

DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY



CIRCULAR NO.SU/Commerce&Management/Hotel MGt./50/2021

It is hereby inform to all concerned that, on the recommendation of the, Dean Faculty of Commerce & Management, the Hon'ble Vice-Chancellor in his emergency powers under Section-12(7) & 12(8) of the Maharashtra Public Universities Act, 2016 has accepted New Syllabus **Master in Hotel Management** under Choice Based Credit & Grading System on behalf of the Academic Council to be applied from the Academic Year 2021-2022 and onwards.

All concerned are requested to note the contents of this circular and bring notice to the students, teachers and staff for their information and necessary action.

University Campus,
Aurangabad-431 004.

REF.NO. SU/ COMMERCE/2021-22

Date:- 08-10-2021.

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*Deputy Registrar,
Academic Section
Syllabus unit.*

Copy forwarded with compliments to :-

- 1] **Head of Dept. of Tourism Administrations,
Dr. Babasaheb Ambedkar Marathwada University.**
- 2] The Director, University Network & Information Centre, UNIC, with a request to upload this Circular on University Website.

Copy to :-

- 1] The Director, Board of Examination & Evaluation,
- 2] **The Section Officer, [B.Com. Unit] Examination Branch,**
- 3] The Section officer, [Eligibility Unit],
- 4] **The Programmer [Computer Unit-1] Examinations,**
- 5] **The Programmer [Computer Unit-2] Examinations,**
- 6] The In-charge, [E-Suvidha Kendra], Rajarshi Shahu Maharaj Pariksha Bhavan, Dr. Babasaheb Ambekar Marathwada University.
- 7] The Public Relation Officer,
- 8] The Record Keeper.

**DR. BABASAHEB AMBEDKAR
MARATHWADA UNIVERSITY,
AURANGABAD.**



Curriculum of
MASTER IN HOTEL MANAGEMENT
(MHM) IIND YEAR
I & II, IIIIRD & IV SEMESTER
APPLICABLE FOR UNIVERSITY DEPARTMENT
under Choice Based Credit & Grading System

[Effective from the Academic Year 2021-22 & onwards]

**DR. BABASAHEB AMBEDKAR
MARATHWADA UNIVERSITY,
AURANGABAD.**



SYLLABUS

Outcome-based Education

MASTER OF HOTEL MANAGEMENT

(EFFECTIVE FROM OCTOBER 2021)

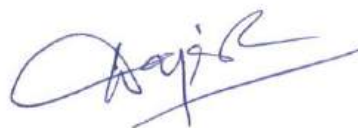
Department of Tourism Administration

Mission of the Department:

- The Department is devoted to the pursuit of higher knowledge in tourism and its dissemination to a diverse audience.
- As the goal of the university is excellence and social commitment, the department aims for global recognition with Community based development
- To work in coordination with the government tourism departments, corporations and the industry and is well known in the country for the quality of Research;
- To establish international collaboration and exchange with the foreign universities *(Already faculty from Chile, Brazil, Portugal, China, Japan, France, Turkey, Malaysia, and Thailand. Students and researchers from developed countries like United Kingdom, Japan and Korea are pursuing their research in the department.)*

Vision of the Department:

- The department is committed to develop the required skilled manpower and special efforts are taken to train the students from the tourist destinations specially focused on preparing the manpower for Teaching and Research. *(Alumni of the department are working as tourism academicians in various universities and Institutes in India, right from Kashmir to Andaman Islands and in foreign countries like Bhutan, Kenya, and Dubai.)*
- The Department is committed to achieve the United Nations Millennium Development Goals which are incorporated in the course Contents and Research areas. *(Tourism has a significant role in the achievement of United Nations Millennium Development Goals MDGs 1 - eradication of poverty, MDG 3 - gender equality, MDG 7- environmental sustainability and MDG 8 - global partnerships for development.)*
- In the coming 10 years, the department has strategically planned to develop and provide the trained manpower, in tune with the objectives of National Skill Development Council and Digital India Campaign, the upcoming mega projects in the region- Delhi Mumbai Industrial Corridor (DMIC), Smart city at Shendra Bidkin, Smart city of Aurangabad, Aurangabad Industrial City (AURIC) and the future projections of the United Nations World Tourism Organisation.



Masters of Hotel Management

1. Nomenclature of PG Programme in Hotel Management

MHM : Masters in Hotel Management

Under the Faculty of Commerce and Management

2. Admission procedure

Direct Admission as per Merit and according to the existing University Regulations

3. No of Seats : 30

4. Medium of Instruction and Examination : English

5. Examination Pattern : 60 : 40 (60 marks Term End Exam, 40 marks Internal Assignments)

6. Eligibility Criteria for Admission

Category 1: Graduate in Hotel/ Hospitality/ Administration / Management or Tourism Management.

Category 2: Graduates from other faculty / Discipline with 03 years of Industry Experience at supervisory level may be made eligible

Category 3: Graduates without industry experience may be made eligible subject to completion of 02 Bridge courses in Hospitality / Hotel Management

7. Course Fee Structure

Tuition Fees: Rs 45,000/- (Rs Forty Five Thousand only) per Semester

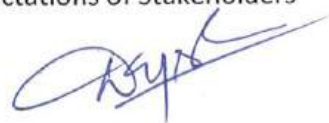
Examination Fees: Rs 5,000/- (Rs Five Thousand only) per Semester

Uniform Fees: Rs 10,000/- (Rs Ten Thousand only) for Uniform (F&B Service, Food Production, House Keeping Apron, Front Office Blazer)

1. PROGRAM OUTCOMES

The objectives of the Masters of Hotel Management program are to produce Post Graduates who :

1. Have strong foundation in Hotel Management and Hospitality Industry with an ability to solve important problems in modern technological society as valuable stakeholders
2. Have broad based background to practice Tourism in the areas of Hotel Administration, Hotel Planning, Sustainable Hotel Management in Industry and Government settings meeting the growing expectations of Stakeholders



3. Have an ability to peruse higher studies an succeed in academic and research and consultancy careers in Global Hospitality Industry
4. Have the ability to function and communicate effectively, both individually and within tourism stakeholders using modern tools.
5. Recognize need for and possess the ability to the ability to engage in life-long learning in upcoming Niche markets of Tourism Globally
6. Will be sensitive to the consequences of their work, both ethically and professionally, for productive professional careers. Focusing on the positive sustainable development i.e. socio-economic, environmental and cultural impact of the locals in and around the Tourism destinations where they work.

2. PROGRAM SPECIFIC OUTCOMES

At the end of the Programme, the students are expected to have.

1. An ability to apply hospitality product knowledge for Sustainable Hotel Administration & Management in the Government & Private Sectors.
2. An ability to identity, formulate research literature and analyse complex, hospitality problems reaching substituted conclusions using first principles of Hotel Administration and Management
3. Conduct Investigation of Complex Problems : An ability , to use research based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide Hospitality Solutions
4. An ability, to select & use the techniques, skills and modern tools necessary for Hotel Management practices
5. Broad understanding of ethical and professional practices of Hospitality in the context of global, economic, environmental and socio cultural realities as well as other contemporary issues.
6. Ability to develop, practical solutions for Hospitality related problems under professional and ethical constraints.
7. An ability to function effectively within multidisciplinary teams
8. A fundamental capability in oral and written communication for Hospitality.
9. An ability to recognize the need for and have the ability to engage in, perpetual learning in Niche Hospitality.



