

<b>Curriculum Framework for M.Sc. Program In Hospitality Administration</b>								
<b>1</b>	Management function & Behavior (4) (4+0+0) Human Resource Planning 4(4+0+0) Advance Marketing Management 4(4+0+0)	Equipment & Material Management 4(4+0+0)  Principles of Economics 4(2+0+0)						20
<b>2</b>	Strategic Management 4(4+0+0) Employee Management Relations 4(4+0+0) Organizational Development & Behavior (4)(4+0+0)	Business Ethics 4 (4+0+0)  Financial reporting & Analysis 4(4+0+0)						20
<b>3</b>	Research design 4(4+0+0)  Research Ethics 4(4+0+0)  Data Collection, Analysis and decision making 4(0+0+8)	Writing Literature Review 4(4+0+0)			Field Study 4(0+0+8)			20
<b>4</b>	Research writing 4(4+0+0)  Seminar Presentation (4)				Research Project (12)			20

M.Sc. DEGREE  
IN  
HOSPITALITY & HOTEL ADMINISTRATION

**CURRICULUM**

NATIONAL COUNCIL FOR HOTEL MANAGEMENT  
AND CATERING TECHNOLOGY  
NOIDA  
(NCHM&CT)

AND  
JAWAHARLAL NEHRU UNIVERSITY  
(JNU)

**SEMESTER – I (M.Sc.-HA)****MINIMUM CONTACT HOURS FOR EACH SUBJECT**

No.	Subject code	Subject (Credits)	Contact Hours per Semester	
			Th.	Pr.
1	MHA701	Management Function and Behaviour in Hospitality (04 credits)	60	
2	MHA702	Human Resource Planning (04 Credits)	60	
3	MHA703	Advance Marketing Management (04 credits)	60	
4	MHA704	Equipment & Material Management (04 credits)	60	
5	MHA705	Principles of Economics (04 credit)	60	
TOTAL:			300	
GRAND TOTAL			300	

**WEEKLY TEACHING SCHEME (18 WEEKS)**

No.	Subject code	Subject	Hours per week	
			Th.	Pr.
1	MHA701	Management Function and Behaviour in Hospitality	04	-
2	MHA702	Human Resource Planning	04	-
3	MHA703	Advance Marketing Management	04	-
4	MHA704	Equipment & Material Management	04	-
5	MHA705	Principles of Economics	04	-
TOTAL:			20	
GRAND TOTAL			20	

**EXAMINATION SCHEME**

No.	Subject code	Subject	Term Marks*	
			Th.	Pr.
1	MHA701	Management Function and Behaviour in Hospitality	100	-
2	MHA702	Human Resource Planning	100	-
3	MHA703	Advance Marketing Management	100	-
4	MHA704	Equipment & Material Management	100	-
5	MHA705	Principles of Economics	100	-
TOTAL:			500	
GRAND TOTAL			500	

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

**MHA701- MANAGEMENT FUNCTIONS AND BEHAVIOR IN HOSPITALITY****HOURS ALLOTTED: 60****MAXIMUM MARKS: 100****1. Preamble**

Course Title	<b>Management Functions and Behaviour in Hospitality</b>
Course Code	MHA701
Credits	04
Number of Hours per Group	60

**2. Course Description**

This course has been developed in response to the needs of those seeking higher education with the purpose of seeking career opportunities in senior positions or do research in Hospitality Industry or Hospitality Education.

**3. Learning Outcome**

At the end of the course, the student will be able to:

1. Explain the roll of a manger
2. List down the responsibilities of professional manager
3. Explain decision making techniques and the process
4. Explain organizational structure
5. Understand the importance of behavioral dynamics

**MHA701- MANAGEMENT FUNCTIONS AND BEHAVIOR IN HOSPITALITY**

**Unit 1: Role of a manager**-Task of professional manager, Responsibilities of a professional manager, Management systems and processes, Managerial skills

**Unit 2: Decision Making**-Organisational context of decisions, Decision making models, Decision making- techniques and processes, Management by objectives

**Unit 3: Organisational climate & change**-Organisational structure and managerial ethos, Management of organisational conflicts & Managing change

**Unit 4: Organisational structure and processes**-Organisational structure and design, Managerial Communication, Planning Process, Controlling & Delegation and inter-departmental coordination

**Unit 5: Behavioral dynamics**- Analyzing interpersonal relations, Leadership styles & influence processes & Group dynamics

**MHA702-HUMAN RESOURCE PLANNING****HOURS ALLOTTED: 60****MAXIMUM MARKS: 100****1. Preamble**

Course Title	<b>Human resource planning</b>
Course Code	MHA702
Credits	04
Number of Hours per Group	60

**2. Course Description:**

This course explains the importance of human resource planning in any efficient organisation. This course also gives information about processes and techniques like job evaluation, selection and recruitment and corporate social responsibilities etc.

