

गोंय विद्यापीठ

ताळगांव पठार,

गोंय - ४०३ २०६

फोन : +९१-८६६९६०९०४८



(Accredited by NAAC)

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GU/Acad –PG/BoS -NEP/2023-24/587

Date: 17.01.2024

CORRIGENDUM

In partial modification to the Circular No. GU/Acad –PG/BoS -NEP/2023/370/2 dated 26.09.2023, relating to the updated approved Syllabus of the **Master of International Hospitality and Tourism Management Programme**.

The name of the programme shall be read as '**Master of Science in International Hospitality and Tourism Management**' instead of '**Master of International Hospitality and Tourism Management**'.

The Dean/ Vice-Deans of the Goa Business School and Principals of Affiliated Colleges offering the **Master of Science in International Hospitality and Tourism Management Programme** are requested to take note of the above and bring the contents of the Circular to the notice of all concerned.

(Ashwin V. Lawande)

Assistant Registrar – Academic-PG

To,

1. The Dean, Goa Business School, Goa University.
2. The Vice-Deans, Goa Business School, Goa University.
3. Principals of Affiliated Colleges offering the Master of Science in International Hospitality and Tourism Management Programme.

Copy to:

1. The Chairperson, Board of Studies in Hospitality, Travel & Tourism Studies.
2. The Controller of Examinations, Goa University.
3. The Assistant Registrar, PG Examinations, Goa University.
4. Directorate of Internal Quality Assurance, Goa University for uploading the Syllabus on the University website.

Master of Science in International Hospitality and Tourism Management
Offered under OA-35
(With effect from the Academic Year 2022-23)

OBJECTIVES OF THE PROGRAMME:

1. To understand the management functions of hospitality and tourism industry including human resource management, financial management, marketing and technology applications.
2. To enrich strategic and operational insights of the hospitality and tourism industry.
3. To train students to pursue an international and fast-moving career in the hospitality and tourism industry in a global and multi-cultural environment.

PROGRAMME SPECIFIC OUTCOMES:

On successful completion of the course students will be able to:

1. Apply knowledge and skills associated with problem solving, creative and critical thinking, reflection and decision making, for effective functioning in hospitality and tourism industry.
2. Apply administrative, research and leadership skills in management careers in hospitality and tourism operations globally.
3. Demonstrate professional ethics, provide leadership, display personal and global responsibility, and work effectively as a team member.

STRUCTURE OF PROGRAMME

Total No. of credits:-80

Semester 1		
Course Code	Title of the Course	Credits
Discipline Specific Core Course		
<u>IHT-500</u>	Advanced Hospitality Management	4
<u>IHT-501</u>	International Tourism Management	4
<u>IHT-502</u>	Advanced International Human Resource Management	4
<u>IHT-503</u>	Advanced Revenue Management for Hospitality	4
	Total credits	16
Discipline Specific Elective Course (Any one)		
<u>IHT-521</u>	Event Management	4
<u>IHT-522</u>	Cruise Line Management	4
	Total credits	4
	Total	20 credits
Semester 2		
Course Code	Title of the Course	Credits
Discipline Specific Core Course		
<u>IHT-504</u>	Management Information Systems in Hospitality(Practical)	4
<u>IHT-505</u>	Sustainable Tourism Management	4
<u>IHT-506</u>	Entrepreneurship in Tourism	4
<u>IHT-507</u>	Advanced Marketing Management	4
	Total credits	16
Discipline Specific Elective Course (Any one)		
<u>IHT-523</u>	Advertising Management in Tourism	4
<u>IHT-524</u>	Travel Agency and Tour Operations Management	4
	Total credits	4
	Total	20

Semester 3		
Course Code	Title of the Course	Credits
Research Specific Elective Course (Any 2)		
<u>IHT-600</u>	Qualitative Research Methods (Theory)	2
<u>IHT-601</u>	Qualitative Research Methods (Practical)	2
<u>IHT-602</u>	Quantitative Research Methods (Theory)	2
<u>IHT-603</u>	Quantitative Research Methods (Practical)	2
<u>IHT-604</u>	Case Writing and Analysis	4
<u>IHT-605</u>	Research in Cultural studies	4
	Total Credits	8
Generic Elective Course (Any 3)		
<u>IHT-621</u>	Food and Beverage Tourism	4
<u>IHT-622</u>	Consumer Behavior	4
<u>IHT-623</u>	Business Communication	4
<u>IHT-624</u>	Negotiations and Conflict Management	4
<u>IHT-625</u>	Hiring and Talent Management	4
<u>IHT-626</u>	Portuguese Language	4
<u>IHT-627</u>	French Language	4
	Total Credits	12
	Total	20
Semester 4		
Course Code	Title of the Course	Credits
Research Specific Elective Course (any one)		
<u>IHT-606</u>	Marketing Research	4
<u>IHT-607</u>	Academic Writing and Research Ethics	4
	Total credits	4
	Internship	Credits
<u>IHT-652</u>	Internship	16
	Total credits	16
	Total	20 credits

Semester I**Name of the Programme: M.Sc. International Hospitality and Tourism Management****Course Code: IHT-500****Title of the Course: Advanced Hospitality Management****Number of Credits: 4****Effective from AY: 2022-23**

Pre-requisites for the Course:	Nil	
Course Objectives:	The course is designed to understand the structure, nature and operating characteristics of the different sectors of the hospitality industry, food service, and lodging.	
Content:		No of hours
	<p>UNIT - I Front Office Management Introduction to Hotel Management, Property Management Systems, Guest Cycle, Yield, Management, Night Audit, Managing Hospitality, Training for Hospitality, Promoting in-house sales, Revenue Management. Demonstration work in reservation, registration, and check out process using software.</p>	15 hours
	<p>UNIT II Food and Beverage Management Introduction, Menu management, food and beverage (F & B) controls, cycle of control, Bar Management, Frauds in F&B Management, hazard analyses and critical control points (HACCP), Emerging trends in F&B operations, Managing quality in F&B operations, Customer relationship management, Managerial functions. Demonstration work in menu designing and menu engineering.</p>	15 hours
	<p>UNIT III Accommodation Management Introduction, Managing Housekeeping personnel, Contracts and Outsourcing, Planning Housekeeping operations, Housekeeping inventories, Supervision in Housekeeping, linen and laundry operations, Interior designing, Interior decoration, Hotel renovation, Budgeting for Housekeeping expenses, ergonomics in Housekeeping, Customer expectations, Service delivery, Wow factor, Changing trends. Hands on training on use of cleaning agents and processes used in hospitality industry.</p>	15 hours
	<p>UNIT IV Timeshare and Resort Management Concept of time share, recreation and entertainment, wellness and spa management, vacation ownership, definition of time share and condominiums, marketing of timeshares, exchange companies, Resort Condominiums of International (RCI) and intervals international, developing vacation ownership concept. Concept of resort management, types of resorts, characteristics, special considerations in resort planning and development, importance of guest activities in resort management</p>	15 hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practicals, seminars, case studies, role plays, and problem	

	solving, to enable the students to learn in an interactive mode.
References/ Readings:	<ol style="list-style-type: none"> 1. B. Davis, A. Lockwood, P. Alcott, and I. S. Pantelidis, Food and beverage management. Routledge, 2018. 2. S. Andrews, Introduction to Tourism and Hospitality Industry. Tata McGraw-Hill, 2015. 3. S. Andrews, Hotel housekeeping. Tata McGraw-Hill Education, 2017. 4. S. Andrews, Hotel Front office Operations. Tata McGraw-Hill, 2017. 5. Raghubalan, Housekeeping Operations and Management. Tata McGraw-Hill, 2015. 6. R. Mill, Resorts Management and Operation. Wiley Publications, 2011.
Course Outcomes:	<p>At the end of the course the students will be able to:</p> <ol style="list-style-type: none"> 1. Manage operations in Front Office Management 2. Design menu and control processes in Food and Beverage management 3. Plan and execute accommodation operations. 4. Apply concepts of resort management.

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Name of the Programme: M.Sc. International Hospitality and Tourism Management

Course Code: IHT-501

Title of the Course: International Tourism Management

Number of Credits: 4

Effective from AY: 2022-23

Pre-requisites for the Course:	Nil	
Course Objectives:	The course aims to develop an insight into fields and patterns of international tourism in terms of past, present and future perspectives besides looking into the forces and factors influencing tourism growth.	
Content:		No of hours
	UNIT I International Tourism Perspective Components of Tourism & Tourism Management, Economic Importance, Benefits and Costs of Tourism, Tourism through the ages, Chronologies of Travel, Career opportunities in Tourism	15 hours
	UNIT II Organization of Tourism World, National, Regional and Other Organizations, Passenger Transportation: Airline, Rail, Motor coach, Automobile, Cruise Industry, Other modes of transportation, Hospitality and Related Services: Lodging industry, Food Service Industry, MICE, Organizations in the distribution process, Attractions, Entertainment, Recreation and Other Tourist draws	15 hours
	UNIT III Understanding Travel Behaviour Motivation of pleasure travel, The development of motivation models, Cultural & International tourism for life's enrichment, development and promotional measures, types of destinations as travel experiences, Other tourist appeals, Tourism and peace, Sociology of Tourism: Effects on the individual, family and society, emergence of group travel patterns, Social tourism, The international tourist, Barriers to travel. Preparing international tour itinerary and documentation.	15 hours
	UNIT IV Tourism Supply, Demand and Development Tourism components and supply: supply components, natural resources, built environment, operating sectors, spirit of hospitality and cultural resources, matching demand with supply, Measuring and forecasting demand, Tourism planning, development and social considerations, Development of tourist potential, Future of tourism.	15 hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practicals, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.	
References/ Readings:	<ol style="list-style-type: none">1. C. R. Goeldner, and J. B. Ritchie, Tourism principles, practices, philosophies. John Wiley and Sons, 2017.2. S. Andrews, Introduction to Tourism and Hospitality Industry. Tata McGraw-Hill, 2017.3. S. Andrews, Hotel Front office Operations, Tata McGraw-Hill, 2011).4. D. A. Fennell and C. Cooper, Sustainable tourism: Principles, contexts and practices. Channel View Publications, 2020.	

