

**MASTER OF BUSINESS ADMINISTRATION (HOSPITALITY MANAGEMENT)
w.e.f the session 2013-14 (Distance Education)**

Examination (Annual System)
Duration (Two Year)

PART-I

<u>Paper No.</u>	<u>Paper</u>	<u>Ext. M.</u>	<u>Int. M.</u>	<u>Max Marks</u>	<u>Time</u>
MBA (HM) 101	Element of Hospitality Management	80	20	100	3
MBA (HM) 102	Introduction to Tourism Business	80	20	100	3
MBA (HM) 103	Hotel /Tourism Marketing	80	20	100	3
MBA (HM) 104	Tourism Product of India	80	20	100	3
MBA (HM) 105	Human Resource Development	80	20	100	3
MBA (HM) 106	Principles of Management	80	20	100	3
MBA (HM) 107	Financial Accounting for Hotel & Travel Organisations	80	20	100	3
MBA (HM) 108	General Viva			100	

PART-II

Compulsory Papers

MBA (HM) 201	Customer Relationship Management in Hospitality Sector	80	20	100	3
MBA (HM) 202	Event Management	80	20	100	3
MBA (HM) 203	Information and Communication Technologies Hospitality Industry	80	20	100	3
MBA (HM) 204	Financial; Management	80	20	100	3
MBA (HM) 205	Statistics and Research Methodology	80	20	100	3
MBA (HM) 206	On-the-Job Training Viva-Voce	80	20	200	3

Optional Paper (Tourism)

MBA (HM) 207	Air Travel Management	80	20	100	3
MBA (HM) 208	Tour Packaging Management	80	20	100	3
MBA (HM) 209	Travel Agency Management	80	20	100	3

OR

Optional Paper (Hotel)

MBA (HM) 210	front office Management	80	20	100	3
MBA (HM) 211	Housekeeping	80	20	100	3
MBA (HM) 212	Food & Beverage Management & Operations	80	20	100	3

Total Marks 1700

MASTER OF BUSINESS ADMINISTRATION (HOSPITALITY MANAGEMENT)

MBA (HM)

FIRST YEAR

<u>Paper No.</u>	<u>Paper</u>	<u>Ext. M.</u>	<u>Int. M.</u>	<u>Max Marks</u>	<u>Time</u>
MBA (HM) 101	Element of Hospitality Management	80	20	100	3
MBA (HM) 102	Introduction to Tourism Business	80	20	100	3
MBA (HM) 103	Hotel /Tourism Marketing	80	20	100	3
MBA (HM) 104	Tourism Product of India	80	20	100	3
MBA (HM) 105	Human Resource Development	80	20	100	3
MBA (HM) 106	Principles of Management	80	20	100	3
MBA (HM) 107	Financial Accounting for Hotel & Travel Organisations	80	20	100	3
MBA (HM) 108	General Viva			100	
Total Marks				800	

MBA (HM) – 101 ELEMENTS OF HOSPITALITY MANAGEMENT

Max. Marks : 100

External : 80

Internal : 20

Time : 3 hours

Objectives: The course familiarizes students with different sectors of hospitality and introduces hotels in general to be further strengthened by specific titles. The broad overview of industry will help learners to understand the integrated picture as well as linkages among various sectors.

MODULE – I

The Hospitality Industry: Sectors in hospitality – commercial & non-commercial. Relation of Hospitality Industry with tourism, economy and environment. Scope and importance of hospitality industry in India. Emerging trends, latest developments and future of hotel industry.

MODULE- II

Detailed study of cleaning process, principles, reasons, methods, procedure, routine cleaning, special cleaning and periodic cleaning. Cleaning equipments and agents. Maintenance of different areas of hotel - Rooms and Bathrooms, Public areas and back of the house.

MODULE- III

The Hotel Industry- Organization of Hotels, Ownership structure-Sole proprietorship, Partnership & Corporate sector, foreign investment and collaboration, Franchises, Management contract, Joint venture, Public and Private sectors.

MODULE-IV

Overview of major Hotel Departments. Front office, Housekeeping, Food & Beverages, Marketing, Human resources, Engineering & maintenance and accounting & finance. Inter and intradepartmental linkages & co-ordination.

REFERENCES:

1. Andrews Sudhir, 1990, Hotel Front Office, Tata, McGraw Hill, ND.
2. Andrews Sudhir, 1990, Food and Beverage Service, Tata, McGraw Hill, ND.
3. Branson C. Joan and Lennox Margaret, 1989, Hotel Hostel and Hospitality House-Keeping, E.L.D.S.
4. Chakrabarty, Barun Kumar, A Technical guide to Hotel Operations, Metropolitan, ND.
5. Denis Barnard and Stare Sally, 1989, Food and Beverage Mgt., Heinemann, Oxford.
6. Johns Y. Vonne, 1995, Hospitality & Catering. GNVQ Butterworth, Heinemann, Great Britain.
7. Kaul, R.N., 1985, Dynamics of Tourism A trilogy-vol. 2 Accommodation, Sterling Publishers Private Limited, New De4lhi.
8. Rutherford G. Denncy, 1990, Hotel Management and Operations, Van Nostrand Reinhold, New York.
9. Negi, Jagmohan, 1984, Hotel for Tourism Development, Metropolitan, ND.
10. Walker John R., Introduction to Hospitality, Prentice Hall, 2009

MBA (HM) 102 INTRODUCTION TO TOURISM BUSINESS

Max. Marks: 100

External: 80

Internal: 20

Time: 3 hours

Objectives; Tourism industry is very dynamic and sensitive. It changes its direction and volume due to very simple reasons. In such case it is necessary for the students of tourism to know about the phenomena of tourism. In this paper definition, determining factors, domestic and international trends are explained so that one can understand tourism business.

