

MHT01 PRINCIPLES & PRACTICES OF MANAGEMENT

Definition, nature, purpose and scope of management. Functions of a manager, an overview of planning, organizing and controlling. Is managing a science or art? Ethics in managing and social responsibility of managers.

Evolution of management thought. Contributions made by Taylor, Gantt, Gilbreth, Fayol, Weber, Elton Mayo, Chester Bernard, Maslow, Herzberg, Likert and McGergor. Management Science, Operations Research/Mathematical School/ Decision Theory approach. Systems Approach: Key concepts in systems - Closed system versus open system. Subsystems, System Boundary. McKinsey's 7-S Approach..

Planning: Types of plans, steps in planning, and process of planning. Nature of objectives, setting objectives. Concept and process of Managing by Objectives. Nature and purpose of strategies and policies. Strategic planning process. SWOT analysis, Portfolio matrix, premising and forecasting.

Decision-Making: Importance and steps in Decision Making; Traditional approaches to decision-making; Decision making under certainty - programmed decisions; Introduction to decision-making under uncertainty, non- programmed decisions; decision tree; group-aided decisions; Brain storming; Creativity - creative problem solving.

Organizing: Concept of organization, process of organizing, bases of departmentation, Authority & power - concept & distinction. Line & Staff concept; problems of use of staff & ways to avoid line-staff conflict, Delegation - concept of delegation; elements of delegation - authority, responsibility, accountability. Reasons for failure of delegation & how to make delegation effective. Decentralization - concept, reasons for decentralization and types (or methods) of decentralization. Span of Management - concept, early ideas on span of management, factors determining effective span-situational approach.

Coordination- Concept and importance of coordination; factors which make coordination difficult; techniques or methods to ensure effective coordination.

Control: Concept, planning-control relationship, process of control -setting objectives, establishing standards, measuring performance, correcting deviations. Human response to control. Dimensions or Types of Control -(a) Feed forward control (b) Concurrent Control (Real Time Information & Control), (c) Feedback Control v) Techniques of Control - Brief review of Traditional Techniques & Modern Techniques of Control.

Recommended Text Books

Sr Author Books Publisher

1 Harold Koontz & Heinz Weihrich Essentials of

Management

Tata McGraw Hill

2 Stoner, Freeman, Gilbert Jr. Management Prentice Hall

Reference Books

Sr Author Books Publisher

1 Heinz Weilirich & Harnold

Koontz

Management (A Global

Perspective)

Tata McGraw Hill

2 Kreitner Management AITBS

3 Stephen Robbins & Coulter

Mary

Management Prentice Hall India

4. RichyW.Griffin Management AITBS

5 Terry & Franklin Fundamentals of

Management

Pear son Education

Asia

6 Robins Principles of Management AITBS

MHT02 INTRODUCTION TO HOSPITALITY OPERATION & MANAGEMENT

1. Major Segments in Hospitality Industry –
 - Tourism,
 - Airlines,
 - Transport Services,
 - Freight & Cargo etc
2. Entertainment and Leisure Services –
 - Hotels & Restaurants –
 - Classification,
 - Structure,
 - Operations
3. ITES/BPOS
 - Industry overview
 - Leaders of Industry
 - Work Opportunities

4. Media/advertising & PR
 - Industry overview
 - Leaders of Industry
 - Work Opportunities

5. Transport services/Cruises/Car rentals
 1. Industry overview
 2. Leaders of Industry
 - Work Opportunities

6. Freight & Cargo
 - Industry overview
 - Leaders of Industry
 - Work Opportunities

MHT03 TOURISM PRODUCT & SERVICES

Course Content

Tourism Industry: Concept, Characteristics & Issues
3 A's of Tourism, The Ideal Tourism Product, Accommodation, Types of Hotels, Supplementary Accommodation
Product Designing, Destination Designing: Issues, Priorities & Concerns
Future Trends in Hospitality Industry, Transportation India by Air, India by Rail, India by Road, Restricted/Protected Areas
Traveling in India- Documents and Formalities, Visa and its types
Preparing Visa cases *Formalities required for Various Visas like:-* Schengen, UK, US, Dubai and Far East, Verification of endorsed Visa on the passport
Tourism Varieties in India: White River Rafting, Trekking in the Himalayas
Mountaineering in the Himalayas, Winter Sports, Heli-skiing, Hang Gliding, Rock Climbing, Motor Rallies, Ballooning, Camel Safaris, Yoga, Golf, Hill Stations in India

Text Books

Reference Books:

- 1) Hotels for tourism development - Dr. Jagmohan Negi, Metropolitan
- 2) Profile of Indian tourism - Shalinin Singh
- 3) Tourism today - Ratandeep Singh
- 4) Dynamics of tourism - Pushpinder S. Gill
- 5) Introduction to tourism - Seth. P.M., Sterling
- 6) Tourism, past, present and future - Bukhart
- 7) Tourism principles and policies - A. K. Bhatia, Sterling
- 8) Travel agents and tourism - Merrisen James
- 9) Tourism and cultural heritage of India - Acharaya Ram
- 10) Culture and art of India - Mukerjee. A
- 11) International Tourism, Francois Vellas & Lionel Bickerel, Macmillan Business
- 12) Tourism - The State of Art, edited by Seaton, Wood etc., John Wiley Cross Cultural Communication for
tourism, & Hospitality Industry by Helen Fitz Gerald, Hospitality Press, Melbourne
- 13) Tourism Today- Geographical Analysis, Douglas & Peare, Longman Publishers

MHT04 EVENTS MANAGEMENT

- 1. Event Management- Concept, Conceptualising – creating and developing events – Essentials of Conference/Convention/ trade fairs/ Expos/ Product Launch/ Entertainment Shows/ Sports Events etc.**
- 2. Event Planning**
- 3. Event Marketing**
- 4. Event Evaluation**

MHTO5 HOSPITALITY LAW

1. THE INDIAN CONTRACT ACT

Definition of Contract-essential elements of a valid contract-classification of contracts-voidable contract-void contract-illegal

agreement-express contract-implied contract-executed contract-executory contract.

Offer-definition-essentials of a valid offer when does an offer come to an end.

Acceptance-essentials of valid

acceptance-communication of offer acceptance revocation-when complete.

Consideration-definition-rules as to consideration-stranger to consideration-when contract made without consideration

valid-minor's agreement -minor's liability for necessities.

Contract with persons of unsound mind. Mistake of law-mistake of fact-their effect-bilateral and unilateral mistakes

representations-fraud-undue influence-coercion-their effects-consideration or object-when unlawful agreement

opposed to public policy attempted performance or tender essentials of a valid tender time as the essence of contract.

By performance-by impossibility-lapse of time-by operation of law-by breach of contract.

2. LICENSES AND PERMITS

licenses and permits for hotels and catering establishments-procedure for procurement, bye laws of hotels & restaurant

under municipal corporation-renewal suspension and termination of licenses.

