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6.11.15

UNIVERSITY OF THE PUNJAB

NOTIFICATION

It is hereby notified that the Syndicate at its meeting held on 29-08-2015 has approved the recommendations of the Academic Council made at its meeting dated 30-07-2015 regarding approval of Syllabi & Courses of Reading for M.Sc. Tourism & Hospitality Management (THM) under Annual System for Affiliated Colleges with effect from the Academic Session 2014-2015.

The new Syllabi & Courses of Reading for M.Sc. Tourism & Hospitality Management (THM) under Annual System is attached herewith, vide Annexure 'A'.

**Admin. Block,
Quaid-i-Azam Campus,
Lahore.**

Sd/-
**Prof. Dr. Liaqat Ali
Registrar**

No. D/ 5156/Acad.

Dated: 05-11-2015.

Copy of the above is forwarded to the following for information and further necessary action: -

1. Dean, Faculty of Sciences
2. Principal, College of Earth & Environmental Sciences
3. Principal, College of Tourism & Hotel Management, (COTHM), Gulberg, Lahore.
4. Members of Board of Studies
5. Controller of Examinations
6. Deputy Controller (Computer)
7. Deputy Controller (Secrecy)
8. Deputy Controller (Conduct)
9. Secretary to the Vice-Chancellor
10. P.S.to Registrar
11. Assistant Syllabus

Z. V. 05/11/2015

**Deputy Registrar (Academic)
for Registrar**

Approval of M.Sc Tourism and Hospitality Management (THM) for Annual System

This program is running in the College of Earth and Environmental Sciences since 2005 in the Semester system. Recently the College of Tourism and Hotel Management (COTHM) has got affiliation with University of the Punjab Lahore. They are having the annual system instead of semester system. Therefore, syllabi of this program have been converted to the Annual system of teaching and examination.

College Of Earth and Environmental Sciences
Tourism and Hospitality Management
(Annual System)

Year - I

| Sr. no | Course Code | Title | Marks |
|---------------|--------------------|---|--------------|
| 1. | THM 301 | Introduction to Hospitality and Tourism | 100 |
| 2. | THM 302 | Tour operation | 100 |
| 3. | THM 305 | Communication skills and personal Development | 100 |
| 4. | THM 307 | Food and Beverage Management | 100 |
| 5. | THM 308 | Human Resource Management | 100 |
| 6. | THM 309 | Heritage and Visitor Attraction | 100 |
| | | Total Marks | 600 |

Year - II

| Sr. no | Course Code | Title | Marks |
|---------------|--------------------|--------------------------------|--------------|
| 1. | THM 401 | Room Division Management | 100 |
| 2. | THM 403 | Marketing and Advertising | 100 |
| 3. | THM 405 | Research Method and Techniques | 100 |
| 4. | THM 408 | Eco Tourism | 100 |
| 5. | THM 409 | Event Management | 100 |
| 6. | THM 411 | Hotel Management Accounting | 100 |
| | | Total Marks | 600 |

Total Marks of Courses = 1200

1st Year

Module code: THM 301

Module Title: Introduction to Hospitality and Tourism

Name of Scheme: M.Sc

Department: CEES

Faculty: Science

Module type: Core

Total Marks: 100

Pre Re-quisite: BA/B.Sc

Syllabus Outline

Hospitality industry, overview of hospitality and tourism, hospitality and tourism management, tourist attractions, tourism development in Pakistan

Theory

Introduction to hospitality Industry, Introduction to tourism industry, Historical perspective of Hospitality and tourism, Various organizations in hospitality, Hotel operations, Hospitality management, Marketing/Human Resources (HR)/ Food and beverages (F&B) etc., Hospitality ethics, Service and professionalism, Career in the hospitality Industry, Understanding of restaurant industry, Understanding and working world's chain hotels, Hotel Organization and management, Complete review of tourism industry, especially in Pakistan, Tourist attraction places, Categories of tourism, Forms of Tourism, Sustainable tourism, Eco tourism, Adventurer tourism, Tourism development, World wide tourist destinations, Customer service and tourism, Field tour, Writing a Report

Module Aim

This is a senior level course designed to have complete understanding of hospitality industry and tourism industry. Students will also be travelled in a field trip.