Syllabus, Examination and Teaching Scheme

Masters in Hotel Management

Bridge Course

Module Code	Subject Title of Core Module	No. of Credits	Instructional Hours/week	Marks		Total
				IA	TEE	
MHMBC1	Hospitality Management	04	06	40	60	100
MHMBC2	Tourism Principles, Policies and Practices	04	06	40	60	100
		08				200

SEMESTER - I

Module Code	Subject Title of Core Module	No. of Credits	Instructional Hours/week	Marks		Total
				IA	TEE	
MHM01	Culinary Heritage of India	04	06	40	60	100
MHM02	Marketing for Hospitality and Tourism	04	06	40	60	100
MHM03	Tourism and Hospitality Laws	04	06	40	60	100
	Constitution of India	02				
Subject Title of Electives (Any Two)						
MHM04	Seminar Course (R)	04	06	40	60	100
MHM05	Soft Skills & Communication in Hospitality	04	06	40	60	100
MHM06	Principles of Management	04	06	40	60	100
MHM07	Tourism Business & Hotel Industry	04	06	40	60	100
		28				500

SEMESTER - II

Module Code	Subject Title of Core Module	No. of Credits	Instructional Hours/week	Marks		Total
				IA	TEE	
MHM08	Hygiene Practices in Hotels	04	06	40	60	100
MHM09	Contemporary Dining Operations	04	06	40	60	100
MHM10	Property Management System	04	06	40	60	100
Subject Title of Electives (Any Two)						
MHM11	Research Methodology in Hospitality	04	06	40	60	100
MHM12	Business Finance and Revenue Management	04	06	40	60	100
MHM13	Planning and Management of International Tourism	04	06	40	60	100
MHM14	Hotel Internship (P)	04	06	40	60	100
		28				500



SEMESTER – III

Module Code	Subject Title of Core Module	No. of Credits	Instructional Hours/week	Marks		Total
				IA	TEE	
MHM15	Project Report	04	06	40	60	100
MHM16	Human Resource Management in Hospitality	04	06	40	60	100
MHM17	Sales Management in Hospitality	04	06	40	60	100
Subject Title of Electives (Any Two)						
MHM18	Equipment, Materials & Room Division Management	04	06	40	60	100
MHM19	Art of Content Development for Hospitality (P)	04	06	40	60	100
MHM20	Managing Innovation & Change in Hospitality	04	06	40	60	100
MHM21	Sustainable Hospitality Management	04	06	40	60	100
		28				500

SEMESTER – IV

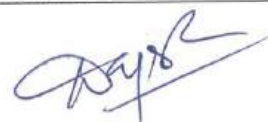
Module Code	Subject Title of Core Module	No. of Credits	Instructional Hours/week	Marks		Total
				IA	TEE	
MHM22	Dissertation (Mentorship & Research Project)	04	06	40	60	100
MHM23	Entrepreneurship in Hospitality and Tourism	04	06	40	60	100
MHM24	Online Food Services Management	04	06	40	60	100
Subject Title of Electives (Any Two)						
MHM25	Food Journalism	04	06	40	60	100
MHM26	Digital Media Marketing	04	06	40	60	100
MHM27	Event Management	04	06	40	60	100
MHM28	Contemporary Practices in Hospitality Industry	04	06	40	60	100
		28				500



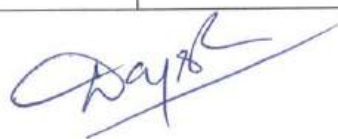
MASTER OF HOTEL MANAGEMENT

BRIDGE COURSE

	Course Name : Hospitality Management (BC)	
	Course Code : MHMBC1	
Unit	Unit Title	Unit Details
I	Hospitality	Introduction, concept, development over the ages in context of Indian and international hospitality
II	The Hotel Industry	Organization of Hotels, ownership structure: Sole Proprietorship, partnership, Franchisees, Management Contract – concept, their advantages and disadvantages.
III	Room Division Management	Different types of rooms. Numbering of rooms and food plan, Basis of charging a guest. Tariff and tariff fixation, Terms used at Front Desk. Basic cleaning agent, selection criteria, their uses and control measures. Cleaning- Types, equipments required, maintenance of equipment & storage. Daily, periodic & spring cleaning procedure.
IV	Food & Beverages	Food & Beverage Service equipments: Introduction, Classification and features. Mise-en-scene and mise-en-place for Restaurant, banquets and room Introduction to cookery and evolution. Aims and objectives of cooking Food. Qualities of Kitchen staff. Kitchen Staff organization- liaison of kitchen with other departments. Duties and attributes of kitchen staff.
V	Future of Hospitality Industry	Changing trends, issue and challenges Importance of Hospitality industry in India
Reference Books		
SN	Name of Book with Author	
1	Introduction to Hospitality Industry – A Text Book: Bagri SC & Dahiya Ashish	Aman Publications – New Delhi
2	Introduction to Hospitality, Walker John R	Prentice Hall of India
3	Theory of Cookery by Krishna Arora	
4	Larousse Gastronomique by Paul Hamlyn	
5	Front office management in hotel, Chkravarti B.K.,	CBS publishers
6	Housekeeping Operations	Oxford Publications
7	Dining Operations by Dr Lomte D M	Notion Press



	Course Name : Tourism Principles, Policies and Practices (BC)	
	Course Code : MHMBC2	
Unit	Unit Title	Unit Details
I	Tourism: Concepts	Definitions and Historical development of tourism. Distinction between Tourist-Traveler-Visitor-Excursionist. Types and Forms of Tourism; Tourism system: Nature, characteristic. Components of tourism and its characteristics
II	Domestic and International tourism	Domestic tourism: features, pattern of growth, profile. International tourism: Generating and Destination regions. Pattern of growth and Profile.
III	Tourism Demand and Supply	Introduction to Tourism Demand; Determinants of tourism demands; Motivation and tourism demand; Measuring the tourism demand. Tourism Statistics (National and International). Emerging Trends and new thrust areas of Indian tourism.
IV	Tourism Impacts: Impacts	Positive and Negative Impacts of Tourism; Socio Cultural, Economic, Environmental and Political
V	Status of Tourism in India The Tourism Industry	Nature and characteristics, components of Tourism Industry. Attractions, Transport, Accommodation, Shopping, Entertainment, Hospitality, Airlines, Travel agencies, Tourism declared as an Industry in India, consequences of Industry status. International Tourism Institutions and organizations, and their role in promoting international movement-UNWTO , WTTC, TAAI, IATO, IATA, ITC
Reference Books		
SN	Name of Book with Author	
1	Mill and Morrison – The Tourism system an Introductory Text (1992)	Prentice Hall
2	Cooper, Fletcher, Tourism, Principles and practices (1993)	Pitman
3	Burkart and Medlik Tourism, Past, Present and Future (1981)	Heinemenn, ELBS.
4	Rowe, Smith, Borein, Career Award in Travel and Tourism: Standard Level (2002)	Cambridge.
5	Swain and Mishra, Tourism Principles and practices	Oxford Publication
6	R Ragde , What tourism is all about	
7	M. Sawant, Socio economic impacts of tourism development in Aurangabad District.	