3. FOOD LEGISLATION

principles of food laws-acts regarding prevention of food adulteration, definition, authorities under the act, procedure of

taking a sample purchase right, warranties, guest control order or food services order in force from time to time.

Essential commodities ct, ISU, AGMARK

4. LIQUOR LEGISLATION

Types of licenses, drinking in the licensed premises and different types of permits.

5. INDUSTRIAL LEGISLATION

factories Act, Payment of Wages Act, Industrial Disputes Act, Apprentices Act, Provident Fund Act, Trade Unions Act

(each Act to be discussed in brief with particular reference to hotel industry)

6. SHOPS AND ESTABLISHMENT ACT

introduction-definition-adult-family-commercial establishment-employer-employee-exemption-registration-daily and

weekly working hours-overtime-annual leave with wages.

7. LAW OF TENANCY

rent control act, distinction between guest and tenant, inn keeper, guest relationship, inn-keeper's lien, bye laws as affecting

catering establishments, (to be discussed in details)

8. CONSUMER PROTECTION ACT

consumer protection councils, procedure for redressal of grievances

9. ENVIRONMENT PROTECTION ACT

powers of the central Govt. prevention and control of environment pollution.

10. LAWS RELATING TO HYGIENE, SANITATION AND ADULTERATION

what is food adulteration - laws for prevention of it in India - ISI standard, prevention of food adulteration act,

AGMARK.

Books:

1. Mercantile law - N. D. Kapoor
2. Mercantile law- S.P. Iyengar
3. Principles of Business Law - Aswathappa .K
4. Business Law - M. C .Kuchal
5. Bare Acts of respective legislation
Shops and Establishments Act.

MHT06 HUMAN RESOURCE MANAGEMENT

Course Contents:

1. Human Resource Management(HRM) : A Macro Level Scenario; Concept of Human Resource

Management; Processes Involved in HRM; Total Quality Management and Employee Empowerment, Learning Organization. (18 Hours)

2. Strategic Human Resource Management; Methods and Techniques of Forecasting the Demand

and Supply of Manpower, Job Analysis, Business Process Reengineering and Role of HRM.

(18 Hours)

3. Issues and Experiences: Selection and Recruitment; Induction and placement; Performance and

Potential Appraisal, Job Evaluation: Concept, Scope and Limitation; Compensation, Transfer,

Promotion and Reward Policies; Training and Development ; Competency Based Training and

Assessment, Motivational Model., Human Resource Information System; Human Resource

Audit and Human Resource Accounting. (20 Hours)

4. Research Project: Each Student will write a scholarly research paper on a specific Human

Resource Management issue of his choice. This paper may include the following:

- Historic Development
- Examination of Current Issues
- Exploration of the Actual or Expected Impact on Employees, Industry or Government.

Presentation of Available Alternatives if Applicable and

- References

Text Books:

1. DeCenzo, D. A. and Robbins, S. P. (8th ed., 2005). Fundamentals of Human Resource Management. John Wiley,

2. Dessler Gary (2004). Human Resource Management. Pearson Education.

3. Ivancevich, John M. (2003). Human Resource Management. Tata McGraw Hill.

MHT07 PRINCIPLES OF MARKETING

Course Contents:

1. Introduction to Marketing : Meaning, Nature and Scope of Marketing; Marketing Philosophies; Marketing Management Process; Concept of Marketing Mix; Market Analysis: Understanding Marketing Environment; Consumer and Organisation Buyer Behaviour; Market Measurement; Market Segmentation, Targeting and Positioning.
2. Product Planning and Pricing: Product Concept; Types of Products; Major Product Decisions; Brand Management; Product Life Cycle, New Product Development Process; Pricing Decisions; Determinants of Price; Pricing Process, Policies and Strategies.
3. Promotion and Distribution decisions: Communication Process; Promotion Tools- Advertising, Personal Selling, Publicity and Sales Promotion; Distribution Channel Decisions-Types and Functions of Intermediaries, Selection and Management of Intermediaries.
4. Marketing Organization and Control: Emerging Trends and Issues in Marketing – Consumerism, Rural Marketing, Social Marketing; Direct and Online Marketing; Green Marketing.

Text Books:

1. Philip Kotler. (2003). Marketing Management: Analysis, Planning, Implementation & Control.

Prentice Hall of India.

2. Michael, J. E., Bruce, J. W. and William, J. S. (13th Edition, 2004). Marketing Management.

Tata McGrawHill, New Delhi

MHT08 BUSINESS COMMUNICATION

Course Contents:

1. Theory of Communication: Nature, Importance and Role of Communication; The Communication Process; Barriers and Gateways to Communication.
2. Forms of Communication
 - (a) Written Communication: Principles of Effective Written Communication; Commercial Letters, Report Writing, Speech Writing, Preparing Minutes of Meetings; Executive Summary of Documents
 - (b) Non-verbal Communication
 - (c) Oral Communication: Art of Public Speaking, Effective Listening (15 Hours)Applications of Communication
 - (a) Writing a Summer Project Report
 - (b) Writing CVs & Application Letters
 - (c) Group Discussions & Interviews
 - (d) The Employment Interview
3. Important Parameters in Communication
 - (a) The Cross Cultural Dimensions of Business Communication
 - (b) Technology and Communication
 - (c) Ethical & Legal Issues in Business Communication
 - (d) Mass Communication: Mass Communication & Promotion Strategies, Advertisements, Publicity, and Press Releases. Media Mix, Public Relations, Newsletters.
4. Business Negotiation: Negotiation Process & its Management

Text Books:

1. Scot, O. (2004). Contemporary Business Communication. Biztantra, New Delhi.
2. Lesikar, R.V. & Flatley, M.E. (2005). Basic Business Communication Skills for Empowering the Internet Generation. Tata McGraw Hill Publishing Company Ltd. New Delhi.
3. Ludlow, R. & Panton, F. (1998). The Essence of Effective Communications. Prentice Hall of India Pvt. Ltd.

Reference Books:

1. Adair, J. (2003). Effective Communication. Pan Mcmillan.
2. Thill, J. V. & Bovee, G. L. (1993). Excellence in Business Communication. McGraw Hill, New York.
3. Bowman, J.P. & Branchaw, P.P. (1987). Business Communications: From Process to Product. Dryden Press, Chicago.

Second Semester:

MHT09 SERVICE OPERATIONS MANAGEMENT

Operations Management - Concepts; Functions

Product Design & Development - Product Design and its Characteristics; Product Development Process (Technical); Product Development Techniques.

Facility Location - importance; Factors in Location Analysis; Location Analysis Techniques

Facility Layout - Objectives; Advantages; Basic Types of Layouts

Capacity Planning - Concepts; Factors Affecting Capacity. Planning, capacity Planning

Decisions.

