M.Sc. DEGREE

IN

HOSPITALITY ADMINISTRATION

CURRICULUM

(M.Sc. HA SEMESTER III&IV)

NATIONAL COUNCIL FOR HOTEL MANAGEMENT

AND CATERING TECHNOLOGY

NOIDA

(NCHMCT)

AND

JAWAHARLAL NEHRU UNIVERSITY

(JNU)

SEMESTER – III (18 WEEKS)

MINIMUM CONTACT HOURS FOR EACH SUBJECT

No.	Subject code	Subject	Credits	Contact Hours per Semester	
				Th.	Pr.
1	MHA901	Research Methodology	04	60	-
2	MHA902	Research Ethics & Publication	04	60	-
3	MHA903	Data Collection, Analysis and Decision Making	04	60	-
4	MHA904	Writing Literature Review	04	60	-
5	MHA905	Data Analysis Practical-I	02	-	60
6	MHA906	Research Seminar Presentation	02	-	60
TOTAL:			20	240	120
GRAND TOTAL				360	

WEEKLY TEACHING SCHEME (18 WEEKS)

No.	Subject code	Subject	Hours per week	
			Th.	Pr.
1	MHA901	Research Methodology	04	-
2	MHA902	Research Ethics & Publication	04	-
3	MHA903	Data Collection, Analysis and Decision Making	04	-
4	MHA904	Writing Literature Review	04	-
5	MHA905	Data Analysis Practical-I	-	04
6	MHA906	Research Seminar Presentation	-	04
TOTAL:			16	08
GRAND TOTAL			24	

EXAMINATION SCHEME

No.	Subject code	Subject	Term Marks*	
			Th.	Pr.
1	MHA901	Research Methodology	100	-
2	MHA902	Research Ethics & Publication	100	-
3	MHA903	Data Collection, Analysis and Decision Making	100	-
4	MHA904	Writing Literature Review	100	-
5	MHA905	Data Analysis Practical-I	-	100
6	MHA906	Research Seminar Presentation	-	100
TOTAL:			400	200
GRAND TOTAL			600	

* Term marks will comprise 40% Internal Evaluation (IE) & 60% End Semester Examination (ESE) marks.

MHA901 RESEARCH METHODOLOGY

1. Preamble

Course title	Research Methodology
Course code	MHA901
Credits	04
Number of hours per group	60 class hours

2. Course Description

This course explains the process of conducting research by formulating a research problem and doing a literature survey to develop a hypothesis. The learner will also understand the difference between qualitative and quantitative research. This course of research design enables to address research questions using empirical data. Creating a research design means making decisions about the overall research objectives and approach. Whether a learner will rely on primary research or secondary research, sampling methods or criteria for selecting subjects.

3. Learning Outcomes

At the end of this course, the learner will be able to

1. Explain the process of conducting research.
2. List the steps involved in the process of research like research problem and literature survey.
3. Understand the essence of qualitative research.
4. Explain the concept of sampling, data collection and citation.
5. Differentiate between qualitative and quantitative research.

MHA901 RESEARCH METHODOLOGY

Unit 1: INTRODUCTION TO THE RESEARCH METHODOLOGY- 1.1 a) Foundation of research: Meaning, Objectives, Motivation, Utility **b)** Concept of theory, empiricism, deductive and inductive theory **c)** Characteristics of scientific methods **1.2 Research Process a)** Definition, Importance and limitations of statistics **b)** Introduction, types and characteristics of Research **c)** Types of data **d)** Survey and Experiments
Unit 2: RESEARCH DESIGN INTRODUCTION- a) Steps in the Process of Research **b)** Formulating the Research problems **c)** Extensive literature survey **d)** Developing hypotheses **e)** Preparing the Research design **f)** Determining sample design **g)** Collecting data **h)** Execution of the project **i)** Analysis of data **j)** Hypotheses testing **k)** Generalization and interpretation **l)** Preparation of the report or presentation of the results
Unit 3: VALIDATION OF RESULT- a) Problem identification and formulation **b)** Research question **c)** Investigation questions measurement issues **d)** Hypotheses- i. Qualities of hypotheses ii. Null hypotheses iii. Alternative hypotheses **e)** Hypotheses testing-Logic and Importance
Unit 4: INTRODUCTION TO QUALITATIVE & QUANTITATIVE RESEARCH-4.1 Qualitative Research- a) Essence of Qualitative research **b)** Population & Sampling **c)**Collection Techniques-Secondary & Primary Data, Qualitative data and

Quantitative data **d)** Review of literature **e)** Citations **f)** Bibliography **4.2 Interpreting Qualitative Data- a)** Qualitative Data Analysis Procedures - Univariate data and Multivariate data, Discrete data and Continuous data **b)** Coding **c)** Thematic development **4.3 Quantitative Research- a)** Essence of Quantitative Research **b)** Choosing good instruments **c)** Interval and Ratio Scales **d)** Collection and Analysis Techniques
Unit 5: MEASUREMENT: CONCEPT OF MEASUREMENT- a) What is measured **b)** Problems in measurement in Research – Validity and Reliability **c)** Levels of measurement – Nominal, Ordinal, Interval, Ratio

