



**MAHARAJA SUHEL DEV STATE UNIVERSITY  
(MSDSU) OF AZAMGARH**  
Department of Hospitality and Tourism Management,  
MSDSU, AZAMGARH

**Course Structure and Syllabus of MBA in Hospitality &  
Tourism Management (MBA in HTM) Syllabus  
Under the Faculty of Vocational Studies  
(Academic Session 2024-25 Onwards)**



**As Per Guidelines of National Education Policy 2020**



# MAHARAJA SUHEL DEV STATE UNIVERSITY (MSDSU) OF AZAMGARH

Department of Hospitality and Tourism Management,  
MSDSU, AZAMGARH

## Resolution

The meeting of the Board of Studies (BoS) of Hospitality and Tourism Management was held on **15/07/2024** at **Maharaja Suhel Dev State University** (Camp Office, DAV College), Azamgarh to consider and approve the *curriculum* and *syllabus* for **MBA in Hospitality and Tourism Management** developed under guidelines of the National Education Policy, 2020.

The following were present in the aforementioned meeting:

S. No.	Name	Designation	Capacity
1.	Dr. Dinesh Kumar Tiwari	Associate Professor	Dean & Convenor, Faculty of Commerce, MBA in HTM
2.	Prof. Shrivardhan Pathak	Professor	External Member (BoS) MBA in HTM
3.	Dr. Anshu Gupta	Asst. Professor	External Member (BoS) MBA in HTM
4.	Dr. Anil Kumar Singh	Asst. Professor	External Member (BoS) MBA in HTM
5.	Dr. Sarvesh Kumar	Asst. Professor	Special Member

After a detailed discussion, the BoS of Hospitality and Tourism Management unanimously approved the proposed curriculum and syllabus for **MBA in Hospitality and Tourism Management**. It is further recommended that it may be implemented as per the guidelines of the National Education Policy, 2020 from 2024-25 onwards.

*online mode*  
**Prof Shrivardhan Pathak**  
External Member

*online mode*  
**Dr. Anshu Gupta**  
External Member

*15/7/2024*  
**Dr. Anil Kumar Singh**  
External Member

*15-7-24*  
**Dr. Sarvesh Kumar**  
Special Member

*15/7/24*  
**Dr. Dinesh Kumar Tiwari**  
Dean & Convenor



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**ELIGIBILITY REQUIREMENT FOR THE ADMISSION**

**Academic Session 2024-25 Onwards**

<b>Name of the Faculty</b>	<b>Name of the department</b>	<b>Name of the Academic Arogramme</b>	<b>Intake</b>	<b>Eligibility Requirement for The Admission</b>
Vocational Studies	Hospitality and Tourism Management	MBA Hospitality and Tourism Management (MBA- HTM)	50	Bachelor, degree in any discipline with a minimum of 45% marks in aggregate or equivalent CGPA that is relaxable up to 5 % SC/ST candidates OR Level 7 NSQF Certificate OR B. Voc. In any discipline

*[Handwritten signatures]*



**MAHARAJA SUHEL DEV STATE UNIVERSITY  
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Department of Hospitality and Tourism Management,  
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**First Semester of MBA in Hospitality and Tourism Management**

**Course Structure**

Code	Paper Name	Compulsory/ Elective	Credit	Marks		
				Internal Assessment	External Assessment	Max. Marks
V010751R	SURVEY RESEARCH PROJECT ✓	Compulsory	04			100
V010752T ✓	PRINCIPLES OF HOSPITALITY MANAGEMENT	Compulsory (From Own Faculty)	05	25	75	100
V010753T ✓	TOURISM PRINCIPLES AND PRACTICES	Compulsory (From Own Faculty)	05	25	75	100
V010754T ✓	HOSPITALITY ACCOUNTING	Compulsory (From Own Faculty)	05	25	75	100
V010755T ✓	FOOD AND BEVERAGE MANAGEMENT	Compulsory (From Own Faculty)	05	25	75	100
	<b>*ONE ELECTIVE PAPER</b> ✗	<b>Minor Elective</b> (From other Faculty)	04	25	75	100
<b>Total Credit and Marks</b>			<b>24-28</b>			<b>500/ 600</b>

**Note:**

1. Outdoor Learning Program under the guidance of departmental faculty / Survey Research Project Report in Intra / Inter faculty related to main subject shall be prepared by the students.
2. Internal Assessment of 25 marks shall consists of 10 Marks on Sessional Test (If Two Sessional Test than average marks), 10 Marks on Assignment 5 marks Attendance & Discipline.



# MAHARAJA SUHEL DEV STATE UNIVERSITY (MSDSU) OF AZAMGARH

Department of Hospitality and Tourism Management,  
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Programme/Class: <b>MBA in Hospitality &amp; Tourism Management</b>	(Year – 1) <b>First Semester</b>	Max. Marks: 25+75 Min. Passing Marks: 40
Credit – 05 (Compulsory)	Total No. of Lectures = 75 (in hours per week): L-5/w	
Code: V010752T	<b>PRINCIPLES OF HOSPITALITY MANAGEMENT</b>	

**Course Objective:** Provide a comprehensive understanding of hospitality management principles and operations, enhancing service quality and strategic thinking skills.

UNIT	TOPICS	NO. OF LECTURES
1	<b>Introduction to Hospitality Management</b> Meaning, nature, objectives, scope, principles, functions, importance, and limitations of hospitality management. History and evolution of the hospitality industry. Different sectors within the hospitality industry. Fundamental principles guiding hospitality management practices. Overall significance of hospitality management in the service industry.	15
2	<b>Management Principles in Hospitality</b> Various management theories applicable to hospitality. Leadership styles and their impact on hospitality management. Different types of organizational structures in hospitality businesses. Roles and responsibilities of managers in hospitality settings. Strategic decision-making and planning in hospitality.	15
3	<b>Guest Service Management</b> Importance of service quality and customer satisfaction in hospitality. Guest cycle: Pre-arrival, arrival, occupancy, departure, and post-departure phases. Techniques for measuring and ensuring high service quality. Effective methods for handling guest complaints. Strategies for building and maintaining strong guest relationships.	15
4	<b>Hospitality Operations</b> Front office operations: Reservations, check-in/check-out procedures, guest services. Housekeeping operations: Room maintenance, cleanliness standards. Food and beverage services: Operations and management. Operational challenges and best practices in hospitality.	15
5	<b>Technology in Hospitality</b> Role and impact of technology in hospitality management. Property Management Systems (PMS) and their functionalities. Emerging technological trends in hospitality. Integration of technology into hospitality operations. Future trends and advancements in hospitality technology.	15

**Suggested Readings:**

1. **“Tourism and Hospitality Management; customer Query and Compliant Management”** by Dr. Anil Kumar Singh / Dr Nishant Singh, First Published 2022, BHARTI PUBLICATION, NEW DELHI, ISBN 978-81-34778-87-7.
2. **“Basics of Tourism Geography & Management”** by Dr. Anil Kumar Singh, First Published 2023, Published by INDU BOOK SERVICES PVT. LTD./ ISBN 268-8119987-76-7, 2023.
3. **“Tourism, Travel and Hospitality Management Principles & Practices”** by Dr. Anil Kumar Singh, First Published 2023 BHARTI PUBLICATION, NEW DELHI, ISBN 978-81-19757-64-0.



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4. **Introduction to Hospitality** by John R. Walker and Josielyn T. Walker
5. **Basics of Tourism Geography & Management** by *Dr. Anil Kumar Singh*
6. **Hospitality Management: Theory and Practice** by Alan T. Stutts and James F. Wortman
7. **Indian Hospitality** by Sandeep Munjal
8. **Management of Hotel and Catering Industry** by Sudhir Andrews
9. **Principles of Hospitality and Tourism Management** by Dennis Reynolds and Sudhir Andrews
10. **Leadership in the Hospitality Industry** by Russell Rimmerman
11. **Customer Service in Hospitality Management** by Simon Hudson
12. **Hotel Front Office Management** by James A. Bardi
13. **Managing Front Office Operations** by Michael L. Kasavana and Richard M. Brooks
14. **Strategic Management in Hospitality** by Michael D. Olsen and Jinlin Zhao



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Programme/Class: <b>MBA in Hospitality &amp; Tourism Management</b>	(Year – 1) <b>First Semester</b>	Max. Marks: 25+75 Min. Passing Marks: 40
Credit – 5 (Compulsory)	Total No. of Lectures = 75 (in hours per week): L-5/w	
Code:V010753T	<b>TOURISM PRINCIPLES AND PRACTICES</b>	

**Course Objective:** This course equips students with essential knowledge in tourism principles and practices to thrive in the industry.