Learning Outcomes

On completion of the course the students will be able to:

- understand the concepts of hospitality Industry
- know the tourism categories
- know the organization of a hotel
- know the restaurant industry
- know the hospitality ethics
- know the importance of customer in hospitality industry

Planning and Development-Planning for Tourism, Planning process, Environment issue, Importance.

Marketing-Concept, Tourism Marketing, Marketing Mix, Programming, Advertising, Public Relation, Organizational communication.

Module Aim

This course is designed to give the students an overview of the opportunities, and skills needed in this career. The course cover travel distribution networks, including intermediaries, providers and suppliers, examination of the roles and functions of tour wholesalers with an emphasis on the assemblage of the tour package and its marketing, and the roles of tour operators within the tourism system. Finally, students will learn about a range of travel agency systems, including Computer Reservation Systems (CRS) and Global Distribution Systems (GDS).

Learning Outcomes

On completion of the course the students will be able to:

- Understand the basic concepts of Tourism Operations.
- Understand the applications of skills in the different departments /operations working under these industries.
- Understand national and international scope.
- Demonstrate their knowledge and skill and communicate ideas in an effective manner.

Assessment Strategies

1. Lecture based examination
2. Presentation/seminars
3. Class discussion
4. Quizzes

Distribution of Marks

100% final exams

Books Recommended

- Bhatia, A.K., 2002. **Tourism Development Principles and Practices**. 1st Ed., Sterling Publishers.
- Buhalis, D., 2002. **Etourism Information Technology for Strategic Tourism Management**. 1st Ed., Prentice Hall

Module code: THM 305

Module Title: Communication Skills and Personality Development

Name of Scheme: M.Sc

Department: CEES

Faculty: Science

Module type: Core

Total marks: 100

Pre Re-requisite: BA/B.Sc

Syllabus Outline

Introduction to business communication, Strategies for effective business communication, interview skill development, business letters and report writing, personality development.

Theory

Effective Communication in Business: Importance and benefits, Components of communication, Concepts and problems of communication, Non verbal communication.

The Seven C's of effective communication

Process of preparing effective business messages

Strategies for successful interpersonal communication, Dyadic Communication, Interviewing, Telephoning, Dictating.

The Job Application Process- Written Job Presentation.

The Job Application Process- Interviews and Follow Up.

Letter and Report Writing

Personality Development: How appearance communicates, How body language communicates, How silence, time, and space communicates, How to talk to people, How to make people feel important, How to agree with people, How to listen to people, How to influence people, How to make up people's mind, How to praise people, How to criticize people, How to thank people.

Module Aim

The course has been designed for the students to obtain knowledge and skills in effective business communication and develop an impressive personality. It will help the students to frame communications to address the specific audiences and communicate qualitative and quantitative analyses. The course will enable students to use appropriate information technology in both oral and written communication.

Learning Outcomes

The course has been designed for the students to enable them meet the existing global challenges of achieving a sustainable growth in a competitive environment of hospitality industry. Upon completion of this course the student will:

- Be able to understand the various concepts and obstacles in business communication process
- Be able to communicate and convince effectively with the people within the hospitality industry.
- Be able to achieve 7C's of business communication in the message
- Be able to design an effective business message and use the right medium
- Be able to execute effective interpersonal communication
- Be able to develop an effective personality

Assessment Strategies

1. Lecture based examination
2. Presentation/seminars
3. Class discussion
4. Quizzes

Distribution of Marks

100 % final exams

Books Recommended

- Bovee, C. and Thill, J.V., 2011. **Business Communication Today**. 11th Ed., McGraw-Hill Inc. USA.
- Murphy, H.A., 1997. **Effective Business Communication**. 7th Ed., McGraw-Hill Higher Education.
- Giblin, L., 2011. **How to be People Smart**. 1st Ed., Embassy Books

Module code: THM 307

Module Title: Food and Beverage Management

Name of Scheme: M.Sc

Department: CEES

Faculty: Science

Module type: Core

Total Marks: 100

Pre Re-quisite: Introduction to Hospitality and Tourism

Syllabus Outline

Food and beverage concepts essential to hospitality managers, service areas as well as kitchen work, planning and operations of a Restaurant or Foodservice Operation, quality of food and service.

