

SEMESTER – I

Subject Code	Subject		Credits	Hours			
				L	T	P	Total
MHTA 1.1	Management Functions and Behaviour	CC	4	3	1	0	4
MHTA 1.2	Tourism Concepts and Linkages	CC	4	3	1	0	4
MHTA 1.3	Hospitality Management	CC	4	3	1	0	4
MHTA 1.4	Properties Development and Planning	CC	4	3	1	0	4
MHTA 1.5	Mentored Seminar	DSE	4	3	1	0	4
Total			20	15	5	0	20

MHTA 1.1 MANAGEMENT FUNCTIONS AND BEHAVIOUR

CREDIT: 4

Unit-1 ROLE OF A MANAGER

Task of a Professional Manager, Responsibilities of a Professional Manager, Management Systems and Processes, Managerial Skills

Unit-2 DECISION MAKING

Organizational Context of Decisions, Decision Making Models, Decision Making – Techniques and Processes, Management by Objectives

Unit-3 ORGANISATIONAL CLIMATE AND CHANGE

Organisational Structure and Managerial Ethos, Management of Organisational Conflicts, Managing Change

Unit-4 ORGANISATION STRUCTURE AND PROCESSES

Organisational Structure and Design, Managerial Communication, Planning Process, Controlling, Delegation and Inter-department Coordination

Unit-5 BEHAVIOURAL DYNAMICS

Analysing Interpersonal Relations, Leadership Styles and Influence Process, Group Dynamics

MHTA 1.2 TOURISM CONCEPTS AND LINKAGES

CREDIT: 4

UNIT-1 : Definitions, Historical development of tourism, measurement of global tourism industry (inbound and outbound) and domestic tourism. Typology of Tourism; Classifications of Tourism (domestic, inbound, outbound, internal, national, international) and Tourists (characteristics, types & typology); Tourism network; Interdisciplinary approaches to tourism.

UNIT-2: Structure and Components of Tourism industry (Attractions, Accommodation, Activities, Transportation, F&B, Shopping, Entertainment, Infrastructure); Emerging niche area of tourism (Rural, Eco, Medical, MICE, Indigenous, Wellness, Film, Golf, Agro, etc.); Introduction to tourism linkages; types, forms, patterns and linkages in tourism; forward & backward linkages; leakages; sectors involved in tourism; linkages with key sectors; Core sectors closely linked to tourism-agriculture, craft, fishing, manufacturing, entertainment; strategies to develop effective linkages between tourism; importance of inter-sector linkages.

UNIT-3: Components of the tourism system; The tourism system and its components. Leiper's Geospatial Model (Travelers' Generating Region, Transit Route, Tourist Destination Region);

Mathieson and Wall Model; Gunn's model. Mill and Morrison Model, Tourism Area Life Cycle (TALC); Doxey's Irridex; Push and Pull Theory; Stanley Plog's Model of Destination Preferences.

UNIT-4 : Economic, Socio-Cultural and Ecological Impacts of Tourism; Demonstration Effect; Multiplier effect; TSA Economic Concepts; Carrying Capacity & Its Types; Demand and Supply in tourism; Tourism regulations; Present trends in Domestic and Global tourism; MNC's in Tourism Industry. Sustainable Tourism Development (UNWTO indicators of sustainable tourism, composite indices, strategic environment assessment); Alternative forms of tourism i.e. Responsible Tourism, green tourism and local community development; Case Studies on Tourism to understand the various perspectives of tourism, its importance and scope.

UNIT 5: Study of International Tourism Associations : United Nations World Tourism Organization (UNWTO), Pacific Asia Travel Association (PATA) , World Tourism & Travel Council (WTTC)}, Regional and National Organizations: (Ministry of Tourism, Govt. of India, ITDC, Department of Tourism, FHRAI, IHA, IATA, TAAI, IATO)

MHTA 1.3 HOSPITALITY MANAGEMENT

CREDIT: 4

Unit-1 FOOD & BEVERAGE MANAGEMENT

Managing Quality in Food & Beverage Operations Quality – Definition and Meaning, Quality Dimension, Quality Assessment, Quality Assurance Program, Five Gap Analysis
Menu Management, Menu Planning, Menu Costing, Menu Engineering, Menu Merchandising
Menu Pricing

