

Programme: MBA Tourism & Travel Management

MBT5205 HOSPITALITY MANAGEMENT

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| Course Code | MBT5205 | Semester | II |
| Course Title | Hospitality Management | | |
| Credits | 3 | Type | Core |

Course Description

This is an employability-based service skill development course that is participative and exploratory.

Course Outcome

By the end of the course, students are expected to be able to:

- CO1: Familiarise the students with the basics of hospitality management
- CO2: Assess current provisions of hospitality and food operations in terms of the level of product, service, and facilities offered
- CO3: Analyse and evaluate the structures, concepts, and characteristics of the Front Office department and managing front office personnel effectively
- CO4: Assess the role and functions of the Housekeeping department in a hotel with the application of various techniques
- CO5: Develop service, leadership, and managerial skills required to become Managers in various areas of the Hospitality industry.

Course Structure

The following is a detailed syllabus of Hospitality Management.

Module I: Introduction to Hospitality Industry

Introduction: Accommodation as an essential component; origin, growth and diversification of hotel industry; Distinctive Characteristics: Inflexibility- Intangibility- Perishability- Fixed Location, Relatively Large Financial Investment etc., Concepts of Atithi Devo Bhavah, Classification and categorization of Hotels- Star classification, eligibility, meaning, role of HRAAC- Emerging trends in hospitality business.

Module II: Hotel Organization Structure

Organizational Charts, Major Departments of a Hotel and their functions - Front Office- Housekeeping- Food and Beverage Service, Food Production, Engineering and maintenance, Accounts, Human resource. Food production organization, kitchen, beverages operation, functions, outlets of F & B, types of meal plans, types of restaurant-menu, room service, catering services-food service for the airlines, banquette, corporate, mice, retail food market, business/industrial food service, trends in lodging and food services.

Module III: Front Office Management

Roles & Functions- Duties and Responsibilities of Staff, Hierarchy - Job description of Front office Manager, Guest Relation Executive. Coordination of front office with other departments of the hotel. Guest Cycle, Check in Check out Procedure, Reservation: Types, procedure, Reservation record; Registration procedure, Various records, Methods of account settlement, Night auditor, Handling Guest complaints, Handling Guest Mail - Message Handling, Usage of CRS in Hotel Industry.

Module IV: Housekeeping Operations

Roles & Functions, Duties and Responsibilities of Staff- Hierarchy- Coordination with other Departments in the hotel. Guest Services Guest Rooms -Amenities & facilities for Standard & VIP guest rooms. Key Control -

Programme: MBA Tourism & Travel Management

Computerized keys -Manual keys -Key Control Procedures - Custody and Control of Keys - Guest Paging - Safe Deposit Locker, Left Luggage Handling, Wake Up Call, Bed Making .

Module V: Evaluating Hotel Performance

Methods of Measuring Hotel Performance - Occupancy Ratio - Average Daily Rate, Average Room Rate Per Guest - Rev PAR - Market Share Index - Evaluation of Hotel by Guest. Yield Management: Elements of Yield Management, Measuring Yield in the Hotel Industry, Benefits of Yield Management - Challenges or Problems.

Testing & Evaluation:

| Internal Assessment (40 Marks) | External Assessment (60 Marks) |
|------------------------------------|--------------------------------|
| Two Class Tests – 20 Marks (10+10) | End Semester Assessment |
| Assignment – 10 Marks | |
| Presentation – 10 Marks | |

References

- Negi, J. (1997), Professional Hotel Management, S. Chand, New Delhi
- Raghubalan, G. & Ragubalan, S.: Hotel Housekeeping operations and management.
- Tewari, J.R. (2009), Hotel front office operations and Management, Oxford publication New Delhi.
- Gray and Ligouri (2000), Hotel and Motel Management and Operations, PHI, New Delhi.
- Rutherford, D. G., & O'Fallon, M. J. (2007). Hotel management and operations. John Wiley & Sons.