MASTER OF HOTEL MANAGEMENT

SEMESTER - I

	Course Name : Culinary Heritage of India	
	Course Code : MHM01	
Unit	Unit Title	Unit Details
I	Practicing Indian Cuisine I	Practice of Menu from North India Practice of Menu from South India
II	Practicing Indian Cuisine II	Practice of Menu from East India Practice of Menu from West India Practice of Menu from North East India
III	Ancient Indian Food	Knowledge about the history of Indian cuisine, the unfathomable nature and content of Indian cuisine, understanding of geographical regions of India, culinary regions of India, the difference between linguistic divisions of the country, the culinary life of each region of the country, the history of each region of the country in brief
IV	Influences on Indian Food	The influence of temple cuisine in the culinary traditions of India, the effect of wars and invasion on the cuisine of any particular geographical region of India, the political stability / instability on the cuisine of any particular geographical region of India, the foreign settlers on the cuisine of any particular geographical region of India. Case study : Maharashtrian Cuisine, Case study : Indian Spices
V	Culinary Heritage of India	Kitchen Equipment, Ingredients and Methods used in different states. State wise Culinary Practices, Tribal Culinary Heritage of India.
Reference Books		
SN	Name of Book with Author	
1	Achaya, K. T. (1994). Indian Food: A Historical Companion.	Oxford University Press.
2	Achaya, K. T. (2009). The illustrated foods of India,	Oxford University Press.
3	Khosla, A. (2007). Culture and Household Cookery. New Delhi	Discovery Publishing House.
4	Singh, Y. (2015). A Culinary Tour of India. Delhi	I.K. International Publishing House Pvt. Ltd.
5	COVID19 & Culinary Heritage; Lomte & Sunil Kumar	Notion Press



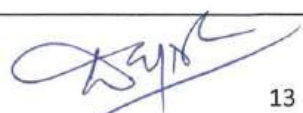
Course Name : Marketing for Hospitality and Tourism		
Course Code : MHM02		
Unit	Unit Title	Unit Details
I	Introduction to Hospitality & Tourism Marketing	Evolution, Definition, nature, process and system services & their marketing nature, characteristics of tourism products, its issues and challenges : Marketing mix
II	Hospitality & Tourism Markets	Types, world tourism markets, inbound and outbound markets for India & Domestic markets : Tourist behavior. Travel purchase and tourist buying process. Tourist discussion making models
III	Market segmentation	Targeting and positioning. Definition of market segmentation, discussions in market segmentation, Market targeting process, product positioning – purpose, process
IV	P's of Marketing	Product – Product management, development, product lifecycle and branding Pricing – Factors influencing pricing, methods of price fixation and strategies Promotion – Promotion mix and tools, People – encounters, managing tourism experience through people and important practices to manage people Process – Elements, managing process, developments in service processes in tourism, Physical evidence – Concept, role & components
V	Market Research	Definition, research and survey methodologies, application, technology and trends in tourism marketing, role of government bodies, national, state tourism offices, local bodies, private organizations, NGO's in tourism marketing
Reference Books		
SN	Name of Book with Author	
1	P. Kotler, Tourism Marketing	
2	P .Kotler, John Bowen, James Makens, Marketing for Hospitality and Tourism	
3	M. Chaudhary, Tourism Marketing 2010	Oxford University Press, New Delhi
4	Pike, Destination Marketing Organisations	
5	D Gupta, Tourism Marketing	
6	Marketing for Tourism. - J. Christophe Holloway & Chris Robinson	
7	Jha S.M. – Tourism Marketing	Bombay – Himalaya



	Course Name : Tourism and Hospitality Laws	
	Course Code : MHM03	
Unit	Unit Title	Unit Details
I	Introduction	Introduction to laws and Legislation in India
II	Legislature for Tourism and Hospitality Business	Laws relating to accommodation, travel agencies and tour operation sector, Law and regulations related to airlines and airways, laws related to surface transport. DGCA formalities for business and recreational flying in India.
III	Front Office Manager and Law	Overview of legal obligation, front office contracts for guest accommodation. Other legal concerns: guest privacy, guest removal, guest property, guest non-payment, illness and death in guestroom.
IV	Food Laws and Standards in India	Food Safety and Standards (FSS) Act, 2006, FSS Rules and Regulations, FSSAI Organisation Structure, Agricultural Produce Act, 1937 (Grading and Marketing), Export (Quality Control & Inspection), Act, 1963 and Rules, Bureau of Indian Standards relevant to food safety, Legal Metrology Act
V	International Food Legislation & Standards	Concepts and trends in food legislation. International and federal standards: Codex Alimentarius, ISO series, food safety in USA. Legislation in Europe: Directives of the official journal of the EU, council regulations, food legislation in UK. Regulating methods for food analysis, case studies. Enforcers of Food Laws Approval Process for Food Additives Nutritional Labelling, International Food Control Systems/ Laws, Regulations and Standards/ Guidelines with regard to Food Safety: CODEX (SPS/TBT), OIE, IPPC

Reference Books

SN	Name of Book with Author	
1	Sunetra Roday, Food Hygiene and Sanitation	Tata Mc Graw Hill
2	Anita Malhotra and Sukhneet Suri, Food Science, Nutrition and Food Safety	Pearson Education India
3	Tourism Guidelines published by Govt. of India, Ministry of Tourism.	
4	Ragde R N., Tourism related laws in India	
5	All relevant Bare acts	
6	Sajnani Manohar (1999) Indian Tourism Business : A Legal Perspective	
7	Tourism guidelines issued by Department of Tourism for hotel and restaurant operation.	



	Course Name : Seminar Course (R)
	Course Code : MHM04
Seminar course which may include assignments such as field work, seminar, practical training, report writing, review of literature or any other innovative practices. The course would focus on the modules in the first semester. The seminar course would be for 50 marks evaluated by the concerned guide and 50 marks would be assigned for viva-voce, to be conducted by one internal and one external expert.	



