

SEMESTER I

| <i>MANAGEMENT FUNCTIONS AND BEHAVIOUR</i> (04 Credits) | |
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| Unit-1 | ROLE OF A MANAGER <ul style="list-style-type: none">• Task of a Professional Manager• Responsibilities of a Professional Manager• Management Systems and Processes• Managerial Skills |
| Unit-2 | DECISION MAKING <ul style="list-style-type: none">• Organisational Context of Decisions• Decision Making Models• Decision Making – Techniques and Processes• Management by Objectives |
| Unit-3 | ORGANISATIONAL CLIMATE AND CHANGE <ul style="list-style-type: none">• Organisational Structure and Managerial Ethos• Management of Organisational Conflicts• Managing Change |
| Unit-4 | ORGANISATION STRUCTURE AND PROCESSES <ul style="list-style-type: none">• Organisational Structure and Design• Managerial Communication• Planning Process• Controlling• Delegation and Inter-department Coordination |
| Unit-5 | BEHAVIOURAL DYNAMICS <ul style="list-style-type: none">• Analysing Interpersonal Relations• Leadership Styles and Influence Process• Group Dynamics |

Workshops & Seminars:

- ❖ Stress management, yoga and meditation
- ❖ Seven habits of highly effective people-Stephen Covey
- ❖ Business manners and etiquette
- ❖ Public speaking and presentation skills
- ❖ Intellectual capital

| INFORMATION TECHNOLOGY FOR HOSPITALITY MANAGER (04 Credits) | |
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| Unit-1 | MANAGERIAL APPLICATIONS OF COMPUTERS <ul style="list-style-type: none"> • Spreadsheet Software and Managerial Applications • Computer and Management Functions • Computer Based Financial Systems • Computer Based Inventory Systems • Computers in Human Resource Management |
| Unit-2 | COMPUTERS AND DECISIONAL TECHNIQUES <ul style="list-style-type: none"> • Operations Research and Management Decision Making • Linear Programming – Problem Formulation and Graphical Method • Linear Programming – The Simplex Method |
| Unit-3 | ADVANCED DECISIONAL TECHNIQUES <ul style="list-style-type: none"> • Transportation Models • Assignment Models • PERT/CPM |
| Unit-4 | MANAGEMENT INFORMATION SYSTEM <ul style="list-style-type: none"> • An MIS Perspective • Information Needs and its Economics • Management Information and Control Systems |
| Unit-5 | SYSTEMS ANALYSIS AND COMPUTER LANGUAGES <ul style="list-style-type: none"> • System Analysis and Design • Computer Programming • Programming Languages Application |

Workshops & Seminars:

- ❖ Impact of Technology Revolution in Hotel & Food Service Industry
- ❖ Revenue Optimisation through Technology Convergence
- ❖ PERT/CPM Application in Hotel Projects
- ❖ Future Technological Trends in Hospitality Sector

| HOSPITALITY MANAGEMENT (04 Credits) | |
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| Unit-1 | <p>FOOD & BEVERAGE SERVICE MANAGEMENT</p> <ul style="list-style-type: none"> • Managing quality in Food & Beverage Operations • Food & Beverage Business <ul style="list-style-type: none"> ⇒ Dining Market and eating market ⇒ Casual upscale dining ⇒ Eating market dynamics ⇒ Demand and supply forces shaping food service industry <ul style="list-style-type: none"> ⇒ Changing composition of population and other demographic factors / Workforce availability and diversity / Factors – cyclical business, competitive business, capital intensive business, growth business • Food & Beverage product cost and pricing strategies • Budgeting and revenue control and optimization • Management of various catering operations <ul style="list-style-type: none"> ⇒ Trends in catering operations/Financial policies/ Marketing policies/Catering policies/Control & performance measures • Issues facing Food & Beverage Service industry <ul style="list-style-type: none"> ⇒ Consumer concerns/Nutrition/Junk food Alcohol & Dining/ Managing waste |
| Unit-2 | <p>ACCOMMODATION MANAGEMENT</p> <ul style="list-style-type: none"> • Customer Relationship Management <ul style="list-style-type: none"> ⇒ CRM & Hospitality defined / Customer expectations / Service Delivery / Wow factor / Future trends in service delivery • Market Segmentation • Pricing Strategies • Distribution Channels • Management of various lodging properties <ul style="list-style-type: none"> ⇒ Trends in lodging properties/Financial policies/Marketing policies/ Operations policies/Performance measurements |
| Unit-3 | <p>SAFETY/SECURITY/ENERGY CONSERVATION IN HOTELS</p> <ul style="list-style-type: none"> • Safety standards in hotels • Sanitation requirements • Security systems in hotels • Role of technology in managing safety, security and energy • Energy conservation norms for hotels |

