

## SEMESTER I

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

### **Workshops & Seminars:**

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

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

**Workshops & Seminars:**

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

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

	<ul style="list-style-type: none"> <li>• Environmental concerns relating to hotel industry</li> <li>• Social Responsibility</li> </ul>
<b>Unit-4</b>	<p>HOSPITALITY ENTREPRENEURSHIP</p> <ul style="list-style-type: none"> <li>• <b>Introduction</b></li> <li>• <b>Site selection economics</b></li> <li>• <b>Strategic management of a new venture</b></li> <li>• <b>Licenses and Permits</b> ⇒ Municipal/Police/Fire/Excise/Others</li> </ul>
<b>Unit-5</b>	<p><b>LAWS AND STANDARDS RELATED TO HOSPITALITY BUSINESS</b></p> <p>Hotel &amp; Catering Industry – A legal perspective:</p> <ul style="list-style-type: none"> <li>• Need for laws and regulations in Hotel &amp; Catering Industry</li> <li>• International Conventions in hospitality industry</li> </ul>
	<ul style="list-style-type: none"> <li>• Understanding Laws &amp; Procedures <ul style="list-style-type: none"> <li>⇒ Shops and Establishment Act</li> <li>⇒ Franchising</li> <li>⇒ Hazard Analysis and Critical Control Point (HACCP)</li> <li>⇒ The Apprentices Act, 1961</li> <li>⇒ The Employment Exchanges Act, 1959</li> <li>⇒ 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</li> <li>⇒ Trademarks, patents and copyrights laws – Trademarks</li> </ul> </li> </ul> <p><b>Standards:</b></p> <ul style="list-style-type: none"> <li>• Star Classification of Hotels in India</li> <li>• ISO</li> <li>• Euro</li> <li>• BIS</li> </ul>

**Seminars & Workshops:**

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

<b>PROPERTIES DEVELOPMENT AND PLANNING (06 Credits)</b>	
<b>Unit-1</b>	<p><b>DEVELOPMENT OF TOURISM DESTINATION/ HOSPITALITY FACILITY,</b></p> <ul style="list-style-type: none"> <li>• Types of tourist destination – Resort/Religious/Heritage/ Eco-Health/Business/Amusement Park</li> <li>• Types of Hospitality facilities at a tourist destination</li> <li>• Hotels – Shopping Arcades / Restaurants – Tour Guides / Transport – Special Kit for safety at resorts</li> </ul>
<b>Unit-2</b>	<p><b>ROLE AS AN INCOME – PRODUCING COMPONENT OF BUSINESS</b></p> <ul style="list-style-type: none"> <li>• Convention &amp; Group Sales</li> <li>• MICE (Meetings, Incentives, Conferences, Exhibitions/ Expositions)</li> <li>• Trade Shows / Exposition Management</li> <li>• Telecom</li> <li>• Forex</li> <li>• Income for local artisans, workers</li> <li>• Tour Operations</li> </ul>
<b>Unit-3</b>	<p><b>TECHNICAL REQUIREMENTS AS ESTABLISHED BY LAW AND NEED</b></p> <ul style="list-style-type: none"> <li>• Project selection</li> <li>• Feasibility Report</li> <li>• Constitution of the Establishment – Type of Business i.e. Sole Proprietorship, Partnership, Companies etc.</li> <li>• Specific Clearances – Land Conversion, Building Approval, Trade Licenses (essential licenses/permits etc.)</li> <li>• Infrastructure requirements – specific clearances from civic bodies</li> <li>• Financial Assistance/Aid</li> <li>• Fire Safety</li> <li>• Pollution Control Board – Norms/Requirements/Ecotel Norms</li> </ul>
<b>Unit-4</b>	<p><b>FACILITIES DESIGN &amp; ANALYSIS</b></p> <ul style="list-style-type: none"> <li>• Overview of Project Design</li> <li>• Design Consideration – Architectural, Building, etc.</li> <li>• Systematic Layout Planning – Flow of Guest/Staff Movement – Diagrams</li> <li>• Analysis of Areas – Operational, Functional, Administrative</li> <li>• Design of Areas – Overview, Cost Considerations</li> </ul>

	<ul style="list-style-type: none"> <li>• Star Classification Criteria – Committees &amp; Composition thereof – State/Centre</li> <li>• Facilities Design for other Hospitality Areas e.g., Hostels, Hospitals, Industrial Canteens, Flight Services (including costs &amp; controls)</li> </ul>
<b>Unit-5</b>	<b>ENTERTAINMENT MANAGEMENT</b> <ul style="list-style-type: none"> <li>• Holiday Package – Indoor Games</li> <li>• Room Package</li> <li>• Adventure Sports</li> <li>• Night Club/Disco</li> <li>• Landscaping for Sports</li> </ul>
<b>Unit-6</b>	<b>RESORT MANAGEMENT</b> <ul style="list-style-type: none"> <li>• Type of Resort</li> <li>• Marketing the Resort – Publicity/Time Share/Tourism Development</li> <li>• Staff Management – Contract/Seasonal/Outsourcing</li> <li>• Franchise/Group/Ownership</li> <li>• Sources of Funds</li> <li>• Dual Rates (Peak/Off)</li> <li>• Menu Management</li> </ul>
<b>Unit-7</b>	<b>OUTDOOR RECREATION PLANNING</b> <ul style="list-style-type: none"> <li>• Sports (Area, Type, Trainees)</li> <li>• Trekking (Guide, Expert)</li> <li>• Medical Facility – first-aid/Doctors</li> <li>• Transportation to picnic/sites</li> <li>• Approved Travel Plans</li> </ul>
<b>Unit-8</b>	<b>EVENT MANAGEMENT</b> <ul style="list-style-type: none"> <li>• Event Planning</li> <li>• Event Marketing</li> <li>• Sponsorship Deal</li> <li>• Space Promotion</li> <li>• Facilities – Equipment/Lighting/Fire Safety</li> <li>• Seating/Stall/Layout</li> <li>• Programme Planning Management</li> <li>• Financial Management of Events</li> </ul>
<b>Unit-9</b>	<b>THERAPEUTIC RECREATION &amp; LEISURE FOR OLDER ADULTS AND SPECIAL POPULATIONS</b> <ul style="list-style-type: none"> <li>• Dietetics</li> </ul>

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

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

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