ACADEMIC CURRICULUM AND SYLLABI

POSTGRADUATE DEGREE PROGRAMME

MASTER OF SCIENCE

M.Sc. (HOSPITALITY AND TOURISM MANAGEMENT)

Two Years (Full-Time)

CHOICE BASED CREDIT SYSTEM

(For the Students Admitted from the Academic Year 2017 – 2018)

SCHOOL OF HOSPITALITY & TOURISM STUDIES

(Estd. Under SRMUS Act, 2013)

Shri Ramasamy Memorial University Sikkim

5th Mile, Tadong, Gangtok, East Sikkim- 737102, India

School of Hospitality and Tourism Studies

1. Department Vision Statement	
Stmt - 1	To create a high-quality learner-centric model in Hospitality and Tourism education.
Stmt - 2	To Contribute effectively to the preparation of globally competent quality professionals in hospitality and tourism industry by enhancing managerial & leadership skills.
Stmt - 3	To Nurture the young minds towards the upliftment of the community.

2. Department Mission Statement	
Stmt - 1	To provide highest standard of learning through the learner centric model with the best pedagogical practices.
Stmt - 2	To Enhance the level of supervisory and managerial skills and knowledge to be succeed in the dynamic hospitality & tourism business world.
Stmt - 3	To create sustainable employment opportunities across north-east & other parts of the country through skill-based learning models.
Stmt - 4	To forge people in a way which is inspiring as well as fosters professionalism and empathy towards the hospitality & tourism industry including environment.
Stmt - 5	To Inculcate a sense of commitment, professional ethics and moral values for the well- beingness of the industry and society.

3. Program Objectives (PO)	
PO - 1	To expose students to the nuances of the Hospitality and Tourism industry.
PO-2	To sharpen the skills of the students so that they can cater to the rigors of the newly emerged field of alternative tourism.
PO - 3	To impart professionalism, managerial orientation and entrepreneurial flair relevant to the Hospitality and Tourism industry
PO - 4	To make the learners industry ready by imparting a set of hands-on training and research exposure in relevance to the Hospitality and Tourism.
PO - 5	To appreciate and adopt the social, environmental ethics in Hospitality and Tourism Industry

4. Consistency of PEO's with Mission of the Department					
	Mission Stmt. - 1	Mission Stmt. - 2	Mission Stmt. - 3	Mission Stmt. - 4	Mission Stmt. - 5
PO - 1	H	M	H	H	H
PO - 2	H	H	H	H	M
PO - 3	H	H	H	M	H
PO - 4	H	H	H	H	H
PO - 5	M	H	M	H	H

H – High Correlation, M – Medium Correlation, L – Low Correlation

	5. Consistency of PEO's with Program Learning Outcomes (PLO)								
		Program Learning Outcomes (PLO)							
	1.	*2.*	*3.*	*4.*	*5*	*6*	*7*	*8*	*9.*
	Fundamental Knowledge	*Communications*	*Problem Analyse*	*Critical & Creative Thinking*	*Professional Skills*	*Employability & Entrepreneurship*	*Society & Ethics*	*Environmental Sustainability*	*Lifelong Learning*
PO – 1	H	M	M	M	H	H	L	M	H
PO – 2	H	H	M	M	H	H	M	L	H
PO – 3	H	H	H	H	H	H	H	H	H
PO – 4	H	H	M	H	H	M	H	H	H
PO – 5	H	M	H	H	H	M	H	M	H

H – High Correlation, M – Medium Correlation, L – Low Correlation

6. Program Structure

1. Core Courses (CC)

Course Code	Course Name	Hours / Week			Credit
		L	T	P	
MHT1811	Introduction to Hospitality Management	3	1	0	4
MHT1812	Introduction to Tourism and Travel Management	3	1	0	4
MHT1813	Culture and Heritage Tourism	3	1	0	4
MHT1814	Hotel Accommodation Operations	3	1	0	4
MHT1822	Food & Beverage Operations	3	1	0	4
MHT1823	Kitchen Operations Management	3	1	0	4
MHT1832	Tourism Policy and planning	3	1	0	4
MHT1841	Research Methodology	3	1	0	4
Total Learning Credits					**32**

2. Discipline Specific Elective Courses (DSEC)

Course Code	Course Name	Hours / Week			Credit
		L	T	P	
MHT1821	Hospitality and Tourism Marketing	3	1	0	4
MHT1825	Human Resources Management for Hospitality & Tourism	3	1	0	4
MHT1826	Hospitality and Tourism Entrepreneurship	3	1	0	4
MHT1831	Managerial Accounting for Hospitality & Tourism	3	1	0	4
MHT1833	Customer Relationship & Service Management	3	1	0	4
MHT1834	MICE Tourism	3	1	0	4
MHT1835	Room Division Management	3		2	4
MHT1836	Culinary Management	3		2	4
MHT1837	Adventure and Sports Tourism	3		2	4
MHT1838	Destination Development	3		2	4
Total Learning Credits					**40**

3. Skill Enhancement Course (SEC)

Course Code	Course Name	Hours / Week			Credit
		L	T	P	
MHT1815	Information Technology for Hospitality & Tourism	2	1	2	4
MHT1827	Communication Skills Development	3	1		4
MHT1839	Industrial Visits				2
Total Learning Credits					**10**

4. Internship / Dissertation / Project

Course Code	Course Name	Hours / Week			Credit
		L	T	P	
OJT1842	On the Job Training & Dissertation				20
Total Learning Credits					**20**

Course Structure

Semester	Core Course (CC	Discipline Specific Elective Courses (DSE)	Skill Enhancement Course (SEC)	Internship / Dissertation (Projects)	Total Credits	Total Hours
Sem I	C – (4)	-	SEC (1)	-	**20**	**330**
Sem II	C – (2)	DSE – (3)	SEC – (1)	-	**24**	**360**
Sem III	C – (1)	DSE – (7)	SEC – (1)	-	**28**	**450**
Sem IV	C – (1)	-	-	I-(1)	**24**	**60**
Total Credits	**32**	**32**	**12**	**20**	**96**	**1200**

7. Implementation Plan (Total Learning Credits :96.)

Semester - I

Course Code	Course Title	L	T	P	C
MHT1811	Introduction to Hospitality Management	3	1	0	4
MHT1812	Introduction to Tourism and Travel Management	3	0	2	4
MHT1813	Culture And Heritage in Tourism	3	0	2	4
MHT1814	Hotel accommodation Operations	3	0	2	4
MHT1815	Information Technology for Hospitality and Tourism	3	0	2	4
Total Learning Credits					**20**

Semester – II

Course Code	Course Title	L	T	P	C
MHT1821	Hospitality and Tourism Marketing	3	0	2	4
MHT1822	Food & Beverage Operations	3	0	2	4
MHT1823	Kitchen Operation Management	2	1	2	4
MHT1825	Human Resources Management for Hospitality and Tourism	3	1	0	4
MHT1826	Hospitality and Tourism Entrepreneurship	3	1	0	4
MHT1827	Communication Skills Development	3	1	0	4
Total Learning Credits					**24**

Semester – III

Course Code	Course Title	L	T	P	C
MHT1831	Managerial Accounting for Hospitality and Tourism	3	1	0	4
MHT1832	Tourism Policy and Planning	3	1	0	4
MHT1833	Customer Relationship and Service Management	3	1	0	4
MHT1834	MICE Tourism	3	1	0	4
MHT1835	Room Division Management	3	0	2	4
MHT1836	Culinary Management				
MHT1837	Adventure and Sports Tourism	3	0	2	4
MHT1838	Destination Development				
MHT1839	Industrial Visit				4
Total Learning Credits					**28**

Semester – IV

Course Code	Course Title	L	T	P	C
MHT1841	Research Methodology	3	1	0	4
MHT1842	On the Job Training and Dissertation	-	-	-	20
Total Learning Credits					**24**

Course Code	Course Name	PROGRAM LEARNING OUTCOMES								
		Fundamental Knowledge	Communication	Problem Analysis	Creative & Critical Thinking	Professional Studies	Employability & Entrepreneurship	Society & Ethics	Environmental Sustainability	Lifelong Learning
MHT1811	Introduction to Hospitality Management	H	H	H	H	H	H	M	M	H
MHT1812	Introduction to Tourism & Travel Management	H	H	H	H	H	H	M	M	H
MHT1813	Culture & Heritage in Tourism	H	H	H	H	H	M	M	H	H
MHT1814	Hotel Accommodation Operations	H	M	M	H	H	H	H	M	H
MHT1815	Information Technology for Hospitality & Tourism	H	M	H	H	M	M	H	M	H
MHT1821	Hospitality & Tourism Marketing	H	H	H	H	H	M	M	M	H
MHT1822	Food & Beverage Operations	H	H	H	H	H	H	M	M	H
MHT1823	Kitchen Operation Management	H	H	H	H	H	H	M	H	H
MHT1825	Human Resource Management for Hospitality and Tourism	H	M	M	H	H	M	H	M	H
MHT1826	Hospitality & Tourism Entrepreneurship	H	M	M	H	H	H	H	M	H
MHT1827	Communication Skills Development	H	H	H	H	H	M	M	M	H
MHT1831	Managerial Accounting for Hospitality & Tourism	H	H	H	H	H	M	M	M	H
MHT1832	Tourism Policy Planning	H	H	H	H	H	M	M	H	H
MHT1833	Customer Relationship & Service Management	H	M	M	H	H	H	H	M	H
MHT1834	MICE Tourism	H	M	H	H	M	M	H	M	H
MHT1835	Room Division Management	H	H	H	H	H	M	M	M	H
MHT1836	Culinary Management	H	H	H	H	H	H	M	M	H
MHT1837	Adventure & Sports Tourism	H	H	H	H	H	H	M	H	H
MHT1838	Destination Development	H	M	H	H	M	H	H	M	H
MHT1839	Industrial Visit	H	M	H	H	M	H	H	M	H
MHT1841	Research Methodology	H	H	H	H	H	M	M	M	H
OJT1842	On the Job Training & Dissertation	H	H	H	H	H	M	M	M	H
	Program Average	H	H	H	H	H	H	M	M	H

H – High Correlation, M – Medium Correlation, L – Low Correlation

Course Code	MHT1811	Course Name	Introduction to Hospitality Management	Course Category		Core Course	L	T	P	C
							3		2	4
Pre-requisite			Nil	Co-requisite		Nil				

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	PLO-1 Fundamental Knowledge	PLO-2 Communication	PLO-3 Problem analysis	PLO-4 Critical & Creative Thinking	PLO-5 Professional Skills	PLO-6 Employability & Entrepreneurship	PLO-7 Society & Ethics	PLO-8 Environmental Sustainability	PLO-9 Lifelong Learning
						Program Learning Outcomes (PLO)					
CLO-1	Define the fundamental knowledge of hospitality industry and its nature and concepts.	2	H	-	-	-	M	M	M	-	H
CLO-2	Demonstrate the organizational structure, layouts of the different operational departments of the hotel.	2	H	H	M		H	-	-	-	H
CLO-3	Evaluate the management functions of the Hospitality Industry.	3	H	-	H	H	H		-	-	H
CLO-4	Compile and implement the various kinds of supplementary accommodation and its processes of adapting in Hospitality Industry.	4	H	M	-	-	M	H	M	H	H
CLO-5	Develop knowledge and skill on National and International cuisines, food commodity and processing.	3	H	M	M	-	H	H	M	H	H

(Level of correlation: **3-High, 2-Medium, 1-Low** can be used)

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
1	**UNIT 1 FUNDAMENTALS OF HOTEL** Fundamentals and Revolution of hospitality industry, Classification of Hotel-Star Categorization-Location – Size- Ownership, Organization Structure- Operational department – Front office, Housekeeping, Food & Beverage Service and Food Production and non-operational department –Human Resource, Sales & Marketing, Finance, IT, Purchase & Receiving, Engineering & Maintenance, Store, Security department.	12	1
2	**UNIT 2 THE HOSPITALITY INDUSTRY: NATURE AND CONCEPTS** Meaning & Nature of Hospitality, Features of Hospitality Services, Evolution of hospitality services; Structure of Accommodation Industry, Operation of Accommodation Units, Significance of Accommodation in the Tourism Industry, Hospitality Industry Network, Determinants of Hospitality Network Demand & Supply for Accommodation	12	1,2
3	**UNIT 3 MANAGEMENT FUNCTION IN HOSPITALITY INDUSTRY** Front Office Desk – Front Office Staff – Qualities of Front Office Staff – Hotel Reservation, Housekeeping, Organization	12	3

