

## **Indian Heritage**

### **BHM – 3801**

#### **Course Objective**

**The students will get knowledge about:**

1. To understand the Evolution of Indian culture.
2. Knowledge about various scriptures.
3. Knowledge about various Indian performing arts.
4. Understanding various Indian paintings.

#### **Learning outcome**

**By the end of this semester students should know about:**

1. Ancient history of the Indian continent.
2. Role of freedom fighters in the independence of India
3. Originate of Buddhism
4. Main features of classical dance Kathak and Bharatanatyam
5. Architectural features of important monuments of India

<b>Module</b>	<b>Course Topics</b>	<b>Total Hours</b>
<b>1.</b>	<b>Historical Perspective</b> -Indian History - Scope and objective - Evolution of culture – Ancient, Medieval and modern.	<b>15</b>
<b>2.</b>	<b>Great Scriptures</b> – Upanishads – Sankya – Darshans – Ramayana – Mahabharata – Bhagavad-Gita – Buddhism – Tripitakas - Jainism – Puranas	<b>14</b>
<b>3.</b>	<b>Indian Performing Arts</b> – Bharatanatyam - Kuchupudi – Kathak – Odissi – Kathakali – Mohiniattam – Folk theater and performances and its role in promoting Indian tourism. Indian Painting – Evolution of Indian painting – Ajanta – Ellora – Mysore paintings – M. F. Hussein: A portrait.	<b>18</b>
<b>4.</b>	<b>Art Sculpture &amp; Craft</b> – Indians Sculptures – Scope – Famous temples & monuments – Handicrafts – Puppetry – jewelries – textiles.	<b>13</b>

#### **Reference Books:**

Ram Acharya – Tourism and Cultural Heritage of India.

S. Radha Krishnan – Indian Philosophy

Ananda k. Kumara swami – Indian and South East Asian Architecture R. Shamashastry – History of the Dharma Sastras.

## **Research Methodology**

### **BHM – 3802**

#### **Course Objective**

##### **The students will get knowledge about:**

- 1) To give an in depth knowledge about the Research project
- 2) Tell them how Research is important for the hospitality sector.
- 3) The research methodology and its implications.

#### **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) The development of Scale for the research
- 3) Type of sampling technique required according to research
- 4) Analysis techniques with different research tool
- 5) Chapter writing and conclude the research

<b>Module</b>	<b>Course Topics</b>	<b>Total Hours</b>
<b>1.</b>	<b>Research –Meaning, Importance &amp; Research Design</b> Introduction Meaning and Importance Process of Research The basis of classification of various types of research design.	<b>15</b>
<b>2.</b>	<b>Data Collection</b> Types of Data Secondary data, Sources Primary data, Sources Sampling & its importance Hypotheses- Meaning & Types.	<b>15</b>
<b>3.</b>	<b>Data Processing</b> Quality research, Introduction, Difference between Quality and Quantity research Editing of Data, Coding of Data, Data Classification, Graphical Presentation of Data Report writing-steps involved, layout of report, mechanics of report writing, precautions of writing research writing Oral Presentation	<b>15</b>
<b>4.</b>	<b>Data Analyzing &amp; Drafting of Conclusions &amp; Recommendations</b>	<b>15</b>

	Meaning and scope of data analysis Methods of Data analysis. Generating Findings. Drafting of conclusions and recommendations.	
--	---	--

### Reference Books:

Robert C Lewis	Marketing Research
John Roberts	Marketing for the Hospitality Industry
Dennis L Foster	Hospitality Marketing and Sales for Resorts, Motels And Hotels

## **Hospitality Management**

### **BHM – 3803**

#### **Course Objective**

##### **The students will get knowledge about:**

- 1) The growth and development of International hotel chains 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) The growth and development of various hospitality Industry in India
- 5) Importance of hospitality distribution channel
- 6) Management role in Hospitality Industry & Affiliation bodies for the Hospitality Industry

#### **Learning outcome:**

##### **By the end of this semester students should know about:**

- 1) Growth and major feature of hospitality in the India
- 2) Major hotel chain operating business in India
- 3) Importance of management in operating hospitality business
- 4) Working procedure and membership criteria of hospitality affiliated organization

<b>Module</b>	<b>Course Topics</b>	<b>Total Hours</b>
<b>1.</b>	<b>Hospitality Industry</b> Hospitality: Meaning and concepts, Hospitality as career, Hospitality as an Industry, Hospitality as support service  Development of Hospitality Industry in India, Recent trends in Indian Hospitality Industry, Significance of Hospitality Industry in India, Problems of Tourism and Hospitality Industry, Future Prospects of Hospitality Industry. Major players in Hospitality Industry in India.	<b>18</b>
<b>2.</b>	<b>Contribution of Hospitality Industry</b> Hospitality Industry –Complementary to other sectors, Linkage of Hospitality Industry with other business, Contribution of Hospitality Industry to India & Global Economy.  Employment pattern and forecast in Hospitality Industry in India. Role of Information Technology in Hospitality Industry, Importance of Responsible Hospitality, Human Resource Management: Issues and technologies, Hospitality Distribution Channel	<b>15</b>

