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DIRECTORATE OF DISTANCE EDUCATION
KURUKSHETRA UNIVERSITY
KURUKSHETRA - 136 119

SCHEME, SYLLABUS & COURSES OF READING OF
MASTER OF BUSINESS ADMINISTRATION (HOSPITALITY MANAGEMENT)

PART- I

Session ~~2014-15~~ 2016-2017

FIRST YEAR

Paper No.	Paper	Internal Assesment	Theory Paper Marks	Max Marks
MBA (HM) 101	Element of Hospitality Management	80	20	100
MBA (HM) 102	Introduction to Tourism Business	80	20	100
MBA (HM) 103	Hotel /Tourism Marketing	80	20	100
MBA (HM) 104	Tourism Product of India	80	20	100
MBA (HM) 105	Human Resources Development	80	20	100
MBA (HM) 106	Principles of Management	80	20	100
MBA (HM) 107	Financial Accounting for Hotel & Travel Organisations	80	20	100
MBA (HM) 108	General Viva			100
Total Marks				800

MBA (HM) — 101: ELEMENTS OF HOSPITALITY MANAGEMENT

Max. Marks : 100

External : 80

Internal : 20

Time : 3 hours

Objectives : The course familiarizes students with different sectors of hospitality and introduces hotels in general to be further strengthened by specific titles. The broad overview of industry will help learners to understand the integrated picture as well as linkages among various sectors.

- MODULE - I** The Hospitality Industry: Sectors in hospitality — commercial & non-commercial. Relation of Hospitality Industry with tourism, economy and environment. Scope and importance of hospitality industry in India. Emerging trends, latest developments and future of hotel industry.
- MODULE- II** Detailed study of cleaning process, principles, reasons, methods, procedure, routine cleaning, special cleaning and periodic cleaning. Cleaning equipments and agents. Maintenance of different areas of hotel - Rooms and Bathrooms, Public areas and back of the house.
- MODULE- III** The Hotel Industry- Organization of Hotels, Ownership structure-Sole proprietorship, Partnership & Corporate sector, foreign investment and collaboration, Franchises, Management contract, Joint venture, Public and Private sectors.
- MODULE - IV** Overview of major Hotel Departments. Front office, Housekeeping, Food & Beverages, Marketing, Human resources, Engineering & maintenance and accounting & finance. Inter and intradepartmental linkages & co-ordination.

REFERENCES:

1. Andrews Sudhir, 1990, Hotel Front Office, Tata, McGraw Hill, ND.
2. Andrews Sudhir, 1990, Food and Beverage Service, Tata, McGraw Hill, ND.
3. Branson C. Joan and Lennox Margaret, 1989, Hotel Hostel and Hospitality House-Keeping, E.L.D.S.
4. Chakrabarty, Barun Kumar, A Technical guide to Hotel Operations, Metropolitan, ND.
5. Denis Barnard and Stare Sally, 1989, Food and Beverage Mgt., Heinemann, Oxford.
6. Johns Y. Vonne, 1995, Hospitality & Catering. GNVQ Butterworth, Heinemann, Great Britain.
7. Kaul, R.N., 1985, Dynamics of Tourism A trilogy- vol. 2 Accommodation, Sterling Publishers Private Limited, New Delhi.
8. Rutherford G. Denncy, 1990, Hotel Management and Operations, Van Nostrand Reinhold, New York.
9. Negi, Jagmohan, 1984, Hotel for Tourism Development, Metropolitan, ND.
10. Walker John R., Introduction to Hospitality, Prentice Hall, 2009

MBA (HM) 102 : INTRODUCTION TO TOURISM BUSINESS

Max. Marks : 100

External : 80

Internal : 20

Time : 3 hours

Objectives; Tourism industry is very dynamic and sensitive. It changes its direction and volume due to very simple reasons. In such case it is necessary for the students of tourism to know about the phenomena of tourism. In this paper definition, determining factors, domestic and international trends are explained so that one can understand tourism business.