**3. Learning Outcome**

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

1. Explain the concept of learning organisations.
2. Understand different macro level scenario of HR planning
3. Describe the concept and process of HR Planning
4. Differentiate demand forecasting and supply forecasting techniques
5. Explain job evaluation method
6. State selection and recruitment process
7. Apply measurements in HR planning
8. Describe corporate social responsibilities
9. Do competency mapping

**MHA702-HUMAN RESOURCE PLANNING**

**Unit 1: Learning organization and leadership, Basics of human resource planning-** Macro Level Scenario of Human Resource Planning, Concepts and Process of Human Resource Planning, Methods and Techniques – Demand Forecasting, Methods and Techniques – Supply Forecasting

**Unit 2: Job evaluation-**Job Evaluation – concepts, Scope and Limitations, Job Analysis and Job Description, Job Evaluation Methods

**Unit 3: Action areas – issues and experiences-** Selection and Recruitment, Induction and Placement, Performance and Potential Appraisal, Transfer, Promotion and Reward Policies & Training and Retraining

**Unit 4: Measurements in human resource planning**-Human Resource Information System, Human Resource Audit, Human Resource Accounting, Career Planning, Employee Counselling, Discipline, Suspension, Retrenchment and Dismissal, Employee Grievance Handling, Compensation & Salary Administration, Laws & Rules Governing Employee Benefit and Welfare

**Unit 5:** Corporate social responsibilities & competency mapping & concept of assessment centers

**MHA703-ADVANCE MARKETING MANAGEMENT**

**HOURS ALLOTTED: 60**

**MAXIMUM MARKS: 100**

**1. Preamble**

Course Title	<b>ADVANCE MARKETING MANAGEMENT</b>
Course Code	<b>MHA703</b>
Credits	04
Number of Hours per Group	60

**2. Course Description:** American Marketing Association defines Marketing as an activity, set of institutions, & processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, & society at large. This course is the first introductory course for students where they are introduced to the basic concepts & frameworks in marketing.

**3. Learning Outcomes**

By the end of the course the student should be able to:

1. Appreciate the fundamental philosophy of Marketing Management;
2. Understand basic Frameworks of Marketing Management;
3. Learn to integrate the conceptual models of Marketing.
4. Apply the learnings to help managers/firms solve their respective marketing problems;

**MHA703-ADVANCE MARKETING MANAGEMENT**

**HOURS ALLOTTED: 60**

**MAXIMUM MARKS: 100**

**Unit 1: Choosing Customers-** Segmentation, Targeting & Positioning, case study red Lobster- Harvard Business School (511052-PDF-ENG)

**Unit 2: Creating Value -** Product Life Cycle and Product Management, New Product Development, Branding-a) What is a Brand b) Need for branding c) Brand Equity d) Types of brands. Brand Extension- a) Types of Brand Extension b) Suitability of Brand Extension c) Pitfalls of Brand Extension. Pricing, Pricing Strategies,

**Unit 3: Introduction to Selling** – Selling Process, Sales Force Design & motivation, Evaluating Sales Personnel. Managing the selling efforts

**Unit 4: Marketing Channels** - Advertising and Sales Promotion, Franchises, sales promotion resources. Integrated Marketing Communication, managing integrated marketing communication, **Online Marketing**- Social Media Marketing, Customer Network Value, Word of Mouth concept, ROI of Social Media Marketing, Evolution of a Brand.

**Unit 5: Digital Marketing: Search Engine Optimization**- Pay Per Click (PPC) Advertising, Google AdWords, Paid Search Advertising, **Display Advertising**- Display Campaigns HubSpot: Inbound Marketing and Web 2.0, Mobile Marketing, Mobile Marketing Strategy, **Website Design**- Ten Tools for Design Thinking, Wire framing and Prototyping tools, Measuring Effectiveness of Online Advertising. Online Metrics

**Capstone Case studies.**

**MHA704-EQUIPMENT AND MATERIALS MANAGEMENT**  
**HOURS ALLOTTED: 60                      MAXIMUM MARKS: 100**

**1. Preamble**

Course Title	<b>EQUIPMENT AND MATERIALS MANAGEMENT</b>
Course Code	MHA704
Credits	04
Number of Hours per Group	60

**2. Course Description:** the main objective of equipment and Materials Management is assuring a supply of material with optimised inventory levels and minimum deviation between planned and actual results. And of the quality that is: At the right price, from the right sources.

