RESOURCE MANAGEMENT

M.Sc. - 3rd Semester
COURSE IX - Paper I
ENTREPRENEURSHIP MANAGEMENT

2019

MARKS: 50

OBJECTIVE:

- To provide conceptual insights regarding entrepreneurship management.
- To sensitize and motivate the students towards entrepreneurship management.
- To orient and impact knowledge towards identifying and implementing entrepreneurship opportunities.
- To develop management skills for entrepreneurship management.

CONTENTS:

UNIT I

Entrepreneurship -
Meaning and definition of Entrepreneurship.
- Various concepts of Entrepreneurship.
- Nature (Characteristics) of Entrepreneurship.
- Need and Importance of Entrepreneurship.
- Difference between Entrepreneurship and Self-employment.
- Difference between Entrepreneurship and Income Generation.
- Unemployment in India & career options.

UNIT II

Entrepreneur -
Meaning and definition of entrepreneur.
- Emergence of entrepreneurial class.
UNIT - III

Theoretical Concepts of Entrepreneurship Development.
- Theories or Model of Entrepreneurship -
  (a) Economic Models
  (b) Sociological Models
  (c) Psychological Modes.
  (d) Integrated Model

Entrepreneurship and Role of Socio Economic Environment -
- Role of Business environment in Entrepreneurship development.
- Role of economic environment in Entrepreneurship development.
- Role of Social environment in Entrepreneurship development
- Role of Political and other environment.

UNIT - IV

Entrepreneurship Development Programme (EDPs)
- Definition characteristics and need and objective of EDPs.
- Relevancy of EDPs.
- Course contents of EDP and stages of EDPs
- Problems faced by EDPs and suggestion for EDPs.
- Basic Features or Process of EDP
- Achievement of Entrepreneurial Development Programme.
- Critical Evaluation of Entrepreneurial Development Programme.
- Role of Government in EDPs.

UNIT - V

Entrepreneurial Development in India -
- History and Development in India (in five years Plan)
- Major obstacles in the entrepreneur development in India.
- Factors affected. The growth of Entrepreneurship
- Supporting organization of Entrepreneurship Development.
RESOURCE MANAGEMENT

M.Sc. - IIIrd Semester

HOSPITALITY ADMINISTRATION

OBJECTIVES -

1. To orient the students with the functions of front office department in the hospitality industry.
2. To acquaint the students with the housekeeping department and its administration.
3. To enable the students to manage resources in the housekeeping department of fulfill the hospitality function.

UNIT - I

1. Types of institutions offering hospitality services.
2. Functions / Services of the front office.
3. Various sections of the front office.

UNIT - II

1. Front office organisation and the duties of the front office staff.
2. The role and the essential qualities of the front office staff.
3. Personal hygiene of the front office staff.

UNIT - III

1. Role of housekeeping in the hospitality industry.
2. Layout of a housekeeping department.
3. Organisation of a housekeeping department.
4. Qualities of the housekeeping staff.
5. Departments that housekeeping co-ordinates with
UNIT-IV

1. Personnel management - recruitment, selection, training, job analysis, job description, job evaluation.
2. Housekeeping procedures of rooms and floors.
3. Housekeeping procedures of linen and uniform room.

UNIT-V

1. Safety and security, fire prevention, sanitation, pest control, control of odours, first-aid.
2. Flower arrangement.
3. The basic styles/types of food services - self-service, tray service, waiter service.
4. Top of table items - table linen, dinnerware, tableware, glassware,
5. Table setting.

PRACTICAL:

Total Marks 50 —

1. Folding of napkins
2. Flower arrangement for dining rooms and dining tables.
3. Salad decoration.
4. Table setting for various meals.
5. Menu planning for various groups of people for various occasions.
6. A short duration training in planning and organization a catering project.
7. Market survey of different food commodities and their cost.
8. Models of records to be maintained in a food services institution.
10. Viva.

Project:

Total Marks 50 —
RESOURCE MANAGEMENT

M.Sc. - IIIrd Semester

COURSE: XI Paper III

ADVERTISING AND MARKETING

OBJECTIVES -
- To become aware of different market organization in our Economy.
- To understand the different marketing-functions and the distribution system in our economy.
- The familiarities with the marketing strategies and market research.
- To understand the role of advertising in sales promotion.

