

**Course Name: M.Sc. (Hospitality)****Course Structure:**

Year	Semester	Paper Code	Paper	Marks	Credit
1 <sup>st</sup>	I	MSCH 101	Introduction to Hospitality & Tourism	100	4
	I	MSCH 102	Understanding Hospitality Operations	100	4
	I	MSCH 103	Managerial Economics	100	4
	I	MSCH 104	Information Management System and Hospitality	100	4
	I	MSCH 105	F&B Control & Management	100	4
	I	MSCH 106	Business Communication	100	4
<b>Total</b>				<b>600</b>	<b>24</b>

Year	Semester	Paper Code	Paper	Marks	Credit
1 <sup>st</sup>	II	MSCH 201	Revenue / Yield Management	100	4
	II	MSCH 202	Niche Tourism Products and MICE	100	4
	II	MSCH 203	Leisure Management	100	4
	II	MSCH 204	Managing Entrepreneurship: Small and Medium Business Properties	100	4
	II	MSCH 205	Marketing & Sales Management	100	4
	II	MSCH 206	Properties Development & Planning	100	4
		Total		600	24

Year	Semester	Paper Code	Paper	Marks	Credit
2 <sup>nd</sup>	III	MSCH 301	Research Methodology	100	4
	III	MSCH 302	Human Resource Planning & Management	100	4
	III	MSCH 303	Supply Chain & Logistics Management	100	4
	III	MSCH 304	Disaster Management	100	4
	III	MSCH 305	Elective I (Any One)	100	4
	III	MSCH 306	Elective II (Any One)	100	4
<b>Total</b>				<b>600</b>	<b>24</b>

Year	Semester	Paper Code	Paper	Marks	Credit
2 <sup>nd</sup>	IV	MSCH 401	Facility Planning and Design	100	4
	IV	MSCH 402	Ethics, Corporate Governance and CSR	100	4
	IV	MSCH 403	Sustainable Practices in Hospitality Services	100	4
	IV	MSCH 404	Elective III (Any One)	100	4
	IV	MSCH 405	Total Quality Management	100	4
	IV	MSCH 481	Dissertation Presentation	100	4
<b>Total</b>				<b>550</b>	<b>24</b>

### **Elective Specialization Papers (III Sem.)**

#### **A. Hospitality Sales & Marketing**

1. Services Marketing
2. Customer Relationship Management
3. Social Media Marketing
4. Hospitality Branding
5. Digital Marketing of Services

#### **B. Hospitality Operations Management**

1. Food Service Management
2. Accommodation Management
3. Food Production Management
4. Corporate Facilities Management
5. Entertainment, Shopping & Retail Management

#### **C. Human Resource Management**

### **Elective Specialization Papers (IV Sem.)**

#### **A. Event Management**

1. Event Planning & Coordination
2. Event Communication & Advertising
3. Banquet Operations Management
4. Contracting and Legal Aspects
5. Corporate Image Building

#### **B. Leisure Management**

1. Leisure Management
2. Entertainment & Recreation Management

3. Health, Wellness And Spa Management
4. Lifestyle Management
5. Adventure, Wildlife, Ecotourism & Biodiversity

**C. Entrepreneurship**

1. Business Enterprise Modeling
2. Family Business Management
3. Management of MSME Ventures
4. Social Entrepreneurship & Capacity Building ( Skills Development)
5. Best Practices in Hospitality Entrepreneurship

**Consolidated Credits:**

Semester	I	II	III	IV	Total
Credits	24	24	24	24	96

**MSCH 101: Introduction to Hospitality & Tourism:**

Topic	Hours
FOOD & BEVERAGE SERVICE MANAGEMENT • Managing quality in Food & Beverage Operations • Food & Beverage Business ⇒ Dining Market and eating market ⇒ Casual upscale dining ⇒ Eating market dynamics ⇒ Demand and supply forces shaping food service industry ⇒ 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 ⇒ Trends in catering operations/Financial policies/ Marketing policies/Catering policies/Control & performance measures • Issues facing Food & Beverage Service industry ⇒ Consumer concerns/Nutrition/Junk food Alcohol & Dining/ Managing waste	08
ACCOMMODATION MANAGEMENT • Customer Relationship Management ⇒ 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 ⇒ Trends in lodging properties/Financial policies/Marketing policies/ Operations policies/Performance measurements	08

<b>Introduction to Tourism Industry:</b> Introduction; Growth of Tourism industry; Concepts, definitions and historical development of Tourism. Types of tourists: tourist, traveler, excursionists; Forms of tourism: inbound, outbound, domestic and international.	<b>08</b>
<b>Introduction Tourism System:</b> Nature, Characteristics and components of tourism industry. Push-pull factors in Tourism. Nature and forms of Travel & Tourism.	<b>08</b>
<b>LAWS AND STANDARDS RELATED TO HOSPITALITY BUSINESS</b> Hotel & Catering Industry – A legal perspective: • Need for laws and regulations in Hotel & Catering Industry • International Conventions in hospitality industry • Understanding Laws & Procedures ⇒ 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 Standards: • Star Classification of Hotels in India • ISO • Euro • BIS	<b>10</b>

Reference Books:

1. Guest Management , Dr. R.K. Singh; Aman Publications
2. Banquet Management and Room Divisions , Dr. D.K. Agarwal; Aman Publications
3. Internet Resources for leisure and Tourism, William Tneobald; Hedunsmore; B.H. Publications
4. Professional Hospitality, Van Der Wagen; Global Books and Subscription Services
5. Tourism and Hospitality Industry , Sunil Kabia; Reference Press New Delhi Financial & Cost Control Techniques in Hotel and Catering Industry, J. Negi
6. Exploring the Hospitality Industry, John R. Walker, Josielyn T. Walker, Pearson Education.