UNIT	TOPICS	NO OF LECTURES
1	<b>Introduction to Tourism</b> Definition and concepts of tourism, types of tourism (e.g., domestic, international), tourism systems, the role of tourism in global economy, economic impact of tourism on local communities, environmental implications of tourism activities.	15
2	<b>Tourism Planning and Development</b> Tourism planning process, stakeholders involved in tourism development, sustainable tourism development practices, community involvement in tourism initiatives, strategies for managing tourism impacts on local cultures and environments.	15
3	<b>Tourism Marketing</b> Basic marketing concepts applied to tourism, market segmentation in tourism industry, targeting and positioning strategies, tourism product development, branding and promotion techniques in tourism.	15
4	<b>Tourism Policy and Regulation</b> Government policies and regulations affecting tourism, role of government in promoting tourism, legal issues in tourism operations, regulatory compliance in tourism businesses, ethical considerations in tourism practices.	15
5	<b>Contemporary Issues in Tourism</b> Current trends in tourism industry, challenges faced by tourism businesses (e.g., climate change, overtourism), impact of global events (e.g., pandemics, geopolitical changes) on tourism, future prospects and innovations in tourism management and operations.	15

**Suggested Readings:**

1. **"Tourism and Hospitality Management; customer Query and Compliant Management"** by Dr. Anil Kumar Singh / Dr Nishant Singh, First Published 2022, BHARTI PUBLICATION, NEW DELHI, ISBN 978-81-34778-87-7.
2. **"Basics of Tourism Geography & Management"** by Dr. Anil Kumar Singh, First Published 2023, Published by INDU BOOK SERVICES PVT. LTD./ ISBN 268-8119987-76-7, 2023.
3. **"Tourism, Travel and Hospitality Management Principles & Practices"** by Dr. Anil Kumar Singh, First Published 2023 BHARTI PUBLICATION, NEW DELHI, ISBN 978-81-19757-64-0.
4. **"Tourism Planning and Development in India"** by A.K. Bhatia
5. **"Tourism: Principles, Practices, Philosophies"** by Saroj Kumar Verma
6. **"Tourism Marketing"** by M.K. Kuttan
7. **"Tourism Development: Principles and Practices"** by Gunjan Agrawal
8. **"Tourism: Concepts and Practices"** by Subhash C. Kundu



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Programme/Class: <b>MBA in Hospitality &amp; Tourism Management</b>	(Year – 1) <b>First Semester</b>	Max. Marks: 25+75 Min. Passing Marks: 40
Credit – 5 (Compulsory)	Total No. of Lectures = 75 (in hours per week): L-5/w	
<b>Code:V010754T</b>	<b>HOSPITALITY ACCOUNTING</b>	

**Course Objective:** Equip students with essential hospitality accounting skills for effective financial management and decision-making.

UNIT	TOPICS	NO OF LECTURES
1	<b>Introduction to Hospitality Accounting</b> Basic accounting principles and concepts, the accounting cycle, financial statements preparation (income statement, balance sheet, cash flow statement), accounting terminology specific to the hospitality industry, significance of accounting in hospitality operations.	15
2	<b>Revenue Management</b> Revenue streams in hospitality (rooms, food and beverage, other services), yield management techniques, pricing strategies, revenue forecasting, occupancy and average daily rate (ADR) analysis, maximizing revenue through effective management practices.	15
3	<b>Cost Control</b> Cost concepts (fixed, variable, semi-variable), budgeting and forecasting techniques, cost-volume-profit analysis, methods for controlling costs in different departments (front office, housekeeping, food and beverage), variance analysis, implementation of cost control measures.	15
4	<b>Financial Reporting and Analysis</b> Preparation and analysis of financial statements, financial ratios and their interpretation, performance analysis using financial data, cash flow management, understanding the financial health of hospitality businesses, benchmarking against industry standards.	15
5	<b>Taxation and Compliance</b> Overview of taxation in the hospitality industry, compliance requirements (GST, service tax, income tax), implications of various taxes on hospitality operations, ethical considerations in accounting and taxation, ensuring adherence to legal and regulatory requirements.	15

**Suggested Readings:**

- "Hospitality Management: An Introduction" by Jagmohan Negi
- "Hospitality Accounting" by Dr. S.K. Singh
- "Financial and Cost Control Techniques in Hotel and Catering Industry" by Jagmohan Negi
- "Hospitality Finance and Accounting" by Dr. Jatashankar Tewari
- "Principles of Hotel Accounting" by R.K. Malhotra



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Programme/Class: <b>MBA in Hospitality &amp; Tourism Management</b>	(Year – 1) <b>First Semester</b>	Max. Marks: 25+75 Min. Passing Marks: 40
Credit – 5 (Compulsory)	Total No. of Lectures = 75 (in hours per week): L-5/w	
<b>Code:V010755T FOOD AND BEVERAGE MANAGEMENT</b>		

**Course Objective:** To provide students with essential knowledge and skills for managing food and beverage operations effectively.

UNIT	TOPICS	NO OF LECTURES
1	<b>Introduction to Food and Beverage Management</b> Definition and scope of food and beverage management, history and development of the food and beverage industry, types of food and beverage operations, organizational structure in food and beverage services, roles and responsibilities of food and beverage managers, the importance of food and beverage management in the hospitality industry.	15
2	<b>Menu Planning and Design</b> Principles of menu planning and design, factors influencing menu planning, types of menus, menu pricing strategies, menu engineering, nutritional considerations in menu planning, menu merchandising and presentation, legal aspects of menu planning.	15
3	<b>Food and Beverage Production and Service</b> Food production methods and techniques, kitchen layout and equipment, principles of food safety and hygiene, beverage production and service, types of food and beverage service styles, service sequence and etiquette, customer service and satisfaction in food and beverage operations.	15
4	<b>Cost Control and Budgeting</b> Principles of cost control in food and beverage operations, types of costs in food and beverage services, methods of food and beverage cost control, budgeting and financial planning, revenue management in food and beverage operations, performance measurement and analysis, strategies for improving profitability.	15
5	<b>Trends and Challenges in Food and Beverage Management</b> Current trends in the food and beverage industry, the impact of technology on food and beverage operations, sustainability and environmental considerations, managing diversity in food and beverage services, challenges and opportunities in the global food and beverage market, future directions in food and beverage management.	15

**Suggested Readings:**

- "Food and Beverage Management" by R. Singaravelavan
- "Food and Beverage Service" by S.N. Bagchi
- "Food and Beverage Service Management" by R.K. Arora
- "Food and Beverage Operations" by Sudhir Andrews
- "Hotel and Catering Management" by D.K. Agarwal
- "Tourism and Hospitality Management; customer Query and Compliant Management" by Dr. Anil Kumar Singh / Dr Nishant Singh.
- "Tourism, Travel and Hospitality Management Principles & Practices" by Dr. Anil Kumar Singh.



