

University of Mumbai



No. AAMS(UG)/103 of 2021-22

CIRCULAR:-

Attention of the Principals of the Affiliated Colleges and Directors of the Recognized Institutions in Faculty of Science & Technology.

They are hereby informed that the recommendations made by the Ad-hoc Board of Studies in Maritime Hospitality Studies at its online meeting held on 2nd June, 2021 vide Item No. 1 and subsequently passed by the Board of Deans at its online meeting held on 11th June, 2021 vide item No. 6.33 have been accepted by the Academic Council at its meeting held on 29th June, 2021 vide item No. 6.33 and that in accordance therewith, to conduct an online research project as an alternative to "Industrial Training" for 5th Semester of B.Sc. (Maritime Hospitality Studies) due to the prevailing pandemic situation as per UGC guidelines vide circular of 29th April, 2020, has been brought into force with effect from the academic year 2021-22 accordingly. (The same is available on the University's website www.mu.ac.in).

MUMBAI - 400 032

8th October, 2021

(Dr. B.N.Gaikwad)
I/c REGISTRAR

To

The Principals of the Affiliated Colleges and Directors of the Recognized Institutions in Faculty of Science & Technology.

A.C/6.33/ 29/06/2021

No. AAMS(UG)/103-A of 2021-22

MUMBAI-400 032

8th October, 2021

Copy forwarded with Compliments for information to:-

- 1) The Dean, Faculty of Science & Technology,
- 2) The Chairman, Ad-hoc Board of Studies in Maritime Hospitality Studies,
- 3) The Director, Board of Examinations and Evaluation,
- 4) The Director, Board of Students Development,
- 5) The Co-ordinator, University Computerization Centre,

(Dr. B.N.Gaikwad)
I/c REGISTRAR

Copy to :-

- 1. The Deputy Registrar, Academic Authorities Meetings and Services (AAMS),**
- 2. The Deputy Registrar, College Affiliations & Development Department (CAD),**
- 3. The Deputy Registrar, (Admissions, Enrolment, Eligibility and Migration Department (AEM),**
- 4. The Deputy Registrar, Research Administration & Promotion Cell (RAPC),**
- 5. The Deputy Registrar, Executive Authorities Section (EA),**
- 6. The Deputy Registrar, PRO, Fort, (Publication Section),**
- 7. The Deputy Registrar, (Special Cell),**
- 8. The Deputy Registrar, Fort/ Vidyanagari Administration Department (FAD) (VAD), Record Section,**
- 9. The Director, Institute of Distance and Open Learning (IDOL Admin), Vidyanagari,**

They are requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to in the above circular and that on separate Action Taken Report will be sent in this connection.

- 1. P.A to Hon'ble Vice-Chancellor,**
- 2. P.A Pro-Vice-Chancellor,**
- 3. P.A to Registrar,**
- 4. All Deans of all Faculties,**
- 5. P.A to Finance & Account Officers, (F.& A.O),**
- 6. P.A to Director, Board of Examinations and Evaluation,**
- 7. P.A to Director, Innovation, Incubation and Linkages,**
- 8. P.A to Director, Board of Lifelong Learning and Extension (BLLE),**
- 9. The Director, Dept. of Information and Communication Technology (DICT) (CCF & UCC), Vidyanagari,**
- 10. The Director of Board of Student Development,**
- 11. The Director, Department of Students Welfare (DSD),**
- 12. All Deputy Registrar, Examination House,**
- 13. The Deputy Registrars, Finance & Accounts Section,**
- 14. The Assistant Registrar, Administrative sub-Campus Thane,**
- 15. The Assistant Registrar, School of Engg. & Applied Sciences, Kalyan,**
- 16. The Assistant Registrar, Ratnagiri sub-centre, Ratnagiri,**
- 17. The Assistant Registrar, Constituent Colleges Unit,**
- 18. BUCTU,**
- 19. The Receptionist,**
- 20. The Telephone Operator,**
- 21. The Secretary MUASA**

for information.

