

Paper Code	Paper Name	Duration	Theory	Practical
HM 801	Total Quality Management	3 Hrs	Maximum Marks : 70 Internal Marks : 30	No

OBJECTIVE : By the end of the semester the students should be able to	
1	Understand, define and appreciate the concept of Total Quality.
2	Identify various factors involved in Quality Management
3	Understand all aspects of ISO 9000 Quality Management System
4	Co-relate and apply the knowledge of Total Quality Management to the hospitality industry services.

Unit	Course Content
1	<p>THE CONCEPT OF QUALITY</p> <ul style="list-style-type: none"> • Makinsey's 'S Seven 'S' model for excellence • Customer consciousness & delight • Emerging concept of quality • Productivity v/s cost of Quality • Utilization of resources & control of waste
2	<p>QUALITY CONTROL</p> <ul style="list-style-type: none"> • Managing Human resistance of changes • Quality planning process capability studies • Variability control through SPC & SQC • Zero defect control • Comparative study of new and old seven tools of SQC
3	<p>TOTAL QUALITY MANAGEMENT</p> <ul style="list-style-type: none"> • Total Quality Management Spiral; • Detailed analysis of TQM elements • Total quality of work life • Deming quality of work life • Deming quality Model for continual improvements • The role of Government in promotion TQM and ISO - 9000 • Beyond ISO -9000 certification
4	<p>ISO - 9000 QUALITY SYSTEM</p> <p>Product specification v/s Quality system standers; Evaluation of ISO - 9000, series of standers. Impact of adopting ISO - 9000 Quality Systems; Quality Vocabulary; An overview of clauses of ISO - 9000 standard; Quality Mission Culture, Policy, Goals & objectives; Preparation and implementation of tailor made Quality system & procedures; Documentation and data control. Various techniques for problem solving and adopting corrective & preventive actions; Quality audit and Certification.</p>
5	<p>QUALITY OF HOSPITALITY SERVICES</p> <ul style="list-style-type: none"> • various aspects of quality in hospitality industry; Cases and experience of hotels successful in getting ISO certification; Role of employees and managers in ensuring quality in hospitality services; Measures to maintain consistency;

REFERENCES:					
S. No.	Author	Title	Edition	Publisher	Year
1	Peters and water Man	In search of Excellence			
2	Demarle & Shillito	Value Engineering			
3	Mudge & Arther	Value Engineering A Systematic Approach			
4	Feigenbaum A V	Total Quality Control			
5	Ingel & Ingle	Quality Circles In Service Industries			

Paper Code	Paper Name	Duration	Theory	Practical
HM 802	Hotel Information System	3 Hrs	Maximum Marks : 70 Internal Marks : 30	Max marks : 50

OBJECTIVE : The objective of the course is to orient and train students on:

1	Elaborate on the concept of Management Information System
2	Provide knowledge and skills required for Computerization of a unit
3	To enable them to adopt and use software for specific needs

Unit	Course Content
1	THE CONCEPT MANAGEMENT INFORMATION SYSTEM INFORMATION REQUIREMENT AT DIFFERENT LEVELS OF MANAGEMENT
2	REPORT READING AND ANALYSIS SKILLS FOR MANAGERS
3	SOFTWARE FOR VARIOUS HOSPITALITY OPERATIONS - SOURCES, ADOPTABILITY AND USAGE
4	PROGRAMMING FOR SMALL / NEW HOSPITALITY OPERATION
5	NETWORKING TECHNOLOGY AND HARDWARE MAINTENANCE

PRACTICAL:

1	Surveying an unit of computer needs and requirements
2	Preparing an estimate of Hardware and Software configuration
3	Installation and maintenance of computer facility in a unit
4	Designing tailor made software, for specific needs
5	Adopting and operating readymade software in specific needs

REFERENCES:

S. No.	Author	Title	Edition	Publisher	Year
1	Tennenbaurn	Computer Networks			
2	Willian Stalling	Computer & Data Communication			
3	Govind R.	IBM PC and its Clones			
4	S. Dhamdhere	System Software and Programming			
5	V. Rajaraman	Fundamental of Computer			

Paper Code	Paper Name	Duration	Theory	Practical
HM 803	Decision Making Skills	3 Hrs	Maximum Marks : 70 Minimum Marks : 30	No

OBJECTIVE : The objective of the course is to orient & train students on:

1	The phases of decision making process
2	Various models in decision making process
3	Methodology for resolving complex situation
4	The case approach to decision making
5	Techniques used for management of project stage activities

Unit	Course Content
1	DECISION MAKING MODELS <ul style="list-style-type: none"> Phases in decision making process Types of managerial decisions
2	DECISION MAKING PROCESSES <ul style="list-style-type: none"> Models of decision making process Techniques used in various stages of decision making Overcoming barriers in effective decision making
3	PROJECT MANAGEMENT <ul style="list-style-type: none"> Meaning of project Network analysis Critical path method
4	PROJECT MANAGEMENT TECHNIQUES <ul style="list-style-type: none"> Program evaluation and review technique Time & cost relationship Resource allocation
5	CASES This unit is aimed at developing the students so that they can: <ul style="list-style-type: none"> Understand problems by making interpretations from facts finding alternative to solve the problems suggest best solution. A number of case studies related to hotel and hospitality management will be discussed in the class which the students will analyze and submit as assignments.

