



Programme Specifications

MBA Programme

Programme:
Hospitality Management

Department:
Management Studies

Faculty of Management and Commerce
M.S. Ramaiah University of Applied Sciences

University House, New BEL Road, MSR Nagar, Bangalore – 560 054

www.msruas.ac.in

Programme Specifications: Hospitality Management

| | |
|-----------------|------------------------------------|
| Faculty | Faculty of Management and Commerce |
| Department | Management Studies |
| Programme | M.B.A in Hospitality Management |
| Dean of Faculty | Dr. H S Srivatsa |
| HOD | Dr. H.S. Srivatsa |

1. Title of the Award

M.B.A. in Hospitality Management

2. Modes of Study

Full-Time Part-Time

3. Awarding Institution/Body

M.S. Ramaiah University of Applied Sciences – Bangalore, India

4. Joint Award

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5. Teaching Institution

Faculty of Management and Commerce (FMC) & Faculty of Hospitality Management and Catering Technology (FHMCT)

M.S. Ramaiah University of Applied Sciences - Bangalore, India

6. Date of Programme Specifications

September 2019 (Revised Version of 2016)

7. Date of Programme Approval by the Academic Council of MSRUAS

September 2019

8. Next Review Date

September 2021

9. Programme Approving Regulatory Body and Date of Approval

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10. Programme Accrediting Body and Date of Accreditation

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11. Grade Awarded by the Accreditation Body

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12. Programme Accreditation Validity

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13. Programme Benchmark

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14. Rationale for the Programme

The Hospitality Industry is a diverse and specialised service sector employing millions of people in a wide array of jobs around the globe. United Nations World Travel Organisation estimates an annual growth rate of about 10% in the Hospitality Industry and the need for middle and senior level management professionals is estimated to grow proportionately. There is a dearth for qualified personnel in the higher management positions in the hospitality industry. The undergraduate programmes offered by most institutions have limitations in the management component of hospitality studies which limits the growth prospects in the industry.

A Masters programme which addresses the continuous need for competent professionals in the higher echelons of hospitality management is the need of the day. At the managerial level there is a growing need for high quality education and training in hospitality to fill the gap between industry expectations and hospitality education offered today.

A Master of Business Administration in Hospitality Management will ensure a strong managerial approach and well developed entrepreneurship orientation. Feedback from the alumnus of our institute, who currently occupy senior management positions in hospitality industry, has indicated that a Master's programme with specialisation in hospitality will be of great value for aspiring hospitality managers.

Keeping the above in mind and the phenomenal growth of the hospitality industry, Faculty of Hospitality Management and Catering Technology of MSRUAS offers a Master of Business Administration in Hospitality Management degree to meet the needs of the hospitality industry and academia at all levels. It prepares students/delegates to be action-oriented leaders of executive management teams and entrepreneurial ventures with a strong theoretical and practical foundation. Graduates will be well versed in foundational principles, current best practices and ethical considerations.

The Faculty of Hospitality Management and Catering Technology of MSRUAS has highly experienced and qualified teaching fraternity to guide the student/delegate to make sound professional decisions and career plans. State-of-the-art infrastructure and other resources to facilitate academic excellence, research opportunities and professional development to prepare the students/delegates to become proficient in the operations, revenue management and marketing capabilities required for top level managers in hospitality industry. The Faculty has nurtured and maintained a long lasting goodwill with the industry, which plays a vital role in academic quality improvement, training and placement. The presence of other Faculty of applied sciences in the campus enable the students/delegates experience multi-disciplinary environment. In addition, the students/delegates benefit from the contributions of practitioners from hospitality industry.

Individuals who will benefit from the programme include hospitality employees seeking to gain expertise and hospitality managers who want to learn about new technologies and global opportunities in the field. This Master's programme will also be beneficial to entrepreneurs looking for avenues to succeed in the hospitality business and college graduates interested in entering the hospitality service sector at a managerial level.

