



UNIVERSITY OF JAMMU

NOTIFICATION

(10/March/ ADP/04)

It is hereby notified for the information of all concerned that the Vice-Chancellor in anticipation of the approval of the Academic Council, is pleased to authorize adoption of new Syllabus for MBA (H&T) IInd to IVth for the examination to be held in the year mentioned below after the change of Nomenclature from Master of Tourism Management (MTM) to Master of Business Administration (Hospitality and Tourism) i.e. MBA (Hospitality and Tourism):-

MBA (H&T)

II-Semester for the year May 2009, 2010 & 2011

III-Semester for the year Dec. 2009, 2010 & 2011

IV-Semester for the year May 2009, 2010 & 2011

F.Acd./MBA (H&T)/10/ 2927-61

Dated 29-03-2010

Copy for information and necessary action to:

Sd/-
(DR. P.S. PATHANIA)
REGISTRAR

Proposed Course Structure for MBA (Hospitality & Tourism)

Semester I

Course Code	Title of Course	Credits / Marks
MBA(HT) 101	Fundamentals of Management	100
MBA(HT) 102	Introduction to Hospitality Management	100
MBA(HT) 103	Basics of Tourism	100
MBA(HT) 104	Business Research Methods	100
MBA(HT) 105	Business Communication	100
MBA(HT) 106	Tourism Resources of India	100
MBA(HT) 107	Managerial Economics	100
MBA(HT) 108	Seminar Course	50
MBA (HT) 109	Viva Voce	50

Semester II

Course Code	Title of Course	Credits / Marks
MBA(HT) 201	Marketing for Hospitality & Tourism	100
MBA(HT) 202	Organization Behavior & HRD	100
MBA(HT) 203	Accounting and Finance for Managers	100
MBA(HT) 204	Travel Agency and Tour Operations	100
MBA(HT) 205	Entrepreneurship in Tourism	100
MBA(HT) 206	Business Environment	100
MBA(HT) 207	Soft Skills in Hospitality & Tourism	100
MBA(HT) 208	Seminar Course	50
MBA(HT) 209	Viva Voce	50

Semester III

Core Courses

Course Code	Title of Course	Credits / Marks
MBA(HT) 301	Marketing of Services	100
MBA(HT) 302	Interpersonal and Leadership Skills in Hospitality & Tourism	100
MBA(HT) 303	Foreign Language I	50
MBA(HT) 304	Summer Training Report & Presentation	50 + 50 = 100
MBA(HT) 305	Seminar Course (Field Trip + Viva Voce)	50

Stream - Hospitality

Course Code	Title of Course	Credits / Marks
MBA(HT) 306	Front Office Management	100
MBA(HT) 307	Housekeeping Management	100
MBA(HT) 308	Food & Beverage Management	100
MBA(HT) 309	Customer Relationship Management	100

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Stream - Tourism

Course Code	Title of Course	Credits / Marks
MBA(HT) 310	Airfare Ticketing & Cargo Management	100
MBA(HT) 311	Destination Management	100
MBA(HT) 312	Regional & International Tourism	100
MBA(HT) 313	Event Management	100

Semester IV *

PART 1 - Core Courses

Course Code	Title of Course	Credits / Marks
MBA(HT) 401	Strategic Management	100
MBA(HT) 402	Internet Marketing	100
MBA(HT) 403	Business and Hospitality Etiquettes	100
MBA(HT) 404	Foreign Language II	50

PART 2 – (Stream – Hospitality) - ON THE JOB TRAINING

Course Code	Title of Course	Credits / Marks
MBA(HT) 405	Project Report	100
	Presentation	50
	Viva Voce	100

PART 2 – (Stream – Tourism) - ON THE JOB TRAINING

Course Code	Title of Course	Credits / Marks
MBA(HT) 406	Project Report	100
	Presentation	50
	Viva Voce	100

*

- Part 1 of the Semester IV shall be in the University where students shall be taking course no. MBA (HT) 401,402,403,404 internally (Examination for the same shall be conducted internally)
- After taking these papers, students shall leave for their on the job training in their respective streams (Hospitality or Tourism) with corporate and shall come back in the month of May / June for the submission / evaluation of their projects and shall also appear for viva - voce

Alan *Adnan Alim*

Syllabus for

SEMESTER 2

**Masters Degree in Business Administration
(Hospitality and Tourism)**

Keay *Mark Chime*

Module Title: Marketing for Hospitality and Tourism

Course No.: MBA (HT) 201
Contact Hours: Minimum 45

Maximum Marks: 100
(a) Semester Exam: 70
(b) Internal Assessment: 30

Duration of Examination: 3 Hours
Examination to be held in May 2009 c

, 2010 & 2011 .

Objective

The course aims at understanding the tools and techniques of marketing in general; and their application with specific reference to tourism

Syllabus

- | | |
|--------|---|
| Unit 1 | Introduction to Marketing, Marketing of Services and its Special features, Tourism Marketing – its uniqueness, Marketing Environment |
| Unit 2 | Market Segmentation and Leisure Market; Identifying Market Segments and Selecting target Market; Identifying & developing Market Activities of Leisure Market. The 8 P's of Marketing |
| Unit 3 | Product / Service Decisions & product Formulation. Life Cycle & New Product Development. Branding & Packaging Decisions |
| Unit 4 | Pricing policies & practices. Tourism Promotion Methods. Advertising & Publicity. Sales Forecasting |
| Unit 5 | Distribution Channels in Travel & Tourism. Marketing Destinations & Attractions. Marketing the Small Tourism Business |

Key 1

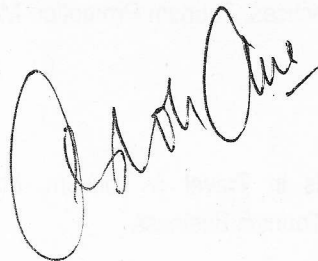
Ashton Ave

Note for Paper Setting

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e. there will be internal choice within each unit

References

- | | |
|--|--|
| Philip Kotler, John Bowen,
James Makens | Marketing for Hospitality & Tourism |
| Philip Kotler | Marketing Management |
| Philip Kotler | Marketing for Non Profit Organizations |
| Alan Jefferson & Leonard
Lickorish | Marketing Tourism |
| S M Jha | Tourism Marketing |
| Holloway & Plant | Marketing for Tourism |



2

Module Title: Organization Behavior & HRD

Course No.: MBA (HT) 202
Contact Hours: Minimum 45

Maximum Marks: 100
(a) Semester Exam: 70
(b) Internal Assessment: 30

Duration of Examination: 3 Hours

Examination to be held in May 2009, 2010 & 2011.

