

# **Master of Hotel Management & Catering Technology (MHMCT)**

(Two Year - Four Semester)

**Choice-Based Credit-System & Grading System**



## **Ordinance and Course Outline**

*(Effective from Academic Session 2025-26)*

**Institute of Hotel Management & Catering Technology**

**Deen Dayal Upadhyaya Gorakhpur University**

**Gorakhpur U.P. 273009**

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## A. ADMISSION AND ELIGIBILITY

1. The duration of **Master of Hotel Management & Catering Technology (MHIMCT)** shall be of 2 year and each year shall be divided into two semesters.

A candidate shall have to pass all the four semester examinations within a maximum period of five years of his/her admission to the first semester of 2-Year Hotel Management Programme failing which he/she will be deemed to be unfit for the programme. However, a candidate, who having passed the second semester examination discontinues his/her studies, for legitimate and justified reasons may be permitted to join third semester within three years of his/her passing the second semester examination.

2. The minimum qualifications for admissions to the first semester of each of the programme shall be as under: -

Passed Bachelor degree in Hotel Management & Catering Technology/ Hotel Management or equivalent degree

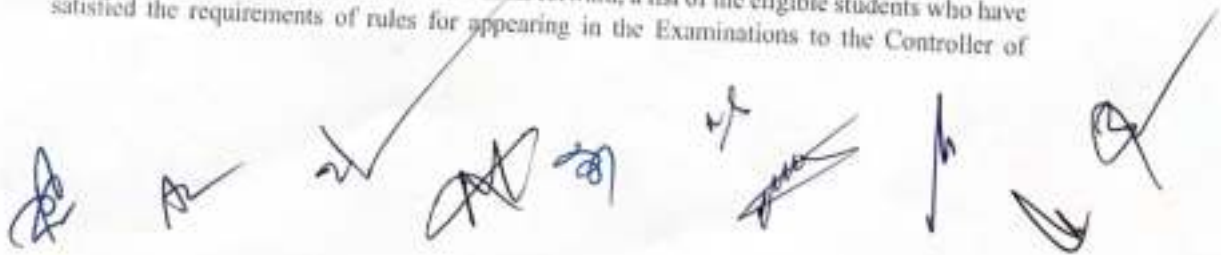
3. The first semester to fourth semester examination shall be open to regular student who:

- a) Bears a good moral character,
- b) Has been on the rolls of the Institute during the semester;
- c) Has attended not less than 75% of lectures delivered in theory and practical,
- d) The candidate may be promoted to the next semester automatically unless detained from examination on any genuine grounds.

## B. EXAMINATION

4. Every candidate shall be examined in the subject(s) as laid down in the Scheme of Examinations/Syllabi prescribed by the Academic Council from time to time.
5. The Internal/External examiner will set the question papers as per the criteria laid down in the Scheme of Examination for the programme.
6. The medium of instruction and examination shall be English.
7. The last date of receipt of admission forms and fees shall be fixed by the **Deen Dayal Upadhyaya Gorakhpur University, Gorakhpur**.
8. The amount of examination fee to be paid by a candidate for each semester shall be as per the decision of the **Deen Dayal Upadhyaya Gorakhpur University** from time to time.
9. The Examination for the first and the third semesters shall ordinarily be held in the month of December/January and for the second and the fourth semesters in the month of May/June or on such dates as may be fixed by the Vice-Chancellor.
10. All supplementary examinations will be held for re-appear/failed candidates along with regular semester examinations.

The Director/Co-ordinator of the Institute shall forward, a list of the eligible students who have satisfied the requirements of rules for appearing in the Examinations to the Controller of



The Director/Co-ordinator of the Institute shall forward, a list of the eligible students who have satisfied the requirements of rules for appearing in the Examinations to the Controller of Examinations, as per the schedule of examinations of the **Deen Dayal Upadhyay Gorakhpur University**.

11.

a) The Controller of Examinations shall publish a list of candidates who have passed the Semesters Examination.

b) Each successful candidate shall receive a copy of the detailed marks card on having passed the Semester Examinations.

12. The list of successful candidates after the fourth semester examinations shall be arranged in three divisions on the basis of the aggregate marks obtained in the first, second, third and fourth semester examinations taken together, and the division obtained by the candidate will be stated in his/her degree as under:

a) Those who obtain 40% marks but less than 50% marks - **THIRD DIVISION**

b) Those who obtain 50% marks but less than 60% marks - **SECOND DIVISION;**

c) Those who obtain 60% or more marks - **FIRST DIVISION;**

d) Those who pass all the four semester examinations at the first attempt obtaining 75% or more marks in the aggregate shall be declared to have passed with **DISTINCTION**.

### C. EVALUATION

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a) The Director/Co-ordinator of the Institute shall forward the Internal Assessment marks awarded to the students to the Controller of Examinations, which shall be awarded as per the following criteria:

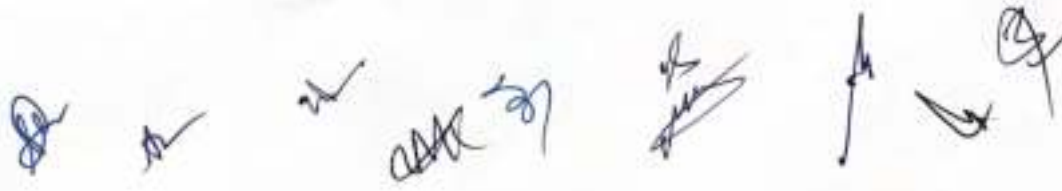
- Internal Assessment, Class participation, Attendance & Presentation or as per decision of academic council.

b) The Director/Co-ordination of the Institute will preserve the records on the basis of which the, Internal Assessment awards have been prepared for inspection, if needed by the University up to one month from the date of declaration of the semester examination results This record, including the attendance, will be disposed off them penal reconsider

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a) The internal assessment/training report awards of a candidate who fails in any semester/paper(s) shall be carried forward to the next examination.

b) Candidate(s) who have not obtained pass marks in the Internal Assessment in any paper(s) will not be allowed to take examination in the said paper(s) in the concerned semester. He/she will, however, be provided an opportunity to appear before the Committee comprising three faculty members, to be constituted by the Director of the concerned Institute, to re-assess performance of the candidate as per the criteria laid down under Clause 13(a), corresponding to schedule given for supplementary examinations in clause 9 and the internal assessment given

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by the Committee shall be final. The candidate will reappear in paper(s) in the next semester if passed.

c) A candidate who fails to obtain pass marks in training report shall be accorded opportunity to undergo training again and resubmit fresh training report.

d) A candidate who fails to obtain pass marks in Comprehensive viva-voce shall have to reappear before the board of examiners as and when held next time.

15.

a) Every student of Master of Hotel Management & Catering Technology (MHMCT) shall be required to undergo a practical training in an industrial organisation approved by the Institute, for Ten (10) weeks. The students shall be required to undergo training in the various areas of the organisation concerned. The organisation may assign a specific project to the candidate, which will be completed by him/her during the period of training. The work done by the candidate in the training shall be submitted in the form of a training report. The last date for the receipt of training report in the office of the department (IHMCT) shall be one month after the date of completion of training. The Candidate shall be required to submit two copies of his/her Training/Project Report. The Deen Dayal Upadhyaya Gorakhpur University, Gorakhpur on the recommendation of the Director/ Coordinator of the Institute may extend the last date of the receipt of the training report, with late fee.

