M.Sc. DEGREE

IN

HOSPITALITY ADMINISTRATION

CURRICULUM

(M.Sc. HA SEMESTER III&IV)

NATIONAL COUNCIL FOR HOTEL MANAGEMENT

AND CATERING TECHNOLOGY

NOIDA

(NCHMCT)

AND

JAWAHARLAL NEHRU UNIVERSITY

(JNU)

SEMESTER – III (18 WEEKS)
MINIMUM CONTACT HOURS FOR EACH SUBJECT

No.	Subject code	Subject	Credits	Contact Hours per Semester	
				Th.	Pr.
1	MHA901	Research Methodology	04	60	-
2	MHA902	Research Ethics& Publication	04	60	-
3	MHA903	Data Collection, Analysis and Decision Making	04	60	-
4	MHA904	Writing Literature Review	04	60	-
5	MHA905	Data Analysis Practical-I	02	-	60
6	MHA906	Research Seminar Presentation	02	-	60
TOTAL:			20	240	120
GRAND TOTAL				360	

WEEKLY TEACHING SCHEME (18 WEEKS)

No.	Subject code	Subject	Hours per week	
			Th.	Pr.
1	MHA901	Research Methodology	04	-
2	MHA902	Research Ethics& Publication	04	-
3	MHA903	Data Collection, Analysis and Decision Making	04	-
4	MHA904	Writing Literature Review	04	-
5	MHA905	Data Analysis Practical-I	-	04
6	MHA906	Research Seminar Presentation	-	04
TOTAL:			16	08
GRAND TOTAL			24	

EXAMINATION SCHEME

No.	Subject code	Subject	Term Marks*	
			Th.	Pr.
1	MHA901	Research Methodology	100	-
2	MHA902	Research Ethics& Publication	100	-
3	MHA903	Data Collection, Analysis and Decision Making	100	-
4	MHA904	Writing Literature Review	100	-
5	MHA905	Data Analysis Practical-I	-	100
6	MHA906	Research Seminar Presentation	-	100
TOTAL:			400	200
GRAND TOTAL			600	

* Term marks will comprise 40% Internal Evaluation (IE) & 60% End Semester Examination (ESE)marks.

MHA 901 - RESEARCH METHODOLOGY

1. Preamble

Course title	Research Methodology
Course code	MHA901
Credits	04
Number of hours per group	60 Class Hours

2. Course Description

This course explains the process of conducting research by formulating a research problem and doing a literature survey to develop a hypothesis. The learner will also understand the difference between qualitative and quantitative research. This course of research design enables to address research questions using empirical data. Creating a research design means making decisions about the overall research objectives and approach. Whether a learner will rely on primary research or secondary research, sampling methods or criteria for selecting subjects.

3. Learning Outcomes

At the end of this course, the learner will be able to

1. Explain the process of conducting research.
2. List the steps involved in the process of research like research problem and literature survey.
3. Understand the essence of qualitative research.
4. Explain the concept of sampling, data collection and citation.
5. Differentiate between qualitative and quantitative research.

MHA 901 - RESEARCH METHODOLOGY

Unit1: INTRODUCTION TO THE RESEARCH METHODOLOGY- 1.1 a) Foundation of research: Meaning, Objectives, Motivation, Utility **b)** Concept of theory, empiricism, deductive and inductive theory **c)** Characteristics of scientific methods

1.2Research Process a) Definition, Importance and limitations of statistics **b)** Introduction, types and characteristics of Research **c)** Types of data **d)** Survey and Experiments

Unit 2: RESEARCH DESIGN INTRODUCTION- a) Steps in the Process of Research **b)** Formulating the Research problems **c)** Extensive literature survey **d)** Developing hypothesis **e)** Preparing the Research design **f)** Determining sample design **g)** Collecting data **h)** Execution of the project **i)** Analysis of data **j)** Hypothesis testing **k)** Generalization and interpretation **l)** Preparation of the report or presentation of the results
Unit3: VALIDATION OF RESULT- a) Problem identification and formulation **b)** Research question **c)** Investigation questions measurement issues **d)** Hypothesis- i. Qualities of a good hypothesis ii. Null hypothesis iii. Alternative hypothesis **e)** Hypothesis testing-Logic and Importance
Unit 4: INTRODUCTION TO QUALITATIVE & QUANTITATIVE RESEARCH-4.1Qualitative Research-a) Essence of Qualitative research **b)** Population & Sampling **c)**Collection Techniques-Secondary & Primary Data, Qualitative data and Quantitative data **d)** Review of literature **e)** Citations **f)** Bibliography**4.2Interpreting Qualitative Data-a)** Qualitative Data Analysis Procedures - Univariate data and Multivariate data, Discrete data and Continuous data **b)** Coding **c)** Thematic development**4.3Quantitative Research- a)** Essence of Quantitative Research **b)** Choosing good instruments **c)** Interval and Ratio Scales **d)** Collection and Analysis Techniques
Unit 5: MEASUREMENT: CONCEPT OF MEASUREMENT- a) What is measured **b)** Problems in measurement in Research – Validity and Reliability **c)** Levels of measurement – Nominal, Ordinal, Interval, Ratio

