



Established by Govt. of Arunachal Pradesh vide Act 9 of 2012, the Arunachal University of Studies Act, 2012 Recognized as per u/s 2(f) of University Grants Commission Act, 1956  
NH-52, Namsai, Arunachal Pradesh -792103

### **THIRD SEMESTER - MASTER OF BUSINESS ADMINISTRATION (HOSPITALITY MANAGEMENT)**

Third Semester			
S. No.	Name of Subject	Credits	Total Marks
1	Management Information System	4	100
2	Food Safety & Nutrition	4	100
3	Tourism Planning and Marketing	4	100
4	Hotel & Catering Management	4	100
5	Hospitality Management	4	100
6	Cargo Management	4	100
Total		24	

#### **Subject Name:** MANAGEMENT INFORMATION SYSTEM

- 1. Introduction to Information System in Business:** Organization, Management and Network Enterprises Information system in enterprises, Information system, Organization, Management and Strategy: The changing role of Information system in organization, Decision making, business strategy.
- 2. Computer Hardware and Computer software, Telecommunications, Categories of computer and Computer system, what is software, System software telecommunication and Networks.**
- 3. Information System for Managerial Decision Support, Managing Knowledge:** Knowledge Management in organization, Information and Knowledge work system. Group Discussion Support System(GDSS), What is GDSS, Characteristics of GDSS.
- 4. Enterprise and Global Management:** Redesigning the Organization with Information System: Business Process reengineering and Total Quality Management. Management international Information system: The Growth of international information system, Organizing international information system, Managing global system.

#### **Subject Name:** FOOD SAFETY & NUTRITION

##### **Unit 1: Micro Organism :**

Moulds, Yeasts, Bacteria – Types, Growth, Temperature conditions, Moisture, Time, Growth pattern and Control. Role of Microbes in food preparation. Beneficial effect – Economic importance. Harmful effects – Food poisoning. Food infections and food infestation.

## **Unit 2: Food Adulteration and Food Preservation :**

Types of common food adulterants test to detect food adulteration. Laws to prevent. Food Adulteration, Food Standards, Food Additives. Principles of food preservation use of low and high temperature, chemical preservatives, Irradiation deep freezing, canning and sterilization. Use of preservatives and their standards.

## **Unit 3: Nutrition :**

Definition of Nutrition – Nutrition classification – Macro and Micro nutrients – Carbohydrates, proteins, fats, minerals, and vitamins, water and fibre. Sources, Deficiency diseases, excessive intake, RDA. Digestion and absorption of food

## **Unit 4: Nutrition and Food :**

Nutrition and healthy eating, Five food groups, Balanced diet, Food for patients – like Diabetic, Blood Pressure etc. Food for Children, Working Women, Hard working men, Sports persons, Fat free and high fibre. Factors affecting the nutritive value of food, product development, water, proteins, carbohydrates, lipid, emulsions.

## **Unit 5: Health and Hygiene :**

COSHH – Control Of Substances Hazardous to Health – Legislation – 1990/91 Amendments-Safety regulation, Accidents, Prevention and First Aid Hygiene: HACCP, provision of safe food, Colour coding, Hygiene storage of food, personal hygiene, food hygiene, general health and fitness.

## **Reference:**

- Tara Paster, **The Haccp Food Safety Training Manual**, John Wiley & Sons, 2006
- Carol Wallace, William Sperber, Sara E. Mortimore, **Food Safety for the 21st Century: Managing Haccp and Food Safety Throughout the Global Supply Chain**, John Wiley & Sons, 2006
- Curricula on food safety. **Directorate general of health services**. Ministry of health and family welfare. Government of India. Nirman Bhavan, New Delhi.
- **Food Safety Fundamentals**, Prentice Hall, April 2002

