

Kurukshetra University, Kurukshetra

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

("A++" Grade, NAAC Accredited)



Syllabus of the Programme for Post Graduate Programme

MASTER OF HOTEL MANAGEMENT AND CATERING TECHNOLOGY

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

Chairman
Deptt. of Tourism & Hotel Management
Kurukshetra University, Kurukshetra.

Page | 10

Cover page
of the Syllabi

MHMCT

Semester – I



Chairman
Deptt. of Tourism & Hotel Management
Kurukshetra University, Kurukshetra.

Page | 10

Session: 2024-25			
Part A - Introduction			
Name of Programme	MHMCT		
Semester	1 st		
Name of the Course	Introduction to Hospitality Industry		
Course Code	M24-HMT-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			
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 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 		15

	<p>Classifications, Government's Classification Committee adopted in India, Basis on which Star ratings are granted along with the Performa of Star Classification.</p> <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	<p>INTRINRODUCTION TO HOTEL DEPARTMENTS</p> <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	<p>GUEST ROOM & PUBLIC AREA FACILITIES</p> <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 <p>Public Area Facilities.</p>	15
IV	<p>IMPRESSION MANAGEMENT</p> <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 <p>Emerging trends, latest developments and future of hotel industry.</p>	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	
<ul style="list-style-type: none"> • 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	
<ul style="list-style-type: none"> • 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 	


 Chairman
 Deptt. of Tourism & Hotel Management
 Kurukshetra University, Kurukshetra.

Session: 2024-25

Part A - Introduction

Name of Programme	MHMCT		
Semester	1 st		
Name of the Course	Front office Management		
Course Code	M24-HMT-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: Examining importance of front office and guest cycle.</p> <p>CLO 102.2: Understanding the function, handling of situations and key Control.</p> <p>CLO 102.3: Summarizing organizational structure of front office and its Coordination.</p> <p>CLO 102.4: Memorizing guestrooms, tariff and guest cycle.</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	Hotel Front Office: Introduction, importance in hotel, Layout of the front department Guest Cycle: Pre-Arrival, Arrival, Occupancy, Departure, Post Departure. tariff and room rates.	15
II	Role and function: Reception, reservation, registration and method of payment Handling Various: Complaints and emergency situations Keys and key control: Types of keys, handling guestroom keys and its control	15
III	Guest Departure and Guest Accounting: Folio, Ledgers, settlement of accounts, handling vouchers, Express check out and group departures, Message and left luggage handling procedure Cash and Credit Control	15
IV	Front Office Cashier Role of the Front desk cashier, Importance of front office cash, Duties and responsibilities of front desk cashier. Night Auditing: Introduction, Objective, functions and job description of	15

Night Auditor, Night Audit process, Preparing night audit reports.		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		

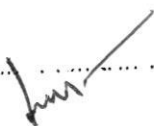
Part C-Learning Resources

Recommended Books/e-resources/LMS:

- Andrews, S. (2017). Hotel Front Office: A Training Manual. McGraw Hill Education; Third edition.
- Bhatnagar, S. K. (2011). Front Office Management. Frank Bros.
- Tewari, J. (2016). Hotel Front Office: Operations and Management. Oxford University Press; Second edition.

SUGGESTED REFERENCE BOOKS

- Gonda, M. C. (2015). Handbook of Attire & Grooming. Embassy Books; First edition.
- Kasavana, L. M, Cahil, J. J (1992). Managing Computers in the Hospitality Industry. Educational Institute of the Amer Hotel; 2nd edition
- Smart Family (2018). All Countries, Capitals and Flags of the World!. CreateSpace Independent Publishing Platform.
- Bardi, A. J. (2012). Hotel Front Office Management. Wiley India Pvt Ltd, Fifth edition.
- Bhakta, A. (2011). Professional Hotel Front Office Management. McGraw Hill Education.
- Kasavana, L. M. (2000). Managing Front Office Operations. Educational Institute of the American Hotel & Motel Association; 5th edition
- Woods, H. R., Ninemeier, J. D., Hayes, D. K. and Austin, M. A (2013). Professional Front Office Management: Pearson New International Edition, Pearson Education Limited; illustrated.



Chairman
Deptt. of Tourism & Hotel Management
Kurukshetra

Session: 2024-25

Part A - Introduction

Name of Programme	MHMCT		
Semester	1 st		
Name of the Course	Housekeeping Operations		
Course Code	M24-HMT-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:	<p>CLO 103.1 Identify the elements involved in the managing of accommodation operations.</p> <p>CLO 103.2 Develop the skills and knowledge of the handling housekeeping operations.</p> <p>CLO 103.3 Familiarize with linen room management in hotels.</p> <p>CLO 103.4 Ability to handle emergency situations and security and safety of guest during stay in the Hotel.</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	<p>MANAGING HOUSEKEEPING OPERATIONS</p> <ul style="list-style-type: none"> • Role of Housekeeping in Guest Satisfaction and Repeat Business. • Calculating standard time taken for performing tasks – productivity standards • Frequency schedules • Job Allocation • Work Schedules • Duty rosters • Work study <p>Ergonomics in housekeeping</p>	15
II	CLEANING ORGANISATION AND ROUTINE SYSTEMS OF	15

	HOUSE KEEPING DEPARTMENT <ul style="list-style-type: none"> Organizational Structure of HK department Duties and Responsibilities of various positions Principles of cleaning Methods of organising cleaning Frequency of cleaning daily, periodic, special Furniture/ Fixtures/ Reporting Staff placement Reports and Registers Maintained at Control Desk	
III	LINEN ROOM MANAGEMENT <ul style="list-style-type: none"> Activities of the linen room Location, planning and layout of the linen room Linen items used in the hotel Selection criteria for various linen items Calculation of linen requirements Linen Control Recycling of discarded linen The importance of providing uniforms to staff Selection and design of uniforms Issuing and exchange of uniforms procedures and records 	15
IV	HANDLING EMERGENCY SITUATIONS AND TRENDS <ul style="list-style-type: none"> Safety awareness and accident prevention –Procedure to be followed in the event of an accident. Illness and First Aid procedures to combat the illness Death of a guest Fire Safety – detection and fire-fighting Procedure to be followed in the event of fire. Dealing with emergency situations – bomb threats, natural disasters, etc.; Waste disposal Related Case Studies Trends in Housekeeping and front office operations	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		
<ul style="list-style-type: none"> Hotel Housekeeping Operations & Management by Raghubalan, Oxford University Press. Hotel House Keeping A Training Mannual by Sudhir Andrews, Tata McGraw Hill publishing company limited New Delhi. 		

SUGGESTED REFERENCE BOOKS

- Hotel Hostel and Hospital Housekeeping by Joan C Branson & Margaret Lennox, ELBS with Hodder & Stoughten Ltd.
- House Keeping Management by Matt A. Casado; Wiley Publications
- Management of Hotel & Motel Security (Occupational Safety and Health) by H. Burstein, CRC Publisher.
- Managing Housekeeping Operations by Margart M. Kappa, CHHE, American Hotel & Lodging Associations.
- Professional management of Housekeeping by Manoj Madhukar, Rajat Publications
- Professional Management of Housekeeping Operations (II Edn.) by Robert J. Martin & Thomas J.A. Jones, Wiley Publications



Page | 18

Chairman
Deptt. of Tourism & Hotel Management
Kurukshetra University, Kurukshetra.

Session: 2024-25

Part A - Introduction

Name of Programme	MHMCT		
Semester	1 st		
Name of the Course	Hotel French		
Course Code	M24-HMT-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:	<p>CLO 104.1: Identify & use small French expression, vocabulary, articles indefinite & definite, auxiliary 1st group verbs.</p> <p>CLO 104.2: Reading & Reciting various Expressions/vocabulary used for seasons, colors & telling the time; Counting (51-100); Translation; Comprehension based on simple text basic French introduction, fruits, vegetables & 1st group French verbs.</p> <p>CLO 104.3: Describing & role playing various French conversation & 2nd group verb</p> <p>CLO 104.4: familiarizing for with tourism & hospitality related situations & grammar and 3rd group verb</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	French Basic-I Vocabulary & written expression: Expressions used for introduction, greetings, salutations; Days of the week; Month of the year; counting (1-50); translation (simple)	15


Chairman
Deptt. of Tourism & Hotel Management
 Kumaon University, Kumaonshetra.

	Grammar: Definite article; Indefinite article; Subjective pronouns; Conjugation of auxiliary verbs & first group verbs (-er group in positive form in present tense) Oral/Situation : Présentez-vous: (in conversation) Civilization: Name of various countries and their nationality in French.	
II	French Basics-II Vocabulary & written expression: Expressions/vocabulary used for seasons, colours & telling the time; Counting (51-100); Translation; comprehension based on simple text Grammar: Pronouns: Conjugation of first group verbs in negative & interrogative Adjectives. Oral/Situation: to be given by concern teacher. Civilization: Name & description of Indian festivals & their importance-(2); Important Indian dishes, their preparation & ingredients-(2)	15
III	Book : Bon Voyage – Module -I : Embarquement Situation 1 : Bienvenue ; Situation2 : vous parlez français; Situation3; Quel est votre nom(Includes grammaire exercice associated) Grammar - 2 nd group verbs	15
IV	Book : Bon Voyage, Unit-I : Embarquement (Conti...) Situation 4 : une table pour deux personnes; Situation 5: isabelle quelle surprise (Incudes- grammaire exercices associated) Grammar - 3rd group verbs	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"> ▪ Vasanti Gupta, Malini Gupta, Usha Ramchandran, Bon Voyage, W. R. Goyal Publishes and Distributions, New Delhi. ▪ Odilechantellauvechiari, Sophie, C and Chantal, D., Les Metiers de Tourism, Hachette, Paris. ▪ French for hotels, frank brothers, New Delhi 		

Signature

Chairman
Deptt. of Tourism & Hotel Management
Kurukshetra University, Kurukshetra.

Session: 2024-25			
Part A - Introduction			
Name of Programme	MHMCT		
Semester	1 st		
Name of the Course	Principles of Management		
Course Code	M24-HMT-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			
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	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 Planning: Meaning, Nature, Types of plans, steps in Planning, Concept management by objectives Decision Making: Importance and Limitations Rational decision making; Development of Alternatives and the limiting Factors; Evolution of alternatives, selecting an alternative, Programmed Non-programmer Decisions.		15

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		
<ul style="list-style-type: none"> ▪ Wehrich, 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 		

Chairman
 Deptt. of Tourism & Hotel Management
 Kurukshetra University, Kurukshetra.

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.


Chairman
Deptt. of Tourism & Hotel Management
Kurukshetra University, Kurukshetra.

Page | 23

Session: 2024-25			
Part A - Introduction			
Name of the Programme	MHMCT		
Semester	1 st		
Name of the Course	Accommodation Management		
Course Code	M24 HMT-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:	CLO 106.1 To Give Practical overview of front office and various skills CLO 106.2 To understand first aid kits and various room types CLO 106.3 To get an overview of various cleaning methods CLO 106.4 To know evening service and bed making		
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	<ul style="list-style-type: none"> Grooming Standards of front office personnel Attributes and qualities of for new entrants/employees in the front office Basic front office terminology. Forms and Formats Skills to handle telephones 		30
2	<ul style="list-style-type: none"> Handling various category of guests, with children, business travellers, single woman traveller, differently abled travellers Familiarization with first aid kit and its contents. Guest room Orientation (Single, Double, Twin and Suite room) and Soft Furnishing Guest room supplies and placement (Standard room and VIP amenities), 		30
3	<ul style="list-style-type: none"> Introduction to Cleaning equipment and handling Cleaning agents (familiarization and function) Procedure of cleaning of public areas, Bedrooms, Bathrooms Brasso and Silvo Wooden surfaces cleaning 		30

4	<ul style="list-style-type: none"> • Cleaning of glass surfaces • Wall cleaning-Dado/skirting cleaning • Evening Service • Bed making (identifying of linen and step by step procedure for a day bed using traditional and modern methods) 	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:

- Andrews, S. (2017). Hotel Front Office: A Training Manual. McGraw Hill Education; Third edition.
- Bhatnagar, S. K. (2011). Front Office Management. Frank Bros.
- Tewari, J. (2016). Hotel Front Office: Operations and Management. Oxford University Press; Second edition.