Objective

To familiarize the students with basic concepts, progresses and current issues related to human resource management and organizational behavior. The emphasis would be related to issues and challenges in tourism and hospitality sector

- | | |
|---------------|---|
| Unit 1 | Conceptual framework for understanding human behavior in organizations; Historical perspective in Organization Behavior; Concept of Human Resource Development, Concept, Process & Outcomes |
| Unit 2 | Individual Behavior & its determinants – personality, perception, learning, values, Attitudes |
| Unit 3 | Basic Motivation concepts, Theories of Motivation; Applications of Motivation concepts in Organization; Career planning. |
| Unit 4 | Concept & Process of Human Resource Planning, Macro & Micro level scenario of human resource planning, Training & Development. |
| Unit 5 | HRD in Service Industry; Emerging trends and perspectives, HR Audit, HR Score Card, HR Accounting. |

Note for Paper Setting

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e there will be internal choice within each unit

References

Fred Luthans	Organization Behavior
Stephen Robbins	Organization Behavior
L M Prasad	Organization Behavior

Ashish
Kee

Module Title: Accounting and Finance for Managers

Course No.: MBA (HT) 203
Contact Hours: Minimum 45

Maximum Marks: 100
(a) Semester Exam: 70
(b) Internal assessment: 30

Duration of Examination: 3 Hours

Examination to be held in May 2009 and ~~2010~~ 2010 & 2011

Objective

To provide basic knowledge about accounting procedures and understanding the tools and techniques of financial management

Syllabus

Unit 1: Introduction of Financial Accounting

Meaning and scope of Accounting, Generally accepted Accounting Principles, Preparation of Primary Books of Accounts in Hotels.

Unit 2: Final Accounts

Financial Accounting: Preparation of Profit and Loss Accounts and Balance Sheet with special reference to Hotels

Unit 3 : Travel Agency Accounting

Travel Agency Accounting and Applications of Travel Agency Accounting Information, ASTA Chart of Accounts

Unit 4 : Cost Accounting

Classification of Costs, Preparation of Cost Sheet, Differentiate between Absorption and Marginal Costing, CVP analysis

Unit 5: Financial Management

Finance Functions, Sources of Finance; Long-term Sources- Shares, Debentures, Term Loans; Short-term Sources - Bank finance (Cash Credit and Overdraft), and Financial Products of TFCI

Note for Paper Setting

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e. there will be internal choice within each unit

John Chow
Kee

References

I M Pandey	Financial Management
Khan & Jain	Financial Management
R M Srivastava	Financial Management
Prasanna Chandra	Financial Management
Juneja, Chawla & Saxena	Elements of Book Keeping
Jain & Narang	Cost Accounting
R K Sharma	Management Accounting in Hotel Industry in India

John Doe
K Lee

Module Title: Travel Agency and Tour Operations

Course No.: MBA (HT) 204
Contact Hours: Minimum 45

Maximum Marks: 100
(a) Semester Exam: 70
(b) Internal Assessment: 30

Duration of Examination: 3 Hours

Examination to be held in Dec 2009 ~~and onwards~~ 2010 & 2011 .

Objective

To familiarize the students with basic concepts, progresses and current issues related to travel agency operations and tour management issues.

Syllabus

- Unit 1** **Conceptual Framework of Travel Agency & Tour Operators:** Definition of Travel agency, Definition of tour operators business, difference between the travel agency and tour operators business, different types of travel agencies and tour operators, Growth and development and development of travel agencies and tour operators in India and world wide, role and contribution of travel agencies in the growth and development of tourism industry.
- Unit 2** **Setting up and approval of Travel Agency Business:** Procedure for the setting up of travel agency and tour operators business, procedure for the approval of travel agency and tour operators business from Department of Tourism, Government of J&K, Department of Tourism, Government of India, International Air Transport Association (IATA). Various Types of incentives available to travel agencies and Tour operators business in India.
- Unit 3** **Main functions of Travel Agency & Tour Operators Business:** Travel information and counseling to tourist, itinerary development and preparation, Airline ticketing and reservations, Tour packaging, Reservations, handling tour file, tour documentation, sources of income for travel Agency & Tour Operators Business.
- Unit 4** **Travel Agents and Tour Operators Organizations:** Role and contribution of the various national and international organizations in the development of tourism industry – Indian Association of Tour operators (IATO), Travel Agents Association of Tour Operators (TAAI), International Air Transport Association (IATA), Pacific Asia Travel Agents Association (PATA), American Association of Travel Agent Association (ASTA), Universal Federation of Travel Agent Association (UFTA).

Arjun Arora
K. Cee

Unit 5 **Linkages and Arrangements:** Linkages and arrangements with hotels, Airlines, Transport organizations, Ancillary tourism organizations. Organization structure of medium and large scale travel agencies and tour operators business, Present status and future prospects of travel agency and tour operators business in India.

