

गोंय विद्यापीठ

ताळगांव पठार,

गोंय - ४०३ २०६

फोन : +९१-८६६९६०९०४८



Goa University

Taleigao Plateau, Goa-403 206

Tel : +91-8669609048

Email : registrar@unigoa.ac.in

Website : www.unigoa.ac.in

(Accredited by NAAC)

GU/Acad -PG/BoS -NEP/2024/562

Date: 27.09.2024

CIRCULAR

Ref. No.: GU/Acad -PG/BoS -NEP/2023/202/2 dated 13.07.2023

In supersession to the above referred Circular, the Syllabus of Semester III to X of the **Master of Business Administration (Integrated) in Hospitality and Tourism** Programme approved by the Standing Committee of the Academic Council in its meeting held on 02nd July 2024 is enclosed. The Syllabus of Semester I and II approved earlier is also attached.

The Dean/ Vice-Deans of the Goa Business School and Principals of affiliated Colleges offering the **Master of Business Administration (Integrated) in Hospitality and Tourism** Programme are requested to take note of the above and bring the contents of the Circular to the notice of all concerned.

(Ashwin V. Lawande)

Deputy Registrar – Academic

To,

1. The Dean, Goa Business School, Goa University.
2. The Vice-Deans, Goa Business School, Goa University.

Copy to,

1. The Director, Directorate of Higher Education, Govt. of Goa.
2. The Chairperson, BoS in Hospitality, Travel and Tourism Studies.
3. The Controller of Examinations, Goa University.
4. The Assistant Registrar UG Examinations, Goa University.
5. Directorate of Internal Quality Assurance, Goa University for uploading the Syllabus on the University website.

**MASTER OF BUSINESS ADMINISTRATION
(INTEGRATED) IN HOSPITALITY AND TOURISM**

Effective from AY 2023-24 under Ordinance OA-39

Programme Objectives:

1. To develop and impart expertise in the field of Hospitality by imparting knowledge in the domain of International Hospitality.
2. To inculcate the skills and expertise in the field of various cuisines around the world.
3. To impart management skills and practices with a special focus on Domestic and International tourism.
4. To inculcate and develop entrepreneurial skills in the field of hospitality and tourism.
5. To impart various skills required for sustainable development of the economy and society.
6. To help generate the development of new tourism products and destinations.
7. To impart managerial skills for efficiently channelizing the resources for tourism destination development and management.

Programme Specific Outcomes:

On successful completion of the MBA(I) programme, students shall be able to:

1. Develop innovative ideas and startups in the field of hospitality and tourism.
2. Design new vistas of tourism and hospitality in Goa and Outside and manage them effectively.
3. Explore new career opportunities in the domain of tourism, travel and hospitality.
4. Identify entrepreneurial opportunities in the field of tourism, hospitality, and allied areas.
5. Conduct research for sustainable destination development and tourism product management.
6. Make use of the acquired skill set in the field of Accommodation Operations, Food and Beverage Management, and Culinary Arts.

Programme Structure for Semester I to X Master Of Business Administration (Integrated) In Hospitality And Tourism										
Semester	Major -Core	Minor	MC	AEC	SEC	I	D	VAC	Total Credits	Exit
I	MGH-100 Hospitality Management (4)	COM-111 Principles and Practice of Management (4)	MGH-131 Cultural Heritage of Goa (3)		MGH-142 Front Office Operations (3 (1T+2P))					
II	MGH-101 Fundamentals of Tourism (4)	MGF-112 Fundamentals of Accounting (4)	MGH-132 Event Management (3)		MGH-141 Food and Beverage Operations (3 (1T+2P))					
III	MGH-200 Food Production Theory -1 (4) MGH-201 Food and Beverage Service (4 (3T+1P))	MGH-211 Human Resource Management (4)	MGH-231 Ethical, Legal and Regulatory Aspects of Tourism (3)		MGH-241 French Language Skills for Hospitality and Tourism (3 (1T+2P))					

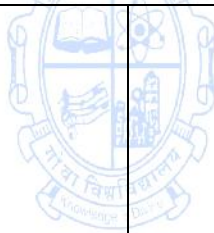
IV	<p>MGH-202 Front Office Theory (4)</p> <p>MGH-203 Food Production Practical (4)</p> <p>MGH-204 Accommodation Operations (4)</p> <p>MGH-205 Accommodation Operations Practical (2)</p>	<p>MGH-221 Internship -1 (4)</p>	<p>Hindi-2 (2)</p>				20	
V	<p>MGH-300 Bakery and Confectionary 04 (3T+1P)</p> <p>MGH-301 Management Information Systems (MIS) in Hospitality</p>	<p>MGH-321 Internship -2 (4)</p>			<p>MGH-361 Internship - 3 (2)</p>		20	

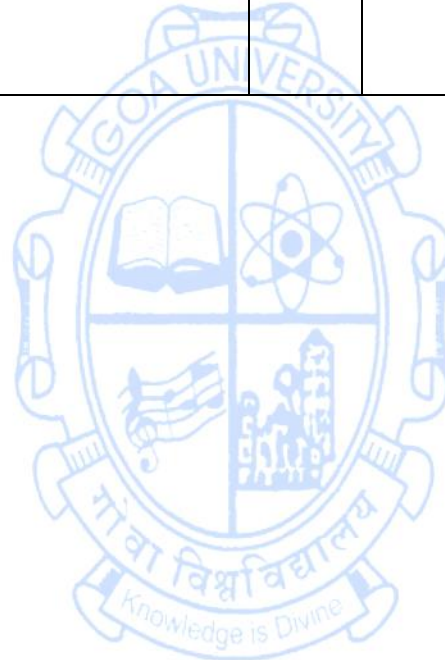
	<p>(4 (3T+1P))</p> <p>MGH-302 Economics of Tourism (4)</p> <p>MGH-303 Goan Cuisine Practical (2)</p>								
VI	<p>MGH-304 Tourism Products of India (4)</p> <p>MGH-305 Entrepreneurship and Startups in Tourism (4)</p> <p>MGH-306 Consumer Behaviour (4)</p> <p>MGH-307 Food Around the World- Practical (4)</p>	<p>MGH-322 Internship - 4 (4)</p>						20	

VII	<p>MGH-400 Food and Beverage Management (4)</p> <p>MGH-401 Front Office Management (4)</p> <p>MGH-402 Tour Operations and Travel Agency Management (4)</p> <p>MGH-403 Hotel Law (4)</p>	<p>MGH-411 Event Planning and Logistics (4 (3T+1P))</p>					20	
VIII	<p>MGH-404 Marketing for Hospitality and Tourism (4)</p>	<p>MGH-412 Total Quality Management (4)</p>					20	


	<p>MGH-405 Airfares and Ticketing (4)</p> <p>MGH-406 Hospitality Cost Control and Inventory Management (4)</p> <p>MGH-407 Advertising Management in Tourism (4)</p>								
IX	<p>MGH-500 Research Methodology (4)</p> <p>MGH-501 Case Writing and Analysis (4)</p>	<p>MGH-511 Destination Development and Product Management (4 (3T+1P))</p>							20

	<p>MGH-502 Qualitative Research Methods (4 (3T+1P))</p> <p>OR</p> <p>MGH-503 Quantitative Research Methods (4 (3T+1P))</p> <p>OR</p> <p>MGH-504 Cultural Tourism Research Methods (4 (3T+1P))</p> <p>(CHOOSE ANY TWO FROM MGH-502, MGH-503 AND MGH-504)</p>									
X	<p>MGH-505 Data Analytics in Hospitality and Tourism (4)</p>					<p>MGH-561 Internship/ Dissertation</p>			20	

	OR MGH-506 Basic Econometrics for Tourism Research (4)				(16)				
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Name of the Programme : M.B.A. (Integrated) in Hospitality And Tourism
Course Code : MGH-100
Title of the Course : Hospitality Management
Number of Credits : 04
Effective from AY : 2023-24

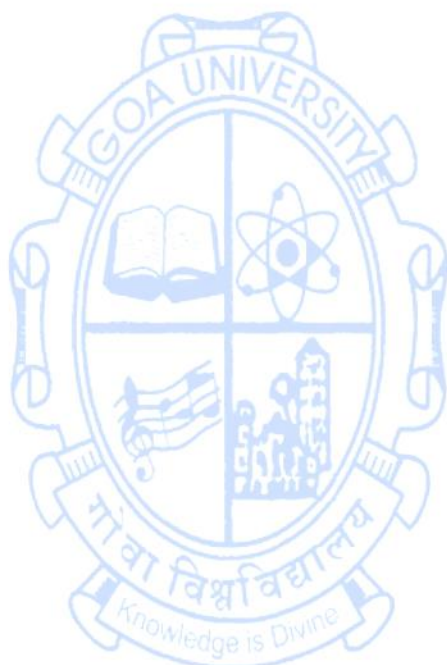
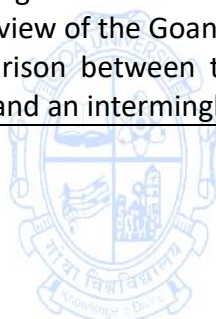
Pre-requisites for the Course:	NIL	
Course Objectives:	The course aims to familiarize students with the core operational departments of hospitality industry.	
	UNIT I: Introduction Introduction to the hospitality industry, evolution, origin, and importance. Introduction to all major hotel chains of the world. Classification of hotels and room types. Qualities and attributes of Front Office and Housekeeping personnel.	15 hours
	UNIT II: Introduction to Front Office and Housekeeping Importance, Organizational Structure, Layout, Coordination with other departments. (F&B Service, F&B Production, Kitchen Stewarding, Engineering, Accounts, Human Resources, Security, Sales and Marketing, Purchase). Field trip to hotels	15 hours
	UNIT III: Introduction to Food and Beverage Service Food Service Industry: Development of food service industry in India. Classification of the food service sectors with examples, features of each sector. Types of restaurants and its features. F&B department: importance, functions and organisation. Duties, responsibilities and qualities of staff. Intra and inter department coordination. Food service equipment: types of cutlery, crockery and glassware. Restaurant equipment: uses, purchase considerations and storage.	15 hours
	UNIT IV: Introduction to Food and Beverage Production Organisation of a professional kitchen, guidelines and requirements of personal hygiene and food safety standards, avoiding food contamination, uniform and protective clothing. Usage of knives, hand tools, heavy equipment in the kitchen. Vegetables - classification of vegetables, pigment and colour changes, effect of different cooking methods on vegetables, controlling changes in texture, flavour, nutrient loss and cuts of vegetables. Classical dishes made using vegetables. Classification, uses of fruits in cooking, usage of processed fruits.	15 hours
Pedagogy:	Teaching and learning strategies will include, but not be limited to, lectures, tutorials, practical, role plays, guest speakers, videos (including online videos), field visits and case studies.	

<p>References/ Readings:</p>	<ol style="list-style-type: none"> 1. G. Raghubalan and S. Raghubalan. Hotel Housekeeping Operations and Management, 3rd Edition 2015. 2. J. R. Tewari. Hotel Front Office Operations and Management, 2nd Edition, 2016. 3. S. K. Bhatnagar. Front Office Management, First Edition 2002. 4. M. Singh, and J. B. George, Housekeeping- Operations, design and management. Jaico Publishing, 2011. 5. S. Andrews, Textbook of Hotel Housekeeping Management and Operations. McGraw Hill Education, 2020. 6. K.C.K. R. Kadam, Housekeeping operations and Management for Hospitality. UDH Publishers, 2013. 7. R., Food and Beverage Service, Oxford University press, Second Edition ,2016. 8. D. Lillicrap and J. Cousins, Food and Beverage Service, Book Power, Eight Edition, 2014. 9. S. Andrews. Food and Beverage Service Training Manual, Tata McGraw Hill Publishing Company Limited, Second Edition,2005. 10. B. George, S. Chatterjee, Food and Beverage Service and Management, Jaico Publishing House, 2016. 11. T. E. Philip, Modern cookery, Vol.1., Orient Black swan Private Limited, Sixth Edition 2010 12. T. E. Philip, Modern cookery, Vol.2. Orient Black swan Private Limited, Sixth Edition, 2010 13. P. Singh. Bali, Food Production Operations, Oxford Publication, 2016.
<p>Pedagogy:</p>	<p>Teaching and learning strategies will include, but not be limited to, lectures, tutorials, role plays, guest speakers, videos (including online videos), and case studies.</p>
<p>Course Outcomes:</p>	<p>At the end of the course the students will be able to:</p> <ol style="list-style-type: none"> 1. Classify Hotels. 2. Analyse the operations of the rooms division in hospitality industry. 3. Identify the Food Production department organization and equipment used. 4. Classify the Food service industry, identify duties and responsibilities of F&B department and envisage the use of equipment in the food service areas.


Name of the Programme : M.B.A. (Integrated) in Hospitality And Tourism
Course Code : MGH-131
Title of the Course : Cultural Heritage of Goa
Number of Credits : 03
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	The aim is to introduce the student The Culture and Heritage of Goa, The Traditional Cuisine, Culture and age-old Traditions of Goa from the Hospitality and Tourism point of view.	
	UNIT I: Geographic Specialty of Goa. The basic topography of Goa and social assets in Goa.Sahyadri Range/ Western Ghats of Goa. Goan traditional architecture of temples, churches, mosques,palaces, forts and monuments of Goa. Modes of housing and modes of transportation in Goa.Flora and fauna of Goa. Intangible heritage phrases, idioms from Goan society. Customs of birth and death and significance of Goan names.	15 hours
	UNIT II: Goan Customs and Traditions Goan weddings: customs and traditions, age old customs and traditions of Goans. Portuguese Era: Influence of Portuguese elements on Goan culture and Society, Gaunkari System and Comunidades. Pre-Portuguese Goan culture: dress, cuisine, drinks and amusement. Liberation movements and post Portuguese era, revolts during Portuguese rule, Operation Vijay. State administrators, language issue, opinion poll,Goan identity, medium of instructions.	15 hours
	UNIT III: Traditional Folk Art and Cuisine of Goa Goa's folk performing Arts and Theatres. Traditional Music, Folk Dances and Theatre of Goa.Goan Traditional Ornaments and Jewellery, Goan Dressing Styles and Attire. Authentic Cuisine of Goa: The culinary art and food in Goa and cultural effects on ethnic cuisine. Traditional Trades and occupations of Goa. Traditional Folk Games of Goa. Festivals of Goan Hindus, Christians and Muslims.	15 hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures/ tutorials/ field-work/ outreach activities/ project work/ viva/seminars/ term papers/ assignments/ presentations/ self-study/ case studies or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/ Readings:	1. Dr. Phaldessai.S, Dempo. V,Kaleidoscopic Goa: A cultural atlas. Education andResearch Foundation. 2018. 2. Ramani, S. Operation Vijay. Broadway Book Centre. 2012. 3. Lobo P J, Magnificent monuments of Old Goa. Rajhauns Vitaran. 2018. 4. Mitragotri V.R, A Socio-Cultural History of Goa: From the Bhojas to the Vijayanagar. Institute Menezes Braganza Institute 1999. 5. Kerkar. R Natural History of Goa- Broadway Publication. 2017. 6. Maria Lourdes Bravo Rodrigues, Feasts, Festivals and Observances in	

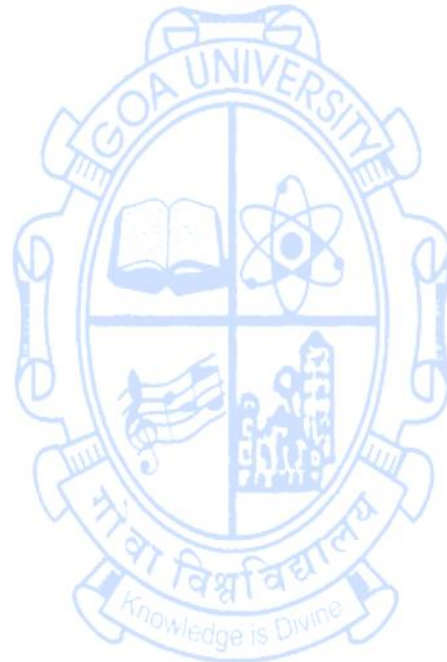
	Goa. Land Publications. 2004.
Course Outcomes:	<p>At the end of the course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Develop the ability to appreciate the Rich Goan culture and Tradition, with an intention to document and record the same. 2. Seek and also create cross reference/s of the Goan tangible and intangible heritage. 3. Have a holistic view of the Goan culture. 4. Draw a comparison between the pre- Portuguese and Portuguese styles of living and an intermingling of both the cultures.




Name of the Programme : M.B.A. (Integrated) in Hospitality And Tourism
Course Code : MGH-142
Title of the Course : Front Office Operations
Number of Credits : 03 (1T+2P)
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	The course aims to familiarize students with the Front Office Operations of the hospitality industry.	
	UNIT I: Introduction to Front Office Operations Hotel tariff plans. Types of guest rooms. Front Office organization: layout, sections and responsibilities of Front Office. Duties and responsibilities of Front Office personnel. Qualities of Front Office personnel.	15 hours (Theory)
	UNIT II: Reservation Practicing effective verbal and nonverbal communication (facialexpressions, posture, body language). Practicing telephone etiquette. Handling reservations. Amendment and cancellation of reservation.	15 hours (Practical)
	UNIT III: Learning Various Vouchers Registration Card, Reservation Form, Amendment Slip, Cancellation Slip, Arrival/departure notification slip, VIP amenities voucher, Miscellaneous charge voucher, Allowance voucher, paid out voucher, Message slip.	15 hours (Practical)
	UNIT IV: Pre- registration and Preparation for Guest Arrivals Pre-registration of FIT guests and groups. Preparation for FIT/ Group/ VIP guests. Preparation for guest arrivals using standard operating procedures.	15 hours (Practical)
	UNIT V: Guest Registration and Guest Services Welcoming, handling the luggage, registering and allotting rooms to different categories of guests. Message and mail handling, Paging, baby-sitting services, wake-up call. Live examples of situation handling. Handling guests' daily transactions, maintaining guest folio. Creating and maintaining guest history cards. Visit to Five Star Hotels	15 hours (Practical)
Pedagogy:	Teaching and learning strategies will include, but not be limited to, lectures, tutorials, practical, role plays, guest speakers, videos (including onlinevideos) case studies and field visits.	
References/ Readings:	1. J. R. Tewari. Hotel Front Office Operations and Management, 2nd Edition, Oxford Higher Education, 2016. 2. S.K. Bhatnagar. Front Office Management, The Hospitality Press, 2017. 3. S. Andrews. Textbook of Front Office Management and Operations, McGraw Hill Education Private Limited, 2017. 4. J A. Bardi, Hotel Front Office Management, John Wiley and Sons, 2017. 5. P. Abbott and S. Lewry, Front Office, Butterworth-Heinemann, 2012. 6. A. Pease, Body Language, 1 st Edition, Manjul Publishing House, 2014.	

