

*Placed at the meeting of
Academic Council
held on 26.03.2018*

APPENDIX - AW
MADURAI KAMARAJ UNIVERSITY
(University with Potential for Excellence)
M.Sc. Hotel Management and Catering Science
CHOICE BASED CREDIT SYSTEM
REVISED SYLLABUS

(For the students to be admitted from the academic year 2018 -2019 onwards)

1. INTRODUCTION OF THE PROGRAMME:

The course introduces the main characteristics of the hospitality industry such as customer care and services, communication with customers and with staff, relationship building such as developing repeat customers, cultural diversity and labour. The course also helps in understanding of the relationship between the hospitality industry and the tourism sector, as well as an overview of the different career prospects and opportunities available in the hospitality industry. It enhances the knowledge to know about the various types of accommodation. It teaches about the various types of hotel rooms, their grading systems as well as the different types of bed associated with each room type, types of hotel guest and how types of requests that are made by guests. The course will also be of great interest to people who wish to gain employment or a career in the hospitality sector, and to owners of hospitality focused businesses.

2. ELIGIBILITY FOR ADMISSION:

Candidates who apply for Post Graduation in M.Sc Hotel Management shall possess any of the following qualifications.

QUALIFICATION:

A candidate for admission to M.Sc Hotel Management and Catering Science shall be required to have passed any Under Graduate Programme from Approved colleges or Universities as equivalent to Madurai Kamaraj University Norms.

AGE LIMIT:

The upper age limit for admission will be five years from completion of any UG Degree.

2.1 Duration of the Programme : 2 Years

2.2 Medium of Instructions : English

3. OBJECTIVES OF THE PROGRAMME

The main objectives of the programme are to:

- Provide the students with an introduction to the world of hospitality particularly to business as it applies to the hotel industry. Become acquainted with the social, economic and environmental context within which the hospitality industry operates.
 - Understand the structure, nature and operating characteristics of the different sectors of the hospitality industry: food service, lodging and tourism, cruise line, airline and railways other welfare sectors.

- Obtain an appreciation of the various functions of management and their interrelationships with other key concerns of managers such as accounts, marketing, finance and human resource management and to identify the role of managers in the hospitality industry and to highlight their principal responsibilities.
- Be able to judge whether the hospitality profession suits your abilities, tastes, and career interests.
- Develop the entrepreneurial skills in students.

4. OUTCOME OF THE PROGRAMME

Learning Outcomes: After completion of the course students will be expected to be able to: Explain the relation of lodging and food service operations to the travel and tourism industry. Describe the role of the travel and tourism industry and its economic impact on the local, national and international levels. Cite opportunities for education, training and career development in the hospitality industry. Demonstrate knowledge of the history of the lodging and food service industry. Analyze, evaluate and discuss several aspects, development and trends which have affected lodging and food service operations in recent years and which will continue to have an impact on the industry in the future. Endorse the general classifications of hotels and describe the most distinctive features of each. Describe the seven common divisions or functional areas of the hotel organization (Rooms, Food and Beverage, Engineering and Maintenance, Marketing and Sales, Accounting, Human Resources, and Security) and explain the responsibilities and activities of each. Outline and explain the main classifications of food service. Describe the organization, structure and functional areas in commercial and institutional food service operation. Aspects of food and beverage controls, which pertain to food and beverage sales, payroll planning and production standards.

5. CORE SUBJECT PAPER:

All the core papers are mentioned inside the course structure.

6. SUBJECT ELECTIVE PAPER:

The subject elective papers are mentioned inside the course structure.

7. NON – MAJOR ELECTIVE PAPER:

Non Major Elective paper as prescribed by the Department of Hotel Management.

8. UNITIZATION:

Each Subject is segregated into five units with each unit consisting of equal distribution of major concepts.

9. PATTERN OF SEMESTER EXAM:

Examination will be conducted at the end of each semester. Each Semester has two patterns of examination namely Internal (25 marks) and external (75marks).

10. SCHEME FOR INTERNAL ASSESSMENT:

The Internal assessment will be as follows:

Test	=	10Marks (Average of the best two tests)
Assignment	=	5 marks
Seminar / Group Discussion	=	5 marks
Peer- team – teaching	=	5 marks
Total	=	25 marks

11. EXTERNAL EXAM:

External Examination will be conducted as semester exams as per University norms with common question paper for all affiliated colleges.

12. QUESTION PAPER PATTERN:

The existing pattern of Question paper will be as follows:

Time: 3 hrs

Max. Marks:75

Section A: (10 X1 = 10 marks)

Question No. 1 to 10 (Multiple Choice)

- 1) Two Questions from each unit.
- 2) Four Choices in each question
- 3) No “None of These’ Choice should be given.

Section B: (5 x 7 = 35 marks)

Answer all the questions choosing either (a) or (b)

Answers not exceeding two pages

(One question from each unit)	11 (a) or 11 (b)
	12 (a) or 12 (b)
	13 (a) or 13 (b)
	14 (a) or 14 (b)
	15 (a) or 15 (b)

Section C: (3x10=30 marks)

Answer not exceeding four pages

Answer any three out of five (one question from each unit) - Question 16 – 20

13. SCHEME FOR EVALUATION:

External Evaluation is done at the University level by Central Evaluation Procedure.

14. PASSING MINIMUM:

Passing Minimum for the PG Course is 50 % of marks in Internal and External Separately.