SUGGESTED TEXTBOOKS

- Hotel Housekeeping Operations & Management by Raghubalan, Oxford University Press.
- Hotel House Keeping A Training Manual by Sudhir Andrews, Tata McGraw Hill publishing company limited New Delhi.

SUGGESTED REFERENCE BOOKS

- Hotel Hostel and Hospital Housekeeping by Joan C Branson & Margaret Lennox, ELBS with Hodder & Stoughten Ltd.
- House Keeping Management by Matt A. Casado; Wiley Publications
- Management of Hotel & Motel Security (Occupational Safety and Health) by H. Burstein, CRC Publisher.
- Managing Housekeeping Operations by Margart M. Kappa, CHHE, American Hotel & Lodging Associations.
- Professional management of Housekeeping by Manoj Madhukar, Rajat Publications
- Professional Management of Housekeeping Operations (II Edn.) by Robert J. Martin & Thomas J.A. Jones, Wiley Publications



Chairman
Deptt. of Tourism & Hotel Management
Kurukshetra University, Kurukshetra.

Session: 2024-25	
Name of the Programme	MHMCT
Semester	1 st
Name of the Course	SEM
Course Code	M24 HMT- 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:	CLO 107.1 – Encourage active participation from students rather than passive listening. CLO 107.2 – Enhance soft 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.	

27



Chairman
Deptt. of Tourism & Hotel Management
Kurukshetra University, Kurukshetra.

MHMCT

Semester – II

Session: 2024-25

Part A – Introduction

Name of Programme	MHMCT		
Semester	2 nd		
Name of the Course	Food Production		
Course Code	M24-HMT-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: Learning the functioning of kitchen and familiarize with culinary terms CLO 201.2: Knowledge and identify various commodities and their use in cooking CLO 201.3: learn and practice of vegetables cuts, sauces and stocks used in cooking CLO 201.4: familiar with standard recipes of soups, salads		
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 COOKERY: Attitudes and behavior in the kitchen, Personal hygiene, Uniforms & protective clothing, Safety procedure in handling equipment. HIERARCHY AREA OF DEPARTMENT AND KITCHEN: Classical Brigade, Modern staffing in various category hotels. Duties and responsibilities of various chefs, Cooperation with other departments; General Layout Of the kitchen in organisations, layout of receiving, service & wash up areas. AIMS & OBJECTIVES OF COOKING FOOD: Aims and objectives of cooking food, Various textures, Various consistencies, Techniques used in pre-preparation, Techniques used in preparation CULINARY TERMS: List of culinary (common and basic) terms	15
II	COMMODITIES: SHORTENINGS (Fats & Oils): Role of Shortenings, Varieties of	15


 Chairman
 Deptt. of Tourism & Hotel Management
 Kurukshetra University, Kurukshetra.

	Shortenings, Advantages and Disadvantages of using various Shortenings, Fats & Oil – Types, varieties RAISING AGENTS: Classification of Raising Agents, Role of Raising Agents, Actions and Reactions THICKENING AGENTS: Classification of thickening agents, Role of Thickening agents HERBS & SPICES: Uses its Importance & it's different types Milk-Introduction, Processing of Milk. Introduction, Processing and Types of Cream, Cheese, Butter Sugar: Its Importance, types of sugar, cooking of Sugar	
III	BASIC PRINCIPLES OF FOOD PRODUCTION VEGETABLE AND FRUIT COOKERY: Introduction – classification of vegetables, Pigments and colour changes, Effects of heat on vegetables, Cuts of vegetables, Classification of fruits, Uses of fruit in cookery. STOCKS: Definition of stock, Types of stock, Preparation of stock, Recipes, Storage of stocks, Uses of stocks, Care and precautions SAUCES: Classification of sauces, Recipes for mother sauces, Storage & precautions	15
IV	SOUPS: Classification with examples, Basic recipes of Consommé with 10 Garnishes and other soups. SALADS AND SANDWICHES: Salads & its composition Types Of Lettuce, Types of Dressing, Emerging trends in salad making, Sandwiches History origin and its Different types EGG COOKERY: Introduction to egg cookery, Structure of an egg, Selection of egg, Uses of egg in cookery	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"> • Theory of Catering By Kinton & Cessarani • Parvinder S Bali – International Cuisine & Food Production – Oxford University Press • Theory of Cookery By K Arora, Publisher: Frank Brothers • Accompaniments & Garnishes from waiter, Communicate: Fuller J. Barrie & Jenkins • Modern Cookery (Vol-I) By Philip E. Thangam, Publisher: Orient Longman • Practical Cookery By Kinton & Cessarani • The Professional Chef (4th Edition) By Le RoIA. Polsom • The Professional Pastry Chef, Fourth Edition By Bo Friberg Publisher: Wiley & Sons INC • Practical Professional Cookery By Kauffman &Cracknell 		

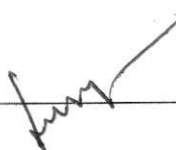

 Chairman
 Deptt. of Tourism & Hotel Management
 Kurukshetra University, Kurukshetra.

Session: 2024-25			
Part A - Introduction			
Name of Programme	MHMCT		
Semester	2 nd		
Name of the Course	Food and Beverage Service		
Course Code	M24-HMT-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 Gain the Knowledge on catering industry and understand organizational structure of Food & beverage service department in hotels.</p> <p>CLO 202. 2 Familiar with Food & Service areas and back up areas</p> <p>CLO 202. 3 Learn about different types of food & beverage equipment's & meals.</p> <p>CLO 202. 4 Remember the importance of menu planning & various food service methods.</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	<p>Introduction to Catering Industry: Introduction and Growth of Catering industry in India Types of Catering Establishments – Commercial (Non-Residential/ Residential) Welfare (Industrial Institutional), Transport (Air Road, Rail, Sea), General overview of different types of F & B outlets. Departmental Organization & Staffing: Organizational Structure of F& B Department in small, medium and large hotel, Duties and Responsibilities of & B Staff and their Attributes; Inter Department relations of F and B department.</p>		15
II	<p>Food Service Area and their Layout: Food Service Areas: Specialty restaurant, coffee shop. Cafeteria, Fast Food Service. Room service Banquets, Bars, Vending Machine. Layout of Food Service Areas: various Considerations while planning a layout of coffee shop, fast food, full-service restaurant, specialty restaurant, Banquets, Room Service, Vending Machines.</p>		15


 Chairman
 Deptt. of Tourism & Hotel Management
 Kurukshetra University, Kurukshetra.

Page | 30

	Back areas: Still Room, Wash-up, Hot-Plate, Plate Room, Kitchen Stewarding, Kitchen Stores.	
III	Introduction of Restaurant Equipment and introduction to different Meals Restaurant Equipment's Classification of equipment; Criteria for selection of various types of Crockery, Tableware, Glassware, Linen, Furniture etc.; Sideboard- its uses. Care & Maintenance of these equipment's. Meals and Menu: Planning Concept of Menu and Meal Types of Meals: Breakfast, Lunch, Dinner, Supper, Brunch, High tea etc.	15
IV	Menu planning & forms of Service Menu: Origin of menu & menu planning objectives, types of menu (table d'hôte, A la Carte, Carte jour), menu planning-consideration & constraints, menu designing, courses, of menu – French: classical and modified, Indian courses: Planning menus, Accompaniments, Garnishing & Cover for each course. Breakfast Menu: English, American, Continental, Indian Restaurant Service: Forms and Methods of service -Table Service – Silver/English, Family, American, Butler/ French, Russian; Self Service - Buffet and Cafeteria Service; Specialized Service – Gueridon, Tray, Trolley, Lounge, Room etc.; Single Point Service- Takeaway, Vending, Kiosks, Food Courts, Bars.; Room Service	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:		
REFERENCE:		
<ul style="list-style-type: none"> • S.N Bagchi and Anita Sharma, Food And Beverage Service. Aman Publication, New Delhi. • Sudhir Andrew, Food And Beverage Manual, Tata Mc. Hills. New Delhi. • Brain Vergese, Profdssional Food And Beverage Service Management, Macmillan Pub. New Delhi. • Vijay Dhawan, Food AndVeverage Service. Frank Brothers And Company, New Delhi. 		



Session: 2024-25

Part A - Introduction

Name of Programme	MHMCT		
Semester	2 nd		
Name of the Course	Human Resource Management in Hotels		
Course Code	M24-HMT-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: Examining significance of human resource management practices in hotels. CLO 203.2: Understanding the manpower planning and career planning of employees. CLO 203.3: Examining performance and factors of compensation in hotels. CLO 203.4: Evaluating industrial relations and employee's participation and empowerment		
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	HRM-Concept, Objectives and functions, Role of HR Practitioners; HR Policies, Recent trends in HRM in Hotel industry. Job Analysis and design-meaning, process and methods; Job description of major position in a star hotel.	15
II	Methods of Manpower search, HR Planning, Recruitment and Selection-Attracting and Selecting HR for deferent levels. Training in hotel industry-need and importance, Methods of training. Career and Succession Planning in hotel industry.	15
III	Performance appraisal –meaning needs and importance; techniques of performance appraisal in hotel industry. Compensation: Aims & components. Job Evaluation; Pay for performance; Employee benefits & services.	15
IV	Industrial Relations: Trade unions, Industrial disputes and settlements, Grievances handing. Disciplinary procedures; Health and safety measure in hotel industry; Employee Participation & empowerment in 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			
<ul style="list-style-type: none"> • Aswathppa, Human Resource Management. TMII. ND • Cases & Games. Himalaya Publishing House. • Casio Wayne F. Managing Human Resource. MGH. ND 			
SUGGESTED REFERENCE BOOKS			
<ul style="list-style-type: none"> • Dressler, Gary Human Resource Management. Pearson Education Asia, ND • John, Human Resource Management Irwin/MGH • Mondy R. W., Noe R.M Premeaux S and Mondy J.B., Human resource Management, PHI. • Malay, B., Human Resource Management in Hospitality Management, Oxford Publications. • Ramaswamy E Managing Human Resources Oxford University Press, ND • Rao, VSP, Human Resource Management –Text &Cas. s. Excel Book, ND • Subba Rao, Essentials of Human Resource Management & industrial relations Text. 			



Chairman
Deptt. of Tourism & Hotel Management
Kurukshetra University, Kurukshetra.

Session: 2024-25

Part A - Introduction


Name of Programme	MHMCT		
Semester	2 nd		
Name of the Course	Tourism Business		
Course Code	M24-HMT-204		
Course Type	CC-9		
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 204.1: Knowledge of basic concepts and essentials of Destination CLO 204.2: Analysis of Tourism Demand & Travel Motivations CLO 204.3: Understand tourism impacts CLO 204.4: 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 Irridex 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:		
SUGGESTED READINGS:		
<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 		



Chairman
Deptt. of Tourism & Hotel Management
Kurukshetra University, Kurukshetra.