	Structure, Layout of Housekeeping Department, Functions of Housekeeping Department, Type of Rooms - Managing Guest Amenities			
4	**UNIT 4 SUPPLEMENTARY ACCOMMODATIONS** Home-stays – Youth Hostels – Guest Houses – Emerging Concepts of accommodation – Major Hotel Chain's world-wide-Logistics in Accommodation for guest New-Reservation System-Concierge Rooming of-guest-Handling specially abled guest	12	4
5	**UNIT 5 INTRODUCTION TO GASTRONOMY** Cuisine and Food outlets, Food Commodity, Food processing, Food and Nutrition, Fundamentals of Bakery and Confectionery	12	5

Learning Resources	
Text Books	1. Hospitality Management by Prof. Jagmohan Negi, Gaurav Manoher - Published by Laxmi Publications, Ltd. 2. Hotel Front Office: A Training Manual By Sudhir Andrews-https://books.google.co.in/url?id=HYn0AQAAQBAJ&pg=PP1&q=http://www.tatamcgrawhill.com&linkid=1&usg=AFQjCNGaTLIV67KSKuULeSEnq9j9hzHoLw&source=gbs_pub_info_rTata McGraw-Hill Educationhttps://books.google.co.in/url?id=HYn0AQAAQBAJ&pg=PP1&q=http://www.tatamcgrawhill.com&linkid=1&usg=AFQjCNGaTLIV67KSKuULeSEnq9j9hzHoLw&source=gbs_pub_info_r.
Ref. Books	1. Yogendra K. Sharma (2003) Hotel Management, Kanishka Publishers, New Delhi. 2. Vijay Dhawan (2004) Food Beverage Service, Frank Bros and Co. 3. S. Kannan (2003) Hotel Industry in India, Deep and Deep Publications, Pvt. Ltd., New Delhi. 4. Nutritional evaluation of food processing. 5. Food preservation 2nd edition, by Norman W. Desrosier. 6. Food and Agriculture Management and Trade by Neil W. Smith, in Reference Module in Food Science, 2016. 7. Supplementary accommodation: Classification of Hotels by HM HUB. 8. Hotel Chains and the Sharing Economy in Global Tourism by Daniela M. Salvioni. 9. Evolution of Hospitality, a brief timeline. 10. Disabled Assisted Rooms, I am differently-able, not disabled by APD India.

Bloom's Level of Thinking		Continuous Learning Assessment (50% weightage) (Remove the Columns not suited for you)				Model Test (15)	Final Examination (50 % weightage)
		Cycle Test (10)	Assignment (10)	Surprise Test (5)	Case study or Presentation (10)		
		Theory	Theory	Theory	Theory	Theory	Theory
1	Remember	40%	10%	10%	5%	25%	25%
2	Understand	60%	10%	10%	5%	25%	25%
3	Apply		80%	50%	40%	25%	25%
4	Analyze			30%	50%	25%	25%
5	Evaluate						
6	Create						

	Total	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*

Course Designers

Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id

Course Code	MHT1812	Course Name	Introduction to Tourism and Travel Management	Course Category		Core Course	L	T	P	C
							3	1		4
Pre-requisite			Nil	Co-requisite		Nil				

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	PLO-1 Fundamental Knowledge	PLO-2 Communication	PLO-3 Problem analysis	PLO-4 Critical & Creative Thinking	PLO-5 Professional Skills	PLO-6 Employability & Entrepreneurship	PLO-7 Society & Ethics	PLO-8 Environmental Sustainability	PLO-9 Lifelong Learning
											Program Learning Outcomes (PLO)
CLO-1	Define the fundamentals of tourism from the management, marketing and financial perspectives	2	H	M							H
CLO-2	Express the travel agency and tour operation business establishments	2	H		M		M		M	M	H
CLO-3	Apply the various functions of travel agency and tour operations	3	H	H	M	M	H	H	M		H
CLO-4	Incorporate the importance of travel documentation and its implication in tourism business	3	H	M			H	H	H	M	H
CLO-5	Develop the skill of airline ticketing and aviation geography	4	H	H	M	H	H	H			H

(Level of correlation: *3-High, 2-Medium, 1-Low* can be used)

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
1	**UNIT 1 INTRODUCTION TO TOURISM AND TRAVEL INDUSTRY** Meaning, Definition, Growth & Development, Concepts, Types of tourism and Travel Business, (Travel Agency & Tour Operations) – Emergence of Thomas Cook & American Express, Emergence of Travel Intermediaries – Interplay of Push & Pull Factors	12	1
2	**UNIT 2 TRAVEL AGENTS &TOUR OPERATORS** Indian Travel Agents & Tour Operators - Differentiation and Interrelationship- Linkages of Tour Operation Business with Principal Suppliers, Government and Other Agencies-Incentive and Concessions Applicable to Tour Operators in India – How to Set up Travel Agency / Tour Operation Business (Sources of Funding, Comparative Study of Various Type of Organisation), Government Rule of Getting Approval, IATA Rules, Regulations and Accreditation, Documentation – Sources of Earning: Commissions, Service Charges etc.	12	1, 2
3	**UNIT 3 FUNCTIONS OF TRAVEL AGENCY AND TOUR OPERATIONS** Functions and Organizational Structures of Travel Agency and Tour Operation Business –Importance and Types of Itineraries - Resources and Steps for Itinerary Planning - Do's and Do Not's of Itinerary Preparation Tour Costing: Tariffs, FITS & GITS – Confidential Tariff - Packaging: Types and Forms of Package Tours	12	2, 3

4	**UNIT 4 TRAVEL DOCUMENTATION** Familiarization with TIM (Travel Information Manual), Passport & VISA- Meaning, Types, Procedures, Validity, Necessary Information to fill the Passport and VISA Form for Issuance, Health Certificates, Travel Insurance, Forex, Credit & Debit Card, Customs, Baggage and Airport Information.	12	3, 4
5	**UNIT 5 AIRLINE TICKETING** Aviation Geography Time Difference, Flight Time, Elapse Time, Division of World by IATA, OAG (ABC) Book, Important Airlines, Airports of the World, Coding and Decoding of Country, City, Airport, Airline, Domestic Ticketing, Introduction to Fare Construction Mileage Principles, Fare Construction with Extra Mileage Allowance (EMA) and Extra Mileage Principle, Highest Intermediate Point (HIP), Back Haul Check, Circle Trip Minimum (CTM), Add-ons, General Limitations on Indirect Travel Mixed Class Journeys, Special Fares.	12	5

Learning Resources	
Text Books	1. Bhatia. A. K, The Business of Travel Agency and Tour Operations Management, erling Publication, 2012
Ref. Books	1. D.L. Foster , The Business of Travel agency Operation & Administration 2. Malik, Haris & Chatterjee, Indian Travel Agents 3. J.M.S. Negi, Travel Agency & Tour Operatiuons: Concepts & Principles, Kanishka Publications 4. Mohinder Chand, Travel Agency Management: An Introductory Text, Anmol Publications, 2009 5. C.Y. Gee, Travel Industry.

Course Code	MHT1813	Course Name	CULTURE & HERITAGE TOURISM	Course Category		Core Course	L	T	P	C
							3	1		4
Pre-requisite			Nil	Co-requisite		Nil				

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	Program Learning Outcomes (PLO)								
			PLO-1 Fundamental Knowledge	PLO-2 Communication	PLO-3 Problem analysis	PLO-4 Critical & Creative Thinking	PLO-5 Professional Skills	PLO-6 Employability & Entrepreneurship	PLO-7 Society & Ethics	PLO-7 Environmental Sustainability	PLO-8 Lifelong Learning
CLO-1	Define the knowledge of Indian history and heritage as a cultural tourism phenomenon	1	H				M		M		H
CLO-2	Express Socio-Cultural tourism and assess the relationship between cultural and heritage tourism	3	H	H		M		H	H	M	H
CLO-3	Evaluate the art and architectural tourism on historical, cultural and heritage aspects	5	H	M	M		H	M	H	M	H
CLO-4	Demonstrate the contribution of Indian religious resources in the development of cultural and heritage tourism	3	H	H			H	H	H	H	H
CLO-5	Express the knowledge on UNESCO World Heritage monuments as cultural heritage assets in India.	3	M	H					M	H	H

(Level of correlation: *3-High, 2-Medium, 1-Low* can be used)

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
1	**UNIT 1 GLIMPSES OF CULTURAL HISTORY** Glimpses of Culture & Heritage – World Civilization – Indian Culture - Pre and Post Vedic periods - Ancient Indian Literatures - Sacred Literature - Secular Literature - Ancient Society & Culture – Ashram's - Varna System – Purushartha.	12	1
2	**UNIT 2 SOCIO - CULTURAL TOURISM** Ayurveda, Yoga and meditation (AYUSH) - Performing Arts: Dance Forms - Music – Vocal & Instruments - Folk Arts – Drama – Tradition & Modern – Socio–Cultural Fairs & Festival Tourism	12	1, 2
3	**UNIT 3 ART & ARCHITECTURAL TOURISM** Significance of Art & Architecture (Buddhist, Hindu, Islam & Modern), Historical Monuments (Sculptures, Forts, Palaces etc), Traditional Arts Paintings & Crafts	12	3, 4
4	**UNIT 4 RELIGIOUS TOURISM** Religious Shrines & Centers - Hinduism, Jainism, Buddhism, Sikhism, Islam, Christianity and Others – Basic Tenets – Values of Religion – Religious Tour Circuits	12	4, 5

5	**UNIT 5 SHOWCASE OF HERITAGE TOURISM** Museums and Art Galleries – Traditional Arts and Crafts - World Heritage sites – UNESCO Considerations – Case Study in India – Problems and Prospects of Cultural Heritage Tourism in India.	**12**	**5**

Learning Resources	
Text Books	1. Basham. A.L, *The Wonder that was India*, Rupa and Com, Delhi. 2. Dallen J. Timothy, *Cultural Heritage and Tourism – An Introduction*, Channel View Publications, 2011.
Ref. Books	1. S.P. Gupta (2002), Cultural Tourism in India, Indraprastha Museum of Art and Archaeology, New Delhi. 2. Bob McKercher, Hilary du Cros, *Cultural Tourism – The Partnership between Tourism and Cultural Heritage Management*, Routledge Publications.2002 3. Hussain.A.K (1987), The National Culture of India, National Book Trust, New Delhi. 4. Robinet Jacob (2007), Indian Tourism Products, Abhijeet publications 5. Surendra Sahai (2006), Indian Architecture: Hindu Buddhist and Jain, Prakash Books. 6. The Gazette of India: History and Culture, Vol.2, publication division, Ministry of Information and Broadcasting, Government of India, 1988.

