

GURU KASHI UNIVERSITY



Doctor of Philosophy

Session: 2025-26

Institute of Hotel Management

Faculty of Management and Commerce

Program Structure									
Course Code	Course Title	Type of Course	L	T	P	Total Credits	Internal	External	Total Marks
PPH105	Research Methodology	Core	4	0	0	4	30	70	100
PPH102	Research and Publication Ethics	Core	2	0	0	2	30	70	100
PPH104	Computer Applications in Research	SEC	0	0	4	2	30	70	100
Discipline Elective Courses (Choose Any One from Four)									
PPH142	Front Office Management	Core	4	0	0	4	30	70	100
PPH143	Food Production Management						30	70	100
PPH144	Food & Beverage Service Management						30	70	100
PPH145	Accommodation Operations Management						30	70	100
Total Credits			10	0	4	12	120	280	400

Course Title: Research Methodology	L	T	P	Cr.
Course Code: PPH105	4	0	0	4

Total Hours: 60

Learning Outcomes: After completion of this course, the learner will be able to:

1. Formulate original and significant research questions by critically evaluating theoretical, methodological, and practical gaps in the literature.
2. Design sophisticated research frameworks integrating appropriate sampling, data collection, and analysis techniques for complex scholarly inquiries.
3. Apply advanced statistical and qualitative tools to analyze data, interpret findings, and draw evidence-based conclusions.
4. Evaluate methodological rigor, validity, and reliability in research to ensure reproducibility and scholarly contribution.
5. Produce doctoral-level research reports and theses that adhere to ethical, academic, and disciplinary standards.

Course Content

Unit-I

15Hours

Introduction to Research

Research: Meaning, Nature, Purpose and Problems, Characteristics of Good Research, Types of Research, Methods of Research.

Unit-II

15Hours

Research Design & Data Collection

Research Design: Meaning, Types and Steps involved in the formulation of Research Design. Techniques and Methods of data collection: Observation, Interview, Questionnaire and Schedule, Case Study, Historical, Experimental, Survey Method and Likert scale, Semantic scale.

Unit-III

15Hours

Sampling and Data Analysis

Sampling Techniques: Probability and non-probability methods. Qualities of a Good Sample

Testing of Hypotheses, Methods of data analysis: Analysis of quantitative data and its presentation with tables, graphs etc., measures of central tendency, dispersion

Unit-IV

15Hours

Ethics and Academic Writing

Research and Academic Integrity: Copyright issues, Objectivity and Plagiarism in research, Report writing and Thesis Writing.

Transactional Mode:

Group Discussion, Quiz, Open Talk, One-minute presentation, Assignment.

Suggested Reading:

- Montgomery, D. C & Kowalski, S. M. (2007). *Design and Analysis of Experiments*, Hoboken, New Jarcy: John Wiley and Son.
- Kothari, C.K. (2004). *Research Methodology: Methods and Techniques*, New Delhi: New Age International Publication.
- Krishnaswamy, K N, Sivakumar, AI & Mathirajan, M. (2005). *Research Methodology: Integration of Principles, Methods and Techniques*, New Delhi: Pearson Education.
- Chawla, Deepak & Sondhi, Neena. (2002). *Research Methodology Concepts and Cases*, New Delhi: Vikas Publishing House Pvt Ltd.
- Panneerselvam, R. (1998). *Research Methodology*, New Delhi: PHI Publication.
- Cooper, D. R., Schindler, P. S. (2016). *Business Research Methods*, New York: Tata McGraw Hill.
- Gupta, S. P. (2021) *Statistical Methods*, Delhi: Sultan Chand & Sons Publication (Forty Sixth Revised Edition).
- Ronald, E. Walpole (2017). *Probability and Statistics for Engineers and Scientists* (9th ed), Boston: Pearson Publication.
- Babbie, Earl (2010): *The Practice of Social Research*, 12th ed., Belmont: Wadsworth.
- Bryman, Alan (2012): *Social Research Methods*, 4th ed., Oxford: Oxford University Press.
- Bryman, Alan, (2018), *Social Research Methods*, (5th ed.). New Delhi: Oxford University Press.
- Della Porta, Donatella and Michael Keating (2008): —How Many Approaches in the Social Sciences? An Epistemological Introduction, in: Donatella Della Porta and Michael Keating (eds.), *Approaches and Methodologies in the Social Sciences*, Cambridge: Cambridge University Press.
- Denzin, Norman and Yvonna Lincoln (2013): —Introduction: The Discipline and Practice of Qualitative Research, in Norman Denzin and Yvonna Lincoln, *Collecting and Interpreting Qualitative Materials*, London: Sage.
- Giri, Arunangshu, Biswas, Debasish, (2019), *Research Methodology for Social Sciences*, New Delhi: Sage Publications India Pvt Ltd.
- Lune, Howard, Berg, Bruce, L. (2017), *Qualitative Research Methods for Social Sciences*, (9th ed.). Pearson India.

