

Learning Outcomes Based Curriculum Framework (LOCF)

(As per NEP 2020)

For IIPS - Vikram University & All Vikram University Affiliated Colleges

Two Year MBA (Hospitality Management) Program

Program Objectives: The Program objectives are to develop students as professional managers and administrators for private, public and other growing sectors of the economy. The main thrust of this program is not only to develop the academic skills of the students but also to provide new insights in the dynamic Atamnirbhar Bharat's environment. Students' life skills, students' analytical and decision-making abilities in the core and in the functional areas are also brushed.

Our Core Objective is to ensure and implement the active and collaborative Learning pedagogy with the help of Creation of Effective Scenarios, Management Simulation, Case Studies, Business Games, Role Playing as also envisaged in the New Education Policy. Online/Offline Presentations are also encouraged to develop Atamnirbhar Bharat's Students' personalities.

Program Outcomes:

- A Post graduate with a Master's Degree in Business Administration (Hospitality Management) will surely have in-depth and detailed functional knowledge of the fundamental theoretical concepts and practical issues of the dynamic, ever changing business world and cater to all sectors of the economy.
- Our PGs will have rich knowledge of General Management as well as of specific skills in planning and functional decision making like- Sales / retail / advance / strategic Marketing Perspective and other emerging marketing areas.

Program Specific Outcomes:

- Our students will learn the multiple skill sets in examining specific business situation phenomena theoretically and also from a practical perspective, and enable them to run family business/ and alone courage them to go for own business startups/family ventures/MSMEs
- The Vibrant Atamnirbhar Bharat's young generation of Management PGs will be able to contribute to the new business ideas with new business insights as well as innovative new applications of business research.
- Our Program Regulator AICTE's Mandatory Summer Internship for all the students of the Program is one of the Key Hands-on Learning System Outcome, enabling and exposing them to the ground realities of the ever changing business world as well as dynamic marketing environment.

The Professional program is divided into Four Semesters. In the First Two Semesters core conceptual / fundamental management subjects are offered to all students. In the Last Two Semesters, Specialization Subjects are extensively offered to the students. Active and collaborative Learning pedagogy with the help of Creation of Effective Hospitality Management Scenario, Hospitality Management Simulation, Hospitality Management Case Studies, Business Games, Role Playing and other Online/Offline Presentations are also encouraged. Seminars/Webinars, Quizzes, Guest Lectures, Alumni Interaction with experience sharing from Industries is also explored from time to time. Periodic Internal exams, External University Assessment, Oral Quizzes, Group Discussions and even feedback of students/faculty is also being encouraged for better Quality delivery. An effective teaching-learning process, imparting life skills to students, and Social -Industry connect Research Works/ OBEs Assignments based OBL Practices are also being undertaken and encouraged.

[Handwritten signatures and initials]

[Signature]

[Signature]

[Signature]

SYLLABUS

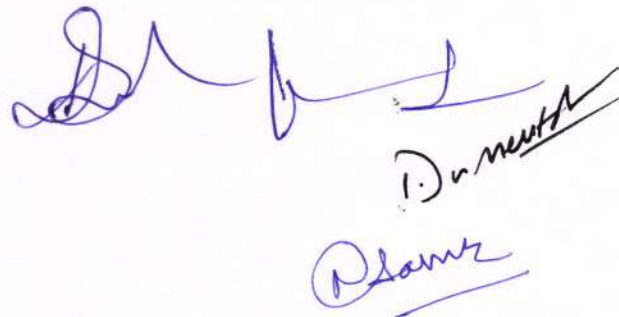
TWO YEAR MBA (HOSPITALITY MANAGEMENT) PROGRAM

(As per New Education Policy 2020)

For IIPS - Vikram University & All Vikram University Affiliated Colleges

*

**FACULTY OF MANAGEMENT STUDIES
VIKRAM UNIVERSITY, UJJAIN**



Handwritten signatures in blue ink, including a large signature and two smaller ones below it, one of which appears to be 'D. N. Mehta'.

FACULTY OF MANAGEMENT STUDIES
VIKRAM UNIVERSITY, UJJAIN
TWO YEAR M.B.A. (HOSPITALITY MANAGEMENT) PROGRAM

For IIPS- Vikram University & All Vikram University Affiliated Colleges

COURSE STRUCTURE
MBA (Hospitality Management) FIRST SEMESTER


S. No.	Course Code	Title	End Term Sem. Exam.	Internal Continues Evaluation	Max Marks	Credit	Distribut ion of Credit	
							C	L T
1.	FT-HSPTY-101	Management Concept and Process	85	15	100	4	3	1
2.	FT- HSPTY-102	Managerial Economics	85	15	100	4	3	1
3.	FT- HSPTY-103	Accounting for Managers	85	15	100	4	3	1
4.	FT- HSPTY-104	Organisational Behaviour	85	15	100	4	3	1
5.	FT- HSPT -105	Business and Legal Environment	85	15	100	4	3	1
		Total			500	20	15	5

(C=Credit per week)(L=Lectures per week)(T=Tutorials per week)

MBA (Hospitality Management)) SECOND SEMESTER

S. No.	Course Code	Title	End Term Sem. Exam.	Internal Continues Evaluation	Max Marks	Credit	Distribut ion of Credit	
							C	L T
1.	FT- HSPTY-201	Human Resource Management	85	15	100	4	3	1
2.	FT- HSPTY-202	Financial Management	85	15	100	4	3	1
3.	FT- HSPTY-203	Marketing Management	85	15	100	4	3	1
4.	FT- HSPTY-204	Production and Materials Management	85	15	100	4	3	1
5.	FT- HSPTY-205	Communication Skills	85	15	100	4	3	1
		Total			500	20	15	5

(C=Credit per week)(L=Lectures per week)(T=Tutorials per week)



 D. N. Sharma

MBA (Hospitality Management) THIRD SEMESTER

S. No.	Course Code	Title	End Term Sem. Exam.	Internal Continues Evaluation	Max Marks	Credit	Distribut ion of Credit		
							C	L	T
1.	FT-HSPTY-301	Room Division Management	85	15	100	4	3	1	
2.	FT-HSPTY-302	Food and Beverage Management	85	15	100	4	3	1	
3.	FT-HSPTY-303	Hospitality Law	85	15	100	4	3	1	
4.	FT-HSPTY-304	Research Methodology	85	15	100	4	3	1	
5.	FT-HSPTY-305	Entrepreneurship Development	85	15	100	4	3	1	
6.	FT-HSPTY-306	Summer Internship			50	4 (VC)			
		Total			550	20+(4) VC	15	5	

(C=Credit per week)(L=Lectures per week)(T=Tutorials per week)(VC-Virtual Credit)

MBA (Hospitality Management) FOURTH SEMESTER

S. No.	Course Code	Title	End Term Sem. Exam.	Internal Continues Evaluation	Max Marks	Credit	Distribut ion of Credit		
							C	L	T
1.	FT-HSPTY-401	Facility Management	85	15	100	4	3	1	
2.	FT-HSPTY-402	Customer Relationship Management	85	15	100	4	3	1	
3.	FT-HSPTY-403	Eco Tourism	85	15	100	4	3	1	
4.	FT-HSPTY-404	Field Survey Presentation and Viva Voce	200	-	200	8	-	-	
5.	FT-HSPTY-405	Comprehensive Viva Voce			50	4 (VC)			
		Total			550	20+(4)VC			

(C=Credit per week)(L=Lectures per week)(T=Tutorials per week) (VC-Virtual Credit)



Examination Scheme

1. Each paper shall consist of 85 marks in External Exam and 15 Marks for Internal Continues Evaluation.
2. Internal Continues Evaluation of 15 marks in each subject shall be as below (Institute can opt any one Scheme (Scheme A or B) for Internal Assessment):

SCHEME-A: Internal Assessment shall consist of two Internal Tests of 15 marks each, out of which the higher of the two shall be considered the Internal Marks obtained by the Student.