16.

a) Training/ Project Report will be evaluated by the external/ Internal examiner only to be appointed by the P.G. Board of Studies in Institute of **Hotel Management & Catering Technology**.

b) The marks obtained by the candidate for the project report shall be taken into account when he appears in any future examination under reappear clause.

17. The Training Report/Project Report, will be submitted in the form specified as under.

a) The typing should be done on both sides of the paper (instead of single side printing)

b) The font size should be 12 with Times New Roman font.

c) The Training Report/Project Report may be typed in 1.5 line spacing. But the References/Bibliography should be typed in single space.

d) The paper should be A-4 size.

e) Two copies meant for the purpose of evaluation may be bound in paper- and submitted to the approved authority.

18. The comprehensive viva-voce shall be conducted by a Board of Examiners to be appointed by the Vice-Chancellor on the recommendation of the PG Board of Studies in Hotel Management & Catering Technology comprising the following members; -

a) One Internal Faculty to be nominated by the Director of the concerned Institute;

b) One External Examiners from the Academic field;

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19. The practical exam(s) of the courses (wherever specified) shall be conducted by the following Board of Examiners, consisting of two members:

- a) One internal faculty member (to be appointed by the Director of the concerned Institute);
- b) One external examiner (to be appointed by the Vice-Chancellor on the recommendations of the PG Board of Studies in Institute of Hotel Management & Catering Technology)

20. The minimum percentage of marks to pass the examinations in each semester shall be: -

- a) 40% in each written paper and internal assessment/workshop separately;
- b) 40% in Training Report/Project Report/ Practical and Viva-Voce separately;
- c) 40% in the total of each semester examination.

#### **D. OTHER PROVISIONS**

The provisions which have not been mentioned in the ordinance / About which the ordinance in silence shall be governed by the university ordinance of admission and examination

#### **PROGRAMME OBJECTIVES:**

- To carry out research work in the respective fields
- To develop and exchange new ideas, methods and technologies to the hospitality and tourism industry
- To be a role model of educational institutions in the country
- To provide a broad aspect related to the subjects
- To provide a deep understanding of the area of specialization and provide an innovative ability to solve new problems
- To provide multidisciplinary approach for other courses
- To establish a network-based students learning between academia and stakeholder
- To develop the students with a capacity for free and objective enquiry, confidence and integrity.
- To promote independent and collaborative work, while demonstrating the professional and ethical responsibilities of the hospitality profession.
- To focus on delivering superior performance and value to the customer

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### PROGRAMME OUTCOME:

After successful completion of the programme, an individual will be able to:

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

### MHMCT Programme Structure

#### Programme Structure

The MHMCT. Programme is divided into two parts as under. Each Part will consist of two semesters.

Part	Part	Semester - Odd	Semester - Even
I	First	Semester - I	Semester - II
II	Second	Semester - III	Semester - IV

Total No. of Intake: 30 seats

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**MHMCT  
Semester I**

S. No.	Code	Subject	Credit	Marks		
				Internal Assessment	External Assessment	Max. Marks
01	MHMCT 201	Introduction to Hotel and Hospitality Industry	05	25	75	100
02	MHMCT 202	Principles and Practices of Management	05	25	75	100
03	MHMCT 203	Principles of Marketing	05	25	75	100
04	MHMCT 204	Customer Relationship Management	05	25	75	100
05	MHMCT 205	Sustainable Tourism and Hospitality	05	25	75	100
06	MHMCT 206	Organizational Behaviour	05	25	75	100
	<b>Total</b>		<b>30</b>			<b>600</b>



MHMCT 201	Introductions to Hotel and Hospitality Industry	Credit 05
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CO1. To overview of the hospitality Industry with basic concept of services.

CO2. To understand the functional and core departments of Hotels.

CO3. To understand the role and contribution of public sector of Hotel and Hoteliering sector.

UNIT	TOPICS	NO OF LECTURE
I	Hospitality: Origin of the concept; meaning, nature & dimensions. Accommodation: Type and forms; changing concepts over time. Origin and growth of Hotel industry with special reference to India. Type and forms of hotels: Classification, Registration and Gradation of hotels; procedure and requirement related to Hotel classification in India. Distinction between Hotel, Motel and Resorts. Types of Motels. Heritage Hotels – concept and emerging dimensions.	15
II	Functional departments of a standard hotel: Front Office, Food & Beverages (F&B), Housekeeping and Back Office etc. Organizational structure of a standard international hotel. Linkages and Integration in hotel and Hoteliering business. Need for inter sectoral and intra-sectoral integration. Front Office operations and management, Role and responsibilities of Operational and Managerial Staff.	15
III	Housekeeping Operations Organization and Functions. Study of Ancillary departments with Linen Room and Laundry Operations. Food & Beverage Operations, F&B Methods, Purchasing and Stock Management of F&B.	15
IV	Manpower requirement in hotel sector, existing training institutions/ facilities with special reference to India. Assessment and recommendations of NCT, State of Hotel business in India Incentives and constraints scope. Brief overview on ethical, legal and regulatory aspect of hoteliering business. Marketing of hotel services, opportunities, scope and constraints especially in India contest.	15
V	Role and contribution of public sector in the development of Hotel and Hoteliering sector in India Contribution of LT.D.C. and State Tourism Departments/Corporations. Multinational hotel chains and their impact on hoteliering business with special reference to Developing countries, Major Multinational Hotel chains operating in India. Multinational Hotel of Indian origin. Hotel Marketing – Practices, Approaches, Constraints and Challenges.	15

**Suggested Readings :**

1. Andrews, Sudhir : Hotel Front Office, Tata Mc Graw Hill, New Delhi.
2. Andrews, Sudhir : Hotel Housekeeping, Tata Mc Graw Hill, New Delhi.
3. Andrews, Sudhir : Food and Beverage Service, Tata Mc Graw Hill, New Delhi.
4. Pant R. Dittmer, Gerald G. Griffin: Dimensions of the Hospitality Industry, Van Nostrand reinhold New York.
5. Peter Jones: Introduction to Hospitality Operation, Cassell, New York.
6. Pradeep Kumar & Gaurav Gomase, Basics of Hospitality, 2021, Orange Book Publications, Chhattisgarh.



MHMCT 202	Principles and Practices of Management	Credit 05
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CO1. It aims at enriching the understanding of students on the various forms of Organization.

CO2. To inculcate the Managerial competencies through different management theories.

CO3. Deals with decision making processes, coordination and how they will help in creation.