Session: 2024-25

Part A - Introduction

Name of Programme	MHMCT		
Semester	2 nd		
Name of the Course	Environmental Practices in hotels		
Course Code	M24-HMT-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:	<p>CLO 205.1: Understanding environmental issues and their impact on Hospitality industry.</p> <p>CLO 205.2: Identifying practices adopted by hospitality industry towards water and energy management.</p> <p>CLO 205.3: Develop sensitivity and high work ethics towards waste management</p> <p>CLO 205.4: Evaluating environmental certification for hospitality 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

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	<p>Water & Energy Management</p> <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 • 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 		



Session: 2024-25

Part A - Introduction

Name of the Programme	MHMCT		
Semester	4		
Name of the Course	Food and Beverage		
Course Code	M24 HMT 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 give a practical input to the students about Kitchen & its equipment's CLO 206.2 to prepare various stocks & sauces in Kitchen CLO 206.3 To understand the restaurant functions and know about various equipment used in restaurant CLO 206.4 to understand various forms of Services		
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
I	Food Production (kitchen) Equipment's - Identification, Description, Uses & handling Safety and security in kitchen: Hygiene - Kitchen etiquettes, Practices & knife handling Vegetables – Classification and Cuts Identification and Selection of Ingredients	30
II	Stocks and Sauces Preparation of menu Salads & soups- Waldrof salad, Fruit salad, Russian salad, salade nicoise, Soups preparation Indian cookery-Rice dishes, Breads, Main course, Basic Vegetables, Paneer Preparations Marinades, Paste and Tandoori Preparation of Vegetables and Paneer	30
III	F & B Service – Practical's • Opening and Inspecting, Cleaning a Restaurant: Routine cleaning and Non-Routine Cleaning. • Identification of Restaurant Equipments with Diagrams.	30

IV	<ul style="list-style-type: none"> • Mis – en Scene, Mis- en – Place. 	30
	<ul style="list-style-type: none"> • Table laying – simple covers: A I' carte & Table d'hote • Napkin folding, spreading & changing tablecloth. • Laying table for lunch /dinner: procedure for laying the table A I carte & Table d'hote and for breakfast. • Arranging of side Board /Dummy Water. • Wiping of Glassware, Cutlery and Crockery. • Special Equipments used in Restaurants. Polishing Silver, Silver method , burnishing method 	
Total contact hours =		120
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Practicum	30	➤ Practicum
• 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:		
SUGGESTED TEXT BOOKS		
<ul style="list-style-type: none"> • Theory of Catering By Kinton & Cessarani • Parvinder S Bali – International Cuisine & Food Production – Oxford University Press • Theory of Cookery By K Arora, Publisher: Frank Brothers 		
SUGGESTED REFERENCE BOOKS		
<ul style="list-style-type: none"> • Accompaniments & Garnishes from waiter, Communicate: Fuller J. Barrie & Jenkins • Modern Cookery (Vol-I) By Philip E. Thangam, Publisher: Orient Longman • Practical Cookery By Kinton & Cessarani • The Professional Chef (4th Edition) By Le RoLA. Polsom • The Professional Pastry Chef, Fourth Edition By Bo Friberg Publisher: Wiley & Sons INC 		

M24 CHM 201
AS APPROVED BY THE UNIVERSITY



Page | 40

Chairman
Deptt. of Tourism & Hotel Management
Kurukshetra University, Kurukshetra.

Internship



Chairman
Deptt. of Tourism & Hotel Management
Kurukshetra University, Kurukshetra.

Page | 41

MHMCT

Semester – III




Session: 2024-25			
Part A - Introduction			
Name of Programme	MHMCT		
Semester	3 rd		
Name of the Course	Revenue Management		
Course Code	M24-HMT-301		
Course Type	CC-11		
Level of the course	500-599		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 301.1: Examining importance of revenue management in tourism industry. CLO 301.2: Understanding the segments, demand and pricing related to revenue. CLO 301.3: Familiarize with forecasting and room inventory management. CLO 301.4: Cultivate the role of revenue management software, team and distribution management.		
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	The Concept of Yield Management, Benefits of the yield techniques, Elements of Revenue Management, Group Room Sales/Transient Room Sales/Food & Beverage Activity/Local and Area-Wide, Activities/Special Events.		15
II	Forecasting demand and occupancy, Measuring Yield Yield Statistic/Determination of Potential Revenue/Potential Average Single Rate/Potential Average Double Rate/ Multiple Occupancy Percentage/Rate Spread/Potential Average Rate/Room Rate Achievement Factor/Identical Yields/Equivalent Occupancy/Required Non-Room/Revenue per Guest		15
III	Revenue Management Cycle, Using Revenue Management Potential High and Low Demand Tactics, Implementing Revenue Strategies/Availability Strategies		15


 Page | 43
 Chairman
 Deptt. of Tourism & Hotel Management
 Kurukshetra University, Kurukshetra.

IV	Revenue Management Computer Software and Revenue Management Team. Works performed by Revenue Management Software, Working of the software, Advantages and disadvantages of computerized revenue management, Reports generated, Revenue Management Team, Role of Revenue Management Team.	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"> • Colin Dix & Chirs Baird, Front office operations • Hayes and Miller, Revenue Management of the Hospitality Industry, John Wiley • J.R.S.Beavis&S.Medlik, A Manual of Hotel Reception, Heinemann Professional • James Bardi, Hotel Front office management VNR • Jatashankar Tewari, Hotel Front Office Operations and Management, Oxford • Kimberly A. Tranter, Trevor Stuart-Hill, Juston Parker, (2009), An Introduction to Revenue Management for the Hospitality Industry, Pearson Prentice Hall • Managing front office operations by Kasavana & Brooks • Michael Kasavana, Effective Front Office Operation, CBI-VNR • Professionla Front Office Management by Robert H Woods, Jack D Ninemeier, David K • Raymond S Schmidgall Managerial accounting and hospitality accounting • Robert G. Cross, (1998), Revenue Management, Broadway Books, New York. 		

45


 Page | 44
 Chairman
 Deptt. of Tourism & Hotel Management
 Kurukshetra University, Kurukshetra.

Session: 2024-25			
Part A - Introduction			
Name of Programme	MHMCT		
Semester	3 rd		
Name of the Course	HOSPITALITY MARKETING		
Course Code	M24-HMT-302		
Course Type	CC-12		
Level of the course	500-599		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<p>CLO 302.1: Identify unique marketing challenges due to the nature of the tourism and learning hospitality marketing system.</p> <p>CLO 302.2: Analyze the relationship between market and consumer behaviour for segmentation and target marketing.</p> <p>CLO 302.3: Learn 4 Ps of Marketing Mix for Hospitality Product</p> <p>CLO 302.4: 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	15



evidence, and managing evidence in hospitality industry. PACKAGING: Concept & function of packaging			
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. 			



Chairman
Deptt. of Tourism & Hotel Management
Kurukshetra University, Kurukshetra.

Session: 2024-25			
Part A - Introduction			
Name of Programme	MHMCT		
Semester	3 rd		
Name of the Course	Event Planning & Management		
Course Code	M24-HMT-303		
Course Type	DEC-1		
Level of the course	500-599		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 303.1: Define the concept, its advantages & disadvantages & types of events. CLO 303.2 Explain key elements of pre-events planning. CLO 303.3 Point out event marketing & HR Requirement. CLO 303.4 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
III	Event Marketing & Human Resource for event Marketing & Promotion of Events: Nature of Event Marketing, Process of Event Marketing, The Marketing Mix, Sponsorship. Promotion: Image/ Branding, Advertising, Publicity and Public		15

	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 		

Session: 2024-25

Part A - Introduction

Name of Programme	MHMCT		
Semester	3 rd		
Name of the Course	Organizational Behaviour & Management		
Course Code	M24-HMT-304		
Course Type	DEC-1		
Level of the course	500-599		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 304.1: To learn the concepts of organisational behaviour. CLO 304.2: To be able to understand various aspects of individual behaviour. CLO 304.3: To know and analyse various dimensions of group behaviour. CLO 304.4: To appreciate leadership styles and organisational culture for effective management.		
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	Focus and Purpose Definition, need for and importance of organizational behaviour Nature and scope – Frame work – Organizational behaviour models.	15
II	Individual Behaviour at Work Organizational man Personality: Concept, types and Factors influencing personality and Theories of Personality. Learning: – Types of learners, the learning process and Learning	15

	theories. (Cognitive Learning Theory and Social Learning Theory) Emotions and Attitudes: – Characteristics, Components, Formation, Measurement-and Values. Perceptions: – meaning, Importance, Factors influencing perception, Interpersonal perception. Managing emotions and stress	
III	Group Behaviour at Work and Organizational Culture Organization structure: –meaning, Groups in organizations, Formation of groups, Influence of groups and Group dynamics, Emergence of informal leaders and working norms. Group decision making techniques, Team building - Interpersonal relations – Communication – Control. Organizational culture and climate – Factors affecting organizational climate – Importance, Power and politics in organizations	15
IV	Organizational Change and Development Organizational change: Importance, Stability and Change, Proactive and Reactive change. The change process. Resistance to change and Managing change. Organizational development, strategies and methods, Interventions for organizational development, Indian Experience of Organizational Development in Tourism and Hospitality Sector	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:		
TEXTBOOKS		
<ol style="list-style-type: none"> 1. Duncan Kitchin (2018), An Introduction to Organizational Behaviour for Managers and Engineers- A Group and Multicultural Approach, Routledge. 2. Stephen P. Robbins , Timothy A. Judge , Neharika Vohra (2018) Organizational Behaviour (18th ed.), Pearson , New Delhi. 3. Mary Uhl-Bien, John R. Schermerhorn Jr. , Richard N. Osborn, and Sanket Sunand Dash(2021) Organizational Behavior, 13ed Wiley India Pvt Ltd. 1402, 14th Floor, World Trade Tower Plot No. C - 1, Sector – 16, Noida . 4. Şule Aydin, Bekir Bora Dedeoglu,y and Ömer Çoban (2019) Organizational Behavior Challenges in the Tourism Industry, IGI Global USA. 5. Florence Berger and Judi Brownell (2020) , Organizational Behavior for the Hospitality Industry, 1st ed. , Pearson 		

REFERENCES

1. Schermerhorn, Hunt and Osborn, (2008) Organisational behavior, John Wiley, 9th Edition,
2. Udai Pareek, (2004) Understanding Organisational Behaviour, 2nd Edition, Oxford Higher Education,
3. Mc Shane & Von Glinov(2007) Organisational Behaviour, 4th Edition, Tata Mc Graw Hill,
4. Hellrigal, Slocum and Woodman, (2007) Organisational Behavior, Cengage Learning, 11th Edition.
5. Ivancevich, Konopaske & Maheson,(2008) Oranisationl Behaviour & Management, 7th edition, Tata McGraw Hill.