Bloom's Level of Thinking		**Continuous Learning Assessment (50% weightage)**					**Final Examination (50 % weightage)**
		Cycle Test (10)	**Assignment (10)**	**Surprise Test (05)**	**Case Study Presentation (10)**	**Model Test (15)**	
		Theory	**Theory**	**Theory**	**Theory**	**Theory**	**Theory**
1	Remember	*30%*	*20%*	*40%*	*20%*	*10%*	*20%*
2	Understand	*40%*	*25%*	*20%*	*20%*	*30%*	*20%*
3	Apply	*30%*	*30%*	*30%*	*20%*	*20%*	*20%*
4	Analyze		*15%*		*20%*	*20%*	*20%*
5	Evaluate		*10%*	*10%*	*20%*	*20%*	*20%*
6	Create						
	Total	*100%*	*100%*	*100%*	*100%*	*100%*	*100*

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id

Course Code	MHT1814	Course Name	Hotel Accommodation operations	Course Category		Core Course	L	T	P	C
							3	1	2	4
Pre-requisite			Nil	Co-requisite		Nil				

Course Learning Outcomes (CLO)	Upon successful completion of the course, the Student will be able to:	Bloom's Learning (BL) Level	Program Learning Outcomes (PLO)								
			PLO-1 Fundamental Knowledge	PLO-2 Communication	PLO-3 Problem analysis	PLO-4 Critical & Creative	PLO-5 Professional Skills	PLO-6 Employability & Entrepreneurship	PLO-7 Society & Ethics	PLO-8 Environmental Sustainability	PLO-9 Lifelong Learning
CLO-1	Define hotel accommodation operations.	1	H	M			H	H		-	H
CLO-2	Demonstrate inter & intra departmental relationship and tariff plans in hotel industry.	2	H	H	H	M	H	H	H	M	H
CLO-3	Incorporate the functions of accommodation operations.	3	H	H	H	H	H	H	H	H	H
CLO-4	Incorporate the front office operations and guest management.	3	H	H	H	H	H	H	H	H	H

(Level of correlation: **3-High, 2-Medium, 1-Low** can be used)

Summary of Course Content			
S. No	**Course Content**	**Hour**	**Alignment to CLO**
1	**UNIT 1 INTRODUCTION TO ACCOMMODATION DEPARTMENT** Meaning, definition & importance of H/K/Accommodation department; Role of H/K in hospitality industry; Layout of HK dept. Organizational structure of H/K department, Job description & Job specification of H/K Staff-Planning work of H/K departments: Briefing; Control desk (importance, role, coordination- Role of control desk during emergency; Duty Rota & work schedule	15	1
2	**UNIT 2 INTER DEPARTMENTAL RELATIONSHIP, TARIFF PLAN** Inter and Intradepartmental Co- ordination of Front office and accommodation (emphasis on BOH and FOH), Tariff Plans-Room rate- Types & Criterion of establishing Room Rates, Meal Plan- EP, AP, MAP, CP, Go plan etc.	15	2
3	**UNIT 3 FUNCTIONS OF ACCOMMODATION OPERATION** Laundry operations; H/K console- General Daily H/K operations; Maintenance of Hotel, upkeep & functions; Rules on the Guest floor - Care and cleaning of Room procedure, Key Handling procedure- 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	15	3
4	**UNIT 4 ROLE OF FRONT OFFICE IN HOTELS** Basic Layout and Design-Departmental Organizational Structure-Attitude and Attributes of Front Office Personnel-Job descriptions and Job Specifications of Front Office Personnel- -Reservations Need for Reservations, Definitions, and Importance of Reservations-Types of Reservations-Sources and Modes of Reservations-Individual and Group Bookings-Systems of Reservations-Hotel Reservation Cycle-Equipment's	15	4

5	**UNIT 5 RECEPTION, REGISTRATION AND CASHIERING** Guest registration Cycle-Registration- Process (Indian & Foreign Guests)-Guest History- Maintenance and Importance-Emergency Situation Handling-Lobby, its layout and its Functions-Key- Types & Controls-Cashiering- role & importance of Front Desk Cashier-Check out & Account settlement, Modes of payment, Role of Computers and Software's at front office-Night Audit and its Functions, Complaints and Situation Handling-Changes/ Modern Trends in Front office	**15**	**4**

Learning Resources	
Text Books	1. *Hotel Housekeeping: Operations and Management-* <u>*G. Raghubalan*</u>, <u>*Smritee Raghubalan*</u> *ford University Press, 2015* 2. *Front Office Mgmt & Op By Andrews -*<u>*Tata McGraw-Hill Education.*</u>
Ref. Books	1. lntroduction to Tourism & Hotel lndustry with special focus on Front Office Management Mohammed Zulfikar 2. Managing Front office Operations-Kasavana& Brooks 3. Front office-Operations and Management- Ahmed Ismail 4. Hotel Front Office Training Manual –Suvradeep,Gauranga,Ghosh 5. Hotel Management-Education and Environmental Aspects-Yogendra K. Sharma

Bloom's Level of Thinking		Continuous Learning Assessment (50% weightage) (Remove the Columns not suited for you)						Final Examination (50 % weightage)
		Cycle Test (10)	Assignment (10)	Surprise Test (5)	Case Study Presentation (10)		Model Test (15)	
		Theory	Theory	Theory	Theory	Practice	Theory	Theory
1	Remember	*40%*	*30%*	*30%*	*10%*		*30%*	*30%*
2	Understand	*60%*	*30%*	*50%*	*10%*		*30%*	*30%*
3	Apply		*40%*	*20%*		*50%*	*40%*	*40%*
4	Analyze					*30%*		
5	Evaluate							
6	Create							
	Total	*100%*	*100%*	*100%*	*100%*		*100%*	*100%*

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id

Course Code	MHT1815	Course Name	INFORMATION TECHNOLOGY FOR HOSPITALITY & TOURISM	Course Category		Skill Enhancement Course (SEC)	L	T	P	C
							2	1	2	4
Pre-requisite				Co-requisite						

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	Program Learning Outcomes (PLO)								
			PLO-1	PLO-2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
			Fundamental Knowledge	Communication	Problem Analysis	Critical & Creative	Professional Skills	Employability & Entrepreneurship	Society & Ethics	Environmental Sustainability	Lifelong Learning
CLO-1	Define the fundamental components of computer, software and operating system.	1	H	-	-	-	M		M	-	H
CLO-2	Demonstrate MS office and its components.	3	H	H	-	-	H	M	-	M	H
CLO-3	Define computer networking and internet.	2	H	H	M	M	M	M	H	-	H
CLO-4	Develop Management information System for the organization.	4	H	M			H		-		H
CLO-5	Implement the applications of ERP, CRM and other business applications.	3	H	H	H	M	H	M	M	-	H

(Level of correlation: **3-High, 2-Medium, 1-Low** can be used)

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
1	**UNIT 1 HARDWARE** (a) Input devices - keyboard, printing devices, voice speech devices, scanner, MICR, OMR, Bar code reader, digital camera etc. (b) Output devices - Visual Display Unit, printers, plotters etc.(c) Storage-Devices – Magnetic storage devices, Optical storage devices, Flash Memory etc. Software: Introduction; Types of software with examples; Introduction to languages, compiler, interpreter and assembler. Operating System: Definition, Functions, Types and Classification, Elements of GUI based operating system Windows-Use of menus, tools and commands of windows operating system.	15	1
2	**UNIT 2 USE OF MS-OFFICE** Basics of MS-Word, MS-Excel and MS-PowerPoint; MS Access: Overview of MS-Access. Creating tables, queries, forms and reports in MS-Access- Computer Networks: Overview of Computer Network, Types of computer networks (LAN, WAN and MAN), Network topologies, Internet: Overview of Internet, Architecture & Functioning of Internet, Basic services over Internet like WWW, FTP, Telnet, Gopher etc., IP addresses, ISPs, URL, Domain names, Web Browsers, Internet Protocols, Search engines, e-mail, Web browsing, searching, downloading & uploading from Internet. Applications of Information Technology	15	2,3
3	**UNIT 3 MIS INTRODUCTION**	15	3,4

	Concept of Data and Information, Information Systems, Classification, Operations Support System (OSS), Management Support System (MSS), Transaction Processing System (TPS), Process Control System (PCS), Enterprise Collaboration System (ECS), Management Information System (MIS), Decision Support System (DSS). Artificial Intelligence (AI), Applications of Artificial Intelligence Neural Networks, Fuzzy Logical Control		
4	**UNIT 4 DEVELOPING MIS SYSTEMS** System Development Life Cycle- Investigation Phase, Prototyping, Feasibility-Analysis, System Analysis (DFD and ER Diagram), System Design, Implementing Business Systems, Testing, Documenting, Training, Conversion and Maintenance	15	4
5	**UNIT 5 APPLICATIONS** Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), Security and Ethical Challenges of IT, Ethical Responsibility - Business Ethics, Technology Ethics; Cyber Crime and Privacy Issues	15	4,5

Learning Resources	
Text Books	1. Shrivastava, Fundamental of Computer& Information Systems, Wiley Dreamtech
Ref. Books	1. Zongqing Zhou, E-commerce & Information Technology in Hospitality & Tourism, Thomson – Delmar Learning, 2004

Bloom's Level of Thinking		Continuous Learning Assessment (50% weightage)				Final Examination (50 % weightage)
		Cycle Test (20)	**Assignment (20)**	**Presentation (20)**	**Model Examination Lab Practical (40)**	
1	Remember	*40%*	*15%*	*20%*	*15%*	*15%*
2	Understand	*60%*	*25%*	*20%*	*15%*	*15%*
3	Apply		*35%*	*30%*	*20%*	*20%*
4	Analyze		*25%*	*30%*	*50%*	*50%*
5	Evaluate					
6	Create					
	Total	*100%*	*100%*	*100%*	*100%*	*100%*

*CLA: 5% is based on Attendance

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id

Course Code	MHT1821	Course Name	Hospitality and Tourism Marketing	Course Category		Discipline Specific Elective Courses (DSE)	L	T	P	C
							3	1	0	4
Pre-requisite			Nil	Co-requisite		Nil				

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	PLO-1 Fundamental Knowledge	PLO-2 Communication	PLO-3 Problem analysis	PLO-4 Critical & Creative Thinking	PLO-5 Professional Skills	PLO-6 Employability & Entrepreneurship	PLO-7 Society & Ethics	PLO-8 Environmental Sustainability	PLO-9 Lifelong Learning
										Program Learning Outcomes (PLO)	
CLO-1	Define marketing concepts and consumer behaviour.	1	H	M		M	M	-			H
CLO-2	Express the concepts surrounding marketing research.	2	H	H	H	M			M	M	H
CLO-3	Construct strategies pertaining to the product development for hospitality and tourism	4	H	H	M	H	H	H	H	H	H
CLO-4	Develop pricing strategies pertaining to product development for hospitality and tourism.	4	H	H	H	H	H	M	H	M	H
CLO-5	Implement tech-backed new age marketing strategies for the holistic growth of hospitality & tourism industry.	3	H	H	H	H	H		H	H	H

(Level of correlation: **3-High, 2-Medium, 1-Low** can be used)

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
1	**UNIT 1 MARKETING FOR 21ST CENTURY** Core marketing concept - Relationship Marketing (Holistic Marketing) - Consumer buying behavior – 5 Stage Model - Internal marketing concept, scope and objective	12	1
2	**UNIT 2 MARKETING INFORMATION SYSTEM & MARKET RESEARCH** Core marketing concept - Meaning, definition - Analysis - Marketing research process for hospitality & Tourism - Forecasting and Demand Management	12	2
3	**UNIT 3 PRODUCT STRATEGIES FOR HOSPITALITY AND TOURISM** Product life cycle – Marketing strategies - Branding – creating brand equity - Role of Brand - Scope and definition - Branding decision	12	2,3
4	**UNIT 4 PRICING STRATEGIES FOR HOSPITALITY AND TOURISM** Setting the price - Analyzing the cost - Determine demand - Factors affecting pricing	12	2,4
5	**UNIT 5 NEW AGE PROMOTION STRATEGIES FOR HOSPITALITY & TOURISM**	12	4,5

		Media - Advertising - Sales promotion - Event - Electronic - Internet Marketing - Data base marketing - New age tourism marketing – B2B (Business to Business), C2C (Client to Client), C2B (Client to Business)		

Learning Resources	
Text Books	1. Jha, S.M., Tourism Marketing, Himalayan Publication, Delhi. 2. Philip Kotler, Keller, Koshy, Marketing Management, Prentice Hall, Inc, 2012.
Ref. Books	1. Philip Kotler / Bowen / Maken, Marketing for Hospitality and Tourism, Prentice Hall, 1999 2. Prasana Kunmar, Marketing of Hospitality and Tourism Service, Tata McGraw Hill 3. David Bowie, Francis Buttle, Maureen Brookes, Anastasia Mariussen, Hospitality Marketing, Routledge Publications, 2017 4. Marketing for Tourism & Hospitality & Events – Global & Digital Approach 5. Tourism Marketing and Communication – Romila Chawla

Bloom's Level of Thinking		**Continuous Learning Assessment (50% weightage) (Remove the Columns not suited for you)**				**Model Exam (15)**	**Final Examination (50 100 % weightage)**
		Cycle Test (10)	**Assignment (10)**	**Surprise Test (5)**	**Case Study or Presentation (10)**		
		Theory	**Theory**	**Theory**	**Theory**	**Theory**	**Theory**
1	Remember	*40%*	*15%*	*10%*	*5%*	*25%*	*25%*
2	Understand	*60%*	*15%*	*10%*	*5%*	*25%*	*25%*
3	Apply		*30%*	*40%*	*40%*	*25%*	*25%*
4	Analyze		*40%*	*40%*	*50%*	*25%*	*25%*
5	Evaluate						
6	Create						
	Total	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id

Course Code	MHT1822	Course Name	FOOD & BEVERAGE OPERATIONS	Course Category		Core Course	L	T	P	C
							3		2	4
Pre-requisite			Nil	Co-requisite		Nil				

