

Maulana Abul Kalam Azad University of Technology, West Bengal
(Formerly West Bengal University of Technology)
Syllabus for M. Sc. Hospitality Management
(Effective from Academic Session 2018-2019)

Detailed Syllabus

SEMESTER-I

Paper: Introduction to Hospitality & Tourism

Code: MSCH 101

Contacts Hours / Week:4L

Credits: 4

Course Content	
Unit/ Module 1	Introduction to Tourism – Introduction, Concepts, Definitions of Tourism, Importance scope and development of tourism, Understanding tourism product, tours, tourist, Emerging forms of tourism, Tourism other determinants.
Unit/ Module 2	Tourism Impact – Economic, Social, Environmental & political effect, Threat and obstacles of Tourism, Measures to overcome negative effects, Understanding Unrest, Crime; Trained man power & Awareness; Ignoring domestic tourist, Attitudes, Expectation and Behavior; Constraints of Tourism Growth
Unit/ Module 3	Travel Agency & Tour Operation – Travel formalities, Passport, Visa, Travel Agency –Functions and Operations, Tour operator: Operation main partners, Hotel /Accommodation/ Transport, Package tour, planning a tour, costing tour, marketing material, Itinerary planning, Guide and Escorts: Definition of guides & Escorts, Tourist expectation, Role of guide, Location, Guiding as a Techniques, Escorting a tour.
Unit/ Module 4	Geography as Tourism Product – Geography and tourism interrelation, Geography of India. Physical features. Topography, Ecology of India, Forest wealth; Flora and fauna; Environmental Concerns; Loss of Environmental wealth; Nature Conservation and Wild life Preservation, Seasonality and Destination; Seasons and Climate; Seasonality in Tourism; Festival season; Destination Management, Map & Chart work; Map and Chart relevance

Suggested Readings:

1. Kaul S.N. Tourist India, Tourist India International Taj Building, Bombay.
2. Sunil Kaba, Tourism and Hospitality Industry, Reference Press, NewDelhi.
3. Manjula Chaudhary, Tourism Marketing, Oxford University Press
4. C. Michel Hall, Dieter K. Muliller Tourism, Mobility and second homes, multilingual matter ltd., U.K.
5. Sunetra Roday, Archana Biwal, Vandana Joshi, Tourism Operations and Management, Oxford publication.

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Paper: Understanding Hospitality Operations

Code: MSCH 102

Contacts Hours / Week: 4L

Credits: 4

Course Content	
Unit/ Module 1	Food & Beverage Management – Managing Quality in Food & Beverage Operations o Quality, Definitions and Meaning, Quality Dimension o Quality Assessment, Quality Assurance Program, Five Gap Analysis, Menu Management, Menu Planning, Menu Costing, Menu Engineering, Menu Merchandising, Menu Pricing, Budgetary Control and Revenue Management, Emerging Trends, Fast Food Concerns, Work Force Issues, Diversity, Dietary Concerns, Hazard Analysis and Critical Control Point (HACCP)
Unit/ Module 2	Accommodation Management – Customer Relationship Management o CRM & Hospitality defined, Customer expectations o Service Delivery, Wow factor, Future trends in service delivery, Market Segmentation, Hospitality Distribution Channel
Unit/ Module 3	Managing Environmental Issues – Features of Environmental Management, Safety Standards in Hotels, Security systems in hotels, Role of technology in managing safety, security and energy conservation, Hazard Identification and Risk Management, Disaster Management, Developing energy conservation programs for hotels Environmental concerns relating to hotel industry, Waste Management, Pollution Control, Water conservation and Rain Water Harvesting, Corporate Social Responsibility
Unit/ Module 4	Hospitality Entrepreneurship – Resort Management, Event Management, Recreation and Entertainment Management, Wellness and Spa Management
Unit/ Module 5	Laws and Standards Related to Hospitality Business –Introduction to Laws relating to Hospitality Business, Understanding Laws & Procedures, Shops and Establishment Act, Apprentices Act 1961, The Employment Exchange Act, 1959; Cyber Laws, Introduction to information technology law/ cyber space law / privacy rights / current topics in IT Law; on-line access to justice, High Technology Litigation, Indian Contract Act 1872, Licenses and Permits, Food Safety and Standards Authority of India (FSSAI), Foreign Exchange Regulations

