# UNIVERSITY OF MUMBAI
## No. UG/13 of   2014

## CIRCULAR:-

The Principals of the affiliated Colleges in Science and the Heads of recognized Institutions concerned are hereby informed that the recommendation made by the Faculty of Science at its meeting held on 25<sup>th</sup> February, 2014 has been accepted by the Academic Council at its meeting held 4<sup>th</sup> March, 2014 **vide** item No. 4.59 and subsequently approved by the Management Council at its meeting held on 4<sup>th</sup> April, 2014 **vide** item No.8 and that in accordance therewith, in exercise of the powers conferred upon  the Management Council under Section 54 (1) and 55 (1) of the Maharashtra Universities Act, 1994 and the Ordinances 6108 and 6109 and Regulation 8745 and syllabus for the M.Sc. (Hotel & Hospitality Administration) degree programme is introduced, which is available on the University's web site (www.mu.ac.in)  and that the same has been brought into force with effect from the academic year 2014-15.

                                                                    Sd/-
MUMBAI – 400 032                                     Director, B.C.U.D.
    1<sup>st</sup> July, 2014


To,

        The Principals of the affiliated Colleges in Science and the Heads of Recognized Institutions concerned.

## A.C/4.59/04.03.2014_
## M.C/8/04.04.2014

                              ***************
No. UG/13-A of 2014          MUMBAI-400 032          1<sup>st</sup> July, 2014


Copy forwarded with compliments for information to :-

  1) The Dean, Faculty of  Science.
  2) The Chairman, **Ad-hoc** Board of Studies in Hospitality Studies,
  3) The Professor-cum-Director, Institute of Distance and Open Learning (IDOL),
  4) The Director, Board of Colleges and University Development,
  5) The offg. Controller of Examinations,
  6) The Co-Ordinator, University Computerization Centre.


                                                                    Sd/-
                                                        Director, B.C.U.D.

AC 4/3/2014
Item 4.59

# University of Mumbai

## Syllabus
## Program - Master of Science
## Course - Hotel & Hospitality Administration

(Credit Based Semester and Grading System
with effect from the academic year 2014–2015)

# The Master Degree Shall Be Titled As
# "Master of Science (Hotel & Hospitality Administration) – M.Sc. (H.& H.A.)"

**Objectives: -**
1. To provide higher-level education avenue after Degree Program for the students with academic and research orientation in the field of Hotel & Hospitality Administration.
2. To create the human infrastructure required to establish a high standard to meet the challenges of globalization, technological innovation and increasing competition.

**Eligibility:**

A candidate being eligible for admission to the Master's Degree in Hotel &Hospitality Administration should have passed:

Bachelors Degree in Hospitality Studies/ Hotel Management / Hotel & Hospitality Administration/ Hotel and Tourism Management / Hospitality & Tourism Management / or any other Bachelors Degree in related area from any approved University.

**Duration:**

The Program shall be a Three-year Part-time program.

**Scheme of Examination: -**

The examination shall be conducted at the end of each semester. Examinations of Semester I, II, III&IV will be conducted by the respective colleges on behalf of the University. Semester IV&VI will be conducted by the University of Mumbai.

Each course of all semesters shall comprise of 25% internal assessment and 75% semester end examination

**Passing Standards:-**
a) A candidate shall have to obtain a minimum of 40% marks in each theory paper to pass the examination.
b) A candidate shall be placed in First Class with distinction if he/she secures a minimum of 70% marks in aggregate.
c) A candidate shall be placed in First Class in he/she secures a minimum of 60% marks in aggregate.
d) A candidate shall be placed in second class if he/she secures a minimum of 50% marks in aggregate.

1) **Library:-**
   The Institute shall upgrade the existing library in a phased manner by allocating at least Rupees TwoLakhs per annum.

**2) Research &Development :-**
The Institute shall set up a post graduate department for Hotel & Hospitality management studies and research and development.


**3) Pedagogy :-**
A combination of participatory approaches such as lecture discussion, case discussion, assignments, reports, presentations, field experience etc. The course should be constantly upgraded based on the feedback obtained from the experts in the Industry. To get a feel of the corporate world Industrial Visits are to be organised. Experts from Industrial and Academic Fields supplement the formal classroom sessions with guest lectures. Frequent seminars, workshops and panel discussions are held to add a more professional touch to the training program.


4) **Fees : -**
Rupees Forty Thousand per semester

| | | Class Room Instruction Face to Face | | | | | | | | | | | Total Marks | | Credits | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Course Code | Subject | Per week | | | Per semester | | | Per semester hours | | | Total | | | | | | | |
| | | L | P | T | L | P | T | L | P | T | | TH | PR | L | P | T | Total |
| PSHA 101 | Perspective Management | 3 | - | - | 45 | - | - | 45 | - | - | 45 | 100 | - | 2 | - | - | 2 |
| PSHA 102 | Services Marketing | 3 | - | - | 45 | - | - | 45 | - | - | 45 | 100 | - | 2 | - | - | 2 |
| PSHA 103 | Advanced Business Communication | 6 | - | - | 90 | - | - | 90 | - | - | 90 | 100 | - | 4 | - | - | 4 |
| PSHA 104 | Customer Care Management | 3 | - | - | 45 | - | - | 45 | - | - | 45 | 100 | - | 2 | - | - | 2 |
| PSHA 105 | Principles, Policies & Practices of Tourism | 6 | - | - | 90 | - | - | 90 | - | - | 90 | 100 | - | 4 | - | - | 4 |
| PSHA 106 | Economics for the Hotel Industry | 3 | - | - | 45 | - | - | 45 | - | - | 45 | 100 | - | 2 | - | - | 2 |
| | **Total** | **24** | **-** | **-** | **360** | **-** | **-** | **360** | **-** | **-** | **360** | **600** | **-** | **16** | **-** | **-** | **16** |