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Recommended Readings

- **APA Style Manual** (2020). American Psychological Association.
- **Essentials of Marketing Research by** Naresh K. Malhotra (2021). Pearson.
- **Handbook of Research & Publication Ethics** by Nimit Chaudhary, Sarah Hussain (2021). Bharti Publications.
- **How to Write a Research Proposal** by Cecil R. Bower (2016). Routledge.
- **Research Design** by John W. Creswell (2018). Sage Publications.
- **Research Methodology: Methods & Techniques** by C.R.Kothari & Gaurav Garg (2018). New International Age Publishers.
- **Research Methodology for Hospitality & Tourism Professionals: A Handbook for Research Paper, Dissertation & Thesis** by P.D. Lakhawat & Abhinav Mishra (2023). Bharti Publications
- **The Craft of Research** by Wayne C. Booth, Gregory G. Colomb, and Joseph M. Williams (2016). University of Chicago Press.

Online Resources:

- **American Psychological Association (APA) Style Center:** https://apastyle.apa.org/
- **Social Science Research Network (SSRN):** https://en.wikipedia.org/wiki/Social_Science_Research_Network

MHA902 RESEARCH ETHICS & PUBLICATION

1. Preamble

Course title	Research Ethics & Publication
Course code	MHA902
Credits	04
Number of hours per group	60 class hours

2. Course Description

In this course, the learner will study the principles of ethical research and also become proficient in managing human subjects with sensitivity. A learner will consider issues like gaining consent, and making sure that personal information is handled safely as the specific topics may include the value and moral standing of individuals, species, and ecosystems; biodiversity, development, and sustainability; and environmental justice and environmental racism.

3. Learning Outcomes

At the end of this course, the learner will be able to

1. Explain the origin, meaning & characterization of philosophy.
2. Understand the relationship between philosophy & science.
3. State the importance of scientific conduct & misconduct in research integrity.
4. Explain the importance and use of publishing ethics and list best practices of selling.
5. Access the open educational resources, open license, and open access publishing.
6. Use the skills like indexing, citation, metrics and UGC regulation 2018 on Academic Integrity.

MHA902 RESEARCH ETHICS & PUBLICATION

Unit 1: RESEARCH PHILOSOPHY AND ETHICS- a) Introduction to Research Philosophy **b)** Origin of Research Philosophy **c)** Characteristics of Research Philosophy **d)** Common Sense and Research Philosophy **e)** Relationship between Research Philosophy & Science
Unit 2: SCIENTIFIC CONDUCT-a) Integrity and Ethics **b)** Ethics concerning Science & Research **c)** Intellectual Honesty & Research Integrity: Scientific Misconducts & Redundant Publications **d)** Selective Reporting and Misrepresentation of Data
Unit 3: PUBLICATION ETHICS- a) Publication Ethics **b)** Best Practices/Standards Setting **c)** Initiatives & Guidelines: COPE, WAME, etc. **d)** Violation of Publication Ethics **e)** Authorship and Contributorship **f)** Types of authorship **g)** Conflict of Interest **h)** Complaints and Appeals **i)** Predatory Publishers & Journals
Unit 4: OPEN ACCESS PUBLISHING- a) Concept of OER (Open Educational Resource) **b)** Concept of open license **c)** Open access publishing **d)** Open access content management **e)** Publication Misconduct: i. Ethical issues in various Disciplines ii. Identification of Publication Misconduct **f)** Fabrication, Falsification and Plagiarism (FFP) **g)** Software Tools **h)** Intellectual Property Rights, Copyright & Patent

Unit 5: DATABASE AND RESEARCH METRICS- 5.1 a) Indexing Databases **b)** Citation Databases: Web of Science, Scopus, Google Scholar **c)** Metrics: h-index, g-index, i10 index, Altmetrics **d)** Understanding Citation Metrics for Quality Research: Impact & Visualization Analysis **e)** Exploring the Citation Network **f)** Rules & Tools

5.2 UGC Regulations 2018 on Academic Integrity-a) UGC Regulations-Meaning & concept **b)** Legal Provisions

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Recommended Readings

- **Ethics in Research** by Neil A. Manson (2016). Springer.
- **Handbook of Research & Publication Ethics** by Nimit Chaudhary, Sarah Hussain (2021). Bharti Publications.
- **Open Access: A Guide to Publishing in the Digital Age** by Peter Suber (2012). MIT Press.
- **Publication Ethics: A Guide for Authors** by David F. Horrobin (2015). Springer.
- **Research Methodology: Methods & Techniques** by C.R.Kothari & Gaurav Garg (2018). New International Age Publishers.
- **Research Ethics: A Guide for Students** by Michael Bouck (2017). Routledge.
- **The Responsible Conduct of Research** by the National Academies of Sciences, Engineering, and Medicine (2018). National Academies Press.

