

Kurukshetra University, Kurukshetra

(Established by the State Legislature Act-XII of 1956)

("A++" Grade, NAAC Accredited)



Syllabus of the Programme

for

POST GRADUATE DIPLOMA IN HOSPITALITY AND EVENT MANAGEMENT

As per NEP 2020

Curriculum and Credit Framework for Postgraduate Programme

With Internship and CBCS-LOCF

With effect from the session 2024-25 (in phased manner)

**DEPARTMENT OF TOURISM AND HOTEL
MANAGEMENT**

FACULTY OF COMMERCE AND MANAGEMENT

KURUKSHETRA UNIVERSITY, KURUKSHETRA-136119

HARYANA, INDIA

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PGDHEM

Semester – I



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Session: 2024-25			
Part A - Introduction			
Name of Programme	PGDHEM		
Semester	1 st		
Name of the Course	Introduction to Hospitality Industry		
Course Code	P24-HEM-101		
Course Type	CC-1		
Level of the course	400-499		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<p>CLO 101.1: Knowledge of National and International Hotel Industry and enhance ability to classify various types of hotels.</p> <p>CLO 101.2: Develop an understanding of functions, organizational structure of major departments in a hotel.</p> <p>CLO 101.3: Recognize different type of rooms and its features.</p> <p>CLO 101.4: Cultivate the attributes and skills required to work efficiently in a hotel. Also recognize the latest trends of hotel industry.</p>		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
<p>Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics		Contact Hours
I	INTRODUCTION TO HOTEL INDUSTRY <ul style="list-style-type: none"> • Introduction, definition, origin and importance of hospitality industry. A brief history of hotels – India & Abroad • Classification of hotels based on – Location, Size, Type of guest, Length of stay of guest. Ownership basis- Independent Hotels, Affiliation and Accreditation. Ownership basis- Management contracts, Franchise, Chain Hotels. Vacation ownership/Time share and Condominium Hotels with examples of hotel groups involved in this business concept • On the Basis of Star Grading- Star ratings and Heritage Classifications, Government's Classification Committee adopted in India, Basis on which Star ratings are granted along 		15

	with the Performa of Star Classification. <ul style="list-style-type: none"> • OVERVIEW OF OTHER CONCEPTS- Spa, Boutique hotels, All Suite, Budget Hotels, Green Hotels, Ecotels etc. Major hotel chains.	
II	INTRODUCTION TO HOTEL DEPARTMENTS <ul style="list-style-type: none"> • Introduction to front of house areas and Back of house areas of Hotel. Organizational structure of star categorized hotels. • Organisational Structure, functions and sections of Front Office, Housekeeping, F & B Service, F & B Production departments. • Functions of ancillary departments- Engineering & Maintenance Department, Human Resource Department, Finance Department, Accounts Department, Marketing & Sales Department, and Material Management & Purchasing Department. • Job analysis of major position (Room Division and F & B Department) Inter departmental Communication.	15
III	GUEST ROOM & PUBLIC AREA FACILITIES <ul style="list-style-type: none"> • Types of rooms • Meal Plans (AP, MAP, CP, and EP). • Room Status Terminology • Standard layout (single, double, twin, suite rooms) • Smoking, Non-Smoking & Barrier free rooms • Room Facilities and Room Supplies for standard rooms and VIP guest rooms. • Room Tariff Public Area Facilities.	15
IV	IMPRESSION MANAGEMENT <ul style="list-style-type: none"> • Attribute to work in hotel industry <ul style="list-style-type: none"> • Importance of looking presentable & attractive Right dressing & make-up, Hair & inner glow Poise & Posture Eye-Contact & body language Physical fitness Appearance Speech-vocabulary, pronunciation, diction, voice tone, clarity Body language-verbal, non-verbal, postures, eye-contact etc Emerging trends, latest developments and future of hotel industry.	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		

SUGGESTED TEXTBOOKS

- Food & Beverage Training Manual– Sudhir Andrews (Tata McGraw Hill).
- Front Office Training Manual– Sudhir Andrews (Tata McGraw Hill).
- Housekeeping Training Manual– Sudhir Andrews (Tata McGraw Hill).
- Introduction to Tourism & Hospitality Industry – Sudhir Andrews – TATA Mc Graw Hill

SUGGESTED REFERENCE BOOKS

- Managing Hospitality Operations – Mohinder Chand, Anmol Publications New Delhi.
- Hotel Management-educational & environmental aspects-Yoginder K. Sharma
- Hotel, Hostel and Hospital Housekeeping – Joan C Branson & Margaret Lennox
- Introduction to Hospitality-John R. Walker University of South Florida Publisher: Prentice Hall
- Managing Front Office Operations – Kasavana & Brooks


