

SEMESTER – II
DURATION - 17 WEEKS

REVENUE / YIELD MANAGEMENT	
Unit-1	The Concept of Revenue Management <ul style="list-style-type: none"> • Hotel Industry Applications <ul style="list-style-type: none"> - Benefits of the techniques/Areas where this concept is applied/How the concept is applied
Unit-2	Measuring Yield <ul style="list-style-type: none"> • Yield Statistic/Determination of Potential Revenue/Potential Average Single Rate/Potential Average Double Rate/ Multiple Occupancy Percentage/Rate Spread/Potential Average Rate/ Room Rate Achievement Factor/Identical Yields/Equivalent Occupancy/Required Non-Room Revenue per Guest
Unit-3	Elements of Revenue Management <ul style="list-style-type: none"> • Group Room Sales/Transient Room Sales/Food & Beverage Activity/Local and Area-Wide Activities/Special Events
Unit-4	Using Revenue Management <ul style="list-style-type: none"> • <i>Potential High and Low Demand Tactics</i> • Implementing Revenue Strategies/Availability Strategies
Unit-5	Revenue Management Computer Software <ul style="list-style-type: none"> • Works performed by Revenue Management Software • Working of the software/system • Advantages of computerized revenue management • Reports generated
Unit-6	Revenue Management Team <ul style="list-style-type: none"> • Composition of Revenue Management Team • Role of Revenue Management Team
Unit-7	Industry-wise Comparison of Yield Management Application <ul style="list-style-type: none"> • Airline/Hotels/Car Rentals/Cruise lines/Package Tours

Case Studies:

Case Studies on Yield Management on any two comparable properties:

- ❖ Bars, Restaurants, Resort Properties, Heritage Properties, Amusement Parks
- ❖ Hotels, Airline Catering

MARKETING RESEARCH	
Unit-1	MARKETING RESEARCH CONCEPTS AND DESIGN <ul style="list-style-type: none"> • Marketing Research Meaning and Importance, Research Process • Organisation of Marketing Research in India • Research Design
Unit-2	DATA COLLECTION <ul style="list-style-type: none"> • Data Collection • Sampling • Questionnaire Design and Development • Attitude Measurement and Scaling
Unit-3	DATA PROCESSING AND ANALYSIS <ul style="list-style-type: none"> • Qualitative Research – Meaning, Scope and Methodology • Data Processing – Coding, Tabulation Data Presentation • Description and inference from Sample Data • Analysis of Association
Unit-4	MULTIVARIATE ANALYSIS <ul style="list-style-type: none"> • Regression Analysis, Discriminant Analysis and Factor Analysis • Conjoint Analysis • Cluster Analysis and Multi-dimensional Scaling • Applications of Marketing Research in India – Some Case Studies

Seminars & Workshops:

- ❖ Research Design
- ❖ Attitude Measurement Scaling

Case Studies:

- ❖ Market determination for set up pubs or amusement parks in the city

EQUIPMENT AND MATERIALS MANAGEMENT

Unit - 1	<p>Material Handling</p> <ul style="list-style-type: none"> • Introduction and Meaning • Objectives of Material Handling • Principles of Material Handling • Selection of Material Handling Equipments • Evaluation of Material Handling System • Guidelines For Effective Utilisation Of Material Handling Equipments • Relationship between operational layout and Material Handling Equipments
Unit - 2	<p>MATERIALS MANAGEMENT</p> <ul style="list-style-type: none"> • Introduction and Meaning • Functions of Material Management • Material Planning and Control <ul style="list-style-type: none"> ○ Techniques of material Planning • Purchasing <ul style="list-style-type: none"> ○ Practical Purchasing Skills - theory, practice and techniques ○ Strategic Procurement Skills ○ Supplier Relationships: The Total Management Process • Logistic Management <ul style="list-style-type: none"> ○ Logistic Analyst ○ Store Management ○ Advanced Materials Storage Management - Policy and Process ○ Identifying and Implementing Business Process Improvements • Inventory Control <ul style="list-style-type: none"> ○ Integrated Inventory Management ○ Managing Risk ○ How to Reduce Inventory Levels - Some Practical Solutions • Standardisation, Codification and Variety Reduction • Value Analysis • Ergonomics • Just In Time (JIT) <ul style="list-style-type: none"> ○ Seven Wastes ○ Benefits of JIT