Online Resources:

- **Committee on Publication Ethics (COPE):** https://publicationethics.org/
- **World Association of Medical Editors (WAME):** https://www.wame.org/
- **Open Access Directory:** https://oad.simmons.edu/oadwiki/Main_Page
- **National Academies of Sciences, Engineering, and Medicine:** https://www.nationalacademies.org/publications

MHA903 DATA COLLECTION, ANALYSIS AND DECISION MAKING

1. Preamble

Course title	Data Collection, Analysis and Decision Making
Course code	MHA903
Credits	04
Number of hours per group	60 class hours

2. Course Description

This course of Data Collection, Analysis & Decision Making aims at sensitizing a learner to begin the tasks of data collection after identifying research problems. The learner is engaged in finding the most suitable methods of data collection after assessing their pros and cons.

In this course, the learner will be encouraged to use various mathematical and software tools to analyze the data and draw concrete conclusions. It will also groom their decision-making skills to find the most appropriate solutions to the identified research problems.

3. Learning Outcomes

At the end of this course, the learner will be able to

1. Explain the importance of data and its implications on business strategy.
2. Understand the concept of sampling.
3. Identify the dependent & independent variables.
4. Perform hypotheses testing.
5. Explain descriptive statistics by using univariate and bivariate analysis.
6. Use mean, median and standard deviation, percentage ratios, histogram, etc. in refining data.
7. Draw inferences from collected data.

MHA903 DATA COLLECTION, ANALYSIS AND DECISION MAKING

Unit 1: INTRODUCTION OF DATA IN DECISION MAKING- **a)** Importance of data **b)** Importance of decision making **c)** Implication of data-driven decisions on Key performance indicators **d)** Transforming the data into actionable insight **e)** Impact on business strategy
Unit 2: SAMPLING CONCEPTS- a) Definition & Concept of Sampling **b)** Sample Design: i. Defining objectives ii. Target population iii. Sampling units iv. Size of sample v. Parameters of interest vi. Data collection **c)** Sampling errors **d)** Sample Survey vs Census Survey **e)** Design Effect **f)** Sampling methods: Probability Sampling i. Simple Random Sampling ii. Systematic Sampling iii. Stratified Sampling iv. Cluster Sampling; Non-Probability Sampling
Unit 3: INTRODUCTION TO APPLIED STATISTICS- a) Identifying the dependent and independent variable **b)** Hypotheses testing: i. Characteristics of hypotheses ii. Null Hypotheses & Alternative Hypotheses iii. Procedure of hypotheses testing **c)** Confidence level **d)** Maths that manipulates data
Unit 4: DESCRIPTIVE STATISTICS- a) Summarizing and describing a collection of data **b)** Univariate and bivariate analysis **c)** Mean, Median, Mode & Standard deviation **d)** Percentages and Ratios **e)** Histograms **f)** Identifying randomness and uncertainty in data

Unit 5: INFERENTIAL STATISTICS- a) Drawing inference from data **b)** Modelling **c)** Assumptions **d)** Identifying patterns **e)** Regression analysis **f)** T-test **g)** Analysis of Variance **h)** Correlations **i)** Chi-square Test

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Recommended Readings

- **Business Statistics: A Decision-Making Approach** by David F. Groebner, Patrick W. Shannon, and Stephen C. Fry (2022). Cengage Learning.
- **Data Analysis: An Introduction** by Neil Salkind (2016). Sage Publications.
- **Essentials of Marketing Research by** Naresh K. Malhotra (2021). Pearson.
- **Introduction to Statistical Analysis for the Behavioral Sciences** by Neil H. McKelvie (2015). Routledge.
- **Research Methodology: Methods & Techniques** by C.R.Kothari & Gaurav Garg (2018). New International Age Publishers.
- **Research Methods for Business** by Uma Sekaran and Stephen D. Bourassa (2023). Wiley.
- **Statistics for Business and Economics** by David R. Anderson, Dennis J. Sweeney, and Thomas A. Williams (2023). Cengage Learning.

MHA904 WRITING LITERATURE REVIEW

1. Preamble

Course title	Writing Literature Review
Course code	MHA904
Credits	04
Number of hours per group	60 class hours

2. Course Description

This course focuses on understanding the purpose of the literature review and the foundation skills needed to complete it, such as developing search strategies, synthesizing sources, and constructing paraphrased material. A literature review also includes a critical evaluation of the material, this is why it is called a literature review rather than a literature report.

3. Learning Outcomes

At the end of this course, the learner will be able to

1. Explain the process of literature review and use the ethical guidelines with intellectual property.
2. List the advantages and disadvantages of traditional literature review and aggregate references.
3. Perform a systematic literature review.
4. Use formatting in-text citation.
5. Create a reference page as per APA Guidelines.