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Session: 2024-25			
Part A - Introduction			
Name of Programme	PGDHEM		
Semester	1 st		
Name of the Course	Event Marketing		
Course Code	P24-HEM- 102		
Course Type	CC-2		
Level of the course	400-499		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<p>CLO 102.1: Identify unique marketing challenges due to the nature of the tourism and learning hospitality marketing system.</p> <p>CLO 102.2: Analyze the relationship between market and consumer behaviour for segmentation and target marketing.</p> <p>CLO 102.3: Learn 4 Ps of Marketing Mix for Hospitality Product</p> <p>CLO 102.4: Develop the understanding of expanded service marketing Mix Strategies</p>		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
<p>Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics		Contact Hours
I	<p>Concept and Origin of marketing</p> <p>Evolution of Marketing and understanding the markets</p> <p>Tourism and Hospitality Marketing</p> <p>Hospitality & Tourism Products- Features & Design</p> <p>Mapping the Product- Functions</p> <p>Core Principles of Marketing</p>		15

	Concepts of Service Marketing Forecasting market Demand.		
II	Relationship between Market and Consumer Micro & Macro Marketing Environment Consumer Behaviour Buyer Decision making Process Market Research Market Segmentation Targeting and Market Positioning Internal Marketing P.R for Tourism and Hospitality Industry.	15	
III	4 P's of Marketing Product: Concept of Hospitality & Tourism Product, Managing Product: New Product Development, Product Life Cycle, hospitality product marketing strategies Place: Concept of Hospitality Distribution, Distribution Channels, Management of Channels Price: Concept of price & pricing, factors affecting hospitality pricing, methods of pricing, pricing Strategies Promotion: Concept of Promotion & Promotion Mix, Developing Promotion for Hospitality Product, Advertising, Personnel Selling, Sales Promotion, Public Relation and Important Promotion tools in Hospitality.	15	
IV	Expanded Service Marketing Mix People: Service Encounters, People in Tourism service encounters- Consumers, Employees, Residents, Important practices of managing people and service encounters in hospitality- CRM and its Techniques, Internal Marketing and Capacity Building. Process: Procedures, Mechanisms, Time & cost Management, Balancing Capacity and demand management of hospitality services using process. Physical evidence: Concept & function of physical evidence, service capes and servuction frameworks, components of physical evidence, and managing evidence in hospitality industry. PACKAGING: Concept & function of packaging	15	
		Total Contact Hours	60
Suggested Evaluation Methods			
Internal Assessment: 30		End Term Examination: 70	
➤ Theory	30	➤ Theory:	70
• Class Participation:	5	Written Examination	

• Seminar/presentation/assignment/quiz/class test etc.:	10
• Mid-Term Exam:	15
Part C-Learning Resources	
Recommended Books/e-resources/LMS:	
SUGGESTED READING:	
<ul style="list-style-type: none"> • Philip, K., John, T. & James M,(2016). Marketing for hospitality and tourism (6TH ed.). New Delhi, India: Pearson India education. • Prasana, K. (2016). Marketing of hospitality and tourism services (2nd ed). New Delhi, India: Mc Graw Hill education India. • Devashish, D. (2011). Tourism marketing (1st ed). New Delhi, India: Pearson India education service. 	

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Session: 2024-25			
Part A - Introduction			
Name of Programme	PGDHEM		
Semester	1 st		
Name of the Course	Event Planning & Management		
Course Code	P24-HEM-103		
Course Type	CC-3		
Level of the course	400-499		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 103.1: Define the concept, its advantages & disadvantages & types of events. CLO 103.2 Explain key elements of pre-events planning. CLO 103.3 Point out event marketing & HR Requirement. CLO 103.4 Create knowledge about various issues of events such as event catering, event entertainment, financial & crowd management for events.		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.			
Unit	Topics		Contact Hours
I	Introduction to event: The Concept, Nature, Definition and scope, C's of Events, advantage and disadvantage of Events, Various Categories and Typologies, Organization structure of event management companies, Emerging trends in event industry.		15
II	Organizing & Designing of Events, Event planning – Concept, Process and Design, Pre- Event Research, Studying Event feasibility, legal compliances, Event Venue Finding Logistics and Ambience		15
I	Event Marketing & Human Resource for event Marketing & Promotion of Events: Nature of Event Marketing, Process of Event Marketing, The Marketing Mix, Sponsorship.		15

