

101 English Language & Communication Skills

Unit-I

Significance of English Language: Different views, punctuation of English words, sound, symbols and attributes of good speech.

Unit-II

Communication: Process, role, element, oral & written communication.

Unit-III

Types of Communication: Effective verbal and written communication

Unit-IV

Business Communication: Business communication and document preparation technical description.

Unit-V

Usage and Techniques: Essays, precise writing skills, presentation skill related to seminars, conferences, use of modern aids e.g. OHP, video conventions techniques.

Suggested Readings:

1. Wren, P.C & Martin, H., "English Grammar Composition".
2. Tondon, Seth, Agarwal, Maheswari, "The Art of English Grammer & Composition.
3. Sinha, K.K., "Business Communication".

102 Computer Fundamentals

Unit-I

Introduction to Computers: Definition of Electronic Computer, History, Generations, Characteristics and Application of Computers, Classification of Computers, Computer Hardware, CPU, RAM/ROM, Various I/O devices, Peripherals, Storage Media, Software Definition, Role and Categories, firmware and Human ware.

Unit-II

Programming Language Classification & Program Methodology Computer

Languages: Generation of Languages, Translators, Interpreters, Compilers, Compilers, Flow Charts, Dataflow Diagram, Assemblers, Introduction to 4 GLs, Digital Devices and Basic Network Concepts.

Unit-III

Data Communication & Networks:

Basic concepts of Computer Networks, Networking of computers-Introduction of LAN and WAN, Network Topologies.

Unit-IV

Internet and Web Technologies

Internet & World Wide Web: Hypertext Markup Language, DHTML, WWW, Gopher, FTP, Telnet, Web Browsers, Net Surfing, Search Engines, Email.

Unit-V

Concepts in Operating System, Office Tools and Data Management,

Introductory concepts in operating system & Data Management: Elementary Concepts in Operating System, textual Vs GUI Interface, Introduction to DOS, MS Windows, Ms office Tools, MS WORD, MS EXCEL, MS Power Point.

Unit-VI

IT Industry Trends, Careers and Application in India:

Application to IT to Areas like E-Commerce, Electronic Governance, Multimedia and Entertainment.

Unit-

VII Information Representation:

Introduction to Information representation in Digital Media, Text, image, graphics, Animation, Audio, Video etc., Introduction to JPEG, MPEG, MP3 & AVI

Suggested Readings:

1. D.S. Yadav "Foundations of IT" New Age, Delhi
2. Curtin, "Information Technology: Breaking News", TMH
3. Rajaraman, "Introduction to Computers" PHI
4. Nelson, "Data Compression" BPB

103 Basic Accounting

Unit-I

Conceptual framework- Meaning Concepts, Convention, Scope, Importance of Accounting.

Unit-II

Recording: Account, Double Entry System of Bookkeeping, Rules of Bookkeeping, Journals.

Unit-III

Classification & Summarizing: Ledger Posting and Preparation of trial balance, Managing & Importance of trial balance.

Unit-IV

Analyzing: Manufacturing, Trading, Profit and Loss Accounts and Preparation of balance sheet with adjustments.

Unit-V

Depreciation accounting: Meaning and importance, Method of depreciation Straight lines and written down values.

Suggested Readings:

1. Khan & Jain Management Accounting-TMH
2. S.N. Maheswari & S.K. Maheswari, An Introduction to Accountancy, Vikas Publishing House.
3. Williams, Haka,, & Bettner, Financial and Managerial Accounting, Tata MC Graw Hill.

104 Principles of Management

Unit I

Meaning, functions and principles of management, levels of management, management skills, evolution of management, Planning: Meaning, nature, importance and steps of planning, types of plans, Management by Objectives (MBO) Decision making: meaning, types, process, and models. Organization: Meaning, Characteristics and Importance, Types of Organization Structure.

Unit II

Directing and Controlling: Direction- meaning, importance and principles; Organization Culture; Corporate social responsibility; Motivation – Motives – Characteristics – Motivation Theories; Leadership Styles & Approaches; Control Process – Nature, Need, Methods, Tools and Techniques.

Unit III

Organizational Behavior: meaning, nature and relevance; Historical evolution of OB; Opportunities and Challenges of OB in Hospitality and Tourism sector; Determinants of Individual Behavior

Unit IV

Personality: Determinants, Theories and relevance in OB; Perception: Process and Factors affecting perception, relevance in OB; Attitudes: Nature, Components, Functions; Group Dynamics: Types, Group Development, and Determinants of Group Behavior.

Unit IV Motivation, Leadership & Direction: Maslow's Need Hierarchy Theory, Herzberg's Two Factor Theory, Job Enlargement & Job Enrichment, Special Motivation Techniques, Definition & Approaches to Leadership, The principal Tasks of Leadership Role & Principles of Direction.

Unit-V

Controlling: Concept & Process of Control, Principles of Controlling, Types of Controls, and Human Aspects of Controls.

Suggested Readings:

1. Stoner, James A.F. etc Management 6th ed. New Delhi, Prentice Hall India,1998
2. Weihrich, H and Koontz. H., Management- A Global Perspective 10th ed. New York, McGraw Haill, 1994.
3. Agarwal, R.D. Organiztion and Management, New Delhi, Tata McGraw Hill 2000.
4. Sherlekar, S.A. and Sherlekar, V.S, Modern Business Organization & Management-Systems Approach Mumbai, Himalaya Publishing House.

105 Fundamentals of Tourism

Unit 1

Evolution and Growth of Tourism and Travel through Ages: Prehistoric Age, The Middle Age, The Pilgrimage Age, Renaissance and The Grand Tour Age, Industrial Age , Highlights of travel in the Nineteenth Century.

