

M Sc in Hospitality Studies

Semester –I for M.sc in Hospitality Studies

Paper Code	Subject	Teaching Scheme (Hrs/Week)			Credits	Examination Scheme				
		Theory	Practical	Total		Duration	Max. Marks		Total Marks	Minimum Passing Marks
							External Marks	Internal Marks		
1-T-1	Core I- Marketing for Hospitality & Tourism	4	-	4	4	3	80	20	100	50
1-T-2	Core II- Customer Relationship Management	4	-	4	4	3	80	20	100	50
1-T-3	Core III- Research Methodology	4	-	4	4	3	80	20	100	50
1-T-4	Sanskrit	4	-	4	4	3	80	20	100	50
1-P-1	Practical Core I- Marketing for Hospitality & Tourism	-	8	8	4	3	80	20	100	50
1-P-2	Practical Core II- Customer Relationship Management	-	8	8	4	3	80	20	100	50
1-P-3	Seminar I - Paper Presentation And Publications	--	2	2	1	--	--	25	25	12
Total		16	18	34	25		480	145	625	312

P.S – One conference to be attended with one paper presentation and one publication

Semester –II for M.sc in Hospitality Studies

Paper Code	Subject	Teaching Scheme (Hrs/Week)			Credits	Examination Scheme				
		Theory	Practical	Total		Duration	Max. Marks		Total Marks	Minimum M
							External Marks	Internal Marks		
2-T-1	Core I Human Resource Management & Corporate sustainability	4	-	4	4	3	80	20	100	50
2-T-2	Core II MIS in Hospitality Industry	4	-	4	4	3	80	20	100	50
2-T-3	Core III Hospitality Laws	4	-	4	4	3	80	20	100	50
2-T-4	Core IV Statistics & Qualitative Techniques	4	-	4	4	3	80	20	100	50
2-P-1	Practical Core I MIS in Hospitality Industry	-	8	8	4	3	80	20	100	50
2-P-2	Practical Core II Tourism: A Global Perspective	-	8	8	4	3	80	20	100	50
2-P-3	Seminar I Educational Tour	-	2	2	1	--	--	25	25	12
	Total	16	18	34	25		480	145	625	312

P.S – one educational tour is mandatory

one seminar should be attended on any relevant subject.

Semester –III for M.sc in Hospitality Studies

Paper Code	Subject	Teaching Scheme (Hrs/Week)			Credits	Examination Scheme				
		Theory	Practical	Total		duration	Max. Marks	Total	Minimum	
										Duration
3-T-1	Core I Materials Management	4	-	4	4	3	80	20	100	50
3-T-2	Core II Tourism Destination of India	4	-	4	4	3	80	20	100	50
3-T-3	Elective I Food & Beverage Management -I OR Elective 2 Accommodation Management-I	4	-	4	4	3	80	20	100	50
3-T-4	Quantity Management and assurance	4	-	4	4	3	80	20	100	50
3-P-1	Practical Elective -I Food & Beverage Management -I OR Elective - II Accommodation Management -I	-	8	8	4	3	80	20	100	50
3-P-2	Elective – I Tourism Destination India	-	8	8	4	3	80	20	100	50
3-P-3	Industrial Training **	-	6	6	3	--	--	25	25	12
	Total	16	14	38	27		480	145	625	312

**Training in recognized hotel and resort; travel agency should be done for 6 weeks. Log book to be maintained during the training and submitted for evaluation. Certificate of training to be submitted. On completion of training presentation is compulsory to be evaluated by External and Internal Examiners.

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Semester –IV for M.sc in Hospitality Studies

Paper Code	Subject	Teaching Scheme (Hrs/Week)			Credits	Duration	Examination Scheme			
		Theory	Practical	Total			Max. Passing Marks		Total	Minimum Passing Marks
							External Marks	Internal Marks		
4-T-1	Food & Beverage Tourism	4	-	4	4	3	80	20	100	50
4-T-2	Elective I Food & Beverage Management -II OR Elective II Accommodation Management-II	4	-	4	4	3	80	20	100	50
4-T-3	Strategic Management	4	-	4	4	3	80	20	100	50
4-T-4	Dissertation	4	-	4	4	3	80	20	100	50
4-P-1	Practical Core I Elective I Food & Beverage Management -II OR Elective II Accommodation Management-II	-	8	8	4	3	80	20	100	50
4-P-2	Viva- Voce of Dissertation	--	4	4	2	2	80	20	100	50
4-P-3	Seminar	-	4	4	1		--	25	25	12
	Total	16	16	32	23	17	480	145	625	312

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Note:-

1. In each semester student will have to give seminar on any topic relevant to the syllabus encompassing the recent trends and development in that field. The topic of the seminar will be decided at the beginning of each semester in consultation with the supervising teachers. The student has to deliver the seminar which will be followed by Discussion and open session with invitees , faculty and students.

be followed by discussion. The seminar will be open to all the teachers of the department, invitees, and students.

2. The student will have to carry out the research based project work in the fourth institute / organization / Industry. The student in consultation with supervisor will finalize the topic of the project work at the beginning of the third semester followed by pre-synopsis presentation on seminar during III semester in the department or depending on the availability of placement; he/she will be attached to any of the national / regional / private research.

