

Research Methodology

MHM1301

Course Objective

The students will get knowledge about:

- 1) To give an in depth knowledge about the Research methodology.
- 2) Importance of research in hospitality sector.
- 3) Acquire the technical skills to perform research.

Learning outcome

By the end of this semester students should know about:

- 1) Differentiate and select the type of research as per the study
- 2) Understanding the sampling technique required according to research
- 3) Analysis techniques with different research tool
- 4) Chapter writing and conclude the research

Module	Course Topics	Total Hours
1	Meaning, types, significance, Scope of research,. Research process, Research Approach-quantitative, qualitative and mixed. Research problems; formulate research problems, Developing research proposal- objectives, hypothesis, and need. Research methodology-meaning, procedure, Research Design, need of research design, types of research design.	16
2	Reliability and validity-meaning and types. Field procedure for data collection and techniques, Sources of Data (Primary and Secondary). Sampling and Sampling design, basic concept of sampling and types of sampling, Sample size determination. Meaning and scope of data analysis. Methods of Data analysis, Generating Findings, Drafting of conclusions and recommendations. Significance of research report writing, different steps in writing reports, Layout of research report, types of report, reference writing.	14

REFERENCE BOOKS:

1. Donald R. Cooper and Pamela S. Schindler, Business Research Methods, Tata McGraw Hill, New Delhi

2. Anderson, Sweeney & Williams: Statistics for Business and Economics, Cengage Learning Pvt. Ltd., New Delhi.
3. Naresh K. Malhotra and Satyabhushan Dash, Marketing Research: An Applied Orientation, Pearson.
4. Deepak Chawla & Neena Sodhi, Research methodology: Concepts and Cases, Vikas Publishing

Travel & Tourism Management

MHM1302

Course Objective

The students will get knowledge about:

1. To understand the concept and types of tourism. .
2. Knowledge about various tourism organizations.
3. Knowledge about Travel agencies and tour operators
4. Knowledge of Obtaining Recognition & Use of IT in Travel Agency Business.

Learning outcome

By the end of this semester students should know about:

1. Acquire knowledge of tourism.
2. Acquire Knowledge about various tourism organizations.
3. Acquire Knowledge about Travel agencies and tour operators
4. Acquire Knowledge about the futuristic trends in travel business.

Module	Course Topics	Total Hours
1.	<p>Tourist/ visitor/ traveller/ excursionist – Definitions and Differences, Forms of Tourism – Inbound, Outbound, National, International, Nature, Scope and Characteristics of Tourism. Need for Measurement of Tourism.</p> <p>Meaning and Nature of Tourism Industry, Input and Output of Tourism Industry, Tourism Industry Network- Direct, Indirect and Support Services, Basic Components of Tourism - Transport-Accommodation- Facilities & Amenities. Nature and Characteristic of Tourism Products of India - Seasonality and Diversities.</p> <p>Tourist attraction – Concept & Classification, Role and functions of Important Tourism Organizations in development and promotion of Tourism-</p> <p>UNWTO,IATA,ICAO,UFTAA,ASTA,PATA,WTTC,IHA,TAAL,IA TO,FHRAI,ITDC,ICPB, State Tourism Development Corporations, Ministry of Tourism, Government of India</p>	15
2.	<p>Historical Background of Travel Trade, Significance of Travel Agency Business, Types of Travel Agent- Full Service Agency, Commercial Agency, Implant Agency, Group / Incentive Agency, Skills and Competencies for Running Travel Agency Business, Wholesale and Retail Agents, Future of Travel Wholesaling &</p>	15

	Retailing. Types of Tour Operator- Inbound, Outbound , Domestic, Ground and Specialized, Types of Tour- Independent Tour, Escorted Tour, Hosted Tour, Incentivized Tour, Requirements for Starting Travel Agency& Tour Operation Business, Procedures for Obtaining Recognition, Travel Agency Organization Structure, Sources of Revenue, Use of Information Technology in Travel Agency Business.	
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REFERENCE BOOKS:

- 1) Anand, M.M., Tourism and hotel Industry in India, Prentice Hall, New Delhi, 1976
- 2) Bhatia, A. K., International Tourism, Sterling Publishers, New Delhi
- 3) Bhatia, A. K., Tourism development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi
- 4) McIntosh, Robert, W. Goldner, Charles, Tourism: Principles, Practices and Philosophies, John Wiley and Sons Inc. New York, 1990 (9th edition)
- 5) Mill, Robert Christie and Alastair M. Morrison, The Tourism System, Englewood Cliffs, N.J., Prentice Hall, 1985
- 6) Negi, J.M.S., Tourism and Travel- Concepts and principles, Gitanjali Publishing