UNIT	TOPICS	NO OF LECTURE
I	<b>Management: Concept, Meaning &amp; Definition, Nature/ Characteristics Scope Objectives &amp; Levels of Management, Management - Art or Science - Functions of Management Managerial Roles &amp; Skills. Concept of administration &amp; organization.</b>	15
II	<b>Evolution of Management Thought</b> Scientific Theory- F.W. Taylor Administrative Principles- Henry Fayol, Human Relations Perspective- Hawthorne Studies- Elton Mayo Various approaches to Management (i.e. Schools of Management Thought,) The Operational (Management Process) School the Empirical School, The Human Behavior School The Social System School, Contingency Approach to Management practices	15
III	<b>Planning and Organizing</b> Planning- Definition, Nature & Importance - Planning Process - Types of plans. Decision Making - Introduction, Definitions & Characteristics. Types of Decisions. Organizing- Meaning, Characteristics and Importance of Organizing. Types of Organization structures - Departmentalization. Delegation of authority - Centralization & Decentralization - Span of Control.	15
IV	<b>Staffing and Directing</b> Meaning and Importance of Staffing, Process of Staffing, Meaning, Importance and Principles of Directing - Meaning and Definition of Leadership - Types and Traits of a leader. Meaning and Definition of Motivation, Meaning, Importance and Process of Communication, Barriers of Communication	15
V	<b>Co-ordination and Control</b> Meaning and Importance of Coordination, Process of coordination, Meaning and Importance of controlling, Process of Controlling, Types of Control, Inter-relationship between Planning & Controlling	15

Suggested Readings:

1. Drucker, Peter F. Management Challenges for the 21st century, New Delhi: Butterworth Heinemann.
2. Koontz, Harold, Weihrich Heinz and Cyril O'Donnell, Essentials of Management, 2020, New Delhi: Tata McGraw Hill. (11th Edition)
3. Prasad, L. M. Principles and Practice of Management, New Delhi: Sultan Chand
4. Robert Kreitner & Mamata Mohapatra, "Management", Biztantra

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MMHCT 203	Principles of Marketing	Credit 05
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CO1. To understand the theoretical and practical framework of marketing

CO2. To understand systematic information on marketing so that the incumbents can apply in industry.

CO3. To overview the concept and evolution and control of Marketing Programmes

UNIT	TOPICS	NO OF LECTURE
I	Nature importance and core concept of Marketing. Different Orientation towards market place. Marketing management process. Concepts of P's in marketing. Service marketing unique features & challenges. Applicability Marketing principles with special reference to travel and hospitality industry.	15
II	Marketing Analysis, Researching & Selecting Target Markets: Marketing Information System and measuring and forecasting Demand. Concepts and methods of Market Segmentation, Market Targeting.	15
III	Competitive Differentiation, Product Positioning. New Product Development, Marketing Strategies at different stages of product Life Cycle.	15
IV	Planning Marketing Programmes – Product Strategies: Product line, Product Mix, Branding, Packaging, and Pricing Strategies Management of Distribution.	15
V	Controlling Marketing Programmes. Designing communication & Promotion mix: Advertising Sales Promotion, Publicity, Personal Selling, Direct Marketing, Evaluation and Control of Marketing Programmes.	15

**Suggested Readings:**

1. Philip Kotler, 'Marketing Management: Analysis, Planning, Implementation & Control', Prentice Hall of India Pvt. Ltd.
2. Philip Kotler Gary Armstrong, 'Principles of Marketing', PHI Ltd.
3. Ramaswami, 'Marketing Management Fundamentals of Marketing' William J. Stouton, Mc Graw Hill Co.
4. Warren J. Keegan, 'Global Marketing Management (8th Edition), 2017, Pearson Education, London.



MHMCT 204	Customer Relationship Management	Credit 05
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CO1. To Determine the importance of CRM and categorize the enterprise-wide activity.

CO2. Develop a CRM process structure by opting strategic management tools for effective sales.

CO3. Evaluate the customer loyalty for an organization by illustrating Case Studies.

UNIT	TOPICS	NO OF LECTURE
I	Customer Relationship Management (CRM) Overview, CRM: Concept, Origin, Features & its Type. Importance of CRM & Marketing	15
II	CRM—an Enterprise-Wide variety, Benefits of CRM, Challenges of CRM, and Implementation of CRM. Relationship Marketing and CRM, Evolution of Relationship Marketing, Relationship Marketing & CRM – Electronic Relationships, Relationship Bonds, Analyse Service Gaps using GAP Model, Sales Management – An overview, Process of Sales Management. Creating positive customer engagement, enhancing customer experience, benchmarking in business.	15
III	Building CRM process structure CRM levels: Collaborative CRM, Analytical CRM, Operational CRM. Front end and back-end business process integration using CRM process, Sales process, Post sale Customer service process Marketing campaign process. Contact and activity management process Case study based on the above. Building CRM process structure, CRM levels: Collaborative CRM, Analytical CRM, Operational CRM. Front end and back-end business process integration using CRM process Sales process, Post sale Customer service process Marketing campaign process Contact and activity management process Case study based on the above.	15
IV	Strategic Management in CRM Role & responsibilities of manager, Managing Sales Cycle. Understanding Customer Profile, 3600-view of Sales Process, Effective Sales Management, Role information technology & social media in building CRM Web-based, Email based Mobile technology, electronic kiosk, etc. to stay connected & collaborate with customer through personalized services. Overview of CRM application software, RFID, Data mining tools. Drawbacks of technology, customer relationship: Permission Marketing. Role of social media in CRM Benefits of social media Challenges of social media	15
V	Measuring effectiveness of CRM, Customer loyalty – meaning, important concepts, Customer loyalty & satisfaction, Drivers of customer loyalty, Customer loyalty breakers, tracking customer loyalty, Increasing customer loyalty, Measuring customer satisfaction.	15

**Suggested Readings:**

- 1) Customer Relationships Management. - William, G. Zikmund, Raymond McLeod Jr.; Faye W. Gilbert (2003).
- 2) Customer Relationship Management: Modern Trends and Perspectives- Shanmugasundaram.

MHMCT 205	SUSTAINABLE TOURISM AND HOSPITALITY	Credit 05
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CO1. Develop a comprehensive understanding of sustainable tourism and hospitality practices

CO2. To practice environmental conservation through sustainable tourism understating.

CO3. To implement preservation of cultural heritage in tourism, socio-cultural for local communities.

UNIT	TOPICS	NO OF LECTURE
I	Introduction to Sustainable Tourism: Overview of sustainable tourism principles, the triple bottom line (economic, environmental, and social sustainability), Sustainable development goals in tourism, Global trends in sustainable tourism practices, Challenges in implementing sustainable tourism initiatives.	15
II	Biodiversity conservation in tourism, Climate change impacts and mitigation strategies, Sustainable use of natural resources, eco-friendly practices in tourism Operations, and greence ratifications and standards in the tourism industry.	15
III	Socio-Cultural Dimensions of Sustainable Tourism: The preservation of cultural heritage in tourism, socio-cultural impacts of tourism on local communities, community-based tourism initiatives, indigenous tourism sustainable development, Ethical considerations in cultural tourism.	15
IV	Economic Aspects of Sustainable Tourism: Economic benefits of sustainable tourism, Sustainable tourism financing and investment, Tourism policies and regulations, economic impacts of tourism Development and sustainable tourism entrepreneurship.	15
V	Management and Marketing of Sustainable Tourism Sustainable tourism planning and management, Stakeholder engagement in sustainable tourism initiatives, Sustainable tourism marketing strategies, Responsible tourist behaviour and education, Case studies of successful sustainable tourism Destinations.	15

**Suggested Readings:**

1. "Sustainable Tourism Development: A Critique" by M.P. Bezbaruah
2. "Eco tourism and Sustainable Development: Who Owns Paradise" by Martha Honey
3. "Tourism, Conservation and Sustainable Development: Case Studies from Asia and Africa" edited by Shiva Ji Pandey
4. "Sustainable Tourism: Principles, Practices & Policies" by Himanshu S. Pandey

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MHMCT 206	Organizational Behaviour	Credit 05
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CO1. To analyse and compare different models used to explain individual behaviour.