MODULE- I- Definition and differentiation between Tourist, Traveller, Visitor Excursionist, Recreationist etc. Component of Tourism. Travel and tourism in historical perspective, Evolution of concept of Tourism,

MODULE- II- Factors affecting growth of tourism; technological, Socio-economic, religious- cultural, recreation, sports and business etc. Travel motivations. Types and forms of tourism. Emerging trends of tourism; eco tourism, rural tourism, adventure tourism etc. Impacts of tourism; Socio- economic, cultural and ecological.

MODULE- III- Tourism trends; Tourist traffic and tourism receipt pattern, International, regional and domestic. Future Growth, Perspective.

MODULE IV- Tourism infrastructure with special reference to Road transportation

Suggested Readings \ reference material

- Burkart,A.J., and Medlik,S.,(1991),Tourism ,Past, Present and Furure, Heinmann, London.
- Seth, Pran,(1991), Successful Tourism Management, Vol I, Sterling Publishing Pvt Ltdd., New Delhi.
- Seth, Pran,(1991), Successful Tourism Management, Vol II, Sterling Publishing Pvt Ltdd., New Delhi.
- Bhatia,A.,K.,(2001),Tourism development-Principles and Practice, Sterling Publishing Pvt Ltdd., New Delhi.
- Kamra,K.,K., and Chand Mohinder, Basics of Tourism, kanishka Publishers, Delhi
- Websites of related topics

MBA(HM) 103 Hotel/Tourism Marketing

Max. Marks : 100

External : 80

Internal : 20

Time : 3 hours

OBJECTIVES

The course provides a basic understanding of tourism marketing. It begins with the general marketing concept and moves into the specifics of services and tourism marketing. Students will learn about importance of tourist orientation and ways to reach tourist through proper marketing strategies. The course will provide both theoretical and applied understanding. The emphasis on the tourism marketing mix and integrated strategies as applied in the contemporary times is the hallmark of the course.

MODULE-1 Definition of marketing. Approaches to the study of marketing. Modern Marketing Concept- Marketing and Society; Role of marketing in economic development; Applicability of modern marketing concept in Indian conditions. Forecasting demand for tourism and hotel facilities-Methods of demand forecasting. Elementary knowledge of marketing research process.

MODULE-II Marketing Essentials- The concept of market and types of markets. Market Segmentation: factors affecting market segmentation, its bases and segmentation strategies. Market segmentation of tourists. Knowledge of their background, motivation and attitudes. Concept of marketing mix- its components, factors affecting marketing mix. Tourism marketing- Marketing concept in Tourism and Hotel Industry, Growth of Service markets, Features and Classification of services.

MODULE-III Promotion and selling, Communication and Promotion; Publicity, Advertising, Public Relations; Personal Selling. Special Discount and offers as a tool of promoting tourist and hotel business package offers- their printing and contents.

MODULE-IV Salesmanship as applied to tourism and hotel industry; essentials of salesmanship. The selling process, Qualities of a good salesman; Remuneration, Motivation and evaluation.

References:

1. McCarthy, E.J. : Basic Marketing- A Managerial Approach(Edition- 7) (Homewood Irvin & Co., 1978)
2. Kotler, Philip: Marketing Management- Analysis, Planning & Control (Edition 16) (Prentice Hall of India, New Delhi, 1982)
3. Kirpatric, C.A. : salesmanship (D.B. Taraporewala, Bombay 1970)
4. Sherlekar S.A.: Marketing management (Edition- 2) (Himalaya, Bombay, 1982)
5. Cundiff& Still: Basic Marketing Concepts, Environment & Decisions (Prentice Hall of India, New Delhi,

MBA (HM) 104 TOURISM PRODUCTS OF INDIA

Max. Marks: 100

External: 80

Internal: 20

Time: 3 hours

OBJECTIVES; The paper is designed to provide an in depth understanding of the rich cultural and natural resources of India that has a great implication for tourism and hospitality industry. The paper focuses on the detailed description of cultural as well as natural resources of India. This knowledge is essential for making itinerary and marketing.

Module- I- Tourist resources; Concept, Tourist products and ordinary products, difference between both, Types of Tourist resources in India.

Module-II- Indian culture through ages, Major religions in India, concept of Pilgrimage and major pilgrimage centres of India. Architectural heritage of India; Buddhist, Jain, Hindu, Islamic, and British architecture in India. Classical dances and Music of India.