# SEMESTER I – Master of Science (Hotel & Hospitality Administration)

**L** = one lecture / period of 60 minutes (1 hr.)**P**= Practical **T**= Tutorial

| SEMESTER II – Master of Science (Hotel & Hospitality Administration) | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Class Room Instruction Face to Face | | | | | | | | | Total Marks | | Credits | | | | |
| Course Code | Subject | Per week | | | Per semester | | | Per semester hours | | | Total | | | | | | |
| | | L | P | T | L | P | T | L | P | T | | TH | PR | L | P | T | Total |
| PSHA 201 | Human Resources Development & Audit | 3 | - | - | 45 | - | - | 45 | - | - | 45 | 100 | - | 2 | - | - | 2 |
| PSHA 202 | Cruise Line Hospitality Operations and Management | 3 | - | - | 45 | - | - | 45 | - | - | 45 | 100 | - | 2 | - | - | 2 |
| PSHA 203 | Business Ethics & Corporate Governance | 3 | - | - | 45 | - | - | 45 | - | - | 45 | 100 | - | 2 | - | - | 2 |
| PSHA 204 | Hotel Facilities Planning | 6 | - | - | 90 | - | - | 90 | - | - | 90 | 100 | - | 4 | - | - | 4 |
| PSHA 205 | Legal Aspects of Hospitality Business | 3 | - | - | 45 | - | - | 45 | - | - | 45 | 100 | - | 2 | - | - | 2 |
| PSHA 206 | Resort Management | 6 | - | - | 90 | - | - | 90 | - | - | 90 | 100 | - | 4 | - | - | 4 |
| | Total | 24 | - | - | 360 | - | - | 360 | - | - | 360 | 600 | - | 16 | - | - | 16 |
| L = one lecture / period of 60 minutes (1 hr.)P= Practical T= Tutorial | | | | | | | | | | | | | | | | | |

| Course Code | Subject | Class Room Instruction Face to Face | | | | | | | | | Total | Total Marks | | Credits | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Per week | | | Per semester | | | Per semester hours | | | | | | | | | |
| | | L | P | T | L | P | T | L | P | T | | TH | PR | L | P | T | Total |
| PSHA 301 | Financial Management in Hospitality Industry | 6 | - | - | 90 | - | - | 90 | - | - | 90 | 100 | - | 4 | - | - | 4 |
| PSHA 302 | Training and Development for Hospitality | 3 | - | - | 45 | - | - | 45 | - | - | 45 | 100 | - | 2 | - | - | 2 |
| PSHA 303 | Legal Aspects of Hospitality Business | 3 | - | - | 45 | - | - | 45 | - | - | 45 | 100 | - | 2 | - | - | 2 |
| PSHA 304 | Environmental Management in the Hospitality Industry | 3 | - | - | 45 | - | - | 45 | - | - | 45 | 100 | - | 2 | - | - | 2 |
| PSHA 305 | Spa Operations &Management | 3 | - | - | 45 | - | - | 45 | - | - | 45 | 100 | - | 2 | - | - | 2 |
| PSHA 306 | Convention and Conference Management | 6 | - | - | 90 | - | - | 90 | - | - | 90 | 100 | - | 4 | - | - | 4 |
| | **Total** | **24** | **-** | **-** | **360** | **-** | **-** | **360** | **-** | **-** | **360** | **600** | **-** | **16** | **-** | **-** | **16** |

# SEMESTER III – Master of Science (Hotel & Hospitality Administration)

**L** = one lecture / period of 60 minutes (1 hr.)**P**= Practical **T**= Tutorial

| SEMESTER IV – Master of Science (Hotel & Hospitality Administration) | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Class Room Instruction Face to Face | | | | | | | | | | Total Marks | | Credits | | |
| Course Code | Subject | Per week | | | Per semester | | | Per semester hours | | | Total | | | | | | |
| | | L | P | T | L | P | T | L | P | T | | TH | PR | L | P | T | Total |
| PSHA 401 | Information Technology in Hospitality Industry | 3 | - | - | 45 | - | - | 45 | - | - | 45 | 100 | - | 2 | - | - | 2 |
| PSHA 402 | Security Systems in the Hospitality Industry | 6 | - | - | 90 | - | - | 90 | - | - | 90 | 100 | - | 4 | - | - | 4 |
| PSHA 403 | Tourism Operations and Management | 3 | - | - | 45 | - | - | 45 | - | - | 45 | 100 | - | 2 | - | - | 2 |
| PSHA 404 | Airline Catering Management | 3 | - | - | 45 | - | - | 45 | - | - | 45 | 100 | - | 2 | - | - | 2 |
| PSHA 405 | Training and Development for Hospitality | 3 | - | - | 45 | - | - | 45 | - | - | 45 | 100 | - | 2 | - | - | 2 |
| PSHA 406 | Advanced Accommodation Studies | 6 | - | - | 90 | - | - | 90 | - | - | 90 | 100 | - | 4 | - | - | 4 |
| | Total | 24 | - | - | 360 | - | - | 360 | - | - | 360 | 600 | - | 16 | - | - | 16 |
| L = one lecture / period of 60 minutes (1 hr.)P= Practical T= Tutorial | | | | | | | | | | | | | | | | |

## SEMESTER V – Master of Science (Hotel & Hospitality Administration)

| Course Code | Subject | Class Room Instruction Face to Face | | | | | | | | | Total | Total Marks | | Credits | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Per week | | | Per semester | | | Per semester hours | | | | | | | | | |
| | | L | P | T | L | P | T | L | P | T | | TH | PR | L | P | T | Total |
| PSHA 501 | Hospitality Quality Management | 3 | - | - | 45 | - | - | 45 | - | - | 45 | 100 | - | 2 | - | - | 2 |
| PSHA 502 | Advanced Food Production Studies | 6 | - | - | 90 | - | - | 90 | - | - | 90 | 100 | - | 4 | - | - | 4 |
| PSHA 503 | Club Management | 3 | - | - | 45 | - | - | 45 | - | - | 45 | 100 | - | 2 | - | - | 2 |
| PSHA 504 | Research Methodology | 6 | - | - | 90 | - | - | 90 | - | - | 90 | 100 | - | 4 | - | - | 4 |
| PSHA 505 | Event Management | 3 | - | - | 45 | - | - | 45 | - | - | 45 | 100 | - | 2 | - | - | 2 |
| PSHA 506 | Project Management in the Hospitality Industry | 3 | - | - | 45 | - | - | 45 | - | - | 45 | 100 | - | 2 | - | - | 2 |
| | **Total** | **24** | **-** | **-** | **360** | **-** | **-** | **360** | **-** | **-** | **360** | **600** | **-** | **16** | **-** | **-** | **16** |