MHA904 WRITING LITERATURE REVIEW

Unit 1: INTRODUCTION TO THE LITERATURE REVIEW-a) How journals work: the review process **b)** Ethical Guidelines and intellectual property **c)** Why is publishing important **d)** Communication with the editorial board **e)** Construction of your literature review
Unit 2: AGGREGATE REFERENCES- a) Zotero: online features **b)** Bibliography **c)** Different types of literature reviews **d)** Traditional literature reviews v/s systematic literature review **e)** Advantages and disadvantages of traditional literature reviews
Unit 3: SYSTEMATIC LITERATURE REVIEWS- 3.1 a) The importance of systematic literature review for organizations **b)** Identifying a research topic **c)** Research cycle **d)** Factors to consider when identifying a research topic. **3.2 Documenting source material- a)** Formatting Cited Material: The Basics **b)** Citing Sources in the Body of Paper **c)** In-text citations **d)** Using Source Material in Paper **e)** Summarizing Sources **f)** Formatting Paraphrased and Summarized Material **g)** Introducing Cited Material Effectively **h)** Short vs Long Quotations
Unit 4: FORMATTING IN–TEXT CITATIONS- a) Print Sources **b)** Work by One Author **c)** Two or More Works by the Same Author **d)** Works by Authors with the Same Last Name **e)** Work by Two Authors **f)** Work by Three to Five Authors **g)** Work with No Listed Author **h)** Work Authored by an Organization **i)** Two or More Works Cited in One Reference **j)** Famous Text Published in Multiple Editions

Unit 5: AN INTRODUCTION, FOREWORD, PREFACE, OR AFTERWORD- 5.1 a) Electronic Sources **b)** Online Sources without Page Numbers **c)** Personal Communication **5.2 Creating a Reference Page**- **a)** Formatting the Reference Page **b)** What to Include in the Reference Section **c)** Navigating Reference Guide **d)** Formatting the Reference Section: APA General Guidelines

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Recommended Readings

- **APA Style Manual** (2020). American Psychological Association.
- **Literature Review: A Step-by-Step Guide** by Helen M. Cooper (2019). SAGE Publications.
- **The Craft of Research** by Wayne C. Booth, Gregory G. Colomb, and Joseph M. Williams (2016). University of Chicago Press.
- **Writing a Literature Review: A Practical Guide** by Markéta Tomasková (2020). Routledge.
- **Writing for Social Science** by Howard S. Becker (2010). University of Chicago Press.

MHA905 DATA ANALYSIS PRACTICAL-I

1. Preamble

Course title	Data Analysis Practical-I
Course code	MHA905
Credits	02
Number of hours per group	60 class hours

2. Course Description

This course on project management will help students to develop this important skill. Project management skills play a crucial role in unifying a team towards a common goal and ensuring the progress of a project. The project management course will provide guidance, foster a sense of direction and lead the team forward by eliminating obstacles.

3. Learning Outcomes

At the end of this course, students will be able to

1. Analyze scientific data related to social sciences using software programs.
2. Arrange the smallest to complex data related to the research project with the help of SPSS and MS Excel.
3. Build and validate predictive models using advanced statistical procedures.
4. Derive insights from the open-ended questionnaire.
5. Process and present the data by using a variety of visual representations.
6. Solve algebraic, arithmetic & trigonometric operations.
7. Generate presentable reports including tables, texts, graphs & statistical results.

MHA905 DATA ANALYSIS PRACTICAL-I

Unit 1: INTRODUCTION TO STATISTICAL ANALYSIS SOFTWARE - a) Creating/retrieving data files and output files **b)** Different data types **c)** Scale of measurements **d)** Classification techniques Basics of software **e)** Data entry in software **f)** Missing values **g)** Multi-response Data transformation through software: i. Selection of cases ii. Recoding of variables iii. Identification of duplicate cases iv. Compute variable v. Merge files
Unit 2: BASIC STATISTICAL APPLICATIONS – **a)** Application of Descriptive Statistics Analysis such as Mean, Median & Mode **b)** Practice Different methods of presenting data: i. Tabular representation ii. Diagrammatic representation iii. Graphical representation **c)** Time Series Analysis: Practice identifying trends, seasonality, and cycles in time series data **d)** Apply forecasting methods (Moving average, Exponential smoothing, ARIMA) to time series data **e)** Evaluate the accuracy of forecasting models.
Unit 3: EXPLORATORY DATA ANALYSIS – MEASURES OF CENTRAL TENDENCY- a) Measures of dispersion **b)** Absolute and relative measures **c)** Measures of skewness and kurtosis **d)** Analysis of Bivariate data **e)** Scatter diagram of bivariate data **f)** Pearson correlation of coefficient **g)** Spearman's rank correlation (non-parametric measure of correlation) – Case of ties **h)** t-test for significance of correlation **i)** Simple linear regression and fitting of straight line
Unit 4: TESTING OF HYPOTHESES – BASICS OF TESTING- a) Null and Alternative hypotheses **b)** Simple and Composite hypotheses **c)** Small sample and large sample test **d)** Tests concerning means i. One Population (Univariate: t-test, z-test, Bivariate) ii. Two Populations: t-tests, z-tests **e)** Chi-Square test (Single variance, Goodness off it, Testing for independence of attributes) **f)** Graphical test for normality (Q plot, Box plot Histogram)

Unit 5: TEST OF DIFFERENCE - 5.1 One Sample Test a) t-test and practice **b)** Independent Samples t-test **c)** Dependent sample t-test **5.2 Paired sample t-test**

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Recommended Readings

- **Data Analysis: An Introduction** by Neil Salkind (2016). Sage Publications.
- **Introduction to Statistical Analysis for the Behavioral Sciences** by Neil H. McKelvie (2015). Routledge.
- **IBM SPSS Statistics: Step by Step** by David Kenny (2023). Routledge.
- **Research Methodology: Methods & Techniques** by C.R.Kothari & Gaurav Garg (2018). New International Age Publishers.
- **Statistics for Business and Economics** by David R. Anderson, Dennis J. Sweeney, and Thomas A. Williams (2023). Cengage Learning.
- **SPSS Survival Manual** by Julie Pallant (2020). Allen & Unwin.