Course Outcomes:	After completion of this course, the learners will be able to: 1. Analyse the operations of the Front Office Operation in hospitality industry. 2. Apply skills in Telephone Handling. 3. Handle various types of reservation. 4. Handle guest registration and services.
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Name of the Programme : M.B.A. (Integrated) in Hospitality And Tourism
Course Code : MGH-101
Title of the Course : Fundamentals of Tourism
Number of Credits : 04
Effective from AY : 2023-24

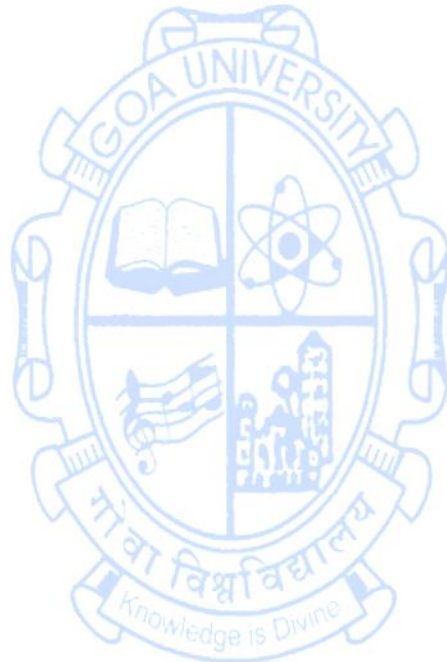
Pre-requisites for the Course:	NIL	
Course Objectives:	At the end of the subject, the student will be able to deal with Tourism as a system rather than as a set of separate entities or processes.	
	UNIT I: Overview of Tourism Definition, components of tourism and tourism management. Basic approach to the study of tourism, economic importance, benefits and costs of tourism. Tourism through the ages: early beginnings, early tourist attractions, the first travel agents, historic transportations. Career opportunities: job forecasts, job requirements, career possibilities, career paths in tourism.	15 hours
	UNIT II: Organisation of Tourism International organizations, development organizations, regional organizations. Passenger Transportation: airline industry, rail industry, motor coach industry, automobile, cruise industry, other modes. Hospitality and Related Services: Lodging Industry, Food Service Industry, Meeting Planners. Organizations in the Distribution Process: Travel Agents, The Internet Consolidators, The Tour Wholesaler, Specialty Channelers. Attractions, Entertainment, Recreation: Introduction, Attractions, Gaming, Recreation, Entertainment, Festivals and Events, Shopping, Education, Publishing, Marketing and Publicity Organizations.	15 hours
	UNIT III: Tourism Supply and Demand Tourism Components and Supply: Supply Components, Natural Resources, Built Environment, Operating Sectors, Spirit of Hospitality and Cultural Resources, Matching Supply with Demand Measuring and Forecasting Demand: Why Demand Is Important, Demand to a Destination, Measuring Demand, Projection Methodology. Tourism's Economic Impact, Optimization, Economic Multipliers.	15 hours
	UNIT IV: Understanding Travel Behavior and Tourism Policy, Planning and Development Cultural and International Tourism for Life's Enrichment: Developmental and Promotional Measures, Types of Destinations as Travel Experiences, Other Tourist Appeals, Travel experiences. Sociology of Tourism: Effects on the Individual, Family and Society, Life Characteristics and Travel, Emergence of Group Travel Patterns, Social (Subsidized) Tourism, Summary of the Principal Social Effects of Tourism, Barriers to Travel. Definition and focus of Tourism Policy: The Competitive/Sustainable Destination, The Major Parameters of Tourism Destination Management. Structure and contents of	15 hours

	Tourism Policy, Process of Tourism Policy Formulation. Tourism Planning, Development and Social Considerations: Planning for a Competitive/Sustainable Destination, The Nature of Tourism Planning, Relating Tourism Planning to Tourism Policy, Why Tourism Planning Is Necessary, The Planning Process, Goals of Tourism Development, Political Aspects of Tourism Development. Field study	
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ out reach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ case studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/ Readings:	<ol style="list-style-type: none"> 1. C. R. Goeldner, J. B. Ritchie, Tourism principles, practices, philosophies, JohnWiley and Sons, 2017. 2. B. I. Kastarlak, B. Barber, Fundamentals of planning and developing tourism, Pearson New International Edition, 2013. 3. C. Cooper, Essentials of Tourism, SAGE Publication, 2020. 4. S. K. Swain, J. M. Mishra, Tourism: Principles and Practices, Oxford University Press, 2011. 5. P.N Acha-Anyi, Fundamentals of Tourism, Van Schaik Publishers, 2020. 	
Course Outcomes:	<p>At the end of the course the student will be able to:</p> <ol style="list-style-type: none"> 1. Understand and identify evolution, importance of travel and tourism for the economy. 2. Identify the reasons for the growth of famous tourist attractions and analyze its impact on tourism industry. 3. Analyze the importance of tourism planning, and tourism policy formulation for competitive and sustainable development of destinations. 4. Evaluate the importance of tourism industry as a system. 	

Name of the Programme : M.B.A. (Integrated) in Hospitality And Tourism
Course Code : MGH-132
Title of the Course : Event Management
Number of Credits : 03
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	To understand the process of event management.	
	UNIT I: Introduction to Events Introduction to events, major characteristics, classification of events, five C's of event management, advantages of events, meetings, incentive, conference and exhibitions (mice) market. Tourism: history, components, economic and social impacts, functions, structure and sources of funds. Tourism festivals: trade fairs and local festivals.	15 hours
	UNIT II: Event Planning and Production Process Events venues: concept and types. Conference venues: facilities, check-in and check-out procedures, conference room lay-out. Functions of India Convention Promotion Bureau (ICPB) and International Congress and Convention Association (ICCA). Trade shows and exhibitions/expositions: types, benefits of exhibitions. Contract: negotiations, negotiation with hotels, airlines and ground handlers. Closing of an event and evaluation of events.	15 hours
	UNIT III: Special Event Management Definition, researching for special events (religious, political, social and commercial). Types of permissions for events. Design and production of the event Location, Venue. Special Events (weddings, world sporting events, film festivals, beauty pageants, fund-raisers). Luxury events (yachting and golfing).	15 hours
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ case studies or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/ Readings:	<ol style="list-style-type: none"> 1. J. Allen, I. McDonnell, and W. O'Toole, Festival and Special Event Management. Austria: Wiley, 2005. 2. G.G. Fenich, Meetings, Expositions, Events, and Conventions: An Introduction to the Industry. United Kingdom: Pearson, 2016. 3. J. Kennell, N. Wilde, C. Bladen, and E. Abson, Events Management: An Introduction. United Kingdom: Taylor and Francis, 2017. 4. D.C. Vashishth, Simplified Events Management: A Text Book to Event Planning, Fundraising and Safety Management. Orange Books Publication, 2020. 5. A. Yeark, K.A. Smith, M. Fang, M. Sigala, and R. Presbury, Case Based Research in Tourism, Travel, Hospitality and Events. Singapore: Springer Singapore, 2022. 	

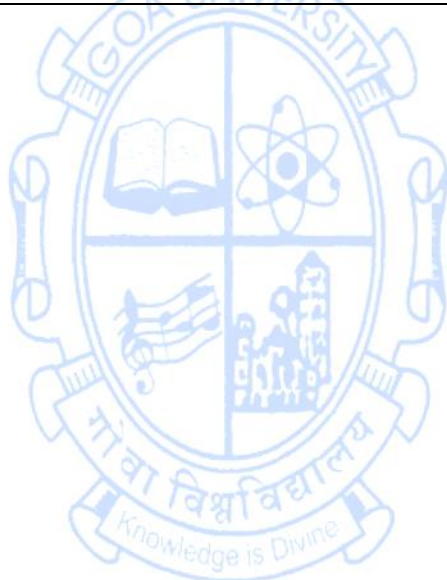
Course Outcomes:	After the completion of this course, the students will be able to: 1. Define the event management process and the event life cycle. 2. Apply Event management concepts to tourism-specific Events. 3. Compare cultural, regional, and MICE events. 4. Evaluate best practices in event planning and production.
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Name of the Programme : M.B.A. (Integrated) in Hospitality And Tourism
Course Code : MGH-141
Title of the Course : Food and Beverage Operations
Number of Credits : 03 (1T+2P)
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	The course aims to familiarize students with the Food and Beverage Operations of the hospitality industry.	
	UNIT I: Menu Knowledge and Service Styles Origin and functions of Menu. Types of Menu: A la Carte, Table d hote, Plat du Jour, Carte du Jour, Cyclic. Advantages and Disadvantages French Classical Courses. A la Carte Menu Sequence. Order of category of Continental and Indian dishes in A la carte menu. Cover and Accompaniments for selected dishes. Waiter service, self-service and assisted service, features of each group and methods, advantages and limitations of each service, suggesting suitable styles for an F&B outlet, factors influencing the styles.	15 hours (Theory)
	UNIT II: Service Procedures and Dealing with Situations Identification, types of furniture, sizes, Various kinds of Linen and specification, Types of cutlery, crockery and glassware its uses, handling storage. Mise en place and Mise en scene, Napkin folding, Laying and Relaying table cloths, Types of covers- laying Covers, points to be observed while laying covers, Rules to be observed while waiting at the table, Handling table reservations, Briefing, Greeting and Seating guest, Water service, Presenting menus, Taking Orders, Writing a KOT, Service of Food- Pre-plated and Silver Service, Clearance of table, Crumbing, Presenting and Settling bills, Bidding farewell, Dos and Don'ts during service. Dealing with different situations and guest in dining areas like spoiled dish, food, beverage, dish, cutlery dropped, spillage and late arrivals.	30 hours (Practical)
	UNIT III: Breakfast, Brunch and Afternoon Tea Meal plans, Main types of breakfasts offered in hotels, Continental Breakfast: terms used, breakfast menu and cover, English Breakfast: Difference, Menu and Cover, Indian Breakfast: Menu compilation, accompaniments and Cover setup, American Breakfast: Difference, Menu and Cover setup, House Breakfast: Concept, Menu planning and Covers Service of Breakfast in Restaurants, Brunch: Concept, Categories of dishes offered in Western and Indian brunch, Menu compilation, Afternoon Tea and High Tea: Difference, Menu and Covers. Buffet setup for breakfast lunch and dinner. Room service mise en place tray setup.	30 hours (Practical)

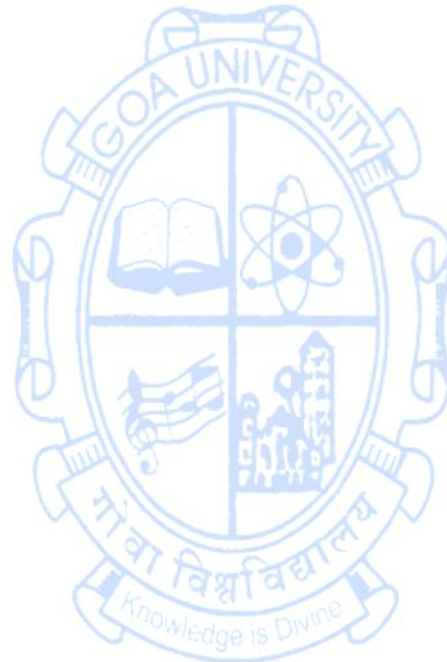
Pedagogy:	Teaching and learning strategies will include, but not be limited to, lectures, tutorials, practical, Role plays, guest speakers, videos (including online videos) and case studies.
References/ Readings:	<ol style="list-style-type: none"> 1. R. Singaravelavan, Food and Beverage Service. Oxford, 2016. 2. D. Lillicrap and J. Cousins, Food and Beverage Service. Book Power, 2014. 3. S. Andrews, Professional Food and Beverage Service. Tata McGraw-Hill Education, 2016. 4. S. Andrews, Food and Beverage Service Training Manual. Tata McGraw-Hill Education, 2017. 5. B. Davis, A. Lockwood, P. Alcott, I. S. Pantelidis. Food and Beverage Management, Elsevier Butterworth-Heinemann, 2009.
Course Outcomes:	<p>At the end of the course the students will be able to:</p> <ol style="list-style-type: none"> 1. Analyse the operations of the food and beverage in hospitality industry. 2. Describe various styles of Food Service. 3. Deal with different situations. 4. To understand basic skills of Food and Beverage personnel.



Name of the Programme : M.B.A. (Integrated) in Hospitality And Tourism
Course Code : MGH-200
Title of the Course : Food Production Theory - 1
Number of Credits : 04
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	To equip students with foundational knowledge of the culinary world, its core principles and to develop understanding of food ingredients, preparation techniques, cooking methods, and applications.	
	UNIT I: Introduction to Food Ingredients Commodities used in cooking: Herbs and Spices, Legumes, Grains, Pasta and Starches, Fruits and Vegetables, Eggs, Seafood, Meat, poultry, Seasonings, Sweeteners, Fats oils, Dairy Products. Introduction, characteristics Types, Purchasing, Storing Considerations and their key uses and classical dishes containing the ingredients.	15 hours
	UNIT II: Methods of Cooking Introduction, Definition, and its importance; Types- Baking, Broiling, Grilling, Frying, Steaming, Stewing, Poaching, Poeling, Roasting, Frying, Sautéing, Braising. Cooking with Microwave. Application of cooking methods and texture resulting from different methods. Culinary terminology related to food production, recipes and techniques.	15 hours
	UNIT III: Introduction to Fundamental Preparations Stocks: Introduction, Classification, Usage, Preparation. Sauces: Introduction, Classification, Usage, Thickening Agents, Preparation of Mother Sauces, contemporary sauces, proprietary sauces, making of a good sauce, emerging trends. Soups: Introduction, Classification, Preparation, Salient Features, Care and precautions, trends in soup presentation. Salads: Introduction, compositions, ingredients, types, dressings, classic salads.	15 hours
	UNIT IV: Preparation Techniques Breakfast dishes with eggs, classical preparations of seafood, meat, poultry, vegetables, pasta, potato, rice dishes, breads and desserts.	15 hours
Pedagogy:	Lectures, tutorials, term papers, assignments, presentations, self-study, guest speakers, field visits, videos (including online videos). Sessions will be interactive in nature to enable peer group learning.	
References/ Readings:	<ol style="list-style-type: none"> 1. Thangam E. Philip, Modern cookery, Vol.1, Orient Black swan Private Limited, Sixth Edition, 2010. 2. Thangam E. Philip, Modern cookery, Vol.2, Orient Black swan Private Limited, Sixth Edition, 2010. 3. Parvindar Singh. Bali, Food Production Operations, Oxford Publication, 2021 Third edition. 4. Wayne Gisslen. Professional Cooking, Wiley publications, 2007. 5. Culinary Institute of America, Professional chef, Wiley publications, 2011 	

Course Outcomes:	At the end of the course the students will be able to: <ol style="list-style-type: none">1. Identify and classify ingredients used in the kitchen.2. Differentiate between cooking methods.3. Utilize the knowledge of fundamental food preparation techniques and cooking methods effectively.4. Utilize the knowledge of various dishes to incorporate variety in menu planning.
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Name of the Programme : M.B.A. (Integrated) in Hospitality And Tourism

Course Code : MGH-201

Title of the Course : Food and Beverage Service


Number of Credits : 04 (3T+1P)

Effective from AY : 2023-24

Pre-requisites for the Course:	Student must have completed MGH-141	
Course Objectives:	The aim is to introduce the student to different types of alcoholic and non-alcoholic beverages served in the catering sector and understand their production, types, brands and service through hands-on training in service procedures.	
	UNIT I: Introduction and Classification of Beverages Classification of beverages, non-alcoholic beverages: differentiation between nourishing, stimulating and refreshing beverages, tea, coffee, cocoa and malted beverages: origin, production, types, brands and service, water, aerated beverages and juices. Introduction to alcoholic beverages: definition, production of alcohol, fermentation process, distillation process, classification with examples. Beer: Introduction and definition, types of beer, production of beer, storage, brand names. Field trip to tea/coffee plantations and breweries	15hours (Theory)
	UNIT II: Wines Classification, production, faults in wines old world wines (France, Italy, Germany, Spain, Portugal) and new world wines (USA, Australia, India, South Africa): Principal wine regions, wine laws, grape varieties, production and brand names Food and wine harmony (pairing food and wine general considerations) wine lists, reading wine labels, service of wines. Field trip to vineyards	15hours (Theory)
	UNIT III: Spirits and Other Alcoholic Beverages Introduction and definition, production of spirit, pot-still method patent still method, production of whisky, rum, gin, brandy, vodka, tequila, classification and brand names of each type, service of spirits, cocktails (types, methods of preparation) and mixed drinks different proof spirit: American proof, British proof (Sikes scale) and Gay Lussac (OIML Scale). Other spirits: definition, types, brand names. Other alcoholic beverages: Perry, Cider, Mead, Sake: introduction and definition, types of beer, production, storage, brand names and service. Aperitifs: introduction and definition, types of aperitifs, vermouth (definition, types and brand names), bitters: (definition, Types and Brand names). Liqueurs: definition and history, production of liqueurs, broad categories of liqueurs (herb, citrus, fruit/egg, bean and kernel) popular liqueurs (name, colour, predominant flavor, country).	15hours (Theory)

	<p>UNIT IV: Beverage Service</p> <p>Identification of bar equipment and glassware, glassware handling procedures. Organising mise en place. Bar opening and closing procedures, accompaniments and garnishes.</p> <p>Service of wines (red, white, rosé, sparkling, fortified, aromatised), service of beer (bottle, can, draught), service of spirits (neat, on the rocks, with mixers and cocktail [service and preparation]), service of liqueurs, bitters and aperitif, sake, cider, Perry. Wine and drinks list. Matching food and wine: menu planning with accompanying wines, table setup and service. Gueridon service: mise en place and recipes.</p>	<p>30 hours (Practical)</p>
<p>Pedagogy:</p>	<p>The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practical, seminars, field trips, case studies, role plays, and problem-solving, to enable the students to learn in an interactive mode.</p>	
<p>References/ Readings:</p>	<ol style="list-style-type: none"> 1. R. Singaravelavan, Food and Beverage Service. Oxford, 2016. 2. D. Lillicrap and J. Cousins, Food and Beverage Service. Book Power, 2014. 3. S. Andrews, Professional Food and Beverage Service. Tata McGraw-Hill Education, 2016. 4. S. Andrews, Food and Beverage Service Training Manual. Tata McGraw-Hill Education, 2017. 5. B. Davis, A. Lockwood, P. Alcott, I. S. Pantelidis. Food and Beverage Management, Elsevier Butterworth-Heinemann, 2009. 6. H. Johnson, The World Atlas of Wine, Mitchell Beazley, 2013. 7. A. Domine., H. F. Wine. Ullmann Publishing GmbH UK , 2017. 8. R Cichy, Managing beverage operations. American Hotel And Lodging Educational Institute, 2010. 9. A. Domine, The world of spirits and cocktails: the ultimate bar book. H. F. Ullmann Publishing GmbH Germany, 2013. 	
<p>Course Outcomes:</p>	<p>At the end of the course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Classify beverages and describe the types of teas, coffees, and other non-alcoholic beverages 2. Classify wines and identify the principal wine regions, wine laws, and grape varieties; describe the production process and list brand names 3. Analyze the intricacies of cocktail and mocktail preparation, including identifying cocktail components, understanding methods and equipment, and developing new cocktail recipes. 4. Showcase proficiency in gueridon service techniques while preparing popular drinks. 	

