

SECOND YEAR

Semester 3			
Subject Code	Subject Type	Subject Name	Credits
MBAHM301	Theory	Strategic Management	6
MBAHM302	Theory	Enterprise Performance Management	6
MBAHM303	Theory	Startup and New Venture Management	6
MBAHM304	Theory	Principles Of Tourism & Hotel Management (Specialization Paper 1)	6
MBAHM305	Theory	Financial Accountancy For Tourism And Hotel Management (Specialization Paper 2)	6
MBAHM306	Theory	Hotel Facility Management (Specialization Paper 3)	6
Semester 4			
Subject Code	Subject Type	Subject Name	Credits
MBAHM401	Theory	Managing for Sustainability	6
MBAHM402	Theory	Entrepreneurship Development	6
MBAHM403	Theory	Event Management	6
MBAHM404	Theory	Accommodation Management (Specialization Paper 1)	6
MBAHM405	Theory	Food & Beverage Management (Specialization Paper 2)	6
MBAHM406	Theory	Food Science ,Nutrition & Dietetics Management (Specialization Paper 3)	6

SEMESTER-III

MBAHM 303 : STARTUP& NEW VENTURE MANAGEMENT

UNIT-I

ENTREPRENEUR AND ENTREPRENEURSHIP

Evolution of the Concept of Entrepreneur – Characteristics of an Entrepreneur – Distinction Between an Entrepreneur and a Manager – Functions of an Entrepreneur – Types of Entrepreneurs – Concept of Entrepreneurship – Functions – Problems – Entrepreneurial Process – Growth of Entrepreneurship in India – Recent Trends of Women Entrepreneurship – Meaning and Need for Rural Entrepreneurship – Problems and Development of Rural Entrepreneurship.

UNIT-II

FACTORS AFFECTING ENTREPRENEURIAL GROWTH

Economic and Non-Economic Factors – Government Actions – Entrepreneurial Motivation – Entrepreneurial Competencies – Entrepreneurial Mobility – Role of Entrepreneurship in Economic Development – Entry Strategies for Startups – New Product – Franchising – Partial Momentum – Sponsorship and Acquisition – Entrepreneurship Development Programmes (EDPs) – Need – Objectives – Course Contents and Curriculum – Phases – Evaluation of EDPs.

UNIT-III

SMALL ENTERPRISES

Definition – Characteristics – Relationship with Large Units – Rationale – Objectives – Scope of Small Enterprises – Opportunities for an Entrepreneurial Career – Role of Small Enterprises in Economic Development – Their Problems – Project Identification and Selection – Project Formulation – Project Appraisal – Ownership Structures, MSME Act – Intellectual Property – Creation and Protection.

UNIT-IV

INSTITUTIONAL FINANCE TO ENTREPRENEURS

Commercial Banks – Other Major Financial Institutions such as IDBI – IFCI – IIBI – LIC – UTI – NABARD – SFCs – SISI – SIDCs – SIDBI and EXIM Bank – Need for Institutional Support to Entrepreneurs – Role of NSIC – SSIB – SSICs – MSMEDI – DICs – Industrial Estates – Specialized Institutions and TCOs – Micro Finance Institutions.

UNIT-V

VENTURE CAPITAL

Venture Capital Financing Concept and Features – Need – Relevance and Development of Venture Capital Funds – Structure and Regulatory Framework of Venture Capital Financing in India – Investment Process and Evaluation – Conventional Valuation Method – The First Chicago Method – Revenue Multiplier Method – Structuring Venture Capital Financing – Investments Nurturing Methodologies – Valuation of Venture Capital Portfolio – Performance of TDICI and Other Venture Capital Firms in India – Exit Strategies of Venture Capital Financing – Policy Imperatives of VCF Development in India – Role of Private Equity.

MBAHM 301 : STRATEGIC MANAGEMENT

Learning Outcomes

- Ability to analyze, synthesize and anticipate the effects of strategic choices
- Ability to integrate knowledge from strategic management in problem solving in a bigger multidisciplinary setting.
- Conduct a situational analysis that demonstrates an understanding of an organization, present and conceivable future.
- Ability to think strategically about an organization, its business position, how it can increase sustainable competitive advantage and develop plans to ensure long term viability.
- Ability to select, structure and present operational data and strategic information.
- Ability to clearly explain their own perspectives and choices, and to consider the feedback and remarks of partners.