	Promotion: Image/ Branding, Advertising, Publicity and Public Relation. The Human Research Planning Process: Need Assessment; Policies and Procedures: Job Description; Recruitment and selection; training and development of event staff. Developing Leadership and Supervision skills during Events, Group development, Skills required to be a good event planner.	
IV	Important Issues in Event planning Event Catering, Events Decorations, Entertainment planning for events and Speaker selection, Various Protocols during Events, Time Management Events, Financial Management of Events. Safety and Security: Occupational Safety and Health, Incident Reporting, Crowd Management and Evacuation.	15
Total Contact hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ol style="list-style-type: none"> 1. A.K. Bhatia, 'Event Management', Sterling Publishers Pvt. Ltd. Delhi. 2. Anton Shone & Bryn Parry, 'Successful Event Management, Coleman, Lee & Frankle, Powerhouse Conferences. Educational Institute of AHMA 3. Hoyle, Dorf & Jones, Meaning conventions & Group business. Educational institute of AH & MA. 4. Joe Jeff Goldblatt, "Special Events: Best Practices in Modern Event Management (Hospitality, Travel & Tourism)", John Willy and Sons, New York 5. Leonard H. Hoyle, Jr, 'Event Marketing', John Willy and Sons, New York 6. Lynn Van Der Wagen, Carlos, Event Management, Pearson, New Delhi. 7. Sanjay Singh Gaur, Sanjay V Saggere, Event Marketing Management, Vikas Publication, New Delhi 8. John Beech, Sebastian Kaiser, Robert Kaspar - The Business of Events Management, Pearson Publications 		

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Part A - Introduction

Name of Programme	PGDHEM		
Semester	1 st		
Name of the Course	MICE Management		
Course Code	P24-HEM-104		
Course Type	CC-4		
Level of the course	400-499		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 104.1: Learn the basic concept of MICE CLO 104.2: Know the organizer and sponsors of MICE CLO 104.3: Explore the key players of MICE CLO 104.4: Study the important elements of MICE		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		

Part B- Contents of the Course

Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact Hours
I	Introduction to MICE: Historical Evolution of MICE in India, Components of MICE, Economical and Social significance of MICE, MICE & Hotel Industry, Impact of MICE, Careers in MICE, Different types of gathering, Emerging trends in MICE, Convention visitor Bureaus - functions, structure, and funding sources ICPB & ICCA;	15
II	MICE organizer and Sponsors: Major types of organizations that hold gatherings, Types of meetings held by the different categories of organizations, Typical lead times for planning the various types of gatherings, Differences between the marketing strategies used to build attendance, Associations that support the professional development of those responsible for producing gatherings	15
III	Key Players of MICE – DMOs, history of DMOs, role and functions of DMOs, Marketing, Sales, and Services offered by DMOs, DMOs Association—DMAI MICE Venues- Hotels, Convention Centers, Conference Centers Retreat Facilities, Cruise Ships, Specific Use Facilities, Colleges and Universities, Unusual Venues and related issues. A Brief overview on Exhibitions, Service Contractors, Destination Management Companies, Special Events Management	15

IV	Important Elements in MICE Planning - Planning and Producing MICE Gatherings; Food and Beverage issues in MICE; Legal Issues in the MICE, Technology and the Meeting Professional, concept of Green Meetings and Social Responsibility, International Aspects in MICE	15
Total Contact hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70 Written Examination
• Class Participation:	5	
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ol style="list-style-type: none"> 1. Fenich, George G, Meetings, Expositions, Events, and Conventions, India: Pearson Education Inc 2. Lynn V. and Brenda R., Event Management, Pearson Publication, New Delhi 3. Van der Wagen, L. & Carlos, B.R. (2005). Event management for tourism cultural, Business and Sporting Events, Upper Saddle River, N.I. Pearson, Prentice Hall. 4. S.N. Bagchi and Anita Sharma Food and Beverage Service, Aman Publication New Delhi. 5. Lawson, F.R. Congress, Conventions and Conference: facility Supply and demand International Journal of Tourism management, September, 18-8-1980. 6. Goldblatt, JJ Special Events: Art and Science of Celebration New York, Van Nostrand Reinhold, 1990. 		