Theory

Introduction of Food and Beverage department, Overview of F&B in different hotels, Organizational structure, Complete service protocol, Service ethics, Types of restaurant, Handling difficult situation in restaurant, Menu planning, design and price control, Knowledge about alcoholic and non-alcoholic beverages, Hotel room service complete knowledge, Sales and marketing in food and beverage department, Managing quality in food and beverage operations, Food menus and beverage list, An overview of Food and beverage control, Financial aspects in F&B, Receiving, Storing and issuing, Beverage controlling, Control and keeping methods of inventory, Food and Beverage service methods, Food and beverage management in fast food and popular caterers, Consideration of opening a new outlet, Turn over ratio in a restaurant, Glossary, Writing a report, Presentation.

Module Aim

This is a senior level course designed to provide complete understanding of Food and beverage in the hospitality industry. The primary goal of the course is to help students become competent in the study and application of food and beverage management.

Learning Outcomes

Upon completion of this course the students will be able to:

- Demonstrate an understanding of food and beverage management and its impacts on the various areas within hospitality organizations.

- Demonstrate an understanding of the internal and external factors that affect any business or hospitality organization.
- Demonstrate an understanding to different ways to service the beverages.
- Demonstrate the handling of knife in the kitchen
- Demonstrate the various ways to cut vegetables.
- Demonstrate an understanding the various ways of service

Assessment Strategies

1. Lecture based examination
2. Presentation/seminars
3. Class discussion
4. Quizzes

Distribution of Marks

100% Final exams

Books Recommended

- **Davis, B., Lockwood, A. and Stone, S., 2003. Food and Beverage Management. 3rd Ed., Butterworth-Heinemann.**
- Cousins, J., Lillicrap, D. and Weekes, S., 2006. **Food and Beverage Service. 1st Ed., Hodder Education.**
- Cousine, J. Foskett, D. and Gillipse, C., 2006. **Food and Beverage Management. 5th Ed., Longman Pub Group.**
- Mill, R.C., 2006. **Restaurant Management: Customers, Operations and Employees. 3rd Ed., Prentice Hall College Div.**

Module code: THM 308

Module Title: Human Resource Management

Name of Scheme: M.Sc

Department: CEES

Faculty: Science

Module type: Core

Total Marks: 100

Pre Re-requisite: Introduction to Hospitality and Management

Syllabus Outline

Overview of human resources (HR) management, HR major activities, HR in hospitality and tourism industry.

Theory

Introduction of HR in hospitality industry, Human resource major activities, Organizational structure of a hotel, HR policies and practices in the hospitality industry, Advertising a job, Complete process of hiring and firing, Recruitment and selection process, Different theories and team building, Job description, Job specification, Conducting interview, Organizational culture and HRM, Equal opportunities and managing diversity, Local and international prospect in recruitment, Training and development, Performance management and performance appraisal, Reward Strategies in tourism and hospitality industry, Employee relations, involvement and participation as one team, Role of labor unions and their link in tourism industry, Common law regarding negligent hiring and employees rights, Application, background check and interviews, Employee motivation through quality leadership, Effective communication and feed back, Discuss vital aspects of human resource, Case study, Writing a report, Presentation.

Module Aim

This is a senior level course designed to provide a complete understanding of employees management in the tourism and hospitality industry. The primary goal is to teach students the man management in hotels, restaurants, and in tourism department.

Learning Outcomes

Upon completion of this course the students will be able to have:

- An understanding of Human resources management in the hospitality industry.
- An understanding recruitment and selection process.