**ONLINE RESEARCH PROJECT ON INDUSTRIAL TRAINING
FOR
5th SEMESTERS OF B.SC. (MARITIME HOSPITALITY STUDIES)
INSTRUCTIONS FOR RESEARCH /PROJECT
FOR ACADEMIC YEAR 2020 – 21 & 2021 - 22**

For the Academic year 2020-21, the Industrial Training pertaining to Semester V is to be replaced by an Online Research Project because of the Covid 19 pandemic. The Online Research Project may be qualitative or quantitative.

Each student of 5th Semester as the case may be is required to do an Online Research Project in fulfilment of the requirement of the Internship Semester.

For the purpose of the Online Research Project, each college will divide their students into batches of 10 – 15 students each and will allot a research guide as per the Research Project Topic, who will guide and monitor them through this journey of Online Research Project. The guide could be a subject expert in the relevant topic selected by the student.

The student will be restricted to collecting data using interactive digital platforms only. During the tenure of research, no student must venture out for data collection or sampling and maintain the norms of social distancing. Safety of the students is of prime importance.

At periodic intervals of not more than 15 days, the guide will interact with each student (online) assessing the progress of the Online Research Project. This interactive session may also be used for resolving doubts that a student may come up with while progressing in his project.

The Topic for Research /Project can be chosen by the student based on his/her area of interest in hospitality and tourism areas. Once a student has chosen and confirmed his topic of research with his guide/mentor, he /she will not be allowed to change or deviate from the chosen topic.

Students would do a Basic Research Methodology course before they start their research projects.

COURSE: INDUSTRIAL TRAINING

TIME: 30 HRS

ONLINE RESEARCH PROJECT ON INDUSTRIAL TRAINING			
VTH SEM B.SC MARITIME HOSPITALITY STUDIES			
S.NO	MODULES	TIME REQUIRED TO COMPLETE 30 HRS	
UNIT 1	Unit 1.Introduction to Research Methodology	1.5 hrs	3 hrs
	Meaning of Research,		
	Objectives of Research,		
	Motivations in Research,		
	Types of Research,		
	Research Approaches,		
	Significance of Research,		
	Research Process,		
	Criteria of Good Research.		
UNIT 2	Unit 2:Research design	1. 5 hrs	3 hrs
	Meaning, Definition, Need &Importance , Steps in research design		
	Essentials of a Good research design		
	Types of research design		
UNIT 3	Unit 3. Defining the Research Problem and hypotheses	1.5 hrs	3 hrs
	Defining the research problem, Formulation of the research hypotheses, The importance of problems and hypotheses		
	Delimiting the research problem and Identification of Research problem		

	Thinking like a researcher – Understanding Concepts, Constructs, Variables, and Definitions		
UNIT 4	Unit 4. Sampling and Tools for Data Collection	1.5 hrs	3 hrs
	Definition and meaning of sampling, Methods of sampling		
	Types of data and source - Primary and Secondary data source		
	Methods of Collection of primary data through Questionnaire, Observation, Interview, Survey, Case Study and Focus Group Discussion		
	Methods of Collection of secondary data through books, published sources, unpublished personal source, journals published, newspaper articles and websites.		
UNIT 5	Unit 5. Data analysis and Interpretation	1.5 hrs	3 hrs
	Analysis of data- Meaning, Purpose and Types		
	Interpretation of data - Essential, importance and significance of processing data		
UNIT 6	Unit 6. Writing Research Report	1.5 hrs	3 hrs
	APA Format and style of report writing		
	Review of related literature and its implications at various stages of research. (Formulation of research problem, hypothesis, interpretation and discussion of results).		
	Title page, Abstract, Introduction, Methodology, Results, Discussion and conclusion, suggestions and Appendices		
	Citation of References and Bibliography.		
UNIT 7	Unit 7: Topic Discussion & Allocation of Guide/Supervisor	3 hrs	
TOTAL HOURS		12 Hrs	18 Hrs

Each lesson culminates in an assignment which is submitted to the Research Guide allocated to the student, marked by the faculty and returned to student with any relevant suggestions, comments, and if necessary, extra reading.