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Part A - Introduction			
Name of Programme	PGDHEM		
Semester	1 st		
Name of the Course	Principles of Management		
Course Code	P24-HEM-105		
Course Type	CC-5		
Level of the course	400-499		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<p>CLO 105.1 To enrich the conceptual Clarity about Management Concept.</p> <p>CLO 105.2 To enhance knowledge about broad Functions of Management.</p> <p>CLO 105.3 To develop an understanding about Application of Management.</p> <p>CLO 105.4 To inculcate practical understanding and Challenges for Entrepreneurs.</p>		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
<p>Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics		Contact Hours
I	<p>MANAGEMENT & PLANNING Management: Definition, Nature and Purpose, management as a Science or art or profession, Systems, contingency and operational Approaches to management, Functions of managers; Social responsibility of management. Systems, contingency and operational approaches to management. External and internal environment affecting managerial decisions</p>		15

	Planning: Meaning, Nature, Types of plans, steps in Planning, Concept of management by objectives Decision Making: Importance and Limitations of Rational decision making; Development of Alternatives and the limiting Factors; Evolution of alternatives, selecting an alternative, Programmed and Non-programmer Decisions.	
II	UNIT-2 ORGANISATION & STAFFING Organization: Organization structure, centralization vs decentralization, strategy & structure, flat & tall structures, work specialization, departmentalization, chain of command, span of control and formalization, Common organizational designs – Simple, bureaucratic, matrix, virtual, boundary less, feminine – Organization as an open system & influence of environment over organizational dynamics with reference to technological innovations. Staffing: Definition of staffing, Situational Factors Affecting Staffing, Selection: Matching the person with the job, Position requirements and job design, Skill and Personal Characteristics Needed in Managers.	15
III	MOTIVATION, LEADERSHIP AND CONTROLLING Motivation: Meaning & Theories of Motivation, Maslow's Hierarchy Theory, Alderfer's ERG Theory, Herzberg's Theory, McGregor's Theory. Leadership: Meaning and definition of Leadership, Ingredients of Leadership, Trait Approaches to leadership, Charismatic Leadership Approach, Leadership Behaviour and styles. Controlling: Control meaning and Process, Control as a Feedback System, Feed Forward, and Requirements for effective controls.	15
IV	MANAGEMENT FOR ENTREPRENEURIAL PROSPECTIVE Global, innovative and entrepreneurial prospective of management: Basics of global and entrepreneurial management; entrepreneurial planning; entrepreneurial organizing and staffing; entrepreneurial leading; entrepreneurial controlling and challenges.	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		

SUGGESTED READINGS

- Weihrich, Heinz, Mark V Cannice & Harold Koontz: Management: A Global innovative and Entrepreneurial Perspective, Tata McGraw – Hill, New Delhi.
- Stoner, James A F, Freeman, R Edward & Gilbert Jr, Daniel R: Management, Pearson Education, New Delhi.
- Robbins, S P and Decenzo, D: Fundamentals of Management, Pearson Education, New Delhi.
- Terry, G.R. & Franklin, S G.: Principles of Management, McGraw Hill Higher Education.
- Peter F. Drucker, Management: Tasks, Responsibilities and Practices, Routledge, London and New York.

OPEN SOURCES:

From internet and other sources regarding management Concept

- Prasad, L.M; Principles and Practice of Management, Sultan Chand & Sons
- Ghuman, Karminder & K. Aswathappa: Management: Concept, Practice & Case, Tata McGraw-Hill, New Delhi.
- Kase, F.L. and Rasonu, J.E: Organization and Management – A System and Contingency Approach, McGraw Hill Book Company, New York.
- Becker, P.E: The Practices of Management, London.
- May, D: The Evolution of Management Thought Ronald Press, New York.
- Singh, A.N.: The Skills of Management, Gover Earnborough.
- Ricks. S.: Management of Organization, Macmillan publication, Hong Kong.
- Crompton, Summer and Webber: Organizational Behaviour and the Practices of Management, Scott, Poresman, Gleneve.
- K.S., Jae: Management, Prentice Hall, New Delhi.



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Session: 2024-25

Part A - Introduction

Name of the Programme	PGDHEM		
Semester	1 st		
Name of the Course	Event Production and Logistic planning		
Course Code	P24 HEM -106		
Course Type	PC-1		
Level of the course	400-499		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<p>CLO 106.1 Outline entertainment & décor related requirement for event</p> <p>CLO 106.2 Discover audio-visual and lightning system in production</p> <p>CLO 106.3 Identify special effect, staging & tenting requirement.</p> <p>CLO 106.4 Prepare for various logistics for events. Applicable for practical components></p>		
Credits	Theory	Practical	Total
	0	4	4
Teaching Hours per week	0	8	8
Internal Assessment Marks	0	30	30
End Term Exam Marks	0	70	70
Max. Marks	0	100	100
Examination Time	0	4 hours (or as decided by PGBOS)	

