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NH-52, Namsai, Arunachal Pradesh -792103

SECOND SEMESTER - MASTER OF BUSINESS ADMINISTRATION (HOSPITALITY MANAGEMENT)

Second Semester			
S. No.	Name of Subject	Credits	Total Marks
1	Customer Relationship and Service Management	4	100
2	Managerial Economics	4	100
3	Food and Beverage Management	4	100
4	Human Resource Management	4	100
5	Business Environment	4	100
6	Hospitality Marketing	4	100
Total		24	

Subject Name: CUSTOMER RELATIONSHIP AND SERVICE MANAGEMENT

UNIT – 1 :

Customer Relating Management in Tourism – Customer Acquisition and Retention – Customer Loyalty - Customer Profitability and value Modeling – Customer Satisfaction Measurement
Customer Feedback and Service Recovery.

UNIT – 2 :

Managing and Sharing Customer data - Customer information databases – Ethics and legalities of data use – Data warehousing and data mining – Data analysis – market Basket analysis (MBA) – click stream analysis - Personalization and collaborative Filtering.

UNIT – 3 :

Marketing of Services – Tourism as a Service - Characteristics of Services – Classification of Services – Building Service aspirations Consumer Behavior in Service encounters. 516

UNIT – 4 :

Marketing Mix in Services – The SEVEN Ps - Product – Price – Place – Promotion -People – Process – Physical Evidence – Balancing Demand and Capacity – Popular Strategies.

UNIT – 5 :

Service Delivery – Types and Causes of Service Quality gaps – Measuring and Improving service Quality - Strategies to resolve the gaps.

REFERENCE BOOKS :

- Christopher Lovelock & Jochen Wirtz - Services Marketing, Pearson Education, Delhi,2004.
- Zeithmal, Parasuraman & Berry – Delivering Quality Service, The Free press, New York
- Andry silmore, Services Marketing & Management, Response Books, Sage Publications, Delhi.2001
- Jagdish Seethi, Etal, Customer Relationship Management.
- Stancles A.Brown, „Customer Relationship Management“, John wiley & Sons,2000
- Lovelock, „Services Marketing – People, Technology & Strategy“, Pearson Edn, Singapore, 2003
- Gilmore, „Services Marketing and Management, Response Books, New Delhi,2004.

Subject Name: MANAGERIAL ECONOMICS

Unit I: Demand and The Firm: Demand and its Determination: Demand function; Determinants of demand; Demand elasticity – Price, Income and cross elasticity. Use of elasticity for analyzing demand, Demand estimation, Demand forecasting, Demand forecasting of new product. Firm and its Organization: Nature of the Firm and types of organizations. The Corporation: Ownership and Control.

Unit II: Production, Cost and Market Forms: Production: Law of variable proportions. Production function: Concept of productivity and technology, Isoquants; Least cost combination of inputs, Producer’s equilibrium; Return to scale; Estimation of production function, Relationship between cost and production function, Cost: Classification of costs; Short run and Long run cost functions. Market Forms: Shapes of AR, MR curve and their relationship in different market forms. Market Imperfections–Monopolistic, Collusive oligopoly and price discrimination.

Unit III: Pricing: Pricing practices; Commodity Pricing: Economics of advertisement costs; Types of pricing practices. Factor Pricing: Demand and supply of factor of production; Collective bargaining, Concept of rent, profit, interest- Rate of return and interest rates; Real vs. Nominal interest rates. Basic capital theory–Interest rate and return on capital. Measurement of profit.

Unit IV: Macro-Economic Markets and Integration: Product market: Saving and Investment function, Consumption function, Aggregate supply and Aggregate demand, Investment multiplier, foreign trade and budget multiplier. Money market: Motive for holding money; Liquidity preference, Money demand, Money market equilibrium. IS-LM Analysis: Derivation of nominal IS-LM and equilibrium.

Unit V: Trade Cycles and The Open Economy: Trade Cycles: Theories of trade cycles and Aggregate demand. Open economy macroeconomics: Determination of Exchange Rate. Effects of changes in trade on exchange rate. Purchasing Power Parity and Exchange Rates: Fixed and Flexible. Net Export and Output in an open economy. Impact of trade on GDP. Open economy multiplier.