Session: 2024-25			
PartA - Introduction			
Name of Programme	MHMCT		
Semester	3 rd		
Name of the Course	Marketing Research		
Course Code	M24-HMT-305		
Course Type	DEC-1		
Level of the course	500-599		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 305.1: understand meaning and importance of marketing research. CLO 305.2: know various branches of marketing research CLO 305.3: Learn marketing research proposal & design CLO 305.4: understand data collection & prepare research report		
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		
PartB-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	MARKETING RESEARCH-BASIC UNDERSTANDING Meaning of Marketing Research, Role, Importance and Scope of Marketing Research in Marketing Management, Process of Marketing Research, Ethical Issues in Marketing Research.		15
II	BRANCHES OF MARKETING RESEARCH Consumer Research - Meaning & Scope, Need, Functions. Product Research - Meaning & Scope, Importance. Advertising Research - What to Test, When to Test.		15

	Media Research - Functions of Media Research. Sales Analysis Research.	
III	PLANNING MARKETING RESEARCH Marketing Research Proposal – Meaning, Elements of Research Proposal. Marketing Research Design – Its Meaning, Its Importance, Types of Research Design, Criteria of Good Research Design. Scales of Measurement – Meaning of Measurement in Marketing Research, Criteria of Sound Measurement Of Marketing Research. Meaning of Sampling, Steps of Sampling Process, Types of Sampling Plans	15
IV	DATA COLLECTION, ANALYSIS AND MARKETING RESEARCH REPORT Primary Data- Concept, Merits, Demerits, Methods, Secondary Data- Concept, Merits, Demerits, Sources; Qualitative and Quantitative Research- Concept, Features, Qualitative V/S Quantitative Research Data Analysis & Interpretation- Data Analysis, Meaning, Steps and Stages; Report Writing- Concept, Types, Essentials, Use of Visual Aids in Research Report, Writing Criteria of Marketing Research Report,	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"> • Marketing Research Principles, Applications and cases by Dr. D.D. Sharma, Sultan Chand & Sons • Marketing Research Concepts, Practices, and Cases by Sunanda Easwaran & Sharmila J. Singh, Oxford University Press • Marketing Research an Applied Orientation by Naresh K. Malhotra, Prentice Hall of India Pvt Ltd • Marketing Research an Applied Orientation by Naresh K. Malhotra & Satyabhushan Dash, Perason Publications 		

Session: 2024-25			
Part A - Introduction			
Name of Programme	MHMCT		
Semester	3 rd		
Name of the Course	Business Communication		
Course Code	M24-HMT-306		
Course Type	DEC-1		
Level of the course	500-599		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 306.1: To gain knowledge of communication process and barriers. CLO 306.2: To learn writing of business correspondence using digital platforms. CLO 306.3: To be able to speak for different occasions in tourism business. CLO 306.4: Learn the use of formal office body language.		
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	Communication in tourism business: Meaning, Significance and Scope, Communication Process, Theories and Models of communication process, Flow of information in tourism business organizations, Barriers to Communication; Filtering, Gap between Words & Meanings and Perception & reality		15
II	Business writing; Principles for clear Business Writing: Adoption, Word Selection, Sentence Construction, Types of important Business Correspondence, Letters; Inquires and Responses, Persuasive Requests, sales Letter, Memos, Reports, Curriculum Vitae, Email, Business Reports; Organization of Different Type of Reports, Techniques of Writing, Visual aspects of Reports Use of open source office software in business writing		15

III	Oral Business communication: Telephone conversation, Public speaking, oral reporting, Interviews, Group Discussions, Demonstrations. Meetings; – Organization of Meetings Use of digital tools for oral communication	15
IV	Nonverbal Communication, Importance of Body language in Communication, Reading Body Language Cross-Cultural Communication; Concept and functions of Cultures, Impact of Culture of Communication in tourism, Expressions in Cross Cultural tourism Communication	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. Effective Business Communication (2017). Herta Murphy, Herbert Hildebrandt, Jane Thomas, McGrawHill. 2. Business Communication Essentials (2010). Courtland L. Bovee, Pearson Education. 3. Business Communication Today (2017). L. Bovee Courtland, Thill John, Lal Raina Roshan Pearson Education. 4. Business Communication (2012). Meenakshi Raman, Prakash Singh, Oxford. 5. Business English: The Writing Skills You Need for Today's Workplace (2016). Andrea B. Geffne, Barrons Educational Series. 6. The Art of Public Speaking (2019). Dale Carnegie, Vayu Education of India. 7. Guide to Cross-Cultural Communications (2010). Sana Reynolds, Deborah Valentine, Mary M. Munter, Pearson. 8. The Definitive Book of Body Language: How to Read Others Attitudes by Their Gestures (2017) Allan Pease, Barbara Pease, Orion 9. Body Language (Introducing Practical Guide) 2016 Glenn Wilson, Icon 		


 Chairman
 Deptt. of Tourism & Hotel Management
 Kurukshetra University, Kurukshetra.

Session: 2024-25			
Part A - Introduction			
Name of Programme	MHMCT		
Semester	3 rd		
Name of the Course	MICE Management		
Course Code	M24-HMT-307		
Course Type	DEC-2		
Level of the course	500-599		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 307.1: Learn the basic concept of MICE CLO 307.2: Know the organizer and sponsors of MICE CLO 307.3: Explore the key players of MICE CLO 307.4: 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.		15

	A Brief overview on Exhibitions, Service Contractors, Destination Management Companies, Special Events Management	
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
• 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. 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. 		


 Chairman
 Deptt. of Tourism & Hotel Management
 Kurukshetra University, Kurukshetra

Session: 2024-25

Part A - Introduction

Name of Programme	MHMCT		
Semester	3 rd		
Name of the Course	Retail Management		
Course Code	M24-HMT-308		
Course Type	DEC-2		
Level of the course	500-599		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<p>CLO 308.1: Clarify the concept, Characteristics and related terms in retailing.</p> <p>CLO 308.2: Recognize and understand the retailing models, theories and various formats of retail in the industry.</p> <p>CLO 308.3: Comprehend the ways retailers use marketing tools and techniques to interact with their customers.</p> <p>CLO 308.4: Understand the integration of merchandise management and store management strategies leading to excellent customer service</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	RETAILING Retail management, Introduction, meaning, Characteristics and Functions of Retail Management, Customer Buying Behaviour, Role of retailing, Trends in retailing, FDI in Retail, Problems of Indian Retailing	15
II	MODELS & THEORIES OF RETAILING Retail Model and Theories (Wheel of retailing, The Retail Accordion,	15

	Melting Pot Theory, Polarization theory) Emergence of Organizations of retailing, Classification of Retailers, Types of Retailers (Retail Formats) Multichannel Retailing	
III	RETAILING STRATEGY Retail Market Strategy, Financial Strategy Site & Locations (Size and space allocation, location strategy, Factors Affecting the location of Retail, Retail location: Research and Techniques, Objectives of Good store Design, Retail location theories, Location assessment procedures.	15
IV	STORE MANAGEMENT AND VISUAL MERCHANDISING Store Management: Responsibilities of Store Manager, Store Security, Parking Space Problem at Retail Centres Material Handling in Stores, Management of Modern Retail: Types of Layouts, Role of Visual Merchandiser, Visual Merchandising Techniques, Controlling Costs and Reducing Inventories Loss, Customer Service Merchandise Buying system Retail Communication Mix	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:		
<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 		


 Chairman
 Deptt. of Tourism & Hotel Management
 Kurukshetra University, Kurukshetra.

Session: 2024-25			
Part A - Introduction			
Name of Programme	MHMCT		
Semester	3 rd		
Name of the Course	Hotel Project Planning		
Course Code	M24-HMT-309		
Course Type	DEC-2		
Level of the course	500-599		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 309.1: Learning Hotel project, its classification & Architectural features of hotels. CLO 309.2 Developing hotel projects & feasibility report. CLO 309.3 Preparing kitchen & restaurant design. CLO 309.4 Adapting with new equipment, hotel safety & storage problems and facility planning network models.		
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	Objectives of Project Management- Importance of Project Management- Types of Projects, Understanding Hotel projects; its Classification & Guidelines – Indian context Introduction to hotels – types of hotels; Architectural features, facilities and Services in star, heritage & apartment hotels.	15	
II	Hotel project design Introduction, design considerations, Systematic Layout planning (SLP), Rules for Allocation of space in a hotel, formulation of project / feasibility report	15	
III	Hotel Projects - Kitchen & Restaurant Design Basic Physical Layout of kitchen & restaurant, Designing & planning Kitchen, Restaurant & restaurant bar.	15	
IV	Specification for equipment, ventilation, kitchen safety & various storage facilities Features of good kitchen, care and maintenance of kitchen equipment, kitchen equipment specifications. Food store: definition & types, role of a storekeeper, beverage storage facilities	15	

types, role of a storekeeper, beverage storage facilities			
Project management & Masterpieces of Facility planning The network models (CPM / PERT), Drawing of a Network diagram, Project cost analysis Few masterpieces of facility planning in Hotels & Restaurant.			
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 facility planning by Tarun Bansal, Oxford University Press. New Delhi ▪ Hotel Venture Management by Pandit S.N, Hotex Publishers, New Delhi ▪ Hotel Management Theory by B.K Chakaravati 			

Session: 2024-25			
Part A - Introduction			
Name of Programme	MHMCT		
Semester	3 rd		
Name of the Course	Consumer Behaviour		
Course Code	M24-HMT-310		
Course Type	DEC-2		
Level of the course	500-599		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 310.1: Understanding customers and customer behaviour. CLO 310.2: Identify the major influences in consumer behaviour. CLO 310.3: Identify consumer decision making processes. CLO 310.4: Establish the relevance of consumer behaviour theories and concepts to marketing decisions		
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	UNDERSTANDING CONSUMER BEHAVIOR Defining Consumer Behaviour, Need to Understand the Consumer Behaviour Especially in Hotel Industry, Importance of Studying Consumer Behaviour for a Manager, Marketer and Customer.		15
II	ENVIRONMENTAL INFLUENCES ON CONSUMER BEHAVIOR Influence of Culture, Subculture, Social Class, Social Group, Family and Personality, Cross Cultural Consumer Behavior.		15
III	CONSUMER DECISION MAKING PROCESSES Problem Recognition, Search and Evaluation, Purchasing Processes, Post Purchase Behavior, Models of Consumer Decision Making, Consumers and the Diffusion of Innovations.		15

IV	CONSUMER BEHAVIOR AND APPLICATIONS Strategic Marketing Planning: Segmentation, Targeting and Positioning of Products, Perceptual Mapping, purchasing Behavior and creating Loyalty for company The Global Consumer Behavior and on-Line Buying Behavior	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:		
<p>Consumer Behaviour: Concepts And Applications, Tata Mcgraw Hill. New Delhi,2007</p> <p>Bennet and Kassarian, CONSUMER BEHAVIOUR, Prentice Hall of India, New Delhi</p> <p>Michael R. Solomon, Consumer Behaviour, PHI Learning Private Limited, New Delhi, 2011</p> <p>Ramanuj Majumdar, CONSUMER BEHAVIOUR, Prentice Hall of India, New Delhi,2011</p> <p>Loudon and Della Bitta,</p> <p>Berkman & Gilson, CONSUMER BEHAVIOUR: CONCEPTS AND STRATEGIES, Kent Publishing Company.</p> <p>Efraim Turban, Jae Lce, David King, & I-I.Michael Chung: Electronic Commerce: Managerial Perspective, Pearson Education Inc., 2000</p>		

65



Chairman
Deptt. of Tourism & Hotel Management
Kurukshetra University, Kurukshetra.

