



**Annamalai University**  
**Annamalainagar**

**FACULTY OF ARTS**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**

**MBA (Hospitality Management)**  
**(Choice Based Credit System)**  
**(FULL-TIME)**  
**(2018 - 2019)**

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**HAND BOOK**

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**ANNAMALAI UNIVERSITY**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**MASTER OF BUSINESS ADMINISTRATION (MBA)**  
**(CHOICE BASED CREDIT SYSTEM)**  
**(2018–2019)**

**REGULATIONS**

**For M.B.A. (Dual Specialisation), M.B.A. (Human Resource Management),  
M.B.A. (Financial Management), M.B.A. (Marketing Management), M.B.A.  
(International Business Management), M.B.A. (Hospitality Management).**

**MASTER'S PROGRAMME**

A Master's Programme consists of a number of courses. Master's Programme consists of a set of compulsory courses (Core Courses) and some optional courses (specialisation and elective courses).

Core courses are basic courses required for each programme. The number and distribution of credits for core courses will be decided by the respective faculties.

Elective courses will be suggested by the respective departments. Elective courses may be distributed in all four semesters.

A course is divided into FIVE units to enable the students to achieve modular and progressive learning.

**SEMESTERS**

An academic year is divided into two semesters, odd semester and even semester. The normal semester periods are:

Odd Semester: July to November (90 Working days)

Even Semester: December to April (90 Working days)

**CREDITS**

The term credit is used to describe the quantum of syllabus for various programmes in terms of weightage and hours of study. It indicates differential weightage given according to the contents and duration of the courses in the curriculum design.

The minimum credit requirement for a two year Master's Programme shall be 90.

**COURSES**

Each course may consist of lectures/ cases discussion / tutorials/ laboratory work / seminars/ assignment / project work/ practical training/ report/ viva voce etc.

**COURSE WEIGHT**

Core and Elective courses may carry different weights. For example, a course carrying one credit for lectures will have instruction of one period per week during the semester, if three hours of lecture is necessary in each week for that course, the 2 credits will be the weightage.

Thus normally, in each of the courses, credits will be assigned on the basis of the lectures / tutorials / laboratory work / field and industrial visits and other forms of learning in a 15 week schedule.

One credit for each lecture period per week

One credit for each tutorial per week

One credit for every three periods of laboratory or practical work per week

One credit for 3 contact hours of project work in a week

One credit for every two period seminar

Two credits for project work / dissertation.

Two credits for tour and industrial visits

### **ELIGIBILITY FOR ADMISSION**

A candidate who has passed the Bachelor's Degree in any subject including the Professional Courses of this University or an examination of any other University accepted by the Syndicate as equivalent thereto.

### **GRADING SYSTEM**

The term grading system indicates a 10 point scale of evaluation of the performance of students in terms of marks, grade points, letter grade and class.

### **DURATION**

The duration for completion of a two year Master's Programme in any subject is of four semesters.

### **STRUCTURE OF THE PROGRAMME**

The Master's Programme consists of:

- Core courses which are compulsory for all the students
- Specialisation or Elective courses which students can choose amongst from courses approved within the department or in other departments of the faculty and other faculties.
- The CBCS elective subjects will be allotted after counseling by a committee of the Head of the Departments under the chairmanship of the Dean.
- Dissertation / Project Work / Practical Training / Field work, which can be done in an organization (Government, Industry, Firm, Public Enterprise etc.) approved by the concerned department.
- Student can take any two specializations (Dual Specialization) and should continue with the same from 2<sup>nd</sup> Semester to 4<sup>th</sup> Semester.

### **ATTENDANCE**

Every teaching faculty handling a course shall be responsible for the maintenance of attendance register for candidates who have registered for the course.

The instructor of the course must intimate the Head of the Department at least Seven Calendar days before the last instruction day in the semester about the particulars of all students who have secured an attendance of less than 80%.

A candidate who has attendance less than 80% shall not be permitted to sit for the End-Semester examination in the course in which the short fall exists. Based on the percentage of attendance reported for every student, internal marks is awarded for each course as given below.

<b>Attendance %</b>	<b>Marks</b>
90 and more	5
80–89	4
70–79	3

## **EXAMINATION**

There will be two sessional assessments and one End–Semester examination during each semester.

Sessional Test–I will be held during sixth week for the syllabi covered till then.

Sessional Test–I will be combination of a variety of tools such as class test, assignment, and paper presentation that would be suitable to the course. This requires an element of openness. The students are to be informed in advance about the nature of assessment and the procedures. However the tests are compulsory. Test I may be for one hour duration. The pattern of question paper will be decided by the respective Faculty. Sessional Test–I will carry 20% of marks out of the session marks 25.

Sessional Test–II will be held during eleventh week for the syllabi covered between seventh and eleventh weeks.

Sessional Test–II will be conducted with a variety of assessment tools. It will also have an element of openness. The students are to be informed in advance about the nature of assessment and the procedures. However the tests are compulsory. Test II may be for two hour duration. The pattern of question paper will be decided by the respective faculty. Sessional Test II carries 20% of marks out of the session marks 25.

There will be one end semester examination of 3 hours duration in each course.

The End Semester Examination will cover full syllabus of the course for 75% of marks.

## **EVALUATION**

Evaluation will be done on a continuous basis. Evaluation may be by objective type questions, Quiz, Short Answers, Essays or a combination of these, but at the End Semester Examination, it has to be a written examination.

The performance of a student in each course is evaluated in terms of Percentage of marks (PM) with a provision for conversion to Grade Point (GP). The sum total performance in each semester will be rated by GPA while the continuous performance from the 2<sup>nd</sup> Semester onwards will be marked by (OGPA).

## **MARKS AND GRADING**

A Student cannot repeat the assessment of Sessional Test I and Sessional Test II. However, if for any compulsive reason, the students could not attend the test, the prerogative of arranging a special test lies with the teacher in consultation with the Head of the Departments.

A minimum of 50% marks in each course is prescribed for a pass. A student has to secure 50% minimum in the End Semester Examination.

If a candidate who has not secured a minimum of 50% of marks in a course shall be deemed to have failed in that course.

The Student can repeat the End Semester Examination when it is offered next in the subsequent odd / even semester till the regulations are in force.

A candidate who has secured a minimum of 50 marks in all the courses prescribed in the programme and earned a minimum of 90 credits will be considered to have passed the Master's Programme.

### GRADING

A ten point rating scale is used for the evaluation of the performance of the student to provide letter grade for each course and overall grade for the Master's Programme.

Marks	Grade Point	Letter Grade	Class
90 and more	10	S	Exemplary
85–89	9.0	D	Distinction
80–84	8.5	D	Distinction
75–79	8.0	D	Distinction
70–74	7.5	A	First Class
65–69	7.0	A	First Class
60–64	6.5	A	First Class
55–59	6.0	B	Second Class
50–54	5.5	C	Second Class
49 or Less	–	F	Fail

The Successful candidates are classified as follows.

First Class–60 % Marks and above in overall percentage of Marks (OPM).

Second Class–50–59% Marks in overall percentage of marks.

Candidates who obtain 75% and above but below 90% of marks (OPM) shall be deemed to have passed the examination in Distinction provided he/she passes all the courses prescribed for the programme at the first appearance.

Candidates who obtain 90% and above (OPM) shall be deemed to have passed the examination in FIRST CLASS Exemplary provided he/she passes all the courses prescribed for the programme at first appearance.

For the Internal Assessment Evaluation, the break up marks shall be as follows:

Test	—	10 Marks
Assignment/ Seminar/ Case Study/ Role Play/ Viva Voce / Short Answers	—	10 Marks
Attendance	—	5 Marks
Total	—	25 Marks

The award of marks shall be as below:

Faculty of Arts, Indian Language and Education	3700 Marks
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## **COURSE-WISE LETTER GRADES**

The percentage of marks obtained by a candidate in a course will be indicated in a letter grade.

A student is considered to have completed a course successfully and earned the credits if he/she secures an overall letter grade other than F. A letter grade F in any course implies a failure in that course. A course successfully completed cannot be repeated for the purpose of improving the Grade Point.

The F grade once awarded stays in the grade of the student and is not deleted even when he/she completes the course successfully later. The Grade acquired later by the student will be indicated in the grade sheet of the odd/even semester in which the candidate has appeared for clearance of the arrears.

A student who secures F grade in any course which is listed as a core course has to repeat it compulsorily when the course is offered next. If it is an elective course, the student has the option to repeat it when it is offered next or to choose a new elective if he/she so desires in order to get a successful grade.

When new elective is chosen in the place of failed elective, the failed elective will be indicated as dropped in the subsequent grade card.

If a student secures F grade in the Project Work/Field Work/Practical Work/Dissertation, either he/she shall improve it and resubmit it if it involves only rewriting incorporating the clarifications of the evaluators or he/she can re-register and carry out the same in the subsequent semesters for evaluation.

## **GENERAL**

In-plant training is being offered for elective students in organizations. The students get the opportunity to interact with the officials in the company environment in their chosen field.

Major project in a company for 45 days by students is compulsory. The project develops research bent of mind among them. The students can select any topic in functional areas. The faculty acts as internal guide. Computer Laboratory consists more than 100 computers. Each student is served with one PC to enable research and academic activities.

Department Library is equipped with 5000 volumes and a number of journals and back volumes. Laboratory and Computer wing function from 10.00 AM to 8.00 PM.

- Placements in Leading Organizations
- Project Placements in Companies
- Computer Training
- Use of Internet and Computers
- Use of Electronic Gadgets in Classrooms
- Case Study Workshops and Consultancy Training
- Arranging Man-meet Programmes
- Short and Long Industrial Tours

- Specialization Training in Industries
- Nominating students in Inter College and University Management Development Programmes
- Entrepreneurial Training Programmes
- Executive Sports arranged annually
- Guest Lectures from Industries
- Back Volumes–Journals and Magazines

#### **ACTIVITIES AS A PART OF MBA PROGRAMME**

- Organizing and participating programmes in other institutions.
- Students Manmeet and Newsletter.
- Leaders Lecture Programme Series.
- Guest Lectures.
- Marketing Simulation games and exercises.
- Industrial Visits.
- Personality and Management Development Programmes.
- Conferences, Colloquiums, Workshops, Seminars and Symposium.
- Placement training and campus placement.
- Management Meets.
- Communication Development and Entrepreneur Development Programmes.
- Entrepreneurship Summit.
- SME projects and summer projects.
- Project Contest.
- Student's Shoppe realtime exercise

**ANNAMALAI UNIVERSITY**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**M.B.A. (HOSPITALITY MANAGEMENT) – TWO YEAR PG PROGRAMME**

**First Year: First Semester**

<b>Course Code</b>	<b>Course Name</b>	<b>Credits</b>	<b>Internal</b>	<b>External</b>
101	Management Process	2	25	75
102	Organizational Behavior	2	25	75
103	Marketing Management	2	25	75
104	Human Resource Management	2	25	75
105	Management Process (CBCS Elective)	3	25	75
106	Tourism – Principles, Policies and Practices	2	25	75
107	Fundamentals of Hospitality Industry	2	25	75
108	Communication Skills and Public Relations	2	25	75
109	Comprehensive viva (Industrial visit)	3	25	75

**First Year: Second Semester**

<b>Course Code</b>	<b>Course Name</b>	<b>Credits</b>	<b>Internal</b>	<b>External</b>
201	Introduction to French as a Foreign Language	2	25	75
202	Financial Management	2	25	75
203	Services Marketing	3	25	75
204	Project, Entrepreneurship and Mgmt. of Small Business	3	25	75
205	Marketing Management (CBCS Elective)	3	25	75
206	Front Office and House Keeping Management	2	25	75
207	Food and Beverage Management	2	25	75
208	ICT for Hospitality	2	25	75
209	Accounting Software (Tally)	2	25	75
210	Interim Training Cum Viva (Travel Industry)	3	25	75



**Second Year: Third Semester**

Course Code	Course Name	Credits	Internal	External
301	Soft Skills for Hospitality	4	25	75
302	Event management	3	25	75
303	Travel Agency and Tour Operations	2	25	75
304	Legal aspects in Hospitality Management	2	25	75
305	Training and Development (CBCS Elective)	3	25	75
306	Food Safety and Quality Management	3	25	75
307	Hotel Management	2	25	75
308	Lab for SPSS	2	25	75
309	Project Viva	3	25	75

**Second Year: Fourth Semester**

Course Code	Course Name	Credits	Internal	External
401	Hotel Operations	2	25	75
402	Indian Culture and Heritage	2	25	75
403	Customer Relationship and Services Management	3	25	75
404	Resort Planning and Development	3	25	75
405	Entrepreneurship Management (CBCS Elective)	3	25	75
406	Food and Beverage Control	2	25	75
407	Accommodation Management	2	25	75
408	Hospitality Strategic Management	2	25	75
409	Interim Training Cum Viva (Hotel Industry)	3	25	75

- Note** : 1. Industrial Visits /Educational Tour Reports and subjects will be evaluated and examined in the viva.
2. Syllabus for MBA (Hospitality Management) Programmes **Appendix I**
3. The Elective Courses offered by Business Administration Department from Semester I to Semester IV are enclosed in **Appendix II**

4. An Elective Course has to be chosen by a student as per his / her choice. Elective Courses offered by various Departments for the Two Year PG Programmes from Semester I to Semester IV are enclosed in **Appendix III**.

**APPENDIX -1****M.B.A. (Hospitality Management)  
(Choice Based Credit System)****MBA (Hospitality Management) – An Overview**

MBA in Hospitality Management aims to provide various tools and frameworks for preparing competitive strategies in response to increased need of service industry. Particular attention is given to understand the Hotel, Travel and Tourism within which firms operate, and develop suitable management strategies. With Hospitality Management MBA, students can prove their capability and ability in this area, and can enjoy moving into an exciting, rewarding, and fast-paced career in global tourism industry. MBA in hospitality management makes students learn about the skills and knowledge required dealing with global travel, tourism and hotel management, and with this degree students will open a whole new world of opportunities when it comes to their business career.

M.B.A – Hospitality Management by Department of Business Administration, Annamalai University is an intensive course of study that provides the students with the knowledge, skills and practical experience needed to pursue a career in Hospitality Management. This programme is designed to equip the students with specialized knowledge and industry insights to either advancement of the career or to change professional direction. After the end of this course students will be enriched with contemporary global management theories and practices.

MBA in Hospitality Management develops and increase the strategic and integrated views of organizations and management at individual, or at group level. The degree makes students aware of the functioning of the hotel and tourism industry at international level. Develop an advanced understanding of international, ethical and strategic concepts and current theories in the management of tourism management. Students are able to challenge convention by removing subject and functional boundaries, so as to make effective decisions in the absence of complete data.