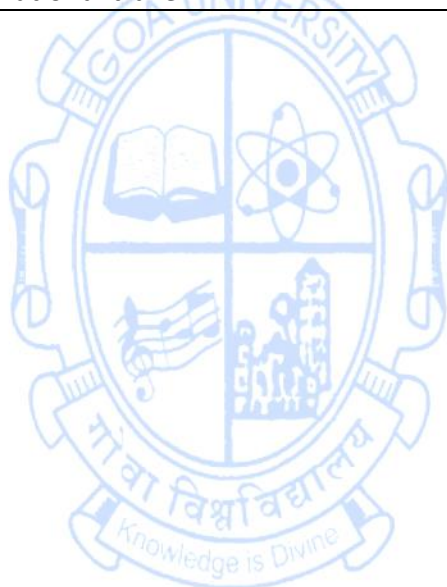
Name of the Programme : M.B.A. (Integrated) in Hospitality And Tourism
Course Code : MGH-211
Title of the Course : Human Resource Management
Number of Credits : 04
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	At the end of the course, the student will have a competence in understanding the HR practices of a firm and an ability to take Human Resource Management (HRM) decisions, considering the implications of the HRM function on other functions and vice-versa.	
	UNIT I: Fundamentals of Human Resource Management Concepts and Perspectives. Corporate objectives and challenges of HR in a dynamic environment. Job Analysis: Job description and job Specification.	15 hours
	UNIT II: Performance Management Potential assessment and competency development. Training and Development: Training process and methods. Compensation and Reward Management: Job Evaluation, methods and types of compensation.	15 hours
	UNIT III: Employee Relations and Trade Unions Grievance Redressal, Dispute Resolution and Conflict Management. Green human resource management.	15 hours
	UNIT IV: International Dimensions of HRM Employee Empowerment. Employee sourcing, recruitment and selection, performance management, reward management, training and development and employee relations. Organizational strategy, structure, culture and change; and their implications for HRM.	15 hours
Pedagogy:	Case studies, experiential exercises and industry-based assignments.	
References/ Readings:	<ol style="list-style-type: none"> 1. Prasad, V. S. Human Resource Management. Macmillan India Ltd, 2017. 2. Ashwathappa, K. Human Resource Management. 2020. 3. Dessler, Gary. Human Resource Management. 17th ed., Pearson, 2023. 4. Prasad, L. M. Human Resource Management. 4th Revised ed., Sultan Chand & Sons, 2017. 5. Baer, Walter. Grievance Handling: 101 Guide for Supervisors. AMA, New York, 1970. 6. Agarwal, S. L. Labour Relations Law in India. Macmillan, New Delhi, 1980. 	
Course Outcomes:	At the end of the course the students will be able to: <ol style="list-style-type: none"> 1. Grasp HR concepts and job analysis basics. 2. Excel in performance management and training processes. 3. Learn grievance resolution and green HR practices. 4. Navigate international HR dimensions and organizational impact. 	


Name of the Programme : M.B.A. (Integrated) in Hospitality And Tourism
Course Code : MGH-231
Title of the Course : Ethical, Legal and Regulatory Aspects of Tourism
Number of Credits : 03
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	To understand the regulations for domestic and international travel.	
	UNIT I: Introduction to Ethics Introduction to business ethics: meaning, definition, scope, morality and values. Type of ethics: Deontological, Teleological, Virtue, Consequentialism Theories, Ethical Dilemmas, Global Code of Ethics in Tourism, Business compulsions and ethical parameters. Principles and practices in business ethics. Trademarks Patents, Copyrights. Law of Contracts Business Compulsions, Duress. Case study analysis.	15 hours
	UNIT II: Regulations in Travel and Tourism Regulations for Travels agencies and accommodation, Acts related to aviation: The Aircraft Act, 1934, The Aircraft (Security) Rules 2011. Directorate General of Civil Aviation formalities for business and recreational flying in India, Acts and Regulations associated with Adventure Tourism Operations, Labour Laws, Workman Compensation Act, Maternity Benefit Act, and Factories Act. Demonstrations: Presentation of associated cases.	15 hours
	UNIT III: Regulations Related to Travel Documents Definition of a Foreigner, Foreigners Act, Overseas Citizen of India, Passport Act of India, Types of Passports, Restricted areas in India, Visa and Permits, Adventure Tour Operator Regulations, Indian Mountaineering Foundation, Peak Booking Formalities, Travel Insurance: Need, Provisions and Riders. Emergency Evacuation. Demonstrations: Study of regulations required by Adventure tour operators and destinations	15 hours
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/ Readings:	1. Murugan, Contemporary Tourism and Hospitality Laws. Himalaya Publishing House, New Delhi, 2015. 2. S. V. Murthy, Business Ethics (Text and Cases). Himalaya Publishing House. New Delhi, 2009.	

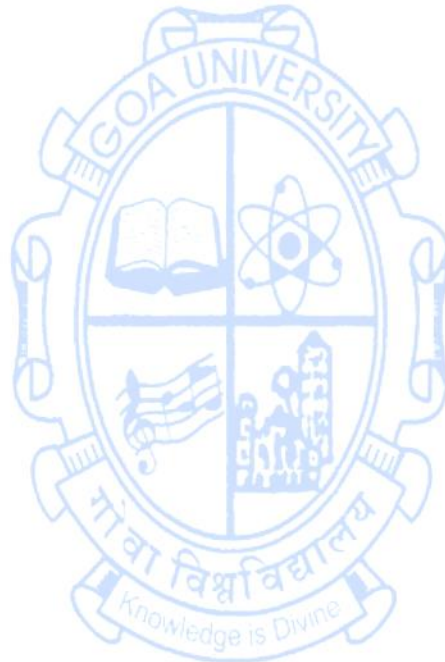
	<ol style="list-style-type: none"> 3. Dias, S. Thripati, D. Rodrigues, and B. De Souza, A Hand Book for Tourism Professionals on Ethical, Legal and Regulatory Aspects. Himalaya Publishing House, New Delhi, 2019. 4. M.Košćak, and T. O'Rourke, Ethical and Responsible Tourism: Managing Sustainability in Local Tourism Destinations. United Kingdom: Taylor and Francis, 2019. 5. E.Laws, J.F. Agrusa, and H Richins, Tourist Destination Governance: Practice, Theory and Issues. United Kingdom: CAB International, 2011.
<p>Course Outcomes:</p>	<p>After the completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Identify the importance of ethics for tourism business units. 2. Explain the importance of AMASR 1951 and AATA 1972 in preservation of ancient art, antiques, monuments, and architecture. 3. Compare the role of international conventions in the regulation of hospitality, heritage, aviation, travel and tourism. 4. Recommend the essential travel documents required for international travel.




Name of the Programme : M.B.A. (Integrated) in Hospitality And Tourism
Course Code : MGH-241
Title of the Course : French Language Skills for Hospitality and Tourism
Number of Credits : 03 (1T+2P)
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	The aim is to introduce the student to the basic vocabulary in French, used in the hospitality industry to communicate with guests.	
	UNIT I: Introduction to Hospitality French Communication The alphabets and accents. The numbers: cardinal, ordinal. Days and Seasons. Time (only 24 hrs. clock). Self-introduction and introducing others, greetings, regrets and making enquiries. Parts of the body, family, dining room and meals, weights and measures. Names of vegetables, fruits, meats, seafood, herbs and spices, Dairy products, culinary terms and classical garnishes, Hand tools and equipment terms, service related terminology.	15 Hours (Theory)
	UNIT II: Hospitality Terminology Hand tools and equipment terms, service related terminology Beverage ingredients and preparations, restaurant brigade and hotplate language, courses of a French classical menu, Service equipment terminology, wine terminology, service styles. Vocabulary through the perspective of Hospitality industry. Practical/Demonstrations/Exercises	30 Hours (Practical)
	UNIT III: Communication and Dialogues Common French terms related to the hotel industry, Basic communication related to attending to guests, Welcoming and receiving guests, order taking, simple conversations, feedback and farewell. Practical/Demonstrations/Exercises	30 Hours (Practical)
Pedagogy:	The sessions will be conducted using methods such as lectures, exercises, practical, role plays and problem solving, to enable the students to learn in an interactive mode.	
References/ Readings:	<ol style="list-style-type: none"> 1. Cholvy, En cuisine!. Paris: CLÉ International, 2014. 2. J. Venkatesh, S. Venkatesh, and S. Krishnan K.G, Bon Sejour1. Delhi: Goyal Publishers and Distributors Pvt. Ltd, 2018. 3. S. Bhattacharya and U. S. Bhalerao, Eds., French for Hotel Management and Tourism Industry. New Delhi: Frank Brothers, 2009. 4. R. Chandrasekar, R. Hangal, C. Krishnan, C. Ninan and A. Mokashi, A.Votre service1. Delhi: Goyal Publishers Ltd, 2003. 5. C. Miquel, Vocabulaire Progressif du Francais, 2nd ed. Paris: CLÉ International, 2010. 	

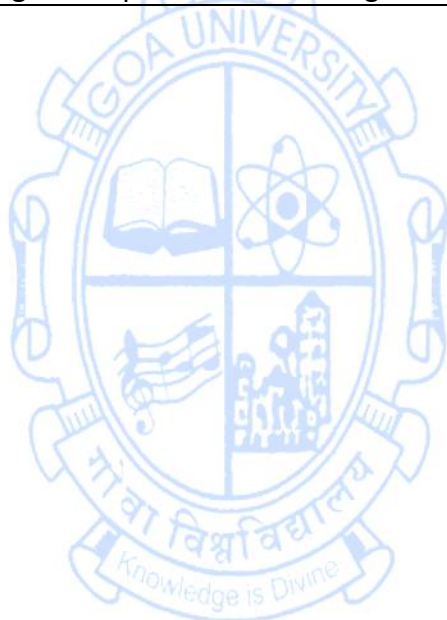
Course Outcomes:	At the end of the course the students will be able to: 1. Comprehend the importance of French in the hospitality operations 2. Use correct pronunciation of French terminology. 3. Practice standard phrases in French in kitchen and restaurant operations 4. Perform the four language skills of listening, speaking, reading and writing.
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Name of the Programme : M.B.A. (Integrated) in Hospitality And Tourism
Course Code : MGH-202
Title of the Course : Front Office Theory
Number of Credits : 04
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	The course will help the student to understand the basic functioning of Front Office department in a hotel.	
	UNIT I: Guest Cycle and Guest Services Stages of guest cycle: pre-arrival stage, arrival stage, during stay and departure. Guest services: handling guest mail, message handling, custody and control of key cards, guest paging, safe deposit lockers, guest room change, left luggage handling and wake up calls. Guest complaints: types of complaints, handling guest complaints.	15 Hours
	UNIT II: Front Office Reservations Introduction, importance, types, modes, sources (Direct, Central reservation system, Inter-sell Agencies, Global Distribution Network, Agencies, Corporate Bodies, Government Sector, Hotel Website). Systems of Reservation: manual system, automatic system. Processing Reservation Request: receiving reservation inquiries, determining room availability, accepting or denying request for reservation. Visit to hotels to understand the functioning of the reservation department.	15 Hours
	UNIT III: Registration, Accounting and Safety of Guests Pre-registration activity, registration records, guest registration card, flow of registration process, check-in procedures for VIP, FIT, FFIT, groups and corporate guests. Types of accounts, vouchers, guest folios and ledgers, creation and maintenance of guest accounts. Hotel security staff and systems, fire safety, accidents, first aid, handling unusual events and emergency situations. Demonstration: Fire safety demonstration drill.	15 Hours
	UNIT IV: Check out and Settlement of Guests Accounts Departure procedures for very important person (VIP), very very important person Free and Independent Traveller (FIT), Groups and Corporate Guest. Modes of Settlement of Bills, Foreign Currency, Currency Exchange Procedure, Cash Settlements- Currency, Travelers Cheques, Personal Cheques, Debit Card, Credit Settlements- Credit Cards, Travel Agent Vouchers, Bill to Company. Settlements of Guest Accounts. Potential Check out Problems and Solutions. Guest History Card. Visit to reputed travel agencies to observe the functioning.	15 Hours


Pedagogy:	Lectures, tutorials, term papers, assignments, presentations, self-study, guest speakers, videos (including online videos) and field trips. Sessions will be interactive in nature to enable peer group learning.
References/ Readings:	<ol style="list-style-type: none"> 1. J. R. Tewari. Hotel Front Office Operations and Management, 2nd Edition, Oxford Higher Education, 2016. 2. S.K. Bhatnagar. Front Office Management, The Hospitality Press, 2017. 3. S. Andrews. Textbook of Front Office Management and Operations, McGraw Hill Education Private Limited, 2017. 4. J A. Bardi, Hotel Front Office Management, John Wiley and Sons, 2017. 5. P. Abbott and S. Lewry, Front Office, Butterworth-Heinemann, 2012. 6. A. Pease, Body Language, 1st Edition, Manjul Publishing House, 2014.
Course Outcomes:	<p>At the end of the course the students will be able to:</p> <ol style="list-style-type: none"> 1. Handle guest services and complaints. 2. Analyse the operations of the reservation and registration section. 3. Deal with situations and safety and security. 4. Handle guest departure and settle guest accounts.



Name of the Programme : M.B.A. (Integrated) in Hospitality And Tourism
Course Code : MGH-203
Title of the Course : Food Production Practical
Number of Credits : 04
Effective from AY : 2023-24


Pre-requisites for the Course:	Students must have completed MGH-200	
Course Objectives:	<ol style="list-style-type: none"> 1. Develop fundamental practical skills in food preparation and cooking techniques. 2. Enhance proficiency in handling kitchen equipment and tools. 3. Foster safe and hygienic practices in a professional kitchen environment. 4. Promote teamwork and collaboration within the kitchen brigade. 	
	UNIT I: Kitchen Commodities Equipment: Identification, Description, Uses and handling. Hygiene: Kitchen etiquettes, Practices and knife handling. Safety and security in kitchen. Demonstrations and simple applications. Vegetables: selection criteria, Cuts of vegetable like julienne, jardinière, macedoines, brunoise, payssane, mignonnete, dices, cubes, shred, mirepoix. Preparation of salad dressings. Demonstrations and simple dishes from basic international menus.	30 hours
	UNIT II: International Cuisine Demonstrations and applications for seven international menus.	30 hours
	UNIT III: Indian Cuisine Demonstrations and applications for fifteen regional menus (3 or 4 course menus from north, south, east and west).	60 hours
Pedagogy:	Practical demonstrations, videos (including online videos). Sessions will be interactive in nature to enable peer group learning.	
References/ Readings:	<ol style="list-style-type: none"> 1. Thangam E. Philip, Modern cookery, Vol.1, Orient Black swan Private Limited, Sixth Edition, 2010,. 2. Thangam E. Philip, Modern cookery, Vol.2 , Orient Black swan Private Limited, Sixth Edition, 2010. 3. Meera Sodha, Made in India, Flatiron books, 2015. 4. J Inder Singh Kalra, Prashad, Allied Publishers, 2022. 5. Monish Gujral, On the butter chicken trail, Penguin books, 2013. 	
Course Outcomes:	At the end of the course the students will be able to: <ol style="list-style-type: none"> 1. Utilize various kitchen equipment and tools safely and efficiently and implement hygiene and sanitation procedures. 2. Organize tasks effectively and complete all preparations within assigned timeframes. 3. Ensure accurate measurements, portioning, and recipe execution. 4. Respect ingredients: Utilize ingredients responsibly, minimizing wastage. 	

Name of the Programme : M.B.A. (Integrated) in Hospitality And Tourism
Course Code : MGH-204
Title of the Course : Accommodation Operations
Number of Credits : 04
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	The course will help the student to understand the basic functioning of Housekeeping Department in a hotel.	
	UNIT I: Housekeeping Department, Daily Routines and Guest Rooms Introduction, Organizational Hierarchy of HKD in Different Types of Hotels, Duties and Responsibilities of Housekeeping Personnel. The Housekeeping Day, Opening the House, Morning Shift, Afternoon/Evening Shift, Night Shift, Role of Night Supervisor and Night GRA. Guestroom status, Guest floor rules, Standard Contents of a Guestroom, Layout of Guest Rooms.	15 hours
	UNIT II: Housekeeping Inventories and Standard Contents of Hotel Guest Rooms Cleaning Equipment-Manual and Mechanical, Selection and Care of Equipment, Cleaning Agents, Selection, Storage and Issuing of Cleaning Agents, Guest supplies. Guestroom Furniture, Common Furniture Items in Guestrooms, Furniture Arrangement, Principles and Elements of Design, Guestroom Fixtures and Fittings, Beds and Beddings, Soft Furnishings, Guestroom Accessories, Guest Supplies, Placement of Guest Supplies, Guest Room Linen. Visit to five-star hotels.	15 hours
	UNIT III: Housekeeping Control Desk, Linen and Uniform Room Forms, Formats and Registers Maintained, Coordination with Other Departments, Gate Pass, Paging, Handling Telephone Calls, Difficult Situations and Room Transfers. Types of Linen Room, Activities, Planning the Linen and Uniform Room, Linen Exchange Procedure, Par Stock, Linen Control, Discards and their Uses. Purpose of Uniforms, Designing Uniforms, Establishing Par Levels, Issuing and Exchange of Uniforms.	15 hours
	UNIT IV: Cleaning of Guest Rooms, Public Areas and Supervision Types and Nature of Soil, Standards and Principles of Cleaning, Organisation of Cleaning, Cleaning Process- Bed Making, Rooms, Bathrooms, Turn Down Service and Second Service, Guest Supplies. Public Areas Under Housekeeping Responsibility, Daily Cleaning, Periodic Cleaning, Cleaning of Various Public Areas in the Hotel. Role of Supervisor, Specific Functions of Supervisor, Handling Guest Complaints.	15 hours

Pedagogy:	Lectures, tutorials, term papers, assignments, presentations, self-study, Role plays, guest speakers, videos (including online videos), field trips. Sessions will be interactive and practical in nature to enable peer group learning.
References/ Readings:	<ol style="list-style-type: none"> 1. Pandey. The House Keeping Department, Notion Press, 2022. 2. S. Andrews, Textbook of Hotel Housekeeping Management and Operations. Mc Graw Hill Education, 2020. 3. G. Raghubalan and S. Raghubalan. Hotel Housekeeping Operations and Management, Oxford, 2015. 4. M. Singh and J. B. George, Housekeeping- Operations, design and management. Jaico Publishing, 2011. 5. P. Ganguly, Housekeeping Management in Hotel and Service Industry, Dreamtech Press, 2019.
Course Outcomes:	<p>At the end of the course the students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the activities, operational procedures and shifts in the housekeeping day. 2. Draw up a classification of the housekeeping inventories and discuss the type, use and storage of various inventories. 3. Explain the importance and role of housekeeping control desk and discuss the handling of difficult situations and guest transfer. 4. Categorise cleaning tasks and list the principles of cleaning.