Course Name : Soft Skills & Communication in Hospitality		
Course Code : MHM05		
Unit	Unit Title	Unit Details
I	Introduction	Meaning, Definition, Nature and Scope and importance of Communication
II	Employment Communication	Resume Styles, Resume Writing, Elements of an Effective Resume, Writing Application Letters; Other Employment Messages Job Interview – Purpose, Types, Interview Skills – Before, During and After the Interview, Interview Dressing, mock interviews – Following up an Application, Accepting an Interview Invitation, Following up an Interview, Accepting Employment, Resigning from a Job.
III	Introduction to Personality Development	Elements of a Good Personality; Importance of Soft Skills; Introduction to Corporate Culture; Professionalism in Service Industry, Group discussions – structure and types, Mock GD using video samples.
IV	Presentation Skills and Techniques:	Personal grooming and business etiquettes, corporate etiquette, social etiquette and telephone etiquette, role play and body language, impression management.
V	Business Reports and Cross Cultural Communication	Types and Characteristics; Components of a formal Report; Business Proposals – Types, Contents, Elements Understanding Cultural and Business Protocol differences across countries – UK, USA, China, Japan, France, and Germany
Reference Books		
SN	Name of Book with Author	
1	Jon Lisa, Integrated skills in Tourist Travel Industry. Longman Group Ltd.	
2	Robert T. Reilly – Effective communication in tourist travel Industry	Dilnas Publication
3	J Eastwood, English for travel	Oxford University Press
4	Ragde R., The making of a Tourism Professional	
5	Ragde R, Cross cultural communications with international tourists	
6	William B. Gudykunst, Cross-Cultural and Intercultural Communication	
7	F Peter, Soft skills and Professional Communication	



	Course Name : Principles of Management	
	Course Code : MHM06	
Unit	Unit Title	Unit Details
I	Functions of Management	Meaning, Nature and Levels in Management – Roles, Skills, Tasks of a Manager, Functions of Management- Planning, Organizing, Directing & Controlling, systems approach, contingency approach
II	Planning	Meaning, Nature of a Sound Plan, Types-Short, Medium and Long-Range Planning, Scope and Limitations and Steps in Planning Process, Planning Tools and Techniques, Management by Objectives (MBO) – Decision-Making Ability, Decision making styles, Decision-making process
III	Organizing & Directing	Meaning, Organization Structure & Design – Delegation and Decentralization of Authority, Relationship and Interactions between Authority Interdepartmental Coordination – Present Trends in Corporate Structure, Strategy and Work Culture – Use of Technology on Organizational Design – Mechanistic vs. Adoptive Structures
IV	Motivation& Leadership	Types and Nature of Motives, Theories of Motivation and Productivity – Leadership Styles & Models, Contemporary issues in motivation, Behaviour theories of leadership
V	Controlling	Process of Communication -Formal and Informal Communication –Control Process – Methods, Tools and Techniques – Design of Control Techniques – Choices in Control, Information control systems
Reference Books		
SN	Name of Book with Author	
1	Koontz, H. and Weihrich, H. (2010). Essentials of Management	McGraw Hill Publishing House, Singapore.
2	Prasad, L.M. (2008) Principles of Management	Sultan Chand & Sons, New Delhi
3	Richard .M H. (1993). Management	Academic Press, New Jersey
4	Hampton, D. R. (1992). Management	TATA McGraw Hill, International Edition, Tokyo.
5	Stoner, J.A.F&Wankel, I.C. (1999). Management	Prentice Hall India, New Delhi
6	Peter F. D. (1987). Practice of Management	Pan Books, London



	Course Name : Tourism Business & Hotel Industry	
	Course Code : MHM07	
Unit	Unit Title	Unit Details
I	Introduction	The nature and concept of Tourism; approaches to study Tourism; Tourism system; Tourism and Hotel Industry – linkages and significance; Tourism impacts – social, cultural and environmental; major tourist attractions – cultural, historical and nature based. Types and forms of Tourism. Transport systems – Air, Railways role and significance. Definition of Tourism, Tourist, Importance, Significance & Growth of Tourism, Hotel Travel desk. Difference between traveler, excursionist, visitor.
II	Travel Agency and Tour Operation Business	Role and functions. Travel agency and Hotel industry. Tourism organizations and associations – Role and functions in Hotel Industry – WTO, PATA, FHRAI and IATA
III	Travel Formalities and Regulations	Passport: meaning, types, issuing authority, and procedure for obtaining passport. VISA- Types, issuing authority, VISA requirements, and procedure for obtaining VISA. Foreign Exchange and procedure for obtaining foreign exchange
IV	Tourist Product	Meaning or Concept, How they are different from the consumer product Components of tourist products, Eco Tourism, Tour Operator- Inbound & Outbound, Immigration companies
V	Niche Tourism	Religion based tourism, Wild Life Sanctuaries, National Parks, and Eco Tourism Destination
Reference Books		
SN	Name of Book with Author	
1	Tourism and the hospitality Industries, Joseph D. Fridgen	
2	Infrastructure of Tourism in India, Rattan Deep Singh,	Kanishka Publishers
3	Progress in Tourism, Recreation and Hospitality, Vol. 1-3	CBS Publishers and Distributions
4	Tourism Development and its impact, S.P. Bansal	NRI Publication New Delhi
5	Tourism Development: Principles and Practics A.K. Bhatia	Sterling Publishers, Delhi.



MASTER OF HOTEL MANAGEMENT

SEMESTER - II

A handwritten signature in blue ink, consisting of stylized cursive letters, possibly reading 'D. G. R.', followed by a long horizontal stroke.

Course Name : Hygiene Practices in Hotels		
Course Code : MHM08		
Unit	Unit Title	Unit Details
I	Basic Introduction to Hygiene and Food Safety	Key Terms, Significance of Hygiene, Hygiene - Personal Hygiene, Equipment Hygiene
II	Physical, Chemical, Biological & Occupational Hazards and its Prevention	Physical Hazards, Food Additive- Pesticide Residue, Metallic Contaminants, Residue from Packaging Material, Water Contamination, Bacteria, yeast, mould, virus, parasites, Factors affecting growth of micro-organisms, Common Food Borne Diseases, Types of Accidents, Basic First Aid for Cuts, Wounds and Burns
III	Food Spoilage & Prevention	Causes of food spoilage, Spoilage of different food products- milk and milk products, cereal and cereal products, meat, egg, fish and poultry, fruit and vegetables, canned products, Food Preservation- Basic principles of Food Preservation-Low Temperature Treatment, High Temperature Treatment, Dehydration, Preservatives, Radiation, Controlled Atmosphere Storage
IV	Food Additives, Food Adulteration and its Detection	Types- Preservatives, Antioxidants, Sweeteners, Food colours, Flavours, Stabilizers and Emulsifiers, Food Adulteration and its Detection, Cereals and Cereal Products, Pulses and pulse products, Milk and Milk Products, Fruits & Vegetables and its products, Meat, Fish & Poultry and its Products
V	Hygiene from Farm to Fork, Quality Standards, Food Laws & Establishment Hygiene:	Sanitary procedures while Receiving, Storage, Preparing, Holding, Serving, Displaying food and Leftover management, GHP, GMP, HACCP, Codex Alimentarius, ISO Pest Control, Garbage Disposal, Cleaning agents and Disinfectants
Reference Books		
SN	Name of Book with Author	
1	Sunetra Roday, Food Hygiene and Sanitation	Tata Mc Graw Hill
2	Anita Malhotra and Sukhneet Suri, Food Science, Nutrition and Food Safety	Pearson Education India
3	William C Frazier and Dennis C Westhoff, Food Microbiology	Tata Mc Graw Hill
4	Hobbs (Ed) Jim Mc Lauchlin and Christine Little, Food Poisoning and Food Hygiene	CRC Press, 7th Edition, ISBN (13) 978-1138454903.