CO2. To identify the processes used in developing communication and resolving conflicts.

CO3. To explain group dynamics and demonstrate skills required for working in groups (teambuilding).

UNIT	TOPICS	NO OF LECTURE
I	What is Organizational Behaviour? Historical Evolution of Organization Behaviour Functions, Skills & Role of Managers. Systems Approaches for Understanding Organization.	15
II	Basic Human Processes, Learning: Definition, Learning Process, Theories of Learning. Perception: Concept of Perception Process, Factors Influencing Perception, Perceptual Errors, Self-Fulfilling Prophecy. Personality: Concept & Determinants of Personality, Theories of Personality.	15
III	The Individual in the Organization, Values: Definition, and Types. Attitudes: Definition, Function's Nature, and Changing Attitudes, Stress Management: Nature, Causes, Effects, and Managing Stress, Motivation: Definition, Concept, and Theories of Motivation.	15
IV	Group Process and Influencing Others, Group Dynamics: Definition and Classification of Groups, Groups Behaviour, Group Development, Group Decision, Making, Teams, Difference Between Group and Team. Interpersonal Relationship: Transaction Analysis, Johari Window. Leadership: Definition, Concept Factors, and Theories.	15
V	Consumer Behaviour: A Model of Consumer Behaviour Characteristic Affecting Consumer, Behaviour Consumer, Decision Process. Organization Buyer Decisions.	15

**Suggested Readings:**

1. S.P. Robbins, 'Organisational Behaviour', Phi New Delhi.
2. F. Luthans, 'Organisational Behaviour', Mc Graw Hill, New Delhi.
3. Uma Shekharan, 'Organizational Behaviour', Tata Mc Graw Hill, New Delhi.
4. Jit S Chanda, 'Organizational Behaviour'.
5. Mullins, Laurie J., Management & Organizational Behaviour, 2016, Pearson Education, India.

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**MHMCT**  
**Semester II**

S. No.	Code	Subject	Credit	Marks		
				Internal Assessment	External Assessment	Max. Marks
01	MHMCT 207	Management Information Systems in Hospitality	05	25	75	100
02	MHMCT 208	Facility Planning and Designing	05	25	75	100
03	MHMCT 209	Hospitality accounting	05	25	75	100
04	MHMCT 210	Hygiene and Sanitation	05	25	75	100
05	MHMCT 211	Law and Ethics in Hospitality	05	25	75	100
	<b>Total</b>		<b>25</b>			<b>500</b>

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MHMCT 207	Management Information Systems in Hospitality	Credit 05
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CO1. To Provide a comprehensive understanding of Management Information System.

CO2. To meet the future prospects and dynamic scope via Artificial Intelligence.

CO3. To enhancing service quality and strategic thinking skills by implementing PMS.

UNIT	TOPICS	NO OF LECTURE
I	Introduction to Management Information System (MIS). Introduction, Definition, Concept, Understanding Information systems. Infrastructural Resources required for MIS, Hardware, Software, Data, Network resources, Types of networks Impact of internet revolution on Hospitality Business. Introduction to AI (Artificial intelligence), Role of AI in Hospitality.	13
II	Information System for Rooms Division Management Property Management System-Variou Units related to Reservations, Registration, Cashiering, Telephones, Guest History, and Housekeeping. Various reports generated in the Front Office and their purpose, Room Occupancy report. Front Office Cashier Report, Guest In-House Report, Expected Arrival Report, Expected Departure Report, Occupancy Forecasting Reports Computerized reservation system, Introduction to Global Distribution System (GDS) & Hotel Distribution on GDS MIS for key Decisions Guest's data base - Keeping track of guest's profile, needs, expectations, etc. Projection and Monitoring of Occupancy levels	13
III	Night Audit, Reports generation and analysis, Night Auditors Report, Credit Limit Report, High Balance Report, Tariff posted for the Day Report, Rate Variance/Rate Check Report, Today's Arrivals Report, Pick up Report, Turn away Report, Productivity, Settlement Summary.	13
IV	Information System for Sales and Marketing, Marketing Functions, Marketing Cycle and components of Marketing Information System, Sales support Systems, Market Segment Report, Business Source Report, Sales Account Manager, Company Profile and Company Masters (corporate tie-up details) Channel Systems	12
V	Catering Computing Systems, Stock Control System, E-Procurement Systems, Electronic POS System. Table Management Systems, Conference and Banqueting Systems. Specialist Catering Computer Systems, Mini Bar, Beverage Control Systems, Club Management	12
VI	Back Office Systems: Pay Roll Systems, Personnel Management Systems, Maintenance Management Systems, Performance Management Systems	12

**Suggested Readings:**

- 1) Management Information Systems - Mahadeo Jaiswal & Monika Mittal by Oxford Publication
- 2) Using Computers in Hospitality - Peter O'Connor by Thomson Learning
- 3) Information Management Systems and Tourism - Reference Book of IGNOU
- 4) Management Information Systems - W.S. Jawadekar

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MHMCT 208	Facility Planning and Designing	Credit 05
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CO1. To familiarize the students with the Hotel engineering equipment.

CO2. To make them understand Engineering & Maintenance operation in Hotel Industry.

CO3. To learn optimum utilisation of space provided in different workstation to meet the operations.

UNIT	TOPICS	NO OF LECTURE
I	Hotel Classification Norms and Hotel Design, Star Category hotels including heritage hotels. What is Architecture? Design considerations for a hotel project, good location and site, Architectural features and plans – defining flow areas i.e. Efficient planned schedule, Structural regulations laid down by Town and Country Planning department, Systematic layout planning. Thumb rules for allocation of space in a hotel. Feasibility report, Blue print	15
II	Restaurant Design including Bar and Banqueting Facility, Types of restaurants and their themes. Designing and Planning of restaurant. Equipment's and space needs, Space allowance for seating and space for circulation. Ambience and décor - Lighting and colour scheme, floor finish, wall covering Checklist for effective design. Signage's Security systems – CC TVs, cameras, smoke detectors, and water sprinklers should also be considered.	15
III	Kitchen Design Physical layout – commercial kitchen layout, Area requirement for various types of kitchen for various types of business Work and method study, work flow Newer technological changes in kitchen and their effect on kitchen design Steps for designing a kitchen, Commercial kitchen configurations and shapes, Consideration for kitchen planning with respect to Performance and kitchen safety. Environmental conditions – Temperature, humidity and ventilation Lighting and color scheme, floor finish, height, Equipment's, electricity, gas and water supply	15
IV	Designing of Receiving and Storage Area: Types of Stores, Work flow at storage facility, receiving area Equipment's, Space requirements, Time tabling of receiving Storage area Layout – size and location, Space requirements Structural features Cold storage, Equipment's and utensils Beverage store facilities (cellar)	15
V	Designing of Front office- Lobby- Back office, Various types of lobbies, Front desk arrangements, according to types of hotels and floor plan Equipment's requirement. Ambience and décor – Lighting and colour scheme, floor finish, wall covering Porch, Travel Desk, other areas at the Front of the house. Bell boy location / luggage rooms / safe deposit rooms / security check points etc. Designing of House Keeping, Laundry and Guest Rooms, Room types. Factors to be considered for ambience and décor ( Fixtures and fittings, Furniture and furnishings, Lighting and colour scheme, Floor finishes, wall covering) Space management in laundry, Wall Equipment's required, Linen Chute, Storage area	15