**MSCH 102: Understanding Hospitality Operations**

<b>Topic</b>	<b>Hours</b>
<b>Introduction to Hospitality Industry:</b> Meaning and its distinctive characteristics viz. Inflexibility, Intangibility, Perishability, fixed location, relatively large financial investment etc.; the concepts of Atithi Devo Bhavah and Vasudhaiva Kutumbakam; Overview of the hotel and the other lodging facilities; types of hotels and hotel departments; classification of hotels; chain operations; E-Hospitality.	<b>10</b>
<b>Accommodation Management:</b> Meaning and types of accommodation; Activities in Accommodation Management – Front office – Housekeeping – Bar and	<b>08</b>

Restaurant - Supporting services; Fiscal and non-fiscal incentives offered to hotel industry in India,, ethical and regulatory aspects in a hotel, international hotel regulations. Future trends in Hospitality Industry.	
<b>Front office Management:</b> Organization, equipments used layout, duties and responsibilities of front office staff; Reservation & registration- Room types, functions, room assignments, check-in, methods of payment, types of guest folios; rates and meal plans, type of hotel guests.	<b>07</b>
<b>Housekeeping Management:</b> Importance, functions, liaison with other departments, room supplies, Bed making procedure and related types of service; Housekeeping department-Hierarchy, duties & responsibilities of housekeeping staff.	<b>07</b>
<b>Introduction to Food &amp; Beverage:</b> Eating and drinking places, Hotel operations – Types of F&B outlets; food services for the transportation market; food services for the leisure market - retail food services - Business/ Industrial food services. Health care food services - club food services - Trends in lodging and food services. Food & Beverage Department of a hotel: Hierarchy, duties & responsibilities of staff.	<b>08</b>

**Reference Books:**

1. Jones & Lockwood – The Management of Hotel Operations
2. Lillicrap Cousins – Food and Beverage service
3. Sudhir Andrews – Front Office Training Manual.
4. Sudhir Andrews – House keeping Training Manual

**MSCH103: Managerial Economics**

<p><b>Unit One: Overview of Managerial Economics</b></p> <p>Definition, Nature, Scope, Importance, Role and responsibilities of a managerial economist</p>	<p><b>04</b></p>
<p><b>Unit Two: Demand, Supply and Market Equilibrium</b></p> <p><b>Analysis and Forecasting</b></p> <p>Law of demand, Demand determinants of hospitality and tourism, Shifts in demand. Supply, Elasticity of demand, Determinants of supply, Shifts in supply, Elasticity of supply, Consumers' equilibrium, Producers equilibrium, Market equilibrium</p> <p>Product life cycle, Destination life cycle, Demand estimation and forecasting for tourism and hospitality.</p> <p><b>Utility Analysis of Demand-</b> Law of diminishing marginal utility, Cardinal Utility, Ordinal Utility</p>	<p><b>04</b></p>
<p><b>Unit Three: Production Functions and Cost Out-put Relations</b></p> <p>Production function, factors of production, returns to scale</p> <p>Cost concepts- TC, VC, MC, AP, and MP, Economies of scale, Cost control and cost reduction, Cost output decisions in the short run and long run, CVP analysis.</p>	<p><b>04</b></p>
<p><b>Unit Four: Market Structure and Pricing Theory</b></p> <p>Market structure- Perfect competition, monopoly, monopolistic competition, Oligopoly, Price output decisions under oligopoly market</p> <p>Pricing policies and practices- price discrimination, price leadership, Cost plus pricing, Transfer pricing, Discounts and coupons, Revenue Management, Pricing Techniques, Demand Supply Analysis for Pricing.</p>	<p><b>04</b></p>
<p><b>Unit Five: Macro Economic Aggregates and Concepts</b></p> <p>Wholesale price index, Consumer price index, Inflation, Monetary and Fiscal policies, Budgetary intervention, Foreign exchange, Export import policies, National Income – Concept and measurement. GNP and GDP</p> <p>Economic impact of tourism and hospitality, Regional economic model (I-O Model) Multiplier effects, Measurement of tourism impacts, Steps in measurement of impact</p>	<p><b>06</b></p>

2. A M Sheela: Economics of Hotel Management
3. Mike J Stabler, Andreas Papatheodorou & M Thea Sinclair: The Economics of Tourism (2<sup>nd</sup> Ed)
4. Dr. D.M Mithani: Managerial Economics Theory and Applications
5. Fabiola Sfodera (Ed): The Spread of Yield Management Practices.
6. Christopher R Thomas and S Charles Maurice: Managerial Economics; Concepts and Applications
7. Barry Keating & J Holton Wilson: Managerial Economics
8. Peterson & Levis, Managerial Economics
9. Spencer M.H., Managerial Economics
10. P.C. Thomas: Principles of Business Decisions
11. S.P Singh: Managerial Economics

