

Program Project Report (PPR)
for
Distance Learning Program under
Graphic Era Directorate of Distance and Online Education

Master's in hospitality and Tourism Management

Graphic Era deemed to be University
Dehradun, Uttarakhand

PROGRAM PROJECT REPORT

1	Degree Awarding body	GRAPHIC ERA DEEMED TO BE UNIVERSITY
2	Teaching institution	Graphic Era Directorate of Distance and Online Education
3	Name of the Program specified by UGC / AICTE etc.)	MHTM
4	Minimum duration of the	2 years
5	Program Credit	80
6	Qualifications framework level	Masters
7	Nature of Target Group of learner	Young professional aspiring to work with Hospitality and Tourism Sector
8	Date of commencement	July 2019
9	Type of Program	Professional
10	Course Fee	15000 per Semester

Program's mission & objectives

There is a growing need for increasing the "Management" competence in the field of Tourism and Management. Professionally qualified personnel is the need of the day – Personnel who are multi skilled. The Post Graduate Degree in Hotel Management aims at bridging the gap and supplying the Hotel Management Industry with Professional Management Candidates who are competent and are able to face the challenges posed by the ever changing Hotel and Hospitality scenario. There are several Under Graduate and Diploma Courses specializing in Tourism available to the students and practically no option for pursuing a Post Graduate Course in Hotel Management, hence the change

Relevance of the program with HEI's Mission and Goals:

To provide education at all levels in all disciplines of modern times and in the futuristic and emerging frontier areas of knowledge, learning & research in the field of Tourism and Hospitality and to develop the overall personality of students by making them not only excellent professionals but also good individuals, with understanding and regards for human values, pride in their heritage and culture, a sense of right and wrong and yearning for perfection and imbibe attributes of courage of conviction and action.

Institutional Goals:

To understand the student's aspirations, corporate goals and the policies of Govt. and design programs in accordance of Industry requirement. Provide efficient admission counselling, registration, and student support system to demonstrate our commitment to help students and faculty to show that we indeed care for them.

To create a industry based learning environment.

Constantly improve systems and processes in accordance with feedbacks and random surveys on student's assessment.

To provide an educational delivery system that is flexible, technology driven meets the prevailing requirements and is cost effective.

Linkage with Program Mission:

This program delivers required theoretical and industry inputs to students that develops technical expertise to make them experts and professionals in the field. The programs offered allow the learners to learn at their own pace along with pursuing their other professional endeavours.

The cost of the programs and provision for scholarship have been designed with objective of spreading mass education to meet needs of all class of learners. Adequate counselling is done for the students to assist them to make an informed decision to choose from a range of varied programs offered by the department. The students' support services are taking timely feedback to ensure timely response and enhance overall quality standards.

Nature of prospective target group of learners

Professional Learners/Experienced Hospitality and Tourism Professionals/Academician

Appropriateness of program to be conducted in Open and Distance Learning mode to acquire specific skills and competence:

Graphic Era distance and online learning institution plays important role by providing flexible and cost effective education to enhance their professional and Technical Skills. A team of experienced faculty & professionals from both regular & distance learning institutes & industry determines the objectives. It is then vetted by board studies, academic councils & other university standing boards.

The program objectives are determined with a view that it meets the requirement of the industry/business that employs our students. Therefore the consistent interaction with the industry becomes necessary to revise and update the program objective to meet the requirement, coupled with environmental factors

Instructional Design :

Course Curriculum: Institution adopts specialized approach where the task involved in course design & development is assigned to professionals in the particular department of the university and/or external experts.

Study Materials:

The study material is Self-Learning (SLM) format, which is the essence of standard distance learning Programs. Thus Institution initiates to develop all materials in SLM format. Experts, both internal & external to write the study material on the specific guidelines laid down by statutory body.

Review by Board of Studies:

The course is meticulously reviewed by BOS. Recommendations of BOS are implemented on priority. It also checks & defines the applicability, credit hours, scheme of examination for the course. Approval by Academic Council: Finally, the course is submitted to the Academic council of the University for Final Approval.

MHTM I Semester

Course Code	Course Title	Audio Visual	Self Studies	Total Credits
MHTM 101	ELEMENT OF HOSPITALITY	2	4	4
MHTM 102	Introduction to Tourism Business	2	4	4
MHTM 103	Hotel /Tourism Marketing	4	4	4
MHTM 104	Human Resource Development	2	4	4
MHTM 105	Financial Accounting for Hotel & Travel Organisations	2	4	4
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MHTM II Semester

Course Code	Course Title	Audio Visual	Self Studies	Total Credits
MHTM 201	Customer Relationship Management in	2	4	4
MHTM 202	Information and Communication Technologies Hospitality Industry	2	4	4
MHTM 203	Event Management		8	4
MHTM 204	Principles of Management	2	4	4
MHTM 205	Tourism and hospitality	2	4	4
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MHM III Semester

Course Code	Course Title	Audio Visual	Self Studies	Total Credits
MHTM 301	Statistics and Research Methodology	2	4	4
MHTM 302	ACCOUNTING FOR MANAGERS	2	4	4
MHTM 303(A)	Air Travel Management	2	4	4
MHTM 304 (A)	Tour Packaging Management	2	4	4
MHTM 305(A)	Travel Agency Management	2	4	4
MHTM 303(B)	Air Travel Management		8	4
MHTM 304 (B)	Tour Packaging Management	2	4	4
MHTM 305(B)	Travel Agency Management	2	4	4
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- Group A –Tourism Subjects
- Group B – Hospitality Subjects

Course Code	Course Title	Audio Visual	Self Studies	Total Credits
MHTM 401	ENTRPRENEURSHIP DEVELOPMENT	2	4	4
MHTM 402	ORGANIZATIONAL BEHAVIOUR	2	4	4
MHTM 403	Research Methodology	2	4	4
MHTM 404	Hospitality & tourism Sales and Marketing	2	4	4
MHTM 405	PROJECT REPORT	2	4	4
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