

SCHEME & SYLLABUS

Master of Hotel Management and Catering Technology



**Department of Hotel Management
(UICM)**

Sant Baba Bhag Singh University

2024

ABOUT THE CHOICE BASED CREDIT SYSTEM (CBCS)

- The curriculum offers a total of 31 courses out of which the student has to complete 27 courses and the total number of credits required for the award of MHM (Master of Hotel Management & Catering Technology) degree is 88 credits. The students can opt for choices in Core Elective courses, Ability Enhancement courses and Skills Enhancement courses. The courses are divided into 3 categories, i.e. Core courses, ability enhancement courses and skills enhancement courses.
- All core courses have a practical component, along with theory. Ability Enhancement courses are theory based and Skills Enhancement courses have theory with the practical component if required. However external practical evaluation is offered only for compulsory subjects.
- Industrial Training of 18 weeks is offered in the IV semester. The students are expected to train in Hotels of category 4 star and above. The training will be as per the schedule mentioned in the curriculum. The students are expected to maintain a log book on a daily basis. At the end of the Industrial training the student shall submit a training report along with the log book and a performance appraisal from the hotel. The training report is to be prepared by the student and to be submitted to the Training and Placement Officer within the stipulated time for assessment.
- **Ability Enhancement Courses (AEC):** The Ability Enhancement Courses (AEC) may be of two kinds: Ability Enhancement Compulsory Courses (AECC) and Skill Enhancement Courses (SEC). AECC courses are the courses based upon the content that leads to Knowledge enhancement; these are mandatory for all disciplines. SEC courses are value-based and/or skill-based and are aimed at providing hands-on-training, competencies, skills, etc.
 - A. Ability Enhancement Compulsory Courses (AECC): Environmental Science, English Communication/MIL Communication.
 - B. Skill Enhancement Courses (SEC): These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based knowledge.
- **Core Courses (CR):** A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course. These courses are employability enhancement courses relevant to the chosen program of study. Program core comprises of Theory, Practical, Project, Seminar etc. Project work is considered as a special course involving application of knowledge in solving/analyzing/exploring a real life situation/ difficult problem.
- **Elective Courses:** Elective course is generally a course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the discipline/subject of study or which provides an extended scope or which enables an exposure to some other discipline/subject/domain or nurtures the candidate's proficiency/skill. Accordingly, elective course may be categorized as:
 - Discipline Specific Elective (DSE) Course: Elective courses may be offered by

the main discipline/subject of study is referred to as Discipline Specific Elective.

- Project (I): An elective course designed to acquire special/advanced knowledge, such as supplement study/support study to a project work, and a candidate studies such a course on his own with an advisory support by a teacher/faculty member is called dissertation/project.

NOMENCLATURE USED:**A. Post Graduate Core Courses**

- i. Core Course(CR)
- ii. Theory Subject (T)
- iii. Practical (P)

B. Ability Enhancement Courses (AEC):

- i. Ability Enhancement Compulsory Courses (AECC)
- ii. Skill Enhancement Courses (SEC).

C. Elective Courses (EL)

- i. Discipline Specific Elective (DSE)
- ii. Interdisciplinary Subject(IDC)

PROGRAM OUTCOMES

PO1 Create potential leaders for an expanding hospitality industry who will be capable of competing for senior positions in a global marketplace

PO2 Usage of modern tools, updated techniques, and resources with an understanding of the consequences and ethical principles.

PO3 Apply to reason informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional engineering practice.

PO4 Demonstrate hospitality knowledge and management principles and apply these to one's work, as a leader, to manage projects in multidisciplinary environments.

PO5 Communicate effectively on hospitality activities with the professional community and with society at large and commit to professional ethics and responsibilities.

PO6 Apply knowledge of hospitality, hotel, tourism, computer and management, and other core area specialisation to tackle complex problems of hotel management and for sustainable development.

PROGRAM SPECIFIC OUTCOMES

PSO1. Demonstrate the theoretical, non-theoretical, analytical, interpersonal, operational, and conceptual skills appropriate for hospitality.

PSO2. Exhibit the ability to apply strategies for managing multicultural and diversity in the hotel industry.

PSO3. Apply the knowledge gained to manage and evaluate functional systems in hospitality, tourism, and lodging operations

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Course Scheme for MHMCT**2 Years Master of Hotel Management and Catering Technology****SEMESTER- I**

S. No.	Course Category	Course Sub-Category	Subject Code	Subject Name	Contact hours (L:T:P)	Credits (L:T:P)	Total Contact Hours	Total Credit
1.	Major	DSC	HM561	Front Office Operations & Management –I (Theory)	3:0:0	3:0:0	3	3
2.		DSC	HM563	Front Office Operations & Management –I (Practical)	4:0:0	2:0:0	4	2
3.	Major	DSC	HM565	Accommodation Operations & Management -1 (Theory)	3:0:0	3:0:0	3	3
4.		DSC	HM567	Accommodation Operations & Management -1 (Practical)	4:0:0	2:0:0	4	2
5.	Major	DSC	HM569	Research Methodology	3:0:0	3:0:0	3	3
6.	Major	AEC	AEC 0016	Advance Communication skills	3:0:0	3:0:0	3	3

Elective Subjects (Choose any Two)

7.	Minor	DSE	HM573	Sales and Marketing for Hospitality & Tourism Industry	3:0:0	3:0:0	3	3
8.	Minor	DSE	HM575	Customer Relationship Management	3:0:0	3:0:0	3	3
9.	Minor	DSE	HM577	Hospitality Laws	3:0:0	3:0:0	3	3
				TOTAL			26	22

DSC: Discipline Specific Core Course

AEC- Ability Enhancement Compulsory Courses

MDC: Multidisciplinary/Interdisciplinary

VAC- Value Added Course

Please Note: In Value-added courses student can opt for MOOC/SWAYAM Course of equivalent or more credits

Total Contact Hours = 26**Total Credit Hours = 22**

Course Scheme for MHMCT**2 Years Master of Hotel Management and Catering Technology****SEMESTER- II**

S. No.	Course Category	Course Sub-Category	Subject Code	Subject Name	Contact hours (L:T:P)	Credits (L:T:P)	Total Contact Hours	Total Credit
1.	Major	DSC	HM 560	Food Production Operations & Management -I (Theory)	3:0:0	3:0:0	3	3
2.		DSC	HM562	Food Production Operations & Management -I (Practical)	4:0:0	4:0:0	4	2
3.	Major	DSC	HM564	Food & Beverage Service Operations & Management -I (Theory)	3:0:0	3:0:0	3	3
4.		DSC	HM566	Food & Beverage Service Operations & Management -I (Practical)	4:0:0	4:0:0	4	2
5.	Major	DSC	HM568	Entrepreneurship in Hotel business	3:0:0	3:0:0	3	3

Elective Subjects (Choose any Two)

6.	Minor	DSE	HM570	Human Resource Management	3:0:0	3:0:0	3	3
7.	Minor	DSE	HM572	Catering Management	3:0:0	3:0:0	3	3
8.	Minor	DSE	HM574	Organizational Behaviour	3:0:0	3:0:0	3	3
				TOTAL			23	19

DSC: Discipline Specific Core Course**AEC- Ability Enhancement Compulsory Courses****MDC: Multidisciplinary/Interdisciplinary****VAC- Value Added Course**

Please Note: In Value-added courses student can opt for MOOC/SWAYAM Course of equivalent or more credits

Total Contact Hours = 23**Total Credit Hours = 19**

SEMESTER- III

S. No.	Course Category	Course Sub-Category	Subject Code	Subject Name	Contact hours (L:T:P)	Credits (L:T:P)	Total Contact Hours	Total Credit
		Group 1. Food and Beverage Division Management						
1.	Major	DSC	HM661	Food Production Operations & Management – II (Theory)	3:0:0	3:0:0	3	3
2.		DSC	HM663	Food Production Operations & Management -II (Practical)	4:0:0	4:0:0	4	2
3.	Major	DSC	HM665	Food & Beverage Service Operations & Management -II (Theory)	3:0:0	3:0:0	3	3
4.		DSC	HM667	Food & Beverage Service Operations & Management -II (Practical)	4:0:0	4:0:0	4	2
		Group 2. Rooms Division Management						
5.	Major	DSC	HM669	Front Office Operations & Management –II (Theory)	3:0:0	3:0:0	3	3
6.		DSC	HM671	Front Office Operations & Management –II (Practical)	4:0:0	4:0:0	4	2
7.	Major	DSC	HM673	Accommodation Operations & Management -II (Theory)	3:0:0	3:0:0	3	3
8.		DSC	HM675	Accommodation Operations & Management -II (Practical)	4:0:0	4:0:0	4	2
9.	Major	DSC	HM677	Bar Operations & Management	3:0:0	3:0:0	3	3
10.	Minor	SEC	SEC029	Presentation Skills(Practical)	4:0:0	4:0:0	2	2

Elective Subjects (Choose any Two)

11.	Minor	DSE	HM679	Service Marketing	3:0:0	3:0:0	3	3	
12.	Minor	DSE	HM681	Financial Management	3:0:0	3:0:0	3	3	
13.	Minor	DSE	HM683	Tourism Management	n	3:0:0	3	3	
				TOTAL		18:0:0	18:0:0	25	21