Part B- Contents of the Course

Practicals		Contact Hours
Unit s	Syllabus/ List of Practicals	
1	<p>Entertainment & Decor Defining Entertainment: forms, reasons & content of entertainments; Staging entrainment; Working with performers Décor: Design theory – its elements, principles, categories of Décor; Setup consideration for Décor</p> <p>Audio – Visual & Lightning systems Audio System -Acoustic theory and its relationship to the event space, uses of an audio system, main audio system groups and their components, Signal path & equipment location in the Event Space, Pre event sound check & system operations during event, risk & safety</p>	30
2	<p>Visual presentation – purpose, visual sources, signal processing, projection equipment's, display equipment's, Multimedia presentation, visual equipment's setup & operations during event, risk & safety</p> <p>Lighting – Objective of event lightning, quality, lightning instruments, Event lightning Design, lightning concept, setup & operations; risk & safety</p> <p>Special Effects, Staging & tenting Special effect – types of special effects</p>	30


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3	Staging – the language of stage, types & construction of stages, placement, stage draping, stage sets, risk & safety Tenting – types, various accessories of tents, setup considerations, new tent technology.	30
4	Miscellaneous technical resources and logistics & operations Miscellaneous - Electric power, Rigging and trussing & other temporary structure. Logistics – setup & teardown	30
Total contact hours		120

Suggested Evaluation Methods

Internal Assessment: 30		End Term Examination: 70	
➤ Practicum	30	➤ Practicum	70
• Class Participation:	5	Lab record, Viva-Voce, write-up and execution of the practical	
• Seminar/Demonstration/Viva-voce/Lab records etc.:	10		
• Mid-Term Exam:	15		

Part C-Learning Resources

Recommended Books/e-resources/LMS:

1. Doug Matthews (2008), Special Event Production, Elsevier Inc.
2. Lynn V. and Brenda R., Event Management, Pearson Publication, New Delhi
3. Van der Wagen, L. & Carlos, B.R. (2005). Event management for tourism cultural, Business and Sporting Events, Upper Saddle River, N.I. Pearson, Prentice Hall.
4. S.N. Bagchi and Anita Sharma Food and Beverage Service, Aman Publication NewDelhi.
5. Lawson, F.R. Congress, Conventions and Conference: facility Supply and demand International Journal of Tourism management, September, 18-8-1980.
6. Goldblatt, JJ Special Events: Art and Science of Celebration New York, Van NostrandReinhold, 1990.


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Session: 2024-25	
Name of the Programme	PGDHEM
Semester	1 st
Name of the Course	Seminar
Course Code	P24-HEM -107
Course Type: (CC/DEC/PC/Seminar/CHM/OEC/EEC)	Seminar
Level of the course	400-499
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLOs 107.1 Encourage active participation from students rather than passive listening. CLOs 107.2 To improve the presentation and communication skills
Credits	Seminar 2
Teaching Hours per week	2
Max. Marks	50
Internal Assessment Marks	0
End Term Exam Marks	50
Examination Time	1 hour
Instructions for Examiner: Evaluation of the seminar will be done by the internal examiner(s) on the parameters as decided by staff council of the department. There will be no external examination/viva-voce examination.	


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PGDHEM

Semester – II


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Session: 2024-25			
Part A - Introduction			
Name of Programme	PGDHEM		
Semester	2 nd		
Name of the Course	Tourism Business		
Course Code	P24-HEM-201		
Course Type	CC-6		
Level of the course	400-499		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 201.1: Knowledge of basic concepts and essentials of Destination CLO 201. 2: Analysis of Tourism Demand & Travel Motivations CLO 201.3: Understand tourism impacts. CLO 201.4: Identify travel and tourism sector stakeholders and their role		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		

Part B- Contents of the Course

Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact Hours
I	BASIC CONCEPTS OF TOURISM <ul style="list-style-type: none"> • Meaning and Definitions: Tourism, excursion, leisure and recreation, tourist, visitor and traveller, Itinerary, • Characteristics of Tourism • Forms & Types of tourism • 5 A's of Tourism • Concept of Destination Tourism System- Leiper Model 	15
II	TOURISM DEMAND & MOTIVATIONS <ul style="list-style-type: none"> • Travel Motivation: Concept • Theory of Travel Motivations • Crompton's Push and Pull Theory • Tourism Demand 	15

