

. PhD course work (Hotel & Tourism Management)
Guidelines for Admission

The Admissions to PhD Programme in USoHMT shall be in accordance to General Guidelines as prescribed for Faculty of Business Administration and Hospitality Management

1. The Candidates possessing a degree of MHM/MSC. (HM)/MBA(Hospitality) or equivalent to Masters of Hotel Management shall be exempted from weight age of NET/SLET in admission merit criterion as the same is not conducted for Hotel Management.

2. The minimum qualification to enrol for Pre-Ph.D programme in Hotel & Tourism Management shall be

Masters in Hotel Management/Tourism Management/ Master in relevant field with minimum
55 percent marks

Paper-I

Research Methodology related paper (comprising of 50 objective type questions to be attempted)

Maximum Marks : 50

Paper-II

Subject related paper (comprising of 50 objective type questions to be attempted)

Maximum Marks : 50

Hotel & Tourism Operations

Paper-II

Unit 1:

Culinary Services in Hospitality & Tourism

- Understanding Concept of Culinary Practices and Relation between Culinary, Tourism & Hospitality
- Cuisine of India – Major Ingredients, Dishes and broad overview
- Cuisine of Punjab – Major Delicacies & role of Ingredients
- HACCP Certification

Unit 2:

Operations & Management in Hospitality

- Introduction to Hospitality – Concepts & Definitions
- Front Office Operations : Role, Scope & Challenges

- Housekeeping Operations : Tasks, Functions & Challenges
- Food & Beverage Services: Role, Scope & Challenges
- Food Production: Tasks, Functions & Challenges

Unit 3:

Tourism Management & Operations

- Introduction to Tourism – Concepts & Definitions
- Tour & Travel Operations : Role, Scope & Challenges
- Travel Agency Operations : Tasks, Functions & Challenges
- Airline Services: Role, Scope & Challenges
- Guide & Escorting Services: Tasks, Functions & Challenges

Unit 4:

HRM in Hospitality & Tourism

- Introduction to Management – Concepts & Definitions
- HR & Trends in HRM in Hospitality & Tourism.
- OB Challenges, Opportunities, Responses to Global and Cultural Diversity, Personality Attitudes, Perception, Learning.
- Entrepreneurship in Hospitality & Tourism,

Unit5:

Service Marketing

- Core concepts in marketing; Needs wants, Demands, Products, market,
- Marketing management philosophies- Production, Product, selling Market and Societal perspectives.
- Tourism marketing: Service characteristics of tourism,
- Market segmentation and positioning, Branding.
- Product life cycle,

Unit 6:

ICT Application in Hospitality & Tourism

- Computer Applications : Introduction, Application of MS Office (Excel, Power point, Word, and Hospitality/Tourism Related Software)
- Internet Applications in Hospitality & Tourism
- E- Tourism