Unit 2

Growth and Development of Tourism Post Second World War: The Second World War, Post Second World War - Increase in Car Ownership, Air Transportation, More Disposable Income and Paid Holiday, Increase In Leisure Time, Better Medical Facilities, Mass Tourism, Accommodation , Phenomenon to Modern Day Tourism World

Unit 3

The Organization of Tourism and Co-relation between Trade and Travel: The Structure of Tourism- What is tourism, Tourism Structure ; Tour Operators: Tour Operators Role, Responsibility and Duties, Government organizations for regulating Tour Operators , Public Sector Organization, Regulatory Bodies, Accommodation, Types of Accommodation, Government organizations for regulating accommodation, Conference/ Exhibition Organizers.

Unit 4

Tourism Agencies or Travel Agencies: Tourism Agencies or Travel Agencies Role, Responsibility and Duties, Government organizations for regulating Tourism Agencies or Travel Agencies, Co-relation between Trade and Travel , Travel, Types of Travel, Trade, Types of Trade, Importance of Trade , Relation between Travel and Trade.

Unit 5

Components and Elements of Tourism: Components of Tourism, Accessibility, Different Transportation Ways, Accommodation, Different types of accommodation options, Attractions, Different types of attraction.

Unit 6

Elements of tourism: Weather, Scenic attractions, Historical & cultural factors, Accessibility, Amenities, Accommodation, Safety & Security, Some other factors .Domestic Tourism, Advantages of Domestic Tourism, Disadvantages of Domestic Tourism, Popular Destination of Domestic Tourism in India. United States of America, Tourism Destinations, Beach Tourism, Hill Station Tourism, Desert Tourism, Pilgrimage Tourism, Wildlife Tourism, Winter Tourism.

Suggested Readings:

1. Fundamentals of Tourism and travel : LK Singh
2. Basics Of Tourism : Theory, Operation And Practice Krishan K. Kamra , Mohinder Chand

106 Introduction to Hotel and Hospitality Industry

Unit 1

Evolution of Hotel Industry Growth of Hotel Industry in India (Current Scenario)

Unit 2:

Hotel Chains Domestic Hotel Chains in India, International Hotel chains in India

Unit 3:

Organizational Structure/Line of Hierarchy of Hotels Hierarchy of a Large Hotel, Hierarchy of a Medium Hotels, Hierarchy of a Small Hotels

Unit 4:

Classification of Hotels by Department of Tourism, Type of Hotels According to the Length of Guest Stay, Type of Hotels According to the Type of Clientele, Other Hotels

Unit 5:

Star Classification in India Heritage Hotels, Approval at Project Level, Approval and Classification for Newly Operational Hotel & Reclassification of Approved Property, The Committee, Restaurants, Heritage Properties, Guest House. Advantages of Different Types of Hotel Ownerships. Disadvantages of Different Types of Hotel Ownerships

Suggested Readings:

1. "The SAGE Handbook of Hospitality Management": Roy C Wood, Bob Brotherton
2. "Hospitality": Trade Publications Limited,
3. "Hospitality: A Social Lens" Conrad Lashley, Paul Lynch, Alison J. Morrison Elsevier,

201 Business Communications and Office Management

Unit-I

Communication: Meaning & Importance of Communication, Essentials of an effective communication, Barriers to effective communication Channels of Communication.

Unit-II

Types of Communication: Written or verbal communication, Formal & Informal Communication, Up-downward communication.

Unit-III

Commercial Correspondence: Essentials of a good commercial correspondence Components of commercial correspondence, Different types of commercial correspondence & their drafting, Letter of Enquiry, Letter of credit order, complaint letter to insurance company & Banks.

Unit-IV

Official Correspondence: Essentials of good official Correspondence Different types of official correspondence & their drafting official letters. Semi-official letters, Circulars, Memo, Equality, Unemployment education.

Unit-V

Press Communication: Essentials of Press Communication-Different Types of Press Communication & their drafting Inviting Tenders, Press Note, and Advertisements.

Unit VI

Hotel Front Office: Front Office Introduction, Functions and its importance, Different sections of the front office department and their layout and importance – Reservation, Reception, Concierge, Bell desk, Lobby, Telephones, Cashier, Inter and Intra- department coordination. Organisation structure of Front Office, Key Responsibilities, Job Descriptions, Attributes of Front Office Personnel, Uniform and Grooming Standards.

Suggested Readings

1. Communication Management: Parag Diwan
2. Contemporary Business: Communication Scot Ober
3. Business Communication: T.N. Chhabra, (Sun India Publication, Delhi)

202 Quantitative Techniques

Unit I

Statistics – Meaning and significance. Secondary and Primary data, Measures of central tendency mean, partition values- median, quartile, deciles and percentile- mode

Unit II

Measure of Dispersion- meaning, quartile deviation, standard deviation, coefficient of variation, skewness meaning, Karl Pearson's method and Bowley's method.

Unit III

Correlation -Concepts, Karl Pearson's method, Rank correlation, Spearman's method. Regression Concept, Regression equation, Regression coefficient and their properties. Index number concept, Laspeyre's, Pasche's and Fisher's index number, Test of consistency- time reversal test and factorial reversal test

Unit IV

Time series concept, components of time series, significance of each concept of time series, forecasting using time series, least square method for calculating trend and moving average. Research meaning and its utility in tourism and hospitality.

Suggested Readings:

1. Business Statistics: S.P. Gupta
2. Fundamentals of Statistics: D.N. Elhance

203 Business Economics

Unit-I

Introduction: Meaning, Nature and importance, social accounting: Its uses preparation of social accounts in closed and open economy.

Unit-II

National Income: Meaning and concepts GNP, NNP, NI, PI, DI, Measurement of National Income, Definition & Function of Money.

Unit-III

Trade Cycle: Meaning, characteristic, Phases, Theories of Trade cycle, climate theory, psychological theory, Under-consumption theory, monetary theory, over - investment theory.

Unit-IV

Inflation: Definition, Inflation Gap, Inflation Process, demand pull and cost-push inflation, causes of inflation, control of inflation, monetary measures, Fiscal measures, Non-monetary measures.