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Recommended Readings

- **APA Style Manual** (2020). American Psychological Association.
- **Essentials of Marketing Research by** Naresh K. Malhotra (2021). Pearson.
- **Handbook of Research & Publication Ethics** by Nimit Chaudhary, Sarah Hussain (2021). Bharti Publications.
- **How to Write a Research Proposal** by Cecil R. Bower (2016). Routledge.
- **Research Design** by John W. Creswell (2018). Sage Publications.
- **Research Methodology: Methods & Techniques** by C.R.Kothari & Gaurav Garg (2018). New International Age Publishers.
- **Research Methodology for Hospitality & Tourism Professionals: A Handbook for Research Paper, Dissertation & Thesis** by P.D. Lakhawat & Abhinav Mishra (2023). Bharti Publications
- **The Craft of Research** by Wayne C. Booth, Gregory G. Colomb, and Joseph M. Williams (2016). University of Chicago Press.

Online Resources:

- **American Psychological Association (APA) Style Center:** https://apastyle.apa.org/
- **Social Science Research Network (SSRN):** https://en.wikipedia.org/wiki/Social_Science_Research_Network

MHA 902 - RESEARCH ETHICS& PUBLICATION

1. Preamble

Course title	Research Ethics& Publication
Course code	MHA902
Credits	04
Number of hours per group	60 Class Hours

2. Course Description

In this course, the learner will study the principles of ethical research and also become proficient in managing human subjects with sensitivity. A learner will consider issues like gaining consent, and making sure that personal information is handled safely as the specific topics may include the value and moral standing of individuals, species, and ecosystems; biodiversity, development, and sustainability; and environmental justice and environmental racism.

3. Learning Outcomes

At the end of this course, the learner will be able to

1. Explain the origin, meaning & characterization of philosophy.
2. Understand the relationship between philosophy & science.
3. State the importance of scientific conduct & misconduct in research integrity.
4. Explain the importance and use of publishing ethics and list best practices of selling.
5. Access the open educational resources, open license, and open access publishing.
6. Use the skills like indexing, citation, metrics and UGC regulation 2018 on Academic Integrity.

MHA 902 - RESEARCH ETHICS& PUBLICATION

Unit1: RESEARCH PHILOSOPHY AND ETHICS- a) Introduction to Research Philosophy **b)** Origin of Research Philosophy **c)** Characteristics of Research Philosophy **d)** Common Sense and Research Philosophy **e)** Relationship between Research Philosophy & Science
Unit2: SCIENTIFIC CONDUCT-a) Integrity and Ethics **b)** Ethics concerning Science & Research **c)** Intellectual Honesty & Research Integrity: Scientific Misconducts & Redundant Publications **d)** Selective Reporting and Misrepresentation of Data

Unit3: PUBLICATION ETHICS- a) Publication Ethics **b)** Best Practices/Standards Setting **c)** Initiatives & Guidelines: COPE, WAME, etc. **d)** Violation of Publication Ethics **e)** Authorship and Contribu torship **f)** Types of authorship **g)** Conflict of Interest **h)** Complaints and Appeals **i)** Predatory Publishers & Journals
Unit4: OPEN ACCESS PUBLISHING- a) Concept of OER (Open Educational Resource) **b)** Concept of open license **c)** Open access publishing **d)** Open access content management **e)** Publication Misconduct: i. Ethical issues in various Disciplines ii. Identification of Publication Misconduct **f)** Fabrication, Falsification and Plagiarism (FFP) **g)** Software Tools **h)** Intellectual Property Rights, Copyright & Patent
Unit 5: DATABASE AND RESEARCH METRICS-5.1 a) Indexing Databases **b)** Citation Databases: Web of Science, Scopus, Google Scholar **c)** Metrics: h-index, G-index, i10 index, Altmetrics **d)** Understanding Citation Metrics for Quality Research: Impact & Visualization Analysis **e)** Exploring the Citation Network **f)** Rules & Tools **5.2 UGC Regulations 2018 on Academic Integrity-a)** UGC Regulations-Meaning & concept **b)** Legal Provisions

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Recommended Readings

- **Ethics in Research** by Neil A. Manson (2016). Springer.
- **Handbook of Research & Publication Ethics** by Nimit Chaudhary, Sarah Hussain (2021). Bharti Publications.
- **Open Access: A Guide to Publishing in the Digital Age** by Peter Suber (2012). MIT Press.
- **Publication Ethics: A Guide for Authors** by David F. Horrobin (2015). Springer.
- **Research Methodology: Methods & Techniques** by C.R.Kothari & Gaurav Garg (2018). New International Age Publishers.
- **Research Ethics: A Guide for Students** by Michael Bouck (2017). Routledge.
- **The Responsible Conduct of Research** by the National Academies of Sciences, Engineering, and Medicine (2018). National Academies Press.