Work Force Management

MHM - 1303

Course Objective:-

The Student will get knowledge about:

1. Develop on over view of Human Resource Management in Hotel Operations
2. Attain the knowledge of recruitment process followed in Hotels
3. Acquire the requisite specification for performance appraisal techniques.
4. Attain the importance of staff grievance handling procedure followed in Hotel

Learning outcome:-

By the end of this course student would be able to:

- 1) Understand the selection process of employees followed in Hotel
- 2) Understand the importance of training
- 3) Understand the motivation of employees
- 4) Understand the procedures for disciplinary action followed in Hotel

Module	Course Topics	Total Hours
1	Human Resource Management Meaning and nature of Human Resource Management, Objectives, Importance & Functions of Human Resource manager, HR Challenges in India. HRD concept, objective, need and importance, HRD approaches. Human Resource Planning: meaning and need, Recruitment meaning and its sources, Selection process, training meaning , importance and methods of training	13
2	Performance Appraisal meaning and its techniques used in Hotels, Motivation meaning its importance and theories of motivation – Maslow theory, Achievement theory, Vroom model. Promotion meaning and basis, Transfer meaning and types. Employee Grievance And Discipline :Grievance : meaning, Grievance Handling Procedure :Model Grievance Procedure Discipline : meaning Principles and Procedure for Disciplinary Action	17

REFERENCE BOOKS:

- 1) Human Resource Management: Gary Dessler, Pearson Education
- 2) Management: Text and Cases: K. Aswathappa, McGraw Hill Education

- 3) Managing Human Resources: Luis R. Gomez-Mejia, David B. Balkin, Robert L. Cardy, Pearson Education
- 4) Essentials of Human Resource Management and Industrial Relations: P. Subba Rao, Himalaya Publishing House

Heritage Culture of India

MHM1304

Course Objective:-

The Student will get knowledge about:

- 1) To provide an understanding of India's rich heritage and cultural diversity.
- 2) To explore the regional, traditional, and historical food culture of India.

Learning outcome:-

By the end of this course student would be able to:

- 1) Understand the key components of Indian heritage including art, architecture, music, dance, festivals, and literature.
- 2) Identify the role of religion, language, and traditions in shaping Indian culture.
- 3) Recognize regional food habits, traditional cooking techniques, and cultural symbolism of Indian cuisine.
- 4) Explore the evolution and influence of heritage food practices.

Module	Content	Hours
1	Heritage Culture of India Introduction to Indian, Heritage and Culture, Ancient Civilizations: Indus Valley, Vedic Period Religious Heritage: Hinduism, Buddhism, Jainism, Islam, Sikhism, Christianity Architectural Heritage: Temples, Forts, Monuments (e.g., Taj Mahal, Hampi, Khajuraho) Performing Arts: Classical Dances (Bharatnatyam, Kathak), Music Traditions Indian Festivals and Rituals UNESCO World Heritage Sites in India	15
2	Heritage Food Culture of India Concept of Culinary Heritage, Regional Culinary Traditions: North, South, East, West, and Northeast India, Royal Kitchens and Mughal Influence, Temple Foods and Religious Offerings (e.g., Jagannath Temple, Golden Temple), Indian Sweets and Street Food Heritage, Indian Spices and their Global Impact, Food as a Cultural Identity and Tourism	15

REFERENCE BOOKS:

- 1) Cultural Heritage of India: The Ramakrishna Mission Institute of Culture (multi-volume work)
- 2) Indian Art and Culture: Nitin Singhani, McGraw Hill Education
- 3) Feasts and Fasts: A History of Food in India, Colleen Taylor Sen
- 4) A Historical Dictionary of Indian Food: K.T. Achaya
- 5) The Book of Indian Food: A Historical Companion" by K.T. Achaya
- 6) Indian Heritage and Culture Dr. Bipin Chandra

Facility and Project Management MHM1305(A)

Course Objective:-

The Student will get knowledge about:-

1. Importance of Facility planning
2. Illustrate Planning Considerations in hotels
3. Illustrate the of Architectural features, Facilities and services in hotel
4. Student's awareness of Restaurant and Kitchen planning.
5. Energy Conservation in hotels

Learning outcome:-

By the end of this course student would be able to:-

1. Understand and design considerations and thumb rule.
2. Understand the Planning considerations
3. Understand and able to Know about Architectural features, facilities & service in Hotels
4. Understand Energy conservation in hotels