Suggested Readings:

1. Dominick, S., *Managerial Economics a Global Economy*, McGraw Hill Inc., Princeton.
2. Dornbusch, R. and Stanley Fisher, *Macroeconomics*, McGraw Hill, New York.
3. Koutsoyiannis, A. *Modem Micro Economics*, Macmillian Press Ltd.
1. Paul A Samuelson. William D Nordhaus. *Economics*, (Indian adaptation by Sudip Chaudhuri and Anindya Sen), Tata McGraw Hill.

Subject Name: FOOD AND BEVERAGE MANAGEMENT

Unit – 1 :

Introduction to the Hotel Industry: The growth of the catering industry in India. Career opportunities in the Hotel and catering Industry. Different types of catering establishments.

Attributes of a Waiter; personal hygiene and appearance attitudes. Job satisfaction. Salesmanship.

Unit – 2 :

Departmental Organization: Various hotel departments and their personnel. Relationship between the Food and Beverage Department and other departments. Principal staff of various types of restaurants, their duties and responsibilities.

Unit – 3 :

Restaurant Organization : Food Service areas and ancillary departments- Room Services; Still Room, Stores; Linen Room; Kitchen Stewarding, Hot Sections.

Unit – 4 :

Restaurant Service: Mise-en-place; Laying Tables; Forms and Methods of Service; Receiving the Guest; Service at Table; Social Skills.

Unit – 5 :

Restaurant Equipment: Crockery cutlery- silverware and stainless steel; Glassware and linen .

Unit – 6 :

Variety of Menus: Types of Meals and Menu, Fixed menu and a la carte, classical French menu terms; Indian Food and accompaniments ; Planning a simple menu ; Breakfast menus.

Unit – 7 :

Non-alcoholic Beverages; Tea; Coffee; milk based drinks; juices, soft drinks .

Unit – 8 :

Beer : History, manufacture, types, storage, service, Brand Names.

Unit – 9 :

Spirits : Different types whisky, Gin, Brandy, Rum, Vodka, Tequila, Methods of manufacture other spirit.

Unit – 10 :

Liqueurs & Bitters : History, Classification, methods of production , uses.

Cocktails and Mixed Drinks : History, Definition, Methods of mixing drinks, Developing a drink recipe,

Mixed Drinks, Names of Classic Cocktails.

Unit – 11 :

Wines--- Introduction to wines, History of viticulture, Vines, Needs of wine, composition of grapes & effect of nature of wine. Wine makers calendar

Vinification--- Harvesting, destalking, crushing, pressing, fermentation, care of wine, racking, fining, filtering, ageing, bottles and bottling, corking.

Definition of wines --- Wine categories--- table, fortified, & sparkling, Wine colour--- red, white, rose, characteristic of wines---- still, natural, sweet, vintage & non—vintage.

Principle wine producing countries----- France, Italy, Germany, Portugal, Spain, Australia, U.S.A., India.

Champagne. --- Origin, areas of production, grape varieties, method of production, types, label language, size of bottles, champagne shippers.

Food & wine harmony

Unit – 12 :

General points of Planning a Restaurant - - Needs and demands of customer - - Policy of the firm - The Menu - Planning Team - Planning and Designing of Restaurant - fast food-its concept & history and functioning of fast food units

Reference:

- Restaurant Management – Robert Christin Mill, Pearson Education, Noida.
- Food & Beverage Service, Lillicrap & John Cousins, Elbs Publication, New Delhi.
- Food and Beverage Service – Vijay Dhawan, Frank Brothers & Company, New Delhi.
- Modern Restaurant Service – John Fuller, Stanley Thomes (Publishers) Ltd.
- Food and Beverage Management – John Cousins, David Foskett, Caillein Gillespie, Pearson Education, Noida

Subject Name: HUMAN RESOURCE MANAGEMENT

Unit 1 : Introduction:

Definitions, History of HRM, Ethical perspectives, cost benefit utility approach, multiple constituencies, political influence – MBO concept and relevance - Current and future challenges to HRM: Corporate reorganizations, corporate competitions, slower growth, increasing diversity in workforce, employee expectations“ social responsibilities, job and careers in HRM.