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	PLO-1 Fundamental Knowledge	PLO-2 Communication	PLO-3 Problem analysis	PLO-4 Critical & Creative Thinking	PLO-5 Professional skills	PLO-6 Employability & entrepreneurship	PLO-7 Society & Ethics	PLO-8 Environmental Sustainability	PLO-9 Lifelong Learning
								Program Learning Outcomes (PLO)			
CLO-1	Define the fundamentals of Food and Beverage Control System.	1	H	M			H		M	H	H
CLO-2	Express the process of procurement, production and service control.	2	H	H	M	M	M	H	L		H
CLO-3	Demonstrate the stages of budget preparation and revenue control.	3	H	M	H	H	M	H		M	H
CLO-4	Incorporate the system of calculating and controlling the F &B cost	3	H	M	L		M	M	L		H
CLO-5	Demonstrate proficiency in identifying and controlling various kinds of frauds.	3	H	M	H	M	M	H	H		H

(Level of correlation: **3-High, 2-Medium, 1-Low** can be used)

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
1	**UNIT 1 INTRODUCTION DEFINITION OF FOOD & BEVERAGE** Need- Objectives - Fundamentals of Control –Elements of Control-Special Problems of Food & Beverage Control - The Reality of Control	15	1
2	**UNIT 2 PROCUREMENT, PRODUCTION AND SERVICE CONTROL** 10 Aids to Purchasing - Purchasing of F&B- Specifications- Selection of a Supplier, Rating- EOQ Analysis-Receiving of F&B- Quantity, Quality & Inspection- Storing and Issuing of F&B - Transfer Notes, Breakages and Damaged Goods - Stocktaking of F&B- Stock Turnover, Stock Levels- ABC Analysis. F&B Production Methods-F&B Service Methods- Classification of F&B Service- F&B Control	15	2
3	**UNIT 3 TYPES OF BUDGET** Basic Stages in the Preparation of Budgets-Welfare Operations -Costs, Profits & Sales - Breakeven Analysis-Pricing Considerations-Menu Pricing- Revenue control Manual Systems- Machine Systems	15	3
4	**UNIT 4 ESSENTIALS OF A CONTROL SYSTEM** Necessity and Functions of a control system- Calculation of F&B cost- Methods of F&B control, F&B Control	15	4

	Checklist – Frauds in Purchasing, Receiving, Storing, Issuing, Preparing and Selling.			
5	**UNIT 5 F&B CONTROL SYSTEM** Frauds in Inventory- Methods, Levels, Techniques, Perpetual Inventory, Monthly Inventory, Comparing of Physical and Perpetual Inventory- Operating Frauds in Bar Control- Social Concern and Legal Concern- Preventing Pilferage & Fraud- Portion control - Glassware used & Prices. Yardsticks- Total F&B sales, departmental profit, ratio of food, ASP, sales mix, payroll costs, index of productivity, stock turnover, sales/ waiter.	15	4	

Learning Resources	
Text Books	3. Food and Beverage Operation- Dr. J. Negi- S. Chand 4. Food & Beverage Operation and Management- Tarun Bansal- I K International Publication
Ref. Books	11. Richard Kotas & Bernard Davis, Food and Beverage Control, Springer, 1981. 12. Bernard Davis & Sally Stone, Food and Beverage Management, Routledge, 5th Edition, 2001 13. Bernard Davis, Andrew Lockwood and Sally Stone, Food and Beverage Management, Butterworth - Heinemann, 3rd Edition, 1998

Bloom's Level of Thinking		Continuous Learning Assessment (50% weightage) (Remove the Columns not suited for you)					Model Test (15)	Final Examination (50 100 % weightage)
		Cycle Test (10)	Assignment (10)	Surprise Test (05)	Case Study or Presentation (10)			
		Theory	Theory	Theory	Theory	Practical	Theory	Theory
1	Remember	*40%*	*10%*		*10%*			
2	Understand		*30%*	*20%*	*10%*		*20%*	*20%*
3	Apply	*60%*	*30%*	*40%*		*30%*		
4	Analyze		*10%*	*30%*		*50%*		
5	Evaluate			*10%*			*40%*	*40%*
6	Create		*20%*				*30%*	*30%*
	Total	*100%*	*100%*	*100%*	*100%*		*100%*	*100%*

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id

Course Code	MHT1823	Course Name	KITCHEN OPERATION MANAGEMENT	Course Category		Core Course	L	T	P	C
							2	1	2	4
Pre-requisite			Nil	**Co-requisite**		Nil				

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	PLO-1 Fundamental Knowledge	PLO-2 Communication	PLO-3 Problem analysis	PLO-4 Critical & Creative Thinking	PLO-5 Professional Skills	PLO-6 Employability & entrepreneurship	PLO-7 Society & Ethics	PLO-8 Environmental Sustainability	PLO-9 Lifelong Learning
									Program Learning Outcomes (PLO)		
CLO-1	Define the essential ingredients, commodity and equipment in the kitchen and its function.	1	H	M	-	-	H	M	-	-	H
CLO-2	Express different cooking principles, cooking methods, kitchen design and food commodity	2	H	M	-	-	H	M	-	-	H
CLO-3	Demonstrate on production management of traditional Indian culinary.	3	M	-	-	-	H	M	-	H	H
CLO-4	Develop proficiency in continental bakery and confectionery.	4	H	-	-	-	H	H	-	-	H
CLO-5	Evaluate kitchen management strategies.	4	-	-	H	H	H	H	-	H	H

(Level of correlation: **3-High, 2-Medium, 1-Low** can be used)

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
1	**UNIT 1 KITCHEN ORGANIZATION AND LAYOUT** Kitchen Layout and Brigade-Classical and Modern, Duty and Responsibilities of the various position in kitchen-Intra and Inter departmental co-Ordination-Workplace Health, Safety and Hygiene Procedure-Design consideration of a Commercial Kitchen and Typical Layout of Commercial Kitchen	15	1
2	**UNIT 2 BASIC FOOD OPERATIONS** Method of heat transfer, methods of Cooking- Baking, Broiling, Roasting, Grilling, Frying, Boiling, Braising, Steaming, Stewing, Simmering, Poaching-Stock, Sauce, Soup and Salad, Introduction of Grains, Vegetables, Fruits and Nuts-Herb, Spices and Condime	15	2
3	**UNIT 3 BASIC OF BAKERY AND CONFECTIONERY** Foundation Ingredient-Methods of making Bread, Cake, Cookies, Pastry-Classify Icing and uses, Chocolate work	15	4
4	**UNIT 4 INDIAN CUISINE** Indian Gravy and Cooking Methods-Indian Regional Cuisine- Kashmir, Punjab, Goa, Hyderabad, Rajasthan, South India and North-east	15	3
5	**UNIT 5 KITCHEN MANAGEMENT** Food Costing and Control-Menu-Define, Types, Factors affect in menu planning-Recipe Scaling and portion controlling, Standard Yield-Indenting, Purchasing, Storing and Issuing	15	5

Learning Resources	
Text Books	1. 1. Catering and Kitchen Management by Kartik Lamba- Anmol Publications Pvt Ltd 2. Food Production Operations by Parvinder S. bali- Oxford University Press
Ref. Books	1.Theory of Bakery and Confectionev' by Ashok Kumar Yogambal 2. The Chocolate Cook Book by Tarla Dalal 3. Great chefs Great chocolate : byJulia M. Pitkin

Bloom's Level of Thinking		**Continuous Learning Assessment (50% weightage) (Remove the Columns not suited for you)**					**Model Test (15)**	**Final Examination (50 % weightage)**
		Cycle Test (10)	Assignment (10)	Surprise Test (05)	Case Study/Presentation			
		Theory	Theory	Theory	Theory	Practice	Theory	
1	Remember	*40%*	*10%*	*5%*	*5%*		*25%*	*25%*
2	Understand	*60%*	*10%*	*5%*	*5%*		*25%*	*25%*
3	Apply		*40%*	*45%*	*30%*	*30%*	*25%*	*25%*
4	Analyze		*40%*	*45%*		*30%*	*25%*	*25%*
5	Evaluate							
6	Create							
	Total	*100%*	*100%*	*100%*	*100%*		*100%*	

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id

Course Code	MHT1825	Course Name	HUMAN RESOURCES MANAGEMENT FOR HOSPITALITY AND TOURISM	Course Category		Discipline Specific Elective Courses (DSE)	L 3	T 1	P 0	C 4
Pre-requisite			Nil	Co-requisite		Nil				

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	PLO-1 Fundamental Knowledge	PLO-2 Communication	PLO-3 Problem analysis	PLO-4 Critical & Creative Thinking	PLO_5 Professional Skills	PLO-6 Employability & Entrepreneurship	PLO-7 Society & Ethics	PLO-8 Environmental Sustainability	PLO-9 Lifelong Learning
CLO-1	Define the fundamental concepts of Human Resources Management with focus to Hospitality and Tourism Industry.	1	H	M	-	-		M	M	-	H
CLO-2	Express the process of Human resources planning & performance appraisal.	2	H	H	M	M	M	M	H	M	H
CLO-3	Incorporate different recruitment strategies for hospitality & tourism industry.	3	H	H	H	H	H	-	H	M	H
CLO-4	Incorporate the process of job-analysis in Hospitality & Tourism Industry.	4	H	M	M	H	H	-	-	-	H
CLO-5	Implement modern Human Resource Development practices	3	H	H	-	H	H	H	-	-	M

(Level of correlation: **3-High, 2-Medium, 1-Low** can be used)

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
1	**UNIT 1 HUMAN RESOURCE MANAGEMENT** Concept & Definition, Objectives & Functions of HRM, Historical Evolution & Development of HRM, HRM Environment Analysis, Need & Importance of HRM in Tourism industry, Paradoxes in HRM, Strategic HRM and Human Capital Management, Challenges to HRM in Hospitality & Tourism Industry	12	1

2	**UNIT 2 HUMAN RESOURCES PLANNING** Concept, Definition and Objectives of HRP, Process of Human Resources Planning, Factors affecting HRP, Barriers to HR Planning- Career Planning: Concept & Definition, Need for Career Planning in Tourism Industry, Retention Management: Concept & Definition, Retention Management Strategies to be adopted in Tourism	12	2
3	**UNIT 3 RECRUITMENT** Concept & Definition, Sources of Recruitment, Factors affecting Recruitment with special reference to Hospitality & Tourism Industry, Recruitment Process, Recent trends in Recruitment. Selection: Concept & definitions, Factors affecting Selection, Selection Procedure, Barriers in Selection. Placement, induction and socialization- Concept & meaning- Training and Development in Hospitality & Tourism Industry– Need & Objectives of Training, Stages in Training, Methods of Training	12	3
4	**UNIT 4 JOB ANALYSIS** Concept & Definition, Process of Job Analysis, Job description & Job specification, uses of job analysis- Job Evaluation: Concept & Definition, Methods of Job Evaluation, Performance appraisal in Hospitality & Tourism Industry- Objectives & Methods of Performance Appraisal, Potential Appraisal.	12	2, 4
5	**UNIT 5 HUMAN RESOURCE DEVELOPMENT (HRD)** An Overview, Need, HRD process and outcome an overview of HRD practices: Trends; HRD in Service Industry: Importance and role of HRD in Service Sector, HRD in Tourism Sector Teaching Pedagogy: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc. The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session	12	5

Learning Resources	
Text Books	1. Dennis Nickson, Human Resource Management for Hospitality and Tourism Industries, Routledge Publications.2007 2. Dwivedi R.S., A Text Book of Human Resource Management, Vikas Publishing House, 2007
Ref. Books	Dale S Beach, The Management of People at Work, Macmillan Publishing Co, New York Monopa A and Saiyadain M, Personnel Management, Tata Mc Graw Hill, New Delhi. Micheal V. Human Resource Management, Himalayan Publishing Co, Delhi. Tripathip C, Personnel Management and Industrial Relations, Sultan Chand & Sons. Stone Lioyed and Leslie W.Rue, Human Resource and Personnel Management, Rochard D. Irwin

	Bloom's Level of Thinking	**Cycle Test (10)**	**Continuous Learning Assessment (50% weightage) (Remove the Columns not suited for you)**				**Final Examination (50 % weightage)**
			Assignment (10)	**Surprise test (5)**	**Case Study Presentation (10)**	**Model Test (15)**	
		Theory	**Theory**	**Theory**	**Theory**	**Theory**	**Theory**
1	Remember	40%	10%	10%	10%	25%	25%
2	Understand	60%	30%	30%	10%	25%	25%
3	Apply		40%	30%	30%	25%	25%

