

## ZOOM Enterprises MAKAUT MBA Hospitality Management Syllabus

### Semester 1 (all core subjects)

1. Accounts and Finance for Hospitality Managers
2. Management Functions and Communication within Organisations
3. Accommodation Operations Management
4. Services Marketing
5. Front Office Management
6. Facilities Planning and Management

### Semester 2 (all core subjects)

1. Customer Relations Management
2. Food and Beverage Management
3. Culinary Management
4. Hospitality Law
5. Managing Human Resources
6. Research Methods and Data Analysis for Managers

### Semester 3 (two core + four elective)

- 1. Revenue Management for Hospitality (core)**
- 2. Hospitality Technology and Digital Marketing (core)**
3. Retail Marketing and Management (elective)
4. Conference and Events Management (elective)
5. Hospitality Operations Management (elective)
6. Organisational Behaviour (elective)
7. Meetings, Incentives, Conferences and Exhibitions (MICE) (elective)
8. Managing Change in Organisations (elective)

### Semester 4 (two core + two electives + dissertation)

- 1. Strategic Food and Beverage Management (core)**
- 2. Rooms Management (core)**
3. Entrepreneurship and Hospitality Business Development (elective)
4. Corporate Social Responsibility (elective)
5. Strategic Management (elective)
6. Global Marketing (elective)