SCHEME-B: Assignment/Participation/Seminar Presentation/Attendance etc. of 15 marks

3. A Maximum of 2 papers in One Semester, he/she will be allowed to carry the same in next semester (ATKT), and the candidate will be required to have to pass such papers before the end of Fourth Semester Examinations. However, the candidate fails in more than 4 papers in two semesters (2 papers in one semester) shall not be allowed to avail the advantage of ATKT.
4. If the candidate fails in more than 2 papers in One Semester, he/she will be declared Fail and he/she will not be given the advantage of ATKT.
5. There shall be no ATKT in Fourth Semester.
6. The minimum passing marks in individual paper is 36% (including End Term Semester Exam and Internal Continues Evaluation) and 48% marks in aggregate to qualify the semester.
7. All the provisions as stated in MBA Ordinance No.27 of Vikram University are applicable for the above program. In ace of any dispute / any matter (s) not covered in the ordinance the decision of the BOS / of the Vice Chancellor shall be final.

Three handwritten signatures in blue ink are present at the bottom of the page. The signatures are stylized and appear to be in cursive. One signature is on the left, one is on the right, and one is centered below the other two.

MANAGEMENT CONCEPTS & PROCESSES
(FT-HSPTY-101)

OBJECTIVES: The objective of this subject is to deliver the in-depth knowledge about various concepts and processes of management to the students. It highlights the principles, functions, responsibilities of the manager, provide them tools and techniques to be used in the performance of the managerial job, and enable them to analyze and understand the environment of the organization.

OUTCOMES: After completion of subject, the students will be able to understand the various concepts, principles, functions and practices of management. Better understand the key role of managers in an organization. Learn about coordination, decision making concept and able to enhance their potential skills.

COURSE CONTENTS :

- Scientific Management Approach to Management, System Approach to Management, Human Relations Approach to Management, Principles of Management.
- The Concept of Planning, Process of Planning, Types of Plans, Management by Objectives (MBO).
- Process of Organizing – Span of Management and Levels of Authority, Delegation of Authority, Decentralization of Authority, Line and Staff Organization.
- Nature & Process of Decision Making – Group Decision Making, Guidelines for Effective Decision Making, Management by Exception.
- Concept and Process of Management Control, Types of Control, Principles of Controlling, Techniques of Management Control.

Suggested Readings:

Stoner and Freeman, Management, Prentice Hall, N. Delhi.

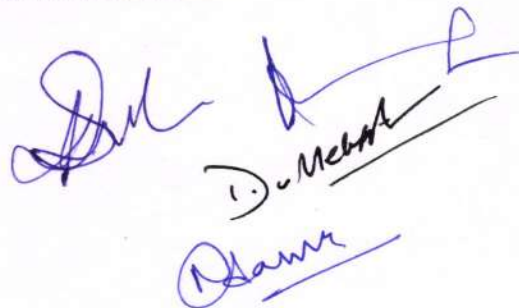
Koontz, O' Donnell & Wechrich, Essentials of Management- An International Perspective, Tata McGraw Hill, New Delhi.

Peter F. Drucker, Management - Tasks, Responsibilities and Practice, Allied Publishers, Ahmedabad.

Peter F. Drucker, The Practice of Management, Allied Publishers, Ahmedabad.

Massie, Essentials of Management, AITBS, New Delhi.

Terry and Franklin, Principles of Management, AITBS, New Delhi



 D. Mehta

MANAGERIAL ECONOMICS (FT-HSPTY -102)

OBJECTIVES: The aim of this subject is to explain the nature and scope of managerial economics, role and responsibilities of economists. Students will thoroughly understand the law of demand, law of returns, market competition, BOP, National Income and Cost Benefit Analysis.

OUTCOMES: After completion of subject, the students will be able to understand the concepts of micro and macro economics and exposed to theoretical and practical aspects of computation of BOP and National Income and other market competition dynamics.

COURSE CONTENTS :

- Nature and Scope of Managerial Economics, Fundamental Concepts in Managerial Economics, Role and Responsibilities of Managerial Economist.
- Law & Nature of Demand, Demand Determinants, Demand Forecasting, Demand Function, Elasticity of Demand, Consumer Surplus.
- Law of Returns and Production Functions, Cost Concepts, Cost Classifications, Economies and Diseconomies of scale, Cost-Output relationships.
- Price-output decisions under different market conditions - Perfect and Imperfect Competition, Monopoly, Monopolistic Competition, Oligopoly, Non-Price Competition.
- Input- Output Analysis, Trade Cycle, Balance of Payments, Concept and Measurement of National Income, Cost Benefit Analysis.

Suggested Readings:

- Adhikary, M. Business Economics., New Delhi, Excel Books.
 Varshney & Maheshwari, Managerial Economics, Sultan Chand, New Delhi.
 Chopra, O.P., Managerial Economics, New Delhi, Tata McgrawHill.
 Keat Paul G & Philips K.Y. Young, Managerial Economics, Prentice Hall, New Jersey.
 Koutsoyiannis, A. Modern Micro Economics, New York, Macmillan.
 Trivedi M L, Managerial Economics, Tata McGraw- Hill, New Delhi.
 Mehta P.L., Managerial Economics : Analysis, Problems & Cases, Sultan Chand & Sons, New Delhi.
 Mathur, N.D.(2010), Managerial Economics, Jaipur:Shivam Book House

ACCOUNTING FOR MANAGERS (FT-HSPTY -103)

OBJECTIVES: The objective of this subject is to acquaint the students with basic concepts of Financial Accounting, Financial Statement Analysis, Management Accounting, Budget and Budgetary Control and HR Accounting. Further to develop understanding of Accounting for Managers for Decision Making.

OUTCOMES: After completion of subject, the students will be able to understand the basic concepts of Financial, Cost and Management Accounting. To prepare financial statement in accordance to GAAP and to develop practical skills by analyzing the financial statement as decision making for the business.