Suggested Readings:

- 1) Hotel Facility Planning - Tarun Bansal
- 2) The Professional Housekeeper - Margaret Schneider and Georgina Tucker
- 3) Catering Management - Mohini Sethi

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MHMCT 209	Hospitality accounting	Credit 05
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CO1. Equip students with essential hospitality accounting skills for effective financial management.

CO2. To understand the role of revenue Management and apply in Hospitality industry.

CO3. Understanding the financial health of hospitality businesses, bench marking against industry standards.

UNIT	TOPICS	NO OF LECTURE
I	Introduction to Hospitality Accounting: Basic accounting principles and concepts, The accounting cycle, financial statements preparation (income statement, balance sheet, cash flow statement), Accounting terminology specific to the hospitality industry, Significance of accounting in hospitality operations.	15
II	Revenue Management: Revenue streams in hospitality (rooms, food and beverage, other services), Yield management techniques, pricing strategies, revenue forecasting, occupancy and average daily rate (ADR) analysis, maximizing revenue through effective management practices.	15
III	Cost Control: Cost concepts (fixed, variable, semi-variable), Budgeting and forecasting techniques, cost-volume-profit analysis, Methods for controlling costs in different departments (front office, housekeeping, food and beverage), variance analysis, and implementation of cost control measures.	15
IV	Financial Reporting and Analysis: Preparation and analysis of financial statements, Financial ratios and their interpretation, performance analysis using financial data, cash flow management, Understanding the financial health of hospitality businesses, bench marking against industry standards.	15
V	Taxation and Compliance: Overview of taxation in the hospitality industry, Compliance requirements (GST, service tax, income tax), implications of various taxes on hospitality operations, ethical considerations in accounting and taxation, ensuring adherence to legal and regulatory requirements.	15

**Suggested Reading:**

1. Hospitality Management: An Introduction by Jagmohan Negi
2. Hospitality Accounting" by Dr. S. K. Singh
3. Financial and Cost Control Techniques in Hotel and Catering Industry by Jagmohan Negi
4. Hospitality Finance and Accounting by Dr. Jatashankar Tewari
5. Principles of Hotel Accounting by R.K.Malhotra

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MHMCT 210	Hygiene and Sanitation	Credit 05
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CO1. To understand and practice hygiene in the premises and workplace.

CO2. To practice personal hygiene in hotels with regard to facing the guest and handling food items

CO3. To Analyze the importance of Hygiene and sanitation and its adverse effects in the workplace.

UNIT	TOPICS	NO OF LECTURE
I	Personal Hygiene: Standards of personal health & hygiene (hands and skin, hair, nose, mouth and ears, cuts, boils etc. Jewelry and perfume, smoker. General health and reporting of illness. Protective clothing (Clothes, aprons, head coverings, gloves, foot wear). Equipment for personal hygiene (Taps, showers, soap dispensers, nail brushes, hand dryers).	19
II	Water: Importance of water. Sources of water supply. Purification of water through filtration, chlorination, boiling, decantation and ion exchange. Examination of water of swimming pool & wells. Hygiene of ice making. Potable water.	19
III	Kitchen Hygiene: Keeping plant & equipment clean (clean-as-you go systems & Deep cleaning operations), Cleaning methods (manual cleaning, automatic cleaning double skin washing) Cleaning of hoods, ranges, food mixers, chopping blocks, slices, juicers. Cleaning of kitchen floors, walls, equipment & cleaning agents used. Pot Washing.	19
IV	Hygiene in Storage of Raw and Cooked Foods: Food storage conditions for dry foods, canned foods and perishables. Correct use of refrigerators, walk-in coolers, reach-in refrigerators. Thawing of frozen food, rules for handling frozen poultry. Equipment and the temperatures used for holding of cooked foods. Importance of stock rotation FIFO.	18

**Suggested Readings:**

- 1) Managing Food Hygiene by Nicholas Johns, Publishers: Macmillan.
- 2) The Food Hygiene Handbook by Richard A S Preger, Publishers: High Field Publications.
- 3) Social & Preventive medicine by Yash Pal Bedi, : Publishers : Atma Ram & Sons.
- 4) Park's Textbook of preventive & Social Medicine 13th edition by J.E. Park, K. Park Publishers: M/S BanarsidasBhonot.
- 5) Catering Management an Integrated Approach 2nd edition by Mohini Sethi, Surjeet Malhan Publishers: Wiley Eastern Ltd.

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MIHMCT 211	Law and Ethics in Hospitality	Credit 05
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CO1. To provide an overview regarding the legal provisions applicable to Hospitality and Tourism Industry.

CO2. To familiarize Law Relating to Registration and Approval and various license required in hotels.

CO3. To understand the importance of Legislation of Employee welfare schemes.

UNIT	TOPICS	NO OF LECTURE
I	Ethics and Human interface: Essence, determinants and consequences of ethics in Human action, Dimension of Ethics in Hospitality Industry, Human values-lessons from Hospitality leaders. Role of educational institutions in inculcating Hospitality values	15
II	Laws of Contract, Types of Contract, Warranties, Contractual Relationship, Booking Contract, Advance / Hotel Reservation, Terms and Conditions, Infectious Diseases, Death at the Hotel, Guest causing disturbance, Property Lost and Found, Animals, Price Display, Over-Booking, Damage to the Property, Service Charges,	15
III	Law Relating to Registration and Approval and Bar License: Registration and approval of Hotel and Restaurant, Law relating to Registration and Approval, Types of License, Application for a license, The grant of License, Structure of Premises, Bar and Liquor License, Liquor Licensing Law, Licensed Premises, General Permitted Hours, Types of Permits, Food and Beverage Law, Prevention of Adulteration of Food and Beverage, Definitions, Consumers and Standards.	15
IV	Important Legislation: Employees' Organizations and Welfare, Trade Union Act 1926, Minimum Wages Act 1948, Industrial Dispute Act 1947, Workman's Compensation Act 1923, Shops and Establishment Act, The Factory Act 1948, The Payment of Bonus Act 1965, The Payment of Gratuity, The Payment of wages Act 1936, The Minimum Wages Act 1948, The Indian Contract Act 1972, The Indian Partnership Act 1932,	15
V	Tourist Related Law: Citizenship, Passport (1967), Visa, Foreigner's Registration and Act 1946, Customs (1962), Foreign Exchange Regulations Acts, Consumer Protection Act, 1986 Reserve Bank of India Guidelines, Government Procedures	15