	5. 5. W. T. Fang, Tourism in emerging economies. Springer Singapore, 2020.
Course Outcomes:	At the end of the course the students will be able to: <ol style="list-style-type: none">1. Comprehend the major concepts in tourism2. Identify the different tourism organizations3. Analyse and interpret touristbehaviour4. Evaluate tourism Supply, Demand and Development

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Name of the Programme: M.Sc. International Hospitality and Tourism Management

Course Code: IHT-502

Title of the Course: Advanced International HumanResource Management

Number of Credits: 4

Effective from AY: 2022-23

Pre-requisites for the Course:	Nil	
Course Objectives:	The course aims to enhance the insight of the students regarding the various Human Resource Practices and concepts in Organizations.	
Content:		No of hours
	UNIT- I Pattern and philosophy of International HR management Implications in personnel function, concept and scope of personnel management vis-à-vis behavioral science and interdisciplinary approach, human resources in a Comparative perspective, international recruitment and selection policy, cultural factors/Issues in performance management, developing international staff and multinational teams.	15 hours
	UNIT II Man power planning Recruitment procedures, Organization, direction, control, coordination leadership, communication, delegation, approaches to international compensation, repatriation, managing global diverse workforce. Industrial relations in a comparative perspective, global unions. Demonstration work on recruitment and selection procedures.	15hours
	UNIT III Manpower development and compensation Role and responsibilities of HR, training process, methods of training, tools and aids, evaluation of training programs, job description, job analysis, job evaluation, job satisfaction, internal motivation, wages, Fringe benefits, promotion, reward management. Demonstration work on train the trainer.	15 hours
	UNIT IV Global HR Trends and issues Industrial relations: Nature, importance and approaches of industrial relations, Labour relation, role of trade Unions and labor, collective bargaining, , human resource managers, major challenges faced by them in 21st century Disciplinary procedure, grievance handling procedure, resolving disputes, managing ethical issues, HR Audit and evaluation, promotion and transfer, reason of transfer, lay-off, resignation, dismissal, retrenchment, Voluntary Retirement Scheme.	15 hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practicals, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.	
References/ Readings:	<ol style="list-style-type: none">1. M. Ozbilgin, International human resource management: Theory and practice. Bloomsbury Publishing, 2020.2. R. J. Stone, A. Cox, and M. Gavin, Human resource management. John Wiley and Sons, 2020.3. K. Aswathappa, Human Resource Management. New Delhi: McGraw Hill Education, 2019.	

	<ol style="list-style-type: none">4. Ivansevich, Human Resource Management. Tata McGraw Hill, 2017.5. C. R. Greer, Strategic human resource management. Pearson Custom Publishing 2021.
Course Outcomes:	<p>At the end of the course, the student will have the competence in:</p> <ol style="list-style-type: none">1. Identifying pattern and philosophy of International HRM management2. Man power planning in organizations.3. Demonstrating training and development practices.4. Comprehending HR trends and issues globally.

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Name of the Programme: M.Sc. International Hospitality and Tourism Management

Course Code: IHT-503

Title of the Course: Advanced Revenue Management for Hospitality

Number of Credits: 4

Effective from AY: 2022-23

Pre-requisites for the Course:	Nil	
Course Objectives:	This course aims to provide an understanding of the aspects of revenue management.	
Content:		No of hours
	UNIT I Hotel Revenue Management Systems Economic fundamentals of hotel revenue management systems, revenue management process, metrics, Market segmentation, profiling and targeting	15 hours
	UNIT II Differential Pricing Principles of revenue management, differential pricing and application, limits to differential pricing. Competitive Factors Imperfect segmentation model: discrete choice models, customer management and strategic purchasing behaviour, revenue management process management (organizational issues) industry implementations and practices related to capacity management in airlines, hotels, car rentals.	15 hours
	Unit III Revenue Management for Food service operators Traditional food service pricing methods, cost against cost based food service pricing, applying differential pricing in food services, factors affecting value perceptions in food services, Food and Beverage analysis, examination of revenue sources.	10 hours
	UNIT IV Implementing of Revenue Management System Elements of revenue management: group room sales, transient room sales, food and beverage activity, local and area-wide activities, special events, potential high and low demand tactics, implementing revenue strategies/availability strategies, computational methods in revenue management, performance measurement. Demonstration work on use of revenue management system software.	20 hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practicals, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.	
References/ Readings:	<ol style="list-style-type: none">1. R. L. Phillips, Pricing and Revenue Optimization, Stanford Business Book, 2021.2. G. Gallego and H. Topaloglu, "Revenue Management and Pricing Analytics," International Series in Operations Research and Management Science, Springer, vol. 209, December, 2019.3. D. K. Hayes, J. D. Hayes, and P. A. Hayes, Revenue management for the hospitality industry. John Wiley and Sons, 2021.4. P. Szende, ed., Hospitality Revenue Management Concepts and Practices. 2022.5. G. Forgacs, Revenue Management: Maximizing Revenue in Hospitality Operations.	

	AHLEI American Hotel and Lodging Educational Institute, 2017.
Course Outcomes:	At the end of the course students will be able to: <ol style="list-style-type: none">1. Identify the components of revenue management and pricing.2. Evaluate historical price/demand data to identify distinct customer segments.3. Apply various pricing strategies in hospitality industry.4. Operate revenue management system software.

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Name of the Programme: M.Sc. International Hospitality and Tourism Management

Course Code: IHT-521

Title of the Course: Event Management

Number of Credits: 4

Effective from AY: 2022-23

Pre-requisites for the Course:	Nil
Course Objectives:	The course will enable the students to organize events meetings, conventions and events/exhibitions in a professional way, and familiarize with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events.
Content:	No of hours
	UNIT I Event Planning Importance of organizing events and its components, techniques, selections, coordination logistics and role of event planner, logistics and process, event planning tools, creativity, designing, and set-up of special, corporate and sports events, statutory permissions from government agencies, Financial management: budget preparation, estimating fixed and variable costs, cash flow, sponsorships and subsidies. 15 hours
	UNIT II Design and logistics Venue design, site design, technical design, health and safety, adaptation and coordination, follow-up with event coordinators, run charts, audio-visual production, negotiation, flight booking of artists and guest, visa assistance, hotel booking, airport and hotel transfers, booking of conference facilities and technical equipment i.e. sound, lights, audio visual facilities, hiring of interpreters, catering services, secretarial support, preparation of badges, name plates, conference kits, brochures, posters, backdrop, panels, standees, banners and crowd handling, legal compliance. 15 hours
	UNIT III Marketing, Promotion and Staging Marketing: Nature of event marketing, Process of event marketing, The events marketing mix, Sponsorship, Promotion: Image/ Branding, Advertising, Publicity, Public relations. Staging: Arranging Catering, accommodation, managing the environment, staffing, Operations and Logistics, safety and security, crowd management, Monitoring, control and Evaluation. Demonstration work on applying theoretical concepts related to event management. 15 hours
	UNIT IV MICE and Weddings Organizational structure of Meetings Incentives, Conferencing Exhibitions (MICE) , meeting and convention venue, hotels, convention centre, conference centre, retreat facilities, cruise ships, specific use facilities, college and universities, organization of the exhibition, exhibition service contractor, exhibition planning, from the exhibitors' perspective, exhibition design principles sponsorship for MICE, promotions of conference and exhibition, marketing of exhibition/ conference, delegate registration and kit, Wedding 15 hours

	planning, for different types of wedding, analysing different locations for weddings and special events.	
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practicals, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.	
References/ Readings:	<ol style="list-style-type: none"> 1. G. G. Fenich, Meetings, Expositions, Events and Conventions, An Introduction to the industry. Pearson Education, 2018. 2. J. Allen, Event management. Wiley, 2021. 3. J. Allen, R. Harris, L. Jago, A. Tantrai, P. Jonson, and E. D'Arcy, Festival and special event management. John Wiley and Sons, 2022. 4. R. Dowson and D. Bassett, Event planning and management: Principles, planning and practice. Kogan Page Publishers, 2018. 5. C. Preston, Event marketing: how to successfully promote events, festivals, conventions, and expositions. Wiley, 2012. 6. L. Van der Wagen, Event management. Pearson Higher Education AU, 2010. 	
Course Outcomes:	<p>The students will be able to:</p> <ol style="list-style-type: none"> 1. Prepare an event proposal. 2. Plan, budget and conduct marketing activities to promote the event. 3. Organize an event from conception, designing, planning, and budgeting to execution. 4. Organize Meetings Incentives, Conferences and Exhibitions 	

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Name of the Programme: M.Sc. International Hospitality and Tourism Management

Course Code: IHT-522

Title of the Course: Cruise Line Management

Number of Credits: 4

Effective from AY: 2022-23

Pre-requisites for the Course:	Nil	
Course Objectives:	This course is designed to understand the operational aspects of the cruise line industry	
Content:		No of hours
	UNIT I Contemporary Cruise Operations: Evolution of cruise line industry, elements of cruising, and cruise line brands, cruise geography and terminology, and hierarchy of the cruise ship, historical command structure, and organizational structure of modern cruise industry, selling cruises and cruise products, brand values and vessel classifications, cruise destination, planning the itinerary, shore excursions.	15hours
	UNIT II Living and working on board Recruitment practices, role and responsibilities on a cruise ship, the management of hotel services, ship board culture, managing a multi-cultural crew and passengers, working on board and its practical considerations. Demonstration: Simulation exercises	15 hours
	UNIT III Managing food and drinks operations Supplies and services, food production and service delivery systems, role of provision store department on a cruise ship, identifying food receiving and storing procedures and their importance to the overall operation of the department, food safety.	15 hours
	UNIT IV Facility management, Health Security and Safety Accommodation, aesthetics, recreational facilities, hygiene and sanitation, waste and garbage management, environmental issues, marine- pollution. Dealing with customers with special needs, dealing with emergency situations, safety at sea, assessing risks, centres for disease control and vessel sanitation program and inspection, medical insurance.	15 hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practicals, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.	
References/ Readings:	<ol style="list-style-type: none">1. P. Gibson, Cruise Operations Management (The Management of Hospitality and Tourism Enterprises). Abingdon: Routledge, 2011.2. R. K. Dowling, Cruise ship tourism. CABI. Org, 2017.3. M. Mancini, The CLIA guide to the cruise industry. Cengage Learning, 2010.4. A. Papathanassis, M. Vogel, and B. Wolber, Eds, The business and management of ocean cruises. CABI. Org, 2016.5. C. B. Chin, Cruising in the global economy: Profits, pleasure and work at sea. Routledge, 2016.	

