UNIVERSITY OF MUMBAI

M.Com. (Business Management) – Semester II

Hospitality Management

Particulars	Details
Programme	M.Com. (Business Management)
Course Name	Hospitality Management
Total Credits	02
Total Marks	50
University Assessment	25
College Assessment	25
Prerequisite	

Course Outcomes

• CO 1 – Improve soft skills to enhance communication skills.

• CO 2 – Understand the importance of application of Principles of Management

• CO 3 – Understand the Importance of Hospitality in the Hotel industry

• CO4 – Understand the importance of Hospitality in Tourism Industry

MODULE 1

Unit 1- Soft Skills Development

• Basic English - Meeting and greeting phrases in Hospitality industry - Personality development (Patience, Respect, Tolerance, Leadership skills, Technical skills) - Importance of body language, Personal, Social etiquettes, life skills, disaster management skills.

• Principles of Management (Planning, Organising, Staffing, Leading and Controlling with reference to Hospitality Industry) - Levels of Management in the Hospitality Industry

MODULE 2

Unit 2-Hospitality in Hotel Industry & Tourism Industry

• Introduction to Hospitality Management, Hotel – Definition, classification and star categorization of hotel, Meal Plan, Types of Room, Front office desk management –Food serving etiquettes – Accommodation Policy– Career Opportunities in Hotel Industry.

• Definitions and Historical Development of Tourism, Types and Forms of Tourism, Planning and Execution of Tour Plans – Coordination during Tour Management – Networking for tour management - Career Opportunities in Tourism Industry

References

• Be Our Guest: Perfecting the Art of Customer Service - Disney Institute.

• Setting the Table: The Transforming Power of Hospitality in Business - Danny Meyer.

• 12 Golden Keys to Hospitality Excellence - Frank H. Benzakour.

• Tourism Planning and Development - J.K. Sharma.

• Studies in Tourism - Sagar Singh.

• Tourism: Principles and Practices - Cooper C., Fletcher J., Gilbert D and Wanhil. S.

• Tourism: Principles and Practices - McIntosh, R.W.