15. Programme Aim

The aim of the programme is to create highly motivated graduates who can efficiently and effectively manage the present day complex Hospitality Industry. It also aims to promote creative and innovative thinking among graduates to develop entrepreneurial and consultative abilities.

16. Programme Objectives

The Objectives of the Programme are to enable the student/delegate:

1. To apply concepts of management in general and hospitality management principles in particular
2. To develop operational strategies to achieve organisational goals
3. To develop Standard Operating Procedures and recommend strategies to improve efficiency and productivity
4. To appraise and implement software and standards to operate Hospitality Information Systems
5. To develop strategies to enhance customer value
6. To critically appraise issues pertaining to global hospitality legal environment
7. To apply revenue management techniques and strategies in the hospitality industry
8. To provide a general perspective on life-long learning and opportunities for a career in hospitality business
9. To educate on ethics, economics, social sciences and inter-personal skills relevant to professional practice
10. To demonstrate competencies for developing new hospitality products and services through creative and critical analyses

17. Intended Learning Outcomes of the Programme

The intended learning outcomes are listed under four headings:

1. Knowledge and Understanding, 2. Cognitive Skills, 3. Practical Skills and
4. Capability/ Transferable Skills.

17.1 Knowledge and Understanding

After undergoing this programme, a student will be able to:

KU1: Discuss the principles, concepts and strategies of management and marketing in the hospitality sector

KU2: Examine the concepts of customer relationship and public relations

KU3: Discuss the role and importance of Hospitality Information Systems

KU4: Describe and apply the theoretical framework of cost and revenue management.

17.2 Cognitive Skills

After undergoing this programme, a student will be able to:

CS1: Analyse current market demands and interpret the concepts and trends in hospitality

operations

CS2: Analyse cost and revenue management strategies applicable to hospitality services

CS3: Interpret legal environment of the global hospitality industry

CS4: Plan the resources and design the facilities needed for the establishment of a hospitality business

17.3 Practical Skills

After undergoing this programme, a student will be able to:

PS1: Operate hospitality establishments by applying managerial principles and strategies

PS2: Demonstrate proficiency in managing data and hospitality management software

PS3: Develop and implement methods to market and improve customer relationship strategies

PS4: Apply appropriate cost and revenue management techniques for efficient capacity utilization in hospitality operations.

17.4 Capability /Transferable Skills

After undergoing the programme, a student will be able to

TS1: Manage information, develop technical reports and make presentations

TS2: Build, Manage and Lead a team to successfully complete a project and communicate across teams and organizations to achieve professional objectives

TS3: Work under various constraints to meet project targets

TS4: Adopt to the chosen profession by continuously upgrading his/her knowledge and understanding through Life-long Learning philosophy

18. Programme Structure

The following are the modules a student is required to successfully complete for the award of the degree. The Programme is delivered as per the Time-Table for every batch.

SEMESTER 1

| | Course Designation | Course Title | Theory (h/W/S) | Tutorials (h/W/S) | Practical (h/W/S) | Total Credits | Marks |
|---|--------------------|---------------------------|-----------------|-------------------|-------------------|---------------|------------|
| 1 | 19MBA501A | Managerial Skills | 3 | -- | -- | 3 | 100 |
| 2 | 19MBA502A | Human Resource Management | 4 | -- | -- | 4 | 100 |
| 3 | 19MBA503A | Managerial Economics | 3 | -- | -- | 3 | 100 |
| 4 | 19MBA504A | Managerial Accounts | 4 | -- | -- | 4 | 100 |
| 5 | 19MBA505A | Marketing Management | 4 | -- | -- | 4 | 100 |
| 6 | 19MBA506A | Operations Management | 4 | -- | -- | 4 | 100 |
| 7 | 19MBA507A | Business Communication | 3 | -- | -- | 3 | 100 |
| 8 | 19MBA508A | Review of Mathematics | 3 | -- | -- | 3 | 100 |
| Total | | | 28 | -- | -- | 28 | 800 |
| Total number of contact hours per week | | | 28 hours | | | | |
| Number of credits can be registered | | | Minimum | 24 | Maximum | 28 | |