Course Title: Research and Publication Ethics	L	T	P	Cr.
Course Code: PPH102	2	0	0	2

Total Hours: 30

Learning Outcomes: After completion of this course, the learner will be able to:

1. Critically evaluate ethical principles, publication guidelines, and integrity frameworks to ensure compliance with international scholarly standards.
2. Identify and prevent scientific misconduct, including falsification, fabrication, plagiarism, and unethical authorship practices.
3. Select credible and high-impact publishing avenues using indexing databases, journal evaluation tools, and open-access resources.
4. Apply plagiarism detection tools, conflict-of-interest protocols, and peer-review ethics to safeguard research originality.
5. Analyze and use research impact metrics (Impact Factor, h-index, altmetrics) to strategically enhance scholarly visibility and influence.

Course Content

Unit-I

08Hours

Philosophy, Ethics and Scientific Conduct

Introduction to philosophy: definition, nature and scope, concept, branches, Ethics: definition, moral philosophy, nature of moral judgements and reactions.

Ethics with respect to science and research, Intellectual honesty and research integrity, Scientific misconducts: Falsification, Fabrication, and Plagiarism (FFP), Redundant publications: duplicate and overlapping publications, salami slicing, Selective reporting and misrepresentation of data.

Unit-II

08Hours

Publication Ethics

Publication ethics: definition, introduction and importance, best practices / standards setting initiatives and guidelines: COPE, WAME, etc. Conflicts of interest, Publication misconduct: definition, concept, problems that lead to unethical behavior and vice versa, types, Violation of publication ethics, authorship and contributor ship, Identification of publication misconduct, complaints and appeals, Predatory publishers and journals.

Unit-III**07Hours****Open Access Publishing**

Open access publications and initiatives, SHERPA/ROMEO online resource to check publisher, copyright & self- archiving policies, Software tool to identify predatory publications developed by SPPU, Journal finder / journal suggestion tools viz. JANE, Elsevier Journal Finder, Springer Journal Suggester, etc.

Unit-IV**15Hours****Publication Misconduct and Databases and Research Metrics**

Subject specific ethical issues, FFP, authorship, Conflicts of interest, Complaints and appeals: examples and fraud from India and abroad, Use of plagiarism software like Turnitin, Urkund and other open-source software tools.

Indexing databases, Citation databases: Web of Science, Scopus etc. Impact Factor of journal as per Journal Citation Report, SNIP, SJR, IPP, Cite Score, Metrics: h-index, g-index, i10 index, altmetrics.

Transactional Mode:

Group Discussion, Quiz, Open Talk, One-minute presentation, Assignment.

Suggested Reading:

- Bird, A. (2006). *Philosophy of Science*. Routledge.
- MacIntyre, A. (1967) *A Short History of Ethics*. London.
- P. Chaddah, (2018) *Ethics in Competitive Research: Do not get scooped; do not get plagiarized*, ISBN:978-9387480865
- National Academy of Sciences, National Academy of Engineering and Institute of Medicine. (2009). *On Being a Scientist: A Guide to Responsible Conduct in Research: Third Edition*. National Academies Press.

