FACULTY OF ARTS
DEPARTMENT OF BUSINESS ADMINISTRATION

MBA (Hospitality Management)
(Choice Based Credit System)
(FULL-TIME)
(2018 - 2019)

HAND BOOK
REGULATIONS


MASTER’S PROGRAMME

A Master’s Programme consists of a number of courses. Master’s Programme consists of a set of compulsory courses (Core Courses) and some optional courses (specialisation and elective courses).

Core courses are basic courses required for each programme. The number and distribution of credits for core courses will be decided by the respective faculties.

Elective courses will be suggested by the respective departments. Elective courses may be distributed in all four semesters.

A course is divided into FIVE units to enable the students to achieve modular and progressive learning.

SEEMESTERS

An academic year is divided into two semesters, odd semester and even semester. The normal semester periods are:

Odd Semester: July to November (90 Working days)

Even Semester: December to April (90 Working days)

CREDITS

The term credit is used to describe the quantum of syllabus for various programmes in terms of weightage and hours of study. It indicates differential weightage given according to the contents and duration of the courses in the curriculum design.

The minimum credit requirement for a two year Master’s Programme shall be 90.

COURSES

Each course may consist of lectures/ cases discussion / tutorials/ laboratory work / seminars/ assignment / project work/ practical training/ report/ viva voce etc.

COURSE WEIGHT

Core and Elective courses may carry different weights. For example, a course carrying one credit for lectures will have instruction of one period per week during the semester, if three hours of lecture is necessary in each week for that course, the 2 credits will be the weightage.

Thus normally, in each of the courses, credits will be assigned on the basis of the lectures / tutorials / laboratory work / field and industrial visits and other forms of learning in a 15 week schedule.
One credit for each lecture period per week
One credit for each tutorial per week
One credit for every three periods of laboratory or practical work per week
One credit for 3 contact hours of project work in a week
One credit for every two period seminar
Two credits for project work / dissertation.
Two credits for tour and industrial visits

ELIGIBILITY FOR ADMISSION
A candidate who has passed the Bachelor’s Degree in any subject including the Professional Courses of this University or an examination of any other University accepted by the Syndicate as equivalent thereto.

GRADING SYSTEM
The term grading system indicates a 10 point scale of evaluation of the performance of students in terms of marks, grade points, letter grade and class.

DURATION
The duration for completion of a two year Master’s Programme in any subject is of four semesters.

STRUCTURE OF THE PROGRAMME
The Master’s Programme consists of:
- Core courses which are compulsory for all the students
- Specialisation or Elective courses which students can choose amongst from courses approved within the department or in other departments of the faculty and other faculties.
- The CBCS elective subjects will be allotted after counseling by a committee of the Head of the Departments under the chairmanship of the Dean.
- Dissertation / Project Work / Practical Training / Field work, which can be done in an organization (Government, Industry, Firm, Public Enterprise etc.) approved by the concerned department.
- Student can take any two specializations (Dual Specialization) and should continue with the same from 2nd Semester to 4th Semester.

ATTENDANCE
Every teaching faculty handling a course shall be responsible for the maintenance of attendance register for candidates who have registered for the course.

The instructor of the course must intimate the Head of the Department at least Seven Calendar days before the last instruction day in the semester about the particulars of all students who have secured an attendance of less than 80%.

A candidate who has attendance less than 80% shall not be permitted to sit for the End–Semester examination in the course in which the short fall exists. Based on the percentage of attendance reported for every student, internal marks is awarded for each course as given below.
EXAMINATION

There will be two sessional assessments and one End–Semester examination during each semester.

Sessional Test–I will be held during sixth week for the syllabi covered till then.

Sessional Test–I will be combination of a variety of tools such as class test, assignment, and paper presentation that would be suitable to the course. This requires an element of openness. The students are to be informed in advance about the nature of assessment and the procedures. However the tests are compulsory. Test I may be for one hour duration. The pattern of question paper will be decided by the respective Faculty. Sessional Test–I will carry 20% of marks out of the session marks 25.

Sessional Test–II will be held during eleventh week for the syllabi covered between seventh and eleventh weeks.

Sessional Test–II will be conducted with a variety of assessment tools. It will also have an element of openness. The students are to be informed in advance about the nature of assessment and the procedures. However the tests are compulsory. Test II may be for two hour duration. The pattern of question paper will be decided by the respective faculty. Sessional Test II carries 20% of marks out of the session marks 25.

There will be one end semester examination of 3 hours duration in each course.

The End Semester Examination will cover full syllabus of the course for 75% of marks.

EVALUATION

Evaluation will be done on a continuous basis. Evaluation may be by objective type questions, Quiz, Short Answers, Essays or a combination of these, but at the End Semester Examination, it has to be a written examination.

The performance of a student in each course is evaluated in terms of Percentage of marks (PM) with a provision for conversion to Grade Point (GP). The sum total performance in each semester will be rated by GPA while the continuous performance from the 2nd Semester onwards will be marked by (OGPA).

MARKS AND GRADING

A Student cannot repeat the assessment of Sessional Test I and Sessional Test II. However, if for any compulsive reason, the students could not attend the test, the prerogative of arranging a special test lies with the teacher in consultation with the Head of the Departments.

A minimum of 50% marks in each course is prescribed for a pass. A student has to secure 50% minimum in the End Semester Examination.

If a candidate who has not secured a minimum of 50% of marks in a course shall be deemed to have failed in that course.
The Student can repeat the End Semester Examination when it is offered next in the subsequent odd / even semester till the regulations are in force.

A candidate who has secured a minimum of 50 marks in all the courses prescribed in the programme and earned a minimum of 90 credits will be considered to have passed the Master’s Programme.

**GRADING**

A ten point rating scale is used for the evaluation of the performance of the student to provide letter grade for each course and overall grade for the Master’s Programme.

<table>
<thead>
<tr>
<th>Marks</th>
<th>Grade Point</th>
<th>Letter Grade</th>
<th>Class</th>
</tr>
</thead>
<tbody>
<tr>
<td>90 and more</td>
<td>10</td>
<td>S</td>
<td>Exemplary</td>
</tr>
<tr>
<td>85–89</td>
<td>9.0</td>
<td>D</td>
<td>Distinction</td>
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<tr>
<td>80–84</td>
<td>8.5</td>
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<tr>
<td>75–79</td>
<td>8.0</td>
<td>D</td>
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<tr>
<td>70–74</td>
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<tr>
<td>65–69</td>
<td>7.0</td>
<td>A</td>
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<tr>
<td>60–64</td>
<td>6.5</td>
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<td>First Class</td>
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<td>55–59</td>
<td>6.0</td>
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<tr>
<td>50–54</td>
<td>5.5</td>
<td>C</td>
<td>Second Class</td>
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<tr>
<td>49 or Less</td>
<td>–</td>
<td>F</td>
<td>Fail</td>
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</tbody>
</table>

The Successful candidates are classified as follows.

First Class—60 % Marks and above in overall percentage of Marks (OPM).

Second Class—50–59% Marks in overall percentage of marks.

Candidates who obtain 75% and above but below 90% of marks (OPM) shall be deemed to have passed the examination in Distinction provided he/she passes all the courses prescribed for the programme at the first appearance.

Candidates who obtain 90% and above (OPM) shall be deemed to have passed the examination in FIRST CLASS Exemplary provided he/she passes all the courses prescribed for the programme at first appearance.

For the Internal Assessment Evaluation, the break up marks shall be as follows:

- Test: 10 Marks
- Assignment/ Seminar/ Case Study/ Role Play/ Viva Voce / Short Answers: 10 Marks
- Attendance: 5 Marks
- Total: 25 Marks

The award of marks shall be as below:

- Faculty of Arts, Indian Language and Education: 3700 Marks
COURSE–WISE LETTER GRADES

The percentage of marks obtained by a candidate in a course will be indicated in a letter grade.

A student is considered to have completed a course successfully and earned the credits if he/she secures an overall letter grade other than F. A letter grade F in any course implies a failure in that course. A course successfully completed cannot be repeated for the purpose of improving the Grade Point.

The F grade once awarded stays in the grade of the student and is not deleted even when he/she completes the course successfully later. The Grade acquired later by the student will be indicated in the grade sheet of the odd/even semester in which the candidate has appeared for clearance of the arrears.

A student who secures F grade in any course which is listed as a core course has to repeat it compulsorily when the course is offered next. If it is an elective course, the student has the option to repeat it when it is offered next or to choose a new elective if he/she so desires in order to get a successful grade.

When new elective is chosen in the place of failed elective, the failed elective will be indicated as dropped in the subsequent grade card.

If a student secures F grade in the Project Work/Field Work/Practical Work/Dissertation, either he/she shall improve it and resubmit it if it involves only rewriting incorporating the clarifications of the evaluators or he/she can re–register and carry out the same in the subsequent semesters for evaluation.

GENERAL

In–plant training is being offered for elective students in organizations. The students get the opportunity to interact with the officials in the company environment in their chosen field.

Major project in a company for 45 days by students is compulsory. The project develops research bent of mind among them. The students can select any topic in functional areas. The faculty acts as internal guide. Computer Laboratory consists more than 100 computers. Each student is served with one PC to enable research and academic activities.