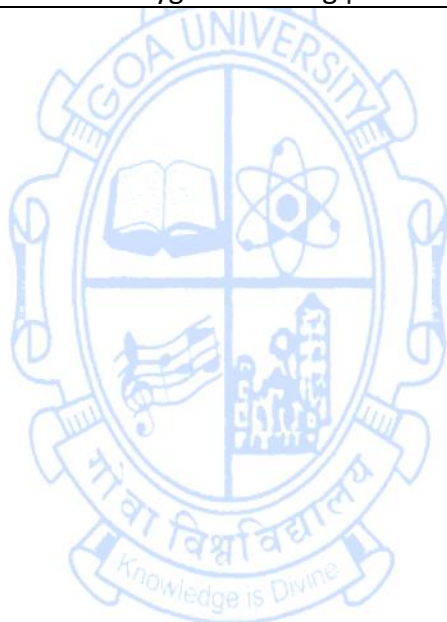
Name of the Programme : M.B.A. (Integrated) in Hospitality And Tourism
Course Code : MGH-205
Title of the Course : Accommodation Operations Practical
Number of Credits : 02
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	The course aims to familiarize students with the operational duties of housekeeping department.	
	UNIT I: Housekeeping Inventory and Organizing Cleaning Classify and discuss the types, uses, maintenance, storage and selection of diverse cleaning equipment and selection of cleaning agents, stock taking/ physical inventory. Principles of cleaning, rules to be followed on guest floor and public areas, entering a room and various methods of organizing cleaning.	15 hours
	UNIT II: SOPs for Cleaning Standard operating procedure for Dry Dusting, Wet Dusting, High Dusting, Sweeping, Moping, Glass Polishing, Brass Polishing, Silver Polishing, Telephone Cleaning, Fan Cleaning.	15 hours
	UNIT III: Guest Room and Public Area Cleaning Daily Cleaning of Guest Rooms, Bathrooms, Public Areas, Bed making, Placement of Guest Supplies.	15 hours
	UNIT IV: Supervision, Horticulture and Flower Arrangement Supervisor's Check List, Supervision of Guest Room, Supervision of Public Areas, Horticulture, Flower Arranging concepts, Basics of Flower Arrangements. Demonstration by professional florists.	15 hours
Pedagogy:	Presentations, videos, (including online videos), Demonstrations and Practical. Sessions will be interactive and practical in nature to enable peer group learning.	
References/ Readings:	<ol style="list-style-type: none"> 1. G. Raghubalan and S. Raghubalan. Hotel Housekeeping Operations and Management, 3rd Edition 2015. 2. M. Singh and J. B. George, Housekeeping- Operations, design and management. Jaico Publishing, 2011. 3. Matt A. Casado, Housekeeping Management, 2nd Edition, 2012 4. S. Andrews, Textbook of Hotel Housekeeping Management and Operations. Mc Graw Hill Education, 2020 5. Judith Blacklock, Flower Arranging: The Complete Guide for Beginners, 1st Edition, 2012. 	
Course Outcomes:	At the end of the course the students will be able to: <ol style="list-style-type: none"> 1. Explain and demonstrate the procedure for cleaning 2. Describe the procedures for bed making 3. Appreciate the concepts of designing a garden 4. Demonstrate basics of flower arrangements 	

Name of the Programme : M.B.A. (Integrated) in Hospitality And Tourism
Course Code : MGH-300
Title of the Course : Bakery and Confectionary
Number of Credits : 04 (3T+1P)
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	To equip the learner with foundational knowledge and practical skills in baking, preparing them for entry-level positions in the bakery industry.	
	UNIT I: Introduction to Bakery and Food Safety History and science of baking: Flour, yeast, leavening agents, sugars, fats, liquids, and their roles. Bakery equipment and tools: Identification, functions, safe usage. Bakery hygiene and sanitation: HACCP principles, personal hygiene, cleaning protocols. Different types of bread: Yeast breads, quick breads, flatbreads, breakfast breads (Croissant and Danish). Bread formulation and recipe analysis. Stages of bread making, common bread faults and troubleshooting.	15 hours (Theory)
	UNIT II: Introduction to Confectionery Types of cakes: Sponge cakes, butter cakes, chiffon cakes, cheesecakes. Cake ingredients and their functions. Cake mixing methods: Creaming, creaming and folding, reverse creaming. Icing and frosting techniques: Buttercream, fondant, ganache, glazes. Introduction to pastry doughs: Puff pastry, short crust, sweet dough, pastry, choux pastry. Basic tart and pie making principles.	15 hours (Theory)
	UNIT III: Cookies and Desserts Types of cookies, common cookie preparations, Cookie ingredients and their roles in texture and flavor. Factors influencing Cookie Baking. Desserts: Basic principles of dessert preparation and presentation. Puddings, creams, mousses, custards, frozen desserts.	15 hours (Theory)
	UNIT IV: Preparation of Breads, Cakes, Pastries and Cookies Prepare basic white bread, whole wheat bread, and a quick bread variation. Practice shaping techniques for various bread styles. Analyze and troubleshoot common bread baking problems. Bake an artisanal bread variety of choice. Prepare a classic sponge cake, a butter cake, and a cheesecake from scratch. Practice essential cake decorating techniques with icing and frosting. Make classic pastries like quiche, puffs, and éclairs. Bake a variety of cookie types using different techniques and flavors. Formulate and prepare simple puddings, creams, and mousses. Make cold desserts using basic methods. Plating and presentation of desserts.	30 hours (Practical)

Pedagogy:	Lectures, tutorials, term papers, practical, assignments, presentations, self-study, guest speakers, videos (including online videos). Sessions will be interactive in nature to enable peer group learning.
References/ Readings:	<ol style="list-style-type: none"> 1. Bali, Parvinder S. Theory of Bakery and Patisserie. Oxford Books, 2018. 2. Gisslen, Wayne. Professional Baking. 7th ed., Wiley Books, 2021. 3. Culinary Institute of America. Baking and Pastry: Mastering the Art and Craft. 3rd ed., 2015. 4. Rinsky, Glenn. The Pastry Chef's Companion: A Comprehensive Resource Guide for the Baking and Pastry. 1st ed., Wiley, 2008. 5. Le Cordon Bleu. Bakery School. Grub Street Publishing, 2022.
Course Outcomes:	<p>At the end of the course the students will be able to:</p> <ol style="list-style-type: none"> 1. Explain the science and principles of baking processes. 2. Demonstrate proficiency in essential baking techniques and equipment handling. 3. Prepare a variety of breads, cakes, pastries, and cookies. 4. Practice safe and hygienic baking practices.




Name of the Programme : M.B.A. (Integrated) in Hospitality And Tourism
Course Code : MGH-301
Title of the Course : Management Information Systems (MIS) in Hospitality
Number of Credits : 04 (3T+1P)
Effective from AY : 2023-24

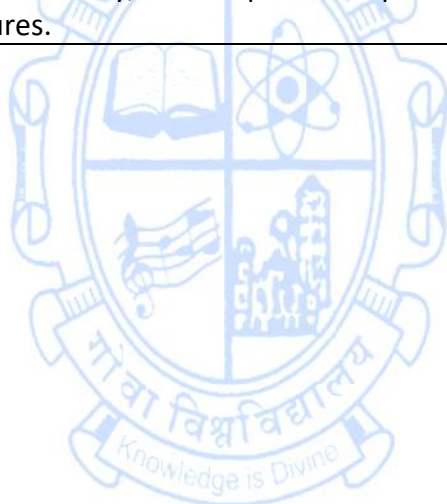
Pre-requisites for the Course:	NIL	
Course Objectives:	The aim is to equip students with the knowledge and skills needed to effectively leverage information technology and data management in the context of the hospitality industry.	
	UNIT I: Introduction to Management Information Systems MIS Concept and definitions of MIS, Role of MIS, Characteristics of MIS, Limitations of MIS, MIS and Computer, MIS and User Transaction Processing Systems for Hospitality.	15 hours (Theory)
	UNIT II: Property Management System Information systems for rooms division management, property management system, various modules related to reservations, registration, cashiering, telephones, guest history, housekeeping.	15 hours (Theory)
	UNIT III: F&B Operations Competency Placing orders through Point of Sales (POS), kitchen routing and printing, settlement of bills, manage employee shifts with timed sessions and counter operations, reporting and mis for analytics	15 hours (Theory)
	UNIT IV: Practical MIS Skills Hot function keys, messaging, using a locator, in first time guest, checking in an existing reservation, checking in a day use, issuing new key, printing and preparing registration cards for arrivals, making reservation, creating and updating guest profiles, updating and printing guest folio. Feeding remarks in guest history, adding sharer, making add on reservation, amending/cancelling reservation, making group reservations, room change on the system, processing guest check out, check out folio, processing deposit for arriving guest and for in house guest, checking room rate variance report, processing part settlements, post payment, printing checked out guest folio, check out using foreign currency Preparing KOT, Placing orders, Settlement of Bills, Differential pricing, table layout and guest seating, manage normal recipe creation, table merging and Dutch billing, loyalty and promotions handling, formats and reports in MIS.	30 hours (Practical)
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, seminars, practical, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.	

References/ Readings:	<ol style="list-style-type: none"> 1. Relevant F&B Revenue management software such as Djubo, Micros, IDS, Champagne may be used to impart hands on experience for POS and generate MIS reports. 2. M. Jaiswal and M. Monika, Management Information Systems, Oxford Publication, 2012 3. O'Connor Peter, Using Computers in Hospitality, Thomson Learning, 2014 4. W.S Jawadekar, Management Information Systems, Tata McGraw-Hill Publishing Company Limited, 2020 5. D. Leidner, M. Ephraim, and W. James, Organisations in the Digital Economy, John Wiley and Sons, 2008 6. L. Kenneth and L. Jane, Management Information Systems Managing the Digital Firm, 2019
Course Outcomes:	<p>At the end of the course the students will be able to:</p> <ol style="list-style-type: none"> 1. Proficiently navigate front office operations, including checking in first-time guests, handling existing reservations, managing day use guests, issuing keys, and printing registration cards. 2. Demonstrate competence in generating and updating guest folios. 3. Effectively manage reservations. 4. Manage Food and Beverage operations using Management Information Systems.

Name of the Programme : M.B.A. (Integrated) in Hospitality And Tourism
Course Code : MGH-302
Title of the Course : Economics of Tourism
Number of Credits : 04
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	1. This course aims to equip students with a thorough understanding of economic concepts relevant to the tourism and hospitality industry. 2. It focuses on applying these principles to analyze tourism demand, market dynamics, and business strategies, thereby enhancing decision-making skills in the sector. 3. The course also emphasizes the economic impact and investment aspects of tourism, tailored to global and local contexts.	
	UNIT I: Introduction Microeconomics and macroeconomics: meaning, scope and its uses in tourism business environment. Theory of demand and supply: demand function, individual and market demand curve, factors shifting demand curve, supply function, individual and market supply curve, factors shifting supply curve, price. Elasticity of demand: meaning, measurement (percentage, total outlay) and determinants, application in business decision making.	15 hours
	UNIT II: Resources in Tourism and Tourism Demand The tourism industry and its products, travel and tourism resources, factors influencing and constraining tourism demand, levels of choice in travel and tourism demand. Tourism demand forecasting: meaning, significance, survey. Method of forecasting.	15 hours
	UNIT III: Pricing of Tourism Products Objectives of tourism enterprises. Production function: meaning and types. The decision to supply, costs and supply in tourism, controls on supply. Business profit vs economic profit. Market structures. Price and output determination under perfect competition and monopoly, price discrimination. Role of private and public organizations in the development of tourism.	15 hours
	UNIT IV: Tourism Investment and Finance Investment in travel and tourism, investment appraisal in public and private sector, sources of finance in tourism, factors influencing travel and tourism's yield and future. Impact of tourism sector in national economy, tourism satellites account (TSA). Current status of tourism sector in India: its growth and trends, impact and contribution of tourism sector in national economy (with particular reference to India), tourism multipliers.	15 hours
Pedagogy:	Lectures, tutorials, term papers, assignments, presentations, self-study, guest speakers, videos (including online videos). Sessions will be interactive in nature to enable peer group learning.	


References/ Readings:	<ol style="list-style-type: none"> 1. C. R. Goeldner, J. B. Ritchie, <i>Tourism principles, practices, philosophies</i>, JohnWiley and Sons, 2017. 2. B. I. Kastarlak, B. Barber, <i>Fundamentals of planning and developing tourism</i>, Pearson New International Edition, 2013. 3. C. Cooper, <i>Essentials of Tourism</i>, SAGE Publication, 2020 4. S. K. Swain, J. M. Mishra, <i>Tourism: Principles and Practices</i>, Oxford University Press, 2011. 5. P.N Acha-Anyi, <i>Fundamentals of Tourism</i>, Van Schaik Publishers, 2020
Course Outcomes:	<p>Upon completing the Economics of Tourism course, students will be able to:</p> <ol style="list-style-type: none"> 1. Analyse tourism markets using micro and macroeconomic principles, effectively applying these concepts to the tourism and hospitality industry. 2. Forecast tourism demand and assess market dynamics, utilizing economic theories for strategic business decision-making. 3. Understand and evaluate the economic impact of tourism activities, focusing on investment, financing, and profitability in the sector. 4. Develop a nuanced understanding of economic factors influencing the tourism industry, with a specific emphasis on global and local market structures.



Name of the Programme : M.B.A. (Integrated) in Hospitality And Tourism
Course Code : MGH-303
Title of the Course : Goan Cuisine Practical
Number of Credits : 02
Effective from AY : 2023-24

Pre- requisites for the Course:	NIL	
Course Objectives:	At the end of the course, the students would acquire knowledge about the factors that influence different food preferences and know about various cuisines in Goa.	
	UNIT I: Saraswat Cuisines (7 menus) Starters, Vegetable Preparation, Seafood, and Sweets.	30 hours
	UNIT II: Indo- Portuguese Cuisine (7 menus) Starters, Vegetable Preparation, Seafood, and Sweets.	30 hours
Pedagogy:	Lectures/tutorials/laboratory work/projects work/ practical/viva/ or a combination of these. Sessions shall be interactive in nature to enable peer group learning.	
References / Reading:	<ol style="list-style-type: none"> 1. Yogesh Singh, Culinary Tour of India, IK Publishing House Pvt Ltd, 2015. 2. Fernandes, Maria. The Flavors of Goa: A Culinary Journey. Penguin Books India, 2021. 3. D'Souza, Anthony. Goan Cuisine: A Blend of Portuguese and Indian Flavors. Oxford University Press, 2019. 4. Rodrigues, Lucia. Traditional Goan Cooking. HarperCollins India, 2020. 5. Gomes, Rita. Authentic Recipes from Goa. Bloomsbury Publishing, 2018. 	
Course Outcomes:	At the end of the course the students will be able to: <ol style="list-style-type: none"> 1. Prepare various dishes cuisine in Goa. 2. Identify the important factors affecting food ways and culinary practices. 3. Practice mis-en-place in the laboratory with the proper use of tools and equipment. 4. Prepare various cuisine in Goa as regards on their history, ingredients, cooking tools, cookery terms, food ways, signature dishes and plate presentation. 	


Name of the Programme : M.B.A. (Integrated) in Hospitality And Tourism
Course Code : MGH-304
Title of the Course : Tourism Products of India
Number of Credits : 04
Effective from AY : 2023-24


Pre-requisites for the Course:	NIL	
Course Objectives:	<ol style="list-style-type: none"> 1. At the end of the course, students will be able to assess why certain Indian products/destination are international/domestic tourism attractions. 2. Students will be trained enough to identify the various tourism products of India. 	
	<p>UNIT I: Introduction to Tourism Products Tourism products: Meaning, Definition, Unique Features, Types and Classification of Tourism Products- On the Basis of Usage of Products, On the Basis of Attractions- Natural Tourism Products, Man-Made Tourism Products, Symbiotic Tourism Products, On the Basis of Site and Event-Based Attraction. Development of New Tourism Product: Meaning, Importance of Developing New Tourism Products, Factors to be considered while developing new tourism products, Tourism Product Life Cycle. Demonstrate with relevant Examples.</p>	15 hours
	<p>UNIT II: Tourism Resources of India Tourism Resources of India: Natural, Socio-cultural, Diversities in Landform and Landscape - Outstanding Geographical features - Climate, Flora and Fauna. Natural resources: Wildlife sanctuaries - National parks - Biosphere reserves - Mountain Tourist Resources and Hill stations – Islands – Beaches - Caves and Deserts of India. Manmade resources: Architectural Style, Culture, Adventure sports - Commercial attractions - Amusement Parks – Gaming - Shopping - Live Entertainments - Supplementary accommodation - House boats - Tree houses - Homestays - Tourism by rail - Palace on wheels - Deccan Odyssey and Golden chariot.</p>	15 hours
	<p>UNIT III: Tourism Circuits of India Meaning and Features of Tourism Circuits, Objectives and Importance of Tourism Circuits; Types of tourists Circuits in India. Inter-State and Intra-State Circuits - Religious Circuits - Heritage Circuits - Wildlife Circuits. Cases of select destinations - Kerala, Rajasthan and Goa.</p>	15 hours

	<p>UNIT IV: Emerging Tourism Destinations of India Identify various emerging destinations in India and explain their relevance: Adventure Tourism, Medical Tourism, Wellness Tourism, Cruise Tourism, Golf Tourism, Polo Tourism, Meetings Incentives Conferences and exhibitions (MICE) Tourism, Eco-tourism Tourism, Film Tourism, Sustainable Tourism, Rural Tourism. UNESCO World Heritage Sites: Introduction, UNESCO heritage sites in India and its relevance.</p>	<p>15 hours</p>
<p>Pedagogy:</p>	<p>This course effectively involves theoretical knowledge. It involves Interactive Lectures, Field Visits and Internships, Group Projects and Case Studies. This approach aims to create a dynamic and engaging learning environment, ensuring students understand theoretical concepts and develop practical skills.</p>	
<p>References / Reading</p>	<ol style="list-style-type: none"> 1. Manoj Dixit, TOURISM PRODUCTS, New Royal Book Co. Lucknow, 2002. 2. Norman Douglas, SPECIAL INTEREST TOURISM, John Wiley, Australia,2002. 3. Robinet Jacob, INDIAN TOURISM PRODUCTS, Abhijeet Pub, Delhi,2007. 4. Sarina Singh, India 16Th Edition, LONELY PLANET INDIA, 2015. 5. S P Gupta, Krishna Lal and Mahua Bhattacharya, Cultural Tourism in India: Museums, Monuments & Arts: Theory and Practice: No. 24, DK print, 2002. 	
<p>Course Outcomes:</p>	<p>After completion of this course, the learners will be able to:</p> <ol style="list-style-type: none"> 1. Develop a comprehensive understanding of the tourism products in India. 2. Understand and evaluate tourism resources of India. 3. Analyse emerging trends in tourism destination. 4. Apply strategic thinking in planning in identifying the types of tourism resources and its relevance. 	