Course Title: Computer Applications in Research	L	T	P	Cr.
Course Code: PPH104	0	0	4	2

Total Hours: 60

Learning Outcomes: After completion of this course, the learner will be able to:

1. Integrate advanced reference management tools (e.g., Mendeley) to organize, synchronize, and format citations and bibliographies for doctoral-level research outputs.
2. Apply document management, annotation, and collaborative sharing features to streamline multi-author research projects and maintain version control.
3. Leverage AI-powered tools (e.g., ChatGPT) for scholarly writing, data analysis, paraphrasing, multilingual translation, and code generation while maintaining academic integrity.
4. Utilize professional and research networking platforms (e.g., LinkedIn, ResearchGate) to enhance academic visibility, disseminate research, and establish scholarly collaborations.
5. Manage academic activities and evaluate research impact using digital classroom platforms (e.g., Google Classroom) and citation databases (e.g., Scopus) with advanced metric interpretation for strategic research planning.

Course Content

Unit-I

Mendeley Software and Reference management

Mendeley Software: Mendeley software concept, features and uses
Installation of Mendeley software in your system
Creating account.
Installing as Plugin in Browser. Various third-party Plugin for Mendeley.

Creating your library: Add PDFs to Mendeley-Import/export EndNote, BibTeX and RIS libraries- Document details lookup (CrossRef, PubMed, and Arxiv) -Google Scholar Search -One-click Web Importer Watch folders to automatically add PDFs to Mendeley Desktop Synchronize PDFs with your Mendeley Web account.

Unit-II

Document Management, Referencing, and Research Collaboration

Managing your documents and references: Merge duplicate author names, tags, or publications- Documents can be marked read/unread- Search as you type - Annotate PDFs-Multiple level undo in document details -Tag and edit multiple documents at once File Organizer.

Citing references: Word and Open Office plug-in-Cite in Google

documents (and other editors) -Cite using BibTeX. Sharing Documents and References: How to Create a Group Adding members and documents Using Group.

Unit-III

Digital Tools for Research, Writing, and Professional Networking

Chat GPT: Working of ChatGPT, Role of ChatGPT in research, Advantages of ChatGPT, Query ChatGPT, Paraphrasing, Summarization, Table to Text and Text to Table, Translation to other language, Programming Code Generation and Explanation, Data Object Conversion (JSON to XML to CSV and Vice-versa). Creating Heading and Subheading. Writing and Blogging, Analyzing Data, Working with Email (creating, replying and improving).

LinkedIn: Introduction of LinkedIn, Creating the Profile, Role of LinkedIn in Research, Searching for Jobs, Applying for Jobs.

Research Gate: Introduction of Research Gate, Creating the Profile, Role of Research gate in Research, adding your research Article, Searching and sending request for research.

Unit-IV

Digital Platforms for Academic Management and Research Evaluation

Google Classroom: Introduction of Google Education Tools, Features of Google Class room.

Teacher Role: Creating Class or Group, Uploading Lecture/Documents, Creating and Grading Assignment, Creating and Grading Quizes, Communication with Students and Parents, Creating Survey, Collecting Feedback, Post Announcements, Group Discussion

Supervisor/Leader Role: Create and Manage Class and Grade, Manage co-teacher and Roaster of Teacher, Group Discussion, Post Announcements. Admin Role: Data Protection, Create Classes and Roaster, Adding and removing Students.

Scopus: Introduction of Scopus, Role of Scopus in Research, understanding different Metrics of Scopus (SJR, Cite Score, H-index, Citation etc.)

Transactional Mode:

Group Discussion, Quiz, Open Talk, One-minute presentation, Assignment.

Suggested Reading:

- *Office 2007 in Simple Steps, Kogent Solutions, (Wiley Publishers).*
- *MS-Office 2007 Training Guide, S. Jain (BPB Publications).*
- *Computer Fundamentals by P.K. Sinha (BPB Publications).*

- *Practical Research: Planning and Design by Paul D. Leedy & Jeanne Ellis Ormrod (Indian Edition, 2014).*
- *Research Writing and Reference Management by K. S. Gaur (2015)*
- *Google Classroom for Teachers: A Step-by-Step Guide by R. T. Brown (Indian Edition, 2020).*

Course Title: Front Office Management	L	T	P	Cr.
Course Code: PPH142	4	0	0	4

Total Hours: 60

Learning Outcomes: After completion of this course, the learner will be able to:

1. Critically evaluate hotel classification systems, guest service typologies, and cross-cultural service protocols to design inclusive and ethically sound front office strategies.
2. Integrate advanced front office technologies (e.g., PMS, automation tools, guest profiling analytics) to optimize workflows, enhance interdepartmental coordination, and improve guest experiences.
3. Apply strategic revenue management models, pricing algorithms, and CRM systems to align front office operations with organizational profitability and customer retention goals.
4. Innovate sustainable and personalized guest service solutions through contactless, AI-driven, and eco-friendly operational practices while ensuring data security and privacy.
5. Conduct applied research on front office trends, technology adoption, and service quality improvements to contribute to academic and industry knowledge in hospitality management.

Course Content

Unit-I

15Hours

Foundations and Contemporary Perspectives of Front Office

Classification of hotels and service typologies, Structure and evolution of front office functions, The guest cycle frameworks, Service quality models, Cross-cultural guest interaction and behaviour, Ethical considerations and guest handling protocols, Evolution and importance of hotel classification, front office structure, service quality models, guest handling protocols and Cross-cultural interactions in enhancing efficiency and guest experience.

Unit-II

15Hours

Technology-Enabled Operations and Practices in Front Office

Property Management Systems (PMS) and other technology platforms used in front office, Automation in reservation, registration, billing, and checkout: kiosks, mobile check-in and check-out, Service blueprinting techniques, Data analysis of guest profiling and behavior prediction as a tool for profit maximization, Digital platforms as interdepartmental coordination tool, Workflow optimization, Case-based research on tech-enhanced service delivery.

Unit-III

15Hours

Strategic Front Office Management and Revenue Models

Pricing and demand forecasting techniques, Performance metrics: RevPAR, ADR, GOPPAR, Yield and revenue management principles and tools, CRM integration and loyalty programs for repeat business, Evaluation staffing, scheduling, and productivity, Guest satisfaction analysis parameters and feedback systems, Strategic alignment of front office and financial goals

Unit-IV

15Hours

Innovation, Sustainability, and Research in Front Office

Contactless technologies and AI-assisted service, Smart check-in/out systems and biometric verification, Paperless workflows and eco-friendly service models, Guest data security, privacy, and ethics in AI systems, Innovations in personalized guest experiences, Trends in green front office practices, Research themes in digital transformation and sustainability

Transactional Mode:

Video Based Teaching, Panel Discussion, Case Based Teaching, Brain Storming, Demonstration, Peer Teaching.

SuggestedReading:

- *Bardi, J. A. (2011). Hotel front office management (5th ed.). John Wiley & Sons.*
- *Kasavana, M. L., & Brooks, R. M. (2016). Managing front office operations (9th ed.). American Hotel & Lodging Educational Institute.*
- *Hayes, D. K., & Ninemeier, J. D. (2017). Hotel operations management (3rd ed.). Pearson Education.*
- *Abbott, P., & Lewry, S. (2013). Front office: Procedures, social skills, and management (2nd ed.). Cengage Learning.*
- *Walker, J. R. (2019). Introduction to hospitality (7th ed.). Pearson.*

Course Title: Food Production Management	L	T	P	Cr.
Course Code: PPH143	4	0	0	4

Total Hours: 60

Learning Outcomes: After completion of this course, the learner will be able to:

1. Critically analyze culinary theories, cultural gastronomy, and scientific cooking principles to enhance quality, safety, and guest satisfaction in food production.
2. Design and optimize large-scale culinary operations by integrating menu engineering, production flow analysis, equipment selection, and global kitchen models.
3. Apply advanced cost control, procurement, and inventory management strategies—supported by digital tools—to improve operational efficiency and profitability.
4. Innovate sustainable culinary practices by adopting eco-friendly technologies, plant-based alternatives, and zero-waste systems while ensuring compliance with ethical and safety standards.
5. Conduct applied research on emerging culinary technologies, food innovation trends, and climate-resilient ingredient sourcing to advance industry and academic knowledge.