Online Resources:

- **Committee on Publication Ethics (COPE):** https://publicationethics.org/
- **World Association of Medical Editors (WAME):** https://www.wame.org/
- **Open Access Directory:** https://oad.simmons.edu/oadwiki/Main_Page
- **National Academies of Sciences, Engineering, and Medicine:** https://www.nationalacademies.org/publications

MHA 903 - DATA COLLECTION, ANALYSIS AND DECISION MAKING

1. Preamble

Course title	Data Collection, Analysis and Decision Making
Course code	MHA903
Credits	04
Number of hours per group	60 Class Hours

2. Course Description

This course of Data Collection, Analysis & Decision Making aims at sensitizing a learner to begin the tasks of data collection after identifying research problems. The learner is engaged in finding the most suitable methods of data collection after assessing their pros and cons.

In this course, the learner will be encouraged to use various mathematical and software tools to analyze the data and draw concrete conclusions. It will also groom their decision-making skills to find the most appropriate solutions to the identified research problems.

3. Learning Outcomes

At the end of this course, the learner will be able to

1. Explain the importance of data and its implications on business strategy.
2. Understand the concept of sampling.
3. Identify the dependent & independent variables.
4. Perform hypothesis testing.
5. Explain descriptive statistics by using univariate and bivariate analysis.
6. Use mean, median and standard deviation, percentage ratios, histogram, etc. in refining data.
7. Draw inferences from collected data.

MHA 903 - DATA COLLECTION, ANALYSIS AND DECISION MAKING

Unit1: INTRODUCTION OF DATA IN DECISION MAKING- **a)** Importance of data **b)** importance of decision making **c)** implication of data-driven decisions on Key performance indicators **d)** Transforming that data into actionable insight **e)** Impact on business strategy
Unit2: SAMPLING CONCEPTS- a) Definition & Concept of Sampling **b)** Sample Design: i. Defining objectives ii. Target population iii. Sampling units iv. Size of sample v. Parameters of interest vi. Data collection **c)** Sampling errors **d)** Sample Survey vs Census

Survey **e)** Design Effect **f)** Sampling methods: Probability Sampling i. Simple Random Sampling ii. Systematic Sampling iii. Stratified Sampling iv. Cluster Sampling; Non-Probability Sampling
Unit3: INTRODUCTION TO APPLIED STATISTICS- a) Identifying the dependent and independent variable **b)** Hypothesis testing: i. Characteristics of hypothesis ii. Null Hypothesis & Alternative Hypothesis iii. Procedure of hypothesis testing **c)** Confidence levels **d)** Math that manipulates data
Unit 4: DESCRIPTIVE STATISTICS-a) Summarizing and describing a collection of data **b)** Univariate and bivariate analysis **c)** Mean, Median, Mode & Standard deviation **d)** Percentages and Ratios **e)** Histograms **f)** Identifying randomness and uncertainty in data
Unit 5: INFERENTIAL STATISTICS-a) Drawing inference from data **b)** Modelling **c)** Assumptions **d)** Identifying patterns **e)** Regression analysis **f)** T-test **g)** Analysis of Variance **h)** Correlations **i)** Chi-square Test

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Recommended Readings

- **Business Statistics: A Decision-Making Approach** by David F. Groebner, Patrick W. Shannon, and Stephen C. Fry (2022). Cengage Learning.
- **Data Analysis: An Introduction** by Neil Salkind (2016). Sage Publications.
- **Essentials of Marketing Research by** Naresh K. Malhotra (2021). Pearson.
- **Introduction to Statistical Analysis for the Behavioral Sciences** by Neil H. McKelvie (2015). Routledge.
- **Research Methodology: Methods & Techniques** by C.R.Kothari & Gaurav Garg (2018). New International Age Publishers.
- **Research Methods for Business** by Uma Sekaran and Stephen D. Bourassa (2023). Wiley.
- **Statistics for Business and Economics** by David R. Anderson, Dennis J. Sweeney, and Thomas A. Williams (2023). Cengage Learning.

MHA 904 - WRITING LITERATURE REVIEW

1. Preamble

Course title	Writing Literature Review
Course code	MHA904
Credits	04
Number of hours per group	60 Class Hours

2. Course Description

This course focuses on understanding the purpose of the literature review and the foundation skills needed to complete it, such as developing search strategies, synthesizing sources, and constructing paraphrased material. A literature review also includes a critical evaluation of the material; this is why it is called a literature review rather than a literature report.

3. Learning Outcomes

At the end of this course, the learner will be able to

1. Explain the process of literature review and use the ethical guidelines with intellectual property.
2. List the advantages and disadvantages of traditional literature review and aggregate references.
3. Perform a systematic literature review.
4. Use formatting in-text citation.
5. Create a reference page as per APA Guidelines.