Name of the Programme : M.B.A. (Integrated) in Hospitality And Tourism
Course Code : MGH-305
Title of the Course : Entrepreneurship and Startups in Tourism
Number of Credits : 04
Effective from AY : 2023-24

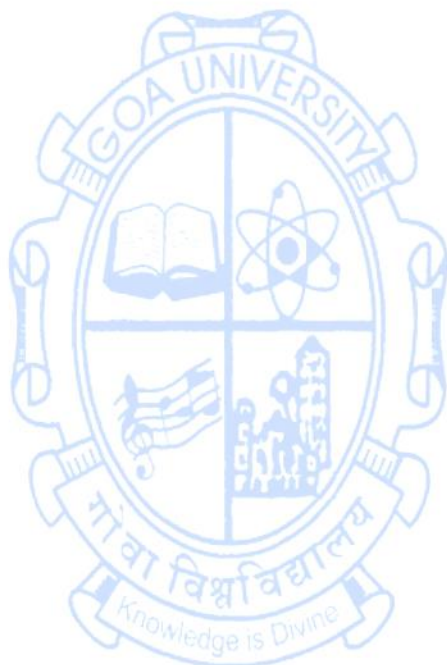
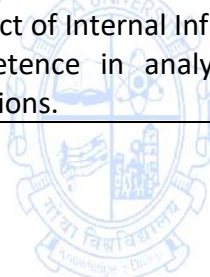
Pre-requisites for the Course:	NIL	
Course Objectives:	The course aims to enrich the student's understanding of the concepts and scope of entrepreneurship in tourism and to inculcate entrepreneurial competencies to encourage students to take up tourism entrepreneurship ventures.	
	<p>UNIT I: Entrepreneurship in Tourism Concept and definition, functions of entrepreneurship, theories of entrepreneurship, entrepreneurial motivations, theories of entrepreneurial motivation with reference to the tourism industry, entrepreneurship opportunities in tourism: conventional, non-conventional, and secondary opportunities, entrepreneurial characteristics for travel, tourism, and hospitality trade, advantages of entrepreneurship to society, factors affecting entrepreneurship growth, challenges of entrepreneurship in tourism. Policy measures for tourism entrepreneurship in India, objectives of tourism policy of India, tourism entrepreneurial competencies, developing entrepreneurial competencies, successful startups and ventures, entrepreneurial process: idea generation, identification of an opportunity, market assessment, analyzing competitive situation, understanding trade practices, resource mobilization. Field visit to Tourism ventures and startups, Ideation Exercises</p>	15 hours
	<p>UNIT II: Development of Community-Based Projects The nature, importance, and characteristics of a Social Entrepreneurs- Motivations-Identification of a problem, ideation strategy, Formulation of a business idea- Concepts of project and classification- Project Formulation: project identification, project appraisal, project selection Strengths-Weakness-Opportunities-Threats (SWOT, Problems-Causes-Solutions, Cost benefit analysis), Developing a project report – Vision, Strategy, and Product, Setting mile stones. Demonstrations /Tutorial: Field study of upcoming tourism businesses in Goa and visit to incubation centers.</p>	15 hours
	<p>UNIT III: Creating and Starting the Venture Questioning techniques - Developing the Business plan- creating and starting venture-steps in starting of business unit- the marketing plan- the financial plan- the organizational plan. Pitch Deck- Preparing your elevator pitch- Storytelling in business- Funding your venture – Crowd funding, Angel Investors, Boot-Strapping and government funding – Costs and benefits, Stakeholders and leveraging stakeholders, Creating a network,</p>	15 hours

	<p>Creativity and the Business Idea- Legal issues for the Entrepreneur. Forms of Business ownership, Concept and meaning, need of financial planning, role of government. Institutions in entrepreneurship/SSI development, business plan, elements of a business plan, preparation of the business plan, site selection, feasibility report, and the role of technology in the tourism business. Incubation centers for Tourism Entrepreneurship development.</p> <p>Demonstrations: Present innovative business tourism ideas.</p>	
	<p>UNIT IV: Managing growth and ending a venture</p> <p>Preparing for the new venture launch: Stages of growth, Early management decisions- managing early growth of the new venture- new venture expansion strategies and issues – global expansion, growing public – Exit options- reasons for exiting – change management- long- and short-term plan for exit, seller financing, the sale, Initial public offering (IPO).</p>	<p>15 hours</p>
<p>Pedagogy:</p>	<p>The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practical, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.</p>	
<p>References/ Readings:</p> 	<ol style="list-style-type: none"> 1. R. Hurriyati, B. Tjahjono, I. Yamamoto, A. Rahayu, A. G. Abdullah, and A. A. Danuwijaya, <i>Advances in Business, Management and Entrepreneurship</i>. London: CRC Press, 2020. 2. M. Brookes, and L. Altinay, Eds., <i>Entrepreneurship in hospitality and tourism: A global perspective</i>. Goodfellow Publishers Ltd, 2015. 3. J. Ateljevic, and S. J. Page, Eds., <i>Tourism and entrepreneurship</i>. Routledge, 2017. 4. A. Walmsley, <i>Entrepreneurship In Tourism</i>. Routledge, 2018. 5. K. Rao, N.V.R. Naidu, <i>Management and Entrepreneurship</i>. K International Publishing House Pvt., 2019. 6. N.Baporikar, <i>Handbook of Research on Entrepreneurship Development and Opportunities in Circular Economy</i>. United States: IGI Global, 2020. 7. W. Berger, <i>A More Beautiful Question: The Power of Inquiry to Spark Breakthrough Ideas</i>. United States: Bloomsbury Publishing, 2014. 	
<p>Course Outcomes:</p>	<p>At the end of the course the students will be able to:</p> <ol style="list-style-type: none"> 1. Describe the entrepreneurial characteristics for travel, tourism and hospitality trade. 2. Appreciate the need and rationale of Small-Scale Industries. 3. Develop entrepreneurial competencies for successful startups and ventures. 4. Prepare a business plan and take up special challenges of starting new ventures. 	

Name of the Programme : M.B.A. (Integrated) in Hospitality And Tourism
Course Code : MGH-306
Title of the Course : Consumer Behavior
Number of Credits : 04
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	The aim of this course is to enable the students to understand the significance of Consumer Behaviour and how individuals make their decision to spend their available resources.	
Content:	UNIT I: Introduction Definition and importance, marketing strategy and consumer behavior, market segmentation, external influences, internal influences, consumer decision making process, problem recognition, information search, alternative evaluation and selection. Field survey on consumer behavior	10 hours
	UNIT II: External Influences Concept of culture, values, time space and symbols, global culture, self-oriented, environment oriented and other oriented values, green marketing, cause related marketing, demographics, occupation, education, income, age social stratification, measurement of social class, sub cultures, Household and family, household life cycle, family roles, conflict resolution, consumer socialization, marketing to children, brand communities, nature and degree of reference group influence, opinion leadership, diffusion of innovations. Case studies	20 hours
	UNIT III: Internal Influences Perception, attention and interpretation, perception and marketing strategy, learning theories, memory, brand image and product positioning, theories of motivation and marketing strategy, personality and marketing, emotions, attitude components, formation and attitude change, self-concept and lifestyles.	15 hours
	UNIT IV: Buying Behaviour Characteristics, roles and decision-making units, decision making process, choice criteria, new buy and rebuy, purchasing practices (just in time, leasing), relationship marketing (customer relationship management) post purchase behavior.	15 hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.	
References/ Readings:	1. Blythe, Jim, and Zubin Sethna. Consumer Behavior. Sage Publications, 2019. 2. Mothersbaugh, David L., et al. Consumer Behaviour: Building Marketing Strategy. McGraw-Hill Education, 2020. 3. MacInnis, Deborah J., et al. Consumer Behaviour. Cengage Learning,	

	<p>2020.</p> <p>4. Smith, Andrew. Consumer Behaviour and Analytics. Routledge, 2020.</p> <p>5. Reyes, Manuel, editor. Consumer Behaviour and Marketing. BoD– Books on Demand, 2020.</p>
<p>Course Outcomes:</p>	<p>At the end of the course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Explain marketing strategy and consumer behavior. 2. Describe the impact of external influences. 3. Assess the impact of Internal Influences on consumer behaviour. 4. Develop competence in analysing consumer behaviour to make marketing decisions.



Name of the Programme : M.B.A. (Integrated) in Hospitality And Tourism

Course Code : MGH-307

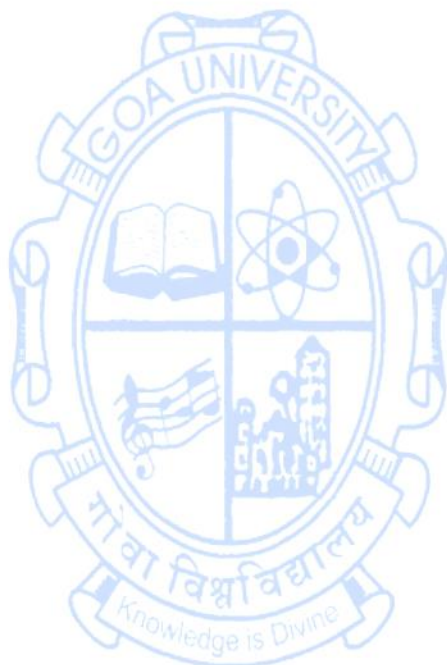
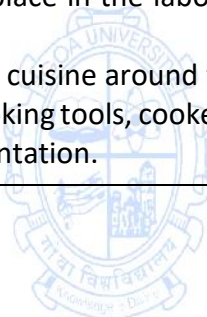
Title of the Course : Food Around the World - Practical

Number of Credits : 04

Effective from AY : 2023-24

Pre- requisites for the Course:	NIL	
Course Objectives:	At the end of the course, the students would also acquire knowledge about the factors influence different food preferences and know about various cuisine round the world. Students also get acquainted with Indian Regional Cuisines.	
Content:	UNIT I: Asian Cuisines 7 menus from cuisines such as Burmese, China, Japan, Korea, Sri Lanka, Thai, and Indonesia.	30 hours
	UNIT II: Middle East and Mediterranean Cuisine Turkey, Israel, Egypt, Lebanese, Greece, Moroccan, and Afghani.	30 hours
	UNIT III: European Cuisine Italy, France, Spain, Germany, Portugal, Scandinavian, and English.	30 hours
	UNIT IV: Rest of the World North American Cuisine: Brazil, Australia, New Zealand, Tasmania, African, and Caribbean.	30 hours
Pedagogy:	Lectures/tutorials/laboratory work/field work/outreach activities/projects work/vocational training/viva/ seminars/ term papers/assignments/presentations/self-study/case studies or a combination of these. Sessions shall be interactive in nature to enable peer group learning.	
References / Reading	<ol style="list-style-type: none">1. Claudio, Virginia, Cultural Foods Around the World. National Bookstore, Revised Edition 2007.2. Mac Veigh, Jeremy, International Cuisine. Connecticut: Denmar Cengage Learning, 2009.3. Margaret. Food Around the World, McWilliams, New Editions Pearsons,2009.4. K.R Cessarani., F D. Practical Cookery 9th edition Hodder Education, 2012.5. Foskett, David, et al. Practical Cookery, for Level 2 NVQs and Apprenticeships. Hachette UK, 2015.	

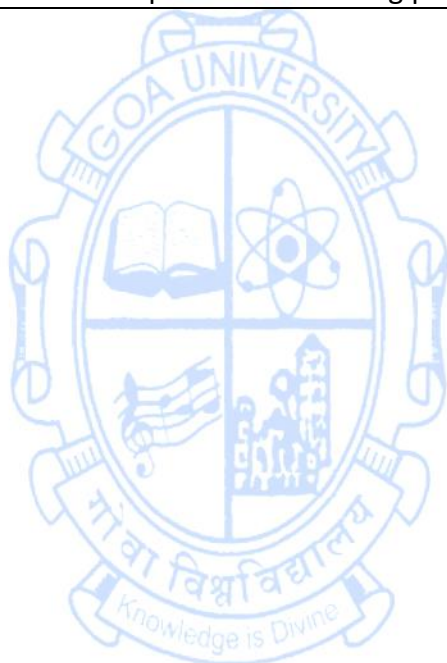
<p>Course Outcome:</p>	<p>Upon completion of the course, the student must be able to:</p> <ol style="list-style-type: none"> 1. Provide student knowledge and skills in preparing various cuisine around the world. 2. Identify the important factors affecting food ways and culinary practices. 3. Practice mis-en-place in the laboratory with the proper use of tools and equipment. 4. Prepare various cuisine around the world as regards on their history, ingredients, cooking tools, cookery terms, food ways, signature dishes and plate presentation.
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Name of the Programme : M.B.A. (Integrated) in Hospitality And Tourism
Course Code : MGH-400
Title of the Course : Food and Beverage Management
Number of Credits : 04
Effective from AY : 2023-24

Pre-requisites for the Course:	Students must have completed MGH-201	
Course Objectives:	The aim is to introduce the student to supervisory functions in food and beverage service, and identify the control process throughout the food and beverage control cycle.	
Content:	UNIT I: Function Catering and Bar Operations Function catering: Types, service methods, staff calculation, menus, equipment required, function sheet, table plans and seating arrangements, space calculations, organizing the function, service procedures. Bar operations and controls: Bar types, Bar design (Parts: underbars, back bar, front bar) and function of each part, staffing, Bar control: operating procedures: drink size, Standard operating procedures, drinks pouring method, bar frauds	15 hours
	UNIT II: Managing Food and Beverage Service Operations Supervisory skills: Briefing, staff selection (job description and specifications), allocation, requisitioning, complaints handling, developing efficiency, staff training, building customer relations. Food and beverage control cycle (purchasing, receiving, storing, issuing, books maintained, reports). Planning and operating various F&B outlets: Physical layout of functional and ancillary areas, factors to be considered when planning	15 hours
	UNIT III: Menu Designing, Menu Merchandising and Menu Engineering Menu merchandising: menu structure, planning, layout pricing, menu as a marketing tool, constraints to menu planning. Menu Engineering: definition and objectives, methods, advantages, pricing methods for food service operations.	15 hours
	UNIT IV: Sales Analysis and Cost Analysis Actual sales v/s budgeted sales, revenue per cover, per waiter, per dish, per hour, components of sales. Cost analysis: food cost, beverage cost, labour cost, overhead cost, break even analysis. MIS: Reports, calculation of actual cost, Daily food cost, Monthly food cost, Statistical revenue reports.	15 hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practical, seminars, case studies, role plays, and problem-solving, to enable the students to learn in an interactive mode.	
References/ Readings:	1. R. Singaravelavan, Food and Beverage Service. Oxford, 2012. 2. D. Lillicrap and J. Cousins, Food and Beverage Service. Book Power,	

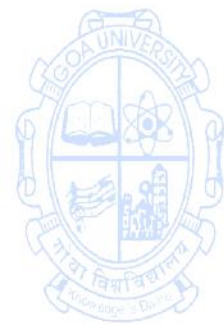
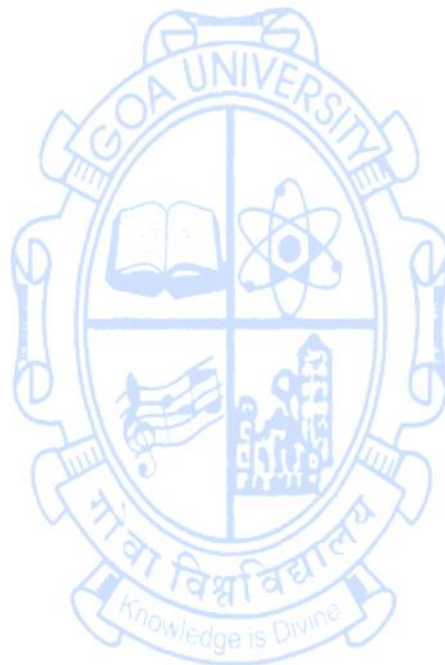
	<p>2014.</p> <ol style="list-style-type: none"> 3. S. Andrews, Professional Food and Beverage Service. Tata McGraw-Hill Education, 2016. 4. B. Davis, A. Lockwood, P. Alcott, I. S. Pantelidis. Food and Beverage Management, Elsevier Butterworth-Heinemann, 2009. 5. Bobby George, Sandeep Chatterjee, Food and Beverage Service and Management, Jaico Publishing House, 2016. 6. John Cousins & David Coskett, Food and Beverage Management, Pearson Education, 2019
Course Outcomes:	<p>At the end of the course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Handle various function catering. 2. comprehend distinctive characteristics of bars, and demonstrate an understanding of bar operation procedures. 3. Effectively manage food and beverage service operations. 4. Prepare various reports for evaluating performance.



Name of the Programme : M.B.A. (Integrated) in Hospitality And Tourism
Course Code : MGH-401
Title of the Course : Front Office Management
Number of Credits : 04
Effective from AY :2023-24

Pre-requisites for the Course:	Students must have completed MGH-202	
Course Objectives:	The course will help the student to understand the managerial aspects of Front Office Department and importance of decision making.	
Contents:	UNIT I: Night Auditing and Computer Application in Front Office Night Audit, Night Auditor, Duties and Responsibilities, Night Audit Process- Establishing the end of the Day, Completing Outstanding Posting, Reconciling Transactions, Preparing Reports, Updating the System. Property Management System, PMS Application in Front Office, PMS Interface with Stand-alone Systems, Different Property Management Systems.	15 hours
	UNIT II: Evaluating Hotel Performance Methods of Measuring Hotel Performance, Calculating Performance through- Occupancy Ratio, Average Daily Rate, Average Room Rate per Guest, Revenue Per Available Room, Market Share Index, Evaluation of Hotels by Guests.	15 hours
	UNIT III: Yield Management and Forecasting Measuring Yield in the Hotel Industry, Yield Management in the Hotel Industry, Elements of Yield Management, Yield Management Strategies, Measuring Yield, Benefits and Data Required for Forecasting, Yield Management Prospects.	15 hours
	UNIT IV: Environmental and Total Quality Management Environment and Ecology, Environmental Pollution, Environmental Education, Environmental Legislations, Environmental Management in Hospitality Industry, International EMS Standards. Guests' Perception of Quality, Total Quality Management, Practices in Total Quality Management, Benefits of Total Quality Management. Visit to environmentally friendly hotels to understand the practices followed.	15 hours
Pedagogy:	Lectures, tutorials, term papers, assignments, presentations, self-study, guest speakers, videos (including online videos). Sessions will be interactive and practical in nature to enable peer group learning.	
References/ Readings:	1. J. R. Tewari. Hotel Front Office Operations & Management, 2nd Edition, Oxford Higher Education, 2016. 2. S.K. Bhatnagar. Front Office Management, The Hospitality Press, 2017. 3. S. Andrews. Textbook of Front Office Management and Operations, McGraw Hill Education Private Limited, 2017. 4. J A. Bardi, Hotel Front Office Management, John Wiley & Sons, 2017. 5. P. Abbott & S. Lewry, Front Office, Butterworth-Heinemann, 2012.	

