

स्वामी विवेकानंद विश्वविद्यालय, सिरोंजा, सागर (म.प्र.)
**SWAMI VIVEKANAND UNIVERSITY,
SAGAR (M.P.)**

**As per model syllabus of U.G.C. New
Delhi, drafted by
Central Board of Studies and Approved by Higher
Education and the Governor of M.P.**



प्रबंधन संकाय

**Faculty of Management
M.B.A. Hotel Management
Semester Examination 2016-17**

**I, II, III & IV Semester
Syllabus & Prescribed Books**

कुलसचिव

स्वामी विवेकानंद विश्वविद्यालय, सिरोंजा, सागर (म.प्र.)



Swami Vivekanand University, Sagar(M.P.)
(Maximum Marks: Each Paper – 100)
MBA Hotel Management
(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)
FUNDAMENTALS OF MANAGEMENT

Subject Code – MBAHM-101

Max. Marks: 80

Min. Pass Marks: 29

COURSE CONTENTS:

Unit I

Management, Objectives, Overview, Process Functions, Skills and Roles, Nature and Significance of Management and Society (Environment)

Unit II

Evolution of Management Thought-Taylor, Fayol, Etton Mayo, PC Bernard, Likert and Webber (Theories of Management): Recent Trends and Future Challenges of Management.

Unit III

Planning- Concept, Importance, Types and Process, Strategic Management Overview and Process: MBO, MBE, Decision Making-Concept, Process, Types, Techniques and Importance.

Unit IV

Organizing- Principles, Structure, Process, Importance, Organizational Design, Departmentation, Span of Control Delegation, Decentralization Staffing - Meaning, Scope, Features: Steps and Process.

Unit V

Directing and Controlling – Motivation, Morale and Productivity Leadership, Communication (Organization): Controlling-Nature, Process and Techniques, Coordination.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 4x8 = 32 Marks.

Sec. B: (Essay type & case) 3 out of 5 3x16 = 48 Marks.

Suggested Readings:

1. Koontz O Donnel: Principles of Mgt.
2. Stoner J Management, New Delhi Prentice hall of India

3. Gupta, Sharma and Bhalla: Principles and Practices of Mgt., Kalyani Publication
4. Rao and Krishna: Management Text and Cases, Excel Books

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech/ Test	10
Assignment	05
Punctuality & Sincerity	05



Swami Vivekanand University, Sagar(M.P.)
(Maximum Marks: Each Paper – 100)
MBA Hotel Management
(Maximum Marks: 100, Theory – 80, Internal /Sessional - 20)

Facility Planning

Subject Code – MBAHM- 102

Max. Marks (Ext. Exam): 80
Min. Pass Marks: 29

COURSE CONTENTS:

Unit – I

Hotel Design-Design Considerations-Attractive appearance ,Efficient Plan,Good Location Suitable Material, Good Workmanship, Sound Financing, Competent Management

Unit – II

Systematic Layout Planning-Flow Process and FlowDiagram,Difference between Carpet Area, Plinth area,super built area,their relationships, reading of blueprint.
Approximate cost of Construction Estimation, Approximate Requirement and Estimation Of Water/Electric load.

Unit – III

Star Classification of Hotel-Criteria for Star Classification 5,4,3,2,1 and Heritage.

Unit – IV

Kitchen-Equipment Requirement for Commercial Kitchen(Heating-Gas/Electrical)
Developing Specification For Various Kitchen Equipments.

Unit – V

Kitchen Layout and Design

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 4x8 = 32 Marks.

Sec. B: (Essay type & case) 3 out of 5 3x16 = 48 Marks

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech/Test	10
Assignment	05
Punctuality & Sincerity	05



Swami Vivekanand University, Sagar(M.P.)
(Maximum Marks: Each Paper – 100)
MBA Hotel Management
(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

Food and Beverage Service

Subject Code – MBAHM- 103

Max. Marks (Ext. Exam): 80
Min. Pass Marks: 29

COURSE CONTENTS:

Unit – I

The Hotel and Catering Industry-Introduction to the Hotel Industry and Growth of the Hotel Industry in India. Types of F&B operations.

Unit – II

Departmental Organisation and Staffing-Organisation of F&B department of Hotel, Duties and Responsibilities of F&B Staff.

