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NH-52, Namsai, Arunachal Pradesh -792103

FOURTH SEMESTER - MASTER OF BUSINESS ADMINISTRATION (HOSPITALITY MANAGEMENT)

Fourth Semester			
S. No.	Name of Subject	Credits	Total Marks
1	Hospitality Law	4	100
2	Hotel Facility Management	4	100
3	Travel Management	4	100
4	Entrepreneurship Development	4	100
5	Research Methodology and Quantitative Techniques	4	100
6	Project Work	4	100
Total		24	

Subject Name: HOSPITALITY LAW

Unit 1: Travel and Tourism – Law and Regulations:

Why tourism Law; Guidelines for recognition as an approved travel agency; guidelines for recognition as an approved tour operator; Guidelines for recognition as an approved tourist transport; Guidelines for recognition as an adventure tour operator; Guidelines for safety and rescue in adventure sports; Guidelines for water sports; Guidelines for aero sports; Guidelines for mountaineering and trekking.

Unit 2: Hotel – Laws and regulations:

Laws governing the hotel industry, Legal requirements in hotel business, Powers of local authorities, Legal and Laws related to - premises, electricity, fire precautions, sanitary conveniences; Laws related to planning and designing; Laws governing hotel associations and unions

Unit 3: Licensing Law:

Liquor Licensing - Restaurants, Hotels & Clubs - Permitted Hours - The Conduct of Licensed Premises - Weights & Measures - Miscellaneous Licences - Liability of Intoxicated Customers.

Unit 4: Individual Rights & Duties in Relation to the Contract of Employment:

The Contract of Employment - The Terms of the Contract of Employment – Remuneration - The Rights of Employees during Employment – Dismissal – Redundancy.

Unit 5: Safety & Working Conditions:

Civil Aspects of Health & Safety at Work - Offices, Shops & Railway Premises Act 1963 - The Health & Safety at Work Act 1974 - Accidental Dangerous Occurrences - People at Special Risk - Insurance against Injuries

Reference:

- **Principles of Hospitality Law** – Michael Boella & Alan Pannett (Continuum)
- **Hotel and Tourism Laws** - Dr.Jagmohan negi, Frank Bros & Co Ltd.
- **Understanding Hospitality Law** – Jack.P. Jeffries and Banks Brown.
- **Hospitality and tourism Law** - M.Boustiv, J.Rose, N.Geddes, W.stewart, International thomson Business press 1999.
- **Food safety and Standards Act**, International Law Book Company, New Delhi.

Subject Name: HOTEL FACILITY MANAGEMENT**Unit 1: Planning Management:**

Introduction to Facilities Planning – Design & Layout – Planning process – Developing the concept – Equipment Requirements – space Requirements – Bidding of Awarding Contracts – Construction Works planning - planning Team.

Unit 2: Concept of Designing:

Concept of Designing Hospitality properties – Development Strategy & Brand Management – Asset Management.

Unit 3: Functional Organizations:

Functional Planning – Concepts of Flow – Functional Requirements – Other Requirements – Work place Design – Environment of Work place – Materials Handling – Various kinds of Equipment - minor, Major Departments of Hotel Operatiois

Unit 4: Space Organization and Procedures:

Space Requirements – Space Estimates – Total Facility Size – Dining Areas – Production Areas – Space Calculations – Receiving Area – Storage Areas – Serving Areas.

Unit 5: Food and Beverage layout Design:

Foods service Layouts – General Restaurants – Hotel Food Service – Airlines Catering Kitchen – In Plant Cafeteria – Maintenance – International Dimensions.

Reference Books:

- Edward A Kazarian – Food Service Facilities Planning.
- Joseph Ransely – Developing Hospitality Properties & Facilities.
- David M Stipaunk – Hospitality Facility Management.
- S.K.Hajra – Production Management Accounting.

Subject Name: TRAVEL MANAGEMENT**Unit 1: Road Transport:**

Evolution of Road Transport (Silk Route, Roman Road Network) – Road Transport in India-Types of Roads (National, State and Village)- Types of Road Transport (Government, Private and Tourist Coaches) – Car Rental System.

Unit 2: Rail Transport:

History of Railways – Development of Railways in India – Types of Trains in India – Luxury Tourist Trains in India (Palace on Wheels, Deccan Odyssey, Heritage on Wheels and Golden Chariot) – Reading of Railway Time Tables (Trains at a Glance, Southern Railways Time Table) – Procedures of Railway Ticket Booking (Manual and Online), Cancellations – Passenger Amenities (On Station and On Board).