14.1 Classification :

S.No.	Range of CGPA	Class
1.	50 & above but below 60	II
2.	60 & above	I

15. MODEL QUESTIONS:

ACCOMMODATION MANAGEMENT

TIME: Three Hours

Maximum: 75 marks

PART-A

10x1=10

ANSWER ALL QUESTIONS

Choose The Correct Answer:

- 1) Housekeeping supervisors works under
 - a) Front office manager
 - b) Food & Beverage Manager
 - c) Executive housekeeper
 - d) none
- 2) Horticulture deals with the
 - a) Up keeping of the gardens
 - b) takes care of the guest
 - b) The maintenance of the equipments
 - d) all the above
- 3) Green house is
 - a) A guest room painted green
 - b) place to foster specialized plants
 - b) Guest room in front of a garden
 - d) a house made of wood
- 4) Flower room should always be
 - a) Air conditioned
 - b) At freezing temperature
 - b) At normal room temperature
 - d) none of the above
- 5) Public area supervisor works under
 - a) The front office department
 - b) the housekeeping department
 - b) The engineering department
 - d) f & B Service department
- 6) Floor pantry stores
 - a) All the cleaning agents, cleaning equipment
 - b) newspaper & magazine
 - b) Uniforms of staff
 - d) all the above
- 7) Normally floor pantries are suited near
 - a) Service area
 - b) service elevators
 - c) near the restaurant
 - d) near the laundry
- 8) Heavy equipment store contains
 - a) Water tanks
 - b)files and forms of front office department
 - b) bulky item used by the housekeeping department
 - d) none of the above
- 9) The linen room should have enough racks
 - a) To stack all the files
 - b) to store all the provision
 - b) To stack all the linen
 - d) all the above
- 10) Uniform room stacks
 - a) Soiled uniform
 - b) uniform in current use
 - b) Damaged uniform
 - d) all the above

PART-B: Answer all the questions choosing either (A) or (B)

5x7=35

11. A) Write the role of Housekeeping in Hospitality operations.

(or)

B) Explain the importance on linen storage

12. A) Define the budgeting in Housekeeping department
(or)
B) Explain about job specification of an Executive Housekeeper
13. A) What is Skill Training?
(or)
B) State the different types of lighting and explain
14. A) How will you maintain the guest room furniture?
(or)
B) Explain the significance of Housekeeping.
15. A) classify the “Cleaning Equipment” and explain each one of them
(or)
B) Explain barrier room

PART-C: Answer any three Questions

3*10=30

1. Draw the layout of a Housekeeping department
2. How will you classify linen items and what are its sizes?
3. Why is training important for Housekeeping staff?
4. How will you handle Guest Laundry? Explain
5. Explain the process involved in selection of Housekeeping staff.

16. TEACHING METHODOLOGY:

To enhance the quality of students through creative and effective teaching the following teaching methodologies are followed, by classroom teaching methods, Practical training, Power Point Presentation classes, Guest lectures, Demonstrations and Internship for 22 weeks and study tour programmes.

17. TEXT BOOKS:

The text books are mentioned below each individual paper.

18. REFERENCE BOOKS:

The reference books are mentioned below each individual paper.

19. RETOTALLING AND REVALUATION PROVISION:

Revaluation and re totalling shall be pursued by submission of respective application forms duly filled and authorised by the head of the Institution as per University norms. The applications must reach the University within the stipulated time frame as set by University.

20. TRANSITORY PROVISION:

The revision of syllabus shall be done once in three years for better enhancement and updations.

21. SUBJECT AND PAPER RELATED WEBSITE:

The websites are mentioned below the reference books column for every subject.

COURSE STRUCTURE

FIRST YEAR

SEMESTER I

S.No	Title of the paper	Course	Hour	Credit	External	Internal	total
1	Communication and Soft Skills	1	6	3	75	25	100
	Core Major						
2	Food Production Management	1	5	5	75	25	100
3	Food and Beverage Service	1	4	4	75	25	100
	Subject Elective						
4	Accommodation Management	1	6	5	75	25	100
5	Front Office Management	1	4	4	75	25	100
	Skill based subject						
6	Hygiene and Food Science	1	5	4	75	25	100
	Total	6	30	25			

SEMESTER II

	Core Major	Course	Hour	Credit	External	Internal	Total
7	Bakery and Confectionary	1	4	4	75	25	100
8	Food Production Practical	1	4	2	60	40	100
9	Food and Beverage Service Practical	1	4	2	60	40	100
	Subject Elective						
10	Hospitality Sales and Marketing	1	4	4	75	25	100
11	Event Management	1	5	5	75	25	100
	Skill Based Subject						
12	Management Information System	1	5	4	75	25	100
13	Entrepreneurship Development	1	4	4	75	25	100
	Total	7	30	25			

SECOND YEAR

SEMESTER – III

14	Industrial Exposure Training - Project / Viva voce	1	-	10	75	25	100
	Non - Major Elective						
15	Basics of Hotel Operations	1	4	2	75	25	100
	Total	2	4	12			

SEMESTER IV

	Core Major	Course	Hour	Credit	External	Internal	Total
16	Food and Beverage Management and Controls	1	5	5	75	25	100
17	Facility Planning and Design	1	5	5	75	25	100
	Subject Elective						
18	Hotel Law	1	4	3	75	25	100
19	Financial Management	1	5	3	75	25	100
20	Research Methodology	1	5	2	75	25	100
	Skill based subject						
21	Cost and management Accounting	1	4	5	75	25	100
22	Project Report	1	2	5	75	25	100
	Total	7	30	28			

Total Credits 90

Examination Hours for university theory and practical external examinations = 3 hours

DETAILED SYLLABUS FIRST YEAR FIRST SEMESTER COMMUNICATON AND SOFT SKILLS

OBJECTIVES:

- To enable learners to develop their communicative competence.
- To facilitate them to have their soft skills.
- To equip them with employability skills to enhance their prospect of placement.

UNIT I: SKILLS- Definition of Hard skills – soft skills- Definition of soft skills- the importance of soft skills- corporate skills – How to acquire soft skills – Employability skills – Technical English and Business English – word skill and life skill

UNIT II: LISTENING AND SPEAKING SKILLS- READING AND WRITING SKILLS- Conversational skills- group discussion and interview skills – presentation skills- listening to lecture and Radio programme etc – Application for job – Resume preparation – British & American type report writing.

UNIT III: EFFECTIVE COMMUNICATION:

Effective communication – Necessity - 7Cs of effective communication – Definition of each – special features of each - Completeness - Conciseness –Consideration - Clarity- Courtesy – Correctness – Concreteness – communication process - barriers to communication.