Once the student successfully completes the research methodology course, they can choose their topic, discuss with the concerned faculty and start the work.

RESEARCH /PROJECT GUIDELINES

1. The Original work on the Research Project should be submitted in PDF format.

- (i) Title of the Research Project
- (ii) The name of your guide
- (iii) The name of student who has prepared the research project
- (iv) Batch of 2020-21
- (v) Semesters & Year of study – 5th Semesters of B. Sc Maritime Hospitality Studies.

The actual content of the Research Project should contain a minimum of 75 pages, using Times New Roman with a font size of 12

2. The format for preparation of the research project is

- Title page
- Certificate
- Acknowledgement – Should acknowledge support received from the Guide, Principal/Head and other sources for collecting information.
- Table of Contents – Includes

Example: Cover page

A PROJECT REPORT ON COMPLETE PROJECT TITLE BY NAME OF THE RESEARCH STUDENT OF 5th SEMESTER OF B.Sc. IN MARITIME HOSPITALITY STUDIES BATCH 2019-21 UNDER THE ABLE GUIDANCE OF GUIDE'S NAME

DESIGNATION

TRAINING SHIP RAHAMAN, NHAVA

- Introduction – Introduction to the project, Objectives
- Review of Literature
- Methodology adopted for collection of data required for the project.
- Chapter on main title/ topic.
- Data analysis
- Various chapters under which the project may have been done.
- Limitations –if any.
- Interpretation, Conclusion and Recommendation for further research if any.
- Bibliography – Sources of information.
- Appendices if any (e.g. questionnaire, interview, subject index, brochures, special information, tables & figures if any)

4. Submission of Project Report

Each student is required to submit **PDF copies** to the respective **Research Guide** and one **PDF copy to Principal/Head**.

In the process and progress of this Online Research Project report, the student, under no circumstances may imitate the language and thoughts of another author/ creator/ representator and pass off his work using someone else's subject matter/representative thought processes (plagiarism). Any such act is to be considered as an act of adopting unfair means and the student may be subjected to disciplinary action as deemed fit by the 'unfair means committee' of the college.

STRUCTURE OF THE TITLE PAGE(first page)

Full Title of Research Project

A Research Project Report submitted in partial fulfilment of the
requirements for the B.Sc in Maritime Hospitality Studies Sem – V

By

Full Names of Student along with Roll No

BATCH 2020-21

Under the Guidance of

(Name of Guide)

Name of the College

5. Research Project Presentation Examination shall be conducted.

6. The Research Project Presentation Examination is to be conducted for each student individually.

For the evaluation of this project, a panel comprising of the mentor /guide, another faculty member of the college and/or an external industry expert, will be set up by the Principal/Director/Head of the institute/college. The schedule for the evaluation must be drawn up at least 15 days prior to the date of the evaluation and it must be communicated to the student via the student's email account. The student will need to present this said project on the interactive online platform, followed by a Group discussion and viva voce by the panellists.

The evaluation / marking procedure is to be done in accordance with the marking pattern format which has been provided by the Ad-hoc Board of Studies (Maritime Hospitality Studies).

GUIDELINES TO A RESEARCH /PROJECT

CONTENTS OF A RESEARCH /PROJECT REPORT

INTRODUCTION.

- This section includes discussions concerning the practical and/or theoretical importance of the topic as well as a description of the research problem. It often starts by introducing the reader to the topic and making a case for the practical significance of the issues being investigated and/or the contribution that the study could make to our understanding of the phenomenon.
- The statement of research problem(s) is intended to indicate what the general purpose of the study is. This is often done through broadly stated questions or statements regarding whether and how the research variables are (or are expected to be) related to (or affected by) one another.
- Finally, the introduction section should include the working definitions of those terms used in the study that do not have a commonly known meaning or for which several meanings may be used.

REVIEW OF THE LITERATURE AND THE RESEARCH MODEL.