Suggested Readings:

1. Jones & Lockwood – The Management of Hotel Operations
2. Lillicrap Cousins – Food and Beverage service
3. Sudhir Andrews – Front Office Training Manual.
4. Sudhir Andrews – House keeping Training Manual

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Paper: Managerial Economics

Code: MSCH 103

Contacts Hours / Week: 4L

Credits: 4

Course Content	
Unit/ Module 1	Overview of Managerial Economics – Definition, Nature, Scope, Importance, Role and responsibilities of a managerial economist Unit Two: Demand, Supply and Market Equilibrium
Unit/ Module 2	Analysis and Forecasting – Law of demand, Demand determinants of hospitality and tourism, Shifts in demand, Supply, Elasticity of demand, Determinants of supply, Shifts in supply, Elasticity of supply, Consumers' equilibrium, Producers equilibrium, Market equilibrium, Product life cycle, Destination life cycle, Demand estimation and forecasting for tourism and hospitality, Utility Analysis of Demand – Law of diminishing marginal utility, Cardinal Utility, Ordinal Utility
Unit/ Module 3	Production Functions and Cost Out-put – Relations Production function, factors of production, returns to scale, Cost concepts- TC, VC, MC, AP, and MP, Economies of scale, Cost control and cost reduction, Cost output decisions in the short run and long run, CVP analysis.
Unit/ Module 4	Market Structure and Pricing Theory – Market structure- Perfect competition, monopoly, monopolistic competition, Oligopoly, Price output decisions under oligopoly market, Pricing policies and practices- price discrimination, price leadership, Cost plus pricing, Transfer pricing, Discounts and coupons, Revenue Management, Pricing Techniques, Demand Supply Analysis for Pricing.
Unit/ Module 5	Macro Economic Aggregates and Concepts – Wholesale price index, Consumer price index, Inflation, Monetary and Fiscal policies, Budgetary intervention, Foreign exchange, Export import policies, National Income – Concept and measurement. GNP and GDP Economic impact of tourism and hospitality, Regional economic model (I-O Model) Multiplier effects, Measurement of tourism impacts, Steps in measurement of impact

Suggested Readings

1. John Tribe: The Economics of Recreation, Leisure & Tourism (3rd Ed)
2. A M Sheela: Economics of Hotel Management
3. Mike J Stabler, Andreas Papatheodorou & M Thea Sinclare: The Economics of Tourism (2nd Ed)
4. Dr. D.M Mithani: Managerial Economics Theory and Applications
5. Fabiola Sfofera (Ed): The Spread of Yield Management Practices.
6. Christopher R Thomas and S Charles Maurice: Managerial Economics; Concepts and Applications
7. Barry Keating & J Holton Wilson: Managerial Economics
8. Peterson & Levis, Managerial Economics
9. Spencer M.H., Managerial Economics
10. P.C. Thomas: Principles of Business Decisions
11. S.P Singh: Managerial Economic

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Paper: Information Management System and Hospitality

Code: MSCH 104

Contacts Hours / Week: 4L

Credits: 4

Course Content	
Unit/ Module 1	Managerial Applications of Computers – Spreadsheet Software and Managerial Applications, Computer and Management Functions, Computer Based Financial Systems, Computer Based Inventory Systems, Computers in Human Resource Management
Unit/ Module 2	Computers And Decisional Techniques – Operations Research and Management Decision Making • Linear Programming – Problem Formulation and Graphical Method • Linear Programming – The Simplex Method
Unit/ Module 3	Advanced Decisional Techniques • Transportation Models • Assignment Models, PERT & CPM
Unit/ Module 4	Management Information System – An MIS Perspective, Information Needs and its Economics • Management Information and Control Systems
Unit/ Module 5	Systems Analysis And Computer Languages – System Analysis and Design, Computer Programming, Programming Languages Application, Property management system, process and operation, Glossary of terms