Department Library is equipped with 5000 volumes and a number of journals and back volumes. Laboratory and Computer wing function from 10.00 AM to 8.00 PM.

- Placements in Leading Organizations
- Project Placements in Companies
- Computer Training
- Use of Internet and Computers
- Use of Electronic Gadgets in Classrooms
- Case Study Workshops and Consultancy Training
- Arranging Man–meet Programmes
- Short and Long Industrial Tours
• Specialization Training in Industries
• Nominating students in Inter College and University Management Development Programmes
• Entrepreneurial Training Programmes
• Executive Sports arranged annually
• Guest Lectures from Industries
• Back Volumes–Journals and Magazines

ACTIVITIES AS A PART OF MBA PROGRAMME
• Organizing and participating programmes in other institutions.
• Students Manmeet and Newsletter.
• Leaders Lecture Programme Series.
• Guest Lectures.
• Marketing Simulation games and exercises.
• Industrial Visits.
• Personality and Management Development Programmes.
• Conferences, Colloquiums, Workshops, Seminars and Symposium.
• Placement training and campus placement.
• Management Meets.
• Communication Development and Entrepreneur Development Programmes.
• Entrepreneurship Summit.
• SME projects and summer projects.
• Project Contest.
• Student’s Shoppe realtime exercise
# M.B.A. (HOSPITALITY MANAGEMENT) – TWO YEAR PG PROGRAMME

## First Year: First Semester

<table>
<thead>
<tr>
<th>Course Code</th>
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<th>Credits</th>
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<td>101</td>
<td>Management Process</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>102</td>
<td>Organizational Behavior</td>
<td>2</td>
<td>25</td>
<td>75</td>
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<tr>
<td>103</td>
<td>Marketing Management</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>104</td>
<td>Human Resource Management</td>
<td>2</td>
<td>25</td>
<td>75</td>
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<tr>
<td>105</td>
<td>Management Process (CBCS Elective)</td>
<td>3</td>
<td>25</td>
<td>75</td>
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<tr>
<td>106</td>
<td>Tourism – Principles, Policies and Practices</td>
<td>2</td>
<td>25</td>
<td>75</td>
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<td>107</td>
<td>Fundamentals of Hospitality Industry</td>
<td>2</td>
<td>25</td>
<td>75</td>
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<tr>
<td>108</td>
<td>Communication Skills and Public Relations</td>
<td>2</td>
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<td>109</td>
<td>Comprehensive viva (Industrial visit)</td>
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## First Year: Second Semester

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<td>Introduction to French as a Foreign Language</td>
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<td>Financial Management</td>
<td>2</td>
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<td>203</td>
<td>Services Marketing</td>
<td>3</td>
<td>25</td>
<td>75</td>
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<tr>
<td>204</td>
<td>Project, Entrepreneurship and Mgmt. of Small Business</td>
<td>3</td>
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<td>75</td>
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<tr>
<td>205</td>
<td>Marketing Management (CBCS Elective)</td>
<td>3</td>
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<td>75</td>
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<td>206</td>
<td>Front Office and House Keeping Management</td>
<td>2</td>
<td>25</td>
<td>75</td>
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<tr>
<td>207</td>
<td>Food and Beverage Management</td>
<td>2</td>
<td>25</td>
<td>75</td>
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<tr>
<td>208</td>
<td>ICT for Hospitality</td>
<td>2</td>
<td>25</td>
<td>75</td>
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<td>209</td>
<td>Accounting Software (Tally)</td>
<td>2</td>
<td>25</td>
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<td>210</td>
<td>Interim Training Cum Viva (Travel Industry)</td>
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### Second Year: Third Semester

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<td>301</td>
<td>Soft Skills for Hospitality</td>
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<td>25</td>
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<tr>
<td>302</td>
<td>Event management</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>303</td>
<td>Travel Agency and Tour Operations</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>304</td>
<td>Legal aspects in Hospitality Management</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>305</td>
<td>Training and Development (CBCS Elective)</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>306</td>
<td>Food Safety and Quality Management</td>
<td>3</td>
<td>25</td>
<td>75</td>
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<tr>
<td>307</td>
<td>Hotel Management</td>
<td>2</td>
<td>25</td>
<td>75</td>
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<tr>
<td>308</td>
<td>Lab for SPSS</td>
<td>2</td>
<td>25</td>
<td>75</td>
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<tr>
<td>309</td>
<td>Project Viva</td>
<td>3</td>
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### Second Year: Fourth Semester

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<tbody>
<tr>
<td>401</td>
<td>Hotel Operations</td>
<td>2</td>
<td>25</td>
<td>75</td>
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<tr>
<td>402</td>
<td>Indian Culture and Heritage</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>403</td>
<td>Customer Relationship and Services Management</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>404</td>
<td>Resort Planning and Development</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>405</td>
<td>Entrepreneurship Management (CBCS Elective)</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>406</td>
<td>Food and Beverage Control</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>407</td>
<td>Accommodation Management</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>408</td>
<td>Hospitality Strategic Management</td>
<td>2</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>409</td>
<td>Interim Training Cum Viva (Hotel Industry)</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
</tbody>
</table>

**Note:**
1. Industrial Visits / Educational Tour Reports and subjects will be evaluated and examined in the viva.
2. Syllabus for MBA (Hospitality Management) Programmes **Appendix I**
3. The Elective Courses offered by Business Administration Department from Semester I to Semester IV are enclosed in **Appendix II**
4. An Elective Course has to be chosen by a student as per his / her choice. Elective Courses offered by various Departments for the Two Year PG Programmes from Semester I to Semester IV are enclosed in Appendix III.
MBA (Hospitality Management) – An Overview

MBA in Hospitality Management aims to provide various tools and frameworks for preparing competitive strategies in response to increased need of service industry. Particular attention is given to understand the Hotel, Travel and Tourism within which firms operate, and develop suitable management strategies. With Hospitality Management MBA, students can prove their capability and ability in this area, and can enjoy moving into an exciting, rewarding, and fast-paced career in global tourism industry. MBA in hospitality management makes students learn about the skills and knowledge required dealing with global travel, tourism and hotel management, and with this degree students will open a whole new world of opportunities when it comes to their business career.

M.B.A – Hospitality Management by Department of Business Administration, Annamalai University is an intensive course of study that provides the students with the knowledge, skills and practical experience needed to pursue a career in Hospitality Management. This programme is designed to equip the students with specialized knowledge and industry insights to either advancement of the career or to change professional direction. After the end of this course students will be enriched with contemporary global management theories and practices.

MBA in Hospitality Management develops and increase the strategic and integrated views of organizations and management at individual, or at group level. The degree makes students aware of the functioning of the hotel and tourism industry at international level. Develop an advanced understanding of international, ethical and strategic concepts and current theories in the management of tourism management. Students are able to challenge convention by removing subject and functional boundaries, so as to make effective decisions in the absence of complete data.

Careers

The job profile of the students of Hospitality Management is to meet various of positions in government, tourism industry, start-ups of motels, hotels, travel agents etc. Managerial positions is star hotels, tourism organizations in India and abroad. This task is to support and develop the organizations by serving better to clients.

Career Opportunities

The students graduating in the field of Hospitality Management can have a wide range of career opportunities in the following:

- National and International Hotels
- Travel and Leisure Industry
- Tourism Industry
Students can work as:
- Bell Captain
- Manager, Travels
- Manager, Front desk
- Customer Relationship Manager
- Head, Hospitality.

Senior Administration
- Front Office

Manager Stores
- Manager housekeeping
- Manager food and Beverages
- Manager HR
- Business Development Manager
- Tourism Officer
- Quality Assurance Manager

Programme Outcomes

PO1: Critical thinking
PO2: Cultivating Cognitive skills required in the job market
PO3: Effective Communication
PO4: Familiarity with ICT to thrive in the information age
PO5: Cultivating aptitude for research
PO6: Respect for alternate view-points including those conflicting with one’s own perspectives
PO7: Ability to work individually and as members in a team
PO8: Upholding ethical standards
PO9: Acting local while thinking global
PO10: Commitment to gender equality
PO11: Commitment to Sustainable development
PO12: Lifelong learning

Programme Specific Outcomes

After Completion of MBA (Financial Management), students will

PSO1: Display competencies and knowledge in the key business functions with a special focus on financial management
PSO2: Acquire the knowledge of Accounting Software and develop competency to work
PSO3: Understand the various behavioral theories on Financing, Investing & Dividend decisions that impact the growth of the firm
PSO4: Have an in depth knowledge on various services and products of Banking and Insurance
PSO5: Apply quantitative and qualitative decision making skills to financial problems
PSO6: Analyze the financial performance of an organization applying various tools that aid in decision making
PSO7: Enhance their knowledge on various financial markets and services to work proficiently with financial markets and institutions

<table>
<thead>
<tr>
<th>Programme Outcomes</th>
<th>Programme Specific Outcomes</th>
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<tbody>
<tr>
<td>PO/CO</td>
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<tr>
<td>CO4</td>
<td></td>
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<tr>
<td>CO5</td>
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</table>

101 : MANAGEMENT PROCESS

Learning Objectives
The objective of this course is
LO1: To impart knowledge in general management practice in an organization.
LO2: To provide managerial skills to students to manage an organization.
LO3: To impart knowledge in management activities like planning, organizing, staffing, directing, motivating and controlling.
LO4: To provide the general outline about the need for controlling in an organization.
LO5: To impart knowledge on the need for communication and different types of communication.

