

SEMESTER – II

REVENUE / YIELD MANAGEMENT (05 Credits)	
Unit-1	The Concept of Revenue Management <ul style="list-style-type: none"> • Hotel Industry Applications <ul style="list-style-type: none"> - Benefits of the techniques/Areas where this concept is applied/How the concept is applied
Unit-2	Measuring Yield <ul style="list-style-type: none"> • Yield Statistic/Determination of Potential Revenue/Potential Average Single Rate/Potential Average Double Rate/ Multiple Occupancy Percentage/Rate Spread/Potential Average Rate/ Room Rate Achievement Factor/Identical Yields/Equivalent Occupancy/Required Non-Room Revenue per Guest
Unit-3	Elements of Revenue Management <ul style="list-style-type: none"> • Group Room Sales/Transient Room Sales/Food & Beverage Activity/Local and Area-Wide Activities/Special Events
Unit-4	Using Revenue Management <ul style="list-style-type: none"> • Potential High and Low Demand Tactics • Implementing Revenue Strategies/Availability Strategies
Unit-5	Revenue Management Computer Software <ul style="list-style-type: none"> • Works performed by Revenue Management Software • Working of the software/system • Advantages of computerized revenue management • Reports generated
Unit-6	Revenue Management Team <ul style="list-style-type: none"> • Composition of Revenue Management Team • Role of Revenue Management Team
Unit-7	Industry-wise Comparison of Yield Management Application <ul style="list-style-type: none"> • Airline/Hotels/Car Rentals/Cruise lines/Package Tours

Case Studies:

Case Studies on Yield Management on any two comparable properties:

- ❖ Bars
- ❖ Restaurants
- ❖ Resort Properties
- ❖ Heritage Properties
- ❖ Amusement Parks
- ❖ Hotels
- ❖ Airline Catering

MARKETING RESEARCH (04 Credits)	
Unit-1	MARKETING RESEARCH CONCEPTS AND DESIGN <ul style="list-style-type: none"> • Marketing Research Meaning and Importance, Research Process • Organisation of Marketing Research in India • Research Design
Unit-2	DATA COLLECTION <ul style="list-style-type: none"> • Data Collection • Sampling • Questionnaire Design and Development • Attitude Measurement and Scaling
Unit-3	DATA PROCESSING AND ANALYSIS <ul style="list-style-type: none"> • Qualitative Research – Meaning, Scope and Methodology • Data Processing – Coding, Tabulation Data Presentation • Description and inference from Sample Data • Analysis of Association
Unit-4	MULTIVARIATE ANALYSIS <ul style="list-style-type: none"> • Regression Analysis, Discriminant Analysis and Factor Analysis • Conjoint Analysis • Cluster Analysis and Multi-dimensional Scaling • Applications of Marketing Research in India – Some Case Studies

Seminars & Workshops:

- ❖ Research Design
- ❖ Attitude Measurement Scaling

Case Studies:

- ❖ Market determination for set up pubs or amusement parks in the city

EQUIPMENT AND MATERIALS MANAGEMENT (04 Credits)	
Unit-1	OPERATIONS MANAGEMENT <ul style="list-style-type: none"> • Operations Management – an overview
Unit-2	FACILITIES PLANNING <ul style="list-style-type: none"> • Product Selection • Process Selection • Facilities Location • Facilities Layout and Materials Handling • Capacity Planning
Unit-3	WORK AND JOB DESIGN <ul style="list-style-type: none"> • Work Design • Job Design
Unit-4	OPERATIONS PLANNING AND CONTROL <ul style="list-style-type: none"> • Planning and Control for Mass Production • Planning and Control for Batch Production • Planning and Control for Job Shop Production • Planning and Control of Projects • Maintenance Management
Unit-5	VALUE ENGINEERING AND QUALITY ASSURANCE <ul style="list-style-type: none"> • Value Engineering • Quality Assurance
Unit-6	MATERIALS MANAGEMENT <ul style="list-style-type: none"> • Purchase System and Procedure • Inventory Management • Stores Management • Standardization, Codification and Variety Reduction • Waste Management

Project:

Layout design of any of the following two aspects in hospitality industry:

- Central and two satellite kitchen layouts of any 5 D hotel property.
- Equipment with specification/brands/costing thereof in any 5 D property for F&B/Laundry/Health Club/Plant Room.

MANAGING ENTREPRENEURSHIP, SMALL AND MEDIUM BUSINESS PROPERTIES (04 Credits)	
Unit-1	ENTREPRENEUR AND ENTREPRENEURSHIP <ul style="list-style-type: none"> • Entrepreneurship : Small Scale • Enterprises (SSE) • Entrepreneurial Competencies • Institutional Interface
Unit-2	ESTABLISHING SMALL SCALE ENTERPRISES <ul style="list-style-type: none"> • Opportunities Scanning – Choice of Enterprise • Market Assessment for SSE • Choice of Technology and Selection of Site
Unit-3	SMALL SCALE ENTERPRISES – GETTING ORGANIZED <ul style="list-style-type: none"> • Financing the New/Small Enterprise • Preparation of the Business Plan • Ownership Structure and Organization Framework
Unit-4	OPERATING THE SMALL SCALE ENTERPRISE <ul style="list-style-type: none"> • Financial Management Issues in SSE • Operations Management Issues in SSE • Marketing Management Issues in SSE • Organizational Relations in SSE
Unit-5	PERFORMANCE APPRAISAL AND GROWTH STRATEGIES <ul style="list-style-type: none"> • Management Performance Assessment and Control • Strategies for Stabilization and Growth • Managing Family Enterprises

4-5 weeks internship with industry mentor – focussing on the select area of specialization and developing minimum two case studies related to subject.

Seminars & Workshops:

- ❖ Ethics and Corporate Governance
- ❖
- ❖ (others to be decided)
- ❖