Unit-V

Saving and Investment: Concept, Determinants of Saving, Saving: A Virtue or Vice, Saving and Investment Equality, Unemployment Equilibrium.

Suggested Readings:

1. Gupta, G.S. Macro Economics, Theory & Applications (2001). Tata McGraw- Hill Publishing Company Limited, New Delhi.
2. Bhaduri, Sunial macro Economics, Central Publishers, Kolkata.

204 Organizational Behaviour

Unit –I

Organizational Behaviour: Concept and Approaches of OB, Influence of Socio-cultural environment of human behaviour, Models of Individual Behaviour, Personality, Perception, Learning, Motivation.

Unit-II

Inter Personal and Group Behaviour: Interpersonal Behaviour, Individual Difference nature, Types and Causes, Group Dynamics- Formal & Informal Groups, Group Cohesiveness.

Unit-III

Problems of Human Relations: Conflict-Types & Causes, Conflict Management, Employee Grievance Handling Discipline, Counseling.

Unit-IV

Communication: Concept, Types, Process & Importance of Communication.

Unit-V

Organisational Development & Change: OD-Concept, Process & Techniques, Organisational Change-Need, Process, Resistance to Change, Overcoming Resistance to Change.

Suggested Readings:

1. Luthans, Fred “Organisational Behaviour” IRWIN McGraw-Hill, 1998
2. Robbins, Stephen P. “Organisational Behaviour” Prentice Hall of India, 1998.
3. Singh Y.P., & Pradeep Kumar, Organisational Behaviour, Cyber Tech. Delhi.
4. Aquinas P.G., Organisational Behaviour, Excel Books, Delhi.
5. Ashwathappa K., Organisational Behaviour, Himalaya Publishing House.

205 Tourism Resources of India

Unit I

Cultural heritage of India: Ancient Monuments and Buildings: Taj Mahal, Khajuraho, Konark, Ajanta, Ellora, Elephanta Caves, museums of India, Heritage sites (UNESCO Sites)

Unit II

Culture Tourism Resources: Performing arts of India: Dance, Music and Theater, Living Heritage, Handicraft, Fair and Festivals, Ethnic Tourism- meaning, Difference between Culture and Ethnic Tourism.

Unit III

Pilgrimage Tourism: meaning and nature, Popular Religious Centers: Hindu- Char Dham, jyotirling, Mathura, Vrindavana, Varanasi, Buddhist- Lumbini, Bodhgaya, sarnath, sanchi, Jain- Kashi, Girnar, Mt Abu, Sikh- Amritsar, Patna, Nanded, Muslim: Jama Masjid, Ajmer Sharif, Fatehpur Sikri, Christian- Churches of Goa and Kerala.

Unit IV

Natural Tourism and Tourist Circuits: wildlife, Sanctuaries and National Parks, Deserts, Tourist resource potential in mountain with special reference to Himalaya: Forests, Hill station, Lakes, Rivers, Golden Triangle- Delhi, Agra, Jaipur, Southern Triangle- Mahabalipuram, Kanchipuram, Maduri, Green Triangle- Guwahati, Shillong and Kaziranga.

Suggested Readings:

1. Cultural Tourism in India: Museums, Monuments & Arts : Theory and Practice (2002)
2. Indian Culture & Heritage: Indian Culture, Heritage, History, Arts, Architecture & Tourism: Anurag Mathur

206 Front Office Operations

Unit 1:

Front Office Department: Importance of Front Office Department, Components of Front Office (Layout), Different Sections of Front Office, Reception, Telephone, Reservations, Concierge, Bell Desk, Door Attendants; Attributes of Front Office Personnel; Front Office Salesmanship-Need for product analysis, Salesmanship at the Reception, Work Shifts in Front Office & Handovers.

Unit 2:

Departmental Information for Front Office Personnel-I: Types of Rooms, Why Categorization on the basis of 4 components, Types of Bed, Numbering of Rooms: Brochures, Tariff Cards, Room Rate.

Unit 3:

Departmental Information for Front Office Personnel-II: Method of Determining Room Rate, Basis of Charging, Food Plans, Tax Structure in a Hotels, Importance of Interdepartmental, Importance of Effective Communication in Hotel Industry, Various Method of Communication: Oral Communication, Non-Verbal Communication, Visual Communication, Written Communication, Departments and Sections with Which Front Office Communicates, and Coordinates

Unit 5:

Guest Cycle: Brief Introduction to Guest Cycle, Pre-Arrival, Arrival, Occupancy, Departure, Post Departure, Front Office Systems.

Unit 6:

Hotel Room Reservation: Hotel's Room Reservation, Basic Function of Reservation Department, The Reservation Section, Modes of Reservation, Source & Channels of Reservation, Type of Reservations, Room Reservations for Conventions, Group Reservations, Pre-arrival, Procedures for Group, Arrival of the Group, Post Arrival Activities (with reference to Group), Reservation Processing, Reservation Charts, Reservation Records, Black List.

Unit 7:

Guest Arrival, Check-In & Registration: Greeting the Guest, Registration, Registration Process. Posting Room Charges in Folios: Sale of Services, "C" "FORM.

Suggested Readings:

1. Front office Management: SK Bhatnagar
2. Front Office Operations: Colin Dix

301 Financial Management

Unit-I

Introduction: (8 Sessions) Concept of finance, Scope and Objectives; Profit Maximization Vs Wealth Maximization, Organization of Finance Function, Functions of Finance Manager, Time value of Money.

Unit-II

Financing Decision: (10) (Sessions) Operating, Financial leverage and Combined, Cost of capital-Equity, Debt. Preference shares, Retained Earning and Weighted Average cost of Capital, Capital Structure Theories.

Unit-III

Working Capital : (8) (Sessions) Concept, Factors affecting Working Capital Requirement Working Capital Finance and components of working capital, Overview of cash, Inventory and Receivables Management.