**L** = one lecture / period of 60 minutes (1 hr.)**P**= Practical **T**= Tutorial

| Course Code | Subject | Class Room Instruction Face to Face | | | | | | | | | Total | Total Marks | | Credits | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Per week | | | Per semester | | | Per semester hours | | | | | | | | | |
| | | L | P | T | L | P | T | L | P | T | | TH | PR | L | P | T | Total |
| PSHA 601 | Food Logistics & Supply Chain Management | 6 | - | - | 90 | - | - | 90 | - | - | 90 | 100 | - | 4 | - | - | 4 |
| PSHA 602 | International Marketing Management | 3 | - | - | 45 | - | - | 45 | - | - | 45 | 100 | - | 2 | - | - | 2 |
| PSHA 603 | Research Project Report | 6 | - | - | 90 | - | - | 90 | - | - | 90 | 100 | - | 4 | - | - | 4 |
| PSHA 604 | Leadership & Innovation Management | 3 | - | - | 45 | - | - | 45 | - | - | 45 | 100 | - | 2 | - | - | 2 |
| PSHA 605 | Corporate Strategy | 3 | - | - | 45 | - | - | 45 | - | - | 45 | 100 | - | 2 | - | - | 2 |
| PSHA 606 | Casino Management | 3 | - | - | 45 | - | - | 45 | - | - | 45 | 100 | - | 2 | - | - | 2 |
| | **Total** | **24** | **-** | **-** | **360** | **-** | **-** | **360** | **-** | **-** | **360** | **600** | **-** | **16** | **-** | **-** | **16** |

**SEMESTER VI – Master of Science (Hotel & Hospitality Administration)**

**L** = one lecture / period of 60 minutes (1 hr.)**P**= Practical **T**= Tutorial

# PSHA 101
# PERSPECTIVE MANAGEMENT

|  |  |
|---|---|
| **Unit -1** | 1.1 **Management, Theory & Practice**. |
|  | 1.2 The Changing Environment of Management. |
|  | **2. Managers & Entrepreneurs**. |
|  | 2.1 Managerial Roles & Skills. |
|  | 2.2 Manager's Social & Ethical Responsibilities – Corporate Citizenship. |
|  | 2.3 The Evolution of Management thought & Different approaches to Management. |
|  | **3. Basics of Planning**. |
|  | 3.1 Strategic Planning. |
|  | 3.2 Corporate Planning & Long Range Planning. |
|  | 3.3 Decision Making & Creative Problem Solving. |
| **Unit –II** | **4. The Nature of Organizing**. |
|  | 4.1 Typology of Organisation& Innovation in Organisational Design. |
|  | 4.2 Impact of Computers on Organisations. |
|  | **5. Leadership & Management**. |
|  | 5.1 Role of Committees & Group Decision Making in Management |
|  | **6. The Nature of Organizing** |
|  | 6.1 Typology of Organisation& Innovation in Organisational Design. |
|  | 6.2 Impact of Computers on Organisations. |
| **Unit-III** | **7. Leadership & Management**. |
|  | 7.1 Role of Committees & Group Decision Making in Management. |
|  | 7.2 Organizational Communication & the Impact of Information Technology. |
|  | **8. Management of Change.** |
|  | 8.1 Control Process & Techniques. Use of Information Technology for Controlling. |
|  | 8.2 Planning & Control Systems in Management. |
|  | 8.3 Preventive Control. |
|  | **9. Power & Politics in Organisations** |
|  | 9.1 Theories of Power |
|  | 9.2 Organisational Power & Control |
|  | 9.3 Power & Systems of Organisational Membership |
|  | 9.4 Sources of Power |
|  | 9.5 Power & Empowerment – Power to the People |
|  | 9.6 Organisational Politics |

## Reference and Recommended Reading:

1) OrganisationalBehaviour – Luthans – Mcgraw Hill
2) Behavioural Models – Pfizer (Vol. I – IV)
3) OrganisationalBehaviour – Moorhead & Griffin.
4) Understanding organizational Behaviour- UdaiPareek&Sushma Khanna  - Oxford Publication
5) OrganisationalBehaviour-Bhattacharyya - Oxford Publication.