Functions Purchasing Management - Objectives; Functions; Methods; Procedure

Stores Management - Types of Stores; Functions; Coding Methods

Value Analysis - Concepts

Inventory Management - Concepts; Classification; Objectives; Factors Affecting

Inventory Control Policy; Inventory Costs; Basic EOQ Model; Re-order Level; ABC

Analysis

Quality Management - Quality Concepts, Difference Between Inspection, Quality

Control, Quality Assurances, Total Quality Management; Control Charts;

acceptance

Recommended Text Books

S.No Author Title Edition Publisher

1. Nair Production & Operation
Management

1st Tata McGraw

Hill

2. Adam & Ebert Production & Operation
Management

5th Prentice Hall

India

Reference Books

S.No Author Title Edition Publisher

1. Krajewski &

Ritzman

Operations Management 5th Pearson

2. Buffa & Sarin Modern Production/Operations
Management

8th John Wiley

3. Chary Production & Operations

Management

MHT10 MANAGERIAL ECONOMICS

Course Contents:

1. Introduction: Nature, Scope and Significance of Managerial Economics, its Relationship with other Disciplines, Role of Managerial Economics in Decision Making, Decision Making under Risk and Uncertainty.
2. Consumer Behaviour and Demand Analysis: Cardinal and Ordinal Approaches to Consumer Behaviour, Demand Functions, Determinants of Demand, Elasticity of Demand, Derivation of market Demand, Demand Estimation and Forecasting.
- 3 Theory of Production and Cost: Managerial uses of Production Function, Short Run and Long Run Production Analysis, Isoquants, Optimal Combination of Inputs, Empirical Estimation of Production Functions; Traditional and Modern Theory of Cost in Short and Long Runs, Economies of Scale and Economies of Scope, Empirical Estimation of Cost Function.
- 4 Theory and Behaviour of Firm: Profit Maximization, Alternative Objectives of Business Firms, Price Output decisions under Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly, Pricing Policies and Methods, Strategic Behaviour of Firms and Game Theory:- Nash Equilibrium, Prisoner's Dilemma – Price and Non-price Competition.

Text Books:

1. Christopher R. Thomas & S. Charles Maurice (2006), Managerial Economics, Tata McGraw Hill, New Delhi.
2. Truett & Truett (2004). Managerial Economics. John Wiley & Sons Inc.

MHT11 ORGANIZATIONAL BEHAVIOR

Module – I Understanding OB and Individual dimensions of organizational Behaviour (7 hrs)

Organizational Behaviour - Concept, nature and scope, OB models, models of man; *Personality* - Determinants, and theories, matching personality with job; *Perception* – meaning & process; *Learning* – nature and process. *Attitude* - attitude formation, components, characteristics & measurement.

Module – II Interpersonal and Group behaviour (10 hrs)

Group Dynamics -Formation, Theory and stages of group development, Types of groups, group norms, group cohesiveness, models of small group behaviour, group effectiveness, group decision making, group vs. teams, Types of teams, creating effective teams. Group decision-making, groupthink & group shift, techniques of group decision-making; *leadership* – patterns, effectiveness, styles, characteristics and theories.

Module – III Motivating Employees at Work (6 hrs)

Nature of motivation, Motivation process, Theories of motivation, Need hierarchy theory, Theory X & Theory Y, Two factor theory, E.R.G. Model, Achievement theory, Expectancy theory, Equity theory, Theory Z, Contingency model.

Module – IV Organizational Dynamics (7 hrs)

Management of Stress – potential sources, consequences and coping strategies; *Managing conflict* – concept, process, conflict management techniques. *Organization change* - concept, forces for change, planned vs. reactive change process of change resistance to change, managing resistance to change; *Organizational development* – objectives, process and interventions.

Books for reference –

Robins – Organisational Behaviour Pearson

Luthans - Organisational Behaviour - TMH

Rao & Narayan – Organisational Theory & Behaviour - Konark

Udai Pareek – Understanding Organisational Behaviour, Oxford

P.G. Aquinas, Organisation Behaviour, Excel Books.

Kinicki & Kreither – Organisational Behaviour, TMH.

Uma Sekharan – Organisational Behaviour cases – TMH

Glinow, Mcshane, & Sharma - Organisational Behaviour. TMH.

MHT12 ENTREPRENEURSHIP -SMALL BUSINESS DEVELOPMENT

Course Contents:

1. Entrepreneurship: Concept and Definitions; Entrepreneurship and Economic Development; Classification and Types of Entrepreneurs; Entrepreneurial Competencies; Factor Affecting Entrepreneurial Growth – Economic, Non-Economic Factors; EDP Programmes; Entrepreneurial Training; Traits/Qualities of an Entrepreneurs; Entrepreneur; Manager Vs. Entrepreneur.
2. Opportunity / Identification and Product Selection: Entrepreneurial Opportunity Search and Identification; Criteria to Select a Product; Conducting Feasibility Studies; Project Finalization; Sources of Information.
3. Small Enterprises and Enterprise Launching Formalities : Definition of Small Scale; Rationale; Objective; Scope; Role of SSI in Economic Development of India; SSI; Registration; NOC from Pollution Board; Machinery and Equipment Selection; Project Report Preparation; Specimen of Project Report; Project Planning and Scheduling using Networking Techniques of PERT / CPM; Methods of Project Appraisal.
4. Role of Support Institutions and Management of Small Business : Director of Industries; DIC; SIDO; SIDBI; Small Industries Development Corporation (SIDC); SISI; NSIC; NISBUD; State Financial Corporation SIC; Marketing Management; Production Management; Finance Management; Human Resource Management; Export Marketing; Case Studies-Atleast 4 (four) in whole course.

Text Books:

1. Desai, Vasant (2003). Small-Scale Industries and Entrepreneurship. Himalaya Publishing House, Delhi.
2. Kaulgud, Aruna (2003). Entrepreneurship Management. Vikas Publishing House, Delhi.

MHT13 ETHICAL DECISION MAKING IN HOSPITALITY INDUSTRY

1. Introduction, The hospitality Industry & Its segments.
Business Policy & Ethics – its concept, Indian scenario, Dimensions of
Management Integrity
Objectives, Scope, Methodology, Limitations of the study
2. Management Ethics, Introduction & Overview, Planning
Organizing Leading Controlling
Legal Issue, International, International Business, Business Policy & Strategy
3. Corporate World, Individual ethics, social responsibility
Relationship with the shareholders, future thoughts

INCLUSION/SUMMARY

MHT14 TRAVEL AGENCY & TOUR OPERATIONS

Course Content:

TOUR OPERATIONS/TRAVEL AGENCY BUSINESS

Difference between Travel agent and tour operator, Functions of a Travel agent and a tour operator, *Departments of a travel agency*

Trade Terminology-GSA, Inbound, outbound, Pax, TAC etc.