- The review of the related literature describes and analyzes the published studies that are directly related to, and/or have some relevance to, the topic and research questions at hand.
- Related literature should be integrated with, and weaved into, the material in this section and not be simply catalogued.
- The review could conclude with a brief summary of the literature and its implications.
- The study's theoretical/conceptual model and its hypotheses are developed based on the researcher's logical reasoning as well as the implications of his/her literature review.
- Note that the study's hypotheses should be stated in a language consistent with its proposed conceptual framework and the literature review; they should not be stated in the null and alternate hypotheses forms.
- Also, a well-developed hypothesis is testable; that is, it can be confirmed or disconfirmed through the collection and analysis of data.

METHODOLOGY.

- The methodology section includes a description of the research sample (subjects), data collection method, measurement instruments, and data analysis procedures.
- The description of sample/subjects includes not only the sample size and statistics regarding the subjects but also a definition and description of the population from which the sample was selected.
- This section also describes the method used in selecting the sample or samples. In the case of questionnaire surveys, information on response rates also should be provided.
- The description of instruments should identify and briefly describe all instruments used to collect data pertinent to the study, be they tests, questionnaires, interview or observation forms, or unobtrusive data such as absenteeism reports or productivity figures.
- When possible, information on validity and reliability of the measures used should be reported. Also, sources should be cited for measurement instruments/procedures (e.g., scales) developed by other researchers.
- The method section is usually concluded with a few statements about the analysis procedures utilized to test the study's hypotheses.

RESULTS & DISCUSSION.

- Some authors use a single section to both present and discuss the data analysis results. Others deal with the two issues in two separate sections. In either case, the statistical techniques that were applied to the data must be mentioned and the results of each analysis summarized, tabulated, and then discussed. For each research hypothesis, the statistical test of significance selected and applied to the data is briefly described, followed by a statement indicating whether the hypothesis was supported or not supported. Tables and figures are used to present analyses results in summary and/or graph form and to add clarity to the presentation. Good tables and figures are uncluttered, self-explanatory, and non-redundant.
- In addition to simply presenting the results in a straightforward manner, the author also has to provide the readers with his/her interpretation of the results, implications of the findings, conclusions and recommendations. Each result is discussed in terms of the original hypothesis to which it relates and in terms of its agreement or disagreement with results obtained by other researchers in similar/related studies. If the results are consistent with the theoretical model, researcher's expectations, and/or findings of other researchers, explanations must be provided as to what the results mean and what their theoretical and practical implications are. When the results do not support the hypotheses and/or contradict

previous findings, not only their meaning, but also possible reasons for the discrepancies must be discussed.

- Often during a study apparent and/or interesting relationships will be noticed that were not hypothesized by the researcher. These unforeseen results should be acknowledged and discussed. Such results often form the basis for future studies specifically designed to examine the issue more carefully.

- Finally, the researcher should address the study's limitations and make recommendations for future research. It is notable that in the discussion portion of this section the researcher is often permitted more freedom to express opinions and reasonable speculations/assertions that may be rather indirectly and implicitly based on data analysis results.

SUMMARY AND CONCLUSIONS.

- This section is very similar to the abstract section except that it appears at the end of the report (preceding the REFERENCE section).

- It summarizes the study's findings in an easy to understand manner. It also explains the practical implications of those findings, and points to recommended directions for future research in that area.

REFERENCES/BIBLIOGRAPHY.

- The references section, or bibliography, lists all the sources, alphabetically by authors' last names that were directly used in writing the report.

Every source cited in the paper must be included in the references, and every entry listed in the references must appear in the paper.

- Style manuals, such as the APA (American Psychological Association) manual, will give you the correct procedure for all in-text and reference citations.

- This form is usually different for books, jo

- journal articles, and magazine articles. It is recommended that you use the APA style. It is important that whatever form is used be followed consistently.

APPENDICES.

- Appendices include information and data pertinent to the study that either are not important enough to be included in the main body of the report or are too lengthy.

- Appendices contain such entries as materials especially developed for the study (e.g., tests, questionnaires, and cover letters), coding scheme, print out of raw data, and the computer print-out of statistical analyses.

