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) II\(^{nd}\) to IV\(^{th}\) 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
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**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Title of Course</th>
<th>Credits / Marks</th>
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<tbody>
<tr>
<td>MBA(HT) 101</td>
<td>Fundamentals of Management</td>
<td>100</td>
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<tr>
<td>MBA(HT) 102</td>
<td>Introduction to Hospitality Management</td>
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<tr>
<td>MBA(HT) 103</td>
<td>Basics of Tourism</td>
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<tr>
<td>MBA(HT) 104</td>
<td>Business Research Methods</td>
<td>100</td>
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<tr>
<td>MBA(HT) 105</td>
<td>Business Communication</td>
<td>100</td>
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<tr>
<td>MBA(HT) 106</td>
<td>Tourism Resources of India</td>
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<tr>
<td>MBA(HT) 107</td>
<td>Managerial Economics</td>
<td>50</td>
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<tr>
<td>MBA(HT) 108</td>
<td>Seminar Course</td>
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<tr>
<td>MBA(HT) 109</td>
<td>Viva Voce</td>
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**Semester II**

<table>
<thead>
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<th>Course Code</th>
<th>Title of Course</th>
<th>Credits / Marks</th>
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<tbody>
<tr>
<td>MBA(HT) 201</td>
<td>Marketing for Hospitality &amp; Tourism</td>
<td>100</td>
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<tr>
<td>MBA(HT) 202</td>
<td>Organization Behavior &amp; HRD</td>
<td>100</td>
</tr>
<tr>
<td>MBA(HT) 203</td>
<td>Accounting and Finance for Managers</td>
<td>100</td>
</tr>
<tr>
<td>MBA(HT) 204</td>
<td>Travel Agency and Tour Operations</td>
<td>100</td>
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<tr>
<td>MBA(HT) 205</td>
<td>Entrepreneurship in Tourism</td>
<td>100</td>
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<tr>
<td>MBA(HT) 206</td>
<td>Business Environment</td>
<td>100</td>
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<tr>
<td>MBA(HT) 207</td>
<td>Soft Skills in Hospitality &amp; Tourism</td>
<td>50</td>
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<tr>
<td>MBA(HT) 208</td>
<td>Seminar Course</td>
<td>50</td>
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<tr>
<td>MBA(HT) 209</td>
<td>Viva Voce</td>
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**Semester III**

**Core Courses**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Title of Course</th>
<th>Credits / Marks</th>
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<tbody>
<tr>
<td>MBA(HT) 301</td>
<td>Marketing of Services</td>
<td>100</td>
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<tr>
<td>MBA(HT) 302</td>
<td>Interpersonal and Leadership Skills in Hospitality &amp; Tourism</td>
<td>100</td>
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<tr>
<td>MBA(HT) 303</td>
<td>Foreign Language I</td>
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<tr>
<td>MBA(HT) 304</td>
<td>Summer Training Report &amp; Presentation</td>
<td>50 + 50 = 100</td>
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<tr>
<td>MBA(HT) 305</td>
<td>Seminar Course (Field Trip + Viva Voce)</td>
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**Stream - Hospitality**

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<tr>
<th>Course Code</th>
<th>Title of Course</th>
<th>Credits / Marks</th>
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<tbody>
<tr>
<td>MBA(HT) 306</td>
<td>Front Office Management</td>
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<tr>
<td>MBA(HT) 307</td>
<td>Housekeeping Management</td>
<td>100</td>
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<tr>
<td>MBA(HT) 308</td>
<td>Food &amp; Beverage Management</td>
<td>100</td>
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<tr>
<td>MBA(HT) 309</td>
<td>Customer Relationship Management</td>
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Stream - Tourism

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<tr>
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<th>Credits / Marks</th>
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<tbody>
<tr>
<td>MBA(HT) 310</td>
<td>Airfare Ticketing &amp; Cargo Management</td>
<td>100</td>
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<td>MBA(HT) 311</td>
<td>Destination Management</td>
<td>100</td>
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<tr>
<td>MBA(HT) 312</td>
<td>Regional &amp; International Tourism</td>
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<tr>
<td>MBA(HT) 313</td>
<td>Event Management</td>
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Semester IV *

PART 1 - Core Courses

<table>
<thead>
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<th>Course Code</th>
<th>Title of Course</th>
<th>Credits / Marks</th>
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<tr>
<td>MBA(HT) 401</td>
<td>Strategic Management</td>
<td>100</td>
</tr>
<tr>
<td>MBA(HT) 402</td>
<td>Internet Marketing</td>
<td>100</td>
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<tr>
<td>MBA(HT) 403</td>
<td>Business and Hospitality Etiquettes</td>
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<tr>
<td>MBA(HT) 404</td>
<td>Foreign Language II</td>
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PART 2 – (Stream - Hospitality) - ON THE JOB TRAINING

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Title of Course</th>
<th>Credits / Marks</th>
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<tbody>
<tr>
<td>MBA(HT) 405</td>
<td>Project Report</td>
<td>100</td>
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<tr>
<td></td>
<td>Presentation</td>
<td>50</td>
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<tr>
<td></td>
<td>Viva Voce</td>
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PART 2 – (Stream - Tourism) - ON THE JOB TRAINING

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Title of Course</th>
<th>Credits / Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA(HT) 406</td>
<td>Project Report</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>Presentation</td>
<td>50</td>
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<tr>
<td></td>
<td>Viva Voce</td>
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</tbody>
</table>

* 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
Syllabus for

SEMESTER 2

Masters Degree in Business Administration
(Hospitality and Tourism)
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