Budgetary Control and Revenue Management

Emerging Trends, Fast Food Concerns, Work Force Issues, Diversity, Dietary Concerns

Hazard Analysis and Critical Control Point (HACCP)

Unit-2 ACCOMMODATION MANAGEMENT

Customer Relationship Management, CRM & Hospitality defined, Customer expectations, Service Delivery, Wow factor, Future trends in service delivery, Market Segmentation, Hospitality Distribution Channels

Unit-3 MANAGING ENVIRONMENTAL ISSUES

Features of Environmental Management, Safety Standards in Hotels, Security systems in hotels
Role of technology in managing safety, security and energy conservation, Hazard Identification and Risk Management, Disaster Management, Developing energy conservation programs for hotels,
Environmental concerns relating to hotel industry, Waste Management, Pollution Control, Water conservation and Rain Water Harvesting, Corporate Social Responsibility

Unit-4 HOSPITALITY ENTREPRENEURSHIP

Resort Management, Event Management, Recreation and Entertainment Management, Wellness and Spa Management

UNIT 5 LAWS AND STANDARDS RELATED TO HOSPITALITY BUSINESS

Introduction to Laws relating to Hospitality Business, Understanding Laws & Procedures, Shops and Establishment Act, Apprentices Act 1961, The Employment Exchange Act, 1959, Cyber Laws – Introduction to information technology law/ cyber space law / privacy rights / current topics in IT Law; on-line access to justice/ High Technology Litigation

Indian Contract Act 1872, Licenses and Permits, Food Safety and Standards Authority of India (FSSAI), Foreign Exchange Regulations

MHTA 1.4 PROPERTIES DEVELOPMENT AND PLANNING**CREDIT: 4****Unit-1 TECHNICAL REQUIREMENTS AS ESTABLISHED BY LAW AND NEED**

Introduction, Developing Business Profile, Project selection, Feasibility Report, Constitution of the Establishment – Type of Business i.e. Sole Proprietorship, Partnership, Companies etc.

Specific Clearances – Land Conversion, Building Approval, Trade Licenses (essential licenses/permits etc.), Infrastructure requirements – specific clearances from civic bodies, Financial Assistance/Aid, Fire Safety, Pollution Control Board

UNIT 2: FACILITIES DESIGN & ANALYSIS

Overview of Project Design

Design Consideration – Architectural, Building, etc.

Systematic Layout Planning – Flow of Guest/Staff Movement – Diagrams

Analysis of Areas – Operational, Functional, Administrative

Design of Areas – Overview, Cost Considerations

Star Classification Criteria – Committees & Composition thereof – State/Centre

Facilities Design for other Hospitality Areas e.g., Hostels, Hospitals, Industrial Canteens, Flight Services (including costs & controls)

UNIT 3: GLOBAL GREEN INITIATIVE

International and Global Accreditation

Incentives

UNIT 4: PLANNING FOR SPECIAL GUESTS

Special Guests – Meaning and Types, Planning considerations, International Planning guidelines

UNIT 5: Study of architectural features of some of the prominent hotels

MHTA 1.5 MENTORED SEMINAR**CREDIT: 4**

Students will be guided to present a topic of research to be guided by a faculty member at the end of the semester.

SEMESTER – II

Subject Code	Subject		Credits	Hours			
				L	T	P	Total
MHTA 2.1	Revenue Management	CC	4	3	1	0	4
MHTA 2.2	Marketing Research	CC	4	3	1	0	4
MHTA 2.3	Tourism Crisis and Disaster Management	CC	4	3	1	0	4
MHTA 2.4	Managing Entrepreneurship	CC	4	3	1	0	4
MHTA 2.5	Book / Literature Review	DSE	4	4	0	0	4
Total			20	16	4	0	20

MHTA 2.1 REVENUE MANAGEMENT

CREDITS: 4

Unit-1 The Concept of Revenue Management

Hotel Industry Applications

Benefits of the techniques/Areas where this concept is applied/How the concept is applied

Unit-2 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

Unit-3 Elements of Revenue Management

Group Room Sales/Transient Room Sales/Food & Beverage Activity/Local and Area-Wide Activities/Special Events