## **Subject Name:** TOURISM PLANNING AND MARKETING

1. **Fundamentals of Travel and Tourism:** Tourism, the Dynamics of Definitions, Difference between Visitor, Tourists and Excursionist, Types and Forms of Tourism, Forms of Tourism, Concept of Tourism as an Industry, Component of Tourism, Tourism Elements.
2. **Supply Side of Travel and Tourism:** Introduction.
3. **Policy Implications of a Sustainable Tourism Agenda:** Economic Viability, Good Trading Conditions, Local Prosperity, Employment Quality, Social Equity, Utilizing Income from Tourism to Support Social Programmes, Visitor Fulfillment, Local Control, Community Wellbeing, Cultural Richness, Physical Integrity, Biological Diversity, Resource Efficiency, Environment Purity.
4. **Shaping Sustainable Tourism:** Developing a Sustainable Tourism Strategy, Determining the Level and Nature of Tourism, Influencing Tourism Development, Influencing the Operation of Tourism Enterprises, Influencing Visitors- Promoting Sustainable Consumption.
5. **Instruments for Sustainable Tourism:** Measurement Instrument, Command and Control Instrument, Voluntary Instruments, Supporting Instruments.

**6. The Construct and Object of Tourism:** Basic Tourism System, The Tourism Construct, Regulatory Bodies.

**Subject Name:** HOTEL & CATERING MANAGEMENT

1. Introduction Space planning Space planning and cost control Operational services Life cycle costing.
2. Health and safety Current good practice User needs evaluation Outsourcing Managing people.
3. Building Management Space planning Space planning and cost control Operational Services.
4. Building Management Life cycle costing Health and safety Maintenance.
5. Catering Management Principles of risk & security management Risk profiles, External and Internal audits Time path analysis Risk & Security awareness, Organization of risk & security function Security products.

**Subject Name:** HOSPITALITY MANAGEMENT

**1. The Physical Environment**

- Individual Behavior
- Social interaction
- Consumer responses to the physical environment
- Dimensions in the physical environment
- Services Cape usage
- Service space complexity
- Aesthetics
- Elements of the physical environment
- Employees
- Customers
- Maintenance and Refurbishment
- The maintenance and Refurbishment
- Conclusion

**2. Service processes**

- Importance of Managing service process
- Understanding Processes
- Service quality
- Dimension of Service quality
- The 'Gaps' model of Service quality
- Service Blueprinting
- Service Process Strategies
- Reasons for Service Failure
- The Zero Defects strategy (or do it right first time)

**3. Customer Contact Employees**

- The Importance of Customer -contact employees
- Service encounters
- Critical incidents
- Sources of Conflict

- The General manager as a role model
- Internal Marketing
- Training
- 4. Customer Satisfaction**
- Defining Customer satisfaction
- Customer satisfaction measurement surveying program
- Understanding differing customer attitudes
- Customer satisfaction guarantees
- Constraints on Customer Satisfaction
- Measuring Customer Satisfaction
- 5. Relationship Marketing**
- Types of Market
- The internal Market
- Supplier Market
- Influential Market
- Customer Market
- Economics of Customer retention
- Characteristics of relationship Marketing
- 6. Marketing Planning**
- Marketing Planning
- Types of Marketing Plan
- 7. Competitive Strategies**
- Developing a Competitive Strategy
- Development of the hospitality industry
- Characteristics of hospitality Firms
- Hospitality ownership and affiliation

**Subject Name:** CARGO MANAGEMENT

**UNIT- I :**

Cargo History, Concepts and Common terms used in Cargo handling, Rules governing acceptance of Cargo.