**Careers**

The job profile of the students of Hospitality Management is to meet various of positions in government, tourism industry, start-ups of motels, hotels, travel agents etc. Managerial positions is star hotels, tourism organizations in India and abroad. This task is to support and develop the organizations by serving better to clients.

**Career Opportunities**

The students graduating in the field of Hospitality Management can have a wide range of career opportunities in the following:

- National and International Hotels
- Travel and Leisure Industry
- Tourism Industry

Students can work as:

- Bell Captain
- Manager, Travels
- Manager, Front desk
- Customer Relationship Manager
- Head, Hospitality.

Senior Administration

- Front Office

Manager Stores

- Manager house keeping
- Manager food and Beverages
- Manager HR
- Business Development Manager
- Tourism Officer
- Quality Assurance Manager

### **Programme Outcomes**

- PO1: Critical thinking
- PO2: Cultivating Cognitive skills required in the job market
- PO3: Effective Communication
- PO4: Familiarity with ICT to thrive in the information age
- PO5: Cultivating aptitude for research
- PO6: Respect for alternate view-points including those conflicting with one's own perspectives
- PO7: Ability to work individually and as members in a team
- PO8: Upholding ethical standards
- PO9: Acting local while thinking global
- PO10: Commitment to gender equality
- PO11: Commitment to Sustainable development
- PO12: Lifelong learning

### **Programme Specific Outcomes**

**After Completion of MBA (Financial Management), students will**

- PSO1: Display competencies and knowledge in the key business functions with a special focus on financial management
- PSO2: Acquire the knowledge of Accounting Software and develop competency to work
- PSO3: Understand the various behavioral theories on Financing, Investing & Dividend decisions that impact the growth of the firm
- PSO4: Have an in depth knowledge on various services and products of Banking and Insurance

- PSO5: Apply quantitative and qualitative decision making skills to financial problems
- PSO6: Analyze the financial performance of an organization applying various tools that aid in decision making
- PSO7: Enhance their knowledge on various financial markets and services to work proficiently with financial markets and institutions

PO/CO	Programme Outcomes												Programme Specific Outcomes								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	
CO1																					
CO2																					
CO3																					
CO4																					
CO5																					

## 101 : MANAGEMENT PROCESS

### Learning Objectives

The objective of this course is

LO1: To impart knowledge in general management practice in an organization.

LO2: To provide managerial skills to students to manage an organization.

LO3: To impart knowledge in management activities like planning, organizing, staffing, directing, motivating and controlling.

LO4: To provide the general outline about the need for controlling in an organization.

LO5: To impart knowledge on the need for communication and different types of communication.

### Course outcomes

Upon completion of the course students will be able to

CO1 Impart knowledge in general management practice like planning, organizing, staffing, directing, motivating and controlling in an organization.

CO2 Understand the need for team work, to work effectively in a team and to act as a global leader.

CO3 Improve the Cognitive skills related to Indian and global Organisation structure and to understand the different levels of management in an organisation .

CO4 Understand the need for quality policy and controlling techniques to be practiced in an organization.

CO5 Improve and develop the communication skills and the need for ethical business practice.

CO6 Develop conflict management plan and to solve the problems in an organization

### Unit-I : Introduction

Evolution of Management thought, Managerial process, Functions, Skills and Roles in an Organization – Decision making and Problem solving - Group decision making.

### Unit-II : Planning

Distinction between operational and strategic planning – Types of plans – Steps in planning – Importance of policies – Types of policies – Principles of policy making – Policy formulation and Administration – Basic area of policy making.

### **Unit–III : Organising**

Authority Relationships – Line authority – Staff authority – Line organization – Pure line and Departmental line organization – Staff relationships – Line and Staff organization – Functional organization – Committee organization – Definition of Authority – Components of authority – Limits of authority – Delegation of authority – Process of delegation – Principles of Delegation – Centralization and Decentralization.

### **Unit–IV : Staffing and Directing**

Staffing Function – Nature and Purpose of staffing – Importance of staffing – Components of Staffing – Selection and Training – The Direction Function – Leadership – Co-ordination – Need for co-ordination – Types of Co-ordination – Principles of Co-ordination – Approaches achieving effective Co-ordination – Problems of Co-ordination.

### **Unit–V : Supervising Control and MBO**

Supervision Function – Position of a supervisor – Qualities of a good supervisor – Role of a Supervisor – Essential requirements of effective supervision – Rensis Likert studies of supervision – Effectiveness – Concept of control – Span of control – An Integrated Control System – Management By Objective – Hierarchy of Objective – Qualitative and Quantitative Objective – Process of MBO – Management by Exception.

### **References**

- 1) Bhushan, Y.K., *Fundamentals of Business Organization and Management*, Sultan Chand & Sons, New Delhi, 2013.
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- 2) Heinz Weihrich, and Mark V. Cannice, Harold Koontz, *Management*, (12th Edition) Tata McGraw Hill, New Delhi, 2008.
- 3) Radha R Sharma, *Change Management and Organizational Transformation*, 2<sup>nd</sup> Edition, McGraw Hill, New Delhi, 2012.
- 4) Ramasamy. T., *Principles of Management*, Himalaya Publishing House, Mumbai, 2004.
- 5) Samuel C. Certo and S. Trevis Certo, *Modern Management*, PHI learning, New Delhi, 2008.
- 6) Stoner J., *Management*, 6<sup>th</sup> Ed., New Delhi, Prentice Hall of India, 1996.
- 7) Williams Chuck, *MGMI, Cengage Learning*, New Delhi, 2013.

### **Outcome Mapping**

PO/CO	Programme Outcomes	Programme Specific Outcomes
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	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSOP 1	PSOP 2	PSOP 3	PSOP 4	PSOP 5	PSOP 6	PSOP 7
CO1		√											√						
CO2																√			
CO3									√										
CO4										√						√			
CO5								√						√					
CO6						√													

## 102 : ORGANIZATIONAL BEHAVIOUR

### Learning Objectives

The objective of this course is to

LO1: To learn and understand organizational behaviour concepts and models, moving from

individual behaviour to group behaviour

LO2: To explain the concepts of organizational behaviour and develop effective Human Relations

Policies for effective performance.

LO3: To provide the concepts of attitude, motivation and job satisfaction and related theories.

LO4: To impart knowledge on the personality & personality attributes of employees in an organisation

LO5: To provide the concepts of leadership conflict organizational change

### Course Outcome

Upon completion of the course students will be able to

CO1: Understand individual behavior in organizations, including diversity, attitudes.

CO2: Study job satisfaction, emotions, moods, personality, values, perception, decision making, and motivational theories.

CO3: Recognize group behavior in organizations, including communication, leadership, power and politics, conflict, and negotiations.

CO4: Unleash the organizational system, including organizational structures, culture, human resource and change.

CO5: Analyze the Leadership characteristics, organizational conflicts

CO6: Know the importance of organizational change.

### Unit-I : Introduction and Individual Behaviour

Organization Behavior – Definition and Meaning – Models of Organizational Behavior – Hawthorne Experiments – Personality Determinants – Type A/B personality – Theories of Personality – Values – Types of Values – Perception – Elements of Perception – Perceptual Errors – Learning – Theories of Learning – Learning Curve.

### Unit-II : Work Attitude, Motivation and Job Satisfaction

Attitudes – The ABC Model – Work attitudes – Motivation – Theories of Motivation – Job Satisfaction – factors - Causes of Dissatisfaction.

### Unit-III : Leadership and Counselling

Leadership – Leaders Vs Manager – Leadership theories – Leadership styles – Power – Sources of power – Conflict – Causes – Resolution strategies and Types of

conflict – Interpersonal / Intra Group Conflict – Transactional Analysis – Counselling – Types of Counselling.

#### Unit–IV : Group Dynamics

Defining and Classifying Groups – Work group behaviour – Techniques for group decision making – Advantages and disadvantages of group decision making – Participation in decision making – Factors that influence group effectiveness – Empowerment and self managed teams.

Stress – Causes of stress – Stress reduction strategies.

#### Unit–V : Organisation Change and OD

Organization change – Meaning – Models of change – Resistance to change – Managing planned change organizational culture – Factors influencing Organizational Culture – Organizational Climate – Dimensions of Organizational Development – OD Cycle.

#### References

- 1) Debra L. Nelson, James Campbell Quick, Preetam Khandelwal, *Organizational Behavior*, Cengage Learning, New Delhi, 2012.
- 2) Jarold Greenberg, Robert A Baron, *Organizational Behavior*, PHI Learning, New Delhi, 2010.
- 3) John Newstrom, Keith Davis, *Organizational Behavior – Human Behaviour at Work*, Tata McGraw Hill Publication, New Delhi, 2006.
- 4) Kavita Singh, *Organizational Behavior*, Pearson, New Delhi, 2012.
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- 7) Stephen P. Robbins, Timothy Judge, *Organizational Behavior*, Phi Learning, New Delhi, 2007.
- 8) Thomas Kalliath, Paula Brough, Michael O’Driscoll, Mathew J Manimalla, 01.Ling Siu, *Organizational Behavior*, Tata McGraw Hill, New Delhi, 2011.

#### Outcome Mappings

PO/CO	Programme Outcomes												Programme Specific Outcomes							
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	
CO1	√												√							
CO2		√					√							√						
CO3							√									√				
CO4																				
CO5							√												√	
CO6							√													√



## **Learning Objectives**

The objective of this course is to

- LO1: To familiarize with the various concepts in marketing
- LO2: To acclimatize the students about the marketing environment
- LO3: To understand consumer behaviour
- LO4: To analyse the factors influencing consumer decision
- LO5: To develop the ability to design best marketing strategy

## **Course Outcome**

After completion of the course students will be able to

- CO1: Familiar into marketing concept and environment.
- CO2: Built the Critical approach and analyze the market and segmenting markets.
- CO3: Well communicate the authorities about the buyer's opinion towards promotional as well as marketing mix strategies.
- CO4: Analyze the innovative market information and derive insights.
- CO5: Construct the suitable marketing strategies after evaluating the current trend about new products and copyrights.
- CO6: Teach the ethics of marketing to the corporate world and also can explore the purchase decision process.

### **Unit-I : Marketing and its Environment**

Definition – Role of marketing – Concepts of marketing – Production concept – Product concept – Selling concept – Marketing concept – Societal marketing, Relationship Marketing concept; Tasks of Marketing; Marketing Environment – Macro and Micro Environment – Marketing strategies – Market Leader Strategies – Market follower Strategies – Market Challenger Strategies and Market Niche Strategies.

### **Unit-II : Market Analysis and Segmentation**

Market Analysis – Types of Markets – Marketing mix elements – Market Portfolio Planning – Demand forecasting methods – Survey – Buyer's opinion – Composite Sales force opinion – Experts opinion – Market test method.

Market Segmentation – Bases of Segmenting Consumer Market and Industrial Market – Target Marketing – Product differentiation – Market Positioning Strategy.

### **Unit-III : Product and Pricing Strategies**

Product – Classification of consumer goods and Industrial goods – Product lines – Product Life Cycle – New Product Development – Launching New Product – Product Innovation; Brand – Types; Packaging – Labeling Trade Marks – Copyrights – Patents. Pricing Strategy – Methods of Setting Price – Discounts and Allowance – Price of.

### **Unit-IV : Physical Distribution and Promotion**

Marketing Channels – Direct Marketing – Industrial Marketing – Network Marketing – e-marketing – B2B – B2C – Distribution Network – Channel Management – Retailing – Wholesaling – Promotions– Advertising – Publicity – Sales Promotion Methods – Sales force Management – Qualities of Sales Manager – Performance Evaluation of Marketing Programmes; Marketing Research – Process – MIS; Ethics in Marketing – Consumerism – Environmentatism – Global Marketing – Services Marketing.

### **Unit-V : Consumer Behaviour and CRM**

Consumer Behaviour – Factors influencing Consumer Behaviour – Demographics – Psychographics – Behavioural – Psychological influence – Purchase decision process –



## 104: HUMAN RESOURCE MANAGEMENT

### Learning Objectives

The objective of the course is

LO1: To introduce the basic concepts to understand the importance of human resource Management

LO2: To provide understanding of the various functions of human resource management

LO3: To Acquaint the application of management functions and principles towards acquisition,

development, retention and compensation of employees.

LO4: To provide the concepts of job analysis and job design

LO5: To impart knowledge on the promotion, job evaluation and compensation issues.

### Course Outcomes

Upon completion of the course students will be able to

CO1: Apply and contribute to the development, implementation and evaluation of Planning of Human Resources, Recruitment, Selection, and Retention.

CO2: Create the design and evaluation of Training and Development Programmes.

CO3: Develop and Facilitate Performance management and Compensation management by upholding ethical standards for sustainable development.

CO4: Critically evaluate and communicate Health, Welfare and safety aspects of employees and organization.

CO5: Appreciate Human Resource aspects of an organization for better decision making.

CO6: Conduct research, prepare report and recommend changes in Human Resource Practices.

### Unit-I: Introduction

Human Resource Management – Importance – Challenges – Line and Staff aspect – HR management activities – Role of personnel manager – Images and qualities of HR manager – Integration of employee/management interests –Environment of Human Resource Management – External forces, Internal forces.

### Unit-II : Job Analysis, Job Design and Human Resource Planning

Job analysis – Content, steps in job analysis, methods of collecting job data,– Job design approaches – Job specification – Human resource Planning – Importance – Factors affecting HRP – Recruitment – Factors affecting recruitment – Recruitment policy – Internal/External sources of recruitment – Methods of recruitment – Selection procedure – Orientation program.

### Unit-III: Training and Performance Appraisal

Distinction between training, development education – Inputs in T&D – Skills, Development – Gaps in training – Training process – on the job and off the job training methods. Training techniques – Management Development – Factors of Appraisal – Traditional methods – Modern methods – MBO process – Appraisal techniques failure – Retention determinants.

### Unit-IV : Promotion, Job Evaluation and Compensation

Promotion – Promotion policy – Types of Promotion – Basis of Promotion – Seniority – Merit – Ability – Transfers – Reasons, principles and types – Separation – Lay off, Resignation, Dismissal, Retrenchment, Voluntary retirement scheme – Job

evaluation – Procedure, Advantages, Limitations – Job evaluation methods – Components of remuneration – Wages and salary, incentives, fringe benefits – Factors affecting employee remuneration – Minimum wage, fair wage and living wage – Executive remuneration.

### Unit–V : Quality of work life and Participative Management

Scope and ways of participation – Staff council, joint council, collective bargaining, Job enlargement/enrichment, suggestion schemes and quality circle – Total quality management – Structure of participative management – Nature and benefits of participation – Quality of work life.