	<ul style="list-style-type: none"> • Typology of Tourists • Tourist Plog's Allo-centric and Psycho-centric Model of Destination Preferences. 		
III	TOURISM IMPACTS <ul style="list-style-type: none"> • Positive and negative impacts of Tourism on Environment, Economy, Society and culture • Doxey's Iridex Index- Demonstration Effect • Butler's Tourism Area Life Cycle (TALC). 		15
IV	TOURISM SECTOR: Type and Role of following stakeholder in Tourism Industry. <ul style="list-style-type: none"> • Accommodation • Transportation • Intermediaries (Travel agents and Tour Operators) • Tour Package • Government & Tourism 		15
Total Contact Hours			60
Suggested Evaluation Methods			
Internal Assessment: 30		End Term Examination: 70	
➤ Theory	30	➤ Theory:	70
• Class Participation:	5	Written Examination	
• Seminar/presentation/assignment/quiz/class test etc.:	10		
• Mid-Term Exam:	15		
Part C-Learning Resources			
Recommended Books/e-resources/LMS:			
<ul style="list-style-type: none"> • Hotel Law by Amitabh Devendra, Oxford University Press • Hotel & Tourism Laws by Jagmohan Negi • Related Guidelines & Reports from Ministry of Tourism, Govt of India • HOSPITALITY LAW: Managing Legal Issues in the Hospitality Industry by Barth, S • Food & Beverage Law: Food Safety and Hygiene by Negi, J 			

Session: 2024-25			
Part A - Introduction			
Name of Programme	PGDHEM		
Semester	2 nd		
Name of the Course	Customer Relationship Management		
Course Code	P24-HEM-202		
Course Type	CC-7		
Level of the course	400-499		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<p>CLO 202.1: Apply the concept of CRM, the benefits delivered by CRM, the contexts in which it is used, the technologies that are deployed and how it can be implemented.</p> <p>CLO 202.2: Understanding customers and customer behaviour.</p> <p>CLO 202.3: Implement various technological tools for data mining and also successful implementation of CRM in the Organizations</p> <p>CLO 202.4: Design customer relationship management strategies by understanding customers' preferences for the long-term sustainability of the Organizations.</p>		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.			
Unit	Topics		Contact Hours
I	Emerging Concepts in Customer Relationship Management: Meaning and Definition of CRM, Importance of CRM, Conceptual Framework of Customer Relationship Management; The Value Pyramid, Customer Interaction Cycle, Customer Profiling and Total Customer Experience, Goals of a CRM Strategy and Obstacles, CRM Solutions Map, Discussing People, Processes and Technology, CRM myths.		15
II	CRM Process and Implementation: Issues and Strategies; Winning Markets through Effective CRM; CRM as a business strategy, CRM Process, Strategies for Customer Acquisition; Customer Retention, Effective Customer Relation Management		15

	through Customer Knowledge Management; Customer Interaction Management, Call Centre management in CRM. Customer Centricity in CRM-Concept of Customer centricity, Customer touch points, Customer Service, Measuring Customer lifetime value.	
III	Technological Support in CRM: Introduction, technological Applications in CRM, types of Technological Applications in CRM, Customer Databases and Information Systems, Database Marketing Strategies, Data Mining for CRM - Some Relevant Issues	15
IV	e-CRM – Emerging Trend in CRM: Introduction, Importance of e-CRM in Service Marketing, Challenges involved in formulating and implementing e-CRM strategies, Changing Patterns of e-CRM Solutions in the Future; e-CRM architecture and its components, Five engines of e-CRM, Evolution of e-customer and e-marketing, e-CRM for personalized services, Relevance of CRM for Hotel Industry	15
Total Contact hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ol style="list-style-type: none"> 1. Jagdish N Sheth, Parvatiyar Atul, G Shainesh, Customer Relationship Management: Emerging Concepts, Tools and Applications, 1st Edition, Tata McGraw Hill, June 2008 2. Judith W. Kincaid, Customer Relationship Management Getting it Right, Pearson Education 3. H.Peeru Mohamed , A Sagadevan, Customer Relationship Management, A Step by Step Approach, Vikas Publishing House 4. Customer Centricity –Focus on right customer for strategic advantage, by Peter Fader, Wharton Digital Press, 2012 		