3.	<p><b>Management in Hospitality</b>  Planning in Hospitality Management, Long range planning tools, organizing in hospitality management, Human resource Management in Hospitality Management.</p> <p>Importance of Control in Hospitality Management, leadership and directing in Hospitality Management, Elements of Leading and directing</p>	14
4.	<p><b>Regulations required for Hospitality Organization</b>  Hotel Cost Center's –Marketing, Engineering, Accounting, Human Resources, Security. Types of Hotels Rooms, Plans and Rates, Front Office and its coordination with other.</p> <p>Classification of Hotels- as per Location, Size, Target Markets, Level of Service, Ownership &amp; Affiliation, Other Lodging Establishment departments, Laws and rules pertaining to Hospitality Industry, Hospitality Organization-FHRAI, HRACC, IH&amp;RA, Customer Care-general etiquettes, telephone handling, effective communication skills.</p>	13

#### Reference Books:

Introduction to Hospitality Industry: A Text Book Prof. S.C. Bagri & Ashish Dahiya  
Introduction to Management in the Hospitality Industry –Clayton W. Barrows, Tom Powers, Dennis Reynolds  
Introduction to Hospitality Management, 5<sup>th</sup> edition –John .R.Walker

## **Tourism & Hotel Economics**

### **BHM – 3804**

#### **Course Objective**

##### **The students will get knowledge about:**

1. Concept of tourism.
2. Impact of tourism on hotel industry.
3. Basic knowledge of the concepts of economics and its importance to hotel industry.
4. The kind of market.

#### **Learning outcome:**

##### **By the end of this semester students should know about:**

1. Concept, definition, characteristics, scope and component of tourism.
2. Tourism infrastructure development
3. Indian economy and hotel industry
4. Fundamentals concept of economics

<b>Module</b>	<b>Course Topics</b>	<b>Total Hours</b>
<b>1.</b>	<b>Fundamentals Concept Of Tourism</b> Concept, Definition, Characteristics, Scope and Component of Tourism, Types Of Tourism Explaining the Term-Tours, Tourist, Visitor, Excursionist, Pleasure, Relaxation, Tourism Product, Destination and Market. Inbound and Outbound Tourism Domestic and International Tourism-feature, pattern of growth and profile. Definition of Travel agent and Tour operator, Differentiation between travel agent and tour operator, Package tours and Marketing Material. <b>Impact Of Tourism On Hotel Industry</b> Economic impact, social impact, environmental impact, travel and Hotel effect on tourism on hotel, threats & obstacles to tourism Tourism infrastructure development, Local Bodies, tourism department and ministry, different tourism policies	<b>15</b>
<b>2.</b>	<b>Tourism Multiplier Effect</b> <b>Indian Economy And Hotel Industry</b> Characteristics of Indian Economy, Tourism & Economic development ,Major issues of growth & development of hotel Industry in India, Relevance of hotel industry in national economy, income generation, employment generation, foreign exchange	<b>14</b>

	<p>earnings, Factors Influencing growth of Hotel Industry, , New Industrial Policy-Features &amp; Importance's.</p> <p><b>National Income Concepts And Importance In Tourism</b></p> <p>Definition &amp; Concepts, Gross National Product (GNP) &amp; Net National Product (NNP), Measurement of National Income.</p> <p><b>Tourism And Balance Of Payment</b></p>	
3.	<p><b>Fundamentals Concept of Economics</b></p> <p>Meaning of Economics</p> <p>Macro economics &amp; Micro economics, nature &amp; scope</p> <p>Meaning of Wants:- Necessaries, Comforts &amp; Luxuries</p> <p>Value, price and wealth</p> <p>Factors of production</p> <p><b>Demand Analysis</b></p> <p>Meaning of Demand and demand distinctions, autonomous and derived demand short run and long run demand. Demand for perishable goods and durable goods.</p> <p>Law of demand-demand schedule and demand curves, assumptions and reason behind law, exception to the law</p> <p>Elasticity of demand-Types of elasticity</p> <p><b>Supply</b></p> <p>Meaning of supply, law of supply, determinants of supply, exceptions, elasticity of supply.</p>	18
4.	<p><b>Cost Output Analysis</b></p> <p>Cost concepts-fixed and variable cost, average and Marginal cost, opportunity cost, past and future costs</p> <p><b>Revenue Concepts</b></p> <p>Total Revenue, Average Revenue, Marginal revenue and their relationships</p> <p><b>Kinds of Markets</b></p> <p>Perfect &amp; Pure competition, Simple monopoly and Monopolistic Competition, Oligopoly</p> <p><b>Pricing Policy</b></p> <p>Meaning</p> <p>General considerations involved in pricing</p> <p>Objectives of pricing</p> <p>Factors involved in pricing policy</p>	13

#### Reference Books:

A.K. Bhatia	Tourism development
Andrew holden	Tourism studies and social sciences
H L Ahuja	Principle of Economics
Kote Syanis	Micro Economics
D M Mithai	Managerial Economics

**Open Elective**  
**Subjects of open elective will be decided by University**

**Project**  
**BHM – 3851**

**RESEARCH PROJECT REPORT**

In Eight semester, candidates will have to submit a Research Project Report on a Problem / topic (from the Specialization areas) to be assigned by the School of Hotel Management under the supervision of a core faculty member of the department.

The report will contain the following details:

- Introduction to the topic
- Objectives of the research
- Scope of the research
- Literature review
- Research methodology use
- Analysis of data collected
- Conclusions and recommendations
- Bibliography

It will contain program certifying the authenticity of the report shall be attached therewith. One Faculty Guide can take maximum of 20 students for project.

The student will submit two hard bound copies of the report to the Dean/Head of the School of Hotel Management. The number of pages in the report will be 75 or more. The report should be hard bound and typed in A-4 size paper.