Online Resources:

- **IBM SPSS Statistics Documentation:** https://www.ibm.com/docs/SSLVMB_28.0.0/pdf/IBM_SPSS_Statistics_Brief_Guide.pdf
- **Stat Trek: A Tutorial on Statistics:** https://stattrek.com/

MHA906 RESEARCH SEMINAR PRESENTATION

1. Preamble

Course title	Research Seminar Presentation
Course code	MHA906
Credits	02
Number of hours per group	60 class hours

2. Course Description

This course is focused on preparing seminar presentations on Microsoft PowerPoint Presentation. The students will have hands-on practice in designing PowerPoint Slides to create an impactful presentation of the project or case to present. It will help them to present the statistics meticulously. Also engagingly deliver PowerPoint Presentations. They will also practice public speaking or presentation skills in front of a large gathering.

3. Learning Outcomes

At the end of this course, the learner will be able to

1. Outline the structure of the seminar presentation.
2. Design a fully animated business presentation.
3. Design PowerPoint Slides and run the slide show.
4. Create a sophisticated and well-organized presentation.
5. Deliver a presentation in a seminar.

MHA906 RESEARCH SEMINAR PRESENTATION

Unit 1: STRUCTURE OF THE SEMINAR PRESENTATION- 1.1 Introduction- a) Context **b)** Aim & objective of research presentation **c)** Researched problem **d)** Objectives of the research paper **1.2 Main Content- a)** Methodology **b)** Quality & Ordering of content presented **c)** Eye Contact **d)** Re-enforcement **1.3 Summary- a)** Recap **b)** Link findings with objective **c)** Check understanding by asking questions **d)** Suggest extended learning material
Unit 2: POWERPOINT PRESENTATION- a) Creating new PowerPoint Presentation: i. Choosing template/theme ii. Changing template/theme iii. Adding Slides & typing content **b)** Slide layout **c)** Adding Text/ Outline View **d)** Adding high-resolution copyright-free pictures/ photos/ graphics **e)** Adjusting photos and graphics **f)** Layered objects **g)** Smart art **h)** Shapes & lines **i)** Tables **j)** Copying & pasting charts from Excel **k)** Slide Transition **l)** Proofing & Editing **m)** Running a presentation **n)** Printing
Unit 3: DESIGNING & CUSTOMIZATION OF POWERPOINT PRESENTATION – **a)** Using Slide Master **b)** Setting slide theme **c)** Creating theme colour **d)** Setting theme fonts/ using non-standard fonts **e)** Changing background in individual slide **f)** Changing slide background in the Slide Master **g)** Styling text & Lists **h)** Slide Layout: i. Customizing slide layout ii. Adding a logo to every slide iii. Adding date, time & slide number iv. Adding header & footer content **i)**Ordering multiple animations **j)** Use of morph transition **k)** Adding videos/ video file **l)** Linking the website/ adding hyperlinks **m)** Creating an email link **n)** Hiding Slides: i. Managing contents with hidden slides ii. Printing with or without slides iii. Saving a PDF with or without hidden slides
Unit 4: SLIDE SHOW- a) Starting the Slide Show **b)** Setting Up Slide Show **c)** Rehearse Timings **d)** Record Slide Show **e)** Playing narrations **f)** Use Timings **g)** Show Media Controls **h)** Monitors and Presenter View **i)** Review: i. Proofing ii. Accessibility and Insight iii. Language iv. Adding and Deleting Comments v. Comparing Presentations vi. Hide or Delete link **j)** View: i. Changing Presentation and Slide Views ii. Master Views iii. Ruler, Gridlines and Guides iv. Zoom v. Colour and Grayscale your Presentation & Get Online Help

Unit 5: PRESENTATION DELIVERY – a) Understanding Your Audience - Identifying audience needs - Tailoring content to audience demographics **b)** Structuring Your Presentation - Crafting a clear introduction, body, and conclusion - Using storytelling techniques **c)** Designing Effective Visual Aids - Principles of effective slide design - Integrating multimedia elements **d)** Verbal Communication Techniques - Mastering tone, pitch, and pace - Using pauses effectively **e)** Non-Verbal Communication - Body language and gestures - Eye contact and spatial awareness **f)** Engaging Your Audience - Techniques for interaction and participation - Handling questions and feedback **g)** Managing Anxiety and Building Confidence - Tips for reducing nerves - Practicing positive visualization **h)** Practice and Feedback - Importance of rehearsals - How to give and receive constructive feedback **i)** Adapting to Different Formats - Delivering virtual vs. in-person presentations **j)** Creating a Lasting Impact - Techniques for memorable conclusions - Strategies for follow-up and continued engagement **k)** Case Studies and Real-Life Examples - Analysing successful presentations - Learning from common pitfalls

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Recommended Readings

- **Presentation Zen: Design Thinking for the Digital Age** by Garr Reynolds (2014). Pearson.
- **PowerPoint for Dummies** by Joan Young (2021). For Dummies.
- **Public Speaking: An Audience-Centered Approach** by James C. Humes and Stephen R. Blount (2019). Routledge.
- **Slideology: The Art and Science of Creating Great Presentations** by Nancy Duarte (2018). Jossey-Bass.
- **The Art of Public Speaking** by James C. Humes (2012). Random House.

