



BANARAS HINDU UNIVERSITY

Course Structure of

One-Year Diploma in Leisure and Hospitality Management

Under Career Oriented Courses of

UNIVERSITY GRANTS COMMISSION

Offered by

FACULTY OF MANAGEMENT STUDIES



Course Structure of

One-Year Diploma in Leisure and Hospitality Management

Course Code	Semester I	Credits	Marks-100 (External/ Internal)
DLHM101	Principles of Management	03	70/30
DLHM 102	Marketing and Consumer Behavior	03	70/30
DLHM 103	Business Communication and Soft Skill	03	70/30
DLHM 104	Business Studies	03	70/30
DLHM 105	Minor Project	08	100
	Semester II		
DLHM 201	Event Management	03	70/30
DLHM 202	Entrepreneurship Development in Hospitality Sector	03	70/30
DLHM 203	Hotel Operations	03	70/30
DLHM 204	Disaster Management	03	70/30
DLHM 205	Dissertation/ Viva-Voce	08	100
	Total	40	1000

Minimum credit requirements for the Career Oriented Diploma = 40 credits

Note: Examination in each paper shall have two components – End semester Theory Paper carrying a maximum of 70 marks and sessionals carrying a maximum of 30 marks. The pattern of end semester Theory examination in each paper is given after the detailed course contents of each paper.

Course Structure

One year Diploma in Leisure and Hospitality Management

I SEMESTER

DLHM 101: Principles of Management

COURSE OBJECTIVE : This course intends to develop the basic awareness of management functions and various dimensions of organizational life. It also attempts to provide exposure of the ethical dilemma in management practices.

COURSE STRUCTURE:

- **Concept of Management:** Nature and Scope, Management Vs Administration, Skills of a Manager, Management as a Profession, Scientific Management, Theory, Henry Fayol Principles of Management, Theory of Bureaucracy, Hawthorne Experiments, System Approach, Contingency Approach
- **Planning & Organizing:** Forecasting Vs Planning, Types of Plans, Steps in Planning, Advantages and limitations of Planning, Division of Work, Span of Management, Coordination and its approaches, Delegating, Authority, Accountability, Responsibility, Centralization and Decentralization, Organization Structures, Line, Staff, Function, Product, Project and Matrix
- **Staffing:** Manpower Planning, Job Design, Job Description and Job Specification, Recruitment, Selection, Placement, Induction, Training and its methods
- **Directing:** Principles of Direction, Individual and Group Morale, Motivation theories, Leadership and Styles.
- **Controlling:** The Meaning of Control, Steps in Controlling, Types of Control Methods, Process of Communication, The communication Barrier, Types of Communication.

REFERENCES:

- | | |
|--------------------|-------------------------------------|
| 1. James F Stoner | : Management |
| 2. Harold Koontz | : Management |
| 3. V S P Rao | : Organization Theory |
| 4. Katz and Kunn | : Social Psychology of Organization |
| 5. Herbert G Hicks | : The Management of Organization |
| 6. L M Prasad | : Principles of Management |

PATTERN OF EXAMINATION :

	<u>Marks</u>
1. <u>Theory Paper:</u> The examination paper will consist of one objective type question containing ten True or False statements (carrying 20 marks), which are to be ticked with reasons in not more than 50 words. In addition, there will be four alternate sets of questions, out of which one set will be long answer type.	70
2. <u>Sessionals:</u> Class Test/Quizzes (average of 2 best out of 3) , Write up, Presentation and Participation	30
Total Marks	100

DLHM 102: Marketing and Consumer Behavior

COURSE OBJECTIVE : The purpose of this course is to explain the students the relevant concepts upon which the discipline of consumer behaviour is based and also to illustrate how consumer behaviour concepts are used by marketing practitioners to develop and implement effective marketing strategies.

COURSE STRUCTURE:

- ➔ **Introduction:** Concept, Nature and Scope of Service Marketing, Marketing Process, Marketing Function, Marketing Environment, Marketing Information System, Marketing Research, Marketing Mix, Market Segmentation.
- ➔ **Product Decisions,** Product Mix, New Product Development, Branding Decisions, Packaging Decisions.
- ➔ **Promotion Decisions;** Promotion Mix, Advertising, Publicity, Sales Promotion, Channels of Distribution, Channel Selection.
- ➔ **Consumer Behavior:** Introduction of Consumer Behavior, Models of Consumer: Economic view; Passive view; Cognitive view; Emotional view, Consumer Buying Process: Kotler's model; Types of Buying Behavior.
- ➔ **Consumer Motivation and Attitude:** Motivation: Needs; Goals; Positive and Negative motivation; Rational Vs Emotional Motives, Dynamics of Motivation: Motivational Conflict, Theories of Motivation: Consumer Perception: Elements of Perception, Dynamics of Perception. Consumer Attitude, change in attitude.

