

**SEMESTER – II**

<b>REVENUE / YIELD MANAGEMENT (05 Credits)</b>	
<b>Unit-1</b>	<b>The Concept of Revenue Management</b> <ul style="list-style-type: none"> <li>• Hotel Industry Applications               <ul style="list-style-type: none"> <li>- Benefits of the techniques/Areas where this concept is applied/How the concept is applied</li> </ul> </li> </ul>
<b>Unit-2</b>	<b>Measuring Yield</b> <ul style="list-style-type: none"> <li>• Yield Statistic/Determination of Potential Revenue/Potential Average Single Rate/Potential Average Double Rate/ Multiple Occupancy Percentage/Rate Spread/Potential Average Rate/ Room Rate Achievement Factor/Identical Yields/Equivalent Occupancy/Required Non-Room Revenue per Guest</li> </ul>
<b>Unit-3</b>	<b>Elements of Revenue Management</b> <ul style="list-style-type: none"> <li>• Group Room Sales/Transient Room Sales/Food &amp; Beverage Activity/Local and Area-Wide Activities/Special Events</li> </ul>
<b>Unit-4</b>	<b>Using Revenue Management</b> <ul style="list-style-type: none"> <li>• Potential High and Low Demand Tactics</li> <li>• Implementing Revenue Strategies/Availability Strategies</li> </ul>
<b>Unit-5</b>	<b>Revenue Management Computer Software</b> <ul style="list-style-type: none"> <li>• Works performed by Revenue Management Software</li> <li>• Working of the software/system</li> <li>• Advantages of computerized revenue management</li> <li>• Reports generated</li> </ul>
<b>Unit-6</b>	<b>Revenue Management Team</b> <ul style="list-style-type: none"> <li>• Composition of Revenue Management Team</li> <li>• Role of Revenue Management Team</li> </ul>
<b>Unit-7</b>	<b>Industry-wise Comparison of Yield Management Application</b> <ul style="list-style-type: none"> <li>• Airline/Hotels/Car Rentals/Cruise lines/Package Tours</li> </ul>

**Case Studies:**

Case Studies on Yield Management on any two comparable properties:

- ❖ Bars
- ❖ Restaurants
- ❖ Resort Properties
- ❖ Heritage Properties
- ❖ Amusement Parks
- ❖ Hotels
- ❖ Airline Catering

<b>MARKETING RESEARCH (04 Credits)</b>	
<b>Unit-1</b>	<b>MARKETING RESEARCH CONCEPTS AND DESIGN</b> <ul style="list-style-type: none"> <li>• Marketing Research Meaning and Importance, Research Process</li> <li>• Organisation of Marketing Research in India</li> <li>• Research Design</li> </ul>
<b>Unit-2</b>	<b>DATA COLLECTION</b> <ul style="list-style-type: none"> <li>• Data Collection</li> <li>• Sampling</li> <li>• Questionnaire Design and Development</li> <li>• Attitude Measurement and Scaling</li> </ul>
<b>Unit-3</b>	<b>DATA PROCESSING AND ANALYSIS</b> <ul style="list-style-type: none"> <li>• Qualitative Research – Meaning, Scope and Methodology</li> <li>• Data Processing – Coding, Tabulation Data Presentation</li> <li>• Description and inference from Sample Data</li> <li>• Analysis of Association</li> </ul>
<b>Unit-4</b>	<b>MULTIVARIATE ANALYSIS</b> <ul style="list-style-type: none"> <li>• Regression Analysis, Discriminant Analysis and Factor Analysis</li> <li>• Conjoint Analysis</li> <li>• Cluster Analysis and Multi-dimensional Scaling</li> <li>• Applications of Marketing Research in India – Some Case Studies</li> </ul>