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

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
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

Philip Kotler

Philip Kotler

Philip Kotler

Alan Jefferson & Leonard Lickorish

S M Jha

Holloway & Plant

Marketing for Hospitality & Tourism

Marketing Management

Marketing for Non Profit Organizations

Marketing Tourism

Tourism Marketing

Marketing for Tourism
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

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
Module Title: Accounting and Finance for Managers

Course No.: MBA (HT) 203
Maximum Marks: 100
Contact Hours: Minimum 45
(a) Semester Exam: 70
Duration of Examination: 3 Hours
(b) Internal assessment: 30
Examination to be held in May 2009

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

5
## References

<table>
<thead>
<tr>
<th>Author(s)</th>
<th>Title</th>
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<tbody>
<tr>
<td>I M Pandey</td>
<td>Financial Management</td>
</tr>
<tr>
<td>Khan &amp; Jain</td>
<td>Financial Management</td>
</tr>
<tr>
<td>R M Srivastava</td>
<td>Financial Management</td>
</tr>
<tr>
<td>Prasanna Chandra</td>
<td>Financial Management</td>
</tr>
<tr>
<td>Juneja, Chawla &amp; Saxena</td>
<td>Elements of Book Keeping</td>
</tr>
<tr>
<td>Jain &amp; Narang</td>
<td>Cost Accounting</td>
</tr>
<tr>
<td>R K Sharma</td>
<td>Management Accounting in Hotel Industry in India</td>
</tr>
</tbody>
</table>
Module Title: Travel Agency and Tour Operations

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).
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  Agency and Tour Operations, Kaniska Publication, New Delhi.
Module Title: Entrepreneurship in Tourism

Course No.: MBA (HT) 205
Contact Hours: Minimum 45
Duration of Examination: 3 Hours
Examination to be held in December 2009

Objectives

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 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.

Maximum Marks: 100
(a) Semester Exam: 70
(b) Internal Assessment: 30
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
Module Title: Business Environment

Course No.: MBA (HT) 206  Maximum Marks: 100
Contact Hours: Minimum 45  (a) Semester Exam: 70
                                    (b) Internal Assessment: 30
Duration of Examination: 3 Hours
Examination to be held in December 2009 and January 2010.

Objective

The objective of this course is to impact 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.
Module Title: Soft Skills in Hospitality & Tourism

Course No.: MBA (HT) 207
Maximum Marks: 100
Contact Hours: Minimum 45
(a) Semester Exam: 70
Duration of Examination: 3 Hours
(b) Internal Assessment: 30
Examination to be held in December 2009

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
Syllabus for

SEMESTER 3

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

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
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-

Christopher Lovelock

Services Marketing – Integrating Customer Focus Across the Firm

Services Marketing – People, Technology, Strategy
Module Title: Interpersonal and Leadership Skills in Hospitality and Tourism

Course No.: MBA (HT) 302
Contact Hours: Minimum 45
Maximun Marks: 100
(a) Semester Exam: 70
(b) Internal Assessment: 30

Duration of Examination: 3 Hours
Examination to be held in Dec 2009

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 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 2: Negotiation Skills - Characteristics, Preparation and Phases of Negotiation; Telephone Skills, Telephone Etiquettes, Handling Irate Customers

Unit 3: Innovation and Creative Thinking, Concept of Time Management, Identifying Time Stealers; Techniques to Manage Time; Stress Management

Unit 4: 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

[Signature]
Module Title: Foreign Language – I

Course No.: MBA (HT) 303  
Maximum Marks: 50

Contact Hours: 25

Examination to be held in Dec 2009

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.
Syllabus for

SEMESTER 3

(Stream- Hospitality)

Masters Degree in Business Administration
(Hospitality & Tourism)- MBA (H&T)
Module Title: Front Office Management

Course No.: MBA (HT) 306
Minimum Contact Hours: 45
Maximum Marks: 100
(a) Semester Exam: 70
(b) Internal Assessment: 30
Duration of Examination: 3 Hours
Examination to be held in Dec 2009

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.
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
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

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
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

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 Housekeeping - Sudhir Andrews

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

Mohammed Zulfikar
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 on Dec 2009

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
UNIT 4. 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 & Raymand T. Sparrowe
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.

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
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
- Customer Relationship Management
- Customer Relationship Management - Getting It Right!
- Peelen
- H Peeru Mohamed and A Sagadevan
- Judith W. Kincaid, Pearson
Syllabus for

SEMESTER 3

(Stream- Tourism)

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

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 Tariff – General Rules
OAG Flight Guide - Worldwide

Mohinder Chand
Travels Agency Management – An Introductory Text, Anmol Publication, New Delhi

Jag Mohan Negi
Tourist Guide and Tour Operations, Kaniska Publication, New Delhi

Jag Mohan 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
Contact Hours: Minimum 45

Maximum Marks: 100
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.
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  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
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

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
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 21st 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 & Encylopedia of Tourism Management

Jagmohan Negi
Regional Development; Tourism Hotels & Travel Trade

S P Tiwari
Tourism Dimensions

J S Batra
Tourism in 21st Century
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, Johny Allen et al, Elsevier
Hoyle, Dorf & Jones
Syllabus for

SEMESTER 4

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

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.
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
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

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
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
5. Frontier of e-Commerce by Kalakota and Whinston, Addison Wesley
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

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
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 -II

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

Maximum Marks: 50

Examination to be held in December 2009 onwards

Objective & Syllabus

To develop advanced skills on French Language.