# MAHARAJA SUHEL DEV STATE UNIVERSITY (MSDSU) OF AZAMGARH

Department of Hospitality and Tourism Management,  
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Second Semester of MBA in Hospitality and Tourism Management

## Course Structure

Code	Paper Name	Compulsory/ Elective	Credit	Marks		
				Internal Assessment	External Assessment	Max. Marks
V010801R	SURVEY RESEARCH PROJECT	Compulsory (From Own Faculty)	04			100
V010802T	HOSPITALITY MARKETING AND SALES ✓	Compulsory (From Own Faculty)	05	25	75	100
V010803T	HOTEL OPERATIONS MANAGEMENT ✓	Compulsory (From Own Faculty)	05	25	75	100
<b>Select any two from the following</b>						
V010804T	TOURISM ECONOMICS ✓	Optional (From Own Faculty)	05	25	75	100
V010805T	EVENT MANAGEMENT ✓	Optional (From Own Faculty)	05	25	75	100
V010806T	COMMUNICATION SKILLS ✓	Optional (From Own Faculty)	05	25	75	100
V010807T	LEADERSHIP AND TEAM BUILDING ✓	Optional (From Own Faculty)	05	25	75	100
	<b>*ONE ELECTIVE PAPER</b>	<b>Minor Elective</b> (From other Faculty)	04	25	75	100
<b>Total Credit and Marks</b>			<b>24-28</b>			<b>500/ 600</b>

### Note:

- Survey Research Project Report in Intra / Inter faculty related to main subject shall be prepared by the students.
- Internal Assessment of 25 marks shall consists of 10 Marks on Sessional Test (Two Sessional Test), 10 Marks on Assignment and 05 Marks on Attendance & Discipline.



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Department of Hospitality and Tourism Management,  
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Programme/Class: <b>MBA in Hospitality &amp; Tourism Management</b>	(Year – 1) <b>Second Semester</b>	Max. Marks: 25+75 Min. Passing Marks: 40
Credit – 5 (Compulsory)	Total No. of Lectures = 75 (in hours per week): L-5/w	
Code: V010802T	<b>HOSPITALITY MARKETING AND SALES</b>	

**Course Objective:** Master effective hospitality marketing and sales strategies, focusing on market dynamics, consumer behavior, and promotional tactics to enhance business growth and guest satisfaction.

UNIT	TOPICS	NO OF LECTURES
1	<b>Introduction to Hospitality Marketing</b> Definition and scope of hospitality marketing, unique characteristics of hospitality marketing, the role of marketing in the hospitality industry, marketing environment in hospitality, understanding consumer behavior in hospitality, market segmentation, targeting, and positioning in hospitality.	15
2	<b>Marketing Strategies in Hospitality</b> Developing marketing strategies and plans, product development and branding in hospitality, pricing strategies for hospitality services, distribution channels in hospitality, integrated marketing communications in hospitality, digital marketing trends in hospitality.	15
3	<b>Sales Management in Hospitality</b> Principles and practices of sales management, sales techniques and strategies in hospitality, managing a sales team, sales forecasting and budgeting, customer relationship management (CRM) in hospitality, role of personal selling in hospitality.	15
4	<b>Service Quality and Customer Satisfaction</b> Importance of service quality in hospitality, measuring and managing service quality, strategies for enhancing customer satisfaction, handling customer complaints and feedback, building and maintaining customer loyalty, the role of service recovery in hospitality.	15
5	<b>Emerging Trends in Hospitality Marketing and Sales</b> Impact of technology on hospitality marketing and sales, sustainable marketing practices in hospitality, experiential marketing in the hospitality sector, trends in hospitality sales techniques, global marketing strategies for hospitality businesses, future directions in hospitality marketing and sales.	15

### Suggested Readings:

- "Marketing for Hospitality and Tourism" by Philip Kotler, John T. Bowen, James C. Makens, and Rohit Verma (Indian Edition)
- "Services Marketing: People, Technology, Strategy" by Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee
- "Hospitality and Tourism Marketing" by Rajat Gupta
- "Hospitality Sales and Marketing" by G. Shainesh, Jagdish N. Sheth
- "Strategic Marketing in Hospitality" by Nikhil Bhardwaj



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Programme/Class: <b>MBA in Hospitality &amp; Tourism Management</b>	(Year – 1) <b>Second Semester</b>	Max. Marks: 25+75 Min. Passing Marks: 40
Credit – 5 (Compulsory)	Total No. of Lectures = 75 (in hours per week): L-5/w	
<b>Code: V010803T</b>	<b>HOTEL OPERATIONS MANAGEMENT</b>	

**Course Objective:** To equip students with knowledge of hotel operations, emphasizing efficiency, guest satisfaction, and management strategies in hospitality settings.

UNIT	TOPICS	NO OF LECTURES
1	<b>Overview of Hotel Operations</b> Hotel industry structure, types of hotels, functional areas of a hotel, roles of various departments, importance of integrated operations, and industry trends.	15
2	<b>Front Office Operations</b> Reservation systems, check-in and check-out procedures, guest relations management, handling guest complaints, technology integration in front office operations, and ensuring guest satisfaction.	15
3	<b>Housekeeping Management</b> Housekeeping operations, room maintenance standards, cleaning procedures, inventory management, sustainability practices in housekeeping, and ensuring hygiene standards.	15
4	<b>Food and Beverage Operations</b> Restaurant management, banquet and event operations, bar management, food safety standards, menu planning and design, managing food costs, and ensuring quality service in F&B operations.	15
5	<b>Facility Management</b> Maintenance and engineering management, safety and security protocols, sustainable practices in facility management, disaster management planning, and ensuring operational efficiency.	15

### Suggested Readings:

- "Hotel Front Office: Operations and Management" by Sudhir Andrews
- "Hotel Housekeeping: Operations and Management" by G. Raghubalan and Smritee Raghubalan
- "Food and Beverage Service: A Training Manual" by Sudhir Andrews



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Programme/Class: <b>MBA in Hospitality &amp; Tourism Management</b>	(Year – 1) <b>Second Semester</b>	Max. Marks: 25+75 Min. Passing Marks: 40
Credit – 5 (Optional)	Total No. of Lectures = 75 (in hours per week): L-5/w	
<b>Code:V010804T</b>	<b>TOURISM ECONOMICS</b>	

**Course Objective:** To understand the economic principles underlying tourism, analyze their application in industry practices, and evaluate their impact on local and global economies.

UNIT	TOPICS	NO OF LECTURES
1	<b>Introduction to Tourism Economics</b> Definition and scope of tourism economics, economic importance of tourism globally and locally, key concepts such as demand and supply in tourism, economic impact assessment of tourism, trends and patterns in tourism economics.	15
2	<b>Economic Theories and Models in Tourism</b> Economic theories applicable to tourism, including neoclassical economics, tourism as a service industry, role of pricing and elasticity in tourism, economic impacts of tourism policies and regulations, economic sustainability in tourism development.	15
3	<b>Demand and Supply Analysis in Tourism</b> Factors influencing tourism demand, determinants of tourism supply, market segmentation in tourism, price elasticity of demand in tourism, forecasting techniques for tourism demand and supply, seasonality and its economic implications in tourism.	15
4	<b>Economic Impact of Tourism</b> Measurement and assessment of economic impacts of tourism, multiplier effects in tourism economics, employment generation and income distribution in tourism sectors, economic benefits and costs of tourism development, sustainable tourism practices and economic implications.	15
5	<b>Tourism Policy and Development</b> Role of government in tourism development, economic policy frameworks for tourism promotion, public-private partnerships in tourism, economic challenges and opportunities in tourism planning, global and national perspectives on tourism development strategies.	15

### Suggested Readings:

- "Tourism Economics and Policy" by P. Ganesan
- "Indian Tourism: Beyond the Millennium" by Subhash Goyal and Vandana Saxena
- "Tourism Economics: An Introductory Text" by Anil Bhat
- "Tourism Economics: Concepts and Principles" by K.V. Bhanumurthy
- "Economic Analysis of Tourism" by R.C. Saxena
- "Tourism Economics" by Manoj Dixit



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Department of Hospitality and Tourism Management,  
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Programme/Class: <b>MBA in Hospitality &amp; Tourism Management</b>	(Year – 1) <b>Second Semester</b>	Max. Marks: 25+75 Min. Passing Marks: 40
Credit – 5 (Optional)	Total No. of Lectures = 75 (in hours per week): L-5/w	
<b>Code: V010805T</b>	<b>EVENT MANAGEMENT</b>	

**Course Objective:** To equip students with theoretical knowledge and practical skills essential for planning, organizing, and executing successful events in diverse settings.

