

**MRSPTU MASTERS IN HOSPITALITY AND TOURISM ADMINISTRATION
SYLLABUS 2018 BATCH ONWARDS**

1 st Semester		Contact Hrs.			Marks			Credits
Code	Course	L	T	P	Int.	Ext.	Total	
MHOM1-101	Management & Organizational Behaviour	4	0	0	40	60	100	4
MHOM1-102	Basics of Tourism	4	0	0	40	60	100	4
MHOM1-103	Tourism Geography & Resources of India	4	0	0	40	60	100	4
MHOM1-104	Introduction to Hospitality Management	4	0	0	40	60	100	4
MHOM1-105	Managerial Economics	4	0	0	40	60	100	4
MHOM1-106	Interpersonal & leadership Skills in Hospitality & Tourism	4	0	0	40	60	100	4
MHOM1-107	Business Communications	4	0	0	40	60	100	4
MHOM1-108	Tourism Products of Punjab	2	0	0	40	60	100	2
MHOM1-109	Comprehensive Viva Voce	0	0	0	100	0	100	2
Total		30	0	0	420	480	900	32

2 nd Semester		Contact Hrs.			Marks			Credits
Code	Course	L	T	P	Int.	Ext.	Total	
MHOM1-210	Travel Agency & Tour Operations	4	0	0	40	60	100	4
MHOM1-211	Tourism Policy, Planning & Development	4	0	0	40	60	100	4
MHOM1-212	Entrepreneurship Development	4	0	0	40	60	100	4
MHOM1-213	Marketing for Hospitality & Tourism	4	0	0	40	60	100	4
MHOM1-214	Financial Management & Accounting	4	0	0	40	60	100	4
MHOM1-215	Human Resource Management	4	0	0	40	60	100	4
MHOM1-216	Business Research Methods	4	0	0	40	60	100	4
MHOM1-217	Comprehensive Viva Voce	0	0	0	100	0	100	2
MHUM1-101	Foreign Language (French)	2	0	0	40	60	100	2
Total		30	0	0	420	480	900	32

*The students will undergo training after completion of 2nd semester for 6 weeks, the evaluation for which will be done in 3rd semester

**MRSPTU MASTERS IN HOSPITALITY AND TOURISM ADMINISTRATION
SYLLABUS 2018 BATCH ONWARDS**

3 rd Semester		Contact Hrs.			Marks			Credits
Code	Course	L	T	P	Int.	Ext.	Total	
MHOM1-318	Customer Relationship Management	4	0	0	40	60	100	4
MHOM1-319	Business Ethics and Etiquettes	4	0	0	40	60	100	4
MHOM1-320	*Summer Training Report and Viva	0	0	0	60	40	100	4
HOSPITALITY (Compulsory)								
MHOM1-321	Rooms Division Management	4	0	0	40	60	100	4
TOURISM (Compulsory)								
MHOM1-322	Tourism Resources of India	4	0	0	40	60	100	4
HOSPITALITY (Departmental Elective-I)								
MHOM1-356	Hotel Guest Safety and Security	4	0	0	40	60	100	4
MHOM1-357	Resort Management							
MHOM1-358	Revenue Management							
TOURISM (Departmental Elective-I)								
MHOM1-359	Destination Management	4	0	0	40	60	100	4
MHOM1-360	Tourism Impacts							
MHOM1-361	Event Management							
Open Elective-I								
		4	0	0	40	60	100	4
Total		28	0	0	340	460	800	32

4 th Semester		Contact Hrs.			Marks			Credits
Code	Course	L	T	P	Int.	Ext.	Total	
MHOM1-423	Strategic Management	4	0	0	40	60	100	4
MHOM1-424	Production and Operations Management	4	0	0	40	60	100	4
MHOM1-425	Dissertation	0	0	0	60	40	100	4
HOSPITALITY (Compulsory)								
MHOM1-426	Food and Beverage Division Management	4	0	0	40	60	100	4
TOURISM (Compulsory)								
MHOM1-427	Tourism Transportation	4	0	0	40	60	100	4
HOSPITALITY (Departmental Elective-II)								
MHOM1-462	Menu Engineering and Bar Management	4	0	0	40	60	100	4
MHOM1-463	Facility Planning							
MHOM1-464	Kitchen Management							
TOURISM (Departmental Elective-II)								
MHOM1-464	Airfare Ticketing and Cargo Management	4	0	0	40	60	100	4
MHOM1-465	Travel Documentation							
MHOM1-466	Itinerary preparation and tour guiding							
Open Elective-II								
		4	0	0	40	60	100	4
Total		28	0	0	340	460	800	32

Total Credits = 32 + 30 + 32 + 32 = 126

MANAGEMENT & ORGANISATIONAL BEHAVIOUR

Subject Code: MHOM1-101

L T P C

Duration: 45 Hrs.

4 0 0 4

Course Objectives: This is the basic introductory course for learners of business management. This course helps learners to use management skills and techniques in all routine managerial activities in all aspects of businesses effectively and efficiently. Besides, the awareness about manager's role in handling the individuals in an organization will also be the focus of course.

UNIT-I

Concepts of Management: Definition, meaning, nature and scope of management, Evolution of management thought. Contribution of Henry Fayol and F.W. Taylor. Different Approaches to management, Corporate Social Responsibility. Meaning of TQM, Systems Theory, Quality Circles and Kaizen.