* The student has to choose specialization in group 1 or group 2,

DSC: Discipline Specific Core Course

AEC- Ability Enhancement Compulsory Courses

Total Contact Hours = 25

Total Credit = 21

MDC: Multidisciplinary/Interdisciplinary**VAC- Value Added Course****Please Note: In Value-added courses student can opt for MOOC/SWAYAM Course of equivalent or more credits****SEMESTER- IV**

S. No.	Course Category	Course Sub-Category	Subject Code	Subject Name	Contact hours (L:T:P)	Credits (L:T:P)	Total Contact Hours	Total Credit
1.	Major	SEC	HM 660	On the Job Training in any of the Hotel/Hospitality Operational Areas Training Certificate and Log Book Research Project Report	0:0:40	0:0:20	40	20
				TOTAL	40	20	40	20

Total Contact Hours = 40
Total Credit Hours = 20

Total Credits: 82

First Semester

Course Code	HM561
Course Title	Front Office Operations & Management –I (Theory)
Type Of Course	Theory
L T P	3 0 0
Credits	3
Course Prerequisites	Graduation in Hotel Management or equivalent, from any recognized University with not less than 50% marks in the aggregate.
Course objectives	CO1. Infer Tourism, hospitality and hotel industry. CO2. Appraise Front office organisation. CO3 Summarise types of rooms, and classify rates and plan. CO4. Explain reservation, registration, bell desk and guest handling.

Syllabus

Unit-I

Introduction to Front Office

Layout of the front office, Different section of the front office and their Importance. Qualities of Front Office staff. Organizational set-up of Front office Department in small, medium and large hotels. Job description and Job specification of different front office personnel.

Unit- II

Front office Operations

Front desk equipment, types of guest rooms: status and terminology, tariff plans and room rates, food/meal plans, front office responsibilities: key control and key handling, mail and message handling, paging and luggage handling, bell desk and concierge, valet service, handling guest complaints

Unit-III

Guest Reservation & Registration

Importance of reservation, Modes of reservation, Channels and sources (FITs, Travel Agents, Airlines, GITs), Types of reservations (Tentative, confirmed, guaranteed etc.), Systems (non automatic, semi automatic fully automatic), Cancellation, Amendments, Overbooking, Reservation inquiring, Group reservation, Reservation maintenance, Reservation reports. **Registration** Pre-registration activities, Methods of registration, Room & rates assignment, Handling registration of Foreigners, Room change procedure. Telephonic etiquettes/ manners, the need for developing the telephone skills.

Unit-IV

Guest Accounting

Types of Accounts maintained at the front office, Front office cashiering Guest check out procedures, Preparation of bills- manual, mechanical & fully automated system, Express check out (ECO), Presentation & settlement – Cash & credit note, handling foreign exchange **Night** Auditing, Control of cash & credit Concept of Night Auditing, Purpose of night audit function, Night auditor's Job, Night audit process/ procedures, preparing the night auditor reports Concept of cash & credit

control, Objectives of credit control measures, Credit control before arrival, during stay & after departure

REFERENCES BOOKS

S.no	Name	Author	Publisher
1.	Front office management in hotel	Chkravarti B.K	CBS publishers
2.	Front Office Management	Bhatnagar S, K.,	Frank Brothers & Co
3.	Front office training manual	Sudheer Andrews	Tata Mcgraw Hills
4.	Hotel front office operations and management	Jatashankar Tiwari	Oxford university press

Course Code	HM563
Course Title	Front Office Operations & Management -I (Practical)
Type Of Course	Practical
L T P	0 0 4
Credits	2
Course Prerequisites	Graduation in Hotel Management or equivalent, from any recognized University with not less than 50% marks in the aggregate.
Course objectives	<p>CO1. The course is aimed at familiarising the students with various functions of front office in hotels</p> <p>CO2. To develop work ethics towards guest care and satisfaction.</p> <p>CO3. It will provide and enhance the skills required at front office.</p> <p>CO4. Register and reserve guest at hotel front office.</p>

Syllabus

- Appraisal of Front Office Equipments and Furniture (Rack, counter, Bell Desk)
- Filling up of Various Performa
- Welcoming of Guests
- Telephone Handling
- Role play:
- Reservations
- Arrivals & Departure
- Luggage handling
- Message and Mail Handling
- Paging
- HMS Training

REFERENCES BOOKS

S.no	Name	Author	Publisher
1.	Front office training manual	Sudheer Andrews	Tata Mcgraw Hills
2.	Front office operation management	S.K Bhatnagar	Frank brothers
3.	Front office operations	Colin Dix and Chris baird	Person publications
4.	Hotel front office operations and management	Jatashankar Tiwari	Oxford university press

Course Code	HM565
Course Title	Accommodation Operations & Management-I
Type Of Course	Theory
L T P	3 0 0
Credits	3
Course Prerequisites	Graduation in Hotel Management or equivalent, from any recognized University with not less than 50% marks in the aggregate.
Course objectives	<p>CO1. Infer role of housekeeping in hospitality Operation.</p> <p>CO2. Describe organisation chart of the housekeeping department.</p> <p>CO3. Develop cleaning organisation and description about cleaning agents and equipment.</p> <p>CO4. Teach composition, care, and cleaning of different surfaces.</p>

Syllabus

Introduction to House Keeping Department

Meaning and definition. Importance of Housekeeping, Housekeeping Department: Organizational framework of the Department (Large/Medium/Small Hotel), Roles of Key Personnel in Housekeeping, Job Description and Job Specification of staff in the department, Attributes and Qualities of the Housekeeping staff - skills of a good Housekeeper, Inter-Departmental Coordination with more emphasis on Front office and the Maintenance department.

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Unit-2

Cleaning science

Types of guest rooms and their features, Public areas- meaning and introduction of all public areas of hotel, Types of Guest amenities and supplies in guest room and bathroom, Types of cleaning- daily, weekly, spring and deep cleaning, Hygiene and safety factors in cleaning, The maid's cart- its design and function, Procedure of cleaning guestroom and bathroom, Cleaning front of the house and back of the house areas, Care and cleaning of different surfaces.

Unit-3

Pest Control: Types of pests, Control procedures, Safeguarding Assets: Concerns for safety and security in Housekeeping operations, Concept of Safeguarding assets. Cleaning of high traffic areas, Frequencies of cleaning daily, periodic, and special in public areas. **Interior Decoration** Importance, Definition & Types, Classification, Principles of Design. Harmony, Rhythm, Balance, Proportion, Emphasis, Elements of Design: Line, Form, Colours, Texture. Colours: Colour Wheel, Importance & Characteristics, Classification of colours, Colour Schemes. Lighting: Classification, Types & Importance

Unit-4

Laundry Management

In-house Laundry and contract Laundry: merits & demerits, Layout, Laundry Flow process, Equipment (Washing machine, Hydro extractor, Tumbler, Calendar/Flat work Iron, Hot head/Steam press, Cooler press, Pressing tables), Stains and Stain removal

REFERENCES BOOKS

S. No	Name	Author	Publisher
1.	Hotel Housekeeping Operations & Management	G. Raghulalan	Oxford university press
2.	Professional Management of Housekeeping Operations	Martin Jones	Wiley publications
3.	Hotel Housekeeping training manual	Sudheer Anrews	Tata Mcgraw Hills

Course Code	HM567
Course Title	Accommodation Operations & Management (Practical)- I
Type Of Course	Practical
L T P	0 0 4
Credits	2
Course Prerequisites	Graduation in Hotel Management or equivalent, from any recognized University with not less than 50% marks in the aggregate.
Course objectives	<p>CO1. Students will get to know about the housekeeping operations deeply.</p> <p>CO2. They will be having on hands experience on working with the different tool and housekeeping equipment's.</p> <p>CO3. They also will get to know about the standard operating procedures of cleaning different front and back. of the house areas</p> <p>CO4. Demonstrate the knowledge of managing housekeeping operations.</p>

Syllabus

- Understanding Personal Hygiene Grooming Standards
- Understanding Layouts of Front Office and Housekeeping.
- Familiarisation with equipment's and tools
- Rooms layout and standard supplies. (Amenities)
- DO'S and Don'ts for new entrants/employees in the front office and housekeeping
- Identification and familiarisation with cleaning equipment's and agents.
- Cleaning of different surfaces e.g. windows, table tops, picture frames under beds, on carpet, metal surfaces, tiles, marble and granite tops.