RESEARCH AREAS

Hospitality is identified as the act of giving genuine care and kindness to a stranger, friend or whoever is in need. Hospitality involves friendly treatment of guests or tourists and is a very important sector in the tourism industry. Hospitality industry covers

- Accommodation
- Foodservice & Food & Beverage
- Different types of Cuisine
- Food
- Conferences, leisure and recreation
- Maritime Hospitality

There are so many research studies that have been conducted relating to the hospitality industry. Researchers develop their surveys in order fill the gap of knowledge and find new

ways to serve better in hospitality industry and those researches are really intensify for the people who work in the hospitality industry.

In research studies, we can identify several main research areas in hospitality industry such as

- Hospitality and Hotel Management
- Tourism Management
- Tourism Economics and Financial Management,
- Convention and Events Management
- Hotel and Tourism Technology Management.

Hospitality and Hotel Management refers professional management techniques used in the hospitality sector and it consist of research areas such as

- Hospitality and Customer Satisfaction,
- Tourism and Hospitality Marketing,
- Hospitality Management,
- Marketing and Service
- Quality Management,
- Foodservice Consumer Choice and Services Strategies,
- Strategic Management in the Hospitality Industry,
- Hospitality Marketing and Service Experience
- Human Resource Management.
- Efficient Kitchen designs
- Food safety and hygiene
- Menu development and effectiveness
- Financial controls in Hotels
- Hotel Equipment
- Feasibility Studies of opening a Hospitality outlets
- Artificial Intelligence in Hospitality

EVALUATION/MARKING-

Online Project on Industrial Training	
5 th SEMESTER OF B.Sc. (MARITIME HOSPITALITY STUDIES)	
Subject: Online Project on Industrial Training	
Objective of course: Objective of industrial interface is to provide students the feel of the working environment and to gain knowledge and skills, which in turn will motivate, develop and build their confidence.	
Internal Evaluation	750
External Evaluation	250
TOTAL MARKS	1000

Internal Marking Scheme
Research Project

S. no	Topics	PROJECT REPORT	Marks
1.	Title Pages		10
2.	Certificate		10
3.	Acknowledgement		10
4.	Table of Contents		10
5.	Summery		40
6.	Introduction		60
7.	Objectives		60
8.	Review of literature and research model		100
9.	Research Methodology		60
10.	Data analysis and Interpretation		100
11.	Recommendation and scope for further study.		60
12.	Limitations		30
13.	Result and conclusion		100
14.	Bibliography – Sources of information.		60
15.	Appendices if any (e.g. questionnaire, interview, subject index, brochures, special information, tables & figures if any)		40
Total Marks			750

External Marking Scheme

External Marking Scheme			
Assignment Note: Every week students will submit one assignment. Assignment – 150Marks, Presentation – 25 Marks, Group Discussion – 25 Marks and VIVA – 50 Marks. External Evaluation total marks are 250 Marks.			
Unit	Topics	Exam Pattern	Marks
1.	Topic Selection	Assignment	10
2.	Objective of research	Assignment	10
3.	Introduction to Research Methodology	Assignment	10
4.	Research Design	Assignment	10

5.	Defining the Research Problem and hypotheses	Assignment	10
6.	Synopsis	Assignment	10
7.	Sampling and Tools for Data Collection	Assignment	10
8.	Review of literature – Information on Front Office Department	Assignment	10
9.	Review of literature – Information on Food and Beverage Service Department	Assignment	10
10.	Review of literature – Information on Food Production Department	Assignment	10
11.	Review of literature – Information on Housekeeping Department	Assignment	10
12.	Review of literature – Information on All Other Department	Assignment	10
13.	Review of literature – Information on Reports, Costing and Night Audit	Assignment	10
14.	Data analysis and Interpretation	Assignment	10
15.	Writing Research Report	Assignment	10
External Evaluation - Assignment Marks			150
16.	Presentation		25
17.	Group Discussion		25
18.	VIVA		50
	External Evaluation Total Marks		250
Internal Evaluation			750
External Evaluation			250
TOTAL MARKS			1000