Unit-I Strategic Management: An Introduction

Strategic thinking Vs Strategic management Vs Strategic planning, Meaning of strategic management, concept of strategy, policy and strategy, strategy and tactic, Strategy and strategic plan, Nature of strategic plan, nature of strategic decisions, approaches to strategic decision making, levels of strategies, The strategic management process, strategic management: merits and demerits

Unit-II Mission, Objectives, Goals and Ethics

What is mission, concept of goals, Integration of individual and organisation goals: A Challenge, How Objectives are pursued, how are mission and objectives are formulated, why do mission and objective change, vision mission, objectives, goals and Strategy: Mutual relationships, core of strategic management: vision A-must, ethics and strategy

Unit-III External environment:

Analysis and appraisal Concept of environment, environmental analysis and appraisal, why environmental scanning and analysis, component of environment, SWOT:A tool of environment analysis, techniques of environmental search and analysis, ETOP: A technique of diagnosis, decision making on environmental information.

Unit-IV Organisational change and innovation:-

Planned and unplanned change, causes or forces of organisational change, managing planned change, choosing a change strategy, creativity and innovation in organisations, organizational creativity and innovation process, learning organisation

Unit-V Generic competitive strategy:-

Generic vs. competitive strategy, the five generic competitive strategy, competitive marketing strategy option, offensive vs. defensive strategy, Corporate strategy:- Concept of corporate strategy , offensive strategy, defensive strategy, scope and significance of corporate strategy. Strategic evaluation and control:- Evaluation of

strategy and strategic control, why strategy evaluating, criteria for evaluation and the evaluation process, strategic control process, types of external controls.

Reference Books

Business Strategy: Managing Uncertainty, Opportunity, and Enterprise by J.C. Spender

Contemporary Strategic Management – By Robert Grant

Execution: The Discipline of Getting Things Done – By Larry Bossidy & Ram Charan

How strategists really think. Tapping the power of analogy – By Gavetti & Rivkin

The Strategy Process by Mintzberg, Quinn, and Ghosal, Publishing House: Prentice Hall

R.Srinivasan, Strategic Management -The Indian Context, 4th Edition, Prentice Hall of India, 2012

Strategic Management by Ireland, Hoskisson & Hitt, Indian Edition, Cengage Learning

MBA HM 302 : ENTERPRISE PERFORMANCE MANAGEMENT

Learning Objective

1. To acquaint the students with a perspective of different facets of management of an enterprise.
2. To provide inputs with reference to the Investment Decisions along with the techniques for those decisions.
3. To inculcate the evaluation parameters of enterprise in terms of expenses, control system and pricing.
4. To develop the knowledge of the concept of auditing and its applicability as performance management tool.

Unit - 1

1.1 Performance Management: Concept, Need, Linkages with Strategic Planning, Management Control and Operational Control.

1.2 Performance Evaluation Parameters: Financial – Responsibility Accounting – Concept of Responsibility Centres, Revenue Centre, Expense Centre – Engineered and Discretionary Costs – Committed Costs, Profit Centre, Investment Centres. ROI, ROA, MVA, EVA – DuPont Analysis (Numerical Not Expected – Interpretation Only) Limitations of Financial

Measures.

1.3 Performance Evaluation Parameters: Non-financial Performance Measures – Balanced Scorecard, Malcolm Baldrige Framework.

1.4 Measuring SBU Level Performance: Concept, Need, Linkages with Enterprise Performance Management – Goal Congruence. Transfer Pricing – Objective, Concept, Methods – Cost Based, Market Price Based and Negotiated, Applicability of Transfer Pricing.

Unit - 2

2.1 Capital Expenditure Control: Concept, Need, Process of Capital Budgeting, Types of Capital Expenditure Decisions – Pre-sanction, Operational and Post-sanction Control of Capital Expenditure.

2.2 Tools and Techniques of Capital Expenditure Control: Performance Index, Technical Performance Measurement, Post Completion Audit.

Unit - 3

3.1 Performance Evaluation Parameters for Banks: Customer Base, NPAs, Deposits, RoI, Financial Inclusion, Spread, Credit Appraisal, Investments.

3.2 Performance Evaluation Parameters for Retail: ABC Analysis, Sell Through Analysis, Multiple Attribute Method, Gross Margin Return on Investment (GMROI), GMROI as Gross Margin/Average Inventory at Cost.