Note for Paper Setting

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e. there will be internal choice within each unit

References

- | | |
|-----------------------|---|
| Mohinder Chand | Travel Agency Management – An Introductory Text, Anmol Publication, New Delhi |
| Jag Mohan Negi | Tourist Guide and Tour Operations, Kaniska Publication, New Delhi. |
| Jag Mohan Negi | Agency and Tour Operations, Kaniska Publication, New Delhi. |

Ashu Arora
KAC

Module Title: Entrepreneurship in Tourism

Course No.: MBA (HT) 205

Contact Hours: Minimum 45

Maximum Marks: 100

(a) Semester Exam: 70

(b) Internal Assessment: 30

Duration of Examination: 3 Hours

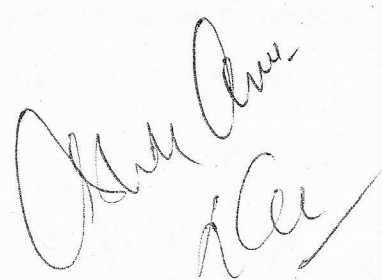
Examination to be held in December 2009 ~~and January 2010~~ 2010 & 2011

Objective

To recognize and appreciate the potential opportunities of becoming an entrepreneur in tourism industry. The basic aim of the course is to expose the students with basic concepts of entrepreneurship & small business management

Syllabus

- Unit 1** Entrepreneur & Entrepreneurship, Entrepreneur Types, Entrepreneurial Competencies, Small Scale Enterprises, Characteristics & Relevance of Small Scale Enterprises, Role of Entrepreneurship in SSE and Economic Development
- Unit 2** Institutional Interface and Set up; Government Policy; Entrepreneurial Process: Identification of an Opportunity, Market Assessment, Analyzing Competitive Situation, Understanding Trade Practices, Resource Mobilization
- Unit 3** Technology Determination, Site Selection, Financial Planning, Financial Institutions for Small Enterprises, Preparation of Business Plan, Elements of Business Plan, Feasibility Report
- Unit 4** Ownership Structures & Organizational Framework, Financial Management Issues, H R Issues, Strategies for Growth & Stability, Managing Family Enterprises
- Unit 5** Management Issues in Tourism & Hospitality Industry; Entrepreneurial case studies of major Travel Agencies/ Tour Operators i.e Cox & Kings, Raj Travels, SOTC, etc. and Hotels i.e Taj, Radisson, Welcom, etc.



Note for Paper Setting

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e. there will be internal choice within each unit

References

- | | |
|----------------------------------|---|
| Vasant Desai | Entrepreneurship & Small Business Management |
| Peter Drucker | Innovation & Entrepreneurship |
| S S Khanna | Entrepreneurial Development |
| C B Gupta, N P Srinivasan | Entrepreneurial Development |
| D N Mishra | Entrepreneur and Entrepreneur Development & Planning in India |

Chetan Chandra
rtu

Module Title: Business Environment

Course No.: MBA (HT) 206

Contact Hours: Minimum 45

Maximum Marks: 100

(a) Semester Exam: 70

(b) Internal Assessment: 30

Duration of Examination: 3 Hours

Examination to be held in December 2009 ~~and onwards~~ 2010 & 2011 .

Objective

The objective of this course is to impart basic knowledge of the concepts and tools of economics analysis and their application to business decisions to acquaint the participation with the main features of aggregate economic system.

Syllabus

- Unit 1** Business ethics; Definition & nature, Characteristics of ethical problems in management Ethical; Causes theories; Causes of unethical behaviour; Ethical abuses; Work ethics.
- Unit 2** Management of Ethics-Ethics analysis [Hosmer model]; Steps/ considerations in resolving ethical dilemma; Ethics in practice-professional ethics for functional managers; Comparative ethical behaviour of managers; code of ethics; Competitiveness, organizational size, profitability and ethics; Cost of ethics in corporation; Corporate ethics evaluation.
- Unit 3** Social Responsibility of Business; Big Business and society, Business and ecological/environment issues in the Indian context.
- Unit 4** Political-legal environment; Provisions of the Indian constitution pertaining to Business; Political setup-major characteristics and their implications for business; Prominent features of MRTP & FERA. Social-cultural environment and their impact on business operations; Salient features of Indian culture and values.
- Unit 5** Economics Environment; Philosophy of economic growth 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.

John Doe
12/11/2009

Module Title: Soft Skills in Hospitality & Tourism

Course No.: MBA (HT) 207
Contact Hours: Minimum 45

Maximum Marks: 100
(a) Semester Exam: 70
(b) Internal Assessment: 30

Duration of Examination: 3 Hours

Examination to be held in December 2009 ~~and onwards~~ 2010 & 2011

Objective

The objective of this course is to introduce the students with the concepts of business etiquettes and business protocol; cross cultural communication and training and understand the importance and role of Group Discussion in the Corporate Selection Process

Syllabus

- | | |
|---------------|--|
| Unit 1 | Introduction to Personality Development; Elements of a Good Personality; Importance of Soft Skills; Introduction to Corporate Culture; Professionalism in Service Industry |
| Unit 2 | Non Verbal Communication, Body Language – Physical Expression, Gestures, Hand Movements, Spatial Relationships |
| Unit 3 | Elements of an effective presentation ; Structure of a presentation ; Presentation tools ; Voice Modulation ; Audience analysis ; Video Samples |
| Unit 4 | Employment Communication – Resume Styles, Resume Writing, Elements of an Effective Resume, Writing Application Letters; Other Employment Messages – Following up an Application, Accepting an Interview Invitation, Following up an Interview, Accepting Employment, Resigning from a Job. |
| Unit 5 | Job Interview – Purpose, Types, Interview Skills – Before, During and After the Interview, Interview & Corporate Dressing, |

Note for Paper Setting

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e. there will be internal choice within each unit.

References

Cross-Cultural and Intercultural Communication- **William B. Gudykunst**

Beyond Language: Cross Cultural Communication- **Deena R. Levine M.A., Mara B. Adelman**

The 7 Habits of Highly Effective People- **Stephen Covey**

Note for Paper Setting

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e. there will be internal choice within each unit.

References

Francis Cherunilam-

Business Environment

K.Aswathappa-

Essentials of Business Environment

Aswathappa
K.A.