UNIT IV: SOFT SKILLS, ENGLISH COMMUNICATION AND PLACEMENT – Multiple Intelligence – Hand line Emotional intelligence – creative and critical thinking – Preparation for Interview skills, overcoming nervousness during interviews, clarity of speech.

UNIT V: PRONUNCIATION – Dealing with the 44 individual sounds – 12 vowel sounds - 8 Diphthongs – 24 consonants - Teaching how to refer to a pronouncing dictionary.

REFERENCE BOOKS:

1. Business English certificate Materials, Cambridge University Press
2. Graded Examination in spoken English for work downloadable material from trinity college, London.
3. Interactive Multimedia Programs on Managing time & stress.
4. Personality Development (CD-ROM) times Multimedia, Mumbai.
5. International Eng Language testing system practice tests, Cambridge University Press.

CORE MAJOR: FOOD PRODUCTION MANAGEMENT

UNIT –I

Working Environment: The working environment - Maintaining a safe and secure environment- Maintaining a professional & hygienic appearance, maintaining effective working relationships contributing to the development of self and others . Selection, uses and care of knives and equipment. Maintaining clean food production areas- Nutrition and healthy eating

KITCHEN DESIGNING & LAYOUTS : Kitchen Layouts- Planning a Kitchen Operation- Architecture of Kitchen Installation-Space Management Criteria-Equipments-Technology in Commercial Kitchen

UNIT II

CONFECTIONERY: Concept of Confectionery- Role of a confectioner-Sweetening Agents. Confectionery work--Confectionery Art- Confectionery and Health

UNIT III

CHOCOLATE . History of Chocolates-From Bean to Bar "Origin of Chocolate"- Introduction to Truffles and Chocolate making-Molded Pralines & Ganaches- Chocolate and Flavor Fusion -- Easy Way to make Chocolate Showpiece -Chocolate Figures .

YIELD MANAGEMENT: Introduction to Yield Management- Calculation of Yield-- Concept of Maximizing Profit in Yield-- Cost Calculation and Yield Management .

UNIT IV

INDENTING, PURCHASING, STORING AND ISSUING : Indenting and Requirements- Purchasing with Market Research- Storing , requirements for storing- issuing to departments. Frauds - **VOLUME FEEDING:** Catering for volume . Institutional Catering. Processed Food Production Units- Fast Food Management

UNIT V

NEW TECHNIQUES & TRENDS: Introduction- Molecular gastronomy – Scientific developments- Techniques Tools and Ingredients

Text Books and Reference Books:

1. " Theory of Bakery and Confectionery by Yogambal, Ashok Kumar
2. . The Chocolate Cook Book by Tarla Dalal.
3. Great chefs Great chocolate : byJulia M. Pitkin.
4. Catering and Kitchen Management by Kartik Lamba
5. Molecular Gastronomy : Exploring the Science of Flavor by Herve This ans Malcom De Bevoise A.
6. Professional Chefs- Atuind Saras

CORE MAJOR : FOOD & BEVERAGE SERVICE

UNIT-I:

DEPARTMENTAL ORGANISATIONS & STAFFING - Organization of F&B department of hotel- Principal staff of various types of F&B operations -. French terms related to F&B staff - Duties & responsibilities of F&B staff - Attributes of a waiter - Inter-departmental relationships - (Within F&B and other department) - Food service areas (f & b outlets)-Specialty Restaurants - Coffee Shop – Cafeteria - Fast Food (Quick Service Restaurants) - Grill Room - Banquets - Bar - Vending Machines - Discotheque Ancilliary

departments-Pantry - Food pick-up area – Store - Kitchen stewarding - F & B service equipments-Familiarization & Selection factors of: Cutlery - Crockery- Glassware – Flatware - Hollowware- All other equipments used in F&B Service - French terms related to the above

Preparation for service-Organising Mise-en-scene - Organising Mise en place

UNIT-II

TYPES OF FOOD SERVICE-Silver service - Pre-plated service - Cafeteria service - Room service - Buffet service - Gueridon service - Lounge service

SALE CONTROL SYSTEM-KOT/Bill Control System (Manual) - Triplicate Checking System - Duplicate Checking System - Single Order Sheet - Quick Service Menu & Customer Bill - Making bill - Cash handling equipment - Record keeping (Restaurant Cashier)

NON-ALCOHOLIC BEVERAGES-Classification (Nourishing, Stimulating and Refreshing beverages)-Tea - Origin & Manufacture - Types & Brands – Coffee - Origin & Manufacture - Types & Brands - Juices and Soft Drinks - Cocoa & Malted Beverages - Origin & Manufacture

ALCOHOLIC BEVERAGE -Introduction and definition - Production of Alcohol - Fermentation process - Distillation -process –Brewing Process- Classification with examples

DISPENSE BAR - Introduction and definition - Bar layout – physical layout of bar - Bar stock – alcohol & non alcoholic beverages - Bar equipment

MEALS & MENU PLANNING: Origin of Menu - Objectives of Menu Planning - Types of Menu - Courses of French Classical –Menu - Sequence - Examples from each course - Cover of each course - Accompaniments - French Names of dishes - Types of Meals - Early Morning Tea - Breakfast (English, American Continental, Indian)- Brunch – Lunch - Afternoon/High Tea - Dinner – Supper

UNIT-III

WINES -Definition & History - Classification with examples -Table/Still/Natural - Sparkling - Fortified Aromatized - Production of wine, classification- Wine terminology (English & French)

BEER - Introduction & Definition - Types of Beer

SPIRITS -Introduction & Definition - Production of Spirit - Pot-still method - Patent still method – Types and styles of Whisky - Rum - Gin - Brandy - Vodka - Tequila

LIQUEURS -Definition & History -Broad Categories of Liqueurs (Herb, Citrus, Fruit/Egg, Bean & Kernel) - Popular Liqueurs (Name, color, predominant flavor & country of origin)

COCKTAILS & MIXED DRINKS -Definition and History -Classification –Recipe of classic cocktails

BAR OPERATIONS - Types of Bar -Cocktail and Dispense bar-Area of Bar -Front Bar - Back Bar -Under Bar- Bar Stock -Bar Control -Bar Staffing -Opening and closing duties

UNIT-IV

PLANNING & OPERATING VARIOUS F&B OUTLETS

Physical layout of functional and ancillary areas - Objective of a good layout - Steps in planning - Factors to be considered while planning - Calculating space requirement - Various set ups for seating - Planning staff requirement - Menu planning - Constraints of menu planning

Selecting and planning of heavy duty and light equipment - Requirement of quantities of equipment like crockery, Glassware, Cutlery - steel or silver etc. Suppliers & manufacturers - Approximate cost - Planning Décor, furnishing, fixture etc.