MODULE-I Definition and differentiation between Tourist, Traveller, Visitor Excursionist, Recreationist etc. Component of Tourism. Travel and tourism in historical perspective, Evolution of concept of Tourism,

MODULE- II Factors affecting growth of tourism; technological, Socio-economic, religious-cultural, recreation, sports and business etc. Travel motivations. Types and forms of tourism. Emerging trends of tourism; eco tourism, rural tourism, adventure tourism etc. Impacts of tourism; Socio- economic, cultural and ecological.

MODULE- III Tourism trends; Tourist traffic and tourism receipt pattern, International, regional and domestic. Future Growth, Perspective.

MODULE - IV Tourism infrastructure with special reference to Road transportation

Suggested Readings \ reference material

- Burkart, A.J., and Medlik, S., (1991), Tourism , Past, Present and Future, Heinmann, London.
- Seth, Pran, (1991), Successful Tourism Management, Vol I, Sterling Publishing Pvt. Ltd., New Delhi.
- Seth, Pran, (1991), Successful Tourism Management, Vol II, Sterling Publishing Pvt. Ltd., New Delhi.
- Bhatia, A., K., (2001), Tourism development-Principles and Practice, Sterling Publishing Pvt. Ltd., New Delhi.
- Kamra, K., K., and Chand Mohinder, Basics of Tourism, kanishka Publishers, Delhi
- Websites of related topics)

Max. Marks : 100

External : 80

Internal : 20

Time : 3 hours

Objectives : The course provides a basic understanding of tourism marketing. It begins with the general marketing concept and moves into the specifics of services and tourism marketing. Students will learn about importance of tourist orientation and ways to reach tourist through proper marketing strategies. The course will provide both theoretical and applied understanding. The emphasis on the tourism marketing mix and integrated strategies as applied in the contemporary times is the hallmark of the course.

MODULE-I Definition of marketing. Approaches to the study of marketing. Modern Marketing Concept- Marketing and Society; Role of marketing in economic development; Applicability of modern marketing concept in Indian conditions. Forecasting demand for tourism and hotel facilities-Methods of demand forecasting. Elementary knowledge of marketing research process.

MODULE-II Marketing Essentials- The concept of market and types of markets. Market Segmentation: factors affecting market segmentation, its bases and segmentation strategies. Market segmentation of tourists. Knowledge of their background, motivation and attitudes. Concept of marketing mix- its components, factors affecting marketing mix. Tourism marketing- Marketing concept in Tourism and Hotel Industry, Growth of Service markets, Features and Classification of services.

MODULE-III Promotion and selling, Communication and Promotion; Publicity, Advertising, Public Relations; Personal Selling. Special Discount and offers as a tool of promoting tourist and hotel business package offers- their printing and contents.

MODULE-IV Salesmanship as applied to tourism and hotel industry; essentials of salesmanship. The selling process, Qualities of a good salesman; Remuneration, Motivation and evaluation.

References:

1. McCarthy, E.J. : Basic Marketing- A Managerial Approach (Edition- 7) (Homewood Irvin & Co., 1978)
2. Kotler, Philip: Marketing Management- Analysis, Planning & Control (Edition 16) (Prentice Hall of India, New Delhi, 1982)
3. Kirpatric, C.A. : salesmanship (D.B. Taraporewala, Bombay 1970)
4. Sherlekar S.A.: Marketing management (Edition- 2) (Himalaya, Bombay, 1982)
5. Cundiff & Still: Basic Marketing Concepts, Environment & Decisions (Prentice Hall of India, New Delhi,

MBA (HM) 104 :

TOURISM PRODUCTS OF INDIA

Max. Marks : 100

External : 80

Internal : 20

Time : 3 hours

Objectives; The paper is designed to provide an in depth understanding of the rich cultural and natural resources of India that has a great implication for tourism and hospitality industry. The paper focuses on the detailed description of cultural as well as natural resources of India. This knowledge is essential for making itinerary and marketing.

Module-I Tourist resources; Concept, Tourist products and ordinary products, difference between both, Types of Tourist resources in India.

Module-II Indian culture through ages, Major religions in India, concept of Pilgrimage and major pilgrimage centres of India. Architectural heritage of India; Buddhist, Jain, Hindu, Islamic, and British architecture in India. Classical dances and Music of India.