Module III- Major physiographic units of India; Tourist Resources in mountains with special reference to Sri Nagar Valley, Shimla, Nainital, Darjeeling, and Gangtok. Central plain and Desert in Rajasthan, Uttar Pradesh, Bihar and West Bengal.

Module-IV- Peninsular India; tourist resources in peninsula with special reference to Khajuraho, Ajanta, Ellora, Hyderabad, Bangalore and Mysore.

Coastal Plains and Islands with special reference to Mumbai, Goa, Cochin, Chennai, Andaman and Nicobar Islands.

References;-

Percy Brawn- Indian Architecture, Hindu and Buddhist period

Acharya Ram- Tourism and Cultural Heritage of India; Rosa Publication, Jaipur, 1986

Basham A L. The Wonder that was India, Rupa and Co. Hussain A.A.- The National Culture of India, National Book Trust, New Delhi

Mukherjee, RK, The Culture and Art of India, George Allen and Unwin Ltd, London 1969

Boniface, B.G. & Christopher Cooper: The Geography of Travel and Tourism, Heinemann, London, 1987.

Douglas Pearce: Tourism Today: 'A Geographical Analysis, Longman, London, 1987.

Douglas Pearce: Topics in Applied Geography Tourism Development, Longman, London.

Foster, D.L., 'An Introduction to Travel and Tourism', Glencoe, McGraw Hill, New York.

Gillard: Quentine 'Travel Geography Handbook' Vo Nostrand Reinhold, New York, 1991.

Goh Cheong Long: An Economic Atlas of India, Oxford University.

Pichamathu, C.S., 'Physical Geography of India, NBT, New Delhi.

Quereshi, Imtiaz (ed.) Physical Geography of India, NCERT, New Delhi.

Quereshi, Imtiaz (ed.) India: Economy & Society, NCERT, New Delhi.

Quereshi, Imtiaz (ed.) World Geography, NCERT, New Delhi.

Singh, Gopal: A Geography of India: Atma Ram & Sons, New Delhi.

Singh, R.L., India: A Regional Geography, National Geographical Society, Varanasi, 1990.

Websites of related topics

MBA(HM) -105 Human Resource Development

Max. Marks: 100

External: 80

Internal : 20

Time : 3 hours

Course Objective: Successful implementation of human Resource Development Programme is crucial to the success of an organization in this era of globalization and service acceleration through competency and self-development of employees at all levels. Increasing competition, cost consciousness, and a desire to serve Customer better have persuaded many organizations to form Human Resource Development departments. This course aims to develop knowledge and skill in a range of HRD activities in organizations and to relate these to the professional standards. It covers the practical application of personnel theory to tourism industry and imparts knowledge to students to cope with the changing HRD practices in tourism industry.

Module -1: HRD- concept, benefits and Pre-requisites, HRD as a total system, HRD climate in organisation, planning for HRD, Role of chief executives, line managers and HRD managers in developing human resources.

Module-11: Career Planning and Development- Objectives, responsibilities of career planning, career planning and pre- requisites. Career planning – advantages and limitations, career problems and their solutions.

Module 111: Management Development: definition, need and essential ingredients of MD programmes, Management Development Techniques

Module -1V: Empowerment – meaning and Definition, Characteristics ,Types and Elements of Empowerment, Quality of working Life and Quality Circles ,HRD Practices in Indian industry and HRD in Government system.

References

- Lucas, R. (2004) Employment Relations in the Hospitality and Tourism Industries, Routledge.
- Baum, T. (1995) Managing Human Resources in the European Hospitality and Tourism Industry – A Strategic Approach, Chapman and Hall
- Human Resource Management: John Storey, Thomson Learning, 2000
- Personnel/Human Resource: Decenzo & Robbins, 3rd edn, Prentice-Hall of India Pvt. Ltd., 2007
- Personnel Management: Monoppa, Tata Mcgraw Hill, 2004
- Human Resource Management: A.S. Denis, R.W. Griffin HMH Publisher, 3e. 2007.
- Dennis Nickson (2007) Human Resource Management for the Hospitality and Tourism Industries, Elsevier.
- Heery, E. and Noon, M. (2001) A Dictionary of Human Resource Management, Oxford University Press.
- Hoque, K. (2000) Human Resource Management in the Hotel Industry, Routledge.

MBA (HM)-106 Principles of Management

Max. Marks : 100

External : 80

Internal : 20

Time : 3 hours

OBJECTIVE

This course aims at enriching the understanding of students on the various forms of organization and management in general and relating to tourism and travel business in particular. It deals with the various concepts and methods relevant in the study of management and organisation in particular to tourism industry.

Module – 1

Management: Concept, Nature & Purpose, Systems Approaches to Management, Functions of Management. The External Environment, ethics and social responsibility, Globalization – International Perspective in Management.

Module-11

Planning: Nature and Purpose of Planning, Types of Plans, Planning Process, Strategies & Policies, SWOT Analysis. Decision making concept and process

Module-111

Organising: Formal and Informal Organisation, Span of Management, Delegation and Decentralization. Organisational Structure – Functional, Geographical, Product, Market, Matrix. Communication – Process, Barriers, Making Communication Effective Electronic Media in Communication

Module-1V

Motivation and Leadership –concept and Characteristics of motivation, leadership, types of Motivation and leadership Importance of motivation, leadership styles

Controlling: concept, Process, Requirements for effective control.