Course Outcomes:	<p>At the end of the course the students will be able to:</p> <ol style="list-style-type: none">1. Comprehend contemporary Cruise Line operations.2. Analyze the practical considerations of working on board.3. Assess supplies and services, food production and service delivery systems in cruise line operations.4. Handle emergencies, and customer's special needs.
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Semester II**Name of the Programme: M.Sc. International Hospitality and Tourism Management****Course Code: IHT-504****Title of the Course: Management Information Systems In Hospitality (Practical)****Number of Credits: 4 Credits****Effective from AY: 2022-23**

Pre-requisites for the Course:	Nil	
Course Objectives:	This Course aims to familiarize students with the concept of Management Information Systems and their use in modern day hospitality.	
Content:		No of hours
	<p>UNIT-I Managerial Applications of Computers Spreadsheet software and managerial applications, computer and management functions, computer based financial systems, computer based inventory systems. Components of marketing information system, sales support systems, market segment report, business source report, company profile and company masters (corporate tie-up details) -channel systems. Hands on training on hospitality software and managerial applications.</p>	30 hours
	<p>UNIT II Information Systems Information systems for rooms division management, property management system, various modules related to reservations, registration, cashiering, telephones, guest history, housekeeping - various reports generated in the front office and their purpose, room occupancy report, front office cashier report, guest in-house report, expected arrival report, expected departure report , occupancy forecasting reports. Demonstration work on Management information systems</p>	30 hours
	<p>UNIT III Computerized reservation system Introduction to global distribution systems (GDS) and hotel distribution on GDS, management information systems (MIS) for key decisions, guests data base, keeping track of guests profile, needs, expectations, projection and monitoring of occupancy levels. Demonstration work on Computerized reservation system</p>	30 hours
	<p>UNIT IV Information System for Accounting Night audit, reports generation and analysis, night auditors report, credit limit report, high balance report, tariff posted for the day report, rate variance/rate check report, today's arrivals report, settlement summary. Demonstration work on preparation of night audits and reporting.</p>	30 hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practicals, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.	
References/ Readings:	<ol style="list-style-type: none"> 1. M. Jaiswal, and M. Mital, Management Information systems. New Delhi: Oxford University Press, 2016. 2. J. Beckford, Quality Management: Reconsidered for the Digital Economy. Taylor and 	

	<p>Francis, 2022.</p> <ol style="list-style-type: none"> 3. W.S. Jawadekar, Management Information Systems. Tata McGraw-Hill Publishing Company Limited, 2020. 4. D. P. Goyal, Management Information Systems: Managerial Perspectives. Vikas Publishing House, 2014. 5. K. C. Laudon, and J. P. Laudon, Management information systems: Managing the digital firm. Pearson Educación, 2019.
<p>Course Outcomes:</p>	<p>At the end of the course the students will be able to :</p> <ol style="list-style-type: none"> 1. Perform Managerial Applications on Computers 2. Apply Information systems for Rooms division management, property management system and various modules related to Front operations. 3. Create reservations using GDS. 4. Prepare night audits and generate reports related to MIS.

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Name of the Programme: M.Sc. International Hospitality and Tourism Management

Course Code: IHT-505

Title of the Course: Sustainable Tourism Management

Number of Credits: 4 Credits

Effective from AY: 2022-23

Pre-requisites for the Course:	Nil	
Course Objectives:	The course emphasizes on the role of sustainable tourism in the changing global scenario.	
Content:		No of hours
	UNIT I Sustainable tourism development Conventions and ethics relating to sustainable tourism, sustainable tourism and its dimensions, historical background, nature and scope of sustainable tourism, critiques of current thinking in sustainable management, new approaches to sustainable tourism management, sustainable tourism three dimensions: environmental dimension, economic dimension, social dimension.	15 hours
	UNIT II Role of different agencies in sustainable tourism Public sector, tourism industry, voluntary sector, host community, media, tourist in coastal areas and sea, rural area, urban areas, mountainous regions, islands, developing countries, role of marketing in promotion of sustainable tourism.	10 hours
	UNIT III Sustainable tourism and responsible tourism Sustainable tourism development -guiding principles for planning and management, responsible tourism, key characteristics of responsible tourism, empowering community through tourism, community based tourism and global climate change-issues and challenges. Project on developing sustainable tourism destinations in Goa	20 hours
	UNIT IV Green Tourism Eco purchasing, environmentally preferred suppliers, environmentally preferred products, energy and water conservation, high efficiency lighting in guest rooms and public areas, solar panels, water conservation fixtures, chemical free landscaping, green house-keeping, green banqueting, (carbon credits, organic and locally procured food-green menu) Field study to Eco-friendly resorts and spice farms	15 hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practicals, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.	
References/ Readings:	<ol style="list-style-type: none">1. T. Griffin, Sustainable Tourism, A Global perspective by Rob Harris, Peter Williams, Butterworth-Heinemann, 2016.2. J. J. Liburd, and D. Edwards, Eds., Understanding the sustainable development of tourism. Goodfellow Publishers Ltd, 2010.3. A. Sharma, Ed., Sustainable Tourism Development: Futuristic Approaches. CRC Press, 2019.	

	<ol style="list-style-type: none">4. S. L. Slocum, A. Aidoo, and K. McMahon, The business of sustainable tourism development and management. Routledge, 2020.5. D. Kirk, Environmental Management for hotels. Taylor and Francis, 2016.
Course Outcomes:	<p>At the end of the course the students will be able to:</p> <ol style="list-style-type: none">1. Appreciate the global significance of sustainable tourism.2. Differentiate between the role of different agencies in sustainable tourism3. Identify the characteristics of responsible tourism4. Analyze the green tourism practices adopted by the tourism sector.

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Name of the Programme: M.Sc. International Hospitality and Tourism Management

Course Code: IHT-506

Title of the Course: Entrepreneurship In Tourism

Number of Credits: 4 Credits

Effective from AY: 2022-23

Pre-requisites for the Course:	Nil	
Course Objectives:	The course aims to enrich the students understanding about the concepts and scope of entrepreneurship in tourism and to inculcate entrepreneurial competencies to encourage students to take up tourism entrepreneurship ventures.	
Content:	No of hours	
	UNIT - I Entrepreneurship in Tourism Concept and definition, functions of entrepreneurship, theories of entrepreneurship, entrepreneurial motivations, theories of entrepreneurial motivation with reference to tourism industry, entrepreneurship opportunities in tourism: conventional, non-conventional and secondary opportunities, entrepreneurial characteristics for travel, tourism and hospitality trade, advantages of entrepreneurship to society, factors affecting entrepreneurship growth, challenges of entrepreneurship in tourism. Ideation Exercises	15 hours
	UNIT II Small Scale Enterprises Concept and definitions, classification and definition of industries, essentials, features and characteristics of small scale enterprises, need and rationale of Small Scale Industries (SSI) development, role of entrepreneurship/SSI in economic development, entrepreneurship vis-a-vis liberalization, privatization and globalization, challenges of small scale industries in tourism. Visit to Tourism SSIs and Report writing	15 hours
	UNIT III Tourism Entrepreneurship Policy measures for tourism entrepreneurship in India, objectives of tourism policy of India, tourism entrepreneurial competencies, developing entrepreneurial competencies, successful start-ups and ventures, entrepreneurial process: idea generation, identification of an opportunity, market assessment, analyzing competitive situation, understanding trade practices, resource mobilization. Field visit to Tourism ventures and start-ups	15 hours
	UNIT IV Financial Planning Forms of Business ownership, Concept and meaning, need of financial planning, role of government. Institutions in entrepreneurship/SSI development, business plan, elements of business plan, preparation of business plan, site selection, feasibility report, role of technology in tourism business.	15 hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practicals, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.	
References/ Readings:	1. R. Hurriyati, B. Tjahjono, I. Yamamoto, A. Rahayu, A. G. Abdullah, and A. A. Danuwijaya, Advances in Business, Management and Entrepreneurship. London: CRC	

	<p>Press, 2020.</p> <ol style="list-style-type: none"> 2. M. Brookes, and L. Altinay, Eds., Entrepreneurship in hospitality and tourism: A global perspective. Goodfellow Publishers Ltd, 2015. 3. J. Ateljevic, and S. J. Page, Eds., Tourism and entrepreneurship. Routledge, 2017. 4. A. Walmsley, Entrepreneurship In Tourism. Routledge, 2018. 5. K. Rao, N.V.R. Naidu, Management and Entrepreneurship. K International Publishing House Pvt., 2019.
Course Outcomes:	<p>At the end of the course the students will be able to:</p> <ol style="list-style-type: none"> 1. Describe the entrepreneurial characteristics for travel, tourism and hospitality trade 2. Appreciate the need and rationale of Small Scale Industries. 3. Develop entrepreneurial competencies for successful start-ups and ventures. 4. Prepare a business plan and take up special challenges of starting new ventures.