UNIT-II

Process of Management: Functions of Management. Planning- Nature, Scope, steps and hierarchy of plans;

Organizing: Types of organization, line and staff organization, Span of management, Centralization, Decentralization. Delegation of Authority, Management by Objective (MBO), Organization Culture and Effectiveness,

Directing: Nature, Principle and Techniques

Controlling: Types of Control, Controlling for organizational effectiveness.

UNIT-III

Motivation & Leadership: Theories of motivation, Maslow's Need Hierarchy, Herzberg's two factor theory, Need theories, Goal theories. Equity Theory, Expectancy Theory.

Leadership: Concept and theories, Trait Theory, Autocrat and Democrat. Leadership; Blake and Mouton's managerial Grid, P Hersey and Kenneth Blanchard's Situational Leadership.

UNIT-IV

Organizational Behaviour: Definition, Importance, Fundamental Concepts of Organizational Behaviour, Influence of Socio-cultural factors on organization, Perceptions, Personality and Attitudes, Values, Learning and Job satisfaction.

Interpersonal Behaviour: Transactional analysis, Group dynamics, Management of change, Conflict Management, Organizational Culture.

Recommended Books:

1. Samuel C. Certo, S.T. 'Modern Management: Concepts and Skills', 14th Edn., Pearson Education, 2015.
2. R.W. Griffin, 'Management', 4th Edn., Houghton Mifflin, 1993.
3. F. Luthans, 'Organizational Behavior International Student Edition', 4th Edn., McGraw Hill, Michigan, 1985.
4. Robbins, 'Management', 10th Edn., Pearson Education India.
5. T.A. Stephen Robbins, 'Organizational Behaviour', 7th Edn., Pearson, 2013.
6. R.E. James Arthur Finch Stoner, 'Management', 5th Edn., Prentice Hall, 1992.
7. H. Koontz, 'Essentials of Management', Tata McGraw Hill, 2012.

BASICS OF TOURISM

Subject Code: MHOM1-102

L T P C

Duration: 45 Hrs.

4 0 0 4

Course Objectives: This course shall introduce learner to tourism's growth and development. The course also highlights the role of tourism as an economic intervention and its significance in economy; Course discusses the global nature of tourism, tourism product and emerging trends in tourism industry. It is also important to appreciate the future of tourism.

UNIT-I

Tourism: Definitions, Historical development of tourism, Statistical overview of global and Indian tourism industry, Indian domestic tourism, Tourism elements, Characteristics of tourism, Typology of tourism, Classification of Tourists, Interdisciplinary approaches to tourism, Major motivations and deterrents to travel.

UNIT-II

Tourism Industry: Structure and components: Attractions, Accommodation, Activities, Transportation, F&B, Shopping, Entertainment, Infrastructure and Hospitality.

Emerging Areas of Tourism: Rural, Eco, Medical, MICE, Indigenous, Wellness, Film, Golf, Responsible tourism, Alternate tourism and Theme tourism.

UNIT-III

Tourist Transportation:

Air Transportation: Present policies and practices. Functioning of Indian carriers. Air Corporation Act, Air charters.

Surface Transport: Rent-a-car Scheme and coach-Bus Tour, Transport & Insurance documents, All-India Permits

Rail Transport: Major Railway Systems of World, (Euro Rail and AMTrak), General information about Indian Railways, Types of rail tours in India:, Palace-on-Wheels and Royal Orient, Deccan Odyssey, Toy Trains. Indrail Pass.

Water Transport: Historical past, cruise ships, ferries, hovercrafts, river and canal boats.

UNIT-IV

Tourism Impacts (Environmental, Socio-cultural and Economic), Tourism Area Life Cycle (TALC), Doxey's Index, Demonstration Effect, Push and Pull Theory.

Tourism System: Mathieson and Wall Model, Leiper's Model, Stanley Plog's Model of Destination Preferences, Demand and supply in tourism.

Recommended Books:

1. 'Ministry of Tourism (Govt. of India) Annual Report'. Ministry of Tourism, New Delhi, 2018.
2. A.J. Burkart, S.M., 'Tourism: Past, Present and Future', 2nd Edn., Butterworth-Heinemann.
3. C.Y. Gee, 'The Travel Industry', 3rd Illustrated Edn., An Nostrand Reinhold, 1997.
4. J. Christopher Holloway, C.H., 'The Business of Tourism', 8th Illustrated, Reprint Edn., Financial Times/Prentice Hall, 2009.
5. S. Medlik, 'Understanding Tourism', Taylor & Francis, 2009.
6. M.M. Coltman, 'Introduction to Travel and Tourism: An International Approach', Illustrated Edn., Wiley, 1989.
7. J.C. Stephen Page, 'Tourism: A Modern Synthesis', Illustrated Edn., Cengage Learning EMEA, 2006.
8. A.B. Sunetra Roday, 'Tourism Operations and Management', Illustrated Edn., Oxford University Press, 2009.

TOURISM GEOGRAPHY AND RESOURCES OF INDIA

Subject Code: MHOM1-103

L T P C

Duration: 45 Hrs.

4 0 0 4

Course Objectives: Geography is the basic edifice of tourism. The knowledge of geography shall give an extra edge to the students in designing the itineraries for the travellers, suggesting them various destinations to the clients for their travel etc.