UNIT	TOPICS	NO OF LECTURES
1	<b>Introduction to Event Management</b> Topics include an overview of event management, its definition, scope, and importance in various sectors. The history and evolution of event management, types of events, and their classification. Understanding event objectives, target audience analysis, and event planning fundamentals.	15
2	<b>Event Planning and Coordination</b> Covering topics such as event planning phases: concept development, feasibility analysis, budgeting, and scheduling. Event coordination roles and responsibilities, vendor management, site selection criteria, and legal considerations in event planning. Strategies for effective resource allocation and contingency planning.	15
3	<b>Marketing and Promotion in Events</b> Examining topics such as event marketing strategies, target market identification, branding, and promotional campaigns. Utilization of traditional and digital marketing channels, social media integration, and public relations in event promotion. Measuring marketing effectiveness and ROI in event management.	15
4	<b>Event Execution and Logistics</b> Topics include detailed event execution phases, timeline management, onsite logistics, and participant coordination. Management of event operations, technical production aspects, hospitality services, and emergency preparedness. Evaluation of event success factors and post-event analysis.	15
5	<b>Event Evaluation and Future Trends</b> Covering topics such as post-event evaluation techniques, feedback collection, and analysis. Assessing event outcomes against predefined goals, stakeholder feedback integration, and continuous improvement strategies. Exploration of emerging trends, technology innovations, sustainability practices, and the future outlook of event management.	15

**Suggested Readings:**

- "Event Management: Concepts and Perspectives" by Pradeep Kumar Panda
- "Event Management: Principles and Practices" by Dr. Manisha Pathak-Shelat
- "Event Management: An Indian Perspective" by Dr. Tapan Panda



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Programme/Class: <b>MBA in Hospitality &amp; Tourism Management</b>	(Year – 1) <b>Second Semester</b>	Max. Marks: 25+75 Min. Passing Marks: 40
Credit – 5 (Optional)	Total No. of Lectures = 75 (in hours per week): L-5/w	
<b>Code:V010806T COMMUNICATION SKILLS</b>		

**Course Objective:** Develop effective communication skills through practical exercises, theoretical frameworks, and interactive learning to enhance professional and personal communication proficiency.

UNIT	TOPICS	NO OF LECTURES
1	<b>Introduction to Communication Skills</b> Basics of communication, verbal and non-verbal communication, components of communication process, barriers to communication, importance of effective communication.	15
2	<b>Interpersonal Communication</b> Understanding interpersonal communication, principles of effective interpersonal communication, types of interpersonal communication, building rapport, handling conflicts.	15
3	<b>Written Communication</b> Essentials of written communication, types of written communication (emails, reports, letters), structuring and formatting, business writing skills, proofreading and editing.	15
4	<b>Public Speaking and Presentation Skills</b> Basics of public speaking, overcoming stage fright, structuring presentations, delivery techniques, visual aids, audience engagement.	15
5	<b>Listening Skills</b> Importance of listening, active listening techniques, barriers to listening, empathetic listening, improving listening skills.	15

**Suggested Readings:**

- "Communication Skills" by Sanjay Kumar
- "Business Communication: Concepts, Cases, and Applications" by Sangeeta Sharma
- "Effective Communication Skills" by C.S. Rayudu
- "Professional Communication" by Meenakshi Raman and Prakash Singh
- "Business Communication and Soft Skills" by S. P. Agrawal



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Programme/Class: <b>MBA in Hospitality &amp; Tourism Management</b>	(Year – 1) <b>Second Semester</b>	Max. Marks: 25+75 Min. Passing Marks: 40
Credit – 5 (Optional)	Total No. of Lectures = 75 (in hours per week): L-5/w	
<b>Code:V010807T</b>	<b>LEADERSHIP AND TEAM BUILDING</b>	

**Course Objective:** The objective of this course is to develop effective leadership skills and strategies for building and managing high-performance teams.

UNIT	TOPICS	NO OF LECTURES
1	<b>Fundamentals of Leadership</b> Concept and definitions of leadership, Leadership theories: Trait, Behavioral, Contingency, and Transformational, Differences between leadership and management, Essential qualities of effective leaders, Role of emotional intelligence in leadership, Leadership styles and their impact on team performance.	15
2	<b>Leadership Skills and Development</b> Communication skills for leaders, Decision-making and problem-solving skills, Motivation techniques, Conflict resolution and negotiation skills, Time management and delegation, Strategies for developing leadership skills, Leadership development programs and training.	15
3	<b>Building Effective Teams</b> Definition and characteristics of teams, Stages of team development: Forming, Storming, Norming, Performing, Adjourning, Roles and responsibilities of team members, Team dynamics and cohesion, Techniques for building and maintaining high-performance teams, Managing diversity within teams.	15
4	<b>Team Leadership and Management</b> Leading teams effectively, Team leadership styles, encouraging collaboration and teamwork, Strategies for enhancing team creativity and innovation, Handling team conflicts and challenges, Assessing team performance, Techniques for remote team management.	15
5	<b>Case Studies and Practical Applications</b> Analyzing leadership and team building case studies, learning from successful leaders and teams, Practical exercises and simulations for team building, Role-playing scenarios for leadership development, Real-world applications of leadership and team building principles, Continuous improvement in leadership and team performance.	15

### Suggested Readings:

- "Leadership and Team Building" by Uday Kumar Haldar
- "Leadership and Team Building" by Dr. D.K. Tripathi
- "Team Building and Group Dynamics" by A.K. Jain
- "The Indian Boss at Work: Thinking Global Acting Indian" by Steve Correa



**MAHARAJA SUHEL DEV STATE UNIVERSITY  
(MSDSU) OF AZAMGARH**

Department of Hospitality and Tourism Management,  
MSDSU, AZAMGARH

**Third Semester of MBA in Hospitality and Tourism  
Management**

**Course Structure**

Code	Paper Name	Compulsory/ Elective	Credit	Marks		
				Internal Assessment	External Assessment	Max. Marks
V010901R	SURVEY RESEARCH PROJECT	Compulsory	04			100
V010902T	RESEARCH METHODOLOGY	Compulsory (From Own Faculty)	05	25	75	100
V010903T	STRATEGIC MANAGEMENT IN HOSPITALITY	Compulsory (From Own Faculty)	05	25	75	100
<b>Select any two from the following</b>						
V010904T	HUMAN RESOURCE MANAGEMENT IN HOSPITALITY	Optional (From Own Faculty)	05	25	75	100
V010905T	LAW AND ETHICS IN HOSPITALITY	Optional (From Own Faculty)	05	25	75	100
V010906T	SUSTAINABLE TOURISM AND HOSPITALITY	Optional (From Own Faculty)	05	25	75	100
V010907T	ITALIAN WINE and BEVERAGE CULTURE	Optional (From Own Faculty)	05	25	75	100
<b>Total Credit and Marks</b>			<i>Minor</i> ✓	<b>20-24</b>		<b>400/ 500</b>

**Note:**

- Survey Research Project Report in Intra / Inter faculty related to main subject shall be prepared by the students.
- Internal Assessment of 25 marks shall consists of 10 Marks on Sessional Test (Two Sessional Test), 10 Marks on Assignment and 05 Marks on Attendance & Discipline.



# MAHARAJA SUHEL DEV STATE UNIVERSITY (MSDSU) OF AZAMGARH

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MSDSU, AZAMGARH

Programme/Class: <b>MBA in Hospitality &amp; Tourism Management</b>	(Year – 2) <b>Third Semester</b>	Max. Marks: 25+75 Min. Passing Marks: 40
Credit – 5 (Compulsory)	Total No. of Lectures = 75 (in hours per week): L-5/w	
Code:V010902T	<b>RESEARCH METHODOLOGY</b>	

**Course Objective:** The course aims to equip students with foundational knowledge and practical skills in conducting research across various academic and professional disciplines effectively.

