional Competency Course

(PCC) Semester: 2

MTH2A05: Accounting Package Skill

Time: 80 hours   **Credit: 4**

Objectives:

1.To gain an understanding of how managers use a to formulate and solve accounting packages in real world business problems and to support managerial decision making.

2. To become familiar with the processes needed to develop, report, and analyse business

Module 1

Masters – Ledgers, Groups, Bill wise Debtors and Creditors Ledger, Payment Voucher, Day Book, Pre- Allocation of Bills, Receipt Voucher, Contra and Journal Voucher, Cheque Printing.

Module 2

Masters: Inventory, Goods and Services Tax (GST), Purchase Voucher with GST, Sales Voucher with

GST, GST Returns and Payment, Billing Features, Purchase Order Processing.

Module 3

Sales Order Processing, Debit and Credit Notes, Bank Reconciliation, Price List in Tally, Credit Limit, Stock Transfers, Manufacturing Vouchers, Batch Wise Details-Order Level, Interest Calculations (Auto Mode), Voucher Types and Class, Point of Sales, Scenarios and Optional Vouchers

Module 4

Budgets and Controls, Cost Centres and Cost Categories, Party Ledger Analysis, Purchase and Sales Reporting, Stock Analysis and Reports, Cash and Bank Reports, Search, Filter and Sorting, Financial Reports, Multi Language, Export, Import, Backup and Restore.

Module 5

Tax Deducted at Source (TDS), Payroll Accounting, Finalisation Entries, Data Security, Audit, Data

Synchronisation, Multi-Currency, Printing Reports, Miscellaneous, Shortcut Keys

UNIVERSITY OF CALICUT MTHM (CBCSS)

Professional Competency Course

(PCC) Semester: 2

MTH2A06: Computer Programming
Skill

Time: 80 hours   **Credit: 4**

**Objective
s:**

1.To gain an understanding of how to programme by using computer languages

2. To find solutions to problems faced by business managers

1.Python.Or 2.Java. Or 3.C Language. Or 4. PHP. Or 5. Swift. Or 6. Ruby. College can teach any one of this language

UNIVERSITY OF CALICUT MTHM (CBCSS)

Professional Competency Course

(PCC) Semester: 2

MTH2A07: Innovation/Entrepreneurship/Idea Pitching

Time: 80 hours   **Credit: 4**

Objectives:

1.To promote innovation and entrepreneurship among students

2. To provide opportunity for creative mind and creativity in campuses StagesStage-

1 Idea Generation Stage-

2 Idea Presentation Stage-

3 MentoringStage-

4 Idea Pitching inter collegiate level, or University Level or State level or national level or international levelStage-

5 Prototype generation