UNIT-I

Importance of Geography in Tourism: Latitude, longitude, international date time. Time zone. Time differences, GMT variations. Major landforms as tourist resources. Elements of weather and climate. Climatic regions of the world (in brief). Impact of weather and climate on tourists and destinations. Map Reading and Practical Exercise (Popular International tourism destinations).

UNIT-II

Aviation Geography: IATA Traffic Conference Areas. Important tourist circuits and popular Itineraries of Far East countries (Malaysia, Singapore, Thailand, Japan).

UNIT-III

Tourism Products: Definition, Concept and classification.

Cultural Heritage of India: Performing arts of India: classical dances, folk dances and folk culture; **Handicrafts and Textiles:** important handicraft objects and centres, Souvenir industry; Fairs and Festivals: Social, religious and commercial fairs of touristic significance. Indian cuisine (gastronomy).

Heritage: Meaning, types of Heritage Tourism, Heritage Management Organisations - UNESCO, ASI, ICOMOS, INTACH.

UNIT-IV

Popular Religious Centres of Hindu, Buddhist, Jain, Sikh, Muslim and Christian religions. World Heritage Sites in India, Selected case studies (Taj Mahal, Khajuraho, Konark, and Ajanta & Elora Caves).

Wildlife sanctuaries, national parks and biological reserves in India, Selected Case studies (Jim Corbett Tiger Reserve, Kanha, Kaziranga, SasanGir, Hemis, Ranthambhore and Keoladeo Ghana, Great Himalayan National Park, Sunder Bans).

Important Wetlands of India (Chandertal, Renuka, Pong Dam, Harike, Kanjli, Ropar, Chilika, Ashtamudi).

Recommended Books:

1. Brian G. Boniface, C.C. 'Worldwide Destinations: The Geography of Travel and Tourism', Illustrated Edn., Routledge, 2012.
2. C. Michael Hall, S.J. 'The Geography of Tourism and Recreation: Environment, Place and Space', 4th Edn., Routledge, 2014.
3. Pearce, D.G. 'Tourism Today: A Geographical Analysis (2nd Illustrated, Reprint Edn., Longman Scientific & Technical, 1995.
4. R.L. Singh, 'India: A Regional Geography', National Geographical Society of India, 1971.
5. D.G. Pearce, 'Tourism Today: A Geographical Analysis', 2nd Illustrated, Reprint Edn., Longman Scientific & Technical, 1995.
6. P.N. Seth, 'Successful Tourism: Fundamentals of Tourism', Vol. I, Sterling Publishers Pvt. Ltd., 2006.
7. M.B. Sarina Singh, 'Lonely Planet India. Lonely Planet', 2015.

**MRSPTU MASTERS IN HOSPITALITY AND TOURISM ADMINISTRATION
SYLLABUS 2018 BATCH ONWARDS**

INTRODUCTION TO HOSPITALITY MANAGEMENT

Subject Code: MHOM1-104

**L T P C
4 0 0 4**

Duration: 45 Hrs.

Course Objectives: The objective of this course is to make student familiar with the basics of hospitality industry and make them aware with the global hospitality trends.

UNIT-I

Introduction to Hospitality Industry:

- a) Evolution and growth of the Hospitality Industry
- b) Classification of hotels
- c) Types of rooms
- d) Examples of hotels in each category

UNIT-II

Guest cycle, Formats and equipment used in front office, Categorization of guests, Associated functions in the guest cycle and the operating staff, Different types of tariff, Basis for pricing a room.

Front Office Operations:

Guest cycle, Formats and equipment used in front office, Categorization of guests, Associated functions in the guest cycle and the operating staff, Different types of tariff, Basis for pricing a room.

UNIT-III

Housekeeping: Role and importance of Housekeeping, Organizational structure of the department, sections of the Housekeeping department, types of rooms, cleaning of rooms, keys and key control, supplies and amenities provided in a guest room.

UNIT-IV

Food & Beverages: Role & Importance of F&B, Organization Structure, Types of F&B Outlets, Light & Heavy equipment, Type of Menu and Menu examples. Classification of Beverage.

Recommended Books:

1. S.N. Bagchi, 'Textbook of Food and Beverage Service', 3rd Edn., Aman Publications, 2009.
2. G. Raghubalan, S.R. 'Hotel Housekeeping: Operations and Management', 3rd Edn., Illustrated Edn., Oxford University Press, 2015.
3. Andrews, 'Textbook of Front Office Mgmt & Operations', Tata McGraw Hill Education, 2007.

MANAGERIAL ECONOMICS

Subject Code: MHOM1-105

**L T P C
4 0 0 4**

Duration: 45 Hrs.

Course Objectives: This course is intended to make students understand various social, political, legal, economic and other factors that influence business in India and enable them appreciate associated opportunities, risks and challenges and their relevance for managerial decisions.

UNIT-I

Managerial Economics: Meaning, Nature, Scope & Relationship with Other Disciplines, Role of Managerial Economics in Decision Making, Opportunity Cost Principle, Production Possibility Curve, Incremental Concept.