MHA 904 - WRITING LITERATURE REVIEW

Unit1: INTRODUCTION TO THE LITERATURE REVIEW - a) How journals work: the review process **b)** Ethical Guidelines and intellectual property **c)** Why is publishing important **d)** Communication with the editorial board **e)** Construction of your literature review
Unit 2: AGGREGATE REFERENCES- a) Zotero: online features **b)** Bibliography **c)** Different types of literature reviews **d)** Traditional literature reviews v/s systematic literature review **e)** Advantages and disadvantages of traditional literature reviews

Unit 3: SYSTEMATIC LITERATURE REVIEWS - 3.1 a) The importance of systematic literature review for organizations **b)** Identifying a research topic **c)** Research cycle **d)** Factors to consider when identifying a research topic. **3.2 Documenting source material - a)** Formatting Cited Material: The Basics **b)** Citing Sources in the Body of Paper **c)**In-text citations **d)** Using Source Material in Paper **e)** Summarizing Sources **f)** Formatting Paraphrased and Summarized Material **g)** Introducing Cited Material Effectively **h)** Short versus Long Quotations
Unit 4: FORMATTING IN–TEXT CITATIONS - a) Print Sources **b)** Work by One Author **c)** Two or More Works by the Same Author **d)** Works by Authors with the Same Last Name **e)** Work by Two Authors **f)** Work by Three to Five Authors **g)** Work with No Listed Author **h)**Work Authored by an Organization **i)** Two or More Works Cited in One Reference **j)** Famous Text Published in Multiple Editions
Unit 5: AN INTRODUCTION, FOREWORD, PREFACE, OR AFTERWORD - 5.1 a) Electronic Sources **b)** Online Sources without Page Numbers **c)** Personal Communication **5.2 Creating a Reference Page**- **a)** Formatting the Reference Page **b)** What to Include in the Reference Section **c)** Navigating Reference Guide **d)** Formatting the Reference Section: APA General Guidelines

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Recommended Readings

- **APA Style Manual** (2020). American Psychological Association.
- **Literature Review: A Step-by-Step Guide** by Helen M. Cooper (2019). SAGE Publications.
- **The Craft of Research** by Wayne C. Booth, Gregory G. Colomb, and Joseph M. Williams (2016). University of Chicago Press.
- **Writing a Literature Review: A Practical Guide** by Markéta Tomasková (2020). Routledge.
- **Writing for Social Science** by Howard S. Becker (2010). University of Chicago Press.

MHA 905 - DATA ANALYSIS PRACTICAL-I

1. Preamble

Course title	Data Analysis Practical-I
Course code	MHA905
Credits	02
Number of hours per group	60 Class Hours

2. Course Description

This course on project management will help students to develop this important skill. Project management skills play a crucial role in unifying a team towards a common goal and ensuring the progress of a project. The project management course will provide guidance, foster a sense of direction and lead the team forward by eliminating obstacles.

3. Learning Outcomes

At the end of this course, students will be able to

1. Analyze scientific data related to social sciences using software programs.
2. Arrange the smallest to complex data related to the research project with the help of statistical analysis software and MS Excel.
3. Build and validate predictive models using advanced statistical procedures.
4. Derive insights from the open-ended questionnaire.
5. Process and present the data by using a variety of visual representations.
6. Solve algebraic, arithmetic & trigonometric operations.
7. Generate presentable reports including tables, texts, graphs & statistical results.

MHA 905 - DATA ANALYSIS PRACTICAL-I

Unit 1: INTRODUCTION TO STATISTICAL ANALYSIS SOFTWARE - a) Creating/retrieving data files and output files **b)** Different data types **c)** Scale of measurements **d)** Classification techniques Basics of software **e)** Data entry in software **f)** Missing values **g)** Multi-response Data transformation through software: i. Selection of cases ii. Recoding of variables iii. Identification of duplicate cases iv. Compute variable v. Merge files
Unit 2: BASIC STATISTICAL APPLICATIONS – **a)** Application of Descriptive Statistics Analysis such as Mean, Median & Mode **b)** Practice Different methods of presenting data: i. Tabular representation ii. Diagrammatic representation iii. Graphical representation **c)** Time Series Analysis: Practice identifying trends, seasonality, and cycles in time series data **d)** Apply forecasting methods (Moving average, Exponential smoothing, ARIMA) to

time series data **e)** Evaluate the accuracy of forecasting models.
Unit3: EXPLORATORY DATA ANALYSIS – MEASURES OF CENTRAL TENDENCY-a) Measures of dispersion **b)**Absolute and relative measures **c)** Measures of skewness and kurtosis **d)** Analysis of Bivariate data **e)** Scatter diagram of bivariate data **f)** Pearson correlation of coefficient **g)** Spearman's rank correlation (non-parametric measure of correlation) – Case of ties **h)** t-test for significance of correlation **i)** Simple linear regression and fitting of straight line
Unit 4: TESTINGOFHYPOTHESES - BASICSOFTESTING- a) Null and Alternative hypothesis **b)** Simple and Composite hypothesis **c)** Small sample and large sample test **d)** Tests concerning means i) One Population (Univariate: t-test, z-test, Bivariate) ii) Two Populations: t-tests, z-tests e) Chi-Square test (Single variance, Goodness off it, Testing for independence of attributes) **f)** Graphical test for normality (Q plot, Box plot Histogram)
Unit 5: TEST OF DIFFERENCE - 5.1 One Sample Test a) t-test and practice **b)** Independent Samples t-test **c)** Dependent sample t-test **5.2 Paired sample t-test**