<p>Course Outcomes:</p>	<p>At the end of the course the students will be able to:</p> <ol style="list-style-type: none"> 1. Appraise the purpose and process of night auditing 2. Understand various PMS systems and their application in front office 3. Sum up the measures of evaluating hotel performance 4. Assess the concept of yield management and forecasting along with various yield management strategies 5. Evaluate basic concepts and planning of marketing and human resource departments in the hospitality industry 6. Estimate the importance, systems, practices and benefits of environmental management and TQM in hospitality industry.
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Name of the Programme : M.B.A. (Integrated) in Hospitality And Tourism
Course Code : MGH-402
Title of the Course : Tour Operations and Travel Agency Management
Number of Credits : 04
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	At the end of this course, the students will be able to identify the various travel agencies and tour operation businesses. They can also prepare and design different tour packages and itineraries for a successful tour.	
Content:	UNIT I: Introduction to Tour Operations and Travel Agency Management Meaning and definitions of tour operators and travel agency, principal service providers, interdependences and linkages of travel trade business, types of travel agency and tour operators, difference between travel agency and tour operator, history, origin and development of travel agency and tour operation trade around the world, history, origin and development of travel agency and tour operation trade in India: pre-independence period, post-independence period, post-liberalization period.	15 hours
	UNIT II: Travel Agency Business Features of the travel agency business, organization structure of travel agency business, basic qualities of travel agents, need of travel agency for the tourists, inbound travel companies in India, functions of travel agency, travel agency role in tourism development, setting up travel agency business- minimum requirement in setting up a travel agency, detailed process to set up travel business, pprocedures for the recognition or approval of a travel agency.	15 hours
	UNIT III: Tour Operation Business Features of tour operation business in tourism industry, organization structure of tour operator, tour operators: desirable skills duties and responsibilities, kinds of tour operators, role of tour operators in marketing 5 A's of tourism components. Tour package: meaning, advantage and disadvantages, identify and analyze different types package tours and how they are used to create holidays for individuals and group of travelers, components of standard tour package, factor affecting the tour package formulation, stages in developing and planning tour packages.	15 hours
	UNIT IV: Tourism Geography, Tour Itinerary and Tour Costing Tourism Geography: meaning, identify and analyse the tourism geography of India and the World to create and operate successful tours, importance of tourism geography in creating and operating a successful tour. Tour itinerary: meaning, background information for preparing itinerary, steps in developing/planning a tour itinerary, types of tour itinerary, dos and don'ts of tour itinerary, itinerary for GIT and FIT	15 hours

	<p>tours, identify and analyse different types package tours and how they are used to create holidays for individuals and a group of travelers.</p> <p>Tour costing: components of tour cost, category of tour costing, factor affecting tour costing, identify and analyze tour cost sheet.</p> <p>Contemporary trends and practices in travel agency and tour operation business in the twenty-first century.</p>	
Pedagogy:	<p>This course effectively involves a combination of theoretical knowledge, and industry-relevant experiences. It involves interactive lectures, field visits and internships, group projects and case studies, marketing and sales workshops, and customer service training. This approach aims to create a dynamic and engaging learning environment, ensuring that students understand theoretical concepts and develop practical skills essential for success in the tour operations and travel agency management field.</p>	
References/ Readings:	<ol style="list-style-type: none"> 1. Swain and Mishra, Tourism Principles and Practices. Oxford University Press, 2011. 2. C. R. Goeldner, and J. B. Ritchie, Tourism principles, practices, philosophies. John Wiley and Sons, 2017. 3. A. K. Bhatia, The Business of Travel Agency and Tour Operations Management. Sterling Publishers Pvt. Ltd, 2012. 4. J. Negi, Travel Agency and Tour Operation, 2020. 5. M. Chand Dhiman, and V. Chauhan, Eds., Handbook of Research on International Travel Agency and Tour Operation Management. IGI Global, 2019. 	
Course Outcomes:	<p>At the end of the course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Develop a comprehensive understanding of the global travel and tourism industry, including its structure, trends, and key players. 2. Design comprehensive and attractive tour itineraries considering destination selection, transportation, accommodation, and unique experiences. 3. Analyze market trends and conduct segmentation to identify target markets for tour packages and travel services. 4. Apply effective pricing strategies for tour packages, considering costs, market demand, and competitive factors. 5. Apply strategic thinking in planning and managing travel services, considering long-term goals and competitive positioning. 	

Name of the Programme : M.B.A. (Integrated) in Hospitality And Tourism
Course Code : MGH-403
Title of the Course : Hotel Law
Number of Credits : 04
Effective from AY :2023-24

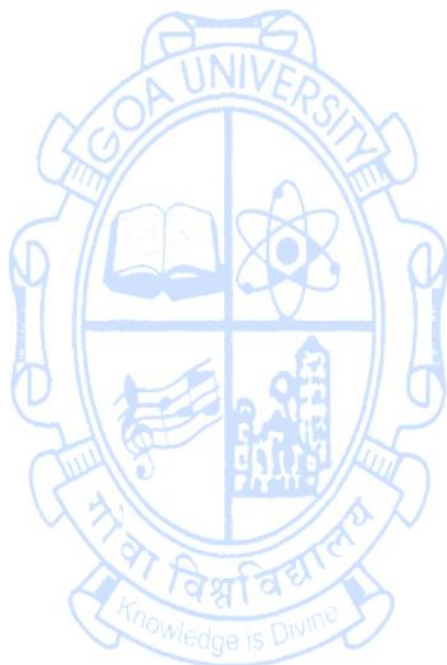
Pre-requisites for the Course:	NIL	
Course Objectives:	To equip students with a comprehensive understanding of the legal aspects and regulatory framework governing the hospitality and tourism industry.	
Content:	UNIT I: Introduction to Hotel Law Laws applicable to hotel and catering industry, Procurement of licenses and permits required to operate hotel restaurant and other catering establishments, Criterion of fixation of taxes for various tariff structures applicable to hotels – luxury expenditure sales surcharge service tax etc.	15 hours
	UNIT II: Overview of Applicable Acts and Laws The Indian Contract Act - Definition and importance with various provisions, Factories Act 1944 – working environment welfare health and safety measures, Sale of Goods Act 1930, The Companies Act 1956, Indian Partnership Act 1932, The standards of weight and measures Act 1956, Prevention of food adulteration Act 1954 - Jurisdiction of inspectors, The payment of Wages Act 1948, The minimum Wages Act 1948, Payment of Bonus Act 1965, Employees Provident Fund and miscellaneous Payment of Gratuity Act 1972, Workmen Compensation Act 1948, Environment Protection Act, Consumer Protection Act.	15 hours
	UNIT III: Hotel – Guest Relationship and Laws Governing Lost and Found Property Right to receive or refuse accommodation to a guest, Guests’ right to privacy, Tenancy laws, Duty to protect guest, Employees and third-party threats in restrooms and parking lots. Hotel’s liability regarding guest property unclaimed property loss of property, Hotel defences to liability claims, Statutory limits on hotel’s liability.	15 hours
	UNIT IV: Food Legislation and Liquor Legislation Hotel’s liability regarding guest property, unclaimed property, loss of Property, Central State and local food laws, Warranty, Truth in menu and labelling laws, Food adulteration, Powers and duties of a Food Inspector. Independent bar Operation, Dispense Bar, Satellite Bar, Compound license, Beer bars.	15 hours
Pedagogy:	The course employs diverse teaching methods for an engaging and effective learning experience: Lectures: To cover theoretical aspects and legal principles. Case Study Analysis: Practical application of laws in hospitality scenarios. Guest Lectures: Insights from industry experts and legal professionals.	

	<p>Group Discussions and Debates: To foster critical thinking and problem-solving skills.</p> <p>Simulations and Role-Plays: For real-world application of legal principles.</p> <p>Research Projects: Encouraging in-depth exploration of specific legal issues.</p>
References/ Readings:	<ol style="list-style-type: none"> 1. Kapoor, N. D., Abbi, R., Bhushan, B., and Kapoor, R., Elements of Mercantile Law. Classic Edition. Sultan Chand and Sons (P) Ltd, 2018 2. Maheshwari, M., and Maheshwari, M., Principles of Business Law. Himalaya Publishing House, 2016. 3. Kuchhal, M. C., and Kuchhal, V., Business Law (8th ed.). Vikas Publishing House, 2023. 4. Negi, D. J. Hotel and Tourism Laws. Frank Brothers and Company (Pub) Pvt Ltd, 2007. 5. Smith, John A. "Legal Frameworks in Business: An In-Depth Analysis." Legal Publishing, 2021.
Course Outcomes:	<p>At the end of the course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Acquire a thorough understanding of legal requirements in hospitality and tourism, including contractual obligations, labour laws, and consumer rights. 2. Demonstrate the ability to apply legal knowledge in practical hospitality scenarios, especially in guest relations and property management. 3. Develop skills to manage legal risks, comply with regulations, and handle legal disputes effectively in the hospitality sector. 4. Understand and adhere to ethical standards and practices in food service and liquor management.

Name of the Programme : M.B.A. (Integrated) in Hospitality And Tourism
Course Code : MGH-411
Title of the Course : Event Planning and Logistics
Number of Credits : 04 (3T+1P)
Effective from AY :2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	To enable the learner to understand about events from conception, designing, planning, and budgeting to execution.	
	UNIT I: Introduction to Event Planning and Logistics Introduction to event planning, logistics, and process, role of event planner, qualities of good event planner, event planning tools, steps of event planning, styles in event management. Case study analysis based on functions, types, and styles in event management.	15 hours (Theory)
	UNIT II: Importance of Event Planning Importance of organizing events and its components, techniques, selection, coordination, creativity, designing, and set-up of special, corporate and sports events. Demonstration: Group assignment of planning an event with designing software like Photoshop and Coral Draw.	15 hours (Theory)
	UNIT III: Event Logistics Venue design, site design, audio-visual production, budgeting and negotiation, technical design, health and safety, adaptation and coordination, follow-up with events coordinators, run charts, flight booking of artists and guest, visa assistance, hotel booking, airport and hotel transfers.	15 hours (Theory)
	UNIT IV: Event Production Booking of conference facilities and technical equipment i.e., sound, lights, audio visual facilities, hiring of interpreters, catering services, secretarial support, preparation of badges, name plates, conference kits, brochures, posters, backdrop, panels, standees, banners etc.	30 hours (Practical)
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/on the job training/ project work/ vocational training/viva-voce/ seminars/ term papers/assignments/ presentations/ self-study/ case studies/ others suitable methods or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/ Readings:	1. Lynn Van Der Wagen and Brenda Carlos: Event Management for Tourism, Cultural, Business and Sporting Events – 4 th Edition, Pearson,2015 2. Anton Shone and Bryn Parry: Successful Event Management – A Practical Handbook, 2 nd Edition, Cengage Learning, 2009 3. Diwakar Sharma: Event Planning and Management,Deep and Deep,2009 4. Jude Allen: Event Planning, Wiley India, 2007	

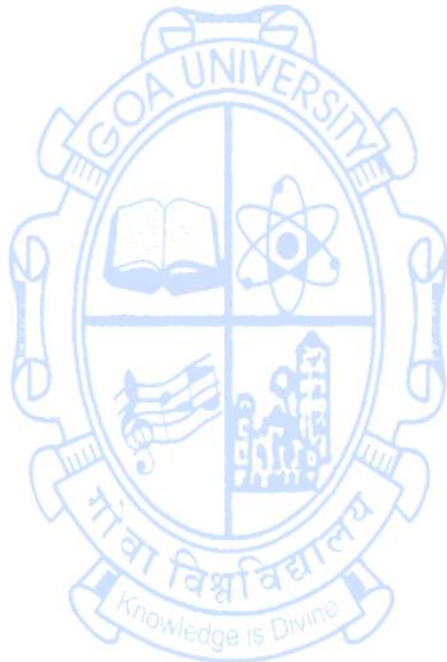
	5. J. Allen, I. McDonnell, and W. O'Toole, Festival and Special Event Management. Austria: Wiley, 2005.
Course Outcomes:	<p>At the end of the course the students will be able to:</p> <ol style="list-style-type: none"> 1. Explain the fundamental concepts, develop event designing, event protocol, itinerary and various event resources. 2. Describe the events based on their size, types, concepts relating to event planning, production, marketing, and financing. 3. Evaluate the causes and impact of issues and risks involved in events. 4. Analyse event budgets, cost sheets and profits.



Name of the Programme : M.B.A. (Integrated) in Hospitality And Tourism
Course Code : MGH-404
Title of the Course : Marketing for Hospitality and Tourism
Number of Credits : 04
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	To know the meaning of market, marketing process, to learn the concepts of marketing and its uses in tourism sector.	
Content:	UNIT I: Introduction to Marketing Marketing: meaning, concept, definition, importance, characteristics. Travel Market: meaning, features. Commodity Market: meaning and features. Services Marketing: meaning, salient features of services marketing. services triangle, service characteristics of hospitality and tourism, defining marketing mix, the 8 P's of marketing mix.	15 hours
	UNIT II: STP Strategy Market Segmentation: meaning, need and importance. Bases of Segmentation (S), Target Marketing (T): meaning and advantages. Market Positioning (P): meaning and benefits. Internal marketing.	15 hours
	UNIT II: Product and Pricing Tourism Product: meaning, nature, types. new product development: branding, product designing, packaging, destination life cycle. Pricing Products: definition considerations, approaches, strategies, and levels, nature of tourism product, stages of launching a new product, product life cycle (PLC). Distribution Channel, importance of choice of channel.	15 hours
	Unit IV: Promoting Products Communication and promotion policy and advertising, public relations and sales promotion, professional sales, online and direct marketing, extended marketing mix: physical evidence, people, importance and managing people, process. Destination Management and Emerging Trends in Marketing Tourism and Hospitality.	15 hours
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ case studies or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/ Readings:	<ol style="list-style-type: none"> 1. Manjula Chaudhary, Tourism Marketing, New Delhi: Oxford University Press, 2010. 2. Prasanna Kumar, Marketing for Hospitality and Tourism, McGraw Hill Education, 2023. 3. Philip Kotler, Bowens and James Makens, Marketing for Tourism and Hospitality, 2006 4. Philip Kotler, Marketing Management, Pearson, 2021. 	

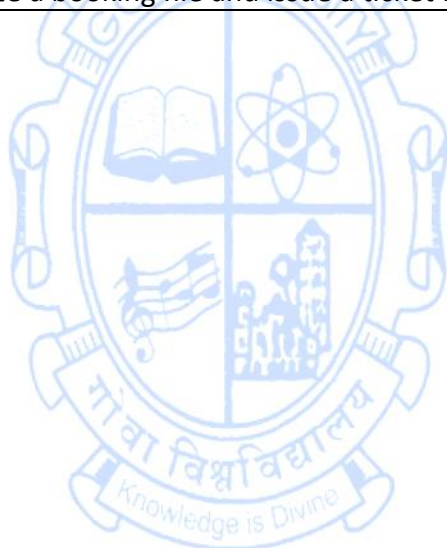
	5. Marketing for Hospitality and Tourism, Philip Kotler, John T. Bowen, James C. Makens, Seyhmus Baloglu, 2017.
Course Outcomes:	<p>At the end of the course, the student will be able to:</p> <ol style="list-style-type: none"> 1. Relate to marketing concepts and appreciate its importance. 2. Differentiate the customer-specific marketing strategies. 3. Illustrate the effectiveness of tourism products, price, distribution, and promotion. 4. Describe the marketing process for a tourist destination.




Name of the Programme : M.B.A. (Integrated) in Hospitality And Tourism
Course Code : MGH-405
Title of the Course : Air Fares and Ticketing
Number of Credits : 04
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	To understand the fundamentals of air fares and ticketing.	
	UNIT I: Introduction to Air Conventions and Regulatory Bodies International organizations- ICAO and IATA. Warsaw Convention, Hub and Spoke Concept, Airport Taxes, Airline Baggage Allowance System: Weight System, Piece System, Checked and Unchecked Baggage and Cabin Baggage. IATA Codes: Encoding/Decoding airline, city/airport and country codes. Stopover and Transit/Transfer Points. Demonstrations: Hands-on training on GDS.	15 Hours
	UNIT II: Essentials of Time Management International Date Line, GMT/UTC time, World Time Zones, Time Difference Calculation, Concept of Day Light Saving; Concept of Elapsed Time, Ground Time, Flying Time; Minimum Connecting Time (MCT).	15 Hours
	UNIT III: Air Fares Basics Anatomy of a Journey - IATA Traffic Conference Areas, Global Indicators (GI), Types of Air Journeys: One Way (OW), Round Trip (RT), Circle Trip (CT), Round the World (RTW), Open Jaw. Type of Flights: Short Haul, Long Haul, Feeder, Add-on, Flag Carriers and Low-Cost Carriers. Demonstrations: Interpret fare rules and design itinerary.	15 Hours
	UNIT IV: Technical Aspects of Ticketing Airline ticketing related publication- Official Airline Guide (OAG), Travel information manual (TIM) and Passenger Air Tariff (PAT). Central Reservation Systems (CRS) and Global Distribution Systems (GDS) (Amadeus, Galileo, SABRE)-Origin and growth. GDS Ticketing- Overview, Basic fields of PNR, Itinerary Pricing, Ticket Issuance-Fare Basis Code, Minimum-Maximum Stay, Weekend, Weekdays Code, Tour Code, Endorsement, Fare Construction, Form of Payment, Plating Carrier. IATA BSP- Origin, concept and functions – Normal and Special Fares Demonstrations: Role-play on pricing decisions using rate tables and fare rules.	15 Hours
Pedagogy:	Lectures/classroom discussion/simulation/presentation/case studies /group project/assignment or a combination of some of these. The sessions shall be interactive to enable peer group learning.	

References/ Readings:	<ol style="list-style-type: none"> 1. R.Ang R. Airline Tariff and Ticketing. Canadian Institutes of Travel Counsellors Canada 2003. 2. J.K.Sharma Flight Reservation and Airline Ticketing. India: Kanishka Publishers Distributors 2009. 3. A.T. Wells Air transportation: A management perspective. Belmont CA: Thomson/Brooks/Cole,2004. 4. R.Curran and A. Ghijs and W.Verhagen Air Transport and Operations: Proceedings of the First International Air Transport and Operations Symposium. Germany: IOS Press 2010. 5. E. Boyd the future of pricing: how airline ticket pricing has inspired a revolution. Springer 2016.
Course Outcomes:	<p>After the completion of this course the students will be able to:</p> <ol style="list-style-type: none"> 1. Explain how the ICAO and IATA influence air fares and ticketing procedures. 2. Locate the cities associated with countries on a world map using IATA codes. 3. Explain the anatomy of a journey through a ticketed itinerary. 4. Create a booking file and issue a ticket for air travel.




Name of the Programme : M.B.A. (Integrated) in Hospitality And Tourism
Course Code : MGH-406
Title of the Course : Hospitality Cost Control and Inventory Management
Number of Credits : 04
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	To familiarise the students to hospitality control processes, including financial and operational aspects, to calculate comprehensive labor costs analysing impact on overall expenses, menu engineering, labor costs and break-even points for profit in budget development.	
	UNIT I: Introduction to Hospitality Cost Control Introduction, meaning, uses of cost management, cost control, cost reduction, cost avoidance, strategic cost management, competitive advantage, cost leadership, differentiation, focusing. Contemporary business environment, classification of costs for decision making, menu -menu planning as the core of operation, review of basics for successful planning, methods of setting prices, analyzing sales and profitability of menus, using menu engineering to improve sales, food cost percentage versus contribution margin for evaluating menus. Electronic spreadsheets: cost control software	15 hours
	UNIT II: Basics of Cost Control Techniques Activity Based Costing: meaning, objectives, ABC and traditional costing, advantages and limitations of ABC, cost pools, cost drivers and cost objects, criteria for successful implementation of ABC system (including problems). Target costing: meaning, steps, benefits of target costing, value engineering in target costing. Transfer pricing: meaning, objectives, methods of transfer pricing, transfer pricing in MNCs and service organisations. Balanced scorecard perspective. Learning curve model: phases, factors affecting learning curve, applications of a learning curve.	15 hours
	UNIT III: Cost Control Areas of the Hospitality Industry Areas of food cost control: purchasing, receiving, storing, issuing, production, service, summary of ideal food cost control system. Areas of beverage cost control: factors influencing beverage cost, analysis of problems of beverage control, control measures. Areas of labor cost control: factors influencing labor costs, analysis of labor costs, labor cost control measures. Other areas of cost control: utilities, supplies, cash control, contract services, reviewing checklists as a control tool, entertainment rates.	15 hours
	UNIT IV: Inventory Management Introduction, objectives, motives of holding inventory, cost and benefit of holding inventory, techniques of inventory management: ABC analysis, EOQ (Problems), VED analysis. Various levels of stores: reorder level, minimum level, maximum level, average level (Problems), inventory turnover ratio, Just in Time	15 hours

	(JIT) inventory control system: objectives, features and advantages.
Pedagogy:	Evaluation of daily preparation including problems in worksheet, project, quizzes, spreadsheets and case studies.
References/ Readings:	<ol style="list-style-type: none"> 1. Jagels, Martin G. Hospitality Management Accounting. 9th ed. Wiley, 2014. 2. Edward Sanders. Food, Labor, and Beverage Cost Control: A Concise Guide. 2nd ed. 2021. 3. Cote, Raymond. Accounting for Hospitality Managers. 5th ed. Michigan: Educational Institute of the American Hotel Motel Association, 2007. 4. Daniel Traster. Foundations of Cost Control. D.C.: National Restaurant Association, 2012. 5. Ojugo, Clement. Practical Food and Beverage Cost Control. Second. Delmar, 2010. Asch, Allen. Hospitality Cost Control. Pearson, 2006. 6. Gupta, S. K. and Sharma. R. K.: Management Accounting: Principles and Practice; Kalyani Publishers, Chennai. 13th Edition, 2017. 7. Hilton, Maher, and Selto, Cost Management, Tata McGraw-Hill Publishing Co. International Edition, 2019.
Course Outcomes:	<p>At the end of the course the students will be able to:</p> <ol style="list-style-type: none"> 1. Apply knowledge of cost control to calculate cost of food, beverage, labor, and lodging. 2. Apply entertainment rates to meet employer's budgetary guidelines. 3. Analyze problems, including real-world scenarios, through the application of mathematical and numerical concepts and skills, including the interpretation of data, tables, charts, or graphs. 4. Perform inventory calculating, month-ending, turnover rate, and monthly food and beverage costs.