Syllabus for

SEMESTER 3

**Masters Degree in Business Administration
(Hospitality & Tourism)- MBA (H&T)**

John Dime
Kee

Module Title: Marketing of Services

Course No.: MBA (HT) 301

Contact Hours: Minimum 45

Maximum Marks: 100

(a) Semester Exam: 70

(b) Internal Assessment: 30

Duration of Examination: 3 Hours

Examination to be held in Dec 2009 ~~and onwards~~ 2010 & 2011 ,

Objective

The objective of this course is to supplement basic marketing and marketing strategy courses by focusing on problems and strategies specific to marketing of services. Through this course the students shall be able to identify and analyze the various components of the "services marketing mix" and appreciate the role of employees and customers in service delivery, customer satisfaction, and service recovery in the context of hospitality and tourism industry

Syllabus

- Unit 1 Introduction to Hospitality and Tourism Services; Characteristics of Services; Services Marketing Mix; Gap Model of Service Quality; Managing Service Encounters in Hospitality and Tourism
- Unit 2 Tourist Behavior in Services; Tourist Expectations of Service; Tourist Perception of Service; Service Quality
- Unit 3 Service Failure and Recovery; Service Recovery Strategies; Services Design and Development; Service Standards; Service Scapes
- Unit 4 Employee Role in Service Delivery; Customer Role in Service Delivery; Service Distribution; Integrated Services Marketing Communication; Technology and Service Strategy
- Unit 5 Role of Government in Hospitality and Tourism Marketing; Marketing of Transportation Services; Marketing India to the World (The Incredible India Campaign); Destination Marketing

Abhishek Anand
Alce

Note for Paper Setting

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e there will be internal choice within each unit

References

Valarie A Zeithmal, Mary Jo Bitner,
D D Gremler, Ajay Pandit-

Services Marketing – Integrating
Customer Focus Across the Firm

Christopher Lovelock

Services Marketing – People, Technology,
Strategy

Asish Anand
Klee

Module Title: Interpersonal and Leadership Skills in Hospitality and Tourism

Course No.: MBA (HT) 302
Contact Hours: Minimum 45

Maximum Marks: 100
(a) Semester Exam: 70
(b) Internal Assessment: 30

Duration of Examination: 3 Hours

Examination to be held in Dec 2009 ~~onwards~~ 2010 & 2011

Objective

The objective of this course is to help the students to understand their own self, concepts of interpersonal communication, importance of leadership and team building and important skills that shall help in effective customer service in the hospitality and tourism industry.

Syllabus

- | | |
|---------------|---|
| Unit 1 | Understanding Self, Self Image, Self Esteem, Self Improvement – Setting Long Term Goals, Self Confidence, Developing Positive Attitude |
| Unit 2 | Interpersonal Communication; Transactional Analysis – Parent, Child and Adult Messages, Kinds of Transactions; Games Analysis; Script Analysis; Johari Window – Understanding the Four Quadrants of Johari Window |
| Unit 3 | Negotiation Skills - Characteristics, Preparation and Phases of Negotiation; Telephone Skills, Telephone Etiquettes, Handling Irate Customers |
| Unit 4 | Innovation and Creative Thinking, Concept of Time Management, Identifying Time Stealers; Techniques to Manage Time; Stress Management |
| Unit 5 | Key Leadership Skills, Importance of Working in Team, Team Building, Conflict Management – Phases, Handling Conflict |

Note for Paper Setting

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e there will be internal choice within each unit.

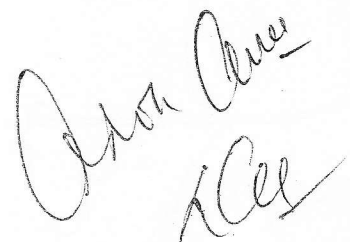
References

Personality Development – **H R Wallace and Masters**, South Western Publication

Cross-Cultural and Intercultural Communication- **William B. Gudykunst**

Beyond Language: Cross Cultural Communication- **Deena R. Levine M.A., Mara B. Adelman**

The 7 Habits of Highly Effective People- **Stephen Covey**



Module Title: Foreign Language – I

Course No.: MBA (HT) 303
Contact Hours: 25

Maximum Marks: 50

Examination to be held in Dec 2009 ~~2010~~ 2010 & 2011

INTERNAL EVALUATION PAPER

Objective

To develop oral and written basic skill on French Language so as to enable the students to know the basics of French.

Syllabus

The topics related to articles, adjectives, pronouns, tense and verbs. The focus will be to build up the foundations of the language

4

Amal
Kee

Syllabus for

SEMESTER 3

(Stream- Hospitality)

**Masters Degree in Business Administration
(Hospitality & Tourism)- MBA (H&T)**

*Amara
Kee*

Module Title: Front Office Management

Course No.: MBA (HT) 306
Contact Hours: Minimum 45

Maximum Marks: 100
(a) Semester Exam: 70
(b) Internal Assessment: 30

Duration of Examination: 3 Hours
Examination to be held in Dec 2009 ~~onwards~~ 2010 to 2011

Objective

To provide requisite framework to the Front Office Operations of hotel industry.

Syllabus

- Unit 1. Front Office Organization & Personnel:** Basic Layout and Design; Departmental Organisational Structure; Departmental Hierarchy; Attitude & Attributes and Salesmanship; Job Description and Job specifications of F.O Personnel.
- Unit 2. Front Office Operations:** The Front-office Desk- equipments in use; The Guest Room- types & status terminology; Key controls; Tariff plans; Types of rates
- Unit 3. Front-office responsibilities:** Functions on arrival of the guests; Guest history- maintenance & importance; Communication- internal & interdepartmental; Emergency situations; Telecommunications- equipments & communication over telephones; Guest complaint handling; Concept of No-shows.
- Unit 4. Reservations:** Need, definition & importance; types of reservations; sources & modes of reservations; Individual & group bookings; Booking instruments- whitney slips, whitney racks, density charts, Booking conventional charts, A&D register, etc.
- Unit 5. Front office cash/ check-out settlement:** Functions at departure of the guest; F.O cashier- role & responsibilities; F.O Cash- importance, take over & handover; Check out & bill settlement- individual & group; Night Audit; Unpaid A/c balances.