**MRSPTU MASTERS IN HOSPITALITY AND TOURISM ADMINISTRATION
SYLLABUS 2018 BATCH ONWARDS**

Marginal Analysis: Law of Diminishing Marginal Utility, Law of Equi-Marginal Utility.
Indifference Curve Analysis: Meaning Assumptions Properties, Consumer Equilibrium and its Application.

UNIT-II

Demand Analysis: Law of Demand: Meaning, Determinants, Exceptions, Bandwagon and Snob Effects, Demand Function, Application of Demand Analysis in Managerial Decision Making. Elasticity of Demand: Meaning, Types & Degree of Elasticity of Demand, Methods of Measuring Price Elasticity of Demand, Factors Determining the Elasticity of Demand, Demand Forecasting: Importance, Scope, Techniques of Forecasting.

UNIT-III

Theory of Production: Production Function, Short Run and Long Run Production, Analysis, Isoquants, Optimal Combination of Inputs, Application in Managerial Decision Making. Theory of Cost - Cost Analysis: Cost Concepts and Determinants of Cost, Traditional and Modern Theory of Cost: Long Run and Short Run, Economy of Scale, Revenue Curve.

UNIT-IV

Market Structure: Price Output Decision under Perfect Competition, Monopoly, Monopolistic and Oligopoly Competition, Application in Managerial Decision Making. Behaviour of Firms and Game Theory: Nash Equilibrium, Prisoner's Dilemma.

Course Outcomes: After studying the subject the students will be able to understand and explain the concept of economics and its managerial perspective including the real insight of the consumer's economic behaviour leading them to estimate the demand for the new product as well as changes in the existing products.

Recommended Books:

1. Craig H. Peterson, H.C. (1994). Managerial Economics (3, illustrated ed.). Macmillan Publishing Company, 1994.
2. Luke M. Froeb, B.T. 'Managerial Economics', 5th Edn., Cengage Learning, 2017.
3. Geetika. (2011). Managerial Economics. Tata McGraw-Hill Education.
4. Dewett, K. K. (1950). Modern Economic Theory (revised ed.). Premier Publishing Company,.
5. Mithani, D. M. (2013). Managerial Economics: Theory and Applications (7 ed.). Himalaya Publishing House.
6. Dwivedi, D. (1980). Managerial Economics, 8th Edition (8 ed.). Vikas Publishing House,.

INTERPERSONAL AND LEADERSHIP SKILLS IN HOSPITALITY & TOURISM

Subject Code: MHOM1-106

L T P C

Duration: 40 Hrs.

4 0 0 4

Course Objectives: The aim of this course is to make students understand how to manage people, leadership strategies at work.

UNIT-I

People Management: Meaning and Concepts, Importance of People Management, Interactive Approach to Managing People; the Role of Human Resources, Individual and Interpersonal Behaviour.

UNIT-II

Deciding How to Decide: Performance at Work; Work Planning and Organization. Interactive Communication Skills; Responsible Management of People at Work. Grooming

**MRSPTU MASTERS IN HOSPITALITY AND TOURISM ADMINISTRATION
SYLLABUS 2018 BATCH ONWARDS**

and Etiquette. Telephone Handling Skills

UNIT-III

Leadership: Types and Importance of Leadership, Role of Leadership in Creating a High Performance Work Culture, Empowerment and Delegation; Interactive Problem-Solving and Leadership.

UNIT-IV

Creativity and Innovation; Knowledge Management, Meaning and Concept, Leadership and Knowledge Management, the Human factor of Knowledge Management.

Recommended Books:

1. A.J. DuBrin, 'Principles of Leadership', 7th Illustrated Edn., South-Western Cengage Learning, 2012.
2. U.K. Haldar, 'Leadership and Team Building', Illustrated Edn., Oxford University Press, 2010.
3. Christopher F. Achua, R.N. 'Effective Leadership', 5th Illustrated Edn., South-Western, Cengage Learning, 2012.
4. R.L. Daft, 'Leadership', 5th Illustrated Edn., South-Western Cengage Learning, 2011.

BUSINESS COMMUNICATIONS

Subject Code: MHOM1-107

**L T P C
4 0 0 4**

Duration: 45 Hrs.

Course Objectives: The primary objective of business communication is to introduce the student to various forms of written and oral communication that are necessary in real-life business situations, perfecting verbal and non-verbal communication skills.

UNIT-I

Communication Fundamentals: Business Communication in today's world, The Communication Process & Communication Channels, Barriers to Communication, Verbal & non-verbal communication.

UNIT-II

Oral Communication: Elements of Good Oral Communication, Speaking and Listening Skills, Professional use of the telephone, Effective presentation skills.

Written Communication: Report writing and presentation, Business Letters – layout and types, Preparing resume Application letters, Memo, Proposals, Legal aspects.

UNIT-III

Customer Care: Effective customer care, managing customer complaints & negotiating with the customer, Handling Interpersonal Conflict, Counseling skills.

UNIT-IV

Personality Development: Basic traits of personality - dress, address, gestures and manners, Self-evaluation and development- identification of strengths and weaknesses, overcoming hesitation and fear of facing the public, Corrective and developmental exercises - confidence building, role plays.

Recommended Books:

1. L.B. Jon Burton, 'Interpersonal Skills for Travel and Tourism', Addison Wesley Longman, 1994.
2. Herta A. Murphy, H.W. 'Effective Business Communications', 7th Edn., McGraw Hill, 1997.

