

<b><u>DETAILED SYLLABUS FOR THE POST OF ASSISTANT PROFESSOR IN HOTEL MANAGEMENT</u></b> <b><u>DIRECT RECRUITMENT</u></b> <b><u>CAT.NO : 570/2024</u></b>			
<b><u>PAPER I</u></b>			
<b>MODULES</b>	<b>TITLE</b>	<b>SUB TOPICS</b>	<b>MARKS</b>
MODULE 1	ORGANISATIONAL BEHAVIOUR AND MANGERIAL FUNCTIONS	ROLE OF A MANAGER-DECISION MAKING-ORGANISATIONAL CLIMATE AND CHANGE-ORGANISATION STRUCTURE AND PROCESSES-BEHAVIOURAL DYNAMICS	10
MODULE 2	HOSPITALITY OPERATIONS MANAGEMENT	FOOD & BEVERAGE MANAGEMENT- ACCOMMODATION MANAGEMENT-MANAGING ENVIRONMENTAL ISSUES- HOSPITALITY ENTREPRENEURSHIP-LAWS AND STANDARDS RELATED TO HOSPITALITY BUSINESS	10
MODULE 3	FUNDAMENTALS OF MARKETING MANAGEMENT	EVOLUTION OF MARKETING-NINE PRINCIPLES OF MARKETING-MARKETING STRATEGY FOR HOSPITALITY INDUSTRY-THE SERVICE QUALITY-PRICING STRATEGIES AND TECHNIQUES IN HOSPITALITY-PUBLICITY AND PROMOTION-EXPERIMENTAL MARKETING-CONSUMER PROTECTION IN INDIA-FINANCIAL CONTROL IN MARKETING-MARKETING AUDIT	10
MODULE 4	MANAGEMENT OF PRODUCTION AND OPERATIONS	ISSUES IN PRODUCTION/OPERATIONS MANAGEMENT, FORECASTING, PRODUCTION SYSTEM DESIGN, PRODUCTION PLANNING & SCHEDULING, MATERIALS PLANNING, EMERGING ISSUES IN PLANNING/OPERATIONS MANAGEMENT	10

MODULE 5	PRINCIPLES OF REVENUE AND YIELD MANAGEMENT	THE CONCEPT OF REVENUE MANAGEMENT- MEASURING YIELD-ELEMENTS OF REVENUE MANAGEMENT-USING REVENUE MANAGEMENT-REVENUE MANAGEMENT COMPUTER SOFTWARE-REVENUE MANAGEMENT TEAM-INDUSTRY-WISE COMPARISON OF YIELD MANAGEMENT APPLICATION	10
MODULE 6	MARKETING RESEARCH AND DATA ANALYTICS	MARKETING RESEARCH CONCEPTS AND DESIGN-DATA COLLECTION-DATA PROCESSING AND ANALYSIS-MULTIVARIATE ANALYSIS	10
MODULE 7	ECONOMICS IN MANAGEMENT	INTRODUCTION TO MANAGEMENT ECONOMICS-DEMAND & REVENUE ANALYSIS-PRODUCTION AND COST ANALYSIS-PRICING DECISIONS	10
MODULE 8	PLANNING FOR HUMAN RESOURCES	LEARNING ORGANIZATION AND LEADERSHIP-BASICS OF HUMAN RESOURCE PLANNING-JOB EVALUATION-ACTION AREAS - ISSUES AND EXPERIENCES-MEASUREMENTS IN HUMAN RESOURCE PLANNING-CORPORATE SOCIAL RESPONSIBILITIES- COMPETENCY MAPPING & CONCEPT OF ASSESSMENT CENTERS-HUMAN RESOURCE DEVELOPMENT	10
MODULE 9	SALES MANAGEMENT	SALES MANAGEMENT FUNCTIONS-SELLING SKILLS- SALES FORCE MANAGEMENT-PLANNING AND CONTROL OF THE SALES EFFORT	10
MODULE 10	LABOUR LAWS (LEGAL FRAMEWORK IN HOSPITALITY)	INTRODUCTION TO LABOUR LEGISLATION-LAWS ON WORKING CONDITIONS-INDUSTRIAL RELATIONS LAW-WAGES AND LABOUR LAWS-LAWS FOR LABOUR WELFARE AND SOCIAL SECURITY	10
		<b>TOTAL MARKS</b>	<b>100</b>