Unit - 4

4.1 Performance Evaluation Parameters for Projects: Project Control Process: Setting Base Line Plan, Measuring Progress and Performance, Comparing Plan against

Action, Taking Action, Schedule Variance (Time Overruns), Project Cost Variance (Cost Overruns).

4.2 Performance Evaluation Parameters for Non-profit: Features of Non-profit Organisations, Fund Accounting, Governance, Product Pricing, Strategic Planning and Budget Preparations, Social Audit.

Unit - 5

5.1 Audit Function as a Performance Measurement Tool: Financial Audit, Internal Audit, Cost Audit, Management Audit – Principles and Objectives (Audit Reports/Formats are Expected to be Discussed in the Class From a Performance Measurement Perspective).

References

1. Rao, T.V. (2017). Performance Management: Toward Organizational Excellence. New Delhi: Sage Publishers.
2. Rao, T.V. (2005). Performance Management and Appraisal Systems. New Delhi: Sage Publishers.
3. Chadha, P. (2008). Performance Management. New Delhi: Macmillan India Ltd.
4. Michael, A. (2006). A Handbook of Human Resources Management Practice, London: Kogan Page.
5. Suri, G.K. (2008). Performance Measurement and Management. New Delhi: Excel Publications.
6. Robert, L. C. (2011). Performance Management Concepts Skills and Exercises, New York: M.E.Sharpe Publications.
7. Rao, N.S., (2017). Compensation System and Performance Management. New Delhi: Himalaya Publishing House

MBAHM 303: STARTUP & NEW VENTURE

Objective

To instill a spirit of entrepreneurship among the student participants.

To provide an overview of the competences needed to become an entrepreneur

To give insights into the Management of Small Family Business

Unit 1

1.1 Concept and Definitions: Entrepreneur & Entrepreneurship, Entrepreneurship and Economic Development; A Typology of Entrepreneurs;

1.2 Entrepreneurial Competencies: Personality - Entrepreneurial Skills: creativity, problem solving, decision -Ach theory, self analysis, personal efficacy, culture & values, risk-taking behaviour, technology backup.

1.3 Factor Affecting Entrepreneurial Growth: Economic, Non-Economic Factors; EDP Programmes; Entrepreneurial Training;

1.4 Traits/Qualities of an Entrepreneurs: Entrepreneur; Manager Vs. Entrepreneur, The Early Career Dilemmas of an Entrepreneur, Defining Survival and Success , Entrepreneurship as a Style of Management , The Entrepreneurial Venture and the Entrepreneurial Organization. Entrepreneurial Process.

1.5 Steps of entrepreneurial process: Deciding Developing Moving Managing Recognizing.

Unit 2

2.1 Opportunity / Identification and Product Selection: Entrepreneurial Opportunity Search and Identification;

2.2 Product Selection: Criteria to Select a Product

2.3 Conducting Feasibility Studies: Project Finalization; Sources of Information.

2.4 Entry strategies: New product, Franchising, Partial Momentum, Sponsorship and Acquisition.

2.5 Intellectual Property: Creation and Protection.

Unit 3

3.1 Small Enterprises and Enterprise Launching Formalities: Definition of Small Scale; Rationale; Objective; Scope; Role of SME in Economic Development of India; SME; Registration; NOC from Pollution Board; Machinery and Equipment Selection.

3.2 Project Report Preparation: Specimen of Project Report; Project Planning and Scheduling using Networking Techniques of PERT / CPM; Methods of Project Appraisal - economic viability and market feasibility, requirements of financial institutions, projected financial statement preparation

Unit 4

4.1 Role of Support Institutions and Management of Small Business: Director of Industries; DIC; SIDO; SIDBI; Small Industries Development Corporation (SIDC); SISI; NSIC; NISBUED; State Financial Corporation SFC; Information : assistance from different organizations in setting up a new venture, technology parks,

industrial corporations, directorate of industries / cottage and small scale industries, SISI, Khadi & Village Industries Corporation / Board. DGS & DNSIC, export & import, how to apply for assistance procedure, forms, procedures for obtaining contract from Railways, Defence, P & T etc., SIDBI.

4.2 Laws :Liabilities under the Factories Act, Shops & Establishment Act, Industrial Employment (Standing Orders) Act, Environment Protection Act, Sale of Goods Act, maintenance & submission of statutory records & returns, understanding labour - management relationship.