**MRSPTU MASTERS IN HOSPITALITY AND TOURISM ADMINISTRATION
SYLLABUS 2018 BATCH ONWARDS**

3. Patricia Hayes Andrews, R.T. 'Organizational Communication: Empowerment in a Technological Society', Illustrated Edn., Allyn & Bacon, Incorporated, 1995.
4. S. Mohan, 'Buss Corres'Ce & Report Writing', 4th Edn., Reprint Edn., Tata McGraw Hill Education, 2010.
5. L.V. Wagen, 'Communication in Tourism & Hospitality: Meeting the World in the Workplace', Illustrated Edn., Hospitality Press, 1997.

TOURISM PRODUCTS OF PUNJAB

Subject Code: MHOM1-108

**L T P C
2 0 0 2**

Duration: 28 Hrs.

Course Objectives: The objective of this course is to introduce the student to various tourism products of Punjab. The course will cover the past, present and future scenario of tourism in the state.

UNIT-I

History and Geography of Punjab: History-general Information, Geography- general Information.

Religious Tourism in Punjab - Main religious' places of Punjab.

UNIT-II

Cultural and Heritage Tourism in Punjab: Culture of Punjab- its handicrafts, cuisine, customs, costumes, fairs and festivals, dances, music.

Rural Tourism in Punjab:

UNIT-III

Role of PTDC and PHTPB: Role of PTDC in promoting Punjab tourism. Recent initiatives taken by Punjab Heritage Tourism Promotion Board.

Policies and Planning: Policies and planning in Punjab.

Tourist Transportation: Tourist transportation of Punjab (role of airways, roadways and railways in the promotion of tourism in Punjab).

UNIT-IV

Recent Development in Punjab: Recent development and trends in Punjab (development of hotel industry, food joints, malls and their relevance in promoting tourism in Punjab).

Tourist Destinations: Main tourist destinations of Punjab. Amritsar, Patiala, Kapurthala, Chandigarh.

Recommended Books:

1. D.S. Manku, 'Geography of Punjab', Kalyani Publications.
2. Vijay Singal, 'Book on Punjab', American Book Publisher.
3. 'Punjab Travel Guide'.
4. M.S. Mann, 'History of Punjab'.
5. R.L. Singh, 'India: A Regional Geography'. National Geographical Society of India, 1971.
6. H.S. Mavi, 'Geography of Punjab', National Book Trust, 1993.
7. R. Gandhi, 'Punjab: A History from Aurangzeb to Mountbatten', Aleph Book Company, 2013.
8. S.S. Johar, 'Holy Sikh Shrines', M.D. Publications Pvt. Ltd., 1998.
9. 'Brochures', PTDC, Punjab Heritage Promotion Board and Punjab Govt.
10. C.K. Wilbur, 'Indian Handcrafts', Rowman & Littlefield, 1990.

**MRSPTU MASTERS IN HOSPITALITY AND TOURISM ADMINISTRATION
SYLLABUS 2018 BATCH ONWARDS**

11. 'Transport in Punjab, India', Published by Books LLC., 2010.

TRAVEL AGENCY AND TOUR OPERATIONS

Subject Code: MHOM1-210

**L T P C
4 0 0 4**

Duration: 46 Hrs.

Course Objectives: Travel agency management is the basis for understanding the modus operandi of a travel and tour company. It shall substantiate the students with the basic practical inputs about the various procedures involved in handling the operations of a travel agency. Further the objectives of the course are to acquire an in-depth knowledge about the Tour Operation Management and to become familiar with the Tour Operation Techniques and strategies required for successful handling of Tour Operation Business.

UNIT-I

History and growth of travel agency business, emergence of Thomas Cook. Emergence of Travel Intermediaries, Indian travel agents and tour operators - an overview; Definition of travel agent and tour operator; differentiation, interrelationship of TA/TO and principles of present business trends and future prospects, problems and issues.

UNIT-II

Setting Up Travel Agency/Tour Operation Business: Market research, sources of funding, Comparative study of various types of organization proprietorship, partnership, private limited and limited, Government rules for getting approval, IATA rules, regulation for accreditation, Documentation, Sources of earning: commissions, service charges etc.

UNIT-III

Tour Operation: Definition- Concept-History and Growth of Tour Operation business. Types of Tour Operators. Organizational Structure, Forms of Organization, Departments and its functions. The Process of travel decision making, Mode and Destination selection. Reservation and Cancellation procedures for Tour related Services-Hotels, Airlines, Cruise liners, Car rentals and Rail travel. Commission Structures from Suppliers of Service.

UNIT-IV

Tour Operation Documentation: Voucher-Hotel and Airline Exchange Order, Pax Docket, Status Report, Daily Sales Record, AGT Statements-Credit Cards-Importance and Future. RBI Regulations for Tour Operators.

Managing Tour Operation. Field Operations- inbound and outbound. Managing Distribution, Role of Distribution in exchange process, Selling through distribution chains. Distribution System in Tourism Operation. Management of In-house operations.