Dr. Arun K. K.

Note for Paper Setting

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e there will be internal choice within each unit.

References:

Hotel Front Office Training Manual - **Sudhir Andrews**

Introduction to Tourism & Hotel Industry with special focus on Front Office Management – **Mohammed Zulfikar**

Amr Alino
Kee

Module Title: Housekeeping Management

Course No.: MBA (HT) 307

Contact Hours: Minimum 45

Maximum Marks: 100

(a) Semester Exam: 70

(b) Internal Assessment: 30

Duration of Examination: 3 Hours

Examination to be held in Dec 2009 ~~2010~~ 2010 & 2011

Objective

To familiarize the students with theoretical concepts related to House-keeping department of hotel.

Syllabus

Unit 1. Introduction to H/K dept.: Meaning, definition & importance of H/K department; Role of H/K in hospitality industry; Layout of H/K dept.; Organisational structure of H/K department.

Unit 2. H/K Personnel: Inter departmental relationship (emphasis on F.O & Maintenance); Role of key personnel in H/K department; Job description & Job specification of H/K Staff.

Unit 3. Planning work of H/K departments: Briefing; Control desk (importance, role, coordination); Role of control desk during emergency; Duty Rota & work schedule; Care and cleaning of Room procedure.

Unit 4. Functions: Laundry operations; H/K control; General Daily H/K operations; Maintenance of Hotel, upkeep & functions; Rules on the Guest floor; Key Handling procedure

Unit 5. Linen/ Uniform/ Tailor Room: Par stock; Types of Linen; Procedure for requisitioning Fresh Linen; Procedures for requisitioning Guest and Cleaning supplies; Records kept in Floor Linen Room; Linen Exchange Procedure; Functions of Tailor Room

Note for Paper Setting

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e there will be internal choice within each unit.

References:

Hotel Front Office Training Manual - **Sudhir Andrews**

Introduction to Tourism & Hotel Industry with special focus on Front Office Management – **Mohammed Zulfikar**

Amr Alim
Klee

Module Title: Housekeeping Management

Course No.: MBA (HT) 307
Contact Hours: Minimum 45

Maximum Marks: 100
(a) Semester Exam: 70
(b) Internal Assessment: 30

Duration of Examination: 3 Hours

Examination to be held in Dec 2009 ~~2010~~ 2010 & 2011

Objective

To familiarize the students with theoretical concepts related to House-keeping department of hotel.

Syllabus

Unit 1. Introduction to H/K dept.: Meaning, definition & importance of H/K department; Role of H/K in hospitality industry; Layout of H/K dept.; Organisational structure of H/K department.

Unit 2. H/K Personnel: Inter departmental relationship (emphasis on F.O & Maintenance); Role of key personnel in H/K department; Job description & Job specification of H/K Staff.

Unit 3. Planning work of H/K departments: Briefing; Control desk (importance, role, coordination); Role of control desk during emergency; Duty Rota & work schedule; Care and cleaning of Room procedure.

Unit 4. Functions: Laundry operations; H/K control; General Daily H/K operations; Maintenance of Hotel, upkeep & functions; Rules on the Guest floor; Key Handling procedure

Unit 5. Linen/ Uniform/ Tailor Room: Par stock; Types of Linen; Procedure for requisitioning Fresh Linen; Procedures for requisitioning Guest and Cleaning supplies; Records kept in Floor Linen Room; Linen Exchange Procedure; Functions of Tailor Room

Opinion
K. Lee

Note for Paper Setting

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e there will be internal choice within each unit.

References:

Hotel Housekeeping - Sudhir Andrews

Introduction to Tourism & Hotel Industry with special focus on Front Office Management –

Mohammed Zulfikar

Abdul Azeem
Ali

Module Title: Food & Beverage Management

Course No.: MBA (HT) 308

Contact Hours: Minimum 45

Maximum Marks: 100

(a) Semester Exam: 70

(b) Internal Assessment: 30

Duration of Examination: 3 Hours

Examination to be held in Dec 2009 ~~onwards~~ 2010 & 2011.

Objective

To provide the requisite knowledge of the food and beverage management operations of hotel industry.

Syllabus

Unit 1. Introduction to F&B Service Industry:

The evolution of catering industry; F&B Service Personnel- Staff Organisation;

Basic Etiquettes for catering staff;

Duties & Responsibilities of Service staff;

Attitudes & Attributes of F&B Service Personnel.

UNIT 2. F&B Service Areas in a Hotel:

Restaurants & their subdivisions- coffee shop, Room service, Bars, Banquets,

Discotheques, Grill Room, Snack Bar, Night club, Business centers, Executive

lounges.

Back areas- Still room, wash-up, hot-plate, plate room, kitchen stewarding.

UNIT 3. Menus & Covers- Types

Types of meals- Breakfast- introduction, types- Brunch, Lunch, Hi-tea; The

Covers- standard types of covers; Taking an order; Beverage service

Apurva
Kee

UNIT4. F&B Service Methods

Table-Service: Silver/ English, Family, American, Butler/ French, Russian

Self-Service: Buffet, Cafeteria service

Specialised Service: Gueridon trolley, Room

Single point Service: Takeaway, Vending, Kiosks, Food courts, Bars

UNIT 5. Beverages and F&B Equipments

Types of beverages; Introduction, Definition & Classification of Wares: Glasses &

Service Equipments –Crockery, Cutlery, Hollowware, Flatware

Note for Paper Setting

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e there will be internal choice within each unit.