Unit - 3	Work Study <ul style="list-style-type: none"> • Advantages of Work study • Method study • Motion Study • Work Measurement • Time study
Unit - 4	Quality Control <ul style="list-style-type: none"> • Introduction • Fundamental Factors Affecting Quality • Need for controlling quality • Types of Inspection • Types of quality Control • Steps in quality Control • Tools for quality control
Unit - 5	Maintenance Management <ul style="list-style-type: none"> ○ Objectives of Maintenance ○ Types of Maintenance <ul style="list-style-type: none"> ▪ Break Down ▪ Preventive ▪ Predictive ○ Maintenance Planning & Scheduling ○ Repair, Upkeep and Maintenance ○ Best Maintenance Practices ○ Computer Aided Maintenance
Unit - 6	Waste Management <ul style="list-style-type: none"> ○ Introduction and Meaning ○ Reasons for generation and accumulation-obsolete and surplus ○ Taxonomy of Waste ○ Waste and Productivity ○ Functional Classification of Waste ○ Control of Waste ○ Recycling of Waste ○ Disposal of Waste ○ Treatment of Waste in Cost Accounts

Unit - 7	Packaging and Distribution Management <ul style="list-style-type: none">• Packaging• Transport• Physical Distribution• Information And Technology Integration in Materials Management
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Project

- ❖ Material Handling Equipment with specification /brands/costing for Hotels and allied industries
- ❖ Waste Management Mechanism in different categories of Hotels and allied industries
- ❖ Packaging and Distribution management in Railways & Airline Catering, package food Industry, home delivery

MANAGING ENTREPRENEURSHIP, SMALL AND MEDIUM BUSINESS PROPERTIES	
Unit-1	ENTREPRENEUR AND ENTREPRENEURSHIP <ul style="list-style-type: none"> • Entrepreneurship : Small Scale • Enterprises (SSE) • Entrepreneurial Competencies • Institutional Interface
Unit-2	ESTABLISHING SMALL SCALE ENTERPRISES <ul style="list-style-type: none"> • Opportunities Scanning – Choice of Enterprise • Market Assessment for SSE • Choice of Technology and Selection of Site
Unit-3	SMALL SCALE ENTERPRISES – GETTING ORGANIZED <ul style="list-style-type: none"> • Financing the New/Small Enterprise • Preparation of the Business Plan • Ownership Structure and Organization Framework
Unit-4	OPERATING THE SMALL SCALE ENTERPRISE <ul style="list-style-type: none"> • Financial Management Issues in SSE • Operations Management Issues in SSE • Marketing Management Issues in SSE • Organizational Relations in SSE
Unit-5	PERFORMANCE APPRAISAL AND GROWTH STRATEGIES <ul style="list-style-type: none"> • Management Performance Assessment and Control • Strategies for Stabilization and Growth • Managing Family Enterprises

Seminars & Workshops:

- ❖ Ethics and Corporate Governance

SEMESTER – II

Subject Code	Subject	Credits	Hours			
			L	T	GW/A	Total
MHA-05	Revenue / Yield Management	4	4	1	3	8
MHA-06	Market Research	4	4	1	3	8
MHA-07	Equipment and Materials Management	4	4	1	3	8
MHA-08	Managing Entrepreneurship: Small and Medium Business Properties	4	4	1	3	8
MHA-21	Mentorship & Research Project (Research Methodology)	-	2	1	-	3
Total		16	18	5	12	35

SEMESTER – II

Subject Code	Subject	Marks		
		IA	TEE	Total
MHA-05	Revenue / Yield Management	30	70	100
MHA-06	Market Research	30	70	100
MHA-07	Equipment and Materials Management	30	70	100
MHA-08	Managing Entrepreneurship: Small and Medium Business Properties	30	70	100
Total		120	280	400