Unit 5

Case Studies: Diagnostic case studies of successful / unsuccessful entrepreneurs, key variables explaining success /failures, industrial sickness, industrial reconstruction, technology obsolescence, technology, transfer.

References

1. Entrepreneurship: New Venture Creation by David H. Holt
2. Entrepreneurship Development New Venture Creation by Satish Taneja, S.L.Gupta Project management by K. Nagarajan.
3. Entrepreneurship: Strategies and Resources by Marc J. Dollinger
4. The Culture of Entrepreneurship by Brigitte Berger.
5. Entrepreneurship by Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd
6. Entrepreneurship As Strategy by G. Dale Meyer, Kurt A. Heppard
7. New Vistas of Entrepreneurship: Challenges & Opportunities by A. Sahay, M.S. Chhikara
8. Entrepreneurship and Small Business Management by Siropolis
9. Lead like an Entrepreneur by Neal Thornberry Make The Move: Demystifying Entrepreneurship by Ishan Gupta, Rajat Khare

MBA HM 304 : PRICIPLES OF TOURISM & HOTEL MANAGEMENT

UNIT I

Hospitality Management/Industry: Introduction of the Hospitality Industry. Origin & Nature, Evolution and Growth of Hospitality Industry, Hospitality Industry in Today's Scenario, Importance of Hospitality Management, Training for Hospitality Management.

UNIT II

Tourism and Hospitality: Definition of Tourism, Evolution of Tourism Industry, Components of Tourism, Concept of Domestic & International Tourism, Basic Travel Regulation, Significance & Impacts of Tourism: Socio- Cultural, Economic & Environmental. Typologies of Tourism, Travel Motivators. Tourism products of India (Worlds Heritage Countries)

UNIT III

Hotel Management Overview of the Accommodation Industry, Hotel Organization Structure. Classification of Hotels, Departments of Hotel, Hotel Categories – Star Rating, Types of Hotel Rooms, Plans & Rates. Front Office & its Co-ordination with Other Departments. Food & Beverages: Organization Chart of Housekeeping Departments, Responsibilities, Traits & Duties of House Keeping Staff, Knowledge of other Departments, Menu, The cover, Service Equipments: Linen, Furniture, Chinaware, Glassware, Tableware, Briefing, Banquets, Alcoholic & Non Alcoholic Beverages, Conference & Convention Management.

UNIT IV

Laws & Guidelines: Recognition of Travel Agency, Tour Operator and Travel Guide License & Permits required for Hotels National & International Organization: IATA, PATA, ICAO, WTO, UFTAA, FHRAI, TAAL.

UNIT V

Marketing for Hospitality and Tourism: Service Characteristics Segmentation, Targeting and Positioning of Hospitality Industry, Marketing Mix and Marketing Strategies for Hospitality and Tourism.

REFERENCES:

1. Stephen Ball, Jones Peter, Kirk David and Lockwood Andrew – Hospitality Operations. A System Approach (Cengage Learning, 1st ED.)
2. James A BARDi – Hotel Front Office Management (Wiley).
3. G. Raghubalan, Smritee Raghubalan – Hotel House Keeping (Oxford University Press)
4. Sudhir Andrews – Hotel House Keeping Training Manual (Tata Mc Graw Hill, 1st Ed.)
5. Negi Jagmohan – Hotel and Tourism Laws (Frank Brothers)
6. Michael Flynn, Caroline Ritchie – Public House and Beverage Management (Butterworth).
7. Lee-Ross Darren – HRM in Tourism and Hospitality (Cengage Learning, 1st Ed.)
8. Kotler Philip, Bowen John and Makens James – Marketing for Hospitality and Tourism (Pearson Education, 3rd Ed.)

MBA HM 305: FINANCIAL ACCOUNTANCY FOR TOURISM & HOTEL MANAGEMENT

Objective

To give the basic knowledge about the various accounting procedures followed in the hotel operations. To make familiar about the departmental accounting and uniform system of accounting.