COURSE CONTENTS :

- Financial Accounting – Concept, Nature, Scope and Importance , Generally Accepted Accounting Principles, Preparation of Financial Statements.
- Financial Statement Analysis - Ratio Analysis, Funds Flow Analysis.
- Management Accounting – Concept, Nature, Need, Scope and Importance; Marginal Costing, Accounting for Decision Making, Break Even Analysis.
- Budget and Budgetary Control, Types of Budget – Flexible Budget, Cash Budget, Capital Expenditure Budgeting, Zero-Base Budgeting.
- Responsibility Accounting, Value Added Accounting, Human Resource Accounting, Inflation Accounting, Environmental Accounting

Suggested Readings :

M Y Khan & P K Jain, Management Accounting, Tata McGraw- Hill, New Delhi.

Bhattacharya S K and Dearden J. Accounting for Management : Text and Cases, Vikas, New Delhi.

Ashok Sehgal, Advanced Accounting, Taxmann Publication, New Delhi.

Hingorani, N L. and Ramanathan, A.R. Management Accounting., New Delhi, Sultan Chand.

Sharma & Gupta, Management Accounting & Financial Management, Kalyani Publishers, New Delhi.


Jagdish Prakash & Nageshwar Rao "Prabandh Lekhankan" Prayag Pustak Sadan ,Allahabad

Ravi M Kishore, Financial Management, Taxmann Publication, New Delhi.

Vij, Madhu. Financial and Management Accounting. New Delhi, Anmol Publications.

Bhattacharyya, "Financial Accounting" Prentice Hall of India Ltd, New Delhi

Kothari, Rajesh, Godha Abhishek, " Management Accounting-Concept & Applications, Macmillan, New Delhi



ORGANIZATIONAL BEHAVIOUR (FT-HSPTY -104)

OBJECTIVES: The objective of this subject is to understand the human behavior within the organizational environment so that they can improve their HR skills for attainment of their goals.

OUTCOMES: After completion of subject, the students will be able to understand and apply the theories of OB under HR practices. Analyse the key issues relating to Human elements such as Perception, Learning, Motivation and Leadership etc.

COURSE CONTENTS :

- Organizational Behaviour : Definition, Concept, Significance, Level of Organisational Behavior, Managerial Skills Influencing OB
- Personality: Meaning, Determinants, Types, Theories of Personality – Trait Theory and Freud theory.
- Attitude: Definition, Meaning, Components of Attitude.
- Perception: Meaning, Elements, factors Influencing Individual Perception Process.
- Learning: Meaning, Effectiveness of Learning.
- Motivation: Meaning, Types, Theories of Motivation, Maslow's Theory of Need, Herzberg Two factors Theory, Vroom's Expectancy Theory.
- Leadership: Meaning, Styles of Leadership, Theories of Leadership- Charismatic Leadership Theory, -Trait Theory, Contingency Theory
- Management of Conflict: Meaning, Types, Sources, Levels, Process of Conflict.
- Group: Meaning, Types of Group, Group dynamics, Group Decision Making.

Suggested Readings:

- Luthans Fred, Organisational Behaviour., New York, McGraw Hill.
- Robbins S.P., Organisational Behaviour, New Delhi, PHI.
- Mcshane & Vonglinow, Organisational Behaviour, Tata McGraw- Hill, New Delhi
- Staw, B.M. Psychological Dimensions of Organisational Behaviour, Englewood Cliffs, New Jersey, Prentice Hall Inc.
- Davis Keith, Human Behaviour at Work, TMH, New Delhi
- Pareek Udai, Organisational Behaviour, Oxford, IBH, Mumbai
- Hersey Paul and Blanchard, Management of Organisational Behaviour, Prentice Hall of India, New Delhi.
- Uma Shekharan, Organisation Behaviour, TMH, New Delhi.
- John W. New Strom, "Organisational Behaviour, Tata McGraw, New Delhi


D. W. Newstrom

BUSINESS AND LEGAL ENVIRONMENT
(FT-HSPTY -105)

OBJECTIVES: The objective of this subject is to understand the laws related to business environment activities which influences the corporate sector. To develop BLE focus and to develop a practical approach towards Business legal framework among the students with various laws and practices.

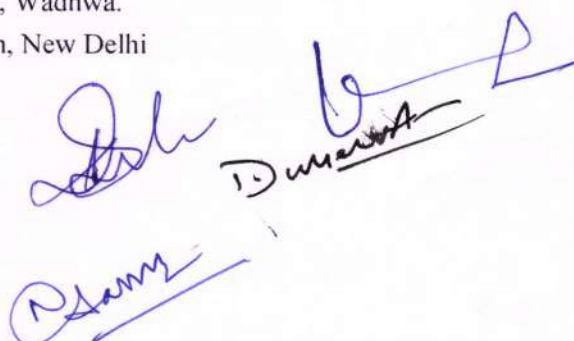
OUTCOMES: After completion of subject, the students would be able to understand and legal system or laws related to business activities. They will develop the relationship between various laws and economic activities for the attainment of business goals.

COURSE CONTENTS :

- Business Environment: Nature, Scope and its relevance in Business Decision Making,
- Political, Social, Cultural & Economic and Technological Environment.
- WTO Provisions, Trading Block, Industrial Ecology and Recycling Industry, Industrial Pollution – Air, Water, Land Pollution and Business ethics.
- The Indian Contract Act 1872, Essentials of a Valid contract, Void agreements,
- Performance of Contracts & its remedies.
- The Sale of Goods Act 1930 : Formation of a contract, Rights of an unpaid seller,
- The Companies Act,1956: Nature and Types of Companies. Formation. Memorandum and Articles of Association,
- Prospectus, Allotment of Shares.

Suggested Readings:

Francis Cherumilam, Business Environment
 Adhikari, M., Economic Environment of Business
 Sampat Mukerjee, Economic Environment of Business
 Dwijendra Tripathi, Business Politics in India
 Shukla M B, "Business Environment-Text & Cases" Taxmann, New Delhi
 Gupta, D., Indian Government & Politics
 Ruppuswamy, B., Social Changes in India
 N D Kapoor, Mercantile Law, Sultan Chand, New Delhi.
 Chawla, Bhasin & Garg, Mercantile Law, Kalyani Publishers, New Delhi.
 Ramaiya, A. Guide to the Companies Act. Nagpur, Wadhwa.
 V S Datey, Business & Corporate Laws, Taxmann, New Delhi



HUMAN RESOURCE MANAGEMENT

(FT-HSPTY -201)

OBJECTIVES: The objective of this subject is to help the students to understand the various dimensions of Human Resources which can be connected to HR Dynamics/concepts and helpful in formulating the HR policies and practices..

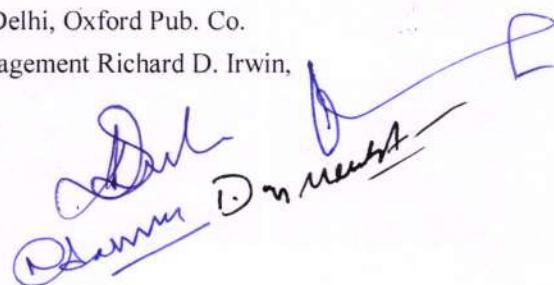
OUTCOMES: After completion of subject, the students would be able to understand the theories/ concepts and HR practices covered under the field of HRM. Understand the differences between training and development, selection and recruitment, role of HR manager etc.

