

**GANPAT UNIVERSITY**

**FACULTY OF MANAGEMENT STUDIES**

Programme	Master of Business Administration				Branch/Spec.	Marketing/Finance/Human Resources Management/International Business/ Entrepreneurship/ Supply Chain Management			
Semester	IV				Version	1.0.0.1			
Effective from <i>Academic Year</i>			2021-22		Effective for the batch Admitted in			June 2020	
Subject code	<b>2IVA08MHS</b>		Subject Name		<b>MANAGING HOSPITALITY SERVICES</b>				
Teaching scheme					Examination scheme (Marks)				
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	4	0	0	0	4	Theory	60	40	100
Hours	4	0	0	0	4	Practical	-	-	-
Pre-requisites:									
Objective: The Objective of the course to familiarize the students with the tourism and hospitality Industry									
Learning Outcome:									
2IVA08MHS.CO1: Understand the structure and operations of the hospitality industry, including organization hierarchy and guest cycle management. 2IVA08MHS.CO2: Apply principles of room division and front office management for forecasting, yield management, and customer satisfaction. 2IVA08MHS.CO3: Analyse food and beverage operations, catering services, and budgeting systems to ensure quality and cost control. 2IVA08MHS.CO4: Evaluate legal frameworks, automation systems, and contemporary issues (like pandemics) affecting hospitality management.									
Theory syllabus									
Unit	Content								Hrs
1	Introduction to the Hospitality Industry: Definition and structure of Hospitality Industry (introduce include all sub-sectors of hospitality industry), Organization structure of a large hotel in the luxury category (Make special explores on department & staff hierarchy), Hotel classification on-size, ownership & star classification system, International Trends in hotel and resort development (Illustrate through appropriate case studies and discussions). Guest cycle: concept of Guest ology. Maintain standard of etiquette and hospital conduct in first unit (Case Study on “Job Satisfaction research in the field of hospitality and tourism)								15
2	The Rooms division Functions of the Rooms Division & Organizational Structure (A overview of Front Office dept. and Housekeeping dept.), Types of Rooms and in-room facilities in various categories of hotels, Basis of charging room rates, mechanics of pricing and issues that influence pricing decision. Forecasting & Yield Management: Forecasting criteria, Measuring Yield, Yield Statistics. Managing customer satisfaction through quality services by different depts. of the hotel. (Customer Value and Satisfaction- Five gap model of service quality – Retaining customers, handling customer complaints- Relationship marketing – Monitoring and measuring customer satisfaction)								15
3	The Food & Beverage Division Functions and organization chart of the F & B Dept, Types of food service and catering establishments types of restructures, fight catering, and institutional catering school mid-day meals, industrial catering; Food & Beverage cost controls: Introduce the control function, budgeting and cost-volume-profit analysis.								15
4	Hospitality Law and Hospitality Automation Objectives need for law, principal & secondary sources, Sarai Act-1867, Consumer protection Act-1986, the prevention of food Adulteration Act-1954, The water (prevention and control of pollution) Act-1981, Licenses and permits for hotels & restaurant, procedures renewal, suspension & termination. The application of computer in various departments of the Hotel, The case study on the Automation of the Hospitality Industry: F.O, H & K & F & B.								15

	Hospitality Industry in Pandemic Situation (Impact on Hotel Industry, Effect on countries like India, Europe, China etc., Impacts on Jobs in hospitality, Opportunities to upgrade skills, other innovations, five important ways the covid-19 pandemic has changed the Travel and Hotel Industries	
Practical content		
Text Books		
1	Hotel Management Theory-Dr. B.K.Chakravarti APH Publishing Corporation	
Reference Books		
1	Hotel Management Theory-Dr. B.K.Chakravarti APH Publishing Corporation.	
2	The Hospitality Industry, Tourism & Europe-Rhodri Teare with Debra Adams.	
3	Marketing in Hospitality and Tourism-Richard Teare, Joset A. Mazanec, Simon Creawford Information Technology in the Hospitality Industry Martin Peacock	
4	New directions in Hospitality and tourism-Richard Teare.	
5	Managing Projects in Hospitality Organizations-Richard Teare with Debra Adams	
6	The management of food service operations-Peter Jones & Paul Merricks	

Note:

Version 1.0.0.0 (First Digit= New syllabus/Revision in Full Syllabus, Second Digit=Revision in Teaching Scheme, Third Digit=Revision in Exam Scheme, Forth Digit= Content Revision)

L=Lecture, TU=Tutorial, P= Practical/Lab., TW= Term work, DT= Direct Teaching, Lab.= Laboratory work CE=

Continuous Evaluation, SEE= Semester End Examination

#### Mapping of CO with PO and PSO:

Semester 4: Course Name: 2IVA08MHS MANAGING HOSPITALITY SERVICES							
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2IVA08MHS.CO1	1	3	0	3	2	3	2
2IVA08MHS.CO2	2	2	1	2	2	0	0
2IVA08MHS.CO3	3	2	1	3	1	2	0
2IVA08MHS.CO4	3	3	0	3	2	2	2

Semester 4: Course Name: 2IVA08MHS MANAGING HOSPITALITY SERVICES			
Course outcomes	PSO1	PSO2	PSO3
2IVA08MHS.CO1	1	2	2
2IVA08MHS.CO2	3	2	2
2IVA08MHS.CO3	1	3	3
2IVA08MHS.CO4	2	3	3