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| **BBA544.**STRATEGIC HOSPITALITY MANAGEMENT.  |
| **Teaching Scheme** | **Examination Scheme** |
| Lectures: 3 hrs/Week | Class Test -12Marks |
| Tutorials: 1 hr/Week | Teachers Assessment - 6MarksAttendance – 12 Marks |
|  Credits: 4 | End Semester Exam – 70 marks |

# Course Objectives:

# The course aims at imparting basic knowledge on the strategic hospitality management, so as to provide students an opportunity to know the facts of overall strategic environment,how to manage the operating environment, internal analysis and competitive advantage . It also aims at giving an overview of entrepreneurial skills to the students.

# Course Outcomes:

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| CO1 | Understanding the interrelation between formulation and implementation of strategies. |
| CO 2 | Understanding the corporate level strategy and restructuring. |
| CO 3 | Knowing the facts of creating a strategic direction. |
| CO4 | Understanding the requirements of entrepreneurial start ups. |
| CO5 | Knowing global strategic management and the emerging trends.  |
| CO6 | Finding new avenues in the subject. |

**Course Content -**

**Unit-1**

INTRODUCTION – Historical background, importance, scope, strategic business performance, strategy implementation failure.

**Unit-2**

STRATEGIC ENVIRONMENT – Assessment of the broad environment, managing the operating environment, internal analysis and competitive advantage, value adding activities, tangible and intangible resources.

**Unit-3**

STRATEGIC DIRECTION AND FORMULATING BASIC STRATEGIES.

**Unit-4**

Creating a strategic direction, mission statement, organizational vision, organizational values, competitive dynamics, corporate level strategy and restructuring

**Unit-5**

 IMPLEMENTING STRATEGIES AND ESTABLISHING CONTROL SYSTEMS – Inter relation between formulation and implementation of strategies, types of organizational designs,organizational control, power politics, role of behavioural implementation in tourism

**Unit-6**

STRATEGIES FOR HOSPITALITY ENTREPERNEURSHIP – Entrepreneurial start ups, innovation and corporate entrepreneurship, Global strategic management and the future, emerging trends**.**

**Text and Reference Books-**

1. Kaul, Ajay. 2013. Strategic hospitality management. New Delhi: Centrum Press. English : 1st ed
2. Strategic hospitality management. 1998. New York: Cossell.
3. Teare, Richard. 1993. Strategic hospitality management: theory and practice for the 1990s. London: Cassell.
4. Nykiel, R. A. (2005). Hospitality management strategies. Upper Saddle River, NJ: Prentice Hall. Edition 2005
5. Olsen, M. D., West, J. J., &Tse, E. C.-Y. (2014). Strategic management in the hospitality industry.
6. Olsen, Michael D., and Jinlin Zhao. 2008. Handbook of hospitality strategic management. Amsterdam: Butterworth-Heinemann. Edition 2008