UNIT - 1

Market Economy -
- Types of market, importance of marketing, marketing environment.

Strategic planning and marketing information steps in marketing process -
Marketing information system -
- Need and characteristics of marketing information system.
- Marketing strategy.
- Role and type of marketing research.

UNIT - II

Market segmentation -
- Criteria, requirement advantage, segmentation marketing strategy.

Product development and product related strategies -
- Product concept.
- Product planning and development strategy
- Product planning and development process
- Product life cycle stages
- Product related strategy - packing, branding, labeling.
UNIT-III

Advertising and sales promotion -
- Advertising objectives, functions, benefits.
- Advertising budget
- Decision areas in advertising
- Types of Advertising
- Evaluating of advertising effectiveness.
- Advantage and disadvantage and criticism of advertising.

UNIT - IV

Personal selling and sales management.
- Characteristics and importance
- Creative selling process
- Sales organizing meaning, importance, objective, function, factor.
- Affecting sales organizing and training personal.
- Motivation evaluation and control of sales force.

Sales promotion public relation -
- Meaning, objective, function, characteristics. NT
- Type of sales promotion.

UNIT-V

Evaluating and controlling market
- Process of marketing control
- Techniques of marketing control
- International marketing.

Service marketing.
- Marketing concept in service marketing
- Growth of service markets.
- Classification of service.
- Peculiar features of service.
REFERENCES

2. Dhar PK. (1991); Indian Economy- its growing dimensions, Kalyan Publishers, New Delhi
OBJECTIVES

- To be able to appreciate and understand importance of writing
  Scientifically
- To develop competence in writing and abstracting skills.
- To write either a draft research proposal or a chapter of dissertation

CONTENTS

UNIT - I

1. Scientific writing as a means of communication.
   - different forms of Scientific writing.
     Articles in journals, Research notes Monographs, bibliographies.

2. How to formulate outlines
   - The reasons for preparing outlines.
     As a guide for plan of writing.
     As skeleton for the manuscript.
   - Kinds of outline
     Topic outlines
     Conceptual outline
     Sentence outline, Combination of topic and sentence outlines.
UNIT II

3. Drafting titles, sub title, tables, Illustrations.
   - Tables as systematic means of presenting data in rows and lucid way of
     indicating relationships and results.
   - Formatting tables, title, body stab, stab coulum, column head, spanner head
     Box, head.
   - Appendices : Use and guigelines.

UNIT III

4. The writing process

Getting started

Use outline as a starting device

Drafting:

Reflecting, Re-recording

Checking organization

Checking headings

Checking content

Checking clarity

Checking grammar

Brevity and precision in writing Drafting and re-drafting

based on critical evaluation,

UNIT IV

5. Parts of dissertation /research report /article

- Introduction

- Review of Literature

- Method
Results and discussion
- Ask questions related to content, continuity, clarity, validity, internal consistency and objectively during writing each of the above parts.

UNIT-V

Clearly state the question to be addressed
Rationale and importance of the question being addressed
Empirical and theoretical conceptualization
Presenting pilot study/data
Research proposal and time frame
Clarity, specificity of method
Clear organisation
Outcome of study and its implications
Budgeting
Available infrastructure and resources

Executive summary.

References:
PRACTICAL:

Total Marks: 50 / 100

OBJECTIVES

- To develop underlining regarding the vital aspects of communication and behaviors Audio and Visual Media and their use.
- The development understanding regarding the new communication technologies and their use.
- To develop skills in developing using different communication technology for various presentations.

CONTENTS:

1. Concept for communication, scope of communication, communication process. Approaches of communication.
2. Different media their characteristics and use.
3. Use of Video projector slide/filmstrip projector computers.
4. Introduction to new communication technology:
   - Satellite distribution Broadcast networking.
   - Developing close circuit television package on (cCTV) Topics
   - Incorporating the use of video films in presentations i.e. the selected clippings.
   - Slide: making use of slides with Audio Commentaries for presentations.
   - Development and use of transparencies.
   - Digital method of Communication technologies.
   - Computer graphic design.
5. Preparation of graphics for research reports/seminars/other Presentations.
7. Presentations using power point.