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Recommended Readings

- **Data Analysis: An Introduction** by Neil Salkind (2016). Sage Publications.
- **Introduction to Statistical Analysis for the Behavioral Sciences** by Neil H. McKelvie (2015). Routledge.
- **IBM SPSS Statistics: Step by Step** by David Kenny (2023). Routledge.
- **Research Methodology: Methods & Techniques** by C.R.Kothari & Gaurav Garg (2018). New International Age Publishers.
- **Statistics for Business and Economics** by David R. Anderson, Dennis J. Sweeney, and Thomas A. Williams (2023). Cengage Learning.
- **SPSS Survival Manual** by Julie Pallant (2020). Allen & Unwin.

Online Resources:

- **IBM SPSS Statistics Documentation:** https://www.ibm.com/docs/SSLVMB_28.0.0/pdf/IBM_SPSS_Statistics_Brief_Guide.pdf
- **Stat Trek: A Tutorial on Statistics:** https://stattrek.com/

MHA 906 - RESEARCH SEMINAR PRESENTATION

1. Preamble

Course title	Research Seminar Presentation
Course code	MHA906
Credits	02
Number of hours per group	60 Class Hours

2. Course Description

This course is focused on preparing seminar presentations on Microsoft PowerPoint Presentation. The students will have hands-on practice in designing PowerPoint Slides to create an impactful presentation of the project or case to present. It will help them to present the statistics meticulously. Also engagingly deliver PowerPoint Presentations. They will also practice public speaking or presentation skills in front of a large gathering.

3. Learning Outcomes

At the end of this course, the learner will be able to

1. Outline the structure of the seminar presentation.
2. Design a fully animated business presentation.
3. Design PowerPoint Slides and run the slide show.
4. Create a sophisticated and well-organized presentation.
5. Deliver a presentation in a seminar.

MHA 906 - RESEARCH SEMINAR PRESENTATION

Unit 1: STRUCTURE OF THE SEMINAR PRESENTATION - 1.1 Introduction-a) Context **b)**Aim& objective of research presentation **c)** Researched problem **d)** Objectives of the research paper **1.2 Main Content-a)** Methodology **b)** Quality &Ordering of content presented **c)** Eye Contact **d)**Re-enforcement **1.3 Summary-a)** Recap **b)** Link findings with objective **c)** Check understanding by asking questions **d)** Suggest extended learning material
Unit 2: POWERPOINT PRESENTATION - a) Creating new PowerPoint Presentation: i. Choosing template/theme ii. Changing template/theme iii. Adding Slides & typing content **b)**Slide layout **c)** Adding Text/ Outline View **d)** Adding high-resolution copyright-free pictures/ photos/ graphics **e)** Adjusting photos and graphics **f)** Layered objects **g)** Smart art **h)** Shapes & lines **i)** Tables **j)** Copying & pasting charts from Excel **k)** Slide Transition **l)** Proofing & Editing **m)** Running a presentation **n)** Printing
Unit 3: DESIGNING & CUSTOMIZATION OF POWERPOINT PRESENTATION – **a)** Using Slide Master **b)** Setting slide theme **c)** Creating theme colour **d)** Setting theme fonts/ using non-

standard fonts **e)** Changing background in individual slide **f)** Changing slide background in the Slide Master **g)** Styling text & Lists **h)** Slide Layout: i. Customizing slide layout ii. Adding a logo to every slide iii. Adding date, time & slide number iv. Adding header & footer content **i)**Ordering multiple animations **j)** Use of morph transition **k)** Adding videos/ video file **l)** Linking the website/ adding hyperlinks **m)** Creating an email link **n)** Hiding Slides: i. Managing contents with hidden slides ii. Printing with or without slides iii. Saving a PDF with or without hidden slides
Unit 4: SLIDE SHOW - a) Starting the Slide Show **b)** Setting Up Slide Show **c)** Rehearse Timings **d)** Record Slide Show **e)**Playing narrations **f)** Use Timings **g)** Show Media Controls **h)** Monitors and Presenter View **i)** Review: i. Proofing ii. Accessibility and Insight iii. Language iv. Adding and Deleting Comments v. Comparing Presentations vi. Hide or Delete Ink **j)** View: i. Changing Presentation and Slide Views ii. Master Views iii. Ruler, Gridlines and Guides iv. Zoom v. Colour and Greyscale your Presentation & Get Online Help
Unit 5: PRESENTATION DELIVERY – a) Understanding Your Audience - Identifying audience needs - Tailoring content to audience demographics **b)** Structuring Your Presentation - Crafting a clear introduction, body, and conclusion - Using storytelling techniques **c)** Designing Effective Visual Aids - Principles of effective slide design - Integrating multimedia elements **d)** Verbal Communication Techniques - Mastering tone, pitch, and pace - Using pauses effectively **e)** Non-Verbal Communication - Body language and gestures - Eye contact and spatial awareness **f)** Engaging Your Audience - Techniques for interaction and participation - Handling questions and feedback **g)** Managing Anxiety and Building Confidence - Tips for reducing nerves - Practicing positive visualization **h)** Practice and Feedback - Importance of rehearsals - How to give and receive constructive feedback **i)** Adapting to Different Formats - Delivering virtual vs. in-person presentations **j)** Creating a Lasting Impact - Techniques for memorable conclusions - Strategies for follow-up and continued engagement **k)** Case Studies and Real-Life Examples - Analysing successful presentations - Learning from common pitfalls