- An understanding of the organizational culture in the hospitality industry
- Complete understanding of the difference between job description and job specification
- Skills to motivate the employees
- The understanding of legal aspects in the hospitality industry

Assessment Strategies

1. Lecture based examination
2. Presentation/seminars
3. Class discussion
4. Quizzes

Distribution of Marks

1. 100% final exams

Books Recommended

- **Sommerville, K.L., 2007.** Hospitality Employee management and Supervision. **1st Ed., Wiley & Sons.**
- **Nickso, D., 2010.** Human Resource Management for the Hospitality and Tourism Industries. **13th Ed., Butterworth-Heinemann.**
- **Hayes, D.K. and Ninemeier, J.D., 2008.** Human Resource Management in the Hospitality Industry. **1st Ed., Wiley & Sons.**

Module code: THM 309

Module Title: Heritage and Visitor Attraction Management

Name of Scheme: M.Sc

Department: CEES

Faculty: Science

Module type: Core

Total Marks: 100

Pre Re-requisite: Introduction to Hospitality and Tourism

Syllabus Outline

Introduction to Heritage and tourist attraction management i.e. historical background, culture and tradition, development and management of tourist places with the purpose of attracting more tourists, Classical and social studies with the most important topics involved, such as "authenticity", "reproduction" of places, the relations between the tourism departments, the tourism ministry, the tourists and the local community. The Cultural Heritage of Pakistan

Theory

Indus Civilization, Gandhara Civilization, Islamic period, Sikh period, British period, Post independence period, Cultural heritage of Pakistan, Funds for national cultural heritage, World heritage sites in Pakistan & role of The United Nation, Heritage guide through various cities of Pakistan, Preserving heritage in Pakistan, Analysis of heritage and attraction management in Pakistan, Role of visitor attraction in Tourism, Ministry of Tourism and its role in Pakistan, Pakistan tourist development cooperation, Development of tourist attraction places, Management of tourist attraction in Pakistan, Marketing of visitor attraction, Field Tour, Presentations, Report Writing.

Module Aim

This is a senior level course designed to build a deeper understanding of heritage in the region, especially current Pakistan. This course will give the student an overview of various heritages, cultures, traditions, history of Pakistan's heritage and how to develop and manage tourist places.

Learning Outcomes

Upon completion of this course the students will be able to:

- know the heritage history of Pakistan
- know impacts of culture, traditions and old monuments
- know the tourist and historical places in Pakistan
- know the role of United nation and Heritage of Pakistan
- know how to preserve heritage place
- know to develop the visitor attraction places
- know the management of tourist places

Assessment Strategies

1. Lecture based examination
2. Presentation/seminars
3. Class discussion
4. Quizzes

Distribution of Marks

1. 100% Final Exams

Books Recommended

- Swarbrooke, J., 2012. **The Development and Management of Visitors Attractions. 2nd Ed.**, Butterworth-Heinemann.
- Fyall, A., Leask, A., Garrod, B. and Wanhill, S., 2008. **Managing Visitors Attractions: New Directions. 1st Ed.**, Butterworth-Heinemann.

2nd Year

Module code: THM 401

Module Title: Room Division Management & Housekeeping

Name of Scheme: M.Sc

Department: CEES

Faculty: Science

Module type: Core

Total Marks: 100

Pre Re-requisite: Front Desk Management, Human Resources Management

Syllabus Outline

Room division and management, roles of division manager in hotels, interaction of room division with other departments of hotel.

Theory

Introduction to Room division management, Organizational structure of a hotel and role of room division manager, Room division department and operational issues, Relationship between room division and front office, Role of housekeeping department, Interaction between housekeeping and other departments, Overview of management concepts as they apply to the executive house keeper, Management responsibilities of the Executive housekeeper, Aras of house keeping responsibilities, Division of guest rooms, Management of inventory and equipment, Characteristics of housekeeping equipment and supplies, Laundry room management, Human resource management in housekeeping, Employee evaluation and compensation, Risk and environmental issues in lodging properties, Environment management and sustainability, Environment friendliness and cleanliness, Complete knowledge and practice of housekeeping services, Visit to a hotel, Presentation, Writing a report.