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Name of the Programme: M.Sc. International Hospitality and Tourism Management

Course Code: IHT-507

Title of the Course: Advanced Marketing Management

Number of Credits: 4

Effective from AY: 2022-23

Pre-requisites for the Course:	Nil	
Course Objectives:	This course is designed to enable the students to understand the elements of marketing management and related processes.	
Content:		No of hours
	UNIT I Marketing Sustainability Marketing concept, marketing from production to sustainability and customer orientation, understanding the concept of need, want and demand, concept of product and brand business environment in India and overseas, demand states and marketing tasks, company orientation towards the market place. Tourism product development and Brand Management	15hours
	UNIT II Market Potential Analysis Forecasting and market potential analysis, consumer buying process and organizational buying behaviour, pillars of marketing, market segmentation, target marketing, positioning and differentiation, marketing mix and product decisions, product life cycle, and brands Market Research	15 hours
	UNIT III Product development process New product development process pricing decisions, distribution decisions, logistics and channel decisions (retail, ecommerce,) promotion decisions, integrated marketing communications concept, advertising, sales promotions, public relations, direct marketing, communication tools. New tourism product development	15 hours
	UNIT IV Marketing Strategies Personal selling and sales management, overview of marketing strategies, Boston Consulting Group (BCG), Ansoff Matrix, GE Matrix, Shell Model, Porter Generic Model, 5 Forces Model, Product Life Cycle (PLC) 7s Model of Marketing, Arthur D Little Model, Value Chain Model. Effective Management of Service Marketing	15 hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practicals, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.	
References/ Readings:	<ol style="list-style-type: none">1. W. Perreault Jr., J. Cannon and E. J. McCarthy, Basic Marketing. McGraw-Hill Education, 2013.2. A. Chernev, Strategic marketing management. Cerebellum Press, 2018.3. M. Hutt, Business Marketing Management. Cengage Learning, 2017.4. R. K. A. Deepak, and S. Jeyakumar, Marketing management. Educreation Publishing, 2019.5. P. Kotler, S. Burton, K. Deans, L. Brown, and G. Armstrong, Marketing. Pearson Higher Education AU, 2015.	
Course	At the end of the course the students will be able to:	

Outcomes:	<ol style="list-style-type: none">1. To interpret the concept of product and brand business environment in India and overseas.2. Forecast and analyse market potential.3. Examine the new product development process4. Evaluate the marketing strategies for effective management of service marketing.
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Name of the Programme: M.Sc. International Hospitality and Tourism Management

Course Code: IHT-523

Title of the Course: Advertising Management in Tourism

Number of Credits: 4

Effective from AY: 2022-23

Pre-requisites for the Course:	Nil	
Course Objectives:	The course enables the student to understand advertising management in tourism, with its creative and ethical aspects.	
Content:		No of hours
	UNIT I Advertising in Tourism Role of advertising in marketing, effective advertising techniques, marketing and promotion in tourism and leisure, promotion management and advertising strategy, promotional tools. Creative strategy, planning, development, implementation and evaluation of advertising, client evaluation and approval of creative work.	15 hours
	UNIT II Integrated Marketing Communication (IMC) Promotion mix, role of IMC in marketing process, organizing for advertising and promotion, Advertising agencies, agency compensation, evaluating agency, specialized, collateral and IMC services, Perspective on consumer behavior, consumer decision making process, alternative approaches to consumer behavior. Objectives and Budgeting for IMC: value of objectives, determining IMC objectives, Defining Advertising Goals for Measured Advertising Results (DAGMAR) approach, establishing and allocating promotional budget.	15 hours
	UNIT III Media Planning and Strategy and Evaluation of Media Overview of Media Planning, Developing media plan, Market analysis and Target Market Identification. Evaluation of Media: Characteristics of Media, Television, Radio, Print, Support, Internet and Interactive Media. Audio and Visual ad making for Tourism ventures	20 hours
	UNIT IV Advertising Research Role of research in advertising, advertising execution, research techniques, research applications, evaluating advertising performance, monitoring, evaluation and control, measuring effectiveness of promotional programmes, conducting surveys to measure effectiveness, evaluating the social, ethical and economic aspects of advertising and promotion.	10 hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practicals, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.	
References/ Readings:	<ol style="list-style-type: none">1. G. E. Belch, and M. A. Belch. 'Advertising and Promotion'. India: McGraw Hill Education, 2021.2. M. Chaudhary, Tourism marketing. Oxford University Press, 2010.3. R. Minazzi, Social media marketing in tourism and hospitality. Switzerland: Springer International Publishing, 2015.4. S.A. Chunawalla, Advertising Sales and Promotion Management. Mumbai: Himalaya,	

	2022. 5. N. Morgan and A. Pritchard, Advertising in tourism and leisure. Routledge, 2012.
Course Outcomes:	At the end of the course, the student will be able to: <ol style="list-style-type: none">1. Develop effective advertising techniques.2. Identify the importance of Integrated Marketing Communications (IMC) in the marketing process.3. Evaluate the role of media in marketing.4. Conduct surveys to measure effectiveness of marketing strategies.

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Name of the Programme: M.Sc. International Hospitality and Tourism Management

Course Code: IHT-524

Title of the Course: Travel Agency and Tour Operations Management

Number of Credits: 4

Effective from AY: 2022-23

Pre-requisites for the Course:	Nil	
Course Objectives:	The course equips the students with knowledge and skills to manage Travel Agency and Tour Operations in the tourism industry.	
Content:		No of hours
	UNIT I Travel Agency Travel agency business perspective, significance of travel agency business, various services provided by travel agencies travel trade network skills and competencies for running a travel agency , travel agency business model, setting up a travel agency , travel agency organization, sources of revenue, threats in travel agency business .	15hours
	UNIT II Tour Operation Management, Characteristics of tour operation, special services for charter operators, local operator and tour operator business relationship/partnership, concept of tour bundling, travel formalities, package tour and its increasing demand and value, pricing strategies of package tours, revenue from tour operation business, tour operator's reservation procedure, integration in the travel industry, business conflicts , package tour business issues. Demonstrationwork in preparing itinerary and package tours.	15 hours
	UNIT III Ancillary Tourist sector Ancillary services and businesses, role of ancillary services, types of ancillary services financial services, marketing services, technical services , services from tourist guides, animateurs, destination and attraction competitiveness, travel publications, future of ancillary services.	15 hours
	UNIT IV Contemporary Trends and Practices Tourism in the twenty-first century, factors contributing to the growth of global tourism, future of global and regional tourism, changing patterns in travel and tourism, emerging tourism destination countries, new competitive global emerging destinations, globalization and liberalization in travel and tourism.	15 hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practicals, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.	
References/ Readings:	<ol style="list-style-type: none">1. Swain and Mishra, Tourism principles and Practices. Oxford University Press, 2011.2. C. R. Goeldner, and J. B. Ritchie, Tourism principles, practices, philosophies. John Wiley and Sons, 2017.3. A. K. Bhatia, The Business of Travel Agency and Tour Operations Management. Sterling Publishers Pvt. Ltd, 2012.4. J. Negi, Travel Agency and Tour Operation, 2020.5. M. Chand Dhiman, and V. Chauhan, Eds., Handbook of Research on International Travel Agency and Tour Operation Management. IGI Global, 2019.	

Course Outcomes:	<p>At the end of the course the students will be able to:</p> <ol style="list-style-type: none">1. Identify the various services provided by travel agencies and tour operators.2. Distinguish between travel agency and tour operation management.3. Compare the ancillary services and businesses and envisage the future of ancillary services.4. Describe the contemporary trends and practices in travel and tourism.
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Semester III**Name of the Programme: M.Sc. International Hospitality and Tourism Management****Course Code: IHT-600****Title of the Course: Qualitative Research Methods (Theory)****Number of Credits: 2****Effective from AY: 2022-23**

Pre-requisites for the Course:	Nil	
Course Objectives:	To understand qualitative research methods in tourism studies	
Content:	<p>Unit 1 Introduction to qualitative methods Application of qualitative methods in the real world, Theorizing from qualitative data, Ontological and epistemological assumptions of qualitative research, Research design- Consistency between research questions and methods adopted, Approaches to qualitative research, Case study research, Definition, transition from idea to research question, Collecting information. Phenomenon, bounded context, sampling and selection – people, texts, images, artefacts, or field site selection</p> <p>Unit 2 Components of the Research Process Inductive method and deductive method - Moving from data analysis to theoretical development, Ethnographies and observation, Grounded theory, Mixed-methods research, Confidence-Association with reality, and product of empirical evidence and Relevance – Link to theory and applicability, Ensuring findings' validity and reliability,</p>	<p>15 Hours</p> <p>15 Hours</p>
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning	
References/ Readings:	<ol style="list-style-type: none"> 1. T.Boellstorff, B. Nardi, C. Pearce, and T.L. Taylor, <i>Ethnography and Virtual Worlds: A Handbook of Method</i>. Princeton, NJ: Princeton University Press, 2012. 2. J.Creswell, <i>Research design: Qualitative, quantitative, and mixed methods approaches</i>. Thousand Oaks, CA: Sage, 2012 3. N. Denzin, and Y. Lincoln, <i>The SAGE handbook of qualitative research</i> (4th ed.). Thousand Oaks, CA: Sage, 2011. 4. U. Flick, <i>Designing Qualitative Research</i>. United Kingdom: SAGE Publications, 2011. 5. C. Marshall, and G.B. Rossman, <i>Designing qualitative research</i> (4th ed.) Thousand Oaks, CA: Sage, 2006. 6. M.B. Miles, A.M. Huberman, and J. Saldana, <i>Qualitative data analysis: A methods sourcebook – Third edition</i>. Thousand Oaks, CA: Sage, 2014. 7. M.Q. Patton, <i>Qualitative Research and Evaluation Methods</i>, Newbury Park: Sage, 2002. 8. G. Rose, <i>Visual Methodologies: An Introduction to the Interpretation of Visual Materials</i>. London: Sage Publications, 2007. 9. D. Silverman, <i>Doing Qualitative Research</i>, London: Sage, 2013. 	
Course Outcomes:	<p>After the completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Describe the utility of qualitative research methods. 2. Apply the qualitative research methods to personal research questions. 3. Implement the data collection techniques applicable for qualitative research. 4. Analyse the data collected and present in a meaningful write-up. 	