COURSE CONTENTS :

- Introduction: Concepts and Functions of Human Resource Management, Role of Human Resource Managers, Meaning and Process of Human Resource Planning, Job Analysis. Job Evaluation: Meaning, Objectives and Methods of Job Evaluation. Wage, Salary and Employee Benefits: Meaning of Wages/ Salary, Minimum Wages, Fair Wages and Living Wages. Meaning and Description of Fringe Benefits (Fringes / Employee Benefits / Perquisites), Meaning and Types of Incentives, Factors Affecting Fixation / Revision of Wages / Salary and Fringe Benefits, Methods of Wage Fixation / Wage Revision, Methods of Wage Payment, Meaning of Bonus and Objectives of Paying Bonus.
- Employee Recruitment: Meaning, Sources and Methods of Employee Recruitment. Employee Selection: Meaning and Process of Scientific Methods of Employee Selection. An Overview of Various Tests and Interview Methods for Employee Selection. Process of Induction of the New Employees.
- Training and Development: Meaning of Training and Development, Process of Employee Training, Methods of Training Need Identification, Methods of Training Delivery, Need and Methods of Training Evaluation, Meaning and Goals of HRD, An Overview of Various sub-systems (Process Mechanisms of HRD), Inter linkage of Various HRD Sub-systems.
- Performance Appraisal: Meaning, Objectives, Process and Methods of Performance Appraisal, Errors in Performance Appraisal.
- Trade Unionism: Meaning of Trade Union, Registration and Rights of Trade Unions, An Overview of Trade Unions in India,
- Industrial Relations: Meaning of Industrial Relations and Industrial Disputes, Reasons for Industrial Disputes in India, System of Prevention and Settlement of Industrial Disputes in India.
- Grievance Handling: Meaning and Causes of Grievances, Process of Grievance Handling, Model Grievance Handling Procedure.
- Management of Discipline: Meaning of Misconduct, An Overview of Various forms of Misconduct, Procedure of Conducting Domestic Inquiry against Indiscipline Employees.

Suggested Readings:

Aswathappa, K. Human Resource and Personnel Management Tata McGraw Hill, New Delhi. De Cenzo, D.A. & Robbins S P. Human Resource Management, New York, John Wiley. Ivancevich, Human Resource Management, TMH, New Delhi. Holloway, J. ed. Performance Measurement and Evaluation. New Delhi, Sage. Rao and Das R.P., Cases in Human Resource Management, Himalaya Publishing House. Monappa, A. & Saiyadain M. Personnel Management., New Delhi, Tata Mc-Graw Hill. Rao V.S.P., Human Resource Management. Text and Cases, Excel Books, New Delhi. Dwivedi, R.S. HRM in Indian Organisation, New Delhi, Galgotia. Pareek, Udai. Designing & Managing Human Resource System, New Delhi, Oxford Pub. Co. Stone, Lloyed and Leslie W.Rue, Human Resource and Personnel Management Richard D. Irwin, Lllionis.



FINANCIAL MANAGEMENT (FT-HSPTY -202)

OBJECTIVES: The objective of the subject is to understand the concepts of Business Finance and it also aims at learning of financial tools and developing the skills of financial analysis and financial decisions.

OUTCOMES: After completion of the subject, students will be able to understand the theories/ concepts of Financial Management, sources of finance and to make financial decision. To analyse the financial statements through CFS, FFS and Ratio Analysis.

COURSE CONTENTS :

- Financial Management: Nature, Scope and Objectives, Finance Functions, Profit Maximization v/s Wealth Maximization, Financial Forecasting. Retail Finance and its importance.
- Leverages: Operating, Financial and Combined Leverage; Investment and Capital Structure Decisions; Payback period, Accounting Rate of Return, Internal Rate of Return and Time value of money methods.
- Cost of Different Sources of Raising Capital; Equity Capital, Debt capital, Retained Capital, Preference Capital, Term Loan and Lease Financing. Optimum Capital Structure.
- Factors Influencing Dividend Policy, Dividend Theories, Forms of Dividend Policies, Types of Dividend, Dividend Payment Practices in India.
- Management of Working Capital - Concept of Working Capital, need and influencing factors, Estimation of Working Capital, Inventory and Receivables Management.

Suggested Readings:

- Hampton, John. Financial Decision Making. Englewood Cliffs, New Jersey, Prentice Hall Inc.
- Van Horner, James C. Financial Management and Policy, New Delhi, Prentice Hall of India.
- Ross, Westerfield & Jordan, Fundamental of Corporate Finance, TMH, New Delhi.
- J.C. Van Horne, Fundamentals of Financial Management, PHI, New Delhi.
- Weston Brigham, Managerial Finance, McGraw Hill, New York
- I.M. Pandey, Financial Management, Vikas Pub.House, New Delhi.
- P. Chandra, Financial Management, TMH, New Delhi.
- Khan & Jain, Basic Financial Management, TMH, New Delhi
- Ravi M Kishore, Financial Management, Taxmann Publication, New Delhi.
- Maheshwari, S.N., Financial Management, Principles & Practices, Sultan Chand & Sons, New Delhi.
- Rajesh Kothari & Bobby Dutta, Contemporary Financial Management, Macmillan, New Delhi.



 [Signature 1]
 [Signature 2]
 [Signature 3]

MARKETING MANAGEMENT (FT-HSPTY -203)

OBJECTIVES: The objective of this subject is to impart the students' exposure of modern marketing concepts, tools, and techniques, and help them develop abilities and skills required for the performance of marketing functions.

OUTCOMES: After completion of the subject, students will be able to understand the dimensions of marketing with using management in to the business. Correlate the marketing theories with practical situations. Develop new marketing mix strategies for the up-coming market.

COURSE CONTENTS :

- Marketing: Concept, Nature and scope. Marketing Environment
- Marketing Information & Research, Market Segmentation and Targeting, Buying Behaviour. Understanding Consumer & Industrial Markets
- Product Decisions, Pricing Decisions (Elementary idea Only).
- Channel Management, Promotion Management (Elementary idea Only).
- Marketing Control. Specific Marketing Issues : Rural Marketing, Retail Marketing, Marketing of E-Business, Consumerism, Globalisation.

Suggested Readings:

Philip Kotler, Marketing Management Analysis, PHI, New Delhi.

Stanton & Futrell, Fundamentals of Marketing, McGraw Hill, New York.

McCarthy, Basic Marketing, Universal Book Sellers, New Delhi.

Philip Kotler & Armstrong Jr., Principles of Marketing : PHI, New Delhi.

Rajiv Lal, Quelch & Kasturirangan, Marketing Management- Text and Cases, TMH, New Delhi.

Czinkota & Kotabe, Marketing Management, Vikas Publications, New Delhi

Jayachandram S. Marketing Management, Text & Cases, Excel Books, New Delhi.

Suresh K, Green Marketing, ICFAI University Press, Hyderabad.

Saxena Rajan, Marketing Management, Tata Mcgraw Hill, New Delhi.