FUNCTION CATERING -BANQUETS -History - Types - Organization of Banquet department - Duties & responsibilities - Sales -Booking procedure - Banquet menu-space Area requirement - Table plans/arrangement furnitures, -Mise-en-place --Outdoor 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 - Supplies - Check list

UNIT-V

PLANNING & OPERATING FOOD & BEVERAGE OUTLETS

1. Developing Hypothetical Business Model of Food & Beverage Outlets

2. Case study of Food & Beverage outlets - Hotels & Restaurants

GUERIDON SERVICE

1. Organizing Mise-en-place for Gueridon Service

2. Dishes involving work on the Gueridon

FOOD & BEVERAGE STAFF ORGANISATION

Categories of staff -Hierarchy - Job description and specification -Duty roster

MANAGING FOOD & BEVERAGE OUTLET -Supervisory skills - Developing efficiency - Standard Operating Procedure

KITCHEN STEWARDING - Importance -Opportunities in kitchen stewarding - Record maintaining -Machine used for cleaning and polishing- Inventory

Text Books and Reference Books:

1. Bernard Davis, Andrew Lockwood & Sally Stone, Food & Beverage Management, Butterworth Heinemann, Singapore.
2. Michael Coltman, Cost Control for the Hotel Industry, Van Nostrand Reinhold, New Delhi.

SUBJECT ELECTIVE: ACCOMMODATION MANAGEMENT

OBJECTIVES:

- To provide basic skill and knowledge required for a house keeping personnel.
- To have a sound knowledge of care and cleaning of various surfaces.
- To understand the organizational hierarchy of housekeeping department.
- To acquire the skills and knowledge on laundry, linen and uniform handling.
- To enable abilities for handling fabrics of different kinds to know the purpose of use

UNIT –I: INTRODUCTION TO HOUSE KEEPING DEPARTMENT

Role and responsibility of housekeeping department- Duties and responsibilities of Housekeeping Personnel- Personal attributes of House Keeping staff - Inter departmental coordination of housekeeping with all departments of hotel. Types of keys, key register and key control: - Issuing, Return, Deactivation/ changing of locks, Key Belt),

Cleaning equipment (manual & electrical)-selection, use, mechanism, care and maintenance
Cleaning agents - classification, use, care and storage -Composition, care and cleaning of various surfaces (metals glass, leather, plastic, ceramics, wood, floor finishes and wall finishes) Eco friendly cleaning agents. Types of Soil-principles of cleaning-Cleaning Schedules and records: Weekly Cleaning, Periodic cleaning, special cleaning, Surface cleaning. Public area Cleaning.

UNIT – II: OPERATIONAL AREAS OF HOUSEKEEPING DEPARTMENT

Types of guest rooms- guest room cleaning: make up of a guest room-occupied room, vacant room, departure room-turndown service-guest room inspection and inspection checklist neglected areas-Standard contents of a guest room: Guest Amenity Packages, Eco friendly amenities, Guest Essentials, Guest Expendables, Guest loan Items, placement, frequency of change-rules to be followed in guest floor-Floor pantry.

Forms, Records, and Registers, Handling Telephonic calls, Handling difficult Situations, Handling Room Transfers. Housekeeping Inventories, Daily Routines and system, the Housekeeping Day, Leave Application Procedure, and Gate Pass Procedures - Special Services: Babysitting-Second Service/Freshen up service-valet service -Lost and found Procedure and records, Guest complaints handling procedure and records

UNIT – III: LINEN OPERATIONS PROCEDURE

Linen- source -Classification of linen - Selection criteria of linen - Location, layout, activities and equipments in linen room - Calculation of linen requirement, establishing par levels, purchase and storage of linen - Issuing of linen to various floors and linen exchange procedure - Stock taking procedures and records - Procedure for missing, damaged and condemned linen and records to be maintained - Marking and monogramming of linen.

MANAGEMENT OF UNIFORMS

Selection, design and purpose of uniforms - Number of sets par level, issuing and exchange, storage of uniforms - Layout of uniform room - Equipments used in uniform room - Advantages of uniforms - Sewing room and duties of seamstress, tailor - Inspection and stock taking procedures and records – procedure of issuing uniforms to new employees – procedures for return of uniforms on terms of end of appointment.

UNIT-IV: LAUNDRY

Laundry – definition - Types of laundry : On premises, Off premises - Duties and responsibilities of laundry staff - Laundry flow process and stages in wash cycle - Layout - Equipments used in laundry- their use, care and maintenance - Laundry agents, classification and their role in laundering - Dry cleaning and its procedure - Handling Guest laundry and valet service.

FABRICS, FIBRES: Definition of fibre- types of fibre -Classification, Characteristics and use of each fiber in hotel – Identification of fabric- Construction of fibres. (weaving, knitting, etc) - Fabrics commonly used in hotels

UNIT – V PEST CONTROL

Different types of pests found in hotels-Areas of infestation and prevention and control of pests-Responsibility of housekeeping in pest control. - Basic types of design-Elements of design-Principles of design-Standardization of design-functional aspects of design-Designing for the disabled-Trends in Bed room, both room-Furniture & Conference rooms, lobby designs fittings in hotel bed and layout of rooms.