SEMESTER – IV (18 WEEKS)

MINIMUM CONTACT HOURS FOR EACH SUBJECT

No.	Subject code	Subject	Credits	Contact Hours per Semester	
				Th.	Pr.
1	MHA1001	Research Writing	04	60	-
2	MHA1002	Data Analysis Practical-II	02	-	60
3	MHA1003	Field Study (In Industry)	02	-	-
4	MHA1004	Research Project	12	-	160
TOTAL:			20	60	220
GRAND TOTAL				280 + Field Study	

WEEKLY TEACHING SCHEME (18 WEEKS)

No.	Subject code	Subject	Hours per week	
			Th.	Pr.
1	MHA1001	Research Writing	08	-
2	MHA1002	Data Analysis Practical-II	-	08
3	MHA1003	Field Study (In Industry for 08 weeks)	-	-
4	MHA1004	Research Project	-	20
TOTAL:			08	28
GRAND TOTAL			36	

EXAMINATION SCHEME

No.	Subject code	Subject	Term Marks*	
			Th.	Pr.
1	MHA1001	Research Writing	100*	-
2	MHA1002	Data Analysis Practical-II	-	100*
3	MHA1003	Field Study	-	100
4	MHA1004	Research Project	-	300
TOTAL:			100	500
GRAND TOTAL			600	

* Term marks will comprise 40% Internal Evaluation (IE) & 60% End Semester Examination (ESE) marks.

MHA1001 RESEARCH WRITING

1. Preamble

Course title	Research Writing
Course code	MHA1001
Credits	04
Number of hours per group	60 class hours

2. Course Description

This course will help students with critical reading and writing skills within the conventions of academic writing. In this course, students will learn to effectively communicate their research questions and findings to an interested audience using reading and writing skills.

3. Learning Outcomes

1. At the end of this course, the learner will be able to
2. Explain the importance of academic research.
3. List various kind of academic research and research activities necessary for report writing.
4. Differentiate between various types of research papers & research formats.
5. Structure their thesis.
6. Use various word processors like word/ Libra-office or Latex.
7. Use plagiarism detection tools.

MHA1001 RESEARCH WRITING

Unit 1: INTRODUCTION – a) Importance of report writing in academics and research **b)** Various kinds of academic and research activities **c)** Necessity of report writing for achievement of academic and research goals **d)** Various kinds of reports/presentations **e)** Characteristics of academic and research reports/presentations **f)** Conclusions **g)** Assignments
Unit 2: RESEARCH PAPER WRITING – a) Types of research papers **b)** Structure of research papers **c)** Research paper formats **d)** Abstract writing **e)** Methodology **f)** Results and discussions **g)** Different formats for referencing **h)** Ways of communicating a research paper **i)** Assignments
Unit 3: THESIS WRITING – a) Structure of a thesis **b)** Scope of the work **c)** Literature review **d)** Experimental/computational details **e)** Preliminary studies **f)** Results and Discussions **g)** Figures and Tables preparation **h)** Conclusions and future works **i)** Bibliography **j)** Appendices **k)** Assignments
Unit 4: TOOLS AND TECHNIQUES- a) Various word processors, e.g., MS Word, Libra-office, Latex, etc. **b)** Making effective presentations using PowerPoint and Beamer **c)** Uses of plagiarism detection tools **d)** Assignments
Unit 5: MISCELLANEOUS REPORTS- a) Writing research proposals **b)** Writing project proposals **c)** Lecture notes **d)** Progress reports **e)** Utilization reports **f)** Scientific reports **Hands-on and Mini Project Assignment, Discussions.**

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Recommended Readings

- **APA Style Manual** (2020). American Psychological Association.
- **The Craft of Research** by Wayne C. Booth, Gregory G. Colomb, and Joseph M. Williams (2016). University of Chicago Press.
- **The Elements of Style** by William Strunk Jr. and E.B. White (2018). Penguin Random House.
- **Writing for Social Science** by Howard S. Becker (2010). University of Chicago Press.
- **Writing a Literature Review: A Practical Guide** by Markéta Tomasková (2020). Routledge.

MHA1002 DATA ANALYSIS PRACTICAL-II

1. Preamble

Course title	Data Analysis Practical-II
Course code	MHA1002
Credits	02
Number of hours per group	60 class hours

2. Course Description

Statistics play a key role in the process of making sound business decisions that will generate higher profits. Without statistics, it's difficult to determine what your target audience wants and needs.

This course is crucial for research professionals, as it provides step-by-step instruction on tests with clear and accurate explanations and makes these tests important part of learner's data analytic toolkit. The learner will also have the tools needed to succeed in their statistics and experimental design courses.