UNIT 4: Using Revenue Management

Potential High and Low Demand Tactics

Implementing Revenue Strategies/Availability Strategies

UNIT 5: Revenue Management Computer Software

Works performed by Revenue Management Software, Working of the software/system, Advantages of computerized revenue management, Reports generated

UNIT 6: Revenue Management Team

Composition of Revenue Management Team, Role of Revenue Management Team

UNIT 7: Industry-wise Comparison of Yield Management Application

Airline/Hotels/Car Rentals/Cruise lines/Package Tour

MHTA 2.2 MARKETING RESEARCH

CREDITS: 4

Unit-1 MARKETING RESEARCH CONCEPTS AND DESIGN

Marketing Research Meaning and Importance, Research Process

Organisation of Marketing Research in India

Research Design

UNIT 2: DATA COLLECTION

Data Collection, Sampling, Questionnaire Design and Development , Attitude Measurement and Scaling

UNIT 3: DATA PROCESSING AND ANALYSIS

Qualitative Research – Meaning, Scope and Methodology

Data Processing – Coding, Tabulation Data Presentation

Description and inference from Sample Data

Analysis of Association

UNIT 4: MULTIVARIATE ANALYSIS

Regression Analysis, Discriminant Analysis and Factor Analysis, Conjoint Analysis, Cluster Analysis and Multi-dimensional Scaling, Applications of Marketing Research in India – Some Case Studies

MHTA 2.3 TOURISM CRISIS AND DISASTER MANAGEMENT

CREDITS: 4

UNIT-1 Risk Management: concept and scope of risk management in events- nature of risk in different events - role of risk management for meetings and events, integration of risk management and event management - risk and opportunity

UNIT-2 Risk identification: describe challenges in the risk identification process - select suitable risk identification mechanisms - identify event and associated risks - risk analysis and methods of analysis

- alcoholism and drugs, crowd control, fire safety and emergency medical services, food and water safety, outdoor events

UNIT-3 Risks: emergencies and Emergency Preparedness, critical issues for event safety, outdoor events: stage safety, pyrotechnics, parades, and demonstrations

UNIT-4 Risk Mitigation – process, tools, techniques – risk mitigation - practices, procedures, and safeguards associated with the identification, analysis, response planning, and control of the risks surrounding events of all types - Administrative Safeguards – early warning system

UNIT 5: Health and safety codes - public health issues- occupational health and safety - Legal issues, contracts, Duty care- Future of Event Risk Management – relevant case studies.

MHTA 2.4 MANAGING ENTREPRENEURSHIP

CREDIT: 4

UNIT 1: ENTREPRENEUR AND ENTREPRENEURSHIP

Entrepreneurship : Small Scale, Enterprises (SSE), Entrepreneurial Competencies, Institutional Interface

UNIT 2: ESTABLISHING SMALL SCALE ENTERPRISES

Opportunities Scanning – Choice of Enterprise, Market Assessment for SSE, Choice of Technology and Selection of Site

UNIT 3: SMALL SCALE ENTERPRISES – GETTING ORGANIZED

Financing the New/Small Enterprise, Preparation of the Business Plan, Ownership Structure and Organization Framework

UNIT 4: OPERATING THE SMALL SCALE ENTERPRISE

Financial Management Issues in SSE, Operations Management Issues in SSE, Marketing Management Issues in SSE, Organizational Relations in SSE

UNIT 5: PERFORMANCE APPRAISAL AND GROWTH STRATEGIES

Management Performance Assessment and Control

Strategies for Stabilization and Growth

Managing Family Enterprises

MHTA 2.4 BOOK / LITERATURE REVIEW

CREDIT: 4

Students have to review a set of literature / books mutually discussed upon with one faculty member and submit it at the end of the semester.

SEMESTER III

Subject Code	Subject		Credits	Hours			
				L	T	P	Total
MHTA 3.1	International Sales and Marketing	CC	4	3	1	0	4
MHTA 3.2	Management of Change – HR	CC	4	3	1	0	4
MHTA 3.3	Business Excellence	CC	4	3	1	0	4
MHTA 3.4	Tourism Products	CC	4	3	1	0	4
MHTA 3.5	Entrepreneurship Project	DSE	4	4	0	0	4
Total			20	16	4	0	20

MHTA – 3.1 INTERNATIONAL SALES AND MARKETING

CREDIT: 4

UNIT-1 INTRODUCTION TO INTERNATIONAL MARKETING

Scope and Size of International Markets, Conceptual Framework, Institutional Framework