PRODUCTION AND MATERIALS MANAGEMENT (FT-HSPTY -204)

OBJECTIVES: The objective of this subject is to help the students to understand the concepts of production function, inventory control, quality control and application of technical models and techniques for solving production/materials management related problems. Encourage the learners with brain storming new product design ideas.

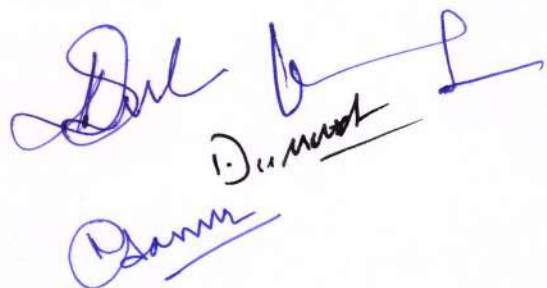
OUTCOMES: After completion of the subject, students will be able to understand the basic functions and their applications of production. Practical approaches to Plant location, layouts, product design, capacity planning, materials purchase/classification/codification decisions and processes. Develop new production ideas w.r.t. Startups/MSMEs and apply TQM practices.

COURSE CONTENTS :

- Nature, Significance , Scope ,Role ,Functions of Production Management, Relationship with other Management Functions, Different Production Systems
- Plant Location, Plant Layout, Product Design & New product Development, Capacity Planning Process & Decisions.
- Scheduling and Sequencing – Conceptual Framework, Industrial Safety Management, Waste Management and Scrap Disposal, JIT Approach.
- Materials Management – Principles, Value Analysis, Variety Reduction, Material Handling, Classification and Codification.
- Work Measurement Techniques – Work Study and Method Study- Conceptual Framework of Statistical Quality Control (SQC) & TQM, Maintenance Management, TPM.

Suggested Readings:

- Adam, E E & Ebert, R.J. "Production & Operation Management., New Delhi, PHI.
- Amrine Harold T. etc. Manufacturing Organisation and Management. Englewood Cliffs, New Jersey, PHI Inc.
- Buffa, E.S. Modern Production Management, John Wiley (New York).
- Chary S.N. Production and Operations Management, New Delhi, TMH.
- Dobler, Donald. W & Lee Lamar "Purchasing & Materials Management, New York, Mc Graw Hill.
- Dilworth, James B. Operations Management : Design, Planning & Control for Manufacturing & Services, Singapore, Mc Graw Hill.
- Moore, FG & Hendrick, T.E. – Production / Operations Management, Homewood, Illinois, R.D. Irwin.
- Manocha R.C., Production and Operations Management, Excel Books, New Delhi.



COMMUNICATION SKILLS (FT-HSPTY -205)

OBJECTIVES: The objective of the subject is to help the students to acquire the basics of interpersonal communication, business communication and soft skills, so as to improve their communication skills and ability to understand others along with the personality development as per the requirement of the corporate world.

OUTCOMES: After completion of the subject, students will be able to understand and effectively communicate within/ out of the organizations. To make capable use of basic formats of business writing letters/ reports/ proposals.

COURSE CONTENTS :

- Importance and Nature of Business Communication, Process of Communication Channels and Media of Communication, Communication Networks, Effectiveness of Communication.
- Barriers and Gateways in Communication; Written Communication; Writing Business Reports, Resume Development.
- Communication in meetings, Oral presentation skills, Public speaking, Facing Job-Interview.
- Listening Skills, Conversation Skills, Non-verbal Communication, Legal aspects in Business Communication.
- Feedback Skills, Counseling Skills, Negotiation Skills, Communication on Disciplinary Matters.

Suggested Readings:

- Bowman, Joel P and Branchaw, Bernadine P. "Business Communication : From Process to Product", Dryden Press, Chicago.
- Rao, Nageshwar and Das R.P."Communication Skills" Himalaya Publishing House, Mumbai
- Kitty O- Locker, Business & Administrative Communication, TMH, New Delhi.
- Murphy, Herta A and Peck, Charrles E. "Effective Business Communications", Tata Mc Graw Hill, New Delhi.
- Pearce, C Glenn etc. "Business Communication : Principles and Applications", John Wiley, New York.
- Mehta D and Mehta N. K "A Handbook of Communication Skills Practices" Radha Publications ,New Delhi
- K.K. Sinha, Business Communication, Galgotia Publishing House, New Delhi.
- Mehta N.K., Mehta, D., Malviya R.N., Communication Skills, DPS Publishing House ,New Delhi



 D. Mehta

ROOM DIVISION MANAGEMENT (FT-HSPTY-301)

OBJECTIVES: The objective of the subject is to help the students to acquire the basics of accommodation management as well as room division management, so as to improve their accommodation management skills in reservation office, reception and ability to understand others along with the personality development as per the requirement of the corporate world.

OUTCOMES: After completion of the subject, students will be able to understand and effectively learn accommodation management using RDM within/ out of the organizations using room division management applications.

COURSE CONTENTS :

- **FRONT OFFICE MANAGEMENT AND SALESMANSHIP**

Front Office Management : The Guest Cycle, Organization of the Front Office

Duties of Front Office Personnel: The reservations office, Reception (The front desk), Porters (Concierge/ lobby services), Mail and Information, Telephone, Guest relations officers, Front office cashier, Business centre Salesmanship and Social Skills:

Social Skills: The Role of the Receptionist, Personal appearance and hygiene, Telephone manner and etiquettes, Tact and diplomacy, Communication with the guests, Selling Techniques and Marketing

- **FRONT OFFICE ACCOUNTING AND FRONT OFFICE STATISTICS & REPORTS**

Functions of The Front Office Account System.

The Front Office Accounting Cycle: Creation Of Accounts, Maintenance Of Accounts, VPO (visitors paid out) or Guest Disbursement

Methods of Handling Guest Accounts: Handling of Guest Accounts By Computer

The Importance of Night Audit and Its Role in The Hotel: Responsibilities of the night auditor, Food and beverage night auditor, Rooms night auditor, The importance of the reports generated by the night audit, Front Office

Statistics and Reports: House count, Room Count

Occupancy Statistics: Percentage of Occupancy, Percentage of Double Occupancy, Percentage of Foreign Occupancy, Percentage of Domestic Occupancy (Indians)

Guest Statistics : Average Room Realisation, Average Length of Stay, No Show Percentage, Percentage of Walk-ins, Percentage of early Arrivals & Departures

- **ROOM TARIFF AND FORECASTING AND YIELD MANAGEMENT**

Forecasting : Importance, How to forecast, Useful forecasting data, Format of reservation forecasts, How to calculate reservation forecast.(room revenue)

Room Tariffs: Establishing room rates:

Differential Room Rates: Seasonal rates, Room occupancy for high & low season. The Concept Of Revenue Or Yield Management, Hotel Industry Applications: Capacity Management, Discount Allocation, Duration Control.