Course Content

Unit-I

15Hours

Culinary Fundamentals and Theoretical Approaches

Culinary theory and cultural gastronomy, Kitchen hierarchy and classical brigade, Food commodities and ingredient classifications, Scientific cooking methods and food reactions, Ethics in food production, hygiene standards, and HACCP, Role of food production in guest satisfaction, Traditional cooking systems and academic perspectives.

Unit-II

15Hours

Culinary Operations and Global Production Systems

Mass production kitchens: central, commissary, and cloud kitchens, Production planning and process flow optimization, Menu standardization and recipe development, Kitchen equipment selection and layout design, Supply chain efficiency and food quality control, culinary logistics and storage systems, Comparative analysis of operational models in various sectors

Unit-III**15Hours****Culinary Management and Leadership in the Kitchen**

Kitchen budgeting and cost control techniques, Procurement strategies and vendor evaluation, Inventory management using digital tools, HR practices: recruitment, training, and retention, Leadership and communication in kitchen environments, Menu pricing and economic forecasting, Performance analysis and quality assurance

Unit-IV**15Hours****Innovations, Sustainability and Research in Food Production**

Innovative cooking techniques: sous vide, molecular gastronomy, fusion cuisine. Plant-based and alternative protein cooking. Sustainable sourcing and zero-waste kitchens. Energy-efficient kitchen design. Current research in culinary science. Food innovation trends: 3D food printing, personalized nutrition, climate-resilient ingredients.

Transactional Mode:

Video Based Teaching, Panel Discussion, Case Based Teaching, Brain Storming, Demonstration, Peer Teaching.

Suggested Reading:

- Bali, P. S. (2014). *Food production operations (2nd ed.)*. Oxford University Press.
- Arora, K. (2013). *Theory of cookery (2nd ed.)*. Frank Bros. & Co.
- Labensky, S. R., Hause, A. M., & Martel, P. (2018). *On cooking: A textbook of culinary fundamentals (6th ed.)*. Pearson Education.
- Gisslen, W. (2018). *Professional cooking (9th ed.)*. Wiley.
- Friberg, B., Eddy, C., & Gisslen, W. (2013). *The professional pastry chef (5th ed.)*. Wiley.

Course Title: Food and Beverage Service Management	L	T	P	Cr.
Course Code: PPH144	4	0	0	4

Total Hours: 60

Learning Outcomes: After completion of this course, the learner will be able to:

1. Critically evaluate historical, theoretical, and sociocultural influences on dining behaviors and service models to enhance guest experiences in diverse cultural contexts.
2. Integrate advanced technologies (POS, AI ordering, IoT, robotics) into F&B operations to optimize workflow, service quality, and operational efficiency.
3. Apply strategic management tools such as budgeting, menu engineering, and performance analytics to align F&B services with profitability and brand positioning goals.
4. Innovate sustainable and experiential F&B service concepts through eco-friendly practices, local sourcing, and AI-powered personalized dining experiences.
5. Conduct applied research in service quality, consumer behavior, and automation trends to contribute to academic and industry advancements in F&B service management.

Course Content

Unit-I

15Hours

Foundations and Sociocultural Perspectives on F&B Service

Historical and theoretical perspectives of F&B service, Classification of service types: American, French, Buffet, etc., Behavioural aspects of dining and service interactions, Menu types, service sequences, and layout planning, Service design models and guest experience frameworks, Dining rituals and cultural influences on F&B service.

Unit-II

15Hours

Operational Efficiency and Technology in F&B Services

F&B workflow and service cycle analysis, Use of POS, AI ordering, mobile/tablet-based systems, Beverage classification and smart bar inventory systems, Banquet and outdoor catering logistics, Integration of IoT in service delivery, Robotics in service and bar operations, Operational metrics and service quality audits

Unit-III

15Hours

Strategic Management and Performance Analytics in F&B

Budgeting, menu costing, and food cost analysis, Menu engineering and sales forecasting techniques, HR practices in F&B: training, motivation,

team dynamics, Performance indicators and guest satisfaction tools, Marketing and upselling strategies in F&B, Customer feedback analysis and retention strategies, Alignment of F&B with brand strategy and sustainability goals

Unit-IV

15Hours

Innovation, Sustainability and Research in F&B

Sustainable F&B operations: local sourcing, waste reduction, eco-friendly packaging. Digital menus, contactless service, AI-powered dining experiences. Concept dining and experiential gastronomy. Consumer behavior trends. Research themes: food psychology, service quality, automation in F&B, plant-forward menu strategies.