# PSHA 102

# SERVICES MARKETING

| | | |
|---|---|---|
| **Unit I** | **1** | **Introduction to Service Industry** |
| | 1.1 | What is Service Operations Management |
| | 1.2 | Services : Concepts & Characteristics |
| | 1.3 | Classification of Services |
| | 1.4 | Differentiation between goods & services |
| | 1.5 | Factors responsible for growth of services sector |
| | 1.6 | Critical factors for success |
| | 1.7 | International Trade Relation for Service Sector |
| | 1.8 | Service Marketing environment |
| | | |
| | **2** | **Marketing Research in Service Industry** |
| | 2.1 | Marketing Research & Management |
| | 2.2 | When should a service firm not conduct a market research |
| | 2.3 | Influence of internet on conducting Marketing Research |
| | 2.4 | Problems in Marketing Research |
| | 2.5 | Trends in the coming decades |
| | 2.6 | Marketing Research process |
| | | |
| | **3** | **Understanding Consumer Behaviour** |
| | 3.1 | Relevance of Consumer Behaviour |
| | 3.2 | Consumer Behaviour models |
| | 3.3 | Changing dynamics of Indian Consumers |
| | 3.4 | Factors influencing buying behavior |
| | | |
| **Unit II** | **4** | **Segmentation, Targeting & Positioning of a Service Firm** |
| | 4.1 | Segmentation |
| | 4.2 | Targeting |
| | 4.4 | Positioning |
| | | |
| | **5** | **Customer Perception of Services** |
| | 5.1 | Customer Perception |
| | 5.2 | Satisfaction v/s service quality |
| | 5.3 | Customer Satisfaction |
| | 5.4 | Service Quality |
| | 5.5 | Customer Perception, Service Quality, Customer Satisfaction affecting service purchase decisions |
| | | |
| | **6** | **Managing Service Operations & Processes** |
| | 6.1 | Service Process |
| | 6.2 | Service Blueprint |
| | 6.3 | Managing Demand & Supply |
| | 6.4 | Service Guarantees |
| | 6.5 | Service Process matrix |
| | 6.6 | Service Profitability & Service Processes |
| **Unit III** | **7** | **Pricing Strategy for Services** |
| | 7.1 | Pricing Objectives |

| | 7.2 | Methods of Pricing Services |
|---|---|---|
| | | |
| **8** | | **Strategies for Marketing of Service Sector** |
| | 8.1 | Marketing, Communication & Promotion |
| | 8.2 | The Communication Process |
| | 8.3 | Promotion, Planning & Strategy |
| | 8.4 | Communication Mix |
| | 8.5 | E - Marketing |
| | 8.8 | Need for coordination in marketing communication |
| | | |
| **9** | | **Impact of Technology on Marketing of Services** |
| | 9.1 | Service Innovation |
| | 9.2 | Mapping Pattern of service innovation |
| | 9.3 | Innovation policy framework |
| | 9.4 | Impact of Technology on service firms |
| | 9.5 | Issues in managing online technologies |

**Reference and Recommended Reading:**

Services – Marketing, Operations & Management – Vinnie Jauhari&Kirti Dutta - Oxford University Press.
Service Operations Management – Robert Johnston & Graham Clark - Pearson Education Limited.
Marketing Management for the Hospitality Industry – Allen Z. Reich
Service Marketing – Roland T. Rust, Anthony J. Zahorik, Timothy Keiningham – Addison Wesley

# PSHA 103
# ADVANCED BUSINESS COMMUNICATIOINS

**Reference and Recommended Reading:**

Communication Skills – Sanjay Kumar &PushpLata – Oxford University Press
Lesikar's Basic Business Communication -Lesikar, Pettit and Flatley  (Tata McGraw)
Essential Manager's manual – Robert Heller and Tim Hindle (Dorling Kindersley)
Skills Development for Business & Management Students – Kevin Gallagher - Oxford University Press
Communication Skills - LeenaSen  (Prentice Hall Publications)
An Experiential Approach to Organization Development - Brown (Prentice Hall Publications)
Corporate Communication: A Guide to Theory and Practice - JoepCornelissen (SAGE Publications Ltd)

# PSHA 104
# CUSTOMER CARE MANAGEMENT

**4. Implementing a Customer Care Strategy**
4.1     Continuous improvement
4.2     Marketing a service strategy
4.3     Managers lead the way
4.4     High or low key?

**5.      The Internal Customer.**
5.1     Everyone has a Customer.
5.2     Developing Understanding of Internal Customer Needs.
5.3     Process Improvement.
5.4     Suppliers, Alliances and Partners.
5.5     Standards and Charters.
5.6     Service Level Agreements.
5.7     Suggestion Schemes.
5.8     Employee Engagement.

**Unit-II**

**6.      Training and Development for Customer Service**.
6.1     Importance of Training and Development in Customer
Service.
6.2     Identifying Training and Development Objectives.
6.3     Training and Development for Managers.
6.4     Managers as Trainers.
6.5     Customers Service Training for Front Line and Support Staff.
6.6     The Learning Organisation.
6.7     Building customer service into all training & development activities
6.8     Review and Refresh Training and Development.

**7.      Communications.**
7.1     Disseminating the Message
7.2     Developing a Communications Strategy.
7.3     Sell do not Tell.
7.4     Reinforcing the Message.
7.5     Tips on Affective Internal Communication.

**8.      Recognition and Reward.**
8.1     Motivation.
8.2     Performance Management.
8.3     Developing and Reward and Recognition Scheme.

**Unit-III**

**9.      Sustaining a customer focus**
9.1     Problems in sustaining the focus.
9.2     Developing a maintenance strategy.
9.3     Reviewing progress.
9.4     Reinforcement.

**Reference and Recommended Reading:**
Customer Care Excellence - Sarah Cook - Kogan Page
Its All About Service – Ray Pelletier – Wiley Publications

# PSHA 105
# PRINCIPLES, POLICIES & PRACTICES OF TOURISM

**1. An Introduction to the Tourism Concept**
1.1 Introduction
1.2 Meaning & Definitions
1.3 Need for Measurement of Tourism
1.4 Typology of Tourism
1.5 Basic Components of Tourism
1.6 Interdisciplinary approach to study Tourism Business
1.7 Positive & Negative Impacts of Tourism
1.8 Measurement of Socio-Cultural Impacts
1.9 Tourist Destination Development
1.10 Factors Influencing Tourism Products
1.11 Old Age & New Age Tourism
1.12 Perspective of the Tourism Business

**2. Travel Behaviour& Motivation**
2.1 Evolution of Travel Motivation
2.2 Meaning of Motivation &Behaviour
2.3 Different Motives to Travel
2.4 Tourist-centric Approach
2.5 Leisure Travel Motivation
2.6 Typology of Tourists
2.7 Tourist Decision Process
2.8 Travel Motivators & Facilitators
2.9 Lifestyle Pattern
2.10 Hierarchy of Travel Motivation
2.11 Tourism-mindedness of People