References:

Food & Beverage Service : A Training Manual - Sudhir Andrews

Welcome to Hospitality: An Introduction-Kye-Sung (Kaye) Chan & Raymond T. Sparrowe

Per Col. Aine
Kee

Module Title: Customer Relationship Management

Course No.: MBA (HT) 309
Contact Hours: Minimum 45

Maximum Marks: 100
(a) Semester Exam: 70
(b) Internal Assessment: 30

Duration of Examination: 3 Hours

Examination to be held in Dec 2009 ~~2010~~ 2010 & 2011.

Objective

This objective of this course is enable the students to develop an understanding of the concept and application of the principles of customer relationship management (CRM) in hospitality and tourism context. The course stresses the importance of understanding the needs and aspirations of customers as the basis of building an effective, long-term relationship.

Syllabus

- Unit 1** Introduction to Customer Relationship Management (CRM), Facets of CRM,
Importance of CRM; CRM Categories
- Unit 2** Customer- Supplier Relationships; Relationship Oriented Organization;
Customer Knowledge; Market Driven CRM
- Unit 3** Customer Acquisition; Customer Retention; Customer Satisfaction; Customer
Loyalty; Loyalty Programs
- Unit 4** Customer Equity; Customer Profitability Analysis; Lifetime Value of Customer;
Satisfaction – Profit Chain
- Unit 5** CRM Implementation; CRM as a Competitive Advantage; Strategies to win
Customer Loyalty; CRM Payback

Asish Aims
Kee

Note for Paper Setting

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e there will be internal choice within each unit

References

Customer Relationship Management-

Peelen

Customer Relationship Management-

H Peeru Mohamed and A Sagadevan

Customer Relationship Management-
Getting It Right!

Judith W. Kincaid, Pearson

Open Air
Kee

Syllabus for

SEMESTER 3

(Stream- Tourism)

**Masters Degree in Business Administration
(Hospitality & Tourism)- MBA (H&T)**

Ashwini
Kee

Module Title: Airfare Ticketing & Cargo Management

Course No.: MBA (HT) 310
Contact Hours: Minimum 45

Maximum Marks: 100
(a) Semester Exam: 70
(b) Internal Assessment: 30

Duration of Examination: 3 Hours

Examination to be held in Dec 2009 onwards 2010-2011.

Objective

To familiarize the students with basic concepts and current issues related to air cargo operations and management

Syllabus

- Unit 1** **World Cargo Airline Geography:** Understanding OAG Codes decodes of cities, countries, airports, aircrafts, airlines. Looking up schedules, international time calculator, calculation of time difference & flying time, hub & spoke system, IATA and its areas.
- Unit 2** **Planning Itinerary by Air and Airline Reservation:** Planning itinerary by air, type of airline journeys – OW, RT, RTW, CT and OJ. Reservation procedure, information required for airline reservation, PNR, Reconfirmation of Reservation, Computer and IT in airline reservation, major online reservation packages.
- Unit 3** **Airline Ticketing:** Meaning and definition, domestic and international airline ticket, ticket coupon, airline-ticketing procedure, other traffic documents: PTA, REN, MCO, working and issuance of airline ticket and BSP ticket- manual. Reissuance of ticket, Cancellation of ticket
- Unit 4** **Air Fare Construction:** Airfare definition and types, IATA-UFTAA fare formula, calculation of MPM, TPM, EMA and EMS, Fare calculation rules and guidelines, procedure with methods of fare calculation with examples with the application of Excess Mileage Allowance and Excess Mileage Surcharge.
- Unit 5** **Cargo Handling:** Cargo-meaning and definition, , IATA traffic conference areas and sub areas, consignment, damage or loss, dangerous goods, minimum charges, valuable cargo **Cargo Rates-** : Baggage allowance, Free baggage allowance, excess baggage allowance, weight and piece concept, lost baggage, OAG air cargo tariff, airway bill, minimum charges for the transportation of cargo from India to various Traffic Conference Areas

Note for Paper Setting

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e. there will be internal choice within each unit

Books References

- | | |
|----------------|--|
| Jag Mohan Negi | Air Travel Ticketing and Fare construction, Kaniska Publication, New Delhi. |
| | OAG Cargo Guide worldwide |
| | Passenger Air Tarrif – General Rules |
| | OAG Flight Guide- Worldwide |
| Mohinder Chand | Travels Agency Management – An Introductory Text, Anmol Publication, New Delhi |
| JagMohan Negi | Tourist Guide and Tour Operations, Kaniska Publication, New Delhi |
| JagMohan Negi | Travel Agency and Tour Operations, Kaniska Publication, New Delhi. |
| Jag Mohan Negi | Air Travel Ticketing and Fare construction, Kaniska Publication, New Delhi. |

Module Title: Destination Management

Course No: MBA (HT) 311

Maximum Marks: 100

Contact Hours: Minimum 45

a) Semester Exam: 70

Internal assessment: 30

Duration of examination: 3Hrs

Examination to be held Dec 2009, 2010, 2011

Syllabus

To provide requisite theoretical framework with regard to destination Management.

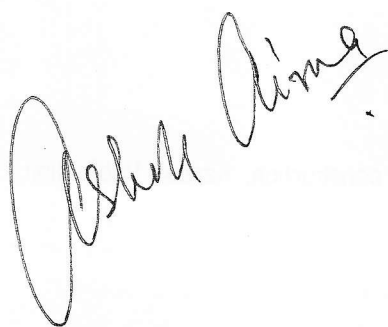
Unit I. Tourists destination-concepts/Notions; Evolving concept of Tourists, Destination. Elements of Tourists Destination, Tourists destination development; planning and development of tourism; formulation of master plan; implementation of plan; resort development.

Unit II Tourism Destination Planning, Environment Analysis, Resource Analysis, Regional Environment analysis. Market analysis, competitor's analysis, Regional analysis.

Unit III Destination marketing. Planning, SWOT analysis, segmenting the market for Destinations; Target marketing, positioning strategies; Components of Destination Marketing Mix. Destination quality control.

