

**ASSISTANT PROFESSOR IN HOTEL MANAGEMENT IN KERALA COLLEGIATE EDUCATION**

**CATEGORY NO.570/2024**

Paper I

MODULES	TITLE	SUB TOPICS	MARKS
MODULE 1	ORGANISATIONAL BEHAVIOUR AND MANAGERIAL FUNCTIONS	ROLE OF A MANAGER-DECISION MAKING-ORGANISATIONAL CLIMATE AND CHANGE-ORGANISATION STRUCTURE AND PROCESSES-BEHAVIOURAL DYNAMICS	10
MODULE 2	HOSPITALITY OPERATIONS MANAGEMENT	FOOD & BEVERAGE MANAGEMENT- ACCOMMODATION MANAGEMENT-MANAGING ENVIRONMENTAL ISSUES- HOSPITALITY ENTREPRENEURSHIP-LAWS AND STANDARDS RELATED TO HOSPITALITY BUSINESS	10
MODULE 3	FUNDAMENTALS OF MARKETING MANAGEMENT	EVOLUTION OF MARKETING-NINE PRINCIPLES OF MARKETING-MARKETING STRATEGY FOR HOSPITALITY INDUSTRY-THE SERVICE QUALITY-PRICING STRATEGIES AND TECHNIQUES IN HOSPITALITY-PUBLICITY AND PROMOTION-EXPERIMENTAL MARKETING- CONSUMER PROTECTION IN INDIA-FINANCIAL CONTROL IN MARKETING-MARKETING AUDIT	10
MODULE 4	MANAGEMENT OF PRODUCTION AND OPERATIONS	ISSUES IN PRODUCTION/OPERATIONS MANAGEMENT, FORECASTING, PRODUCTION SYSTEM DESIGN, PRODUCTION PLANNING & SCHEDULING, MATERIALS PLANNING, EMERGING ISSUES IN PLANNING/OPERATIONS MANAGEMENT	10
MODULE 5	PRINCIPLES OF REVENUE AND YIELD MANAGEMENT	THE CONCEPT OF REVENUE MANAGEMENT- MEASURING YIELD-ELEMENTS OF REVENUE MANAGEMENT-USING REVENUE MANAGEMENT-REVENUE MANAGEMENT COMPUTER SOFTWARE-REVENUE MANAGEMENT TEAM-INDUSTRY-WISE COMPARISON OF YIELD MANAGEMENT APPLICATION	10
MODULE 6	MARKETING RESEARCH AND DATA ANALYTICS	MARKETING RESEARCH CONCEPTS AND DESIGN-DATA COLLECTION-DATA PROCESSING AND ANALYSIS-MULTIVARIATE ANALYSIS	10
MODULE 7	ECONOMICS IN MANAGEMENT	INTRODUCTION TO MANAGEMENT ECONOMICS-DEMAND & REVENUE ANALYSIS-PRODUCTION AND COST ANALYSIS-PRICING DECISIONS	10
MODULE 8	PLANNING FOR HUMAN RESOURCES	LEARNING ORGANIZATION AND LEADERSHIP-BASICS OF HUMAN RESOURCE PLANNING-JOB EVALUATION-ACTION AREAS - ISSUES AND EXPERIENCES-MEASUREMENTS IN HUMAN RESOURCE PLANNING- CORPORATE SOCIAL RESPONSIBILITIES- COMPETENCY MAPPING & CONCEPT OF ASSESSMENT CENTERS-HUMAN RESOURCE DEVELOPMENT	10
MODULE 9	SALES MANAGEMENT	SALES MANAGEMENT FUNCTIONS-SELLING SKILLS- SALES FORCE MANAGEMENT-PLANNING AND CONTROL OF THE SALES EFFORT	10
MODULE 10	LABOUR LAWS (LEGAL FRAMEWORK IN HOSPITALITY)	INTRODUCTION TO LABOUR LEGISLATION-LAWS ON WORKING CONDITIONS-INDUSTRIAL RELATIONS LAW-WAGES AND LABOUR LAWS-LAWS FOR LABOUR WELFARE AND SOCIAL SECURITY	10
		<b>Total</b>	<b>100</b>