**Seminars & Workshops:**

- ❖ Research Design
- ❖ Attitude Measurement Scaling

**Case Studies:**

- ❖ Market determination for set up pubs or amusement parks in the city

<b>EQUIPMENT AND MATERIALS MANAGEMENT (04 Credits)</b>	
<b>Unit-1</b>	<b>OPERATIONS MANAGEMENT</b> <ul style="list-style-type: none"> <li>• Operations Management – an overview</li> </ul>
<b>Unit-2</b>	<b>FACILITIES PLANNING</b> <ul style="list-style-type: none"> <li>• Product Selection</li> <li>• Process Selection</li> <li>• Facilities Location</li> <li>• Facilities Layout and Materials Handling</li> <li>• Capacity Planning</li> </ul>
<b>Unit-3</b>	<b>WORK AND JOB DESIGN</b> <ul style="list-style-type: none"> <li>• Work Design</li> <li>• Job Design</li> </ul>
<b>Unit-4</b>	<b>OPERATIONS PLANNING AND CONTROL</b> <ul style="list-style-type: none"> <li>• Planning and Control for Mass Production</li> <li>• Planning and Control for Batch Production</li> <li>• Planning and Control for Job Shop Production</li> <li>• Planning and Control of Projects</li> <li>• Maintenance Management</li> </ul>
<b>Unit-5</b>	<b>VALUE ENGINEERING AND QUALITY ASSURANCE</b> <ul style="list-style-type: none"> <li>• Value Engineering</li> <li>• Quality Assurance</li> </ul>
<b>Unit-6</b>	<b>MATERIALS MANAGEMENT</b> <ul style="list-style-type: none"> <li>• Purchase System and Procedure</li> <li>• Inventory Management</li> <li>• Stores Management</li> <li>• Standardization, Codification and Variety Reduction</li> <li>• Waste Management</li> </ul>

**Project:**

Layout design of any of the following two aspects in hospitality industry:

- Central and two satellite kitchen layouts of any 5 D hotel property.
- Equipment with specification/brands/costing thereof in any 5 D property for F&B/Laundry/Health Club/Plant Room.

<b>MANAGING ENTREPRENEURSHIP, SMALL AND MEDIUM BUSINESS PROPERTIES (04 Credits)</b>	
<b>Unit-1</b>	<b>ENTREPRENEUR AND ENTREPRENEURSHIP</b> <ul style="list-style-type: none"> <li>• Entrepreneurship : Small Scale</li> <li>• Enterprises (SSE)</li> <li>• Entrepreneurial Competencies</li> <li>• Institutional Interface</li> </ul>
<b>Unit-2</b>	<b>ESTABLISHING SMALL SCALE ENTERPRISES</b> <ul style="list-style-type: none"> <li>• Opportunities Scanning – Choice of Enterprise</li> <li>• Market Assessment for SSE</li> <li>• Choice of Technology and Selection of Site</li> </ul>
<b>Unit-3</b>	<b>SMALL SCALE ENTERPRISES – GETTING ORGANIZED</b> <ul style="list-style-type: none"> <li>• Financing the New/Small Enterprise</li> <li>• Preparation of the Business Plan</li> <li>• Ownership Structure and Organization Framework</li> </ul>
<b>Unit-4</b>	<b>OPERATING THE SMALL SCALE ENTERPRISE</b> <ul style="list-style-type: none"> <li>• Financial Management Issues in SSE</li> <li>• Operations Management Issues in SSE</li> <li>• Marketing Management Issues in SSE</li> <li>• Organizational Relations in SSE</li> </ul>
<b>Unit-5</b>	<b>PERFORMANCE APPRAISAL AND GROWTH STRATEGIES</b> <ul style="list-style-type: none"> <li>• Management Performance Assessment and Control</li> <li>• Strategies for Stabilization and Growth</li> <li>• Managing Family Enterprises</li> </ul>

4-5 weeks internship with industry mentor – focussing on the select area of specialization and developing minimum two case studies related to subject.

**Seminars & Workshops:**

- ❖ Ethics and Corporate Governance
- ❖
- ❖ (others to be decided)
- ❖