Control techniques: Budget, profit and loss, ROI and management Audit

References

- P.K. Saxena (2009) Principles of Management : a modern approach , Global India Publication , New delhi
- 1.Stoner, Freeman & Gilbert Jr - Management (Prentice Hall of India, 6th Edition)
- 2. Koontz - Principles of Management (Tata Mc Graw Hill, 1st Edition 2008)
- 3. Robbins & Coulter - Management (Prentice Hall of India, 8th Edition)
- 4. Robbins S.P. and Decenzo David A. - Fundamentals of Management: Essential Concepts and Applications (Pearson Education, 5th Edition)
- 5. Hillier Frederick S. and Hillier Mark S. - Introduction to Management

MBA (HM) 107 FINANCIAL ACCOUNTING FOR HOTELS AND TRAVEL ORGANISATIONS

Max. Marks: 100

External: 80

Internal : 20

Time : 3 hours

Objectives: The course on financial Management takes into account the method and techniques of financial management as well as sources and mechanism of generating and getting financial sources. It also focused on the institutional framework in general and tourism and travel industry in particular. It critically examines the funding processes and procedures in India in Hotel and services sector and try to understand the need and nature of external funding through international institutions and foundations. Taking into account the definite shortage of funds available it will try to explain the mechanism of creating suitable climate so that funding could be enhanced through the various incentives in the tourism industry. Financial Management is of utmost importance when the industry is poised to take a leap forward and therefore, the course assumes greater significance for understanding the financial resources development, modernization syndrome in the field of tourism and travel industry.

MODULE -I Meaning and Role of Accounting. Basic concepts and conventions, accounting equations. Double Entry system of accounting. Accounting systems Financial Accounts and their preparation.

MODULE-II Hotel Accounting: visitors tabular ledger. Sales records of major and minor revenue producing departments; Control of cash system of internal check & internal audits in hotels. Auditing in tourism and hotel industry : Meaning , nature and scope of auditing , General principles of auditing. Special features of Hotels audit. Qualifications, appointment duties and liabilities of an auditor.

MODULE-III Cost accounting : Its concept & scope , cost concepts, elements of cost, methods of costing ; cost accounting system in tourism & hotel industry .

MODULE-IV Taxation: Recent legislation as affecting hotel industry in matters of income tax , sales tax & other indirect taxes. Procedure of filing income tax & sales tax return.

MASTER OF BUSINESS ADMINISTRATION (HOSPITALITY MANAGEMENT)

(MBA-HM)

SECOND YEAR

<u>Paper No.</u>	<u>Paper</u>	<u>Ext. M.</u>	<u>Int. M.</u>	<u>Max Marks</u>	<u>Time</u>
MBA (HM) 201	Customer Relationship Management in Hospitality Sector	80	20	100	3
MBA (HM) 202	Event Management	80	20	100	3
MBA (HM) 203	Information and Communication Technologies Hospitality Industry	80	20	100	3
MBA (HM) 204	Financial; Management	80	20	100	3
MBA (HM) 205	Statistics and Research Methodology	80	20	100	3
MBA (HM) 206	On-the-Job Training Viva-Voce			200	3
<u>Optional Paper (Tourism)</u>					
MBA (HM) 207	Air Travel Management	80	20	100	3
MBA (HM) 208	Tour Packaging Management	80	20	100	3
MBA (HM) 209	Travel Agency Management	80	20	100	3
<u>Optional Paper (Hotel)</u>					
MBA (HM) 210	front office Management	80	20	100	3
MBA (HM) 211	Housekeeping	80	20	100	3
MBA (HM) 212	Food & Beverage Management & Operations	80	20	100	3
Total Marks		900			

MBA (HM) 201 CUSTOMER RELATIONSHIP MANAGEMENT IN HOSPITALITY SECTOR

Max. Marks: 100

External: 80

Internal: 20

Time: 3 Hours

Objectives: CRM uses some of the tools of database management and some of the new tactics of digital communication to reduce attrition and maximize the lifetime value of a customer. customer relationship management (CRM) is making fundamental changes in the way companies operate. it is a critical pint of merger, where e- business becomes a part of all business. This course will engage the student in the diagnosis of CRM issues, the building of CRM plans, the measurement of their effectiveness and the new tools available to get all these things done economically, in internet time.

MODULE-I

Concept of CRM, nature of CRM, Concept of customer Life Cycle, Importance of CRM in hospitality industry, Prerequisites for effective CRM, Internal & External Consideration in CRM, Internal & External process of CRM.

MODULE-II

Understanding Customers, Customer differences for CRM, Using customer insights, Customer insight leaders, Building CRM- Customer acquisition, Requisites for Effective Acquisition, CIM (Customer Interaction Management), CRM Processes: Adoption Process & Retention Process, CRM Implementation.