4	Analyze		20%	30%	50%	25%	*25%*
5	Evaluate						
6	Create						
	Total	100%	100%	100%	100%	100%	*100%*

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id

Course Code	MHT1826	Course Name	Hospitality and Tourism Entrepreneurship	Course Category		*Discipline Specific Elective Courses (DSE)*	L	T	P	C
							3	1	0	4
Pre-requisite			Nil	**Co-requisite**		Nil				

Course Learning Outcomes (CLO)	Upon successful completion of the course, the student will be able to:	Bloom's Learning (BL) Level	PLO-1 Fundamental Knowledge	PLO-2 Communication	PLO-3 Problem analysis	PLO-4 Critical & Creative Thinking	PLO-5 Professional Skills	PLO-6 Employability & Entrepreneurship	PLO-7 Society & Ethics	PLO-8 Environmental Sustainability	PLO-9 Lifelong Learning
								Program Learning Outcomes (PLO)			
CLO-1	Define the essence of entrepreneurship in hospitality & tourism Industry.	1	H		-	-		H -	-	-	H
CLO-2	Express how entrepreneurial concepts can be applied for small scale enterprises in hospitality & tourism sector.	2	H	-	H	M		H	-	-	H
CLO-3	Demonstrate the overall entrepreneurial process.	3	H		-	-		H	H	H	H
CLO-4	Develop a well laid down business plan and frame sound financial management strategies pertaining to entrepreneurial ventures.	4	H	-	-	-	H	H		-	H
CLO-5	Plan and deploy strategies against unprecedented issues during the entrepreneurial journey.	5	H	-	-	-		H		M	H

(Level of correlation: *3-High, 2-Medium, 1-Low* can be used)

Summary of Course Content			
S. No	**Course Content**	**Hour**	**Alignment to CLO**
1	**UNIT 1 ENTREPRENEURSHIP** Definition role and expectation- Entrepreneurial motivations, types Entrepreneurship opportunities in tourism- Entrepreneurial skill for travel, tourism and hospitality trade; problems of entrepreneurship in travel trade	12	1
2	**UNIT 2 SMALL SCALE ENTERPRISES** Entrepreneurial Competencies, Small Scale Enterprises, Characteristics & Relevance of Small-Scale Enterprises, Role of Entrepreneurship in SSE and Economic Development	12	2

3	**UNIT 3 ENTREPRENEURIAL PROCESS** Institutional Interface and Set up; Government Policy; tourism enterprises/units eligible for assistance under MoT scheme- Entrepreneurial Process: Identification of an Opportunity, Market Assessment, Analyzing Competitive Situation, Understanding Trade Practices, Resource Mobilization.	**12**	**3**
4	**UNIT 4 ENTERPRISES PLANNING** Technology Determination, Site Selection, Financial Planning, Financial Institutions for Small Enterprises, Preparation of Business Plan, Elements of Business Plan, Feasibility Report- Ownership Structures & Organizational Framework, Financial Management Issues, H R Issues, Strategies for Growth & Stability, Managing Family Enterprises	**12**	**4**
5	**UNIT 5 ISSUES & CASE STUDIES** 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, Welcome, etc.	**12**	**5**

Learning Resources	
Text Books	1. 1. 1. *Vasant Desai, Entrepreneurship & Small Business Management* 2. *S S Khanna, Entrepreneurial Development*
Ref. Books	1. Peter Drucker, *Innovation & Entrepreneurship*, Routledge Publications.2011 2. C B Gupta, N P Srinivasan, *Entrepreneurial Development,* Sultan Chand & Sons, 2014 3. D N Mishra, Entrepreneur and Entrepreneur Development & Planning in India 4. Alison Morrison, Mike Rimmington, *Entrepreneurship in the Hospitality, Tourism and Leisure Industries*, Butterworth – Heinemann 5. Venu Vasudevan, Vijayakumar B., Saroop Roy B.R., *An Introduction to the Business of Tourism*, SAGE Publications, 2017

	Bloom's Level of Thinking	**Continuous Learning Assessment (50% weightage) (Remove the Columns not suited for you)**					**Final Examination (50 % weightage)**
		Cycle Test (10)	**Assignment (10)**	**Surprise Test (05)**	**Case Study Presentation (10)**	**Model Test (15)**	
		Theory	**Theory**	**Theory**	**Theory**	**Theory**	**Theory**
1	Remember	*40%*	*35%*	*30%*	*10%*	*35%*	*35%*
2	Understand	*60%*	*35%*	*50%*	*10%*	*25%*	*25%*
3	Apply		*25%*	*20%*	*40%*	*30%*	*30%*
4	Analyze		*5%*		*20%*	*10%*	*10%*
5	Evaluate				*20%*	*10%*	*10%*
6	Create				*-*		
	Total	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id

Course Code	MHT1827	Course Name	Communication Skills Development	Course Category		Skill Enhancement Course (SEC)	L	T	P	C
							3	1	0	4
Pre-requisite		Nil		Co-requisite	Nil					

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	PLO-1 Fundamental Knowledge	PLO-2 Communications	PLO-3 Problem analysis	PLO-4 Critical & Creative Thinking	PLO-5 Professional Skills	PLO-6 Employability	PLO-7 Society & Ethics	PLO-8 Environmental Sustainability	PLO-9 Lifelong Learning
							Program Learning Outcomes (PLO)				
CLO-1	Define the nuances of communication.	1	H	H	-	H	M	M	H	-	H
CLO-2	Apply relevant mode of business communication.	3	H	H	-	-	H	H		-	H
CLO-3	Identify the barriers to communications	2	H	H	H	H	M	M		-	H
CLO-4	Demonstrate team-work and leadership skills.	3	H	H	H	-	H	H	H		H
CLO-5	Develop negotiation skills and strategic communication.	5	H	H	H	H	H	H	H	-	H

(Level of correlation: *3-High, 2-Medium, 1-Low* can be used)

Summary of Course Content			
S. No	**Course Content**	**Hour**	**Alignment to CLO**
1.	**UNIT 1 INTRODUCTION, NEED FOR COMMUNICATION, PROCESS OF COMMUNICATION** Written and Verbal Communication, Visual communication, Signs, Signals and Symbols, Silence as a Mode of Communication - Inter-cultural, Intra-cultural, Cross-cultural and International communication - Communications	12	1

	skills, Communication through Questionnaires, Business Letter Writing		
2.	**UNIT 2 BUSINESS CASES AND PRESENTATIONS** Letters within the Organizations, Letters from Top Management, Circulars and Memos - Business Presentations to Customers and other stakeholders, Presenting a Positive Image through Verbal and Non-verbal Cues	12	2
3.	**UNIT 3 BARRIERS OF COMMUNICATION** Improving Communication Skills -Preparation of Promotional Material - Non-verbal communication – (Body language -Postures and gestures) -Value of time -Organizational body language - Importance of Listening -Emotional Intelligence.	12	3
4.	**UNIT 4 WORKING INDIVIDUALLY AND IN A TEAM** Leadership skills , Leadership Lessons through Literature , Team work & Team building , Interpersonal skills – Conversation, Feedback, Feed forward Interpersonal skills – Delegation, Humor, Trust, Expectations, Values, Status, Compatibility and their role in building team – Conflict Management – Types of conflicts, how to cope with them Small cases including role – plays will be used as teaching methodology	12	4
5.	**UNIT 5 NEGOTIATION SKILLS (TO BE TAUGHT THROUGH ROLE PLAYS AND CASES)** Types of Negotiation, Negotiation Strategies Selling skills – Selling to customers selling to Superiors Selling to peer groups, team mates & subordinates Conceptual selling, Strategic selling skills – Body language.	12	5
	TOTAL	60	

Learning Resources	
Text Books	Air Cmde P C Sharma, *Communication & Skill Development* - Nirali Prakashan Raman Meenakshi, Sangeeta Sharma, *"Technical Communication Principles and Practice"*. Ed Second. Oxford University Press, Delhi, 2013.
Ref. Books	Raman, Meenakshi, Prakash Singh, *"Business Communication"*. 2nd Edition. Oxford University Press, 2013

Bloom's Level of Thinking		Continuous Learning Assessment				Model Test (15)	Final Examination (50 % weightage)
		Cycle Test (10)	Assignment (10)	Surprise test (10)	Case Study/ Presentation (10)		
		Theory	**Theory**	**Theory**	**Theory**	**Theory**	
1	Remember	40%	10%	10%	15%	25%	25%
2	Understand	60%	10%	20%	15%	25%	25%

3	Apply		40%	30%	20%	25%	25%
4	Analyze		40%	40%	35%	25%	25%
5	Evaluate				15%		
6	Create						
	Total	100%	100%	100%	100%	100%	100%

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id
		Balaji Baburao Shelke Associate Professor, SRMUS

Course Code	MHT1831	Course Name	Managerial Accounting for Hospitality & Tourism	Course Category		Discipline Specific Elective Courses (DSE)	L	T	P	C
							4	0	0	4
Pre-requisite				Co-requisite		AC				

				Program Learning Outcomes (PLO)								
Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	PLO-1 Fundamental Knowledge	PLO-2 Communications	PLO-3 Problem analysis	PLO-4 Critical & Creative Thinking	PLO-5 Professional Skills	PLO-6 Employability & entrepreneurship	PLO-7 Society & Ethics	PLO-8 Environmental Sustainability	PLO-9 Lifelong Learning
CLO-1	Define the basic concepts of accounting.	1	H	M	M		M	M			H
CLO-2	Solve elementary problems pertaining to financial statements.	3	H	M	H	H	M	H	M		H
CLO-3	Express the role of a financial manager and appreciate the importance of astute financial planning and control.	2	H	H	M	H	H	M	M	H	H
CLO-4	Incorporate the importance of judicious capital structure mix.	3	H	M	M	H	H	M			H
CLO-5	Implement strategic working capital management policies within the organizations.	3	H	H	H	H	H	H	M	H	H

(Level of correlation: **3-High, 2-Medium, 1-Low** can be used)

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
UNIT I	Nature of accounting and generally accepted accounting principles- Double entry- Book Keeping – Transaction Analysis, Cash Book and Bank Transactions- Income Measurements Preparation of Trial Balance	12	1
UNIT II	Trading A/c, Profit & Loss A/c, Balance Sheet- Rectification of Errors, Bank Reconciliation Statement Accounting for Non- Trading Concerns- Miscellaneous Accounts - Accounting for Hotels, Depreciation Accounting, Travel Accounting, Mechanized system of accounting	12	2
UNIT III	Job of the financial Manager, financial Goals, financial control, Organization & objective of financial function	12	3
UNIT IV	Capitalization and Capital Structure: Meaning, concept of capital, Sources of Capital, Theories of capitalization, Over capitalization and under capitalization, optimum capital structure, Determinant of capital structure, Financial Leverage, Debt capacity of company Debt equity ratio.	12	4
UNIT V	Concept, need, determinant of working capital, estimates of working capital and financing of current assets. Capital	12	5

		Budgeting and Capital Investment Decision: Management of Fixed Assets, Meaning, roles and analysis of capital investment in fixed assets		

Learning Resources

Text Books	1. Introduction to Accounting by T. S. Reddy 2. Financial Accounting by R. L . Gupta- Pearson Education India.
Ref. Books	1. Anthony and Reece, Management Accounting Principles : Text and Cases 2. Pandey, L.M., Management Accounting : A Planning and Control Approach, Vikas Publication. 3. Van Horne, Financial Management and Policy, Prentice Hall 4. Banerjee P. Fiscal Policy in India Gyan Publishers Delhi 1986

	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage) (Remove the Columns not suited for you)					Final Examination (50 % weightage)
		Cycle Test (10)	Assignment (10)	Surprise Test (5)	Case Study/ Presentation (10)	Model Test (15)	
		Theory Practice	Theory Practice	Theory Practice	Theory Practice	Theory	
1	Remember	40%	20%	20%	20%	25%	25%
2	Understand	60%	20%	30%	20%	25%	25%
3	Apply		30%	50%	60%	50%	50%
4	Analyze						
5	Evaluate						
6	Create						
	Total	100%	100%	100%	100%	100%	100%

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id
		Associate Professor, SRMUS

Course Code	MHT1832	Course Name	TOURISM POLICY AND PLANNING	Course Category		Core Course	L	T	P	C
							3	1		4
Pre-requisite			Nil	Co-requisite		Nil				