REFERENCES:

1. Philip Kotler: Marketing Management, Tata McGraw Hill,
2. Philip Kotler, Jon Bowen: Marketing for Hospitality and Tourism
3. Lumsdon: Tourism Marketing
4. Schiffman Leao. G, Kanuk Leslie G, 2008, Consumer Behavior, Prentice hall of India, New Delhi
5. Soloman Michel R, 2009, Consumer Behavior: Buying, Having, and Being, Prentice Hall of India, New Delhi.
6. Gupta C D, Singh S, Consumer Behavior: An Indian Perspective, Himalayan Publishing House, New Delhi
7. Hawkins, Best, Coney, Mookerjee, 2007 Consumer Behavior: Building Marketing Strategy, Tata McGraw Hill, New Delhi

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2. Sessionals: Class Test/Quizzes (average of 2 best out of 3) , Write up, Presentation and Participation	30
Total Marks	100

DLHM 103: Business Communication and Soft Skill

COURSE OBJECTIVE :

The course structure is intended to equip the candidates with the required communication and personality development skill set to fit in to the corporate.

COURSE STRUCTURE:

- Concept of Communication, Classification, Process of communication, Channels of Communication, Barriers of Communication,
- Presentation Skills and Techniques, elements, designing presentation, Personal grooming and etiquettes, Corporate Etiquette, Social Etiquette and telephone etiquette,
- Personality Development: Group discussions, Structure of a GD, Moderator-led and other GDs, Strategies in GD, Mock GD, Personal Interviews- Types of Interviews. Required key skills, Mock Interviews,
- Role play, body language Time Management techniques, Stress Management Techniques, Developing resume
- Written Communication: Circular, Notices, Press Release, Report writing, Business letter, structure and layout, enquiries, replies complaint, adjustment letter and sales letter

REFERENCES:

- Chaturvedi. P. D., Chaturvedi. M, 2009, Business Communication: Concepts, Cases, Applications, Pearson Education, New Delhi
- Dona. J. Young, 2006, Foundations of Business Communication: An integrative Approach, Tata McGraw Hill, New Delhi
- Pal. Rajendra, Korlahalli. J. S., 2005, Essentials of Business Communication, Sultan Chand & Sons, New Delhi.
- Rao. Nageshwar, Das. R. P, 2005, Communication Skills, 2005, Himalaya Publishing House, New Delhi.
- Rodriques. M. V., 1992, Effective Business Communication, Concept Publishing

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2. <u>Sessionals</u> : Class Test/Quizzes (average of 2 best out of 3) , Write up, Presentation and Participation	30
Total Marks	100

DLHM 104: BUSINESS STUDIES

COURSE OBJECTIVE:

The basic objective of this course is to make the students aware of the various functional aspects of management.

COURSE STRUCTURE:

- ♦ Business Accounting and Finance: Financial Accounting-concept. Importance and scope, accounting principles, journal ledger, trial balance, depreciation. Preparation of final accounts with adjustments. Analysis and interpretation of financial statements – meaning, importance and techniques. Ratio analysis. Financial management-scope finance functions and its organization, objectives of financial management; time value of money.
- ♦ Concepts of Marketing Management: Nature and scope of marketing; corporate orientation towards marketplace; building and delivering customer value and satisfaction; retaining customers; 4 P's of marketing. Marketing environment; marketing research and information system.
- ♦ Organizational Behavior: Foundation and background of OB, contemporary challenges-workforce diversity, cross – cultural dynamics, changing nature of managerial work, Emotional intelligence in contemporary business. Perception, Personality, Learning, Motivation – Concepts and applications. Difference anxiety –anxiety from above and below.
- ♦ Human Resource Management: Strategic importance HRM; objectives of HRM; challenges to HR professionals; Human Resource Planning - objectives and process; Basics of recruitment, training and selection.
- ♦ Operations Management: Introduction operations management and supply chain management; cross-functional and inter-organizational linkages in operations and SCM; operations and supply chain strategies; business process; defining quality; Importance of operations management in microfinance.