Measuring Yield : Potential Average Single Rate, Potential Average Double Rate, Multiple Occupancy Percentage, Rate Spread, Potential Average Rate, Room Rate Achievement Factor,

Yield Statistics: Equivalent Occupancy, Required Non-Room Revenue per Guest, Elements of Revenue Management, Group Room Sales, Room Sales,




- **ACCOMMODATION OPERATION**

Planning and Organizing the Department Hotel Design and Interior Decoration Introduction to Accommodation Operation-Planning and Organizing the department, Identifying house keeping's responsibilities.

Planning the work of the housekeeping department: Area inventory lists, Frequency schedules, Performance standards, Productivity standards, Equipment and supply inventory levels, Non-recycled Inventories, Work Study.

Staffing: Source of employees, Processing applications, The Interview, Reference check, Orientation, Duty rotas, Selection of Equipment and Choice of cleaning agents. Training. Introduction To Hotel Design And Interior Decoration-Principles Of Design: Basic elements of design, Basic principles design.

Colours: The Colour Wheels, Colour Schemes, Colour Patterns, Factors to be considered while planning colour scheme.

Lighting: Types of lighting (By the way light rays are directed), Types of lighting (Based on its function), Types of Bulbs/Lamps, Measurement of lights, Care of light Bulbes, Light fittings and shades. Uses of lights.

Floor Finishes: Hard Finishes, Semi hard finishes, Soft finishes, Floor care and cleaning agents,

Carpet: Types, Carpet Manufacturing, Carpet Selection, Carpet Installation, Carpet Cleaning, Carpet problem and remedies

- **BUDGET AND BUDGETARY CONTROL**

Introduction to Budget: Budget Process, Types of budget, Planning Capital Budget, Planning operating budget.

Controlling expenses: Purchasing system, Linen replacement, Uniform replacement, Centralised Purchasing. Store and Inventory control, Stock Taking, Storage, Distribution and control.

Suggested Readings :

1. Sudhir Andrews, Hotel Front Office Training Manual, Tata McGraw-Hill, 1997
2. SK Bhatnagar, Front Office Management, Frank Bros. & Co, 2002
3. Sue Becker, Pam Bradley and Feremy Hyton, Principles of Hotel Front Office Operations, castle, 1994.
4. Michael & Kasavana, Managing Front Office Operation, Educational Institute of American Hotel and Lodging Association, 2001
5. Grace Paige, Fane Parga, Hotel & Motel Front Desk Personnel, Van Nostrand and Reinhold.
6. Petrabbol & Sue Lewry, F.O. Procedures, Social Skills & Management, Butterworth Heinemann, 1999
7. Sudhir Andrews, Hotel Housekeeping Training manual, TATA McGraw-Hill Publishing Company Ltd, 1987
8. Joan C. Branson & Margaret Lennox Hotel, Hostel and Hospital Housekeeping, ELBS, 1988.
9. David M. Allen, Accommodation and Cleaningservices, Stanley Thornes Ltd, 1983.
10. Dorishatild and Christine winter, Professional House keeping-. Hutchinson Education, 1986
11. Margaret M. Kappa, Aleta Nitschke, Patricia B. Schappert, Housekeeping Management, Educational Institute of AHMA, 1990 Large Hotel

[Handwritten signatures]
D. Umesh
[Signature]

FOOD AND BEVERAGE MANAGEMENT (FT-HSPTY-302)

OBJECTIVES: The objective of the subject is to help the students to acquire the basics of food and beverage management, conceptual framework so as to improve the food service industry, ability to understand others along with the development of beverage and hotel industry as per the requirement of the corporate world.

OUTCOMES: After completion of the subject, students will be able to understand food and beverage management practices and their applications part in the related sector with their conceptual background as well as practical exposures.

COURSE CONTENTS :

- **INTRODUCTION OF FOOD SERVICE INDUSTRY**

Origins of food service industry – Food service facilities-Organisation and Responsibilities of Food and beverage operations-Associated Departments of Hotel Food Service-Competencies of food service professional-Understanding guest service.

- **THE MENU AND FOOD SERVICE**

Menu - Introduction - classic menu- modern menu - Role of menu towards establishment and guests-Classification of Menu-Menu Planning-Catering Policy-principle contributors of menu planning – pre menu activity-control cycle-wine lists – designing menu cover – evaluating menu Food Service – Types of service- Room Service – Types of room service – Room service organization - Room service equipment and layout – Room service strategies-Restaurant Service Chain

- **BEVERAGES**

Wine-History of wine making – Classifications – Selection of wine-Service of wine-wine trade terms

Familiarization of wine term – popular wine brands – Alcoholic Beverages-Spirit-Whisky-Popular whiskies – Rum – Types of Rum – Vodka – Gin –Tequila – Brandy – Beer – Non alcoholic Beverages – Bar Management

- **SETTING UP A RESTAURANT:**

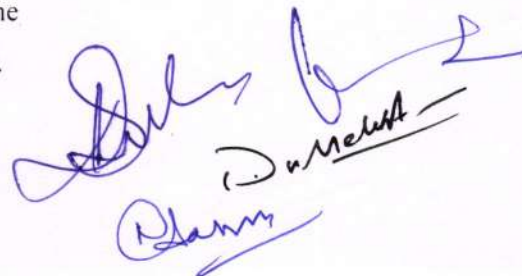
Basic Guidelines for setting up a restaurant – feasibility study – project planning-facility planning-kitchen equipments.

- **BAR MANAGEMENT**

Introduction to Bar – Types of bar, Bar counterparts-Front, back, under Bar Equipments, Furniture, Staffing and Linen. Bar Stock and Inventory : Bar control-Bar control systems, Stock Taking, Goods received ledger, Off-Sale Ledger, Cellar Stock Ledger, Bin cards, Over age and Shortage, Cellar control.

Suggested Readings :

1. Food and Beverage Mgmt,Sudhir Andrews, The McGraw Hill Companies,2008
2. Food & Beverage Service,Dennis RLillicrap & John A Cousins, Hodder&Cousin
3. Food and Beverage Management-Bernard Davis Sally Stone
4. Food and Beverage Management-D.Antony Ashok Kumar.



HOSPITALITY LAW

(FT-HSPTY-303)

OBJECTIVES: The objective of the subject is to help the students to acquire the basics of hospitality laws so as to understand the hotel's right, legal principles governing hospitality operations.

OUTCOMES: After completing of the subject, students will be more able to understand the various Acts related to Hospitality Laws and able to develop Hospitality policies according to these acts.

COURSE CONTENTS :

- Basic Legal Principles Governing Hospitality Operations-The Common Law Basis for Laws Governing the Hotelkeeper-The Hotel keeper and the Law of Contracts
- The Hotel keeper and the Laws of Torts and Negligence-The Hotel's Duty to Receive Guests and Its Right to Refuse Guests - The Hotel's Duty to Protect Guests
- The Hotel's Right to Evict a Guest, Tenant, Restaurant Patron, or Others - The Guest's Right to Privacy-The Hotel's Liability Regarding Guests' Property-Maintenance of Guest Registers
- Frauds Committed Against Hotels and Crimes of Tres pass-Other Laws Relating to Food Service-Wage and Hour Laws Applicable to Hotel Employees
- Consumer Protection Laws Affecting Hotels-Public Health and Safety Requirements.