Transactional Mode:

Video Based Teaching, Panel Discussion, Case Based Teaching, Brain Storming, Demonstration, Peer Teaching.

Suggested Reading:

- Lillicrap, D. R., Cousins, J. A., & Smith, R. (2020). *Food and beverage service (9th ed.)*. Hodder Education.
- Davis, B., Lockwood, A., Alcott, P., & Pantelidis, I. S. (2018). *Food and beverage management (6th ed.)*. Routledge.
- Andrews, S. (2017). *Food and beverage service: A training manual (3rd ed.)*. Tata McGraw Hill.
- Negi, J. M. (2014). *Food and beverage management and control*. Kanishka Publishers.
- Walker, J. R. (2017). *The restaurant: From concept to operation (8th ed.)*. Wiley.

Course Title: Accommodation Operations Management	L	T	P	Cr.
Course Code: PPH145	4	0	0	4

Total Hours: 60

Learning Outcomes: After completion of this course, the learner will be able to:

1. Critically analyze historical, cultural, and design factors influencing accommodation services to develop guest-centric and culturally adaptive operational strategies.
2. Integrate advanced housekeeping systems, IoT-enabled facility management, and automation tools to enhance efficiency, quality, and turnaround time in accommodation operations.
3. Apply strategic resource planning, budgeting, and quality management frameworks (TQM, Six Sigma) to optimize service standards and cost-effectiveness.
4. Innovate sustainable and wellness-focused accommodation solutions through green housekeeping, energy-efficient practices, and advanced guest experience design.
5. Conduct applied research on emerging trends, service quality benchmarking, and technological innovations.

Course Content

Unit-I

15Hours

Historical Context of Accommodation Services

Overview of accommodation services and typologies, Room types, classifications, and design standards, Housekeeping structure and role in guest satisfaction, Theories of cleanliness, comfort, and service perception, Space utilization and design psychology, Historical evolution of accommodation practices, Comparative studies in room division practices

Unit-II

15Hours

Operational Analysis and Smart Facilities Planning

Cleaning protocols and classification of agents and equipment, Room turnover, inspection, and deep cleaning processes, Laundry operations and linen inventory systems, Public area management and scheduling, Facility management integration and automation, Use of smart housekeeping software and IoT, Metrics for operational efficiency in accommodation operations.

Unit-III

15Hours

Accommodation Management and Resource Planning

Budgeting, purchasing, and cost control in housekeeping, Staff planning, scheduling, and retention strategies, Quality audits, performance evaluations, and SOPs, Complaint handling and guest satisfaction analytics, Coordination between housekeeping and other departments, Application of TQM and Six Sigma in accommodation services, Benchmarking and service improvement frameworks

Unit-IV

15Hours

Innovation, Sustainability and Research in Accommodation

Green housekeeping: eco-friendly products, energy-saving practices. Automation in housekeeping: smart rooms, IoT, robotic cleaners. Research in indoor air quality, guest experience, and wellness trends. Benchmarking service quality. Case studies of sustainable hotel operations and luxury accommodation trends.

Transactional Mode:

Video Based Teaching, Panel Discussion, Case Based Teaching, Brain Storming, Demonstration, Peer Teaching.

Suggested Reading:

- *Raghubalan, G., & Raghubalan, S. (2017). Hotel housekeeping: Operations and management (4th ed.). Oxford University Press.*
- *Jones, T. (2008). Professional management of housekeeping operations (5th ed.). Wiley.*
- *Andrews, S. (2013). Hotel housekeeping: A training manual (2nd ed.). Tata McGraw Hill.*
- *Branson, J. C., & Lennox, M. A. (2014). Hotel, hostel and hospital housekeeping (2nd ed.). Hodder Education.*
- *Baker, S., Huyton, J., & Bradley, P. (2000). Principles of hotel front office operations (2nd ed.). Cengage Learning EMEA. (cross-functional with FO)*