REFERENCES: Following is a list of suggested books where from cases can be dealt.

S. No.	Author	Title	Edition	Publisher	Year
1	Lewis Chamers, Chako	Marketing Leadership in Hospitality			
2	James A. Baroli	Front Office Management			
3	Diltmer & Giffin	Hospitality Industry			
4	James R Keiser	Principles and Practices of manage in Hospitality Industry			
5	Leunon and Peet	Hospitality Management : A case study approach			
6	Robert C. Lewis	Case in Hospitality Marketing and Management			
7	C. F. Shortt	Food & Beverages Management			

Paper Code	Paper Name	Duration	Theory	Practical
HM 804	Managerial Communication	3 Hrs	Maximum Marks : 70 Minimum Marks : 30	Max marks : 50

OBJECTIVE : By the end of the course the students should:

1	What are intrapersonal, into personal and group communication
2	Understand the value of communication for better human relations in day to day life
3	Understand the importance and observance of special skills and Etiquettes in various occasions
4	Understand the various form of Verbal and Non-Verbal: Formal and Inter-Formal Communications
5	Build the use Business Vocabulary

Unit	Course Content
1	FUNDAMENTALS OF HUMAN RELATIONS Interpersonal, Inter-personal and Group relationships, Transactional Analysis, Implications for Managers in Organizational Context.
2	SOCIAL SKILLS FOR MANAGER Update of Etiquettes a manager should observe in various formal and informal situations; The knowledge of body language.
3	FORMAL WRITTEN COMMUNICATION Official letters; Report writing; Categories, format; Memorandums and circulars; Agenda and minutes; Resume; Drafting advertisements.
4	FORMAL VERBAL COMMUNICATION Group discussion, Interview, Extempore, Business negotiation public, Speaking, Meetings, Toasting Counseling, Business Presentation
5	BUSINESS VOCABULARY BUILDING AND USAGE

PRACTICAL: Practice sessions on:

1	Group discussion
2	Interview
3	Extempore
4	Business negotiation
5	Public speaking
6	Toasting
7	Counseling
8	Business presentations
9	Etiquettes for Managers

REFERENCES: Following is a list of suggested books where from cases can be dealt.

S. No.	Author	Title	Edition	Publisher	Year
1	Nellann pickett	POractical Communication			
2	C. B. Gupta	Office Organization and Management			
3	Allen Pease	Body Language			
4	Steven L. Vibbert	Management			
5	Waldo W Bradek	Public Speaking			

Paper Code	Paper Name	Duration	Theory	Practical
HM 805	Entrepreneurship	3 Hrs	Maximum Marks : 70 Minimum Marks : 30	No

OBJECTIVE : The course shall be taken up with emphasis on entrepreneurship for hospitality and related products and services. (On completion of this course, a student should be

1	Able to define, identify, appreciate and rate on entrepreneurial competencies
2	Develops and insight into factors and process involved in opportunity scanning and competitive analysis.
3	Understand methodology involved in various types of concept stage decision.
4	Establish significance and learn various approaches to prepare a business plan
5	Acquaint themselves with strategies for stabilization and growth of a business entity

Unit	Course Content
1	INTRODUCTION The Entrepreneurial competencies; meaning developing entrepreneurial competencies, rating E.C. of a person. The concept of significance of Entrepreneurial qualities of a manager in an organization.
2	OPPORTUNITY SCANNING: The zeroing-in process factors involved in selecting a product/ service to offer. Need for market assessment, Demand analysis, analyzing competitive situation, understanding current business practices.
3	CONCEPT STAGE DECISIONS Factors involved in selection of site, technology, capacity, market-segment, organization form, suppliers etc. Various financial and non-financial support and schemes available to entrepreneur in India.
4	PREPARATION OF BUSINESS PLAN/ PROJECT REPORT Project report - its signature and scope, contents in a business plan, drawing up implementation schedule, Common errors in a business plan Emulation and presentation.
5	STRATEGIES FOR STABILIZATION AND GROWTH Introduction stages in growth of a enterprise stabilization strategies, growth surgeries, operational challenges in managing enterprises.

REFERENCES: Following is a list of suggested books where from cases can be dealt.

S. No.	Author	Title	Edition	Publisher	Year
1	Gupta M. C.	Entrepreneurship in Small Scale Industry			
2	Druker Peter F.	Innovation And Entrepreneurship			
3	Manan M.	Fast Growth Strategies			
4	Richard E.	The concept Manager			
5	Richard M. Hodgetts	Effective Small Business Mgt.			

Paper Code HM 806	Paper Name Project	Duration ---	Theory NO	Practical Maximum Marks : 150 (Project)
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OBJECTIVE :

1	The objective of the course is to encourage the students to apply the operational and managerial skills required in the area which has been chosen as elective.
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Unit	Course Content
•	Students are required to work on a task / project / assignment related to the area chosen in the elective.
•	A proper project - About 40 to 50, M pages should be prepared under the faculty guidance and submitted within the date specified by the school.