MODULE-III

CRM Methods: Call centres for CRM, Complaint handing for CRM, Use of E-Commerce and M- Commerce in developing customer relationship, Customer Database Management for CRM, Data Warehousing & Data Mining, Software solutions for CRM.

MODULE- IV

CRM Strategies : CRM strategies perspective; Win back and Acquisition strategies; sales force automation. Automated customer service- Issues for implementing CRM, Managerial Orientation for CRM. Organizational preparation for CRM. Techniques for transforming customer contact, Reinvigorating and realigning customer facing workforce, Enhancing relationship with channel partners, using Feed Back.

References:

1. CRM at Speed of Light, Third Edition: Essential Customer Strategies for the 21st Century by Paul Greenberg
2. CRM essential customer strategies for the 21st Century by Paul Greenberg
Tata Mcgraw Hill.
3. CRM Step by Step Approach by A. Sagadeban, Vidya Vikas.
4. CRM- Strategic Perceptive by G. Shainesh, Jagdish N. Sheth, Mc Millan
5. Customer Relation Management by H. Perru Mohamed, Vidya Vikas.
6. Customer Relationship Management by Kristin Anderson Carol Kerr
7. Customer Relationship Management Essentials by John W Gosney and
Thomas P. Boehm.
8. Handbook of CRM : Achieving in Customer Management by Adrian Payne.
9. Marketing Insights from A to Z 80 Concepts Every Manager needs to know by
Philip Kotler
10. The Ultimate CRM Handbook by John G. Freeland, Tata Mcgraw-Hill

MBA (HM) 202 EVENT MANAGEMENT

Max. Marks: 100

External: 80

Internal: 20

Time: 3 Hours

OBJECTIVE

The course will introduce learner to world of event management, which is one of the fastest growing segment. Students will be prepared how they can plan an event and manage it. It also focus on various considerations to be kept in mind while planning and organizing an event. The overall objective is to produce a good qualitative event planner for the industry.

Module –I

Introduction to event industry, definition and frameworks, categories and typologies, characteristics of events, social-economical and developmental implications of events, skills required to be a good event planner. Developing leadership, group development & time management for events.

Market demand for event: size and scope of the event market in India. Determinants and motivators, structure of demand for events

Event business supplier: structure of events services: public sector and private sector, companies and their roles, voluntary bodies, committees and individuals.

Module-II

Pre-event research and event planning, concept and design, studying event feasibility.

Legal compliances, event venue finding, logistics and ambience.

Marketing, and advertising for events, pr for events, financial and risk management of events. Event catering, planning for a catered event, catering tips; event decorations: the importance of decorations, decorating plans, hiring a decorator, party themes.

Entertainment and speakers: the purpose of entertainment, entertainment planning and speaker selection. Various protocols during events.

Module-IV

Safety and security: occupational safety, and health, incident reporting crowd management and evacuation: the crowd management plan, major risks.

**MBA (HM) 203 INFORMATION & COMMUNICATION TECHNOLOGY
(HOSPITALITY INDUSTRY)**

Max. Marks: 100

External: 80

Internal: 20

Time: 3 Hour

OBJECTIVE

The course will introduce learner to the role & importance of information technologies at work. Students will be prepared to understand new technologies as a tool effectively as per the needs of industry. The units are structured around ICT related tasks of the managers.

Module –I

Introduction to ICT and ICT in Hospitality Industry

Introduction to information & communication technology: definition, ICT in Hospitality sector: Accommodation establishments, types and ICT utilization, Strategic and tactical role of ICT for Hotels, Issues for future of E- Hospitality.

Module-II

ICT in Tourism

Introduction, Impact of ICT on Tourism, Tourism Systems and ICTs, Application used in tourism, Computer Reservation Systems.

A brief introduction of E- Airlines, E-tour operators, E- travel agencies, E-Destinations.

Module- III

Internet

Internet: Applications, Use of internet for hospitality Industry, Internet domain, Internet Server, Establishing connectivity on the internet, types of internet providers, www, E-mail and its architecture, Internet browsers, Search engines

Module-IV

E-Commerce, types & related concept

E-commerce concept: Meaning, Definition, Concept, Features, Functions of E-commerce, Limitation of E-commerce, cases of online companies selling E-travel.

References:

- V. Ragaraman, fundamental of computers, PHI New Delhi.
- D. Buhalis, (2003) Etourism: Information Technology For Strategic Tourism Management. Pearson Publication Ltd. Essex , United Kingdom.
- Kamblesh Bajaj and Debjani nar, E-commerce: The cutting edge of business, Tata MGHill.
- C.S.V. Murthy, E-commerce concepts, Models and strategies, Himalaya Pub.

MBA(HM) -204 Financial Management

Max. Marks -100

External - 80

Internal – 20

Course Objectives: The course on financial Management takes into account the method and techniques of financial management as well as sources and mechanism of generating and getting financial sources. It also focused on the institutional framework in general and tourism and travel industry in particular. It critically examines the funding processes and procedures in India in Hotel and services sector and try to understand the need and nature of external funding through international institutions and foundations. Taking into account the definite shortage of funds available it will try to explain the mechanism of creating suitable climate so that funding could be enhanced through the various incentives in the tourism industry. Financial Management is of utmost importance when the industry is poised to take a leap forward and therefore, the course assumes greater significance for understanding the financial resources development, modernization syndrome in the field of tourism and travel industry.