Unit 2 : Human Resource Planning:

Strategic perspective models for HRP, forecasting demand for employees, internal and external supply of employees planning human resource programs - Job analysis : Definition, scope and methods of job analysis, data collection and analysis, methods, strategic view, valuation –

developing a sound - Recruitment : Strategic issues, internal and external recruiting, job search, job choice, and evaluation of recruitment - Selection : Statistical methods in selection, reliability of tests, decision making selection, utility of a selection system.

Unit 3 : Human Resource Development:

Introduction, needs assessment phase - Training phase, evaluation phase - HRD in future - Training methods, training development for executives - strategic issues.

Unit 4 : Rewarding employees:

Compensation policy at national level - employee satisfaction and motivation issues in compensation design - establishment of internal equity and individual equity - job evaluation methods - administration of compensation systems, issue of comparable work - Strategic importance of variable pay, linking pay to performance - Individual and group incentives - Barriers to pay for performance success, executive compensation, perks, benefits, tax implications, issues in indirect compensation.

Unit 5 : Grievance handling and discipline:

Developing grievance redressal models, grievance procedure, need and concept discipline – standing orders – procedure / process of conducting domestic enquiry – natural justice. - Employees welfare and social security legislation"s- The Factories Act-ESI Act - PF Act - Gratuity Act - Bonus Act - Child Labour Act – SA 8000

Reference:

- Edwin B. Flippo Personnel Management
- C.B. Memoria Personnel Management
- Tripathi Personnel Management

Subject Name: BUSINESS ENVIRONMENT

1. **Indian Business Environment:** Concept, Components and Importance.
2. **Economic Trends (Overview):** Income; Savings and investments; industry; Trade and Balance of Payments; Money, Finance, Prices.
3. **Problems of Growth:** Unemployment; Poverty; Regional imbalances; Social Injustice; Inflation; Parallel Economy; Industrial Sickness.
4. **Role of Government:** Monetary and Fiscal Policy; Industrial Policy; Industrial Licensing, Privatization; Devaluation; Export Import Policy; Regulation of Foreign Investment; Collaboration in the Light of recent Changes.
5. **The Current Five Year Plan: Major Policies; Resource Allocation.**
6. **International Environment:** International Trading Environment (Overview); Trends in World Trade and the Problems of Developing Countries; Foreign Trade and Economic Growth; International Economic Grouping; International Economic Institutions- GATT, WTO, UNCTAD, World bank, IMF, GSP, GSP; Counter Trade.

Subject Name: HOSPITALITY MARKETING

Unit 1 :Basic of Marketing :

Introduction to Marketing – Definitions of Need, Want, Demands – Definition of Market, Marketer, Marketing, Marketing Management – Definition of Product, Classification of Products – Characteristics of Services – Different methods of Marketing – P"s of Marketing.

Unit 2 :Tourism Product :

Definition of Tourism Product – Design and Development of Tourism Product – Identifying Potential Markets – Process of New Product Development.

Unit 3 :Distribution Channel :

Definition of Nature of Marketing Channels – Functions and Flows in Distribution – Levels of Distribution channel – channel design Decisions – Distribution channel in Tourism and its characteristics

Unit 4 :Marketing Promotions :

Process and communication – Steps in developing effective communication – Tools of Promotion (Advertising, Personal selling, sales promotion and public relation) – Importance of Promotions in Tourism – Design of Brochures, Folders, Advertisement and posters for Tourism Promotion – Role of Public Relations in Tourism.

Unit 5 :Marketing Research :

Concept of Marketing Research – Objectives – Market Research System – Limitations of Marketing research – Market Forecast – Importance of Marketing research in Tourism.

References :

- Philip Kotler, "**Principles of Marketing**", Tata-Mc Graw Hill Publications Pvt. Ltd., New Delhi, 1996.
- Philip Kotler, "**Tourism Marketing**", Mc Graw Hill Publications Pvt. Ltd., London, 2003.
- Christopher Holloway.T, "**The Business of Tourism**", Pearson Education Ltd., England, 1998.
- Rob Davidson, "**Tourism**", ELBS – Pitman Publishers Pvt. Ltd., London, U.K., 1993