Suggested Readings :

1. Understanding hospitality Law, Jack.P.Jeffries and Banks Brown 4th edition. Chips Books, Texas.
2. Hospitality and tourism law, M.Boustiv, J.Ross, N.Geddes, W.Stewart, International Thomson Business press 1999.
3. Food Safety and Standards Act, 2006, International Law Book Company, NewDelhi.
4. Principles of Hospitality Law, Mike Boella, Alan Pannett, 2nd edition, Cengage Learning Business Press.

[Handwritten signatures]
 D. M. ...
 D. M. ...
 D. M. ...

RESEARCH METHODOLOGY
(FT-HSPTY-304)

OBJECTIVES: The objective of this subject is to equip the students with the concept and methods of Research Methodology. The students will be able to plan, design and learn business research planning using scientific methods

OUTCOMES: After completion of the subject, students will be able to understand the concept of research methods/research test types and their applications into the business for research and development.

COURSE CONTENTS :

- Concepts of Research, Scientific Approach to Research, Types of Social Science Research, Research Process and Planning for Research, Defining Research Problem. Research Designs.
- Sources / Methods of Collecting Primary and Secondary Data, Schedules & Questionnaires, Interview, Observation, Scaling Techniques etc.
- Methods of Data Analysis: Application of Mean, Mode, Median, Geometric Mean, Harmonic Mean, Coefficient of Correlation, Regression Analysis, ANOVA Analysis, t-test, z-test, f-test, chi-square test.
- Research Report Writing. Elementary Idea about Statistical Software Packages

Suggested Readings:

K.R. Sharma, Research Methodology, National Publishing House, Jaipur.

Kothari.C.R., Research Methodology, Vishwa Prakashan , Delhi

Bannerjee,S & Roy R" Fundamentals of Research Methodology" Kitab Mahal ,Allahabad Asthana BN"Elements of Statistics" S Chand, New Delhi


D. Mehta
D. Mehta

ENTREPRENEURSHIP DEVELOPMENT (FT-HSPTY-305)

OBJECTIVES : The aim of this subject is to provide the insight knowledge about entrepreneurship and make students familiar with entrepreneur's traits, Qualities Business startup/MSMEs issues and prepare business plans accordingly..

OUTCOMES : After completion of the subject, students will be able to understand the basic concept of entrepreneurship with more realistic examples. They can apply the theoretical knowledge as entrepreneurs with their practical business plan and startup approach.

COURSE CONTENTS :

- Concept of Entrepreneurship. Process of Entrepreneurship. Entrepreneurial Motives. Enablers of Entrepreneurial Intentions. Entrepreneurial Competencies. Characteristic Features of Corporate Entrepreneurship. Differences between Entrepreneurship and Intrapreneurship.
- Concept of Social Entrepreneurship. Differences between Normal Entrepreneurs and Social Entrepreneurs. Need and Benefits of Social Enterprise. Differences between Social Enterprises and Social Responsibility of Business. Ethical Issues in Entrepreneurship.
- Benefits of Women Entrepreneurship Status of Women Entrepreneurship. Entrepreneurship. Challenges in Women Entrepreneurship. Barriers and Facilitators of Women Entrepreneurship.
- Relationship among Creativity, Innovation and Entrepreneurship. Environmental Scanning for New Venture Creation. Developing Business Plan for New Venture Creation. Market Orientation and Marketing Skills for Entrepreneurs. Marshalling Resources for New Venture Creation.
- Characteristic Features of Family Business. Advantages of Family Business, Problems in Managing Family Business. Global Opportunities for Entrepreneurs.

Suggested Readings:

1. Raj Shankar – "Entrepreneurship Theory and practice". Vijay Nicole Imprints Pvt td, Chennai 2012
2. Kuratko. F.D. & Hodgetts.M.R., "Entrepreneurship Theory, Process, Practice (6thed), Thomson South Western Pub, Singapore.
3. Desai Vasant , " Dynamics of Entrepreneurship Development and Management, HimalayaPub House,Mumbai,2008.
4. Khanka,S.S. , "Entrepreneurship Development," S.Chand and Co.Ltd, New Delhi, Revised Ed, 2012
5. Mohanty.S.K., "Fundamentals of Entrepreneurship", PHI Learning Pvt Ltd, Delhi, 2012.
6. Proceedings of EDIs of XIth Biennial Conference on Entrepreneurship, Bookwell Publishers, Delhi.(2015)



 D. Umesh

FACILITY MANAGEMENT (FT-HSPTY-401)

OBJECTIVES: The aim of this subject is to provide the insight knowledge about facility management and make students familiar with planning of offices in meeting room, hotel design etc.

OUTCOMES: After completion of the subject, students will be able to understand the basic concept of facility management with more realistic examples.

COURSE CONTENTS :

- **HOTEL DESIGN :** Design Considerations - Attractive appearance, Efficient plan, Good location, Suitable materials, Good workmanship, Sound financing, Competent management, Evaluation of accommodation need, thumb rules, Ensuring that the hotel must combine the integrated functions of housing, feeding, entertainment, rentals, services, maintenance and light manufacture.
- **PLANNING CONSIDERATIONS :** Flow process and flow diagrams, Space relationships, Architectural consideration, Difference between carpet area and plinth area, Approximate cost estimation, Class room exercises.
- **STAR CLASSIFICATION OF HOTELS :** Criteria for star classification of hotels. Various licenses & statutory approvals required as per municipal by laws for starting and running hotel and catering services.
- **PLANNING OF OFFICES IN MEETING ROOM :** Planning of management areas like - General Manager's Office, Offices of all H.O.D's and other services related to it like meeting room, toilets etc.
- **PLANNING OFF & SERVICE OUTLET AREAS :**
Planning of physically outs of function and supporting area. Production area - Pre-preparation, preparation, kitchen stewarding, stores, hot-plate, Chef's Office. Service Area - Reception and waiting lounge, dinning area, pantry, dish washing, pick -up, Bar, Room Service Area, Service Bar. Factors to be considered while planning décor. Planning of service support areas. Planning of material management, area-receiving, stores, bar stores, cellar, beverage stone, cold room, banquets utility area, furniture storage area, garbage disposal, gas bank, and maintenance area, fire exits.

Suggested Readings :

1. Production Management-S.K.HajraChoudhry
2. Hospitality Facility Management & Design-David M Stipanuk & Harold Roffmann, Publised: Educational Institute, AHMA
3. Building Construction By Sushil Kumar, Published: Standard Publishers Distributors, Delhi
4. Systematic layout planning – Richard Muther Cahners
5. Food Service Planning: Layout & Equipment – Lendal HKotschevar, Margaut ETerrell
6. Management operations and Research-N.Sathyararyana

Handwritten signatures in blue ink, including a large signature and a smaller one with the name 'D. Muthur' written below it.

CUSTOMER RELATIONSHIP MANAGEMENT (FT-HSPTY-402)

OBJECTIVES: The aim of this subject is to provide the insight knowledge about customer relationship management and make students familiar with emerging concepts of CRM and building customer relationship.