**UNIT I**

**3. Tourism Impacts on the Economy & the Environment**
3.1 Concept of Impact of Tourism
3.2 Types of Tourism Revenue
3.3 Tourists Spending on Economic Development
3.4 Tourist Expenditure & Inter-sectoral Linkages
3.5 Tourism Satellite Account & Economic Impact
3.6 A Global Perspective of the Economic Impact of Tourism
3.7 Relationship between Tourism & the Environment
3.8 Responsible Tourism
3.9 Alternative Tourism
3.10 Ecotourism

**9. Contemporary Trends & Practices**

9.2  Tourism in the Twenty-first Century
9.3  Factors Contributing to the Growth of Global Tourism
9.4  Global Tourism by 2020
9.5  Regional Tourism by 2020
9.6  Changing Patterns in Asia-Pacific Travel & Tourism
9.7  Emerging Tourism Destination Countries in the Asia-Pacific Region
9.8  New Competitive Global Emerging Destinations
9.9  Globalisation&Liberalisation

## References and suggested readings

Tourism principles and Practices – Swain and Mishra -Oxford University Press
Tourism – Principles & Practice - Chris Cooper, John Fletcher, Alan Fyall, David Gilbert, Stephen Wanhill -Pearson Education
Principles of Tourism – M. A. Khan – Penguin Books

# PSHA 106
# ECONOMICS FOR THE HOTEL INDUSTRY

<table>
<tr><td></td><td><b>1</b></td><td><b>Nature and Fundamentals of Economics</b></td></tr>
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<tr><td></td><td></td><td>1.2.1 Microeconomics and its scope</td></tr>
<tr><td></td><td></td><td>1.2.2 Macroeconomics and its scope</td></tr>
<tr><td></td><td>1.3</td><td>Economics – the Science of Choice</td></tr>
<tr><td></td><td>1.4</td><td>Economic Systems</td></tr>
<tr><td></td><td></td><td>1.4.1 Traditional Economies</td></tr>
<tr><td></td><td></td><td>1.4.2 Command Economies</td></tr>
<tr><td></td><td></td><td>1.4.3 Market Economies</td></tr>
<tr><td></td><td>1.5</td><td>Positive and Normative Economics</td></tr>
<tr><td></td><td>1.6</td><td>A brief understanding of the four factors of production and their rewards (Factors - Land, Labour, Capital, Organization Rewards – Rent, Wages, Interest Profit)</td></tr>
<tr><td><b>UNIT<br>I</b></td><td>1.7</td><td>Significance of the Hotel Industry</td></tr>
<tr><td></td><td>1.8</td><td>Role of Economics in the Hotel Industry</td></tr>
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<tr><td></td><td>2.1</td><td>Utility Analysis of Demand</td></tr>
<tr><td></td><td>2.2</td><td>Concepts Related to the Two Approaches</td></tr>
<tr><td></td><td>2.3</td><td>Cardinal Utility Approach</td></tr>
<tr><td></td><td>2.4</td><td>Indifference Curve Analysis</td></tr>
<tr><td></td><td>2.5</td><td>The Budget Line or the Price Line</td></tr>
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<tr><td></td><td>3.2</td><td>Features of Demand</td></tr>
<tr><td></td><td>3.3</td><td>Demand Schedule</td></tr>
<tr><td></td><td>3.4</td><td>Demand Function</td></tr>
<tr><td></td><td>3.5</td><td>Law of Demand</td></tr>
<tr><td></td><td><b>4</b></td><td><b>Elasticity of Demand</b></td></tr>
<tr><td></td><td>4.1</td><td>Meaning</td></tr>
<tr><td></td><td>4.2</td><td>Price Elasticity of Demand</td></tr>
<tr><td></td><td>4.3</td><td>Measurement of Price Elasticity of Demand</td></tr>
<tr><td></td><td>4.4</td><td>Income Elasticity of Demand</td></tr>
<tr><td></td><td>4.5</td><td>Cross Elasticity of Demand</td></tr>
<tr><td><b>UNIT<br>II</b></td><td>4.6</td><td>Factors influencing the Elasticity of Demand</td></tr>
<tr><td></td><td><b>5</b></td><td><b>Production Function</b></td></tr>
<tr><td></td><td>5.1</td><td>Meaning</td></tr>
<tr><td></td><td>5.2</td><td>Feature related to Production Function</td></tr>
<tr><td></td><td>5.3</td><td>Law of Variable Proportion</td></tr>
<tr><td></td><td>5.4</td><td>Isoquant Curves</td></tr>
<tr><td></td><td>5.5</td><td>Equilibrium Point in the Production Process</td></tr>
</table>

**Reference and Suggested Reading**
- Economics of Hotel Management – Sheela A.M. - New Age International Publishers
- The Basics of Economics - David Edward O'Connor - Greenwood Publications
- Managerial Economics – Dominick Salvatore / Ravikesh Srivastava – Oxford University Press

# PSHA 201.
# HUMAN RESOURCES DEVELOPMENT & AUDIT

**SYSTEMS**

5.1 Introduction
5.2 Pay for Performance Systems
5.3 Pros and Cons of the Pay for Performance Systems
5.4 Meeting the Pay for Performance Challenges
5.5 Types of Rewards
5.6 Nature and Importance of Incentive Schemes
5.7 Cafeteria Style Compensation
5.8 The Problem of Equity

**6. WORKERS' PARTICIPATION IN MANAGEMENT**

6.1 Introduction
6.2 Forms of Participation
6.3 Levels of Participation
6.4 The Indian Scene
6.5 Forms of Workers' Participation in India

**7. TRADE UNIONS**

7.1 Introduction
7.2 Features of Trade Union
7.3 Functions of Trade Unions
7.4 The Structure of Trade Unions
7.5 Growth of Trade Union Movement in India
7.6 Weaknesses and Problems of Trade Unions in India
7.7 Verification of Trade Union Membership
7.8 Suggestions to Strengthen the Trade Union Movement
7.9 Essentials for Success of a Trade Union
7.10 Latest Trends in Trade Unionism