REFERENCES BOOKS

S.no	Name	Author	Publisher
1	Hotel housekeeping training manual	Sudheer training	Tata Mcgraw Hills
2	Hotel Housekeeping Operations & Management	G. Raghulalan	Oxford university press

3	Professional Management of Housekeeping Operations	Thomas J. A. Jones	Wiley & sons
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Course Code	HM 569
Course Title	Research Methodology
Type Of Course	Theory
L T P	3 0 0
Credits	3
Course Prerequisites	Graduation in Hotel Management or equivalent, from any recognized University with not less than 50% marks in the aggregate.
Course Outcomes	<p>CO1. Students who complete this course will be able to understand and comprehend the basics in research methodology and applying them in research/ project work.</p> <p>CO2. This course will help them to select an appropriate research design.</p> <p>CO3. The Students will develop skills in qualitative and quantitative data analysis and presentation.</p> <p>CO4. Students will be able to demonstrate the ability to choose methods appropriate to research objectives.</p>

Syllabus

UNIT-I

Introduction

Concept of Research and Its Application in Various Functions of Management, Types of Research, Research Approach, Criteria of Good Research. Problem faced by researchers, Research methods versus methodology. **Problem Definition and Hypothesis** Problem Identification and Definition - Management Question, Research Question, Investigation Question, Hypothesis – Meaning, Qualities of a good Hypothesis, Null Hypothesis & Alternative Hypothesis. Hypothesis Testing - Logic & Importance

UNIT-II

Research design Meaning of research design; need for research design; features of a good Research design. Types of research designs – Exploratory, Descriptive and Experimental, Approaches in research – Qualitative and Quantitative, Contents of research design

UNIT-III

Collecting Data

Types and Sources of Data Secondary Data - Definition, Sources, Characteristics. Primary Data - Definition, Sources, Characteristics, Comparison of primary and secondary data. **Data Collection Methods** Observation method, Experimental method, Focus Group, Case Study, Survey - Questionnaire method, Interviews, Schedule.

UNIT-IV**Report Preparation**

Types and Layout of Research Report, Precautions in Preparing the Research Report. Bibliography and Annexure in the Report : Their Significance, Drawing Conclusions, Suggestions and Recommendations to the Concerned Persons.

RECOMMENDED BOOKS

S. No	Name	Author(S)	Publisher
1	Research Methodology	Ranjit Kumar	Pearson Publication
2	Business Research Methods	Cooper & Schindler	Tata McGraw Hill Publication
3	Management Research Methodology	Krishnaswamy, Sivakumar & Mathirajan	Pearson Publication
4	Research Methodology	C.R. Kothari	New Age Publishers

Course Code	AEC 0016
Course Title	Advance Communication skills
L T P	3 0 0
Credits	3
Course prerequisite	Graduation in Hotel Management or equivalent, from any recognized University with not less than 50% marks in the aggregate.
Course Outcomes	<p>CO1. Formulate an effective communication strategy for any message, in any medium, and in any situation.</p> <p>CO2. Write clearly, concisely, and convincingly.</p> <p>CO3. Develop skills of effective communication - both written and oral.</p> <p>CO4. Acquaint with application of communication skills in outside</p>

Syllabus

UNIT-I

Basics of Communication Skills: Communication, Process of Communication, Types of Communication-Verbal and Nonverbal communication, Channels of Communication- Upward, Downward, Horizontal, Barriers to Communication, Role of Communication in society.

UNIT-II

Listening Skills: Listening Process, Hearing and Listening, Types of Listening, Effective Listening, Barriers of Effective Listening, Note Taking **Reading Skills:** Purpose of reading, Process of reading, reading skills Models and strategies, scanning, skimming, SQ3R, Approaches of Reading, Comprehension passages for practice.

UNIT III

Writing Skills: Purpose of writing, Effective writing, Types of writing, Business Correspondence, Precise writing, Memo writing, minutes of meeting.

UNIT-IV

Speaking Skills: Speech process, Skills of effective speaking, Role of audience, Feedback Skill, Oral Presentation.

Oral Communication and its Application

Group Discussion, Customer Care Relations (PR Skills), Interview Skills (Conducting and appearing for interviews), and Telephone handling manners.

Reference Books:

Sr. No	Author(s)	Title	Publisher
1.	Bhupender Kour	Effectual Communication Skills	S.K. Kataria and Sons
2.	R. Datta Roy and K.K. Dheer	Communications Skills	Vishal Publishing Company
3.	The Essence of Effective Communication	Ludlow and Panthon	Prentice Hall of India
4.	Essentials of Business Communication	Pal and Rorualling	S. Chand and Sons. New Delhi

Course Code	HM 573
Course Title	Sales and Marketing for Hospitality & Tourism Industry
Type Of Course	Theory
L T P	3 0 0
Credits	3
Course Prerequisites	Graduation in Hotel Management or equivalent, from any recognized University with not less than 50% marks in the aggregate.
Course Outcomes	<p>CO.1 Students will be able to analyze Marketing in today's world, Understand the relationship between sales, marketing and operation and Analyze the market trends</p> <p>CO2. Deduce the reasons why the primary focus of marketing is on customers and their needs</p> <p>CO3. Discover marketing principles.</p> <p>CO4. Market a product and/or service</p>

Syllabus

Unit-I

Understanding Marketing

Concept of marketing and different stages of growth of marketing. Distinctive aspects of service marketing; Product marketing and Hotel Marketing Strategies for Hotel Marketing: Marketing Mix – 7P's Framework

Unit-II

Marketing strategies

Product Designing and managing; New Products Development; Product life cycle strategies. Marketing segmentation and market targeting, Product positioning. Marketing information System – Concept and significance in Marketing

Unit-III

Marketing Communications

Communication/Promotion functions of marketing Advertising – meaning and Types; media and advertising approaches Public relations- Functions and Tools Sales Promotions: Objectives and Tools Personal selling- Essentials of Personal Selling; Qualities of sales person Direct Marketing- Telemarketing Relationship Marketing.

Unit-IV

Pricing

Considerations, Approaches and strategy Distribution- Marketing Intermediaries, Channel Design and Channel Management Decisions Process of services delivery & its management Concepts and management of physical evidence Concepts and management of people as marketing mix component

REFRENCES BOOKS

S.no	Name	Author	Publisher
1.	Marketing of Hospitality and Tourism Services	Kumar Prasanna,	Tata McGraw Hill
2.	Marketing for Tourism and Hospitality	Kotler Philip	Pearson

Course Code	HM 575
Course Title	Customer Relationship Management
Type Of Course	Theory
L T P	3 0 0
Credits	3
Course Prerequisites	Graduation in Hotel Management or equivalent, from any recognized University with not less than 50% marks in the aggregate.
Course Outcomes	<p>CO1. This course focused on the board spectrum of Customer Relationship Management</p> <p>CO2. Emphasize on the importance of acquiring customers and retaining them for a lifetime</p> <p>CO3. Practices related to building and maintaining customer loyalty and lost customer win-back.</p> <p>CO4. The ideas and practices shall be discussed in specific relevance to hotels and hospitality business.</p>

Syllabus

Unit-I

Concepts and Context of CRM

Concepts, Nature, Importance of CRM in hospitality, Concepts of customer life cycle. The business environment of CRM: Legal, ethical, economic, competitive and social.

Unit-II

Key Concepts of CRM

Customer satisfaction loyalty, customer defection, word-of-mouth; closed loop marketing and touch point analysis, data mining and modeling, customer lifetime value benefits and difficulties in developing and implementing CRM.

Unit-III

Managing Customer Relationships

Building customers relationship management customer acquisition and requisites for effective acquisition customer adoption and customer retention, Preventing and dealing with customer inactivity and customer defection, customers win back strategies.

Unit-IV

Developing CRM Strategy

Customer Interaction Management (CIM): Concepts, Routes to Customer Interaction Management, Factors influencing customers Interaction Management, Electronic Data Interchange, Specific skills for customer interaction Management. Face-to-face, telephone, Post/email, internet, cell Center: Objectives of a Call Center: Features and Functions of Call Centre; Call Centre Planning and Income Calls Management Institute Key

RECOMMENDED BOOKS

S. No	Name	Author(S)	Publisher
1.	Customer Relationship Management	Kristin Anderson Carol Kerr	

2.	CRM at Speed of Light	Pual Greenberg	
3.	Handbook of CRM	Adrian Payne	
Course Code	HM 577		
Course Title	Hospitality Law		
Type Of Course	Theory		
L T P	3 0 0		
Credits	3		
Course Prerequisites	Graduation in Hotel Management or equivalent, from any recognized University with not less than 50% marks in the aggregate.		
Course Outcomes	CO1. Value of hotel law in hospitality sector CO2. Apply Industrial laws and use of consumer law CO3. To get familiar with license and permits CO4. Understand operational law.		

Syllabus

UNIT-I

Business and Commercial Law

Special contracts- Franchising

- Partnership Act 1932

Meaning and definition of partnership, General duties of partner

Determination of rights and duties of partners by contract between partners

- Negotiable Instruments Act

-Nature of negotiable Instruments

-Types of Negotiable

Instruments

-Endorsement

- Minimum salary and Payment of salary act pertaining to Hospitality Industry.

Introduction to Minimum wages Act 1948and Payment of wages Act 1936 Pertaining to Hospitality

UNIT-II

Licenses and permits required by Hotels

- Bar License

- Restaurant and various types of outlets and Licenses required

- Swimming pool License

- Spa and Health Club License

- Public Amusement License

- Renewal Suspension and termination of licenses

- Procedure for granting Star gradation in India, various approvals, permissions required to set up a hotel

Other Licenses required

Only License and their Requisites to be explained with reference to related Law

UNIT-III

Welfare and Safety Statutory Laws

- ESI Act

Definitions.

Authorities constituted under it.