UNIT - I

ACCOUNTING CYCLE & FINANCIAL STATEMENTS Concepts and conversation, Summary of accounting cycle, Journal (recording) Ledger (Posting), Trial Balance, Preparing Final. Accounts, (Trading a/c., P&L a/c., Balance sheet)

UNIT – II

DETAILED STUDY OF STATEMENT OF INCOME AND BALANCE SHEET Income Statement, Purpose of Statement of Income, Balance Sheet, Need for a Balance sheet, Linkage of P&L a/c, and Balance sheet
PREPARATION OF FINAL ACCOUNT
Preparation of Final Statement, Working out a problem, **REVENUE MIX**, Sales Mix meaning, Effect on change of individual items in volume

UNIT – III

BALANCE SHEET AND THEIR COMPONENTS
Contents of balance sheet, Form and classification of item, Asset side, Fixed Assets, Investments, Current Assets, Miscellaneous Expenditure, (Deferred Review, amortization), Liabilities, Capital, Reserves & Surplus (Retained earnings), Long Term Liabilities, (Secured & Unsecured loan), Current Liabilities, Provision, Format of a Balance Sheet & Presentation, In order of Liquidity, Proprietorship, Partnership.
In order of permanence, Joint Stock Companies, Sides of Assets & Liabilities, American Mode, (Left side Assets, right side liabilities), British Model (Left side Liabilities, right side Assets)

UNIT – IV

DEPARTMENTAL ACCOUNTING

Definition & Objectives,

Changes required in Book-keeping records,

Main methods of preparing Dept. accounting,

Gross Profit method, Departmental profit method, Net profit method,

Working out an example

UNIT – V

UNIFORM SYSTEM OF

ACCOUNTING Concept, Conditions for

Uniform system, Necessities, Advantages

& Disadvantages,

Various kinds of schedules, Room Schedule, F & B Schedule,

Telephone Schedule, Income Statement Presentation,

REFERENCE BOOKS

- Hotel Accounting & Financial By Ozi A. D' Cunha & Gleson O. D' Cunha
Publisher: Dicky's Enterprize, Mumbai
- Introduction to Accounts - T.S. Grewal
- Hospitality Accounting- Publisher: Prentia Hall Upper Sadde, River New Jersey
- Accounting for Management, S K Bhattacharya, Publisher: Vikas Publishing House
- Hospitality Financial Accounting By Jerry J Weygandt, Publisher Wiley & sons

MBAHM 306 : HOTEL FACILITY MANAGEMENT

UNIT-I

Understanding Hotel Classification Guidelines & Designing

Introduction to hotels – types of hotels; Architectural features, facilities and Services in star, heritage and apartment hotels

Criteria for star classification

Permits and license require to open/run a hotels by the local, state and central government

Introduction, design considerations, Systematic Layout planning (SLP), Rules for Allocation of space in a hotel, formulate and report and flow process and diagrams

UNIT-II

Kitchen & Restaurant Design and planning

Types of restaurant and its features

Different shapes of kitchen and its features

Physical Layout of kitchen, restaurant and bar

Designing & planning considerations for Kitchen, restaurant and bar

Factors to be considered while planning a decor

Planning of support service areas

Planning of material management and receiving area

UNIT-III

Specification for equipment, ventilation, kitchen safety & various storage facilities

Features of good kitchen and HVAC system in hotels

Kitchen equipment types and care & maintenance of kitchen equipment and specifications

Food store: definition & types

Role of a storekeeper and purchase manager beverage storage facilities

UNIT-IV

ENERGY CONSERVATION AND MANAGEMENT

Introduction to Different types of energy

Importance of conserving energy & concept of energy management

Energy cost control & Building system

Controlling energy cost- Guest rooms, F&B Production & Service areas, Public areas in Hotel

Different types of Energy conservation Techniques practised in hotels

UNIT-V

PROJECT MANAGEMENT

Project management & Masterpieces of Facility planning

The network models (CPM / PERT)

Rules and procedure for network analysis

Network crashing and determining crash cost and normal cost

Drawing of a Network diagram

Project cost analysis

References

1. Production Management-S.K Hajra Choudhary
2. Hospitality Facility Management & Design-David M Stipanuk & Harrold Roffmann
3. Systematic Layout Planning-Richard Muther Cahners
4. Building Construction By Sushil Kumar
5. Management Operations & Research-N Sathyanaryana
6. The Management Of Maintenace And Engineering System In The Hospitality Industry By Frank D Borsenik & Alan T Stuts

SEMESTER-IV

MBAHM 401 : MANAGING FOR SUSTAINABILITY

Objective

- Develop awareness about environmental challenges faced by businesses.
- Learn about major debates among business thought leaders regarding business' role in shifting towards sustainable future.
- Examine drivers and challenges of sustainability initiatives in organizations.
- Learn to efficiently search library databases to retrieve information about sustainability aspects of organizations' operations.
- Practice to systematically synthesize information from various sources and effectively communicate the results of analyses.