REFERENCES:

- ➔ Pandey, I.M. Management Accounting, Vikas Publishing House, New Delhi.
- ➔ Mahadevan, B.; Operations Management – Theory and Practice; Pearson Education; New Delhi.
- ➔ Krajewski Lee J. & Ritzman, Larry, P.; Operations Management- Processes and Value Chains; Pearson Education, N.D.
- ➔ Kaul, Asha, Business Communication, PHI, New Delhi.
- ➔ McGrath, E.H., Basic Managerial Skills for All, PHI, New Delhi
- ➔ Malhotra, Rajiv; Being Different, Harper Collins Publishers India, New Delhi.

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2. <u>Sessionals</u> : Class Test/Quizzes (average of 2 best out of 3) , Write up, Presentation and Participation	30
Total Marks	100

DLHM 105: Minor Project

II SEMESTER

DLHM 201: Event Management

COURSE OBJECTIVE:

The course structure intends to provide the students an insight in to the various aspects of event management and would ultimately help in organizing events, trade fairs and exhibitions with the required management skills.

COURSE STRUCTURE:

- **Conceptual foundations of events**, Major characteristics, Five Cs of Event Management- Conceptualization, Costing, Canvassing, Customization, Carrying out, Advantages of events- to the Organizer, Event Planner, Participants, Economy and Society, Broad Classification of Events.
- **Introduction to MICE**, Evolution of MICE industry, Components of MICE, Economic and social significance of MICE, Introduction to professional meeting planning- definition, types and roles, associate corporate & independent meeting planners
- **Events venues**: concepts and types, conference venues-facilities, check-in and check-out procedures, requirements, conference room layouts, convention manager, inter-related venues, project planning and development, Introduction to conference facilities in India
- **Trade shows and exhibitions/expositions**: types of shows, benefits of exhibitions, participant decision making process, contract negotiations- principles; negotiations with hotels, airlines and ground handlers.
- **Incentives tour-characteristics**, its organizing and special requirements, Latest meetings techniques- Video conferencing and information Communication Technology (ICT) factors including ICT affecting future of events business, Human resource requirements

REFERENCES:

1. David Watt : Event Management in leisure & tourism
2. Tomy Rogers: Conferences
3. Coleman, Lee & Frankle (1991), Powerhouse Conferences, Educational Institute of AH & MA
4. Hoyle, Dorf & Jones (1995), Meaning conventions & Group Business, Educational Institute of AH & MA
5. Montgomery, R J, 1994, Meeting Conventions and Expositions : VNR, New York
6. Hoyle, L. H., TJA Jones (1995) Managing Conventions and Group Business”, Educational Institute of AM & MA

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2. <u>Sessionals</u> : Class Test/Quizzes (average of 2 best out of 3) , Write up, Presentation and Participation	30
Total Marks	100

DLHM 202: Entrepreneurship Development in Hospitality Sector

COURSE OBJECTIVE:

The basic qualities required for an entrepreneur and his/her responsibility with adequate reasoning and analytical skills for starting/managing an enterprise is being adopted as part of this course structure.

COURSE STRUCTURE:

- **Entrepreneurship Development:** Definition of entrepreneurship-emergence of entrepreneurial classes- theories of entrepreneurship-role of socio-economic environment-characteristics of entrepreneur-leadership, risk taking, decision-making & business planning, Scope in tourism. Introduction to entrepreneur and entrepreneurship
- **Role of Entrepreneur:** Role of an Entrepreneur in Economic growth of the country, generation of employment opportunities, Complimenting Economic growth, Bringing about social stability & Balanced regional development of industries with emphasis on tourism, foreign earnings etc.
- **Opportunity analysis** - external environmental analysis (economic, social & technological)-competitive factors-legal requirements for establishment of a new unit related to tourism & raising of funds-venture capital sources & documentation required.
- **Entrepreneurial Development Program (EDP):** EDPs & their role, relevance and achievements-role of Government in organizing EDPs-evolution of EDPs, Social responsibility in business
- **Writing a business plan**, marketing, financial operations, setting up a tourism enterprise, steps, procedures, licenses and registration

REFERENCES:

1. P.F.Drucker , Innovation of Entrepreneurship –
2. Holt , Elements of Entrepreneurship –
3. A.N.Desai, Entrepreneur & Environment –
4. Vasant Desai , Entrepreneurship and small scale industries, Himalaya Publication,
5. Vasant Desai , Entrepreneurship Development, Himalaya Publication,
6. SS Khanka , Entrepreneurship Development, S Chand,
7. Feroze Banker , Progressive Entrepreneur, Kanishka Publications,

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2. <u>Sessionals:</u> Class Test/Quizzes (average of 2 best out of 3) , Write up, Presentation and Participation	30
Total Marks	100

DLHM 203: Hotel Operations

COURSE OBJECTIVE:

The course structure intends to provide basic requirements for managing the overall operations of a hotel with specific insight in to the various activities being carried out as part of hotel operations.