Paper II

MODULES	TITLE	SUB TOPICS	MARKS
MODULE 1	<b>DEVELOPMENT AND PLANNING OF PROPERTY</b>	TECHNICAL REQUIREMENTS AS ESTABLISHED BY LAW AND NEED FACILITIES DESIGN & ANALYSIS-GLOBAL GREEN INITIATIVE-PLANNING FOR SPECIAL GUESTS- STUDY OF ARCHITECTURAL FEATURES OF SOME OF THE PROMINENT HOTELS	10
MODULE 2	<b>SERVICE MARKETING &amp; CONSUMER BEHAVIOUR IN HOSPITALITY INDUSTRY</b>	MARKETING OF SERVICES - CONCEPTS AND ISSUES- MARKETING OF HOSPITALITY SERVICES - CONCEPTS & ISSUES, MARKETING OF EDUCATION & PROFESSIONAL SERVICES, CONSUMER BEHAVIOUR - ISSUES & CONCEPTS, INDIVIDUAL INFLUENCES ON BUYING BEHAVIOUR, GROUP INFLUENCES ON CONSUMER BEHAVIOUR, THE BUYING PROCESS, MODELLING BUYER BEHAVIOUR	10
MODULE 3	<b>INTERNATIONAL MARKETING IN HOSPITALITY</b>	INTRODUCTION TO INTERNATIONAL MARKETING, ENVIRONMENT OF INTERNATIONAL BUSINESS, POLICY FRAME WORK AND PROCEDURAL ASPECTS, INTERNATIONAL MARKETING MIX, INTERNATIONAL MARKETING PLANNING	10
MODULE 4	<b>INFORMATION TECHNOLOGY IN HOSPITALITY MANAGEMENT</b>	MANAGERIAL APPLICATIONS OF COMPUTERS-COMPUTERS AND DECISIONAL TECHNIQUES-ADVANCED DECISIONAL TECHNIQUES-MANAGEMENT INFORMATION SYSTEM-SYSTEMS ANALYSIS AND COMPUTER LANGUAGES	10
MODULE 5	<b>MATERIALS AND EQUIPMENT MANAGEMENT</b>	MATERIAL HANDLING-MATERIALS MANAGEMENT-WORK STUDY-QUALITY CONTROL-MAINTENANCE MANAGEMENT-WASTE MANGEMENT-PACKAGING & DISTRIBUTION MANGEMENT	10
MODULE 6	<b>RESEARCH METHODOLOGY</b>	INTRODUCTION TO RESEARCH METHODOLOGY-DATA COLLECTION & MEASUREMENT-DATA PRESENTATION & ANALYSIS-REPORT WRITING & PRESENTATION	10
MODULE 7	<b>MICE</b>	TRAVEL-MEETINGS,WORKSHOP,SEMINAR& CONFERENCE-TRADE FAIR & EXHIBITIONS-PLANNING MICE-LINKAGE WITH TOURISM-CONVENTION MANAGEMENT, MANAGING	10
MODULE 8	<b>ENTREPRENEURIAL MANAGEMENT IN SMALL AND MEDIUM BUSINESS ENTERPRISES</b>	ENTREPRENEUR AND ENTREPRENEURSHIP, ESTABLISHING SMALL-SCALE ENTERPRISES, SMALL-SCALE ENTERPRISES - GETTING ORGANIZED, OPERATING THE SMALL-SCALE ENTERPRISE, PERFORMANCE APPRAISAL AND GROWTH STRATEGIES	10
MODULE 9	<b>ORGANISATIONAL CHANGE MANAGEMENT STRATEGIES</b>	CONCEPT OF MANAGING CHANGE-DIAIGNOSIS AND INTERVENTION-MODELS OF ORGANISATIONAL CHANGE-CONSULTING: APPROCHES & SKILLS	10
MODULE 10	<b>SOCIAL PROCESSES AND BEHAVIOURAL CHALLENGES</b>	SOCIAL AND ORGNISATIONAL CULTURES-INTRA-PERSONAL PROCESSES-S-GROUP AND INTERGROUP PROCESSES- ORGANISATIONAL PROCESSES	10
			<b>100</b>