

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL
(Formerly West Bengal University of Technology)
Syllabus of B.Sc. In Hospitality & Hotel Administration
(Effective from 2023-24 Academic Sessions)

Semester – VIII
Curriculum Structure

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	Major	BHHAM801	Research Methodology	4	1	0	5
2.		BHHAM802	Strategic Management	4	1	0	5
4.	SEC	SEC881	Research Project	0	0	12	12
Total Credit							22

Subject Name: Research Methodology

Subject Code: BHHAM801

Total Credit: 5

Contact Hours: 75 hours

Course Objective:

1. To develop a fundamental understanding of research concepts, objectives, and the characteristics of good research.
2. To familiarize students with research problem identification, hypothesis formulation, and literature review techniques.
3. To provide knowledge of research design, sampling methods, and data collection techniques used in research studies.
4. To enhance students' ability to apply basic statistical tools and present data effectively through tables, charts, and diagrams.
5. To develop awareness regarding research ethics, plagiarism, citation styles, and the preparation of research reports and proposals.

Sl.	Course Outcome (CO)
1	Explain the meaning, objectives, characteristics, and types of research and identify appropriate research problems and hypotheses.
2	Conduct literature reviews and design suitable research methodologies for different types of research studies.
3	Apply sampling techniques and data collection methods for gathering relevant primary and secondary data.
4	Analyze and present research data using basic statistical tools, tables, graphs, histograms, bar diagrams, and pie charts.
5	Prepare research proposals and reports by applying ethical research practices, proper citation styles, and plagiarism-free academic writing.

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Modules to be Covered

Module 1: Fundamentals of Research

- Concepts: Meaning, objectives, and characteristics of good research.
- Problem Identification: Formulating a research topic and developing a working hypothesis.

Module 2: Literature Review & Research Design

- Literature Survey: Meaning, necessity and sources.
- Research Design: Components, types, and features of a sound research design. Types of Research: Basic vs. applied, qualitative vs. quantitative, exploratory, descriptive, and experimental research.

Module 3: Data Collection & Statistical Analysis

- Sampling: Probability and non-probability sampling techniques, sample size, and characteristics of a good sample.
- Data Collection: Primary and secondary data, questionnaires, interviews, and case studies.
- Statistical Tools: Classification and tabulation of data, Mean, Median, Mode. Histograms, frequency
- Data Presentation: Tabular, graphic, bar diagrams, and pie charts.

Module 4: Research Ethics & Report Writing

- Ethics: Researcher's ethical code and the concept of plagiarism.
- Drafting a Proposal: Structure of a research report, formatting, and presenting findings (oral and poster).
- Citations & Formatting: Referencing styles (APA, MLA, Chicago), impact factors, and citations.

Reading References

1. Kothari, C. R., and Gaurav Garg. *Research Methodology: Methods and Techniques*. New Age International Publishers.
2. Kumar, Ranjit. *Research Methodology: A Step-by-Step Guide for Beginners*. Sage Publications.
3. Cooper, Donald R., and Pamela S. Schindler. *Business Research Methods*. McGraw Hill Education.
4. Saunders, Mark, Philip Lewis, and Adrian Thornhill. *Research Methods for Business Students*. Pearson Education.
5. Creswell, John W., and J. David Creswell. *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. Sage Publications.

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Subject Name: Strategic Management

Subject Code: BHHAM802

Total Credit: 5

Contact Hours: 75 hours

Course Objective: Course Objectives

1. To develop an understanding of the concepts, process, and importance of Strategic Management in organizational success.
2. To familiarize students with mission, goals, and objectives formulation for effective strategic planning and decision-making.
3. To provide knowledge of environmental analysis techniques and their role in identifying organizational opportunities and threats.
4. To enhance understanding of organizational change, innovation, creativity, and learning organizations in a dynamic business environment.
5. To introduce competitive and corporate strategies along with strategic evaluation and control mechanisms for effective implementation of strategies.

Sl.	Course Outcome (CO)
1	Explain the concepts, nature, process, and significance of strategic management and distinguish between strategic thinking, planning, and decision-making.
2	Develop mission statements, organizational goals, and objectives for strategic direction and organizational effectiveness.
3	Analyze the external business environment using tools and techniques such as SWOT and ETOP for strategic decision-making.
4	Evaluate organizational change, innovation processes, learning organizations, and strategies for managing planned change effectively.
5	Assess competitive and corporate strategies and apply strategic evaluation and control techniques for organizational growth and sustainability.