Module Aim

This is a senior level course designed to provide complete understanding of Room division management, especially Housekeeping department. The primary goal is to teach students the way to interact between room division and housekeeping department and also understand teach complete operational procedure of housekeeping.

Learning Outcomes

On completion of the course the students will be able to:

- Demonstrate an understanding of Room division management and housekeeping department

- Demonstrate the complete knowledge of organizational structure of housekeeping
- Demonstrate the whole procedure of housekeeping
- Demonstrate effective skills to manage employees
- Demonstrate the relationship between environment and housekeeping department.

Assessment Strategies

1. Lecture based examination
2. Presentation/seminars
3. Class discussion
4. Quizzes

Distribution of Marks

1. 100% Final Exams

Books Recommended

- Jansen, A.M., 2008. **Room Division Management**. 1st Ed., Aman Publications.
- **Andrews, S., 2009. Hotel Housekeeping Management and Operations. 1stEd., Prentice Hall.**
- Talwar, P., 2006. **Hotel and Hospitality Management Housekeeping**. 1st Ed., Isha Books.
- Casado, M.A., 2011. **Housekeeping Management**. 2nd Ed., Wiley & Sons.
- **Rivera, P.A. and Casado, M.A., 1998. Hotel Front Office and Rooms Division Management. 1st Ed., John Wiley & Sons Inc.**

Module code: THM 403

Module Title: Marketing and Advertising

Name of Scheme: M.Sc

Department: CEES

Faculty: Science

Module type: Core

Total Marks: 100

Syllabus Outline

Introduction to hospitality sales and marketing, hospitality advertising campaigns and promotions, hospitality marketing efforts, role of ministry of tourism in tourism campaigns

Theory

Introduction: Introduction to hospitality marketing and sales (Marketing and sales, The marketing mix, Management's role in marketing and sales, The importance of marketing and sales, Trends shaping the future of hospitality marketing and sales); The marketing plan; the cornerstone of sale (The marketing plan, Steps of a marketing plan); Managing the marketing and sale office (The marketing and sale division, Organizing the marketing and sale office, the automated marketing and sale office).

Sales Techniques: Personal sales (Prospecting, Preparing for the presentation sales call, The presentations sales calls, Improving sales productivity); Telephone sales (Basics of telephone communication, Outgoing calls, Incoming calls, Telephone sales operation); Internal marketing and sales (What is internal marketing?, What are internal sales?, Special service and in-house promotions); Advertising, public relations, and publicity (Why advertise?, Types of advertising, Developing an advertising plan, Advertising agencies, Public relations and publicity, Conclusion).

Marketing: Marketing to business travelers (Business travelers, Meeting the needs of business travelers, reaching business travelers, Conclusion); Marketing to leisure travelers (Individual leisure travelers, Group leisure travelers, Leisure travelers and small properties, the vacations ownership option, Conclusion); Marketing to travel agents (Travel agencies, Meeting the needs of travel agents, Finding travel agents, Reaching travel agents, The future of travel agents); Marketing to meeting planners (The group meetings market, Finding association and corporate group business, Reaching association and corporate group business); Marketing to special segments (International travelers, the destination wedding and honeymoon market, the sports market, Government travelers, Travelers with disabilities, other special segments); Marketing restaurants and lounges (Positioning restaurants and lounges, Merchandising food and beverages, Promoting restaurants and lounges, Building repeat business, Other food services

operations); Marketing catered events and meeting rooms (The catering department, Catering sales, other food and beverages sales, Meeting room sales).

Module Aim

The course has been designed for the students to enable them meet the existing global challenges of achieving a sustainable growth in a competitive environment of hospitality and tourism industry through marketing and advertisement.

