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MASTER OF BUSINESS ADMINISTRATION (HOSPITALITY MANAGEMENT)

(MBA-HM)

SECOND YEAR

2016-17

Paper No.	Paper	Max Marks
MBA (HM) 201	Customer Relationship Management in Hospitality Sector	100
MBA (HM) 202	Event Management	100
MBA (HM) 203	Information and Communication Technologies Hospitality Industry	100
MBA (HM) 204	Financial; Management	100
MBA (HM) 205	Statistics and Research Methodology	100
MBA (HM) 206	On-the-Job Training Viva-Voce	200
<u>Optional Paper (Tourism)</u>		
MBA (HM) 207	Air Travel Management	100
MBA (HM) 208	Tour Packaging Management	100
MBA (HM) 209	Travel Agency Management	100
MBA (HM) 210	Information and Communication Technologies	100
<u>Optional Paper (Hotel)</u>		
MBA (HM) 210	front office Management	100
MBA (HM) 211	Housekeeping	100
MBA (HM) 212	Food & Beverage Management & Operations	100
Total Marks		900

4. Fuller, Modern Restaurant A Manual for students and Practitioners
5. Jones, Food and Beverage Management
6. Kinton Cesrani. Theory of Catering
7. Kinton, Cesrani. Practical Cookery
8. Lillicrap, Food and Beverage Service
9. P, Thangam. Theory of Cookery (part-I & II.).
10. Ronald kinton, Victor Ceserani and David Foskett, Theory of catering
11. S. Andrews, Food and Beverage Service Training Manual
12. Sethi, M., Surjeet. Theory of Catering

8. Lillicrap, Food and Beverage Service

MBA (HM) 201 CUSTOMER RELATIONSHIP MANAGEMENT IN HOSPITALITY SECTOR

Max. Marks: 100

External : 80

Internal : 20

Time: 3 Hours

Objectives: CRM uses some of the tools of database management and some of the new tactics of digital communication to reduce attrition and maximize the lifetime value of a customer. customer relationship management (CRM) is making fundamental changes in the way companies operate. it is a critical pint of merger, where e- business becomes a part of all business. This course will engage the student in the diagnosis of CRM issues, the building of CRM plans, the measurement of their effectiveness and the new tools available to get all these things done economically, in internet time.

MBA (HM) 201 CUSTOMER RELATIONSHIP MANAGEMENT IN HOSPITALITY SECTOR MODULE-I

Concept of CRM, nature of CRM, Concept of customer Life Cycle, Importance of CRM in hospitality industry, Prerequisites for effective CRM, Internal & External Consideration in CRM, Internal & External process of CRM.

MODULE-II

Uses of digital communication to reduce attrition and maximize the lifetime value in b Understanding Customers, Customer differences for CRM, Using customer insights, Customer insight leaders, Building CRM- Customer acquisition, Requisites for Effective Acquisition, CIM (Customer Interaction Management), CRM Processes: Adoption Process & Retention Process, CRM Implementation.

MODULE-III

CRM Methods: Call centers for CRM, Complaint handing for CRM, Use of E- Commerce and M- Commerce in developing customer relationship, Customer Database Management for CRM, Data Warehousing & Data Mining, Software solutions for CRM.

MODULE- IV

CRM Strategies : CRM strategies perspective; Win back and Acquisition strategies; sales force automation. Automated customer service- Issues for implementing CRM, Managerial Orientation for CRM. Organizational preparation for CRM. Techniques for transforming customer contact, Reinvigorating and realigning customer facing workforce, Enhancing relationship with channel partners, using Feed Back.

References:

1. CRM at Speed of Light, Third Edition: Essential Customer Strategies for the 21st Century by Pual Greenberg
2. CRM essential customer strategies for the 21st Century by Paul Greenberg Tata Mcgraw Hill.
3. CRM Step by Step Approach by A. Sagadeban, Vidya Vikas.
4. CRM- Strategic Perceptive by G. Shainesh, Jagdish N. Sheth, Mc Millan
5. Customer Relation Management by H. Perru Mohamed, Vidya Vikas.
6. Customer Relationship Management by Kristin Anderson Carol Kerr
7. Customer Relationship Management Essentials by John W Gosney and Thomas P. Boehm.
8. Handbook of CRM : Achieving in Customer Management by Adrian Payne.
9. Marketing Insights from A to Z 80 Concepts Every Manager needs to know by Philp Kotler
10. The Ultimate CRM Handbook by John G. Freeland, Tata Mcgraw-Hill

Century by Pual Greenberg

MBA (HM)203 INFORMATION & COMMUNICATION TECHNOLOGY: (ICT)

Max. Marks: 100

External : 80

Internal : 20

Time: 3 Hours

OBJECTIVE

The course will introduce learner to the role & importance of information technologies at work. Students will be prepared to understand new technologies as a tool effectively as per the needs of industry. The units are structured around ICT related tasks of the managers.