Name of the Programme : M.B.A. (Integrated) in Hospitality And Tourism
Course Code : MGH-407
Title of the Course : Advertising Management in Tourism
Number of Credits : 04
Effective from AY : 2023-24

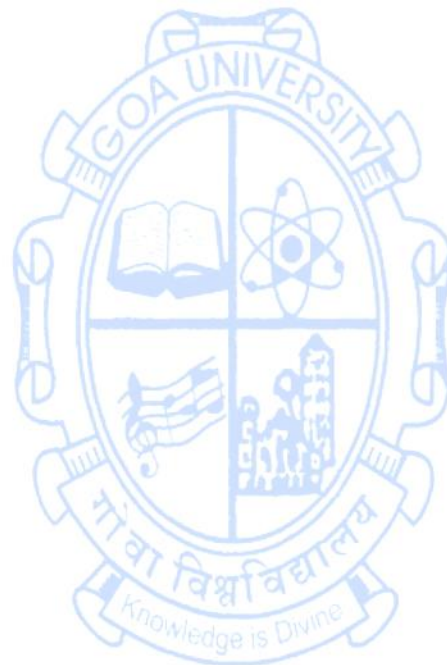
Pre-requisites for the Course:	NIL	
Course Objectives:	To provide an in-depth understanding of Integrated Marketing Communications and its role in the tourism industry and to equip the students with the skills to develop and implement effective advertising strategies tailored to the tourism sector.	
	UNIT I: Introduction to Integrated Marketing Communications and Situation Analysis An introduction to integrated marketing communications: IMC, role of IMC in branding, the promotion mixes : tools for IMC, IMC planning process, the role of IMC in the marketing process: marketing strategy and analysis, the target marketing process, developing positioning strategy, developing marketing planning program. Organizing for advertising and promotion: the role of ad agencies and other marketing communication organizations. Advertising agencies: agency compensation, evaluating agencies, specialized services, collateral services. Perspectives on consumer behavior: consumer decision making process, consumer learning process, environmental influences on consumer behavior.	15 hours
	UNIT II: Analyzing the Communication Process and Objectives and Budgeting for Integrated Marketing Communications Programs The Communication Process: basic model of communication, analysing the receiver, source, message and channel factors, source factors, choosing a celebrity endorser, message factor. Establishing objectives and budgeting for the promotional program. DAGMAR Approach.	15 hours
	UNIT III: Developing the Integrated Marketing Communications Program Creative strategy planning and development: planning creative strategy. Creative strategy: implementation and evaluation, appeals and execution style, creative tactics. Media planning and strategy: developing media plan, market analysis and target market identification. Evaluation of media: television and radio, magazines and newspapers, the internet. Digital and social media sales promotion, consumer-oriented sales promotion techniques, public relations, publicity, and corporate advertising	15 hours
	UNIT IV: Monitoring, Evaluation, and Control and Evaluating the Social, Ethical, and Economic Aspects of Advertising and Promotion	15 hours

	Measuring the effectiveness of the promotional program, conducting research to measure advertising effectiveness, advertising and promotion ethics, social and ethical criticism of advertising, economic effects of advertising.
Pedagogy:	A blend of lectures, case studies, and practical workshops, guest lectures by industry experts and interactive sessions with advertising professionals, group projects and individual assignments to apply theoretical concepts, use of multimedia tools and simulations for a practical understanding of advertising strategies, use of quizzes, presentations, and project reports.
References/ Readings:	<ol style="list-style-type: none"> 1. G. E. Belch, and M. A. Belch. 'Advertising and Promotion'; India: McGraw Hill Education, 2021. 2. M. Chaudhary, Tourism marketing. Oxford University Press, 2010. 3. R. Minazzi, Social media marketing in tourism and hospitality. Switzerland: Springer International Publishing, 2015. 4. S.A. Chunawalla, Advertising Sales and Promotion Management. Mumbai: Himalaya, 2022. 5. N. Morgan and A. Pritchard, Advertising in tourism and leisure. Routledge, 2012.
Course Outcomes:	<p>At the end of the course the students will be able to:</p> <ol style="list-style-type: none"> 1. Apply Integrated Marketing Communications (IMC) for effective branding in tourism. 2. Develop and implement targeted advertising strategies specific to the tourism industry. 3. Understand consumer behaviour and environmental influences for targeted marketing. 4. Evaluate the ethical dimensions in tourism advertising.


Name of the Programme : M.B.A. (Integrated) in Hospitality And Tourism
Course Code : MGH-412
Title of the Course : Total Quality Management
Number of Credits : 04
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	To understand the total quality management process in Hospitality and Tourism industry.	
Content:	Unit I: Quality concept Definition, Garvin’s approach, quality management, jargon, levels of quality, five paradigms of quality, dimensions of quality, product and service quality, Cost of quality (COQ), Quality cost index. Quality Gurus and their contributions, TQM: Seven phases of development.	15 hours
	Unit II: Six Sigma Key concepts, quality levels, defects per million opportunities (DPMO), implementing six sigma, Strategy. Principles of Six sigma: Define, Measure, Analyse, Improve and Control (DMAIC), Define, Measure, Analyse, Design, and Verify (DMADV) training programmes.	15 hours
	Unit III: Kaizen Concepts of Kaizen, Lean, 5S, Kaizen versus Innovation, the practice, Company Wide quality control (CWQC), Poka-yoke, Quality function Deployment (QFD), Quality control circles (QCC), Quality of work-life.	15 hours
	Unit IV: Quality Management Process Quality improvement tools – Pareto, cause, and effect diagram – Isikawa, Checksheet, Histograms, scatter diagram, control charts, graphs. Benchmarking, evolution, advantages, process, design, and prerequisites. Business process re-engineering (BPR), 3Rs of re-engineering, rules, benefits, methodologies, implementation. Customer driven quality and CRM.	15 hours
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/ Readings:	<ol style="list-style-type: none"> 1. D. Besterfield, Total Quality Management. India: Pearson Education, 2003. 2. P. Charantimath, Total Quality Management. India: Pearson India, 2017. 3. B. Edvardsson, B. Thomasson, and J. Ovretreit, Quality of Service-Making it really work. TATA McGraw-Hill, London, 2011. 4. B. Janakiraman, and R.K. Gopal, Total quality management: text and cases. India: PHI Learning, 2006. 5. G.K. Khanji, K. Kristensen, and J.J. Dahlgaard, Fundamentals of Total Quality Management. United Kingdom: Taylor & Francis, 2008. 	

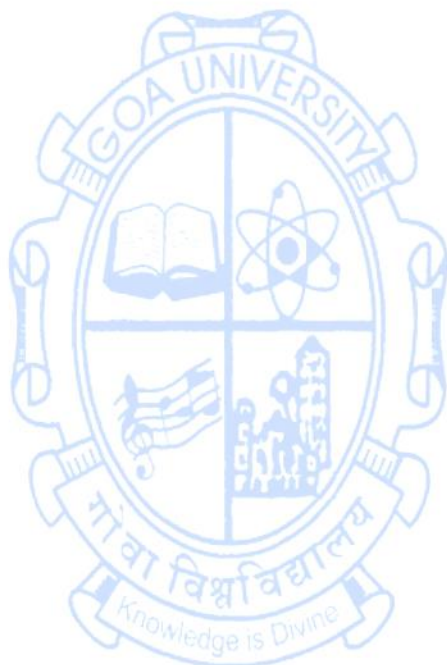
	6. D. Kiran, Total Quality Management: Key Concepts and Case Studies. United Kingdom: Elsevier Science, 2016.
Course Outcomes:	<p>After the completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the concept of quality in the services industry. 2. Define the concept of quality in tourism management studies. 3. Describe the quality management process. 4. Solve quality management issues in the tourism industry.




Name of the Programme : M.B.A. (Integrated) in Hospitality And Tourism
Course Code : MGH-500
Title of the Course : Research Methodology
Number of Credits : 04
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	The course aims at developing an understanding among students about the basic concepts of research, its methodologies and tools and techniques of data analysis to help students to write research reports/research papers.	
	UNIT I: Foundation of Research and Research Problem Concept and utility of research, Concept of theory, deductive and inductive theory, variables, research process, problem identification and formulation, research question, investigation question, measurement issues, hypothesis, qualities of a good hypothesis, types of hypothesis and hypothesis testing.	15 hours
	UNIT II: Research Design Concept and importance of research design, features of a good research design, exploratory, descriptive and experimental design, concept, types and uses, concept of independent and dependent variables, concept of qualitative and quantitative research, measurement, causality, generalization, replication, merging the two approaches.	15 hours
	UNIT III: Measurement and Sampling Concept of measurement, problems in measurement in research, validity and reliability, levels of measurement, concepts of statistical population, sample, sampling frame, sampling error, sample size, non-response, characteristics of a good sample, types of sampling, determining size of the sample. Practical considerations in sampling and sample size.	15 hours
	UNIT IV: Data Analysis and Interpretation and Paper Writing Data Preparation: Univariate analysis (frequency tables, bar charts, pie charts, percentages), bivariate analysis, cross tabulations and chi-square test including testing hypothesis of association. Interpretation of data and paper writing: layout of a research paper, journals in hospitality, tourism and management, impact factor of journals, when and where to publish? indexing databases, citation databases like Web of Science, Scopus, research metrics. Demonstration work on data analysis and interpretation and writing research papers.	15 hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practical, seminars and problem solving, to enable the students to learn in an interactive mode.	
References/ Readings:	1. D. R. Cooper, P. S. Schindler, and J. Sun, Business research methods (Vol. 12). New York: McGraw-Hill, 2014.	

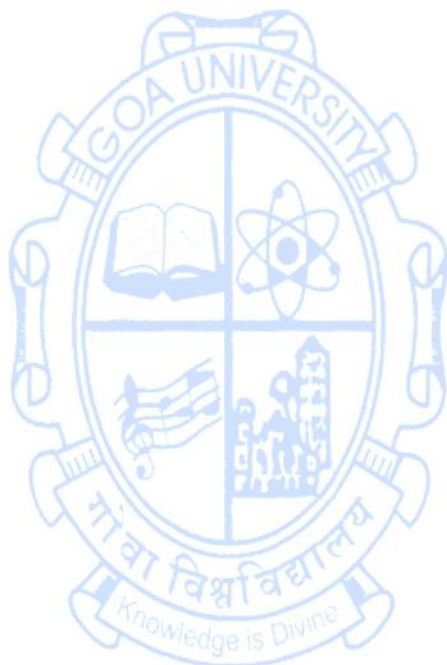
	<ol style="list-style-type: none"> 2. E. Bell, A. Bryman, and B. Harley, Business research methods. Oxford university press, 2022. 3. P. Pandey, and M. M. Pandey, Research methodology tools and techniques. Bridge Center, 2021. A. Gupta, and N. Gupta, Research methodology. SBPD Publications, 2022. 4. V., Bairagi, and M. V. Munot, Eds., Research methodology: A practical and scientific approach. CRC Press, 2019.
Course Outcomes:	<p>At the end of the course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Identify the research problem and formulate hypothesis 2. Distinguish between qualitative and quantitative research. 3. Interpret measurement and sampling techniques. 4. Conduct data analysis, interpretation and paper writing.




Name of the Programme : M.B.A. (Integrated) in Hospitality And Tourism
Course Code : MGH-501
Title of the Course : Case Writing and Analysis
Number of Credits : 04
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	To develop the competence to analyze and use robust frameworks for dealing with short term and long-term managerial situations and arrive at solutions that can be implemented using knowledge and framework integrated from various courses and document real life organizational situations in case format and deal with them.	
	UNIT I: Introductory Framework of Case Analysis Definition, history and origin, scope of case study, application of case analysis, types of case study, advantages and limitations of the case analysis, difference between case study and experiment, define problem, steps involved in case analysis-formulation of alternative course of action to solve problem, analyzing alternatives, acceptance of the alternatives and recommendations.	15 hours
	UNIT II: Analyzing Cases and Application of Theoretical Framework in Management. Identification of problems/decision areas in the case-major and minor problems, Identification of protagonists, Analysis with reference to the long-term and short-term objectives of the organization, Identification of theoretical concepts applicable in the given situation, Evaluation of alternative solutions, Selection of optimum solution with justification. Demonstration work on case analyses.	15 hours
	UNIT III: Case Writing Developing a protocol, obtaining necessary permissions, Collecting the data/information, preparing a draft with a view to capture the protagonist and action areas requiring analyses, Writing the case with teaching note. Demonstration work on case writing.	15 hours
	UNIT IV: Cases in Hospitality and Tourism Management Comprehend complex situations and decision-making process in Hospitality and Tourism industry.	15 hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.	
References/ Readings:	1. G. Aktaş, and M. Kozak, Eds., International Case Studies in Tourism Marketing. Taylor and Francis, 2022. 2. W. Ellet, The case study handbook, revised edition: A student's guide. Harvard Business Press, 2018. 3. G. W. Sanders, M. Carpenter, Strategic Management: Concepts and Cases. United Kingdom: Pearson Education Limited, 2021.	

	<p>4. M. Sigala, A. Yeark, R. Presbury, M. Fang, and K. A. Smith, Case Based Research in Tourism, Travel, Hospitality and Events, 2022.</p> <p>5. G. Vega, The Case Writing Workbook: A Guide for Faculty and Students. United Kingdom: Taylor and Francis, 2022.</p>
Course Outcomes:	<p>At the end of the course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Analyze a situation and make managerial decisions considering all the probable solutions. 2. Document in detail a situation that enables the organization to take implementable decisions. 3. Analyse case writing. 4. Comprehend complex situations and decision-making process in hospitality and tourism industry.



Name of the Programme : M.B.A. (Integrated) in Hospitality And Tourism
Course Code : MGH-502
Title of the Course : Qualitative Research Methods
Number of Credits : 04 (3T+1P)
Effective from AY : 2023-24

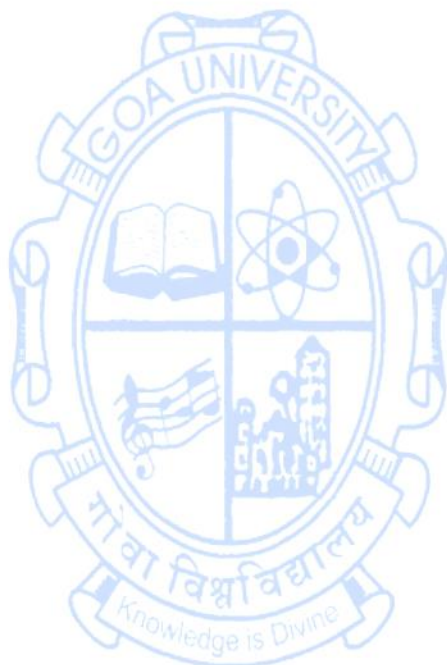
Pre-requisites for the Course:	NIL	
Course Objectives:	To understand qualitative research methods in hospitality and tourism studies.	
	UNIT I: Introduction to Qualitative Methods Application of qualitative methods in the real world, theorising from qualitative data, ontological and epistemological assumptions of qualitative research, research design, consistency between research questions and methods adopted, approaches to qualitative research, case study research, definition, transition from idea to research question, collecting information, recording technologies in data collection, phenomenon, bounded context, sampling and selection: people, texts, images, artifacts, or field site selection. Demonstrations: Field experience of sampling techniques.	15 hours (Theory)
	UNIT II: Components of the Research Process Inductive method and deductive method, moving from data analysis to theoretical development, ethnographies and observation, grounded theory, mixed-methods research, confidence-association with reality, and product of empirical evidence and relevance, link to theory and applicability, ensuring findings validity and reliability. Demonstrations: Hands on experience on testing validity and reliability of data.	15 hours (Theory)
	UNIT III: Analysis of Qualitative Data Coding and generating themes, developing process models: single and double iterative model, integrating field work and deskwork. Data assimilation: interviews, participant observations, FGD, collection of texts/images, triangulation of different data sources: verbal data, pictorial data, coding of data, data visualization, aggregate data to identify emerging themes, forms of analysis: discourse analysis, rhetorical analysis or semiotics, presenting the results: tables and figures, visual aids in qualitative data analysis. Code a sample data as per open-source software requirement and preparation of test results.	15 hours (Theory)
	UNIT IV: Qualitative Research Writing Getting loose ends together, identification of process flow, revisiting collected information through single or double iterative research approach, extension of analysis, heterogeneous data, and adherence to data. Writing process: initial coding, focus coding, theoretical coding, memo-writing,	15 hours (Practical)

	and draft writing. Publishing qualitative research, how qualitative texts persuade, establishing authenticity, criticality and plausibility, final presentation of working paper, findings and discussions, implications and conclusion. Hands on experience on writing a draft dissertation.	
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ case studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning	
References/ Readings:	<ol style="list-style-type: none"> 1. T. Boellstorff, B. Nardi, C. Pearce, and T.L. Taylor, <i>Ethnography and Virtual Worlds: A Handbook of Method</i>. Princeton, NJ: Princeton University Press, 2012. 2. J. Creswell, <i>Research design: Qualitative, quantitative, and mixed methods approach</i>. Thousand Oaks, CA: Sage, 2012. 3. N. Denzin, and Y. Lincoln, <i>The SAGE handbook of qualitative research</i> (4th ed.). Thousand Oaks, CA: Sage, 2011. 4. U. Flick, <i>Designing Qualitative Research</i>. United Kingdom: SAGE Publications, 2011. 5. C. Marshall, and G.B. Rossman, <i>Designing qualitative research</i> (4th ed.) Thousand Oaks, CA: Sage, 2006. 6. M.B. Miles, A.M. Huberman, and J. Saldana, <i>Qualitative data analysis: A methods sourcebook – Third edition</i>. Thousand Oaks, CA: Sage, 2014. 7. M.Q. Patton, <i>Qualitative Research and Evaluation Methods</i>, Newbury Park: Sage, 2002. 8. G. Rose, <i>Visual Methodologies: An Introduction to the Interpretation of Visual Materials</i>. London: Sage Publications, 2007. 9. D. Silverman, <i>Doing Qualitative Research</i>, London: Sage, 2013. 	
Course Outcomes:	At the end of the course the students will be able to: <ol style="list-style-type: none"> 1. Describe the utility of qualitative research methods. 2. Apply the qualitative research methods to personal research questions. 3. Implement the data collection techniques applicable for qualitative research. 4. Analyse the data collected and present in a meaningful write-up. 	