Module -1: Finance –Meaning and typology. Financial Management- nature, scope, objectives and financial decisions. Financial Planning and Forecasting-meaning and techniques.

Module -II: Working capital management-meaning, characteristics, determinants, types and importance. Cash and receivable management- meaning, process, methods. Inventory management-meaning, factors affecting, methods.

Module -III: Capital budgeting-meaning, importance, methods.

Analytical techniques for investment analysis: non-discounted and discounted cash flow procedure.

Financial structure- meaning, essential features, significance and determinants. Difference between financial and capital structure.

Module-IV: Short-term financing- trade credit, unsecured loans, secured loans and commercial paper. Long term financing- common stock, preferred stock, debentures and retained earnings. Tourism finance corporation of India (Ltd.) –aims, objectives and functions

Dividend policies- meaning, significance, determinants and various dividend policies.

References

- James C. V. and John M. W.(2006). Fundamentals of Financial Management, Prentice-Hall of India (P) Ltd., New Delhi.
- Khan & Jain,(2008) Financial Management Tata McGraw Book Hill series.
- Kulkarni, (2009) Financial Management.,Himalaya publishing house, new Delhi.
- Robert E. Chatfield, Michael C. Dalbor (2009) Hospitality Financial Management, Pearson/Prentice Hall, Canada,

- Chris Guilding (2012) *Financial Management for Hospitality Decision Makers*, Routledge,
- P.K. Jain (2007) *Financial Management*, Tata McGraw-Hill Education, New Delhi.
- Eugene F. Brigham and Joel F. Houston (2007) *Fundamentals of Financial Management*, Eleventh Edition, Thomson USA.

MBA (HM) 205 STATISTICS & RESEARCH METHODOLOGY

Max. Marks: 100

External: 80

Internal: 20

Time: 3 Hours

OBJECTIVE

The general objective of this course is to introduce students to statistics and research methods. The specific objectives are: (i) to ensure that students acquire some basic research skills (ii) to help students understand the principles of research. The proposed research course has two separate but closely related components – statistics and research methodology components. The ideas and practices shall be discussed in specific relevance to tourism business.

MODULE-I Introduction to statistics. Measures of central tendency-mean , median and mode . Simple Correlation and , regression .

MODULE-II Sampling and sampling methods .Elementary probability theory : additive and multiplicative laws of probability.

MODULE-III introduction to research : types of research : basic , applied and experimental . Choosing the problem for research , general phases and principles of research procedures.

MODULE-IVData acquisition : observation , questionnaire , interviews and available records . Analysis and interpretation of research data . report writing.

MBA (HM) 207 AIR TRAVEL MANAGEMENT

Max. Marks: 100

External: 80

Internal : 20

Time: 3 Hours

OBJECTIVES; Air transport is latest and fastest mode of transportation. Air Travel industry is growing at a very fast pace with few fluctuations. It needs a large number of employees with technical knowledge. The paper of Air travel and management focuses on the changing need of air travel. Any person who wants to join air travel industry should have knowledge of world geography, various aviation organizations, passengers ticketing and cargo handling. This paper gives a comprehensive knowledge of all these matters with latest information.

Module I; Importance of geography in air travel management. Subject matter of geography. Physical Geography; Physiography, Climate and climatic regions. Human Geography. Relevance of Geography in tourism and airlines. Airline geography; location of airports. IATA traffic Conference areas and sub areas. Local time, GMT, Day light saving time. International dateline, Time calculation.

Module II ; Case study of tourism in important countries; USA, UK, Italy, Nepal, Thailand, Australia; Introduction, Physical and cultural tourist resources, main tourist destinations / cities of each country.

Module III; Airlines; History of civil aviation, The Chicago convention, freedom of air, Bermuda Agreement, Importance of agreements in International aviation. Public and Private airlines in India. Directorate General of Civil aviation (DGCA) and Airport Authority of India (AAI); Organization and functions. Airlines itinerary preparation, Hub and Spoke system, Flight connections, IATA codes, Immigration formalities.

Module IV; Types of paper tickets; hand written, computerized and e-ticketing. Types of journeys. Steps of ticketing and fare calculation. Cargo handling management, Importance of Cargo in airline business, types of Cargo, packaging, freight calculation.

REFERENCES

1. Boniface, B.G. & Christopher Cooper: The Geography of Travel and Tourism, Heinemann, London, 1987.
2. Douglas Pearce: Tourism Today: 'A Geographical Analysis, Longman, London, 1987.
3. Douglas Pearce: Topics in Applied Geography Tourism Development, Longman, London.