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	PLO-1 Fundamental Knowledge	PLO-2 Communication	PLO-3 Problem analysis	PLO-4 Critical & Creative Thinking	PLO-5 Professional Skills	PLO-6 Employability & entrepreneurship	PLO-7 Society & Ethics	PLO-7 Environmental Sustainability	PLO-8 Lifelong Learning
								Program Learning Outcomes (PLO)			
CLO-1	Define tourism policies & steps on formulating tourism policies.	1	H	M					M	H	H
CLO-2	Express several tourism policies, action plans and investment opportunities for tourism stakeholders.	2	H	M	M	M	M	H	M	H	H
CLO-3	Demonstrate tourism planning process & strategies required for new thrust areas	3	H	H	H	H	M	M	M	H	H
CLO-4	Apply different international agreements and policies in the tourism industry.	3	H	M	H	H	H	H	H	H	H
CLO-5	Evaluate the existing and emerging trends in tourism along with the role of government and other stakeholders in developing new tourism destination.	4	H		M	M	M	M	-	H	H

(Level of correlation: **3-High, 2-Medium, 1-Low** can be used)

Summary of Course Content			
S. No	**Course Content**	**Hour**	**Alignment to CLO**
1	**UNIT 1 INTRODUCTION** Concept of Policy, formulating tourism policy, Role of government, public and private sectors, Role of international multinational, state and local tourism organizations in carrying out tourism policies.	12	1
2	**UNIT 2 TOURISM POLICY** Study of National Tourism Policy 1982 and 2002, National Action Plan on Tourism, 1992 Special Tourism Area Development Programme- The concept of National Tourism Board, National Committee on Tourism, Investment opportunities and government policy for investment in hotel/tourism industry	12	2

3	**UNIT 3 UNDERSTANDING TOURISM PLANNING** Conceptual meaning of Tourism Planning, Evolution of Tourism Planning, General Concepts of Planning, Levels and Types of Tourism Planning, Background Approach and planning scale	12	3
4	**UNIT 4 INTERNATIONAL AGREEMENTS** Chicago Convention, Warsaw Convention, Open Sky Policy, Bermuda Convention, Euro Agreement, Schengen Agreement	12	4
5	**UNIT 5 ROLE OF PUBLIC AND PRIVATE SECTORS** Public and Private sectors role in Tourism Development- Analysis of an individual Tourism Project (development of the Buddhist circuit)	12	4

Learning Resources	
Text Books	1. E. Devabalane, Event Industry-Great Challenge! Great Career! Pudu Books, 2014
Ref. Books	7. Judy, Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management, 2009. 8. Lynn, Brenda R. Carlos, Event Management. 9. Johnny Allen, William O'Toole, Robert Harris, Ian McDonnell, Festival and Special Event Management. 10. Joe Success, Judy, Special Events: A New Generation and the Next Frontier. 11. Julia Rutherford Silvers, Professional Event Coordination, The Wiley Event Management Series. 12. Allison, The Event Marketing Handbook: Beyond Logistics & Planning.

Bloom's Level of Thinking		**Continuous Learning Assessment (50% weightage)**					**Final Examination (50 % weightage)**
		Cycle Test (10)	**Assignment (10)**	**Surprise Test (05)**	**Case study Presentation (10)**	**Model Test (15)**	
		Theory	Theory	Theory	Theory	Theory	Theory
1	Remember	20%	30%	40%	40%	10%	10%
2	Understand	40%	35%	20%	20%	30%	30%
3	Apply	20%	35%	40%	20%	30%	30%
4	Analyze	20%			20%	30%	30%
5	Evaluate						
6	Create						
	Total	100%	100%	100%	100%	100%	100%

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id

Course Code	MHT1833	Course Name	CUSTOMER RELATIONSHIP & SERVICE MANAGEMENT	Course Category		Discipline Specific Elective Courses (DSE)	L	T	P	C
							3	1	0	4
Pre-requisite			Nil	Co-requisite		Nil				

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	PLO-1 Fundamental Knowledge	PLO-2 Communication	PLO-3 Problem analysis	PLO-4 Critical & Creative	PLO-5 Professional Skills	PLO-6 Employability &	PLO-7 Society & Ethics	PLO-8 Environmental Sustainability	PLO-9 Lifelong Learning
CLO-1	Define the fundamental concepts of customer relationship management.	1	H			M	M		H		H
CLO-2	Express the methods of assessing customer satisfaction.	2	H	M	M	M	H		M	M	H
CLO-3	Implement service quality deliverance in all areas of the tourism and hospitality sector	3	H	H	H	M	H	H	M	M	H
CLO-4	Identify emerging perspective of CRM and customer experience management.	3	H	M	H	M	H	M	M		H
CLO-5	Deploy CRM software in the organizations.	4	H	M	H	H	H	H		M	H

(Level of correlation: *3-High, 2-Medium, 1-Low* can be used)

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
1	**UNIT 1 CUSTOMER RELATIONSHIP MANAGEMENT FUNDAMENTALS** Theoretical perspectives of relationship, Evolution of relationship marketing, Stages of relationship, Issues of relationship, Purpose of relationship marketing, Approach towards marketing: A paradigm shift, Historical Perspectives, CRM Definitions, Emergence of CRM practice:, CRM cycle, Stakeholders in CRM, Significance of CRM, Types of CRM, Success Factors in CRM, CRM Comprehension, CRM Implementation	12	1

2	**UNIT 2 CUSTOMER SATISFACTION** Meaning, Definition, Significance of Customer Satisfaction, Components of Customer Satisfaction, Customer Satisfaction Models, Rationale of Customer Satisfaction, Measuring Customer Satisfaction, Customer satisfaction and marketing program evaluation, Customer Satisfaction Practices, Cases of Customer Satisfaction	12	2
3	**UNIT 3 SERVICE QUALITY** Concept of Quality, Meaning and Definition of Service Quality, Factors influencing customer expectation and perception, Types of Service Quality, Service Quality Dimensions, Service Quality Gaps, Measuring Service Quality, Service Quality measurement Scales	12	3
4	**UNIT 4 CUSTOMER RELATIONSHIP MANAGEMENT** Technology Dimensions - E- CRM in Business, CRM: A changing Perspective, Features of e-CRM, Advantages of e-CRM, Technologies of e-CRM, Voice Portals, Web Phones, BOTs, Virtual Customer Representative, Customer Relationship Portals, Functional Components of CRM, Database Management: Database Construction, Data Warehousing, architecture, Data Mining. Characteristics, Data Mining tools and techniques, Meaning, Significance, Advantages, Call Center, Multimedia Contact Center, Important CRM software.	12	4
5	**UNIT 5 CUSTOMER RELATIONSHIP MANAGEMENT** Emerging Perspectives: Employee-Organization Relationship, Employee- Customer Linkage Relationship, Employee- Customer Linkage, Employee customer orientation, Service Failure, Service Recovery Management, Service Recovery Paradox, Customer Life time value, customer profitability, customer recall management, customer experience management, Rural CRM, , customer relationship management practices in retail industry, hospitality industry, aviation industry	12	4,5

Learning Resources	
Text Books	1. Alok Kumar Rai, Customer Relationship Management: Concepts and Cases (2nd Edition)-PHI Learning 2. Chaturvedi-Customer Relationship Management-Excel Books India
Ref. Books	1.Simon Knox, Adrian Payne, Stan Maklan: Customer Relationship Management- Routledge Inc. 2. Dyche- Customer relationship management handbook prentice hall 3. Peelan-Customer relationship management prentice hall 4. Sheth J N, Parvatiyar A. and Shainesh G : Customer relationship management: ,

Bloom's Level of Thinking		Cycle Test (10)	Continuous Learning Assessment (50% weightage)				Final Examination (50 % weightage)
			Assignment (10)	Surprise test (5)	Case Study presentation (10)	Model Test (15)	
		Theory	**Theory**	**Theory**	**Theory**	**Theory**	**Theory**
1	Remember	40%	20%	20%	20%	10%	*10%*
2	Understand	60%	20%	30%	30%	20%	*20%*
3	Apply		60%	50%	40%	50%	*50%*
4	Analyze				10%	20%	*20%*
5	Evaluate						
6	Create						
	Total	100%	100%	100%		100%	*100%*

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id

Course Code	MHT1834	Course Name	MICE TOURISM	Course Category		*Discipline Specific Elective Courses (DSE)*	L	T	P	C
							3	1		4
Pre-requisite			Nil	Co-requisite		Nil				

Course Learning Outcomes (CLO)	*At the end of this course, learners will be able to:*	Bloom's Learning (BL) Level	PLO-1 Fundamental Knowledge	PLO-2 Communication	PLO-3 Problem analysis	PLO-4 Critical & Creative Thinking	PLO-5 Professional Skills	PLO-6 Employability & entrepreneurship	PLO-6 Society & Ethics	PLO-7 Environmental Sustainability	PLO-8 Lifelong Learning
										Program Learning Outcomes (PLO)	
CLO-1	Identify the fundamental concepts of MICE Industry	1	H					M			H
CLO-2	Develop the skill needed to managerial & operational aspects pertaining to MICE tourism business	3	H	H	H	H	H	H		M	H
CLO-3	Apply and practice the budget preparation for Conference, Exhibition and special events	3	H	H	H	H	H	H	H	M	H
CLO-4	Evaluate the ethical issues related to MICE management and operation	5	H	H				H	H	M	H
CLO-5	Exploit the resources & logistics required for MICE tourism	4	H	H	H	M	H	M		M	H

(Level of correlation: *3-High, 2-Medium, 1-Low* can be used)

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
1	**UNIT 1 INTRODUCTION** Meaning and definition, History and evolution, events industry, participants and spectators, new concepts of MICE, Impacts	12	1
2	**UNIT 2 MICE MANAGEMENT** Importance and benefits of MICE tourism, Objectives and components of MICE, meeting Business, Incentives, convention business, exhibition business, MICE places, Budget Management and costing procedures, problem of MICE, Safety Security and Sanitation, Function, pre/post functions.	12	2
3	**UNIT 3 PLANNING & ADMINISTRATION** Mice planning- Sponsorships, screening, budget and controls, fund-raising, negotiation and contracts; role of Government, Negotiation and contracts; Promotional Items, give-always, Event planning, space management, use of web technology, Develop In-Office and On-Site Ethics and Business Etiquette Policies	12	3

4	**UNIT 4 EVENT MARKETING** Event pricing and promotion; role of coordinator, volunteer team building; sourcing and managing staff Special events-types, traditional, cultural, Riviera, galas, mega-events, trade shows, exhibitions, conferences and conventions, end-to-end tours, excursions, out-door events, social events, seasonal events, environmental impacts, marketing plan; lead-generation, management and follow up.	**12**	**4**
5	**UNIT 5 EVENT LOGISTICS** Transportation; booth/space design, internal communications, public relations, networking, media handling, checklists, safety and precautions, Other considerations-entertainment, photo/video coverage, prizes and gifts, risk assessment, safety and security arrangements, Venue and supplier checklist.	**12**	**4**

Learning Resources	
Text Books	1. . Devabalane, Event Industry-Great Challenge! Great Career! Pudu Books, 2014
Ref. Books	1.Judy, Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management, 2009. 2.Lynn, Brenda R. Carlos, Event Management. 3.Johnny Allen, William O'Toole, Robert Harris, Ian McDonnell, Festival and Special Event Management. 4.Joe Success, Judy, Special Events: A New Generation and the Next Frontier. 5.Julia Rutherford Silvers, Professional Event Coordination, The Wiley Event Management Series. 6.Allison, The Event Marketing Handbook: Beyond Logistics & Planning.