Learning Outcomes

Upon completion of this course the students will be able to:

- Understand the basic concepts of sales and marketing, discuss marketing plans and examine the organizations of a sales office in small, midsize and large hospitality firms in hospitality industry.
- Understand sales techniques and how to explore personal, telephone and internal marketing and sales.
- Understand the various modern techniques of advertising, public relations and publicity.
- Understand hospitality industry's major market segments.

Assessment Strategies

1. Lecture based examination
2. Presentation/seminars
3. Class discussion
4. Quizzes

Distribution of Marks

1. 100% Final Exams

Books Recommended

- Bowie, D. and Buttle, F., 2012. **Hospitality Marketing: An Introduction**. 2nd Ed., Wiley & Sons.
- Bowie, D. and Buttle, F., 2012. **Hospitality Marketing: Principles and Practice**. 2nd Ed., Butterworth-Heinemann.
- Abbey, J.R., 2008. **Hospitality Sales and Marketing**. 5th Ed., Amer Hotel & Motel Assn.
- Reid, R.D. and Bojanic, D.C., 2009. **Hospitality Marketing Management**. 5th Ed., Wiley & Sons.

Module code: THM 405
Module Title: Research Method and Techniques
Name of Scheme: M.Sc
Department: CEES
Faculty: Science
Module type: Core
Total Marks: 100
Pre Re-quisite: BA/B.Sc

Syllabus Outline

Introduction to research, research methods, research plans, approaches in research.

Theory

How to choose a topic, objectives, etc., Deep knowledge of literature review, The research concept in a multidisciplinary context, Planning a research project and transforming it into a proposal, Range of research methods / methodologies, Primary and secondary data; sampling and survey, Qualitative and quantitative methods in Research, Research plans and Proposal, Survey Analysis, Approaches and dimensions in research, Writing a research Report.

Module Aim

The aim of this course is to provide students with the basic tools for planning and conducting simple research projects and reporting on them. It starts with a simple approach on how to plan a research project and implement it by applying the appropriate method in a multidisciplinary context, relevant to tourism.

Learning Outcomes

On completion of the course the students will be able to:

- Use research methods to solve problems
- Evaluate research related problems to determine the base problem and identify alternative solutions.
- Use qualitative and quantitative methods for analysis.
- Know the role of research in Tourism Management.
- Know research concept in a multidisciplinary context.
- Write reports on the basis of research.

Assessment Strategies

1. Lecture based examination
2. Presentation/seminars
3. Class discussion
4. Quizzes

Distribution of Marks

1. 100% Final Exams

Books Recommended

- **Veal, A.J., 2006. Research Methods for Leisure and Tourism: A Practical Guide. 4th Ed., Financial Times Management.**
- **Finn, M., 2000. Research Methods for Leisure and Tourism Data Collection, Analysis and Interpretation. 1st Ed., Longman Pub Group.**
- **Faulkner, H.W., Faulkner, B. and Fredline, L., 2003. Aspects of Tourism, Progressing Tourism Research. 1st Ed., Multilingual Matters.**

Module code: THM 408

Module Title: Eco-Tourism

Name of Scheme: M.Sc

Department: CEES

Faculty: Science

Module type: Core

Total marks: 100

Pre Re-quisite: Introduction to Hospitality and Tourism

Syllabus Outline

Overview of ecotourism, development, markets, management, characteristics and clients of ecotourism, ecotourism market growth

Theory

Introduction and general overview, Context and definitions of Ecotourism, Types of Ecotourism

Alternative and mass tourism, Principles and philosophies of Ecotourism, Ecotourism Resources, Protected areas in ecotourism, Identifying and describing ecotourism products , Components of Ecotourism, Impacts of Ecotourism, Resources required for Eco and Urban Tourism, Ecotourism practices, Environmental and ecological Impacts of ecotourism, Ecotourism Markets, Clients, and Motivation, Community based ecotourism, Ecotourism Developments, Developing an Ecotourism product, Ecotourism in the national and Global context, Field Trip, Report writing.

Module Aim

The course has been designed for the students to enable them meet the existing global challenges of achieving a sustainable growth in a competitive environment of Tourism industry.