**MSCH 104: Information Management System in Hospitality**

Topic	Hours
MANAGERIAL APPLICATIONS OF COMPUTERS • Spreadsheet Software and Managerial Applications • Computer and Management Functions • Computer Based Financial Systems • Computer Based Inventory Systems • Computers in Human Resource Management	<b>09</b>
COMPUTERS AND DECISIONAL TECHNIQUES • Operations Research and Management Decision Making • Linear Programming – Problem Formulation and Graphical Method • Linear Programming – The Simplex Method	<b>09</b>
ADVANCED DECISIONAL TECHNIQUES • Transportation Models • Assignment Models • PERT/CPM	<b>08</b>
MANAGEMENT INFORMATION SYSTEM • An MIS Perspective • Information Needs and its Economics • Management Information and Control Systems	<b>08</b>
SYSTEMS ANALYSIS AND COMPUTER LANGUAGES • System Analysis and Design • Computer Programming • Programming Languages Application	<b>06</b>
Property management system, process and operation	<b>06</b>
Glossary of terms	<b>02</b>

Reference Books:

- Robson W, (1997), Strategic Management and Information Systems
- Willcocks et al., (1997), Managing IT as a Strategic Resource
- Ward J, (1995), Principles of Information Systems Management
- Barnatt C, (1996), Management Strategy and Information Technology

Jelassi T, (1994), Competing through Information Technology

**MSCH 105: F & B Control & Management**

<b>Topic</b>	<b>Hours</b>
Cellar Operations – (a) The Cellar (b) Cellar Products (c) Refrigeration Systems & Storage Conditions (d) Safety & Maintenance (e) Stock Management (f) Gas Systems (g) Keys – Handling & Storage (h) Safety Procedures	<b>07</b>
Advance Bar Layout & Design – (a) Types of Bar (b) Design of Bar (c) Major Bar Equipments (d) Bar Accessories (e) Consumable Supplies (f) Glassware – commonly used (g) Storage & Handling of Glassware	<b>07</b>
Managing a Bar Business a. Creating a business plan b. Marketing the bar business c. Marketing tools to attract customers to a bar d. Pricing as a promotional tool in bars e. Protecting and expanding a bar bar concept	<b>06</b>
Mixology beyond cocktails a. About mixed drinks b. Drink families c. Hot libations and coffee drinks d. Non alcoholic cocktails	<b>06</b>
Sanitation & bar set up a. Liquor supplies b. Garnishes and condiments c. Ice d. Opening and closing duties of a bartender e. Sanitation and food hazards in a bar	<b>06</b>
Quality control: a. Introduction b. Concepts c. TQM d. 6 Sigma concept.....HACCP - Introduction - Critical Control Points - The HACCP process, Principles, Terminology - Some Hazards - Monitoring CCPs - Corrective action - Verification - Record Keeping Institutes to utilise only a Certified HACCP / trainer to cover this module	<b>06</b>
F & B Marketing - Introduction - F & B Marketing Mix - Techniques of F & B Marketing : Promotions : Festivals : Sponsorship : Live Counter : Value additions : Space hiring	<b>05</b>
Customer relationship management - Customer profiling - Customer feedback and grievance handling procedure - Ensuring the WOW effect at every moment of truth	<b>05</b>

Reference Books:

1Books Recommended: 1. Classic cocktails by Stuart Walton, Suzannah Olivier, Joanna Farrow – Lorenz books, 2. Bar & Cocktails by Michael Jackson, Mitchell Beazley 3. The



Bartender’s guide by Peter Bohrmann – Greenwich edition London 4. International Bartender’s Guide – Random house, New York. 5. Professional Cooking 6th edition by Wayne Gisslen- John Wiley & Sons, Inc.

**MSCH 106: Business Communication**

Topic	Hours
<b>Remedial Grammer</b>	<b>05</b>
Reading skills	<b>04</b>
Applied phonetics	<b>04</b>
Conversational english	<b>05</b>
Print media & journalism	<b>05</b>
Advertising and copy editing	<b>03</b>
Translation studies	<b>03</b>
<b>Creative writing</b>	<b>06</b>
<b>Mass communication and broadcasting media</b>	<b>03</b>
<b>Public relation theory and practice</b>	<b>03</b>
<b>Business communication</b>	<b>04</b>
<b>Office administration</b>	<b>03</b>

**Reference Books**

1. Smith D Brendan, Breaking Through College Reading. NY,Longman
2. Troiano,Edna, Julia Scott (2001) The Contemporary Writer, New Jersey;Prentice Hall
3. Axclerod,BRise,Charles R Cooper (1994) The St. Martin’s Guide to Writing; NY;St.Martin’s Press.
4. Diyanni,Robert . Pat C Hoy (2001)The Scribner Handbook for Writers .Boston;Allyn and Bacon