Course outcomes
Upon completion of the course students will be able to
CO1: Impart knowledge in general management practice like planning, organizing, staffing, directing, motivating and controlling in an organization.
CO2: Understand the need for team work, to work effectively in a team and to act as a global leader.
CO3: Improve the Cognitive skills related to Indian and global Organisation structure and to understand the different levels of management in an organisation.
CO4: Understand the need for quality policy and controlling techniques to be practiced in an organization.
CO5: Improve and develop the communication skills and the need for ethical business practice.
CO6: Develop conflict management plan and to solve the problems in an organization

Unit–I : Introduction
Evolution of Management thought, Managerial process, Functions, Skills and Roles in an Organization – Decision making and Problem solving - Group decision making.

Unit–II : Planning
Distinction between operational and strategic planning – Types of plans – Steps in planning – Importance of policies – Types of policies – Principles of policy making – Policy formulation and Administration – Basic area of policy making.

Unit–III : Organising


Unit–IV : Staffing and Directing


Unit–V : Supervising Control and MBO


References


Outcome Mapping

<table>
<thead>
<tr>
<th>PO/CO</th>
<th>Programme Outcomes</th>
<th>Programme Specific Outcomes</th>
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</table>
102 : ORGANIZATIONAL BEHAVIOUR

Learning Objectives
The objective of this course is to
LO1: To learn and understand organizational behaviour concepts and models, moving from
individual behaviour to group behaviour
LO2: To explain the concepts of organizational behaviour and develop effective Human Relations Policies for effective performance.
LO3: To provide the concepts of attitude, motivation and job satisfaction and related theories.
LO4: To impart knowledge on the personality & personality attributes of employees in an organisation
LO5: To provide the concepts of leadership conflict organizational change

Course Outcome
Upon completion of the course students will be able to
CO1: Understand individual behavior in organizations, including diversity, attitudes.
CO2: Study job satisfaction, emotions, moods, personality, values, perception, decision making, and motivational theories.
CO3: Recognize group behavior in organizations, including communication, leadership, power and politics, conflict, and negotiations.
CO4: Unleash the organizational system, including organizational structures, culture, human resource and change.
CO5: Analyze the Leadership characteristics, organizational conflicts
CO6: Know the importance of organizational change.

Unit–I : Introduction and Individual Behaviour

Unit–II : Work Attitude, Motivation and Job Satisfaction

Unit–III : Leadership and Counselling
Leadership – Leaders Vs Manager – Leadership theories – Leadership styles – Power – Sources of power – Conflict – Causes – Resolution strategies and Types of
conflict – Interpersonal / Intra Group Conflict – Transactional Analysis – Counselling – Types of Counselling.

Unit–IV : Group Dynamics


Unit–V : Organisation Change and OD


References


Outcome Mappings

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<th>PO/CO</th>
<th>Programme Outcomes</th>
<th>Programme Specific Outcomes</th>
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<td>PO 1 PO 2 PO 3 PO 4 PO 5 PO 6 PO 7 PO 8 PO 9 PO 10 PO 11 PO 12 PSO1 PSO2 PSO3 PSO4 PSO5 PSO6 PSO7</td>
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103 : MARKETING MANAGEMENT
Learning Objectives
The objective of this course is to
LO1: To familiarize with the various concepts in marketing
LO2: To acclimatize the students about the marketing environment
LO3: To understand consumer behaviour
LO4: To analyse the factors influencing consumer decision
LO5: To develop the ability to design best marketing strategy

Course Outcome
After completion of the course students will be able to
CO1: Familiar into marketing concept and environment.
CO2: Built the Critical approach and analyze the market and segmenting markets.
CO3: Well communicate the authorities about the buyer's opinion towards promotional as well as marketing mix strategies.
CO4: Analyze the innovative market information and derive insights.
CO5: Construct the suitable marketing strategies after evaluating the current trend about new products and copyrights.
CO6: Teach the ethics of marketing to the corporate world and also can explore the purchase decision process.

Unit–I : Marketing and its Environment

Unit–II : Market Analysis and Segmentation


Unit–III : Product and Pricing Strategies


Unit–IV : Physical Distribution and Promotion

Unit–V : Consumer Behaviour and CRM

References


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Learning Objectives
The objective of the course is
LO1: To introduce the basic concepts to understand the importance of human resource Management
LO2: To provide understanding of the various functions of human resource management
LO3: To Acquaint the application of management functions and principles towards acquisition, development, retention and compensation of employees.
LO4: To provide the concepts of job analysis and job design
LO5: To impart knowledge on the promotion, job evaluation and compensation issues.

Course Outcomes
Upon completion of the course students will be able to

CO1: Apply and contribute to the development, implementation and evaluation of Planning of Human Resources, Recruitment, Selection, and Retention.
CO2: Create the design and evaluation of Training and Development Programmes.
CO3: Develop and Facilitate Performance management and Compensation management by upholding ethical standards for sustainable development.
CO4: Critically evaluate and communicate Health, Welfare and safety aspects of employees and organization.
CO5: Appreciate Human Resource aspects of an organization for better decision making.
CO6: Conduct research, prepare report and recommend changes in Human Resource Practices.

Unit–I: Introduction


Unit–II: Job Analysis, Job Design and Human Resource Planning


Unit–III: Training and Performance Appraisal


Unit–IV: Promotion, Job Evaluation and Compensation


Unit-V : Quality of work life and Participative Management


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106: TOURISM PRINCIPLES, POLICIES AND PRACTICES

Learning Objectives
The objective of the course is
LO1: To realize the potential of tourism industry in India
LO2: To understand the various elements of Tourism Management
LO3: to familiarize with the Tourism policies in the national and international context.
LO4: To provide the concepts of Tourism principles
LO5: To impart knowledge on the development of tourism.

Course Outcomes
Upon completion of the course students will be able to

CO1: Understand the tourism industry.
CO2: Create methods for tourism development in India
CO3: Develop the policies in national and international context
CO4: Evaluate the growth of tourism in India.
CO5: Develop tourism management principles
CO6: Conduct research, prepare report and recommend changes in tourism management practices

Unit- I Tourism Overview
Tourism; Elements, Nature and Characteristics - Typology of Tourism – Classification of Tourists - Tourism network - Interdisciplinary approaches to tourism - Historical Development of Tourism - Major motivations and deterrents to travel.

Unit-II Tourism Emerging Areas

Unit-III Models

Unit-IV Organisation
Tourism Organizations: Role and Functions of World Tourism Organization (WTO), Pacific Asia Travel Association(PATA) , World Tourism &Travel Council (WTTC) - Ministry of Tourism, Govt. of India, ITDC, Department of Tourism, Govt. of Puducherry, FHRAI, IHA, IATA, TAAI, IATO.
Unit-V Tourism Policies

Overview of Five Year Plans with special reference to Eleventh Five Year Plan for Tourism Development and Promotion, National Action Plan, National Tourism Policy - Code of conduct for safe and Sustainable Tourism for India.

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9) Outcome Mapping

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Learning Objectives
The objective of this course is to
LO1: To familiarize with the various concepts in hospitality
LO2: To understand the need of Hospitality
LO3: To understand consumer behaviour
LO4: To analyse the factors affecting employability
LO5: To develop the ability to design best strategy

Course Outcome
After completion of the course students will be able to
CO1: Familiar into hospitality marketing concept and environment.
CO2: Built the Critical approach and analyze the flaws in hospitality industry
CO3: Gain an overview about the hospitality and tourism industry
CO4: Identify the major areas of coverage of hospitality industry
CO5: Construct the suitable marketing strategies after evaluating the current trend about new products and copyrights.
CO6: Realize the interrelationship between travel and tourism

Unit-I: Introduction to Hospitality Industry

Unit-II: Hotel Industry

Unit-III: Tourism Industry
Definition of Tourism – Features – Types of Tourists – Tourism Activities – Components of Tourism Infrastructure – Elements and Characteristics of Tourism Products- Scope of Tourism – Motivation for Tourism – Relation of hospitality industry with Tourism

Unit-IV: Travel & Transport
History growth and present status of travel agency – Travel formalities – Linkages and arrangements with hotels, airlines and transport agencies – Transport system – Different types of transport – Impact of Science and Technology.

Unit-V: Hospitality and Its Related Sectors

References:
5) Jagmohan Negi, Hotels for Tourism Development, S. Chand, New Delhi.
6) Jatashankar R Tewari (2009), Hotel front office operations and Management, Oxford publication New Delhi.
10) Arthur & Gladwell, Hotel Assistant Manager (London communicate, Barril, Jenkins)

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11) 108: COMMUNICATION SKILLS AND PUBLIC RELATIONS

Learning Objectives
The objective of this course is to
LO1: To impart oral and written communication skills through experiential training
LO2: To understand the need of Communication
LO3: To gain comprehensive understanding of the important functions of Public Relations
LO4: To analyse the factors affecting employability
LO5: To acquaint with the etiquettes of business communication.
Course Outcome

After completion of the course students will be able to
CO1: Communicate with Clients
CO2: Conduct Meetings and Deliver presentations
CO3: Understand the impact of Communication in Media
CO4: Develop good Public Relations in various fields
CO5: Understand the importance of Business Communication
CO6: Face the Challenges in the Business world

Unit- I Oral communication skills
Public speaking - Group presentations and discussions - Participation in meetings and interviews – Brainstorming - Designing and delivering presentations.