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Paper Code 1-T-1

Theory

Subject – Marketing for Hospitality & Tourism

Theory – 80
Sessional – 20

Total – 100

Minimum passing marks - 40

Unit	Topic	Marks
1	Sales promotion - Meaning, Definition, Importance Objectives, of Sales Promotion, Factors Contributing the growth of Sales promotion, <ul style="list-style-type: none"> • Tools/levels of Sales promotion- Consumer sales promotion, Dealer Sales Promotion, Sales force promotion. • Sales Quota-Meaning, Benefits, Weakness, Basis necessary for fixing quota, Types of Quota • Personal Selling-Definition, Concept, Objectives, Importance, Duties of Salesman and Qualities of successful salesman. 	20
2.	Advertising- Meaning, Definition and Objectives of advertising, advertising and Sales promotion, Functions and Advantages of Advertising <ul style="list-style-type: none"> • Advertising Media – selection of advertising media, kinds of advertising media-indoor and outdoor advertising. • Product Strategy-Meaning of brand, essentials of a good brand, benefits of brand, Types of brand. Meaning of branding, elements of branding. Case studies. • Building Customer Loyalty-Meaning of customer loyalty, Customer Satisfaction, Customer value, Retaining customer through service quality, Developing Service Quality programme ,Case Studies 	20
3	Product Life Cycle & Consumer Behaviour	20

Meaning and concept of control, significance

e, control process,

tools and techniques of marketing control.

- Marketing of Services - Definition, Characteristics of Services, Marketing Mix in service Marketing
- International marketing – introduction, decision regarding

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international marketing, main activities, importance of international marketing.

- Recent trends in marketing – Relationship marketing, Digital Marketing, Word-of-mouth marketing, Test marketing, case studies

Books Recommended :

1. Marketing for hospitality & Tourism, Philip Kotler, Second Edition, 1998
2. Marketing Management, M.M. Varma & Agarwal, Kings Publication, 2003.
3. Hospitality Sales and Marketing, Abbey, J.R.
4. Modern Marketing Management, Davar
5. Marketing Hospitality, Sales and Marketing for hotels, Motels & Resorts – Foster, D.C.
6. Sales & Marketing for the travel professional, FASTER D.C.
7. Marketing Management, Kotler Philip
8. Marketing for Hospitality & Tourism, Kotler. Philip
9. Selling & Sales Management, Lonacaster G.
10. Marketing & Sales Strategies for Hotel & Travel Trade, Nagi Jagmohan
11. Modern Marketing, Pillai, R.S.
12. Service Marketing, Rampal, M.K.
13. Hospitality Marketing Management, Raid, R.D.

1-P-1

Projects/ Assignment

Total – 50

1. Product life cycle of any service product Case Study
2. Launching of a new restaurant, Pub, Kiosk or Hotel using P's of Marketing
3. Using latest trends in Marketing to promote a hospitality product. Eg. Social Media Marketing

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Paper Code – 1-T-2

Subject - Customer Relationship Management

Theory – 80

Sessional – 20

Total – 100

Minimum passing marks - 40

Unit	Topic	Marks
1	<p>CRM: Overview oConceptual Framework of Customer Relationship Management in service sector.</p> <ul style="list-style-type: none"> • Driving CRM culture in business • Transition from Database Marketing to CRM • Challenges building loyal customer 	20
2.	<p>CRM: An enterprise wide activity oCRM Landscape: Evolution ,types of CRM</p> <ul style="list-style-type: none"> • CRM implementation options: stage wise v/ enterprise wide • Strategic CRM: components of strategic CRM, and Developing a CRM Strategy 	20
3	<p>Relationship Marketing oRogers &Pepper’s model of relationship oCustomer engagement and experience management concept -- Levels of relational bond: Financial bond, structural bond, social bond and customized bonding</p> <ul style="list-style-type: none"> • Building Relationship approach: Minimize negative service encounters during pre and post buy interaction • Analyze service gaps using GAP model. • Redefine service blueprint to enhance customer delight. • Create responsibility and accountability matrix for internal customer. • Benchmark competency and create performance reward incentive program to increase oCustomer service levels. 	20
4.	<p>Building CRM process structure:</p> <ul style="list-style-type: none"> • CRM levels: Collaborative CRM, Analytical CRM, Operational CRM. oFront end and back end business process integration using CRM process • Sales process , Post sale Customer service process • Marketing campaign process oContact and activity management process • Case study based on the above. 	20

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Books Recommended :

1. Customer Relationship Management, Vikas Publishing House, Delhi- Mohammed, H. Peeru and a Sagadevan (2004)
2. CRM-Essential Customer Strategies for the 21st Century. Tata McGraw Hill- Paul Greenberge (2005).
3. Customer Relationships Management. - William, G. Zikmund, Raymund McLeod Jr.; Faye W. Gilbert

1-P-2

Projects/ Assignment

Any Four

Total-50 Marks

- Planning at-least one loyalty programme for CRM per student
- Planning CRM module for the core departments of a star category hotel as per the choice
- Tactics for handling challenging customer in different core department of as star category hotel.
- Development of customer orientation programme such as – Planning, Recording of guest preferences.
- Conducting ABC analysis of customer relationship
- Designing formats to measure customersatisfaction. - Such as Guest feedback card, Email Survey.
- Understanding the various stages of CRM and its implementation by interacting and communicating with customer.