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Recommended Readings

- **Presentation Zen: Design Thinking for the Digital Age** by Garr Reynolds (2014). Pearson.
- **PowerPoint for Dummies** by Joan Young (2021). For Dummies.
- **Public Speaking: An Audience-Centered Approach** by James C. Humes and Stephen R. Blount (2019). Routledge.
- **Slideology: The Art and Science of Creating Great Presentations** by Nancy Duarte (2018). Jossey-Bass.
- **The Art of Public Speaking** by James C. Humes (2012). Random House.

SEMESTER – IV (18 WEEKS)

MINIMUM CONTACT HOURS FOR EACH SUBJECT

No.	Subject code	Subject	Credits	Contact Hours per Semester	
				Th.	Pr.
1	MHA1001	Research Writing	04	60	-
2	MHA1002	Data Analysis Practical-II	02	-	60
3	MHA1003	Field Study	02	-	60
4	MHA1004	Research Project	12	-	180
TOTAL:			20	60	300
GRAND TOTAL				360	

WEEKLY TEACHING SCHEME (18 WEEKS)

No.	Subject code	Subject	Hours per week	
			Th.	Pr.
1	MHA1001	Research Writing	04	-
2	MHA1002	Data Analysis Practical-II	-	04
3	MHA1003	Field Study	-	04
4	MHA1004	Research Project	-	12
TOTAL:			04	20
GRAND TOTAL			24	

EXAMINATION SCHEME

No.	Subject code	Subject	Term Marks*	
			Th.	Pr.
1	MHA1001	Research Writing	100	-
2	MHA1002	Data Analysis Practical-II	-	100
3	MHA1003	Field Study	-	100
4	MHA1004	Research Project	-	300
TOTAL:			100	500
GRAND TOTAL			600	

* Term marks will comprise 40% Internal Evaluation (IE)& 60% End Semester Examination (ESE) marks.

MHA 1001 - RESEARCH WRITING

1. Preamble

Course title	Research Writing
Course code	MHA1001
Credits	04
Number of hours per group	60 Class Hours

2. Course Description

This course will help students with critical reading and writing skills within the conventions of academic writing. In this course, students will learn to effectively communicate their research questions and findings to an interested audience using reading and writing skills.

3. Learning Outcomes

At the end of this course, the learner will be able to

1. Explain the importance of academic research.
2. List various kinds of academic research and research activities necessary for report writing.
3. Differentiate between various types of research papers & research formats.
4. Structure their thesis.
5. Use various word processors like word/ Libra-office or Latex.
6. Use plagiarism detection tools.

MHA 1001 - RESEARCH WRITING

Unit 1: INTRODUCTION – a) Importance of report writing in academics and research **b)** Various kinds of academic and research activities **c)** Necessity of report writing for achievement of academic and research goals **d)** Various kinds of reports/presentations **e)** Characteristics of academic and research reports/presentations **f)** Conclusions **g)** Assignments
Unit 2: RESEARCH PAPER WRITING – a) Types of research papers **b)** Structure of research papers **c)**Research paper formats **d)** Abstract writing **e)** Methodology **f)** Results and discussions **g)** Different formats for referencing **h)** Ways of communicating a research paper **i)** Assignments
Unit3:THESIS WRITING – a) Structure of a thesis **b)** Scope of the work **c)** Literature review **d)**Experimental/computational details **e)** Preliminary studies **f)** Results and Discussions **g)** Figures and Tables preparation **h)** Conclusions and future works **i)** Bibliography **j)**

Appendices **k)** Assignments
Unit 4: TOOLS AND TECHNIQUES - a) Various word processors, e.g., MS Word, Libra-office, Latex, etc. **b)**Making effective presentations using PowerPoint and Beamer **c)** Uses of plagiarism detection tools **d)** Assignments
Unit 5: MISCELLANEOUS REPORTS- a) Writing research proposals **b)** Writing project proposals **c)** Lecture notes **d)** Progress reports **e)** Utilization reports **f)** Scientific reports **Hands-on and Mini Project Assignment of mini project, Discussions.**

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Recommended Readings

- **APA Style Manual** (2020). American Psychological Association.
- **The Craft of Research** by Wayne C. Booth, Gregory G. Colomb, and Joseph M. Williams (2016). University of Chicago Press.
- **The Elements of Style** by William Strunk Jr. and E.B. White (2018). Penguin Random House.
- **Writing for Social Science** by Howard S. Becker (2010). University of Chicago Press.
- **Writing a Literature Review: A Practical Guide** by Markéta Tomasková (2020). Routledge.