**Suggested Readings:**

- 1) Introduction to Law – Kapoor (Taraporevala, Mumbai)
- 2) Commercial Law – Kapoor (Sultan Chand, Delhi)
- 3) Reserve Bank of India Guidelines
- 4) Satyendra Singh Malik: Ethical, Legal and Regulatory aspect of Tourism Business.
- 5) Indian Tourism Act 1992, (Govt. of India)
- 6) Company Laws – N.D.Kapoor

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**MHMCT**  
**Semester III**

S. No.	Code	Subject Name	Credit	Marks		
				Internal Assessment	External Assessment	Max. Marks
01	MHMCT 212	Training Report	06			100
02	MHMCT 213	Managerial Communication	05	25	75	100
03	MHMCT 214	Revenue/yield management	05	25	75	100
04	MHMCT 215	Managing entrepreneurship, small and medium business properties	05	25	75	100
05	MHMCT 216	Human Resource Management (Elective)	05	25	75	100
06	MHMCT 217	Marketing service and Consumer Behaviour (Elective)	05	25	75	100
	<b>Total</b>		<b>26</b>			<b>500</b>

\*MHMCT 216 & MHMCT 217 is an Elective subject out of which any one must be opted



MHMCT 213	Managerial Communication	Credit 05
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CO1.To identify the various aspects of communication and implement effective communication.

CO2. Execute techniques of Group Communication Generate formal business correspondence.

CO3. Develop skills to demonstrate and practise speeches and presentations.

UNIT	TOPICS	NO OF LECTURE
I	Introduction to Managerial Communication: Meaning, Importance and objectives- Principles of communication, Forms of communication, communication process, Barriers of effective communication, Techniques of effective communication	13
II	Nonverbal Communication: Career Planning Strategies, Leadership/Mentorship-Importance-Finding a guide, Maintaining professional relationships.	13
III	Managerial Speeches: Principles of Effective speech and Presentations, Technical & Nontechnical presentations, Speech of Introduction – Speech of thanks-occasional speech- theme speech, Use of audio visuals aid. Introducing a third person	13
IV	Interview Techniques, Mastering the art of conducting and giving interview, Placement interview, discipline interviews, appraisal interviews, exit interview. Group Communication: Importance, Meetings – group discussions. Video conferencing	12
V	Introduction to Managerial Writings, Business letters Inquiries, Circulars, Quotations, Order, Acknowledgements. Executions, Complaints, claims and adjustments, collection letter, Banking correspondence, Agency correspondence, Bad news and persuading letters, Sales letters, Job applications letters Bio data, Covering letter, Interview Letters, Letter of Reference, Memos, Minutes, circulars and notices, Writing official e mail Content Writing Creating an Online Persona Creation of an online Website-Do's and don'ts	12
VI	Reports: Types of Business Reports – Formats, choice of vocabulary, coherence and cohesion, paragraph writings, organizations reports by individual, Report by committee	12

Suggested Readings:

- 1) Effective Communication - Adair J by Pan Mc Millan
- 2) Excellence in Business Communication - Thrill JVBovee GL by McGraw Hill
- 3) Business Communication - FROM PROCESS TO PRODUCT - Chicago Bowman JP & Branchaw by Dryen Press.

MHMCT 214	Revenue / Yield Management	Credit 05
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CO1. To sensitize hospitality students on the concept of Hospitality Revenue Management.

CO2. Strategically think to increase occupancy, maximize yield and revenues in the Service Industry.

CO3. To get acquainted with the techniques and tools of Yield Managements.

UNIT	TOPICS	NO OF LECTURE
I	The Concept of Revenue Management: Hotel Industry Applications, Benefits of the techniques/Areas where this concept is applied/How the concept is applied. Measuring Yield. Yield Statistic/Determination of Potential Revenue/Potential Average Single Rate/Potential, Average Double Rate/ Multiple Occupancy Percentage/Rate Spread/Potential Average Rate/ Room Rate Achievement Factor/Identical Yields/Equivalent Occupancy/Required Non-Room Revenue per Guest	15
II	Elements of Revenue Management: Group Room Sales/Transient Room Sales/Food & Beverage Activity/Local and Area-Wide Activities/Special Events. Using Revenue Management, Potential High and Low Demand Tactics Implementing Revenue Strategies/Availability Strategies.	15
III	Revenue Management Computer Software, Works performed by Revenue Management Software, Working of the software/system, Advantages of computerized revenue management, Reports generated.	15
IV	Revenue Management Team, Composition of Revenue Management Team, Role of Revenue Management Team.	15
V	Industry-wise Comparison of Yield Management Application, Airline/Hotels/Car Rentals/Cruise lines/Package Tours	15

Suggested Readings:

- 1) Jatashankar Tewari, Hotel Front Office Operations and Management, Oxford.
- 2) Hayes and Miller, Revenue Management of the Hospitality Industry, John Wiley.
- 3) Kimberly A. Tranter, Trevor Stuart-Hill, Juston Parker, (2009), An Introduction to Revenue Management for the Hospitality Industry, Pearson Prentice Hall.
- 4) Robert G. Cross, (1998), Revenue Management, Broadway Books, New York.



MIIMCT 215	Managing entrepreneurship, small and medium business properties	Credit 05
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CO1. To expose the students to the growth of entrepreneurship in macro and micro business.

CO2. To encourage the students for startups and ownership in Managing Enterprises.

CO3. To understand and implement Performance appraisal and growth strategies in industries.

UNIT	TOPICS	NO OF LECTURE
I	Entrepreneur and entrepreneurship; Entrepreneurship: Small and Medium Scale, Enterprises, Entrepreneurial Competencies, Institutional Interface	15
II	Establishing small scale enterprises. Opportunities Scanning Choice of Enterprise, Market Assessment for Small and Medium scale enterprises. Choice of Technology and Selection of Site	15
III	Small and Medium scale enterprises - getting organized, Financing the New/Small Enterprise, Preparation of the Business Plan Ownership Structure and Organization Framework	15
IV	Operating the small and medium scale enterprise. Financial Management Issues in Small and Medium scale enterprises. Operations Management Issues in Small and Medium scale enterprises. Marketing Management Issues in Small and Medium scale enterprises. Organizational Relations in Small and Medium scale enterprises	15
V	Performance appraisal and growth strategies. Management Performance Assessment and Control, Strategies for Stabilization and Growth Managing Family Enterprises.	15

Suggested Readings:

1. Entrepreneurship Development in Tourism and Hospitality Sector by M.R. Dileep.
2. Tourism Entrepreneurship: Issues and Challenges by R. Manivannan
3. Entrepreneurship in Hospitality and Tourism by Dr. Jatashankar Tewari
4. Innovation and Entrepreneurship in the Tourism Industry by R. Balaji
5. Hospitality and Tourism: A Global Perspective by Rajesh Tiwari.

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MIHMCT 216	Human Resource Management	Credit 05
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CO1. To understand the importance and requirement of human resources in the Hospitality industry.