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Paper Code – 1-T-3

Subject -Research Methodology

Theory – 80
Sessional – 20

Total – 100

Minimum passing marks – 40

Unit	Topic	Marks
I	Introduction to Research and Research Methodology Meaning, Characteristics of Research, Need of Research in Hospitality A. Industry, Objectives of Research, Types of Research: Basic Research B. Applied Research C. Descriptive Research D. Analytical Research E. Empirical Research, Issues and Problems in Research, Meaning of Research Methodology, Stages in Scientific Research Process, Criteria for a good research problem.	20
II	Research Design and Sample Design Research Design – Meaning, Types and Significance, Sample Design – Meaning and Significance, Essentials of a good sampling, characteristics of a good sample, sample vs. census Stages in Sample design, sampling methods/techniques with advantages and disadvantages, role of sample size and Sampling Errors , difference between concept and variables.	20
III	Methods and Techniques of Data Collection/ Research tools Concept of data, Types of Data Quantitative and Qualitative, Primary Data and Secondary Data – Meaning, Significance and Limitations ,Collection of Primary Data- Observation method, Survey through Questionnaire, Designing of a questionnaire – Meaning, types of questionnaire, Stages in questionnaire designing, Essentials of a good questionnaire, questionnaire rating scale, attitude scale, Interview Technique etc with their uses, validity , reliability and usability of data, Collection of Secondary Data.	20

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IV	Tabulation of data and Data Processing Introduction, Data processing Meaning, Significance and problems in data processing, Stages in data processing: a. Editing b. Coding c. Classification d. Tabulation, Preparing a master tabulation chart, tabulation and organization of quantitative data, e. Graphic Presentation	20
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Books

1. A.R. Fraenkel, N.E. Wallen, 2008. "How to Design and Evaluate Research in Education", *ih Ed.* Boston: McGraw-Hill. .
 2. K.E. David, 2009. Curriculum Development for Medical Education: *.ASix-Step Approach*, 2nd Ed. The John Hopkins University Press. ISBN 0-8018-9367-4.
 3. N. Peter, 2009. "Leadership: Theory and Practice." *3rd Ed* Thousand Oaks: Sage Publications.
 4. G. Bordage, B. Dawson, 2003. Experimental study design and grant writing in eight steps and 28 questions. *Medical Education*, 37(4): 376-385.
1. Research Methodology - C. R. Kothari
 2. Business Research Methods - Donald Cooper & Pamela Schindler, TMGH, 9th edition.
 3. Business Research Methods – Alan Bryman& Emma Bell, Oxford University Press.

Journal

1. Journal of Hospitality Application and Research
2. 2. Journal of Hospitality and Tourism Research

1-P-3

- 1) Home assignment
- 2) Paper presentation in conferences and seminar

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Paper Code -1-T-4
Subject - SANSKRIT

Theory – 80
Sessional – 20

Total – 100

Minimum passing marks - 50

1. रघुवंश (प्रथम सर्ग)
- २ . अभिज्ञानशाकुन्तलम (प्रथम अंक)
३. काव्यप्रकाश आचार्य (प्रथम उल्लास)
४. परियोजना कार्य

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Semester – II
Paper Code -2-T-1

Subject - Human Resources Management & Corporate Sustainability

Theory – 80
Sessional – 20

Total – 100

Minimum passing marks - 40

Unit	Topic	Marks
I	Human Resources Management <ul style="list-style-type: none">• Introduction, Importance and Functions of HRM in Hotel Industry-• Evolution of Human Resources Management• Difference between Personnel Management and Human Resource Management• Role of a HR Manager, Training Manager (L&D) and Personnel Manager in Hotel Industry	20
II	Industrial Relations-Retirement/Separation <ul style="list-style-type: none">• Grievance Procedure• Collective Bargaining• Settlement of Disputes• Superannuation• Voluntary Retirement Schemes• Resignation• Discharge• Dismissal• Suspension-Layoff	20
III	Principles of Sustainability and Corporate Social Responsibility - Environment. <ul style="list-style-type: none">• Corporate Social Responsibility• Corporate Ethics & Governance• Corporate Social Responsibility – an Overview.• CSR – Strategies & Implementation• Managing CSR – Reporting & Auditing• Case Study – CSR Initiatives undertaken by ITC, Oberoi &TATA’s	20

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IV	Corporate Ethics <ul style="list-style-type: none">• Corporate Ethics – an Overview• Corporate Governance – an Overview• Impact of Corporate governance on Sustainability	20
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Books Recommended:

- Personnel Management, C.B. Memoria, S.V. Gankar, Publishing house, Mumbai.
- Stoner, James, A.F.,MANAGEMENTEaglwood Cliffs, New Jersey,
- KnoontzO‘Donnel and Weirich, MANAGEMENT, International students edition, McGraw hill.
- Boella, M.J.,Personnel Management in the hotel and catering Industry, Hutetinson, London.
- Ahuja K.K. Personnel Management, Kalyani Publisher, New Delhi □Hotel Industry, Frank Bros. & Co. (Publishers) Ltd