Unit 1

Why Sustainability Matters

- State of the World
- Sustainability Pillars (Environmental, Social, Economic, Governance)
- Redefining Capitalism

Integrating Sustainability into Business

- Systems Thinking for Sustainability
- Value Chain perspective
- Beyond Corporate Social Responsibility
- Sustainability Strategy and Planning
- Stakeholder Engagement

Unit 2

Integrated Sustainability Management

- Sustainability Performance Management,
- Continuous Improvement
- Integrated Sustainability Management Systems

Sustainability Reporting Frameworks

- Materiality Assessment

Unit 3

Product Life Cycle Management

- Life Cycle Thinking
- Environmental Life Cycle Assessment
- Life Cycle Costing

Sustainability Management Approaches

- Eco-business and Environmental Management
- Lean Manufacturing
- Social Sustainability Management

Unit 4

Product Sustainability Frameworks and Tools

- Sustainable Procurement
- Supply Chain Sustainability
- Product Stewardship, Extended Producer Responsibility

Unit 5

Environmental Claims and Marketing

- Environmental Claims, Labels and Declarations
- Environmental Marketing

References

1. Larson (2011), Sustainability, Innovation, and Entrepreneurship, Flatworld Knowledge
2. Russo (2010), Companies on a Mission: Entrepreneurial Strategies for Growing Sustainably, Responsibly, and Profitably, Stanford University Press
3. Szaky (2009), Revolution in a Bottle, Penguin Books
4. McDonough & Braungart (2002), Cradle to Cradle, North Point Press

MBAHM 402 : ENTREPRENEURSHIP DEVELOPMENT

Objectives

- understanding basic concepts in the area of entrepreneurship,
- understanding the role and importance of entrepreneurship foreconomic development,
- developing personal creativity and entrepreneurial initiative,
- adopting of the key steps in the elaboration of business idea,
- understanding the stages of the entrepreneurial process and the
- resources needed for the successful development of entrepreneurial ventures.

Unit 1

Entrepreneur &Entrepreneurship: Meaning of entrepreneur - Evolution of the concept - Functions of an Entrepreneur - Types of Entrepreneur - Intrapreneur- an emerging class - Concept of Entrepreneurship - Evolution of Entrepreneurship - Development of Entrepreneurship - Entrepreneurial Culture - Stages in entrepreneurial process.

Unit 2

Business Planning Process: Meaning of business plan - Business plan process - Advantages of business planning - Marketing plan - Production/operations plan - Organization plan - Financial plan - Final Project Report with Feasibility Study - preparing a model project report for starting a new venture.

Unit 3

Family Business: Importance of family business - Types - History - Responsibilities and rights of shareholders of a family business - Succession in family business - Pitfalls of the family business - strategies for improving the capability of family business - improving family business performance.

Unit 4

International Entrepreneurship Opportunities: The nature of international entrepreneurship - Importance of international business to the firm - International versus domestic entrepreneurship - Stages of economic development - Entrepreneurship entry into international business - exporting - Direct foreign investment - barriers to international trade.

Unit 5

Informal Risk Capital and Venture Capital: Informal risk capital market - venture capital - nature and overview - venture capital process - locating venture capitalists - approaching venture capitalists. Social Entrepreneurship: Social enterprise-need - types - characteristics and benefits of social enterprises-

Social entrepreneurship - Rural entrepreneurship, MSME Policies. Make-In India, Start-Up India, Stand-Up India.

References

1. EDII Faculty and External Experts – A Hand Book for New Entrepreneurs
Publishers: Entrepreneurship Development, Institute of India, Ahmadabad, 1986.
2. Hisrich R D, Peters M P, Entrepreneurship 8th Edition, Tata McGraw-Hill, 2013.
3. Mathew J Manimala, “Enterprenuership theory at cross roads: paradigms and praxis 2 Edition Dream tech, 2005.
4. Rajeev Roy, “Entrepreneurship” 2nd Edition, Oxford University Press, 2011.

MBAHM 403 : EVENT MANAGEMENT

Objectives:

To familiarize the students with the essentials of Event Management;
To understand the potential of MICE and Event Tourism; and
To enable the students to take up project work in the above areas.

Unit - I

Introduction to Events: Scope - Nature and Importance – Types of Events - Unique features and similarities – Practices in Event Management - Key steps to a successful event.