2. ITINERARY PLANNING

Itinerary and its importance, Types of Itineraries, Factors to keep in mind while designing an Itinerary 'Some popular Itineraries for Inbound and domestic tourists:-, Golden triangle, Buddhist Circuit, South, Beach destinations etc., *Popular outbound Itineraries of Singapore, Malaysia, Thailand,, Mauritius, Dubai, Nepal, Srilanka*

3. PACKAGE TOURS

Package tour and its components, Practical components of a standard package tour (Inbound,,outbound and domestic), *Types of package tours*, Designing & Costing of a package tour, Selling a tour package- the complete client handling activities (Sales/operations), Selling packages to agents- the TAC and the modes of commissions

4. TRAVEL TRADE

Travel Trade organizations

Automaton in travel trade; benefits/disadvantages- Role of CRS

5. AIRLINES TICKETING

An overview of ticketing, Latest fares in the industry- Apex, Group fares, GV 10 fares, excursion fares, How to Send an EXO to the ticketing agents, Airport formalities- arrival/departure

Reference Books:

- 1) Hotels for tourism development - Dr. Jagmohan Negi, Metropolitan
- 2) Profile of Indian tourism - Shalinin Singh
- 3) Tourism today - Ratandeep Singh
- 4) Dynamics of tourism - Pushpinder S. Gill
- 5) Introduction to tourism - Seth. P.M., Sterling
- 6) Tourism, past, present and future - Bukhart
- 7) Tourism principles and policies - A. K. Bhatia, Sterling
- 8) Travel agents and tourism - Merrisen James
- 9) Tourism and cultural heritage of India - Acharaya Ram
- 10) Culture and art of India - Mukerjee. A
- 11) International Tourism, Francois Vellas & Lionel Bickerel, Macmillan Business
- 12) Tourism - The State of Art, edited by Seaton, Wood etc., John Wiley Cross Cultural Communication for tourism, & Hospitality Industry by Helen Fitz Gerald, Hospitality Press, Melbourne
- 13) Tourism Today- Geographical Analysis, Douglas & Peare, Longman Publishers

MHT15 HOSPITALITY ACCOUNTING FOR MANAGERS

Uniform system of accounts: introduction, departmental income & expense statement

Departmental accounting: meaning and purpose, methods allocation and appointment of expenses

Understanding balance sheet statement: meaning and purpose, assets and liabilities, identification of assets & liabilities

Visitors tabular ledger – meaning purpose, very basic of audit, night audit in hotels

Costing fundamentals: marginal costing technique, basic standard costing techniques, standards for material labour variance only

REFERENCE BOOKS:

1. Hotel Accounting – Ernest B. Harwath & Loius
2. Hospitality Accounting, Richard Kotas

MHT 16 MANEGERIAL COMMUNICATION

Course Contents:

1 Strengthening Oral Communication: Presentations and Extempore.

(07 Hours)

2 Strengthening Oral Communication: Role Playing, Debates and Quiz.

(07 Hours)

3. Strengthening Written Communication: Case Studies. Exercises on Corporate Writing, Creative Writing, Poster Making, Framing Advertisements, Slogans, Captions, Preparing Press

Notes.

(07 Hours)

4. Group Discussion and Mock Interviews .

(07 Hours)

3RD SEMESTER

MHT 17 HOSPITALITY & TOURISM STRATEGIC MANAGEMENT

Course Contents:

1. Nature of Strategic Management: Concept of Strategy; Mintzberg's 5Ps of Strategy; Strategic Decision Making; Strategic Management Process; Strategists and their roles.
2. Strategy Formulation: Concept of Stretch, Leverage and fit; Vision Mission, Goals and Objectives; Need for Balanced Scorecard; External Environmental Analysis; Analysing Companies Resource in Competitive Position; SWOT Analysis; Grand Strategies; Porter's Generic Strategies; Strategies for competing in Global Markets; Strategic Analysis and Choice – BCG, GE, Directional Policy and Hofer's Matrices; Industry and Competitive Analysis. Concept of Value Chain, Strategic Alliances.
3. Strategy Implementation: Resource Allocation; Structural Considerations and Organisational Design; Leadership and Corporate Culture; Fundamental and Operational Strategies; Plans and Policies.
4. Strategy Evaluation: Importance and Nature of Strategic Evaluation; Strategic and Operational Control; Evaluation Process for Operational Control; Evaluation Techniques for Strategic and Operational Control.

Text Books:

1. Arthur, A, Thomson and Strickland, A. J. (2002). Strategic Management – Concept and Cases.
Tata McGraw Hill, New Delhi.
2. Glueck, W. T. and Lawrence, R. Jauch (2003). Business Policy and Strategic Management.
Frank Bros & Co.
3. Azhar Kazmi (2004). Business Policy and Strategic Management. Tata McGraw Hill, New Delhi.

Reference Books:

1. Henry, Mintzberg, Bruce, Ahlstrand and Joseph, Lampel (1998). Strategy Safari. Free Press, New York.
2. Gary, Hamel and Prahalad, C. K. (1999). Competing for the Future. HBS Press.

MHT18 REVENUE MANAGEMENT

Content:

Introduction to Revenue Management

History of Pricing and Revenue Optimization (PRO). Factors driving the PRO boom.

Multi-pricing in the airline industry. The workings of a revenue management system.

Review of Price Theory

Capturing consumer surplus via differential pricing: personalized pricing, group pricing, versioning, and quantity discounts. Pricing with capacity constraints.

Market Segmentation with Differential Pricing, Models of consumer demand

Models of consumer choice; Reservation prices; Aggregate demand models;

Bundling. Pricing as Constrained Optimization Dynamic pricing, Capacity Control with Demand Uncertainty.

Measuring Yield : Potential Average Single Rate, Potential Average Double Rate , Multiple Occupancy Percentage Rate Spread Potential Average Rate , Room Rate Achievement Factor, Yield Statistic, Identical Yields, Equivalent Occupancy, Required Non-Room Revenue per Guest.

Element of Revenue Management Group Room Sales Transient Room Sales Food and Beverage Activity Local and Area-Wide Activities Special Events Using Revenue Management Potential High and Low Demand Tactics Implementing Revenue Strategies Availability Strategies

Text Books:

Reference Books:

1. Front office operations by Colin Dix & Chirs Baird
2. Hotel Front Office Management by James Bardi
3. Managing front office operations by Kasavana & Brooks
4. Front office training manual by Sudhir Andrews
5. Managerial accounting and hospitality accounting by Raymond S Schmidgall
6. Managing computers in hospitality industry by Michael Kasavana and Cahell

MHT19 STATISTICAL RESEARCH METHODOLOGY

Course Contents:

1. Introduction to Business Research

Definition; Nature and Scope of Business Research; The Research Process; Problem Identification and Definition; Determination of Information Needs; Hypothesis Formulation;

Developing Research Proposal; Ethical issues in Research.

(14 Hours)

2. Research Design and Data Collection

Types of Research Design; Secondary and Primary Data; Primary Data Collection Instruments –

Questionnaire Designing and Testing; Schedule; Observation Methods; Qualitative Research;

Scaling Techniques and Attitude Measurement; Online Data Sources and Research.