SEMESTER 2

| | Course Designation | Course Title | Theory (h/W/S) | Tutorials (h/W/S) | Practical (h/W/S) | Total Credits | Marks |
|---|--------------------|---------------------------------|-----------------|-------------------|-------------------|---------------|------------|
| 1 | 19MBA509A | Strategic Management | 4 | -- | -- | 4 | 100 |
| 2 | 19MBA510A | Business Statistics & Analytics | 4 | -- | -- | 4 | 100 |
| 3 | 19MBA511A | Management Information System | 4 | -- | -- | 4 | 100 |
| 4 | 19MBA512A | Business Law | 3 | -- | -- | 3 | 100 |
| 5 | 19MBA513A | Corporate Finance | 4 | -- | -- | 4 | 100 |
| 6 | 19MBA514A | Ethics, CSR & Sustainability | 3 | -- | -- | 3 | 100 |
| 7 | 19MBA515A | Entrepreneurship Development | 4 | -- | -- | 4 | 100 |
| Total | | | 26 | -- | -- | 26 | 700 |
| Total number of contact hours per week | | | 26 hours | | | | |
| Number of credits can be registered | | | Minimum | 22 | Maximum | 26 | |

SEMESTER 3

| | Course Designation | Course Title | Theory (h/W/S) | Tutorials (h/W/S) | Practical (h/W/S) | Total Credits | Marks |
|---|--------------------|---|-----------------|-------------------|-------------------|---------------|------------|
| 1 | 19HPM501A | Hospitality Operations Management | 4 | -- | -- | 4 | 100 |
| 2 | 19HPM502A | Hospitality Revenue Management | 4 | -- | -- | 4 | 100 |
| 3 | 19HPM503A | Hospitality Information Systems | 3 | -- | -- | 3 | 100 |
| 4 | 19HPM504A | Customer Relationship Management and Public Relations | 4 | -- | -- | 4 | 100 |
| 5 | 19HPM505A | Hospitality Legal Environment and Entrepreneurship | 3 | -- | -- | 3 | 100 |
| 6 | 19HPM505A | Travel & Tourism | 3 | -- | -- | 3 | 100 |
| 7 | 19HPM598A | Summer Internship ^{2,3} | -- | -- | 6 | 6 | 100 |
| Total | | | 21 | -- | 6 | 27 | 800 |
| Total number of contact hours per week | | | 27 hours | | | | |
| Number of credits can be registered | | | Minimum | 24 | Maximum | 27 | |

SEMESTER 4

| | Course Designation | Course Title | Theory (h/W/S) | Tutorials (h/W/S) | Practical (h/W/S) | Total Credits | Marks |
|---|--------------------|--------------------------|-----------------|-------------------|-------------------|---------------|------------|
| 1 | 19MBA516A | Research Methodology | 2 | -- | -- | 2 | 100 |
| 2 | 19HPM599A | Group Project | -- | -- | 5 | 5 | 100 |
| 3 | 19HPM600A | MBA Thesis & Publication | -- | -- | 14 | 14 | 200 |
| Total | | | 2 | | 19 | 21 | 400 |
| Total number of contact hours per week | | | 21 hours | | | | |
| Number of credits can be registered | | | Minimum | 16 | Maximum | 21 | |

Note:

1. The Vacations and other activities shall be as per the Time-Table for the corresponding batch.
2. Students will undergo Summer Internship between 2nd and 3rd Semester
3. Summer Internship will be evaluated in the 3rd semester
4. Group Project will be initiated in Semester 3 and evaluated in Semester 4

A Programme is delivered as per the Time-Table for every batch.