Unit - II Written Communication Skills
Preparing letters, reports and other executive communications - Methods of achieving effective communication - Measurement of impact of communication – Mass media – Media relations.

Unit- III Public Relation
Introduction to contemporary public relations — Organizational context of public relations – Social context of public relations – Communication and Public opinion – Principles of persuasion, adjustment and adaptation – PR in Tourism.

Unit -IV Business Communication
Understanding the foundations of business communication- Characteristics of effective business messages- Writing business proposals – Communication across cultures – Communication challenges in today’s work place.

Unit - V Language Laboratory
Practical exercises & discussions - Body language, Postures, Eye contact, Etiquettes, Voice culture, Scientific temper - Team building - Interpersonal effectiveness.

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201 INTRODUCTION TO FOREIGN LANGUAGE

Learning Objectives

The objective of this course is to:

LO1: To understand the foreign languages
LO2: To learn the usage of words
LO3: To gain knowledge on French language usage in various places
LO4: To improve the employability skill through French language
LO5: To learn the terminologies used in hotels and in tourism places

Course Outcome

After completion of the course students will be able to:

CO1: Communicate with Clients in foreign language
CO2: Understand the usage of words in french
CO3: Understand the impact of Communication in Media
CO4: Reply for Simple questions
CO5: Understand the terminologies used in hotel industry
CO6: Understand the French culture

Unit - I Introduction

Spelling with the French alphabet - Nationalities – Professions - Numbers 1-100 - Date and Time – Seasons – Meals – Cloths.

Unit - II Grammar

Indefinite and Definite articles - Verbs : avoir et être in present tense, e travailler, habiter, s’appeler and venir in present tense; - Vebs in “ future proche” - Possessive adjectives - Negative form: Oui, Non, Si - Pronouns used after prepositions - Pronouns complements directs

Unit - III Communication


Unit - IV Terminologies In Hotel Industry

Restaurant Brigade - Hot Plate Language - Kitchen Brigade - Ingredients used in Kitchen - Culinary Terms in French – French gastronomy

Unit - V French Culture

Facts about France - French culture – Historical personalities – Geography
References

2) S. Bhattacharya. French for Hotel Management & Tourism Industry. Frank Brothers. 2010

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202: FINANCIAL MANAGEMENT

Learning Objectives
The objective of this course is to
LO1: To educate the concept of finance and its concern with everything that takes place in the conduct of the business.
LO2: To develop and acquaint the students with the various concepts, techniques, methods of planning and forecasting.
LO3: To explain various sources of finance, dividend policy and capital structure.
LO4: To impart knowledge on the working capital management
LO5: To provide the financial concepts of capital structure and capital budgeting.

Course Outcome
After completion of this course, the student should be able to
CO1: Analyse the functions of finance manager who entails planning, organising, controlling, monitoring and evaluating the financial resources of an organisation to achieve its overall objectives.
CO2: Describe the characteristics of various sources of long-term financing.
CO3: Analyse the key issues related to working capital policy and various facets of inventory management
CO4: Discuss the techniques of Capital budgeting and explore certain advanced issues in capital budgeting.
CO5: Expound various views on relationship between capital structure and cost of capital.
CO6: Explore the aspects of dividend decision and describe the determinants of appropriate dividend policy.

Unit–I : Introduction to Financial Management


Unit–II : Short – Term Financing

Unit–III : Long – Term Financing


Unit–IV : Dividend Policy Decision and Cost of Capital


Unit–V : Capital Structure and Leasing


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203: SERVICES MARKETING

Learning Objectives
The objective of this course is to
LO1: To develop an understanding of the special context and techniques of the marketing of services
LO2: To gain knowledge on advanced economies of the world dominated by services.
LO3: To enrich the companies view in services
LO4: To impart knowledge on the services marketing
LO5: To establish and retain the competitive advantage of the market

Course Outcome
After completion of this course, the student should be able to
CO1: Understand the importance of services in marketing
CO2: Understand the Competitive advantage
CO3: Analyse the key issues related to services marketing
CO4: Develop strategies in services marketing.
CO5: Develop the concepts to improve the services
CO6: Findout the key issues in R&D

Unit- I Introduction

Unit – II Service Marketing Opportunities
Assessing service market potential - Classification of services – Expanded marketing mix – Service marketing – Environment and trends – Service market segmentation, targeting and positioning.

Unit – III Service Design And Development

Unit - IV Service Delivery And Promotion
Positioning of services – Designing service delivery System, Service Channel – Pricing of services, methods – Service marketing triangle - Integrated Service marketing communication.

Unit - V Service Strategies

References
7) Gronroos, Service Management and Marketing – Wiley India.

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204: PROJECT, ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

Learning Objectives
The objective of this course is to
LO1: Make understand the frame work for of project and stages involved in it
LO2: Explain the process of developing the project and roles and responsibilities of personnel involved in it.
LO3: Create awareness of the project feasibility and finance involved in it.
LO4: Create awareness of SMME and its role in economy and its developments.
LO5: Evaluating the project and to prepare a ground where the students build the necessary competencies and to motivate for a career in Entrepreneurship.

Course outcomes
Upon completion of the course students will be able to

CO1: Understand and get skill on Project management tools and Information system used in a project.

CO2: Impart knowledge on Infrastructure project and Project Identification methods that are practiced in Indian and Global scenario.

CO3: Improve cognitive skills on project delays and to resolve conflict in a project.

CO4: Understand the role of Entrepreneur and ethical practice in Indian and global scenario.

CO5: Develop the leadership skills, communication skills and the ability to work with a project team.

CO6: Impart knowledge on Training institute and Financial institution that assist the small scale industry in the sustainable development.

Unit–I : Project Planning


Unit–II : Project Feasibility and Project Finance and Evaluation


Unit–III : Introduction to Entrepreneur


Unit–IV : Entrepreneurship Environment and Challenges


Unit–V : Small Business Management

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206: FRONT OFFICE AND HOUSEKEEPING MANAGEMENT

Learning Objectives
The objective of this course is to
LO1: understand the principles of housekeeping
LO2: To study the flow of activities and functions in today's lodging operation
LO3: To establish the importance of Front office and House Keeping and its role in the
hospitality industry
LO4: to know about the hotels
LO5: Evaluate the house keeping operations

Course outcomes
Upon completion of the course students will be able to
CO1: Understand and get skill on house keeping and front office management
CO2: Impart knowledge on hotel Infrastructure and operations inside it
CO3: Improve skills on front office management
CO4: Understand the role of front office manager
CO5: Develop the, communication skills and the ability to work with a team.

Unit - I Introduction

Unit - II Front Office Operations

Unit - III Front Office Management

Unit- IV Housekeeping Operations
Importance of Housekeeping – Organizational structure – Layout – Coordination with other departments - Duties and responsibilities –Hotel guestrooms – contents and cleaning; – public areas – Housekeeping control desk

Unit V Housekeeping Management

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207: FOOD AND BEVERAGE MANAGEMENT

Learning Objectives
The objective of this course is to
LO1: to know the importance of beverage management
LO2: to know the basic preparation and operations in Kitchen
LO3: To understand the importance of preparing menu
LO4: to know the types of catering services
LO5: understand the process of preparations of beverages

Course outcomes
Upon completion of the course students will be able to
CO1: Understand study the empirical foundations and develop a professional orientation toward the practice of food and beverage management as it applies to business, culinary arts and hospitality.

CO2: Impart knowledge on kitchen management
CO3: Improve skills on preparations of beverages
CO4: Understand the role of menu merchandising
CO5: Develop the, communication skills and the ability to work with a team.

Objective

To Unit- I Kitchen Management

Job description – Hierarchy, Attitude and behavior; - Food premises - Kitchen planning – Basic Preparation and operations – Basic principles of food production - Equipments – Fuels - coordination with other departments.

Unit - II Menu

Types of menu – menu planning – Beverage menu - Menu designing – menu merchandising – menu balancing – wine and food pairing.

Unit- III Pre – Production


Unit- IV Food And Beverage Production

Food production methods - Beverage production methods – F & B Service areas - Food and beverage service methods – Specializes services.
Unit - V Catering Management

Types of catering – fast-food and popular catering – hotels and quality restaurants – industrial catering, hospital catering – basic policies – financial marketing and catering – control and performance management

References

2) John A. Cousins, David Foskett, Cailein Gillespie. Food and Beverage Management. Prentice Hall. 2002

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208: INFORMATION AND COMMUNICATION TECHNOLOGY FOR HOSPITALITY

Learning Objectives

The objective of this course is to
LO1: to know network management system
LO2: to know the basic preparation and operations in Kitchen
LO3: To understand the importance of preparing menu
LO4: to know the types of catering services
LO5: understand the process of preparations of beverages

Course outcomes

Upon completion of the course students will be able to
CO1: Understand study the empirical foundations and develop a professional orientation toward the practice of food and beverage management as it applies to business, culinary arts and hospitality.
CO2: Impart knowledge on kitchen management
CO3: Improve skills on preparations of beverages
CO4: Understand the role of menu merchandising
CO5: Develop the, communication skills and the ability to work with a team.