	Course Name : Contemporary Dining Operations	
	Course Code : MHM09	
Unit	Unit Title	Unit Details
I	Dining Operations I	Basic Techniques of Food and Beverage Service, table set up, service of water, Tea service, non alcoholic beverage service.
II	Dining Operations II	Breakfast setup, Afternoon tea setup, Table d hote set up, a la carte setup. Service alcoholic beverages: Whiskey, Gin, Rhum, Vodka, Brandy, Wine, Beer and cocktails.
III	Departmental Organization & Staffing of Food and Beverages	Introduction, Importance, Function, Sections Classification of catering establishment- commercial and non commercial. Organization Structure of F&B Services in different types of Hotels. Job Descriptions and Job specifications of different F&B service positions, attributes of F&B personnel
IV	Food & Beverage Service Equipment's	Introduction, Classification and features. Mise-En-Scene And Mise-En-Place for Restaurant, Banquets and Room Service
V	Software Applications in Food & Beverage Service	software applications in Food & Beverage Service, Preparation of checklists for various aspects of Food & Beverage operations with the help of computer, generate various reports using the software, interpretation of these reports, and implementation of cost management techniques
Reference Books		
SN	Name of Book with Author	
1	Introduction to Management in the Hospitality Industry- Tom Powers & Clayton W. Barrows	John Wiley & Sons
2	Food and Beverage Management (4th Edition)- Bernard Davis, Andre Lockwood, Peter Alcott, Ioannis. S. Pantelidis	Butter Worth-Heinemann
3	Food and Beverage Management- John Cousins, David Foscett, Gillespie	Pearson
4	Profitable Restaurant Management (2nd Edition)- Kenneth L Solomon, Norman Katz	
5	Professional Food Service Management - Harris Thayse	Prentice Hall
6	Dining Operations for Culinary Arts, Dr Lomte D M	Nation Press
7	Menu Design-Merchandising & Marketing (3rd Edition) - Albin G Seaberg	A CBI Book Published by van Nostrand Reinhold Company



	Course Name : Property Management System	
	Course Code : MHM10	
Unit	Unit Title	Unit Details
I	Maintenance	Preventive And Breakdown Maintenance , Comparison A. Roll & Importance Of Maintenance Department In The Hotel Industry With Emphasis On Its Relation With Other Departments Of The Hotel B. Organization Chart Of Maintenance Department, Duties And Responsibilities Of Maintenance Department
II	Electricity	A. Fundamentals Of Electricity, Insulators, Conductors, Current, Potential Difference Resistance, Ac And Dc, Single Phase And Three Phase And Its Importance On Equipment Specifications B. Electric Circuits Open Circuits And Close Circuits ,Symbol Of Circuit Elements, Series And Parallel Connections, Short Circuit, Fuses, Mcb, Earthing, Reason For Placing Switches On Live Wire Side C. Electric Wires And Types Of Wiring D. Calculation Of Electric Energy Consumption Of Equipment, Safety Precaution To Be Observed While Using Electric Appliances E. Types Of Lighting ,Different Lighting Devices ,Incandescent Lamps, Fluorescent Lamps, Other Gas Discharged Lamps, Illumination ,And Units Of Illumination F. External Lighting G. Safety In Handling Electric Equipment
III	Water Systems	A. Water Distribution System In A Hotel B. Cold Water Systems In India C. Hardness Of Water ,Water Softening, Base Exchange Method D. Cold Water Cistern Swimming Pools E. Hot Water Supply System In Hotels F. Flushing System, Water Traps, Traps And Closets
IV	Safety	A. Accident Prevention / Fire B. Slips And Falls C. Other Safety
V	Refrigeration & Air-Conditioning:	A. Basic Principles, Latent Heat, Boiling Point And Its Dependence On Pressure, Vapour

		Compressor, System Of Refrigeration And Refrigerants. B. Vapour Absorption System, Care And Maintenance Of Refrigerators, Defrosting, Types Of Refrigerant Units, heir Care And Maintenance C. Conditions For Comfort, Relatives Humidity, Humidification, De –Humidifying, Due Point Control ,Unit Of Air Conditioning D. Window Type Air Conditioner, Central Air Conditioning, Preventive Maintenance E. Vertical Transportation ,Elevators, Escalators
Reference Books		
SN	Name of Book with Author	
01	Hotel Engineering by Sujit Ghosal	
02	Hotel Engineering Management by Gajanan Shirke	



	Course Name : Research Methodology in Hospitality	
	Course Code : MHM11	
Unit	Unit Title	Unit Details
I	Introduction	Meaning, objectives and significance of research, types of research, research process. Social science Research: Meaning, scope and objectivity of social science Research, Ethics in social science research. Tourism research: Major Areas for research in Travel and Tourism, Challenges and status of Tourism research in India.
II	Research Design	Meaning, need and important features, & steps. Types of research design, selection and formulation of research problem. Hypothesis: Nature & role in social sciences. Measurement and scaling techniques: Measurement in research, measurement scales, tests of sound measurement, techniques of developing measurement tools, scaling, meaning, classification, and its techniques.
III	Sampling Design	Census is sample survey, sampling Techniques or methods, sample design and choice of sampling techniques, sample size, , sampling & non-sampling errors., Data collection: Sources of data required, methods of collecting primary data, observation, interviews method, the questionnaire, mail survey, projective techniques simulation Vs. experimentation.
IV	Data Processing	Introduction, editing of data, classification and coding of data, transcription, tabulation, graphical presentation of data. Data analysis: Statistical analysis, hypothesis testing Chi-square(X2) Test, analysis of variance (ANOVA).
V	Report writing and presentation	Substance of reports formats of reports, presentation of reports. Computer Applications in Research SPSS, EXCEL etc.
Reference Books		
SN	Name of Book with Author	
1	Saunders M, Lewis P, Thornhill A., Research Methods for Business Students	
2	Wilkinson & Bhandarkar, Methodology and techniques of social research	
3	M Clark, Riley M, Wilkie E and Wood R, Researching and writing Dissertation in Hospitality and tourism	
4	C. R. Kothari, Research Methodology	Wishwa Prakashan,
5	R Ragde, Introduction to Research in Tourism	

Course Name : Business Finance and Revenue Management		
Course Code : MHM12		
Unit	Unit Title	Unit Details
I	The Concept of Revenue Management	Hotel Industry Applications - Benefits of the techniques/Areas where this concept is applied/How the concept is applied
II	Elements of Revenue Management	Group Room Sales/Transient Room Sales/Food & Beverage Activity/Local and Area-Wide Activities/Special Events
III	Using Revenue Management	Potential High and Low Demand Tactics Implementing Revenue Strategies/Availability Strategies
IV	Revenue Management Computer Software	Works performed by Revenue Management Software, Working of the software/system, Advantages of computerized revenue management, Reports generated
V	Revenue Management Team	Composition of Revenue Management Team, Role of Revenue Management Team Industry-wise Comparison of Yield Management Application - Airline/Hotels/Car Rentals/Cruise lines/Package Tours
Reference Books		
SN	Name of Book with Author	
1	Juneja, Chawla&Saksena – Double Entry Book Keeping	Kalyani Publications
2	Maheshwari&Maheshwari – An Introduction To Accountancy	Vikas Publishing House.
3	Bhattacharya - Financial Accounting for Business Managers	Prentice Hall of India
4	R.L. Gupta – Advanced	Sultan Chand & Sons
5	S.N. Maheshwari – Principles of Management Accounting – XI Edition	Sultan Chand & Sons
6	Davis D., The Art of Managing Finance	Mc Graw Hill
7	Sudhindra Bhat, Financial Management Principles and Practices	