III	FOOD SAFETY Concept, Importance of Food safety & food safety hazards Guidelines of Food safety and hazards by FSSAI HACCP: Introduction, Importance, and Principles	15
IV	MANAGEMENT PRACTICES AND WHO GUIDELINES Management team to address health threats Recent concern foremerging pathogens Handling cases of illness and pandemic (Covid-19) Guideline & Specifications for tourism & 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:		
TEXTBOOKS		
SUGGESTED TEXTBOOKS		
<ul style="list-style-type: none"> • Food Hygiene- Kavita Ed Marwaha • Handbook of Hygiene and Public Health- Bedi Y.P. 		
SUGGESTED REFERENCE BOOKS		
<ul style="list-style-type: none"> • Food and Hygiene- William Tibbles • Elements of Hygiene and sanitation- Theodore Hough • Food Hygiene and Sanitation – S. Roday-Hill Publication • The Essentials of Food Safety and Sanitation- David McSwane, Nancy R. Rue 		

Session: 2024-25			
Part A - Introduction			
Name of Programme	MHMCT		
Semester	3 rd		
Name of the Course	Hotel Material Management		
Course Code	M24-HMT-312		
Course Type	DEC-3		
Level of the course	500-599		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<p>CLO 312.1: Students will be able understand the responsibilities of material management department of hotels. And will able to manage hotel inventories.</p> <p>CLO 312.2: Students will be able to perform various responsibilities in purchasing department.</p> <p>CLO 312.3: Students will be able to understand the function of store keeper and handle the hotel inventories in store</p> <p>CLO 312.4: Students will be able to acquire knowledge about inventory control and would able to implement the inventory strategies for managing inventories.</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	Material Management: Introduction, Definition, Objectives The Material Cycle. Importance of material management in hotel industry Functions of Material Management		15
II	Purchasing Management: Introduction, Definition, Objectives, significance Purchasing procedure -Centralized and decentralized purchasing.		15

	Material specification-meaning, importance, types, advantages and disadvantages. Sources of supplies-meaning, evolution and selection. Buyer-seller negotiations-meaning objective and areas of negotiation. Purchase timing-importance, deciding when to purchase. Leasing and Make or Buy Decisions-meaning factors affecting the decisions.		
III	Stores Management Objectives of store management Layout and location of store, Classification of stores Functions of a store		15
IV	(Inventory Management) Meaning, Importance, Concepts, Integrated Inventory Management Managing Risk, How to Reduce Inventory Levels – Some Practical Solutions, Standardisation, Codification and Variety Reduction Value Analysis Ergonomics Just In Time (JIT) – Seven Wastes & Benefits of JIT Techniques of Inventory control EOQ & ABC analysis.		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:			
Verma, M.M. Material Management. Sultan Chand & Sons			
Ramakrishnan. R V, Tony Arnold. J R (2007). "Introduction to Materials Management". Pearson			
K. Shridhar Bhat, "Production and Materials Management". Himalaya Publishing House			
Chary. S.N., "Production and Operations Management". Tata McGraw Hill			
Gopalkrishnan. P, Sundaresan. M, "Materials Management: An Integrated Approach". PHI Learning Pvt. Ltd.			
Online Links			
https://www.materialsmanagement.info/material-planning.htm			
https://www.materialsmanagement.info/defscope/integrated-materials-management.htm			


 Chairman
 Deptt. of Tourism & Hotel Management
 Kurukshetra University, Kurukshetra

Session: 2024-25			
Part A - Introduction			
Name of Programme	MHMCT		
Semester	3 rd		
Name of the Course	Ethnic food of India		
Course Code	M24-HMT-313		
Course Type	DEC-3		
Level of the course	500-599		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 313.1: Learning the North Indian Cuisine, history, ingredients, and staple food. CLO 313.2: Knowledge of South Indian food, equipment's, ingredients, and staple food. CLO 313.3: Learn the East Indian food, background, ingredients and staple food. CLO 313.4: Familiarize about West Indian Food, equipment's, ingredients and staple food.		
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 North Indian Food <ul style="list-style-type: none"> • Historical Background, • Regions & Regional Cooking Styles, • Equipment & utensils, • Ingredients & Dishes • Staple food with regional Influences 	15	
II	Introduction to South Indian Food <ul style="list-style-type: none"> • Historical Background, 	15	

	<ul style="list-style-type: none"> Regions & Regional Cooking Styles, Equipment & utensils, Ingredients & Dishes Staple food with regional Influences	
III	Introduction to East Indian Food <ul style="list-style-type: none"> Historical Background, Regions & Regional Cooking Styles, Equipment & utensils, Ingredients & Dishes Staple food with regional Influences	15
IV	Introduction to West Indian Food <ul style="list-style-type: none"> Historical Background, Regions & Regional Cooking Styles, Equipment & utensils, Ingredients & Dishes Staple food with regional Influences 	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

- International Cuisine & Food Production by Parvinder S Bali – Oxford University Press
- Theory of Catering By Kinton & Cessarani
- Theory of Cookery By K Arora, Publisher: Frank Brothers

SUGGESTED REFERENCE BOOKS

- Accompaniments & Garnishes from waiter, Communicate: Fuller J. Barrie & Jenkins
- Buried Seeds—The story of Chef Vikas Khanna, Author: Karan Bellani, Publisher: Wisdom Tree.
- Indian-ish—Recipes and Antics from a Modern American family, Author: Priya Krishna, Mackenzie Kelley, Publisher: HMH Books.
- Modern Cookery (Vol-I) By Philip E. Thangam, Publisher: Orient Longman
- Practical Cookery By Kinton & Cessarani
- Practical Professional Cookery By Kauffman & Cracknell
- The Mughal Feast By Salma Husain, Author: Salma Yusuf Hussain, Publisher: Roli Books Private Limited.
- The Professional Chef (4th Edition) By Le RolA. Polsom
- The Professional Pastry Chef, Fourth Edition By Bo Friberg Publisher: Wiley & Sons INC



Session: 2024-25

Part A - Introduction

Name of Programme	MHMCT		
Semester	3 rd		
Name of the Course	Hospital Management		
Course Code	M24-HMT-314		
Course Type	DEC-3		
Level of the course	500-599		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<p>CLO 314.1: Students will be able to identify the important functions and management in Hospitals</p> <p>CLO 314.2: The student should be able to assess clinical and non-clinical needs of the patients, physicians and other para-medical personnel and organize appropriate services.</p> <p>CLO 314.3: As a future hospital administrator, the student should be able to plan how to manage various administrative support areas of the hospital and to visualize into the future needs and expectations of the community from the hospital.</p> <p>CLO 314.4: Students should be able to assess and plan the safety requirement in hospitals.</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	<p>MANAGEMENT IN HOSPITAL</p> <p>Hospital Management: Introduction, Distinction Between Hospital and Industry</p> <p>Hospital Administration: Introduction, Requirements To Be An Effective Administration, Responsibilities Of The Hospital Administrator, Challenges In Hospital Administration</p> <p>Hospital Planning: Elements/ Areas of Hospitals Equipment Planning, Functional Planning</p>	15



Chairman
Deptt. of Tourism & Hotel Management
Kurukshetra University, Kurukshetra.

II	HOSPITAL ORGANISATION Organization of Clinical Departments – Outpatient department (OPD) – Introduction – Location – Types of patients in OPD – Facilities for Outpatients. Ancillary Facilities for OPD: General and Specialized, Problems Encountered in Functioning of Outpatient Department, Remedial Measures for Effective Functioning of O.P.D. In-Patient Services: Ward Planning, Type of patients, Staff Requirement, Patients Housing Area, Ancillary Areas, Sanitary Areas, Auxiliary Areas, Ward Design, Ward Management, Organization of Casualty and Emergency Services Operation Theatre (OT).	15
III	SERVICES IN HOSPITALS Organization of Ancillary Services: Laboratory Services, Biochemistry Department, Hematology Department, Examination Room, Blood Grouping Room, Bleeding Room, Recovery Room etc. Other Supporting Services: Central Medical Records Department, Supply Department: Food Services, Pharmacy, Linen and Laundry Services, House Keeping services, Central Sterilization and Supply Department (CSSD)	15
IV	COMMUNICATION AND SAFETY ASPECTS IN HOSPITAL Purposes - Planning of Communication, Modes of Communication - Telephone, ISDN, Public Address and Piped Music – CCTV. Security - Loss Prevention - Fire Safety – Alarm System - Safety Rules.	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: Sakharkar BM, PRINCIPLES OF HOSPITALS ADMINISTRATION AND PLANNING, Jaypee Madhuri Sharma, ESSENTIALS FOR HOSPITAL SUPPORT SERVICES AND PHYSICAL INFRASTRUCTURE, Francis CM, Mario C de Souza, HOSPITAL ADMINISTRATION, New Delhi, 2000 Dr. L.L. Rao, Hospital Management, Annamalai University Press R. D. Lele, Computers in Medicine, Tata McGraw Hill, 2008		


Session: 2024-25

Part A - Introduction

Name of the Programme	MHMCT		
Semester	4		
Name of the Course	Event Production and Logistic planning		
Course Code	M24- HMT -315		
Course Type	PC-3		
Level of the course	500-599		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO315.1 Outline entertainment & décor related requirement for event CLO 315.2 Discover audio-visual and lightning system in production CLO 315.3 Identify special effect, staging & tenting requirement. CLO 315.4 Prepare for various logistics for events. Applicable for practical components>		
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

Unit	Syllabus and List of Practicals	Contact Hours
I	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 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	30
II	Visual presentation – purpose, visual sources, signal processing, projection equipment's, display equipment's, Multimedia presentation, visual equipment's setup & operations during event, risk & safety Lighting – Objective of event lightning, quality, lightning instruments, Event lightning Design, lightning concept, setup & operations; risk & safety	30
III	Special Effects, Staging & tenting Special effect – types of special effects Staging – the language of stage, types & construction of stages, placement, stage draping, stage sets, risk & safety	30


 Chairman
 Deptt. of Tourism & Hotel Management
 Kurukshetra University, Kurukshetra.

	Tenting – types, various accessories of tents, setup considerations, new tent technology.	
IV	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 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.

75



Chairman
Deptt. of Tourism & Hotel Management
Kurukshetra University, Kurukshetra.

Session: 2024-25

Part A - Introduction

Name of the Programme	MHMCT		
Semester	3 rd		
Name of the Course	Tourism Products of India		
Course Code	M24 -OEC -348		
Course Type	OEC		
Level of the course (As per Annexure-I)	500-599		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 348.1: study the vast Tourist resources of India CLO 348.2: conceptualize a tour itinerary based on variety of themes. CLO 348.3: identify and manage emerging tourist destinations. CLO 348.4: To explore manmade destinations & other forms of tourism		
Credits	Theory	Practical	Total
	2	0	2
Teaching Hours per week	2	0	2
Internal Assessment Marks	15	0	15
End Term Exam Marks	35	0	35
Max. Marks	50	0	50
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	Tourism products: Definition, Types and unique features - Tourism resources of India - Natural, Socio cultural, Diversities in Landform & Landscape - Outstanding Geographical features - Climate, Flora & Fauna.	7.5
II	Natural resources: Wildlife sanctuaries - National parks - Biosphere reserves - Mountain Tourist Resources and Hill stations - Islands - Beaches - Caves & Deserts of India.	7.5
III	Major tourism circuits of India: Inter State and Intra-State Circuits - Religious Circuits - Heritage Circuits - Wildlife Circuits. Cases of select destinations - Kerala, Rajasthan & Goa.	7.5

IV	Manmade resources: Adventure sports - Commercial attractions - Amusement Parks - Gaming - Shopping - Live Entertainments - Supplementary accommodation - House boats - Tree houses - Home stays - Tourism by rail - Palace on wheels - Deccan Odyssey & Golden chariot. Emerging Tourism Destinations of India: Ecotourism - Rural Tourism - Golf Tourism - Wine Tourism - Camping Tourism - Medical Tourism - MICE Tourism - Pilgrimage Tourism.	7.5
Total Contact Hours		30
Suggested Evaluation Methods		
Internal Assessment: 15		End Term Examination: 35
➤ Theory	15	➤ Theory 35
• Class Participation:	4	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	4	
• Mid-Term Exam:	7	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ol style="list-style-type: none"> 1. Manoj Dixit (2002), TOURISM PRODUCTS, New Royal Book Co. Lucknow. 2. Norman Douglas, SPECIAL INTEREST TOURISM, John Wiley, Australia. 3. Robinet Jacob (2007), INDIAN TOURISM PRODUCTS, 4. Abhijeet Pub, Delhi. Sarina Singh (2008), 5. LONELY PLANET INDIA. 6. Stephen Ball (2007), ENCYCLOPEDEA OF TOURISM RESOURCES IN INDIA, 		

MHMCT

Semester – IV

Session: 2024-25

Part A – Introduction

Name of Programme	MHMCT		
Semester	4 th		
Name of the Course	Research Methodology		
Course Code	M24-HMT-401		
Course Type	CC-13		
Level of the course	500-599		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<p>CLO 401.1: To enable the participants in conducting research work and formulating research synopsis and report.</p> <p>CLO 401.2: To familiarize with various research designs and data collection methods.</p> <p>CLO 401.3: Develop understanding on sampling techniques.</p> <p>CLO 401.4: To impart knowledge for enabling students to develop data analytics skills and meaningful interpretation to the data sets so as to solve the business/Research problem.</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	INTRODUCTION: Definition, Objectives and Nature of Research, Types of research, characteristics of good research, The Research Process; Identification and Definition of Research problem, Review of literature, Hypothesis Formulation; Developing Research Proposal; Ethical issues in Research. Problems encountered by the Researcher	15
II	RESEARCH DESIGN AND DATA COLLECTION: Types of Research Design, Sources of data: Secondary and Primary Data, Primary Data Collection Instruments: Questionnaire method, Observation Methods, Scaling Techniques, and Attitude Measurement, properties of different scales	15
III	SAMPLING: Defining the Universe and Sampling Unit; Sampling Frame; Probability and Nonprobability, Sampling Methods; Sample Size Determination, Data Collection Methods	15
IV	DATA ANALYSIS: Interpretation and Report Preparation,	15

graphical presentation of data, descriptive techniques, understanding Normal Distribution, Hypothesis Testing; Analysis of Variance; t-test, Advanced Data Analysis Techniques- Factor Analysis, correlation, linear regression. Qualitative Analysis: case method, observation, Delphi Report Preparation and Presentation			
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			
<ul style="list-style-type: none"> • Donald, R. Cooper and Parmela, S. Schindler. Business Research Methods. Tata McGraw Hill. • Kothari C.R. Research Methodology Methods and Techniques. New Age Publisher 			
SUGGESTED REFERENCE BOOKS			
<ul style="list-style-type: none"> • Research Methods for Business students by Saunders, (Pearson Education) • Research Methodology by Panneer Selvam, (Prentice Hall of India) • Research Method for Behaviourial Sciences by Gravetter (Cengage Learning) 			

80



Chairman
Deptt. of Tourism & Hotel Management
Kurukshetra University, Kurukshetra.