Session: 2024-25			
Part A - Introduction			
Name of Programme	PGDHEM		
Semester	2 nd		
Name of the Course	Specialized Catering Management		
Course Code	P24-HEM-203		
Course Type	CC-8		
Level of the course	400-499		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 203.1: Understand the intricacies of managing specialized catering operations. CLO 203.2 Develop and execute menus tailored to specific events or dietary needs. CLO 203.3 Plan and manage a variety of specialized catering events. CLO 203.4 Understand the role of sustainability in catering operations.		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
<p>Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics		Contact Hours
I	Introduction to Specialized Catering Overview of the Catering Industry; various forms of Specialized Catering: Corporate, Wedding, Mobile, Personalized, Dietary, etc. The specialized Catering Operation- Planning, Implementation, and Control; Roles and Responsibilities in a Catering Team		15
II	Menu Planning and Development Principles of Menu Planning; Creating Menus for Different Types of Events; Understanding Dietary Restrictions and Preferences Costing and Pricing for Catering Menus.		15
III	Managing Specialized Events Wedding Catering: Menu Design, Event Planning, and Execution Corporate Catering: Meeting Diverse Needs, Menu Flexibility		15

	Dietary Catering: Vegan, Gluten-Free, Allergen-Friendly, etc. Themed Events: Cultural, Holiday, and Specialty Catering		
IV	Sustainability and Ethics in Catering Operations Understanding Sustainable Practices in Catering Sourcing and Using Local and Organic Ingredients Managing Waste and Recycling in Catering Operations Ethical Considerations: Fair Trade, Animal Welfare, Labor Practices	15	
Total Contact hours		60	
Suggested Evaluation Methods			
Internal Assessment: 30		End Term Examination: 70	
➤ Theory	30	➤ Theory:	70
• Class Participation:	5	Written Examination	
• Seminar/presentation/assignment/quiz/class test etc.:	10		
• Mid-Term Exam:	15		
Part C-Learning Resources			
<ul style="list-style-type: none"> • Off-Premises Catering Management, Bill J. Hansen, Chris Thomas • Food and Beverage Management, Bernard Davis, Andrew Lockwood, Ioannis Pantelidis, Peter Alcott • Sustainable Foodservice: A Practical Guide, Paul Kuck 			



Session: 2024-25			
PartA – Introduction			
Name of Programme	PGDHEM		
Semester	2 nd		
Name of the Course	Sales Management in Hotels		
Course Code	P24-HEM-204		
CourseType	CC-9		
Level of the course	400-499		
Pre-requisite for the course (ifany)			
CourseLearningOutcomes (CLO) After completing this course, the learner will be able to:	CLO 204. 1: To Understand the concept, theories and functions of sales management CLO 204. 2: To know the selling process and sales techniques CLO 204. 3: To provide the understanding of Sales budget, sales quota and designing of sales strategies CLO 204.4 : to understand the process of managing the sales force		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		

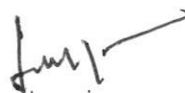
Part B-Contents of the Course

Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact Hours
I	INTRODUCTION TO SALES MANAGEMENT The Psychology of Selling, Seller Buyer Behaviors, The Buying and Selling Funnels Meaning, Importance, Sales Organizations Qualities and Responsibilities of Sales Manager. Types of Sales Organizations	15
II	SELLING SKILLS AND SELLING TECHNIQUES	15


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	Selling And Business Styles, Selling Skills, Selling Process, Types Of Sales Calls, How To Find And Qualify Leads Component Parts Of An Effective Sales Presentation Including Closing The Sale, Recognizing And Overcoming Objections Theories Of Selling	
III	MANAGING SALES BUDGET, SALES TERRITORY & SALES QUOTA Approaches And Techniques, The Budgeting Process, Methods Of Sales Budgeting, Sales Control, Purpose Of Sales Control Sales Territory, Meaning, Size Designing Sales Quota, Procedure For Sales Quota. Types Of Sales Quota, Methods Of Setting Quota.	15
IV	SALES FORCE MANAGEMENT Recruitment And Selection Of Sales Force Training Of Sales Force. Motivating Sales Force, Importance, Process And Factors In The Motivation Compensation-Meaning, Types Of Compensation Plans Evaluation Of Sales Force By Performance And Appraisal Process	15
Total Contact hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
PartC-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none"> • Salesmanship Practices and Problems Paperback, by Bertrand R. Canfield • Selling & Sales Management 6th Edition by David Jobber • Sales Management shaping future sales leaders by John F. Tanner JR., Earl D. Honeycutt JR. & Robert C. Erffmeyer, Perason Eduation • Anderson, R. Professional Sales Management. Englewood Cliff, New Jersey, Prentice Hall Inc. 		