OUTCOMES: After completion of subject, the students would be able to understand CRM activities. They will develop the skills and understand the relationship between various marketing, IT and CRMIN services activities for the attainment of marketing goals.

COURSE CONTENTS :

- **EMERGING CONCEPT OF CRM**

CRM in Marketing & IT-Enablers of the growth of CRM-Evolution-Benefits of CRM-School of Thoughts of CRM

- **BUILDING CUSTOMER RELATIONSHIP**

Process - Bonding -Zero customer Defections -CRM framework - Market Share Vs. Share of Customers - Life time value of Customers

- **CRMIN SERVICES**

Product Markets - B2Bmarket – CRMin Marketing – A Marketing Retrospective – Target Marketing – Marketing Automation – CRM and Customer service – Call Centre and Customer Care – Automation of contact center-Call Routing – Web Based Self Service – Work Force Management-Customer Service

- **COMPONENTS OFE-CRM SOLUTIONS**

Data Ware housing – Data Mining and CRM-Evaluation of Technical solution for CRM-Role of a contact centre in building relationships.

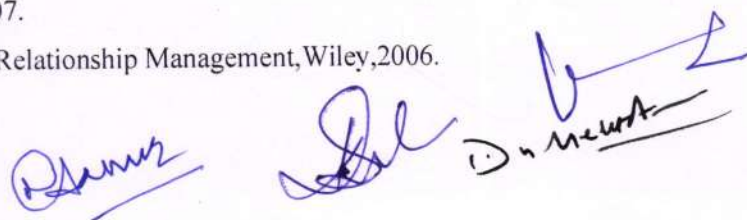
- **IMPLEMENTATION**

Defining a CRM strategy - CRM Implementation Road Map - Developing a Relationship Orientation

Customer-centric Marketing - Processes - Building Capabilities through Internal Marketing - customer retention plans

Suggested Readings :

1. "Paul Greenberg",CRM at the Speed of Light, 3rd edition,TMH,2007.
2. "Baran,Galkaand Strunk,Principles of CRM,CengageLearning2008.
3. "Jagdish.N.Sheth, Atul Parvatiyar and G.Shainesh"(Editors),Customer Relationship Management, TMH,2007.
4. "John.G.Freeland",The Ultimate CRM,TMH,2006
5. "SubhasishDas",Customer Relationship Management",ExcelBooks,2007.
6. Edited by S.Shanmugasundaram, Customer Relationship Management,PHI,2008.
7. "Mukesh Chaturvedi and Abhinav Chaturvedi", Customer Relationship Management-An Indian Perspective, Excel Books, 2005.
8. "Nath",The Nuts & Bolts of CRM,TMH,2007.
9. "V.Kumar and Werner.J.Reinartz",Customer Relationship Management,Wiley,2006.



ECO TOURISM (FT-HSPTY-403)

OBJECTIVES: The aim of this subject is to provide the insight knowledge about eco tourism conceptual framework and make students familiar with emerging concepts of human ecology, tourism geography, types of pollution etc.

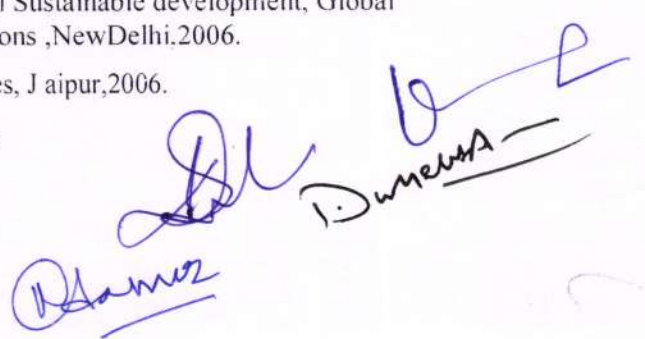
OUTCOMES: After completion of the subject, students will be able to understand the basic concept of eco tourism and apply these practices in their service domain.

COURSE CONTENTS :

- Human Ecology, Tourism Geography - Types of Pollution – Pollution ecology- Energy environment nexus, Ecological Foot practice e- Ecological and socio-economic indicators, measures to control pollution.
- Definitions, Principles & function of Ecotourism, Tourism & Ecology relationship, Ecotourism facts, trends, western views of ecotourism, ecotourism in protected areas, ecotourism activities-trekking, canoeing, rock climbing, angling, folk dance and music, ethnic cuisine.
- Development, Definition & Principles, eco-development, sustainable development - definition & principles, common properties, resource management, community participation, multi stakeholder participation & responsiveness towards sustainable eco-tourism, Ecotourism in different topography, carrying capacity, ecotourism & Poverty alleviations.
- Eco-tourism development agencies, The international Ecotourism society, Role of Ecotourism in WTO, UNDP, UNEP, Ministry of Tourism(GOI), Case Studies-Nandadevi Biosphere Resources, Sunderban national resources, Periyar National resources, Idduki & Thekkady in Kerala, Jungle & Lodges in Karnataka, Eco tourism in Uttaranchal & Himachal Pradesh.

Suggested Readings :

1. Sukanta K Chaudhury, 'Culture, Ecology and Sustainable development' Mittal, New Delhi, 2006
2. Ramesh Chawala, 'Ecology and Tourism Development', Sumit international, New Delhi, 2006
3. Matha Honey, 'Eco tourism certification, setting standards & Practices, Island press, Chicago, 2002
4. Rast Buckley, 'Environmental impacts of Ecotourism', CABI, London, 2004
5. Prabhas C Sinha, 'Guidelines for Human Environmental Sustainable development, Global environment law, policy and action plan, SBS publications, New Delhi, 2006.
6. SK. Ahluwalia, 'Basic principles of environmental resources, J aipur, 2006.
7. Journal of Sustainable Tourism, Channel View Publishers
8. Journal of Eco-Tourism, Channel View Publishers.



 [Signature 1] [Signature 2] [Signature 3]

**FIELD SURVEY PRESENTATION AND VIVA VOCE
(FT-HSPTY-404)**

OBJECTIVES: The objective of the field survey is to encourage the skills development of MBA (Hospitality Management) students. To encourage practical thinking and application of management/ functional knowledge.

OUTCOMES: Live direct/ hands-on, on the spot field exposure with the different formats of business organizations. Helpful in developing problem solving approach, innovative thinking in all possible formats of organization, backed-up with improvement in communication and presentation skills as well as appropriate understanding of team work approach.

COURSE CONTENTS :

The student will be required to make detailed survey on the topic related to Media Management. This will be Field Survey and may consist of Working in and On Any Business/Non Business Organization, Study of Phenomenon, Related topic and survey. After completion of the Field Survey, the student is required to make presentation of the Field Survey done. The survey presentation will be presented for assessment before the Assessment Committee consisting of a Panel of Head of Department and One Internal Faculty in case of University Department and Head/Director of the Institute and One External Examiner to be appointed by the Examination Committee of the University, in case of All Affiliated Colleges of the University.

In case of special circumstances / natural calamities / pandemic conditions, offline / online field survey presentations and online viva-voce may also be arranged / conducted subject to the approval of competent authority.


D.