Hotel Renovation, Types of Renovation, Subsidiary process in Renovation. Soft furnishings: Curtains, Pelmets, Valances, Swags and tail, Blinds, Loose Covers, Care & Cleaning, Cushions, Beds & bedding, Mattresses, Pillows, Eiderdowns & quilts, Cots, Bed Boards, Foldaway Beds, Zed Bed, Bedspreads, Care & Cleaning.

Role of Housekeeping other than Hotels – Hospitals, Prisons and other commercial and welfare sectors – Role of Executive housekeeper in pre opening properties.

Text Books and Reference Books:

1. Hotel, Hostel & Hospital Housekeeping – Joan c. Branson & Margaret Lennox.
2. Hotel House Keeping Training Manual – Sudhir Andrews (Tata Mc.Graw Hill Publications).
3. Accommodation & Cleaning Service – David M. Allen.
4. Housekeeping Supervision Volume 1&2 – Jane Fellows.

SUBJECT ELECTIVE: FRONT OFFICE MANAGEMENT

AIMS AND OBJECTIVES:

- To Gain the Basic Knowledge about Hotel Industry
- To Know about the Organization of Hotel as well as the Front Office department
- To know about Front office Organization
- To Impart the Knowledge about Qualities of a front Office Staff
- To understand the ways of communication with guest
- To know about various handling guests & internal situations requiring management tactics/strategies

UNIT-I: INTRODUCTION TO HOSPITALITY INDUSTRY

Introduction To The Hospitality Industry: Origin and Growth- Evolution and Growth of the Hotel Industry in the World and in India - Classification of Hotel and Other Types of Lodging - The Need for Classification - Standard Classification - Heritage Hotels - Classification on the Basis of Size - Location – Clientele - Duration of Guest stay – Service – Ownership - Types of Guest Rooms - Different types of Rooms tariff and Plans - Basis of charging -Plans, competition, customer’s profile, standards of service & Amenities, Different types of tariffs - Rack Rate - Discounted Rates for Corporate, Airlines, Groups & Travel Agents

UNIT-II: HOTEL ORGANIZATION

Hotel Organization - Organization charts - Major Departments of a Hotel - Front Office, Housekeeping, Food and Beverage Service, Kitchen, Engineering and Maintenance, Accounts, Human Resource, Security, Sales and Marketing & Purchase - Coordination of Front Office with other departments - Front Office Organization: Function Area - Section and Layout of Front Office - Layout of Lobby – Reservation – Reception - Information Desk - Travel Desk - Communication Section- Uniformed Services - Organization of Front Office staff - Duties and Responsibilities of Front Office Personnel - Front Office Manager - Reservation Assistant – Receptionist - Information Assistant – Cashier - Telephone Operator - Bell boy - Door Attendant.

UNIT-III : FRONT OFFICE GUEST HANDLING

Introduction to guest cycle - Pre arrival, Arrival - During guest stay – Departure - After departure

Reservation - Importance of reservation – for hotel and guest - Modes and Sources of Reservation (FITs, Travel Agents, Airlines, GITs) - Types of reservations (Tentative, confirmed, guaranteed etc.) – Cancellation – Amendments – Overbooking - Reservation Form - Format & Different Storage System Followed in the Hotel Industry (non automatic, semi automatic fully automatic) - Forecasting Room Reservation

Registration - Registration Form Format & Procedure for registration - rooming a guest with reservation - Rooming a Walk-in Guest - C-Form usage and its importance - Important Terminologies Used in the Front Office Department – SB, Sleeper, Skipper, Cancellation, Amendment, Guaranteed reservation, Lost and Found, Errand Card.

Check out procedures--Guest accounts settlement- Cash and credit - Indian currency and foreign currency- Transfer of guest accounts- Express check out

UNIT- IV: FRONT OFFICE GUEST SAFETY AND SECURITY

Importance of security systems- The role of F.O in key control, electronic card key handling the grand master key, lost keys, damaged keys, keys given against key cards. Safe deposit boxes (lockers) keys and their control, safe deposit registration card. How to deal with lost and found -Emergency situations (Accident, illness, theft, fire, bomb)

Front office accounting - Accounting Fundamentals- Guest and non guest accounts- Accounting system-Non automated – Guest weekly bill, Visitors tabular ledger- Semi automated- Fully automated -Types of folios (guest, master, non guest), allowances paid

VPO manual, folio & VTL Billing machines (mechanical & electronic) check out procedure –role of bell deck, cashier. Late checkouts.

Control of cash and credit, night auditing - Meaning of credit control - objectives of credit control measures; hotel credit control policy; guest with guaranteed booking's; corporate credit accounts; accounts settled by credit cards, credit control measures at check in; credit control measures at check out; after guest departures, preventing skippers – on arrival, during the stay, on the day of departure, the right of lieu.

UNIT-V: PLANNING & EVALUATING FRONT OFFICE OPERATIONS

Establishing the Room rates (Rule of Thumb Approach, Hubbart Formula)-forecasting Room Availability - Types of discounted rates – corporate, rack etc. Forecasting techniques- Useful forecasting data- % of walk-in- % of overstay- % of under stay- Forecast formula- Types of forecast- Sample forecast forms- Factors for evaluating front office operations - Making front office budget-Factors affecting budget planning.

Computer application in front office operation - Role of information technology in the hospitality industry-Factors for need of a PMS in the hotel- Advantages - Factors for purchase of PMS by the hotel-Introduction to Fidelio - Amadeus-IDS –Shawman.

Text Books and Reference Books:

1. Sudhir Andrews. Hotel Front Office Training Manual: New Delhi. Tata Mcgraw Hill Publishing Company Ltd., 32nd Reprint. 2004.
2. Sue Baker, Pam Bradley and Jeremy Huyton Principles of Hotel Front Office Operations: London. Cassell Publishers. 2nd Edition 2004.
3. Ahmed Ismail. Front Office Operations and Management: Delmar. Thomson Publisher.1st Reprint. 2002.
4. James A. Bardi. Hotel Front Office Management: New York. Thomson Publishing Inc., 2nd Edition. 1996.
5. S.K.Bhatnagar. Front Office Management: New Delhi. Frank Bros. And Co-Publishers Ltd., 1st Edition.2002.