4. Foster, D.L., 'An Introduction to Travel and Tourism', Glencoe, McGraw Hill, New York.
5. Gillard: Quentine 'Travel Geography Handbook' Vo Nostrand Reinhold, New York, 1991.
6. Goh Cheong Long: An Economic Atlas of India, Oxford University.
7. Pichamathu, C.S., 'Physical Geography of India, NBT, New Delhi.
8. Quereshi, Imtiaz (ed.) Physical Geography of India, NCERT, New Delhi.
9. Quereshi, Imtiaz (ed.) India: Economy & Society, NCERT, New Delhi.
10. Quereshi, Imtiaz (ed.) World Geography, NCERT, New Delhi.
11. Singh, Gopal: A Geography of India: Atma Ram & Sons, New Delhi.
12. Singh, R.L., India: A Regional Geography, National Geographical Society, Varanasi, 1990.
- 13 OAG Airline Guide published by Reed Travel Group, U.K.
- 14 Indian Airlines Fare Book
- 14 Air Tariff Book.
- 15 Websites of related topics

MBA(HM) 208 Tour Packaging Management

Max. Marks: 100

External : 80

Internal : 20

Time: 3 Hours

OBJECTIVES:

Tour packaging is an essential dimension of tourism industry and is fastest growing at global level. It requires systematic and scientific approaches to deal with the growing demands for tour packages. In fact it is the core component of tourism industry where more than 90% students get jobs. Thus, the course aims to provide a comprehensive theoretical and practical knowledge to the students for understanding the concept of tour operation, type of tour, standard components of tour package and preparation of tour packages- their costing and pricing and marketing strategies. It also helps to develop students as tour manager. Its arising in that relationship. To understand reasonably the culture-tourism relationship the Indian culture and heritage shall be taught with the purpose of application of the same in tourism.

Module - 1

1. Tour package- origin and growth over the years, components of a tour package
Types of tour packages,
2. Tour operation industry in India and global level, Role and contribution of tour operation industry and it future prospects.

Module - 11

3. Tour designing process- meaning and steps – tour research, development of tour itinerary, negotiation with travel vendors,
4. Designing and printing of tour brochure;
5. Tour costing and pricing and Tour promotion

Module - 111

6. Developing tour packages for business travelers, cultural event,
7. Popular Itineraries for Pilgrimage Tourism,
8. Tour package for hill resorts, winter sports, deserts & beach resorts

Module - 1V

9. Development of Tour Itinerary for Outbound tours- to South-East Asia- Singapore, Thailand and Malaysia, Salient features of destinations covered in these itineraries.
10. Development of Tour Itinerary for Outbound tours USA and Europe, Salient features of destinations covered in these itineraries.

MBA(HM)- 209 Travel Agency Management

Max. Marks: 100

External : 80

Internal : 20

Time: 3 Hours

COURSE OBJECTIVE:

The course gives the desired exposure to the prevalent procedures and processing style in aspects of tourism, travel and tour management. It gives details regarding basic procedures adopted by agencies in the specific fields and focuses on the prescribed requirements by the administrative and bureaucratic machinery looking after specific aspects of tourism and allied activities.

Module- I

Travel agency and tour operator- meaning, concept, types and importance. Historical growth and development of travel agency and tour operation business. Linkages and integrations in travel agency business. Entrepreneurship in Travel Operation and Career in travel agency and tour operation business.

Module- II

Organisational structure of travel agency and tour operator- main operational and managerial staff. Travel agency HR planning and job analysis of major positions. Major functions of Travel agency and tour operators

Module- III

Travel Agency & Tour Operation Business- Setting procedure and process. Ministry of Tourism, Govt of India and IATA approval for travel agency and tour operator. Ownership structure and revenue sources of travel agency. Financial incentives available for travel agency and tour operator in India.

Module- IV

Travel Trade Associations and Organisations- role and contribution. Present business Trends and Future prospects of travel agency and tour operation business.

References:

- Gee, Chuck and Y. Makens, Professional Travel Agency Management, Prentice Hall, New York, 1990.
- Mohinder Chand, Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd. New Delhi, 2007.
- Foster .D.L. The Business Of Travel Agency Operations and Administration, McGraw Hill, Singapore, 1990.
- Frenmount P. , How to open and Run a Money Making Travel Agency , John Wiley and Sons , New York.1994.
- Gregory A., The Travel Agent: Dealer in Dreams, Prentice Hall, London, 1990.
- Yole P., The Business of Tour Operations, Pitman, London, 1995.

- Witt S.,and Moutinho L., Tourism, marketing and management handbook (ed.) Prentice hall , UK.,1989.
- Holloway, J.C., The Business of Tourism, Pitman, 1992.
- Kamra K.K. and Chand Mohinder, Basics of Tourism- Theory, operation and Practice,
- Kanishka publishers, and distributors, New Delhi, 2002.
- Syrratt G., Manual of Travel Agency Practice, Butterworth, Oxford, 1995.
- IATA Manual
- Ministry of Tourism, Govt. of India, Reports and guidelines for travel agency and tour operators.

MBA (HM) -210 FRONT OFFICE

Max. Marks: 100

External : 80

Internal : 20

Time: 3

Hours

Module 1

Front office: Planning & Layout with all its ancillary areas. Organization Structure, Systems & Procedures, Function of front office.

Front Office HR: Qualities of front office staff, salesmanship of front office staff. Front office staff profile.