Recommended Books:

1. M. Chand, 'Travel Agency Management: An Introductory Text', 2nd Edn., Anmol Publications Pvt. Ltd., 2009.
2. C.Y. Gee, 'Professional Travel Agency Management', Illustrated, Reprint Edn., Prentice Hall, 1990.
3. B. Fay, 'Essentials of Tour Management', Illustrated Edn., Prentice Hall, 1992.
4. J. Negi, 'Travel Agency and Tour Operation: Concepts and Principles', 2nd Reprint Edn., Kanishka Publishers, Distributors, 2006.

TOURISM POLICY, PLANNING & DEVELOPMENT

Subject Code: MHOM1-211

**L T P C
4 0 0 4**

Duration: 45 Hrs.

Course Objectives: The purpose of this course is to impart knowledge about policies and development in the field of tourism.

UNIT-I

Concept, need, objective, institutional framework and the principal lines of public tourism policy; The role of govt. public and private sector in formulation of tourism policy. Roles of international, national, state and local tourism organizations in carrying out tourism policies.

UNIT-II

Goal of national administration and tourism policy. Policy making bodies and its process at national levels. Outline of L.K. Jha Committee (Ad-hoc Committee) - 1963, National Tourism Policy -1982, National Committee Report-1998, National Action Plan on Tourism - 1992. National Tourism Policy-2002. Opportunities for investments in hotel sector & Tourism related organizations. Incentives and concessions extended for tourism projects and resources of funding. Case study of TFCI.

UNIT-III

Background, Approach and Process, Techniques of Plan Formulation. Planning for Tourism Destinations-Objectives, methods, steps and factors influencing planning. Destination life cycle concept.

UNIT-IV

Tourism planning at international, national, regional, state and local, the traditional, approach and PASLOP method of tourism planning, Important feature of five-year tourism plans in India. Elements Agents, Processes and typologies of tourism development. Case study of selected state tourism policies (West Bengal, Goa, Kerala, Rajasthan).

Recommended Books:

1. M. Bezbaruah, 'Indian Tourism: Beyond the Millennium', Gyan Publishing House, 1999.
2. J. Burkart, S.M., 'Tourism: Past, Present and Future', 2nd Edn., Butterworth-Heinemann, 1992.
3. C.Y. Gee, 'The Travel Industry', 3rd Illustrated Edn., An Nostrand Reinhold, 1997.
4. P.E. Murphy, 'Tourism: A Community Approach (RLE Tourism)', Routledge, 2013.

ENTREPRENEURSHIP IN TOURISM

Subject Code: MHOM1-212

**L T P C
4 0 0 4**

Duration: 45 Hrs.

Course Objectives: The purpose of this paper is to prepare a ground where the students view Entrepreneurship as a desirable and feasible career option. In particular, the paper seeks to build the necessary competencies and motivation for a career in Entrepreneurship.

UNIT-I

Foundations of Entrepreneurship: Concept, Need, Definition & Role of Entrepreneurship, Definition, Characteristics & Scope of Entrepreneur, Innovation, Invention, Creativity, Opportunities. Concepts of Entrepreneur, Manager, Entrepreneur / Corporate Entrepreneur– Comparative Study, Roles & Responsibilities, Role of entrepreneur in Indian economy, Entrepreneurship as a career, Sustaining Competitiveness -

**MRSPTU MASTERS IN HOSPITALITY AND TOURISM ADMINISTRATION
SYLLABUS 2018 BATCH ONWARDS**

Maintaining competitive advantage, Entrepreneurial Culture, Reasons for The Failure of Entrepreneurial Ventures, Various Case Studies, Successful, Failed and Turnaround Ventures.

UNIT-II

Women Entrepreneurs & Entrepreneurship Development: **Meaning, Role, Problems & Reasons for Less Women Entrepreneurs. Various Institutes & Govt. Schemes to Help & Uplift Women Entrepreneurs. Case Studies for Successful Women Entrepreneurs, Concept, Need & Role of Entrepreneurship Development, Role of the Following Agencies in the Entrepreneurship Development DIC, SISI, EDII & NIESBUD.**
Ownership structure and organizational framework of small scale enterprises in Tourism and Travel Business- Venture Creation and Management.

UNIT-III

Small & Medium Enterprises - Small & Medium Industry: Meaning and Importance - Definition of SME – Role & importance in India Economy, steps for Starting Small Industry: Decisions to Become Entrepreneur - Steps to be Taken - Search for a Business Idea, Source of Ideas, Idea Processing, Selection Idea, Input Requirements, Nature and Components of SME Environment, SME Funding, Sources of Finance for SME's.
Managing family enterprises in Tourism industry.

UNIT-IV

Project Management Technical, Financial, Marketing Personnel and Management Feasibility Reports Financial Schemes Offered by Various Financial Institutions like Commercial Banks, IDBI, ICICI, SIDBI, SFCs, Venture Capital Funding, and Angel Capitalist. Role of Central Government and State Government in Promoting Entrepreneurship with Various Incentives, Subsidies, Grants

Recommended Books:

1. V. Desai, 'Organisation and Management of Small-scale Industries'. Himalaya Publishing House.
2. Angadi, Cheema, Das, 'Entrepreneurship, Growth and Economic Integration', Himalaya Publication.
3. Rizwana and Janakiran, 'Entrepreneurship Development', Excel Books.
4. Murthy, 'Small Scale Industry and Entrepreneurial Development', Himalaya Publishing

MARKETING FOR HOSPITALITY AND TOURISM

Subject Code: MHOM1-213

**L T P C
4 0 0 4**

Duration: 45 Hrs.