Unit-IV

Investment Decision (8) (Sessions) Capital Budgeting- Natures and Importance, Techniques of Capital Budgeting-Discounted and Non Discounted.

Unit-V

Divided Decision- (6) (Session) Concept of retained earnings and Plough back of profits, Walter's and Gordon's Model, Factor affecting dividend decision.

Suggested Reading:-

1. Financial Management, I.M Pandey (Vikas)
2. Financial Management and Policy, Van Horne (Pearson Education)
3. Financial Management, Khan & Jain (Tata McGraw-Hill)
4. Financial Management, R.P. Rustagi (Galgotia)
5. Financial Management, P. Chandra, TMH
6. Fundamentals of Financial Management, V. Sharam, Pearson Education

302 Human Resource Management

Unit-I

Introduction: Concept, Importance & Functions of Human Resource Management, Personnel management and Human Resource Management, Resource Planning.

Unit-II

Employment of Personnel: Recruitment & Selection, Orientation, Placement, Promotion, Demotion & Transfer.

Unit-III

Training & Development: Need, Importance, Techniques

Unit-IV

Performance Appraisal: Concept, Process, Importance & Methods, Job Enrichment & Job Enlargement.

Unit-V

Remuneration: Need for a Wage Policy, Devising a Wage Structure; Individual & Group Incentive Plans, National Wage Policy, Wage determination & fixation of India.

Suggested Readings:

1. Mamoria, C.B. & Gankar, S.V.
2. "Personnel Management" Himalaya Publishing House, 2001 2. Flippo, Edwin B., "Personnel Management"
3. 3. Ahuja & Shukla, Human Resource Management, Kalyani Publishers.
4. 4. Ashwathappa K., Human Resource and Personnel Management TMH.

303 Production & Operations Management

Unit-I

Production and Production System Productivity, Types of Productivity, Productivity Index Techniques to improve productivity & benefits of Productivity to the organization.

Unit-II

Site selections for plant location, factories that effect site selection process selection- Production process, benefits and draw backs of each process. Control for mass, batch and job production, flow process charts.

Unit-III

Tools used in the Industry, Material handling equipments, Inventory planning, Maintenance Management, Types of maintenance plans, TPM Japanese approach.

Unit-IV

Forecasting technique for production planning, Product life Cycle PPC (Production planning and control) Time and motion study.

Unit-V

Quality assurance certifications, ISO 9000 series, TQM Kaizen, Different types of statistical control models.

Suggested Reading:

1. Chunawalla & Patel “Production and operation Management” , Himalaya Publishers
2. Agarwal & Babasubramaniam “ Industrial Engineering”. Pragati Prakashan
3. Nair N.G. “ Production and Operations Management” , Tata Mac Grawhill
4. Ramamurthy P., Production and Operatinons Management, New Age International.
5. Water D., Operations Management, PHI

304 Business Laws

Unit 1:

The companies act.1956, Meaning and nature of company, classification of companies, formation of companies, Memorandum and Articles of association, Prospectus, membership in a company, company management.

Unit 2:

Indian Contract act 1872, Definition of contract offer and acceptance, Essentials of a valid contract, Void agreements, Performance of contract, Discharge of contract, Remedies for Breach of contract.

Unit 3:

Consumer Protection Act 1986, Definitions; central & state consumer Protection council, Consumer disputes Redressal Agencies: District Forum, State commission, National Consumer Disputes Redressal Commission.

Unit 4:

The Foreign Exchange Management Act 1999- Definitions, Regulation & management of Foreign Exchange, Authorized Person, contravention & Penalties, adjudication and Appeal, Directorate of Enforcement.

Unit 5:

Food Adulteration Act- Principles of food laws, regulating prevention of food adulteration 1954, Definition, authorities under the act, Essential commodities and AGMARK, Licenses & Permits for Hotels and Catering establishment, Procedures for Procurement , Bye laws of Hotels & Restaurants under municipal Corporation, Renewal, suspension and termination of licenses.

Suggested Readings:

1. Company Law, Avtar Singh
2. Mercantile Law, Avtar Singh
3. Mercantile Law, Rohini Goel (Taxman)
4. Business Laws & Economic Legislations, V.R. Raju, HPH

305 Global Tourism Trends

Unit – I:

Major landforms as tourist resources. Elements of weather and climate. Climatic regions of the world in brief. Impact of weather and climate on tourist destinations.

Unit – II:

Factors affecting global and regional tourist movements, demand and origin factors, destinations and resource factors. Contemporary trends in international tourists movements. Major outbound tourism countries.

Unit – III:

Location of major tourist destination in India. Characteristics of Indian outbound tourism. Characteristics of India's major international markets.

Unit – IV:

Tourism Trends: Determinants and Motivations of Tourism Demand – Measuring the Tourism Demand – Tourism statistics – International Tourism – Emerging Trends –Cause of Variation of Tourism Trends

Unit V:

Case studies of selected countries like Malaysia, Singapore, China, Thailand, Switzerland, France, UK, Spain and Japan.

Suggested Readings:

1. Hall, CM and Page, SJ. The Geography of Tourism and Recreation, Routledge.
2. Sinha, P.C. Tourism Geography, Anmol Publication
3. Dixit, M. Tourism Geography and Trends, Royal Publication International Atlas, Penguin Publication and DK Publications

306 Basics of Food and Beverages

Unit 1:

Introduction To culinary arts Introduction to catering industry; A history of recent food service industry; The origins of classical and trendy cuisine; Classes of professional cookery; Today's technology; Introduction of equipment; Sanitary and nutritional awareness; Cooking within the twentieth and twenty-first centuries

Unit 2:

The Organization of Recent Kitchens The fundamental of kitchen organization; The classical brigade; Modern kitchen organization; Skill levels; Standards of professionalism; Personal hygiene; Good understanding of the fundamentals

Unit 3:

Aims and Objectives of Cooking; Aims and objectives of cooking food; Advantages of cooking; Food constituents; Effects of cooking on differing kinds of ingredients, Cooking Materials Cooking materials; Eggs, Preparation of Food Preparation of ingredients; Combining and mixing within the preparation of foods

Unit 4:

Tools and Equipments introduction to food equipment; Cooking equipment; Processing equipment; Holding and storage equipment; Pots, pans, and containers; Knives, hand tools, and tiny equipment

Unit 5:

Basic Cooking Principles Heat transfer; Cooking times; Cooking ways; Moist-heat ways; Dry-heat ways; Dry-heat ways using fat; Summary of cooking terms; Building flavor; Building flavor profiles; General ideas in flavor building; Seasoning and flavoring ingredients; Common seasoning and flavoring ingredients; Using herbs and spices

Unit 6:

Sanitation and Safety and Storage Sanitation; Food hazards; Potentially hazardous foods; Locomotion; Chemical and physical hazards; Personal hygiene; Use of gloves; The four-hour rule; Food storage; Food handling and preparation; Hot food holding; Minimum safe internal temperatures; Cleaning and sanitizing equipment

Suggested Readings:

1. Food and Beverage Service: R. Singaravelavan
2. Food and Beverage Service: Vijay dhawan (Frank Brothers)

401 Environmental Science

Unit-I

The Multidisciplinary Nature of Environmental Studies Definition, scope and importance
Need of public awareness of environmental degradation, Disaster Management, Floods, earthquake, cyclone and landslides.

Unit-II

Natural Resources: Renewable and non-renewable Forest resources: Use and over-exploitation-deforestation. Case studies Timber extraction, mining, dams and their effects on forests and tribal people. Water resources : Use and over utilization of surface and ground water Floods, drought conflicts over water, dams-benefits and problems. Mineral resources : Use and exploitation, environmental effects of extraction and using mineral resources and case studies. Food resources : World food problems, changes caused by agriculture and overgrazing effect of modern agriculture, Fertilizer pesticide problems, water logging, salinity, and case studies. Energy resources : Growing energy needs, renewable and nonrenewable energy sources, use of alternate energy sources, case studies. Land resources: land as are source, land degradation, man induced landslides, soil erosion and desertification. Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles.

Unit-III

Ecosystems

- Concept of an ecosystem.
- Structure and function of an ecosystem.
- Producers, consumers and decomposers.
- Energy flow in the ecosystem.
- Ecological succession.
- Food chains, food webs and ecological pyramids.
- Introduction, types characteristic lectures, structure and function of the following ecosystem:-

a) Forest ecosystem b) Grassland ecosystem

c) Desert ecosystem d) Aquatic ecosystem (ponds, streams, lakes, rivers, oceans, estuaries)

Unit-IV

- Biodiversity and its Conservation
- Introduction-Definition: genetic, species and ecosystem diversity.
- Biogeographical classification of India.
- Value of biodiversity: consumptive use, productive use, social ethical, aesthetic and option values.

Biodiversity: global, national and local level. India as a mega-diversity nation. Hot spots of biodiversity. Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts. Endangered and endemic species of India. Conservation of biodiversity: In situ and ex-situ conservation of biodiversity.

Unit-V

Environmental Pollution Definition, causes, effects and control measures of :- Air pollution, water pollution, soil pollution, marine pollution, noise pollution thermal pollution, nuclear hazards. Solid waste management: causes, effect and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case studies.

Unit-VI

- Social Issues and the Environment
- From unsustainable to sustainable development
- Urban problems related to energy
- Water conservation, rain water harvesting, watershed management.
- Resettlement and rehabilitation of people: its problems and concerns, Case studies.

Environmental ethics: Issues and possible solutions. climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust, case studies. Wasteland reclamation. Consumerism and waste products. Environment protection. Air (Prevention and control of pollution) Act. Water (Prevention and control of pollution) Act. Wildlife Protection Act. Forest Conservation Act. Issues involved in enforcement of environmental Legislation. Public awareness.

Unit-VII

Human Population and the Environment Population growth, variation among nations. Population explosion- family welfare programme. Environment and human health. Human right Value Education HIV / AIDS Women & Child Welfare Role of Information Technology in Environment and human health.

402 E-Commerce

Unit-I

Introduction to e-commerce and its applications, types of e-commerce solutions, e-commerce framework, categorization (B2B, B2C, C2C, G2B, G2C)

Unit-II

Introduction to e-commerce laws, transactions security, digital documents

Unit-III

Electronic data interchange (EDI), EDI applications in business Electronic payment systems: Introduction to banking network in online commerce, digital economy, electronic funds transfer (EFT), SWIFT, smart cards, bar coding.

Unit-IV

Consumer search, information search and retrieval, information filtering, digital copyrights, public policy issues, internet governance, internet service providers, internet connectivity options.

Unit-V

Internet marketing, commercial issues, infrastructure issues, social and cultural issues, dot coms, emerging trends.

Suggested Readings:

1. e-commerce, A managers guide to e-business by Parag Diwan and Anil Sharma, Excel Books
2. electronic commerce, A managers guide by Ravi Kalakota and Andrew B Whinston, Addison Wesley (Pearsons Publication)
3. Frontiers of e-commerce by Kalakota and Whinston, Pearsons publications
4. E-Commerce by Murthy, Himalaya Publishing House, Delhi

403 Personality Development

Unit I

Introduction to Personality Development The concept of personality - Dimensions of personality – Theories of Freud & Erickson-Significance of personality development. The concept of success and failure: What is success? - Hurdles in achieving success - Overcoming hurdles - Factors responsible for success – What is failure - Causes of failure. SWOT analysis.