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Name of the Programme: M.Sc. International Hospitality and Tourism Management

Course Code: IHT-601

Title of the Course: Qualitative Research Methods (Practical)

Number of Credits: 2

Effective from AY: 2022-23

Pre-requisites for the Course:	Nil	
Course Objectives:	To understand qualitative research methods in tourism studies	
Content:	<p>Unit 1 Collection and Analysis of qualitative data Field experience of sampling techniques - Hands on experience on testing validity and reliability of data - Code a sample data as per open-source software requirement and Preparation of test results, Developing process models – Single and Double Iterative model-integrating field work and deskwork. Data assimilation- interviews, participant observations, collection of texts/images, Triangulation of different data sources -verbal data, pictorial data, coding of data, data visualization, Aggregate data to identify emerging themes, Forms of Analysis-Discourse analysis, Rhetorical analysis or Semiotics. Presenting the results, Tables and figures: Visual aids in qualitative data analysis.</p> <p>Unit 2 Qualitative Research Writing Hands on experience on writing a draft dissertation, Getting loose ends together, Identification of process flow, Revisiting collected information through single or double iterative research approach, Extension of analysis, heterogeneous data, and adherence to data. Writing process- initial coding, focus coding, theoretical coding, memo-writing, and draft writing. Publishing qualitative research, Final presentation of working paper. Findings and discussions, implications and conclusion.</p>	<p>30 Hours</p> <p>30 Hours</p>
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning	
References/ Readings:	<ol style="list-style-type: none">1. T.Boellstorff, B. Nardi, C. Pearce, and T.L. Taylor, <i>Ethnography and Virtual Worlds: A Handbook of Method</i>. Princeton, NJ: Princeton University Press, 2012.2. J.Creswell, <i>Research design: Qualitative, quantitative, and mixed methods approaches</i>. Thousand Oaks, CA: Sage, 20123. N. Denzin, and Y. Lincoln, <i>The SAGE handbook of qualitative research (4th ed.)</i>. Thousand Oaks, CA: Sage, 2011.4. U. Flick, <i>Designing Qualitative Research</i>. United Kingdom: SAGE Publications, 2011.5. C. Marshall, and G.B. Rossman, <i>Designing qualitative research (4th ed.)</i> Thousand Oaks, CA: Sage, 2006.6. M.B. Miles, A.M. Huberman, and J. Saldana, <i>Qualitative data analysis: A methods sourcebook – Third edition</i>. Thousand Oaks, CA: Sage, 2014.7. M.Q. Patton, <i>Qualitative Research and Evaluation Methods</i>, Newbury Park: Sage, 2002.8. G. Rose, <i>Visual Methodologies: An Introduction to the Interpretation of Visual Materials</i>. London: Sage Publications, 2007.9. D. Silverman, <i>Doing Qualitative Research</i>, London: Sage, 2013.	
Course	After the completion of this course, the students will be able to:	

Outcomes:	<ol style="list-style-type: none">1. Describe the utility of qualitative research methods.2. Apply the qualitative research methods to personal research questions.3. Implement the data collection techniques applicable for qualitative research.4. Analyse the data collected and present in a meaningful write-up.
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Name of the Programme: M.Sc. International Hospitality and Tourism Management

Course Code: IHT-602

Title of the Course: Quantitative Research Methods (Theory)

Number of Credits: 2

Effective from AY: 2022-23

Pre-requisites for the Course:	Nil	
Course Objectives:	To understand quantitative research methods in tourism studies.	
Content:	Unit 1 Preparation Introduction to research-what is research, why study research-who does research- research outputs- terminology-Approaches to leisure and tourism research-research plans and proposals-Research ethics-the range of research methods	15 Hours
	Unit 2 Typology and Design of Questionnaire Survey Introduction-roles-merits-limitations-the household survey-street survey-telephone survey-Email survey-e-survey-onsite visit survey-captive group survey-examples-design issues- types of information-activities-event/places questions- respondent characteristics-attitude/opinion questions-market segment-ordering of questions-layout of questionnaire	15 Hours
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning	
References/ Readings:	<ol style="list-style-type: none">1. A.J. Veal, Research methods for leisure and tourism. Pearson UK, 2017.2. M.L.Patten, Understanding research methods: An overview of the essentials. Routledge, 2017.3. W.D. Crano, M.B. Brewer, and A. Lac, Principles and methods of social research. Routledge, 2014.4. D.R. Cooper, P.S. Schindler, and J. Sun, Business research methods (Vol. 9, pp. 1-744). New York: Mcgraw-hill, 2006.5. C.R. Kothari, Research methodology: Methods and techniques. New Age International, 2004	
Course Outcomes:	After the completion of this course, the students will be able to: <ol style="list-style-type: none">1. Identify merits of questionnaire methods.2. Derive the relationship between research problems and information requirement3. Design questionnaire to collect data4. Analyse quantitative data to draw information specific to research question	

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Name of the Programme: M.Sc. International Hospitality and Tourism Management

Course Code: IHT-603

Title of the Course: Quantitative Research Methods (Practical)

Number of Credits: 2

Effective from AY: 2022-23

Pre-requisites for the Course:	Nil	
Course Objectives:	To understand quantitative research methods in tourism studies.	
Content:	Unit 1 Conducting Questionnaire Survey and Coding Design a survey - Code a sample data as per open-source software requirement, Pre coded questions-open ended questions-recording coded data-validity of questionnaire-based data-threats to validity-Checking validity-conducting questionnaire survey-planning field arrangements-conducting pilot survey	30 Hours
	Unit 2 Analysing Quantitative Data Analyse data using open-source software to be used in dissertation, Quantitative data analysis and types of research- descriptive-explanatory- evaluative- overlaps - reliability- spreadsheet analysis-statistical Package of social media science (SPSS)-preparation- Analysis Procedures - The analysis Process	30 Hours
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning	
References/ Readings:	<ol style="list-style-type: none">1. A.J. Veal, Research methods for leisure and tourism. Pearson UK, 2017.2. M.L.Patten, Understanding research methods: An overview of the essentials. Routledge, 2017.3. W.D. Crano, M.B. Brewer, and A. Lac, Principles and methods of social research. Routledge, 2014.4. D.R. Cooper, P.S. Schindler, and J. Sun, Business research methods (Vol. 9, pp. 1-744). New York: Mcgraw-hill, 2006.5. C.R. Kothari, Research methodology: Methods and techniques. New Age International, 2004	
Course Outcomes:	After the completion of this course, the students will be able to: <ol style="list-style-type: none">1. Identify merits of questionnaire methods.2. Derive the relationship between research problems and information requirement3. Design questionnaire to collect data4. Analyse quantitative data to draw information specific to research question	

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Name of the Programme: M.Sc. International Hospitality and Tourism Management

Course Code: IHT-604

Title of the Course: Case Writing and Analysis

Number of Credits: 4 Credits

Effective from AY: 2022-23

Pre-requisites for the Course:	Nil	
Course Objectives:	To develop the competence to analyze and use robust frameworks for dealing with short term and long-term managerial situations and arrive at solutions that can be implemented using knowledge and framework integrated from various courses and document real life organizational situations in case format and deal with them.	
Content:	No of hours	
	Unit I Case Analysis : Introductory Framework Definition, History and Origin, scope of case study, application of case analysis, types of case study, advantages and limitations of the case analysis, difference between case study and experiment, define problem, Steps involved in Case analysis-formulation of alternative course of action to solve problem, analyzing alternatives, acceptance of the alternatives and recommendations.	15 hours
	Unit II Analyzing Cases and Application of theoretical framework in management. Identification of problems/decision areas in the case-major and minor problems, Identification of protagonists, Analysis with reference to the long-term and short-term objectives of the organization, Identification of theoretical concepts applicable in the given situation, Evaluation of alternative solutions, Selection of optimum solution with justification. Demonstration work on case analyses.	15 hours
	Unit III Case Writing Developing a protocol, obtaining necessary permissions, Collecting the data/information, preparing a draft with a view to capture the protagonist and action areas requiring analyses, Writing the case with teaching note.	15 hours
	Unit IV Cases in Hospitality and Tourism Management Comprehend complex situations and decision making process in Hospitality and Tourism industry.	15 hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practical, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.	
References/ Readings:	<ol style="list-style-type: none">1. G. Aktaş, and M. Kozak, Eds., International Case Studies in Tourism Marketing. Taylor and Francis, 2022.2. W. Ellet, The case study handbook, revised edition: A student's guide. Harvard Business Press, 2018.3. G. W. Sanders, M. Carpenter, Strategic Management: Concepts and Cases. United Kingdom: Pearson Education Limited, 2021.4. M. Sigala, A. Yeark, R. Presbury, M. Fang, and K. A. Smith, Case Based Research in Tourism, Travel, Hospitality and Events, 2022.5. G. Vega, The Case Writing Workbook: A Guide for Faculty and Students. United Kingdom: Taylor and Francis, 2022.	