20. Teaching and Learning Methods

The module delivery comprises of combination of few or all of the following:

1. Face to Face Lectures using Audio-Visuals
2. Workshops, Group Discussions, Debates, Presentations
3. Demonstrations
4. Guest Lectures
5. Laboratory/Field work
6. Industry Visit
7. Seminars/Conferences
8. Group Exercises
9. Project Exhibitions
10. Management Festivals

21. Group Work

19HPM599A Group Project

Students will carry out a group project and each group shall have up to five students. The purpose of group project is to develop business plan for societal and environmental benefits of new product/services. The students are required to analyse and validate the benefits of proposed business plan through appropriate research methodology. In addition, students are expected to prepare a report for assessment and intellectual property rights of complete work lies with the University. The students are required to sign an agreement before the commencement of the project. The project should be approved by a committee of examiners before starting the project. Students can choose from the projects database available with the concerned department. The details and evaluation procedure is provided in Operation Manual / Student Handbook.

22. Dissertation

19HPM600A Student can choose a topic for Thesis in consultation with the Supervisor.

Journal / Conference Publication

A student is required to submit a paper for publication in a journal / conference which is approved by the Supervisor.

23. Assessment and Grading

A module assessment will have two components:

Component - 1

CE: 50% Weightage

Course Leader can choose from the following at their discretion: Assignment/ Case Study discussion/ Surprise Quiz/ Field work/ Role play/ Poster presentation/ Group Discussion/ Video demonstration/ Write ups/ Debate / Term paper

Component - 2

SEE: 50% Weightage

(Note: For more details on the break-ups, please refer to the Course Specifications)

A student is required to score minimum of 40% in SEE and overall 40% for successful completion of a course and earning the credits.

24. Failure and Re-registration

1. A student having met attendance requirement but happens to get less than 40% in SEE and less than 40% overall will be given make up opportunity during Supplementary Term or when offered during regular semester.
2. A student, who fails to meet attendance criteria, has to Re-register when offered in the next opportunity.
3. The maximum number of such opportunities are limited and as per the Academic Regulations governing this Programme.

25. Attendance

A student is required to have a minimum of 80% attendance to be eligible to write the examination and assignment submission. Less than 80% attendance is considered to be FAIL; such a student is required to follow the same procedure as that of a failed student.

Any condoning of shortfall of the attendance is as per the Academic Regulations for MBA Programme.

26. Award of Class

As per the Academic Regulations for M.B.A. Programme.

27. Student Support for Learning

Students are given the following support:

1. Reference Books in the Library
2. Pre-reads and handouts
3. Cases/ Case Study and Caselets
4. Magazines and Journals
5. Internet Facility
6. Computing Facility
7. Laboratory Facility
8. Workshop Facility
9. Staff Support
10. Lounges for Discussions
11. Any other support that enhances their learning

28. Quality Control Measures

The following are the Quality Control Measures:

1. Review of Lesson Plan and Course Pack at the Department Peer Level
2. Review of Question Papers at the Department Peer Level
3. Student Feedback
4. Opportunities for the students to see their assessed work
5. Staff Student Consultative Committee Meetings
6. Student Exit Feedback