Concept of ESI Fund

- Workmen's Compensation Act 1923

Introduction of the Act

Definitions

Employer's liability to pay compensation

- Maternity Benefit Act 1961

Introduction and Applicability of Act

Definitions, Role of Authority constituted under the Act

UNIT-IV

Other Laws relating to Hospitality industry

- Cyber law – important provisions applicable to Hospitality industry.

- Passport Act -- Applicable to Hospitality industry with concern with the Foreign Tourist

- Foreigners Registration Act

- Foreign Exchange Management Act. (FEMA)

RECOMMENDED BOOKS

S. No	Name	Author(S)	Publisher
1.	Hotel Law	Amitabh Devendra	Oxford Higher Education
2.	Legal Aspect for Hospitality and Tourism Industry Atul Bansal	Atul Bansal	SR Publications

Second Semester

Course Code	HM 560
Course Title	Food Production Operations & Management-I
Type Of Course	Theory
L T P	3 0 0
Credits	3
Course Prerequisites	Graduation in Hotel Management or equivalent, from any recognized University with not less than 50% marks in the aggregate.
Course Outcomes	<p>CO1. Develop the art of cookery. And Illustrate principles of food preparation- vegetables and fruits, stocks and sauce.</p> <p>CO2. Explain food & Personal safety management.</p> <p>CO3. Describe kitchen equipment and fuels and methods of cooking.</p> <p>CO4. Recite principles of food preparation- meat, fish monger and egg cookery.</p>

Syllabus

Unit-I

Introduction to Kitchen: - Introduction, Definition, and its importance; Personal & Kitchen Hygiene, Uniform, Protective clothing, Kitchen Layouts(Basic, Bulk and Show kitchens), Hierarchy of Kitchen Department, Duties & Responsibilities of various chefs, their attributes; coordination of kitchen with other departments. Kitchen Equipment, Fuels & Safety, Their Usage, Care & Maintenance, Workstations, Fire, Types and handling fires, First Aid- Burns, Scalds, Cuts, Kitchen Hygiene, Beginning with day's work, closing of shifts.

Unit-II

Food Commodities :- Cereals and pulses, fruits and vegetables, meat and poultry, eggs ,dairy products, fats and oils, sweeteners, herbs, spices, condiments, seasonings. Techniques of pre-preparation and basic vegetable cuts. Cooking methods-types and use Effect of cooking on constituents of food.

Unit-III

Stocks, Sauces and Soups: Definition of stock, types of stock, preparation of stock, recipes for 1 litre of brown, white and fish stock, storage of stocks, uses of stocks, care and precautions while preparing stocks, sauces and their types, uses of sauces as an accompaniment, recipes of mother sauces and their derivatives, soups and their classification, accompaniments of soups, international soups.

Unit-IV

Meat and egg cookery: Fish and their classification, cuts of fish and their storage, selection criteria and methods of preparing fish, types of poultry and their selection criteria, methods of preparation of different cuts, cuts and sizes of beef, veal, lamb, mutton, pork, selection criteria, ham, bacon, sausages, gammon steaks, uses of eggs in cookery and their storage.

REFERENCES BOOKS

S. No	Name	Author	Publisher
1.	Modern cookery	Thangam E philip	Orient longman
2.	Theory of cookery	Krishna arora	Frank brothers
3.	The professional chef	Arwind saraswat	Ubs publications
4.	Theory of catering	Kinton & Cessarani	ELBS
5.	Food production operations	Parvinder bali	Oxford university press
6.	Larder chef	M J Leto & WKH Bode	Butterworth- hienemann
7.	Bakery and confectionery	S.C Dubey	Society of Indian bakers

Course Code	HM562
Course Title	Food Production Operations & Management -I (Practical)
Type Of Course	Practical
L T P	0 0 4
Credits	2
Course Prerequisites	Graduation in Hotel Management or equivalent, from any recognized University with not less than 50% marks in the aggregate.
Course Outcomes	<p>CO1. This course will give the basic knowledge of cooking.</p> <p>CO2. Students will get versed with meaning, aims, objectives, kitchen organisation structure, different food commodities, and techniques of pre-preparation and cooking.</p> <p>CO3. The students will come to know about the different cuts of vegetable</p> <p>CO4. Standard recipes of basic Indian gravies and masalas, stocks, soups and sauces.</p>

Syllabus

- Personal hygiene.
- Knowledge of cooking ingredients.
- Knowledge of basic first aid
- Knowledge of equipments & Fuels.
- Knowledge of pre-preparation techniques.
- Knowledge of various cooking methods.
- Knowledge of preparation of basic soups, stocks and sauces.

S. No	Name	Author(S)	Publisher
1	Modern cookery	Thangam E philip	Orient longman
2	Theory of cookery	Krishna arora	Frank brothers
3	The professional chef	Arwind saraswat	Ubs publications
4	Professional cooking	Wayne gisslen	Le cordon bleu
5	The professional pastry chef	Bo friberg	Wiley & sons
6	Bakery and confectionery	S.C dubey	Society of Indian bakers
7	Food production operations	Parvinder bali	Oxford university press

Course Code	HM 564
Course Title	Food & Beverage Service Operations & Management-I
Type Of Course	Theory
L T P	3 0 0
Credits	3
Course Prerequisites	Graduation in Hotel Management or equivalent, from any recognized University with not less than 50% marks in the aggregate.
Course Outcomes	<p>CO1. Design departmental organisation and staffing.</p> <p>CO2. Develop food service areas F&B outlets. And modify ancillary departments</p> <p>CO3. Recognise F&B Service equipment, Summarize hotel and catering industry.</p> <p>CO4. Interpret Non-alcoholic beverages.</p>

Syllabus

Unit- I

Introduction to Food and Beverage Service

Introduction, Sections and their Importance. Types of F&B outlets. Ancillary departments. Qualities of F&B staff. Organizational set-up of F&B Service department in small, medium and large hotels. Job description and Job specification of different front office personnel. Career opportunities in F&B Industry. Latest trends in F&B Service Industry.

Unit- II

Types of Food Service

Silver service, Pre-plated service, Cafeteria service, Gueridon service, Lounge service. **Room Service and Buffet** Introduction, general principles, Cycle of Service, scheduling and staffing, Room service menu planning, Forms & formats, order taking, thumb rules, suggestive selling, breakfast cards, Layout & Setup of Common Meals, use of technology for better room service, Time management - lead time from order taking to clearance. Buffets, Definition, Types of buffets, Buffets equipments and tables setup

Unit-III

Planning & operating various F&B outlet

Physical layout of functional and ancillary areas, Objective of a good layout, Steps in planning, Factors to be considered while planning, Calculating space requirement Selecting and planning of heavy duty and light equipment, Requirement of quantities of equipment required like crockery, Glassware, steel or silver etc. Suppliers & manufacturers, Planning Décor, furnishing fixture etc.

Unit-IV Function Catering

Banquets, History, Types, Organization of Banquet department D. Duties & responsibilities, Sales , Booking procedure, Banquet menus. Banquet Protocol : Space Area requirement, Table plans/arrangement., Misc-en-place , Service, Toasting, Informal Banquet, Reception, Cocktail parties, Convention ,Seminar, Exhibition , Fashion shows, Trade Fair, Wedding, Outdoor catering. **Function catering buffets** Introduction ,Factors to plan buffets, Area requirement, Planning and organization, Sequence of food ,Menu planning, Types of Buffet ,Display, Sit down, Fork, Finger, Cold Buffet,, Breakfast Buffets, Equipment.

REFERENCES BOOKS

S. No	Name	Author(S)	Publisher
1.	Food and beverage service	Dennis R lillicrap & John A Cousins	ELBS
2.	Professional Food and Beverage Service	Brian varghese	Macmillan publications
3.	Food and beverage service	Vijay dhawan	Frank brother
4.	Food and beverage service	S.N baghchi & Anita Sharma	Aman publications
5.	Food and beverage service and management	Bobby George	Jaico book house
6.	Food and beverage service	R. Singaravelan	Oxford university press

Course Code	HM 566
Course Title	Food & Beverage Service Operations & Management -I (Practical)
Type Of Course	Practical
L T P	0 0 4
Credits	2
Course Prerequisites	Graduation in Hotel Management or equivalent, from any recognized University with not less than 50% marks in the aggregate.
Course Outcomes	<p>CO1. The course will help to give the hands on training to students about the layout of different food and beverage service outlets and their setups.</p> <p>CO2. The students will identify and use different F & B equipment</p> <p>CO3. And will learn the techniques of guest handling.</p> <p>CO4. Student will get familiar with standard operating procedures of order taking and serving the in house guest</p>

Syllabus

Practice on Restaurant Etiquettes

Knowledge and Handling of F&B Service Equipments and Furniture.

Correct handling and practice of service spoons and service forks, silver service.

Layout of various meals

Receiving and seating the guests, presenting menu cards and taking the order from guests and writing of KOT.

Clearing of a meal (course by course).

