

SEMESTER – I

DURATION - 17 WEEKS

MANAGEMENT FUNCTIONS AND BEHAVIOUR	
Unit-1	ROLE OF A MANAGER <ul style="list-style-type: none">• Task of a Professional Manager• Responsibilities of a Professional Manager• Management Systems and Processes• Managerial Skills
Unit-2	DECISION MAKING <ul style="list-style-type: none">• Organisational Context of Decisions• Decision Making Models• Decision Making – Techniques and Processes• Management by Objectives
Unit-3	ORGANISATIONAL CLIMATE AND CHANGE <ul style="list-style-type: none">• Organisational Structure and Managerial Ethos• Management of Organisational Conflicts• Managing Change
Unit-4	ORGANISATION STRUCTURE AND PROCESSES <ul style="list-style-type: none">• Organisational Structure and Design• Managerial Communication• Planning Process• Controlling• Delegation and Inter-department Coordination
Unit-5	BEHAVIOURAL DYNAMICS <ul style="list-style-type: none">• Analysing Interpersonal Relations• Leadership Styles and Influence Process• Group Dynamics

Workshops & Seminars:

- ❖ Stress management, yoga and meditation
- ❖ Seven habits of highly effective people-Stephen Covey
- ❖ Business manners and etiquette
- ❖ Public speaking and presentation skills
- ❖ Intellectual capital

Semester 1

INFORMATION TECHNOLOGY FOR HOSPITALITY MANAGER	
Unit-1	MANAGERIAL APPLICATIONS OF COMPUTERS <ul style="list-style-type: none">• Spreadsheet Software and Managerial Applications• Computer and Management Functions• Computer Based Financial Systems• Computer Based Inventory Systems• Computers in Human Resource Management
Unit-2	COMPUTERS AND DECISIONAL TECHNIQUES <ul style="list-style-type: none">• Operations Research and Management Decision Making• Linear Programming – Problem Formulation and Graphical Method• Linear Programming – The Simplex Method
Unit-3	ADVANCED DECISIONAL TECHNIQUES <ul style="list-style-type: none">• Transportation Models• Assignment Models• PERT/CPM
Unit-4	MANAGEMENT INFORMATION SYSTEM <ul style="list-style-type: none">• An MIS Perspective• Information Needs and its Economics• Management Information and Control Systems
Unit-5	SYSTEMS ANALYSIS AND COMPUTER LANGUAGES <ul style="list-style-type: none">• System Analysis and Design• Computer Programming• Programming Languages Application

Workshops & Seminars:

- ❖ Impact of Technology Revolution in Hotel & Food Service Industry
- ❖ Revenue Optimisation through Technology Convergence
- ❖ PERT/CPM Application in Hotel Projects
- ❖ Future Technological Trends in Hospitality Sector

HOSPITALITY MANAGEMENT	
Unit-1	<p>FOOD & BEVERAGE MANAGEMENT</p> <ul style="list-style-type: none"> • Managing Quality in Food & Beverage Operations <ul style="list-style-type: none"> ○ Quality – Definition and Meaning ○ Quality Dimension ○ Quality Assessment ○ Quality Assurance Program ○ Five Gap Analysis • Menu Management <ul style="list-style-type: none"> ○ Menu Planning ○ Menu Costing ○ Menu Engineering ○ Menu Merchandising ○ Menu Pricing • Budgetary Control and Revenue Management • Emerging Trends <ul style="list-style-type: none"> ○ Fast Food Concerns ○ Work Force Issues ○ Diversity ○ Dietary Concerns • Hazard Analysis and Critical Control Point (HACCP)
Unit-2	<p>ACCOMMODATION MANAGEMENT</p> <ul style="list-style-type: none"> • Customer Relationship Management <ul style="list-style-type: none"> ○ CRM & Hospitality defined ○ Customer expectations ○ Service Delivery ○ Wow factor ○ Future trends in service delivery • Market Segmentation • Hospitality Distribution Channels