Course Outcomes:	<p>At the end of the course the student will be able to:</p> <ol style="list-style-type: none">1. Analyze a situation and make managerial decisions considering all the probable solutions.2. Document in detail a situation that enables the organization to take implementable decisions.3. Analyse case writing.4. Comprehend complex situations and decision making process in hospitality and tourism industry.
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Name of the Programme: M.Sc. International Hospitality and Tourism Management

Course Code: IHT-605

Title of the Course: Research in Cultural studies

Number of Credits: 4 Credits

Effective from AY: 2022-23

Pre-requisites for the Course:	Nil	
Course Objectives:	The aim is to enable the students to comprehend the cultural forms and identities that manifest within a society and their ramifications from a global perspective.	
Content:		No of hours
	UNIT I Cultural Studies in the Globalized scenario The concept of cultural studies and its relevance to present times and needs, The relativity of culture and its significance, Race, gender, language, class, caste, nationality, region as basic issues in cultural studies, The significance of period, context, ideology and genre to cultural studies	15 hours
	UNIT II Goa: Cultural Perspectives Pre and Post Liberation Goa – Socio-cultural perspectives, Folkloristic Practices of Goa: Study of Jagor, Sontreo and MussollKhell, Study of Goan Folk/Popular theatre: Tiatr, Goan Transcultural Experience.	15 hours
	UNIT III Indian Cultural History and local traditions Cultural Studies in Indian History, Concept of Indianness and value system, Heritage of India and global impact of Indian culture, Unique customs and traditions in India	15 hours
	UNIT IV Communicating across cultures: The culture-communication link, Communicating in India- Language, Culture, customs and etiquettes, Managing cross cultural communication, Cross cultural negotiations	15 hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practicals, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.	
References/ Readings:	<ol style="list-style-type: none">1. H. Deresky, International Management: Managing Across Borders and Cultures, Text and Cases, eBook [Global Edition]. Pearson Higher Ed, 2022.2. S. Sastri, Indian Culture: A Compendium of Indian History, Culture and Heritage. Notion Press, 2021.3. T. S. K. Bambolkar, Folk Theatre in Goa: A Critical Study of Select Forms (Doctoral dissertation, Goa University), 2018.4. R. Bhandari, "Goa". Roli books publications, 2005.5. L. Pereira-Madeira, Identitarian Spaces of Goan Diasporic Communities (Doctoral dissertation, Goa University), 2020.	
Course Outcomes:	At the end of the course the students will be able to: <ol style="list-style-type: none">1. Infer the concept of cultural studies and its relevance to present times and needs.2. Describe the socio-cultural perspectives of Goa.3. Identify the unique customs and traditions in India4. Manage cross cultural communication and negotiations.	

Name of the Programme: M.Sc. International Hospitality and Tourism Management

Course Code: IHT-621

Title of the Course: Food and Beverage Tourism

Number of Credits: 4 Credits

Effective from AY: 2022-23

Pre-requisites for the Course:	Nil	
Course Objectives:	The aim is to introduce the student to the social, cultural and environmental aspects of food and beverage tourism in regards to people, places and celebrations	
Content:		No of hours
	<p>UNIT I Introduction to gastronomic tourism Gastronomic tourism as a contributor towards regional economic development, growth and development of gastronomic tourism, Worldwide growth of gastronomic tourism, Gastronomic tourism in India : Regions and food history Food tourism: Definition, different types of food tourism, Overview and features of food tourism, Historical understanding of food tourism, Identity of a destination as a food tourism destination</p>	15 hours
	<p>UNIT II Designing a gastronomic tourism experience: Designing Servicescapes, Tourists' perceptions and expectations for gastronomic experience, Gastronomic tourism product strategy, resources and venues, Marketing and branding gastronomic tourism: Travel experience sharing (blogs/vlogs) Use of social media and other mass media platforms Demonstrationwork on designing gastronomic tourism experiences</p>	15 hours
	<p>UNIT III Beverage Tourism Drinking to experience people and place, Geographical indications and tourist destinations, Alco-tourism-Wine, Beer, Whisky, Tequila and others, Alco-tourism and regional development, Synergies in food, wine, culture and tourism.</p>	15 hours
	<p>UNIT IV Global food and beverage tourism trends Trends in global gastronomic tourism, the food and wine trends, Regional food trail- a practical experience, regional food festivals in Goa, Gastronomic tourism festivals, events and markets, The future of gastronomic tourism</p>	15 hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practicals, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.	
References/ Readings:	<ol style="list-style-type: none"> 1. S. K. Dixit, Ed., The Routledge handbook of gastronomic tourism. Routledge, 2019. 2. W. Frost, J. Laing, G. Best, K. Williams, P. Strickland, and C. Lade, Gastronomy, tourism and the media. Channel View Publications, 2016. 3. E. Park, S. Kim, and I. Yeoman, Food tourism in Asia. Singapore: Springer, 2019. 4. Maria de la Cruz Del Rio-Rama, Carlos Rueda-Armengot, Marta Peris-Ortiz, Wine and Tourism, A Strategic Segment for Sustainable Economic Development. Springer International Publishing, 2016. 5. J. Stanley, and L. Stanley, Food tourism: A practical marketing guide. Cabi, 2015. 	

	6. C.M. Hall, and S. Gössling, Food Tourism and Regional Development: Networks, products and trajectories. Routledge, 2016.
Course Outcomes:	<p>At the end of the course the students will be able to:</p> <ol style="list-style-type: none">1. Appreciate the role of gastronomic tourism as a contributor towards regional economic development.2. Describe the role of alcotourism from a global perspective.3. Identify new trends in the hotel industry and restaurants to promote and encourage gastronomic tourism4. Design servicescapes for gastronomic tourism experiences.

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Name of the Programme: M.Sc. International Hospitality and Tourism Management

Course Code: IHT-622

Title of the Course: Consumer Behaviour

Number of Credits: 4 Credits

Effective from AY: 2022-23

Pre-requisites for the Course:	Nil	
Course Objectives:	The aim of this course is to enable the students to understand the significance of Consumer Behaviour and how individuals make their decision to spend their available resources.	
Content:		No of hours
	UNIT I Introduction Definition and importance, marketing strategy and consumer behavior, market segmentation, external influences, internal influences, consumer decision making process, problem recognition, information search, alternative evaluation and selection. Field survey on consumer behavior	10 hours
	UNIT II External influences Concept of culture, values, time space and symbols, global culture, self-oriented, environment oriented and other oriented values, green marketing, cause related marketing, demographics, occupation, education, income, age social stratification, measurement of social class, sub cultures, Household and family, household life cycle, family roles, conflict resolution, consumer socialization, marketing to children, brand communities, nature and degree of reference group influence, opinion leadership, diffusion of innovations. Case studies	20 hours
	UNIT III Internal Influences Perception, attention and interpretation, perception and marketing strategy, learning theories, memory, brand image and product positioning, theories of motivation and marketing strategy, personality and marketing, emotions, attitude components, formation and attitude change, self-concept and lifestyles	15 hours
	UNIT IV Buying Behaviour Characteristics, roles and decision-making units, decision making process, choice criteria, new buy and rebuy, purchasing practices (just in time, leasing), relationship marketing (customer relationship management) post purchase behavior.	15 hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practical, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.	
References/ Readings:	1. J. Blythe, Z. Sethna, ConsumerBehavior. Sage Publications, 2019. 2. D. L. Mothersbaugh, D. I. Hawkins, S. B. Kleiser, L. L. Mothersbaugh, and C. F. Watson, Consumer behaviour: Building marketing strategy. New York, NY, USA: McGraw-Hill Education, 2020.	

	<ol style="list-style-type: none"> 3. D. J. MacInnis, E. Chan, W D. Hoyer, R. Pieters, G. Northey, Consumer Behaviour. Australia: Cengage Learning, 2020. 4. A. Smith, Consumer Behaviour and Analytics. United Kingdom: Routledge, 2020. 5. M. Reyes, Ed., Consumer behaviour and marketing. BoD–Books on Demand, 2020.
Course Outcomes:	<p>At the end of the course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Explain marketing strategy and consumer behavior. 2. Describe the impact of external influences. 3. Assess the impact of Internal Influences on consumer behaviour. 4. Develop competence in analysing consumer behaviour to make marketing decisions.