COURSE STRUCTURE:

- Introduction to hotels, Accommodation Industry, Types ,Evolution of lodging industry, Need, Importance, role of hotels , FHRAI, Star Hotels and classification. International Scenarios and trends
- Evolution, Different groups of hotels in India, Hotel Groups, ITDC – role, importance, ASHOKA group, WELCOME group, Taj Group- role in Indian Tourism, Hotel Market and new trends
- Front Office Management -- Introduction to Front Office Department, Advantages, Formalities and formats, Types of rooms and plans. Organization Chart and duties and responsibilities, Qualities of a front-office staff,
- House Keeping – Introduction to Housekeeping, importance of housekeeping department, Organizational Chart and the duties and responsibilities, Cleaning- different equipments & agents, Daily routine systems, Laundry, Linen & Uniform, Interior Decoration & facilities,.
- Food & Beverage Service – Introducing to food & beverage Service, types of services, organizational charts and duties, Menus , Idea about Beverages -- Alcoholic & Non Alcoholic, Food Production – Introduction, Hierarchy, Idea about different cuisines – national and international, Specific menus according to festivals & other facilities.

REFERENCES:

1. Theory of Cookery -- Krishna Arora
2. Modern Cookery Vol-I & II – T.E.Philip
3. Food & Beverage Service – Denis Lilicrap
4. Managing Front Office Operations – Michael L Kasarana & Richard Brooks
5. Operations Management – Stainley Phornco
6. Hotel, Hostel & hospital housekeeping – M.Lauren & J.C. Branson
7. Introduction to Hospitality - I & II – Dennis Foster
8. Marketing of Hospitality ---- Kotler , Bowen , Makens.

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2. <u>Sessionals</u> : Class Test/Quizzes (average of 2 best out of 3) , Write up, Presentation and Participation	30
Total Marks	100

DLHM 204: DISASTER MANAGEMENT

COURSE OBJECTIVE: The present scenario of hospitality and leisure industry is greatly affected by various natural and man-made disasters. The curriculum will familiarize the learners with the core principles that need to be understood to understand the different forms of disaster and means to mitigate them.

COURSE COMPOSITION:

- ➔ **Introduction:** Introduction & Dimensions of Natural & Anthropogenic Disasters, Principles/Components of Disaster Management, Organizational Structure for Disaster Management, Disaster Management Schemes
- ➔ **Natural Disasters:** Natural Disasters and Mitigation Efforts, Flood Control, Drought Management, Cyclones, Avalanches, Mangroves, Land Use Planning, Inter-Linking of Rivers, Role of Union/States, Role of Armed Forces/Other Agencies in Disasters, Important Statutes/ Legal Provisions
- ➔ **Other forms of Disaster:** Bomb Threat Planning, NBC Threat and Safety Measures, Forest Fires, Oil Fires, Crisis in Power Sector, Accidents in Coal Mines, Terrorism and Emergency Management
- ➔ **Disaster Management:** Risk Assessment and Disaster Response, Quantification Techniques, NGO Management, SWOT Analysis based on Design & Formulation Strategies, Insurance & Risk Management, Role of Financial Institutions in Mitigation Effort, Group Dynamics, Concept of Team Building, Motivation Theories and Applications
- ➔ **Disaster Mitigation:** School Awareness and Safety Programs, Psychological and Social Dimensions in Disasters, Trauma and Stress, Emotional Intelligence, Electronic Warning Systems, Recent Trends in Disaster Information Provider, Geo Informatics in Disaster Studies, Cyber Terrorism, Remote Sensing & GIS Technology, Mitigation through capacity building, legislative responsibilities of disaster management; disaster mapping, assessment, pre-disaster risk & vulnerability reduction, post disaster recovery & rehabilitation, disaster related infrastructure development, prevention and rehabilitation.

References:

1. B.K.Khanna (2005): Disasters: All You Wanted to Know About, New India Publishing Agency, New Delhi.
2. Bryant Edwards (2005): Natural Hazards, Cambridge University Press, U.K.
3. Chakraborty, S.C.(2007): Natural Hazards and Disaster Management, Pragatishil Prokashak, Kolkata.
4. Sahni, Pardeep et.al. (eds.) 2002, Disaster Mitigation Experiences and Reflections, Prentice Hall of India, New Delhi.

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2. <u>Sessionals:</u> Class Test/Quizzes (average of 2 best out of 3) , Write up, Presentation and Participation	30
Total Marks	100

DLHM 205: Dissertation/ Viva-Voce