UNIT 2: ENVIRONMENT OF INTERNATIONAL BUSINESS

Cultural and Social Environment, Legal and Political Environment, Trade, Monetary and Financial Environment

UNIT-3 POLICY FRAMEWORK AND PROCEDURAL ASPECTS

India's Export-Import Policy, Export-Import Documentation

UNIT 4: INTERNATIONAL MARKETING MIX

Product Policy and Planning, Advertising and Promotional Management, International Pricing Policy Distribution and Sales Policy

UNIT 5: INTERNATIONAL MARKETING PLANNING

International Market Selection and Segmentation

International Market Research

International Market Planning, Coordination and Control

MHTA 3.2 HUMAN RESOURCE MANAGEMENT

CREDIT: 4

Unit-1 CONCEPT OF MANAGING CHANGE

The Process of Organisational Change, Key Roles in Organisational Change, Culture and change, Managing Resistance to change, Effective Implementation of change

UNIT 2: DIAGNOSIS AND INTERVENTION

Organisational Diagnosis : Issues and Concepts – an overview, Diagnostic Methodology : Salient Features, Diagnostic Methods : Quantitative and Qualitative, Intervention in Organisational Change, Evaluation of Organisational Change Programme

UNIT 3: MODELS OF ORGANISATIONAL CHANGE

Some Models of Organisational Change; Why Changes May Fail: Two Case Examples, OD in an NGO Organizational Change and Process Consultation; Work Redesign Model

UNIT 4: CONSULTING : APPROACHES & SKILLS

Manager as Agent of Change, Internal change Agent, External Change Agent (Consultant)

MHTA 3.3 BUSINESS EXCELLENCE

CREDIT: 4

Unit-1 History and Evolution of Business Excellence Frameworks; Quality Movement ;Total Quality Management; The Deming Awards, Malcom Baldrige National Quality Award and EFQM Excellence Model

Unit-2 Introduction to the MBNQA and its adaptation in Indian companies;

Leadership Dimensions; Vision, Mission and Values; Ethics; Governance and Societal Contribution; Development of Strategy; Process, Innovations; Key Strategic Objectives; Implementation of Strategy, Deployment, Action Plans, KPIs and Measurement

Unit-3 Customer Focus; Listening, interacting and determining products and services for customer offerings; Customer Engagement; CRM; Customer satisfaction, dissatisfaction, Learning and Improving methodology; Voice of Customer; Measurement, Analysis and Knowledge Management

Unit-4 Workforce Environment; Building a supportive and effective framework; Building capability and capacity; Organizing and managing workforce; Workforce engagement, retention and high performance

UNIT 5: Designing of Work Processes; Ensuring effective management of operations; Measurement of Results

MHTA 3.4 TOURISM PRODUCTS

CREDITS: 4

UNIT-1 Successful tourist destinations of India: Manali, Kumarakom, Gangtok, Leh, Udaipur, Hampi and Jaipur, Khajuraho, Rann of Kutch, Raghurajpur (Odisha).

UNIT-2 Successful tourist destinations of Americas: New York, Las Vegas, Florida, Los Angeles, San Francisco, Rio de Janeiro, The Mayan Trail

UNIT-3 Successful tourist destinations of Africa, Australia, NZ: Cairo, Cape Town, Nairobi, Marrakech, Sydney, Melbourne, Canberra, and Wellington (NZ)

UNIT-4 Successful tourist destinations of Asia: Bali, Bangkok, Hong Kong, Dubai, Singapore, Langkawi, Penang, Ho Chi Minh City, Angkor Vat, Beijing, Shanghai, Xian

UNIT 5: Successful tourist destinations of Europe: Paris, Madrid, Florence, Antalya, Amsterdam, Prag, Zermatt, St. Petersburg, Turkey - Ankara

MHTA - 3.5 ENTREPRENEURSHIP PROJECT

CREDITS: 4

Students will have to work on a hospitality project covering all aspects of a live project.