Module-III Major physiographic units of India; Tourist Resources in mountains with special reference to Sri Nagar Valley, Shimla, Nainital, Darjeeling, and Gangtok. Central plain and Desert in Rajasthan, Uttar Pradesh, Bihar and West Bengal.

Module-IV Peninsular India; tourist resources in peninsula with special reference to Khajuraho, Ajanta, Ellora, Hyderabad, Bangalore and Mysore. Coastal Plains and Islands with special reference to Mumbai, Goa, Cochin, Chennai, Andaman and Nicobar Islands.

References:-

- Percy Brawn- Indian Architecture, Hindu and Buddhist period
- Acharya Ram- Tourism and Cultural Heritage of India; Rosa Publication, Jaipur, 1986
- Basham A L. The Wonder that was India, Rupa and Co. Hussain A.A.- The National Culture of India, National Book Trust, New Delhi
- Mukherjee, RK, The Culture and Art of India, George Allen and Unwin Ltd, London 1969 Boniface, B.G. & Christopher Cooper: The Geography of Travel and Tourism, Heinemann, London, 1987.
- Douglas Pearce: Tourism Today: 'A Geographical Analysis, Longman, London, 1987.
- Douglas Pearce: Topics in Applied Geography Tourism Development, Longman, London.
- Foster, D.L., 'An Introduction to Travel and Tourism', Glencoe, McGraw Hill, New York.
- Gillard: Quentine 'Travel Geography Handbook' Vo Nostrand Reinhold, New York, 1991.
- Goh Cheong Long: An Economic Atlas of India, Oxford University.
- Pichamathu, C.S., 'Physical Geography of India, NBT, New Delhi.
- Quereshi, Imtiaz (ed.) Physical Geography of India, NCERT, New Delhi.
- Quereshi, Imtiaz (ed.) India: Economy & Society, NCERT, New Delhi.
- Quereshi, Imtiaz (ed.) World Geography, NCERT, New Delhi.
- Singh, Gopal: A Geography of India: Atma Ram & Sons, New Delhi.
- Singh, R.L., India: A Regional Geography, National Geographical Society, Varanasi, 1990. Websites of related topics

Objective: Successful implementation of human Resource Development Programme is crucial to the success of an organization in this era of globalization and service acceleration through competency and self-development of employees at all levels. Increasing competition, cost consciousness, and a desire to serve Customer better have persuaded many organizations to form Human Resource Development departments. This course aims to develop knowledge and skill in a range of HRD activities in organizations and to relate these to the professional standards. It covers the practical application of personnel theory to tourism industry and imparts knowledge to students to cope with the changing HRD practices in tourism industry.

Module -I: HRD- concept, benefits and Pre-requisites, HRD as a total system, HRD climate in organisation, planning for HRD, Role of chief executives, line managers and HRD managers in developing human resources.

Module-II: Career Planning and Development- Objectives, responsibilities of career planning, career planning and pre- requisites. Career planning — advantages and limitations, career problems and their solutions.

Module-III: Management Development: definition, need and essential ingredients of MD programmes, Management Development Techniques

Module-IV: Empowerment — meaning and Definition, Characteristics, Types and Elements of Empowerment, Quality of working Life and Quality Circles ,HRD Practices in Indian industry and HRD in Government system

References

- Lucas, R. (2004) Employment Relations in the Hospitality and Tourism Industries, Routledge.
- Baum, T. (1995) Managing Human Resources in the European Hospitality and Tourism Industry — A Strategic Approach, Chapman and Hall
- Human Resource Management: John Storey, Thomson Learning, 2000
- Personnel/Human Resource: Decenzo & Robbins, 3rd edn, Prentice-Hall of India Pvt. Ltd., 2007
- Personnel Management: Monoppa, Tata Mcgraw Hill, 2004
- Human Resource Management: A.S. Denis, R.W. Griffin HMH Publisher, 3e. 2007.
- Dennis Nickson (2007) Human Resource Management for the Hospitality and Tourism Industries, Elsevier.
- Heery, E. and Noon, M. (2001) A Dictionary of Human Resource Management, Oxford University Press.
- Hogue, K. (2000) Human Resource Management in the Hotel Industry, Routledge.