**8. INDUSTRIAL RELATIONS**

8.1 The Need for Healthy Labour-Management Relations
8.2 Industrial Relations: Concept

**Unit-III**

8.3 Objectives of Industrial Relations
8.4 Importance of Industrial Relations
8.5 Factors Affecting Industrial Relations
8.6 Approaches to Industrial Relations
8.6 Pre-requisite for Successful Industrial Relations Program

**9. HUMAN RESOURCE RECORDS, AUDIT & RESEARCH ACCOUNTING**

9.1 Introduction
9.2 Personnel Records
9.3 Personnel Reports
9.4 Human Resource Audit
9.5 Human Resource Research
9.6 Human Resource Accounting
9.7 Human Resource Information System (HRIS)

## Reference and Recommended Reading:

Personnel Management (Text and Cases) - Dr. C. B. Mamoria& Dr. V.S.P. Rao - Himalaya Publishing House.
Human Resource Management in Hospitality – Malay Biswas - Oxford Publications
Human Resource Development – Uday Kumar Halda&Juthika Sarkar - Oxford Publications

# PSHA 202
## CRUISE LINE HOSPITALITY OPERATIONS AND MANAGEMENT

|          |     |                                              |
|----------|-----|----------------------------------------------|
|          | **1.** | **Contemporary Cruise Operations**        |
|          | 1.1 | The Elements of Cruising                     |
|          | 1.2 | A History of Cruising                        |
|          | 1.3 | The Image Of Cruising                        |
|          | 1.4 | The Cruise Market                            |
|          | 1.5 | Acquisitions and Mergers                     |
|          | 1.6 | Cruise Brands                                |
|          | **2.** | **Selling Cruises and Cruise Products**   |
|          | 2.1 | The Market                                   |
| **UNIT I** | 2.2 | The Cruise Operators                       |
|          | 2.3 | The Travel Agent                             |
|          | 2.4 | Marketing Actions and Alliances              |
|          | 2.5 | Loyalty                                      |
|          | 2.6 | The Cruise Product                           |
|          | 2.7 | Brand Values and Vessel Classification       |
|          | **3.** | **Maritime Issues and Legislation**       |
|          | 3.1 | The Shipping Industry                        |
|          | 3.2 | Marine Pollution                             |
|          | 3.3 | Safety of Life at Sea                        |
|          | 3.4 | Sanitation and Cleanliness                   |
|          | **4.** | **Planning The Itinerary**                |
|          | 4.1 | What is a Cruise Destination?                |
|          | 4.2 | What makes a Good Port Of Call?              |
|          | 4.3 | Analysis and Evaluation                      |
|          | 4.4 | Tourist Motivation                           |
|          | 4.5 | Logistics, Positioning and Planning          |
|          | 4.6 | Shore Excursions                             |
|          | **5.** | **Working on Board**                      |
|          | 5.1 | The Role and Responsibilities on a Cruise Ship |
| **UNIT II** | 5.2 | The Management of Hotel Services          |
|          | 5.3 | The Shipboard Culture: Managing a Multicultural Crew |
|          | 5.4 | Working on Board: Practical Considerations   |
|          | 5.5 | Recruitment Practices                        |
|          | **6.** | **Customer Service**                      |
|          | 6.1 | Service and Quality                          |
|          | 6.2 | Quality of Products and Services             |
|          | 6.3 | Operations and Management                    |
|          | 6.4 | Managing Customer Services                   |
|          | 6.5 | The Human Side of Service Quality            |
|          | 6.6 | Providing Customer service                   |
|          | 6.7 | Orientation For Customer Service             |

|  | **7.** | **Managing Food and Drink Operations** |
|---|---|---|
|  | 7.1 | Supplies and Services |
|  | 7.2 | Food Production and Service Delivery Systems |
|  | 7.3 | Organizing People, Products, Processes, Premise and Plant |
|  | 7.4 | Customer Demands and Operational Capabilities |
|  | 7.5 | Control Actions For Food and Drink Operations |
| **UNIT III** | 7.6 | Planning Wine Lists |
|  | **8.** | **Galley design and layout** |
|  | **9.** | **Health, Safety and Security** |
|  | 9.1 | Centres for Disease Control and Vessel Sanitation Program |
|  | 9.2 | The Norovirus |
|  | 9.3 | Vessel Sanitation Program Inspection |
|  | 9.4 | Safety at Sea |
|  | 9.5 | Assessing Risks |
|  | 9.6 | Providing a Service to Customers who Have Special Needs |

## Reference and Recommended Reading:

Cruise Operations Management – Philip Gibson - Elsevier

# PSHA 203
## BUSINESS ETHICS & CORPORATE GOVERNANCE

| | | |
|---|---|---|
| | **1** | **Ethics – Meaning, Definition & Scope** |
| | 1.1 | Ethics & Morals |
| | 1.2 | Evolution of Ethics |
| | 1.3 | Classification of Ethics |
| | 1.4 | Application |
| | 1.5 | Business Ethics |
| | 1.6 | Nature of Ethics as moral value |
| | 1.7 | Law V/s Ethics |
| | 1.8 | Do Indian Values hinder business? |
| | 1.9 | Progressive Business Dharma |
| **Unit I** | **2** | **Application of Ethics in the market place** |
| | 2.1 | Product Positioning & Competing |
| | 2.2 | Packaging, Labelling & Launching |
| | 2.3 | Pricing & its consequences |
| | 2.4 | Brand management imperatives |
| | 2.5 | Business as usual : Right & wrong marketing strategies |
| | 2.6 | Unusual strategies : Integral marketing paradigm |
| | **3** | **Application of Ethics in Finance & Value** |
| | 3.1 | Early history of Financial scams |
| | 3.2 | Financial accounting |
| | 3.3 | Financial Standards |
| | 3.4 | Responsibility of Financial institutions |
| | 3.5 | Capital market & its regulator |
| | **4** | **The workplace & the individual** |
| | 4.1 | Need for workplace ethics |
| | 4.2 | Professional v/s/ personal |
| | 4.3 | Morality of informed consent |
| | 4.4 | Workplace surveillance v/s/ privacy |
| | 4.5 | Health & safety standards |
| | **5** | **The Contemporary Worker &On the job problems** |
| | 5.1 | Conflict of interest |
| | 5.2 | Whistle blowing |
| | 5.3 | Abuse of official position |
| **Unit II** | 5.4 | Bribe |
| | 5.5 | Discrimination |
| | 5.6 | Affirmative action or job reservation |
| | 5.7 | Sexual harassment |
| | 5.8 | Manners & Managers |
| | **6** | **Corporate Governance** |
| | 6.1 | Corporation as a moral person |
| | 6.2 | Corporate Governance |
| | 6.3 | Corporate Governance theories |
| | 6.4 | Good Corporate Governance |