Unit – III

Food Service areas-Speciality Restaurants, Coffee Shop,Cafeteria,Banquets,Bar Discotheques.

Unit – IV

Ancillary Departments-Pantry, Food pickup area,Store,Linen,Kitchen Stewarding.

Unit – V

Non Alcoholic Beverages-Classification,Tea,Coffee,Juices and Soft Drinks.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 $4 \times 8 = 32$ Marks.

Sec. B: (Essay type & case) 3 out of 5 $3 \times 16 = 48$ Marks.

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech/Test	10
Assignment	05
Punctuality & Sincerity	05



Swami Vivekanand University, Sagar(M.P.)
(Maximum Marks: Each Paper – 100)
MBA Hotel Management
(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

BUSINESS COMMUNICATION

Subject Code – MBAHM- 104

Max. Marks (Ext. Exam): 80

Min. Pass Marks: 29

COURSE CONTENTS:

UNIT I:

Communication: Meaning, nature, importance to managers, communication theories, elements of communication process, importance of feedback, Model of Communication, Barriers to effective communication.

UNIT II:

Types of Communication : Oral, Written & non verbal, Upward, Downward & Lateral: Speeches for different occasions; Interviews; Group Discussion; Conferences; Effective Listening; Grapevine communication.

UNIT III:

Written Communication: Letter Writing; Types of Business Letters; Do's & Don'ts of business letters.

UNIT IV:

Non – verbal Communication: Meaning and importance; Kinesics; Proxemics; Chronemics; Paralanguage; Artefacts

UNIT V:

Report Writing: Types and structure of reports, Drafting of reports. Strategies develop effective communication skills – Do's & Don'ts of Public Speaking. Importance of Resume and Covering letter – Writing a Resume, essentials of drafting an effective resume.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 4x8 = 32 Marks.

Sec. B: (Essay type & case) 3 out of 5 3x16 = 48 Marks.

SUGGESTED READINGS:

1. Rodriques, M.V., Effective Business Communication, Concept Publishing Company, Delhi, 2003.
2. Rayudo. C.S., Communication, Himalaya Publishing House, Delhi 2008.
3. Sinha, K.K., Business Communication, Galgoita Publishing Company, New Delhi, 2006.
4. Raymond V. Lesikar, John D. Pettit, Jr, Business Communication – Theory and Application, AITBS Publishers & Distribution, Delhi, 1999.

Award of Internal / Sessional Marks: Total Marks 20	
Activity	Marks
Presentation: PPT, Seminar, Speech/Test	10
Assignment	05
Punctuality & Sincerity	05



Swami Vivekanand University, Sagar(M.P.)
(Maximum Marks: Each Paper – 100)
MBA Hotel Management
(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

ACCOUNTING FOR MANAGERS

Subject Code – MBAHM- 105

Max. Marks (Ext. Exam): 80

Min. Pass Marks: 29

COURSE CONTENTS:

Unit – I

Financial Accounting – Concept, Importance and Scope, Principles of Double Entry, Ledger Accounting, Preparation of Trial Balance.

Unit – II

Preparation of Financial Statements – Profit and Loss Account and Balance Sheet; Depreciation Accounting.

Unit – III

Financial Statement analysis – Comparative Statement; Common Size Statements; Ratio analysis, Cash flow and fund flow analysis.

Unit – IV

Management Accounting – concept; Needs, Importance; Cost Accounting – Records and Processes, Inventory Valuation, Reconciliation between Financial and Cost Accounts.

Unit – V

Costing for Decision-Making, Marginal Costing and Absorption Costing;

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 4x8 = 32 Marks.

Sec. B: (Essay type & case) 3 out of 5 3x16 = 48 Marks.

SUGGESTED READINGS:

1. Anthony R n and Reece, J. S. „Accounting Principles“, 6th ed. Homewood, Illinois Richard D, Irwin, 1995.
2. Bhattacharya S K and Dearden J. „Accounting for Management“. Text and Cases. New Delhi, Vikas 1996.
3. Sharma & Gupta, „Management Accounting“ Kalyani Publication.
4. Pandey I. M. , „Management Accounting“, Vikas Publication

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech/Test	10
Assignment	05
Punctuality & Sincerity	05



Swami Vivekanand University, Sagar(M.P.)