Unit - I Computing Essentials

Information and Communication Technology Infrastructure – Software, Hardware and Networking; Management Information Systems – Types, Evolution and Benefits;
Database Management- Files, Records, and Fields, Database Management Systems; Multidimensional Databases.

Unit - II System Selection & Data Security Maintenance

Information Needs; Sales Literature; System Requirements; Request for Proposal; Contract Negotiations; Installation Factors; System Security and Data Privacy; Operational Precautions; Risk and Disaster Management; Manual Operations Plans.

Unit - III Property Management System

Property Management Systems - PMS Interfaces Issues, Call Accounting Systems, Categories of Locking Systems, Energy Management Systems and climate control; Auxiliary Guest Services, Guest-Operated Devices, Fire alarm and security system; Reservation Systems - Electronic Distribution Channels; Intersell Agencies; Central Reservation Systems; Property-Level Reservation; Distribution of Revenues; Rooms Management Module – Room Status, Room and Rate Assignment, Guest Data, Housekeeping Functions, Generation of Reports; Guest Accounting Module – Types, Posting to Accounts, Front Office Audit, Account Settlement, System Update.

Unit - IV Restaurant Management System

Point-of-Sale Technology - POS Order Entry Units; POS Printers; Account Settlement; PCI Compliance; Managing Guest Accounts; POS Software; Automated Beverage Control Systems; Food and Beverage Management Applications - Recipe Management; Sales Analysis; Menu Management; Menu Item Pricing; Integrated Food Services Software; Sales and Catering Applications - Sales Office Automation; Revenue Management; Catering Software;

Accounting Applications – Accounts Receivable Module; Accounts Payable Module; Payroll Module; Inventory Module; Purchasing Module; Financial Reporting Module; Labour Scheduling Applications

Unit - V E-Commerce and Emerging Technologies

The growth of e-Commerce – Technologies and Benefits; e-Commerce business models; Electronic Distribution; Internet Marketing; Social Media and Social Networking; Emerging Trends – Long Tail, M-commerce, SoLoMo, Crowd sourcing, Data Mining, Cloud Computing; Open-Source; Role of e-Governance; e-Payment Systems; Recent and popular Apps.

References


Learning Objective:
LO 1: To acquaint the students with the practical knowledge with the various techniques, methods, process of accounting data analysis.
LO 2: To learn the application software of Tally ERP 9.
LO 3: To impart knowledge of Goods and services Tax (GST)

Course outcomes
Upon completion of the course students will be able to
CO1: Depth knowledge in Tally ERP 9 software and it helps key functions of business.
CO2: Acquire the effective skills of knowledge in Tally ERP 9 for Inventory master and voucher for decision making process in business.
CO3: Formulate the new business strategies practice using Tally ERP 9 software.
CO4: Understand financial data and compare with book keeping trustily information of business.
CO5: Develop the new ideas for ICT application to enhance the business community like GST, POS.
CO6: Provide sustainable development of business using Tally ERP 9 software.

Unit–I : Basics of Accounting

Unit–II : Fundamentals of Tally.ERP 9
- Getting Functional with tally.ERP 9
- Creation/ setting up of Company
- Features
• Configurations
• Setting up Account Heads.

Unit–III : Inventory in Tally.ERP 9
• Order Processing
• Reorder Levels
• Tracking Numbers
• Batch wise Details
• Additional Cost Details
• Bill of Materials
• Price List.

Unit–IV : Goods and Services Tax (GST)
• Introduction about Goods and Services Tax (GST)
• Activating Tally in GST
• Setting Up GST (Company Level, Ledger Level and Inventory Level)
• GST Taxes & Invoices
• Understanding SGST, CGST & IGST
• Creating GST Masters in Tally

Unit–V : Sales Voucher With GST
• Updating GST Number for Suppliers
• Practical on Intra-State Sales Entry in GST (SGST + CGST)
• Practical on Inter-State Sales Entry in GST (IGST)
• Printing GST Sales Invoice from Tally ERP9 Software

References
3) Namrata Agarwal, Tally 9, Dreamtech Press, New Delhi.
5) Vikas Gupta, Comdex Business Accounting with MS Excel 2010 and Tally. ERP 9 Course Kit, Dreamtech press.
6) Vishmi Priya Singh, Learning Tally.ERP 9, New Asian Publisher.

Outcome Mapping

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301 - SOFT SKILLS FOR HOSPITALITY

Learning Objectives
The objective of the course is
LO1: To introduce the basic concepts and to explain the importance of Soft Skills.
LO2: To provide understanding of the various Soft Skills.
LO3: To acquaint various soft skills that would assist students in their career and personal lives.

Course Outcomes
Upon completion of the course students will be able to
CO1: Develop effective communication in oral and written forms.
CO2: Improve their cognitive skills by enhancing learning skills, presentation skills with ICT, problem solving and decision making skills.
CO3: Critically think and evaluate their own self better and build ethical qualities for personal and professional success
CO4: Manage emotions and stress and build team skills for sustainable development in global business environment.
CO5: Analyse conflicts and maintain better interpersonal relationships.
CO6: Develop and incorporate time management and resource management skills to achieve one’s own goals.

Unit – I Soft skills and Personality Development

Listening: Types of Listening. Effective listening and Barriers to listening – Assertive communication.

Unit – II Communication Skills
Oral communication: Forms, Types of Speeches and Public speaking – Presentation: elements of effective presentation and use of visual aids in Presentation.


Non verbal communication: Body language and proxemics.

Unit – III Interpersonal Skills

Unit – IV Employability Skills

Unit – V Professional Skills

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302: EVENT MANAGEMENT

Learning Objectives
The objective of this course is,

LO1: To understand the process of planning, organizing and conducting variety of events successfully.

LO2: To exhibit the history and evolution of events industry in India.

LO3: To impart knowledge in event management activities like planning, administration and marketing.

LO4: To provide the general outline about the internal communications, public relations, networking and media handling.

LO5: To impart knowledge on the event design, transportation, fund management and promotional activities.

Course outcomes
Upon completion of the course students will be able to,

CO1 Demonstrate the process of planning, organizing and conducting variety of events and to follow up.

CO2 Exhibit the knowledge in event management activities like planning,
administration and marketing. 

CO3 Reveal and explicate the history and evolution of events industry in India
CO4 Depict the knowledge on event design, fund management, transportation and promotional activities.
CO5 Improve and develop the internal communications, public relation activities, networking and media handling procedures.

Unit - I      Event
History and evolution, events industry, impact analysis, participants and spectators, balancing impacts, Handling Unethical Behavior,

Unit - II    Event Marketing
Event planning, pricing and promotion; volunteer team building; sourcing and managing staff Special events-types, traditional, cultural, Riviera, galas, mega-events, trade shows, exhibitions, conferences and conventions, end-to-end tours, excursions, out-door events, social events, seasonal events, environmental impacts, marketing plan; lead-generation, management and follow up,

Unit - III    Event Planning & Administration
Sponsorships, screening, budget and controls, fund-raising, negotiation and contracts; role of Government, Negotiation and contracts; Promotional Items, giveaways, Event planning, space management, use of web technology, Develop In-Office and On-Site Ethics and Business Etiquette Policies.

Unit - IV Event Logistics
Transportation; booth/space design, internal communications, public relations, networking, media handling, checklists, safety and precautions, Other considerations-entertainment, photo/video coverage, prizes and gifts, risk assessment, safety and security arrangements, Venue and supplier checklist

Unit - V Location & Event Design
Venue Essentials, Creative events concepts, table tops, other décor props, understanding clients, fundraising galas, Conferences and Conventions, Incentives and Other Special Events, Event Planning Ethics and Etiquette, Protocol, Site selection, requirements and constraints, new venues, ancillaries and amenities, final touches

References
1) Lynn, Brenda R. Carlos, Event Management.
3) Johnny Allen, William O'Toole, Robert Harris, Ian McDonnell, Festival and Special Event Management.
4) Joe Success, Judy, Special Events: A New Generation and the Next Frontier.
303: TRAVEL AGENCY AND TOUR OPERATIONS

**Learning Objectives**
The objective of this course is,  
LO1: To comprehend the significance of travel agency and tour operation business.  
LO2: To disseminate the students about the current trends and practices in the tourism and travel trade sector.  
LO3: To develop adequate knowledge and skills applicable to travel industry.  
LO4: To analyze the factors influencing travel operations, itinerary planning and development.  
LO5: To understand the objectives, role and responsibility of various Travel Trade Associations and their functions.

**Course Outcome**
After completion of the course students will be able to,  
CO1: Recapitulate the significance of travel agency and tour operation business.  
CO2: Evaluate the current trends and practices in the tourism and travel trade sector.  
CO3: Demonstrate the adequate knowledge and skills necessary to travel industry.  
CO4: Exhibit the factors that influencing travel operations, itinerary planning and development.  
CO5: Delineate the objectives, role and responsibility of various Travel Trade Associations and their functions.

Unit-I Introduction to Travel Trade
Travel Trade - Historical Perspectives - Emergence of Thomas Cook and American Express Company - Types of Tour Operators - Wholesale and Retail Travel Agency business - Linkages and Integration with the Principal Service Providers - the Changing Scenario of Travel Trade.

