



MARIAN COLLEGE  
KUTTIKKANAM

(AUTONOMOUS)

MAKING COMPLETE

**SYLLABUS**

**MASTER OF MANAGEMENT IN HOSPITALITY**

**(MMH)**

**(Under the Credit and Semester System)**

2023 Admissions



Affiliated to Mahatma Gandhi University, Kottayam

Marian College Kuttikkanam (Autonomous)

Kuttikkanam P.O., Peermade

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## SYLLABUS OF THE PROGRAMME/ COURSES TAUGHT

### Semester one

- Pmh2301: management principles and practices
- Pmh2302: advanced english for managerial communication
- Pmh2303: research methods and quantitative techniques
- Pmh2304: accounting and finance management
- Pmh2305: organisational behaviour
- Pmh2306: professionalism and leadership development-i
- Pmh2307: viva voce

### Semester two

- Pmh2308: managerial economics
- Pmh2309: human resource management
- Pmh2310: operations management-hotels and restaurants
- Pmh2311: cultural heritage and tourism management
- Pmh2312: corporate communication and public relations
- Pmh2313: professionalism and leadership development-ii
- Pmh2314: internship-i and project report
- Pmh2315: viva voce

### Semester three

- Pmh2316: legal aspects of business
- Pmh2317: travel and tourism management
- Pmh2318: marketing management
- Pmh2319: adventure tourism management
- Pmh2320: communication competencies for professional advancement
- Pmh2321: professionalism and leadership development-iii
- Pmh2322: internship-ii
- Pmh2323: viva voce

### Semester four

- Pmh2324: e-commerce and digital marketing
- Pmh2325: destination planning, development and management
- Pmh2326: strategic leadership and change management
- Pmh2327: entrepreneurship development and project management
- Pmh2328: internship-iii and project report
- Pmh2329a: global tourism geography
- Pmh2329b: operations management for hospitality and tourism
- Pmh2329c: event management
- Pmh2329d: airline passenger handling and ground operations managemen
- Pmh2329e: business environment and corporate ethics
- Pmh2329f: finance and revenue management
- Pmh2330: fieldtrip and learning report
- Pmh2331: comprehensive viva voce
- Pmh2332: internship –iv (audited)