

MBA in Hospitality & Hotel Management

Fourth Semester

401: EVENT MANAGEMENT

Unit	Topic
Unit-1	Nature, scope, significance and components of event tourism, relationship between business and leisure tourism, Responsibility of event planners, identifying suitable venue, layout.
Unit-2	Meaning and functions of MICE tourism – meeting, incentive, conference and exposition, need for mice growth of incentive travel and incentive program, motivation for incentive travel, profile of business & corporate travelers.
Unit-3	Infrastructure for mice tourism, players in the event industry, convention centres Transportation, accommodation, logistics catering, human resources, civic amenities and other supporting services.
Unit-4	Socio-economic signification of event tourism, economic, social and culture and environments impact of mice tourism, issues and challenges.
Unit-5	Site Management, Selection, Planning and Development, Infrastructure management, Management of logistics, Crowd Management, Attendee care and comfort, Control, Participants, Management, Risk Preparedness

REFERENCES 1. BUHALIS & e. Laws(EDS) (2001) tourism distribution channels: Practices, issues and transformation London: continuum. 2. Lawson, F (2000). Congress, convention & exhibition facilities: Planning, Design & Management Oxford: Architectural press. 3. Rogers, T. (1998, 2003). Conference & Conventions: A Global industry. Oxford: Butterworth – Heinemann 4. Swarbrook, J & Horner, S. (2001). Business Travel and a Tourism. Oxford: Butterworth – Heinemann

402-International Business

Class: M.B.A. 4 th Semester	Evaluation
Schedule per week Lectures: 4	Examination Time = Three (3) hours Maximum Marks = 100 [Mid term (30) & End-term (70)]

UNIT 1	International Business: Introduction—Meaning of I.B, International Business Environment - Globalization - Forces, Meaning, dimensions and stages in Globalization International Business Vs. International business, Scope of I. B., Role of I. B. Driving forces of I. B, Forces restricting I. B., Importance of studying I. B., Problems of I. B, Introduction to theories of International Trade by Adam Smith, Rise of new economies like Japan, South East Asia and China
UNIT 2	Political & Technological Environment: Importance of political Environment for I. B. The Political Systems: Democracy-Basic Principles, Authoritarianism-Theocracy, Monarchy, Dictatorship. Major Political objective-Political Sovereignty. Legal environment, systems of law, international dispute resolution, areas of concern for MNCs. Technological environment, features and impact, implications for MNCs
UNIT 3	The Global Economic Environment: The Global Economy. Bases of Economic. Economic system, Indicators of Economics- Balance of payment, Exchange rate, Foreign Investment. Classification of countries, trade policies, international institutions, treaties and conventions. financial Institutions in I. B: IBRD, ADB, IMF SAARC Cultural environment: Definition of culture components of culture, Subculture and their types, implications for international business, culture-strategy compatibility, models to aid international managers, Hofstede’s model of national culture
UNIT 4	Bilateral and Multilateral Trade Laws - General Agreement on Trade and Tariffs, (GATT), World Trade Organization - Seattle and Doha round of talks - Dispute settlement mechanism under WTO - Problems of Patent Laws - International convention on competitiveness
UNIT 5	Corporate governance, globalization with social responsibility- Introduction, Social responsibility of TNC, Recent development in corporate social responsibility and policy implications.

Essential Reading:

1. Thakur and Mishra, *International Business*.
2. J. M. Diwan and K. N. Sudarshan, *International Business Management*.

Reference books:

1. R. D. Robinson, *International Business Management a guide to decision making*
2. Ramu Shiva, *International Business*

- R. L. Varshney, B. Bhattacharyya, *International Marketing Management An Indian perspective*, Sultan Chand & Sons, New Delhi

403: Managerial Economics

Class: M.B.A. 4 TH Semester	Evaluation
Schedule per week Lectures: 4	Examination Time = Three (3) hours Maximum Marks = 100 [Mid term (30) & End-term (70)]

UNIT 1	Microeconomics: introduction, nature and scope of Managerial/microeconomics, basic model of the firm and role of profits,
UNIT 2	Demand and Demand Function, law of demand, why does the demand curve slope downwards?, factors determining demand, elasticity of demand, Price elasticity, AR and MR curves. The meaning of Supply, supply function, relationship between price & quantity supplied, law of supply, why does the supply curve slope upward?, elasticity of supply, factors determining elasticity of supply
UNIT 3	Market structures and price and output determination under – perfect competition, monopoly, monopolistic competition and under oligopoly. Non- price competition – advertising expenditure. Govt. policies towards monopoly and competition.
UNIT 4	A brief explanation of pricing practices and strategies, price discrimination, transfer pricing, Price war, Price rigidity (kinked demand curve), Price Leadership. Theory of Factor pricing: Marginal Productivity Theory, Theory of Rent Traditional and Modern approach).
UNIT -5	Macroeconomics: issue and concepts, origin, Keynesian and post Keynes, major issues in macroeconomics, inflation and price indices, balance of payment, current account and capital account, Introduction to macroeconomics aggregates (GNP, GDP, NNP, PI) and measurement of national income net value added method, income method and expenditure method.