Unit-II Travel Agency and Operations
Travel Agency and Tour Operation Business - Functions of Travel Agency - Setting up a full-fledged Travel Agency - Sources of Income of a travel agency - Diversification of Business - Travel Insurance, Forex, Cargo & MICE - Documentation - IATA Accreditation - Recognition from Government.
Unit-III Itinerary Planning

Itinerary Planning & Development - Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Dont’s of Itinerary Preparation - Tour Formulation and Designing Process - FITs & Group Tour Planning and Components - Special Interest Tours (SITs).

Unit-IV Packages and Cost

Tour Packaging & Costing - Importance of Tour Packaging – Classifications of Tour Packages - Components of Package Tours - Concept of costing - Types of costs - Components of tour cost - Preparation of cost sheet - Tour pricing - Calculation of tour price - Pricing strategies - Tour packages of Thomas Cook, SOTC, Cox & Kings and TCI.

Unit-V Travel Associations And Roles

Role and Responsibility of Travel Trade Associations: Objectives - Roles and functions of UFTAA, PATA, ASTA, TAAI, IATO, ATAOI, ADTOI, IAAI, FIYTO, TAFI.

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304: HOSPITALITY LAWS

Learning Objectives

The objective of the course is,

LO1: To prepare the students to understand the various laws involved in the hospitality industry.
LO2: To provide technical knowledge on Commercial and Corporate Law with relate to corporate governance.

LO3: To acquaint the rights of guests as buyers of goods, and services including rights of passengers and tourists.

LO4: To provide the latest amendments on Industrial Laws, Consumer Protection Act and VAT.

LO5: To understand about IT Act, Cyber Laws, IPR and Copy Rights In Hospitality Industry.

Course Outcomes

Upon completion of the course students will be able to,

CO1: Delineate the various laws involved in the hospitality industry and the present Scenario of Remedies and Settlement.

CO2: Evaluate the various essential elements of Indian contract act, sale of goods act, negotiable instruments act and relevance of these laws to the hospitality industries

CO3: Develop and Facilitate the rights of guests as buyers of goods, and services including rights of passengers and tourists.

CO4: Critically evaluate the IT Act, Cyber Laws, IPR And Copy Rights with relate to Hospitality Industry.

CO5: Appraise the latest amendments on Industrial Laws, Consumer Protection Act and VAT.

Unit I Introduction to Hospitality Laws


Unit II Commercial and Corporate Law of Hospitality Industry


Unit III Travel And Tourism Laws


Unit IV Industrial Laws, Consumer Protection Act And Vat

The provident fund and miscellaneous provisions act 1952-the payment of gratuity act 1972- Industrial Disputes Act – Payment of Wages Act – Payment of Bonus Act –
Consumer Protection Act – VAT – Service tax – Corporate Tax-FEMA-Customs-RBI guidelines

Unit V Cyber Laws, IPR And Copy Rights In Hospitality Industry


References

1) Legal Aspects of Business, Texts, justiceprudence and cases, Daniel Alburquerque, Oxford University press
5) Handbook of Environmental Law, P.B. Sahasranaman, Oxford University Press,

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306: FOOD SAFETY AND QUALITY MANAGEMENT

Learning Objectives

The objective of this course is,

LO1: To understand the importance of food safety, personal cleanliness; sanitary practices in food preparation.
LO2: To train the students on investigation, control of illness caused by food contamination (Hazard Analysis Critical Control Points); and work place safety standards.
LO3: To gain comprehensive understanding on food standards, food adulteration & Additives and prevention of food adulteration.
LO4: To analyze general principles of food hygiene, general hygiene practices for commodities, equipment, work area and personnel hygiene practices.
LO5: To acquaint with the recent trends and development in food packaging and technology.

Course Outcome

Upon completion of the course students will be able to,
CO1 Exhibit the food hazards, risks associated with food hazards, contaminants, food hygiene and food preservation.

CO2 Demonstrate the infirmity caused by food contamination and work place safety standards.

CO3 Explicate the food standards, food adulteration & Additives and prevention of food adulteration.

CO4 Portray the general principles of food hygiene, general hygiene practices for commodities, equipment, work area and personnel hygiene practices.

CO5 Summarize the recent trends and developments in food packaging and technology.

Unit I  Food Safety

Introduction - Food Hazards – Risks – Contaminants - Food Hygiene - Food preservation, Physical agents, Chemical agents, Use of low temperature in food preservation, Preservation by drying, Preservation of meat, fish & egg using different methods.

Unit II  Food Microbiology

General characteristics of micro-organisms - common food borne microorganisms- Bacteria, Fungi, Viruses, Parasites; - micro-organisms that bring about useful changes in food, fermentation, vinegar, anti-biotic; - Food poisoning - Food infections - Food borne diseases - preventive measures.

Unit III  Food Quality

Food standards - need for food laws; - Food adulteration & Additives - Detection of food adulterants, Prevention of food adulteration act standards; - Fruit product order standards - Agmark standards - Indian standards institution - International – Codex Alimentarius, ISO, Regulatory agencies; - HACCP.

Unit IV  Hygiene And Sanitation

General principles of food hygiene - general hygiene practices for commodities, equipment, work area and personnel; - Hygiene storage – Food spoilage – Food contamination due to pests, cross contamination; - cleaning and disinfection - safety aspects of processing water, waste water & waste disposal.

Unit V  Recent Trends

Emerging pathogens - Genetically modified foods - Food labelling - Newer trends in food packaging and technology - BSE (Bovine Serum Encephhalopathy)

References

1) Jacob M. Safe Food Handling:A Training Guide for Managers of Food Service Establishments
3) Hobbs Betty. Food Processing
4) Rangana S. Handbook of analysis and Quality Control for fruits and vegetables. Tata Mc Graw Hill
Learning Objectives
The objective of the course is
LO1: To prepare the learners with knowledge and skills essential
to understand the various services and functions in hotel industry.
LO2: To acquaint various skills that would assist students in their hospitality career
LO3: To understand the front office operations
LO4: To understand the importance of Housekeeping in hospitality
LO5: To learn the various functions of Hotel Management
LO6: To learn the need of accountancy in Hotel management
LO7: To develop and incorporate the services in organisation

Unit – I Evolution and Network

Unit – II Functions
Management Function in Hotel Industry- Front Office Desk – Front Office Staff – Qualities of Front Office Staff – Hotel Reservation, Housekeeping, Organization Structure, Layout of Housekeeping Department, Functions of Housekeeping Department, Managing Guest Amenities.

Unit – III Services and Organization
Food and Beverage Services Outlets – Various Types of Food Services – Restaurant Organization - Equipments - Room Service.

Unit – IV Accounting

Unit – V Finance


References

1) Yogendra K. Sharma, Hotel Management, Kanishka Publishers, New Delhi
2) Vijay Dhawan, Food Beverage Service, Frank Bros and Co.,
3) S.Kannan, Hotel Industry in India, Deep and Deep Publications, Pvt Ltd, New Delhi

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Learning Objectives
The objective of the course is
LO1: to provide basic knowledge and experience in using statistical packages
LO2: to make managerial decisions
LO3: To acquaint various statistical skills that would assist students SPSS

Course Outcomes
Upon completion of the course students will be able to
CO1: improve knowledge in SPSS
CO2: understand the various operations of Statistics in Hotel Management
CO3: Understand the importance of House keeping in hospitality
CO4: Learn the various applications applicable for Hotel Industry
CO5: develop the data structures for Hotel Industry

Unit–I : Introduction – Basic Research Process

Unit–II : Data Editor

Unit–III : Hypothesis Testing and Probability Values

Unit–IV : Simple Tabulation and Cross Tabulation
Simple Tabulation – Frequencies – Percentage – Charts – Simple Tabulation for ranking type questions – Cross Tabulation – Calculating percentage in a cross tabulation – Cross tabulation of more than two variables – chi-square test for cross tabulation – Measures of the strength of association between variables.

Unit–V : ANOVA and Design of Experiments
Application – Methods – Variables – Completely randomized design in a one-way ANOVA – Factorial Design with two or more factors – Pair wise test – Independent t-test – Correlation – Regression – Interpretation of Result.

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**401: HOTEL OPERATIONS**

**Learning Objectives**

The objective of the course is

LO1: To Understand the various reservation systems in Hotel Management

LO2: to understand the various services and functions in hotel industry.

LO3: To acquaint various skills that would assist students in their hospitality career

**Course Outcomes**

Upon completion of the course students will be able to

CO1: improve knowledge in Hospitality

CO2: understand the rooms division in Hotels

CO3: Understand the importance of Restaurant Operation

CO4: Learn the concept of Hotel Engineering

CO5: Understand the hotel operations

**Unit I Reservation & Registration**

Sources and modes of reservation, Types of plans, types of room rate, Discount and allowances, Group reservation, Fore-casting room reservation, Walk - in reservation, Reservation chart and guest history card, Registration of guest at reception, Guest registration card, arrival and departure register, C- Form, Lobby errand card, arrival and departure report.

**Unit II Rooms Division**

Functions of front office and house keeping department, Hierarchy of front office and housekeeping department, their Attributes, duties and responsibilities, Interdepartmental coordination, Departmental layout of Housekeeping, Functions of various Departments of Housekeeping and front office, yield management: concept & function.