Unit II

Attitude & Motivation Attitude - Concept - Significance - Factors affecting attitudes - Positive attitude – Advantages –Negative attitude- Disadvantages - Ways to develop positive attitude - Differences between personalities having positive and negative attitude. Concept of motivation - Significance – Internal and external motives - Importance of self- motivation- Factors leading to de-motivation

Unit III

Self-esteem Term self-esteem - Symptoms - Advantages - Do's and Don'ts to develop positive self-esteem – Low self-esteem - Symptoms - Personality having low self esteem - Positive and negative self esteem. Interpersonal Relationships – Defining the difference between aggressive, submissive and assertive behaviours - Lateral thinking.

Unit IV

Other Aspects of Personality Development Body language - Problem-solving - Conflict and Stress Management - Decision-making skills - Leadership and qualities of a successful leader – Character building -Team-work – Time management - Work ethics –Good manners and etiquette.

Unit V

Employability Quotient Resume building- The art of participating in Group Discussion – Facing the Personal (HR & Technical) Interview -Frequently Asked Questions - Psychometric Analysis - Mock Interview Sessions.

Suggested Readings:

1. Andrews, Sudhir. How to Succeed at Interviews. 21st (rep.) New Delhi.Tata McGraw-Hill 1988.
2. Heller, Robert.Effective leadership. Essential Manager series. Dk Publishing, 2002
3. Hindle, Tim. Reducing Stress. Essential Manager series. Dk Publishing, 2003
4. Lucas, Stephen. Art of Public Speaking. New Delhi. Tata - Mc-Graw Hill. 2001
5. Mile, D.J Power of positive thinking. Delhi. Rohan Book Company, (2004).
6. Pravesh Kumar. All about Self- Motivation. New Delhi. Goodwill Publishing House. 2005

404 Introduction to Tour Operations Management

Unit –I

Tour Operation: Definition- Concept-History and Growth of Tour Operation business. Types of Tour Operators, Organizational Structure, Forms of Organization, Departments and its functions The Process of travel decision making, Mode and Destination selection

Unit-II

Reservation and Cancellation procedures for Tour related services-Hotels, Airlines, Cruise liners, Car rentals and Rail travel, Commission Structures from Suppliers of Service

Unit-III

Tour Operation Documentation: Voucher-Hotel and Airline Exchange Order, Pax Docket, Status Report, Daily Sales Record, AGT Statements-Credit Cards-Importance and Future RBI Regulations for Tour Operators

Unit –IV

Managing Tour Operation, Field Operations- inbound and outbound, Managing Distribution Role of Distribution in exchange process, selling through distribution chains. Distribution System in Tourism Operation Management of In-house operations

Unit -V

Associations and Organizations promoting tour operators: IATO, TAAI, ASTA, WATA, PATA, FHRAI, UFTA, European and Indian Directive on Tour operation

Reference Books:

- 1) Marketing Tourism Destinations – Ernie Health & Geoffrey Wall, John Wiley & Sons. Inc.
- 2) Marketing for Hospitality and Tourism – Philip Kotler, Jon Bower.
- 3) Marketing for Tourism – J. Christopheo Holloway & C hris Robinson.

405 House Keeping Management

Unit I:

Manpower planning for housekeeping department, Managing housekeeping personnel, Housekeeping inventories, Supervision in housekeeping ; Recycled & Non-recycled items

Unit II:

Types of flooring-hard, soft, semi-hard, characteristics, cleaning methods; Linen and laundry operations, Interior designing: types, elements and principles; Contract services-advantages & disadvantages

Unit III:

Keys-types and their control, Lost and found procedures, Sewing room, Dealing with emergencies, Standard operating procedures; Cleaning agents; Room report; Refurbishing and Renovation.

Unit IV:

Flower arrangements- Equipment and material required for flower Arrangement, Principles, types, various flowers and foliage, Types of Arrangements in different areas of hotels, Principles of design as applied to flower arrangement.

Unit V:

Pest control management- common pest and control, Pest control Procedures, Waste disposal management; PMS handling related to House-keeping; Eco-friendly practices in house-keeping

Suggested Readings:

- 1) Housekeeping Management (Matt A. Casado)
- 2) Professional Management of Housekeeping Operations (Thomas J. A. Jones)

406 Hospitality Marketing

Unit 1

Introduction to Marketing: Definition, difference in selling/marketing; core marketing concepts; Production, product, selling, marketing, social concept; Marketing Environment.

Unit 2

New Product Development: Product level; Classification; Product mix and its development; Branding; Product positioning; Product launching strategies; Identifying Marketing segment and selecting target markets.

Unit 3

Pricing: Concept of Price, Pricing Objectives, Factors in influencing Price decisions, Price setting methods, Price policies and strategies.

Unit 4

Sales Promotion and Market Research: Advertising and sales Promotion; Public relations; Personal selling; definition of market research, suppliers of market research; forecasting and demand measurement.

Suggested Readings

- 1) Marketing for Hospitality and Tourism 6th Edition (English, Paperback, Philip R Kotler, John T. Bowen, James Makens)
- 2) Hospitality Marketing and Sales (Ruchi Mehta)

501 Industrial Relations & Labour Laws

Unit-I

Industrial Relations: Definition & Approaches of Industrial Relations, Industrial Conflicts, Types & Causes of Industrial Conflicts, Industrial Relation Policy.

Unit-II

Industrial disputes: Preventive Measures, Bipartite & Tripartite Bodies, Ethical Codes, Standing Orders, Grievance Procedure, Collective bargaining, Workers Participation in Management.

Unit-III

The Factories Act, 1948: Scope Definitions, Approval of Licensing & Registration of Factories the Inspection Staff, Health Safety, Welfare, Working Hours of Adults, Employment of Women & Young persons Leave with Wages, Penalties & Procedure.

Unit-IV

The Industrial Disputes Act, 1917: Scope & Object, Definition, Authorities, Notice of change Reference; Settlement of Industrial Disputes, Strikes & Lock-outs, Lay off & Retrenchment.