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Paper Code -2-T-2
Subject – MIS in Hospitality Industry
(Management Information System)

Theory – 80
Sessional – 20

Total – 100

Minimum passing marks – 40

<i>Unit</i>	<i>Topic</i>	<i>Marks</i>
I	<p>Introduction to MIS</p> <ul style="list-style-type: none">• Introduction, Definition, Concept• Understanding Information systems• Infrastructural Resources required for MIS o Hardware o Software o Data o Network resources o Types of networks• Impact of internet revolution on Hospitality Business	20
II	<p>Information Systems for Rooms Division Management</p> <p>- Property Management System-Variou Modules related to Reservations, Registration, Cashiering, Telephones, Guest History, Housekeeping - Various reports generated in the Front Office and their purpose o Room Occupancy report. o Front Office Cashier Report o Guest In-House Report o Expected Arrival Report o Expected Departure Report o Occupancy Forecasting Reports</p> <ul style="list-style-type: none">• Computerized reservation system, Introduction to GDS & Hotel• Distribution on GDS• MIS for key Decisions• Guests data base - Keeping track of guests profile, needs, expectations.• Projection and Monitoring of Occupancy levels	20

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III	<p>Catering Computing Systems</p> <ul style="list-style-type: none"> • Recipe Costing • Stock Control System • E- Procurement Systems • Electronic POS System • Table Management Systems • Conference and Banqueting Systems - Specialist Catering Computer Systems o Mini Bar • Beverage Control Systems • Club Management 	20
IV	<p>Back Office Systems</p> <ul style="list-style-type: none"> • Pay Roll Systems • Personnel Management Systems • Maintenance Management Systems • Performance Management Systems • At Your Service (AYS System) 	20

Books Recommended

1. managing Information System –MahadeoJaiswal&Monika Mittal-Oxford Publication
2. using Computers in Hospitality- Peter O‘Connor-Third edition by Thompson Learning
3. Information Management System –MTM4-Rference book of IGNOU
4. Management Information Systems – W.S.Jawadekar

2-P-2

Practical Core 1

MIS in Hospitality Industry

Practical – 80

Internal – 20

Total – 100

Minimum passing marks - 50

1. Creation and presentation of Various reports generated in the Front Office.
 - Room Occupancy report.
 - Front Office Cashier Report
 - Guest In-House Report
 - Expected Arrival Report

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- Expected Departure Report
- Occupancy Forecasting Reports

1. Creation and presentation of Various reports generated in the Back Office.
-Attendance Record, -Maintenance record.

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Paper Code -2-T-3
Subject – Hospitality Laws

Theory – 80
Sessional – 20

Total – 100

Minimum passing marks - 50

Unit	Topic	Marks
I	Laws relating to Hospitality industry- Renewal Suspension and termination of licenses. Procedure for granting Star gradation in India, various approvals and permissions required to set up a hotel. Other Licenses required to start a hotel from FHRAI Guidelines.	20
II	Licenses and permits required by Hotels <ul style="list-style-type: none"> • Bar and liquor Licenses, Validity, renewal and penalties. • Restaurant and various types of outlets and Licenses required by them. - Swimming pool License - Spa and Health Club License. • FSSAI Regulation. • -The Arms Act 1959- 24b, offences and Penalties-27, 28,32,37 and 41. -The Narcotic Drugs And Psychotropic Substances 1985 (Amended Act 2001) - 15, 17, 30,41,42 and 45. 	20
III	Concept of Tourist Police and Measures for safety and security of Tourist. Need of Central Tourism Legislation in India. Laws and legislation relating to tourist entry, stay and departure. Procedure and requirement for procuring various travel documents (passport, visa and health certificates) with relation to inbound and outbound tourists. Laws relating to currency exchange, FEMA, and Passport Act-1967.	20
IV	Laws relating to passenger safety, convenience and compensation during air travel, Legislations relating accompanied and an accompanied tourist baggage. Compensation for lost and damaged baggage. Insurance for tourists and their baggage. Archaeological site and remains act, Wildlife Protection Act, Environment Protection Act And Air, Water And Noise Pollution Act. Foreigners Act1946.	20

Books Recommended:

1. Gupta S.K.: Foreign Exchange Laws and Practice: Taxman Publications Delhi, 1989.
2. Ensor, R.:Management of Foreign Exchange Risk: Euro money Publications, London
3. Malik, S.S., Ethical, Legal and regulatory aspects of tourism Business: Rahul, Delhi

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4. Sajnani M.: Indian Tourism Business – A Legal Perspective
5. Manuel G. Velasquez: Business Ethics Concepts and Cases: Phi Learning Pvt. Ltd.6. Legal Aspect for Hospitality and Tourism Industry—By AtulBansal The students should refer to the respective Acts.

- Note- 1) For all Acts the scope, objectives & definitions to be covered.
2) Only the provisions related to the hospitality industry to be taught.
3) Bare Acts for individual law shall be referred for the scope of law.