**Unit III Restaurant Operations**

Restaurant equipments: Types, standard sizes, care, cleaning and Polishing of various equipments, Duties of a waiter, mise-en -scene and mise - en -place, Welcoming the guest, Rules to be observed while laying a table and waiting at a table Different Types And Styles Of Services - Silver Service, American Service, English, French, Russian, Buffet, Counter, Cafeteria, Food Courts, Room Service and Bar Service.
Unit IV Hotel Engineering

Electricity – sources, safety, uses; Water supply – Removal of contaminants, distribution system, plumbing; Heating – Insulation, types of fuels, heating system; Ventilation and Air Conditioning – Elevators and escalators – other engineering functions.

Unit V Hotel Operations

HOTEL OPERATIONS IN INDIA: Leading multinational hotel chains operating in India, Public sector in Hotelliering Business – Role, Contribution & Performance, Time share establishments

References

1) S.K.Bhatnagar, Front Office Management, Frank brother Publisher
2) Sudhir Andrews Front Office Training Manual, Tata Mcgraw Hill
3) Sudhir Andrews, Hotel H. K. Training Manual, Tata Mcgraw Hilt
4) Manoj Madhukar, Proffessional House Keeping-Rajat Publications

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402: INDIAN CULTURE AND HERITAGE

Learning Objectives

The objective of the course is

LO1: To study the richness and diversity of Indian culture
LO2: To evaluate the contemporary trends of India culture
LO3: To acknowledge and appreciate the co-existence of different cultural and religious practices of India.

Course Outcomes

Upon completion of the course students will be able to

CO1: Understand our Culture
CO2: Learn the heritage practices
CO3: Understand the importance of historical Architectures
CO4: Learn the concept of Exhibitions and displays
CO5: Understand the importance of Culture in Tourism

Unit – I Culture

Unit – II Religions

Religions of India - Religious Shrines & Centers - Hindu, Buddhist, Jain, Sikh, Muslim, Christian and others - Basic Tenets – Indian Vs Western Philosophy.

Unit – III Heritage and Practices

Cultural Heritage - Ayurveda, Yoga and meditation - Performing Arts: Dance Forms - Music – Vocal & Instruments - Folk Arts - Indian Paintings and Sculpture.

Unit – IV Architecture


Unit – V Traditions

Museums and Art Galleries - Fairs and Festivals - Indian Cuisine - Traditional Arts and Crafts - World Heritage sites in India - Problems and Prospects of Cultural Tourism in India.

References

1) Basham.A.L (1988), The Wonder that was India, Rupa and Com, Delhi
4) Robinet Jacob (2007), Indian Tourism Products, Abhijeet publications.

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Learning Objectives
The objective of the course is
LO1: To understand the nuances of customer relationship management
LO2: to familiarize with the issues of service management and global context
LO3: Able to manage a market oriented service organization

Course Outcomes
Upon completion of the course students will be able to
CO1: Learn the Customer Relationship in Tourism
CO2: Importance of maintaining Data in Tourism
CO3: Evaluate the Services in Tourism
CO4: Know the importance of Data Analysis
CO5: Understand the need of Service Quality

Unit I Understanding the Customers
Customer Relationship Management in Tourism – Customer Acquisition and Retention –
Customer Loyalty - Customer Profitability and value Modeling – Customer Satisfaction
Measurement - Customer Feedback and Service Recovery.

Unit II Data Sharing
Managing and Sharing Customer data - Customer Information Databases – Ethics and
Legalities of data use – Data Warehousing and Data Mining – Data Analysis – Market
Basket Analysis (MBA) – Click Stream Analysis - Personalization and Collaborative
Filtering.

Unit III Services
Marketing of Services – Tourism as a Service - Characteristics of Services –
Classification of Services – Building Service Aspirations - Consumer Behaviour in
Service Encounters.

Unit IV Tourism
Tourism as a major component of Service Sector – Service Design and Development –
Technology as an enabler of Service - Service Development and Design, Using
Technology as an enabler of Service.

Unit V Service Quality
Service Delivery – Types and Causes of Service Quality Gaps – Measuring and
Improving service Quality - Strategies to resolve the gaps.

References
1) Christopher Lovelock & Jochen Wirtz (2004), Services Marketing, Pearson
   Education, Delhi.
2) Gilmore (2004), Services Marketing and Management, Response Books, New
   Delhi.
   York.


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404: RESORT PLANNING AND DEVELOPMENT

### Learning Objectives

The objective of the course is

**LO1:** To make the learners with knowledge and skills essential to plan resort and development.

**LO2:** to familiarize with the issues of resort development

**LO3:** Able to Plan business environment

**LO4:** to understand the various types of Resorts

### Course Outcomes

Upon completion of the course students will be able to

**CO1:** Learn the Customer Relationship in Tourism

**CO2:** Importance developing Resorts in Tourism

**CO3:** Learn to frame the organisational structures

**CO4:** Know the importance methods of developing resorts

**CO5:** Understand the need of planning strategies for resort development

### Unit – I Introduction


### Unit – II Organization


### Unit – III Planning
Resort Planning: Location, Feasibility analysis, Architecture, Macro & Micro business environment. The five phases of Resort planning and development.

Unit – IV Analysis

Economic analysis of Resort operation and Forecasting.

Unit – V Implementation

Impact analysis of Resorts: Social Impact, the economic impact, physical and environmental.

References

1) Gee Chuck Y., Resort Development and Management -
2) Stipnauk, David M. and Roffman, Harold, Facilities Management
3) Lawson , Hotels and Resorts: Planning, Design and Refurbishment

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CO1: Learn the Customer Relationship in Tourism
CO2: Develop the standards in Food and Beverages
CO3: know the of storing food and Beverages importance
CO4: Know the importance methods of developing inventory control system
CO5: Understand the need of planning strategies operating budget

406: FOOD AND BEVERAGE CONTROL

Learning Objectives

The objective of the course is to
LO1: Gain knowledge on various Food and Beverage control aspects.
LO2: Know the significance of control and cost control in the Food and Beverage industry
LO3: Understand the process of purchase, receiving and storing of Food and Beverages.
LO4: Determine standards, the operating budget, and income/cost control.

Course Outcomes

Upon completion of the course students will be able to
CO1: Learn the Customer Relationship in Tourism
CO2: Develop the standards in Food and Beverages
CO3: know the of storing food and Beverages importance
CO4: Know the importance methods of developing inventory control system
CO5: Understand the need of planning strategies operating budget

Unit II Procurement, Production And Service Control

Aids to Purchasing - Purchasing of F&B- Specifications- Selection of a Supplier, Rating-EOQ Analysis. Receiving of F&B- Quantity, Quality & Inspection- Storing and Issuing of F&B Transfer Notes, Breakages and Damaged Goods - Stocktaking of F&B- Stock Turnover, Stock Levels- ABC Analysis. F&B Production Methods- - F&B Service Methods-Classification of F&B Service- F&B Control
Unit III Financial Control


Unit IV Control System


Unit V Inventory Control System

Frauds in Inventory- Methods, Levels, Techniques, Perpetual Inventory, Monthly Inventory, Comparing of Pyhsical and Perpetual Inventory. Operating Frauds in Bar Control- Social Concern and Legal Concern- Preventing Pilferage & Fraud- Portion control - Glassware used & Prices. Yardsticks- Total F&B sales, departmental profit, ratio of food, ASP, sales mix, payroll costs, index of productivity, stock turnover, sales/ waiter.

References

1) Richard Kotas & Bernard Davis, Food and Beverage Control, Springer, 1981

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407: ACCOMMODATION MANAGEMENT

Learning Objectives

The objective of this course is
LO1: To impart knowledge in Housekeeping functions, Hospitality Management.
LO2: To provide managerial skills to students to have knowledge in Housekeeping, Infrastructure upkeep and practices of green management.
LO3: To impart knowledge in activities like functional role in different institutions, duties and responsibilities, and green practices.
LO4: To provide the general outline about the need for housekeeping and different HR activities involved.
LO5: To impart knowledge on the need for Housekeeping role and its practices.
Course outcomes
Upon completion of the course students will be able to

CO1 Impart knowledge in housekeeping functions, roles & responsibilities, managing Human Resources for training and development.

CO2 Understand the need for Housekeeping in different industries, managing inventories.

CO3 Improve the Cognitive skills related to Housekeeping, skills and responsibilities.

CO4 Understand the need for effective practices of Housekeeping in different institutions.

CO5 Improve and develop the skills required for the industry and the need for green practices.

Unit I Introduction

Unit II Housekeeping Functions
Duties & Responsibilities of Housekeeping department: Executive Housekeeper, Asst Executive Housekeeper-Middle level Management-Skill based employee’s responsibilities-Communication responsibilities-Total quality innovations-tariffs

Unit III Infrastructure Management

Unit IV Hospitality Personnel Management
Managing Human Resources:-Induction and Training-Recruiting, Selecting-Skill Training & Coordination-Motivation & Employee Discipline

Unit V Green Hospitality

References
2) Hotel Front office & Operations management, Oxford University Press, Jatashankar R.Tiwari
3) Matt A. A Casado, Housekeeping Management
4) Aleta Nitschke, Marget M.M. Kappa, Managing Housekeeping operations
5) Robert J. Martin, Professional Management of Housekeeping operations
Learning Objectives
The objective of this course is
LO1: To impart knowledge in strategies in Hospitality Management.
LO2: To provide managerial skills to students to analyse Micro and Macro Strategies and its formulation.
LO3: To impart knowledge in different level of strategies and implementation.
LO4: To provide the general outline about the need for strategies and its control.
LO5: To impart knowledge on the need for strategies in Hospitality industry

Course outcomes
Upon completion of the course students will be able to
CO1 Impart knowledge strategies in Hospitality Management.