Module –I

Introduction to ICT and ICT in Hospitality Industry

Introduction to information & communication technology: definition, ICT in Hospitality sector: Accommodation establishments, types and ICT utilization, Strategic and tactical role of ICT for Hotels, Issues for future of E- Hospitality.

Module-II

ICT in Tourism

Introduction, Impact of ICT on Tourism, Tourism Systems and ICTs, Application used in tourism, Computer Reservation Systems.

A brief introduction of E- Airlines, E-tour operators, E- travel agencies, E- Destinations.

Module- III

Internet

Internet: Applications, Use of internet for hospitality Industry, Internet domain, Internet Server, Establishing connectivity on the internet, types of internet providers, www, E-mail and its architecture, Internet browsers, Search engines

Module-IV

E-Commerce, types & related concept

E-commerce concept: Meaning, Definition, Concept, Features, Functions of E-commerce, Limitation of E-commerce, cases of online companies selling E-travel.

References:

- V. Ragaraman, fundamental of computers, PHI New Delhi.
- D. Buhalis, (2003). Etourism: Information Technology For Strategic Tourism Management. Pearson Publication Ltd. Essex , United Kingdom.
- Kamblesh Bajaj and Debjani nar, E-commerce: The cutting edge of business, Tata MGHill.
- C.S.V. Murthy, E-commerce concepts, Models and strategies, Himalaya Pub.

MBA(HM) -204 Financial Management

Maxi. Marks -100

External - 80

Internal - 20

Course 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 a 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 -1 : Finance –Meaning and typology. Financial Management- nature, scope, objectives and financial decisions. Financial Planning and Forecasting-meaning and techniques.

Module –II: Working capital management-meaning, characteristics, determinants, types and importance. Cash and receivable management- meaning, process, methods. Inventory management-meaning, factors affecting, methods.

Module -III: Capital budgeting-meaning, importance, methods.

Analytical techniques for investment analysis: non-discounted and discounted cash flow procedure.

Module-IV: Financial structure- meaning, essential features, significance and determinants. Difference between financial and capital structure.

Module-IV: Short-term financing- trade credit, unsecured loans, secured loans and commercial paper. Long term financing- common stock, preferred stock, debentures and retained earnings. Tourism finance corporation of India (Ltd.) –aims, objectives and functions. Dividend policies- meaning, significance, determinants and various dividend policies.

Module –II: Working capital management-meaning, characteristics, determinants, types and importance.

References

- James C. V. and John M. W.(2006). Fundamentals of Financial Management, Prentice-Hall of India (P) Ltd., New Delhi.
- Khan & Jain,(2003) Financial Management Tata McGraw Book Hill series.
- Kulkarni, (2009) Financial Management, Himalaya publishing house, new Delhi.

Financial structure- meaning, essential features, significance and determinants. Difference

- Robert E. Chatfield, Michael C. Dalbor (2009) *Hospitality Financial Management*, Pearson/Prentice Hall, Canada,
- Chris Guilding (2012) *Financial Management for Hospitality Decision Makers*, Routledge,
- P.K. Jain (2007) *Financial Management*, Tata McGraw-Hill Education, New Delhi.
- Eugene F. Brigham and Joel F. Houston (2007) *Fundamentals of Financial Management*, Eleventh Edition, Thomson USA.

Pearson/Prentice Hall, Canada,

MBA (HM) 205 STATISTICS & RESEARCH METHODOLOGY

Max. Marks: 100

External : 80

Internal : 20

Time: 3 Hours

OBJECTIVE

The general objective of this course is to introduce students to statistics and research methods. The specific objectives are: (i) to ensure that students acquire some basic research skills (ii) to help students understand the principles of research. The proposed research course has two separate but closely related components – statistics and research methodology components. The ideas and practices shall be discussed in specific relevance to tourism business.