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Name of the Programme: M.Sc. International Hospitality and Tourism Management

Course Code: IHT-623

Title of the Course: Business Communication

Number of Credits: 4 Credits

Effective from AY: 2022-23

Pre-requisites for the Course:	Nil	
Course Objectives:	To understand written communication in a business setting, to understand how to approach internal and external interactions strategically and how to plan for these meetings and events, and to develop the fundamental skills of business communication techniques and the ability to be effective in writing business documents.	
Content:		No of hours
	UNIT I Business Letter Writing Parts, Structure, Layouts — Full Block, Modified Block, Semi – Block, Principles of Effective Letter Writing, Personnel Correspondence: Statement of Purpose, Job Application Letter and Resume, Letter of Acceptance of Job Offer, Letter of Resignation, Letter of Appointment, Promotion and Termination, Letter of Recommendation. Writing different forms of business letters	15 hours
	UNIT II Presentation Skills and Business writing Spoken skills- Conducting Presentation, Oral presentation, Use of courteous phrases and language in business presentations. Summarization: Identification of main and supporting / sub points, Business report presentations—presenting in a cohesive manner. Categories/ Types of Business Letter, Inquiry letter, complaint letter, persuasive letter, negative messages, follow-up messages and letters- methods and formats - Business vocabulary - Business idioms and collocations – Organizational Hierarchy - Digital communication. Demonstrations on preparing power point presentations and business writing	15 hours
	UNIT III Communication in Practice Communication Networks -Developing writing skills, Inter- office communication- Intra- office communication, Memos, Notices, Circulars, Agenda, and Minutes. Cross Functional Communication: Integrated marketing communication, Project management communication, Human Resource communication, Financial Communication. Communication for Public Relations: Functions and activities of Public Relations, Corporate Image building, Negotiation Techniques.	15 hours
	UNIT IV Business Correspondence Business communications -Filing and processing –Inquiries and replies. Routine cycle of communications - Preparation of business meeting agenda –circulation of minutes – Presentations of communication using various methods. Trade Letters –Inquiry, Order, Credit and Status Enquiry, Complaints, Claims, Adjustments,	15 hours

	Collection- Sales Letters, promotional leaflets and fliers - Credit and Status Enquiry, Collection Series - Consumer Grievance Letter.	
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practicals, assignments designed to encourage students to play an active role for enhancing their knowledge and understanding various aspects of effective communication.	
References/ Readings:	<ol style="list-style-type: none"> 1. J. Van Emden, and L. Becker, Presentation skills for students. Bloomsbury Publishing, 2017. 2. E. Coleman, J. Seglin, The AMA Handbook of Business Letters. Ukraine: AMACOM, 2012. 3. M. E. Guffey, and D. Loewy, Essentials of business communication. Cengage Learning, 2022. 4. J.V. Thill, C. L. Bovée, Business Communication Today. United States: Pearson Education, 2017. 5. J. Dwyer, and N. Hopwood, The business communication handbook. Cengage AU, 2019. 	
Course Outcomes:	<p>At the end of the course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Develop skills for effective business communication and correspondence. 2. Apply standard formats, techniques, and documents to gain credibility in business settings. 3. Develop effective writing skills to write in a clear, concise, persuasive and audience centred manner. 4. Develop Cross Functional Communication. 	

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Name of the Programme: M.Sc. International Hospitality and Tourism Management

Course Code: IHT-624

Title of the Course: Negotiations And Conflict Management

Number of Credits: 4 Credits

Effective from AY: 2022-23

Pre-requisites for the Course:	Nil	
Course Objectives:	The course aims at providing a systematic introduction of concepts, theories and practices of negotiations and handling conflicts.	
Content:		No of hours
	UNIT I Negotiating a Contract Pre-negotiation, preparing the charter of demand(s), creating the bargaining team, costing of labour contracts, the negotiation process, preparing for negotiation, communication style, breaking deadlocks, strategy and tactics/games negotiators play, closing successfully, negotiating integrative agreements, reviewing. Role play on Negotiations	15 hours
	UNIT II Collective Bargaining Definitions, characteristics, critical issues in collective bargaining, theories of collective bargaining, collective bargaining in India, role of government, collective bargaining and the Indian industrial relations system, levels of bargaining, coverage and duration of agreement, concept of managerial prerogatives, difficulties in the bargaining process, administration of agreements, negotiation and collective bargaining, approaches and phases in collective bargaining, coalition bargaining and fractional bargaining , contract.	15 hours
	UNIT III Conflict Management Conflict management and conflict dynamics, role of communication in conflict management, origins of conflict, dispute prevention, assessment of conflict, conciliation, mediation; conflict management and organization policy.	15 hours
	UNIT IV Grievance Management Causes, sources of grievances and how to locate them, legislative aspect of a grievance procedure, managerial practices to prevent grievances, grievance resolution, union's perspective on grievance resolution.	15 hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practicals, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.	
References/ Readings:	<ol style="list-style-type: none">1. D. Stone, S. Heen, and B. Patton, Difficult Conversations: How to Discuss What Matters Most. United Kingdom: Penguin Publishing Group, 2017.2. A. Wilkinson, and J. Graeme, Negotiating Conflict and Controversy in the Early Modern Book World. Netherlands: Brill, 2019.3. C. Butcher, and M. Hallward, Understanding International Conflict Management. Taylor and Francis, 2019.4. M. Cronin, C. W. Langfred, K.W. Rockmann, Negotiation: Moving From Conflict to Agreement. United States: SAGE Publications, 2019.5. F. Hampson, and A. Narlikar, International Negotiation and Political Narratives: A	

	Comparative Study. United Kingdom: Taylor and Francis, 2022. 6. X. Dai, and G. M. Chen, Eds., Conflict management and intercultural communication: The art of intercultural harmony. Taylor and Francis, 2022.
Course Outcomes:	At the end of the course the students should be able to: 1. Apply the acquired skills in conducting business negotiations. 2. Identify critical issues in collective bargaining. 3. Effectively manage conflicts at workplace. 4. Prevent and resolve grievances at work place.

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Name of the Programme: M.Sc. International Hospitality and Tourism Management

Course Code: IHT-625

Title of the Course: Hiring and Talent Management

Number of Credits: 4 Credits

Effective from AY: 2022-23

Pre-requisites for the Course:	Nil	
Course Objectives:	To familiarize students with hiring procedures and talent management, to help them understand the acquisition, retention, development and compensation practices and to enhance understanding of talent management practices globally	
Content:		No of hours
	Unit I Recruitment and talent retention Sources of recruitment-internal, external, recruitment process. Meaning and significance of talent management - attracting talent, retaining talent, right sizing the workforce, work life balance.	15 hours
	Unit II Compensation Management Meaning and objective of compensation planning, establish pay rates, factors influencing compensation levels, design a compensation system, incentive and fringe benefits, current trends in compensation	15 hours
	Unit III Performance management and employee development Personal Development plans, 360-degree feedback as a developmental tool, performance management and reward systems: performance linked remuneration system, performance linked career planning and promotion policy.	15 hours
	Unit IV Employee engagement and Succession planning Meaning and significance, constituents of engagement, conceptual framework of engagement, behaviours associated with engaged employees, engaged, not engaged, actively disengaged, parameters to measure employee engagement, Q 12 model of Gallup, employee satisfaction survey. Identifying managerial positions which are critical for the business - Identifying second line of leaders and developing their capabilities to occupy the critical positions in the event of the exit of current incumbents – Taking-up lateral hiring when there is discontinuity in the succession plans.	15hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as interactive lectures, discussions, class exercises, videos, seminars, case studies and role plays to enable the students to learn in an interactive mode.	
References/ Readings:	<ol style="list-style-type: none">1. M. Helmold, and W. Samara, Progress in performance management: Industry insights and case studies on principles, application tools, and practice. Springer, 2019.2. D.K. Bhattacharyya, Compensation Management. India: Oxford University Press, 2016.3. D. Berger, L. A. Berger, The Talent Management Handbook, Third Edition: Making Culture a Competitive Advantage by Acquiring, Identifying, Developing, and Promoting the Best People. United States: McGraw-Hill Education, 2017.4. A. Varma, and P. Budhwar, Performance Management Systems: An Experiential Approach. United Kingdom: SAGE Publications, 2019.5. D. Arthur, Recruiting, Interviewing, Selecting, and Orienting New Employees. United	

	States: AMACOM, 2020.
Course Outcomes:	By the end of the course, the students should be able to <ol style="list-style-type: none">1. Explain the significance of talent management.2. Design a compensation system.3. Analyze performance management and reward systems.4. Demonstrate knowledge and skills in hiring, talent and compensation systems to take decisions.

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Name of the Programme: M.Sc. International Hospitality and Tourism Management

Course Code: IHT-626

Title of the Course: Portuguese Language

Number of Credits: 4 Credits

Effective from AY: 2022-23

Pre-requisites for the Course:	Nil	
Course Objectives:	To train the students to communicate in basic Portuguese and familiarize them with tourism and hospitality terminologies	
Content:		No of hours
	Unit I Phonetics and Grammar in Portuguese Language Pronunciation: Alphabet, explanation of Portuguese pronunciation going into all the nuances and varying sounds involved (Vowels, consonants and nasal sounds), Introduction to the basic rules of sentences structure.	15 hours
	Unit II Vocabulary Usage, Reading, and Comprehension Skills Vocabulary: acquisition of day to day practical vocabulary concerning social life, transportation and nature- Reading and conversation skills – Comprehension.	15 hours
	Unit III Grammar in Portuguese Language Intensive reading of selected simple texts in order to master the language in terms of pronunciation and comprehension of different contexts. Verb, Adverbs and comparison of adjectives and adverbs, prepositions, Conjunctions, acquaintance with the basic conjunctions in order to facilitate the use of complete sentences. Work book exercises	15 hours
	Unit IV Advanced Vocabulary Usage, Reading, and Comprehension Skills Vocabulary, acquisition of practical vocabulary concerning airport, hotel and cruise line check -ins, Grammar exercises, Vocabulary and conversation. Reading exercises	15hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as interactive lectures, discussions, class exercises, videos, seminars, case studies and role plays to enable the students to learn in an interactive mode.	
References/ Readings:	<ol style="list-style-type: none">1. M. F. Allen, Portuguese in Three Months. United Kingdom: Dk Pub, 1999.2. H. Michaelis, F. Wimmer, Michaelis illustrated dictionary: Michaelis dicionárioilustrado. Portuguese-English. Brazil: CompanhiaMelhoramentos de Sao Paulo Industrias de Papel, 1961.3. B. Pessoa, D. Monteiro, Guiaprático dos verbosportugueses. Portugal: Lidel, 2011.4. F. Pietzschke, H. MICHAELIS, The New Michaelis Illustrated Dictionary (Novo Michaelis Dicionárioilustrado.) São Paulo; F.A. Brockhaus: Wiesbaden, 1958.5. A. Prista, 'Essential Portuguese Grammar'. (Latest edition), New York, Dover Publications, 1996.6. A. Tavares, 'Portugal.Portugues XXI Nivel 1'. (Latest edition), Lisboa: LIDEL, 2004	
Course Outcomes:	By the end of the course, the students should be able to : <ol style="list-style-type: none">1. Apply phonetics and grammar in Portuguese language2. Pronounce Portuguese words effectively.3. Read information using material of appropriate complexity and length.4. Introduce self and others, write and converse in Portuguese language	