Bloom's Level of Thinking		Continuous Learning Assessment (50% weightage)					**Final Examination (50 % weightage)**
		Cycle Test (10)	**Assignment (15)**	**Surprise Test (05)**	**Case- Study Presentation (10)**	**Model Test (15)**	
		Theory	**Theory**	**Theory**	**Theory**	**Theory**	**Theory**
1	Remember	*40%*	*15%*	*20%*	*10%*	*10%*	*10%*
2	Understand	*60%*	*25%*	*20%*	*10%*	*30%*	*30%*
3	Apply		*30%*	*60%*	*50%*	*20%*	*20%*
4	Analyze		*30%*		*0%*	*20%*	*20%*
5	Evaluate				*20%*	*20%*	*20%*
6	Create						
	Total	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id

Course Code	MHT1835	Course Name	ROOM DIVISION MANAGEMENT	Course Category		*Discipline Specific Elective Courses (DSE)*	L	T	P	C
							3	0	2	4
Pre-requisite			Nil	**Co-requisite**		Nil				

Course Learning Outcomes (CLO)	Upon successful completion of the course, the Student will be able to:	Bloom's Learning (BL) Level	Program Learning Outcomes (PLO)								
			PLO-1 Fundamental Knowledge	PLO-2 Communication	PLO-3 Problem analysis	PLO-4 Critical & Creative Thinking	PLO-5 Professional Skills	PLO-6 Employability & entrepreneurships	PLO-7 Society & Ethics	PLO-8 Environmental Sustainability	PLO-9 Lifelong Learning
CLO-1	Define the major departments of hotel industry.	1	H	M	-	-		H	-	-	H
CLO-2	Construct the organizational structure of room division management.	2	H	M				M		M	H
CLO-3	Demonstrate guest cycle management system.	2	H	H	M	M	H	M	-	-	H
CLO-4	Develop the process of setting-up new hotels and its (SOP) standard operating procedure.	3	H	H	H	H	H	H	H	H	H
CLO-5	Implement budgetary control.	3	H	-	H	H	M		H	-	H
CLO-6	Evaluate hotel performance and analyse strategies for revenue generations.	4	H	M	M	M		M	M	M	H

(Level of correlation: **3-High, 2-Medium, 1-Low** can be used)

Summary of Course Content			
S. No	**Course Content**	**Hour**	**Alignment to CLO**
1	**UNIT 1 HOTEL INDUSTRY – OVERVIEW OF MAJOR HOTEL DEPARTMENTS** Front Office, House Keeping / Accommodation –Types of guest rooms and service– Major departments of a hotel – Organization structure of RDM – Interdepartmental coordination	**15**	**1**
2	**UNIT 2 GUEST CYCLE MANAGEMENT** The role and responsibilities of a Room Division Manager-Room reservations- registration, legal issues, room assignment, check in procedures, key cards etc. Front Office Responsibilities-Front Office accounting-Check-out and settlement, the night -audit, safety deposit-The use of technology in the front office department – Property management Systems, Reservation Technology Systems -Selling from the Front Office-Different types of room rates	**15**	**2,3**

3	**UNIT 3 OPENING OF NEW PROPERTIES** Pre-Opening of Hotels-New property operations-Starting up Rooms Division-Countdown to start Hotel-Ecotel certification-Choosing Eco-friendly site-Hotel Design and construction-Environment friendly House Keeping practices-	**15**	**4,5**
4	**UNIT 4 BUDGET AND BUDGETARY CONTROL** Cost analysis, budget and budgetary control. Preparation of various statutory statements Audit and Audit Control Night Auditors functions, duties and responsibilities-Property Management Systems- Introduction- Evolution and technology in PMS- Selection of PMS as per the property- Various affiliated menus of PMS & their interface with Front Desk System- PMS in House Keeping – interfaces, inventory management, par stock-applications, stores.	**15**	**5**
5	**UNIT 5 KPI-KEY PERFORMANCE INDICATORS FOR HOSPITALITY/HOTEL** Occupancy Percentage Rate- Occupancy Percentage-Average Room Rate (ARR)-Revenue per Available Room (RevPar) -Cost per Occupied Room-Hotel Supply & Demand – Market Occupancy-Average Rate Index (ARI) , Revenue Generation Index (RGI)- Revenue Management (Yield Management) - concept elements of yield management Group and transient room sales Forecasting room revenue by understanding Cost and Expenses, Revenue Report, Impact of Room Division Management on Hotel Revenue.	**15**	**6**

Learning Resources	
Text Books	1. 1. 1. *A Professional Guide to Room Division Operations- Manoj Kumar Yadav- I.K International Publishing House Pvt. Ltd* 2. *Hotel Room Division Management by* <u>*Hasan Hussain*</u>
Ref. Books	1. Jatashankar R. Tewari. Hotel Front Office Operations and Management. Oxford 2009 2. Anutosh Bhakta. Professional Hotel Front Office Management. Tata McGraw Hill 2012 3. Ahmed Ismail. Front Office Operations and Management. Cengage Learning. 2008 4. Introduction to Hospitality Industry – A Text Book: Bagri SC & Dahiya Ashish, Aman Publications – New Delhi

Bloom's Level of Thinking		Continuous Learning Assessment (50% weightage) (Remove the Columns not suited for you)										Final Examination (50 % weightage)	
		Cycle Test (10)		Assignment (10)		Surprise Test (5)		Case-Study Presentation (10)		Model Exam (15)			
		Theory	Practical	Theory	Practical	Theory	Practical	Theory	Practical	Theory	Practical	Theory	Practical
1	Remember	40%		35%		20%		10%		15%		15%	
2	Understand	35%		35%		20%		10%		15%		15%	
3	Apply	25%		30%		30%			40%	30%		30%	
4	Analyze					30%			40%	40%		40%	
5	Evaluate												
6	Create												
	Total	100%		100%		100%		100%		100%		100%	

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id

Course Code	MHT1836	Course Name	CULINARY MANAGEMENT	Course Category		*Discipline Specific Elective Courses (DSE)*	L	T	P	C
							3	0	2	4
Pre-requisite			Nil	**Co-requisite**		Nil				

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	Program Learning Outcomes (PLO)								
			PLO-1 Fundamental Knowledge	PLO-2 Communication	PLO-3 Problem analysis	PLO-4 Critical & Creative Thinking	PLO-5 Professional Skills	PLO-6 Employability & entrepreneurship	PLO-7 Society & Ethics	PLO-8 Environmental Sustainability	PLO-9 Lifelong Learning
CLO-1	Define culinary practices.	1	H	-	-	-		-	-	L	H
CLO-2	Demonstrate different culinary arts.	3	H	L	L	L		L	M	L	M
CLO-3	Develop contemporary cuisine and recipe for bakery & confectionary.	3	H	M	L	M		H	M	L	H
CLO-4	Evaluate international cuisine and molecular gastronomy practice.	4	H	L	H	H		H	L	M	H
CLO-5	Plan work place management.	4	H	H	L	M		H	L	M	H

(Level of correlation: *3-High, 2-Medium, 1-Low* can be used)

Summary of Course Content

S. No	Course Content	Hour	Alignment to CLO
1	**UNIT 1 CULINARY PROFESSIONAL** Introduction to the Profession-Menu Design -The Basic of Nutrition and Food Science-Food and Kitchen Safety	15	1
2	**UNIT 2 BREAKFAST AND GARDE MANGER/Culinary Display** Egg Cookery-Salad and Salad Dressing- -Cold Cuts and Carving	15	2
3	**UNIT 3 BAKERY AND CONFECTIONERY** Baking Mise en place and Recipe calculation-Bread and Breakfast Roll-Pastry, Cake, Cookies-Icing, Frozen Dessert and Dessert Sauce	15	3
4	**UNIT 4 GLOBAL GASTRONOMY** Food Composition and Plating Techniques-International Contemporary Cooking-Molecular gastronomy	15	4
5	**UNIT 5 WORK PLACE MANAGEMENT** HACCP-Food Purchasing and Budget Control-Facility Design and Equipment Selection	15	5

Learning Resources

Text Books	1. Theory of cooker- Krishna Arora-Frank Bros. 2. The Professional Chef- The Culinary Institute of America-WILEY
Ref. Books	1. HACCP- S. Motimore and C Wallace 2. Molecular gastronomy- Translated By M.B. Debevoise 3. International Cooking P. A. Heyman 4. Professional chef 1,2,3-G. Hunter, P. Carey,T. Tinton

Bloom's Level of Thinking		Continuous Learning Assessment (50% weightage) (Remove the Columns not suited for you)								Model Test (15)	Final Examination (50% weightage)
		Cycle Test (10)		Assignment (10)		Surprise Test (5)		Case Study/Presentation (10)			
		Theory	Practical	Theory	Practical	Theory	Practical	Theory	Practical	Theory	
1	Remember	*20%*		*20%*		*10%*				*20%*	*20%*
2	Understand	*40%*		*20%*		*10%*		*10%*		*20%*	*20%*
3	Apply	*40%*		*60%*		*40%*		*10%*		*40%*	*40%*
4	Analyze					*40%*			*60%*	*20%*	*20%*
5	Evaluate								*40%*		
6	Create										
	Total	*100%*				*100%*		*100%*		*100%*	*100%*

Course Designers

Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id

Course Code	MHT1837	Course Name	Adventure and Sports Tourism	Course Category		Discipline Specific Elective Courses (DSE)	L	T	P	C
							3	0	2	4
Pre-requisite			Nil	Co-requisite		Nil				

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	Program Learning Outcomes (PLO)								
			PLO-1 Fundamental Knowledge	PLO-2 Communication	PLO-3 Problem analysis	PLO-4 Critical & Creative Thinking	PLO-5 Professional Skills	PLO-6 Employability & Entrepreneurship	PLO-7 Society & Ethics	PLO-8 Environmental Sustainability	PLO-9 Lifelong Learning
CLO-1	Define the concept of adventure and sports tourism resources.	1	H	M				H		H	H
CLO-2	Demonstrate various types of adventure & sports activities.	3	H	H	-	-		M	-	H	H
CLO-3	Implement the basic standards operating procedures for adventure & sports tourism.	3	H	H	H	H	H	H	M	H	H
CLO-4	Evaluate the role of adventure tourism organizations & institutions.	4	H	M	H	H			-	H	H
CLO-5	Identify the potential areas for adventure tourism and eventually develop practicing areas.	3	H	M	H	H		H	-	M	H

(Level of correlation: **3-High, 2-Medium, 1-Low** can be used)

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
1	**UNIT 1 INTRODUCTION** Meaning – Definition – Concept – Importance –Sikkim – Geography – Physiography – Flora & Fauna – History – Growth and Development – Cultural and Natural Resources – Socio-Political trend	15	1
2	**UNIT 2 TYPES OF ADVENTURE & SPORTS ACTIVITIES** Adventure & Sports Tourism Growth and Development – Types of Adventure Activities – (Terra (Trekking, Mountaineering, Rock Climbing, Skiing, etc…), Aqua (River Rafting, Kayaking, Canoeing, Surfing, etc…), Aero (Gliding, Parachuting, Sky Diving, Bungee Jumping, etc…) – Types of Sports Activities – (Active and Participation) – Impacts of Adventure Sports Tourism in India and Sikkim	15	2

3	**UNIT 3 BASIC MINIMUM STANDARD & STANDARD OPERATING PROCEDURES** Adventure Tourism – Risks & Challenges – The Basic Minimum Standard & Standard Operating Procedures for Various Adventure Activities – Tools and Equipment's for Adventure Activity – Guides – Instructors – Availability of Skilled Human Resource – Training and Approval Authorities – Certification / Recognition of Adventure Sports Tourism Entrepreneur	**15**	**3**	
4	**UNIT 4 ADVENTURE TORUISM ORGANISATIONS & INSTITUTES** Role of Adventure Tourism Organizations and training institutes in India – Outstanding issues of adventure Tourism – Facilities offered by Government and Service provider - Emerging trends in Adventure and Sports Tourism in Sikkim	**15**	**4**	
5	**UNIT 5 PRACTICING and POTENTIAL AREAS – CASE STUDY** Adventure Tourism in North, South, East, West Sikkim- Practicing Areas and Potential Areas – Promotional Activity – Preparing Itinerary and Proposal to conduct the Adventure sports tourism activity	**15**	**5**	

Learning Resources	
Text Books	1.Negi J.M, Adventure Tourism and Sports:Risk & Chalanges, Kanishka Publications
Ref. Books	1.Malik S.S, Potential of Adventure Tourism in India 2. Sinha A.C., Studies in the Himalayan communities, Oriental Publication 3.Gurung, Suresh Kumar, Sikkim: Ethnicity and Political Dynamics – A Triadic Perspective, Kunal Books 4.Garry Weare, Trekking in the Indian Himalayas, Lonely Planet Books 5.Ball, S, Encyclopaedia of Tourism Resources in India B/H