Text Books

- Seth, M. L., *Principles of Economics*, Laxmi Narain Agarwal, Agra
- Mithani, D. M., *Fundamentals of Economics*, Himalya Publishing House, Mumbai
- Ahuja, H. L., *Business Economics*, S. Chand & Company, New Delhi

Reference books:

- Jhingal, M. L., *Principles of Economics*, Vikas Publishing House, New Delhi
- Salvatore, Dominick, *Micro Economics*, Oxford University Press, New York
- Mukherjee, Debes, *Business Economics Micro and Macro*, New Central Book Agency, Calcutta

404: Supply Chain Management

Class: M.B.A. 4 TH Semester	Evaluation
Schedule per week Lectures: 4	Examination Time = Three (3) hours Maximum Marks = 100 [Mid term (30) & End-term (70)]

UNIT 1	<p>Introduction to Supply Chain Management-Supply chain – objectives – importance – decision phases – process view – competitive and supply chain strategies – achieving strategic fit – supply chain drivers – obstacles – framework Network Designing the distribution network – role of distribution – factors influencing distribution – design options</p> <p>e-business and its impact , Distribution networks in supply chain, network design in the supply chain – role of network – factors affecting the network design decisions</p>
UNIT 2	<p>Transportation Networks. –Role, modes and performance – transportation infrastructure and policies - design options and their trade-offs – Tailored transportation.</p> <p>Sourcing – In-house or Outsource supplier scoring and assessment, selection – design collaboration – procurement process</p> <p>Pricing and Revenue management for multiple customers, perishable products, seasonal demand, bulk and spot contracts.</p>
UNIT 3	<p>Information Technology in the supply chain IT Framework – customer relationship management – internal supply chain management – supplier relationship management – transaction management – future of IT.</p>
UNIT 4	<p>Demand Forecasting: Characteristic of forecasts, role of IT in forecasting, Measurement of forecasting errors, Risk management in forecasting.</p> <p>Coordination in a Supply Chain Lack of supply chain coordination and the Bullwhip effect – obstacle to coordination – managerial levers – building partnerships and trust – continuous replenishment and vendor-managed inventories – collaborative planning, forecasting and replenishment.</p>
UNIT -5	<p>Demand Management and Customer Service-Outbound to customer logistics systems – Demand Management – Traditional Forecasting – CPFRP – customer service – expected cost of stock outs – channels of distribution.</p>

Text Books:

1. Sunil Chopra and Peter Meindl, Supply Chain Management – Strategy, Planning and Operation, Pearson/PHI, 3rd Edition, 2007.
2. Coyle, Bardi, Longley, The management of Business Logistics – A supply Chain Perspective, Thomson Press, 2006.

Reference Books:

1. Donald J Bowersox, Dand J Closs, M Bixby Coluper, Supply Chain Logistics Management, TMH, Second Edition, 2008.
2. Wisner, Keong Leong and Keah-Choon Tan, Principles of Supply Chain Management A Balanced Approach, Thomson Press, 2005.

3. David Simchi-Levi et al, Designing and Managing the Supply Chain – Concepts, Strategies, and Case Studies, McGraw Hill International Edition 2003.
4. Gattorna J L and Walters D W, Managing the Supply Chain – A Strategic Perspective, Palgrave 1996. Sahay B S, Supply Chain Management in the twentyfirst century, Macmillan 2000.

405 : Hotel & Tourism Business Management

Course Contents

S.No.	Unit	Topic
1	Unit-1	Hospitality Industry – A Profile Meaning & definition, historical evolution and development, hospitality as an industry, complimentary role with other industries, contribution to Indian and global economy.
2	Unit-2	Hospitality Products and Services :Hospitality accommodation, food and beverage facilities, ancillary services, support services, Hospitality Organizations.
3	Unit-3	Hospitality Distribution Channels :Meaning and definition, functions and levels of distribution channels, Major hospitality distribution channels – travel agents, tour operators, consortia and reservation system, global distribution system (GDS), Internet.
4	Unit-4	Current Scenario : Major players in the industry – India and worldwide, present trends in industry, emerging markets, role of support services and infrastructure, impact of international and national events, present scenario and future projections of HR issues and technology in industry.
5	Unit-5	Introduction of hotel: Types of hotels, dept. in hotel,