Making and presentation of a bill

Napkin folds

Arrangement of side board

Role play:

Hostess

Senior captain

Steward/ Waiter

Bus boy

Trainee

Reference books

S. No	Name	Author(S)	Publisher
1.	Food and beverage service	Dennis R lillicrap & John A Cousins	ELBS
2.	Professional Food and Beverage Service	Brian Varghese	Macmillan publications
3.	Food and beverage service	Vijay dhawan	Frank brother
4.	Food and beverage service	S.N baghchi & Anita Sharma	Aman publications
5.	Food and beverage service training manual	Sudheer Andrews	Tata Mcgraw Hills
6.	The waiter handbook	Grahm brown	Global books

Course Code	HM 568
Course Title	Entrepreneurship in Hotel Business
Type Of Course	Theory
L T P	3 0 0
Credits	3
Course Prerequisites	Graduation in Hotel Management or equivalent, from any recognized University with not less than 50% marks in the aggregate.
Course Outcomes	<p>CO1. Student will get familiar with concept of entrepreneurship.</p> <p>CO2. To ensure that students acquire some basic understanding, its growth and its scope in hospitality sector</p> <p>CO3. To help students understand the importance of entrepreneurship in country's economy.</p> <p>CO4. Basic issues which are important and relevance to hotel & hospitality business.</p>

Syllabus

UNIT-I

Entrepreneur: Meaning, Functions, Types of Entrepreneurs, Intrapreneur, Factors influencing the development of entrepreneurs. **Entrepreneurship:** concept, meaning, definition, importance, characteristics, Development of Entrepreneurship, Stages in Entrepreneurship Process, Functions, Classification.

UNIT-II

Stages of Evolution of the Concept of Entrepreneur and & Entrepreneurship, **Project Management** Business Idea Generation Technique Identification of Business Opportunities Feasibility Study Marketing Finance Technology and Legal Formalities Preparation of Project Report Tools of Appraisal Theories of Entrepreneurship: Schumpeter's Theory, Peter Duckers Theory and Mc. Clell and's Theories,

UNIT-III

Communities promoted entrepreneurship in India, Role of entrepreneurs in economics development of a country, Entrepreneurship & its barriers in India. **Entrepreneurial Development Agencies** Commercial Banks, District Industries Centre National Small Industries Corporation Small Industries Development Organization Small Industries Service Institute All India Financial Institutions IDBI, IFCI ,ICICI, IRDBI

UNIT-IV

Small Scale Industry (SSI), Definitions, Characteristics, Need and Rationale: Objectives, Scope, Role of SSI, Advantages of SSI, Different Policy of SSI, Government Supports for SSI during Five-Year Plans, Impact of Liberalization, Privatization, and Globalization, Effect of WTO/GATT.

RECOMMENDED BOOKS

S. No	Name	Author(S)	Publisher
1.	Management & Entrepreneurship	Bedi, Kanishka	Oxford, New Delhi
2.	Entrepreneurial Behavior	Bird B.J.	John Wiley & Sons
3.	Advance in Entrepreneurship	Westhead, P., & Wright M.,	Cheltenham: Edward-Elgar

Course Code	HM 570
Course Title	Human Resource Management
Type Of Course	Theory
L T P	3 0 0
Credits	3
Course Prerequisites	Graduation in Hotel Management or equivalent, from any recognized University with not less than 50% marks in the aggregate.
Course objectives	<p>CO1. To understand the various concepts, principles, importance of Human Resource Management in Hospitality establishment.</p> <p>CO2. To design a Human Resource Plan for an organization and construct its Selection Process.</p> <p>CO3. To develop a job analysis and produce a job description and job specification for a given job profile.</p> <p>CO4. To identify the performance appraisal process, Job evaluation, Compensation factors and explain the utility of various methods involved in it.</p>

Syllabus

Unit-I

HRM-Concept

Objectives and functions. Role of HR Practitioners; HR Policies, Recent trends in HRM in Hotel industry, Impact of globalization on HRM; Role of HRM in Hotels sector. Job Analysis and design-meaning, process and methods; Job description of major position in a star hotel.

Unit-II

Methods of Manpower search

HR Planning, Recruitment and Selection-Attracting and Selecting HR for deferent levels, Tests, Interviews and final placement. Training in hotel industry-need and importance, Methods of training. Career and Succession Planning in hotel industry.

Unit-III

Performance appraisal

Meaning needs and importance; techniques of performance appraisal in hotel industry. Compensation-Aims, & components, Factors determining pay rates: Establishing pay rates. Job Evaluation; Pay for performance; Employee benefits & services.

Unit-IV

Industrial Relations

Trade unions, Industrial disputes and settlements, Grievances handing. Disciplinary procedures, Suspension, Dismissal, Retrenchment Separation, VRS, Health and Safety measure in hotel industry; Employee Participation & empowerment in hotel industry.

REFERENCES BOOKS

S. No	Name	Author	Publisher
1.	Human Resource Development & Management in The Hotel Industry	S.K. Bhatia, Nirmal Singh	S.Chand (G/L) & Company Ltd
2.	Human Resource Management	L M Prasad	Sultan chand and sons
3	Human Resource Management	Rao, VSP	. Exeel Book, ND

Course Code	HM 572
Course Title	Catering Management
Type Of Course	Theory
L T P	3 0 0
Credits	3
Course Prerequisites	Graduation in Hotel Management or equivalent, from any recognized University with not less than 50% marks in the aggregate.
Course Outcomes	This course focused on the various aspects of catering operation and management. The students will be made aware of various aspects of catering

Syllabus

UNIT- I

Catering

Introduction and growth and development over the years. Catering establishments- types, nature and their characteristics

UNIT- II

Food commodities

Types, uses, food value, selection points and storage. Kitchen fuels- Types, characteristics, advantages and disadvantages.

UNIT- III

Food nutrients

Introduction, types, sources and effect of cooking. Nutritional deficiency diseases- Introduction, causes and remedies Balanced diet- Concept, importance and requirement for different age groups

UNIT- IV

Kitchen planning

Concept, importance and factors affecting, kitchen environment kitchen designs- designs- Types, advantages and service- meaning, types, importance and methods

RECOMMENDED BOOKS

S. No	Name	Author(S)	Publisher
1.	Food and Beverage Management	Bernard Davis	<u>A Butterworth-Heinemann Tital</u>
2.	Food and Beverage Management	Jones	Mcgraw Hill Edu.
3.	Theory of catering	Ronald kinton, Victor Ceserani and David Fosket	Hodder Edu.

Course Code	HM 572
Course Title	Organizational Behaviour
Type Of Course	Theory
L T P	3 0 0
Credits	3
Course Prerequisites	Graduation in Hotel Management or equivalent, from any recognized University with not less than 50% marks in the aggregate.
Course objectives	To orient the students with the various tools and techniques for Organizational Development and help students understand its importance for smooth functioning of organization

Syllabus

UNIT-I

Introduction: What is Organizational Behavior, Historical Evolution of Organization Behavior Functions, and Skills & Role of Managers? Systems Approaches for Understanding Organization

UNIT-II

Basic Human Processes: Learning: Definition, Learning Process, Theories Of Learning Perception: Concept of Perception Process, Factors Influencing Perception, Perceptual Errors, Self-Fulfilling Prophecy. Communication: Definition, functions, process of communication, gateways and barriers to communication, basic forms of communication, Personality: Concept & Determinants of Personality, Theories of Personality

UNIT-III

The Individual in the Organization: Values: Definition, and Types, Attitudes: Definition, Functions, Nature, and Changing Attitudes, Stress Management: Nature, Causes, Effects, and Managing Stress, Motivation: Definition, Concept, and Theories of Motivation

UNIT-IV

Group Process and influencing others: Group Dynamics: Definition And Classification of Groups, Groups Behavior, Group Development, Group Decision Making, Teams, Difference Between Group and Team, Interpersonal Relationship: Transaction Analysis, Johari Window, Conflict Management, Leadership: Definition, Concept Factors, and Theories

RECOMMENDED BOOKS

S. No	Name	Author(S)	Publisher
1.	Organisational Behavior	F.Luthans	Mc Graw Hill, New Delhi
2.	Organizational Behavior	Uma Shekharan	Mc Graw Hill, New Delhi
3.	Organisational Behavior	S.P. Robbins	Phi New Delhi

Third Semester

Course Code	HM 661
Course Title	Food Production Operations & Management-II
Type Of Course	Theory
L T P	3 0 0
Credits	3
Course Prerequisites	Graduation in Hotel Management or equivalent, from any recognized University with not less than 50% marks in the aggregate.
Course Outcomes	<p>CO1. Modify Kitchen organisation.</p> <p>CO2. Describe basic rice, cereals, wheat, nuts, and pasta.</p> <p>CO3. Explain about shortenings, raising agents, sugar. Identify culinary terms.</p> <p>CO4. Explain Principles of HACCP., Explain Indenting, purchasing, storing & portioning</p>

Syllabus

UNIT – I

Larder

Introduction of Larder Work, Definition ,Layout of a typical larder with equipment, Larder Organization, Functions of the Larder , Hierarchy of Larder Staff. Sections of the Larder Equipments, Duties & Responsibilities of larder Chef **Charcuterie** Sausage , Introduction to Charcuterie, Sausage – Types & Varieties Casings – Types & Varieties, Fillings – Types & Varieties ,Additives & Preservatives Force-meats: Types of force-meats, Preparation of force-meats, Uses of force-meats, Brines, Cures & Marinade: Types of Brines, Preparation of Brines ,Methods of Curing. Types of Marinades, Uses of Marinades Difference between Brines, Cures & Marinades

UNIT – II

Bakery and confectionery

Icing and toppings, Varieties of icings ,Using of Icings, Difference between icings & Toppings , Recipes ,Frozen desserts, Types and classification of frozen desserts, Ice-creams – Definitions, Methods of preparation, Additives and preservatives used in Ice-cream manufacture. **Role of ingredients in bread Making**, Bread Faults, Bread Improvers, Chocolate, History, Sources, **Manufacture & Processing of Chocolate**, Types of chocolate, Tempering of chocolate, Cocoa butter, white chocolate and its application

UNIT-III

Indian Cooking

Introduction, Philosophy of Indian Food, The great Indian Cuisine – Key features, Regional influences on Indian Food, Popular foods of India (At least one simple three course menu from each region of India , North, East, South, Seat and Central India its Salient features and cooking **Masalas**, **Pastes and Gravies in Indian cooking** Masalas and Pastes: Introduction, Types, Blending of Spices, Concept of Dry and Wet Masalas, Pastes used in Indian Cooking, Purchasing, Storing Considerations. Basic Indian Gravies: Introduction, Gravies and Curries, Regional Gravies, Gravy Preparations.