(14 Hours)

3. Sample Design

Defining the Universe and Sampling Unit; Sampling Frame; Probability and Non-probability

Sampling Methods; Sample Size Determination, Data Collection and Survey Errors. (14 Hours)

4. Data Analysis, Interpretation and Report Preparation

Data Editing and Coding; Tabulation; Hypothesis Testing; Analysis of Variance; Advanced Data

Text Books:

1. Donald, R. Cooper and Parmela, S. Schindler (2003). Business Research Methods. Tata McGraw Hill.

2. Kothari C.R. (2004). Research Methodology Methods and Techniques. Wishwa Prakashan.

Reference Books:

1. Malhotra, Naresh K. (4th Edition, 2004). Marketing Research. Pearson Education Pvt. Ltd.

2. Richard, I Levin (2003). Statistics for Management. PHI, Delhi.

MHT20 EQUIPMENTS & MATERIALS MANAGEMENT

Content:

Material Management concepts and their importance, Integrated Materials Management,

Profit center concept, Purchase function, Centralised and decentralized purchasing, Delegation of powers,

Purchasing cycle elements and their importance, Purchase policies and procedures, 5R of purchasing and related issues, Technical Commercial and Legal aspects of Purchasing,

Contract management, Contracts management, Make or buy decision, Import policy and procedure,

Project buying and related aspects, Vendor rating and source location, Negotiations in purchase, Outsourcing management, Inventory control and management.

MHT21PROPERTY DEVELOPMENT & PLANNING

Course Content:

INTRODUCTION: The role of facilities in the hospitality industry, cost associated with hospitality facilities, the cost of development and construction, cost of operation, cost of renovation and modernization, impact of facility design on facility management, components, layouts and materials, methods and types of construction, paints and varnishes.

LODGING PLANNING AND DESIGN: development process, feasibility studies, space allocation programme, operational criteria, budget, preliminary schedule, site design, Hotel design, guest rooms and suites, lobby, food and beverage outlets, function

MANAGING MAINTENANCE: types of maintenance, maintenance management systems,

FACILITY SYSTEMS:

- Water & Waste Water System ,Electrical System
- Heating Ventilation & Air conditioning System
- Lighting System
- Safety & Security System

ENERGY MANAGEMENT: BASIC FUELS: types, calorific value, definition, comparison, cost calculation background, energy pricing, energy cost control and building systems, reducing guest room energy costs, reducing food and beverage production and service energy costs, reducing boiler and chilling energy costs, energy management and conservation systems.

PARKING AREAS : parking lots, structural features, layout considerations, maintenance, parking garages, accessibility requirements for parking areas, valet parking,

BUILDING AND EXTERIOR FACILITIES: roof, exterior walls, windows and doors, structural frame, foundation elevators, storm water drainage systems, utilities, landscaping and grounds.

TEXT BOOKS AND REFERENCES:

1. Hospitality Facilities management and Design

By: David M. Stipanuk, Harold Roffmann

Published: Educational Institute, AHMA

2. How things work-The Universal Encyclopedia of Machines,
Volume 1&2

3. The Management of Maintenance and Engineering Systems in the Hospitality Industry

By: Frank D. Borsenik & Alan T, Stutts

Published: John Willey & Sons Inc. NY

4. Air Conditioning Engineering

By: W.P.Jones

Published: English Language Book Society/Edword Arnold

5. Building Construction

By: Sushil Kumar

Published: Standard Publishers Distributors, Delhi

MHT22 INFORMATION MANAGEMENT SYSTEM & HOSPITALITY

Course Contents:

1. Meaning and Role of Information Systems. Types of Information Systems: Operations Support Systems, Management Support Systems, Expert Systems, and Knowledge Management Systems.

Information Systems for Strategic Management: Competitive Strategy Concepts, Strategic Role of Information Systems. Integrating Information Systems with Business Strategy, Value Chain Analysis, and Strategic Information Systems Framework.

2. Planning for Information Systems: Identification of Applications, Hospitality Planning Systems and Critical Success Factors, Method of Identifying Applications, Risks in Information Systems.

Resource Requirements for Information Systems: Hardware and Capacity Planning, Software Needs, Procurement Options – Make or Buy decisions, Outsourcing as an Option.

3. Emerging Concepts and Issues in Hotel Information Systems: Supply Chain Management, Customer Relationship Management, ERP. Introduction to Data Warehousing, Data Mining and its Applications, Emerging Concepts in Information System Design and Application.

4. Research Project:

Each student will write a research paper on a specific Information System related issue of their

choice. This paper may include the following:

- Historic Development
- Examination of Current Issues
- Exploration of the Actual or Expected Impact on Employees, Industry or Government, Presentation of available Alternatives if Applicable
- References

Text Books:

1. Kenneth, Laudon and Jane Laudon (2005). MIS: Managing the Digital Firm. Pearson Education.

2. James, A. O'Brien (2005). Introduction to Information Systems. Tata McGraw Hill.

References Books:

1. Turban, E., McLean, E. and Wetherbe, J. (2001). Information Technology for Management:

Making Connections for Strategic Advantage. John Wiley and Sons.

2. Jawadekar, W. S. (2004). Management Information Systems. Tata McGraw Hill.

MHT23 FINANCIAL MANAGEMENT

Course Contents:

1. Nature and Scope of Financial Management; Financial Objectives; Impact of Financial and Economical Environment on Financial Management; Time Value of Money including Pension

Funds. Funds Flow Analysis; Cash Flow Statement and its Interpretation (AS-3), Ratio Analysis (14 Hours)

2. Planning for Sources of Finance (Domestic and International); Capital Structure; Leverages;

Cost of Capital; Net Income Approach; Net Operating Income Approach; Traditional Approach and MM Approach; Capital Gearing/Debt-Equity Ratio, Generation of Internal Funds. (14 Hours)

3. Retained Earning Vs. Dividend Decision; Gordon Model; Walter Model; MM Approach; Lintner

Model; Planning of Development of Funds Through Management of Assets - Fixed and Current:

Working Capital Management; Management of Cash (Various Theoretical Models), Inventories (Including Risk Analysis) and Receivables; Operating Cycle. (14 Hours)

4. Capital Budgeting - Conventional and DCF Methods; Inflation and Capital Budgeting; Risk

Analysis and Capital Budgeting-Certainty Equivalent Factor; Risk Adjusted Discounting Rate;

Decision Tree; Independent and Dependent Risk Analysis; Basic International Capital Budgeting. (14 Hours)

Text Books:

1. Maheshwari, S.N. (9th ed., 2004). Financial Management – Principles & Practice. Sultan Chand & Sons.

2. Prasanna, Chandra (6th ed., 2004). Financial Management: Theory and Practice. Tata McGraw Hill.

3. Khan, M. Y. and Jain P. K. (4th ed., 2004). Financial Management, Text, Problems & Cases.

Tata McGraw Hill Company, New Delhi.