Unit 3: Water Transport :

Origin and development of Sea Travel – Water Transport in India – Inland and International Water Transport of India – Development of Backwaters (Boat Houses) - Development of Cruise Liners – Facilities of Cruise Liners- Role of Cruise Liners in Tourism

Unit 4: Air Transport:

History of Air Transport – Formation and Functions of International Air Transport Association (IATA) – Travel Agency Operations – Travel Documents (Passport, Visa, Health, Customs, Currencies and Airport Taxes) – Domestic Airlines – Role of Airlines in Tourism

Unit 5: Tour Operations :

Origin of Tour Operation – Procedures of Tour Operation (Itinerary Preparation, Arrangement for Transport, Arrangement for Accommodation, Tour Costing, Arrangement for Guides and Entertainment) – Preparations of Tour Programme using Road Transport, Rail Transport and Air Transport – Package Tours.

Reference:

- Bhatia A.K. **“Tourism Development: Principles and Practices”**, Sterling Publishers, Pvt. Ltd, New Delhi. 1982
- Christopher.J.Holloway, **“ The Business of Tourism”**, Pearson Education Ltd, England, 1998.
- Kaul R.h., **“Dynamics of Tourism: A Trilogy”**, Sterling Publishers, Pvt. Ltd, New Delhi. 1982.
- The annual Railway Publications entitled **“Trains at a Glance”** and **“South Zone Time Table”** Published by Southern Railway Publication Division for Indian Railways, Rail Bhavan, New Delhi.
- TIM – Manual, Published by IATA.

Subject Name: ENTREPRENEURSHIP DEVELOPMENT

Unit 1 : Introduction:

Concept of entrepreneurship, nature and development of entrepreneurship, entrepreneurial decision processes. Entrepreneurial traits, types culture and structure, competing theories of entrepreneurship, entrepreneurial motivation, establishing entrepreneurial systems.

Unit 2 : Self assessment and the entrepreneurial process:

Identifying and evaluating the opportunity, developing a business plan, resource required and to managing the enterprises. Strategic orientation, commitment to opportunity, resources, control of resources and management structure. Entrepreneurial careers, education and training. Entrepreneurial ethics.

Unit 3 : The Business Idea:

Sources of New Idea : The unexpected incongruities, process need, industry and market structure, demographics, changes in perception, new knowledge, and the bright idea. Consumers, existing companies, distribution channels, government and research and development, purposeful innovation and principles of innovation.

Unit 4 : Product planning and developing Process:

Establishing evaluation criteria, idea stage, concept stage, product development stage and est. Marketing stage. Group innovation; Establishing role in creative groups, taking the lead in-group problem solving Business innovation with a purpose, vision and strategy.

Unit 5 : Special aspects in entrepreneurship :

Intrapreneurship, international entrepreneurship : Problems and opportunities, entrepreneurship in rural sectors and service institutions, ecological niches, legal aspects.

References :

- Entrepreneurship – Strating, Developing & Managing a New enterprises Hisrich and Peters Irwin
- Innovation and Entrepreneurship – Practice & Principles Peter F. Drucker, Affiliated East West Press Ltd.
- Entrepreneurship Development in India Dr.C.B. Gupta, Dr.N.P. Srinivasa, Sultan Chand & Sons
- Entrepreneurial Development & Programmes: Principles & Policies O.Saravanel –Kay Ess Pee Kay Publishing House

Subject Name: RESEARCH METHODOLOGY AND QUANTITATIVE TECHNIQUES

- 1. Introduction:** Concept, of Research and its Applications, Scientific Method; Identification and Formulation of Research Problem. Survey of Literature. Process of Research: Steps Involved in Research Process. Research Design- Meaning, Purpose and Principles.
- 2. Data Collection and Hypothesis:** Observation, Questionnaire, Interview and Case Study. Hypothesis and Testing of Hypothesis; Exploratory, Descriptive and Causal Research Designs; Basic Principles and Types of Sampling, Precision and Accuracy of Sample Based Research; Sampling and Non-Sampling Errors, Sampling Distribution.
- 3. Presentation and Analysis of Data;** Classification, Tabulation and Graphical Representation of Data. Statistical Techniques; Measures of Central Tendency and Variability. Statistical Estimation, Interval and Point Estimation; Chi-Square Test and t-test. Linear Programming Analysis of Variance: One Way and Two Way, Factor Analysis; Regression Analysis, Data Analysis Using Software Packages.
- 4. Report Writing:** Components and Characteristic; Types of Reports; Precautions and Principles of Report and References Writing.

Subject Name: PROJECT

Note: The Normal Rule and Regulation pertaining to the Examination and other issues will be applicable in Faculty of Commerce & Management as per Arunachal University of Studies Act 2012, Subsequent Statute and Rules & Regulations.