MHA 1002 - DATA ANALYSIS PRACTICAL-II

1. Preamble

Course title	Data Analysis Practical-II
Course code	MHA1002
Credits	02
Number of hours per group	60 Class Hours

2. Course Description

Statistics play a key role in the process of making sound business decisions that will generate higher profits. Without statistics, it's difficult to determine what your target audience wants and needs.

This course is crucial for research professionals, as it provides step-by-step instruction on tests with clear and accurate explanations and makes these tests important part of learner's data analytic toolkit. The learner will also have the tools needed to succeed in their statistics and experimental design courses.

Inferential statistics, in particular, will help the learner to understand a population's needs so that they can reach to correct findings in their research work.

3. Learning Outcomes

At the end of this course, the learner will be able to

1. Use Tests in Statistical data analysis software to Correctly Analyze Inferential Statistics.
2. Use the One Sample t-test to draw conclusions about population.
3. Understand ANOVA and the Chi-Square.
4. Master Correlation and Regression.
5. Learn Data Management Techniques.

MHA 1002 - DATA ANALYSIS PRACTICAL-II

Unit 1: REGRESSION ANALYSIS- a) Introduction **b)** Multiple linear regression **c)** Validation of model (Residual analysis & Checking normality) **d)** Confidence interval for regression co-efficient
Unit 2:T-TESTS FOR RELATED TO REGRESSION CO-EFFICIENT - a) Transformation to achieve linearity (Log transformation) **b)** Transformation to stabiles variance (Power transformation) **c)** Polynomial regression models **d)** Multiple regression models
Unit 3:ANNOVA–a) Analysis of variance-ANNOVA between subjects **b)** ANNOVA post-hoc

test **c)** Establish relationship between t-test & ANNOVA
Unit 4:PRACTICE CORRELATION AND REGRESSION – a) Practice examples of chi-square test goodness for fit test **b)** Practice chi-square test for independence
Unit 5:DATA MINING– a) Introduction **b)** Data Pre-processing **c)**Association Rule Mining **d)** Classification Basics **e)** Decision Tree **f)** Bayes Classifier **g)** K nearest neighbour **h)** Support Vector Machine **i)** Kernel Machine **j)** Clustering **k)** Outlier detection **l)** Sequence mining **m)** Evaluation & Visualization

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Recommended Readings

- **Data Analysis: An Introduction** by Neil Salkind (2016). Sage Publications.
- **IBM SPSS Statistics: Step by Step** by David Kenny (2023). Routledge.
- **Introduction to Statistical Analysis for the Behavioral Sciences** by Neil H. McKelvie (2015). Routledge.
- **Research Methodology: Methods & Techniques** by C.R.Kothari & Gaurav Garg (2018). New International Age Publishers.
- **SPSS Survival Manual** by Julie Pallant (2020). Allen & Unwin.
- **Statistics for Business and Economics** by David R. Anderson, Dennis J. Sweeney, and Thomas A. Williams (2023). Cengage Learning.

Online Resources:

- **IBM SPSS Statistics Documentation:** https://www.ibm.com/docs/SSLVMB_28.0.0/pdf/IBM_SPSS_Statistics_Brief_Guide.pdf
- **Stat Trek: A Tutorial on Statistics:** https://stattrek.com/

MHA 1003 - FIELD STUDY

1. Preamble

Course title	Field Study
Course code	MHA1003
Credits	02
Number of hours per group	60 Class Hours

2. Course Description

The major advantage of the field study is to represent the results in a greater variety of environments. The learner will work on detailed data analysis which can be used as primary data for many different research hypothesis. Furthermore, field study activities can find new social facts that the community and the participants may be unaware of. Most importantly, there is no/ minimum tampering of data or variables, as the data is collected from the natural setting.

3. Learning Outcomes

At the end of this course, the learner will be able to

1. Identify the topic of research.
2. Identify the right method of research.
3. Visit the site of the study and collect data.
4. Analyze the data acquired.
5. Communicate the results in the form of a report.

Guidelines for Field Study:

- The learner must intimate the area of research/ department to the course coordinator. On approval of the research topic, the learner must engage in the field study activities.
- Field study is a continuous academic activity in which the learner must be encouraged to visit the hotel, tour/ travel company, or any other allied sector related to hospitality & tourism allotted by the Academic Chapter for a minimum period of 08 weeks.
- Upon completion of this course, the learner must submit the field study report along with a power point presentation to the panel of experts to get evaluated in the parameters set by the institute.