MHT24 EMERGING TRENDS IN SERVICE INDUSTRY

1. AN INTRODUCTION
2. GLOBAL SCENARIO
3. ASIAN SCENARIO
4. INDIAN SCENARIO
5. SERVICE INDUSTRY IN THE NEW MILLENNIUM: WORK AREAS
& OPPORTUNITIES
6. SERVICE INDUSTRY - BRIDGES FOR INNOVATION
7. THE ECONOMIC ROLE OF SERVICE INDUSTRY
8. MAJOR SERVICE HUBS IN ASIA
9. Major Sectors of Service Industry

SPECIALIZATION (HRM)

MHT25 HUMAN RESOURCE PLANNING

Course Content:

Module-I Human Resource Planning at Macro Level (5 hrs)
Concept, importance, objectives, Types of HR plan, Dimensions of Human Resource Planning *Approaches*-Social Demand Approach, Rate of Return Approach and Manpower Requirement Approach.

Module-II Human Resource Information System (4 hrs)
Types of information, sources of information, Method of data collection, Procedure of maintaining HRIS, Human Resource Reporting, Computerized HRIS.

Module III Human Resource Planning Process (10 hrs)
Methods of Demand Forecasting and supply Forecasting at micro level, Managing Surplus and Shortage, Evaluating Human Resource Planning Effectiveness.

Module IV Manpower Utilization and Improvement (9 hrs)
Career planning - Concept, objective, career planning vs Human Resource Planning, Career Planning vs. Succession Planning, Process of career planning and career development; *Human Resources Evaluation* - Human Resources Audit and Human Resource Accounting, Succession planning, HR Metrics.

Books for reference –

Garech Stainer – Manpower Planning.

Vivek Paranjpe – Strategic Human Resource Planning (Allied Publisher).

Deepak Bhattacharya – Human Resource Planning Excel Books.

Gardan MC Beath – Manpower Planning, Blackwell.

D.T. Bell – Planning Corporate Manpower.

Biswajeet Patnaik – Human Resources, PHI.

Kandula – Managing Human Resources, PHI

IGNOU Study Materials (MS 21)

MHT26 EMPLOYEE RELATION MANAGEMENT

Module-I Employer – Employee Relations (6 hours)

Concept and scope, Industrial Relations, Emerging socio-economic scenario and ERM, Role of state in Indian Employer – Employee Relation, Legal Framework of ERM, Contextual dynamics and ERM Connectedness, Impact of Globalization, Privatization, Liberalization on ERM, Emerging trends in ERM.

Module-II Employees and Employers Associations (9 hours)

Conceptual frame work, Theories of trade Unionism, Growth of Trade Unionism in India, Problems of Trade unions, White-collar unionism, Trade unionism in unorganized sectors, Industrial Relations Machinery: Bipartite & Tripartite, Role of ILO, Rise and Status of trade unions in other countries, Employers associations in India.

Module III Managing Negotiations (8 hours)

Concept origin and functions, Composition of negotiating agents, Process of negotiations, Emerging Trends in negotiations, Negotiations practices in India and other Countries, Grievance Management, Discipline Management.

Module IV Participative management (7 Hours)

Concept, Scope, and forms, Origin and growth of workers participation forums in India, Workers participation in other countries: Co-determination in Germany and Quality circle in Japan.

Books for reference

Venkatratnam – Industrial Relation, Oxford.

Sinha & Sinha - Industrial Relations and Labour Legislation, Pearson Education.

B.D.Singh, Industrial Relation, Excel Books.

B.R.Patil – Collective Bargaining, University Press (India) Ltd.

Arun Monapa – Industrial Relations, TMH.

M. Arora, Industrial Relation, Excel Books.

Venkatratnam- (Globalization & Labour Mgmt. Relation) – Sage Publication.

V.P. Michel – Industrial Relations in India and works involvement in Management.

Nirmal Singh & S.K.Bhatia - Industrial Relation & Collective Bargaining, Deep Publication.

MHT 27MANAGING ORGANIZATIONAL CHANGE

Module-I Understanding Change (8 Hours)

Concept, Forces, and Types of change, The process of organizational change - Recognizing the need for change, Problem diagnosis, Identifying alternate change techniques, Resistance to change, Managing resistance to change.

Module-II Managing Change (7 hours)

Managing Change and Transformation, Planning, Creating the support system, Managing the transition, Organization restructuring, Reorganizing work activities Strategies, Process oriented strategies, competitor and customer oriented strategies.

Module III Organisational Development (7 hours)

Organisational change and process Consultation, Organisation Development, OD process, OD Interventions, Action Research, Evaluating OD Effectiveness.

Module IV Role of Change Agents (8 hours)

Managers as change agents, internal and external change agents, organizational change and its management in manufacturing and service sectors.

Books for reference -

K. Harigopal - Management of Organisational Changes , Response Book

Kavita Singh - Organization Change & Development, Excel Books.

N. Sengupta and M. Bhatta - Managing change in the organization, PHI.

Robins P.Stephon – Organisational Behaviour, PHI.

French - Organization Development, Pearson.

V.Nilakant, S. and Ramanarayan, Managing Organisational Change, Response Books.

Radha.R.Sharma – Change Management: Concepts & Applications.

Management of Change in organization, MS25 (IGNOU).

Jon L. Pierce & Donald G. Gardner, Management and Organisational Behaviour, Thomson.

MHT28 PERFORMANCE & COMPENSATION MANAGEMENT

Course Contents :

Introduction to Compensation Management, Compensation Philosophies, Determination of inter and intra industry Compensation Differentials
Process of Compensation Management, Compensation and its components, Pay Structure, Internal Equity and External Equity in Compensation Systems, Compa Ratio

Concept and Process of Performance Management, Performance Appraisal, Potential Appraisal, Methods of Performance Appraisal, Performance Based Pay, Skills and Competency, Concept and Types of Incentive Systems.

Statutory Provisions governing different components of Reward System, Institutions related to Reward System: Wage Boards, Pay Commissions.

Suggested Readings :

Sr. Author Title Publisher

1. Richard Henderson Compensation Management Prentice Hall

2. Armstrong, Michel

and Murks Hellen

Reward Management – A

Handbook of Salary

Administration

Kogan Paul, London

3. Bergess Lenard R Wage and Salary

Administration

Charles E Merrill,

1984, London

4. Sud D.C. Incentives Industry Tata McGraw Hill

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MHT29 TRAINING AND DEVELOPMENT

Training and Development: Process and significance, Principles of Learning
Identification of Training Needs, Evolving Training Policy.
Training and Development Systems, Training Methods, Training Centres, Role of
External Agency in Training and Development, Training for Change, Resistance
in Training, Developing Effective Trainers, Designing training Programmes.
Approaches to Management Development, Methods of Development, Designing
Development Programmes, Team Building Exercises, Management Games
Evaluation of Training and Development, Criteria, Problems and Steps involved
in Evaluation.

Emerging Issues in Training and Development in India.

Suggested Readings:

Sr.

No.