CO2. To focus on the nature of job, Concepts and Process of Human Resource Planning.

CO3. To familiarize Selection and Recruitment process in the Organizations.

UNIT	TOPICS	NO OF LECTURE
I	Learning organization and leadership. Basics of human resource planning. Macro Level Scenario of Human Resource Planning, Concepts and Process of Human Resource Planning, Methods and Techniques – Demand Forecasting, Methods and Techniques – Supply Forecasting.	15
II	Job evaluation, Job Evaluation – concepts, Scope and Limitations. Job Analysis and Job Description. Job Evaluation Methods.	15
III	Action areas – issues and experiences. Selection and Recruitment Induction and Placement, Performance and Potential Appraisal, Transfer, Promotion and Reward Policies, Training and Retraining.	15
IV	Measurements in human resource planning, Human Resource Information System, Human Resource Audit, Human Resource Accounting, Career Planning, Employee Counselling, Discipline, Suspension, Retrenchment and Dismissal, Employee Grievance Handling, Compensation & Salary Administration Laws & Rules Governing Employee Benefit and Welfare.	15
V	Corporate social responsibilities, Competency mapping & concept of assessment centers, Human resource development, Human Resource Development An Overview, Human Resource Development Systems, Task Analysis, Human Resource Development in Service Industry, Organizing For Human Resource Development Emerging Trends and Perspectives	15

Suggested Readings:

- 1) Werther & Davies, 'Human Resources and Personnel Management', Mc Graw HiH Publication.
- 2) C.S. Venkataraman and Srivastava, 'Personnel Management and Human resources', Tat Mc Graw HiH Publications, New Delhi.
- 3) Wayne F. Cascio, 'Managing Human Resources – Productivity, Quality of Work Life & Profits', Mc Graw Hill Publications.
- 4) Gary Dessler, 'Human Resource Management', Prentice Han Publications.



MHMCT 217	Marketing Services and Consumer Behaviour	Credit 05
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CO1. To Master effective hospitality marketing and sales strategies.

CO2. It focuses on market dynamics, consumer behavior, and promotional tactics.

CO3. To enhance business growth and guest satisfaction by understanding Consumer behaviour.

UNIT	TOPICS	NO OF LECTURE
I	Marketing of services; concepts and issues, Marketing of Services; Conceptual Frame Work, Services Marketing; Basic Issues, Designing Service Strategy.	15
II	Marketing of hospitality services; concepts & issues, Marketing of Hospitality and Tourism Services, Management and Marketing of Tourism in India. Hospitality Marketing – A special case in Services Marketing	15
III	Marketing of education & professional services, Marketing of Educational Services, Professional Education – Marketing of Services. Marketing of Professional Support Services; Implications for Advertising Agencies. And mark – The Trade Mark Research Group (A)	15
IV	Consumer behaviour – issues and concepts, Consumer Behaviour Nature, Scope and Application Consumer Behaviour and Life-style Marketing. Organisational Buying Behaviour, Individual influences on buying behaviour. Perceptions Consumer Motivation and Involvement, Attitude and Attitude Change, Learning and Memory, Personality and Self-concept. Group influences on consumer behaviour Reference Group Influence & Group Dynamics, Family Buying Influences, Family Life-cycle and Buying Roles, Cultural and Sub-Cultural Influences	15
V	The buying process; Problem Recognition & Information Search Behaviour, Information Processing, Alternative Evaluation Purchase Process & Post-purchase Behaviour, Modelling buyer behaviour, Early Models, Howard Sheth Model, Recent Developments in Modelling Buyer Behaviour	15

Suggested Readings:

1. Christopher Lovelock, 'Services Marketing – People, Technology, Strategy', Pearson Education, Asia.
2. Valerie A Zeithmal & Mary Jo Bitner, 'Services Marketing – Integrating Customer Focus across the firm', Tata Mc Graw Hill, Edition.
3. Peelen- Customer Relationship Management
4. H Peeru Mohamed & A Sagadevan- Customer Relationship Management
5. Judith W. Kincaid, Pearson- Customer Relationship Management- Getting it Right.

## MHMCT

### Semester IV

S. No.	Code	Subject Name	Credit	Marks		
				Internal Assessment	External Assessment	Max. Marks
01	MHMCT 218	HRM-Training & Development ( Elective)	05	25	75	100
02	MHMCT 219	Marketing – Service Marketing ( Elective)	05	25	75	100
03	MHMCT 220	Strategic Management	05	25	75	100
04	MHMCT 221	Event management	05	25	75	100
05	MHMCT 222	Research Methodology	05	25	75	100
06	MHMCT 223	Dissertation	06	25	75	100
Total			26			500

\*MHMCT 218 & MHMCT 219 is an Elective subject out of which any one must be opted



MMCT 218	HRM – Training & Development	Credit 05
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CO1. To provide an in-depth knowledge of the role of training in HRD

CO2. To equip the students to independently handle the training process.

CO3. To understand the role of Human Resource in Training and Development.

UNIT	TOPICS	NO OF LECTURE
I	Training Process and Overview, History of Training, Role Responsibilities and Challenges to Training Managers, Organization and Management of Training Function, Purpose of Training & Development, Benefits of Training, Principles in Training, Obstacles to successful training.	15
II	Training Need Assessment and Action Research, Instructional Objectives and Lesson planning, Learning Process.	15
III	Training Climate and Pedagogy, Developing Training Units, Training Methods and Techniques.	15
IV	Facilities Planning and Training Aids, Training Communication.	15
V	Training Evaluation, Training and Development in India.	15

#### Suggested Readings

- 1) Raj, Aparna, Training Theory & Practice, Kalyani Publishers, Ludhiana, 2005.
- 2) Kalb D, Ruben I. M. Osland J.M., 'Organisational Behaviours: An Experiential Approach, 1991, Prentice Hall, Englewood Cliffs N. J.
- 3) Anderson, Allen H, 'Successful Training Practices-A Manager's Guid to Personnel Development'
- 4) Steve Truelove, 'Training in Practice'.
- 5) Leslie Rae, 'Planning and Designing Training Programmes'.
- 6) Michalak D.E. and Yager, E.G., 'Making the Training Programme Work', 1979, Harper & Row, New York.
- 7) Brinkerhoff, Robert O., 'Achieving Results from Training', How to evaluate HRD to Skengthen Programs and Increase Impact, 1987, Jossey Bass, San Francisa.
- 8) Maheshwari B.L., Sinha, Dharni P. 'Management of Change Through HRD' 1991, Tata Mc Graw Hill, New Delhi.

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MHMCT 219	Marketing – Service Marketing	Credit 05
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CO1. To understand the service needs as per the Hospitality and Tourism Industry.

CO2. The familiarize the students with type of clientele and market segmentation.

CO3. To create the service product and add value balancing the demand and capacity.