**MSCH 201: Revenue/ Yield Management**

Topic	Hours
<b>Revenue Management:</b> Room rate management, Room rate economics, Rate types, Rate Determination	12
<b>Revenue Management Tools:</b> Room Types, Market Codes, Track Codes	12
<b>Revenue Management Essentials:</b> Managing Occupancy, Managing ADR, Evaluating Effectiveness Occupancy Index, ADR Index, Rev Par Index, Go Par	12
<b>Yield Management:</b> Philosophy, Implementation, Techniques	08
Role of Revenue manager and Case studies	04

Reference Books:

- *Professional Front Office Management* by Robert H Woods, Jack D Ninemeier, David K Hayes and Michele A Austin
- Colin Dix & Chirs Baird *Front office operations*
- By James Bardi, *Hotel Front office management* VNR
- *Managing front office operations* by Kasavana & Brooks
- By Sudhir Andrews, *Front office training manual* Tata McGraw Hill
- By Raymond S Schmidgall *Managerial accounting and hospitality accounting*
- Michael Kasavana, *Effective Front Office Operation*, CBI-VNR
- J.R.S.Beavis & S.Medlik, *A Manual of Hotel Reception*, Heinemann Professional
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#### MSCH- 202: Niche Tourism Products and MICE

Topic	Hours
<b>Introduction to Tourism Product</b> - Definition, Concept & Classifications, Nature & Characteristic of India's Tourism Products: Seasonality & Diversities. Heritage - Indigenous, Colonial, Handicrafts of India. Craft Meals. Fairs and Festivals of Social & Religious importance.	08
<b>Performing Arts of India:</b> Forms & Types, Classical Dances. Folk Dances of different Regions & Folk Culture. Indian Music: Different Schools, Status of Indian Vocal & Instrumental Music, Indian Music abroad. Indian Museums. Art Galleries. Libraries & their Location, assets & characteristic. Indian cuisine: Regional variations.	08
<b>Concept of MICE:</b> Scope, Nature and Importance, Types of Events in MICE. Key steps to a successful operation of MICE - Conference program designing, Pre & Post event responsibility. Impact of conventions on communities.	08
<b>MICE Business:</b> The nature and demand of conference markets, The Economic and social significance of conventions, process of convention management. Types of Events - Cultural, festivals, religious & business etc. Need of event management. Important convention and conference centers in India.	08
<b>Event Planning:</b> Meaning and importance, bidding and supplier contracting.	10

Budgeting of MICE –Use of budget preparation, estimating, fixed & variable cost, sponsorship and subsidies. Cash flow, Measures of financial performance, financial controls, risk management. Ethical behavior practices in the MICE industry.	
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**Reference Books:**

1. Indian Tourism Products: Robinet Jacob; Abhijeet Publications
2. A Cultural History of India: Basham, A.L., Oxford University Press
3. Tourism products: Manoj Dixit; New Royal Book Co.
4. Indian Tourism Products: Robinet Jacob; Abhijeet Publications

**MSCH- 203: Leisure Management**

Topic	Hours
Introduction to Recreation, Leisure and sport studies. Sociology of Sport, Leisure and Recreation. A critical analysis of definitions, concepts and assumptions of classical, recent and modern theories of recreation and leisure. History and Philosophy of Sports, Leisure, and Wellbeing, Outdoor Recreation Systems.	08
Understanding of the nature and scope of leisure & recreation. Global and local contexts of leisure and recreation. Geography, leisure and recreation in Asia perspective, Sport’s role in leisure. Leisure trend: Popular sport, leisure and recreation. Social, economic and administrative aspects of professional, amateur, commercial and public recreation. sports organizations and services.	08
Recreation and Community. Perspectives on International Tourism. Introduction to Recreation 25 Services. Introduction to discipline and exploration of professional career models/ paths, historical development of profession, expectations and opportunities in recreation services. Introduction to Commercial Recreation and Tourism, Leisure and recreation in modern era: Outdoor recreation pursuit	08
Understanding of contemporary professional issues and how they impact the delivery of leisure services. Contemporary professional issues and the trends impacting leisure and human service agencies. Aging and Leisure Development, theoretical aspects of aging and their implications for leisure and on the practical aspects of recreation and leisure program development, delivery, and facilitation for all older adults.	08
Understanding of the concept of a profession and professional organizations and the responsibilities of professionals in leisure and human service agencies. Understanding of the importance of maintaining professional competence and use of resources for professional development. Men’s and women’s leisure & recreation experiences, attitudes, constraints, challenges and behaviours.	10

Reference:

Wuest DA, “Foundations of Physical Education, Exercise Science” Gayle,” Water Based Tourism, Sports, Leisure and Recreation” Kemp, “Leisure and Tourism” Human kinetics, “Introduction to Recreation and Leisure” Thomas L. Goodale, Peter A. Witt, “Recreation and leisure: issues in an era of change” Peter A. Witt, “Recreation And Youth Development” Human Kinetics, “Dimensions of Leisure for Life: Individuals and society” Christopher R Edginton, “Leisure Programming: A Service-

Centered and Benefits Approach” Chris Wolsey, J Abrams, “Understanding the Leisure and Sport Industry” Richard G. Kraus,” Recreation and leisure in modern society.” Human kinetics, “Introduction to recreation and leisure” Ruth V. Russell, “Pastimes: The Context of Contemporary Leisure”