Module 2

Reservation, Reception & Registration

Information & other important functions i.e. Bell Desk function left luggage handling Etc.

Module 3

Check-In & Check-out Procedures, Modes of Payment: Cash, Credit cards, Bill to Account, Traveler's check, Debit cards & Cashier Report.

Front office Communication: Log book, Telephone handling, Front office & other departments of hotel.

Module 4

Complaint handling, Designing Security Programs, Components in hotel security program & Emergency Procedures., Lost & Found Procedure

MBA (HM) – 211 HOUSEKEEPING

Max. Marks : 100

External : 80

Internal : 20

Time : 3 hours

Objectives: The course familiarizes students with the organization of Housekeeping, its system and functions. A blend of theory and practicals will be used to develop sensitivity and high ethics towards cleanliness.

- MODULE – I** Housekeeping – introduction, importance and its functions. Staffing and organizational structure of Housekeeping Department. Job description of staff and work schedules. Supervision of Housekeeping.
- MODULE-II** Detailed study of cleaning process, principles, reasons, methods, procedure, routine cleaning, special cleaning and periodic cleaning of Rooms and Bathrooms, Public areas and back of the house areas. Cleaning equipments and agents. Cleaning techniques & cleaning manuals.
- MODULE-III** Linen Room- Layout of linen room. Types of linen-their storage and upkeep. Maintaining linen records, laundry operations. Uniforms.
Types of rooms and furniture. Pest control. Guest Supplies. Security, Fire prevention, maintenance of records, inventory control, key control, lost & found property.
- MODULE-IV** Interior design, principles of design, elements of art, interior decoration, lightning, ventilation and heating, Soft furnishings, floor finishes, colour combination. Flower arrangement and accessories in interior decoration.

References:

1. Hotel Hostel and Hospital Housekeeping –by Joan c Branson & Margaret Lennox, ELBS with Hodder & Stoughton Ltd.
2. Hotel House Keeping A Training Mannual by Sudhir Andrews. Tata McGraw Hill publishing company Limited New Delhi.
3. Hotel Housekeeping Operations & Management by Reghubalan. Oxford University Press.
4. House Keeping Management by Matt. A Casado: Wiley Publications.
5. Management of Hotel & Motel Security (Occupational Safety and Health) by H. Burstein, CRC Publisher.
6. Managing Housekeeping Operations by Margar M. Kappa, CHHE, American Hotels & Lodging Associations.
7. Professional Management of Housekeeping by Manoj Madhukar, Rajat Publications.

8. Professional management of Housekeeping Operations (II End.) by Robert J. Martin & Thomas , J. A. Jones, Wiley Publications.
9. Safety and Security for Woman Who Travel By Sheila Swan & Peter I
auter Publisher: Traveler s Tales
10. Security Operations by Robert Mc Crie, Publisher: Butterworth-
Heinemann
11. The Professional Housekeeper by Tucker Schneider, Wiley Publications

MBA (HM) – 212 FOOD & BEVERAGE MANAGEMENT AND OPERATIONS

Max. Marks : 100

External : 80

Internal : 20

Time : 3 hours

Objectives: The course familiarizes students with various aspects of food & beverage management and operations. the students will know about various sectors, marketing, menu planning, controlling, etc.

MODULE-I

Food and Beverage Management - introduction, characteristics of food and beverage products, types of sectors i.e., commercial sector, subsidized or welfare sector and their characteristics. Marketing of food and beverage - concept, segmentation, marketing mix, product life cycle, various tools of marketing.

MODULE-II

Forms and Types of foods, elementary nutrition, balanced diet, classification of beverages; Food laws, Menu planning-Types of menu and principles of menu planning. The overall dining out experience-introduction, factors responsible for the overall experience and recent trends in eating out. Quality in management of food & beverage operations, importance, various factors contributing to quality. Health & safety aspects for food and beverage operations.

MODULE-III

Food and Beverage control-introduction, elements, calculation of food and beverage cost, methods, food and beverage control checklist, Revenue control systems. Financial aspects- introduction, types of budget, stages in budget preparation, Break Even Point calculation and changes in Break-Even sales. Food purchasing, receiving and store-keeping.

MODULE-IV

Food and beverage production-introduction, areas, equipments, various methods and standard recipe. Food and beverage service-introduction, areas, equipments and service methods.

Food and Beverage Management in fast foods, restaurants, industrial caterings, function catering, school catering and hospital catering. their introduction, financial, marketing and catering strategies, control and performance measurements.

References:

1. Arora, K. Theory of Cookery.
2. Bernard Davis, Food and Beverage Management
3. Cichy and Wise, Managing Service in Food and Beverage Operations

4. Fuller, Modern Restaurant A Manual for students and Practitioners
5. Jones, Food and Beverage Management
6. Kinton Cesrani. Theory of Catering
7. Kinton, Cesrani. Practical Cookery
8. Lillicrap, Food and Beverage Service
9. P, Thangam. Theory of Cookery (part-I & II).
10. Ronald kinton, Victor Ceserani and David Foskett, Theory of catering
11. S. Andrews, Food and Beverage Service Training Manual
12. Sethi, M., Surjeet. Theory of Catering