### References

- 1) Aswathappa K., and Sadhna Dash, *International Human Resource Management*, 2<sup>nd</sup> Edition, Mc Graw Hill, New Delhi, 2013.
- 2) Aswathappa, K., *Human Resource Management*, McGraw Hill, 2013.
- 3) Cynthia D. Fischer, Lyle F Schoenfeldt, James B Shaw, *Human Resource Management*, Biztantra, New Delhi, 2004.
- 4) Gary Dessler, *Human Resource Management*, Pearson Education, New Delhi, 2011.
- 5) Gupta. C.B., *Human Resource Management*, Sultan Chand & Sons, New Delhi, 2011.
- 6) Luiz R. Gomez Mejia, David B. Balkin, Robert L. Cardy, *Managing Human Resource*, PHI Learning, New Delhi, 2009.
- 7) Mamoria, C.B. and S.V. Gankar, *Human Resource Management*, Himalaya Publishing House, Mumbai, 2006.
- 8) Rao, P.L., *Comprehensive Human Resource Management*, Excel Books, New Delhi, 2006.

### Outcome Mapping

PO/CO	Programme Outcomes												Programme Specific Outcomes							
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	
CO1	√																			
CO2		√									√	√				√				
CO3								√			√					√				
CO4	√		√								√									
CO5	√	√									√			√				√		
CO6		√		√					√	√	√			√						

## **106: TOURISM PRINCIPLES, POLICIES AND PRACTICES**

### **Learning Objectives**

The objective of the course is

LO1: To realize the potential of tourism industry in India

LO2: To understand the various elements of Tourism Management

LO3: to familiarize with the Tourism policies in the national and international context.

LO4: To provide the concepts of Tourism principles

LO5: To impart knowledge on the development of tourism.

### **Course Outcomes**

Upon completion of the course students will be able to

CO1: Understand the tourism industry.

CO2: Create methods for tourism development in India

CO3: Develop the policies in national and international context

CO4: Evaluate the growth of tourism in India.

CO5: Develop tourism management principles

CO6: Conduct research, prepare report and recommend changes in tourism management practices

### **Unit- I Tourism Overview**

Tourism; Elements, Nature and Characteristics - Typology of Tourism – Classification of Tourists - Tourism network - Interdisciplinary approaches to tourism - Historical Development of Tourism - Major motivations and deterrents to travel.

### **Unit-II Tourism Emerging Areas**

Tourism Industry; Structure and Components: Attractions – Accommodation – Activities – Transportation - F&B – Shopping - Entertainment - Infrastructure and Hospitality – Emerging areas of tourism - Rural, Eco, Medical, MICE, Literary, Indigenous, Wellness, Film, Golf, etc., – Ideals of Responsible Tourism - Alternate Tourism - Case Studies on International Tourism.

### **Unit-III Models**

Tourism Impacts - Tourism Area Life Cycle (TALC) - Doxey's Index - Demonstration Effect – Push and Pull Theory - Tourism System - Mathieson and Wall Model & Leiper's Model - Stanley Plog's Model of Destination Preferences - Demand and Supply in tourism - Tourism regulations - Present trends in Domestic and Global tourism – MNC's in Tourism Industry.

### **Unit-IV Organisation**

Tourism Organizations: Role and Functions of World Tourism Organization (WTO), Pacific Asia Travel Association(PATA) , World Tourism &Travel Council (WTTC) - Ministry of Tourism, Govt. of India, ITDC, Department of Tourism, Govt. of Puducherry, FHRAI, IHA, IATA, TAAI, IATO.

## Unit-V Tourism Policies

Overview of Five Year Plans with special reference to Eleventh Five Year Plan for Tourism Development and Promotion, National Action Plan, National Tourism Policy - Code of conduct for safe and Sustainable Tourism for India.

### References

- 1) Charles R. Goeldner & Brent Ritchie, J.R. (2006), Tourism, Principles, Practices, Philosophies, John Wiley and Sons, New Jersey.
- 2) Bhatia A.K. (2001), International Tourism Management, Sterling Publishers, New Delhi.
- 3) Page J. Stephen & Brunt Paul (2007), Tourism- A Modern Synthesis, Thomson Publishers, London.
- 4) Chuck Y. Gee, James C. Makens & Dexter J. L. Choy (1989), The Travel Industry, Van Nostrand Reinhold, New York.
- 5) Ray Youell (1998), Tourism-an introduction, Addison Wesley Longman, Essex.
- 6) Michael M. Coltman (1989), Introduction to Travel and Tourism- An International Approach, Van Nostrand Reinhold, New York.
- 7) Burkart A.J., Medlik S. (1974), Tourism - Past, Present and Future, Heinemann, London.
- 8) Sunetra Roday, et al (2009), Tourism Operations and Management, Oxford University Press.

### 9) Outcome Mapping

PO/CO	Programme Outcomes												Programme Specific Outcomes							
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	
CO1	√																			
CO2		√									√	√				√				
CO3								√			√					√				
CO4	√		√								√									
CO5	√	√									√			√				√		
CO6		√		√					√	√	√			√						

## 107: FUNDAMENTALS OF HOSPITALITY INDUSTRY

### Learning Objectives

The objective of this course is to

- LO1: To familiarize with the various concepts in hospitality
- LO2: To understand the need of Hospitality
- LO3: To understand consumer behaviour
- LO4: To analyse the factors affecting employability
- LO5: To develop the ability to design best strategy

### Course Outcome

After completion of the course students will be able to

- CO1: Familiar into hospitality marketing concept and environment.
- CO2: Built the Critical approach and analyze the flaws in hospitality industry
- CO3: Gain an overview about the hospitality and tourism industry
- CO4: .Identify the major areas of coverage of hospitality industry
- CO5: Construct the suitable marketing strategies after evaluating the current trend about new products and copyrights.
- CO6: Realize the interrelationship between travel and tourism

### Unit-I: Introduction to Hospitality Industry

The Hospitality Industry – Origin and Growth – Tourism Industry – Importance of Tourism – Industries related to Tourism – Evolution and Growth of the Hotel – Evolution of Tourism – Factors Affecting Hospitality and Tourism Industry – Employment Opportunities in Hospitality.

### Unit-II: Hotel Industry

Clarification of Hotels – Major Departments of a Hotel – Star Ratings of Hotels – Global Standards for Hotels – Managing Other Services – Speciality Resorts – Book Sellers – SPA – Beauty Clinics – Gymnasium.

### Unit-III: Tourism Industry

Definition of Tourism – Features – Types of Tourists – Tourism Activities – Components of Tourism Infrastructure – Elements and Characteristics of Tourism Products- Scope of Tourism – Motivation for Tourism – Relation of hospitality industry with Tourism

### Unit-IV: Travel & Transport

History growth and present status of travel agency – Travel formalities – Linkages and arrangements with hotels, airlines and transport agencies – Transport system – Different types of transport – Impact of Science and Technology.

### Unit-V: Hospitality and Its Related Sectors

Theme Parks – Conventions – Cruising – Special events – recreation and leisure – Tourism and Hospitality in 21st century – Global gaming and Casino operations – Recent trends.

### References:

- 1) Clayton W. Barrows, Tom Powers and Dennis Reynolds. (2012) Introduction to Management in the Hospitality industry. Tenth Edition. John Wiley and Sons, Inc.
- 2) Lockwood.A & Medlik.S, Tourism and Hospitality in the 21st Century, Elsevier, 2001
- 3) Lim Tau, Hema et al., Fundamentals of Hospitality and Tourism Management, e-Book – Open University Malasia, 2009.
- 4) Walker John R, Introduction to Hospitality, Prentice Hall of India, 2001
- 5) Jagmohan Negi, Hotels for Tourism Development, S. Chand, New Delhi.
- 6) Jatashankar R Tewari (2009), Hotel front office operations and Management, Oxford publication New Delhi.
- 7) Gray and Ligouri (2000), Hotel and Motel Management and Operations, PHI, New Delhi.
- 8) Sudheer Andrews (2009), Hotel Front Office Training Manual, Tata McGraw Hill, Bombay.
- 9) John Cousins David Foskett & Caillein Gillespie (2002), Food and Beverage Management, Pearson Education, England.
- 10) Arthur & Gladwell, Hotel Assistant Manager ( London communicate, Barril, Jenkins)

### Outcome Mappings

PO/CO	Programme Outcomes												Programme Specific Outcomes							
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSOP 1	PSOP 2	PSOP 3	PSOP 4	PSOP 5	PSOP 6	PSOP 7	
CO1	√												√							
CO2		√					√							√						
CO3							√									√				
CO4																				
CO5							√												√	
CO6							√													√

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## 108: COMMUNICATION SKILLS AND PUBLIC RELATIONS

### Learning Objectives

The objective of this course is to

LO1: To impart oral and written communication skills through experiential training

LO2: To understand the need of Communication

LO3: To gain comprehensive understanding of the important functions of Public Relations

LO4: To analyse the factors affecting employability

LO5: To acquaint with the etiquettes of business communication.



## Course Outcome

After completion of the course students will be able to

- CO1: Communicate with Clients
- CO2: Conduct Meetings and Deliver presentations
- CO3: Understand the impact of Communication in Media
- CO4: Develop good Public Relations in various feild
- CO5: Understand the importance of Business Communication
- CO6: Face the Challenges in the Business world

### Unit- I Oral communication skills

Public speaking - Group presentations and discussions - Participation in meetings and interviews – Brainstorming - Designing and delivering presentations.

### Unit - II Written Communication Skills

Preparing letters, reports and other executive communications - Methods of achieving effective communication - Measurement of impact of communication – Mass media – Media relations.

### Unit- III Public Relation

Introduction to contemporary public relations — Organizational context of public relations – Social context of public relations – Communication and Public opinion – Principles of persuasion, adjustment and adaptation – PR in Tourism.

### Unit -IV Business Communication

Understanding the foundations of business communication- Characteristics of effective business messages- Writing business proposals – Communication across cultures – Communication challenges in today's work place.

### Unit - V Language Laboratory

Practical exercises & discussions - Body language, Postures, Eye contact, Etiquettes, Voice culture, Scientific temper - Team building - Interpersonal effectiveness.

## References

- 1) Kaul, Asha (2005), Effective Business Communication, PHI, New Delhi.
- 2) Munter Mary (2002), Guide to Managerial Communication: Effective Writing & Speaking, PHI, New Delhi.
- 3) Mandal S.K. (2007), Effective Communication and Public Speaking, Jaico, Mumbai.
- 4) Bovee, Thill & Schatzman (2003), Business Communication Today, Pearson, New Delhi.
- 5) Jenkins I.R. & Jif J.J. (1973), Planning the Advertising Campaign, Macmillan, New Delhi.
- 6) Chunawalla S.A. (2001), Advertising Sales and Promotion Management, Himalaya, Mumbai.

## Outcome Mappings

PO/CO	Programme Outcomes	Programme Specific
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													Outcomes							
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	
CO1	√												√							
CO2				√			√							√						
CO3							√									√				
CO4												√								
CO5		√												√						
CO6							√													√

## 201 INTRODUCTION TO FOREIGN LANGUAGE

### Learning Objectives

The objective of this course is to

LO1: To understand the foreign languages

LO2: To learn the usage of words

LO3: To gain knowledge on French language usage in various places

LO4: To improve the employability skill through French language

LO5: To learn the terminologies used in hotels and in tourism places

### Course Outcome

After completion of the course students will be able to

CO1: Communicate with Clients in foreign language

CO2: Understand the usage of words in french

CO3: Understand the impact of Communication in Media

CO4: Reply for Simple questions

CO5: Understand the terminologies used in hotel industry

CO6: Understand the French culture

### Unit - I Introduction

Spelling with the French alphabet -Nationalities – Professions - Numbers 1-100 - Date and Time – Seasons – Meals – Cloths.

### Unit - II Grammar

Indefinite and Definite articles - Verbs : avoir et être in present tens,e travailler, habiter, s'appeler and venir in present tense; - Vebs in “ future proche” - Possessive adjectives - Negative form: Oui, Non,Si - Pronouns used after prepositions - Pronouns complements directs

### Unit - III Communication

Greetings – presentation, introduction – Interrogation relating to everyday situations – Replying to simple questions – Describing a place – letter writing – Ordering food.

### Unit - IV Terminologies In Hotel Industry

Restaurant Brigade - Hot Plate Language - Kitchen Brigade - Ingredients used in Kitchen - Culinary Terms in French – French gastronomy

### Unit - V French Culture

Facts about France - French culture – Historical personalities – Geography

## References

- 1) Ranjith, Mahitha & Singh, Monica. Apprenons le francais. Saraswathi House Pvt. Ltd. 2nd edition 2007
- 2) S. Bhattacharya. French for Hotel Management & Tourism Industry. Frank Brothers. 2010

## Outcome Mapping

PO/CO	Programme Outcomes												Programme Specific Outcomes							
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSOP 1	PSOP 2	PSOP 3	PSOP 4	PSOP 5	PSOP 6	PSOP 7	
CO1	√											√							√	√
CO2	√					√						√				√				√
CO3	√								√										√	√
CO4		√				√		√											√	√
CO5	√					√													√	√
CO6					√	√				√					√					√

## 202: FINANCIAL MANAGEMENT

### Learning Objectives

The objective of this course is to

- LO1: To educate the concept of finance and its concern with everything that takes place in the conduct of the business.
- LO2: to develop and acquaint the students with the various concepts, techniques, methods of planning and forecasting.
- LO3: To Explain various sources of finance, dividend policy and capital structure.
- LO4: To impart knowledge on the working capital management
- LO5: To provide the financial concepts of capital structure and capital budgeting.

### Course Outcome

After completion of this course, the student should be able to

- CO1: Analyse the functions of finance manager who entails planning, organising, controlling, monitoring and evaluating the financial resources of an organisation to achieve its overall objectives.
- CO2: Describe the characteristics of various sources of long-term financing.
- CO3: Analyse the key issues related to working capital policy and various facets of inventory management
- CO4: Discuss the techniques of Capital budgeting and explore certain advanced issues in capital budgeting.
- CO5: Expound various views on relationship between capital structure and cost of capital.
- CO6: Explore the aspects of dividend decision and describe the determinants of appropriate dividend policy.

### Unit-I : Introduction to Financial Management

Finance function: Meaning – Definition – Scope of Finance function – Goals of Financial Management – Profit maximisation and Wealth maximisation.

### Unit-II : Short – Term Financing

Sources of short term financing: Meaning of working capital – Net working capital – Financing mix approaches – Sources of working capital financing – Importance of cash and liquidity – Determination of cash cycle – Receivable management – Objectives – Formulation of Credit and collection policies - Inventory management – Objectives of Inventory – Determination of optimum level of inventory – Types of Inventory.