SKILL BASED SUBJECT: HYGIENE & FOOD SCIENCE

OBJECTIVES:

- To understand the changes that occur in food composition at various stages of production, preparation, and control these so as to obtain a product, which has the most desirable colour, flavour, texture and taste.
- Knowledge of food composition helps us to use food intelligently to fulfil our nutritional needs.
- It improves the knowledge of laws that protect the quality of food supply as well as the requirement that advertisers make no false claims for their products.

UNIT - I : BASIC CHEMISTRY OF FOODS

Aim of study of food science, Food science and food technology, Atoms and atomic particles in food, components of atom, Molecules, Organic chemistry, Hydrocarbons, Alcohols and acid occurring foods, Food guide for selecting an adequate diet, cereals and breads, protein foods, Protective vegetables and fruits, oil ,fats and sugar, Nutrient Density, Practical aspects of food selection.

UNIT - II: FOOD PREPARATION AND PROCESSING ON FOOD COMPONENTS

Reasons for cooking food, Preliminary treatment of foods, Seasoning, Food preparation techniques, Choice of fuel, oil or fat, Microwave, solar cooker, Combination of methods,

Food components- carbohydrate, protein, oil and fats, vitamins, Pigments, Flavour components, Retention of Nutritive value during food preparation, Effects of cooking on Microbial Quality of food

UNIT - III : FOOD QUALITY AND SENSORY EVALUATION OF FOODS

Colour in food, Texture in food, Flavour in food, Flavouring substances, Sensory evaluation of foods and food products,

Food preservation –Food spoilage, Microbial spoilage, spoilage by enzymes, Spoilage by insects, Principles of food preservation, Methods of food preservation-Bacteriostatic method, Dehydration, Sun drying, Smoking, Mechanical Drying, ,Addition of salt and sugar ,Use of oil and spices, Use of acid, Use of chemical preservatives, use of low temperatures, use of high temperatures, pasteurization (Temperature below 100c) Boiling, Canning,

UNIT - IV: FOOD HYGIENE AND SANITATION

Water, potable water, sources of contamination of water, Treatment of water, Food contamination, Food handling, Equipment's, Control of insects and Rodents practical rules for good sanitation, OBSERVATION –Show slides of Microorganisms causing food infection ,To make visual charts to emphasise rules of sanitation, Visit Municipal quality control laboratory ,Simple test to detect adulterants in various foods.

UNIT - V: FOOD LAWS AND STANDARD

Food laws, Prevention of food adulteration act ,The fruit product order, Meat product order, ISI Standards ,The Agmark standard ,Export inspection council, Standards of weights and measures, Food Adulteration-Incidental Adulteration, Metallic contamination, Contamination by pests and pesticide residues, Packaging Hazards, Health Hazards due to consuming exposed snacks, Consumer protection, Municipal laboratories, Food and drug administration, The central food testing laboratory, Central grain analysis laboratory, Quality control laboratories of consumer co-operatives, Private testing laboratories, Consumer guidance society.

Text Books and Reference Books:

1. Food science – Sumati R. Mudambi, Shalini M. Rao, M.vRajagopal= New Age International Publication
2. Food science – Norman N. Potter, Joseph .H. Hotchkiss= CBS Publishers- Fourth edition
3. Managing Food Hygiene –Nicholas John –Macmillan Publishers – Second edition

SECOND SEMESTER

CORE MAJOR - BAKERY & CONFECTIONERY

OBJECTIVES:

- To familiarize with bakery and confectionary with regard to bread making methods, cake making methods and remedies.
- To enable them to learn about cookies and cooking temperatures of bakery products.

UNIT I: INTRODUCTION TO BAKERY AND CONFECTIONERY

Scope of bakery-Organizational structure-Units of Measurements-Bakery terms-Basic equipments and types of oven (Electric oven and non-electric oven) - OTG, Microwave, rotary, single deck, double deck, pizza oven-Diesel, gas, brick-Baking temperatures for bread and confectionery-Conversion the degree- Concept of Hygiene and its importance in bakery-Personal hygiene-Work area hygiene-Basic first aid.

Wheat

Structure of wheat-Composition-Wheat milling process

Composition of flour-Types of flour/grades of flour-Water absorption power-Gluten

Flour-Water-Yeast-Types Of Yeast And Effect Of Heat On Yeast-Sugar-Types And Different Stages Of Cooking Sugar-Shortening-Types And Uses-Egg- Structure, Selection, Different Grades, Weight And Uses In B&C-Milk.

UNIT II: BREAD MAKING

Different methods-straight method,(Salt delay, no time dough), Sponge method-Steps involved in bread making-Characteristics of good Bread-External: Volume, symmetry, shape, color, Internal: Texture, aroma, clarity, elasticity, Bread Faults and remedies.

Natural: Milk, egg, S.M.P, Soya flour, fat, sugar-Chemical: GLYCERYL MONO STEARATE Potassium bromate, potassium iodate.

Rope and mold-Causes and Prevention.

LAYOUT AND RIGHT APPROVAL FOR SETTING UP OF A BAKERY

Location-Government procedure-Selection of equipment-Total space required-Electricity.

Examples and Origin -Bread center pieces- Bread Basket, Braided Bread- Satillage - Salt dough, Types, Techniques and usage

UNIT III: BAKERY AND CONFECTIONERY OPERATION MANAGEMENT

Setting up a Bakery and confectionery-Advanced modern equipments and tools, Planning and Layout, Operations Planning, Menu Planning/ Engineering, Material Management-Purchase specification, Effective storage and usage, Operation designing- Work flow, Man power Planning-Shifts, duty rotas. Yield Management-Standardization of recipes and making technique, Portion control, Yield testing- Baking/Preparation loss etc. Quality Assurance-Basic Standardization Certifications, HACCP, Food law regulations

CONFECTIONERY

UNIT IV: INTRODUCTION TO CONFECTIONERY

Scope of confectionery-Confectionery terms-Small and large equipments used in confectionery

ROLE OF RAW MATERIALS USED IN CONFECTIONERY

Essential ingredients- Flour, eggs, sugar, shortening and flavourings .Optional Ingredients-baking powder, dry fruits, baking soda, dairy products etc.