Unit IV Rationale for development of tourism; the historical basis of destination development auditing destination resources, plurality and decision taking destination development; need and precautions for national and regional tourism planning and policies; Emerging tourism policies paradigms.

Unit V Tourists Destination and environment; Sustainable tourism; components of sustainable tourism; carrying capacity standards and criterion for measurement; tourism Metamorphosis. The new tourism revolution – Eco tourism; Green Tourism; Farm Tourism; Rural Tourism; Soft Tourism; Soft tourism; alternate tourism, cultural Tourism and Ethnic tourism.



15



Note for Paper Setting

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e. there will be internal choice within each unit

References

- | | |
|-----------------------|--|
| Bouyden John N | Tourism & Development |
| Cooper C P | Progress in Tourism, Recreation and Hospitality Management |
| Hwakins,
Revelsted | Elwood, Tourism Planning and Development Issues |
| Inskeep Edward | Tourism Planning – An Integrated and Sustainable Approach |
| Singh TV | Toward Appropriate Tourism |
| Likorish Leonard J | Developing Tourism Destination Policies and Perspectives |

Amr Aine
Kee

Module Title: Regional & International Tourism

Course No.: MBA (HT) 312

Contact Hours: Minimum 45

Maximum Marks: 100

(a) Semester Exam: 70

(b) Internal Assessment: 30

Duration of Examination: 3 Hours

Examination to be held in Dec 2009 ~~onwards~~ 2010, 2011.

Objective

To provide requisite theoretical framework with regard to Destination Management

Syllabus

Unit 1

International scene of Tourism; Top Ranking countries in terms of Tourist Arrivals & Receipt. Countries Generating Tourists; Regional Tourism Concentrations in terms of International Tourism (WTO Regions); Reasons for Tourism Concentrations & disparities

Unit 2

Overview of Tourism in selected attractions: Seychelles, Mauritius, Kenya, Thailand, Singapore, Great Britain, France, Nepal, Hawaii, Switzerland (Short Notes Only); Regional Organizations promoting tourism: SAARC, PATA, Important City Codes, World Time Zone Map

Unit 3

Geographical Regions of India. Seasonal Rhythms in the subcontinent. Various Tourism circuits in India-Golden triangle, Buddhist circuit, Pilgrimage circuit, Adventure tourism circuit, etc. Place of tourism in India's 5 year plans – outlay and major thrust in various plans

Unit 4

Sergeant Committee, Jha Committee, Tourism Policy and National Action Plan (Recommendations); Present tourism scenario in India; Structure & Role of Ministry for Tourism; ITDC and STDC's

Unit 5

Jammu & Kashmir Tourism Development Corporation; Major tourism destinations in Jammu region, Srinagar & Leh; Shri Mata Vaishno Devi Shrine; Shri Amarnath Shrine; Tourism Policy of J&K; Institutions promoting tourism in J&K

Asim Amin
Kee

Note for Paper Setting

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e. there will be internal choice within each unit

References

Landry & Fesmire	Explorations
P C Sinha	International & Encyclopedia of Tourism Management
Jagmohan Negi	Regional Development; Tourism Hotels & Travel Trade
S P Tiwari	Tourism Dimensions
J S Batra	Tourism in 21 st Century

Note for Paper Setting

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e. there will be internal choice within each unit

References

Landry & Fesmire	Explorations
P C Sinha	International & Encyclopedia of Tourism Management
Jagmohan Negi	Regional Development; Tourism Hotels & Travel Trade
S P Tiwari	Tourism Dimensions
J S Batra	Tourism in 21 st Century

Amal Singh
KAC

Module Title: Event Management

Course No.: MBA (HT) 313
Contact Hours: Minimum 45

Maximum Marks: 100
(a) Semester Exam: 70
(b) Internal Assessment: 30

Duration of Examination: 3 Hours

Examination to be held in Dec 2009 onwards 2010 & 2011.

Objective

To familiarize the students with basic concepts and current issues related to event management

Syllabus

- Unit 1 Definition and Scope of Event Management; Role of events for promotion of tourism, Types of Events; Need of event management, key factors for best event management.
- Unit 2 Introduction of meetings, incentives, conference/conventions, and exhibitions (MICE). Definition of conference and the components of the conference market. The nature of conference markets and demand for conference facilities. The impact of conventions on local and national communities.
- Unit 3 Conceptualizing the Event; Stakeholders in Events; Creating the Event Concept; Planning for Events; Sponsorships for Events; Management of Events at Site
- Unit 4 Event Budgeting and Control; Project Management for Events; Event Logistics; Staging Events; Event Evaluation
- Unit 5 MICE Tourism Events – National and International Scenario; International Trade Fairs & Marts; Marketing of Events and Tourism; Role of Travel Agency in Management of Conferences

Note for Paper Setting

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e. there will be internal choice within each unit

References:

Event Management in Leisure and Tourism-
Event Management -
Meaning conventions & Group business-

David Watt, Longman Books
Glenn Bowdin, Johnny Allen et al, Elsevier
Hoyle, Dorf & Jones

Anna Ains
Kee

Syllabus for

SEMESTER 4

**Masters Degree in Business Administration
(Hospitality & Tourism)- MBA (H&T)**

Amelia
Kee

Module Title: Strategic Management

Course No.: MBA (HT) 401
Contact Hours: Minimum 45

Maximum Marks: 100
(a) Semester Exam: 70
(b) Internal Assessment: 30

Duration of Examination: 3 Hours

Examination to be held in Dec 2009 onwards 2010 & 2011

Objective

The objective of this course is to present the students with the concepts and framework of strategic management. The students shall learn how to analyze a company's business environment, select a strategy, and construct the organization necessary to put into action.