Unit - II

The Dynamics of Event Management: Event Planning and organizing – Problem Solving and Crisis Management – Leadership and Participants Management – Managing People and Time – Site and Infrastructure Management.

Unit - III

Introduction to MICE: Planning MICE, Components of the Conference Market, Characteristics of Conferences and Conventions, MICE as a supplement to Tourism, the nature and demand of Conference markets- The Economic and Social significance of Conventions, process of Convention Management.

Unit - IV

Event Marketing – Customer care – Marketing equipments and tools – Promotion, Media Relations and Publicity - Event Co-ordination - Visual and Electronic Communication
– Event Presentation – Event Evaluation – Case Studies of events of National and International importance.

Unit - V

Travel Industry Fairs – Benefits of Fairs - ITB, WTM, BTF, TTW, FITUR, KTM, IITM, CII-Events, PATA Travel Mart.

References

1. Avrich Barry (1994), Event And Entertainment Marketing, Vikas, Delhi.
2. Bhatia A.K. (2001), Event Management, Sterling Publishers, New Delhi.
3. David C. Watt (1998), Event Management In Leisure And Tourism, Pearson, Uk.
4. Joe Gold Blatt (1997), Special Events- Best Practices In Modern Event Management, John Wiley And Sons, New York.
5. Panwar J.S. (1998), Marketing In The New Era, Sage, New Delhi.

MBAHM 404 : ACCOMODATION MANAGEMENT

UNIT-I Introduction to Hotel Industry

A brief history of hotels – India & , Classification & Categorization of hotels, Types& Organization Structure of a Hotels, Meaning, Definition & Importance of Rooms Division

Organizational Structure of Rooms Division, Job Description & Job Specifications of Rooms Division staff., Inter departmental Communication.

UNIT-II The Guestrooms & Facilities

Types of rooms, Room Status Terminology, Standard layout (single, double, twin, suite rooms), Smoking, Non Smoking & Barrier free rooms, Furniture / Fixtures / Fittings / Soft Furnishing /Accessories / Guest Supplies /Amenities in a guestroom, Public Area Facilities.

UNIT-III Front Officeand Housekeeping Procedures

Front Office Equipment, Telecommunication, Reservations – Types, Procedures, Rates, Plans., Bell Desk Operations, Guest Registration, Front Office Accounting

Check Out & Settlement of Bills.House Keeping Control Desk, Forms, Files, Formats & Registers., The Linen Room & HK Stores procedures., Supervision in House Keeping – Rules on a guest floor, TBBC Rule, Key Controls,Guestroom Cleaning Services.,Cleaning the Public Areas., Laundry Systems – In-house v/s Contract.

UNIT-IV House Keeping Procedures

Briefing & Debriefing, Control desk, Duty Rota & work schedule, Files with format used in House keeping department. ,Cleaning Science, Characteristics of good cleaning agent

Application of cleaning agent, Types of cleaning agent, Cleaning products, Cleaning equipment, Classification and types of equipment with Diagrams.

UNIT V Fabrics & Fibers, Floors, Care and Cleaning of Metals

Fabric- basic types and types of weaves, Characteristics and uses of usual fabrics, Laundry services- dry cleaning and stain removal, records maintained inlaundry, valet services, Bed & bedding- size, care & cleaning of beds- bed linen, blankets, bed spreads, mattress covers & pillows. Floor finishes- points to be considered in floor finishes and types of floor finishes. Carpeting- purpose and points considered while selecting a carpet, cleaning of carpet. Soft furnishing- curtains, blinds, loose covers and cushions. Care and Cleaning of Metals, Brass Copper, Silver, EPNS, Bronze, Gun Metal, Chromium, Pewter,Stainless Steel. Types of tarnish Cleaning agents and methods used.

MBAHM 405 : FOOD & BEVERAGE MANAGEMENT

Course Outline

Analysing and applying the controls needed to manage a successful food and beverages operation National and international food and beverage management developments ■

The key factors involved in food and beverage preparation including health and hygiene issues ■ The legislation regarding the management of a restaurant business ■

The importance of cost control and managing revenue and profit in and food and beverage business

UNIT I Introduction to the Food and Beverage Operations

The evolution of catering operations & its scope.

Structure of F & B Operations – Service Areas & Production Areas.

Organisational structure of F & B Department – F & B Services & Food Production Divisions, Duties & Responsibilities of Staff, Attributes required, etc.