Module	Course Topics	Total Hours
1	<p>HOTEL FACILITY PLANNING AND DESIGN</p> <p>a. Definition of facility planning, Importance of Facility Planning in Hotels.</p> <p>b. Classification Committee for Awarding Hotel category.</p> <p>c. Design Considerations: • Attractive Appearance • Efficient Plan • Good Location • Suitable Material • Suitable Workmanship • Sound Financing • Competent Management</p> <p>d. William.B. Tabler Thumb rule for space allocation</p> <p>PLANNING CONSIDERATIONS</p> <p>a. Formulation of Project report/Feasibility report</p> <p>b. Space allocation norms in Hotels according to room size</p> <p>c. Define Plinth area, Floor Area, Floor area ratio(FAR), Circulation area.</p> <p>d. Structural regulation laid by municipal authorities.</p> <p>ARCHITECTURAL FEATURES , FACILITIES & SERVICES IN HOTELS</p> <p>a. Architectural feature, facilities and service in star category Hotel.</p> <p>b. Architectural feature, facilities and service in Heritage Hotels</p> <p>c. Architectural feature, facilities and service in Apartment Hotel.</p> <p>d. Evaluation sheet classification/Reclassification of Hotels for awarding category.</p>	15

2	<p>PLANNING FOR FOOD AND BEVERAGE OUTLETS</p> <ul style="list-style-type: none"> a. Definition and Types of restaurants b. Principals and guidelines for designing and planning restaurants c. Planning Layout of kitchen d. Steps for designing a good kitchen e. Storage Facilities- Types of store, Best practices and storage procedure, Issuing Control standard procedures. <p>ENERGY CONSERVATION PROGRAM IN HOTELS</p> <ul style="list-style-type: none"> a. Define fuel and major resources of energy b. Conservation of energy in key discipline area of hotel c. Beneficiaries of energy conservation 	15
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REFERENCE BOOKS:

- 1) Hotel Facility Planning: Tarun Bansal, Oxford University Press
- 2) Facility Planning, James A. Tompkins and John A. White
- 3) Project Management for the Hospitality Industry, Mohamed Salama
- 4) Managing Facilities, David Cotts and Kathy Roper
- 5) Project Management: A Systems Approach to Planning, Scheduling, and Controlling, Harold Kerzner
- 6) Sustainable Facilities Management, Sunil Shah

Hospitality Marketing & Management

BHM 1305(B)

Course Objective

The students will get knowledge about:

- 1) The growth and development of Hospitality sector in India
- 2) Understand the linkages of Hospitality Industry with other sector
- 3) To assess the contribution of the Hospitality Industry in an economy
- 4) Significance of hospitality Industry in India
- 5) Importance of hospitality distribution channel

Learning outcome:

By the end of this semester students should know about:

- 1) Growth and major feature of development of hospitality in the India
- 2) Future prospects of Hospitality Industry
- 3) Importance of management in operating hospitality business
- 4) Human resource management in hospitality sector

Module	Course Topics	Total Hours
1	<p>Hospitality Concepts</p> <ul style="list-style-type: none"> a. Meaning and concepts of hospitality b. Four Characteristic of hospitality by Happle, Kipps & Thomson c. Challenges before the hospitality industry in India d. Growth and Development of Hospitality Industry in India e. Indian Hospitality recent trends <p>Significance of Hospitality Industry in India</p> <ul style="list-style-type: none"> a. Hospitality and tourism problems in India b. Future Prospects of Hospitality Industry c. Major players in Hospitality Industry in India. d. Projected Future Growth in the Hospitality Industry e. Role of Information Technology in Hospitality Industry <p>Hospitality Industry role in Indian economy</p> <ul style="list-style-type: none"> a. Interlinked of Hospitality Industry with other sectors b. The hospitality sector's impact on the Indian and global economies. c. Direct and indirect employment by hospitality industry d. Employment pattern and forecast e. Major sources of foreign exchange earnings f. Importance of Responsible Hospitality, Hospitality Distribution Channel g. Classification of Hotels, Laws and rules pertaining to 	15

	Hospitality Industry	
2	<p>Planning and Management in Hospitality</p> <p>a.Importance of Planning and Management in Hospitality Industry</p> <p>b.Long range planning tools,organizing in hospitality management,</p> <p>c.Human resource Management in Hospitality Management.</p> <p>d.Importance of Control in Hospitality Management, leadership and directing in Hospitality Management,</p> <p>Hospitality Distribution Channels</p> <p>a. Importance and role of distribution channel</p> <p>b. Level of various channels in accommodation industry</p> <p>c. Designing a distribution channel</p> <p>d. Various GDS system used in hospitality industry</p> <p>e. Reservation system and Internet used as a channel</p> <p>f.Hospitality Organization-FHRAI, HRACC, IH&RA</p>	15