### **Unit–III : Long – Term Financing**

Sources of long term financing – Nature of long term financing – Common stock – Preferred stock – Repurchase of shares – Under writing of shares – Rights issue: Meaning – Procedure – Pricing – Underwriting of rights

### **Unit–IV : Dividend Policy Decision and Cost of Capital**

Dividend policy decision: Dividend and Retained earnings – M.M. Model – Walters Model – Dividend practices – Factors affecting dividend policy – Dividend payout ratio – Stock dividend and Stock splits – Issue of bonus shares and its procedure.

Cost of Capital – Significance – Determining component of Cost of Capital – Weighted Average Cost of Capital.

### **Unit–V : Capital Structure and Leasing**

Capital Structure – Features of an appropriate capital structure – Determinants of the capital structure – Modigliani–Miller Hypothesis – Analysis of capital structure in practice (simple problems).

Leasing: Characteristics of leasing – Types of Leasing – Advantages and Disadvantages – Hire-Purchase – Meaning and Characteristics – Hire-purchase Vs Instalment payment.

### **References**

- 1) Prasanna Chandra, *Financial Management: Theory and Practice*, Tata McGraw Hill, 2012.
- 2) Chandra Prasanna, *Financial Management – Theory and Practice*, Tata McGraw Hill Publishing Co., 4<sup>th</sup> ed., New Delhi, 2007.
- 3) Eugene F. Brigham & Joel F. Houston, *Fundamentals of Financial Management*, Cengage, 2011.
- 4) Hanif M, A Mukherjee, *Financial Accounting, Volume III*, Mc Graw Hill, New Delhi, 2013.
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- 6) Kuchhal, S.C., *Financial Management*, Allahabad, Chaitanya Publishing House, 2004.
- 7) Pandey, I.M., *Financial Management*, (9<sup>th</sup> Edition), Vikas Publishing House, 2009, New Delhi.
- 8) Srivastava. R.M., *Financial Management*, Himalaya Publication House, Mumbai, 2010.

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### Outcome Mapping

PO/CO	Programme Outcomes												Programme Specific Outcomes							
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSOP 1	PSOP 2	PSOP 3	PSOP 4	PSOP 5	PSOP 6	PSOP 7	
CO1	√											√							√	√
CO2	√					√						√							√	√
CO3	√								√										√	√
CO4	√	√				√													√	√
CO5	√					√													√	√
CO6	√				√	√													√	√

## 203: SERVICES MARKETING

### Learning Objectives

The objective of this course is to

- LO1: To develop an understanding of the special context and techniques of the marketing of services  
 LO2: To gain knowledge on advanced economies of the world dominated by services.  
 LO3: To enrich the companies view in services  
 LO4: To impart knowledge on the services marketing  
 LO5: To establish and retain the competitive advantage of the market

### Course Outcome

After completion of this course, the student should be able to

- CO1: Understand the importance of services in marketing  
 CO2: Understand the Competitive advantage  
 CO3: Analyse the key issues related to services marketing  
 CO4: Develop strategies in services marketing.  
 CO5: Develop the concepts to improve the services  
 CO6: Findout the key issues in R&D

### Unit- I Introduction

Definition – Service Economy – Evolution and growth of service sector – Nature and Scope of Services – Unique characteristics of services - Challenges and issues in Services Marketing.

### Unit – II Service Marketing Opportunities

Assessing service market potential - Classification of services – Expanded marketing mix – Service marketing – Environment and trends – Service market segmentation, targeting and positioning.

### Unit – III Service Design And Development

Service Life Cycle – New service development – Service Blue Printing – GAP model of service quality – Measuring service quality – SERVQUAL – Service Quality function development.

#### Unit - IV Service Delivery And Promotion

Positioning of services – Designing service delivery System, Service Channel – Pricing of services, methods – Service marketing triangle - Integrated Service marketing communication.

#### Unit - V Service Strategies

Service Marketing Strategies for health – Hospitality – Tourism – Financial – Logistics - Educational – Entertainment & public utility Information technique Services.

#### References

- 1) Chiristopher H.Lovelock and Jochen Wirtz, Services Marketing, Pearson Education, New Delhi, 7th edition, 2011.
- 2) Hoffman, Marketing of Services, Cengage Learning, 1st Edition, 2008.
- 3) Kenneth E Clow, et al, Services Marketing Operation Management and Strategy, Biztantra, 2nd Edition, New Delhi, 2004.
- 4) Halen Woodroffe, Services Marketing, McMillan, 2003.
- 5) Valarie Zeithaml et al, Services Marketing, 5th International Edition, Tata McGraw Hill, 2007.
- 6) Christian Gronroos, Services Management and Marketing a CRM Approach, John Wiley, 2001.
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#### Outcome Mapping

PO/CO	Programme Outcomes											Programme Specific Outcomes									
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSOP 1	PSOP 2	PSOP 3	PSOP 4	PSOP 5	PSOP 6	PSOP 7		
CO1	√		√									√			√					√	
CO2						√						√			√						√
CO3	√			√					√						√						√
CO4		√								√										√	√
CO5	√					√							√							√	
CO6			√		√			√					√							√	

### 204: PROJECT, ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

#### Learning Objectives

The objective of this course is to

LO1: Make understand the frame work for of project and stages involved in it

LO2: Explain the process of developing the project and roles and responsibilities of personnel involved in it.

LO3: Create awareness of the project feasibility and finance involved in it.

LO4: Create awareness of SMME and its role in economy and its developments.  
 LO5: Evaluating the project and to prepare a ground where the students build the necessary competencies and to motivate for a career in Entrepreneurship.

### **Course outcomes**

Upon completion of the course students will be able to

- CO1: Understand and get skill on Project management tools and Information system used in a project.  
 CO2: Impart knowledge on Infrastructure project and Project Identification methods that are practiced in Indian and Global scenario.  
 CO3: Improve cognitive skills on project delays and to resolve conflict in a project.  
 CO4: Understand the role of Entrepreneur and ethical practice in Indian and global scenario.  
 CO5: Develop the leadership skills, communication skills and the ability to work with a project team.  
 CO6: Impart knowledge on Training institute and Financial institution that assist the small scale industry in the sustainable development.

### **Unit-I : Project Planning**

Definition of project – Classifications of projects – Importance – Scope – Project Identification – Idea generation and Screening – Project selection and Planning – Project Formulation – Project life cycle – Project Organisation – Roles and Responsibilities of project manager – Managing project team.

### **Unit-II : Project Feasibility and Project Finance and Evaluation**

Pre-feasibility study – Market and Demand analysis – Feasibility Study: Technical – Commercial – Environmental – Socio economic – Managerial and Financial analysis – Detailed Project Report – Resource Survey – Selection of plant location – Project contracts – Insurance for projects – Project Implementation.

Estimating project time and cost – Cost of capital – Source of finance – Cost control – Project Scheduling and Monitoring – Project Information System and Documents – Project Report – Social Cost Benefit Analysis – Project Evaluation and Performance Review Techniques.

### **Unit-III : Introduction to Entrepreneur**

Definition – Concept – Classification and types of entrepreneurs – Entrepreneurial Traits – Need and Important – Roles and Responsibilities of Entrepreneurs in Indian business context – Entrepreneurial Motivation – Entrepreneurial Development Programme: Contents – Institutions aiding Entrepreneurs – Central and State level Institutions.

### **Unit-IV : Entrepreneurship Environment and Challenges**

Entrepreneurship environment: Social – Cultural – Political – Natural – Geographic – Technological – Economic Environment and its impact on Entrepreneurship – Factors affecting entrepreneurial growth – Globalization and its challenges – Steps to face global challenges – Strategies for the development of women entrepreneurs.

### **Unit-V : Small Business Management**

Small Enterprises – Definition – Classification – Characteristics – Ownership Structures – Steps involved in setting up a small business – Identifying and selecting a good Business opportunity – Market potential analysis – Marketing methods: Pricing and Distribution methods. Sickness in small Business: Concept – Magnitude – Causes and Consequences – Corrective Measures – Government Policy on Small Scale Enterprises – Growth Strategies in small industry: Expansion – Diversification – Joint Venture – Merger and Sub Contracting.

### References

- 1) Clifford F. Gray and Erik W. Larson, *Project Management*, Tata McGraw Hill, New Delhi, 2007.
- 2) Gobalakrishnan, P. & V.E. Ramamoorthy, *Project Management*, MacMillan India Ltd, New Delhi, 2006.
- 3) Khanka, S.S., *Entrepreneurial Development*, S. Chand & Company, New Delhi, 2008.
- 4) Nagarajan, K., *Project Management*, New Age International Publishers, New Delhi, 2007.
- 5) Prasanna Chandra, *Projects*, Tata McGraw Hill, New Delhi, 2007.
- 6) Robert D. Hisrich, Michael P. Peters and Dean A. Shepherd, *Entrepreneurships*, Tata McGraw Hill, New Delhi, 2007.
- 7) Sonatakki, V.C., *Project Management*, Himalayas Publishing House, New Delhi, 2008.
- 8) Vasant Desai, *Dynamics of Entrepreneurial Development and Management*, Himalayas Publishing House, New Delhi, 2008.

### Outcome Mapping

PO/CO	Programme Outcomes												Programme Specific Outcomes							
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CO1:	√												√	√						
CO2:									√											
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CO5:			√																	
CO6:											√									√

## 206: FRONT OFFICE AND HOUSEKEEPING MANAGEMENT

### Learning Objectives

The objective of this course is to

LO1: understand the principles of housekeeping

LO2: To study the flow of activities and functions in today's lodging operation

LO3: To establish the importance of Front office and House Keeping and its role in the



hospitality industry

LO4: to know about the hotels

LO5: Evaluate the house keeping operations

### **Course outcomes**

Upon completion of the course students will be able to

CO1: Understand and get skill on house keeping and front office management

CO2: Impart knowledge on hotel Infrastructure and operations inside it

CO3: Improve skills on front office management

CO4: Understand the role of front office manager

CO5: Develop the, communication skills and the ability to work with a team.

### **Unit - I Introduction**

Hotel industry – Classification of Hotels and other types of Lodging – Hotel Tariff plans – Types of guest rooms and annex – Major departments of a hotel – Organization structure – Duties and responsibilities of Front office personnel – Interdepartment coordination.

### **Unit - II Front Office Operations**

Sections and Layout– Room tariffs and calculation of rates - reservation – registration – Guest services – Check out and settlement – Front office accounting – Night auditing – safety and security.

### **Unit - III Front Office Management**

Evaluating Hotel performance –Revenue per available room – Market share index – Evaluation of hotels by guests; - Yield management – forecasting – Room availability – Sales techniques – Budgetary control.

### **Unit- IV Housekeeping Operations**

Importance of Housekeeping – Organizational structure – Layout – Coordination with other departments - Duties and responsibilities –Hotel guestrooms – contents and cleaning; – public areas – Housekeeping control desk

### **Unit V Housekeeping Management**

Housekeeping expenses – controlling expenses – use of textiles – Linen and uniform room – Laundry – Equipment, agents and process; – Sewing room – ergonomics in housekeeping - pest control and waste disposal – changing trends in hospitality

### **References**

- 1) Jatashankar R. Tewari. Hotel Front Office Operations and Management. Oxford 2009
- 2) G.Raghubalan and Smritee Raghubalan. Hotel Housekeeping Operations and Management. Second Edition. Oxford 2007
- 3) Anutosh Bhakta. Professional Hotel Front Office Management. Tata McGraw Hill 2012
- 4) Casado, M. Housekeeping Management. John Wiley and Sons, Inc. 2000 3. Ahmed Ismail. Front Office Operations and Management. Cengage Learning. 2008

## Outcome Mapping

PO/CO	Programme Outcomes												Programme Specific Outcomes							
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	
CO1:	√												√	√						
CO2:									√											√
CO3:			√																	
CO4:				√																√
CO5:			√													√				

### 207: FOOD AND BEVERAGE MANAGEMENT

#### Learning Objectives

The objective of this course is to

LO1: to know the importance of beverage management

LO2: to know the basic preparation and operations in Kitchen

LO3: To understand the importance of preparing menu

LO4: to know the types of catering services

LO5: understand the process of preparations of beverages

#### Course outcomes

Upon completion of the course students will be able to

CO1: Understand study the empirical foundations and develop a professional orientation toward the practice of food and beverage management as it applies to business, culinary arts and hospitality.

CO2: Impart knowledge on kitchen management

CO3: Improve skills on preparations of beverages

CO4: Understand the role of menu merchandising

CO5: Develop the, communication skills and the ability to work with a team.

#### Objective

##### To Unit- I Kitchen Management

Job description – Hierarchy, Attitude and behavior; - Food premises - Kitchen planning – Basic Preparation and operations – Basic principles of food production - Equipments – Fuels - coordination with other departments.

##### Unit - II Menu

Types of menu – menu planning – Beverage menu - Menu designing – menu merchandising – menu balancing – wine and food pairing.

##### Unit- III Pre – Production

Purchasing procedure – price and quality performance – Purchase specification – Receiving – storing and issuing – stock taking – methods of storage.

##### Unit- IV Food And Beverage Production

Food production methods - Beverage production methods – F & B Service areas - Food and beverage service methods – Specializes services.

## Unit - V Catering Management

Types of catering – fast-food and popular catering – hotels and quality restaurants – industrial catering, hospital catering – basic policies – financial marketing and catering – control and performance management

### References

- 1) Bernard Davis, Andrew Lockwood and Sally Stone. Food and Beverage Management. Third Edition. Elsevier. 1998
- 2) John A. Cousins, David Foskett, Caillein Gillespie. Food and Beverage Management. Prentice Hall. 2002
- 3) Parvinder S.Bali. Food Production Operations. Oxford. 2009
- 4) Denney G. Rutherford and Michael J. O'Fallon. Hotel and Management Operations. Fourth edition. John Wiley & Sons, Inc. 2007
- 5) Krishna Arora. Theory of Cooking. Frank Bros. & Co. 2010

### Outcome Mapping

PO/CO	Programme Outcomes												Programme Specific Outcomes							
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	
CO1:	√										√		√	√						
CO2:							√													√
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CO4:				√							√									√
CO5:			√								√									√

## 208: INFORMATION AND COMMUNICATION TECHNOLOGY FOR HOSPITALITY

### Learning Objectives

The objective of this course is to

- LO1: to know network management system
- LO2: to know the basic preparation and operations in Kitchen
- LO3: To understand the importance of preparing menu
- LO4: to know the types of catering services
- LO5: understand the process of preparations of beverages

### Course outcomes

Upon completion of the course students will be able to

CO1: Understand study the empirical foundations and develop a professional orientation toward the practice of food and beverage management as it applies to business, culinary arts and hospitality.

CO2: Impart knowledge on kitchen management

CO3: Improve skills on preparations of beverages

CO4: Understand the role of menu merchandising

CO5: Develop the, communication skills and the ability to work with a team.