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Paper Code -2-T-4

Subject – Statistics & Quantitative Techniques

Theory – 80
Sessional – 20

Total – 100

Minimum passing marks - 40

Unit	Topic	Marks
I	Meaning and Importance of research report writing a. Essentials of a good Research Report b. Ethical Norms in Research c. Ethical Issues in Research – Plagiarism d. Role of Computer in Research e. Structure/ layout of Research Report f. Types of Research Report g. Steps in research report writing h. Footnotes and Bibliography	20
II	References and Citation methods- a. APA (American Psychological Association) b. MLA (Modern Language Association) c. CMS (Chicago Manual Style)	20
III	Conceptual understanding of Statistical Measures. Measures of central tendencies Measures of Variations Probability Concepts- Binomial, Normal, Use of	20
	normal probability tables. Regression analysis.	
IV	Testing of Hypothesis-(Z+, T. , Chi Square{2x2, rxc Contingency table}, f-Test) Corelation Coefficient of Corelation Rank Co-relation (Pearson, Spearman) Error- Type 1 Type 2. Factor analysis.	20

Books Recommended:

1. B.D. John, A.L. Brown and R.R. Cocking, 1999. "How People Learn: brain, mind, experience and school". Washington, DC: National Academy Press.
2. A.R. Fraenkel, N.E. Wallen, 2008. "How to Design and Evaluate Research in Education", *ih Ed.* Boston:

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McGraw-Hill. .

3. N. Peter, 2009. "Leadership: Theory and Practice." *3rd Ed* Thousand Oaks: Sage Publications.

Semester - III

Paper Code -3-T-1

Subject - Materials Management

Theory 80
Sessional – 20

Total – 100

Minimum passing marks - 40

Unit	Topic	Marks
1.	Introduction Materials Management -Evolution, Importance, Scope and objectives , Interface with other functions, evolution to 3 pl Trade off Customer service & cost Materials Handling - Principles of Materials Handling systems - Materials handling equipments - Safety issues	20
2.	Inventory - Need of inventory - Cost associated with inventory - Types of inventory , basic EOQ model - EOQ with discounts- ABC analysis classifications of materials, VED, HML, FSN, GOLF, SOS, (Numerical expected on basis EOQ , EOQ with discounts) - Inventory control & cost reduction Techniques, inventory turnover ratio codification concept and benefits	20
3.	Materials Requirement Planning Advantage over conventional Planning Input and output of MRP system -Forecasting – overview of qualitative and quantitative methods of forecasting bill of materials explosion- Materials flow in MRP, Concepts of ERP	20
4.	Purchasing Management : -Responsibility of Purchase Department, Purchase Cycle , Negotiation & Bargaining, Vendor Relation & Development, Purchasing methods, Global Sourcing Store – Function, Importance, Organization of stores Layout, stores procedure and documentation	20

Reference Books:-

1. Materials Management – Dutta

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2. Handbook of Materials Management - Gopalkrishnan
3. Materials & Logistics Management - L. C. Jhamb
4. Introduction to Materials Management – Arnold
5. Logistics & Supply Chain Management – Martin Christopher

Paper Code -3-T-2
Subject - Tourism Destination of India

Theory 80
Sessional – 20

Total – 100
Minimum passing marks - 40

Unit	Topic	Marks
1	History of Indian Tourism - Ancient period - Pre Independence - Present status of Tourism in India	20
2.	Role of Government in Tourism Promotion - Incredible India – initiatives and Practices - Role and Functions of India Tourism and STDC - Travel statics. - Application based travel portal business rule & regulations	20
3	Tourism Products - Natural – Beaches, Hills, Islands - Human Made – Fairs, Festivals, Architecture, Monuments, Shopping - Symbiotic – Marine Parks, Wildlife, Sanctuaries, Adventure, Sports Major Tourist Attractions - Famous Places of Tourist interest in India	20
4.	Tourist products of India (New Trends) - Spiritual Tourism - Religious Tourism - Wedding Tourism - Wellness Tourism - Medical Tourism - Agro Tourism	20

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Books Recommended

- 1) India –Aruna Deshpande
- 2) Tourism –Romila Chawla Reference Websites: www.incredibleindia.com www.tourism.gov.in
www.tourismindia.com

3-T-3- Elective- 1 Food & Beverage Management-I

Theory – 80
Sessional 20

Total – 100
Minimum passing marks 40

Unit	Topic	Marks
I	Hazard analysis and Critical Control Point <ul style="list-style-type: none">• Introduction to Food Safety Management system• History of HACCP, HACCP in India, seven basic principles• Good Manufacturing practices (GMP)• Good Hygiene practices (GHP)• Types of Hygiene• Importance and place of Hygiene in the Hotel Industry	20
II	Food & Beverage Service and Food Safety <ul style="list-style-type: none">• HACCP in menu planning, purchasing, receiving, storing, issuing, preparation, cooking, holding, Serving, Reheating, Cleaning.• Safe Hand Washing• Temperature danger zone• Waste disposal	20
III	Training of food handlers <ul style="list-style-type: none">• Objectives and benefits of hygiene training• Steps in planning and implementing a training program based on HACCP• Evaluation of the program• Documentation required for maintain HACCP	20