	Course Name : Planning and Management of International Tourism	
	Course Code : MHM13	
Unit	Unit Title	Unit Details
I	International Tourism	Characteristics of International Tourism, Processes and factors affecting International Tourism
II	International Tourism Organizations	International Tourism Institutions and organizations, and their role in promoting international Tourism UNWTO, PATA, WTTC, UFTAA, IUOTO, WATA, TAAI, IATO, ASTA, EATSA and other important organizations
III	Multinational Companies	Multinational Companies: their role and inputs in different sectors/components of Tourism, Hotels, Tours and Travel Management, Publicity Management and Promotion.
IV	Growth of World Tourism	Growth of World Tourism: - Trends in World Tourist Arrivals, World Tourism Earnings, and Future Prospects of World Tourism
V	Growth of Tourism in India	Growth of Domestic Tourism: - Foreign Tourist Arrivals, Foreign Exchange Earnings, and Future Prospects of World Tourism
Reference Books		
SN	Name of Book with Author	
1	T Powell, International tourism: Planning and management	
2	Colley G. International Tourism Today	(London: Lloyds)
3	R Ragde, Planning and Management of International Tourism	Epress



	Course Name : Hotel Internship (P)
	Course Code : MHM14
	The students will have to go for an Internship for at least six weeks in an reputed Hotel during / after the completion of second semester



MASTER OF HOTEL MANAGEMENT

SEMESTER - III

A handwritten signature in blue ink, appearing to be 'Chap', with a long horizontal stroke extending to the right.

	Course Name : Project Report
	Course Code : MHM15
Course Objective: The students will undertake the project work on the topic assigned by the concerned guide in consultation with the department on the various issues, problems, themes, case studies, tourism organization study, field survey and relevant aspects pertaining to the tourism and Hospitality industry. The Project Report will be of 100 marks, which would be assessed by the Internal Guide (50 marks) and External Expert (50 marks) through a Viva Voce.	
Course outcome At the end of the course, the students should be able to: 1. Explain the research design process 2. Explain the qualitative and quantitative use of their project 3. Develop research problems 4. Calculate data using quantitative analysis using with help of software. 5. Explain the various types related to human resource, marketing, economics, Sustainable hospitality and ethics in Hotel Industry.	



	Course Name : Human Resource Management in Hospitality	
	Course Code : MHM16	
Unit	Unit Title	Unit Details
I	Human Resource Management (HRM) in Perspective	HRM: The Field and its Environment. Basic Philosophy, Approaches and Functions
II	Meeting Human Resource Requirements	Human Resource Planning (HRP). Job/Role Analysis. Recruitment , Selection, Orientation & Placement.
III	Developing Effectiveness in Human Resources	Training & Development (T&D). Performance Appraisal. Career/Succession Planning.
IV	Wage and Salary Administration	Wages, Salary, Its components, Monetary and non monetary benefits, fringe benefits etc.
V	Managing Employee Growth	Conflict and Stress management. Importance of Discipline and Counselling in Hospitality. HRM in the Hospitality Industry. Emerging trends and Perspectives
Reference Books		
SN	Name of Book with Author	
1	Human Resource Management: Gaining A Competitive Advantage by Raymond A. Noe, John R. Hollenbeck	Irwin/McGraw-Hill
2	Robert L. Mathis, John H. Jackson and Sean R. Valentine, Human Resource Management	
3	Ian Beardwell & Len Holden– Human Resource Management: A contemporary perspective	Macmillan
4	Wayne F. Cascio – Managing Human Resources: Productivity, Quality of Work Life, Profits	Tata McGraw Hill
5	Planning commission report of the national committee Tourism	
6	Agarwal D.V. Man power planning, selection, training development	Universal Publisher
7	R Ragde, Human Resource Development for Tourism in Maharashtra: Problems and Prospects	



	Course Name : Sales Management in Hospitality	
	Course Code : MHM17	
Unit	Unit Title	Unit Details
I	Sales Management Functions	Introduction to Sales Management, Personal Selling, Sales Process, Computer Applications in Sales Management
II	Selling Skills	Communication Skills, Sales Presentation, Negotiation Skills, Retail Communication : Sales Displays
III	Sales Force Management	Job Analysis, Recruitment and Selection, Training the Sales Force, Compensation and Motivation of Sales Force, Monitoring and Performance Evaluation
IV	Planning And Control Of The Sales Effort	Sales Planning , Sales Organization , Sales Forecasting and Sales Quotas, Sales Budgeting and Control
V	Hospitality Pricing	Approaches to hospitality service pricing; marketing intermediates in hospitality business; channel behaviour and channel relations; aspects of supply chain management; advertising and promoting hospitality products: direct marketing decisions: HR issues in hospitality business
Reference Books		
SN	Name of Book with Author	
1	Marketing & Sales Strategies for Hotels and Travel Trade, Dr. Jagmohan Negi, S. Chand & Co.	
2	Hospitality Marketing, Wearne, Neil,	Global Books & Subscriptions Services.
3	Saxena, Rajan, Marketing Management	Tata McGraw Hill
4	Contemporary tourism and hospitality marketing, Sethi, Praveen	Rajat Publication
5	Contemporary hospitality marketing, William lazer, Roger Laygon	EI-AH&LA
6	Global marketing strategies, Jeannet, Jean Pierre	Jaico Publishing



Course Name : Equipment ,Materials & Room Division Management		
Course Code : MHM18		
Unit	Unit Title	Unit Details
I	Housekeeping Practices	Fundamentals of Cleanliness, Guest Room Cleaning, Bed Making, Toilet Cleaning, Corridor Cleaning, Functions of Maids Trolley and its use. Any other contemporary practices as per industry requirement in Housekeeping.
II	Front Office Practices	Welcoming Guest, Coordination with HK for room allotment, use of latest software for RDM, Taking Reservations: through mail/telephone/ letter/ in person, escorting guest to the room, flight/car booking for guest, foreign currency exchange.
III	Material Handling	Introduction and Meaning Objectives of Material Handling Principles of Material Handling Selection of Material Handling Equipments Evaluation of Material Handling System Guidelines For Effective Utilisation Of Material Handling Equipments, Relationship between operational layout and Material Handling Equipments
IV	Materials Management	Functions of Material Management Material Planning and Control Techniques of material Planning Purchasing Practical Purchasing Skills - theory, practice and techniques, Strategic Procurement Skills Supplier Relationships: The Total Management Process, Logistic Management and Analyst Store Management, Advanced Materials Storage Management - Policy and Process, Identifying and Implementing Business Process Improvements
V	Maintenance Management	Objectives of Maintenance Types of Maintenance Maintenance Planning & Scheduling, Repair, Upkeep and Maintenance, Best Maintenance Practices, Computer Aided Maintenance
Reference Books		
SN	Name of Book with Author	
1	Borsenik, Fran, D., 1979: The Management of Maintenance and Engineering Systems in Hospitality Industries	John Wiley.
2	Redlin Michael H. & David: Managing Hospitality Engineering Systems	