## Unit - I Computing Essentials

Information and Communication Technology Infrastructure – Software, Hardware and Networking; Management Information Systems – Types, Evolution and Benefits;

Database Management- Files, Records, and Fields, Database Management Systems; Multidimensional Databases.

### **Unit - II System Selection & Data Security Maintenance**

Information Needs; Sales Literature; System Requirements; Request for Proposal; Contract Negotiations; Installation Factors; System Security and Data Privacy; Operational Precautions; Risk and Disaster Management; Manual Operations Plans.

### **Unit - III Property Management System**

Property Management Systems - PMS Interfaces Issues, Call Accounting Systems, Categories of Locking Systems, Energy Management Systems and climate control ; Auxiliary Guest Services, Guest-Operated Devices, Fire alarm and security system; Reservation Systems - Electronic Distribution Channels; Intersell Agencies; Central Reservation Systems; Property-Level Reservation; Distribution of Revenues; Rooms Management Module – Room Status, Room and Rate Assignment, Guest Data, Housekeeping Functions, Generation of Reports; Guest Accounting Module – Types, Posting to Accounts, Front Office Audit, Account Settlement, System Update.

### **Unit - IV Restaurant Management System**

Point-of-Sale Technology - POS Order Entry Units; POS Printers; Account Settlement; PCI Compliance; Managing Guest Accounts; POS Software; Automated Beverage Control Systems; Food and Beverage Management Applications - Recipe Management; Sales Analysis; Menu Management; Menu Item Pricing; Integrated Food Services Software; Sales and Catering Applications - Sales Office Automation; Revenue Management; Catering Software;

Accounting Applications - Accounts Receivable Module; Accounts Payable Module; Payroll Module; Inventory Module; Purchasing Module; Financial Reporting Module; Labour Scheduling Applications

### **Unit - V E-Commerce and Emerging Technologies**

The growth of e-Commerce – Technologies and Benefits; e-Commerce business models; Electronic Distribution; Internet Marketing; Social Media and Social Networking; Emerging Trends – Long Tail, M-commerce, SoLoMo, Crowd sourcing, Data Mining, Cloud Computing; Open-Source; Role of e-Governance; e-Payment Systems; Recent and popular Apps.

### **References**

- 1) Collins, G. R., & Cobanoglu, C. (2010). Hospitality Information Technology: Learning How to Use It. Kendall Hunt Publishing Company.
- 2) Tesone, D. V. (2005). Hospitality Information Systems and E-Commerce (1st ed.). Wiley.
- 3) Kasavana, M. L., & Institute, A. H. & L. E. (2012). Managing Technology in the Hospitality Industry with Answer Sheet (EI) (6th ed.). Educational Institute.
- 4) Nyheim, P., & Connolly, D. (2011). Technology Strategies for the Hospitality Industry (2nd ed.). Prentice Hall.

- 5) Zhou, Z. (2003). E-Commerce and Information Technology in Hospitality and Tourism (1st ed.). Delmar Cengage Learning.
- 6) Haag, S., Cummings, M., & McCubbrey, D. J. (2003). Management Information Systems for the Information Age (4th ed.). Mcgraw-Hill (Tx)
- 7) Turban, E., & King, D. (2011). Electronic Commerce 2012: Managerial and Social Networks Perspectives (7th ed.). Prentice Hall.

### Outcome Mapping

PO/CO	Programme Outcomes												Programme Specific Outcomes							
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	
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CO5:				√																

### MBAC 209 : ACCOUNTING SOFTWARE (TALLY)

#### Learning Objective:

- LO 1: To acquaint the students with the practical knowledge with the various techniques, methods, process of accounting data analysis.
- LO 2: To learn the application software of Tally ERP 9.
- LO 3: To impart knowledge of Goods and services Tax (GST)

#### Course outcomes

Upon completion of the course students will be able to

- CO1: Depth knowledge in Tally ERP 9 software and it helps key functions of business.
- CO2: Acquire the effective skills of knowledge in Tally ERP 9 for Inventory master and voucher for decision making process in business.
- CO3: Formulate the new business strategies practice using Tally ERP 9 software.
- CO4: Understand financial data and compare with book keeping trustily information of business.
- CO5: Develop the new ideas for ICT application to enhance the business community like GST, POS.
- CO6: Provide sustainable development of business using Tally ERP 9 software.

#### Unit-I : Basics of Accounting

Types of accounts, Golden Rules of Accounting, Accounting Principles, Concepts and Conventions, Double Entry System of Book Keeping, Mode of Accounting, Financial Statements, Final Accounts – Preparation of Trial balance, Profit and Loss Account, Balance sheet.

#### Unit-II : Fundamentals of Tally.ERP 9

- Getting Functional with tally.ERP 9
- Creation/ setting up of Company
- Features



## **301 - SOFT SKILLS FOR HOSPITALITY**

### **Learning Objectives**

The objective of the course is

**LO1:** To introduce the basic concepts and to explain the importance of Soft Skills.

**LO2:** To provide understanding of the various Soft Skills.

**LO3:** To acquaint various soft skills that would assist students in their career and personal lives.

### **Course Outcomes**

Upon completion of the course students will be able to

CO1: Develop effective communication in oral and written forms.

CO2: Improve their cognitive skills by enhancing learning skills, presentation skills with ICT, problem solving and decision making skills.

CO3: Critically think and evaluate their own self better and build ethical qualities for personal and professional success

CO4: Manage emotions and stress and build team skills for sustainable development in global business environment.

CO5: Analyse conflicts and maintain better interpersonal relationships.

CO6: Develop and incorporate time management and resource management skills to achieve one's own goals.

### **Unit – I Soft skills and Personality Development**

Soft Skills: Meaning and importance- Hard skills versus Soft skills – Self concept: Self awareness, Self development and Self realisation- Power of Positive attitude – Etiquette manners.

Listening: Types of Listening. Effective listening and Barriers to listening – Assertive communication.

### **Unit – II Communication Skills**

Oral communication: Forms, Types of Speeches and Public speaking – Presentation: elements of effective presentation and use of visual aids in Presentation.

Written communication: Strategies of writing – Business letters: forms, structure and formats, - Types of Business letters – memos –agenda and minutes.

Non verbal communication: Body language and proxemics.

### **Unit – III Interpersonal Skills**

Interpersonal skills: Relationship Development and Maintenance and Transactional analysis. Conflict resolution skills: levels of conflict and handling conflict – persuasion – empathy – managing emotions – negotiation: types, stages and skills – counselling skills.

### **Unit – IV Employability Skills**

Goal setting – Career planning – Corporate skills – Group Discussions – Interview skills – types of interview – email writing – Job application – cover letter- Resume preparation.

### **Unit – V Professional Skills**

Decision making Skills – Problem Solving – Emotional intelligence – Team building skills – Team spirit – Time management – Stress Management: Resolving Techniques.

### References

- 1) Ghosh, B.N. Managing Soft Skills for Personality Development (Ed). New Delhi Tata McGraw Hill education Pvt. Limited. 2012.
- 2) Krishna Mohan and Meera Banerjee. Developing communication Skills (2<sup>nd</sup> Edition), New Delhi. Macmillan Publishers India Limited., 2009.
- 3) Neera Jain and Shoma mukherji, Effective Business Communication. New Delhi Tata McGraw Hill education Pvt. Limited. 2012.
- 4) Rao. M.S. Soft Skills – Enhancing Employability: Connecting Campus with Corporate. New Delhi. I.K International Publishing House Private Limited. 2012.
- 5) Ashraf Rizwi.M. Effective Technical Communication. New Delhi Tata McGraw Hill education Pvt. Limited. 2010.

### Outcome Mapping

PO/CO	Programme Outcomes												Programme Specific Outcomes							
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	
CO1:			√																	
CO2:			√	√			√						√					√	√	
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## 302: EVENT MANAGEMENT

### Learning Objectives

The objective of this course is,

LO1: To understand the process of planning, organizing and conducting variety of events successfully.

LO2: To exhibit the history and evolution of events industry in India.

LO3: To impart knowledge in event management activities like planning, administration and marketing.

LO4: To provide the general outline about the internal communications, public relations, networking and media handling.

LO5: To impart knowledge on the event design, transportation, fund management and promotional activities.

### Course outcomes

Upon completion of the course students will be able to,

CO1 Demonstrate the process of planning, organizing and conducting variety of events and to follow up.

CO2 Exhibit the knowledge in event management activities like planning,



- administration and marketing. .
- CO3 Reveal and explicate the history and evolution of events industry in India
- CO4 Depict the knowledge on event design, fund management, transportation and promotional activities.
- CO5 Improve and develop the internal communications, public relation activities, networking and media handling procedures.

#### Unit - I Event

History and evolution, events industry, impact analysis, participants and spectators, balancing impacts, Handling Unethical Behavior,

#### Unit - II Event Marketing

Event planning , pricing and promotion; 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,

#### Unit - III Event Planning & Administration

Sponsorships, screening, budget and controls, fund-raising, negotiation and contracts; role of Government, Negotiation and contracts; Promotional Items, give-aways, Event planning, space management, use of web technology , Develop In-Office and On-Site Ethics and Business Etiquette Policies.

#### Unit- IV 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

#### Unit - V Location & Event Design

Venue Essentials, Creative events concepts, tabletops , other décor props, understanding clients, fundraising galas, Conferences and Conventions, Incentives and Other Special Events, Event Planning Ethics and Etiquette, Protocol, Site selection, requirements and constraints, new venues, ancillaries and amenities, final touches

#### References

- 1) Lynn, Brenda R. Carlos, Event Management.
- 2) Judy, Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management, 2009.
- 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.

### Outcome Mapping

PO/CO	Programme Outcomes												Programme Specific Outcomes							
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CO3			√											√						
CO4										√							√			
CO5							√											√		

### 303: TRAVEL AGENCY AND TOUR OPERATIONS

#### Learning Objectives

The objective of this course is,

LO1: To comprehend the significance of travel agency and tour operation business.

LO2: To disseminate the students about the current trends and practices in the tourism and travel trade sector.

LO3: To develop adequate knowledge and skills applicable to travel industry.

LO4: To analyze the factors influencing travel operations, itinerary planning and development.

LO5: To understand the objectives, role and responsibility of various Travel Trade Associations and their functions.

#### Course Outcome

After completion of the course students will be able to,

CO1: Recapitulate the significance of travel agency and tour operation business.

CO2: Evaluate the current trends and practices in the tourism and travel trade sector.

CO3: Demonstrate the adequate knowledge and skills necessary to travel industry.

CO4: Exhibit the factors that influencing travel operations, itinerary planning and development.

CO5: Delineate the objectives, role and responsibility of various Travel Trade Associations and their functions.

#### Unit-I Introduction to Travel Trade

Travel Trade - Historical Perspectives - Emergence of Thomas Cook and American Express Company - Types of Tour Operators - Wholesale and Retail Travel Agency business - Linkages and Integration with the Principal Service Providers - the Changing Scenario of Travel Trade.

#### Unit-II Travel Agency and Operations

Travel Agency and Tour Operation Business - Functions of Travel Agency - Setting up a full-fledged Travel Agency - Sources of Income of a travel agency - Diversification of Business - Travel Insurance, Forex, Cargo & MICE - Documentation - IATA Accreditation - Recognition from Government.

### Unit-III Itinerary Planning

Itinerary Planning & Development - Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Dont's of Itinerary Preparation - Tour Formulation and Designing Process - FITs & Group Tour Planning and Components - Special Interest Tours (SITs).

### Unit-IV Packages and Cost

Tour Packaging & Costing - Importance of Tour Packaging – Classifications of Tour Packages - Components of Package Tours - Concept of costing - Types of costs - Components of tour cost - Preparation of cost sheet - Tour pricing - Calculation of tour price - Pricing strategies - Tour packages of Thomas Cook, SOTC, Cox & Kings and TCI.

### Unit-V Travel Associations And Roles

Role and Responsibility of Travel Trade Associations: Objectives - Roles and functions of UFTAA, PATA, ASTA, TAAI, IATO, ATAIOI, ADTOI, IAAI, FIYTO, TAFI.

### References

- 1) Chand, M. (2002), Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd., New Delhi.
- 2) Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
- 3) Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279.
- 4) Roday. S, Biwal. A & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.
- 5) Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.

### Outcome Mapping

PO/CO	Programme Outcomes												Programme Specific Outcomes							
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CO1												√	√							
CO2		√														√				
CO3					√										√					
CO4									√											√
CO5			√																√	

### 304: HOSPITALITY LAWS

#### Learning Objectives

The objective of the course is,

LO1: To prepare the students to understand the various laws involved in the hospitality industry.

LO2: To provide technical knowledge on Commercial and Corporate Law with relate to corporate governance.

LO3: To acquaint the rights of guests as buyers of goods, and services including rights of passengers and tourists.

LO4: To provide the latest amendments on Industrial Laws, Consumer Protection Act and VAT.

LO5: To understand about IT Act, Cyber Laws, IPR and Copy Rights In Hospitality Industry.

### **Course Outcomes**

Upon completion of the course students will be able to,

CO1: Delineate the various laws involved in the hospitality industry and the present Scenario of Remedies and Settlement.

CO2: Evaluate the various essential elements of Indian contract act, sale of goods act, negotiable instruments act and relevance of these laws to the hospitality industries

CO3: Develop and Facilitate the rights of guests as buyers of goods, and services including rights of passengers and tourists.

CO4: Critically evaluate the IT Act, Cyber Laws, IPR And Copy Rights with relate to Hospitality Industry.

CO5: Appraise the latest amendments on Industrial Laws, Consumer Protection Act and VAT.

### Unit I Introduction to Hospitality Laws

Definition of law – classification of law – Source of law – Definition of Industry, Employers, Workers and Consumers (Guests) – Their rights and duties – Definition of Hospitality industry – Procedural law – Indian Judicial System- Remedies and Settlement.

### Unit II Commercial and Corporate Law of Hospitality Industry

Company Law - Definition of Company- Nature and Types of Companies - Formation - Powers, Duties and Liabilities of a Director - Corporate Governance. Essential Elements of Contract – Indian Contract Act, 1872. Definition of Sale – Sale of Goods Act, 1930. Salient Features of Negotiable Instruments Act, 1881- Relevance of these Laws to the Hospitality Industries.

### Unit III Travel And Tourism Laws

Rights of Guests as Buyers of Goods, Consumer of Goods and services including rights of passengers and tourists. Standard of Care for their life, body and property. Hospitality practices- compensation for injury for loss- health and safety laws- Essentials of Food and Drug laws. Passport and Visa Laws- Laws related to Foreign Guests.