Name of the Programme : M.B.A. (Integrated) in Hospitality And Tourism
Course Code : MGH-503
Title of the Course : Quantitative Research Methods
Number of Credits : 04 (3T+1P)
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	To understand quantitative research methods in hospitality and tourism studies.	
	UNIT I: Introduction to Research What is research, purpose of research, research outputs, research terminologies. Approaches to leisure and tourism research, research plans and proposals, research ethics, range of research methods.	15 hours (Theory)
	UNIT II: Typology and Design of Questionnaire Survey Introduction, roles, merits, limitations, the household survey, street survey, telephone survey, email survey, e-survey, onsite visit survey, captive group survey, examples: design issues, types of information, activities, event/places questions, respondent characteristics, attitude/opinion questions, market segment, ordering of questions, layout of questionnaire. Preparation of a sample survey design.	15 hours (Theory)
	UNIT III: Coding Pre-coded questions, open ended questions, recording coded data, validity of questionnaire-based data, threats to validity, checking validity, conducting questionnaire survey, planning field arrangements, conducting pilot survey. Code a sample data as per open-source software requirement.	15 hours (Theory)
	UNIT IV: Analysing Quantitative Data Introduction, quantitative data analysis and types of research, descriptive, explanatory, evaluative, overlaps, reliability, spreadsheet analysis, Statistical Package for Social Science (SPSS)- the analysis process. Analyse data using open-source SPSS software to be used in dissertation.	30 hours (Practical)
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ case studies or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/ Readings:	1. A.J. Veal, Research methods for leisure and tourism. Pearson UK, 2017. 2. M.L. Patten, Understanding research methods: An overview of the essentials. Routledge, 2017. 3. W.D. Crano, M.B. Brewer, and A. Lac, Principles and methods of social research. Routledge, 2014. 4. D.R. Cooper, P.S. Schindler, and J. Sun, Business research methods (Vol. 9, pp. 1-744). New York: McGraw-Hill, 2006.	

	5. C.R. Kothari, Research methodology: Methods and techniques. New Age International, 2004.
Course Outcomes:	<p>At the end of the course the students will be able to:</p> <ol style="list-style-type: none"> 1. Identify merits of questionnaire methods. 2. Find the relationship between research problems and information requirement. 3. Design questionnaire to collect data. 4. Analyse quantitative data to draw information specific to research question.




Name of the Programme : M.B.A. (Integrated) in Hospitality And Tourism
Course Code : MGH-504
Title of the Course : Cultural Tourism Research Methods
Number of Credits : 04 (3T+1P)
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	To understand how data analytics can promote tourism.	
	Unit I: Foundations of Tourism Research Redefining conceptual frameworks, Positivism, Constructivism, Postmodernism, Critical inquiry, Existential-phenomenology, theory and theoretical contributions, theory building, spatiality of field research in tourism, bounded context.	15 Hours (Theory)
	Unit II: Interdisciplinary Approaches Development of perspective, qualitative approach in survey of cultural tourist, methodical triangulation, Application of grounded theory in cultural tourism research, digitalization, and video logs to create cultural knowledge, visual methods –Primary sources photography, video, and drawings, Secondary-Post cards, tourism brochures, and websites, photo-based interview, collage technique, Ethnographic research, global ethnographies, Actor-Network analysis.	15 Hours (Theory)
	Unit III: Systematic Review of Literature Preferred reporting items for systematic review and meta-analysis, PRISMA Protocol for review design and Netnography- Data Visualization through bibliometric using VOS Viewer, TCM, Domain based reviews (DBR), Framework Based Reviews - Antecedents-Decisions and Outcomes, Theories, Context and Methods (ADO-TCM) Protocols, Conceptual reviews, Theory based reviews, Methods based reviews, Meta-analytical reviews, Meta-systematic reviews, Scientific procedures and rationales for systematic literature reviews (SPAR-SLR) method, Inclusion and exclusion factors of SLR.	15 Hours (Theory) 15 Hours (Practical)
	Unit IV: Qualitative Research Methods Ethnographic and participatory approaches, meta-theory in grounded investigations, participant observation on-site guest behaviours, narrative analysis of tourism research, Sensual-Quasi-Q-Sort (SQQS) system, audio methods, photo-elicitation, archival research, focus group, community case study, content analysis, and network analysis.	15 Hours (Practical)
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a	


	combination of some of these. Sessions shall be interactive in nature to enable peer group learning
References/ Readings:	<ol style="list-style-type: none"> 1. D. Chambers, and T. Rakić, An Introduction to Visual Research Methods in Tourism. United Kingdom: Taylor & Francis, 2011. 2. A. Gill, L. Dwyer, and N. Seetaram, Handbook of Research Methods in Tourism: Quantitative and Qualitative Approaches. United Kingdom: Edward Elgar, 2012. 3. M.C. Hall, Fieldwork in Tourism: Methods, Issues and Reflections. United Kingdom: Taylor & Francis, 2010. 4. R. Nunkoo, Handbook of Research Methods for Tourism and Hospitality Management. Germany: Edward Elgar Publishing, Incorporated, 2018. 5. K. Radel, and W. Hillman, Qualitative Methods in Tourism Research: Theory and Practice. United Kingdom: Channel View Publications, 2018. 6. G. Richards, Rethinking Cultural Tourism. United States: Edward Elgar Publishing, 2021. 7. G. Richards, and W. Munsters, Cultural Tourism Research Methods. United Kingdom: CAB International, 2010. 8. A. Valtonen, and J. Moisander, Qualitative Marketing Research: A Cultural Approach. United Kingdom: SAGE Publications, 2006.
Course Outcomes:	<p>After completing this sessions the students will be able to:</p> <ol style="list-style-type: none"> 1. List the school of thoughts associated with cultural tourism research. 2. Describe the interdisciplinary processes adopted in cultural tourism research. 3. Apply the systematic review of literature for topics in tourism. 4. Evaluate the type of qualitative methods used in cultural tourism studies

Name of the Programme : M.B.A. (Integrated) in Hospitality And Tourism
Course Code : MGH-511
Title of the Course : Destination Development and Product Management
Number of Credits : 04 (3T+1P)
Effective from AY : 2023-24

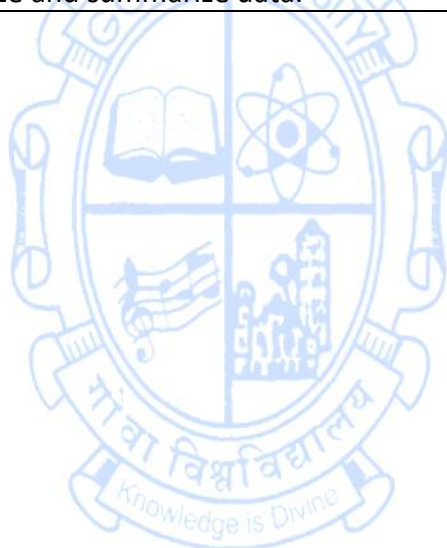
Pre-requisites for the Course:	NIL	
Course Objectives:	To facilitate the assessment of the tourism potential of a destination, to prepare tourism development plan as well as marketing techniques, to familiarize with the destination branding practices and to introduce advanced analysis and research in the field of destination development.	
	UNIT I: Destination Image Development Types and characteristics of destinations, destination selection process, Person's determined image, destination determined image, measurement of destination image, destination branding perspectives and challenges, creating the unique destination proposition, place branding and destination image, destination image formation process, unstructured image, product development and packaging, destination planning guidelines.	15 hours (Theory)
	UNIT II: Destination Planning Process and Analysis National and regional tourism planning and development, assessment of tourism potential, planning for sustainable tourism development, contingency planning: economic, social, cultural and environmental considerations, demand and supply match, design and innovations.	15 hours (Theory)
	UNIT III: Destination Branding and Institutional Support Destination promotion and publicity, destination branding, institutional support: public private partnership (PPP), national planning policies for destination development, WTO guidelines for planners, role of urban civic bodies, town planning, destination vision, the focus of tourism policy, the competitive sustainable destination, destination mapping, Goa startup policy, startup incentives, Goa startup schemes.	15 hours (Theory)
	UNIT IV: Preparation and Presentation of Destination Development Plan Phase 1: Destination Selection and Initial Assessment <ul style="list-style-type: none"> • Task: Select a destination. Conduct an initial assessment of its tourism potential, types of conceivable tourism development, characteristics, and current management systems. Deliverable: A report outlining the destination's profile and preliminary analysis of its tourism potential. Phase 2: Comprehensive Destination Planning <ul style="list-style-type: none"> • Task: Develop a sustainable tourism development plan for the chosen destination. This should include economic, social, cultural, and environmental considerations. 	30 hours (Practical)

	<p>Deliverable: A detailed tourism development plan, including sustainability aspects</p> <p>Phase 3: Destination Branding and Image Development</p> <ul style="list-style-type: none"> Task: Create a branding strategy for the destination. This should encompass destination image, branding challenges, and unique propositions. <p>Deliverable: A branding strategy document focusing on image development, including mock-up marketing materials.</p> <p>Phase 4: Marketing Plan and Promotion Strategy</p> <ul style="list-style-type: none"> Task: Develop a comprehensive marketing and promotion strategy for the destination considering different stakeholders. <p>Deliverable: A marketing plan that includes digital and traditional marketing strategies with an emphasis on innovative approaches.</p> <p>Phase 5: Final Presentation and Reflection</p> <ul style="list-style-type: none"> Task: Present the comprehensive project encompassing all phases. Reflect on the learning process, challenges faced, and insights gained. <p>Deliverable: A final presentation covering all aspects of the project, followed by a reflective report.</p>	
Pedagogy:	Lectures/ tutorials/ field work/ outreach activities/ project work/ viva/ seminars/ term papers/assignments/ presentations/ self-study/ report writing/ case studies or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/ Readings:	<ol style="list-style-type: none"> Gunn, A, Tourism Planning, Basics, Concepts, Cases. 1th Edn. London: Rutledge,2002. Hall C.M, Tourism Planning: Policy, Processes and Relationship, Longman,2000. Harris R Griffin T and Williams, P, Sustainable Tourism: A Globe Perspective, Butterworth-Heinemann, Oxford,2000. Harrison, D, Tourism and The Less Developed Countries: Issues and Case Studies, Cognizant,2001. Inskeep E, Tourism Planning: An Integrated and Sustainable Development Approach,1997. Wiley Mason, P, Tourism Impacts, Planning and Management, London: Butterworth Heinemann M\Mow Forth,2003. Mandl Munt,Tourism and Sustainability: New Tourism In The Third World. London: Rutledge Sharply,1998. 	
Course Outcomes:	<p>At the end of the course the students will be able to:</p> <ol style="list-style-type: none"> Identify the problem at the destination. Understand the marketing and promotional strategies. Design and develop a destination plan. Introduce advanced research in the field of destination development. 	

Name of the Programme : M.B.A. (Integrated) in Hospitality And Tourism
Course Code : MGH-505
Title of the Course : Data Analytics in Hospitality and Tourism
Number of Credits : 04
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	To understand how data analytics can promote tourism.	
	UNIT I: Sourcing of Data and its Analysis Defining data, big data and data science, architectures, small data, taxonomy, methodology for data analysis, knowledge discovery in databases (KDD) process, Cross-Industry Standard Process for Data Mining (CRISP-DM) methodology. Data quality and preprocessing, data transformation, aggregation, modeling, generalization, predictions. Application for text, web, and social media, data acquisition, extraction, tokenization, and web mining. Demonstrations on field Data collection and coding.	15 hours
	UNIT II: Travel Demand Analytics Predicting tourist demand using big data, travel demand modeling with behavioural data, measuring human senses and experiences, web and social media analytics, sentimental analytical approach, tourism intelligence, online travel reviews-paratextual analysis, text mining, Utility of Ministry of Civil Aviation (MOCA), Ministry of Tourism (MOT), United Nations World Tourism Organisation (UNWTO), International Air Transport Association (IATA) and World Travel and Tourism Council (WTTC), reports in demand analysis. Demonstrations: Analysis of data using open source software.	15 hours
	UNIT III: Building a Strategic Analytics Culture Developing a culture, data management and its challenges, data storage, data integration, measuring data, responsible use of data. Data visualization: importance, technology, management, types of visualization. Decision making: being proactive, analysis, predictive analysis, optimisation, machine learning, text analysis, innovations. Analytics for operations, marketing, sales, revenue management, performance analysis, and gaming. Demonstrations: Design of data culture matrix to be used in dissertation.	15 hours
	UNIT IV: Future of Technologies in Tourism Artificial intelligence, fragmentation of information, digital elasticity, storytelling, smart traveler and the internet of things, big-data, smart machine, material technologies, open systems, intelligent transport systems, traffic planning and management.	15 hours
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ case studies or a	

	combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
References/ Readings:	<ol style="list-style-type: none"> 1. A.Apon, K. Dey, and M. Chowdhury, Data Analytics for Intelligent Transportation Systems. Netherlands: Elsevier Science, 2017. 2. A.Carvalho, J.Moreira, T. Horvath, and A.C.P.D.L.F Carvalho, A General Introduction to Data Analytics. Germany: Wiley, 2018. 3. D.R. Fesenmaier, and Z. Xiang, Analytics in Smart Tourism Design: Concepts and Methods. Germany: Springer International Publishing, 2016. 4. K.A. McGuire, The Analytic Hospitality Executive: Implementing Data Analytics in Hotels and Casinos. Germany: Wiley, 2016. 5. Z.Xiang, P.J.Sheldon, P. Benckendorff, Tourism Information Technology. United Kingdom: CABI, 2019.
Course Outcomes:	<p>At the end of the course the students will be able to:</p> <ol style="list-style-type: none"> 1. Identify the sources of travel data. 2. Source the data from available online portals. 3. Build a strategic analytical culture. 4. Visualize and summarize data.



Name of the Programme : M.B.A. (Integrated) in Hospitality And Tourism
Course Code : MGH-506
Title of the Course : Basic Econometrics for Tourism Research
Number of Credits : 04
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	<ol style="list-style-type: none"> 1. To acquire foundational knowledge of regression analysis and develop skills in applying regression models to data. 2. To understand basic knowledge and skills of diagnostic testing concerning regression models. 3. To enable learners to master basic econometric techniques for analysis of cross-section data. 4. To enable learners to acquire basic time series analysis and forecasting skills using econometric and event study methodology. 	
Contents:	<p>Unit I: Introduction to Econometric Methodology and Regression Analysis Econometrics – meaning and significance of econometrics in business decisions - Methodology of econometric analysis – Nature and sources of data for econometric analysis – Preparation of data for analysis - Introduction to classical linear regression model - Assumptions of CLRM – Specification and estimation of bivariate and multiple regression models – Hypothesis testing and statistical inference – Properties of least square estimators (BLUE) – Basic model diagnostics using the goodness of fit statistics – Regression terminology – Regression vs. causation – Regression vs. correlation – Reporting the results of regression analysis.</p>	15 Hours
	<p>Unit II: Econometric Modelling and Diagnostic Testing Selection of model variables – Selection of functional form of regression – Model selection criteria – Issues in regression modeling - Autocorrelation, Heteroscedasticity, Multicollinearity – Consequences, tests for detection and remedial measures – Model misspecification errors – Types, consequences, and tests of misspecification errors – Errors of measurement and relevant consequences.</p>	20 Hours
	<p>Unit III: Analysis of Cross-Section Data Cross-section data – Data considerations and preparation, Sources of cross-sectional data – Cross-section data models - Dummy variables: Nature, ANOVA & ANCOVA Models – Cautions in the use of Dummy Variable – Interaction Effect using Dummy Variable – Applications of Dummy Variables - Seasonal Analysis, Structural breakpoint analysis using dummy variables.</p>	10 Hours

	<p>Unit IV: Analysis of Time Series Data</p> <p>Time series concepts – Stationarity in time series: Concept, Significance, Tests of stationarity in time series, ACF and PACF functions, Unit root tests, Transforming non-stationary time series– Econometric modeling and forecasting using time series data – A.R., MA, ARMA and ARIMA modeling – Diagnostics and forecasting using ARIMA – Event study methodology.</p> <p>Sources of Data for Tourism: World Tourism Organization (UNWTO): <https://www.unwto.org/data-trends> World Travel and Tourism Council (WTTC): <https://wttc.org/Research/Economic-Impact> World Bank: <https://databank.worldbank.org/source/world-development-indicators></p>	15 Hours
Pedagogy:	Lectures / case analysis / assignments / classroom interaction / lab. Practical problems may be solved using available open source software.	
References/ Readings:	<ol style="list-style-type: none"> 1. Asteriou Dimitriou, Stephen Hall, Applied Econometrics, Palgrave Macmillan, New York, 4th edition, 2021. 2. Cameroon Samuel, Econometrics, McGraw Hill, New York, 2005. 3. Davidson, J, Econometric Theory, Blackwell, USA, 1st edition, 2000. 4. Goldberger, A.S. Introductory Econometrics, Harvard University Press, Cambridge, 1998. 5. Gujarati, D. Basic Econometrics, McGraw Hill, New Delhi, 5th edition, 2017. 6. Hayashi, F, Econometrics, Princeton University Press, Princeton, 2000. 7. Pattreson, Kerry, An Introduction to Applied Econometric: Time Series Approach, Palgrave Macmillan, New York, 2000. 8. Ramanathan Ramu, Introductory Econometrics with applications, Thomson South Western, Singapore, 5th edition, 2005. 9. Wooldridge, Introductory Econometrics, Thomson-South Western, Singapore, 5th edition, 2012. 	
Course Outcomes:	<p>Upon completion of the course, students will be able to:</p> <ol style="list-style-type: none"> 1. Apply methodology of regression analysis in developing models for data in social sciences. 2. Perform diagnostic tests on regression models and improvise their models. 3. Demonstrate application of dummy variables for varied purposes in the context of cross-section data. 4. Develop basic time series models for forecasting using the ARIMA structure. 5. Apply event study methodology on time series data for research and analytical purposes. 	

Internship

Course Code: MGH-221 (04 Credits)- Internship -1
MGH-321 (04 Credits)- Internship -2
MGH-361 (02 Credits) – Internship -3
MGH-322 (04 Credits)- Internship -4
MGH-561 (16 Credits)- Internship -5

Title of the Course: Internship

Number of Credits: 02 / 04 /16 as the case may be.

Effective from AY: 2023-24

Course Objectives:	<p>This internship course is designed to provide students with hands-on experience in hospitality, tourism or any other allied industry.</p> <p>Through a combination of practical training and reflective learning, students will gain insights into various aspects of hospitality management, customer service, and operational dynamics within the industry.</p>
Evaluation pattern:	<p>There shall be an ISA component of 60% marks and SEA component of 40% marks.</p> <p>SEA marks shall be based on Internship Report and Presentation, and shall be decided by the department/discipline faculty members. The internship report shall be prepared in line with the dissertation report for the purpose of evaluation.</p> <p>The faculty mentoring the students shall assign ISA marks based on the feedback obtained from the company/organization and the domain knowledge, skill set (log book), best practices learned by the student (viva voce) at the company/organization and such others.</p> <p>Internship report will be governed by the guidelines issued by the Goa University via the following link: https://www.unigoa.ac.in/uploads/config_docs/20231229.04485 ~Format_Dissert_Intern_Field_Work.pdf</p>