Modules to be Covered

Module 1 – Strategic Management: An Introduction: Strategic thinking Vs Strategic Management Vs Strategic planning, meaning of strategic management, concept of strategy, policy and strategy, strategy and tactic, Strategy and strategic plan, Nature of strategic plan, nature of strategic decisions, approaches to strategic decision making, levels of strategies, The strategic management process, strategic management: merits and demerits.

Module 2 – Defining Mission, Goals and Objectives: Defining Mission, Importance of Mission Statement, Characteristics of a Mission Statement, Components of a Mission Statement, Formulation of Mission Statement, Evaluating Mission Statements, Concept of Goals and Objectives.

Module 3- External environment: Analysis and appraisal: Concept of environment, environmental analysis and appraisal, why environmental scanning and analysis, component of environment, SWOT: A tool of environment analysis, techniques of environmental search and analysis, ETOP: A technique of diagnosis, decision making on environmental information.

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Module 4- Organisational change and innovation: Planned and unplanned change, causes or forces of organisational change, managing planned change, choosing a change strategy, creativity and innovation in organisations, organizational creativity and innovation process, learning organization.

Module 5- Generic competitive strategy: Generic vs. competitive strategy, the five generic competitive strategy, competitive marketing strategy option, offensive vs. defensive strategy, Corporate strategy: Concept of corporate strategy, offensive strategy, defensive strategy, scope and significance of corporate strategy.

Module 6- Strategic evaluation and control: Evaluation of strategy and strategic control, why strategy evaluating, criteria for evaluation and the evaluation process, strategic control process, types of external controls.

Reading References

1. David, Fred R., and Forest R. David. *Strategic Management: A Competitive Advantage Approach, Concepts and Cases*. Pearson Education.
2. Kazmi, Azhar. *Strategic Management and Business Policy*. McGraw Hill Education.
3. Thompson, Arthur A., Margaret A. Peteraf, John E. Gamble, and A. J. Strickland III. *Crafting and Executing Strategy: The Quest for Competitive Advantage*. McGraw Hill.
4. Wheelen, Thomas L., J. David Hunger, Alan N. Hoffman, and Charles E. Bamford. *Strategic Management and Business Policy*. Pearson Education.
5. Pearce, John A., and Richard B. Robinson Jr. *Strategic Management: Formulation, Implementation and Control*. McGraw Hill Education.

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Subject Name: Research Project

Subject Code: SEC881

Total Credit: 12

Course Objective: The primary objective of a project evaluation course is to equip learners with the skills to systematically assess projects, determining if they achieved their objectives by analyzing performance, resources, and impact to foster continuous improvement, inform future decision-making, and enhance accountability among stakeholders. Key objectives include mastering evaluation techniques, identifying project strengths and weaknesses, improving project management practices, and communicating findings effectively to stakeholders.

1. General Document Setup

- **Pages:** 70-75 Pages
- **Font:** 12-point Times New Roman
- **Spacing:** Double-spaced throughout the entire document (including the abstract and references).
- **Margins:** 1 inch (2.54 cm) on the top, bottom, left, and right.
- **Page Numbers:** Bottom right corner (header), continuing sequentially from the title page.

2. Standard Structure of a Research Project

Each major section on a new page:

1. **Title Page:** Contains the project title, your name, institution, date, and course/advisor details.
2. **Abstract:** A 150-250 word summary of your entire project, followed by 3–5 keywords.
3. **Introduction:** States the research problem, background context, and your hypothesis or main objective.
4. **Literature Review:** Discusses relevant past research and theories on your topic.
5. **Methodology:** Details how you gathered your data, conducted experiments, or selected your sources.
6. **Results & Discussion:** Presents your findings and explains what they mean.
7. **Conclusion & Future Scope:** Summarizes your core arguments and suggests avenues for future research.
8. **References / Works Cited:** An alphabetized list of all sources used, formatted according to your assigned style guide.

The various themes should be related to hotel, hospitality and tourism industry. Outlined below are only samples and should not be mistaken for specific Research Project Topic/Title. The Project Title should be duly approved by your supervisor.

- Guest facilities and their impact on satisfaction
- Service Quality and success of hotel business
- Restaurant services and guest satisfaction
- Role of technology in hotel
- Application of AI in hospitality industry
- HR Policies in employee retention

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- Housekeeping role in profit maximization
- ICT application in Hotel