Session: 2024-25


Part A – Introduction

Name of Programme	MHMCT		
Semester	4 th		
Name of the Course	Food and Beverage Control Management		
Course Code	M24-HMT-402		
Course Type	CC-14		
Level of the course	500-599		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 402.1: Define Cost and sales concept, control process & cycle. CLO 402.2: Summarize controlling of food sales. CLO 402.3: Demonstrate about beverage control. CLO 402.4: Cite importance of labour cost.		
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	Cost and Sales Concept – Introduction, Cost Concepts, Sales Concepts, Cost to Sales Ratio: Cost Percent Control Process – Introduction, Control, The Control Process, Control Systems, Cost Benefit Ratio Control Cycle – Purchasing, Receiving, Storing, Issuing	15
II	Menu Engineering & Analysis – Introduction, Menu Engineering, Menu Analysis Controlling Food Sales – Introduction, the goals of sales control, Optimizing the number of customers, Maximising the profit, Controlling Revenue, Revenue Control using manual means, Revenue Control using computers	15
III	Beverage Control- Beverage, Purchasing-Receiving, storing – Issuing Control, Beverage Production Control, Inventory turnover, Beverage Sales Control, Guest Checks and Control	15
IV	Labour Control- Labour Cost Considerations, Establishing Performance Standards, SOP, Standard Staffing Requirements, preparing job descriptions, Training Staff, Monitoring Performance, Taking Corrective action to address discrepancies between standards and performance	15


 Chairman
 Deptt. of Tourism & Hotel Management
 Kurukshetra University, Kurukshetra.

		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:			
S.N Bagchi and Anita Sharma, Food and Beverage Service. Aman Publication, New Delhi.			
Sudhir Andrew, Food and Beverage Manual, Tata Mc. Hills. New Delhi.			
Brain Vergese, Professional Food and Beverage Service Management, Macmillan Pub. New Delhi.			
Vijay Dhawan, Food and beverage Service. Frank Brothers and Company, New Delhi.			


 Chairman
 Deptt. of Tourism & Hotel Management
 Kurukshetra University, Kurukshetra.

Session: 2024-25			
Part A – Introduction			
Name of Programme	MHMCT		
Semester	IV		
Name of the Course	Research Ethics		
Course Code	M24-HMT-403		
Course Type:	DEC-4		
Level of the course (As per Annexure-I)	500-599		
Pre-requisite for the course (if any)	NA		
Course Learning Outcomes(CLO):	CLO 403.1: To understand the core ethical principles and norms related to research CLO 403.2: To understand the main international guidelines and declarations pertaining to tourism and hospitality related research CLO 403.3: To interpret the responsibility of a researcher when involving in tourism and hospitality research CLO 403.4: To interpret and apply ethical principles and norms in local research practices and correct citation and use of scientific references		
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	Research Ethics- Concept and scope Introduction to Research, Ethics and Need of Research Ethics		15

	Ethics: Definition, moral philosophy, nature of moral judgments and reactions.	
II	Scientific Conduct Ethics with respect to science and research Intellectual honesty, Academic Honesty and research integrity Scientific misconducts: Falsification, Fabrication and Plagiarism (FFP) Redundant publications: duplicate and overlapping publications, salami slicing Selective reporting and misrepresentation of data	15
III	Publication Ethics Publication ethics: definition, introduction and importance Best practices/standards setting initiatives and guidelines: COPE, WAME etc. Conflicts of interest Publication misconduct: Definition, concept, problems that lead to unethical behavior and vice versa, types Violation of publication ethics, authorship and contributorship Identification of publication misconduct, complaints and appeals Plagiarism Policies, Penalties and Consequences	15
IV	Databases and research metrics Indexing databases Citation databases: Web of Science, Scopus etc. Impact factor of journal as per Journal Citation Report, SNIP, SJR, IPP, Cite Score Metrics: h-index, g-index, i-10 index, altmetrics	15
Total number of 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"> • Bird, A. (2006) Philosophy of Science Routledge. • Macintyre, Alasdair (1967) A Short History of Ethics. London. • P. Chaddah, (2018) Ethics in Competitive Research: Do not get scooped, do not get plagiarized, ISBN:978- 9387480865 • National Academy of Sciences, National Academy of Engineering and Institute of Medicine. (2009) On Being a Scientist A Guide to Responsible Conduct in Research. Third Edition. National Academies Press. • Resnik. D. B (2011). What is ethics in research & why is it important. National Institute of 		

Environmental Health Sciences, 1-10. Retrieved from

<https://www.nichsnih.gov/research/resources/bioethics/whatis/index.cfm>

- Bcall, J. (2012). Predatory publishers are corrupting open access. *Nature*, 489(7415), 179-179.
- <https://doi.org/10.1038/489179a> Indian National Science Academy (INSA), Ethics in Science Education, Research and Governance (2019), ISBN:978-81-939482-1-7.
http://www.insaindia.res.in/pdf/Ethics_Book.pdf



Chairman
Deptt. of Tourism & Hotel Management
Kurukshetra University, Kurukshetra.

Session: 2024-25

Part A – Introduction

Name of Programme	MHMCT		
Semester	4 th		
Name of the Course	Food Service Quality Management		
Course Code	M24-HMT-404		
Course Type	DEC-4		
Level of the course	500-599		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<p>CLO 404.1: Understand the principles of quality management in the food service industry.</p> <p>CLO 404.2: Apply the standards and regulations related to food quality and safety.</p> <p>CLO 404.3: Develop, implement, and evaluate a food safety and quality management system.</p> <p>CLO 404.4: Understand customer service excellence and continuous improvement in the context of food service and evaluate & manage risks associated with food service operations</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	Introduction to Food Service Quality Management Concept of Quality in Food Service; Quality Management Principles; Role of Quality Management in Food Service; Regulations and Standards in Food Quality – role of FASSAI in maintaining food standards.	15
II	Food Safety and Quality Assurance Principles of Food Safety; HACCP and Food Safety Management Systems; Quality Assurance and Control Methods; Regulatory Compliance in Food Safety in India	15
III	Service Excellence in Food Service Service Quality Measurement; Strategies for Improving Service Quality Handling Customer Complaints and Feedback; Staff Training and Development; Understanding SERVQUEL Model	15
IV	Risk Management and Continuous Improvement	15

Risk Assessment in Food Service; Tools for Continuous Improvement: Kaizen, Lean, Six Sigma; Evaluating and Auditing Quality Systems; Crisis Management in Food Service			
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"> • Managing Quality Service in Hospitality: How Organizations Achieve Excellence in The Guest Experience, Robert C. Ford and Michael C. Sturman • Food Safety for the 21st Century: Managing HACCP and Food Safety throughout the Global Supply Chain, Carol Wallace, William Sperber, and Sara E. Mortimore • Service Quality Management in Hospitality, Tourism, and Leisure, Kandampully Jay 			



Session: 2024-25

Part A – Introduction

Name of Programme	MHMCT		
Semester	4 th		
Name of the Course	Business Policy and Corporate Governance		
Course Code	M24-HMT-405		
Course Type	DEC-4		
Level of the course	500-599		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 405.1: To learn the concepts of business policy. CLO 405.2: To know the environmental and internal analysis. CLO 405.3: To articulate and relate the conceptual framework of corporate governance. CLO 405.4: To appraise about Composition and Structure of corporate governance.		
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	Business policy and corporate culture Business Policy: Concept of Business policy, Planning, Mission, Vision and Values of a Business Organization, Impact of business Policy on organization, Importance of Business Policy, Types of Policies, Corporate Culture and business policy.	15
II	Environmental and Internal Analysis External and Industry Environmental Analysis using PEST and Porter's Five-Force Model, understanding concepts such as Key Success Factors; Driving Forces, Strategic Groups, Internal Analysis: Concept of Value Chain, SWOT Analysis; Resources, Capabilities and Competencies; Dynamic Capabilities, Core Competence of Organizations; Competitive Advantage and Sustainable Competitive Advantage	15
III	Conceptual Framework of Corporate Governance	15

	Introduction, need and scope, evolution of corporate governance, management v/s. ownership, majority vs minority, and corporate governance codes. Growth of corporate governance in India, Legislative Framework of Corporate Governance in India for listed and unlisted tourism and hotel companies under Companies Act 2013.	
IV	Composition and Structure of Corporate Governance Composition and Structure of Corporate Governance-meaning , concept , need , importance , Duties and Liabilities, Diversity in board room, Women Director, Nominee Directors; Selection and Appointment Process, Independent Directors-concept expectations, liabilities and their role in ensuring corporate governance, Corporate governance failure and its impact in business	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. Institute of Directors India (2019) A Handbook on CORPORATE GOVERNANCE for Executive , Institute of Directors India 2. Fernando A. C , E. K. Satheesh and, K. P. Muraleedharan (2018) Corporate Governance: Principles, Policies and Practices Third Edition ,Pearson ,New Delhi. 3. David, F. R., & David, F. R. (2015). Strategic management: A competitive advantage approach, concepts and cases[VitalSource Bookshelf version] (15th ed.). Retrieved fro. 4. Pearce, J. and Richard B.R. (2004). Strategic Management: Strategic Formulation and Implementation. New York 5. Rao, P.S. (2016). Business Policy and Strategic Management: Text and Cases. Himalaya Publishing House Ltd. (eBook) Wheelen, 6. T.L. & Hunger, J.D. (2012). Introduction to Strategic Management and Business Policy: Towards Global Sustainability (13th ed). Pearson. (eBook) 		

Session: 2024-25

Part A – Introduction

Name of Programme	MHMCT		
Semester	4 th		
Name of the Course	Customer Relationship Management		
Course Code	M24-HMT-406		
Course Type	DEC-4		
Level of the course	500-599		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<p>CLO 406.1: 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 406.2: Understanding customers and customer behaviour.</p> <p>CLO 406.3: Implement various technological tools for data mining and also successful implementation of CRM in the Organizations</p> <p>CLO 406.4: 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 through Customer Knowledge Management; Customer	15