(Maximum Marks: Each Paper – 100)

MBA Hotel Management

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

INFORMATION TECHNOLOGY IN HOTEL MANGEMENT

Subject Code – MBAHM- 106

Max. Marks (Ext. Exam): 80

Min. Pass Marks: 29

COURSE CONTENTS:

Unit – I

PC: Introduction, Configuration, Operating system features and functions, Application programs and packages. Word Processing: Word Basic, Formatting text & documents, working with Header Footer, Tables, Macros, Toolbar, Mail merge. Excel: Spreadsheet, Range, Formulas, Functions, and Graphs. Power Point: - Power point basics, creating Presentation, Working with Text, Graphs, Multimedia.

Unit – II

Database: - Basic concept, Data base system architecture, data models, relational model, relations, relation representation, SQL,

Unit – III

Data Communication: - Computer Networks (LAN, MAN, WAN), Network Hardware, Reference Model, Network Topologies, Transmission mode, Transmission media (Guided, Unguided)

Unit – IV

Working with HTML tags:-colors, Hyperlinks, Unordered Lists, Ordered Lists, Definition Lists, Marquee, Tables, Forms, Basic of Java scripts & VB script for interactive pages. Website Hosting, Email, Blogs, Forums.

Unit – V

System Security- Virus, Type of Virus, Antivirus, Firewall, E-Commerce: Understanding of E-Commerce, Generation of E-Commerce, Needs & Importance of E-Commerce, Application of E-Commerce.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 4x8 = 32 Marks.

Sec. B: (Essay type & case) 3 out of 5 3x16 = 48 Marks.

SUGGESTED READINGS:

1. Working with MS Office – Tata McGraw Hill.
2. Fundamental of Data base management system, Renu Vig, Ekta Walo, Indian Society of Technical Education.
3. Networking, Joseph R. Levy.
4. Mastering HTML 4.0 – Ray & Ray, BPB Publication.

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech/Test	10
Assignment	05
Punctuality & Sincerity	05



Swami Vivekanand University, Sagar(M.P.)
(Maximum Marks: Each Paper – 100)
MBA Hotel Management
(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

FOOD AND BEVERAGE MANAGEMENT

Subject Code – MBAHM- 107

Max. Marks (Ext. Exam): 80
Min. Pass Marks: 29

COURSE CONTENTS

UNIT-I

Cost Dynamics-Element of Cost, Clasificaton Of Cost

UNIT-II

Sales Concepts-Variou Sales Concept ,Uses of Sales Concept.

UNIT –III

Inventory Control-Importance, Objective, Method, Levels and Techniques,PerpetualInventory,Monthly Inventory Pricing Of Commodities.

UNIT-IV

Sales Control-Procedure of Cash Control, Machine System, ECR ,NCR,POS Reports, Thefts, Cash Handling

UNIT-V

Budgetary Control: Define Budget, Budgetary Control, Frame Work, Types Of Budget.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 4x8 = 32 Marks.

Sec. B: (Essay type & case) 3 out of 5 3x16 = 48 Marks.

SUGGESTED READINGS:

1. Food and Beverage Management-Rakesh Puri

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech/Test	10
Assignment	05
Punctuality & Sincerity	05



Swami Vivekanand University, Sagar(M.P.)



**(Maximum Marks: Each Paper – 100)
MBA Hotel Management (Maximum
Marks: 100)**

Subject Code – MBAHM- 108

**Max. Marks (Ext. Exam): 80
Min. Pass Marks: 29**

STP

Seminar & Term Papers/Project Work

The Seminar & Term Paper shall be based on various practical Exercises which, shall comprise of tutorial work, carry home tasks, debates, paper writing, case completions group discussion, week and conferences and surveys, management games, role-plays, workshops presentation, extempore and prepared speeches, library assignments, company studies project assignment etc. The weight age of these items will be announced by the teachers concerned

in Consultation with the Professor & Head/ Dean, Deptt. The plan forth semester will be announced separately. The topics of the selected shall be from the entire subject that are being taught or any other general topic of academic importance. Marks may be awarded on the basis of total performance of the examinees, for which the scheme of examination and evaluation shall be notified by the Professor & Head/Dean, DMS. The evaluation is to be

made externally out of 100 marks. In additional to above, students are supposed to use library's reference section of the Departmental and Central Library along with the latest journals, their back volumes, periodicals and cases discussed during the classrooms sessions. Students are supposed to update this knowledge with the new arrivals and study materials distributed in the classroom session. Visiting Faculty/Consultants do at to new knowledge to

which the students should acquaint themselves with Workshops, Group Discussion and Seminars are the additional sources of knowledge.