MBA(HM)-106:

Principles of Management

Max. Marks : 100

External : 80

Internal : 20

Time : 3 hours

OBJECTIVE : This course aims at enriching the understanding of students on the various forms of organization and management in general and relating to tourism and travel business in particular. It deals with the various concepts and methods relevant in the study of management and organisation in particular to tourism industry.”

Module-I Management: Concept, Nature & Purpose, Systems Approaches to Management, Functions of Management. The External Environment, ethics and social responsibility, Globalization — International Perspective in Management.

Module-II Planning: Nature and Purpose of Planning, Types of Plans, Planning Process, Strategies & Policies, SWOT Analysis. Decision making concept and process

Module-III Organising: Formal and Informal Organisation, Span of Management, Delegation and Decentralization. Organisational Structure — Functional, Geographical, Product, Market, Matrix. Communication — Process, Barriers, Making Communication Effective Electronic Media in Communication.

Module-IV Motivation and Leadership —concept and Characteristics of motivation, leadership, types of Motivation and leadership Importance of motivation, leadership styles.

Controlling: concept, Process, Requirements for effective control.

Control techniques: Budget, profit and loss, ROI and management Audit.

References

- P.K. Saxena (2009) Principles of Management : a modern approach , Global India Publication, New Delhi
- Stoner, Freeman & Gilbert Jr - Management (Prentice Hall of India, 6th Edition)
- Koontz - Principles of Management (Tata Mc Graw Hill, 1st Edition 2008)
- Robbins & Coulter - Management (Prentice Hall of India, 8th Edition)
- Robbins S.P. and Decenzo David A. - Fundamentals of Management: Essential Concepts and Applications (Pearson Education, 5th Edition)
- Hillier Frederick S. and Hillier Mark S. - Introduction to Management.

MBA (HM) 107 FINANCIAL ACCOUNTING FOR HOTELS AND TRAVEL ORGANISATIONS

Max. Marks : 100

External : 80

Internal : 20

Time : 3 hours

Objectives: The course on financial Management takes into account the method and techniques of financial management as well as sources and mechanism of generating and getting financial sources. It also focused on the institutional framework in general and tourism and travel industry in particular. It critically examines the funding processes and procedures in India in Hotel and services sector and try to understand the need and nature of external funding through international institutions and foundations. Taking into account the definite shortage of funds available it will try to explain the mechanism of creating suitable climate so that funding could be enhanced through the various incentives in the tourism industry. Financial Management is of utmost importance when the industry is poised to take a leap forward and therefore, the course assumes greater significance for understanding the financial resources development, modernization syndrome in the field of tourism and travel industry.

MODULE -I Meaning and Role of Accounting. Basic concepts and conventions, accounting equations. Double Entry system of accounting. Accounting systems Financial Accounts and their preparation.

MODULE-II Hotel Accounting: visitors tabular ledger. Scales records of major and minor revenue producing departments; Control of cash system of internal check & internal audits in hotels. Auditing in tourism and hotel industry : Meaning, nature and scope of auditing , General principles of auditing. Special features of Hotels audit. Qualifications, appointment duties and liabilities of an auditor.

MODULE-III Cost accounting : Its concept & scope , cost concepts, elements of cost, methods of costing ; cost accounting system in tourism & hotel industry.

MODULE-IV Taxation: Taxation: Recent legislation as affecting hotel industry in matters of income tax, sales tax & other indirect taxes. Procedure of filing income tax & sales tax return.

REFERENCES :

1. Horwath, E.B. & Toth Louis : Hotel Accounting (Wiley & Sons) New York, 1979
2. Grewal, T.S. : Introduction to Accounting (S.Chand & Co., New Delhi).
3. Rawat, G.S. : Elements of Hotel Accountancy (Rawat Pub., Jaipur, 1979)
4. N.C.E.R.T. : Elements of Book - Keeping & Accountancy (N.C.E.R.T., New Delhi).
5. Maheshwari & Mittal : Costing Accounting (S. Chand & Co. 1982)
6. Tandon, B.N. : Principles of Auditing (S. Chand & Co. 1971).
7. Gupta, R.L. : Advance Accountancy Vol. - I (S. Chand & Co. New Delhi, 1982).
8. Gupta, Karnal : Contemporary auditing (Tata M. Hill, New Delhi, 1983).