**UNIT-II :**

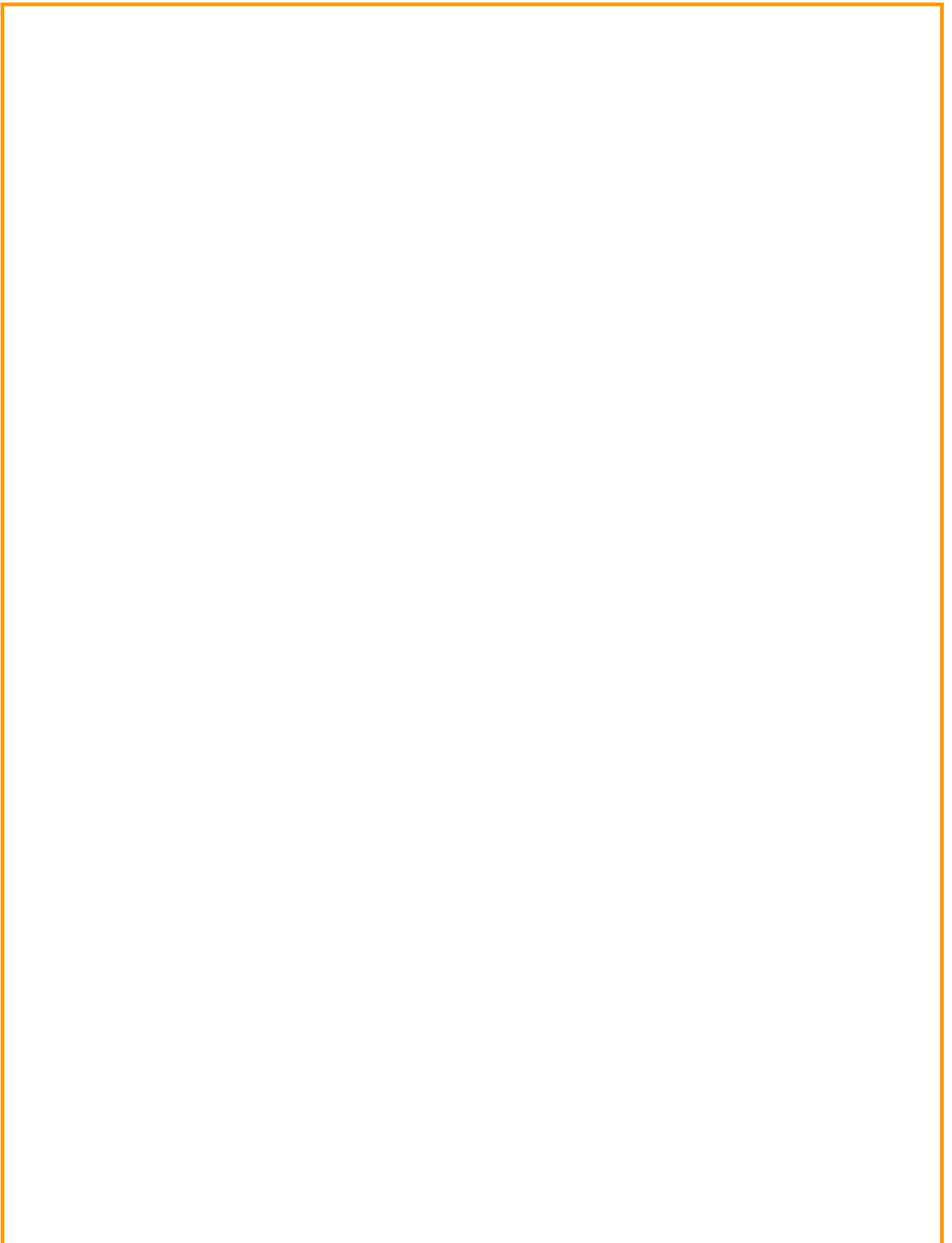
Cargo Rating- Familiarization of Cargo Tariffs. Rounding off of the weights/Dimensions/ currencies. Chargeable weight rating-Specific commodity rates, class rates, general cargo rates, valuation charges

**UNIT-III :**

Air Cargo: Aircraft and Cargo terminal facilities – Cargo booking procedures – Air cargo rates and charges - Cargo capacity of Airlines and Ships - Cargo with special attention - Introduction to dangerous goods - Live Animal Regulation.

**UNIT- IV :**

Documentation: Air way bill, charges correction advice, irregularity report, cargo manifesto, cargo transfer Manifesto, documents concerning postal mails and diplomatic mails. Shippers declaration for dangerous goods



**UNIT- V :**

Handling- Cargo capacity of Air and Ships. Cargo needing special attention, introduction to dangerous goods regulations. Some important Cargo companies.

**References:**

- Jagmohan Negi (2005) Air travel Ticketing and Fare construction, Kanishka, New Delhi.
- Ratandeep Singh (2008), Handbook of Global Aviation Industry and Hospitality services, Kanishka Publishers, New Delhi.
- IATA Training Manual.
- Air Cargo Tariff Manual.
- IATA live Animals Regulation Manual.