### Unit IV Industrial Laws, Consumer Protection Act And Vat

The provident fund and miscellaneous provisions act 1952-the payment of gratuity act 1972- Industrial Disputes Act – Payment of Wages Act – Payment of Bonus Act –

Consumer Protection Act – VAT –Service tax- Corporate Tax-FEMA-Customs-RBI guidelines

Unit V Cyber Laws, IPR And Copy Rights In Hospitality Industry

Cyber Crimes– IT Act 2000 – Environmental protection Laws – Definition of Intellectual Property Rights – Copy rights – Trademarks –International Tourism Laws.

#### References

- 1) Legal Aspects of Business, Texts, justiceprudence and cases, Daniel Alburquerque, Oxford University press
- 2) Legal Aspects of Business, Akileshwar Pathak,Tata McGraw –Hill, Fourth Edition
- 3) N.D.Kapoor, Elements of Mercantile Law, Sultan Chand and Company, India, 2006.
- 4) Twomey & Jennings, Business Law: Principles for Today's Commercial Environment. 1st Edition.
- 5) Handbook of Environmental Law, P.B. Sahasranaman, Oxford University Press,

#### Outcome Mapping

PO/CO	Programme Outcomes												Programme Specific Outcomes							
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CO1	√														√					
CO2				√		√								√						
CO3									√									√		
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CO5		√																		√

#### 306: FOOD SAFETY AND QUALITY MANAGEMENT

##### Learning Objectives

The objective of this course is,

LO1: To understand the importance of food safety, personal cleanliness; sanitary practices in food preparation.

LO2: To train the students on investigation, control of illness caused by food contamination (Hazard Analysis Critical Control Points); and work place safety standards.

LO3: To gain comprehensive understanding on food standards, food adulteration & Additives and prevention of food adulteration.

LO4: To analyze general principles of food hygiene, general hygiene practices for commodities, equipment, work area and personnel hygiene practices.

LO5: To acquaint with the recent trends and development in food packaging and technology.

##### Course Outcome

Upon completion of the course students will be able to,

- CO1 Exhibit the food hazards, risks associated with food hazards, contaminants, food hygiene and food preservation.
- CO2 Demonstrate the infirmity caused by food contamination and work place safety standards.
- CO3 Explicate the food standards, food adulteration & Additives and prevention of food adulteration.
- CO4 Portray the general principles of food hygiene, general hygiene practices for commodities, equipment, work area and personnel hygiene practices.
- CO5 Summarize the recent trends and developments in food packaging and technology.

#### Unit I Food Safety

Introduction - Food Hazards – Risks – Contaminants - Food Hygiene - Food preservation, Physical agents, Chemical agents, Use of low temperature in food preservation, Preservation by drying, Preservation of meat, fish & egg using different methods.

#### Unit II Food Microbiology

General characteristics of micro-organisms - common food borne microorganisms- Bacteria, Fungi, Viruses, Parasites; - micro-organisms that bring about useful changes in food, fermentation, vinegar, anti-biotic; - Food poisoning - Food infections - Food borne diseases - preventive measures.

#### Unit III Food Quality

Food standards - need for food laws; - Food adulteration & Additives - Detection of food adulterants, Prevention of food adulteration act standards; - Fruit product order standards - Agmark standards - Indian standards institution - International – Codex Alimentarius, ISO, Regulatory agencies; - HACCP.

#### Unit IV Hygiene And Sanitation

General principles of food hygiene - general hygiene practices for commodities, equipment, work area and personnel; - Hygiene storage – Food spoilage – Food contamination due to pests, cross contamination; - cleaning and disinfection - safety aspects of processing water, waste water & waste disposal.

#### Unit V Recent Trends

Emerging pathogens - Genetically modified foods - Food labelling - Newer trends in food packaging and technology - BSE (Bovine Serum Encephalopathy)

#### References

- 1) Jacob M. Safe Food Handling:A Training Guide for Managers of Food Service Establishments
- 2) James M. Jay, Martin J. Loessner, David A. Golden. (2005). Modern Food Microbiology. Seventh edition. Springer
- 3) Hobbs Betty. Food Processing
- 4) Rangana S. Handbook of analysis and Quality Control for fruits and vegetables. Tata Mc Graw Hill

- 5) World Health Organization. (2000). Foodborne Disease: A Focus for Health Education. Stylus Pub Llc

### Outcome Mapping

PO/CO	Programme Outcomes												Programme Specific Outcomes							
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CO5							√										√			

### 307: HOTEL MANAGEMENT

#### Learning Objectives

The objective of the course is

**LO1:** To prepare the learners with knowledge and skills essential

**LO2:** to understand the various services and functions in hotel industry.

**LO3:** To acquaint various skills that would assist students in their hospitality career

#### Course Outcomes

Upon completion of the course students will be able to

CO1: improve knowledge in Hospitality

CO2: understand the front office operations

CO3: Understand the importance of House keeping in hospitality

CO4: Learn the various functions of Hotel Management

CO5: Learn the need of accountancy in Hotel management

CO6: Develop and incorporate the services in organisation

#### Unit – I Evolution and Network

Evolution of Hospitality Services: Meaning & Nature of Hospitality, Features of Hospitality Services, Structure of Accommodation Industry, Operation of Accommodation Units, Yield Management, Hospitality Industry Network, Determinants of Hospitality Network Demand & Supply for Accommodation in India

#### Unit – II Functions

Management Function in Hotel Industry- Front Office Desk – Front Office Staff – Qualities of Front Office Staff – Hotel Reservation, Housekeeping, Organization Structure, Layout of Housekeeping Department, Functions of Housekeeping Department, Managing Guest Amenities.

#### Unit – III Services and Organization

Food and Beverage Services Outlets – Various Types of Food Services – Restaurant Organization - Equipments - Room Service.

#### Unit – IV Accounting





## 308: LAB FOR STATISTICAL PACKAGES ON BUSINESS DECISION

### Learning Objectives

The objective of the course is

**LO1:** to provide basic knowledge and experience in using statistical packages

**LO2:** to make managerial decisions

**LO3:** To acquaint various statistical skills that would assist students SPSS

### Course Outcomes

Upon completion of the course students will be able to

CO1: improve knowledge in SPSS

CO2: understand the various operations of Statistics in Hotel Management

CO3: Understand the importance of House keeping in hospitality

CO4: Learn the various applications applicable for Hotel Industry

CO5: develop the data structures for Hotel Industry

### Unit-I : Introduction – Basic Research Process

Research methods – Data – Evaluation of measuring Instrument – Scale of measurement – Types of Questions – Sampling methods – Reliability and validity of Questionnaire – Field Procedures.

### Unit-II : Data Editor

Processing of Data – Coding – Variables and variables labels – Rules in Creating Variables Name – Variable Format – Value Labels – Recode Command – Missing Data – Creating and Editing a Data File.

### Unit-III : Hypothesis Testing and Probability Values

Approaches to analyzes – Types of Analysis – Hypothesis Formulation – Hypothesis Testing – Checking of Data – Purification – Modification – Dependent and Independent Variable.

### Unit-IV : Simple Tabulation and Cross Tabulation

Simple Tabulation – Frequencies – Percentage – Charts – Simple Tabulation for ranking type questions – Cross Tabulation – Calculating percentage in a cross tabulation – Cross tabulation of more than two variables – chi-square test for cross tabulation – Measures of the strength of association between variables.

### Unit-V : ANOVA and Design of Experiments

Application – Methods – Variables – Completely randomized design in a one-way ANOVA – Factorial Design with two or more factors – Pair wise test – Independent t-test – Correlation – Regression – Interpretation of Result.

### References

- 1) Kothari, C.R., *Research Methodology*, New Age International Pvt. Ltd., Publishers, New Delhi, 2004.
- 2) Naresh Malhotra, *Marketing Research*, Pearson Publication, 7<sup>th</sup> Edition, 2012, New Delhi.
- 3) Vijay Gupta, *SPSS for Beginners*, VJ Books Inc., 1999.

- 4) Julie Pallant, *SPSS, Survival Manual: A step by step guide to Data Analysis Using SPSS*, 3<sup>rd</sup> Edition, McGraw Hill.
- 5) Vohra, N.D., *Business Statistics*, McGraw Hill, New Delhi, 2013.

### Outcome Mapping

PO/CO	Programme Outcomes												Programme Specific Outcomes							
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSOP 1	PSOP 2	PSOP 3	PSOP 4	PSOP 5	PSOP 6	PSOP 7	
CO1:				√																√
CO2:						√	√			√							√	√		
CO3:															√					
CO4:	√							√												√
CO5:							√													

## 401: HOTEL OPERATIONS

### Learning Objectives

The objective of the course is

**LO1:** To Understand the various reservation systems in Hotel Management

**LO2:** to understand the various services and functions in hotel industry.

**LO3:** To acquaint various skills that would assist students in their hospitality career

### Course Outcomes

Upon completion of the course students will be able to

CO1: improve knowledge in Hospitality

CO2: understand the rooms division in Hotels

CO3: Understand the importance of Restaurant Operation

CO4: Learn the concept of Hotel Engineering

CO5: Understand the hotel operations

### Unit I Reservation & Registration

Sources and modes of reservation, Types of plans, types of room rate, Discount and allowances, Group reservation, Fore-casting room reservation, Walk - in reservation, Reservation chart and guest history card, Registration of guest at reception, Guest registration card, arrival and departure register, C- Form, Lobby errand card, arrival and departure report.

### Unit II Rooms Division

Functions of front office and house keeping department, Hierarchy of front office and housekeeping department, their Attributes, duties and responsibilities, Interdepartmental coordination, Departmental layout of Housekeeping, Functions of various Departments of Housekeeping and front office, yield management: concept & function.

### Unit III Restaurant Operations

Restaurant equipments: Types, standard sizes, care, cleaning and Polishing of various equipments, Duties of a waiter, mise-en -scene and mise - en -place, Welcoming the guest, Rules to be observed while laying a table and waiting at a table Different Types And Styles Of Services - Silver Service, American Service, English, French, Russian, Buffet, Counter, Cafeteria, Food Courts, Room Service and Bar Service.

### Unit IV Hotel Engineering

Electricity – sources, safety, uses; Water supply – Removal of contaminants, distribution system, plumbing; Heating – Insulation, types of fuels, heating system; Ventilation and Air Conditioning – Elevators and escalators – other engineering functions.

### Unit V Hotel Operations

HOTEL OPERATIONS IN INDIA: Leading multinational hotel chains operating in India, Public sector in Hotelling Business – Role, Contribution & Performance, Time share establishments

### References

- 1) S.K.Bhatnagar, Front Office Management, Frank brother Publisher
- 2) Sudhir Andrews Front Office Training Manual, Tata Mcgraw Hill
- 3) Sudhir Andrews, Hotel H. K. Training Manual, Tata Mcgraw Hill
- 4) Manoj Madhukar, Professional House Keeping-Rajat Publications

### Outcome Mapping

PO/CO	Programme Outcomes												Programme Specific Outcomes							
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	
CO1:	√																			√
CO2:			√				√			√			√					√	√	
CO3:																				
CO4:	√										√									√
CO5:						√														

### 402: INDIAN CULTURE AND HERITAGE

#### Learning Objectives

The objective of the course is

LO1: To study the richness and diversity of Indian culture

LO2: To evaluate the contemporary trends of India culture

LO3: To acknowledge and appreciate the co-existence of different cultural and religious practices of India.

#### Course Outcomes

Upon completion of the course students will be able to

CO1: Understand our Culture

CO2: Learn the heritage practices

CO3: Understand the importance of historical Architectures

CO4: Learn the concept of Exhibitions and displays

CO5: Understand the importance of Culture in Tourism

#### Unit – I Culture

Glimpses of Indian cultural history – Pre and Post Vedic periods - Ancient Indian Literatures - Sacred Literature - Secular Literature - Ancient Society & Culture – Ashramas - Varna System – Purushartha - Indian vs. Western Culture.



## 403: CUSTOMER RELATIONSHIP AND SERVICES MANAGEMENT

### Learning Objectives

The objective of the course is

**LO1:** To understand the nuances of customer relationship management

**LO2:** to familiarize with the issues of service management and global context

**LO3:** Able to manage a market oriented service organization

### Course Outcomes

Upon completion of the course students will be able to

**CO1:** Learn the Customer Relationship in Tourism

**CO2:** Importance of maintaining Data in Tourism

**CO3:** Evaluate the Services in Tourism

**CO4:** Know the importance of Data Analysis

**CO5:** Understand the need of Service Quality

### Unit I Understanding the Customers

Customer Relationship Management in Tourism – Customer Acquisition and Retention – Customer Loyalty - Customer Profitability and value Modeling – Customer Satisfaction Measurement - Customer Feedback and Service Recovery.

### Unit II Data Sharing

Managing and Sharing Customer data - Customer Information Databases – Ethics and Legalities of data use – Data Warehousing and Data Mining – Data Analysis – Market Basket Analysis (MBA) – Click Stream Analysis - Personalization and Collaborative Filtering.

### Unit III Services

Marketing of Services – Tourism as a Service - Characteristics of Services – Classification of Services – Building Service Aspirations - Consumer Behaviour in Service Encounters.

### Unit IV Tourism

Tourism as a major component of Service Sector – Service Design and Development – Technology as an enabler of Service - Service Development and Design, Using Technology as an enabler of Service.

### Unit V Service Quality

Service Delivery – Types and Causes of Service Quality Gaps – Measuring and Improving service Quality - Strategies to resolve the gaps.

### References

- 1) Christopher Lovelock & Jochen Wirtz (2004), Services Marketing, Pearson Education, Delhi.
- 2) Gilmore (2004), Services Marketing and Management, Response Books, New Delhi.
- 3) Zeithmal, Parasuraman & Berry – Delivering quality service, The Free press, New York.

- 4) Andry Silmore (2001), Services Marketing & Management, Response Books, Sage Publications, Delhi.
- 5) Jagdish Seethi, Etal (2000), Customer Relationship Management. Stancles A.Brown, Customer Relationship Management, John Wiley & Sons.
- 6) Lovelock (2003), Services Marketing – People, Technology & Strategy, Pearson Edn, Singapore.
- 7) Iqbal S. Sachdeva (2009), Public Relations Principles and Practices, Oxford University Press, New Delhi.

### Outcome Mapping

PO/CO	Programme Outcomes												Programme Specific Outcomes							
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	
CO1:	√																		√	√
CO2:			√							√						√				√
CO3:						√			√											√
CO4:	√						√				√					√				√
CO5:				√		√													√	

## 404: RESORT PLANNING AND DEVELOPMENT

### Learning Objectives

The objective of the course is

**LO1:** To make the learners with knowledge and skills essential to plan resort and development.

LO2: to familiarize with the issues of resort development

LO3: Able to Plan business environment

LO4: to understand the various types of Resorts

### Course Outcomes

Upon completion of the course students will be able to

CO1: Learn the Customer Relationship in Tourism

CO2: Importance developing Resorts in Tourism

CO3: Learn to frame the organisational structures

CO4: Know the importance methods of developing resorts

CO5: Understand the need of planning strategies for resort development

### Unit – I Introduction

Resort: Concept, Evaluation. Scope, Trends and development. Roles of Resorts in Tourism and Hospitality, Nature of Demand of Resort.