UNIT	TOPICS	NO OF LECTURES
1	<b>Introduction to Research Methodology</b> Fundamentals of research methodology, including the nature and scope of research, types of research (qualitative, quantitative, and mixed methods), ethical considerations in research, formulation of research problems, and setting research objectives. It covers the importance of literature review and the formulation of hypotheses or research questions.	15
2	<b>Research Design</b> Research design, including experimental, descriptive, exploratory, and correlational designs. Topics include sampling techniques and sample size determination, data collection methods (surveys, interviews, observations), reliability and validity in research, and pilot testing, The selection of appropriate research instruments and data collection tools.	15
3	<b>Data Analysis Techniques</b> Data analysis techniques used in research. Topics include qualitative data analysis methods (thematic analysis, content analysis), quantitative data analysis (descriptive and inferential statistics), software tools for data analysis (SPSS, R, NVivo), interpretation of research findings, and reporting research results. It also introduces basic principles of data visualization.	15
4	<b>Research Ethics and Publication</b> Ethical considerations in research, including research ethics guidelines and protocols, confidentiality, plagiarism, and authorship issues. It covers the publication process in academic journals, peer review, manuscript preparation, and ethical responsibilities of researchers towards participants and the academic community.	15
5	<b>Research Proposal and Project Management</b> Preparation of a research proposal. Topics include components of a research proposal (title, abstract, literature review, methodology, timeline), project management in research (scheduling, budgeting, resource allocation), and presentation skills for defending the research proposal. It emphasizes the importance of critical thinking and problem-solving in research.	15

### Suggested Readings:

- "Research Methodology: Methods and Techniques" by C.R. Kothari
- "Research Methodology: A Step-by-Step Guide for Beginners" by Ranjit Kumar
- "Fundamentals of Research Methodology: Problems and Prospects" by S. K. Verma
- "Research Methodology: Concepts and Cases" by Deepak Chawla
- "Research Methodology: Methods & Techniques" by D.N. Arva



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Programme/Class: <b>MBA in Hospitality &amp; Tourism Management</b>	(Year – 2) <b>Third Semester</b>	Max. Marks: 25+75 Min. Passing Marks: 40
Credit – 5 (Compulsory)	Total No. of Lectures = 75 (in hours per week): L-5/w	
<b>Code:V010903T STRATEGIC MANAGEMENT IN HOSPITALITY</b>		

**Course Objective:** Develop strategic thinking and decision-making skills in hospitality management, focusing on industry dynamics, competitive positioning, and sustainable growth strategies.

UNIT	TOPICS	NO OF LECTURES
1	<b>Introduction to Strategic Management in Hospitality</b> Overview of strategic management concepts in the hospitality industry, strategic planning process, environmental scanning, SWOT analysis, competitive advantage, strategic intent, and corporate governance.	15
2	<b>Formulating Hospitality Strategies</b> Business-level strategies (cost leadership, differentiation, focus), corporate-level strategies (growth strategies, diversification, integration), competitive dynamics, strategic alliances, mergers and acquisitions, and strategic leadership	15
3	<b>Implementing Strategies in Hospitality</b> Strategy implementation process, organizational structure and design, resource allocation, strategic control and feedback systems, leadership and change management, and managing strategic change.	15
4	<b>Evaluating and Managing Performance</b> Performance metrics in hospitality, balanced scorecard approach, financial and non-financial performance measures, benchmarking, continuous improvement, and strategic performance evaluation.	15
5	<b>Strategic Issues and Trends in Hospitality</b> Globalization and its impact on hospitality, sustainability strategies, technology trends, crisis management and resilience, ethical considerations, and future trends in strategic management within the hospitality industry.	15

**Suggested Readings:**

- "Strategic Management for Hospitality and Tourism" by Fevzi Okumus and Levent Altinay
- "Strategic Hospitality Leadership: The Asian Initiative" by Dallen J. Timothy and James M. Makens
- "Strategic Management in Hospitality" by Cathy A. Enz



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Programme/Class: <b>MBA in Hospitality &amp; Tourism Management</b>	(Year – 2) <b>Third Semester</b>	Max. Marks: 25+75 Min. Passing Marks: 40
Credit – 5 (Optional)	Total No. of Lectures = 75 (in hours per week): L-5/w	
<b>Code:V010904T HUMAN RESOURCE MANAGEMENT in HOSPITALITY</b>		

**Course Objective:** The course aims to equip students with HR management skills tailored for the hospitality industry, emphasizing recruitment, training, and employee relations.

UNIT	TOPICS	NO OF LECTURES
1	<b>Introduction to Human Resource Management in Hospitality</b> Overview of human resource management (HRM) in the context of the hospitality industry, including its evolution and significance. Examination of HRM functions such as recruitment, selection, training, development, performance management, and employee relations specific to hospitality settings. Exploration of HRM strategies tailored to enhance organizational effectiveness and guest satisfaction.	15
2	<b>Recruitment and Selection in Hospitality</b> Detailed study of recruitment processes unique to the hospitality sector, including sourcing methods, job analysis, and job design. Analysis of selection techniques, such as interviews, assessments, and simulations, focusing on their relevance in identifying suitable candidates for various hospitality roles. Consideration of legal, ethical, and diversity-related implications in recruitment practices.	15
3	<b>Training and Development in Hospitality</b> Comprehensive review of training and development strategies essential for hospitality employees, encompassing needs assessment, training program design, delivery methods, and evaluation of training effectiveness. Examination of career development paths, succession planning, and their alignment with organizational goals in the hospitality industry.	15
4	<b>Employee Relations and Performance Management</b> In-depth analysis of employee relations practices within hospitality organizations, including conflict resolution, grievance handling, and employee engagement strategies. Exploration of performance management systems tailored to hospitality contexts, focusing on goal setting, feedback mechanisms, performance appraisal methods, and strategies for enhancing employee motivation and productivity.	15
5	<b>Legal and Ethical Issues in Hospitality HRM</b> Study of legal frameworks governing employment practices in the hospitality sector, emphasizing compliance with labor laws, regulations, and industry standards. Exploration of ethical considerations in HRM, including fairness, transparency, and social responsibility. Analysis of diversity and inclusion initiatives aimed at fostering a culturally sensitive and inclusive work environment in hospitality operations.	15

**Suggested Readings:**

- "Human Resource Management in the Hospitality Industry" by Dr. M.S. Chauhan
- "Hospitality Human Resource Management: A Case Study Approach" by Dr. R.K. Malhotra
- "Managing Human Resources in the Hospitality Industry" by Dr. J.K. Jain



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Programme/Class: <b>MBA in Hospitality &amp; Tourism Management</b>	(Year – 2) <b>Third Semester</b>	Max. Marks: 25+75 Min. Passing Marks: 40
Credit – 5 (Optional)	Total No. of Lectures = 75 (in hours per week): L-5/w	
<b>Code:V010905T</b>	<b>LAWS AND ETHICS IN HOSPITALITY</b>	

**Course Objective:** Explore legal frameworks and ethical considerations in hospitality operations to foster compliance and responsible business practices.

UNIT	TOPICS	NO OF LECTURES
1	<b>Introduction to Hospitality Laws and Ethics</b> Introduction to legal frameworks in hospitality, understanding ethical principles in hospitality operations, overview of regulatory bodies and their roles, legal responsibilities of hospitality establishments, ethical decision-making processes in hospitality.	15
2	<b>Contract Law in Hospitality</b> Basics of contract law applicable to hospitality industry, elements of a valid contract, types of contracts commonly used in hospitality operations, contract negotiation and management, legal implications of breach of contract.	15
3	<b>Employment Law in Hospitality</b> Overview of employment laws affecting the hospitality sector, rights and responsibilities of employers and employees, discrimination and harassment laws, wage and hour regulations, occupational health and safety laws in hospitality.	15
4	<b>Food Safety and Health Regulations</b> Food safety laws and regulations applicable to hospitality establishments, standards for food handling and preparation, health and safety inspections, liability issues related to foodborne illnesses, crisis management in food safety.	15
5	<b>Environmental Laws and Sustainability in Hospitality</b> Environmental regulations affecting hospitality operations, sustainable practices in hospitality industry, waste management and recycling laws, energy efficiency standards, ethical considerations in promoting environmental sustainability.	15

### Suggested Readings:

- "Laws Relating to Hotels, Motels, Restaurants & Clubs" by H.L. Kumar
- "Legal Aspects of Hospitality Management" by Renu Srivastava
- "Hospitality Law: Managing Legal Issues in the Hospitality Industry" by Stephen C. Barth



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Programme/Class: <b>MBA in Hospitality &amp; Tourism Management</b>	(Year – 2) <b>Third Semester</b>	Max. Marks: 25+75 Min. Passing Marks: 40
Credit – 5 (Optional)	Total No. of Lectures = <b>75 (in hours per week): L-5/w</b>	
<b>Code:V010906T</b>	<b>SUSTAINABLE TOURISM AND HOSPITALITY</b>	

**Course Objective:** Develop a comprehensive understanding of sustainable tourism and hospitality practices, focusing on environmental conservation, community engagement, and economic viability in tourism destinations.