Author Title Publisher

1 Armstrong

M.A.

Handbook of Human Resource

Management Practice

Kogan Page, London

2 Dayal, I Manpoer Training in

Organisations

Prentice Hall of India,

New Delhi

3 Craig, Robert Training and Development

Handbook

McGraw Hill, New York

4 Lynton, R.P

and U.Pareek

Training and Development Irwine Doresy, Howwood

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MHT30 ORGANISATION DEVELOPMENT

Introduction to OD: Definitions & its distinguishing characteristics.

Historical background: various stages, second-generation OD and extent of application, values,

assumptions and beliefs in OD.

Foundations of OD; Models and theories of planned change, Systems theory,

Participation and

empowerment, Teams and teamwork, Parallel learning structures, A normative-reductive strategy

of changing, Applied behavioral science, Action research

Managing OD Process: Diagnosis, The Six-Box Model, Third Wave Consulting, Nature of OD

intervention, Analysis of discrepancies, Phases of OD program, Model of Managing change,

creating parallel learning structures.

Action Research and OD

Action research: a process and an approach

OD Interventions: An overview, team interventions, intergroup and third party peace making

interventions, comprehensive interventions, structural interventions.

Training Experience: T-groups, Behavioral Modeling and Career anchors.

Issue in Consultant-Client Relations: Entry and contracting, defining the client system, trust, the

nature of the consultant's expertise, diagnosis and appropriate interventions, depth of -" intervention, on being absorbed by the culture, the consultant as a model, the consultant team as a

microcosm, the dependency issue and terminating the relationship, ethical standards in OD,

implications of OD for the client.

Power, Politics and OD: Power defined and explored, theories about the sources of social power,

Organisational politics defined and explored, the role of power and politics in the practice of OD.

Research on OD: Some issues and problems, Positive developments in research on OD.

The future of OD: Fundamental strengths of OD, OD's future: Leadership & value,

Knowledge

about OD, OD training, inter-disciplinary nature of OD, diffusion of technique, integration

practice.

OD in Indian Organisations.

Recommended Text Books

S.No Author Title

1. Richard Beckhard Organisation Development Strategies & Models

2. Wendell L. French Organisation Development
Cecil H. Bell
3. Blake, Robert & Building a Dynamic Corporate through Grid OD
Mounton
4. Thomas H, Patten Organisation Development through Team Building
- 5 Edgar F. Huse Organisation Development & Change
- 6 Burke W.W. Organisation Development principles & Practices
- 7 Sprucing up the organisation .Indian Management Vol. 36, Dec, 1997

MHT31 MENTORSHIP & PROJECT PLANNING

Course Contents:

1. Project Identification Analysis: Socio-economic Consideration in Project Formulation; Social

Infrastructure Projects for Sustainable Development; Investment Opportunities; Project Screening and Presentation of Projects of Decision Making; Expansion of Capacity; Diversification. (10 Hours)

2. Market and Technical Analysis: Market and Demand Analysis – Market Survey, Demand

Forecasting, Uncertainties in Demand Forecasting; Technical Analysis- Product Mix, Plant

Capacity, Materials and Inputs, Machinery and Equipment.

Project Costing and Finance: Cost of project; Cost of production; Break even Analysis; Means

of Financing Project; Tax Aspects in Project Finance; Role of Financial Institution in Project

Finance. (10 Hours)

3. Project Appraisal: Time Value of Money; Project Appraisal Techniques – Playback Period,

Accounting Rate of Return, Net Present Value, Internal Rate of Return, Benefit Cost Ratio;

Social Cost Benefit Analysis; Effective Rate of Protection.

Risk Analysis: Measures of Risk; Sensitivity Analysis; Stimulation Analysis; Decision Tree

Analysis. (10 Hours)

4. Project Scheduling/Network Techniques in Project Management: CPM and PERT Analysis;

Float times; Crashing of Activities; Contraction of Network for Cost Optimization, Updating;

Cost Analysis of Resources Allocation.

Multiple Projects: Project Dependence; Capital Rationing; Ranking Methods of Projects; Mathematical Programming Approach; Linear Programming Model; Post Project Evaluation.

(12 Hours)

Text Books:

1. Bhavesh, M. Patel (2000). Project Management: Strategic Financial Planning Evaluation and

Control. Vikas Publishing House Pvt. Ltd.

2. Chandra, P. (5th ed., 2005). Projects. Tata McGraw Hill.

Reference Book:

1. Wysocki, Robert K., Bick Robert and Crane David B. (2000). Effective Project Management.

John Wiley and Sons, USA.

SALES & MARKETING SPECIALIZATION

MHT33 SALES MANAGEMENT

Course Content

MODULE 1 (6 Hrs) Conceptual framework of Sales Management, The Selling Process, Personal Selling and Salesmanship, Sales Organization.

MODULE 2 (10 Hrs) Management of Sales Force- Recruitment, Selection, Training, Motivation & Compensation of Sales Force, Controlling the Sales Force. Size & Design of the Sales Force, Sales Budget, Sales Quotes, Sales Territories

MODULE 3 (7 Hrs) Distribution Management – Channel Behaviour and Organization, Channel Design Decision, Channel Management Decision, Wholesaling, Retail Theories & Formats.

MODULE 4 (7 Hrs) Physical Distribution Management, Transportation & Traffic Management, Warehousing & Storage, Emerging Trends in Distribution: Supply Chain Management.

Text Books :

1. Still, Cundiff & Govoni, - Sales Management: Decision Strategies & Cases, Pearson/PHI.
2. Panda & Sahdev,- Sales and Distribution Management, Oxford University Press.

Reference Books:

1. Acharya and Govekar, Marketing and Sales Management, Bombay: Himalaya Publishing House.
2. Ballou – Business Logistics / Supply Chain Management- Pearson
3. Blanchard-Logistics Engineering and Management- Pearson
4. Chopra – Supply Chain Management – Pearson
5. Coughlall etc., Marketing Channels, PHI
6. Coughlan, _Marketing Channels- Pearson
7. D. K. Agarwal – Text book of Logistics and Supply Chain Management- Macmillan
8. Havaldar & Cavale – Sales and Distribution Management,

MHT34 CUSTOMER RELATION IN HOSPITALITY INDUSTRY

Who is a customer? Internal customer, External customer

Who is a service provider?

Why are some service providers better than others?

Who is a satisfied/ dissatisfied customer?

What are the consequences of satisfied/ dissatisfied customers?

What is Quality?

What is customer satisfaction?

What is customer delight?

Key areas of customer care

- _ The product or the service itself
- _ Sales and promotion of the service
- _ After sales support to the customer
- _ Organizational culture

Customer Feedback, feedback tools

Converting Customer care philosophy into everyday action

Service Recovery

Grooming and Etiquette

Telephone Handling Skills

Complaint Management

Transactional Analysis in Customer Care

Case studies and Role Plays

MHT35 CONSUMER BEHAVIOUR

Course Content

MODULE-I (5 hrs.) Introduction to Consumer Decision Making Process

Nature and Scope of Consumer Behavior, Different roles of Consumers, Consumer Decision Making Process, Four views of Consumer Decision Making (Economic, Cognitive, Emotional, & Passive), Factors influencing Consumer Decision Making Process: Personal & Environmental Determinants, Marketing Implications of Consumer Behaviour, CASE ANALYSIS.