CO2 Understand the need for to analyse Micro and Macro Strategies and its formulation.

CO3 Improve the impart knowledge in different level of strategies and implementation

CO4 Understand the need for strategic direction and formulating strategies with its control

CO5 Improve and develop the emerging trends and its issues

Unit I  Introduction to Strategic Hospitality Management
Strategic Management-Origin, Concept, Scope and Process; Strategic Thinking; Global competitiveness; Key Players in Indian Hospitality and Tourism Industry.

Unit II  Micro and Macro Strategic Environment
Analysis of External Stakeholders and the Operating Environment, Organizational Resources and Competitive Advantage - Internal Analysis and Competitive Advantage, Value-Adding Activities, Tangible and Intangible Resources, Financial
Resources, Physical Resources, Human-Based Resources, Organisation Structure and Culture, Knowledge-Based Resources.

Unit III Strategic Direction and Formulating Basic Strategies


Unit IV Implementing Strategies and Establish Control Systems

Inter organizational Relationships and the Tourism Cluster; Functional-Level Resource Management; Organizational Design and Control- Organizational Structures design, Organizational Control, power and politics.

Unit V Strategies for Hospitality Entrepreneurship

Strategies for Entrepreneurship and Innovation -Entrepreneurial Start-ups, Innovation and Corporate Entrepreneurship; Global Strategic Management and the Future- Global Strategies, International Market Selection, Global Stakeholders, Emerging Trends; Strategic issues in not-for-profit organisation and Small & Medium Size Enterprises.

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Appendix - II

MBAE 105: MANAGEMENT PROCESS (CBCS ELECTIVE – I SEMESTER)

Learning Objectives
The objective of this course is
LO1: To impart knowledge in general management practice in an organization.
LO2: To provide managerial skills to students to manage an organization.
LO3: To impart knowledge in management activities like planning, organizing, staffing, directing, motivating and controlling.
LO4: To provide the general outline about the need for controlling in an organization.
LO5: To impart knowledge on the need for communication and different types of communication.

Course outcomes
Upon completion of the course students will be able to

CO1 Impart knowledge in general management practice like planning, organizing, staffing, directing, motivating and controlling in an organization.

CO2 Understand the need for team work, to work effectively in a team and to act as a global leader.

CO3 Improve the Cognitive skills related to Indian and global Organisation structure and to understand the different levels of management in an organisation.

CO4 Understand the need for quality policy and controlling techniques to be practiced in an organization.

CO5 Improve and develop the communication skills and the need for ethical business practice.

CO6 Develop conflict management plan and to solve the problems in an organization.

Unit–I : Introduction

Unit–II : Planning
Distinction between operational and strategic planning – Types of plans – Grouping of various types of plans – Steps in planning – Importance of policies – Types of policies – Principles of policy making – Policy formulation and Administration – Basic area of policy making.

Unit–III : Organising

Unit–IV : Staffing and Directing

Unit–V : Supervising Control and MBO
Supervision Function – Position of a supervisor – Qualities of a good supervisor – Role of a Supervisor – Key Man – Man in the middle – Middle marginal man – Human relations specialist – Essential requirements of effective supervision – Rensis Likert

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MBAE 205 : MARKETING MANAGEMENT (CBCS ELECTIVE – II SEMESTER)

Learning Objectives
The objective of this course is to
LO1: To familiarize with the various concepts in marketing
LO2: To acclimatize the students about the marketing environment
LO3: To understand consumer behaviour
LO4: To analyse the factors influencing consumer decision
LO5: To develop the ability to design best marketing strategy

Course Outcome
After completion of the course students will be able to
CO1: Familiar into marketing concept and environment.
CO2: Built the Critical approach and analyze the market and segmenting markets.
CO3: Well communicate the authorities about the buyer's opinion towards promotional as well as marketing mix strategies.
CO4: Analyze the innovative market information and derive insights.
CO5: Construct the suitable marketing strategies after evaluating the current trend about new products and copyrights.
CO6: Teach the ethics of marketing to the corporate world and also can explore the purchase decision process.

Unit–I : Marketing and its Environment

Unit–II : Market Analysis and Segmentation

Unit–III : Product and Pricing Strategies

Unit–IV : Physical Distribution and Promotion

Unit–V : Consumer Behaviour and CRM

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**MBAE 305 : TRAINING AND DEVELOPMENT (CBCS ELECTIVE – III SEMESTER)**

**Learning Objectives**

**The Objective of this course is**

LO1: To provide an in–depth understanding of the role of Training in the HRD

LO2: To enable the course participants to manage the Training systems and processes.

LO3: To provide an in-depth understanding of management Development.

LO4: To Uphold the ethical issues in training and development programme in India.

**Course Outcomes**

Upon completion of the course, the student will be familiar in

CO1: Roles, Responsibilities and Challenges to Training Managers.

CO2: Acquiring the skill in ‘on-the-job training’ and ‘off-the-job training’

CO3: Develop an understanding in Career planning and Management

CO4: Analyse the need for training in India

CO5: Develop the competencies in Management development programmes

**Unit–I : Introduction**


**Unit–II : Training Techniques**


**Unit–III : Career – Planning**

Unit-IV : MDP and Training Institutions

Unit-V : MDP Institutions

References

Outcome Mapping

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MBAE 405 : ENTREPRENEURSHIP MANAGEMENT (CBCS ELECTIVE – IV SEMESTER)

Learning Objectives
The objective of this course is to
LO1: Make understand the frame work for of project and stages involved in it
LO2: Explain the process of developing the project and roles and responsibilities of personnel involved in it.
LO3: Create awareness of the project feasibility and finance involved in it.
LO4: Create awareness of SMME and its role in economy and its developments.
LO5: Evaluating the project and to prepare a ground where the students build the necessary competencies and to motivate for a career in Entrepreneurship.

Course outcomes
Upon completion of the course students will be able to
CO1: Understand and get skill on Project management tools and Information system used in a project.
CO2: Impart knowledge on infrastructure project and project identification methods that are practiced in Indian and Global scenario.
CO3: Improve cognitive skills on project delays and to resolve conflict in a project.
CO4: Understand the role of entrepreneur and ethical practice in Indian and global scenario.
CO5: Develop the leadership skills, communication skills and the ability to work with a project team.
CO6: Impart knowledge on Training institute and financial institution that assist the small scale industry in the sustainable development.

Unit–I : Entrepreneur
The Entrepreneur – Definition – Characteristics – Types – Development of Entrepreneur: Training and Development – State participation in financial institutions, Promotional agencies and NGOS.

Unit–II : Institution Interaction
Interaction between Government, Business and Different Chambers of Commerce and Industry in India – Industrial policy resolution – New Industrial policy of the government – Concentration of economic power – Role of multinationals – Foreign capital and Foreign collaborations.

Unit–III : Small Business
Check list for Organising and Operating small business – Entrepreneurs and Business executives – Personnel – Administration and Management development
Small scale industries – Definition – Classification of small scale industries – Government’s policy with regard to small scale industries – Its significance in the Indian economy – Problems and possibilities of ancillary industries – Sickness in small scale Industries – Causes and Remedies – Government clearance for establishing a new enterprise.

Unit–IV : Finance for Entrepreneurs

Unit–V : Marketing in Small Business
Marketing methods – New product ideas and evaluation – Pricing policy and distribution channel – The public distribution system – Government control over price and distribution – Consumer protection act (CPA) and the role of voluntary organization in protecting consumer rights – Export problems of small scale units.

References

***

Outcome Mapping

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<th>PO/CO</th>
<th>Programme Outcomes</th>
<th>Programme Specific Outcomes</th>
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Appendix - III

CHOICE OF ELECTIVE COURSES OFFERED BY VARIOUS DEPARTMENTS FOR SEMESTER I OF THE TWO YEAR P.G. PROGRAMMES

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<th>Sl.No</th>
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<td>Elements of English Grammar</td>
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<td>Tourism and Travel Management</td>
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<td>POSE 105</td>
<td>Indian Government and Politics</td>
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<td>Intellectual Property Rights and Right to Information</td>
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<td>15.</td>
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<td>History, Principles and Foundations of Physical Education</td>
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* There are two options while selecting the Hindi Elective Course:
  1. Those students who do not know Hindi can opt for 105(1);
  2. Those students who know Hindi can opt for 105(2).
**CHOICE OF ELECTIVE COURSES OFFERED BY VARIOUS DEPARTMENTS FOR SEMESTER II OF THE TWO YEAR P.G. PROGRAMMES**

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* There are two options while selecting the Hindi Elective Course:
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  2. Those students who know Hindi can opt for 205(2).
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* There are two options while selecting the Hindi Elective Course:
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2. Those students who know Hindi can opt for 405(2).