### Unit – II Organization

Deferent Types of Resorts- Product, Functional specifications. Strategy and organizational structures.

### Unit – III Planning

Resort Planning: Location, Feasibility analysis, Architecture, Macro & Micro business environment. The five phases of Resort planning and development.

### Unit – IV Analysis

Economic analysis of Resort operation and Forecasting.

### Unit – V Implementation

Impact analysis of Resorts: Social Impact, the economic impact, physical and environmental.

### References

- 1) Gee Chuck Y., Resort Development and Management -
- 2) Stipnauk, David M. and Roffman, Harold, Facilities Management
- 3) Lawson , Hotels and Resorts: Planning, Design and Refurbishment

### Outcome Mapping

PO/CO	Programme Outcomes												Programme Specific Outcomes							
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	
CO1:				√			√												√	√
CO2:			√							√						√				√
CO3:		√			√				√				√							√
CO4:	√						√			√						√				
CO5:			√			√													√	

## 406: FOOD AND BEVERAGE CONTROL

### Learning Objectives

The objective of the course is to

**LO1:** Gain knowledge on various Food and Beverage control aspects.

LO2: Know the significance of control and cost control in the Food and Beverage industry

LO3: . Understand the process of purchase, receiving and storing of Food and Beverages.

LO4: Determine standards, the operating budget, and income/cost control.

### Course Outcomes

Upon completion of the course students will be able to

CO1: Learn the Customer Relationship in Tourism

CO2: Develop the standards in Food and Beverages

CO3: know the of storing food and Beverages importance

CO4: Know the importance methods of developing inventory control system

CO5: Understand the need of planning strategies operating budget

### Unit II Procurement, Production And Service Control

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

### Unit III Financial Control

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

### Unit IV Control System

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 Checklist – Frauds in Purchasing, Receiving, Storing, Issuing, Preparing and Selling.

### Unit V Inventory 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.

### References

- 1) Richard Kotas & Bernard Davis, Food and Beverage Control, Springer, 1981
- 2) Bernard Davis & Sally Stone, Food and Beverage Management, Routledge, 5th Edition, 2001
- 3) Bernard Davis, Andrew Lockwood and Sally Stone, Food and Beverage Management, Butterworth - Heinemann, 3rd Edition, 1998.

### Outcome Mapping

PO/CO	Programme Outcomes												Programme Specific Outcomes							
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSOP 1	PSOP 2	PSOP 3	PSOP 4	PSOP 5	PSOP 6	PSOP 7	
CO1:		√					√										√			
CO2:						√				√									√	√
CO3:		√				√			√				√							√
CO4:			√		√					√							√			√
CO5:			√			√													√	√

### 407: ACCOMMODATION MANAGEMENT

#### Learning Objectives

The objective of this course is

- LO1: To impart knowledge in Housekeeping functions , Hospitality Management .
- LO2: To provide managerial skills to students to have knowledge in House keeping, Infrastructure upkeep and practices of green management .
- LO3: To impart knowledge in activities like functional role in different institutions, duties and responsibilities, and green practices
- LO4: To provide the general outline about the need for housekeeping and different HR activities involved.
- LO5: To impart knowledge on the need for House keeping role and its practices



**Course outcomes**

Upon completion of the course students will be able to

- CO1 Impart knowledge in housekeeping functions, roles & responsibilities, managing Human Resources for training and development.
- CO2 Understand the need for Housekeeping in different industries, managing inventories.
- CO3 Improve the Cognitive skills related to Housekeeping, skills and responsibilities.
- CO4 Understand the need for effective practices of Housekeeping in different institutions.
- CO5 Improve and develop the skills required for the industry and the need for green practices.

## Unit I Introduction

Role of Housekeeping in Hospitality Operations: Housekeeping-Layout of Housekeeping Department-Hierarchy of Room divisions-Team work in Housekeeping department. - Scope of Housekeeping in Lodging Industry: Overview. Housekeeping as a business. Housekeeping for different institutions - Airlines, Hospitals, Hostels, Corporate, Industry etc.

## Unit II Housekeeping Functions

Duties & Responsibilities of Housekeeping department: Executive Housekeeper, Asst Executive Housekeeper-Middle level Management-Skill based employee's responsibilities-Communication responsibilities-Total quality innovations-tariffs

## Unit III Infrastructure Management

Interior decoration & design: Elements and Purpose-Fixtures & Furniture's-Carpets & Floor Lighting & Colours-Managing Inventories:-Linen & Uniforms-Cleaning equipments & Agents Budget Process-Safety & Security-pest control-Safety and security.

## Unit IV Hospitality Personnel Management

Managing Human Resources:-Induction and Training-Recruiting, Selecting-Skill Training & Coordination-Motivation & Employee Discipline

## Unit V Green Hospitality

Eco housekeeping – Horticulture - Contemporary spas - Conservation practices and methods- Eco hotels and recent trends- Emerging trends- Practices at private and public sector.

## References

- 1) Sudhir Andrews, Hotel House Keeping Training Manual, Tata Mc Graw Hill Publishers, New Delhi, Edition 2, 2005.
- 2) Hotel Front office & Operations management, Oxford University Press, Jatashankar R.Tiwari
- 3) Matt A. A Casado, Housekeeping Management
- 4) Aleta Nitschke, Marget M.M. Kappa, Managing Housekeeping operations
- 5) Robert J. Martin, Professional Management of Housekeeping operations

- 6) George Trucker, Madelin Schacider, Mary Scoviak, The Professional Housekeeper Rosemary Hurst, Heinemann, House Keeping Management for Hotels,
- 7) Joan C. Branson & Margaret Lennox, Hotel, Hostel & Hospital House Keeping, ELBS David . Allen, Accommodation & Cleaning Services, Volume I & II, Hutchinson

### Outcome Mapping

PO/CO	Programme Outcomes												Programme Specific Outcomes							
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSOP 1	PSOP 2	PSOP 3	PSOP 4	PSOP 5	PSOP 6	PSOP 7	
CO1	√													√						
CO2															√					
CO3								√												
CO4							√										√			
CO5									√				√							

### 408: HOSPITALITY STRATEGIC MANAGEMENT

#### Learning Objectives

The objective of this course is

LO1: To impart knowledge in strategies in Hospitality Management .

LO2: To provide managerial skills to students to analyse Micro and Macro Strategies and its formulation.

LO3: To impart knowledge in different level of strategies and implementation.

LO4: To provide the general outline about the need for strategies and its control.

LO5: To impart knowledge on the need for strategies in Hospitality industry

#### Course outcomes

Upon completion of the course students will be able to

CO1 Impart knowledge strategies in Hospitality Management.

CO2 Understand the need for to analyse Micro and Macro Strategies and its formulation.

CO3 Improve the impart knowledge in different level of strategies and implementation

CO4 Understand the need for strategic direction and formulating strategies with its control

CO5 Improve and develop the emerging trends and its issues

#### Unit I Introduction to Strategic Hospitality Management

Strategic Management–Origin, Concept, Scope and Process; Strategic Thinking; Global competitiveness; Key Players in Indian Hospitality and Tourism Industry.

#### Unit II Micro and Macro Strategic Environment

Analysis of External Stakeholders and the Operating Environment, Organizational Resources and Competitive Advantage - Internal Analysis and Competitive Advantage, Value-Adding Activities, Tangible and Intangible Resources, Financial

Resources, Physical Resources, Human-Based Resources, Organisation Structure and Culture, Knowledge-Based Resources.

### Unit III Strategic Direction and Formulating Basic Strategies

Strategic Direction- Mission Statements, Organizational Vision, Strategy Formulation at the Business-Unit Level-Generic Business Strategies, Competitive Dynamics, Strategic Group Mapping; Concentration Strategies, Vertical Integration Strategies, Diversification Strategies, Mergers and Acquisitions, Strategic Restructuring, Portfolio Management.

### Unit IV Implementing Strategies and Establish Control Systems

Inter organizational Relationships and the Tourism Cluster; Functional-Level Resource Management; Organizational Design and Control- Organizational Structures design, Organizational Control, power and politics.

### Unit V Strategies for Hospitality Entrepreneurship

Strategies for Entrepreneurship and Innovation -Entrepreneurial Start-ups, Innovation and Corporate Entrepreneurship; Global Strategic Management and the Future- Global Strategies, International Market Selection, Global Stakeholders, Emerging Trends; Strategic issues in not-for-profit organisation and Small & Medium Size Enterprises.

### References

- 1) Enz, C. A. (2009). Hospitality Strategic Management: Concepts and Cases (2nd ed.). Wiley.
- 2) Okumus, F., Altinay, L., & Chathoth, P. (2010). Strategic Management for Hospitality and Tourism (1st ed.). Butterworth-Heinemann.
- 3) Olsen, M., & Zhao, J. (Eds.). (2008). Handbook of Hospitality Strategic Management. Butterworth-Heinemann.
- 4) David, F. R. (2010). Strategic Management (13th ed.). Prentice Hall.
- 5) Hill, C. W. L., & Jones, G. R. (2009). Strategic Management: An Integrated Approach (9th ed.). South-Western College Pub.

### Outcome Mapping

PO/CO	Programme Outcomes												Programme Specific Outcomes							
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	
CO1		√											√							
CO2															√					
CO3											√									
CO4															√					
CO5										√				√						

### Appendix - II

#### MBAE 105 : MANAGEMENT PROCESS (CBCS ELECTIVE – I SEMESTER)

#### Learning Objectives

The objective of this course is

- LO1: To impart knowledge in general management practice in an organization.  
 LO2: To provide managerial skills to students to manage an organization.  
 LO3: To impart knowledge in management activities like planning, organizing, staffing, directing, motivating and controlling.  
 LO4: To provide the general outline about the need for controlling in an organization.  
 LO5: To impart knowledge on the need for communication and different types of communication.

### **Course outcomes**

Upon completion of the course students will be able to

- CO1 Impart knowledge in general management practice like planning, organizing, staffing, directing, motivating and controlling in an organization.  
 CO2 Understand the need for team work, to work effectively in a team and to act as a global leader.  
 CO3 Improve the Cognitive skills related to Indian and global Organisation structure and to understand the different levels of management in an organisation .  
 CO4 Understand the need for quality policy and controlling techniques to be practiced in an organization.  
 CO5 Improve and develop the communication skills and the need for ethical business practice.  
 CO6 Develop conflict management plan and to solve the problems in an organization

### **Unit-I : Introduction**

Evolution of Management thought, Managerial process, Functions, Skills and Roles in an Organization – Decision making and Problem solving. Understanding and managing group processes – Group decision making.

### **Unit-II : Planning**

Distinction between operational and strategic planning – Types of plans –Grouping of various types of plans – Steps in planning – Importance of policies – Types of policies – Principles of policy making – Policy formulation and Administration – Basic area of policy making.

### **Unit-III : Organising**

Authority Relationships – Line authority – Staff authority – Line organization – Pure line and Departmental line organization – Staff relationships – Line and Staff organization – Functional organization – Committee organization – Definition of Authority – Components of authority – Rational authority – Traditional authority – Charismatic authority – Limits of authority – Delegation of authority – Process of delegation – Principles of Delegation – Centralization and Decentralization.

### **Unit-IV : Staffing and Directing**

Staffing Function – Nature and Purpose of staffing – Importance of staffing – Components of Staffing – Selection and Training – The Direction Function – Leadership – Co-ordination – Need for co-ordination – Types of Co-ordination – Pooled, Sequential, Reciprocal and Interdependence – Principles of Co-ordination – Approaches achieving effective Co-ordination – Problems of Co-ordination.

### **Unit-V : Supervising Control and MBO**

Supervision Function – Position of a supervisor – Qualities of a good supervisor – Role of a Supervisor – Key Man – Man in the middle – Middle marginal man – Human relations specialist – Essential requirements of effective supervision – Rensis Likert

studies of supervision – Effectiveness – Concept of control – Importance of control – Span of control – An Integrated Control System – Management By Objective – Hierarchy of Objective – Qualitative and Quantitative Objective – Process of MBO – Management by Exception.

### References

- 1) Chand, J.S., *Management: Theory & Practices*, Vikas Publication, New Delhi, 2001.
- 2) Harragan, *Management Concepts and Practices*, Mac Millan India Ltd., New Delhi, 2002.
- 3) Koontz, Weihrich and Aryasri, *Principles of Management*, Tata McGraw Hill, New Delhi, 2004.
- 4) Ramasamy, T., *Principles of Management*, Himalaya Publishing House, Mumbai, 2004.
- 5) Robbins S.P., *Management*, 8<sup>th</sup> ed., Englewood Cliffs, Prentice Hall Inc., New Jersey, 2006.
- 6) Robins & Coulter, *Management*, 7<sup>th</sup> edition, Prentice Hall of India (P) Ltd., New Delhi, 2003.
- 7) Sherlekar, S.A. and V.S. Sherlekar, *Modern Business Organization & Management*, Himalaya Publishing House, Mumbai, 2002.

### Outcome Mapping

PO/CO	Programme Outcomes												Programme Specific Outcomes							
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	
CO1		√											√							
CO2																	√			
CO3									√											
CO4											√					√				
CO5								√						√						
CO6						√														

### MBAE 205 : MARKETING MANAGEMENT (CBCS ELECTIVE – II SEMESTER)

#### Learning Objectives

The objective of this course is to

- LO1: To familiarize with the various concepts in marketing
- LO2: To acclimatize the students about the marketing environment
- LO3: To understand consumer behaviour
- LO4: To analyse the factors influencing consumer decision
- LO5: To develop the ability to design best marketing strategy

#### Course Outcome

After completion of the course students will be able to

- CO1: Familiar into marketing concept and environment.
- CO2: Built the Critical approach and analyze the market and segmenting markets.
- CO3: Well communicate the authorities about the buyer's opinion towards promotional as well as marketing mix strategies.

- CO4: Analyze the innovative market information and derive insights.
- CO5: Construct the suitable marketing strategies after evaluating the current trend about new products and copyrights.
- CO6: Teach the ethics of marketing to the corporate world and also can explore the purchase decision process.

### **Unit-I : Marketing and its Environment**

Definition – Role of marketing – Concepts of marketing – Production concept – Product concept – Selling concept – Marketing concept – Societal marketing, Relationship Marketing concept; Tasks of Marketing; Marketing Environment – Macro and Micro Environment – Marketing strategies – Market Leader Strategies – Market follower Strategies – Market Challenger Strategies and Market Niche Strategies.