Back areas: Still Room, Wash-up, Hot-Plate, Plate Room, Kitchen Stewarding, Kitchen Stores.

UNIT II Food and Beverage Equipment

Operating Equipment, Requirements, and Criteria for selection, quantity and types.

Classification of crockery/ cutlery/ glassware/ hollowware/ flatware/ special equipment upkeep and maintenance of equipment. Furniture & Fixtures. Linen Disposables, Packing Materials.

UNIT-III Menus and Covers

Types of Meals, Introduction to Menu Planning, Cover- definition; different layouts.

Menu Planning, considerations and constraints. Menu Terms, Menu Design, French Classical Menu, Food and its accompaniments.

UNIT – IV Food and Beverage Service Methods

Table Service – Silver/English, Family, American, Butler/ French, Russian, Self Service - Buffet and Cafeteria Service , Specialized Service – Gueridon, Tray, Trolley, Lounge, Room etc., Single Point Service- Takeaway, Vending, Kiosks, Food Courts, Bars. Room Service

Food and Beverage Working Environment, Maintaining a safe and secure environment, Maintaining a professional & hygienic appearance, maintaining effective,working relationships contributing to the development of self and others. , Selection, uses and care of knives and equipment

UNIT – V Wines

Introduction, definition and classification of wines, Viticulture and viticulture methods Vinification – Still, Sparkling, Aromatized and Fortified wines, Vine diseases, Wines – France, Italy, Spain, Portugal, South Africa, Australia, India and California, Food and

wine harmony, Wine glasses and equipment, Storage and service of wine, Fermented and Brewed Beverages, Introduction – Beers, Sake, Cider, Perry, Alcohol free wines. Ingredients & Production, Types and Brands - Indian and international

Reference Books

Food and Beverage Service – B.R. Lillicrap & Cousins

Modern Restaurant Service – John Fuller

Sondra J. Dahmer, Kurt W. Kahl (2002), Restaurant Service Basics, John Wiley & Sons, Inc.

Ann Hoke (1 9 5 4), Restaurant Menu Planning, Hotel Monthly Press

Lendal H. Kotschevar, Valentino Luciani (2006), Presenting Service: The Ultimate Guide for the Foodservice Professional, John Wiley & Sons Inc

Brian Varghese: Professional F& B Service Management

Brown, Heppner & Deegan: Introduction to F&B Service

MBAHM 406 : FOODSCIENCE NUTRITION & DIETETICS MANAGEMENT

1. Food Groups- A guide to menu planning
 - Functions of food
 - Five food groups
 - Significance of the five food group systems.
 - Balanced diet
 - Food guide pyramid
 - Meal planning
2. Nutrition
 - Definition and classification of nutrients
 - Classification & functions of Macronutrients: Carbohydrates, Proteins & Fats
 - Classification & functions of Micronutrients: Vitamins & Minerals
 - Sources, requirements & deficiency diseases.
 - Digestion, absorption & utilization of nutrients
3. Food Microbiology
 - Introduction to Microbiology
 - Classification & general characteristics of Microorganisms: bacteria, fungi, parasite & viruses
 - Microbial growth curve
 - Factors affecting growth curve
 - Role of microorganisms in food industry
 - Food poisoning- food borne diseases; causes
 - Types of food borne diseases: food borne infection & food borne intoxication
 - Symptoms & prevention
4. Food Preservation
 - Food spoilage
 - Principles of food preservation
 - Methods of food preservation
 - o Use of low temperature: Chilling & Freezing temperature
 - o Use of high temperature: Pasteurization
 - o Canning
 - o Drying: sun drying, mechanical drying & freeze drying
 - o Use of high concentrated salt and sugar solution
 - o Pickling
 - o Use of chemical preservatives
 - o Radiation
5. Food Quality
 - Definition of Food Adulteration & types of food adulterants
 - Tests for detecting common adulterants
 - Food laws & Standards: need for Food law
 - Prevention of Food Adulteration Act
 - Agmark standard
 - Bureau of Indian Standard (BIS)
 - International Standard

- HACCP

Reference Books:

Food Microbiology- Frazier

Food & Nutrition- Dr M Swaminathan

Fundamentals of food & nutrition – S R Mudambi & M V Rajagopal

Food Science and Technology – Geoffery Campbell-Platt

Food Microbiology – Anna K Joshna

Food Adulteration & its Detection - Battershall, Jesse P.