UNIT	TOPICS	NO OF LECTURES
1	<b>Introduction to Sustainable Tourism</b> Overview of sustainable tourism principles, the triple bottom line (economic, environmental, and social sustainability), sustainable development goals in tourism, global trends in sustainable tourism practices, and challenges in implementing sustainable tourism initiatives.	15
2	<b>Environmental Sustainability in Tourism</b> Biodiversity conservation in tourism, climate change impacts and mitigation strategies, sustainable use of natural resources, eco-friendly practices in tourism operations, and green certifications and standards in the tourism industry.	15
3	<b>Socio-Cultural Dimensions of Sustainable Tourism</b> The preservation of cultural heritage in tourism, socio-cultural impacts of tourism on local communities, community-based tourism initiatives, indigenous tourism and sustainable development, and ethical considerations in cultural tourism.	15
4	<b>Economic Aspects of Sustainable Tourism</b> Economic benefits of sustainable tourism, sustainable tourism financing and investment, tourism policies and regulations, economic impacts of tourism development, and sustainable tourism entrepreneurship.	15
5	<b>Management and Marketing of Sustainable Tourism</b> Sustainable tourism planning and management, stakeholder engagement in sustainable tourism initiatives, sustainable tourism marketing strategies, responsible tourist behavior and education, and case studies of successful sustainable tourism destinations.	15

**Suggested Readings:**

- "Sustainable Tourism Development: A Critique" by M.P. Bezbaruah
- "Ecotourism and Sustainable Development: Who Owns Paradise?" by Martha Honey
- "Tourism, Conservation and Sustainable Development: Case Studies from Asia and Africa" edited by Shivaji Pandey
- "Sustainable Tourism: Principles, Practices & Policies" by Himanshu S. Pandey



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Programme/Class: <b>MBA in Hospitality &amp; Tourism Management</b>	(Year – 2) <b>Third Semester</b>	Max. Marks: 25+75 Min. Passing Marks: 40
Credit – 5 (Optional)	Total No. of Lectures = <b>75 (in hours per week): L-5/w</b>	
<b>Code:V010907T</b>	<b>ITALIAN WINE and BEVERAGE CULTURE</b>	

**Course Objective:** The objective is to understand Italian wine and beverage culture, including history, varieties, production methods, and regional influences.

UNIT	TOPICS	NO OF LECTURES
1	<b>Introduction to Italian Wine and Beverage Culture</b> History of Italian wine, key wine regions in Italy, grape varieties and their characteristics, wine classifications in Italy, cultural significance of wine in Italy.	15
2	<b>Italian Wines and Their Production</b> Wine-making process, types of Italian wines (red, white, sparkling, dessert), major Italian wine producers, understanding wine labels, wine tasting techniques.	15
3	<b>Italian Beverages Beyond Wine</b> Overview of Italian spirits (grappa, amaro, limoncello), popular Italian non-alcoholic beverages (coffee, mineral water, soft drinks), traditional Italian cocktails, the role of beverages in Italian dining culture.	15
4	<b>Wine and Food Pairing</b> Principles of wine and food pairing, classic Italian wine and food pairings, regional Italian cuisine and its influence on wine choices, hosting a wine and food pairing event, trends in contemporary Italian cuisine and wine pairing.	15
5	<b>Marketing and Serving Italian Wines and Beverages</b> Marketing strategies for Italian wines and beverages, wine tourism in Italy, the role of sommelier in Italian hospitality, proper serving techniques for wine and beverages, current trends and future directions in the Italian wine and beverage industry.	15

**Suggested Readings:**

- "Wine Tourism: Perfect Pairings" by Suman Billa
- "Introduction to Wine" by Vishal Kadakia
- "Wine Wisdom: A Guide to the Joys of Wine" by Subhash Arora



**MAHARAJA SUHEL DEV STATE UNIVERSITY  
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Department of Hospitality and Tourism Management,  
MSDSU, AZAMGARH

**Fourth Semester of MBA in Hospitality and Tourism  
Management**

**Course Structure**

Code	Paper Name	Compulsory/ Elective	Credit	Marks		
				Internal Assessment	External Assessment	Max. Marks
V011001R	SURVEY RESEARCH PROJECT	Compulsory	04			100
<b>Select any one subject group from the following:</b>						
<b>Group A - Tourism</b>						
V011002T	TOURISM ENTREPRENEURSHIP	Optional (From own Faculty)	05	25	75	100
V011003T	E-TOURISM AND DIGITAL MARKETING	Optional (From own Faculty)	05	25	75	100
V011004T	TRAVEL MEDIA AND JOURNALISM	Optional (From own Faculty)	05	25	75	100
V011005T	TRAVEL AGENCY AND TOUR OPERATION MANAGEMENT	Optional (From own Faculty)	05	25	75	100
<b>Group B - Hospitality</b>						
V011006T	INTERNATIONAL HOSPITALITY MANAGEMENT	Optional (From own Faculty)	05	25	75	100
V011007T	ADVANCED HOSPITALITY TECHNOLOGY	Optional (From own Faculty)	05	25	75	100
V011008T	HYGIENE AND FOOD SAFETY	Optional (From own Faculty)	05	25	75	100
V011009T	RESORT MANAGEMENT	Optional (From own Faculty)	05	25	75	100
<b>Total Credit and Marks</b>			<b>24</b>			<b>500</b>

**Note:**

- Survey Research Project Report in Intra / Inter faculty related to main subject shall be prepared by the students.
- Internal Assessment of 25 marks shall consists of 10 Marks on Sessional Test (Two Sessional Test), 10 Marks on Assignment and 05 Marks on Attendance & Discipline.



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Programme/Class: <b>MBA in Hospitality &amp; Tourism Management</b>	(Year – 2) <b>Fourth Semester</b>	Max. Marks: 25+75 Min. Passing Marks: 40
Credit – 5 (Optional)	Total No. of Lectures = 75 (in hours per week): L-5/w	
<b>Code:V011002T TOURISM ENTREPRENEURSHIP</b>		

**Course Objective:** To understand the principles of entrepreneurship in hospitality and tourism, including business planning, financial management, marketing, and sustainable growth strategies.

UNIT	TOPICS	NO OF LECTURES
1	<b>Introduction to Entrepreneurship</b> Definition and characteristics of entrepreneurship, importance of entrepreneurship in the hospitality and tourism industry, types of entrepreneurs, entrepreneurial mindset and skills, role of innovation in entrepreneurship, challenges and opportunities in hospitality and tourism entrepreneurship.	15
2	<b>Business Planning and Feasibility Analysis</b> Steps in business planning, components of a business plan, conducting market research and feasibility studies, identifying and evaluating business opportunities, financial planning and projections, risk analysis and management, importance of a feasibility study in the tourism sector.	15
3	<b>Funding and Financial Management</b> Sources of funding for hospitality and tourism ventures, venture capital, angel investors, loans and grants, crowdfunding, financial management principles, budgeting and financial forecasting, managing cash flow, financial statements analysis, financial challenges faced by entrepreneurs in tourism.	15
4	<b>Marketing and Sales Strategies</b> Developing a marketing plan, market segmentation and targeting, positioning strategies, branding and brand management, digital marketing and social media, sales techniques and strategies, customer relationship management, measuring marketing effectiveness, case studies of successful marketing strategies in tourism.	15
5	<b>Managing Growth and Sustainability</b> Strategies for business growth, scaling up operations, managing business expansion, innovation and continuous improvement, sustainability in tourism, corporate social responsibility, ethical considerations, managing human resources for growth, succession planning, exit strategies for entrepreneurs.	15

**Suggested Readings:**

- "Entrepreneurship Development in Tourism and Hospitality Sector" by M. R. Dileep
- "Tourism Entrepreneurship: Issues and Challenges" by R. Manivannan
- "Entrepreneurship in Hospitality and Tourism" by Dr. Jatashankar Tewari
- "Innovation and Entrepreneurship in the Tourism Industry" by R. Balaji
- "Hospitality and Tourism: A Global Perspective" by Rajesh Tiwari



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Programme/Class: <b>MBA in Hospitality &amp; Tourism Management</b>	(Year – 2) <b>Fourth Semester</b>	Max. Marks: 25+75 Min. Passing Marks: 40
Credit – 5 (Optional)	Total No. of Lectures = 75 (in hours per week): L-5/w	
<b>Code:V011003T</b>		<b>E-TOURISM AND DIGITAL MARKETING</b>

**Course Objective:** Understand and apply digital marketing strategies and e-tourism concepts to enhance online presence and customer engagement in tourism.

