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# Postgraduate Programme

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Master of Hotel  
Management (MHM)

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Department of Tourism  
and Hospitality  
Management

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**Jamia Millia Islamia,  
New Delhi**

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This document outlines the details of the MHM programme offered by Department of Tourism, Hotel, Hospitality and Heritage Studies of Jamia Millia Islamia. This document is an effort to outline the process for the convenience of aspirants. However, in case of a doubt/dispute the relevant Ordinances and Regulations of the University shall prevail.



**Proposal for  
MHM (Master of Hotel Management)**

The hospitality industry is continually growing and will always require qualified people. Masters in Hotel Management will give the necessary background required for large range of high level careers in competitive market. It will provide graduates with latest understandings of major issues faced while working for hospitality. Delhi NCR is the hub- for hospitality industry in India with a large number of tourism/ travel/ hospitality industry operating out of this region.

Jamia Millia Islamia (JMI) is a top-ranked Indian university (12<sup>th</sup> ranked in NIRF). It is also the highest ranked university in the country with a Department of Tourism/ Hospitality. JMI is also the only public university in NCR to house a tourism/ hospitality department. The Department of Tourism and Hospitality Management (DTHM) is also one of the most comprehensive tourism school in South Asia.

The programme is proposed keeping in consideration the AICTE's Model Curriculum for Management Programme (2018). It recommends a 102 credit programme with each credit worth 10 hours. AICTE maintains that *contact hours include work relating to Lecture, Tutorial and Project (LTP), where the academic institution can exercise flexibility to decide course wise requirements*. This programme provides a unique combination of operational, fundamental and technological skills in hotel management. The program focus on the strategic issues, accounting , finance, business competencies, marketing, operations, public relations and management.



Nomenclature	<b>MASTER OF HOTEL MANAGEMENT</b>
Department	Department of Tourism and Hospitality Management
Faculty	Faculty of Humanities and Languages
Type	Postgraduate programme
Level	Level 8 and 9
Duration	Two-year full time, four semester programmes
Evaluation	Semester
Credits	112 credits
Intake	30
Tuition Fees	Rs. 38,900/- p.a.
Diff Tuition Fees	-
Background	The objective of this course is to develop the ability of the student to question, analyse and interpret hospitality issues with a focus on industry specific sectors. Learners would also be empowered to raise their own enterprises.
Eligibility	Bachelors of Hotel Management with at least 45% marks. At least 2 years of experience in hospitality industry. OR Graduate with at least 45% marks and UGC/AICTE recognised 1 year diploma in Hotel management. At least 2 years of experience in hospitality industry. OR Graduate with at least 45% marks and 3-year Diploma in Hotel Management from NCHMCT. At least 2 years of experience in hospitality industry.
Admission	Based on admission test (70%) and personal interview (15%) and Group discussion (15%)
Requirements	Desirable that the students seeking admission have good communication skills and some degree of comfort with using computers. They should love travelling and interacting with people.

### **PEDAGOGY**

Looking to the long-standing demand of the corporate for industry-ready human power, the Jamia's Masters of Hotel Management (MHM) is envisaged to use Activity Based Learning (ABL) with inputs from hospitality industry. The pedagogy prefers active learning (rather than passive learning) through projects, case discussions, role-plays, student-led events, and extensive co-curricular events. Department will try to create as many as possible opportunities to allow learners an exposure to real-time events. Invited lectures by practitioners and entrepreneurs will be organized regularly.



**Programme structure Admission 2019-2020**

	<i>Course</i>		<i>L-T-P</i>
	<b><u>Semester I</u></b>	<b>Credits</b>	
MHM 101	Contemporary Management	4	2-1-1
MHM 102	Organisational Behaviour	4	2-1-1
MHM 103	Managerial Economics	4	2-1-1
MHM 104	Financial Reporting, Statements and Analysis	4	2-1-1
MHM 105	Management Science	4	2-1-1
MHM 106	Business Communication Laboratory	4	0-2-2
MHM 107	Seminar on Contemporary Hospitality	4	0-1-3
	<i>Total</i>	28	
	<b><u>Semester II</u></b>		
MHM 201	Marketing for Tourism and Hospitality	4	2-1-1
MHM 202	HRM for Hotels	4	2-1-1
MHM 203	Corporate Finance	4	2-1-1
MHM 204	Service Operations Management	4	2-1-1
MHM 205	Legal and Business Environment	4	2-1-1
MHM 206	Green Hotels/ Sustainable Tourism	4	2-1-1
MHM 207	Viva- voice	4	0-0-4
	<i>Total</i>	28	
	<b><u>Semester III</u></b>		
MHM 301	Facility Planning	4	2-1-1
MHM 302	Research Methodology	4	2-1-1
MHM 303	Elective I	4	
MHM 304	Elective II	4	
MHM 305	Elective III	4	
MHM 306	Outbound Experiential Learning	4	0-2-2
MHM 307	Case Development and Presentation	4	0-1-3
	<i>Total</i>	28	
	<b><u>Semester IV</u></b>		
MHM 401	Corporate Strategy	4	2-1-1
MHM 402	Entrepreneurship and Innovation	4	2-1-1



MHM 403	Digital Marketing	4	2-1-1
MHM 404	Elective IV	4	
MHM 405	Elective V	4	
MHM 406	Dissertation	4	0-1-3
MHM 407	Comprehensive Viva Voice	4	0-0-4
	<i>Total</i>	28	
	<b>Grand Total</b>	<b>112</b>	

### Electives

	<i>Course</i>		<i>L-T-P</i>
	<b>Marketing</b>	<b>Credits</b>	
MM 01	Negotiation Skills and Techniques	4	2-1-1
MM 02	Integrated Marketing Communication	4	2-1-1
MM 03	Guest Behavior and Psychology	4	2-1-1
MM 04	Market Research	4	2-1-1
MM 05	Guest management	4	2-1-1
	<b>Human Resources Management</b>		
HR 01	Training and Development	4	2-1-1
HR 02	Leadership for Hospitality	4	2-1-1
HR 03	Hospitality Laws	4	2-1-1
HR 04	Compensation Management	4	2-1-1
	<b>Financial Management</b>		
FM 01	Revenue Management	4	2-1-1
FM 02	Budgeting	4	2-1-1
	<b>Operations Management</b>		
OM 01	Catering Management	4	2-1-1
OM 02	Meal Management	4	2-1-1
OM 03	MICE/ Event Management	4	2-1-1
OM 04	Gastronomy	4	2-1-1

### Notes:

- As per AICTE each course has three components L-T-P (Lectures- Tutorials- Projects). Each course has a project component. Teacher concerned should devise learner projects and evaluate the same as part of the continuous evaluation. 1 credit is equal to 10 hours of classroom teaching. 1



credit of tutorial is equal to 10 hours contact. For a group of 40 students, each student has equivalent to around 20 minutes of personal counselling/ mentoring. 1 credit of project means around 20 hours of inputs by student/s.

2. The programme is developed on the assumption that the learner has a work experience in tourism industry. He requires inputs on managerial domains. It is assumed that while working in the industry he/she must have come across gaps that they feel need to be bridged through further learning. They are expected to bring their experience to class rooms and take back learning to their work places.
3. The learner does not therefore require an industrial exposure, rather he is required to build capability in critical thinking, business analysis and problem solving. Course 307 is based on a learner's ability to identify challenges at their workplaces or those faced by their organisations for which they are seeking real-time solutions.
4. Course 106, 107, 207, 306, 307, 406, and 407 are practical courses and shall not have semester end external examination. Evaluation details for each course are included in the detailed course outline.