	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	MHMCT		
Semester	4 th		
Name of the Course	New Business Avenues in Hospitality		
Course Code	M24-HMT-407		
Course Type	DEC-5		
Level of the course	500-599		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<p>CLO 407.1: Understand the impact of emerging trends, technology, and data analytics on new business opportunities within the hospitality industry.</p> <p>CLO 407.2: Explore and pioneer new business opportunities and innovative services in the evolving accommodation sector.</p> <p>CLO 407.3: find advancement in tourism & transportation sectors.</p> <p>CLO 407.4: explores innovative businesses avenues in food & beverage sector.</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	<p>New Business Avenues in Hospitality Industry</p> <p>Overview of the Hospitality Industry Recent Trends. Technology's Impact on Hospitality. The Role of Data and Analytics</p>	15
II	<p>New Business Avenues and Accommodation Sector</p> <p>Emerging forms of Accommodation -Boutique and Lifestyle Hotels; Eco-Friendly Hotels and Resorts; Health and Wellness Retreats; Luxury Camping or "Glamping"; Serviced Apartments; Home Sharing and Vacation Rentals; Pod hotels etc. Emerging Services in Accommodation: Digital Check-In and Check-Out; Digital Concierge Services; Smart Room</p>	15

	Technology; Advanced Cleaning Technologies & outsourced etc.		
III	New Business Avenues and Tourism Sector Digital Platforms for Travel Planning; Pet-Friendly Tourism; Virtual and Augmented Reality Tourism; Dark Tourism; Wellness Tourism. New avenues in Transportation sector: Railways - Green and Sustainable Practices; Enhanced Comfort and Luxury Services; High-Speed Rail Networks such as Bullet train & Hyperloop etc. Surface transportation - Electric Vehicles (EVs); Ridesharing and E-Hailing Services; Bike and Scooter Sharing Systems; Vehicle Telematics; Campervan and Motorhome Tourism etc.	15	
IV	New Business Avenues and Food & Beverage Sector Food Production - Plant-Based and Alternative Proteins cuisine; Millet based; Ghost Kitchen; Artificial Intelligence and Robotics in kitchen etc. Food Service - Farm-to-Table and Locavore Movement; Vegan and Vegetarian Menus; Healthy and Nutritious Menus; zero waste concept in dining; Global Flavors and Fusion Cuisine; Interactive and Experiential Dining;	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. The Cornell School of Hotel Administration on Hospitality: Cutting Edge Thinking and Practice" by Michael C. Sturman. 2. Overbooked: The Exploding Business of Travel and Tourism" by Elizabeth Becker. 3. The Third Plate: Field Notes on the Future of Food" by Dan Barber 4. Food Matters: A Guide to Conscious Eating" by Mark Bittman 5. Setting the Table: The Transforming Power of Hospitality in Business" by Danny Meyer 6. Restaurant Success by the Numbers, Second Edition: A Money-Guy's Guide to Opening the Next New Hot Spot" by Roger Fields 			

Session: 2024-25

Part A – Introduction

Name of Programme	MHMCT		
Semester	4 th		
Name of the Course	Digital and Social Media Marketing		
Course Code	M24-HMT-408		
Course Type	DEC-5		
Level of the course	500-599		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 408.1 Explaining the importance of digital marketing. CLO 408.2 Learning the key elements of a digital marketing strategy. CLO 408.3 Exploring SEO & major search engine. CLO 408.4 Understanding digital analytics & email marketing.		
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 Digital Marketing (DM) - Overview of Digital marketing; Meaning, Definition, Origin and Need of Digital marketing in Hotel Industry, History of DM, Traditional Vs. Digital Marketing, Concept and approaches to DM, Advantage and Disadvantage. Scope of DM in Hotel Industry, Future of digital marketing in Indian Hotel Industry and outside India. Examples of good practices in DM in Hospitality Industry.	15
II	Modes of Digital Marketing- Mobile marketing; Overview of the B2B and B2C Mobile Market. Social media marketing and other forms of digital Marketing. Overview of various tools of digital marketing.	15

94

III	Digital marketing Domains – SEO Search Engine Optimization (SEO); Importance of Search Engine Optimization (SEO); SEO and identify its components; The pros and cons of SEO; Summarize the role of SEO in different industries. Major search engines of digital marketing.	15
IV	Digital marketing Domains –Digital Analytics & Email marketing Digital Analytics- understating Analytics; Need for Digital Analytics; Analyst role; Data Analytics Maturity Model; Analytics terminology. Email Marketing- evolution of Email Marketing; pervasiveness of email; key drivers of email effectiveness.	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. Chaffey. D., E-Business and E-Commerce Management: Strategy, Implementation and Practice, Pearson Education India. 2. Kotler, P. Kartajaya, H and Setiawan, I., Marketing 4.0: Moving from Traditional to 12 Digital, Wiley. 3. Tapp, A., & Whitten, I., & Housden, M; Principles of Direct, Database and Digital Marketing, Pearson. 4. Tasner, M; Marketing in the Moment: The Digital Marketing Guide to Generating More Sales and Reaching Your Customers First, Pearson Education. 5. “Basics of Digital Marketing” MOOC on SWAYAM Portal of UGC, https://swayam.gov.in/nd2_cec20_mgl5/preview 6. “Digital Marketing” MOOC on SWAYAM Portal of UGC, https://swayam.gov.in/nd2_cec20_mg29/preview 		

Session: 2024-25			
Part A – Introduction			
Name of Programme	MHMCT		
Semester	4 th		
Name of the Course	Financial Management in Hotels		
Course Code	M24-HMT-409		
Course Type	DEC-5		
Level of the course	500-599		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 409.1: Understanding financial management in hotels. CLO 409.2: Examining current assets and working capital. CLO 409.3: Understanding management of fixed assets. CLO 409.4: Familiarizing sources of funds.		
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	Financial Management and Planning: Financial Management Meaning; Scope and Importance, Financial Planning- Meaning, Process and importance in hospitality industry.		15
II	Management for Current Assets: Working Capital Management: Meaning and Characteristics of working capital and factors affecting on working Capital, Case Management: Receivables management and inventory Management and meaning, methods and importance.		15
III	Management of Fixed Assets: Capital Budgeting-Meaning, Importance Analytical Techniques for Investment Analysis: Non-discounted Procedures; Discount Cash Flow Procedures		15
IV	Sources of funds:		15

96

Chairman
 Deptt. of Tourism & Hotel Management
 Kurukshetra University, Kurukshetra.

Management of Earnings: Meaning, Method and importance. Sources of fund: Short term Financing, Trade Credit, and Unsecured Loans Secured Loans Commercial Paper. Long-term financing: Common Stock preferred Stock, Debentures and Retained Earning.			
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. Lawrence, P. and Lee, R.: Insight into Management, Oxford University Press, Oxford, 1984. 2. Blackwell, B: innovation, Technology and finance, London-1988. 3. Carrington, J.C. and Edwards, G.T.: Financial Industrial Development Macmillian, London,1979. 4. Kamien, M; and Schwartz N.; Market Structure and Innovation Cambridge University, Press Cambridge, 1982. 5. Banerjee, P.: Fiscal Policy in India, Gyan publisher, Delhi, 1986. 6. Sanford, C.; Economics of Public Finance, pergamon Press, New York, 1984. 7. Holfert, A.; Techniques of Financial Analysis, Irwin Homewood, Illinois, 1987. 8. Krippendorfs, Jost: The Holiday Makers, Heinemann Professional Publishers, London, 1987. 9. Horne, J.V.: Financial Management and Policy, prentice Hall, New York 2011. 10. Vyuptakeshsharan, fundamental of financial management, Pearson, New Delhi, 2010. 11. Prasanna Chandra, financial management, TATA, McGraw Hill, New Delhi, 2004 12. Pandey, I.M.: Financial Management, 2010. 			

Session: 2024-25			
Part A – Introduction			
Name of Programme	MHMCT		
Semester	4 th		
Name of the Course	Specialized Catering Management		
Course Code	M24-HMT-410		
Course Type	DEC-5		
Level of the course	500-599		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 410.1: Understand the intricacies of managing specialized catering operations. CLO 410.2 Develop and execute menus tailored to specific events or dietary needs. CLO 410.3 Plan and manage a variety of specialized catering events. CLO 410.4 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			
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 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		15

	Preferences Costing and Pricing for Catering Menus.		
III	Managing Specialized Events Wedding Catering: Menu Design, Event Planning, and Execution Corporate Catering: Meeting Diverse Needs, Menu Flexibility Dietary Catering: Vegan, Gluten-Free, Allergen-Friendly, etc. Themed Events: Cultural, Holiday, and Specialty Catering	15	
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

Part A – Introduction

Name of Programme	MHMCT		
Semester	4 th		
Name of the Course	Bar Operations and Management		
Course Code	M24-HMT-411		
Course Type	DEC-6		
Level of the course	500-599		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 411.1 Classify different Beverages & venues offering beverage services. CLO 411.2 Show various fermentation alcoholic beverages & their service CLO 411.3 Explain variety of sprits & their service. CLO 411.4 Illustrate various F& B control methods, licenses used & their service.		
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 Beverages: Alcoholic and Non-alcoholic Beverage: Venus offering beverage service –Bars- types, Lounges, restaurants; Bar designing and layout: important considerations. Staffing and Bar Equipment: staffing in bar, Qualities of a good bartender and it's job description, Beverage equipment's and service knowledge; beverage equipment and glassware, service equipment's used in bar	15
II	Fermented Alcoholic Beverages: Wine: introduction, Wine's classification, Viticulture and viticulture methods, Vilification process (Still, Sparkling, Aromatized and fortified Wines) Vine diseases, wines regions France & India, food and wine harmony, Wine glasses and equipment, Storage and service of wine. Service of various wines. Beer: Introduction ingredients used, production, types, brands, Indian	15

	and International. Storage of beer. service of bottled, canned and drough beers. Various snacks served with beer. A brief introduction to Sake, Cider and Perry. Service of fermented Beverages	
III	Distilled Alcoholic Beverages (sprints): History of sprints: basic introduction to distillation process. Whiskey: Introduction, manufacturing process and classification. Brief introduction to Rum, Gin, Vodka and Brandy; Service of distilled Beverages	15
IV	Beverage control meaning, process and techniques: various liquor licenses required in India. Introduction to Cocktails, Brief history of development: Parts of cocktails. Brief introduction to Mocktails. Various cocktail and mocktail recipes (05 from each base).	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. Cotas Katsigris, Mary Porter, Chris Thomas, The Bar and Beverage books, John, Willy and Sons, USA. • Graham Brown, Karon Hepner, The Waiters Handbooks, Hospitality Press, Australia. 2. Russell.S, Frank Corsar, The Bartender's Guide to Cocktails, Hospitality Press, Australia. 3. S.N Bagchi and Anita Sharma, Food and Beverage Service, Aman Publication, New Delhi. 4. Sudhir Andrew, Food and Beverage Manual Tata Mc. Hills. New Delhi 5. Brain Verghese, Professional Food AndVeverage Service Management. Macmillan India, Ltd. 6. Vijay Dhawan, Food and Beverage Service, Frank Brothers and Company, New Delhi. 7. B. Verjpef, The Complete Encyclopaedia of Beer, Rebo Publishers. • David Burrougtd And Norman Bezzant, Wine Regions of The World, Butterworth Heinemann, Oxford U. 		