Name of the Programme: M.Sc. International Hospitality and Tourism Management

Course Code: IHT-627

Title of the Course: French Language

Number of Credits: 4 Credits

Effective from AY: 2022-23

Pre-requisites for the Course:	Nil	
Course Objectives:	To train the students to communicate in basic French and familiarize them with hospitality terminologies	
Content:		No of hours
	Unit I Phonetics and Grammar in French Language Se présenter, présenter quelqu' un, saluer, tu/vous, épeler et compter, demander et donner le prix, s'exprimer au restaurant/dans les magasins, exprimer la volonté.	15 hours
	Unit II Vocabulary Usage, Reading, and Comprehension Skills Demander son chemin, indiquer un itinéraire, se renseigner sur un hébergement, les adjectifs démonstratifs, le climat. demander et donner un avis. Demonstration work on use of day-to-day vocabulary	15 hours
	Unit III Lexique Du Monde De Tourisme Les reservations-Train/bus/ vols- Hôtel-Le temps et les conseils sur les vêtements à porter, L' Arrivée-Accueil à l'aéroport, Faire régler des formalités- le check-in à l'hôtel, attribuer une chambre. A l' hotel- Les chambres d'hôtel, les distractions offertes. Les heures du repas, les horaires des boutiques, salons etc. <i>D'autres services-Location de voitures, taxis-Bureau de change.</i>	15hours
	Unit IV La Vie Quotidienne Demander et dire le prix, Utiliser les verbe (pouvoir, vouloir, faire), jouer un sport, adjectives possessifs, articles partitifs, description d'une habitation et famille Reading exercises	15 hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as interactive lectures, discussions, class exercises, videos, seminars, case studies and role plays to enable the students to learn in an interactive mode.	
References/ Readings:	<ol style="list-style-type: none">1. Collins French Dictionary. United States: HarperCollins, 2008.2. I. Hawkes, Panorama Francophone Level 1. United Kingdom: Cambridge University Press, 2015.3. N. Irving, K. Daynes, Easy French. United Kingdom: Usborne, 2013.4. C. Metton, A. Nachon, F. Nugue, C. Andant, A propos A1: Manuel du formateur, compléments d'activités. France: Presses universitaires de Grenoble, 2016.5. A. PeñaCalvo, C. Fuller, M. I. I. Vivancos, V. Toro, Panorama Hispanohablante Student Book 1. United Kingdom: Cambridge University Press, 2015.	
Course Outcomes:	By the end of the course, the students should be able to <ol style="list-style-type: none">1. Introduce one self and third person.2. Describe the weather3. Describe their family members.4. Communicate effectively in a restaurant and hotel	

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Name of the Programme: M.Sc. International Hospitality and Tourism Management

Course Code: IHT-606

Title of the Course: Marketing Research

Number of Credits: 4 Credits

Effective from AY: 2022-23

Pre-requisites for the Course:	Nil	
Course Objectives:	The course aims to build proficiency in carrying out market research.	
Content:		No of hours
	UNIT I Market research design New roles for Marketing research, Effect of regional culture on Marketing research, The use of market research in business models and frameworks, The scope of market research information, The market research process, The organization of market research, market research suppliers, the market research brief and proposal, the accuracy, budget and timetable, Uses of Market research.	15 hours
	UNIT II Qualitative Research Introduction, tools, Uses of qualitative research, Principle of desk research- Sources Planning, recording and evaluating desk research, Focus groups- planning and recruiting groups, Group moderator, Depth interviewing- principles of interviewing, line of questioning, developing the discussion guide, probes and prompts, Observation and Ethnography- The audit, Observations in shopping survey, product research, poster checks, television viewing, setting up observation rooms, reporting observational data. Structuring and conducting interviews/observation/cases.	15 hours
	UNIT III Quantitative Research Determining sample size, tools of quantitative researcher, analyzing quantitative research, Sampling- principles, methods, Using statistics to derive importance of factors and need based segmentation, Questionnaire designing, piloting and testing the draft questionnaire, conjoint analysis, Trade off grids, Face to face interviewing, Telephone interviewing, Self-completion questionnaires, Online surveys. Preparation of questionnaire	15 hours
	UNIT IV Using Market Research Using market research to segment markets, to improve a brand position, to improve customer satisfaction and loyalty, to achieve optimum pricing, to enter a new market, to test advertising effectiveness, to launch a new product, Reporting qualitative and quantitative data The market research industry- structure of global market research industry, research trends, specialization in market research skills, Ethics in market research. Conducting Market studies.	15 hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practicals, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.	
References/	1. P. Hague, Market research in practice: An introduction to gaining greater market	

Readings:	<p>insight. Kogan Page Publishers, 2021.</p> <ol style="list-style-type: none"> 2. N. Malhotra, D. Nunan, and D. Birks, Marketing research: An applied approach. Pearson, 2017. 3. C. McDaniel Jr, and R. Gates, Marketing research. John Wiley and Sons, 2018. 4. D.A. Reid, Richard E. Plank, J. D. Lichtenthal, Fundamentals of Business Marketing Research. United States: Taylor and Francis, 2020. 5. M. Esteban-Bravo, J. M. Vidal-Sanz, Marketing Research Methods: Quantitative and Qualitative Approaches. India: Cambridge University Press, 2021.
Course Outcomes:	<p>At the end of the course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Create Market research design. 2. Apply Qualitative Research in marketing 3. Analyze using quantitative research 4. Apply market research to segment markets, to improve brand position, and customer satisfaction.

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Name of the Programme: M.Sc. International Hospitality and Tourism Management

Course Code: IHT-607

Title of the Course: Academic Writing and Research Ethics

Number of Credits: 4 Credits

Effective from AY: 2022-23

Pre-requisites for the Course:	Nil	
Course Objectives:	This course will enable students to learn and apply the essentials of academic writing and research ethics.	
Content:		No of hours
	UNIT I Introduction The purpose of academic writing, Common types of academic writing, The format of long and short writing tasks, The features of academic writing, common text features, Simple and complex sentences, Writing Paragraphs and Essays, Introductions and conclusion, Referencing and quotations, Re-writing and proofreading, Reports, case studies and literature reviews	15 hours
	UNIT II Elements of Academic writing Arguments and discussions, The language of cause and effect, Cohesion and Comparisons, Definitions and Generalization, Components of academic style, Designing and reporting surveys. Open access publications and initiatives, Online resource to check publisher copyright and self-archiving policies, Redundant publications: duplicate and overlapping, publications, salami slicing, Selective reporting and misrepresentation of data	15 hours
	UNIT III Research Ethics in the Digital Age Fundamentals and Problems, Research Ethics and social science, Cloud Based Documentation of Plagiarism, Rethinking Educational Practice Online, Developing Research Standards in a Digitalized World, Use of plagiarism software, databases and research metrics	15 hours
	UNIT IV Applying Research Ethics Publication ethics: definition, introduction and Importance, Best practices / standards setting initiatives and guidelines: COPE, WAME, etc., Conflicts of interest, Publication misconduct: definition, concept, problems, that lead to unethical behavior and vice versa, types, Violation of publication ethics, authorship and contributorship, Identification of publication misconduct, complaints, and appeals, Predatory publishers and journals Use of plagiarism software and databases.	15 hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practicals, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.	
References/ Readings:	<ol style="list-style-type: none">1. B. Macfarlane, Researching with integrity: The ethics of academic enquiry. Routledge, 2010.2. F. Dobrick, J. Fischer, and M. Lutz, Research Ethics in the/digital Age. Springer, 2018.3. S. Bailey, Academic writing: A handbook for international students. Routledge, 2014.4. J. Bos, Research Ethics for Students in the Social Sciences. Cham: Springer, 2020.	

	<p>5. J. Giltrow, R. Gooding, D. Burgoyne, Academic writing: An introduction. Broadview Press, 2021.</p> <p>6. R. Iphofen, Ed., Handbook of Research Ethics and Scientific Integrity. Cham: Springer, 2020.</p>
Course Outcomes:	<p>At the end of the course the students will be able to:</p> <ol style="list-style-type: none">1. Apply skills in Academic writing.2. Design and report surveys.3. Develop research standards in a digitalized world.4. Use the plagiarism software, databases and research metrics

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Name of the Programme: M.Sc. International Hospitality and Tourism Management

Course Code: IHT-652

Title of the Course: Internship

Number of Credits: 16 Credits

Effective from AY: 2022-23

Pre-requisites for the Course:	Nil and must have completed Level 500	
Course Objectives:	The aim is to provide the student with the actual working environment in a reputed starred hotel, multi-national tourism/hospitality organizations, and acquire a set of practical skills. On completion of internship, the student shall have to prepare a report and presentation.	
Content:		No of hours
	<ol style="list-style-type: none">1. The duration of the internship will be for a period of 16 weeks (4 months) in the departments of Hospitality and Tourism Industries.2. The student will have to maintain a log register duly signed by mentors from the hotel/tourism organisations at the end of the internship.3. The student will have to prepare a comprehensive report based on the internship undertaken, and the report will have to be presented and which will be assessed by the concerned faculty and external expert.	16 Weeks
Course Outcomes:	At the end of the internship, the students will have the ability to: <ol style="list-style-type: none">1. Develop employability skills and competencies required for a career in Hospitality and tourism.2. Demonstrate team spirit.3. Communicate effectively.4. Prepare a comprehensive report based on the internship taken.	

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