Course Objectives: This is the basic introductory course for learners of marketing for Hospitality & Tourism. This course helps learners to use marketing skills and techniques in all routine managerial activities in all aspects of businesses effectively and efficiently.

UNIT-I

Understanding Marketing and Marketing Process: Marketing Concepts, Nature and Scope of Marketing, Marketing Mix, Marketing Management Philosophies, Strategic Planning and Marketing Process. Marketing Environment, Uniqueness of Tourism Marketing Services Marketing: Concepts, Definition, Characteristics, Services Marketing Mix. Service Quality and Service Gap Analysis Model.

UNIT-II

Market Targeting: Market Segmentation and Tourism Market. Identifying Market Segments and Selecting Target Market. Identifying & Developing Market Activities of Tourism Market. Marketing mix for travel and tourism.

UNIT-III

Managing the Product / Service, Product Decisions-Product Line, Product Mix, Product Life Cycle, New Product Development, Branding and Packaging Decisions.

UNIT-IV

Pricing Tourism Products: Pricing Considerations and Approaches, Pricing Strategies and Methods. Marketing of Small Tourism Business. Distribution Channel in Travel and Tourism, Cooperation and conflict Management, Promotion Decision – Promotion Mix: Advertising, Sales Promotion, Personal Selling, and Publicity.

Recommended Books:

1. J.T. Philip Kotler, 'Marketing for Hospitality and Tourism', 2nd Illustrated Edn., Prentice Hall, **1999**.
2. L. Lumsdon, 'Tourism Marketing', Illustrated, Reprint Edn., International Thomson Business Press Holloway, M. f.-J. (2004), **1997**.
3. S.F. Witt, 'Tourism Marketing and Management Handbook', 2nd Edn., (L. M. Stephen F. Witt, Edn.) Prentice Hall, **1994**.
4. Victor T.C. Middleton, J.R. 'Marketing in Travel and Tourism', 3rd Edn. Routledge, **2012**.
5. P. Kotler, 'Marketing Management: Analysis, Planning, Implementation, and Control', 9th Illustrated Edn.), Prentice Hall, **1997**.
6. Philip T. Kotler, G.A. 'Principles of Marketing', 17th Edn., Pearson Education, **2017**.
7. William J. Stanton, M.J. 'Fundamentals of Marketing', Vol. 1, 9th Edn., McGraw Hill, **1991**.
8. Ramaswamy, 'Marketing Management', Tata McGraw Hill Education, **2013**.
9. Douglas J. Dalrymple, L.J. 'Marketing Management: Strategy and Cases', 5th Edn., Wiley, **1990**.

FINANCIAL MANAGEMENT & ACCOUNTING

Subject Code: MHOM1-214

**L T P C
4 0 0 4**

Duration: 40 Hrs.

Course Objectives:

The course intends to give learners an understanding of the accounting procedures in an organization. It will help to students to understand and apply the concepts of accounting to solve business problems.

UNIT-I (10 Hrs.)

Accounting-Meaning, Objectives: Classification, Accounting Equation, Accounting concepts and conventions, Profit and Loss Account and Balance Sheet

UNIT-II (10 Hrs.)

Finance & Financial Management: Meaning, aims, Nature, Scope, Objectives: and functions of financial management. Sources of finance, Statement of Changes in Financial position – Funds flow Analysis. Cash Flow Analysis – Ratio analysis.

UNIT-III (10 Hrs.)

Working Capital Management: Significance, Classification, Theory and Planning of Working Capital, estimating need for working capital, Techniques of Forecasting Working capital requirements.

UNIT-IV (10 Hrs.)

Cost Accounting, Cost Sheet/Tender/Marginal Costing & Break even Analysis, Budgetary Control.

Recommended Books:

1. I. Pandey, 'Financial Management', 11th Edn., Vikas Publishing House, 2015.
2. M.Y. Khan, 'Financial Management: Text, Problems and Cases', Tata McGraw Hill Education, 2004.
3. A. Upchurch, 'Management Accounting Principles and Practice', Pearson Education Ltd., 1998.
4. R. Mason, 'Bookkeeping and Accounting', Hodder Education, 2008.
5. T.S. Grewal, 'Introduction to Accountancy', S. Chand, 1978.
6. M.Y. Khan, P.K. 'Cost Accounting', 2nd Edn., McGraw Hill Education, 2000.

HUMAN RESOURCE MANAGEMENT

Subject Code: MHOM1-215

L T P C
4 0 0 4

Duration: 40 Hrs.

Course Objectives: The students of human resources management must aware of basic aspects of human resource management to understand the functioning of human resource management in an organizational setting.

UNIT-I

Human Resource Management: Definition, Objectives, Functions, Scope, Importance HRM in India, Evolution of HRM, Quality of a good Human Resource Managers, Human Resource Planning, HR Accounting & Audit, Job Analysis, Job description and Job Specification. Recruitment and Selection- Sources of Recruitment, Selection Process- Test -Types, Interview - Types, Career Planning v/s Man Power Planning and succession Planning, Career Planning Process, Career Development, Placement and Induction.