Session: 2024-25

PartA – Introduction

Name of Programme	MHMCT		
Semester	4 th		
Name of the Course	Current Trends in Hotel Industry		
Course Code	M24-HMT-412		
CourseType	DEC-6		
Level of the course	500-599		
Pre-requisite for the course (ifany)			
CourseLearningOutcomes (CLO) After completing this course, the learner will be able to:	CLO 412.1: Learn about sustainable trends. CLO 412.2: Emerging Technology and innovation trends CLO 412.3: Develop customer related innovative marketing strategies. CLO 412.4: know changing scenario of the globalizations		
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		

PartB-Contentsofthe 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 unitand the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact Hours
I	SUSTAINABILITY AND ENVIRONMENTAL TRENDS <ul style="list-style-type: none"> Sustainable Practices in Hotels: Energy Efficiency and Renewable Energy Sources, Water Conservation and Waste Management Green Certifications and Standards: LEED Certification and Other Eco-Labels, Sustainable Tourism Certifications Corporate Social Responsibility (CSR): Role of CSR in the Hotel Industry, Examples Of Successful CSR Initiatives in Hospitality Trends in Sustainable Tourism: Impact of Sustainable Practices on Guest Satisfaction, Future Directions in Sustainable Hotel Management 	15
II	TECHNOLOGY AND INNOVATION IN HOSPITALITY <ul style="list-style-type: none"> Technology Integration: Role of Information Technology in Hotel Operations, Property Management Systems (PMS) and 	15

	<p>Their Applications</p> <ul style="list-style-type: none"> • Guest Experience Enhancements: Use of Mobile Apps And Online Check-Ins Smart Room Technologies and Iot (Internet Of Things) • Data Analytics and Personalization: Use of Big Data and Analytics to Enhance Guest Experiences, Personalization Through Data-Driven Insights • Emerging Technologies: Artificial Intelligence (AI) and Chat bots in Customer Service, Virtual and Augmented Reality Applications in Hospitality 	
III	<p>MARKETING, CONSUMER BEHAVIOR, AND GLOBAL TRENDS</p> <ul style="list-style-type: none"> • Marketing Strategies: Digital Marketing and Social Media Strategies, Importance of Online Reviews and Reputation Management • Consumer Behavior: Changing Demographics and Preferences of Hotel Guests • Impact of Cultural Differences on Hotel Services 	15
IV	<p>GLOBAL TRENDS AND CHALLENGES</p> <ul style="list-style-type: none"> • Impact of Globalization: Integration of Global Markets and Its Effect on the Hotel Industry, Influence of International Brands and Chain Hotels • Trends in International Travel and Tourism: Growth of International Tourism and Its Implications • Emerging Travel Markets (E.G., China, India, Southeast Asia), Trends in Business Travel Vs. Leisure Travel • Crisis Management and Resilience: Managing Crises in the Hotel Industry (E.G., Pandemics, Natural Disasters) 	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:		
1. UNWTO: https://www.unwto.org/		
2. Ministry of Tourism, Government of India: https://tourism.gov.in/		
3. Researchgate.net		
4. Online resources to access current trends in hotel industry		

Session: 2024-25

Part A – Introduction

Name of Programme	MHMCT		
Semester	4 th		
Name of the Course	Sustainability in Hotel Operations		
Course Code	M24-HMT-413		
Course Type	DEC-6		
Level of the course	500-599		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<p>CLO 413.1: Understanding concept of sustainability and their impact on Hospitality industry.</p> <p>CLO 413.2: Identifying practices and adoption related to of conservation of water and energymand waste management.</p> <p>CLO 413.3: Understanding practices of sustainability in hotels.</p> <p>CLO 413.4: Evaluating environmental certification and technological innovations for hospitality 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

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 Sustainability in the Hotel Industry, Definition and Importance of Sustainability in Hospitality Industry, Historical Evolution of Sustainable Practices in Hotels, Global Environmental Challenges and their Impact on Hospitality, Role of Hospitality Industry in Sustainable Development Goals	15
II	Environmental Management and Conservation in Hotels, Environmental Impact Assessment in Hotels, Energy Consumption and Efficiency Strategies, Water Management, Conservation, and Treatment, Waste Management and	15

	Minimization Techniques		
III	Sustainable Practices in Hotel Operations, Sustainable Design and Architecture Principles for Hotels, Green Housekeeping and Cleaning Practices, Sustainable Food Sourcing and Food Waste Reduction, Integrating Renewable Energy Sources in Hotel Operations		15
IV	Social Responsibility and Innovation in Sustainable Hospitality, Community Engagement and Local Cultural Preservation, Eco-Friendly Guest Services and Amenities, Certification Programs and Standards for Sustainable Hotels, Technological Innovations for Sustainable Hospitality		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. Environment Management for Hotels, Oxford, Butterwort-Heinemann 2. Environment Management for Hotels: A students Handbook-David Kirk 3. Hotel Sustainable Development: Principles and Practices - Herve Houdre, A J Singh 4. Managing Hotels and Restaurant-Dr. Jag Mohan Negi 5. Sustainability in the Hospitality Industry: Principles of Sustainable Operations 2e - Phillip Solan, Willy Legrand & Joseph S. Chen 			



Session: 2024-25

PartA – Introduction

Name of Programme	MHMCT		
Semester	4 th		
Name of the Course	Sales Management in Hotels		
Course Code	M24-HMT-414		
CourseType	DEC-6		
Level of the course	500-599		
Pre-requisite for the course (ifany)			
CourseLearningOutcomes (CLO) After completing this course, the learner will be able to:	CLO 414.1: Learn about sales management. CLO 414.2: Explore various selling techniques. CLO 414.3: Know about Sales Budget CLO 414.4: Understand about sales force management		
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		

PartB-Contentsofthe 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 unitand the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact Hours
I	<p>INTRODUCTION TO SALES MANAGEMENT</p> <p>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</p>	15
II	<p>SELLING SKILLS AND SELLING TECHNIQUES</p> <p>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</p>	15

	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		
Part C-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. 			

107



Chairman
Deptt. of Tourism & Hotel Management
Kurukshetra University, Kurukshetra.

Session: 2024-25			
Part A - Introduction			
Name of the Programme	MHMCT		
Semester	4		
Name of the Course	Banquet Events Management		
Course Code	M24- HMT-415		
Course Type	PC-4		
Level of the course	500-599		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 415.1: To Explore various banquet events setups CLO 415.2: To Know the Mise en place for banquets Operations CLO 415.3: To Understand various types of Buffet layout CLO 415.4: 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			
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
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:			
<p>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</p>			

Session: 2024-25			
Part A – Introduction			
Name of Programme	MHMCT		
Semester	4 th		
Name of the Course	Entrepreneurship and Innovation in Hotels		
Course Code	M24-HMT-416		
Course Type	EEC		
Level of the course	500-599		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 416.1: Tell theoretical foundations of entrepreneurship. CLO 416.2: Show the growth of different Management theories. CLO 416.3: Acquaint students with special challenges of starting new ventures. CLO 416.4: Develop an awareness on small scale industry projects		
Credits	Theory	Practical	Total
	2	0	4
Teaching Hours per week	2	0	4
Internal Assessment Marks	15	0	15
End Term Exam Marks	35	0	35
Max. Marks	50	0	50
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	Entrepreneur: Meaning, Functions, Types of Entrepreneurs, Intrapreneur, Factors influencing the development of entrepreneurs. Entrepreneurship: concept, meaning, definition, importance, characteristics, Development of Entrepreneurship, Stages in Entrepreneurship Process, Functions, Classification.		08
II	Theories of Entrepreneurship Innovation Entrepreneurship theory by Joseph Alois Schumpeter Sociological Entrepreneurship theory by Max Weber Opportunity based Entrepreneurship theory by Peter Duckers Theory of High Achievement by McClelland X-Efficiency Theory by Leibenstein Theory of Profit by Knight Theory of Social change by Everett Hagen		08
III	Communities promoted entrepreneurship in India, Role of		07

	entrepreneurs in economics development of a country, Entrepreneurship & its barriers in India, External Influences on Entrepreneurship Development, Socio-Cultural, Political, Economical, Personnel. Entrepreneurial culture with special reference to Intrapreneurship / Corporate Entrepreneurship. Entrepreneurial Success and Failure: Reasons and Remedies	
IV	Small Scale Industry (SSI), Definitions, Characteristics, Need and Rationale: Objectives, Scope, Role of SSI, Advantages of SSI, Different Policy of SSI, Government Supports for SSI during Five-Year Plans, Impact of Liberalization, Privatization, and Globalization, Effect of WTO/GATT; Startup India Campaign	07
Total Contact hours		30
Suggested Evaluation Methods		
Internal Assessment: 15		End Term Examination: 35
➤ Theory	15	➤ Theory: 35
• Class Participation:	4	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	4	
• Mid-Term Exam:	7	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ol style="list-style-type: none"> 1. Dynamics of Entrepreneurship Development – Vasant Desai. 2. Entrepreneurship: New Venture Creation – David H. Holt 3. Entrepreneurship Development New Venture Creation – Satish Taneja, S.L.Gupta 4. Project management – K. Nagarajan. 5. Entrepreneurship: Strategies and Resources – Marc J. Dollinger 6. The Culture of Entrepreneurship – Brigitte Berger. 7. Innovation and Entrepreneurship – Peter F. Drucker 8. Entrepreneurship – Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd 9. Entrepreneurship as Strategy – G. Dale Meyer, Kurt A. Heppard 10. New Vistas of Entrepreneurship: Challenges & Opportunities – A. Sahay, M.S.Chhikara 11. Entrepreneurship and Small Business Management – Siropolis 12. The Entrepreneurial Connection - Gurmeet Naroola 13. Thought Leaders – Steven Brandt. 14. Corporate Entrepreneurship – Vijay 15. Corporate Entrepreneurship: Entrepreneurial Development Inside Organizations – Michael H.Morris, Donald F.Kuratk 16. Peter F., Drucker, Innovation and Entrepreneurship, 1985, Harper; NY 12. Richard Duncombe, 17. Richard Hecks and Sunil Abraham, (2005) A Handbooks for Entrepreneurs in India, Institute for Development Policy and Management (IDPM), UK 		


 Chairman
 Deptt. of Tourism & Hotel Management
 Kurukshetra University, Kurukshetra.

M24 HMT -17 DISSERTATION / PROJECT WORK

CREDITS – 12

External Marks- 300

The dissertation should be from the specialization opted by the student. It can be quantitative or qualitative.

The few guidelines for dissertation are as follows:

Research Contribution: The primary aim of the dissertation is to contribute new insights, knowledge, or solutions to a specific problem or topic within the chosen area of specialization. This involves conducting extensive literature reviews to identify gaps in the existing research and formulating research questions that address those gaps.

In-depth Analysis: The dissertation should demonstrate a comprehensive and in-depth analysis of the subject matter. It requires the researcher to critically examine various theories, methodologies, and data sources to draw meaningful conclusions and support their findings with evidence.

Originality and Innovation: One of the key goals of the dissertation is to showcase originality and innovation. This means developing novel ideas, approaches, or methodologies to address the research questions, pushing the boundaries of knowledge within the field.

Rigorous Methodology: The dissertation should use a well-defined and rigorous methodology to collect and analyze data. Whether it involves qualitative or quantitative methods, the chosen approach should be appropriate for the research questions and yield reliable and valid results.

Clear Communication: A well-structured and well-written dissertation should effectively communicate the research process, findings, and implications to the academic community. It should demonstrate the researcher's ability to convey complex ideas clearly and concisely.

Contribution to the Field: A successful dissertation should have the potential to make a meaningful impact on the field of specialization. This may include providing practical applications, suggesting future research directions, or influencing policy and practice in the relevant area.

Critical Evaluation: The dissertation should exhibit critical thinking and the ability to evaluate various perspectives and arguments related to the research topic. This includes addressing potential limitations of the research and acknowledging any biases or assumptions.

Ethical Considerations: Research involving human subjects should adhere to ethical guidelines,

and the dissertation should demonstrate ethical awareness in the design and execution of the study.

Academic Standard: The dissertation must meet the academic standards set by the institution or university. This includes proper citation of sources, adherence to formatting guidelines, and overall excellence in scholarly presentation.

FORMAT OF DISSERTATION CHAPTERS

1. INTRODUCTION
2. REVIEW OF LITTERATURE
3. RESEARCH MEDHODOLOGY
4. DATA ANALYSIS & INTERERETATION
5. CONCLUSION