UNIT	TOPICS	NO OF LECTURES
1	<b>Introduction to E-Tourism</b> Definition and scope of e-tourism, evolution of e-tourism, impact of the internet on tourism, benefits and challenges of e-tourism, role of ICT in tourism, digital transformation in the tourism industry, online travel agencies (OTAs) and their significance.	15
2	<b>Digital Marketing Fundamentals</b> Overview of digital marketing, importance of digital marketing in tourism, key digital marketing channels, search engine optimization (SEO), search engine marketing (SEM), content marketing, social media marketing, email marketing, mobile marketing.	15
3	<b>E-Tourism Business Models</b> Various e-tourism business models, direct and indirect distribution channels, role of intermediaries in e-tourism, revenue models in e-tourism, online booking systems, dynamic packaging, the role of global distribution systems (GDS) in e-tourism.	15
4	<b>Customer Relationship Management (CRM) in E-Tourism</b> Understanding CRM in the context of e-tourism, tools and techniques for e-CRM, importance of customer data and analytics, personalization in e-tourism, strategies for customer retention and loyalty, handling customer feedback and reviews online.	15
5	<b>Emerging Trends and Future Directions in E-Tourism</b> Emerging technologies in e-tourism, role of AI and machine learning in tourism, virtual and augmented reality in tourism, blockchain technology in tourism, the future of digital marketing in tourism, sustainable e-tourism practices.	15

**Suggested Readings:**

- "E-Tourism: Concepts and Principles" by A.K. Bhatia
- "Digital Marketing for Tourism" by Vandana Ahuja
- "Tourism Management: A Global Perspective" by P.C. Sinha



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Programme/Class: <b>MBA in Hospitality &amp; Tourism Management</b>	(Year – 2) <b>Fourth Semester</b>	Max. Marks: 25+75 Min. Passing Marks: 40
Credit – 5 (Optional)	Total No. of Lectures = 75 (in hours per week): L-5/w	
<b>Code: V011004T</b>		<b>TRAVEL MEDIA AND JOURNALISM</b>

**Course Objective:** Equip students with skills in travel journalism and media, focusing on writing, photography, digital platforms, and emerging trends.

UNIT	TOPICS	NO OF LECTURES
1	<b>Introduction to Travel Media</b> Definition and scope of travel media, evolution of travel journalism, role of media in promoting tourism, types of travel media (print, digital, broadcast), major travel publications and channels, ethical considerations in travel journalism, impact of travel media on public perception and tourism trends.	15
2	<b>Writing for Travel Media</b> Fundamentals of travel writing, different styles and formats of travel writing, techniques for creating engaging travel narratives, writing for travel blogs and websites, feature writing for travel magazines and newspapers, crafting compelling travel guides, tips for capturing the essence of destinations through words.	15
3	<b>Photography and Videography in Travel Journalism</b> Importance of visuals in travel journalism, basics of travel photography, techniques for capturing stunning travel images, video storytelling for travel media, editing and enhancing travel photos and videos, ethical considerations in travel photography and videography, tools and equipment for travel journalists.	15
4	<b>Digital Travel Journalism</b> Rise of digital platforms in travel journalism, creating and managing travel blogs, leveraging social media for travel journalism, SEO strategies for travel content, monetizing travel journalism online, building an online presence as a travel journalist, case studies of successful digital travel journalists.	15
5	<b>Challenges and Future Trends in Travel Journalism</b> Challenges faced by travel journalists (e.g., safety, cultural sensitivity), legal issues in travel journalism, impact of technology on travel journalism, future trends in travel media (e.g., VR and AR in travel storytelling), sustainability and responsible travel journalism, the role of influencers and user-generated content in travel media.	15

**Suggested Readings:**

- "Travel Journalism: Exploring Production, Impact and Culture" by Anu Sachdeva
- "Handbook of Travel Journalism" by Anukrati Sharma
- "Travel Writing" by Sunil Sethi



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Programme/Class: <b>MBA in Hospitality &amp; Tourism Management</b>	(Year – 2) <b>Fourth Semester</b>	Max. Marks: 25+75 Min. Passing Marks: 40
Credit – 5 (Optional)	Total No. of Lectures = 75 (in hours per week): L-5/w	
Code:V011005T <b>TRAVEL AGENCY AND TOUR OPERATION MANAGEMENT</b>		

**Course Objective:** Equip students with knowledge and skills to manage travel agencies and tour operations, focusing on planning, sales, and future trends.

UNIT	TOPICS	NO OF LECTURES
1	<b>Introduction to Travel Agency Management</b> Definition and types of travel agencies, role and functions of travel agencies, organizational structure of travel agencies, importance of travel agencies in tourism, history and evolution of travel agencies, key players in the travel agency industry, legal and regulatory framework governing travel agencies.	15
2	<b>Setting Up and Managing a Travel Agency</b> Steps to establish a travel agency, business planning and market research, licensing and accreditation, financial management and budgeting, staffing and human resource management, marketing and promotion strategies, customer service and relationship management, technology and automation in travel agencies.	15
3	<b>Tour Operation Management</b> Definition and types of tour operators, role and functions of tour operators, organizational structure of tour operations, tour planning and development, packaging and pricing of tours, supplier relations and contracting, logistics and operational management, quality control and service standards.	15
4	<b>Sales and Distribution in Travel and Tour Operations</b> Sales techniques and strategies, distribution channels in travel and tour operations, working with travel agents and online travel agencies (OTAs), direct and indirect sales methods, use of technology in sales and distribution, customer relationship management (CRM) systems, handling customer inquiries and bookings, after-sales service and support.	15
5	<b>Challenges and Future Trends in Travel and Tour Operations</b> Major challenges faced by travel agencies and tour operators (e.g., competition, economic fluctuations, customer expectations), impact of technology on travel and tour operations, trends in sustainable and responsible tourism, innovation and creativity in tour design, crisis management and contingency planning, the future of travel agencies and tour operations, case studies of successful travel agencies and tour operators.	15

### Suggested Readings:

- "Tourism and Travel Management" by Bishwanath Ghosh
- "Travel Agency and Tour Operation: Concepts and Principles" by Jagmohan Negi
- "Tour Operations and Tour Guiding" by A.K. Bhatia
- "Tourism Management" by P.C. Sinha
- "Travel Agency and Tour Operation Management" by Mohinder Chand



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Credit – 5 (Optional)	Total No. of Lectures = <b>75 (in hours per week): L-5/w</b>	
<b>Code: V011006T INTERNATIONAL HOSPITALITY MANAGEMENT</b>		

**Course Objective:** To understand global hospitality management practices, cross-cultural challenges, and international marketing strategies for effective operation in the global hospitality industry.