Inferential statistics, in particular, will help the learner to understand a population's needs so that they can reach to correct findings in their research work.

3. Learning Outcomes

At the end of this course, the learner will be able to

1. Use Tests in Statistical data analysis software to Correctly Analyze Inferential Statistics.
2. Use the One Sample t-test to draw conclusions about population.
3. Understand ANOVA and the Chi-Square.
4. Master Correlation and Regression.
5. Learn Data Management Techniques.

MHA1002 DATA ANALYSIS PRACTICAL-II

Unit 1: REGRESSION ANALYSIS - a) Introduction **b)** Multiple linear regression **c)** Validation of model (Residual analysis & Checking normality) **d)** Confidence interval for regression co-efficient
Unit 2: T-TESTS FOR RELATED TO REGRESSION CO-EFFICIENT - a) Transformation to achieve linearity (Log transformation) **b)** Transformation to stabiles variance (Power transformation) **c)** Polynomial regression models **d)** Multiple regression models
Unit 3: ANNOVA – a) Analysis of variance-ANNOVA between subjects **b)** ANNOVA post-hoc test **c)** Establish relationship between t-test & ANNOVA
Unit 4: PRACTICE CORRELATION AND REGRESSION – a) Practice examples of chi-square test goodness for fit test **b)** Practice chi-square test for independence
Unit 5: DATA MINING – a) Introduction **b)** Data Pre-processing **c)** Association Rule Mining **d)** Classification Basics **e)** Decision Tree **f)** Bayes Classifier **g)** K nearest neighbour **h)** Support Vector Machine **i)** Kernel Machine **j)** Clustering **k)** Outlier detection **l)** Sequence mining **m)** Evaluation & Visualization

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Recommended Readings

- **Data Analysis: An Introduction** by Neil Salkind (2016). Sage Publications.
- **IBM SPSS Statistics: Step by Step** by David Kenny (2023). Routledge.
- **Introduction to Statistical Analysis for the Behavioral Sciences** by Neil H. McKelvie (2015). Routledge.
- **Research Methodology: Methods & Techniques** by C.R.Kothari & Gaurav Garg (2018). New International Age Publishers.
- **SPSS Survival Manual** by Julie Pallant (2020). Allen & Unwin.
- **Statistics for Business and Economics** by David R. Anderson, Dennis J. Sweeney, and Thomas A. Williams (2023). Cengage Learning.

Online Resources:

- **IBM SPSS Statistics Documentation:** https://www.ibm.com/docs/SSLVMB_28.0.0/pdf/IBM_SPSS_Statistics_Brief_Guide.pdf
- **Stat Trek: A Tutorial on Statistics:** https://stattrek.com/

MHA1003 FIELD STUDY

1. Preamble

Course title	Field Study
Course code	MHA1003
Credits	02
In Industry	08 weeks

2. Course Description

The primary advantage of the field study is the opportunity to present results across a wide range of environments. The learner will explore various trade-related topics and gather data directly from the source. This primary data can then be used to support research hypotheses. Additionally, the field study activities will provide the learner with valuable insights into current trends and department-specific information they may not have been aware of. Most importantly, since the data is collected from a natural setting, there is minimal or no alteration of data or variables.

3. Learning Outcomes

At the end of this course, the learner will be able to

1. Identify the topic of research.
2. Identify the right method of research.
3. Visit the site of the study and collect data.
4. Analyze the data acquired.
5. Communicate the findings in the form of a report.

Guidelines for Field Study:

- The learner must intimate the area of research/ department to the course coordinator.
- The academic chapter must assign a guide to the learner. The learner must engage with guide to finalize research topics before the commencement of the field study.
- Field study is a continuous academic activity in which the learner must be encouraged to visit the hotel, tour/ travel company, or any other allied sector related to hospitality & tourism allotted by the academic chapter for a minimum period of 08 weeks.
- The learner must develop an understanding of the functions of the department relevant to the area of study and consistently seek guidance to collect organized data for the research.
- Upon completing the course, the learner must submit a field study report and deliver a PowerPoint presentation to a panel of experts for evaluation based on the established parameters. The panel will rigorously assess the feasibility of the proposed topics and approve one for MHA1004.

MHA1003 FIELD STUDY

EVALUATION OF FIELD STUDY

Department of Hotel/ Allied Sector (✓): _____

Name of Student: _____ **NCHM&CT Roll No:** _____

Academic Chapter:_____ **Duration:**_____

Name of the Hotel/ Allied Sector Company: _____

From:_____ **To:** _____

EVALUATION OF FIELD STUDY (100 Marks)			
TOPICS	**EXPLANATION**	**MAXIMUM MARKS**	**MARKS OBTAINED**
PROPOSAL OF RESEARCH TOPICS	The learner must provide a clear rationale for selecting a specific area or department for the field study and present three research topics to the panel of experts for consideration.	10	
PROPOSED OBJECTIVES	The learner must present distinct objectives for each topic, formulated based on the gaps identified during the field study, to enable focused discussions with the experts.	30	
DISCUSSION ON POSSIBLE RESEARCH OUTCOMES	The learner must present the potential outcomes of each research topic proposal, ensuring the outcomes are supported by the data collected.	20	
FIELD STUDY PRESENTATION	The learner must present a PowerPoint presentation to a panel of experts for evaluation based on the established parameters. After a thorough review of the proposed research topics, one topic must be finalized for MHA1004.	20	