Course Name : Art of Content Development for Hospitality (P)		
Course Code : MHM19		
Unit	Unit Title	Unit Details
I	Basics of Content writing	• The Concept of Content Writing and its relevance to Hospitality Industry • Role and Functions of Content Writers • Print and Web Content Writing • Scope and Types of Content Writing • Principles and processes of content writing
II	Types of Content writing	• The process of Content Writing – getting the brief, ideating, researching, structuring, formatting • Editing and Proof-Reading—following company style sheet, grammar, copy flow, restructuring, market research • Writing Styles - Non-fiction (Essays, Reports), Advertising, Newspapers • Writing blogs, case studies, white papers • Corporate Communications -- Writing for business to business (B2B), business to consumer (B2C), press releases, newsletters – focus on language, jargon, writing style, target audience, formal and informal language
III	Contents	Visual Content - Infographics- Importance and relevance, Images, Screenshots, Videos, Memes, GIFs, 30 degree videos; Product Demonstrations Interactive Content – Quizzes, Polls, Interactive white papers. Free tools and paid online tools
IV	Tools of the trade	Understanding the basics of social media, Understanding social media content writing, Understanding PR
V	Plagiarism laws in Content Writing	What is plagiarism, rules on plagiarism, How to write plagiarism-free copies
Reference Books		
SN	Name of Book with Author	
1		



	Course Name : Managing Innovation & Change in Hospitality	
	Course Code : MHM20	
Unit	Unit Title	Unit Details
I	Introduction to Innovation	Creativity, Invention and innovation, Types of Innovation, Relevance of Technology for Innovation, The Indian innovations and opportunities
II	Promoting and Managing Innovation	Innovators and Imitators, Patents, Trademarks, Intellectual Property, Exploring, Executing, Leveraging and renewing innovation, Enhancing Innovation Potential & Formulating strategies for Innovation
III	Strategy for Commercializing Innovation	Innovation Process, Risks and barriers for introducing products and services, Selecting a Strategy, setting up the Investment and establishing organisation, Evaluating the Costs and impact of the Project
IV	Entrepreneurship	Entrepreneurship in global context – social and economic development. Entrepreneurship and social entrepreneurship – Meaning, Entrepreneurial attributes / indicators. Theories of entrepreneurship. Characteristics of an entrepreneurial venture, factors affecting entrepreneurial. Growth
V	Entrepreneurship Development In India	Growth and promotion of Entrepreneurship in India - Institutional arrangements, Entrepreneurial motivation - Values and Culture. Entrepreneurship in various sectors - Access to finance, market, R&D and Technology. Policies and programmes related to entrepreneurship development
Reference Books		
SN	Name of Book with Author	
1	Robin Lowe and Sue Marriott, Enterprise: Entrepreneurship and Innovation Concepts, Contexts and Commercialization	
2	John Bessant and Joe Tidd, Innovation and Entrepreneurship	
3	Rabindra N. Kanungo "Entrepreneurship and innovation	Sage Publications
4	Peter F. Drucker, Innovation and Entrepreneurship	
5	Philips, Bonefiel and Sharma (2011), Social Entrepreneurship	Global vision publishing



	Course Name : Sustainable Hospitality Management	
	Course Code : MHM21	
Unit	Unit Title	Unit Details
I	Hospitality And Experience(S)	Critical Discourse Analysis of Airbnb Reviews How Smart Principles Can Create Long-term Value for the Communities The Hospitable Patient Journey
II	Talent(S) And Workforces In The Hospitality Sector	A Qualitative Exploration of Sustainable Talent Management of Hospitality Interns' Career Intentions A Strategy for Learners with Disabilities: Full Inclusiveness as an Innovation Agent
III	Technology And Sustainability	Conformity of Hospitality Services to SDGs Related to Accessibility and Technology Understanding Corporate Responsibility in the Hospitality Industry Business Process Management Approach in the Hospitality Industry Sustainable Development Goals in Hospitality Management
IV	Tourism and Hospitality Sustainability	The impacts of tourism development. The origins of the concept of sustainable tourism. Key theoretical perspectives on sustainable tourism development. The link with the associated concepts of CSR and Fair-trade. Sustainable tourism as a proposed solution to issues associated with tourism development Understanding sustainable tourism from the consumer, business, destination and policy perspectives. Implementing sustainable tourism principles in contemporary tourism and hospitality businesses. Ethical dimensions of sustainable tourism policy and management
V	Research for Sustainable Development in Hospitable	Idea generation for sustainable development: Food Production/ Food and Beverage Service/ Accommodations and its impact analysis on society and environment.
Reference Books		
SN	Name of Book with Author	
1	Sustainable Hospitality Management: Designing Meaningful Encounters with Talent And Technology	Emrald Publishing



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SEMESTER - IV



	Course Name : Dissertation (Mentorship & Research Project)
	Course Code : MHM22
Course Objective The students will be assigned a selected theme for writing a Dissertation. The Dissertation will be an outcome of field enquiry and data analysis as well as review of the existing literature in the particular area of study. The Dissertation will be of 100 marks which would be assessed by the Internal Guide (50 marks).The Viva – Voce will be of 50 marks which would be assigned by the Internal Expert (25 marks) and External Expert (25 marks).	
Course outcome At the end of the course, the students should be able to: 1. Explain the research design process 2. Explain the various data collection methods 3. Analyse the research problems related to their topic 4. Calculate the data using quantitative analysis with the help of software	



	Course Name : Entrepreneurship in Hospitality and Tourism	
	Course Code : MHM23	
Unit	Unit Title	Unit Details
I	Entrepreneur and Entrepreneurship	Entrepreneurship : Small Scale , Enterprises (SSE), Entrepreneurial Competencies, Institutional Interface
II	Establishing Small Scale Enterprises	Opportunities Scanning – Choice of Enterprise, Market Assessment for SSE, Choice of Technology and Selection of Site, Financing the New/Small Enterprise, Preparation of the Business Plan, Ownership Structure and Organization Framework .
III	Operating The Small Scale Enterprise	Financial, Operations, Marketing and Organizational Relations issues in SSE
IV	Performance Appraisal And Growth Strategies	Management Performance Assessment and Control, Strategies for Stabilization and Growth, Managing Family Enterprises
V	Hospitality Entrepreneurship	Resort Management, Event Management, Recreation and Entertainment Management, Wellness and Spa Management
Reference Books		
SN	Name of Book with Author	
1	Donald L. Sexton & Raymond W. Smilor, The Art and Science of Entrepreneurship, Ballinger	
2	Clifford M. Baumbach & Joseph R. Mancuso, Entrepreneurship and Venture Management	Prentice Hall
3	Richard M. Hodgets, Effective Small Business Management	Academic Press