**MSCH 204: Managing Entrepreneurship: Small and Medium Business Properties**

Topic	Hours
Unit 1  Meaning and Importance Evolution of term ‘Entrepreneurship’	12
UNIT 2 Factors influencing entrepreneurship’ - Psychological factors - Social factors - Economic factor - Environmental factors - Characteristics of an entrepreneur	12
UNIT 3 Entrepreneur and Entrepreneur Types of entrepreneur -According to Type of Business - According to Use of Technology - According to Motivation -According to Growth - According to Stages  Barriers to entrepreneurship	12
UNIT 5 Rules and Legislation - Industries Development (Regulations) Act, 1951 - Factories Act, 1948 - Environment (Protection) Act, 1986 - The sale of Goods Ac, 1950	12

1. Young Guns: The Fearless Entrepreneur's Guide to Chasing Your Dreams and Breaking out on Your Own By Robert Tuchman American Management Association, 2009
2. The Invention of Enterprise: Entrepreneurship from Ancient Mesopotamia to Modern Times By David S. Landes; Joel Mokyr; William J. Baumol Princeton University Press, 2010
3. The Coming Prosperity: How Entrepreneurs Are Transforming the Global Economy By Philip Auerswald Oxford University Press, 2012

4. Foundations of Entrepreneurship and Economic Development By David A. Harper Routledge, 2003
5. Entrepreneurial Finance: Strategy, Valuation, and Deal Structure By Janet Kiholm Smith; Richard L. Smith; Richard T. Bliss Stanford Economics and Finance, 2011
6. Growing an Entrepreneurial Business: Concepts and Cases By Edward D. Hess Stanford Business Books, 2011
7. Grow to Greatness: Smart Growth for Entrepreneurial Businesses By Edward D. Hess Stanford Business Books, 2012

**MSCH 205: Marketing and Sales Management**

Topic	Hours
<i>Introduction to Marketing Management:</i> Introduction, Market and Marketing, the Exchange Process, Core Concepts of Marketing, Functions of Marketing, Importance of Marketing, Marketing Orientations	<b>08</b>
<i>The marketing process:</i> Introduction, Marketing Mix-The Traditional 4Ps, The Modern Components of the Mix- The Additional 3Ps, Developing an Effective Marketing Mix, Marketing Planning, Marketing Implementation and Control,	<b>08</b>
<i>consumer buying behavior:</i> Introduction, Characteristics, Types of Buying Decision Behaviour: Henry Assael Model, Consumer Buying Decision Process, Buyer Decision Process for New Products, Buying Motives, Buyer Behaviour Models	<b>08</b>
<i>Business Buyer Behaviour:</i> Introduction, Characteristics of Business Markets, Differences between Consumer and Business Buyer Behaviour, Buying Situations in Industrial/Business Market, Buying Roles in Industrial Marketing, Factors that Influence Business Buyers, Steps in Business Buying Process	<b>08</b>
<i>Segmentation, Targeting and Positioning:</i> Introduction, Concept of Market Segmentation, Benefits of Market Segmentation, Requisites of Effective Market Segmentation, The Process of Market Segmentation, Bases for Segmenting Consumer Markets, Targeting (T), Market Positioning (P) <i>Advertising and sales promotion , sales force management</i>	<b>08</b>

**Reference book-** Reference Books:

- 1 . Kotlar, Philip, Marketing Management, Prentice Hall, New Delhi.
2. Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi.
3. Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.
4. McCarthy, E.J., Basic Marketing: A managerial approach, Irwin, New York.

**MSCH206: Properties development and planning**

Topic	Hours
TECHNICAL REQUIREMENTS AS ESTABLISHED BY LAW AND NEED • 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	08
FACILITIES DESIGN & ANALYSIS • Overview of Project Design • Design Consideration – Architectural, Building, etc. • Systematic Layout Planning – Flow of Guest/Staff Movement – Diagrams • Analysis of Areas – Operational, Functional, Administrative • Design of Areas – Overview, Cost Considerations • Star Classification Criteria – Committees & Composition thereof – State/Centre • Facilities Design for other Hospitality Areas e.g., Hostels, Hospitals, Industrial Canteens, Flight Services (including costs & controls)	08
OUTDOOR RECREATION PLANNING • Sports (Area, Type, Trainees) • Trekking (Guide, Expert) • Medical Facility – first-aid/Doctors • Transportation to picnic/sites • Approved Travel Plans	08
EVENT MANAGEMENT • Event Planning • Event Marketing • Sponsorship Deal • Space Promotion • Facilities – Equipment/Lighting/Fire Safety • Seating/Stall/Layout • Programme Planning Management • Financial Management of Events	08
THERAPEUTIC RECREATION & LEISURE FOR OLDER ADULTS AND SPECIAL POPULATIONS • Dietetics • 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	08

## Reference Books:

- 1 Singer, Joseph William. *Property Law: Rules, Policies and Practices*. 3rd ed. New York, NY: Aspen Law & Business, 2002. ISBN: 0735524920.
- 2 The Urban pattern: City planning and design / GALLION, A B.
- 3 Text book of Town Planning / BANDOPADHYAY, ABIR
- 4 Town Planning / RANGWALA, R C
- 5 Introduction to Town Planning / CATANES, A & SNYDER J