Suggested Readings:

1. Robson W, (1997), Strategic Management and Information Systems
2. Willcocks et al., (1997), Managing IT as a Strategic Resource
3. Ward J, (1995), Principles of Information Systems Management
4. Barnatt C, (1996), Management Strategy and Information Technology
5. Jelassi T, (1994), Competing through Information Technology

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Paper: F&B Control & Management

Code: MSCH 105

Contacts Hours / Week: 4L

Credits: 4

Course Content	
Unit/ Module 1	Basic concepts Hospitality Management – Definitions of Management, History of Management Thought, Different approaches to management Functions of Management
Unit/ Module 2	Planning & F & B Organization – The nature and purpose of planning, Setting objectives, MBO, Strategies, policies, and planning premises, decision-making The nature and purpose of organizing – Basic departmentation, line, Staff authority, & Decentralization, Effective organizing and organizational culture
Unit/ Module 3	F & B Staffing, Planning & Directing – Selection and Recruitment; Performance Appraisal and Career, Training and Development; Elements of directing; Manager as a leader, Motivator, Communicator
Unit/ Module 4	Controlling, Coordinating & Decision-making – The System and process of controlling, control techniques and Information technology Nature purpose and Principle of Managerial Decision Making
Unit/ Module 5	Managing a Bar Business – Creating a business plan, Marketing the bar business, Marketing tools to attract customers to a bar, Pricing as a promotional tool in bars, Protecting and expanding a bar concept
Unit/ Module 6	F & B Marketing – Introduction, F & B Marketing Mix, Techniques of F & B Marketing; Promotions; Festivals; Sponsorship; Live Counter; Value additions; Space hiring
Unit/ Module 7	Customer Relationship Management – Customer profiling, Customer feedback and grievance handling procedure, Ensuring the WOW effect at every moment of truth

Suggested Readings:

1. L.M. Prasad, Principles and Practices of Management
2. Tripathi and Reddy, Principles and practices of Management
3. Dr. P. C. Shejwalkar, Principles and Practices of Management
4. Harold Koontz, Essentials of Management

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Paper: Business Communication

Code: MSCH 106

Contacts Hours / Week: 4L

Credits: 4

Course Content	
Unit/ Module 1	The Concept of Emotional Intelligence/ Emotional Quotient , Four segments of emotional intelligence and its application in management theories
Unit/ Module 2	Real Life Stress-Triggers and Solutions (eg. anger, fear, lack of empathy etc.), Activities to practically understand the four aspects of emotional intelligence; especially empathy (eg. speed dating, role plays, etc.) Leadership & communication, The role of a leader in hospitality industry, Types of leadership styles and communication patterns
Unit/ Module 3	Patterns of Communication , Activities to make each student realise his leadership style and communication pattern, Conflict management and workplace ethics (eg. hierarchy management, teamwork, stress tests etc.)
Unit/ Module 4	Essentials of Networking – Picking the correct social media platforms and managing them, Social media communication (How to start a message, how to ask for help etc.) along with examples of bad communication
Unit/ Module 5	Professional Writing - Importance and of a resume and cover letter, Making the perfect resume (providing templates, editing each students resume, peer review etc.), Professional writings (emails, text messages, LinkedIn messages) Public relation theory and practice, Conversational English

Suggested Readings:

1. Smith D Brendan, Breaking Through College Reading. NY, Longman
2. Troiano, Edna, Julia Scott (2001) The Contemporary Writer, New Jersey; Prentice Hall
3. Axclerod, BRise, Charles R Cooper (1994) The St. Martin's Guide to Writing; NY; St. Martin's Press.
4. Diyanni, Robert . Pat C Hoy (2001) The Scribner Handbook for Writers . Boston; Allyn and Bacon