**3. Learning Outcome**

By the end of the course the student should be able to:

1. Define the objectives of material handling
2. Evaluate material management system
3. Explain purchasing skills
4. Explain logistics management
5. State inventory control methods
6. Identify the quality control measures
7. List waste management practices

**MHA704-EQUIPMENT AND MATERIALS MANAGEMENT****HOURS ALLOTTED: 60****MAXIMUM MARKS: 100**

**Unit 1: Material Handling-** Introduction and Meaning, Objectives of Material Handling, Principles of Material Handling, Selection of Material Handling Equipment, Evaluation of Material Handling System, Guidelines For Effective Utilization Of Material Handling Equipment, Relationship between operational layout and Material Handling Equipment

**Unit 2: Materials Management-**a) Introduction and Meaning b) Functions of Material Management c) Material Planning and Control (Techniques of material Planning) d) Purchasing (Practical Purchasing Skills - theory, practice and techniques, Strategic Procurement Skills, Supplier Relationships: The Total Management Process). e) Logistic Management (Logistic Analyst, Store Management, Advanced Materials Storage Management - Policy and Process, Identifying and Implementing Business Process Improvements) f) Inventory Control (Integrated Inventory Management, Managing Risk, How to Reduce Inventory Levels - Some Practical Solutions) g) Standardization, Codification and Variety Reduction. h) Value Analysis. i) Ergonomics. j) Just In Time (JIT)- (Seven Wastes & Benefits of JIT)

**Unit 3: Work Study-**a) Advantages of Work study. B) Method study. C) Motion Study. D) Work Measurement. E) Time study. **Quality Control-** a) Introduction b) Fundamental Factors Affecting Quality c) Need for controlling quality d) Types of Inspection e) Types of quality Control f) Steps in quality Control g) Tools for quality control

**Unit 4: Maintenance Management-**a) Objectives of Maintenance b) Types of Maintenance (Break Down, Preventive, Predictive) c) Maintenance Planning & Scheduling d) Repair, Upkeep and Maintenance e) Best Maintenance Practices f) Computer Aided Maintenance

**Unit 5: Waste Management-** a) Introduction and Meaning b) Reasons for generation and accumulation-obsolete and surplus c) Taxonomy of Waste d) Waste and Productivity, e) Functional Classification of Waste f) Control of Waste g) Recycling of Waste h) Disposal of Waste i) Treatment of Waste in Cost Accounts. **Packaging and Distribution Management-** a) Packaging b) Transport c) Physical Distribution d) Information and Technology Integration in Materials Management

**MHA705- PRINCIPLES OF ECONOMICS****HOURS ALLOTTED: 60****MAXIMUM MARKS: 100****1. Preamble**

Course Title	<b>PRINCIPLES OF ECONOMICS</b>
Course Code	MHA705
Credits	04
Number of Hours	60

**2. Course Description**

This course on Economics is the application of economic theory and methodology to managerial decision making problems within various organizational settings such as a firm or a government agency. The emphasis in this course will be on demand analysis and estimation, production and cost analysis under different market conditions, forecasting



and decision making under uncertainty. Students taking this course are expected to have had some exposure to economics and be comfortable with basic algebra. Some knowledge of calculus would also be helpful although not necessary.

### 3. Learning Outcome

By the end of the course, learners will be able to

1. Understand basics of the economic theory and analytical tools that can be used in decision making problems.
2. Explain the economic concepts and tools that have direct managerial applications.
3. Sharpen analytical skills through integrating knowledge of the economic theory with decision making techniques.
4. Use economic models to isolate the relevant elements of a managerial problem, identify their relationships, and formulate them into a managerial model to which decision-making tools can be applied.

### MHA705- PRINCIPLES OF ECONOMICS

**HOURS ALLOTTED: 60**

**MAXIMUM MARKS: 100**

**Unit 1: Basic principles of economics-** Scarcity and Choice, Trade- offs, Efficiency and Equity, The opportunity cost, Micro versus Macro Economics, Positive versus Normative Analysis & Conclusion. The market forces of demand and supply- Demand Schedule a) Law of Demand b) Demand Curve c) Individual Demand and market demand d) Shifts in the demand curve. Supply Schedule e) Law of Supply f) The Supply schedule g) Supply curve. Individual Supply versus Market supply- a) Shifts in Supply b) Market Equilibrium. Elasticity of demand & supply. Law of diminishing returns.

**Unit 2: The theory of firm and market structure: competitive market-** a) The meaning of Competition b) Demand for an Individual's Firms Product c) Profit maximization and competitive firm's supply curve d) Short-run Equilibrium of the Firm (Economic Profit, Loss e) Breakeven) the supply curve in the competitive market. f) Long-run equilibrium of the firm

**Unit 3: Types of competitions and their characteristics-** a) Monopoly and Monopolistic Competition b) Monopoly c) Demand Curve for the Monopolist d) Profit Maximization/Equilibrium in Monopoly

**Unit 4: Monopolistic Competition-** a) Feature of the Market b) The short-run equilibrium (profit or Loss) c) The long-run equilibrium d) Monopolistic versus perfect competition e) Price Discrimination. **Oligopoly-** a) Characteristics of Oligopoly b) Behavior of a Firm in an Oligopolistic Market c) Mutual Interdependence d) Leadership pricing e) Kinked Demand Curve

**Unit 5: Introduction to macroeconomics-** a) The Circular Flow Model b) National Income Accounts: GDP c) Real GDP and Nominal GDP d) Other Measures of Income GNP, NNP, National Income Personal Income, Disposable e) Financial Market f) The Demand & supply for Money g) The Determinants of Interest rate h) Equilibrium in Financial Market. **Unemployment, inflation and growth, fiscal and monetary policy**