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IV	Standard operating procedures <ul style="list-style-type: none">• Purchasing• Receiving deliveries• Storage• Holding Hot and Cold foods• Cooling• Reheating,• Serving food• Self service Area Application based food Delivery system	20
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Books Recommended:

1. Food Hygiene and Sanitation, S. Roday, Tata Mc Graw-Hill
2. The hospitality Industry : Significance and application of HACCP, NanditaSapra, Swaprakashan Publication
3. Managing with the HACCP System, Ronald Cichy
4. Supervising Food Safety, Richard Sprenger, Published by Highfield, Co. UK. Limited.
5. Food Service and Catering Management by R.K.Arora – APH, Publishing Corporation, New Delhi-110002
6. Food Hazard & Food Hygiene, Seema Yadav.
7. Food & beverage Service, R. Singaravelavan, Oxford University Press.

3-P-3 Practical Elective -1
Food and Beverage Management-I

Practical – 80

Internal – 20

Total – 100

Minimum passing marks – 50

1. Implement HACCP principles in the various hotels
2. Knowledge about temperature danger zone, use of thermometers in practicals
3. SOP for :
4. Visit to a hotel and observing the scales which they use for HACCP.
5. Study on Application based food delivery system – Case study

or

3-T-3 ELECTIVE -2

Accommodation Management –I

Theory – 80

Sessional – 20

Total – 100 Minimum passing
marks 50

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Unit	Topic	Marks

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1	<p>Introduction to facilities management</p> <ul style="list-style-type: none"> • Scope and meaning of facility management • Importance and growth of facility management • Space management • Capacity, resource management 	20
2.	<p>Application of scientific techniques in rooms division – Application based accommodation Management system</p> <ul style="list-style-type: none"> • Application of work study • Work measurement- application to man power • Technological changes using software for operating function – application to process and revenue management 	20
3	<p>Housekeeping in other venues</p> <ul style="list-style-type: none"> • Housekeeping administration for museums, hostels, residential schools, guest houses, corporate offices, banks, stadiums, malls. • Waste disposal – control and management 	20
4.	<p>Front Office Accounting & revenue management</p> <ul style="list-style-type: none"> • Room Tariff fixation and establishing room rates • Front Office as revenue generating center, managing occupancy and effective revenue (ARR, REV, PAR) • Various financial records and document prepared and used at billing section • Guest Accounting cycle • Auditing in Front Office 	20

Books Recommended

- 1) Managing facility by Christine Jones - Hotel facility Planning by Tarun Bansal
- 2) Hotel housekeeping Operations and Management - G Raghubalan
- 3) Hotel housekeeping Operations and Management - G Raghubalan
The Professional Housekeeper by Georgina Tucker
- 4) Managing the Lodging Operations - Robert Christie Mil
- 5) Commercial Housekeeping
- 6) Professional Front Office management - Robert H. Woods

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3-P-3 Practical Elective -2
Accommodation Management -I

Practical – 80

Internal – 20

Total – 100

Minimum passing marks - 50

1. Preparation of various records of financial transaction at cashier sections- budgetary applications of the financial transaction
2. Designing of room tariff – display in various types of format ex. Hotel website, printed, GDS etc.
3. Designing loss prevention manual for safety & security of establishment.
4. Latest trends in key cards use of cards for login password & other amenities Air B n B concept

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Paper Code- 3-T-4

Subject - Quality Management and Assurance

Theory – 80

Sessional – 20

Total – 100 Minimum passing
marks – 50

Unit	Topic	Marks
I	<p>Introduction to Quality</p> <ul style="list-style-type: none">- What is Quality (Definition of quality)?- Understanding TQM- Six basic concept of TQM- Quality Planning- Quality Costs- Collection and reporting of quality costs information- Analysis of quality costs- Establishment of quality cost goals and optimizing quality costs- Strategies for importing quality. Application of quality costs- Scope of total quality control- Beneficiaries of TQM <p>Employee Involvement</p> <ul style="list-style-type: none">- Motivation- Strategies for achieving a motivated workforce- Employee empowerment- Teams- Recognition and rewards for employees.- Gain Sharing- Performance appraisals- Unions and employees involvement- Benefits of employee involvement	20
II	<p>Customer Satisfaction</p> <ul style="list-style-type: none">- Understanding the customer- Customer perception of quality- Customer complaints- Customer feedback- Using customer complaints as feed back - Service quality	20

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III	<p>The Seven Tools of Quality</p> <ul style="list-style-type: none"> - Statistical process control - Check sheet - Flow chart - Graphs - Histogram - Pareto chart - Cause effect diagram - Scattered diagram 	20
	<ul style="list-style-type: none"> - Control chart <p>Other Quality Improvement Tools</p> <ul style="list-style-type: none"> - Vision and Mission statement - Acceptance sampling - Zero Defect Programme (PORA – YORE) - Brain storming 	
IV	<p>Quality Management Systems</p> <ul style="list-style-type: none"> - ISO 9001 : 2008 System <input type="checkbox"/> Benefits of ISO <input type="checkbox"/> Requirements <input type="checkbox"/> Implementation <input type="checkbox"/> Documentation - Concepts of ISO14001 (Environment Management - Requisition of ISO 14001 - Benefits of ISO 14001 	20