**Unit III**    **7**    **Corporate Social Responsibility (CSR)**
Understanding CSR
Moral arguments for CSR
Issues in CSR
Development of Corporate Conscience as moral principle of
CSR

**8**    **Challenges of Environment**
Principles of Environmental Ethics
Environmental Challenges
Business Opportunities
Role of the Government
Multi-stakeholdership

**9**    **Challenges of Cyber Age**
Information Technology & its Moral Significance to Business
Data Identity & Security
Crime & Punishment
Intellectual Property Rights

## Reference and Recommended Reading:

Corporate Governance – Satheesh Kumar – Oxford University Press
Business Ethics Principles & Practices – Daniel Albuquerque - Oxford University Press
Corporate Governance and Business ethics.- AIMA.- Excel books.
A. Business Ethics and Managerial Values.- Bhatia- S Chand.
Ethics, Business & Society - Das Gupta &AnandaCalif - Thousand Oaks.
Business and Society - Stakeholders, Ethics & Public policy - Lawrence, Anne T. Weber & James.
Tata McGraw- Hill
Ethics in Business- Maddux,Robert B- Viva Books Private Limited.
Corporate governance and Business Ethics Cases - Mathur, U.C.

# PSHA 204
# HOTEL FACILITIES PLANNING

1     **Hospitality Industry & Engineering System**.
1.1     Introduction
1.2     Engineering Systems in Hospitality Industry
1.3     Facilities under the scope of Civil Engineering
1.4     Facilities under the scope of Mechanical Engineering
1.5     Facilities under the scope of Electrical & Electronics Engineering

**2.     Facilities for Physically Challenged**
2.1     Introduction
2.2     Guidelines for planning facilities

**Unit - I**     2.3     Indian Government rules for the physically challenged guest
2.4 American norms for special guests

**3     Storage Facilities, Layout & Design**
3.1     Introduction
3.2     Food Store, Definition & Types
3.3     Layout of good food store
3.4     Roles of Storekeeper
3.5     Beverage Store Facilities (cellar)
3.6     Kitchen Stewarding

**4.Security**
4.1 Introduction
4.2     Safety in hotels and its management
4.2 Typical activities and possible accidents in hospitality industry
4.3 Fire safety
4.4 Few safety issues in hotels
- Guest bathroom
- Kitchen safety
- Accidents common in machines & boiler room
4.5 Security in hotels and its management
4.6 Security measures at different areas of the property
4.7 General administration of security

**Unit –II**

**5. Lighting**
5.1 Lighting requirements in the hotel industry
5.2 Colour Temperature
5.3 Colour rendering index
5.4 Light Sources for commercial purposes
5.5 Incandescent lamps
5.6 Electric discharge lamps
5.7 LED lamps
5.8 Choice & Selection of lamps of lighting arrangement in hotel
    industry

**10. Sanitation, Waste Disposal & Pollution**

     10.1    Introduction

     10.2    Sanitation & Sanitary Systems

     6.2.1 Sewage & Waste collection & DrainageSystem

     6.2.2 Sanitary System & Sewage draining in hotels

     6.2.3Treatment & Disposal of sewage

     6.2.4 Disposal of Sewage & Sewage Treatment

     6.2.5 Sewage Treatment plant

     6.2.6 Solid Waste & its disposal

     6.2.7 Solid waste management in hotels & Restaurants

     6.2.8 Regulations & Norms for solid waste Management

**Unit-III**     6.2.9 Pollution & the hotel industry

     6.2.10 Sources of Pollution

6.2.11 Pollution Control Boards & Pollution Norms

     6.3 Maintenance Management

6.3.1 Role & Importance of Maintenance Dept.

     6.3.2 Types of Maintenance Procedures in hospitality Industry (Planned Maintenance & Reactive Maintenance)

     6.3.3 Maintenance Management Policy

6.3.4 Contract Maintenance

6.3.5 Tendering Practice

**11. Water Distribution Systems**

     11.1     Introduction

     11.2     Cold Water – Supply, Storage & Distribution

     11.2.1.1  Treated Water Supply from Municipal Corporation Source

     11.2.1.2  Storage System

     11.2.1.3  Swimming Pool

     11.2.2    Hot Water – Generation & Distribution

     11.2.2.1  Central Hot Water Generation & Distribution System

     11.2.2.2  Localised  Hot Water Generation & Distribution System

**12. Equipment Replacement Policy**

**Unit -IV**    12.1.1  Introduction

     12.1.2  Causes for Equipment Replacement

     12.1.3  Equipment replacement policy

     12.1.4  Policy for replacement of equipment that deteriorates gradually

     12.1.5  Policy for equipment that fails suddenly

**13. Project Management**

13.1    Introduction

9.2Network Models (CPM/PERT)

9.3 Drawing of a Network Diagram

9.4 Project Cost Analysis

**Reference and Recommended Reading:**

Hotel Engineering – SujitGhosal – Oxford University Press

Hotel Facility Planning– Tarun Bansal – Oxford University Press

Hotels and Resorts: Planning, Design, and Refurbishment – Fred R. Lawson - Butterworth Architecture