**MSCH 301: Research Methodology**

Topic	Hours
<b>Unit-I</b> Marketing Research: Introduction, Management uses of marketing research, Problem Formulation & steps in decision Making Process.	04
<b>Unit-II</b> Research Design: Introduction, Exploratory Research, Descriptive research, Causal/ Experimental Research Design, Relationship in between different types of designs.	04
<b>Unit-III</b> Data Collection Methods, Primary & Secondary Data, Observation & Questionnaire Techniques, Analysis & interpretation of Data, Development of questionnaire.	04
<b>Unit-IV</b> Sample Design, Sample Plan, Probability & Non-Probability Sampling, Sample Size, etc., Attitude Measurement through different types of scales.	04
<b>Unit-V</b> Product Research, Advertising Research –Copy Testing– Test Marketing, Media Selection, Research Report	04

1. Introducing Marketing Research By Paul Baines; Bal Chansarkar Wiley, 2002
2. International Marketing Research By C. Samuel Craig; Susan P. Douglas Wiley, 2005 (3rd edition)
3. The Art & Science of Interpreting Market Research Evidence By D. V.L. Smith; J. H. Fletcher Wiley, 2004
4. Inside Information: Making Sense of Marketing Data By D.V.L. Smith; J.H. Fletcher Wiley, 2001
5. Market Research Matters: Tools and Techniques for Aligning Your Business By Robert Duboff; Jim Spaeth John Wiley & Sons, 2000

### **MSCH- 302: Human Resource Planning & Management**

Topic	Hours
Examines theoretical and technical principles of personnel managers in recruitment, training, selection, and evaluation of personnel with special emphasis on applied measurement	08
Overview of management-The management process, kinds of managers, roles and skills. Managing Leisure. The Indian Business Environment - and service industries in India.. Modern approaches to management. Women in Management. Leisure management versus leisure administration.	08

Time management - Crisis management, Personal effectiveness, Delegation and motivation, Supervision in recreation services, including theories, strategies, group dynamics, applied leadership and decision-making skills.	<b>08</b>
Managerial leadership and decision making - new perspectives. International context of management. Teambuilding Facilitation Learn leadership and teambuilding skills to facilitate group dynamics and adventure, team activities	<b>08</b>
HRM in the service Industry, Services management - Customer driven service companies, Managing corporate wellness: Stress management. Staff development within industry - provision of health focuses.	<b>10</b>

Reference:

Human resource management in Sports, recreation and leisure Packianathan Chelladurai, "Human Resource Management in Sport and Recreation" David K. Hayes, "Human Resources Management in hospitality industry" Robert H. Woods, "Managing Hospitality Human Resources"

**MSCH 303: Supply Chain and Logistics Management**

Topic	Hours
Supply Chain definition – Objectives – Types – Various definitions – Drivers – Need for SCM – SCM as a profession – SCM decisions and skills – Strategy formulation in SCM – Value in Supply Chain – Tradeoffs – CRM Strategy relationship matrix Strategic Sourcing – Source evaluation – collaborative perspective – Buyer Supplier Relationship – Partner Selection – develop of Partnership – importance of inventory – imbalances – uncertainties – inventory costs – inventory turnover ration	<b>07</b>
Transportation Selection – Tradeoff – modes of transportation – models for transportation and distribution – factors affecting network effectiveness – 3 PL advantages – Indian transport infrastructure – IT solutions – EDI, e-Commerce, eProcurement – Bar Coding and RFID technology Critical business processes and information systems – DBMS – benefits of ERP –information system and bull whip effect – SCM software packages – modeling concepts – Vendor analysis model – Coordinated SCM – Simulation modeling- Reverse Vs forward supply chain – types of reverse flows – collaborative SCM's andCPFR – agile systems – sources of variability – characteristics – supplier interface – internal processes	<b>09</b>
Supply Chain Management and profitability – quality management – mass customization and globalization – ethical Supply Chains – e-business and SCM – Balanced Score Card – Benchmarking, Performance measurement	<b>08</b>



ERP and supply chains, supply chain automation, and supply chain integration.	03
The Logistics of Business – The Logistical Value Proposition – The Work of Logistics – Logistical Operating Arrangements – Flexible Structure – Supply Chain Synchronization, Transport Functionality, Principles and Participants – Transportation Service – Transportation Economics and Pricing – Transport Administration – Documentation International Logistics and Supply Chain Management: Meaning and objectives, importance in global economy, Characteristics of global supply chains,: Global Supply Chain Integration – Supply Chain Security – International Sourcing – Role of Government in controlling international trade and its impact on Logistics and Supply Chain.	09
International Insurance – Cargo movements – water damage – Theft – Privacy – pilferage – Other risk – perils with air shipments – Risk Retention – Risk Transfer – Marine Cargo Insurance – Coverage A,B,C classes – Elements of air freight Policy – Commercial Credit Insurance – Size of Vessels, Tonnage, Types of vessels- Container, Combination ships – Non vessel operating carriers	06