Reference Books:-

- 1) TQM 2nd Edition -B. SenthilAnasu and J. Praveen Paul
- 2) Total Quality Management - Poornima M. Charantimath

KKSU M.Sc HOSPITALITY SYLLABUS

Paper Code- 4-T-1
Food & Beverage Tourism

Theory – 80
Sessional – 20

Total – 100 Minimum passing
marks – 50

Unit	Topic	Marks
1	<input type="checkbox"/> Meaning and concept of food tourism <input type="checkbox"/> Understanding the reasons for growth of food tourism <input type="checkbox"/> Potential of food tourism Global trends in food tourism	20
2	<input type="checkbox"/> Popular food tourist destination in world – Wine Tourism Spain <input type="checkbox"/> China <input type="checkbox"/> France <input type="checkbox"/> Italy Malaysia (at the cross road of Asian Food) Grant trunk and food tourism & Beverage	20
3	<input type="checkbox"/> Planning of food tourism <input type="checkbox"/> Rules and code of conduct of good tourism <input type="checkbox"/> Food safety and sustainable planning of food tourism Food tourism based activities (taste trekking food walks/trails etc.) <input type="checkbox"/> Street Food	20
	<input type="checkbox"/> Promotion and marketing of food tourism	
4	<input type="checkbox"/> India – as a potential destination for food tourism Impact of geographical location, culture and ethnic food habits <input type="checkbox"/> Fusion cooking Great India Chefs & their journey	20

Note :As a part of curriculum the students will have to visit traditional kitchen / food service outlets of regional foods & submit report.

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Reference Books

- 1) Tourism – The Business of Travel by Roy A. Cook, Laura J. Yale, Joseph J. Marqua, Pearson education
- 2) Tourism, Principles, Practices and Philosophies – Charles R. Goddner, JR Brent Ritchie, Wiley –India edition
- 3) Tourism Economics – Donald E. Lund berg, M. Krishnamoorthy, Mink H. Stavenga, John Wiley & sons. Inc
- 4) Dynamics of Modern Tourism – Ratandeeep Singh, Kanishka Publications, New Delhi
- 5) Tourism Operations and Management – S. Roday, A. Biwal, V. Joshi, Oxford University Press, New Delhi
- 6) The Travel Industry - Chuck Y. Gee, Denter JL. Choy, James C. Maheno, AVI Publishing company
- 7) Indian Food, K.T.Achaya, Oxford
- 8) Theory of Cookery By K Arora, Publisher: Frank Brothers
- 9) Reports of UNWTO

KKSU M.Sc HOSPITALITY SYLLABUS

Elective 1 Paper Code- 4-T-2
Subject – Food & Beverage Management –II

Theory – 80
Sessional – 20

Total – 100

Minimum passing marks – 40

Unit	Topic	Marks
I	Butler Service <ul style="list-style-type: none"> • Introduction about a butler • Responsibility of a butler • Types of Butler • Skills of a Butler • Etiquette and protocol of butler service □ Travelling with your guest • Pets handling inside the hotels. 	20
II	Managing a Lounge Business <ul style="list-style-type: none"> • Creating a business plan • Marketing the bar business • Marketing tools to attract customers to a bar • Pricing as a promotional tool in bars • Latest trends in Bar • Classic and contemporary cocktails • Mixology beyond cocktails 	20
III	Menu Engineering <ul style="list-style-type: none"> • Definition, scope and importance • Elements and pre-requisites of menu engineering • Psychology □ Accounting • Graphic Design • Marketing and Strategy 	20
IV	Recent Trends and Quality Management in Food and Beverage Operations □ Meaning of quality <ul style="list-style-type: none"> • Importance of quality • Managing quality in food & beverage Operations • Examples of quality management in food & beverage operations • Designing a quality system for food & beverage 	20

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Books Recommended:

1. Classic cocktails by Stuart Walton, Suzannah Olivier, Joanna Farrow – Lorenz books,
2. Bar & Cocktails by Michael Jackson, Mitchell Beazley
3. The Bartender's guide by Peter Bohrmann – Greenwich edition London 4. International Bartender's Guide – Random house, New York.
5. Food and beverage management, Bernard davis, Andrew lockwood, peter, Alcott and loannisPantelidis, fifth edition.
6. Menu Engineering : A practical guide to Menu Analysis – Donald Kasavanna.

