

MBA434: Strategic Hospitality Management

Teaching Scheme	Examination Scheme
Lectures: 4 hrs./Week Tutorials: 1 hrs./Week	Class Test -12 Marks Teachers' Assessment – 6 Marks Attendance – 12 Marks End Semester Exam – 70 Marks
Credits: 4	

Course Objectives:

- 1- The aim of the course is to provide elementary knowledge of hospitality
- 2- To Demonstrate structure, classification, transportation, hotel, destination and future scopes
- 3- Apply superior skills in written, electronic and oral communication individually and for your team and group in the academic environments and for business environments

Unit 1(10 Hours): Hospitality Management/Industry: Introduction of the Hospitality Industry. Origin & Nature, Evolution and Growth of Hospitality Industry, Hospitality Industry in Today's Scenario, Importance of Hospitality Management, Training for Hospitality Management.

Unit 2(10 Hours): Hotel Management Overview of the Accommodation Industry, Hotel Organization Structure. Classification of Hotels, Departments of Hotel, Hotel Categories – Star Rating, Types of Hotel Rooms, Plans & Rates. Front Office & its Co-ordination with Other Departments

Unit 3(10 Hours): Food & Beverages: Organization Chart of Housekeeping Departments, Responsibilities, Traits & Duties of House Keeping Staff, Knowledge of other Departments, Menu, The cover, Service Equipment's: Linen, Furniture, Chinaware, Glassware, Tableware, Briefing, Banquets, Alcoholic & Non Alcoholic Beverages, Conference & Convention Management.

Unit 4(10 Hours): Marketing for Hospitality and Tourism: Service Characteristics Segmentation, Targeting and Positioning of Hospitality Industry, Marketing Mix and Marketing Strategies for Hospitality and Tourism.

Suggested Reading:

1. Stephen Ball, Jones Peter, Kirk David and Lockwood Andrew, Hospitality Operations. A System Approach (Cengage Learning, 1st ED.)

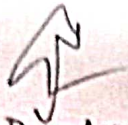
Head


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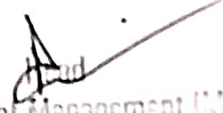
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2. James A BARDI – Hotel Front Office Management (Wiley).
3. G. Raghubalan, Smritee Raghubalan – Hotel House Keeping (Oxford University Press) .
4. Sudhir Andrews – Hotel House Keeping Training Manual (Tata Mc Graw Hill, 1st Ed.)
5. Negi Jagmohan – Hotel and Tourism Laws (Frank Brothers)
6. Michael Flynn, Caroline Ritchie – Public House and Beverage Management (Butterworth).
7. Lee-Ross Darren – HRM in Tourism and Hospitality (Cengage Learning, 1st Ed.)
8. Kotler Phillip, Bowen John and Makens James – Marketing for Hospitality and Tourism (Pearson Education, 3rd Ed.)


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