Unit-IV

Menu Planning

Basic principles of menu planning – recapitulation, Points to consider in menu planning for various volume feeding outlets such as Industrial, Institutional, Mobile Catering , Planning menus for School/college students, Industrial workers, Hospitals, Outdoor parties, Theme dinners, Transport facilities, cruise lines, airlines.

Reference books

S. No	Name	Author	Publisher
1.	Modern cookery	Thangam E Philip	Orient longman
2.	Theory of cookery	Krishna arora	Frank brothers
3.	The professional chef	Arwind saraswat	Ubs publications
4.	Food production operations	Parvinder bali	Oxford university press
5.	Professional cadvance communooking	Wayne gisslen	Le cordon bleu
6.	The professional pastry chef	Bo friberg	Wiley & sons
7.	Bakery and confectionery	S.C dubey	Society of Indian bakers

Course Code	HM 663
Course Title	Food Production Operation -II(Practical)
Type Of Course	Practical
L T P	0 0 4
Credits	2
Course Prerequisites	Graduation in Hotel Management or equivalent, from any recognized University with not less than 50% marks in the aggregate.
Course objectives	<p>CO1. To develop knowledge and interest in the science and art of Indian cuisine with emphasis on different regional cuisine, Indian spices, masalas, ethenic eating traditions and Indian Cooking.</p> <p>CO2: Identify food textures and consistencies.</p> <p>CO3: Make cuts of meats and vegetables.</p> <p>CO4: Prepare foods using methods that conserve nutritional value.</p>

Syllabus

Practical:

- F&B production terminology
- Knowledge of preparation techniques.
- Knowledge of various cooking methods
- Preparation of Stocks.
- Preparation of Soups.
- Preparation of Sauces.
- Knowledge of preparation techniques of Cakes.
- Knowledge of preparation techniques of pastries.
- Preparation of basic Indian gravies and masalas: Green gravy, Tomato gravy, White gravy.
- Classification of vegetables and their standard cuts : Julienne, Jardiniere , Chiffonade , Dices, Cubes, Macedoine , Paysanne, Shred, Concasse, Mirepoix

REFERENCES BOOKS

S. No	Name	Author	Publisher
1.	Modern cookery	Thangam E Philip	Orient longman
2.	Theory of cookery	Krishna arora	Frank brothers
3.	The professional chef	Arwind saraswat	Ubs publications
4.	Theory of catering	Kinton & Cessarani	ELBS
5.	Professional cooking	Wayne gisslen	Le cordon bleu
6.	The professional pastry chef	Bo friberg	Wiley & sons

Course Code	HM 665
Course Title	Food and Beverage Service Operation-II
Type Of Course	Theory
L T P	3 0 0
Credits	3
Course Prerequisites	Graduation in Hotel Management or equivalent, from any recognized University with not less than 50% marks in the aggregate.
Course Outcomes	<p>CO1. To develop knowledge of the students about hotel/restaurants organization</p> <p>CO2. and an understanding of the auxiliary departments, different menus, principles of table laying.</p> <p>CO3. The student should imbibe the knowledge of Kitchen & restaurant brigade. They should have vital knowledge of auxiliary departments.</p> <p>CO4. They should be able to plan different menus, lay tables for different services.</p>

Syllabus

Unit I

Non-Alcoholic Beverages, Cheese and Tobacco

Classification, Hot Beverages-Types, Production, Service, Cold Beverages-Types, Production and Service, Table Cheeses: Introduction, Types, Production, Brands & Service, Storage, tobacco – history, processing for cigarettes, pipe tobacco & cigars-its shapes /sizes/colours, storage of cigarettes & cigars

Unit-II

Alcoholic Beverage

Introduction and definition, Production of Alcohol, Fermentation process, Distillation process, **Spirits**-Introduction & Definition, Production of Spirit, Pot-still method, Patent still method, Production of Whisky. Rum, Gin, Brandy, Vodka, Tequila, Different Proof Spirits, American Proof, British Proof (Sikes scale), Gay Lussac (OIML Scale)

Unit-III

Bar Operations

Types of Bar, layout of Bar, Parts of Bar, Front Bar, Back Bar, Under Bar (Speed Rack, Garnish Container, Ice well etc.) Bar Equipment, Bar Staffing, Job Description and Job Specification, Bar Planning and designing, Bar Stock , Bar Control.

Unit-IV

Food and Beverage control: Food control cycle-Purchasing, Methods of Purchasing in Hotels. Ordering Cost, Carrying Cost, Economic Order Quantity **Receiving control** Equipment required for receiving, Receiving Procedure Documents by the Supplier (including format), Delivery Notes, Bills/Invoices, and Records maintained in the Receiving Department, Goods Received Book.

Storing & issuing control: Conditions of facilities and equipment, Location of Storage Facilities, Security, Stock Control, Two types of foods received – direct stores (Perishables/non perishables), Stock Records Maintained Bin Cards (Stock Record Cards/Books), Requisitions, Transfer Notes, Perpetual Inventory Method Monthly Inventory/Stock Taking, Stock taking and comparison of actual physical inventory and Book

REFERENCES BOOKS

S. No	Name	Author	Publisher
1.	Food And Beverage Service	Vijay Dhawan	Frank Brothers And Company, New Delhi.
2.	Food and Beverage Manual	Sudhir Andrew	Tata Mc. Hills, New Delhi
3.	Food and Beverage Service	S.N Bagchi and Anita Sharma	Aman Publication, New Delhi
4.	Food and beverage service	Dennis R lillicrap & John A Cousins	ELBS

Course Code	HM 667
Course Title	Food & Beverage Service Operation –II (Practical)
Type Of Course	Practical
L T P	0 0 4
Credits	2
Course Prerequisites	Graduation in Hotel Management or equivalent, from any recognized University with not less than 50% marks in the aggregate.
Course objectives	CO1. Student will get a comprehensive knowledge and understanding of restaurant & bar service. CO2. It also aims to enable the student to acquire professional competence at basic levels and to acquire the requisite technical skills. CO3. Enhance the students by developing their technical, practical and professional skills to allow them to function with minimum Supervision.

Syllabus

Practical:

1. Briefing and de-briefing.
2. Service of hot beverages – Tea, Coffee.
3. Pantry and Still room operation.
4. Laying and service of banquets and buffet.
5. Wine service – Taking the order, presenting the bottle, opening of cork and service of red, White and Rose Wine.
6. Service of spirits – whiskey, rum, gin, brandy and vodka, tequila
7. Service of cocktails, mocktails and liqueurs. Service of beer.
8. Mixology tips & Garnishers

REFERENCES BOOKS

S. No	Name	Author	Publisher
1.	Food And Beverage Service	Vijay Dhawan	Frank Brothers And Company, New Delhi.
2.	Food and Beverage Manual	Sudhir Andrew	Tata Mc. Hills, New Delhi
3.	Food and Beverage Service	S.N Bagchi and Anita Sharma	Aman Publication, New Delhi
4.	Food and beverage service	Dennis R lillicrap & John A Cousins	ELBS

Course Code	HM 669
Course Title	Front Office Operations & Management-II
Type Of Course	Theory
L T P	3 0 0
Credits	3
Course Prerequisites	Graduation in Hotel Management or equivalent, from any recognized University with not less than 50% marks in the aggregate.
Course objectives	<p>CO1. The course is aimed at familiarising the students with various functions of front office in hotels and to develop work ethics towards guest care and satisfaction.</p> <p>CO2. Plan front office salesmanship</p> <p>CO3. Develop dealing guest.</p> <p>CO4. Compare front office accounting.</p> <p>CO5. Analyse budgeting.</p> <p>CO6. Apply property management system.</p>