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| | <ul style="list-style-type: none"> • Environmental concerns relating to hotel industry • Social Responsibility |
| Unit-4 | <p>HOSPITALITY ENTREPRENEURSHIP</p> <ul style="list-style-type: none"> • Introduction • Site selection economics • Strategic management of a new venture • Licenses and Permits ⇒ Municipal/Police/Fire/Excise/Others |
| Unit-5 | <p>LAWS AND STANDARDS RELATED TO HOSPITALITY BUSINESS</p> <p>Hotel & Catering Industry – A legal perspective:</p> <ul style="list-style-type: none"> • Need for laws and regulations in Hotel & Catering Industry • International Conventions in hospitality industry |
| | <ul style="list-style-type: none"> • Understanding Laws & Procedures <ul style="list-style-type: none"> ⇒ Shops and Establishment Act ⇒ Franchising ⇒ Hazard Analysis and Critical Control Point (HACCP) ⇒ The Apprentices Act, 1961 ⇒ The Employment Exchanges 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 ⇒ Trademarks, patents and copyrights laws – Trademarks <p>Standards:</p> <ul style="list-style-type: none"> • Star Classification of Hotels in India • ISO • Euro • BIS |

Seminars & Workshops:

- ❖ Customer Relationship Management
- ❖ Total Quality Management in Service Sector
- ❖ Ecological Impact of Hospitality Ventures (case study)
- ❖ Brand loyalty (Case Study)

| PROPERTIES DEVELOPMENT AND PLANNING (06 Credits) | |
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| Unit-1 | <p>DEVELOPMENT OF TOURISM DESTINATION/ HOSPITALITY FACILITY,</p> <ul style="list-style-type: none"> • Types of tourist destination – Resort/Religious/Heritage/ Eco-Health/Business/Amusement Park • Types of Hospitality facilities at a tourist destination • Hotels – Shopping Arcades / Restaurants – Tour Guides / Transport – Special Kit for safety at resorts |
| Unit-2 | <p>ROLE AS AN INCOME – PRODUCING COMPONENT OF BUSINESS</p> <ul style="list-style-type: none"> • Convention & Group Sales • MICE (Meetings, Incentives, Conferences, Exhibitions/ Expositions) • Trade Shows / Exposition Management • Telecom • Forex • Income for local artisans, workers • Tour Operations |
| Unit-3 | <p>TECHNICAL REQUIREMENTS AS ESTABLISHED BY LAW AND NEED</p> <ul style="list-style-type: none"> • 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 – Norms/Requirements/Ecotel Norms |
| Unit-4 | <p>FACILITIES DESIGN & ANALYSIS</p> <ul style="list-style-type: none"> • 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 |

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| | <ul style="list-style-type: none"> • 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-5 | ENTERTAINMENT MANAGEMENT <ul style="list-style-type: none"> • Holiday Package – Indoor Games • Room Package • Adventure Sports • Night Club/Disco • Landscaping for Sports |
| Unit-6 | RESORT MANAGEMENT <ul style="list-style-type: none"> • Type of Resort • Marketing the Resort – Publicity/Time Share/Tourism Development • Staff Management – Contract/Seasonal/Outsourcing • Franchise/Group/Ownership • Sources of Funds • Dual Rates (Peak/Off) • Menu Management |
| Unit-7 | OUTDOOR RECREATION PLANNING <ul style="list-style-type: none"> • Sports (Area, Type, Trainees) • Trekking (Guide, Expert) • Medical Facility – first-aid/Doctors • Transportation to picnic/sites • Approved Travel Plans |
| Unit-8 | EVENT MANAGEMENT <ul style="list-style-type: none"> • Event Planning • Event Marketing • Sponsorship Deal • Space Promotion • Facilities – Equipment/Lighting/Fire Safety • Seating/Stall/Layout • Programme Planning Management • Financial Management of Events |
| Unit-9 | THERAPEUTIC RECREATION & LEISURE FOR OLDER ADULTS AND SPECIAL POPULATIONS <ul style="list-style-type: none"> • Dietetics |

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| <ul style="list-style-type: none">• Ayurvedic Treatments• Herbal Oil Baths/SPA/Mud Baths/Aroma Therapy/Healing Treatment• Holistic Healing for Stress Management• Indoor Recreation• Sight Seeing Tours• Water Sports• Toning & Treatment |
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Workshops & Seminars:

- ❖ Entrepreneurship
- ❖ Venture Capital
- ❖ Pollution Control
- ❖ Facility Design & Planning
- ❖ Green Hotel Concepts

Students will have assignments to prepare the programme documentation for a new hotel or one undergoing major refurbishment.