Syllabus

Unit 1 : Introduction to Strategic Management

Overview of Strategic Management; Concept of Strategy; process of strategic management; strategic decision making

Unit 2 : Organization & Environmental Appraisal

Strategic Intent; Vision, Mission, Goals and Objectives; Environmental appraisal; Environmental Scanning; Organizational appraisal; Methods for Organizational Appraisal

Unit 3 : Strategy Formulation

Corporate Level Strategies; Business Level Strategies; Strategic Analysis & Choice; Process of Strategic Choice; Subjective factors in Strategic Choice

Unit 4 : Strategic Implementation

Aspects of Strategic implementation; Issues in strategy implementation; Procedural Implementation; Structural Implementation; Behavioural Implementation; Operational Implementation

Unit 5 : Strategic Evaluation / Emerging Concepts

Strategic Evaluation; Strategic Control; Concept of Core Competence, Blue Ocean Strategy; Contemporary Issues in Strategic Management

Note for Paper Setting

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e. there will be internal choice within each unit

Agar Agar
Kee

Note for Paper Setting

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e. there will be internal choice within each unit

References

Business Policy and Strategic Management,- Azhar Kazmi

Strategic Management for Travel and Tourism- Nigel Evans

Amir Ali
Klee

Module Title: Internet Marketing

Course No. MBA (HT)- 402

Contact Hours: Min: 45

Maximum Marks 100

(a) Semester examination 70

(b) Internal assessment 30

Duration of examination 3 hours

Examination to be held Dec 2009 ~~2010~~ 2010 & 2011.

Objectives:

To recognise and appreciate the online marketing environment

To be able to develop and promote tourism through internet.

SYLABUS

UNIT - 1.

Original WWW, commercial beginning of the web, Com world, Dramatic growth, Consumer to Consumer Commerce, Customers as partner, Internet marketing Methodology, Digital Technology, Digital benefits for Marketing, Moore's law and Digital costs, What is Moore's law and using it. Digitizing Marketing processes, steps in digitizing Marketing, using the business process point of view internet, why the internet works, when the internet stumbles.

UNIT - 2

Online Marketing to individuals, interactivity and customer contacts, direct communication, Individual choice, Friendly Technology, Online Consumer Behaviour Media equation. Social cues, Quality cues, Cognitive difficulty. Flow, web users, Income internet access, Demographic variables, language and culture.

UNIT III

Customer support and online quality, Lower costs, Online publishing, electronic Distribution, Virtual problem solving, in expensive communications, online quality enhancements, online Customer support, Personalization and marketing, choice assistance customization, relationship marketing, implementing personalization, online mass customization, Transparent customization, collaborative customization, Critical Role of and Address, New product Development, Traditional, New product development Traditional New product development, Rapid new product development, Early feed back, Rapid release

UNIT IV

Advertising on the net, Types of advertising online, Rules /guidelines of online advertising, marketing strategy for new product Introduction, Adaption of New product Introduction Process to the Internet, Publicity and word of mouth, electronic word of mouth and diffusion, Interactive advertising, Online advertising effectiveness

UNIT V

Asish Chandra
Kee

UNIT-V

Pricing, Price sensitivity and Online information, Real Time pricing, Market Research Internet marketing plan, Avoiding legal pitfalls, Online Marketing and the law Strategic Legal issues for Marketers, Real time legal issues for marketers

NOTE FOR PAPER SETTING

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e. there will be internal choice within each unit.

BOOKS RECOMMENDED

1. Electronic Marketing by Joel Reddy, Shauna Schullo, Kenneth Zimmerman
2. Internet Marketing by Hofacker, Charles F.
3. Net gain by John Hagel III, Arthur Armstrong
4. Electronic Commerce by choi, Soon-young, Stahl O. dahl, Andrew B. Whinston.
5. Frontier of e-Commerce by Kalakota and Whinston, Addison Wesley
6. Marketing Management by Phillip Kotler, Prentice Hall.

John Chime
K. C.

Module Title: Business and Hospitality Etiquettes

Course No.: MBA (HT) 403
Contact Hours: Minimum 45

Maximum Marks: 100
(a) Semester Exam: 70
(b) Internal Assessment: 30

Duration of Examination: 3 Hours

Examination to be held in Dec 2009 onwards 2010 & 2011

Objective

The objective of this course is to introduce the students with the concepts of business etiquettes and business protocol; cross cultural communication and training and understand the importance and role of Group Discussion in the Corporate Selection Process

Syllabus

- | | |
|--------|---|
| Unit 1 | Lessons on 7 Habits of Highly Effective People; Business Protocol, Business Etiquettes, Work Place Success |
| Unit 2 | Effective Meetings, Art of Dining, Customer Service, Moment of Truth Analysis; Managing Different Types of Customers |
| Unit 3 | Cross Cultural Training, Understanding Cultural and Business Protocol differences across countries – UK, USA, China, Japan, France, Germany; Cross Cultural Communication and Dining Etiquettes |
| Unit 4 | Diversity in Workplace, Cultural Conflict, Managing Change; Need for Change; Steps to Effective Change Management |
| Unit 5 | Group Discussion(GD) – Its role in Selection process; Structure of a GD; Types of GDs ; Strategies in GD Team work ; Mock GD using Video Samples |

Note for Paper Setting

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e. there will be internal choice within each unit

References

Cross-Cultural and Intercultural Communication- William B. Gudykunst
Beyond Language: Cross Cultural Communication- Deena R. Levine M.A., Mara B. Adelman
The 7 Habits of Highly Effective People- Stephen Covey

Deena R. Levine
Mara B. Adelman

Beyond Language: Cross Cultural Communication- Deena R. Levine M.A., Mara B. Adelman

The 7 Habits of Highly Effective People- Stephen Covey

Bookline
Kee

Module Title: Foreign Language -II

Course No.: MBA (HT) 404
Contact Hours: 25

Maximum Marks: 50

Examination to be held in December 2009 ~~and onwards~~ 2010 & 2011.

INTERNAL EVALUATION PAPER

Objective & Syllabus

To develop advanced skills on French Language.

Ana Aimee
Kee