MODULE-I Introduction to statistics. Measures of central tendency-mean , median and mode . Simple Correlation and , regression .

MODULE-II Sampling and sampling methods .Elementary probability theory : additive and multiplicative laws of probability.

MODULE-III introduction to research : types of research : basic , applied and experimental : Choosing the problem for research , general phases and principles of research procedures.

MODULE-IV Data acquisition : observation , questionnaire , interviews and available records . Analysis and interpretation of research data . report writing.

MBA (HM) 207 AIR TRAVEL MANAGEMENT

Max. Marks: 100

External : 80

Internal : 20

Time: 3 Hours

OBJECTIVES; Air transport is latest and fastest mode of transportation. Air Travel industry is growing at a very fast pace with few fluctuations. It needs a large number of employees with technical knowledge. The paper of Air travel and management focuses on the changing need of air travel. Any person who wants to join air travel industry should have knowledge of world geography, various aviation organizations, passengers ticketing and cargo handling. This paper gives a comprehensive knowledge of all these matters with latest information.

Module I; Importance of geography in air travel management. Subject matter of geography. Physical Geography; Physiography, Climate and climatic regions. Human Geography. Relevance of Geography in tourism and airlines. Airline geography; location of airports. IATA traffic Conference areas and sub areas. Local time, GMT, Day light saving time. International dateline, Time calculation.

Module II ; Case study of tourism in important countries; USA, UK, Italy, Nepal, Thailand, Australia; Introduction, Physical and cultural tourist resources, main tourist destinations / cities of each country.

Module III; Airlines; History of civil aviation, The Chicago convention, freedom of air, Bermuda Agreement, Importance of agreements in International aviation. Public and Private airlines in India. Directorate General of Civil aviation (DGCA) and Airport Authority of India (AAI); Organization and functions. Airlines itinerary preparation, Hub and Spoke system, Flight connections, IATA codes, Immigration formalities.

Module IV; Types of paper tickets; hand written, computerized and e-ticketing. Types of journeys. Steps of ticketing and fare calculation. Cargo handling management, Importance of Cargo in airline business, types of Cargo, packaging, freight calculation.

REFERENCES

1. Boniface, B.G. & Christopher Cooper: The Geography of Travel and Tourism, Heinemann, London, 1987.
2. Douglas Pearce: Tourism Today: 'A Geographical Analysis, Longman, London, 1987.
3. Douglas Pearce: Topics in Applied Geography Tourism Development, Longman, London.
4. Foster, D.L., 'An Introduction to Travel and Tourism', Glencoe, McGraw Hill, New York.

5. Gillard: Quentine 'Travel Geography Handbook' Vo Nostrand Reinhold, New York, 1991.
6. Goh Cheong Long: An Economic Atlas of India, Oxford University.
7. Pichamathu, C.S., 'Physical Geography of India, NBT, New Delhi.
8. Quereshi, Imtiaz (ed.) Physical Geography of India, NCERT, New Delhi.
9. Quereshi, Imtiaz (ed.) India: Economy & Society, NCERT, New Delhi.
10. Quereshi, Imtiaz (ed.) World Geography, NCERT, New Delhi.
11. Singh, Gopal: A Geography of India: Atma Ram & Sons, New Delhi.
12. Singh, R.L., India: A Regional Geography, National Geographical Society, Varanasi, 1990.
13. OAG Airline Guide published by Reed Travel Group, U.K.
14. Indian Airlines Fare Book
14. Air Tariff Book.
15. Websites of related topics

* Pichamathu, C.S., 'Physical Geography of India, NBT, New Delhi.

MBA(HM) 208 Tour Packaging Management

Max. Marks: 100

External : 80

Internal : 20

Time: 3 Hours

OBJECTIVES:

Tour packaging is an essential dimension of tourism industry and is fastest growing at global level. It requires systematic and scientific approaches to deal with the growing demands for tour packages. In fact it is the core component of tourism industry where more than 90% students get jobs. Thus, the course aims to provide a comprehensive theoretical and practical knowledge to the students for understanding the concept of tour operation, type of tour, standard components of tour package and preparation of tour packages- their costing and pricing and marketing strategies. It also helps to develop students as tour manager. Its arising in that relationship. To understand reasonably the culture-tourism relationship the Indian culture and heritage shall be taught with the purpose of application of the same in tourism.