Reference book- H. S. Hall & S. R. Knight – Higher Algebra ; Radha Publishing House 2. Sancheti & Kapoor – Business Mathematics; Sultan Chand & Company  
Dowling – Introduction to Mathematical Economics ; Schaum’s Outline Series 4. R. S. Soni – Business Mathematics – Pitambar Publishing House 5. Holden – Mathematics for Business & Economics; Macmillan India, New Delhi. 6. R.G.D Allen – Basic Mathematics; Macmillan, New Delhi

**MSCH 304: Disaster Management**

Topic	Hours
Disaster and Crisis Management in the Public & private sector	15
Disaster Planning and Preparedness in the Public & private Sector	
Disaster Response in the Public & private Sector	
Disaster Recovery, Mitigation and Resilience	
Disaster and Crisis Management the Nonprofit Sector	
Common Issues and Challenges across the Sectors: Risk and Hazard	

<p>Assessment</p> <p>Common Issues and Challenges across the Sectors: Crisis Communication</p> <p>Common Issues and Challenges across the Sectors: Crisis Leadership</p>	
<p><b>Science and information in security management</b></p> <p>Management of information security</p> <p>Network security management</p> <p>Systems security management</p> <p>Security software</p> <p>Security essentials for web applications</p> <p>Secure coding for a variety of computer applications</p>	<b>12</b>
<p><b>Concentration in security management</b></p> <p>Protection of business assets</p> <p>Information systems security</p> <p>Strategic management</p> <p>Operations management</p> <p>Terrorism and business</p> <p>International business</p>	<b>12</b>
<p>Safety and security measures in hospitality industry- modern trends, use of technology, threats, HACCP, FIRE ETC</p>	<b>10</b>

Reference book-

1 Manual of Firemanship Part-II (HMSO) 2. Manual of Firemanship Book-V (HMSO) 3. Fire Fighting Vehicles : 1840-1950 4. Fire and Crash Vehicles from 1950 5. Fire

### MSCH 401 Facilities Planning & Design

Topic	Hours
<b>UNIT-1</b> Understanding Hotel Classification & Guidelines – Indian context - Introduction to hotels – types of hotels; Architectural features, facilities and Services in star, heritage & apartment hotels.	<b>08</b>
<b>UNIT-II</b> Hotel design Introduction, design considerations, Systematic Layout planning (SLP), Rules for Allocation of space in a hotel, formulation of project / feasibility report	<b>10</b>
<b>UNIT-III</b> Kitchen & Restaurant Design Basic Physical Layout of kitchen & restaurant, Designing & planning Kitchen, Restaurant & restaurant bar.	<b>10</b>
<b>UNIT-IV</b> Specification for equipment, ventilation, kitchen safety & various storage facilities Features of good kitchen, care and maintenance of kitchen equipment, kitchen equipment specifications. Food store: definition & types, role of a storekeeper, beverage storage facilities	<b>10</b>
<b>UNIT-V</b> Project management & Masterpieces of Facility planning The network models (CPM / PERT), Drawing of a Network diagram, Project cost analysis Few masterpieces of facility planning in Hotels & Restaurant. .	<b>10</b>

#### Reference Books:

- Hospitality Facilities management and Design  
 By: David M. Stipanuk, Harold Roffmann  
 Published: Educational Institute, AHMA
2. How things work-The Universal Encyclopedia of Machines, Volume 1 &2
3. The Management of Maintenance and Engineering Systems in the Hospitality Industry  
 By: Frank D. Borsenik & Alan T, Stutts  
 Published: John Willey & Sons Inc. NY
4. Air Conditioning Engineering  
 By: W.P.Jones  
 Published: English Language Book Society/Edword Arnold

### MSCH 402: Ethics, Corporate Governance and CSR

Topic	Hours
<p>UNIT I INTRODUCTION Definition &amp; nature Business ethics, Characteristics, Ethical theories; Causes of unethical behavior; Ethical abuses; Work ethics; Code of conduct; Public good.</p>	08
<p>UNIT II ETHICS THEORY AND BEYOND  Management of Ethics -Ethics analysis [ Hosmer model ]; Ethical dilemma; Ethics in practice-ethics for managers; Role and function of ethical managers -Comparative ethical behaviour of managers; Code of ethics; Competitiveness, organizational size, profitability and ethics; Cost of ethics in Corporate ethics evaluation. Business and ecological / environmental issues in the Indian context and case studies</p>	10
<p>UNIT III LEGAL ASPECTS OF ETHICS Political –legal environment; Provisions of the Indian constitution pertaining to Business; Political setup –major characteristics and their implications for business; Prominent features of MRTP &amp; FERA. Social –cultural environment and their impact on business operations, Salient features of Indian culture and values.</p>	10
<p>UNIT IV ENVIRONMENTAL ETHICS Economic Environment; Philosophy of economic grow and its implications for business, Main features of Economic Planning with respect to business ; Industrial policy and framework of government contract over Business; Role of chamber of commerce and confederation of Indian Industries.</p>	10
<p>UNIT V CORPOR ATE SOCIAL RESPONSIBILITY AND GOVERNANCE Definition -Evolution-Need for CSR; Theoretical perspectives; Corporate citizenship; Business practices; Strategies for CSR; Challenges and implementation; Evolution of corporate governance; Governance practices and regulation; Structure and development of boards; Role of capital market and government; Governance ratings; Future of governance - innovative practices; Case studies with lessons learnt.</p>	10