REFERENCE BOOKS:

- 1) Hospitality Marketing Management – Robert D. Reid & David C. Bojanic
- 2) Marketing for Hospitality and Tourism – Philip Kotler, John Bowen, James Makens, Seyhmus Baloglu
- 3) Hospitality Sales and Marketing – James R. Abbey
- 4) Strategic Management for Hospitality and Tourism – Fevzi Okumus, Levent Altinay, Prakash Chathoth

Ms Office Applications

MHM1306

Course Objective:-

The students will get knowledge about:

- 1) Develop Proficiency in Microsoft Office Tools
- 2) Integrate Office Applications for Business Communication
- 3) Enhance Presentation and Data Management Skills:

Learning outcome:-

At the end of course the student should know about:-

- 1) Demonstrate Competence in MS Office Applications
- 2) Apply Spreadsheet and Database Functions
- 3) Create Professional Presentations and Business Documents
- 4) Develop PowerPoint presentation for various uses

Module	Course Topics	Total Hours
1	Introduction to MS word – Creating – Editing – Formatting – Saving documents – Types of document format – Mail Merge features – Parts of MS word window – Features of Ribbons – Using MS word Tools – Spelling and Grammar – Mail merge – Printing Envelops and labels	13
2	Introduction of Spreadsheet & excel - Getting started with excel- Editing cells - Using commands and functions - Moving and copying - Inserting and deleting rows & columns -Getting help and formatting a worksheet - Printing the worksheet .-Database in a worksheet - Additional formatting commands and drawing tool bar – Internet usage in Business Email - Multiple worksheets and macros. Introduction to MS Power Point - Power point basics - Editing text - Adding subordinate points - Deleting slides - Working in outline view - Using design templates - Adding graphs - Adding organization Charts - Running an electronic slide show - Adding special effects - Creating Presentation using MS power point	17

REFERENCE BOOKS:

- 1) Donald Knuth The Art of Computer Programming

- 2) Brian W.Kernighan, Rob Pike- The Practice of Programming
- 3) Eric Raymond-The Art of Computer Programing
- 4) Sanjay saxena-Punjab Technical University

PRACTICALS
MS OFFICE APPLICATIONS
MHM1351

- 1) Creating simple presentations, saving, opening and existing presentation
- 2) Creating a presentation using Auto content wizard & template.
- 3) Using various auto- layouts, charts, table, bullets & clip art.
- 4) Viewing an existing document in various views-outline view, slide view, slide show view, and slide sorter.
- 5) Text manipulation, changing the font size, font type, and font style, making the text bold, underlining the text, aligning the text (Centre, justify, left, right), cut, copy, paste.
- 6) Paragraph indenting & spacing, bullets & numbering, spelling & grammar check, inserting a picture from clip art, auto shapes, and word art.
- 7) Table manipulation- creating tables, inserting & deleting rows & columns, changing width & height, changing table borders. Mail merge concept, printing formats.

Minor Project or Seminar MHM1352

Course Objective:-

The Student will get knowledge about:

- 1) To expose students to real-world challenges and operational practices in the hospitality industry.
- 2) To develop students' ability to undertake independent research and field-based investigations.
- 3) To enhance skills in data collection, critical analysis, and interpretation within hospitality contexts.
- 4) To promote effective report writing and professional presentation of project findings.

Learning outcome:-

At the end of course the student should know about:-

- 1) Conduct field-based research and gather relevant hospitality data.
- 2) Analyze and interpret field findings to identify industry trends and solutions.
- 3) Develop a well-structured academic or industry project report.
- 4) Present project outcomes confidently through oral viva and discussion

Module	Course Topics	Total Hours
1	Guidelines The final project report should be submitted in the following format: A. Cover Page Project Title Student Name, Roll Number Institute Name and Logo Supervisor's Name Submission Month and Year B. Certificate (Signed by student and supervisor) C. Declaration (Student's own work) D. Acknowledgment E. Table of Contents F. Main Chapters Introduction – Background, rationale, objectives Review of Literature – Theoretical framework and past studies Research Methodology – Sample, tools, techniques, scope, and limitations	180

	Data Analysis and Interpretation – Tables, charts, analysis Findings and Suggestions Conclusion& Recommendations G. Bibliography/References (APA or MLA format) H. Appendices (Questionnaire, interview transcripts, photos, etc.)	
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