SEMESTER – IV

Subject Code	Subject		Credits	Hours			
				L	T	P	Total
MHTA 4.1	Management Concepts, Policies and Practices	CC	4	3	1	0	4
MHTA 4.2	Research Methodology	CC	4	3	1	0	4
MHTA 4.3	Research Project & Viva Voce	CC	4	4	0	0	4
MHTA 4.4	Sustainable Practices in Hospitality	CC	4	3	1	0	4
MHTA 4.5	Field Work (Hotel Visit)	DSE	4	0	0	16	16
Total			20	13	3	16	32

MHTA - 4.1 MANAGEMENT CONCEPTS, POLICIES AND PRACTICES

CREDITS: 4

Unit-1 CORPORATE STRATEGY AND PLANNING

Concept of Corporate Strategy, T&S Framework, Corporate Policy and Planning in India

Unit-2 CORPORATE MANAGEMENT

Board of Director: Role and Functions; Top Management: Role and Skill

Unit-3 SWOT ANALYSIS

Environmental Analysis, Competitive Analysis, Internal Corporate Analysis

Unit-4 STRATEGIC ANALYSIS

Cost Analysis, Portfolio Analysis and Display Matrices, Operating and Financial Analysis

Unit-5 STRATEGIC CHOICES

Strategic Alternatives, Diversification, Mergers and Acquisitions

Unit-6 IMPLEMENTATION & EVALUATION OF STRATEGY

Implementation of Strategy, Evaluation and Control of Strategy, Turnaround Management

MHTA - 4.2 RESEARCH METHODOLOGY

CREDIT: 4

All research/project work is devoted to hospitality related issues/policies.

UNIT-1 Meaning and Scope; Objectives of Research; Significance of Research; Types of Research. Research Process.

UNIT-2 Sampling: Meaning and Scope; Significance of Sampling; Types of Sampling; Probability and Non-Probability Sampling; Sampling and Non- Sampling Errors; Standard Error; Sample Size ; Hypothesis.

UNIT-3 Types and Sources of Data: Primary and Secondary Data; Research Design: Meaning and Types; Questionnaire Designing; Types of Questions

UNIT-4 Data Analysis Methods: Meaning and Application; Data Analysis Techniques: Measures of Central Tendency, Correlation and Regression Analysis; Test of Significance – t-test; F-test.

UNIT-5 Data Interpretation; Report Writing and Presentation.

Note:

RM will enable a student to write a comprehensive and contemporary hospitality oriented research paper/dissertation, under the supervision of a guide.

MHTA - 4.3 RESEARCH PROJECT & VIVA VOCE

CREDIT: 4

(TO BE INITIATED AT THE BEGINNING OF THE SEMESTER)

Step 1: Student to forward a Synopsis of the Topic chosen (any industry)

Step 2: LC to change/amend & approve the Synopsis

Step 3: LC to appoint/approve a guide from the LC staff or from any other Educational Institution or corporate professional.

Step 4: Student to submit the Project Work one month before the final examinations.

Step 5: Viva Voce on the Project work by the LC

Division of Marks:

Synopsis, Method of R&A adopted, Project Report: 60

Viva Voce: 40

MHTA – 4.4 SUSTAINABLE PRACTICES IN HOSPITALITY

CREDIT: 4

UNIT 1: Sustainable development

Concept of Sustainability and sustainable development in the hospitality industry; global challenges being faced by the nations for climate change, the impact of climate changes on the destinations; management of natural resources and the effects on economic development.

Unit – 2 Energy Efficiency

Energy efficiency, energy consumption in hospitality operations, carbon footprint the concept and the calculation; the concept of renewable and non-renewable energy used in the hospitality industry; use of energy management program and energy efficient technologies in the hotels.

Unit – 3 Environment management systems

Hospitality industry environment management systems, concept and the application of environment management systems in the hospitality operations; and examines the challenges and opportunities associated with environmental management system; the recent trends in the environmental management system.

Unit – 4 Waste Management and Water Conservation

The concept of waste management and water conservation, explaining the various forms of waste and explaining the impacts of waste on the environment and communities; techniques for water

conservation and use of technology to manage water resources, and the use of STP in the hotel industry.

Unit – 5 Sustainable Food and Beverage Management

Sustainable food and beverage management; explore the new opportunities and limitations of sustainable food, taking into consideration aspects such as regions, seasonality; current food crisis and challenges as well as impacts linked to food security managing.

MHTA – 4.5 FIELD WORK (HOTEL VISIT)

CREDIT: 4