

**Maulana Abul Kalam Azad University of Technology, West Bengal**

*(Formerly West Bengal University of Technology)*

**Syllabus for M. Sc. Hospitality Management**

**(Effective from Academic Session 2018-2019)**

**Course Structure**

Year	Semester	Paper Code	Paper Name	Marks	Credit
1 <sup>st</sup>	I	MSCH 101	Introduction to Hospitality & Tourism	100	4
	I	MSCH 102	Understanding Hospitality Operations	100	4
	I	MSCH 103	Managerial Economics	100	4
	I	MSCH 104	Information Management System and Hospitality	100	4
	I	MSCH 105	F&B Control & Management	100	4
	I	MSCH 106	Business Communication	100	4
Total				600	24

Year	Semester	Paper Code	Paper Name	Marks	Credit
1 <sup>st</sup>	II	MSCH 201	Revenue / Yield Management	100	4
	II	MSCH 202	Niche Tourism Products and MICE	100	4
	II	MSCH 203	Leisure Management	100	4
	II	MSCH 204	Managing Entrepreneurship: Small and Medium Business Properties	100	4
	II	MSCH 205	Marketing & Sales Management	100	4
	II	MSCH 206	Properties Development & Planning	100	4
Total				600	24

Year	Semester	Paper Code	Paper Name	Marks	Credit
2 <sup>nd</sup>	III	MSCH 301	Research Methodology	100	4
	III	MSCH 302	Human Resource Management	100	4
	III	MSCH 303	Supply Chain & Logistics Management	100	4
	III	MSCH 304	Strategic Management	100	4
	III	MSCH 305 (A/B/C)*	Elective I (Any Two)	100+1 00	4+4
Total				600	24

Year	Semester	Paper Code	Paper Name	Marks	Credit
2 <sup>nd</sup>	IV	MSCH 401	Inventory & Material Management	100	4
	IV	MSCH 402	Ethics, Corporate Governance and CSR	100	4
	IV	MSCH 403	Managing Change In Organisations	100	4
	IV	MSCH 404 (A/B/C)*	Elective III (Any Two)	100+1 00	4+4
	IV	MSCH 406	Dissertation	100	4
Total				600	24

\*Students are to choose the electives exclusively from any one verticals i.e. both the subjects are to be from either A or B or C in both III & IV semester

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<b><u>Elective Specialization Papers (III Sem.)</u></b>	<b><u>Elective Specialization Papers (IV Sem.)</u></b>
<p><b>305A. Hospitality Sales &amp; Marketing</b></p> <ol style="list-style-type: none"><li>1. Services Marketing</li><li>2. Customer Relationship Management</li><li>3. Digital Marketing of Services</li></ol>	<p><b>404A. Event Management</b></p> <ol style="list-style-type: none"><li>1. Event Planning &amp; Coordination</li><li>2. Contracting and Legal Aspects</li><li>3. Corporate Image Building</li></ol>
<p><b>305B. Hospitality Operations Management</b></p> <ol style="list-style-type: none"><li>1. Catering Management</li><li>2. Corporate Facilities Management</li><li>3. Retail Management</li></ol>	<p><b>404B. Leisure Management</b></p> <ol style="list-style-type: none"><li>1. Entertainment &amp; Recreation Management</li><li>2. Lifestyle Management</li><li>3. Ecotourism</li></ol>
<p><b>305C. Human Resource Management</b></p> <ol style="list-style-type: none"><li>1. International Human Resource Management</li><li>2. Human Resource Planning</li><li>3. Organisational Behaviour</li></ol>	<p><b>404C. Entrepreneurship</b></p> <ol style="list-style-type: none"><li>1. Business Enterprise Modelling</li><li>2. Family Business Management</li><li>3. Management of MSME Ventures</li></ol>