# PSHA 205
# LEGAL ASPECTS OF HOSPITALITY BUSINESS

1. **Hotel Licenses & Regulations**
   1.1 Introduction
   1.2 Project Stage, Requirements & Concessions
   1.3 Operations Stage
   1.4 General Hotel Operating Licenses
   1.5 Food & Beverage Operations
   1.6 Personnel Department
   1.7 Accounts Department
   1.7.1 Sales Tax Registration
   1.7.2 Service Tax Registration
   1.7.3 Luxury Tax Registration
   1.7.4 Value Added Tax (VAT)
   1.7.5 Central Value Added Tax (CVAT)
   1.7.6 Expenditure Tax
   1.7.7 Permanent Account Number (PAN)
   1.7.8 Tax Deduction & Collection Account Number (TAN)
   1.7.9 Property Tax Certificate

**Unit -1** 2. **Liquor Legislation in India**
   2.1 Prohibition
   2.2 Dry Days
   2.3 Legal Age for Drinking
   2.4 Off Premise & On Premise
   2.5 Procedure of acquiring a Liquor License
   2.6 Mandatory compliances of a Liquor License
   2.7 Service of Alcoholic Beverages
   2.8 Serving drinks responsibly
   2.9 Sale of Cigarettes & Tobacco

3. **Hotel Insurance**
   3.1 Introduction
   3.2 Salient features of an Insurance Contract
   3.3 The 6 Principles of Insurance Contracts
   3.4 Purchasing an Insurance Policy
   3.5 Types of Insurance Policies
   3.6 Insurance coverage commonly availed by hotels
   3.7 Filing an Insurance claim

4. **Workman's Compensation Act 1926**
    4.1     Objectives.
    4.2     Dependent U/s 2(1) (d).
    4.3     Partial Disablement and Total Disablement.
    4.4     Employer's Liability and When Employer not Liable.
    4.5     Accident Arising out of and in course of Employment.
    4.6     Doctrine and Notional Extension.

**Unit –II**

5. **Payment of Bonus Act 1965**
    5.1     Meaning of Bonus.
    5.2     Objectives and Scope.
    5.3     Eligibility for Bonus.
    5.4     Disqualification for Bonus.
    5.5     Minimum Bonus and Maximum Bonus.
    5.6     Payment of Bonus in newly set up Hotels

6. **Payment of Gratuity Act 1972**
    6.1     Meaning, Objectives and Scope.
    6.2     Applicability.
    6.3     Continuous Service.
    6.4     Family.
    6.5     When Payable.
    6.6     Whom Payable.
    6.7     Calculation of Gratuity Payable (Computation).
    6.8     Forfeiture of Gratuity.

7. **Employees Provident Fund and Miscellaneous Provisions Act 1952.**
    7.1     Meaning of Provident Fund.
    7.2     Objectives, Scope and Applicability.
    7.3     Basic Wages U/s 2(b).
    7.4     Contribution U/s 6.
    7.5     Withdrawals and Advances under the Act.

**Unit -III**

8. **Employee's State Insurance Act &Minimum Wages Act.**
    8.1     Objective, Scope and Contribution to the ESI Scheme.
    8.2     Objective & Scope of Minimum Wages Act
    8.3     Fixing of Minimum Wages
    8.4     Payment of Wages.

9. **Salient Features of the Freedom of Information Act 2002**
   **& Right to Information Act (Maharashtra)**

## Reference and Recommended Reading:

1. Law of Contract - Avtar Singh - Eastern Book Company
2. BARE ACT - The Prevention of Food Adulteration Act 1954 - Commercial Law Publishers Ltd.
3. Dr. JagmohanNagi- Hotel and Tourism Laws  - Frank Bros. & Co.
4. Hotel  Law – Amitabh Devendra – Oxford Publications

# PSHA 206
## RESORT MANAGEMENT

**1    Introduction to Resorts & Resort Management**

1.1    Introduction – History and Evolution

    1.1.1    Roman Empire

    1.1.2    Europe

    1.1.3    Asia

    1.1.4    North America

1.2    Types of Resorts

1.3    Characteristics of Resort Operations and Management

    1.3.1    Visitor Market

    1.3.2    Facilities

    1.3.3    Location

    1.3.4    Recreation

    1.3.5    Seasonality

    1.3.5    Service Attitude

    1.3.6    Managers of Resort Properties

    1.3.7    Corporate & Employer Responsibility

    1.3.8    Employee Housing

    1.3.9    Labour  Skills

    1.3.10  Sources of Revenue

    1.3.11  Activity Control

    1.3.12  Land, Buildings & fixed Assets

    1.3.13  Resorts & Traditions

1.4    Industry trends

**UNIT I**

**2    Mountain Based (Ski) Resorts**

2.1    Introduction and the development Process

2.2    Site Feasibility (desirable sites)

2.3    General Design Considerations

2.4    Potential capacity planning considerations

2.5    Ski run design Considerations

2.6    Types of Lifts at Mountain Ski resorts

2.7    Planning the Base Area – Parking, Access Roads, Food service, Accommodation, maintenance and Emergency Care

2.8    Mountain resort maturation Cycle

2.9    Economic Feasibility  - the critical variables

2.10   Demographic sub-segment mix for analysis

**3    Special Considerations in Resort Planning & Development**

3.1    Investment Considerations

    3.1.1    Market Feasibility

    3.1.2    Resort Financing

    3.1.3    Forms of Ownership

    3.1.4    Sale of Vacation & Timeshare ownership

3.2    Social Impacts

    3.2.1    Community Relations

    3.2.2    Social Impact Assessment

    3.2.3 Types of Social Impact

    3.2.4 Lifestyle Changes & Cultural Impacts

### Reference and Recommended Reading:

Resorts Management and Operation – Robert Mill - Wiley Publications
World of Resorts from Development to Management Third Edition - AHLEI Publication