UNIT-II

Training: Methods of Training, Executive Development, Potential appraisal and Performance Appraisal, Performance Appraisal-Methods of Performance Appraisal, Transfer, Promotion, Wage & Salary Administration, Wage Boards and Pay Commission, Wage Incentive, Fringe Benefits, Employees Welfare, Safety and Health Measures, Redressal of Grievances.

UNIT-III

Industrial Relations: Meaning & Characteristics, Parties to Industrial relations, Nature of Trade Unions, Problems of Trade Unions, Causes for Industrial Disputes, Settlement of Industrial Disputes. Employee Empowerment and Participative Management.

UNIT-IV

Collective Bargaining: Features, Pre-requisite of Collective Bargaining, Agreement at different levels, Employee Discipline, Workers Participation in Management- Objectives for Successful Participation. Flexi-time and Flexi-work. Tenets of TQM, Features of quality, Quality circles and Quality control, Quality of Work Life, Work Life Balance.

**MRSPTU MASTERS IN HOSPITALITY AND TOURISM ADMINISTRATION
SYLLABUS 2018 BATCH ONWARDS**

Recommended Books:

1. K. Aswathappa, 'Human Resource and Personnel Management', 4th Edn., Tata McGraw Hill Education, **2005**.
2. J.M. Ivancevich, 'Human Resource Management', 11th Edn., McGraw Hill, **2010**.
3. Bernard, 'Human Resource Management', 4th Edn., Tata McGraw Hill.
4. Luis R. Gomez-Mejia, D.B. 'Managing Human Resources', 8th Edn., Pearson Education, **2014**.
5. D. Gary, 'Human Resource Management', 12th Edn., Pearson Education India, **2011**.
6. Robert L. Mathis, J.H. 'Human Resource Management', 11th Edn., Cengage South-Western, **2005**.
7. Scott A. Snell, S.M. 'Managing Human Resources', 17th Edn., Cengage Learning, **2015**.
8. B. Pattanayak, 'Human Resource Management', 4th Edn., PHI Learning Pvt. Ltd., **2014**.
9. P. Jyothi, D.N. 'Human Resource Management', Illustrated Edn., Oxford University Press, **2005**.
10. V. Rao, 'Human Resources Management: Text and Cases', 2nd Reprint Edn., Excel Books India, **2007**.

BUSINESS RESEARCH METHODS

Subject Code: MHOM1-216

**L T P C
4 0 0 4**

Duration: 45 Hrs.

Course Objectives: The objective of this course is to make the student acquainted with the research methodology which will help in developing business strategies.

UNIT-I

Meaning of Research: Objectives, types of research and approach; meaning of method and methodology, scientific research process; Identification and defining of research problem, research design and types.

Research Design: Meaning, need and important features, types of research design, selection and formulation of research problem.

UNIT-II

Hypothesis formulation and its importance in research; types of hypothesis testing and major techniques (Chi-Square, ANOVA, t-test etc.); Measurement and scaling techniques and their importance.

Types and sources of data. Collection techniques: questionnaire, schedules, participant observation, interviews, focused-group, nominal group (NGT). Difference between case study and survey methods; Questionnaire design considerations; Sampling-definition, types and their importance, type of sampling designs; sampling size and its determination, sampling in qualitative research.

UNIT-III

Major Data Analysis Techniques: multivariate and context analysis (principles); market segmentation techniques (a priority and factor cluster); cost-benefit analysis.

UNIT-IV

Interpretation Techniques: Report writing; Presentation; Computer applications in research-SPSS, EXCEL.

**MRSPTU MASTERS IN HOSPITALITY AND TOURISM ADMINISTRATION
SYLLABUS 2018 BATCH ONWARDS**

Recommended Books:

1. J.S. Chandan, 'Statistics for Business and Economics', Vikas Publishing House Pvt. Ltd., New Delhi.
2. D. Chawla and N. Sondhi, 'Statistics for Business and Economics', Vikas Publishing.
3. Ajai S. Gaur, S.S. 'Statistical Methods for Practice and Research: A Guide to Data', **2009.**
4. O.R. Krishnaswamy, 'Methodology Of Research In Social Sciences', Revised Edn., Himalaya Publishing House, 2010.
5. K. Punch, 'Survey Research: The Basics', Illustrated, Reprint Edn., SAGE, 2003.
6. N. Walliman, 'Social Research Methods: The Essentials', 2nd Edn., SAGE, 2015.

FOREIGN LANGUAGE (FRENCH)

Subject Code: MHUM1-101

**L T P C
4 0 0 4**

Duration: 45 Hrs.

Course Objectives:

The students will learn the basics of French language.

UNIT-I

Conjugation of verbs from the text to be put in present tense only.

UNIT-II

A series of exercises covering the grammar.

UNIT-III

Translation of sentences from the text from French to English and English to French.

UNIT-IV

Demanding of a Service: A simple dialogue to be formed between two persons for any of the following situations: reserving of train tickets, room booking, giving directions to reach a place, taking a phone call, ordering food, fixing a date.

Recommended Books:

1. Monnerie-Goarin, A. 'Bienvenue En France 1 Eleve', Illustrated Edn., Cornelsen Verlag GmbH + C, 1991.
2. Gaston Mauger, R.G. 'Cours de langue et de civilisation françaises, á l'usage des étrangers', Vol. 1, Illustrated Edn., Hachette, **1953.**