UNIT	TOPICS	NO OF LECTURES
1	<b>Introduction to International Hospitality</b> Global hospitality industry overview, cultural influences on hospitality, international hospitality trends, challenges in global hospitality management, international standards and certifications, the role of globalization in hospitality, comparison of hospitality practices across different countries.	15
2	<b>International Marketing in Hospitality</b> Global marketing strategies, market segmentation and targeting in international markets, international branding and positioning, cultural considerations in marketing, digital marketing in the global hospitality industry, international sales promotion techniques, analysis of global hospitality markets.	15
3	<b>Cross-Cultural Management</b> Understanding cultural diversity, managing multicultural teams, communication across cultures, negotiation and conflict resolution in a global context, leadership styles in different cultures, cross-cultural training for hospitality professionals, adapting hospitality services to diverse cultural expectations.	15
4	<b>International Operations and Quality Management</b> Global supply chain management, international logistics and procurement, quality management systems in global hospitality, service quality standards across countries, operational challenges in different regions, benchmarking and performance measurement, best practices in international hospitality operations.	15
5	<b>Legal and Ethical Issues in International Hospitality</b> International hospitality laws and regulations, ethical issues in global hospitality management, compliance with international labor standards, handling legal disputes in different jurisdictions, corporate social responsibility in the global hospitality industry, environmental sustainability practices, ethical decision-making frameworks.	15

**Suggested Readings:**

- "International Hospitality Management" by Kumar Gaurav
- "Hospitality and Tourism Management" by Rajat Gupta
- "Global Tourism and Hospitality Management" by Arun Kumar Sharma



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MSDSU, AZAMGARH

Programme/Class: <b>MBA in Hospitality &amp; Tourism Management</b>	(Year – 2) <b>Fourth Semester</b>	Max. Marks: 25+75 Min. Passing Marks: 40
Credit – 5 (Optional)	Total No. of Lectures = 75 (in hours per week): L-5/w	
<b>Code:V011007T</b>	<b>ADVANCED HOSPITALITY TECHNOLOGY</b>	

**Course Objective:** To equip students with advanced knowledge of technology applications in hospitality, enhancing efficiency, guest experience, and operational effectiveness.

UNIT	TOPICS	NO OF LECTURES
1	<b>Introduction to Hospitality Technology</b> Evolution of technology in hospitality, significance of technology in enhancing guest experience, overview of current technologies used in the industry, role of information technology in hospitality management, impact of digital transformation on tourism, future trends in hospitality and tourism technology.	15
2	<b>Property Management Systems (PMS)</b> Functionality of Property Management Systems, integration of PMS with other systems, benefits of using PMS in hotel operations, types of PMS software available in the market, case studies of PMS implementation, challenges and solutions in PMS deployment, role of PMS in improving operational efficiency.	15
3	<b>Customer Relationship Management (CRM) Systems</b> Importance of CRM in hospitality and tourism, features of effective CRM systems, integration of CRM with other technology platforms, benefits of using CRM for customer engagement, data collection and analysis using CRM, case studies on successful CRM implementation, challenges in adopting CRM technology..	15
4	<b>E-commerce and Online Distribution Channels</b> Role of e-commerce in hospitality and tourism, types of online distribution channels, strategies for optimizing online sales, impact of online reviews and ratings on bookings, managing online reputation, technologies for secure online transactions, future trends in e-commerce for hospitality.	15
5	<b>Emerging Technologies in Hospitality</b> Internet of Things (IoT) applications, use of artificial intelligence and machine learning, virtual reality (VR) and augmented reality (AR) in guest experience, blockchain technology for secure transactions, smart hotels and automation, role of big data analytics, future prospects of emerging technologies in the industry.	15

**Suggested Readings:**

- "Technology in Hospitality and Tourism: Contemporary Applications" by Sandeep Munjal
- "Hospitality Information Technology: Learning How to Use It" by Amarjit Singh Sethi
- "Information Technology in Hotel Industry" by Ravi S. Tiwari
- "Tourism and Hospitality Management" by Sunetra Roday, Archana Biwal, Vandana Joshi
- "E-commerce in Hospitality and Tourism" by R.K. Malhotra



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Credit – 5 (Optional)	Total No. of Lectures = 75 (in hours per week): L-5/w	
<b>Code: V011008T</b>	<b>HYGIENE AND FOOD SAFETY</b>	

**Course Objective:** Equip students with comprehensive knowledge of hygiene and food safety practices essential for ensuring safe food handling and preparation.

UNIT	TOPICS	NO OF LECTURES
1	<b>Introduction to Food Safety and Hygiene</b> Definition and importance of food safety, basic concepts of hygiene in food handling, history and evolution of food safety standards, types of food hazards (biological, chemical, physical), foodborne illnesses and their impact on public health, personal hygiene for food handlers, legal and regulatory framework for food safety.	15
2	<b>Food Safety Management Systems</b> Principles of Hazard Analysis and Critical Control Points (HACCP), implementation of HACCP in food establishments, Good Manufacturing Practices (GMP) and Good Hygiene Practices (GHP), food safety audits and inspections, documentation and record-keeping for food safety, role of ISO 22000 in food safety management, food safety training and education for staff.	15
3	<b>Contamination and Control Measures</b> Sources and types of food contamination, cross-contamination and its prevention, control of microbial growth in food, temperature control and its significance, safe food storage practices, sanitation and pest control in food establishments, cleaning and disinfection procedures, use of safe water and raw materials in food preparation.	15
4	<b>Food Handling and Preparation Practices</b> Safe food handling techniques, proper cooking and reheating methods, food preservation methods (e.g., refrigeration, freezing, canning), handling high-risk foods, importance of food labeling and packaging, allergen management in food service, waste management and disposal in food establishments, role of technology in enhancing food safety.	15
5	<b>Current Trends and Future Challenges in Food Safety</b> Emerging food safety issues and challenges, impact of globalization on food safety, trends in food safety research and innovation, role of government and international organizations in food safety, consumer awareness and education in food safety, sustainable food safety practices, case studies of food safety incidents and their management, future directions in food safety and hygiene.	15

### Suggested Readings:

- "Food Hygiene and Sanitation" by Roday S
- "Food Safety Management" by Sunetra Roday
- "Essentials of Food Safety and Sanitation" by David McSwane, Nancy Rue, Richard Linton (Indian Edition)
- "Principles of Food Sanitation" by Norman Marriott, Robert Gravani (Indian Edition)



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- "Food Safety and Standards Act, 2006: A Guide" by Sanjeev Kumar Sharma



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Programme/Class: <b>MBA in Hospitality &amp; Tourism Management</b>	(Year – 2) <b>Fourth Semester</b>	Max. Marks: 25+75 Min. Passing Marks: 40
Credit – 5 (Optional)	Total No. of Lectures = 75 (in hours per week): L-5/w	
Code:V011009T	<b>RESORT MANAGEMENT</b>	

**Course Objective:** Equip students with comprehensive skills and knowledge to effectively manage resort operations, services, marketing, finance, and human resources.

UNIT	TOPICS	NO OF LECTURES
1	<b>Introduction to Resort Management</b> Definition and scope of resort management, history and evolution of resorts, types of resorts (beach, mountain, golf, spa, etc.), key differences between resorts and hotels, the resort development process, factors influencing resort location and design, market segmentation and target markets, roles and responsibilities of resort managers.	15
2	<b>Resort Operations and Services</b> Front office operations, housekeeping management, food and beverage services in resorts, recreational facilities and activities, maintenance and engineering services, security and safety in resorts, customer service excellence, handling guest complaints and feedback, role of technology in resort operations, sustainable practices in resort operations.	15
3	<b>Marketing and Sales Strategies for Resorts</b> Market research and analysis, resort branding and positioning, creating effective marketing plans, online and offline marketing strategies, use of social media in resort marketing, sales techniques and strategies, developing packages and promotions, working with travel agents and tour operators, revenue management and pricing strategies, measuring marketing effectiveness.	15
4	<b>Financial Management in Resorts</b> Understanding financial statements, budgeting and forecasting, cost control and management, revenue management, investment and financing decisions, financial performance analysis, profitability and financial ratios, capital expenditure planning, managing cash flow, financial risk management, role of accounting in resort management, financial decision-making processes.	15
5	<b>Human Resource Management in Resorts</b> Recruitment and selection processes, training and development programs, performance management, employee motivation and engagement, labor laws and regulations, managing workforce diversity, leadership and team building, conflict resolution and grievance handling, employee welfare and benefits, role of HR in ensuring service quality, succession planning, ethical considerations in HR management.	15

**Suggested Readings:**

- "Resort Management in India" by Rajesh Prasad
- "Hotel and Resort Management: Operations and Strategy" by Jagmohan Negi
- "Resorts: Management and Operations" by R.K. Malhotra



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- "Hospitality and Resort Management" by Vinod Yadav
- "Principles of Resort Management" by M.S. Rawat