Syllabus

Unit-I

Planning and Evaluating Operations Front office operations

Setting Room Rates (Hubbart Formula, Market Condition Approach & Thumb Rule), Types of Discounted Rates – Corporate, Rack etc.; Forecasting Techniques, Forecasting Room availability, Useful Forecasting Data (% of walking, overstaying and understay), Forecast Formula, Types of Forecast, Sample Forecast Forms,

Unit-II

Budgeting and Evaluation of Hotel Performances – Types of Budget, Making Front Office Budget, Factors affecting Budget Planning, Capital & Operational Budget for Front Office, Refining Budgets and budgetary Control, Forecasting Room Revenue, Advantages & Disadvantages of Budgeting

Unit-III

Revenue Management Concept of yield management, Measuring yield, Objectives & benefits of yield management, Tools & strategies of yield management. Concept and importance, Applicability to rooms division Yield management software, Yield management team. **Capacity management**, Discount allocation, Duration control, Measurement yield Potential high and low demand tactics

Unit-IV

Front office Management System

Property Management System, Selection of Front office Management System Rooms Management and Guest Accounting Applications, Software- Fidelio, Opera

REFERENCES BOOKS

S. No	Name	Author	Publisher
1.	Front office training manual	Sudheer Andrews	Tata Mcgraw Hills
2.	Front office operation management	S.K Bhatnagar	Frank brothers
3.	Front office operations	Colin Dix and Chris baird	Person publications
4.	Hotel front office operations and management	Jatashankar Tiwari	Oxford university press

Course Code	HM 671
Course Title	Front Office Operations& Management -II
Type Of Course	Practical
L T P	0 0 4
Credits	2
Course Prerequisites	Graduation in Hotel Management or equivalent, from any recognized University with not less than 50% marks in the aggregate.
Course objectives	CO1. The course is aimed at familiarising the students with various functions of front office in hotels CO2. and to develop work ethics towards guest care and satisfaction CO3. The student will get familiar with PMS system

Syllabus

Practical:

- Billing Functions: Manual and Computerized
- Skill to handle guest departure
- Handling emergency situations
- Handling foreign exchange
- Property Management System

REFERENCES BOOKS

S. No	Name	Author	Publisher
1.	Front office training manual	Sudheer Andrews	Tata Mcgraw Hills
2.	Front office operation management	S.K Bhatnagar	Frank brothers
3.	Front office operations	Colin Dix and Chris baird	Person publications
4.	Hotel front Office Operations and Management	Jatashankar Tiwari	Oxford university press

Course Code	HM 673
Course Title	Accommodation Operations & Management-II
Type Of Course	Theory
L T P	3 0 0
Credits	3
Course Prerequisites	Graduation in Hotel Management or equivalent, from any recognized University with not less than 50% marks in the aggregate.
Course objectives	<p>CO1. To emphasize the role of housekeeping as a department in the hotel</p> <p>CO2. and will learn the importance of a clean, comfortable, attractive and safe</p> <p>Atmosphere aiming at ultimate guest satisfaction.</p> <p>CO3. The student should be able to fix the position and the value of each housekeeping staff in the hotel organization.</p> <p>CO4. The Student should become familiar with the equipment and agents needed in the housekeeping department.</p>

COURSE OUTCOMES

At the end of the course the student will be able to:

- CO1. Modify room layout and guest supplies.
- CO2. Tell area cleaning procedure.
- CO3. Develop routine system and records for the housekeeping department.
- CO4. Explain key control.
- CO5. Describe pest control.
- CO6. Summarize types of beds and mattresses, safety and first aid.

Syllabus

Unit-I

Environment Friendly Housekeeping

Energy Management: Concept, Objective, Importance, sources, applications, energy audit and Recent trends

Water management: Concept, Objective, Importance, sources, types of water, and applications.

Waste Management and Pollution control: Concept, Objective, Importance, Types of waste and pollutions, Disposal of different types of

Wastes. Recent trends

Unit-II

Safety and Security

Potential hazards in Housekeeping; Crime prevention; Dealing with emergencies; Handling

Emergency procedures: Fire, Bomb threat, Theft, Death, Terrorism, and Natural Calamity

Ergonomics in hotel housekeeping.

Unit-III

Special Provisions for Guests and First Aid Guest room features for differently abled – added features and modifications, Public Areas: Wash – rooms, restaurants, main entrance etc. added features and modifications. Situation Handling/ Service Design, for typical Market Segment (Safety, security & Comfort); single lady guests, Children. **First Aid:** Concept and Emergency Procedures (Heart Attack, Fits, Burns, Fainting, Fractures, Scalds, Artificial respiration).

Unit-IV

Changing Trends in Housekeeping

Outsourcing; Training and Motivation; Eco- friendly products; New scientific techniques; I.T. savvy housekeeping.

REFERENCES BOOKS

S. No	Name	Author	Publisher
1.	Hotel housekeeping training manual	Sudheer training	Tata Mcgraw Hills
2.	Hotel Housekeeping Operations & Management	G. Raghulalan	Oxford university press
3.	Professional Management of Housekeeping Operations	Thomas J. A. Jones	Wiley & sons
4.	Managing Housekeeping Operations	Margart M. Kappa, CHHE	American Hotel & Lodging Associations.

Course Code	HM 675
Course Title	Accommodation Operations & Management-II (Practical)
Type Of Course	Practical
L T P	0 0 4

Credits	2
Course Prerequisites	Graduation in Hotel Management or equivalent, from any recognized University with not less than 50% marks in the aggregate.
Course objectives	<p>CO1. Through this course the students will get to know about the housekeeping operations deeply.</p> <p>CO2. They will be having on hands experience on working with the different tool and housekeeping equipment.</p> <p>CO3. They also will get to know about the standard operating procedures of cleaning different front and back of the house areas.</p> <p>CO4. Student will learn to use different types of chemicals</p>

Syllabus

Practical:

1. Laundry equipment handling
2. Laundry operations
3. Handling different types of fabrics in manual & mechanical laundry
4. Special decorations
5. Stain Removal: Different types of stains to be removed by hand using different chemicals.
6. Flower Arrangements

REFERENCES BOOKS

S. No	Name	Author	Publisher
1.	Hotel housekeeping training manual	Sudheer training	Tata Mcgraw Hills
2.	Hotel Housekeeping Operations & Management	G. Raghulalan	Oxford university press
3.	Professional Management of Housekeeping Operations	Thomas J. A. Jones	Wiley & sons

Course Code	HM 677
Course Title	Bar Operations management
Type Of Course	Theory

L T P	0 0 3
Credits	3
Course Prerequisites	Graduation in Hotel Management or equivalent, from any recognized University with not less than 50% marks in the aggregate.
Course objectives	<p>CO1. The Student will learn Essentials of Bar Operations & Management</p> <p>CO2. How to Optimise Inventory & Purchasing</p> <p>CO3. Become a Cost Management Pro</p> <p>CO4. Service & Selling Techniques in Bar Operations</p>

Unit 1. Bars: Introduction, Brief History, Bar and Beverage Business in India, Types of Bars, Parts of Bars, Bar Attendant, Bar Duties, The Future of Bars Bar Ingredients: Syrups and Non Alcoholic Ingredients, Beverage Service, Purpose of Large Social Concern

Unit 2. Bar operations, Bar Shapes, Planning Criteria, Bar Plans/Layouts, Elevation and Bar Sections, Themes and Concept, Licensing Framework, Policies and Procedure, FSSAI

Service and selling techniques: The Bartender as a Sales Person, Upselling Guidelines For Bar Attendants, Professional Hygiene and Health.

Promoting Responsible Drinking and Alcohol Awareness Alcohol's impact on human health: Alcohol and nutrition, Alcoholism and other drinking problems, Legal considerations, Changing Drinking Patterns

Unit 3. Alcoholic Beverage Production Sanitation: Liquor supplies, Mixes, Garnishes and condiments, Ice, Service accessories, Opening the cash register, Behind-the-bar behavior, Closing the bar

Mixology and the Bartender: Mixed drinks, Drink families, Coffee drinks and hot libations, A guide to bartending

Cellar management: Location, Temperature and Storage, Equipments Required in Bar Storage Area. Cellar Control, Records & Books Maintained In Cellar.

Bar control system - Introduction, Calculation of Beverage Cost, Methods of

Unit 4. Beverage Control, Cash Control Cash Receipt, Types of Fraud and Areas of Loss With Cash Collection, Basic Principle of Cash Control, Stock/Inventory Control, Portion Control, Check Matrix, Operational and Financial Ratios, Par Stock and Bottle Control, Inter Bar Transfer, Spillages, Breakage and Spoilage.