Session: 2024-25			
Part A - Introduction			
Name of Programme	PGDHEM		
Semester	2 nd		
Name of the Course	Environmental Practices in hotels		
Course Code	P24-HEM-205		
Course Type	CC-10		
Level of the course	400-499		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 205.1: Understanding environmental issues and their impact on Hospitality industry. CLO 205. 2: Identifying practices adopted by hospitality industry towards water and energy management. CLO 205.3: Develop sensitivity and high work ethics towards waste management. CLO 205. 4: Evaluating environmental certification for hospitality industry.		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		

Part B- Contents of the Course

Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact Hours
I	<ul style="list-style-type: none"> • Introduction Environment and Ecology • Environmental Impacts of Tourism and Hotel Industry • Importance and impact of Environment on Hospitality Industry • Indoor Environment in hotels 	15
II	Water & Energy Management <ul style="list-style-type: none"> • Sources of water pollution by hotels • Importance and practices of water conservation • Control of water consumption (Kitchen, Housekeeping, Guest room, Rest room) • Principles of energy management • Types of energy sources – (Renewable, nonrenewable) • Conservation measures adopted by hotel industry <ul style="list-style-type: none"> • Alternative energy sources for hospitality industry 	15
III	Waste Management	15

	<ul style="list-style-type: none"> • Introduction: Waste Management • Types of wastes (dry/wet, organic / inorganic, biodegradable / non-bio-degradable) • Sources of solid waste found in hotels (e- waste & paper waste, organic-waste, glass, plastic, metals) • 3R's principle (Reduce, Reuse, Recycle) • Strategies and Practices adopted by hotel for managing waste. 	
IV	<ul style="list-style-type: none"> • Environmental protection practices as part of Corporate Social Responsibility in the Hospitality Industry • Environmental Certification for Hotels & Tourism Businesses in India • Sustainable development • Ecotel in India- Definition, Scope and Importance 	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
SUGGESTED READINGS:		
<ol style="list-style-type: none"> 1. Environment Management for Hotels: A students Handbook-David Kirk 2. Managing Hotels and Restaurant-Dr. Jag Mohan Negi 3. Managing Environment for Leisure and Recreation-Rich Board Hurst 4. The Human Impact on the Natural Environment, Oxford-Blackwell 5. Hotel Management "Educational and Environment Aspects-Yogendra K. Sharma 6. Best Designed Ecological Hotels-Martin N. Kunz 7. Environment Management in the Hospitality Industry -Kathryn Webster 8. Environment Management for Hotels, Oxford, Butterwort-Heinemann 		


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Session: 2024-25			
Part A - Introduction			
Name of the Programme	PGDHEM		
Semester	2 nd		
Name of the Course	Banquet Events Management		
Course Code	P24-HEM 206		
Course Type	PC-2		
Level of the course	400-499		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 206.1: To Explore various banquet events setups CLO 206.2: To Know the Mise en place for banquets Operations CLO 206.3: To Understand various types of Buffet layout CLO 206.4: To Evaluate food control methods and know the decoration styles		
Credits	Theory	Practical	Total
	0	4	4
Teaching Hours per week	0	8	8
Internal Assessment Marks	0	30	30
End Term Exam Marks	0	70	70
Max. Marks	0	100	100
Examination Time	0	4 hours (or as decided by PGBOS)	
Part B- Contents of the Course			
Units	Practicals	Contact Hours	
1	Banquet Event Management: Banquets overview - types of banquets (formal and informal), understanding Banquet organizational Structure; Function selling-menus Banquet - Sitting plans-theatre, classroom etc. Formal, Banquet Event Sheet,	30	
2	Banquet - Mise-en-place, Service, Toasting and sequencing of events Banqueting exercises, Informal gathering, Reception, Cocktail parties, Seminars Exhibitions, Fashion shows, Trade Fairs, Wedding, Organizing Theme functions.	30	
3	Buffet Laying- Introduction, Types of Buffets, Table layout and configuration,	30	
4	Buffet Clothing and dressing - table Display and decoration, Types and Limitations of food to be served, Mis-en-place, Checklist and its proper supervision, Food & Beverage control-its application and buffet management.	30	



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	Total contact hours		120
Suggested Evaluation Methods			
Internal Assessment: 30		End Term Examination: 70	
➤ Practicum	30	➤ Practicum	70
• Class Participation:	5	Lab record, Viva-Voce, write-up and execution of the practical	
• Seminar/Demonstration/Viva-voce/Lab records etc.:	10		
• Mid-Term Exam:	15		
Part C-Learning Resources			
Recommended Books/e-resources/LMS:			
Jaffrey T Clarke, Table and Bar Dennis R Lilicrap, Food and Beverage Service Matt A Casdo, Food and Beverage Service Michael M Coltman, Beverage Management			

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