MHA 1003 - FIELD STUDY

EVALUATION OF FIELD STUDY

Department of Hotel/ Allied Sector (✓):

_____

Name of Student: _____ NCHM&CT Roll No: _____

Academic Chapter:_____ Duration:_____

Name of the Hotel/ Allied Sector Company:

_____

From:_____ To: _____

EVALUATION OF FIELD STUDY (100 Marks)			
TOPICS	**EXPLANATION**	**MAXIMUM MARKS**	**MARKS OBTAINED**
IDENTIFICATION OF AREA OF RESEARCH Identification of the area of the research topic and acquiring the work of researchers in the same field for qualitative research of the selected topic for the research paper	It is essential to identify the earlier research work in the selected area of research, which will further help the learner to take concrete steps in conducting research in the selected area of field study.	15	
IDENTIFICATION OF RESEARCH TOPIC Identification of research topic for research paper	Post acquiring the qualitative research, the learner will work on identifying the topic of research. The learner is responsible for deciding the topic of research to focus on	10	

	the gaps observed in the existing research literature and during the field study.		
IDENTIFICATION OF METHOD OF RESEARCH Identification of the right methods of research, quality of questionnaire used for research paper	After fine-tuning the research topic, the learner defines the right method to approach and frame quality questions for the questionnaire related to the objectives of the research work.	10	
DATA COLLECTION Visit the site of the study and collect data	Based on the objectives of the selected research work, the learner begins the field study. The learner collects data either by visual observations, interviews, or staying with the subjects and experiencing their surroundings to get an in-depth understanding.	15	
DATA ANALYSIS Analyze the data acquired	The researchers undergo the process of data analysis once the data is collected.	10	
REPORT Communicate the results	The learner documents a detailed field study report, explaining the data and its outcome. Giving the field study a suitable conclusion.	15	
Total Marks on Report (A)		**75**	
Presentation Skills	Quality of slides, issues presented optimum use of the allotted time.	10	
Overall impression	External examiner's overall impression of the learner.	15	
Total Marks on Report (B)		**25**	
Grand Total (A+B=100)		**100**	

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MHA 1004 - RESEARCH PROJECT

1. Preamble

Course title	Research Project
Course code	MHA1004
Credits	12
Number of hours per group	180 Class Hours

2. Course Description

The aim of the course is to allow the learner to perform a research project within the field of hospitality & tourism sector under supervision. The learner will be able to plan & execute the research work collected from field study activities and summarize the results in a research project.

The learner has to submit the Research Project and present the outcomes to the panel of experts to complete this course.

3. Learning Outcomes

At the end of the course, the learner will be able to

1. Identify the area and the topic of her/his research.
2. Collect data for evaluation and for data analysis.
3. Use relevant literature.
4. Perform a research project according to an individual study plan.
5. Show independent, critical, and creative thinking.
6. Document results by writing a research paper.
7. Present and discuss the research results with his guide & senior researchers.
8. Show a professional attitude regarding time planning, collaboration, and the link between theoretical and practical knowledge.
9. Perform the research project work in an ethically correct manner.

MHA 1004 - RESEARCH PROJECT

INTRODUCTION TO RESEARCH PROJECT - a) Course overview and expectations **b)** Identifying research interests and selecting a topic **c)** Formulating research questions/hypotheses
LITERATURE REVIEW – a) Introduction to the literature review process **b)** Searching for and evaluating scholarly sources **c)**Synthesizing literature and identifying gaps
RESEARCH DESIGN AND METHODOLOGY – a) Understanding research methodologies (quantitative, qualitative, mixed methods) **b)** Designing research instruments (surveys, interviews, experiments) **c)** Ethical considerations in research
DATA COLLECTION AND ANALYSIS – a) Data collection techniques and procedures **b)** Data management and analysis using appropriate software/tools **c)** Interpreting findings and drawing conclusions
WRITING AND PRESENTING RESEARCH – a) Structuring a research paper: Introduction, literature review, methodology, results, discussion, conclusion **b)** Academic writing conventions and citation styles **c)** Effective presentation skills and visual aids
FINALIZING RESEARCH PROJECT – a) Peer review and feedback on research drafts **b)** Revising and editing research papers **c)** Final presentations and dissemination of findings

MHA 1004 - RESEARCH PROJECT

EVALUATION OF RESEARCH PROJECT

Department of Hotel/ Allied Sector (✓):

_____

Research Topic:_____

Name of Student: _____ **NCHM&CT Roll No: _____**

Academic Chapter:_____ **Duration:_____**

Name of the Hotel/ Allied Sector Company:

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From:_____ **To:**

_____

TOPICS	MAXIMUM MARKS	MARKS OBTAINED
RESEARCH PROPOSAL (10%)	30	
LITERATURE REVIEW (20%)	60	
RESEARCH PAPER (50%)	150	
PRESENTATION (20%)	60	

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