Swami Vivekanand University, Sagar(M.P.)
(Maximum Marks: Each Paper – 100)
MBA Hotel Management
(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

ORGANIZATIONAL BEHAVIOUR

Subject Code – MBAHM- 201

Max. Marks (Ext. Exam): 80
Min. Pass Marks: 29

COURSE CONTENTS:

UNIT I:

Understanding Organizational behavior: Levels of analysis within OB – individual, group and organization; challenges and opportunities for OB; relationship of OB with other fields.

UNIT II:

Foundation of individual behavior; learning theories; Perception: factors influencing Perception; Personality, Attitudes, Job satisfaction and Values.

UNIT III:

Motivation: concept and process; Motivation theories: Maslow, McGregor, Herzberg, Alderfor's, Vroom, Porter & Lawler and Equity theory; Motivating employee techniques; Group: nature, functions & development.

UNIT IV:

Organizational Culture & Climate; Organizational conflicts Type, Causes and Management; Johari Window and Transactional Analysis; Emotional Intelligence; Knowledge Management; Power & Politics; Negotiation.

UNIT V : Organizational Change: Forces for change; Resistance to change.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 4x8 = 32 Marks.

Sec. B: (Essay type & case) 3 out of 5 3x16 = 48 Marks.

Suggested Readings:

1. Baron, R.A. and Greenbeg. J (Behaviour in organization. Pearson India).
2. Luthans, F., "*Organizational Behaviour*", 7th ed. New York, McGraw Hill, 1995.
3. Chandan, J., "*Organizational Behaviour*", Vikas Publishing House Pvt. Ltd.

4. Uday Pareek, "*Organizational Behaviour*", Oxford University Press, 2004.

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech/Test	10
Assignment	05
Punctuality & Sincerity	05



Swami Vivekanand University, Sagar(M.P.)
(Maximum Marks: Each Paper – 100)
MBA Hotel Management
(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

HUMAN RESOURCE MANAGEMENT

Subject Code – MBAHM- 202

Max. Marks (Ext. Exam): 80

Min. Pass Marks: 29

COURSE CONTENTS:

Unit – I

Concepts and Perspectives on Human Resource Management; Human Resource Management in a changing Environment; Corporate Objective and Human Resource Planning;

Unit – II

Career and Succession Planning; Job Analysis and Role Description; Methods of Manpower Search; Attracting and Selecting Human Resources.

Unit – III

Induction and Socialization; Manpower Training and Development.

Unit – IV

Performance Appraisal and Potential Evaluation; Job Evaluation & Wage Determination.

Unit – V

Employee Welfare; Industrial Relations & Trade Unions; Dispute Resolution & Grievance Management; Employee Empowerment;

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 4x8 = 32 Marks.

Sec. B: (Essay type & case) 3 out of 5 3x16 = 48 Marks.

Suggested Readings:

1. William B. Werther Jr. and Keith Davis, “Human Resources and Personnel Management”, Singapore, McGraw Hill, Latest Edition.
2. Biswajeet Patanayak, “Human Resource Management” New Delhi, Prentice Hall India, Latest Edition.
3. Holloway J. Ed., “Performance Measurement and Evaluations”, New Delhi, Sage Publications, Latest Edition.

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech/Test	10
Assignment	05
Punctuality & Sincerity	05



Swami Vivekanand University, Sagar(M.P.)
(Maximum Marks: Each Paper – 100)
MBA Hotel Management
(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

Food and Beverage Production

Subject Code – MBAHM- 203

Max. Marks (Ext. Exam): 80

Min. Pass Marks: 29

COURSE CONTENTS:

Unit – I

Introduction to Cookery-Levels of Skills and Experiences,Attitudes and Behaviour in the Kitchen.Personal Hygiene,Uniforms and Protective Clothing.