	Bloom's Level of Thinking	**Continuous Learning Assessment (50% weightage) (Remove the Columns not suited for you)**					**Model Test (15)**	**Final Examination (50% weightage)**
		Cycle Test (10)	**Assignment (10)**	**Surprise Test (5)**	**Case Study/Presentation (10)**			
		Theory	**Theory**	**Theory**	**Theory**	**Practical**	**Theory**	
1	Remember	*40%*	*20%*	*10%*	*10%*		*10%*	*10%*
2	Understand	*60%*	*40%*	*10%*	*10%*		*20%*	*20%*
3	Apply		*40%*	*30%*		*30%*	*30%*	*30%*
4	Analyze			*50%*		*50%*	*40%*	*40%*
5	Evaluate							
6	Create							
	Total	*100%*	*100%*	*100%*	*100%*		*100%*	*100%*

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id

Course Code	MHT1838	Course Name	DESTINATION DEVELOPMENT	Course Category		*Discipline Specific Elective Courses (DSE)*	L	T	P	C
							3	1	0	4
Pre-requisite			Nil	Co-requisite		Nil				

Course Learning Outcomes (CLO)	*At the end of this course, learners will be able to:*	Bloom's Learning (BL) Level	PLO-1 Fundamental Knowledge	PLO-2 Communication	PLO-3 Problem analysis	PLO-4 Critical & Creative Thinking	PLO-5 Professional skills	PLO-6 Employability & Entrepreneurship	PLO-7 Society & Ethics	PLO-8 Environmental Sustainability	PLO-9 Lifelong Learning
								Program Learning Outcomes (PLO)			
CLO-1	Define the concept of tourism destination & identify the tourism potential.	1	H		-		-	M	M	H	H
CLO-2	Plan for tourism destination management & development.	2	H	M	H	H	M	H	-	M	H
CLO-3	Apply destination branding & image building practices.	3	H	M	-	-	H	H	M	-	H
CLO-4	Incorporate the essence of sustainable tourism development and its impact on tourist destination.	4	H	-	-	-	H	H		H	H
CLO-5	Implement the guidelines for planning & development of tourist destination at different level.	4	H	M	H	H	H	H	-	-	H

(Level of correlation: *3-High, 2-Medium, 1-Low* can be used)

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
1	**UNIT 1 INTRODUCTION** Introduction of Tourist Destination – Meaning – Definition – Concept – Destination as a Product – Identification of destination – Types and Stages of Tourism Destination	12	1

2	**UNIT 2 DESTINATION PLANNING** Destination Planning – Destination Life Cycle & Tourism area Life Cycle – Selection Process – Guidelines for Planning – Planning and Analysis (Project Feasibility Study, Carrying Capacity Analysis, Vision and Plan Tools) – Assessment of Tourism Destination Potentialities	**12**	**2**
3	**UNIT 3 DESTINATION PROMOTION** Destination Demand & Supply – Convertible Resources – Utilization of Resources – Destination Image building – Branding – Unique destination proposition & Development – Methods of Promotion and Advertisement – Role & Contributions of Stakeholders.	**12**	**3**
4	**UNIT 4 SUSTAINABLE DEVELOPMENT** Sustainable Tourism Development – Socio – Cultural, Economic and Environmental Considerations – Contingency Planning – Tourist Traffic Control & Analysis – Project Development – Sustainable Tourism and Enterprise Development	**12**	**4**
5	**UNIT 5 INSTITUTIONAL GUIDELINES** Institutional Support – Government / Private Contributions – Major Committees Contribution (Sargeant Committee, Jha Committee, - Policies) – Guidelines for Planning and Development of Destination in Local, Regional, National – Tourism Conservation – Global Tourism – Destination Mapping	**12**	**5**

Learning Resources	
Text Books	1. Sinha R.K., Tourism Strategies, Planning and Development, Common Wealth Publishers 2. Nath Dhar Prem, Development of Tourism and Travel Industry:An Indian Perspective, Kanishka Publications, New Delhi
Ref. Books	1.Murphy Peter E. Tourism- A Community Approach New York. 2.Arvid Viken, BrynhildGranas, Tourism Destination Development – Turns and Tactics, Routledge 3.Jonathan Bodlender, Developing Tourism Destinations: Policies & Perspectives, Longman Publications 4.Geoffrey Wall, Ernie Heath, Marketing Tourism Destinations: Strategic Planning Approach, Publisher: John Wiley and Sons Ltd

Bloom's Level of Thinking		Continuous Learning Assessment (50% weightage) (Remove the Columns not suited for you)									Final Examination (50 % weightage)	
		Cycle Test (10)	Assignment (15)		Surprise test (5)		Case Study Presentation (10)		Model test (15)			
		Theory	Theory		Theory		Theory		Theory		Theory	
1	Remember	40%									*100%*	
2	Understand	40%	30%		30%		40%					
3	Apply		30%		50%		30%		30%			
4	Analyze		10%		10%				10%			
5	Evaluate	20%	30%		10%		10%		10%			
6	Create						20%		50%			
	Total	100%	100%		100%		100%		100%		*100%*	

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id

Course Code	MHT1839	Course Name	INDUSTRIAL VISIT	Course Category		*Skill Enhancement Course (SEC)*	L	T	P	C
										4
Pre-requisite			Nil	Co-requisite		Nil				

Course Learning Outcomes (CLO)	*At the end of this course, learners will be able to:*	Bloom's Learning (BL) Level	PLO-1 Fundamental Knowledge	PLO-2 Communication	PLO-3 Problem analysis	PLO-4 Critical & Creative Thinking	PLO-5 Professional Skills	PLO-6 Employability & Entrepreneurship	PLO-7 Society & Ethics	PLO-8 Environmental Sustainability	PLO-9 Lifelong Learning
CLO-1	Recollect and define the Hospitality and Tourism industry's day-to-day operations in first-hand and how these operations are put into action		H	M	L				M		
CLO-2	Observe the best practices opted by different Hospitality and tourism companies for similar work / process		L	M	M			M	M	L	L
CLO-3	Identify their prospective area of work in hospitality and or tourism industries like F&B Production, Service, Accommodation Operations, Front-Office, Travel Agency, Tour Operation, Guide Services, Marketing, Human Resource Management, etc.		L	L	M	H		M	M	L	L
CLO-4	Assess the reality of hospitality and tourism industries tools & environment through personal observation and experience			M	H	M			L	L	M
CLO-5	Enhance the interpersonal skills			H	M	H		H	M		M

(Level of correlation: *3-High, 2-Medium, 1-Low* can be used)

Summary of Course Content

S. No	Course Content	Hour	Alignment to CLO
1	Students are asked to visit any industry or related fields to explore and prepare a report. Based on report Students need to give the presentation.	15 *8=120	

Learning Resources

Field Visit	Education Tour – Field Visit – Industry Visit – Observations……
Ref. Books	

Course Designers

Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id

Course Code	MHT1841	Course Name	RESEARCH METHODOLOGY	Course Category		Core Course	L	T	P	C
							3	1	0	4
Pre-requisite			Nil	Co-requisite		Nil				

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	PLO-1 Fundamental Knowledge	PLO-2 Communication	PLO-3 Problem analysis	PLO-4 Critical & Creative Thinking	PLO-5 Professional skills	PLO-6 Employability & Entrepreneurship	PLO-7 Society & Ethics	PLO-8 Environmental Sustainability	PLO-9 Lifelong Learning
CLO-1	Define the basic research concepts and its application in various functions of management.	1	H	-	-	M		-	-	-	M
CLO-2	Develop insights on research process, preparation of research design and collection of data.	4	H	M	H	H		-	-	-	H
CLO-3	Implement sampling designs, procedures & techniques.	3	H	-	H	H	H	M	H	M	H
CLO-4	Construct research questionnaire & incorporate the process of data analyses.	4	H	M	H	H	H	M	M	-	H
CLO-6	Write research report in an exhaustive manner.	5	H	H	H	H	M	M	M	-	H

(Level of correlation: **3-High, 2-Medium, 1-Low** can be used)

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
1	**UNIT 1 INTRODUCTION** Concept of Research and Its Application in Various Functions of Management, Types of Research, Types of Business Problems Encountered by the Researcher, Problems and Precautions to the Researchers	12	1
2	**UNIT 2 RESEARCH DESIGN** Steps Involved in Research Process. Research Design-Various Methods of Research Design, Collection of Data	12	2

3	**UNIT 3 SAMPLING PROCEDURE** Concept of Sample, Sample Size and Sampling Procedure, Various Types of Sampling Techniques, Determination and Selection of Sample Member, Types of Data: Secondary and Primary, Various Methods of Collection and Data, Preparation of Questionnaire and Schedule, Types of Questions, Sequencing of Questions, Check Questions, Length of Questionnaire, Precautions in Preparation of Questionnaire and Collection of Data.		**12**	**3**
4	**UNIT 4 ANALYSIS OF DATA** Coding, Editing and Tabulation of Data, Various Kinds of Charts and Diagrams Used in Data Analysis: Bar and Pie Diagrams and their Significance, Use of SPSS in Data Analysis, Application and Analysis of Variance (ANOVA). Measurement and Central Tendency, Measure of Dispersion and their Advantages.		**12**	**4**
5	**UNIT 5 REPORT WRITING** Types and Layout of Research Report, Precautions in Preparing the Research Report Bibliography and Annexure in the Report: Their Significance, Drawing Conclusions, Suggestions and Recommendations to the Concerned Persons.		**12**	**5**

Learning Resources	
Text Books	1. Kothari C R – Research Methodology Methods & Techniques, New Age International Publishers.
Ref. Books	1. Larry Dwyer, Research Methods in Tourism: Quantitative and Qualitative Approaches, Edward Elgar Publishers, 2012 2. Saunders, Research Methods for Business students, Prentice hall, 2nd Edition, 2007 3. Cooper and Schindler, Business Research Methods, Tata Mc Graw Hill, 9th Edition 4. C. Murthy, Research Methodology, Vrinda Publications 5. Bhattacharyya, Research Methodology, Excel Books 6. Panneer Selvam, Research Methodology, Prentice Hall of India, Edition 2008. 7. 7. Ramesh Durbarry, Research Methods for Tourism Students, Routledge Publications.2018

Bloom's Level of Thinking		Continuous Learning Assessment (50% weightage) (Remove the Columns not suited for you)										Final Examination (50 % weightage)	
		Cycle Test (10)		Assignment (10)		Surprise test (5)		Case study/ Presentation (10)		Model Test (15)				
		Theory		Theory		Theory		Theory		Theory		Theory	
1	Remember	40%		10%		20%		10%		10%		*10%*	
2	Understand	60%		40%		30%		20%		10%		*10%*	
3	Apply			40%		50%		30%		30%		*30%*	
4	Analyze			10%				30%		40%		*40%*	
5	Evaluate							10%		10%		*10%*	
6	Create												
	Total	100%		100%		100%		100%		100%		*100%*	

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id

Course Code	OJT1842	Course Name	ON THE JOB TRAINING AND DISSERTATION	Course Category		*Core Skilled / Project*	L	T	P	C
										20
Pre-requisite			Nil	**Co-requisite**		Nil				

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	PLO-1 Fundamental Knowledge	PLO-2 Communication	PLO-3 Problem analysis	PLO-4 Critical & Creative Thinking	PLO-5 Professional Skills	PLO-6 Society & Ethics	PLO-7 Environmental Sustainability	PLO-8 Lifelong Learning
			Program Learning Outcomes (PLO)							
CLO-1	Express the theory and practice of Hospitality and Tourism Management		H		H					H
CLO-2	Identify, write down and carry out performance objectives related to their job assignment		H	M	H	H	M		M	H
CLO-3	Develop work habits and attitudes necessary for job success		H	H	M	H	M	M		H
CLO-4	Demonstrate professional (interpersonal) skills in tourism and hospitality management through the analysis, evaluation and synthesis of academic research with field observation and training		H	H	M	M	H	M	H	H
CLO-5	Identify and use relevant tools in the job search and plan for future employment or educational pursuits		H	M	H	H	H	M		H

(Level of correlation: *3-High, 2-Medium, 1-Low* can be used)

Summary of Course Content

S. No	Course Content	Hour	Alignment to CLO
1	The students of the M.Sc.HTM 4th semester will be required to undergo 18 weeks' compulsory 'On the Job Training' in the Hospitality & Tourism Industry. For this purpose, the students will be placed with different Hospitality & Tourism related organizations. After completion of the Training, the students will have to submit and appear for the following: - * Log Book – Report * Presentation * Dissertations / Project * Viva-voce The Project/Dissertations will be prepared by the students under the supervision of faculty members/Industry supervisors. The dissertation /project will be evaluated by the Industry Experts /External and Internal Examiner nominated by the University from time to time	**60*20=1200 HRS**	**N/A**

Course Designers

Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id