Recommended books

1. Hotels for Tourism Developments, Dr. J.M.S. Negi Metropolitan Book Co. (P) Ltd., New Delhi
2. Dynamics of Tourism, R.N. Kaul Sterling Publishing Pvt Ltd., New Delhi
3. International Tourism, A.K. Bhatia Sterling Publishing Pvt. Ltd., New Delhi
4. Hotel Front Office Management, James A Bardi Van Nostrand Reinholdn, New York
5. Marketing Management, Philip Kotler Prentice-Hall of India, New Delhi
6. Marketing Leadership in hospitality, Robert Lewis & Richard Chambers VNR

406 : Advanced Consumer Behaviour

Class: M.B.A. 4 TH Semester	Evaluation
Schedule per week Lectures: 4	Examination Time = Three (3) hours Maximum Marks = 100 [Mid term (30) & End-term (70)]

UNIT 1	Introduction to the study of Consumer Behaviour: Meaning & Definition of CB, Difference between consumer & Customer, Nature & Characteristics of Indian Consumers, Consumer Movement and Consumer Rights, Marketing Ethics and Social Responsibility, Social and Societal Marketing Concepts, Consumer Movement in India. Different factors affecting Consumer behavior.
UNIT 2	Role of Research in understanding consumer behaviour: Consumer Research: Consumer Research Paradigms (Qualitative & Quantitative Research Methods, Combining Qualitative and Quantitative Research Findings) The consumer research process - Developing research objectives, collecting secondary data, designing primary research, data analysis and reporting research findings. Model of Consumer Behaviour - Internal Influences: Motivation, Personality, Perception, Learning, Attitude, Communications
UNIT 3	Individual Influences on Consumer Behavior: Basics of Motivation, Needs, Goals, Positive & Negative Motivation, Rational Vs Emotional motives, Motivation Process, Arousal of motives, Selection of goals, Motivation Theories.
UNIT 4	Basics of Personality, Theories of Personality and Marketing Strategy (Freudian Theory, Neo-Freudian Theory, Trait Theory), Applications of Personality concepts in Marketing, Personality and understanding consumer diversity (Consumer Innovativeness and related personality traits, Cognitive personality factors, Consumer Materialism, Consumer Ethnocentrism).
UNIT-5	Basics of Perception & Marketing implications, Elements of Perception (Sensation, Absolute Threshold, Differential Threshold, Subliminal Perception), Dynamics of Perception (Perceptual Selection, Perceptual Interpretation, Perceptual Organization), Consumer Imagery, Product positioning and repositioning, Positioning of services, perceived price, perceived quality, price/quality relationship, retail store image, manufacturer's image, Perceived Risk, Types of risk, How consumers' handle risk

RECOMMENDED BOOKS:

1. Consumer Behaviour – A managerial perspective- Sheth, Mittal, Thomson Publication, 2/e, 2004

REFERENCE BOOKS:

1. Consumer Behaviour- Satish k Batra & S. H. H. Kazmi, Excell Books.

407 : Marketing of Services

Class: M.B.A. 4 TH Semester	Evaluation
Schedule per week Lectures: 4	Examination Time = Three (3) hours Maximum Marks = 100 [Mid term (30) & End-term (70)]

UNIT 1	Introduction to services: Understanding Service, The Nature of Service Marketing, Classification of service, Difference in goods and service in marketing, Myths about services, Concept of service marketing triangle, Service marketing mix, GAP models of service quality.
UNIT 2	Consumer Behaviour in services: Customer expectation of services, Two levels of expectation, Zone of tolerance, Factors influencing customer expectation of services Customer perception of services- Factors that influence customer perception of service, Service encounters, Customer satisfaction, Service quality, Strategies for influencing customer perception.
UNIT 3	The marketing mix and services - The marketing mix dements, Traditional marketing mix -Product, price place, promotion & communication services, extended marketing mix – people, process physical evidence in services.
UNIT 4	Challenges of service marketing - Developing & managing the customer service function, Marketing planning for service; Developing & maintain quality services, Relationship marketing, Service marketing - specific Industries, Tourism, Travel, Transportation service marketing, financial services; Education & Professional service, Telecom & Courier, Media Service.
UNIT 5	Service design and Positioning - New service development – types, stages. Service blue printing- Using & reading blue prints. Service positioning – positioning on the Five dimensions of service quality, Positioning on service evidence

RECOMMENDED BOOKS:

1. Service Marketing- Nimit Chaudhary, macmillian Publication
2. Service Marketing- S M Jha, Himalaya Publication
3. Service marketing- Rama Mohan Rao, Pearson Education
4. Service Marketing- Rajendra Nargundkar, Mc Graw Hill

REFERENCE BOOKS:

1. Management Of New Technologies For Global Competitiveness – Christian N Madu – Jaico Publishing House
2. Management Of New Technologies For Global Competitiveness – Christian N Madu – Jaico Publishing House