Elective -I Practical Paper Code – 4-P-2
Food and Beverage Management-II

Practical – 80

Internal – 20

Total – 100

Minimum passing marks – 50

1. Making of Classic and contemporary cocktails
2. Free Pouring, bar tricks
3. Visit to a Bar
4. 5 Compulsory training sessions in a bar
5. Platter presentation : Starter / main course / dessert
6. Techniques for quality service

OR

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Elective 2 Paper Code- 4-T-32
Subject- Accommodation Management-II

Theory – 80
Sessional – 20

Total – 100

Minimum passing marks – 40

Unit	Topic	Marks
I	Ergonomics in facilities management – Hospitality organization <ul style="list-style-type: none">• Importance and Principles• Training staff to work ergonomically• Job safety analysis and its applications• Safety awareness for staff and guest• Accident prevention and work environment safety	20
II	Trends for Internal Environment <ul style="list-style-type: none">• Managing labour cost with technology• The shrinking labour market• Maximizing benefits of technology• Encouraging staff development	20
III	F.O. as Sales Department <ul style="list-style-type: none">• Co-ordination of F.O. with sales department• Importance of F.O. as sales point• Sales promotion technique used by F.O.• Qualities of F. O. staff to act as sales agent	20
IV	Public Relation <ul style="list-style-type: none">• Importance of Public relations in Hotels• Agents of Public relation building at Front Office• Various Public Relation tactics• Role of Media in Public Relation	20

Books Recommended:

- Professional Management of Housekeeping Operations – Thomas J.A., Jones, Ed.D.R.EH, John Wiley & Sons, Inc.
- The professional housekeeper-Madelin Schneider, Georgina tucker, Mary Scoviak John Wiley & Sons, Inc
- Housekeeping Operations Workbook, Macmillan Education Ltd. –Valerie Paul & Christine Jones.
- Hotel, Hostel and Hospital Housekeeping-Joan C Branson, Margaret Lennox, Edwards

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Arnold(publishers) ltd. ELBS

- Housekeeping Supervision Jane Fellows, Macdonald & Erans Ltd. London.
- House keeping Management Margaret Kappas, Aleha Nitschke, Education Institute, USA.
- _Bonsai', www.bonsai-bci.com
- www.hotelworkersrising.com
- Hvseco.com

Elective -II Practical 4-P-2

Accommodation Management-II

Practical – 80

Internal – 20

Total – 100

Minimum passing marks – 50

1. Designing documents for analyzing work place pain and hazards with used of ergonomics.
2. Surveys to find right ergonomics practices in various hotels/other institutions
3. Developing of green cleaning programmes
4. Public Relation activities in Hotels & Publicity Activities

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4-T-3

Subject - Strategic Management

Theory – 80

Sessional – 20

Total – 100

Minimum passing marks – 40

Unit	Topic	Marks
1	<p>Introduction to Business Policy</p> <ul style="list-style-type: none">• Evaluation of business policy as a discipline, Nature of Business policy, Importance of business policy, Purpose of business policy, Objectives of business policy• Strategic Management – an overview• Understanding Strategy, Definition & Explaining strategy, Strategic Decision making• Process of Strategic Management, School of thought on Strategy Formulation• Strategic Intent• Vision, Mission, Business Definition, Goals & Objective	20
2.	<p>Environmental Appraisal</p> <ul style="list-style-type: none">• Concept of Environment, Environmental Sectors, Environmental Scanning• Corporate level strategies• Grand Strategies, Stability Strategies, Expansion strategies, Retrenchment strategies Combination Strategies• Strategic Analysis & Choice• Corporate & Business Level Strategic Analysis, Contingency Strategies, Strategic Plans	20

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3	<p>Strategy Implementation</p> <ul style="list-style-type: none"> • Interrelationship between formulation & Implementation, Project Implementation Resource Allocation, Organizational System, Corporate Culture, Social Responsibilities & Strategic Implementation • Functional & Operational implementation • Functional Plan & Policies, Financial Plans & Policies, Marketing Plans & Policies • Strategy Formulation • Expansion, Retrenchment, Merger, Joint Venture • Strategy Formulation Process • Strategy analysis & Choice, Factors influencing choice, SPACE Matrix, BCG Matrix 	20
	<ul style="list-style-type: none"> • Policies in functional Areas • Functional policies, financial policies • Strategic Implementation, Review & Revaluation 	
4.	<p>Strategic Evaluation & Control</p> <p>Strategic Control, Operational Control, Role of Organizational System in Control Case Studies- Case Analysis & Presentation Mission & Mission Statement, Strategies, Approaches, Entrepreneurial, Strategic Decision Making, Adaptive search, Environmental & Internal resource Analysis Environmental Scanning, SWOT Analysis (Internal & External Environment)</p>	20

Recommended Books :

1. Wootton and Terryhorne: Strategic planning: The Nine Programme
2. John Tribe: Corporate Strategy for Tourism.
3. Prashad, L.M.: 2004, Business Policy and Strategic Management, Sultan chand& Sons.
4. Ghosh, P.K.: 2004, Strategic Planning & Management, Sultan Chand & Sons.

4-P-4

Project Work & Viva / Voce

Practical – 80

Internal – 20

Total – 100

Minimum passing marks – 50

Every student shall select a research project from the Hospitality Industry. The nature of the product

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shall be based on the synthesis of their experience and knowledge gained from allied subjects. Subject of the project shall be approved by the department at the commencement of the session. The research project will be guided by an approved guide of the university. The students will be required to submit the project report on a prescribed date.

Comprehensive Viva-Voce/ Seminar based on Project /Thesis

The seminar will be scheduled by the college or the department based on the thesis/ Project and the final vice-voce will be commenced on the day and date prescribed by the university in presence of external examiner.