Module - 1

1. Tour package- origin and growth over the years, components of a tour package Types of tour packages,
2. Tour operation industry in India and global level, Role and contribution of tour operation industry and its future prospects.

Module - 11

3. Tour designing process- meaning and steps – tour research, development of tour itinerary, negotiation with travel vendors,
4. Designing and printing of tour brochure;
5. Tour costing and pricing and Tour promotion

Module - 111

6. Developing tour packages for business travelers, cultural event,
7. Popular Itineraries for Pilgrimage Tourism,
8. Tour package for hill resorts, winter sports, deserts & beach resorts

Module - 1V

9. Development of Tour Itinerary for Outbound tours- to South-East Asia- Singapore, Thailand and Malaysia, Salient features of destinations covered in these itineraries.
10. Development of Tour Itinerary for Outbound tours USA and Europe, Salient features of destinations covered in these itineraries.

5. Tour costing and pricing and tour promotion

MBA(HM)- 209 Travel Agency Management

Max. Marks: 100

External : 80

Internal : 20

Time: 3 Hours

COURSE OBJECTIVE:

The course gives the desired exposure to the prevalent procedures and processing style in aspects of tourism, travel and tour management. It gives details regarding basic procedures adopted by agencies in the specific fields and focuses on the prescribed requirements by the administrative and bureaucratic machinery looking after specific aspects of tourism and allied activities.

Module- I

Travel agency and tour operator- meaning, concept, types and importance. Historical growth and development of travel agency and tour operation business. Linkages and integrations in travel agency business. Entrepreneurship in Travel Operation and Career in travel agency and tour operation business.

Module- II

Organisational structure of travel agency and tour operator- main operational and managerial staff, Travel agency HR planning and job analysis of major positions, Major functions of Travel agency and tour operators

Module- III

Travel Agency & Tour Operation Business- Setting procedure and process. Ministry of Tourism, Govt of India and IATA approval for travel agency and tour operator. Ownership structure and revenue sources of travel agency. Financial incentives available for travel agency and tour operator in India.

Module- IV

Travel Trade Associations and Organisations- role and contribution. Present business Trends and Future prospects of travel agency and tour operation business.

References:

- Gee, Chuck and Y. Makens, Professional Travel Agency Management, Prentice Hall, New York, 1990.
- Mohinder Chand, Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd. New Delhi, 2007.
- Foster .D.L. The Business Of Travel Agency Operations and Administration, McGraw Hill, Singapore, 1990.

- Frenmount P. , How to open and Run a Money Making Travel Agency , John Wiley and Sons , New York.1994.
- Gregory A., The Travel Agent: Dealer in Dreams, Prentice Hall, London, 1990.
- Yole P., The Business of Tour Operations, Pitman, London, 1995.
- Witt S.,and Moutinho L., Tourism, marketing and management handbook (ed.) Prentice hall , UK.,1989.
- Holloway, J.C., The Business of Tourism, Pitman, 1992.
- Kamra K.K. and Chand Mohinder, Basics of Tourism- Theory, operation and Practice, Kanishka publishers, and distributors, New Delhi, 2002.
- Syrratt G., Manual of Travel Agency Practice, Butterworth, Oxford, 1995.
- IATA Manual
- Ministry of Tourism, Govt. of India, Reports and guidelines for travel agency and tour operators.

Prentice hall UK 1989

MBA (HM) -210 FRONT OFFICE

Max. Marks: 100

External : 80

Internal : 20

Time: 3 Hours

Module 1

Front office: Planning & Layout with all its ancillary areas. Organization Structure, Systems & Procedures, Function of front office.

Front Office HR: Qualities of front office staff, salesmanship of front office staff. Front office staff profile.

Module 2

Reservation, Reception & Registration

Information & other important functions i.e. Bell Desk function left luggage handling Etc.

Module 3

Check-In & Check-out Procedures, Modes of Payment: Cash, Credit cards, Bill to Account, Traveler's check, Debit cards & Cashier Report.

Front office Communication: Log book, Telephone handling, Front office & other departments of hotel & Layout with all its ancillary areas. Organization Structure.