REFERENCES BOOKS

S. No	Name	Author	Publisher
1.	Food & Beverage Service -	Dennis R. Lillicrap. & John A. Cousins	ELBS
2.	Food & Beverage Service Training Manual	Sudhir Andrews	Mcgraw Hill
3.	Modern Restaurant Service	John Fuller,	Hutchinsqu
4.	The Waiter Handbook	Grahm Brown,	Global Books -
5.	Food & Beverage Cost Control- Lea R Dopson, Wiley Publishers	Lea R Dopson,	Wiley Publishers

Course Title	Presentation Skills
Type Of Course	Practical
L T P	0 0 4
Credits	2
Course Prerequisites	Graduation in Hotel Management or equivalent, from any recognized University with not less than 50% marks in the aggregate.
Course objectives	<p>CO1. This course aims at imparting specific skills related to Presentation skills.</p> <p>CO2. It will help student to get confidence to enhance Public Speaking skills.</p> <p>CO3. Student will have Group Discussion session to improve and be ready for interview.</p> <p>CO4. By using and making presentation student will understand the basis objective of presentation according audience</p>

Syllabus

UNIT I

Public Speaking – Seminars, Workshops

UNIT II

Group Discussions

UNIT III

Preparing PowerPoint Presentations

UNIT IV

Mock Interviews

RECOMMENDED BOOKS: Open Source

Course Code	HM 679
Course Title	Service Marketing
Type Of Course	Theory

L T P	0 0 3
Credits	3
Course Prerequisites	Graduation in Hotel Management or equivalent, from any recognized University with not less than 50% marks in the aggregate.
Course objectives	<p>CO1: Understand the fundamental concepts of service marketing and its functions.</p> <p>CO2: Analyse customer requirement, measure service quality and design and deliver better service.</p> <p>CO3: Analyse integrated services marketing communications and services marketing triangle.</p> <p>CO4: Examine various pricing strategies and pricing approaches in service sectors. CO6: Understand service marketing applications in different service sectors.</p>

UNIT – I Introduction to Services: Growth and development of service sector economy, contribution to the Indian economy, Service Characteristics, Service Classification, Service Marketing Mix. Consumer Behavior in Services: Customer Expectation of Service, Customer Perceptions of Service. Service Quality: Integrated gaps model of service quality. Prescriptions for closing quality gaps

UNIT – II Managing relationships in Services: Building customer loyalty, Complaint handling and Service recovery strategies. Service development and design: Challenges of service design, types of new services, core and supplementary elements, new service development process. Service blueprinting: Nature, need and process of blueprinting. Physical evidence and the Service escapes: Nature, Importance and Types, role and its effect on Consumer behaviour.

UNIT – III Delivering and performing service through employees and customers: service culture, employee's role, strategies to deliver quality, cycle of failure, mediocrity and success, self service technologies and Customer Participation. Delivering services through intermediaries: Nature and types of intermediaries, role of electronic channels in service delivery. Managing demand and capacity: Waiting line strategies integrated. Integrated Services Marketing Communications and Services marketing triangle

UNIT – IV Pricing of services: Pricing approaches, Pricing Strategies. Service Marketing Applications: Marketing of services in Financial, Healthcare and Hospitality sectors.

S. No	Name	Author	Publisher
1.	Services Marketing	Zeithmal A Valarie and Bitner Mary	Tata McGraw Hill, New Delhi

2.	Services Marketing	Christopher H	Pearson Education, New Delhi
3.	Services Marketing	P.K.Sinha & S. C. Sahoo	Himalaya Publishing House, New Delhi

Course Code	HM 681
Course Title	Financial Management
Type Of Course	Theory
L T P	0 0 3

Credits	3
Course Prerequisites	Graduation in Hotel Management or equivalent, from any recognized University with not less than 50% marks in the aggregate.
Course objectives	<p>CO1. Students will familiar with financial analysis aspect</p> <p>CO2. And will learn about the techniques of preparing financial information.</p> <p>CO3. Tools and techniques for making financial decisions and decision making skills.</p> <p>CO4. Understand management of working capital and estimate the same for an organization.</p>

Unit I: Nature of Financial Management: • Introduction; finance functions; • Goals of financial management; risk & return trade off; • Organization of finance functions. • Time value of Money - Reasons for time value of money; future value of a single amount; future value of an annuity; present value of a single amount; present value of an annuity; multi period compounding.

Unit II: Basics of Capital Budgeting: • Nature of investment decisions • Importance of investment decisions • Investment evaluation criteria • Capital budgeting techniques – NPV, IRR, Payback and accounting rate of return.

Unit III: Cost of Capital: • Meaning and significance of the cost of capital • Concept of cost of capital • Opportunity cost • Component cost of capital: - debt, equity, preference capital, and retained earnings; weighted average cost of capital. • Meaning of capital structure • Factors influencing capital structure.

Unit IV: Analysis of financial statement • Meaning of ratios • Types of ratios-how to calculate it • Meaning and uses of fund flow statement – • Preparation of Problems in fund flow statement, Cash flow

Unit V: Working Capital Management: • Concepts of working capital- need for working capital; determinants of working capital; computation of working capital • An elementary knowledge of components of working capital management cash management, receivables management and inventory management. • Dividend Policy Decisions: Introduction; meaning of dividend; aspects of dividend policy; • Practical considerations in dividend policy; forms of dividends.

S. No	Name	Author	Publisher
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1.	Financial Management & Policy	Van Horne	Prentice Hall of India
2.	Financial Management	I. M. Pandey (IMP)	Vikas Publishing house
3.	Financial Management – Theory & Practice	Prasanna Chandra (PC)	Tata McGraw Hill
4.	Financial Management – Text and Problems	M. Y. Khan & P. K. Jain (KJ)	Tata McGraw Hill Publishing Co. Ltd

Course Code	HM 683
Course Title	Tourism Management

Type Of Course	Theory
L T P	0 0 3
Credits	3
Course Prerequisites	Graduation in Hotel Management or equivalent, from any recognized University with not less than 50% marks in the aggregate.
Course objectives	<p>CO1. Study the fundamental concept of tourism</p> <p>CO2. Understand nature and types of tourism.</p> <p>CO3. Measure the impact of tourism on socio, economic and culture.</p> <p>CO4. Imagine the scope of the tourism industry and its Management</p>

Unit 1. Tourism Meaning and Significance – Types of Tourism – Growth of Tourism in India and Abroad – Factors influencing Growth of Tourism – Tourism Planning and Development – Need for Planning – Government's Role in Planning – Tourism under Five year Plans.

Unit 2. Concept of Management – Meaning and Definition – Nature and Levels of Management – Features and Characteristics of Management - Objectives Purpose of Management – Significance of Management – Levels of Management in Tourism Industry in India – Tasks and Responsibilities of Manager.

Unit 3. Tourism Industry – Components of Tourism – Tourism and National Economy – Social Significance of Tourism - Social and Economic Factors in Tourism – Emerging areas of Tourism : Rural – Eco – Medical – Wellness Film - Golf Tourism.

Unit 4. Tourism Impacts – Tourism Area Life Cycle (TALC) – Demonstration Effects – Demand and Supply in Tourism – Push and Pull Theory – Tourism System in India – Present Trends in Domestic and Global Tourism – MNC's in Tourism Industry.

Unit 5. Tourism Organisations in India and their Relationship with the International Tourism Organisations – Marketing Efforts of Advanced Countries like U.K., France and U.S.A.

S. No	Name	Author	Publisher
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1.	Civil Aviation and Tourist Administration in India.	. Ram Acharya	Adi Publications
2.	Tourism Development Principles & Practice	A.K. Bhatia	Penguin Books Ltd
3.	Marketing Management	. Philip Kotler & Kevin Lane Keller	Pearson Ltd
4.	Tourism principles and practices.	Chris Cooper, John Fletcher	Financial Times Prentice Hall
5.	The Tourism system: An introductory Text	Robert Christie Mill, Alastair M. Morrison	Prentice Hall

Fourth Semester

**(INDUSTRIAL TRAINING)
INDUSTRIAL EXPOSURE SYNOPSIS**

Duration of Industrial Training: 22 Weeks

Credit: 20

Training Schedule: On the Job Training in any of the Hotel/Hospitality Operational Areas

Recommended training schedule for Food Production 4 Weeks, Food and Beverage Service Department 4 Weeks, Front Office 4 Weeks, House Keeping 4 Weeks, Others(In the area of Interest) 4 Weeks.

Leave Formalities: 1 Weekly off and festivals and national holidays given by the hotel. 10 Days Medical Leave supported with medical certificate. Leaves should be covered up by doing work on weekly offs. Attendance will be calculated on the basis of Certificate issued. Students should have to complete 90 Days compulsory less than 90 days will be consider as “Absent”.

Academic Credits for training shall be based on following:

The Practical exams for Industrial Training in Food Production, Food and Beverage Service, Front Office, House Keeping and other Departments of the hotels will be conducted at the end of Industrial Training to gauge the learning

Comprehensive Viva voce would be conducted to evaluate the overall learning.

The Training Report will be submitted in the form specified as under:

1. The typing should be done on Single side of Paper.
2. The font size should be 12 with Times Roman Font.
3. The Training Report may be typed in 1.5 line spacing.
4. The paper should be A4 size.

Students have to submit the following on completion of Industrial Training to the Department of Hotel Management.

- Daily Log Book**
- Industrial Training Certificate**
- Industrial Training Project Report in all four departments**
- Attendance Sheet**
- Presentation (PPT) on Industrial Training.**

Industrial Training Log book	Log Book to be completed on daily basis during industrial training and signed by the Department Head
Industrial Training Project Report	Project Report is to be submitted by the student on industrial training duly signed by the Department Head/ competitive authority
Comprehensive Viva Voce and Presentation on Industrial Training	Viva Voce will be conducted to Evaluate the learning of Industrial Training.