<b><u>PAPER II</u></b>			
<b>MODULES</b>	<b>TITLE</b>	<b>SUB TOPICS</b>	<b>MARKS</b>
MODULE 1	DEVELOPMENT AND PLANNING OF PROPERTY	TECHNICAL REQUIREMENTS AS ESTABLISHED BY LAW AND NEED-FACILITIES DESIGN & ANALYSIS-GLOBAL GREEN INITIATIVE-PLANNING FOR SPECIAL GUESTS- STUDY OF ARCHITECTURAL FEATURES OF SOME OF THE PROMINENT HOTELS	10
MODULE 2	SERVICE MARKETING & CONSUMER BEHAVIOUR IN HOSPITALITY INDUSTRY	MARKETING OF SERVICES - CONCEPTS AND ISSUES-MARKETING OF HOSPITALITY SERVICES - CONCEPTS & ISSUES, MARKETING OF EDUCATION & PROFESSIONAL SERVICES, CONSUMER BEHAVIOUR - ISSUES & CONCEPTS, INDIVIDUAL INFLUENCES ON BUYING BEHAVIOUR, GROUP INFLUENCES ON CONSUMER BEHAVIOUR, THE BUYING PROCESS, MODELLING BUYER BEHAVIOUR	10
MODULE 3	INTERNATIONAL MARKETING IN HOSPITALITY	INTRODUCTION TO INTERNATIONAL MARKETING, ENVIRONMENT OF INTERNATIONAL BUSINESS, POLICY FRAME WORK AND PROCEDURAL ASPECTS, INTERNATIONAL MARKETING MIX, INTERNATIONAL MARKETING PLANNING	10
MODULE 4	INFORMATION TECHNOLOGY IN HOSPITALITY MANAGEMENT	MANAGERIAL APPLICATIONS OF COMPUTERS-COMPUTERS AND DECISIONAL TECHNIQUES-ADVANCED DECISIONAL TECHNIQUES-MANAGEMENT INFORMATION SYSTEM-SYSTEMS ANALYSIS AND COMPUTER LANGUAGES	10

MODULE 5	MATERIALS AND EQUIPMENT MANAGEMENT	MATERIAL HANDLING-MATERIALS MANAGEMENT-WORK STUDY-QUALITY CONTROL-MAINTENANCE MANAGEMENT-WASTE MANGEMENT-PACKAGING & DISTRIBUTION MANGEMENT	10
MODULE 6	RESEARCH METHODOLOGY	INTRODUCTION TO RESEARCH METHODOLOGY-DATA COLLECTION & MEASUREMENT-DATA PRESENTATION & ANALYSIS-REPORT WRITING & PRESENTATION	10
MODULE 7	MICE	CORPORATE SECTOR & BUSINESS TRAVELLER-INCENTIVE TRAVEL-MEETINGS,WORKSHOP,SEMINAR& CONFERENCE-TRADE FAIR & EXHIBITIONS-PLANNING MICE-LINKAGE WITH TOURISM-CONVENTION MANAGEMENT, MANAGING EXPOSITIONS	10
MODULE 8	ENTREPRENEURIAL MANAGEMENT IN SMALL AND MEDIUM BUSINESS ENTERPRISES	ENTREPRENEUR AND ENTREPRENEURSHIP, ESTABLISHING SMALL-SCALE ENTERPRISES, SMALL-SCALE ENTERPRISES - GETTING ORGANIZED, OPERATING THE SMALL-SCALE ENTERPRISE, PERFORMANCE APPRAISAL AND GROWTH STRATEGIES	10
MODULE 9	ORGANISATIONAL CHANGE MANAGEMENT STRATEGIES	CONCEPT OF MANAGING CHANGE-DAIOGNOSIS AND INTERVENTION-MODELS OF ORGANISATIONAL CHANGE-CONSULTING: APPROCHES & SKILLS	10
MODULE 10	SOCIAL PROCESSES AND BEHAVIOURAL CHALLENGES	SOCIAL AND ORGNISATIONAL CULTURES-INTRA-PERSONAL PROCESSESS-GROUP AND INTERGROUP PROCESSES-ORGANISATIONAL PROCESSES	10
		<b>TOTAL MARKS</b>	<b>100</b>