Unit –II

Aims and Objective of Cooking food,Various textures,Various Consistencies,Techniques Used in Pre-operation,Techniques Used in Preperation.

Unit –III

Stocks-Defination of Stock,Types of Stock,Recipes,Uses Of Stocks,,Sauces,Methods of Cooking Food-Roasting,Grilling,Frying,Baking.

Unit – IV

Egg Cookery-Introduction to Egg Cookery,Structure of an Egg,Selection of Egg.

Unit – V

Commodities-Shortening,Raising Agents,Thickening Agents,Sugar

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 4x8 = 32 Marks.

Sec. B: (Essay type & case) 3 out of 5 3x16 = 48 Marks.

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech/Test	10
Assignment	05
Punctuality & Sincerity	05



Swami Vivekanand University, Sagar(M.P.)
(Maximum Marks: Each Paper – 100)
MBA Hotel Management
(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

MARKETING MANAGEMENT

Subject Code – MBAHM- 204

Max. Marks (Ext. Exam): 80

Min. Pass Marks: 29

COURSE CONTENTS:

Unit –I

Nature and scope of marketing, corporate orientations towards the marketplace. The Marketing Environment and Environment Scanning;

Unit –II

Marketing information system and Marketing research, Understanding consumer and Industrial markets, market segmentation, Targeting and positioning;

Unit –III

Product decisions, product mix, product life cycle, new product development, branding and packaging decisions, Pricing methods and strategies, Promotion decision- promotion mix, advertising, sales promotion, publicity and personal selling;

Unit –IV

Channel management-selection, co-operation and conflict management, vertical Marketing implementation and systems, Organizing and implementing Marketing in the organization;

Unit–V

Evaluation and control of marketing efforts; New issues in marketing- Globalization, Consumerism, Green marketing, Legal issues.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 4x8 = 32 Marks.

Sec. B: (Essay type & case) 3 out of 5 3x16 = 48 Marks.

SUGGESTED READINGS:

1. Enis, B.M. „Marketing Classics: A Selection of Influential Articles“, New York, McGraw Hill, 1991.
2. Kotler, Philip and Armstrong, G. „Principles of Marketing“, New Delhi, Prentice Hall of India, 1997
3. Kotler, Philip, „Marketing Management Analysis, Planning, Implementation and Control“, New Delhi,

Prentice Hall of India 1994

4. Ramaswamy, V S and Namakumari, S. „Marketing Management Planning Control“, New Delhi MacMillan, 1990

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech/Test	10
Assignment	05
Punctuality & Sincerity	05



Swami Vivekanand University, Sagar(M.P.)
(Maximum Marks: Each Paper – 100)
MBA Hotel Management
(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

PRODUCTION AND OPERATIONS MANAGEMENT

Subject Code – MBAHM- 205

Max. Marks (Ext. Exam): 80

Min. Pass Marks: 29

COURSE CONTENTS:

Unit – I

Nature and Scope of Production and Operations Management; Facility Location; Types of Manufacturing Systems & Layouts; Layout Planning and Analysis;

Unit – II

Material Handling-Principles-Equipments. Line Balancing-Problems; Operations decisions- Production Planning and Control in Mass Production, in Batch/ Job Order Manufacturing;

Unit – III

Capacity Planning –Models; Process planning, Aggregate Planning Scheduling, Work Study, Method Study, Work Measurement, Work Sampling;

Unit – IV

An Overview of Material Management, Material Planning and Inventory Control; Purchase and Store Management.

Unit – V

Industrial Safety; Total Quality Management including Modern Production. Management practices - Just in Time (JIT), KANBAN, 5-S, Kaizen, Total Productive Maintenance (TPM), and 3-M (Muri, Mura, Muda).

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 $4 \times 8 = 32$ Marks.

Sec. B: (Essay type & case) 3 out of 5 $3 \times 16 = 48$ Marks.

SUGGESTED READINGS:

1. Adam, E & Ebert, R.J. „Production and Operations Management“, 6th ed. New Delhi, PrenticeHall of India, 1995.

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech/Test	10
Assignment	05
Punctuality & Sincerity	05



Swami Vivekanand University, Sagar(M.P.)
(Maximum Marks: Each Paper – 100)
MBA Hotel Management
(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

RESEARCH METHODOLOGY

Subject Code – MBAHM- 206

Max. Marks (Ext. Exam): 80

Min. Pass Marks: 29

COURSE CONTENTS:

Unit – I

Introduction to Research Methodology - Meaning, Objectives, Significance of Research in Management; Importance and scope of Research Methodology.