### **Unit-II : Market Analysis and Segmentation**

Market Analysis – Types of Markets – Marketing mix elements – Market Portfolio Planning – Demand forecasting methods – Survey – Buyer's opinion – Composite Sales force opinion – Experts opinion – Market test method.

Market Segmentation – Bases of Segmenting Consumer Market and Industrial Market – Target Marketing – Product differentiation – Market Positioning Strategy.

### **Unit-III : Product and Pricing Strategies**

Product – Classification of consumer goods and Industrial goods – Product lines – Product Life Cycle – New Product Development – Launching New Product – Product Innovation; Brand – Types; Packaging – Labeling Trade Marks – Copyrights – Patents. Pricing Strategy – Methods of Setting Price – Discounts and Allowance – Price of.

### **Unit-IV : Physical Distribution and Promotion**

Marketing Channels – Direct Marketing – Industrial Marketing – Network Marketing – e-marketing – B2B – B2C – Distribution Network – Channel Management – Retailing – Wholesaling – Promotions– Advertising – Publicity – Sales Promotion Methods – Sales force Management – Qualities of Sales Manager – Performance Evaluation of Marketing Programmes; Marketing Research – Process – MIS; Ethics in Marketing – Consumerism – Environmentatism – Global Marketing – Services Marketing.

### **Unit-V : Consumer Behaviour and CRM**

Consumer Behaviour – Factors influencing Consumer Behaviour – Demographics – Psychographics – Behavioural – Psychological influence – Purchase decision process – Strategies – Family decision making – Stages in buying process – Dissonance behaviour. Customer Relationship Management.

### **References**

- 1) Biplab S. Bose, *Marketing Management*, Humalaya Publishing, Mumbai, 2010.
- 2) Dawn Iacobucci, Avinash Kapoor, *Marketing Management*, Cengage Learning, New Delhi, 2011.
- 3) Meenakshi, Arunkumar, *Marketing Management*, Vikas Publishing House, New Delhi, 2012.
- 4) Philip Kotler, *Fundamentals of Marketing*, 3<sup>rd</sup> ed., Pearson Publishers, New Delhi, 2001.

- 5) Rajan Saxena, *Marketing Management*, Tata McGraw Hill, Third Edition, New Delhi, 2006.
- 6) RSN Pillai, Bagrati, *Modern Marketing*, S. Chand & Company, New Delhi, 2009.

### Outcome Mapping

PO/CO	Programme Outcomes												Programme Specific Outcomes							
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	
CO1				√																√
CO2	√													√				√		
CO3			√										√							
CO4															√					
CO5																√				
CO6																			√	

### MBAE 305 : TRAINING AND DEVELOPMENT (CBCS ELECTIVE – III SEMESTER)

#### Learning Objectives

#### The Objective of this course is

LO1: To provide an in-depth understanding of the role of Training in the HRD

LO2: To enable the course participants to manage the Training systems and processes.

LO3: To provide an in-depth understanding of management Development.

LO4: To Uphold the ethical issues in training and development programme in India.

#### Course Outcomes

Upon completion of the course, the student will be familiar in

CO1: Roles, Responsibilities and Challenges to Training Managers.

CO2: Acquiring the skill in 'on-the-job training' and 'off-the-job training'

CO3: Develop an understanding in Career planning and Management

CO4: Analyse the need for training in India

CO5: Develop the competencies in Management development programmes

#### Unit-I : Introduction

Concepts of Training and Development – Learning principles – Learning curve – Identifying training needs – Structure and functions of training department – Evaluation of Training programme – Roles, Responsibilities and Challenges to Training Managers.

#### Unit-II : Training Techniques

Techniques of on-the-job training – Coaching – Apprenticeship – Job rotation – Job instruction Training – Training by supervisors – Techniques of off-the-job training; Lectures, Conferences, Group, discussion – Case studies, Role playing, Programmed instruction, T-Group Training – Simulation, Brain Storming, Audio visual lessons – In basket games, Transcendental meditation and Psychodrama.

#### Unit-III : Career – Planning

Concept of Career – Career Stages – Career planning and Development – Need – Steps in Career planning – Methods of career planning and Development – Career problems and solution – Guidelines for Career Management.

#### Unit–IV : MDP and Training Institutions

Concept of Management Development – Need and importance of management Development – Management development process – Components of MD programme – Need for Training in India – Government – Policy on Training – Training institutes in India.

#### Unit–V : MDP Institutions

Management Development Institute: – Management development programmes in public sector and private sector organizations – Productivity councils – Management Associations – Educational Institute – Consultant – Critical appraisal of training and development programme in India.

#### References

- 1) Janakiraman. B, *Training and Development - Indian Text Edition*, Dreamtech Press, 2007.
- 2) KVSS N. Rao, *Training and Development, Creative Common Attribution*, 2012.
- 3) Lynton, R. Pareek, U., *Training for Development*, Vistaar, 2<sup>nd</sup> ed., New Delhi, 1990.
- 4) Raymond Andrew Noe, *Employee Training & Development*, Tata McGraw Hill, International Ed., New Delhi, 1999.
- 5) Robert Craig, *The ASTD Training and Development Handbook: A Guide to Human Resource Development American Society for Training and Development*, USA.
- 6) Rolf Lynton and Udai Pareek, *Training for Development*, Sage Publications India (P) Ltd., New Delhi, 1990.

#### Outcome Mapping

PO/CO	Programme Outcomes											Programme Specific Outcomes								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSOP 1	PSOP 2	PSOP 3	PSOP 4	PSOP 5	PSOP 6	PSOP 7	
CO1													√							
CO2															√					
CO3															√					
CO4																	√			
CO5											√							√		

### MBAE 405 : ENTREPRENEURSHIP MANAGEMENT (CBCS ELECTIVE – IV SEMESTER)

#### Learning Objectives

The objective of this course is to

LO1: Make understand the frame work for of project and stages involved in it

LO2: Explain the process of developing the project and roles and responsibilities of personnel involved in it.

LO3: Create awareness of the project feasibility and finance involved in it.

LO4: Create awareness of SMME and its role in economy and its developments.



LO5: Evaluating the project and to prepare a ground where the students build the necessary competencies and to motivate for a career in Entrepreneurship.

### **Course outcomes**

Upon completion of the course students will be able to

- CO1: Understand and get skill on Project management tools and Information system used in a project.
- CO2: Impart knowledge on infrastructure project and project identification methods that are practiced in Indian and Global scenario.
- CO3: Improve cognitive skills on project delays and to resolve conflict in a project.
- CO4: Understand the role of entrepreneur and ethical practice in Indian and global scenario.
- CO5: Develop the leadership skills, communication skills and the ability to work with a project team.
- CO6: Impart knowledge on Training institute and financial institution that assist the small scale industry in the sustainable development.

### **Unit-I : Entrepreneur**

The Entrepreneur – Definition – Characteristics – Types – Development of Entrepreneur: Training and Development – State participation in financial institutions, Promotional agencies and NGOS.

### **Unit-II : Institution Interaction**

Interaction between Government, Business and Different Chambers of Commerce and Industry in India – Industrial policy resolution – New Industrial policy of the government – Concentration of economic power – Role of multinationals – Foreign capital and Foreign collaborations.

### **Unit-III : Small Business**

Check list for Organising and Operating small business – Entrepreneurs and Business executives – Personnel – Administration and Management development

Small scale industries – Definition – Classification of small scale industries – Government's policy with regard to small scale industries – Its significance in the Indian economy – Problems and possibilities of ancillary industries – Sickness in small scale Industries – Causes and Remedies – Government clearance for establishing a new enterprise.

### **Unit-IV : Finance for Entrepreneurs**

Capital structure and working capital – Management – Role of banks and credit appraisal by banks – Appraisal of new project – Classification of advances – Institutional finance – Small scale industries – Incentives – Institution arrangement and encouragement of entrepreneurship.

### **Unit-V : Marketing in Small Business**

Marketing methods – New product ideas and evaluation – Pricing policy and distribution channel – The public distribution system – Government control over price and distribution – Consumer protection act (CPA) and the role of voluntary organization in protecting consumer rights – Export problems of small scale units.

### **References**



## Appendix - III

## CHOICE OF ELECTIVE COURSES OFFERED BY VARIOUS DEPARTMENTS FOR SEMESTER I OF THE TWO YEAR P.G. PROGRAMMES

Sl.No	Department	Elective Code	Elective Course
1.	English	ENGE 105	Elements of English Grammar
2.	History	HISE 105(1) HISE 105(2)	Cultural Heritage of India Tourism and Travel Management
3.	Political Science	POSE 105 PUBE 105	Indian Government and Politics Indian Constitution
4.	Economics	ECOE 105(1) ECOE 105(2) DESE 105	Economics of Climate Change Indian Economic Development Regional Development
5.	Sociology	SOCE 105	Introduction to Sociology
6.	Commerce	COME 105	Banking Practices
7.	Population Studies	POPE 105	Population Dynamics
8.	Library and Information Science	LIBE 105	Intellectual Property Rights and Right to Information
9.	Philosophy	PHIE 105	Basics in Tourism (TM/EM)
10.	Centre for Rural Development	RUDE 105	Rural Development and Extension
11.	Tamil	TAME 105	nrk;nkhop ,yf;fpaq;fs;
12.	Hindi *	HINE 105(1) HINE 105(2)	Basic Hindi-I Andher Nagari
13.	Linguistics	LINE 105	General Linguistics (TM/EM)
14.	Psychology	PSYE 105	Personality Development
15.	Physical Education	PEDE 105	History, Principles and Foundations of Physical Education

\* There are two options while selecting the Hindi Elective Course:

1. Those students who do not know Hindi can opt for 105(1);
2. Those students who know Hindi can opt for 105(2).

**CHOICE OF ELECTIVE COURSES OFFERED BY VARIOUS DEPARTMENTS FOR  
SEMESTER II OF THE TWO YEAR P.G. PROGRAMMES**

<b>Sl. No.</b>	<b>Department</b>	<b>Elective Code</b>	<b>Elective Course</b>
1.	English	ENGE 205	Effective English Speaking
2.	History	HISE 205(1) HISE 205(2)	General History of India Environmental Studies
3.	Political Science	POSE 205 PUBE 205	Political Science-I Public Administration-I
4.	Economics	ECOE 205(1) ECOE 205(2) DESE 205	Urban Economics Economics in Everyday Life Issues in Development
5.	Sociology	SOCE 205	Sociology of Mass Communication
6.	Commerce	COME 205	Office Management
7.	Population Studies	POPE 205	Tamilnadu Demography
8.	Library and Information Science	LIBE 205	Information Service and System
9.	Philosophy	PHIE 205	Temple Management
10.	Centre for Rural Development	RUDE 205	Self Help Group and Micro Finance
11.	Tamil	TAME 205	ehl;Lg;Gwtpay;
12.	Hindi *	HINE 205(1) HINE 205(2)	Basic Hindi -II Kamayani (Modern Poetry)
13.	Linguistics	LINE 205	Applied Linguistics (EM/TM)
14.	Psychology	PSYE 205	Health Psychology
15.	Physical Education	PEDE 205	Theory and Practice of Cricket and Tennis

\* There are two options while selecting the Hindi Elective Course:

1. Those students who do not know Hindi can opt for 205(1);
2. Those students who know Hindi can opt for 205(2).

**CHOICE OF ELECTIVE COURSES OFFERED BY VARIOUS DEPARTMENTS FOR  
SEMESTER III OF THE TWO YEAR P.G. PROGRAMMES**

Sl.No.	Department	Elective Code	Elective Course
1.	English	ENGE 305	Technical Writing
2.	History	HISE 305(1) HISE 305(2)	History of Indian Freedom Movement Women Studies
3.	Political Science	POSE 305 PUBE 305	i) Political Science-II ii) Public Administration-II
4.	Economics	ECOE 305(1) ECOE 305(2) DESE 305	Economics of Natural Disasters Human Resource Development Women Studies and Development
5.	Sociology	SOCE 305	Social Problems and Social Welfare
6.	Commerce	COME 305	Business Communication and Report Writing
7.	Population Studies	POPE 305	Health Education and Nutrition
8.	Library and Information Science	LIBE 305	Computerized Database and Internet
9.	Philosophy	PHIE 305	Tourism Promotions (EM/TM)
10.	Centre for Rural Development	RUDE 305	Rural Small Business
11.	Tamil	TAME 305	etPd ,yf;fpaq;fs;
12.	Hindi *	HINE 305(1) HINE 305(2)	Functional Hindi Modern Hindi Satire
13.	Linguistics	LINE 305	Language Teaching & Learning (EM/TM)
14.	Psychology	PSYE 305	Counselling Psychology
15.	Physical Education	PEDE 305	Health Education, Safety Education and First Aid

\* There are two options while selecting the Hindi Elective Course:

1. Those students who do not know Hindi can opt for 305(1);
2. Those students who know Hindi can opt for 305(2).

**CHOICE OF ELECTIVE COURSES OFFERED BY VARIOUS DEPARTMENTS FOR  
SEMESTER IV OF THE TWO YEAR P.G. PROGRAMMES**

Sl. No.	Department	Elective Code	Elective Course
1.	English	ENGE 405	English for Competitive Examinations
2.	History	HISE 405(1) HISE 405(2)	Human Rights Gandhian Thought
3.	Political Science	POSE 405 PUBE 405	Legislative Procedures E-Governance
4.	Economics	ECOE 405(1) ECOE 405(2) DESE 405	Labour Economics and Industrial Relations Environmental Audit Globalization and Development
5.	Sociology	SOCE 405	Industrial Relations and Labour Welfare
6.	Commerce	COME 405	Principles of Insurance
7.	Population Studies	POPE 405	Population and Environment
8.	Library and Information Science	LIBE 405	Documentary and Electronic Information Sources
9.	Philosophy	PHIE 405	Comparative Religion (EM/TM)
10.	Centre for Rural Development	RUDE 405	Rural Tourism for Employment
11.	Tamil	TAME 405	jfty; njlh;gpay;
12.	Hindi *	HINE 405(1) HINE 405(2)	Commercial & Business Correspondence in Hindi Hindi Katha Sahitya (Modern Hindi Fiction)
13.	Linguistics	LINE 405	Language and Mass Communication (EM&TM)
14.	Psychology	PSYE 405	Stress Management
15.	Physical Education	PEDE 405	Theory and Practice of Volleyball and Kabaddi
16.	Lifelong Learning	LLEE 405	Comparative Studies in Lifelong Education

\* There are two options while selecting the Hindi Elective Course:

1. Those students who do not know Hindi can opt for 405(1);
2. Those students who know Hindi can opt for 405(2).