Topic	Hours
<p>Concept of Sustainable Development: Evolution, Meaning, Principles, Key Dimensions of Sustainability, Stockholm Conference 1972 ( Human &amp; Environment), World Conservation Union 1980 – World Commission on Environment &amp; Development (WCED) 1987 and Brundtland Commission - Rio Declaration 1992 – Kyoto Protocol 1997 – World Summit on Sustainable Development (WSSD) 2002 - Global Warming &amp; Climate Change</p>	<p>08</p>
<p>Sustainable Tourism Development: Meaning- Principles - 10 Rs- Agenda 21 for Travel and Tourism Industry - World Conference on Sustainable Tourism 1995 - Globe 90 Conference - Berlin Declarations - Bali Declarations 2005 - Cape Town Declarations 2002 and Kerala Declarations, Ecotourism- Quebec Declaration 2002 - Kyoto Protocol 1997 - Oslo Declaration 2007</p>	<p>08</p>
<p>Planning for Sustainable Tourism: - Topographical Analysis - Analysis of Local Resources - Land Use Pattern – Environmental Impact Assessment (EIA), Environmental Information System (EIS), Environmental Management System (EMS) &amp; Community Participation and Types of Community Participation and Socio-Economic and Cultural Conditions - Evaluation of Impact of Tourism Site - Zoning System - Carrying capacity &amp; its Type</p>	<p>08</p>
<p>Approaches of Sustainable Tourism- Standardization and Certification – Alternative Tourism - Responsible Tourism - Collaboration and Partnership - Waste Management – Eco-friendly Practices - Basic Laws &amp; ideas in Ecology- Function and Management of Ecosystem-Biodiversity 17 and its Conservation- Pollution-Ecological Foot Prints - Relationship between Tourism &amp; Ecology, Sustainable Tourism and Poverty Alleviation - Pro-poor Tourism and Community Participation.</p>	<p>08</p>
<p>Eco- tourism - Evolution, Principles, Trends. Functions of Ecotourism - Mass Tourism Vs Ecotourism -Typology of Eco-tourists - Ecotourism Activities &amp; Impacts -Western Views of Ecotourism. Eco-tourism travel essentials. Eco- tourism and protected areas: visitor management for sustainability.Major Eco tourism destinations of India.</p>	<p>06</p>

**Reference book-**

1 Clayton W. Barrows, Tom Powers and Dennis Reynolds. (2012) Introduction to Management in the Hospitality industry. Tenth Edition. John Wiley and Sons, Inc. 2. Lockwood.A & Medlik.S, Tourism and Hospitality in the 21st Century, Elsevier, 2001 7 3. Lim Tau, Hema et al., Fundamentals of Hospitality and Tourism Management, e-Book

– Open University Malasia, 2009. 4. Walker John R, Introduction to Hospitality, Prentice Hall of India, 2001

MSCH 405 Total Quality Management

Topic	Hours
<p><b>UNIT I INTRODUCTION TO QUALITY MANAGEMENT</b></p> <p>Definitions – TOM framework, benefits, awareness and obstacles. Quality – vision, mission and policy statements. Customer Focus – customer perception of quality, Translating needs into requirements, customer retention. Dimensions of product and service quality. Cost of quality.</p>	08
<p><b>UNIT II PRINCIPLES AND PHILOSOPHIES OF QUALITY MANAGEMENT</b></p> <p>Overview of the contributions of Deming, Juran Crosby, Masaaki Imai, Feigenbaum, Ishikawa, Taguchi techniques – introduction, loss function, parameter and tolerance design, signal to noise ratio. Concepts of Quality circle, Japanese 5S principles and 8D methodology.</p>	08
<p><b>UNIT III STATISTICAL PROCESS CONTROL AND PROCESS CAPABILITY</b></p> <p>Meaning and significance of statistical process control (SPC) – construction of control charts for variables and attributed. Process capability – meaning, significance and measurement – Six sigma concepts of process capability. Reliability concepts – definitions, reliability in series and parallel, product life characteristics curve. Total productive maintenance (TMP) – relevance to TQM, Terotechnology. Business process re-engineering (BPR) – principles, applications, reengineering process, benefits and limitations.</p>	08
<p><b>UNIT IV TOOLS AND TECHNIQUES FOR QUALITY MANAGEMENT</b></p> <p>Quality functions development (QFD) – Benefits, Voice of customer, information organization, House of quality (HOQ), building a HOQ, QFD process. Failure mode effect analysis (FMEA) – requirements of reliability, failure rate, FMEA</p>	08

<p>stages, design, process and documentation. Seven old (statistical) tools. Seven new management tools. Benchmarking and POKA YOKE.</p>	
<p><b>UNIT V            QUALITY SYSTEMS ORGANIZING AND IMPLEMENTATION</b></p> <p>Introduction to IS/ISO 9004:2000 – quality management systems – guidelines for performance improvements. Quality Audits. TQM culture, Leadership – quality council, employee involvement, motivation, empowerment, recognition and reward- Introduction to software quality.</p>	<p><b>08</b></p>

**M.Sc (Hospitality)**