Unit – II

Research Process - Defining Research Problem; Setting of Hypothesis; Research Design – Exploratory, Descriptive and Experimental Research Designs;

Unit – III

Sampling Design - Steps in Sampling Design; Criteria of Selecting a Sampling Procedure, Characteristics of Good Sample Design; Types of Sample Design;

Unit – IV

Data Collection-Primary and Secondary data; Observational and Survey Methods; Questionnaire Design; Processing of Data – Editing, Coding, Classification, Field Work and Tabulation of Data;

Unit – V

Analysis and Report Writing - Selection of Appropriate Statistical Techniques; Parametric Test for hypothesis testing – t - test, Chi – Square test; Characteristics of Non Parametric Test; One-way ANOVA; Report writing.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 4x8 = 32 Marks.

Sec. B: (Essay type & case) 3 out of 5 3x16 = 48 Marks.

SUGGESTED READINGS:

1. Bennel, Roger; „Management Research“, ILO,
2. Gupta, S.P. „Statistical Methods“, 30th ed., Sultan Chand, New Delhi, 2001.
3. Golden, Biddle, Koren and Karen D. Locke; „Composing Qualitative Research“, Sage Pub. 1997.

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech/Test	10
Assignment	05
Punctuality & Sincerity	05



Swami Vivekanand University, Sagar(M.P.)
(Maximum Marks: Each Paper – 100)
MBA Hotel Management
(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

FINANCIAL MANAGEMENT

Subject Code – MBAHM- 207

Max. Marks (Ext. Exam): 80

Min. Pass Marks: 29

COURSE CONTENTS:

Unit-I

Financial Management Meaning and Scope-Meaning Of business Finance
Meaning of Financial Management ,Objectives Of Financial Management.

Unit-II

Financial Statement Analysis and Interpretation-Meaning and Types of Financial
Statements, Techniques of Financial Analysis, Practical Problems.

Unit-III

Ratio Analysis-Meaning Of Ratio, Classification Of Ratios, Profitability Ratios, Turnover
Ratios, Financial Ratios.

Unit-IV

Funds Flow Analysis-Meaning Of Fund Flow Statement, Uses of Fund Flow Statement
Preparation of Fund Flow Statement, Practical Problems.

Unit-V

Cash Flow Analysis-Meaning of Cash flow Statement,Preperation of Cash Flow
Statement, Difference between Cash Flow and Fund Flow Analysis.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 $4 \times 8 = 32$ Marks.

Sec. B: (Essay type & case) 3 out of 5 $3 \times 16 = 48$ Marks.

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech/Test	10
Assignment	05
Punctuality & Sincerity	05



Swami Vivekanand University, Sagar(M.P.)
(Maximum Marks: 100)
MBA Hotel Management



Subject Code – MBAHM- 208

Max. Marks (Ext. Exam): 100

Min. Pass Marks: 36

STP

Seminar & Term Papers/Project Work

The Seminar & Term Paper shall be based on various practical Exercises which, shall comprise of tutorial work, carry home tasks, debates, paper writing, case completions group discussion, week and conferences and surveys, management games, role-plays, workshops presentation, extempore and prepared speeches, library assignments, company studies project assignment etc. The weight age of these items will be announced by the teachers concerned in consultation with the Professor & Head/ Dean, Deptt. The plan for the semester will be announced separately. The topics of the selected shall be from the entire subject that are being taught or any other general topic of academic importance. Marks may be awarded on the basis of total performance of the examinees, for which the Scheme of examination and evaluation shall be notified by the Professor, Head/Dean, and DMS. The evaluation is to be made externally out of 100 marks. In addition to above, students are supposed to use library's reference section of the Departmental and Central Library along with the latest journals, their back volumes, periodicals and cases discussed during the classrooms sessions. Students are supposed to update this knowledge with the new arrivals and study materials distributed in the classroom session. Visiting Faculty/Consultants do at to new knowledge to which the students should acquaint themselves with Workshops, Group Discussion and Seminars are the additional sources of knowledge.