Learning Outcomes

Upon completion of this course the student should:

- Be able to understand the theories of ecotourism experience
- Be able to critically evaluate ecotourism business operations and planning contexts
- Be able to understand the benefits and professional status of ecotourism
- Be able to apply the knowledge of a variety of interpretations and approaches to ecotourism, in a number of case studies.
- Be able to apply knowledge of sustainable ecotourism to management practices.

- Be able to understand the sound professional practice in the development of management of ecotourism opportunities.

Assessment Strategies

1. Lecture based examination
2. Presentation/seminars
3. Class discussion
4. Quizzes

Distribution of Marks

1. 100% Final Exams

Books Recommended

- Hill, J. and Gale, T., 2009. **Ecotourism and Environmental Sustainability: Principles and Practice**. 1st Ed., Shgate Publishing Limited.
- Weaver, D., 2008. **Ecotourism**. 2nd Ed., Wiley & Sons.
- Fennell, D.A., 2002. **Ecotourism: An Introduction**. 3rd Ed., Routledge.
- Wearing, S. and Neil, J., 1999. **Ecotourism: Impacts, Potentials and Possibilities**. 1st Ed., Butterworth-Heinemann.

Module code: THM 409

Module Title: Event Management

Name of Scheme: M.Sc

Department: CEES

Faculty: Science

Module type: Core

Total Marks: 100

Pre Re-requisite: Introduction to Hospitality and Tourism, Human Resources Management

Syllabus Outline

Event management overview, organization of events, factors affecting event management, financial aspects of event management.

Theory

Introduction to Events, Current market demand and organizing an event, Event: a successful business approach, Relationship between Hospitality and Event Management, Role of social, economic and political factors, Detailed planning of an event, Event tourism planning, Marketing of an event, Financial management and budget control, Event logistic and Supplies, Organizing a team during an event, Time management during an event, Suitable location for an event, Complete analysis, Check list of venue requirements, Complete details about guest, Food and Beverages for an event, Farewell and follow up, Event practical, Writing a Report.

Module Aim

This is a senior level course designed to build the overall an understanding of event management in hospitality and tourism industry. This course will give the students the complete over view to organize an event. Students will be taught the main Strategies in the event industry. They will learn about the key elements to organize a successful event.

Learning Outcomes

Upon completion of this course the student will:

- Be able to know the kind of events organized in the market
- Be able to know the business approach of an event
- Be able to know the financial and budgeting to organize an event
- Be able to know the human resource management for an event
- Be able to know the marketing tactics of an event
- Be able to practice an event

Assessment Strategies

1. Lecture based examination
2. Presentation/seminars
3. Class discussion
4. Quizzes

Distribution of Marks

1. 100% Final Exams

Books Recommended

- **Conwy, D.G., 2009.** The Event Manager's Bible: The Complete Guide to Planning and Organizing a Voluntary or Public Event. **3rd Ed., How to Books.**
- **Shone, A. and Parry, B., 2004.** Successful Event Management: A Practical Handbook. **3rd Ed., Cengage Learning EMEA.**
- **Bowdin, G., Allen, J., O'Toole, W., Harris, R. and McDonnel, I., 2010.** Events Management. **3rdEd., Wiley & Sons.**

Module code: THM 411

Module Title: Hotel Management Accounting

Name of Scheme: M.Sc

Department: CEES

Faculty: Science

Module type: Core

Total Marks: 100

Pre Re-quisite: Introduction to Hospitality and Management, Basic Mathematics

Syllabus Outline

Introduction to accounting, role of accounting in hotel management, role of hotel accounting in decision making

Theory

Essential Need of Accounting and Taxation, Introduction to Financial Statement, Hotel Revenue Accounting, Hotel Expense Accounting, Property and Equipment Accounting, Other Non current Asset Accounting, Hospitality Payroll Accounting, Hotel Departmental Statement, Hotel Income Statement, Ratio Analysis of the Income Statement, Hotel Balance Sheet, Ratio Analysis of the Balance Sheet, Statement of Cash Flows, Interim and Annual Reports, Budgeting Expenses, Forecasting Sales, Budgetary Reporting and Analysis, Financial Decision-makings

Module Aim

This course aims at presenting the financial accounting concepts and their application on tourism & hospitality industry. The course will help students to understand and apply hospitality departmental accounting at basic, supervisory and managerial levels.

