



Syllabus for Ph. D. Entrance Test

Hospitality

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Section 1: Global Scenario of the Hospitality Industry

Hospitality Industry of World and India, History & Origin of Hospitality Industry, Concepts of Hospitality Industry, Tenants of Hospitality Industry (Hotels, Food Service Outlets, Lodge, Inns, Airlines, Rail and Cruise Lines, Tour and Travel Operations, Events Managements, MICE Etc.), Current Trends in Hospitality Industry, Future of Hospitality Industry.

Section 2: Hotel Operations Challenges and Aspects

Operations of Hotels (Front Office, Accommodation Management, Food Production and F& B Service), Concept of Control of Different Operations of the Hotel, Departments and their Roles and Responsibilities, Interdepartmental Coordination and Dependence, Importance and Objectives of Control in Hotel Operations Security and Engineering, Facility Planning, Laws Related to Hospitality

Section 3: Hospitality Sales & Marketing Techniques

The New Concepts of Sales and Marketing, Types of Service Marketing, Strategic Marketing, Social Media Marketing, Segmentation, Targeting and Positioning of Hospitality Products, New Product Development in Hospitality Industry, Pricing Strategies in Hospitality, Product Marketing, Marketing

Research in Hospitality Industry, Hospitality Products Advertising and Promotion, Quality Management, Innovation and Invention in Hospitality Marketing.

Section 4: Hospitality Learning and Development

The Modern Concept of Human Resource Management, Role and Objectives of HRM In Hospitality, the Recent Human Resource Structure, Recruitment, Selection, Orientation, Placement, Training and Development, Retention in Hospitality Industry, Work Life Balance, Supervision in Hospitality, Managing Productivity and Controlling Labor Costs, Discipline & Managing Conflict, Team Building, Motivation, Change Management.

Section 5: Strategic Leadership in Hospitality Industry

Introduction to Supervision in Hospitality, Managing Productivity and Controlling Labor Costs, Discipline and Managing Conflict, Team Building, Motivation, Change Management, Time Management.