MODULE-II (12 hrs.) Basic Models & Individual Determinants

Comprehensive Models of Consumer Decision Making: Nicosia Model, Howard-Sheth Model, Engel-Kollat-Blackwell Model, Sheth's Family Decision Making Model, Sheth-Newman- Ross Model.

Effect of individual Personality, Perception, Learning, Motivation and Attitude upon Consumer Behaviour. Structural Models of Attitude, The Measurement Techniques of Attitude, Projective Techniques of Motivation Study, Theories of Learning and its Marketing Implications, CASE ANALYSIS.

MODULE-III (8 hrs.) Environmental Determinants

The influence of Culture & Sub Culture, Characteristics of Culture, The Measurement of Culture, Social Class: The Measurement of Social Class and its impact on Consumer Behaviour, Reference Group, Family influence, Family Life Cycle, Study of Lifestyle Profiles (AIO & VALS), Opinion Leadership Process: Measurement of Opinion Leadership, CASE ANALYSIS.

MODULE-IV (5 hrs.) Process of Diffusion & CB Applications

Consumer Research, Diffusion of Innovations: The Diffusion and Adoption Process, Categories of Adopters, Consumer Behavior Applications for Profit and Not - For - Profit Organizations.

Suggested Readings:

Leon G. Schiffman & Leslie Lazar Kanuk, Consumer Behavior, Pearson / PHI.

Loudon & Della Bitta, Consumer Behavior, Tata McGraw Hill

Batra & Kazmi, Consumer Behavior, Excel Books.

Nair S., Consumer Behaviour and Marketing Research, HPH.

Hawkins, Best & Concy, Consumer Behaviour, Tata McGraw Hill.

Peter. D. Bennett Harold H. Kassarian: Consumer Behaviour (PHI).

M.S.Raju & Dominique. Xardel, Consumer Behaviour, Vikas Publications.

.MHT36 INTERNATIONAL MARKETING

MODULE-I (6 hrs.) Conceptual Frame Work of International Marketing

Basic differences between Domestic and International Marketing, Reasons for Internationalization, International Marketing Environment, Scanning the International Marketing Environment, Analyzing International Marketing Opportunity, Stages of Development into Global Marketing.

MODULE-II (9 hrs.)

International Marketing Mix

International Market Segmentation, Product Planning and Policies for Exports, Export Pricing, Overseas Distribution System and Logistics, Promoting Products Internationally- Advertising Strategy.

MODULE-III (9 hrs.) Indian Policies & Procedures

Indian Foreign Trade: Indian Trade Policy, Recent trends in India's foreign trade, Export Assistance, Institutional Infrastructure for Export Promotion in India, India's Export Policy Procedures and Documents, Handling Foreign Exchange.

MODULE-IV (6 hrs.) Strategy & Techniques

Entry Operations and Strategies, International Contracting, Joint Ventures, Counter Trade Arrangements, Exports Finance & Risk Analysis, Overseas Market Research.

Suggested Readings:

Keegan, Global Marketing Management, Pearson./PHI
Rathore & Rathore, International Marketing, Himalaya Publishing
Lee Kiefer & Carter Steeve, Global Marketing Management, Oxford Press.
Srinivasan, International Marketing, PHI
Varney, International Marketing, Sultan Chand & Sons.
Gitman, Global Marketing, Pearson
Vasudeva, International Marketing, Excel Books.
Rajagopal – International Marketing , Vikas

MHT37 PRODUCT & BRAND MANAGEMENT

Product Concepts: Product Mix concepts, Product Classification.

Product Planning: Marketing Plan, Portfolio Analysis, Market Potential and forecasting.

Product Market Strategies.

Product Life Cycle: Product Life Cycle Stages and corresponding Strategies, Product Evaluation.

Product Positioning: Concept, Product Differentiation, Positioning Strategies, Preference Analysis, Benefit Segmentation.

New Products: New Product Categories, Organization for Product Management.

New Product Development Process: Concept Generation, Concept Screening, Concept Testing, Marketing Strategy Development, Product Development, Product Use Testing, Test

Marketing & Product Launching.

Designing the Offer: Perceptual Mapping, Conjoint Analysis, Pricing

the Offer: Price Elasticity of Demand, Costs, Pricing Strategies.

Concept of Product Testing. Test Marketing. Product Launch.

Branding Decisions: Branding Brand Name Brand Characteristics, Brand Strategy Decisions.

Brand Image, Brand Identity, Brand Personality. Brand Positioning and Repositioning, Brand

Equity Brand Building: Brand Building Process. Brand Licensing and Franchising.

Packaging and Labeling

Recommended Texts

Sr. Author Books

1 C.Merle Crawford New Product Management

2 Donald Lehmann Product Management

3 Subroto Sengupta Brand Positioning

Suggesting Reference:

Sr. Author Books

1 William Moore Product Planning & Management

2 Ries & Trout Positioning: The Battle for your Mind

3 David A.Aaker Managing Brand Equity

4. Urban, Hauser, and Dholakia, N. Essentials of New Product Management

MHT38 HOSPITALITY RETAIL MANAGEMENT

Course Code: MS 208 L-3 Credits: 3

Objectives: This course is aimed at providing students with a comprehensive understanding of the theoretical and applied aspects of retail management.

Course Contents:

1. Definition, importance and scope of Retailing; Evolution of Retail Competition,- The Wheel of Retailing, the Accordion, the Retail Life Cycle; Emerging Trends in Retailing; The Retail Scenario in India; Retail Formats. (10 hours)
2. Information Gathering in Retailing; Retail Strategic Planning and Operation Management; Retail Financial Strategy; Target Market Selection and Retail Location; Store Design and Layout; Visual Merchandising and Displays. (12 hours)
3. Merchandise Planning, Buying and Handling; Merchandise Pricing; Retail Communication Mix; Promotional Strategy; Retail Human Resources Management; Customer Service, The GAPs Model, Customer Relationship Management. (10 hours)
4. Retail Management Information Systems; Retail Audits; Online Retailing; Global Retailing; Legal and Ethical Issues in Retailing. (10 hours)

Text Books

1. Levy IM. And Weitz B.A (2004), Retailing Management, 5th ed., Tata McGraw Hill.
2. Berman B. Evans J. R. (2004), Retail Management, 9th Edition, Pearson Education.

Reference Books

1. Bajaj C; Tuli R., Srivanstava N.V. (2005), Retail Management, Oxford University Press, Delhi.
2. Dunne P.M, Lusch R.F. and David A. (2002), Retailing, 4th ed., South-Western, Thomson