Module 4

Complaint handling, Designing Security Programs, Components in hotel security program & Emergency Procedures., Lost & Found Procedure

Information & other important functions i.e. Bell Desk function left luggage handling

MBA (HM) – 211 HOUSEKEEPING

Max. Marks : 100

External : 80

Internal : 20

Time : 3 hours

Objectives: The course familiarizes students with the organization of Housekeeping, its system and functions. A blend of theory and practicals will be used to develop sensitivity and high ethics towards cleanliness.

MODULE – I Housekeeping – introduction, importance and its functions. Staffing and organizational structure of Housekeeping Department. Job description of staff and work schedules. Supervision of Housekeeping.

MODULE-II Detailed study of cleaning process, principles, reasons, methods, procedure, routine cleaning, special cleaning and periodic cleaning of Rooms and Bathrooms, Public areas and back of the house areas. Cleaning equipments and agents. Cleaning techniques & cleaning materials.

MODULE-III Linen Room- Layout of linen room. Types of linen-their storage and upkeep. Maintaining linen records, laundry operations. Uniforms. Types of rooms and furniture. Pest control. Guest Supplies. Security, Fire prevention, maintenance of records, inventory control, key control, lost & found property.

MODULE-IV Interior design, principles of design, elements of art, interior decoration, lightning, ventilation and heating, Soft furnishings, floor finishes, colour combination. Flower arrangement and accessories in interior decoration.

References:

1. Hotel Hostel and Hospital Housekeeping –by Joan c Branson & Margaret Lennox, ELBS with Hodder & Stoughton Ltd.
2. Hotel House Keeping A Training Mannual by Sudhir Andrews. Tata McGraw Hill publishing company Limited New Delhi.
3. Hotel Housekeeping Operations & Management by Reghubalan. Oxford University Press.
4. House Keeping Management by Matt. A Casado: Wiley Publications.
5. Management of Hotel & Motel Security (Occupational Safety and Health) by H. Burstein, CRC Publisher.
6. Managing Housekeeping Operations by Margar M. Kappa, CHHE, American Hotels & Lodging Associations.
7. Professional Management of Housekeeping by Manoj Madhukar, Rajat Publications.

MBA (HM) – 212 FOOD & BEVERAGE MANAGEMENT AND OPERATIONS

Max. Marks : 100

External : 80

Internal : 20

Time : 3 hours

Objectives: The course familiarizes students with various aspects of food & beverage management and operations. the students will know about various sectors, marketing, menu planning, controlling, etc.

MODULE-I

Food and Beverage Management - introduction, characteristics of food and beverage products, types of sectors i.e., commercial sector, subsidized or welfare sector and their characteristics. Marketing of food and beverage - concept, segmentation, marketing mix, product life cycle, various tools of marketing.

MODULE-II

Forms and Types of foods, elementary nutrition, balanced diet, classification of beverages; Food laws, Menu planning-Types of menu and principles of menu planning. The overall dining out experience-introduction, factors responsible for the overall experience and recent trends in eating out. Quality in management of food & beverage operations, importance, various factors contributing to quality. Health & safety aspects for food and beverage operations.

MODULE-III

Food and Beverage control-introduction, elements, calculation of food and beverage cost, methods, food and beverage control checklist, Revenue control systems. Financial aspects-introduction, types of budget, stages in budget preparation, Break Even Point calculation and changes in Break-Even sales. Food purchasing, receiving and store-keeping.

MODULE-IV

Food and beverage production-introduction, areas, equipments, various methods and standard recipe. Food and beverage service-introduction, areas, equipments and service methods.

Food and Beverage Management in fast foods, restaurants, industrial caterings, function catering, school catering and hospital catering. their introduction, financial, marketing and catering strategies, control and performance measurements.

References:

1. Arora, K. Theory of Cookery.
2. Bernard Davis, Food and Beverage Management
3. Cichy and Wise, Managing Service in Food and Beverage Operations

8. Professional management of Housekeeping Operations (II End.) by Robert J. Martin & Thomas, J. A. Jones, Wiley Publications.
9. Safety and Security for Woman Who Travel By Sheila Swan & Peter I auter
Publisher: Traveler s Tales
10. Security Operations by Robert Mc Crie, Publisher: Butterworth- Heinemann
11. The Professional Housekeeper by Tucker Schneider, Wiley Publications

Martin & Thomas, J. A. Jones, Wiley Publications