Semester 1

Unit-3	MANAGING ENVIRONMENTAL ISSUES <ul style="list-style-type: none">• Features of Environmental Management• Safety Standards in Hotels• Security systems in hotels• Role of technology in managing safety, security and energy conservation• Hazard Identification and Risk Management• Disaster Management• Developing energy conservation programs for hotels• Environmental concerns relating to hotel industry• Waste Management• Pollution Control• Water conservation and Rain Water Harvesting• Corporate Social Responsibility
Unit-4	HOSPITALITY ENTREPRENEURSHIP <ul style="list-style-type: none">• Resort Management• Event Management• Recreation and Entertainment Management• Wellness and Spa Management
Unit-5	LAWS AND STANDARDS RELATED TO HOSPITALITY BUSINESS <ul style="list-style-type: none">• Introduction to Laws relating to Hospitality Business• Understanding Laws & Procedures<ul style="list-style-type: none">○ Shops and Establishment Act○ Apprentices Act 1961○ The Employment Exchange Act, 1959○ Cyber Laws – Introduction to information technology law/ cyber space law / privacy rights / current topics in IT Law; on-line access to justice / High Technology Litigation○ Indian Contract Act 1872○ Licenses and Permits○ Food Safety and Standards Authority of India (FSSAI)○ Foreign Exchange Regulations

Seminars & Workshops:

- ❖ Customer Relationship Management
- ❖ Total Quality Management in Service Sector
- ❖ Ecological Impact of Hospitality Ventures (Case Study)
- ❖ Brand loyalty (Case Study)

PROPERTIES DEVELOPMENT AND PLANNING	
Unit-1	<p>TECHNICAL REQUIREMENTS AS ESTABLISHED BY LAW AND NEED</p> <ul style="list-style-type: none"> • Introduction • Developing Business Profile • Project selection • Feasibility Report • Constitution of the Establishment – Type of Business i.e. Sole Proprietorship, Partnership, Companies etc. • Specific Clearances – Land Conversion, Building Approval, Trade Licenses (essential licenses/permits etc.) • Infrastructure requirements – specific clearances from civic bodies • Financial Assistance/Aid • Fire Safety • Pollution Control Board
Unit-2	<p>FACILITIES DESIGN & ANALYSIS</p> <ul style="list-style-type: none"> • Overview of Project Design • Design Consideration – Architectural, Building, etc. • Systematic Layout Planning – Flow of Guest/Staff Movement – Diagrams • Analysis of Areas – Operational, Functional, Administrative • Design of Areas – Overview, Cost Considerations • Star Classification Criteria – Committees & Composition thereof – State/Centre • Facilities Design for other Hospitality Areas e.g., Hostels, Hospitals, Industrial Canteens, Flight Services (including costs & controls)
Unit-3	<p>GLOBAL GREEN INITIATIVE</p> <ul style="list-style-type: none"> • International and Global Accreditation • Incentives
Unit-4	<p>PLANNING FOR SPECIAL GUESTS</p> <ul style="list-style-type: none"> • Special Guests – Meaning and Types • Planning considerations • International Planning guidelines
Unit-5	<p>STUDY OF ARCHITECTURAL FEATURES OF SOME OF THE PROMINENT HOTELS</p>

Workshops & Seminars:

- ❖ Entrepreneurship
- ❖ Venture Capital
- ❖ Pollution Control
- ❖ Facility Design & Planning
- ❖ Green Hotel Concepts

Students will have assignments to prepare the programme documentation for a new hotel or one undergoing major refurbishment.

WEEKLY TEACHING SCHEME

Subject Code	Subject	Credits	Hours			
			L	T	GW/A	Total
MHA-01	Management Functions and Behaviour in Hospitality	4	4	1	3	8
MHA-02	Hospitality Management	4	4	1	3	8
MHA-03	Properties Development and Planning	4	4	1	3	8
MHA-04	Information Management System and Hospitality	4	4	1	3	8
Total		16	16	4	12	32

EXAMINATION SCHEME

Subject Code	Subject	Marks		
		IA	TEE	Total
MHA-01	Management Functions and Behaviour in Hospitality	30	70	100
MHA-02	Hospitality Management	30	70	100
MHA-03	Properties Development and Planning	30	70	100
MHA-04	Information Management System and Hospitality	30	70	100
Total		120	280	400