Unit-V

The Workmens' Compensation Act 1923: Object, Definition, Employer's Liability for Compensation, Amount of Compensation, Appeals

Unit-VI

The Trade Union Act 1926: Object Definition, Registration, Rights & Liabilities of office Bearers Change of name. Amalgamation, Discussion & Returns.

Unit-VII

The Payment of Wages Act, 1936: Object, Definitions, Application of the Act, Deductions, Maintenance of Registers & Authorities Claims.

Suggested Reading:

- 1) Industrial relations Arun Monappa
- 2) Industrial Law P.L. Malik

502 Advertising & Sales Management

Unit-I

Advertising Management Introduction, Nature and Scope, role Social and Legal Aspects of Advertising.

Unit-II

Advertising & Consumer Behaviour: The Marketing Communication Process, Communication Mix, Attitude Measurement, Problems in Measuring & Scaling.

Unit-III

Message Strategy: Advertising Plan, Media Mix, Media Selection, Advertising Copy, Message tactics, Creative Approach, Measuring Advertising Effectiveness.

Unit-IV

Sales Management Definition & Objective, Theories of Selling, Personal Selling Process, The Sales organization: Purpose & types, Techniques for setting up a sales organization, Role & Responsibilities of a Sales Manager.

Unit-V

Sales Force Management: Recruitment, Selection & Training, Controlling using Territories & Quotas, Sales Meetings & Contests, Evaluation & Supervision of Salesperson.

Suggested Readings:

1. Advertising Management, Chunawala & Sethla
2. Advertising Management, Mohan Mahendroo
3. Sales Management, Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni.

503 Project Management

Unit-I

Project Management- Nature, concept, Process of project management, Different types of needs leading to different types of projects under BMRED (Balancing, Modernization, Replacement, Expansion and Diversification)

Unit-II

Project identification, generating and screening of project ideas, market and demand analysis, preliminary screening of projects, monitoring of environment.

Unit-III

Financial techniques for project appraisal and feasibility, Capital Budgeting-discounted cash flow and non-discounted cash flow methods, social cost benefit analysis and economic rate of return.

Unit-IV

Project Financing:- Sources of development finance, Institutional finance to entrepreneurs, Project financing in India.

Unit-V

Project Review and Administrative Aspects-Performance evaluation, abandonment analysis Behavioural issues in Project abandonment, administrative aspects of capital budgeting.

Suggested Readings:-

1. Projects planning, analysis selection, implementation & review, prasanna Chandra (Tata Mc-Graw-hill)
2. Project management, Vasant Deasi (Himalaya publishing house)

504 Front Office Management

Unit I:

Departure procedure in fully automated systems, Mode of settlement of bills, Potential check-out problems and solutions, Late check outs.

Unit II:

Front office accounting-types of accounts; Front office accounting cycle - creation, Maintenance and settlement; Night auditing-night audit, Duties and responsibilities of night auditor, Process of night auditing.

Unit III:

Computer applications in front office-PMS, Different modules of PMS, Different PMS, Methods of measuring hotel performance-occupancy ratios, ADR, ARR, REVPAR

Unit IV:

Yield management and forecasting, measuring yield in the hotel industry, Yield management in hotel industry, Elements of yield management; Forecasting- challenges, Benefits of forecasting, measuring yield.

Unit V:

Safety and security in hotel- security staff and system; Role of front office in safety and security; Handling unusual events and emergency situations bomb, Robbery, Drunken guest etc; first aid.

Suggested Readings:

- 1) Hotel Front Office Management James A. Bardi CBS Publishers & Distributors
- 2) Principles of Hotel Front Office Operations Sue Baker, Pam Bradley, Jeremy Huyton
Cengage Learning EMEA,

505 Room Division Management

Unit – 1

Introduction to Hospitality – Concept, Historical evolution of Hospitality industry – Global and Indian Context

Unit – 2

Hotel – Definition, classification of accommodation establishments based on – Location, Size, Affiliation and Accreditation, Ownership, Management contracts. Grading Star category of hotels in India. Major National/international hotels chains in India Hotel plans (AP, MAP, CP, and EP) Hotel guest room types and status: Menu types of menu

Unit -3

Departments/Functional units in Hotel and organizational Structure Hotel Organisation – Organisational Structure- Front of the house and back office departments in a hotel, function of the core departments of the hotel- Room division and food and beverage depts.

Unit – 4:

Room Types & Tariffs, Types of rooms, Food / Meal plans, Types of room rates (Rack, FIT, crew, group, corporate, weekend etc.)

Unit 5:

Timeshare and vacation ownership- Concept of Vacation ownership, Definition of time share and condominiums, marketing of timeshares, exchange companies-RCI and Intervals international, developing Vacation ownership concept in India, Government's/industry role

Unit – 6

Guest Relationship Management – Skills and personality traits of hospitality staff, complaint handling emergencies importance and use of PMS in hospitality industry-Opera/IDS

Books for Reference:

1. Hotel Management – Yogendra K Sharma.
2. Introduction to Tourism and Hospitality Industry – Sudhir Andrew
3. Hotel Housekeeping Operations – Sudhir Andrew
4. Hotel Front office Operations – Sudhir Andrew
5. Housekeeping Operations – Raghubalan and Smritee Raghubalan

506 Event Management

Unit-1:

Concept of events, types and characteristics of events, need of events, functions of event management, activities in event Management, role of events in hospitality industry.

Unit-2:

Event planning: nature and process of planning, multicultural event planning – local customs, food, and religious beliefs, Marketing of events, need for marketing, marketing mix for events, concept of event logistics.

Unit-3:

Meaning of Banquet, Banquet organization structure, Banquet policies, Banquet/Event service staff roles, Event administration- event sales, booking and administrative procedures, concept of outdoor catering.

Unit-4:

Menu planning- catering policy, principal contributors to menu planning, pre-menu activity, menu planning concerns, types of menus, managing food for the events, factors affecting food and beverage decisions, food and beverage service methods for various types of events.