Course Name : Online Food Services Management		
Course Code : MHM24		
Unit	Unit Title	Unit Details
I	Definition and scope of food service Management	Food Industries - Classification Review of objectives and classification of food service. Definition, Principles and scope of management
II	Planning	Nature, importance, steps in: Planning, steps in: planning, steps and kinds of forecasting, assessment of needs of food service based on present and future trends. Organizing- present and future trends. Process of organization. Principles of organization, types of organization, tools of management.
III	Staffing, Directing and Controlling	Man power planning, labour sources, selection, recruitment and training, wages, salaries, incentives, promotion, demotion, transfer, dismissal. Managerial problems of Food Service Unit. Direction, leadership, delegation, decentralization, centralization, supervision, human relations in industry, authority and responsibility, motivation, communication, evaluation techniques
IV	Food cost and Accountability	Review of maintenance of accounts daily, weekly, monthly accounts for food, labour equipment and furnishing, rent, water, fuel, light, licences, cleaning supplies, maintenance and miscellaneous. Double entry book keeping, ledger accounts, journal and balance sheet, budgetary control, non- budgetary control. Cost control, fixed, variable, average, marginal and unit cost, break even analysis- production planning control.
V	Administrative Leadership	Qualifications of effective food service administrator. Responsibilities, communications, academic requirements and opportunities. Professional and trade associations. Evaluation of self and department.
Reference Books		
SN	Name of Book with Author	
1	Kinton, R., Cessarani, V and Foskett, D, The Theory of Catering, Hodder and Stoughton, 2000	
2	Tripathi, P.C. Personnel Management and Industrial Relations,	Sultan Chand and Sons, 2000
3	Kaufman, R. Mega planning- Practical tools for Organisational Success	Sage Publications



	Course Name : Food Journalism	
	Course Code : MHM25	
Unit	Unit Title	Unit Details
I	Writing the Senses	Food and Five Senses, Capturing the experience of eating in words, Blog post + Reading(s), Food & Memory, dining notes and memories into crafted works.
II	Food & Place	Exploring the intersection between cuisine and culture, Food Essay, Destination piece and Reading(s), storytelling
III	Food & History	Delving our culinary past, Food Writing for Publication
IV	Journalism	Definition – New Concepts – Elements of News – News Values – Historical development of Press in UK, US and India – Before and after Independence – Emergency
V	Various forms of Print and Electronic Media	Current trends of Indian Press with special reference to food writings – Professional associations – NRI, ILNA, Press Commissions – Press Council. Origin and Development of Electronic Food Journalism – Broadcasting System UK, US and other developed and Third World Nations – Comparison
Reference Books		
SN	Name of Book with Author	
1	Arthur Turnbull Graphic Communication	
2	Bruce Westley Newspaper Editing and Designing	
3	Boyd Andrew, Broadcasting Journalism, Techniques of Radio and TV News	Heinemann, London
4	Gupta Das, Talking about Films	Orient Longman
5	Mass Communication, Indian Cinema Today, Indian Institute	
6	Ramachandra Ayar Quest for New	Macmillon
7	Srivastava Reporting and Editing, PII, New Delhi, 1989	



Course Name : Digital Media Marketing		
Course Code : MHM26		
Unit	Unit Title	Unit Details
I	Digital Media Marketing Introduction	• Introduction of the digital marketing • Digital vs. Real Marketing • Digital Marketing Channels
II	Digital Marketing Plan	• Creating initial digital marketing plan • Content management • SWOT analysis • Target group analysis • EXERCISE: Define a target group (working in groups)
III	Digital Marketing Budgeting	Digital Marketing Budgeting - resource planning - cost estimating - cost budgeting - cost control
IV	Digital Marketing and Google	• Google Ad Words- creating accounts • Google Ad Words- types • Exercise: Google Ad Words (working in groups)
V	Digital Marketing and You tube and Facebook	• Creating business accounts on YouTube • YouTube Advertising • YouTube Analytics • Facebook Ads • Creating Facebook Ads • Ads Visibility
Reference Books		
SN	Name of Book with Author	
1	Ryan, D. (2014). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation,	Kogan Page Limited
2	he Beginner's Guide to Digital Marketing (2015). Digital Marketer	Mcgraw Hill Education.



Course Name : Event Management		
Course Code : MHM27		
Unit	Unit Title	Unit Details
I	Introduction to Events	Scope - Nature and Importance – Types of Events - Unique features and similarities – Practices in Event Management - Key steps to a successful event.
II	Dynamics of Event Management	Event Planning and organizing – Problem Solving and Crisis Management – Leadership and Participants Management – Managing People and Time – Site and Infrastructure Management
III	Introduction to MICE	Planning MICE, Components of the Conference Market, Characteristics of Conferences and Conventions, MICE as a supplement to Tourism, the nature and demand of Conference markets- The Economic and Social significance of Conventions, process of Convention Management.
IV	Event Marketing	Customer care – Marketing equipments and tools – Promotion, Media Relations and Publicity - Event Co-ordination - Visual and Electronic Communication – Event Presentation – Event Evaluation – Case Studies of events of National and International importance.
V	Food Industry Fairs	Benefits of Fairs – AAHAR, FHRAI Exhibitions, Food and Food Equipment related Exhibitions, CII-Events etc
Reference Books		
SN	Name of Book with Author	
1	Leonard H. Hoyle (2002), Event Marketing	John Wiley and Sons, New York.
2	Anton Shone & Bryn Parry (2002), Successful Event Management	Cengage Learning
3	Bhatia A.K. (2001), Event Management	Sterling Publishers
4	David C. Watt (1998), Event Management in Leisure and Tourism	Pearson
5	Panwar J.S. (1998), Marketing in the New Era	Sage



	Course Name : Contemporary Practices in Hospitality Industry	
	Course Code : MHM28	
Unit	Unit Title	Unit Details
I	Hospitality trends	Hospitality trends and predictions
II	Global hotel brands	Global hotel brands and the impact on the host communities
III	Trends in the design	Trends in the design and type of hotels as a dynamic phenomenon, influenced by global events and tourism demand
IV	Contemporary issues from the hospitality	Contemporary issues from the hospitality industry will be explored in lectures to include at least three topics, including one from each of the areas of • Global Hotel Brands • Country Culture and Hospitality • Sustainability • Human Resources and Cultural Issues • Human Trafficking • New Trends in Hotel Design
V	Case Studies of Post Pandemic Trends in Food Business	Zomato Food Panda Swegee
Reference Books		
SN	Name of Book with Author	
1	Sharpley, R. (2018), Tourism, Tourists and Society. 5th ed	Routledge.
2	Clarke, A. and Chen, W. (2015), International Hospitality Management. 2nd ed	Routledge.
3	Jauhari, V. (ed.) (2014), Managing Sustainability in the Hospitality and Tourism Industry: Paragigms and Directions for the Future.	Apple Academic Press
4	Liburd, J., Carlsen, J. and Edwards, D. (eds.) (2013), Networks for Innovation in Sustainable Tourism: Case Studies and Cross-Analysis	Tilde Publishing
5	Sloan, P., Legrand, W. and Chen, J.S. (2013), Sustainability in the Hospitality Industry. 2nd ed	Routledge.
6	Hepburn, S. and Simon, R. (2013), Human Trafficking around the World: Hidden in Plain Sight	Columbia University Press.