REPORT SUBMISSION	The learner must submit three hard copies of the Field Study Report. These copies will be distributed as follows: one will be retained by the Academic Chapter, another by the Guide, and the third will be kept by the learner for personal reference. All copies must be duly signed by the Guide, Field Study Coordinator, and Expert Member for the approved research topic.	20	
Total Marks		**100**	

Guidelines for Field Study Report Writing:

Title Page:

- Title of the Report
- Learner's Name and Roll Number
- Guide's Name and Designation
- Name of the Hotel/ Allied Sector Company
- Duration: From - Till
- Submission Date

Table of Contents:

- List of Sections with Page Numbers

1. Introduction:

- Purpose of the Report: Briefly state the objective of the field study and its significance.
- Scope of the Study: Outline the areas or departments explored.

2. Rationale for Selection of Area/Department:

- Provide a detailed explanation of why the specific area or department was chosen.
- Highlight its relevance to the learner's academic or professional goals.
- Mention any unique aspects or opportunities the area/department offered for research.

3. Research Topics:

- Present three distinct research topics, each clearly articulated.
- Provide a brief background for each topic, explaining its importance in the chosen field.

4. Objectives of Each Research Topic:

- State separate, specific objectives for each proposed research topic.
- Link each objective to the gaps identified during the field study, providing context for their selection.

5. Potential Outcomes:

- For each research topic, outline the expected outcomes or contributions of the study.
- Support the outcomes with data collected during the field study, using evidence to justify their feasibility.

6. Methodology Overview (Optional):

- Briefly describe the methods used to collect and analyze data for identifying research gaps.

7. Conclusion:

- Summarize the significance of the proposed research topics and their alignment with the identified gaps.
- Highlight the importance of expert feedback in refining the final topic.

8. References:

- List all sources referenced during the preparation of the report, formatted as per the institute's guidelines.

Presentation Requirements:

- Submit a professionally formatted report, adhering to the institute's prescribed format (e.g., font, spacing, and margins).
- Ensure clarity, conciseness, and proper grammar throughout the report.

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MHA1004 RESEARCH PROJECT

1. Preamble

Course title	Research Project
Course code	MHA1004
Credits	12
Number of hours per group	160 class hours

2. Course Description

The aim of the course is to allow the learner to perform a research project within the field of hospitality & tourism sector under supervision. The learner will be able to plan & execute the research work collected from field study activities and summarize the results in a research project/paper. The learner may publish the research paper under the supervision of guide allotted by the academic chapter.

For the course completion, the learner has to submit the research project and present the outcomes to the panel of experts.

3. Learning Outcomes

At the end of the course, the learner will be able to

1. Identify the area and the topic of her/his research.
2. Collect data for data analysis and evaluation.
3. Use relevant literature.
4. Perform a research project according to an individual study plan.
5. Show independent, critical, and creative thinking.
6. Document results by writing a research paper.
7. Present and discuss the research results with his/her guide & senior researchers.
8. Show a professional attitude regarding time planning, collaboration, and the link between theoretical and practical knowledge.
9. Perform the research project work in an ethically correct manner.

MHA1004 RESEARCH PROJECT

INTRODUCTION TO RESEARCH PROJECT - a) Course overview and expectations **b)** Identifying research interests and selecting a topic **c)** Formulating research questions/hypotheses
LITERATURE REVIEW – a) Introduction to the literature review process **b)** Searching for and evaluating scholarly sources **c)** Synthesizing literature and identifying gaps
RESEARCH DESIGN AND METHODOLOGY – a) Understanding research methodologies (quantitative, qualitative, mixed methods) **b)** Designing research instruments (surveys, interviews, experiments) **c)** Ethical considerations in research
DATA COLLECTION AND ANALYSIS – a) Data collection techniques and procedures **b)** Data management and analysis using appropriate software/tools **c)** Interpreting findings and drawing conclusions
WRITING AND PRESENTING RESEARCH – a) Structuring a research paper: Introduction, literature review, research gaps, rationale of study, objectives, research methodology, research design, results, discussion, conclusion,

references & bibliography **b)** Academic writing conventions and citation styles **c)** Effective presentation skills and visual aids
FINALIZING RESEARCH PROJECT – a) Peer review and feedback on research drafts **b)** Revising and editing research papers **c)** Final presentations and dissemination of findings

MHA1004 RESEARCH PROJECT

EVALUATION OF RESEARCH PROJECT (300 Marks)

Name of Student: _____ **NCHM&CT Roll No:** _____

Name of the Hotel/ Allied Sector Company(✓): _____

Department: _____

Research Topic:_____

EVALUATION PARAMETERS (WEIGHTAGE)	MAXIMUM MARKS	MARKS OBTAINED
RESEARCH PROPOSAL (10%)	30	
LITERATURE REVIEW & OBJECTIVESS (20%)	60	
RESEARCH PAPER (Project) (50%)	150	
PRESENTATION (20%)	60	

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