Unit-5:

Introduction to meetings, incentives, conference/ conventions and exhibitions (MICE), key players in the MICE industry, types of meetings, meeting planning, venue for meetings and conventions, components of conference market, impact of conventions on local national communities, trade fairs- TTF, OTM, GITB, IITT

Suggested Readings:

1. Event Planning and Management: Diwakar Sharma
2. Event Management: A Professional and Development Approach Ashutosh Chaturvedi
Global India Publications,

601 Entrepreneurship & Small Business Management

Unit-I

Introduction: The New Concept of Entrepreneur, Entrepreneurial Functions, Entrepreneurial skills, Nature and importance, Types of entrepreneurs, Women Entrepreneurs.

Unit-II

Entrepreneurship; Theories, Environment, Strategies and barriers of entrepreneurship; Creativity and innovation; Entrepreneurship Development Programmes.

Unit-III

Establishing Small Scale Enterprise: Opportunities Scanning, Market Assessment for Small Scale Enterprise, Selection of site and choice of Technology; Project formulation and project report.

Unit-IV

Institutional Support for SSI; Incentives & Subsidies for Small units; Technological upgradation, Marketing & Financial management in Small Enterprises; Sickness in SSI sector.

Suggested Readings:-

- 1) Shukla, M.B. "Entrepreneurship and Small Business Management" Kitab Mahal, Allahabada
- 2) Sali, Bhanu. "Entrepreneurship Development Desai Vasant. "Management of Small Industry"
- 3) Desai, Vasant. Dynamics of entrepreneurial Development and Management.

602 Consumer Behaviour

Unit-I

Consumer's need and motives, Consumer as a perceiver and learner, Influence of personality and attitude on buying behaviour, Cultural, Social and economic factors affecting consumer behaviour, Consumer attitude formation and change.

Unit-II

Factors affecting purchase decision, fundamental process of sensation, perception, emotion, motivation, cognition, consumer decision making.

Unit-III

Group influences: Role, status, norms, family influences life cycle effects, family decision making.

Unit-IV

Nicosia and Howard sheth model of consumer behaviour, VALS typology of market segmentation

Unit-V

Adoption and diffusion of innovation, cognitive dissonance, socio-economic and cultural aspects of Indian consumer market.

Suggested Readings:-

1. Consumer Behaviour Schiffman. LG and Kanuk, LL
2. Consumer Behaviour Louden
3. Marketing and consumer behaviour Vyas, Sham, Babu
4. Consumer behaviour in India perspective Nair, R. Suja

603 Management Information System

Unit-I

Definitions of MIS, Meaning & role of MIS, comparison of manual and computerized information system, Types of information systems, Managerial use of information systems, Type of information systems, Managerial use of information systems, Sources & users of information system in the organization, framework of MIS, development of Information systems Information needs based on the hierarchy of management, Reasons for success and failure of information systems.

Unit-II

Hardware and software selection for implementation of information systems, Introduction to LAN, Wan, Types of software's, operating systems, Introduction of databases - fields records, need for databases, users training, DSS systems, Executive information system Expert system.

Unit-III

Information systems planning to support long and short-range operations, Systems approach to development of information systems, Role of information systems in integrating the various functional departments in an organization.

Unit-IV

Systems analysis – Systems development Life Cycle, Attributes of a systems Analyst. Top management support in MIS implementation, Tools used by the systems analyst DFD. Decision tables. Unit-V Case studies related to MIS implementation in various organizations

Suggested Reading:-

1. James O Brian: "Management Information Systems" Galgotia publications
2. Rajaraman V "Systems Analysis and design of Information system "Eastern Economy Edition. Elias M. Awad "Management Information Systems", Galgota publications
3. David Olson "Management Information System", tattoo Mac Grawhill
4. Jawadekar W.S. "Management Information Systems" Tata Mac Grawhill

604 Hotel Operations Management

Unit I:

Front Office organization, layout, planning, furniture and equipment, staffing pattern-according to sizes and types, rules of the house for Front Office staff, duties and attributes of different level of staff, basic terminology used in the front office of a hotel, coordination and communication between the Front Office and the other departments.

Unit II:

Reception – Receiving, registration and rooming of the guest on arrival. Rooming of VIP and VVIP guests and group arrivals, contractual terms between hotel and guests, record registers, forms, etc. required in the reception office, functions and operation of the room rack and other equipment at the reception counter, dealing with walk-in guests with scanty baggage, procedure of crew arrival and lay over passengers, change of guest rooms, handling of guest, staff and hotel mail, maintenance of books, key handling and control, use and function of the key rack, handling of messages and enquiries for the guest, calculating room occupancy reports, house keeping occupancy reports.

Unit III:

Development of catering industry, job prospects and careers in the catering industry. Different types of catering establishments, Relationship of the waiter with – i) Customer, ii) Kitchen, and iii) Management, Preparation of the restaurant – Mis-en-place & mis-en-scene, rules for laying of table and waiting, Useful tips for Food/Beverage service, Restaurant vocabulary

Unit IV:

An overview of the position of H/K in the Hospitality Industry, List of functions of the H/K Dept, H/K working towards 'Customer delight', Organisation of the Hotel, Staff Hierarchy, lines of Authority & areas of responsibility, Vertical & horizontal coordination within & outside the Dept., Areas of responsibility of the H/K Dept., Duties of staff at the various, General principles of cleaning, Cleaning Schedules

Unit V:

Core Marketing concept, Meaning, definition, Analysis, Marketing research process for hospitality & Tourism, Forecasting and Demand Management, Media: Advertising, Sales promotion, Event, Electronic, Internet Marketing, Data base marketing, New age tourism marketing – B2B (Business to Business), C2C (Client to Client), C2B (Client to Business)

Suggested readings

- 1) Hotel Operations Management: David K Hayes
- 2) Hotel management and operations: Michael J O'Fallon & Rutherford
- 3) Hotel management: JP Sangar (Anmol Publications)