LEAVENING AGENTS, FATS AND OILS, MOISTENING AGENTS

Chemical, natural water vapour and biological-Composition of fats and oils, functions, types and storage-Milk, Egg, water and Juices.

COLOURING AND FLAVOURING AGENTS

Natural and synthetic colours -Natural and synthetic additives.-Fruits and nuts- types and examples and usage -Setting Agents-Marine gums, agar agar, alginate, Irish moss and pectin and gelatine and types-Manufacturing process of jam and jelly

CAKE MAKING PROCESS AND METHODS

Process- sieving, creaming, whipping, heating, folding, consistency, panning, make-up, baking, storage-Sugar batter method-Flour batter method- Genoese -Blending

CHARACTERISTICS OF CAKES

External – Internal - Cake faults and remedies.

UNIT V: PASTRY

Definition-Types- short crust , puff , choux, flaky ,Danish pastry, recipes, products, trouble shooting and remedies. Biscuits-Definition, differences between biscuits and cookies, methods of making biscuits and cookies and types, characteristics, faults and remedies. Meringues-Definition, types and uses. Chocolate work- Uses of cocoa and chocolate in confectionery-Icings and topping- types and examples and applications-Pastry creams-types-Cake Decorations-Marzipan and Pastillage or Gum paste

ART OF DESSERT PRESENTATION

Essentials of plate presentation-Garnishes for dessert- tulip paste, chocolate stencils, nougat garnishes-Sauce pouring techniques-Buffer Presentations-Modern trends in presentation – portioning usage of contemporary plates, technology, etc.

SUGAR CONFECTIONERY ARTS

Cooked Sugar Displays-Basic sugar cooking with various stages-Cooked sugar techniques-Spun sugar, caramel decorations, Poured sugar works, Pulled sugar, blown sugar, Rock sugar and Nougatine- Uncooked Sugar Displays- Pastillage- Gumpaste Moulding, Modelling techniques-Marzipan-(cooked, uncooked)- Modelling and cutouts etc-Royal Icing – Stencils, etc-Center piece prepared using sugar works.

TERMINOLOGY

Text Books and Reference Books:

1. Professional Baking by Wayne Gisslen
2. The Professional Pastry Chef: Fundamentals of Baking and Pastry by Bo Friberg
3. The Advanced Professional Pastry Chef by Bo Friberg
4. Professional Bread Baking by Hans Welker

CORE MAJOR: FOOD PRODUCTION - PRACTICAL

OBJECTIVE: To gain practical exposure with regard to cooking of different country cuisines and to adopt in practice.

Menu – I

- Consommé Carmen
- Poulet Sauté Chasseur
- Pommes Loretta
- Haricots Verts

Menu – II

- Bisque D'écresse
- Escalope De Veau viennoise
- Pommes Batailles
- Epinards au Gratin

Menu III

- Crème Dubarry
- Darne De Saumon Grile

- Sauce paloise
- Pommes Fondant
- Petits Pois A La Flamande

Menu IV

- Veloute Dame Blanche
- Cote De Porc Charcuterie
- Pommes De Terre A La Crème
- Carottes Glace Au Gingembre

Menu V

- Cabbage Chowder
- Poulet A La Rex
- Pommes Marguises
- Ratatouille

Menu VI

- Barquettes Assortis
- Stroganoff De Boeuf
- Pommes Persilles
- Riz Pilaf

Menu VII

- Duchesse Nantua
- Poulet Maryland
- Croquette Potatoes
- Banana fritters
- Corn gallets

Menu VIII

- Kromeskies
- Filet De Sole Walweska
- Pommes Lyonnaise
- Funghi Marirati

Menu X

- Vol-Au-Vent De Volaille Et Jambon
- Poulet a la kiev
- Creamy Mashed Potatoes
- Butter tossed green peas

Menu XI

- Quiche Lorraine
- Roast Lamb
- Mint sauce
- Pommes Parisienne

Plus 5 Buffets

- Cold Buffet
- Hot Continental
- Hot Indian
- Buffet Desserts
- Bread Displays

Oeuf Diable - Consomme Ambassadrice- Sole bonne femme- Supreme de volaille ala kiev- Pommes de terre anna- Bavarois aux fruits.

Cold cuts: Galantine- Paté- Terrine- Ballotine.

Center Pieces in Banquets: Vegetable and Fruit Carvings- Ice Carving- Margarine Sculpture- Fancy Bread Display.

17 Course French Classical Menu with Examples.

CORE MAJOR: FOOD & BEVERAGE SERVICE (PRACTICAL)

OBJECTIVES:

- To familiarize and handle various service equipments in the restaurant and to develop skills for the service of food.

Basic Technical Skills

Task-01: Holding Service Spoon & Fork

Task-02: Carrying a Tray / Salver

Task-03: Laying a Table Cloth

Task-04: Changing a Table Cloth during service

Task-05: Placing meal plates & Clearing soiled plates

Task-06: Stocking Sideboard

Task-07: Service of Water

Task-08: Using Service Plate & Crumbing Down

Task-09: Napkin Folds

Task-10: Cleaning & polishing glassware

Non-Alcoholic beverage service

Tea – Preparation & Service
Coffee - Preparation & Service
Juices, Mocktails & Soft Drinks - Preparation & Service

Table lay-up & service

Task-01: A La Carte Cover
Task-02: Table d' Hote Cover
Task-03: Types of breakfast Cover
Task-04: Afternoon Tea Cover & High Tea Cover

TRAY/TROLLEY SET-UP & SERVICE

Task-01: Room Service Tray Setup
Task-02: Room Service Trolley Setup

PREPARATION FOR SERVICE (RESTAURANT)

A. Organizing Mise-en-scene B. Organizing Mise-en-Place C. Opening, Operating & Closing duties in various F&B service outlets