29. Curriculum Map

| | Knowledge and Understanding | | | | Cognitive (Thinking) Skills (Critical, Analytical, Problem Solving, Innovation) | | | | Practical Skills | | | |
|-----------|-----------------------------|-----|-----|-----|--|-----|-----|-----|------------------|-----|-----|-----|
| | KU1 | KU2 | KU3 | KU4 | CS1 | CS2 | CS3 | CS4 | PS1 | PS2 | PS3 | PS4 |
| 19MBA501A | X | X | | | | | | X | X | | | X |
| 19MBA502A | X | | | X | | X | | X | | | X | X |
| 19MBA503A | | | | | | | | | | | | |
| 19MBA504A | X | | X | | | X | X | | X | | | |
| 19MBA505A | | X | X | | X | | | X | X | | X | |
| 19MBA506A | X | X | X | X | X | X | X | X | X | | X | X |
| 19MBA507A | X | | | | | | | | | | X | |
| 19MBA508A | | | | | | X | X | | | | | X |
| 19MBA509A | | | | | X | | | | | | | |
| 19MBA510A | | | | | | X | X | | | | | X |
| 19MBA511A | | X | | | | | X | | | X | | X |
| 19MBA512A | | | | | | | | | | | X | |
| 19MBA513A | | | X | | | X | | | | | | |
| 19MBA514A | | | | | | | | | | | X | |
| 19MBA515A | | | X | | | | | X | | | X | |
| 19MBA516A | | | X | | | X | X | | | X | X | X |
| 19HPM501A | X | X | | X | | X | X | X | X | X | X | X |
| 19HPM502A | X | X | X | X | | X | X | X | X | X | X | X |
| 19HPM503A | | | X | | | X | | | | X | X | |
| 19HPM504A | X | X | | X | | X | | | | X | X | |
| 19HPM505A | X | | | | X | X | | | | X | | |
| 19HPM506A | X | X | | X | | X | | | | X | | |
| 19HPM598A | | X | X | X | X | | | X | | X | X | |
| 19HPM599A | X | X | X | X | X | X | X | X | X | X | X | X |
| 19HPM600A | X | X | X | X | X | X | X | X | X | X | X | X |

30. Capability / Transferable Skills Map

| Course Code | Group work | Self-learning | Research Skills | Written Communication Skills | Verbal Communication Skills | Presentation Skills | Behavioural Skills | Information Management | Personal management/ Leadership |
|-------------|------------|---------------|-----------------|------------------------------|-----------------------------|---------------------|--------------------|------------------------|---------------------------------|
| 19MBA501A | X | X | | X | X | X | X | X | X |
| 19MBA502A | X | X | | X | X | X | X | X | X |
| 19MBA503A | | X | | X | | X | | X | X |
| 19MBA504A | | X | | X | | X | | X | X |
| 19MBA505A | X | X | X | X | X | X | X | X | X |
| 19MBA506A | X | X | | X | X | X | | X | X |
| 19MBA507A | X | X | | X | X | X | X | X | X |
| 19MBA508A | | X | X | | | | | | X |
| 19MBA509A | X | X | | X | X | X | X | X | X |
| 19MBA510A | | X | X | X | | X | X | X | X |
| 19MBA511A | X | X | | X | | X | X | X | X |
| 19MBA512A | X | X | | X | X | X | X | X | X |
| 19MBA513A | X | X | | X | X | X | X | X | X |
| 19MBA514A | X | X | | X | X | X | X | X | X |
| 19MBA515A | X | X | | X | X | X | X | X | X |
| 19MBA516A | | X | X | X | X | X | X | X | |
| 19HPM501A | X | X | X | X | X | X | X | X | X |
| 19HPM502A | X | X | X | X | X | X | X | X | X |
| 19HPM503A | X | X | X | X | X | X | X | X | X |
| 19HPM504A | X | X | X | X | X | X | X | X | X |
| 19HPM505A | X | X | X | X | X | X | X | X | X |
| 19HPM506A | X | X | X | X | X | X | X | X | X |
| 19HPM598A | X | X | | X | X | X | X | X | X |
| 19HPM599A | X | X | X | X | X | X | X | X | X |
| 19HPM600A | X | X | X | X | X | X | X | X | X |

31. Co-curricular Activities

Students are encouraged to take part in co-curricular activities like seminars, conferences, symposium, paper writing, attending industry exhibitions, project competitions and related activities for them to enhance their knowledge and network.

32. Cultural and Literary Activities

To remind and ignite the creative endeavors annual cultural festivals are held and the students are made to plan and organise the activities.

33. Sports and Athletics

Students are encouraged to develop a habit of taking part in outdoor and indoor games on a daily basis.