UNIT	TOPICS	NO OF LECTURE
I	Understanding Services. What are Services? Customer's involvement in Service Processes. Difference between goods & services marketing. Service Marketing Matrix.	15
II	Focus on the Customer. Customer Behavior in Services. Customer Expectation of Services. Customer Perception of Services. Building Customer Relationships.	15
III	Aligning Strategy, Service Design and Standards. Service Development and Design. Customer Defined Service Standards. Physical service in Marketplace. Positioning Service in Market Place. Creating the Service Product and Adding Value. Pricing Strategies for Services.	15
IV	Planning and Maintaining Service Industry. Creating Delivery Systems in Place. Enhancing Value by Improving Quality and Productivity. Balancing Demand and Capacity.	15
V	Issues for Senior Management. Managing people in service organization. Organizing for service leadership. International and Global strategies in service management.	15

Suggested Readings:

- 1) Christopher Lovelock, 'Services Marketing – People, Technology, Strategy', Pearson Education, Asia.
- 2) Valerie A Zeithmal & Mary Jo Bitner, 'Services Marketing – Integrating Customer Focus across the firm', Tata Mc Graw Hill, Edition.

MHMCT 220	Strategic Management	Credit 05
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CO1. To facilitate a thorough understanding of services marketing.

CO2. To explore models and frameworks of services, strategies including service product and delivery.

CO3. To manage the organisation's employees, customers, and measuring customer satisfaction.

UNIT	TOPICS	NO OF LECTURE
I	Introduction; Definition & Scope of Strategic Management Evolution of Strategic Management, Need for Strategic Planning, Nature & Scope of Strategic Planning, Strategic Management Process, Approaches to Strategic Decision Making, Patterns of Strategic Behaviour	15
II	Analysis & Diagnosis for Strategic Management, Mission & Aspects of Business Policy, Environmental Analysis, Industry Analysis, SWOT Analysis	15
III	Strategy Formulation, Setting the Corporate Objective, Formulating the corporate strategy, International Analysis of the firm, Major type of strategies – The generic strategy alternatives, Strategy Choice – BCG model, DPM model, Stop light model	15
IV	Strategy Implementation; Operationalizing the strategy. Institutionalizing the Strategy, Structural, Functional & Behavioural Implementation	15
V	Strategy Evolution, Evolution of Strategic Alternative. Strategic Control, Techniques of Strategic Evolution and Control	15

**Suggested Readings:**

- 1) Glueck & Jauch, 'Business Policy and Strategic Management', Mc graw Hill International
- 2) Azhar Kazmi, 'Business Policy', Tata Mc Graw Hill
- 3) V.S. Ramaswamy & S. Namkumri, 'Strategic Planning – Formulation of Corporate Strategy, Mac Millian New Delhi.
- 4) John Pearce II & Richard B. Robinson Jr., 'Strategic Management – Strategy Formulation & Implementation', Richard D. Irwin Inc., Illinois.



MHIMCT 221	Event Management	Credit 05
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CO1. To expose students to various perspectives and concepts in the field of Strategic Management.

CO2. To enable the students to understand the principles of strategy formulation, implementation,

CO3. To develop skills for applying these concepts to the solution of business problems.

UNIT	TOPICS	NO OF LECTURE
I	Introduction to Event Management; Topics include an overview of event management, its definition, scope, and importance in various sectors. The history and evolution of event management, types of events, and their classification. Understanding event objectives, target audience analysis, and event planning fundamentals.	15
II	Event Planning and Coordination; Covering topics such as event planning phases: concept development, feasibility analysis, budgeting, and scheduling. Event coordination roles and responsibilities, vendor management, site selection criteria, and legal considerations in event planning. Strategies for effective resource allocation and contingency planning.	15
III	Marketing and Promotion in Events; Examining topics such as event marketing strategies, target market, identification, branding, and promotional campaigns. Utilization of traditional and digital marketing channels. Social media integration and public relations in event promotion. Measuring marketing effectiveness and ROI in event management.	15
IV	Event Execution and Logistics; Topics include detailed event execution phases. Timeline management, on site logistics, and participant coordination. Management of event operations, technical production aspects, hospitality services, and emergency preparedness. Evaluation of even success factors and post-event analysis.	15
V	Event Evaluation and Future Trends; Covering topics such as post-event evaluation techniques, feedback collection, and analysis. Assessing event outcomes against predefined goals. Stakeholder feedback integration and continuous improvement strategies. Exploration of emerging trends, technology innovations, Sustainability practices, and the future outlook of event management.	15

**Suggested Readings:**

- 1) Event Management: Concepts and Perspectives by Pradeep Kumar Panda
- 2) Event Management: Principles and Practices by Dr. Manisha Pathak-Shelat
- 3) Event Management: An Indian Perspective by Dr. Tapan Panda.

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MHMCT 222	Research Methodology	Credit 05
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CO1. To encourage the students towards research in Hospitality and allied sectors.

CO2. To understand the fundamental of research and need for research.

CO3. To analyse the need and significance of enquiry and research in the Hospitality industries.

UNIT	TOPICS	NO OF LECTURE
I	Fundamentals of Research; Meaning, Objectives, Motivation, Significance & need for research, Barriers in research, Research Process. Problem Definition and Hypothesis Problem Identification and Definition – Management Question, Research Question, Investigation Question, Level of questions. Hypothesis Meaning, Qualities of a good Hypothesis, Null Hypothesis & Alternative Hypothesis. Hypothesis Testing - Logic & Importance	13
II	Research Design; Concept and Importance in Research Features of a good research design, Types of research designs – Exploratory, Descriptive & Experimental Approaches in research, Qualitative and Quantitative, Contents of research design	13
III	Types and Sources of Data and Data Collection Methods, Secondary Data - Definition, Sources, Characteristics, Primary Data - Definition, Sources, Characteristics, Comparison of primary and secondary data, Data Collection Methods, Observation method, Experimental method, Focus Group, Case Study, Survey - Questionnaire method, Interviews, Schedule. Research Instrument, Questionnaire and Schedule Questionnaire designing, Electro-mechanical instruments	13
IV	Meaning, Levels of Measurement - Nominal, Ordinal, Interval, Ratio Sources of errors in measurement, Test of sound measurement. Attitude Scaling Techniques, Concept of Scale, commonly used scales in management research – Single item scale and multiple item scale, Rating Scales Likert Scales, Semantic Differential Scales, Constant Sum Scales, Graphic Rating Scales Ranking Scales, Paired Comparison & Forced Ranking	12
V	Sampling; Concepts of Sample – Population, Sampling Unit, Sampling Frame, Sampling Error, Advantages of sampling Sample Size determination, Sampling methods – Probability sampling methods (Simple Random Sample, Systematic Sample, Stratified Random Sample, Cluster sampling, Area sampling & multi-stage sampling) and Non probability sampling methods (Judgment, Convenience, Quota & Snowball sampling) Characteristics of a good sample.	12
VI	Data Analysis and Interpretation; Data Processing, Data Analysis – Meaning and overview of Univariate, Bivariate and multivariate analysis tools, Data presentation, Inferential analysis – Parameter estimation, Hypothesis testing (z, t, chi square tests) Report Writing; Importance of report, Characteristics of good report, Types of reports, Layout of a Research report.	12

**Suggested Readings:**

1. Research Methodology - G.C. Ramamurthy
2. Project Report Writing - M.K Rampal and S.L. Gupta
3. Research Methodology in Management - Dr. V. P. Michael, Himalaya Publishing house