Learning Outcomes

On completion of the course the students will be able to:

- Understand accounting operations in today's hotels and restaurants through specialized knowledge and skills.
- Understand about the computerized accounting used in real-world hospitality accounting situations at basic, supervisory and managerial levels

Assessment Strategies

1. Lecture based examination
2. Presentation/seminars
3. Class discussion
4. Quizzes

Distribution of Marks

1. 100% Final Exams

Books Recommended

- Cote, R., 2006. **Basic Hotel and Restaurant Accounting**. 6th Ed., Educational Inst of the Amer Hotel.
- Cote, R., 2012. **Accounting for Hospitality Managers**. 5th Ed., Amer Hotel & Motel Assn.



College of Earth & Environmental Sciences, University of the Punjab.
M.Sc Tourism and Hospitality Management

M.Sc. in Tourism & Hospitality Management Book List

| Sr # | Code | Books Names | Edition | Author | Year | Publisher Name |
|------|---------|---|-----------------|----------------------------------|-------------|--------------------------------------|
| 1. | THM 301 | Hospitality Today: An Introduction | 7TH | Angelo & Vladimir | 7/2010 | AHLEI |
| 2. | THM 302 | Tour. Operation (The Business of Tourism) | 2006 | A.K Bhatia | 1/ 2006 | Sterling Publishers |
| 3. | THM 303 | Basic Business Communication | 9TH | LESIKAR FLATLEY | 2002 | McGraw-Hill College |
| 4. | THM 304 | Managing front office operations | 9TH | MICHAEL L. KASAVANA | 10/12 | AHLEI |
| 5. | THM 305 | Mastering Communications | 4TH | NICKY STANTON | 2004 | Palgrave Macmillan |
| 6. | | Personality Development (How to People Smart) | | Les Giblin | 10/2013 | Editorial Renuevo |
| 7. | THM 307 | Management of Food and beverage Operations | 5TH | JACK D.NINEMEIER | 07/09 | AHLEI |
| 8. | THM 308 | Managing Hospitality Human Resource Management | 5TH | WOODS, JOHANSON, SCIARINI | 11/2011 | AHLEI |
| 9. | THM 309 | Skills and Tools to the Cultural Heritage and cultural Tourism Management | | CHTMBAL | 2013 | Edizioni D'Errico |
| 10. | THM 311 | Accounting for Hospitality Managers | 5TH | RAYMOND COTE | 11/2011 | AHLEI |
| 11. | THM 312 | Sport Tourism | 1 st | JAMES HIGHAM, TOM HINCH | 2009 | Elsevier |
| 12. | THM 401 | Managing Housekeeping Operations | 3rd | Aleta A.nitchke, william d. frye | 08/2008 | AHLEI |
| 13. | THM 402 | Skills and Competencies for Employability in Tourism | 1st | Ray Vassallo | 2010 | Institute of Tourism Studies – Malta |
| 14. | THM 403 | hospitality Sales & Marketing | 6th | James R. Abbey | 05/2014 | AHLEI |
| 15. | THM 405 | Research Methodology | 2nd | Ranjit Kumar | July 2005 | Pearson |
| 16. | THM 406 | Food Safety Managing with the HACCP System | 2nd | Ronald F. Cichy | 7/2010 | AHLEI |
| | THM 407 | Tourism/Hospitality Field Trips(s) | | | | |
| 17. | THM 408 | Eco-Tourism | 2 nd | DAVID WEAVER | 2008 | Wiley & Sons |
| 18. | THM 409 | Event Management | 1st | LYNN VAN DER WAGEN | August 2007 | Pearson |