PROCEDURES FOR SERVICE OF A MEAL

Task-01: Taking Guest Reservations
Task-02: Receiving & Seating of Guests
Task-03: Order taking & Recording
Task-04: Order processing (passing orders to the kitchen)
Task-05: Sequence of service
Task-06: Presentation & Encashing the Bill
Task-07: Presenting & collecting Guest comment cards
Task-08: Seeing off the Guests

Special Food Service - (Cover, Accompaniments & Service)

Task-01: Classical Hors d' oeuvre
Task-02: Cheese
Task-03: Dessert (Fresh Fruit & Nuts)

Alcoholic beverage service

1)Service of Wines

Task-01 Service of different types of Wine

2) Service of Beer

Task-01 Service of Bottled & canned Beers
Task-02 Service of Draught Beers

3)Service of Spirits

Task-01 Service styles – neat/on-the-rocks/with appropriate mixers

Task-02 Service of 6 types of Liquor

4)Matching Wines with Food

Task-01 Menu Planning with accompanying Wines

Continental Cuisine□

Indian Regional Cuisine□

5)Gueridon service -Dishes involving work on the Gueridon

Task-01 Crepe suzette

Task-02 Baba au Rhum

Task-03 Peach Flambe

Task-04 Rum Omelette

Task-05 Steak Diane

Task-06 Pepper Steak

Text Books and Reference Books:

1. Food Beverage Service Training Manual – Sudhir Andrews, tata Mc Graw Hill Publishers, New Delhi.
2. Food & Beverage Service – Lillicrap & John Cousins, Elbs Publication, New Delhi.
3. Food & Beverage Service – Vijay Dhawan , Frank Brothers & Company New Delhi.

SUBJECT ELECTIVE: HOSPITALITY SALES AND MARKETING

OBJECTIVES:

To know about the various types of customer needs and to satisfy their needs.

UNIT - I. Introduction to Marketing - Definition & Functions of Marketing - Core concepts of marketing – a) Need, Want, Desire, Benefits, Demand, Value, Exchange, b) Goods – Services Continuum, Product, Market c) Customer Satisfaction, Customer Delight - d) Approaches to Marketing – Product – Production - Sales – Marketing – Societal – Relational. Concept of Marketing Myopia. Selling versus marketing. e) Holistic Marketing Orientation & Customer Value

UNIT- II . Consumer Behaviour: Concept, Characteristics of consumer and organizational markets, 5 step Buyer decision process - Marketing Environment: Analyzing needs and trends Macro Environment - Political, Economic, Socio-cultural and Technical Environment – PEST analysis. Micro Environment – Industry & Competition. Concept of Market Potential & Market Share

UNIT –III . Market segmentation: Definition, Need & Benefits - Bases for market segmentation of consumer goods, industrial goods and services. Segment, Niche & Local Marketing, Effective segmentation criteria, Evaluating & Selecting Target Markets, Concept

of Target Market and Concept of positioning – Value Proposition & USP. Marketing Mix: Definition of each of the Four P's. Components of each P. Extended 7Ps for services. Significance in the competitive environment.

UNIT - IV. Marketing Planning: Contents of Marketing Plan - Developing Marketing Plan for variety of goods and services - Marketing organization: Concept, Types - Functional organization, Product Focused organization, Geographic Organization, Customer Based Organization, Matrix organization. Organization structure for a wide customer orientation - Market Evaluation and Controls: Generic Process, Need and Significance of marketing control. Marketing Audit. CSR.

UNIT- V

PROMOTION: Concept and role in marketing, Promotional Mix - Advertising, Sales Promotion, Personal Selling, Public Relations. Impact of technology & Internet on Promotion. Extended P's of Marketing – People, Process & Physical Evidence . Case lets Discussions

Text Books and Reference Books:

1. Principles of Marketing 12th Edition - Philip Kotler and Gary Armstrong
2. Fundamentals of Marketing - Stanton
3. Marketing Management – Rajan Saxena
4. Marketing Management - V.S.Ramaswamy and S.Namakumari
5. Analysis for Marketing Planning – Donald Lehmann & Russell Winer, 6th ed. 6. Case Studies in Marketing - Indian context - R.Srinivas

SUBJECT ELECTIVE: EVENT MANAGEMENT

OBJECTIVES: To make the students to gain the basic knowledge about different hotel events and the situation to handle.

UNIT - I

Introduction to Event Management -Categories and Definitions-Needs and Objectives of Event Management-Creativity and implications of Events- Organization Structure of Event Management -Functions of a Multifaceted Event Management.

UNIT - II

Event Management Planning-Event Planning-Arranging Chief Guest/Celebrities-Arranging Sponsors-Blue Print of the Function area-Factors affected in Event Management.

UNIT - III

Different Management in Event-Back Stage Management and its Importance-Brand Management and its Characteristics-Budget management and its controlling Methods-Leadership management and its authority-Feed Back Management and its measuring tools.

UNIT - IV

Basic Qualities of Event Management Person- Social and Business Etiquette-Speaking Skills and Team Spirit - Stage Decoration -Time Management – Selecting a Location.

UNIT - V

Various Event Activities- Concept Exhibition-Space Planning-ITPO-Sports Planning-Tourism events and Leisure Events.

Text Books and Reference Books:

1. Anton Shone, Successful Event Management, Cengage Learning Business Press, Edition 2, 2004.
2. Julia Tum, Management of Event Operations, Atlantic Publishing Company, Second Edition -2007
3. Julia Ruherford Silvers and Joe Goldblatt, Professional Event Coordination, Wiley, John & Sons, Edition -2006.

SKILL BASED SUBJECT: MANAGEMENT INFORMATION SYSTEM

OBJECTIVES:

To make the students to understand the Fundamentals of Computer, Operating Systems, Database Management and Internet with relevance to Hotel Industry in a detailed manner.

UNIT - I: Introduction- basic concepts-overview of management concepts-functions of Management-Levels of management: Top level management, middle level management, low level management- Concept of System: System concepts, component of a system, types of system-Data and information-Information system-need for information system-uses of information system-roles of information system in business.

UNIT - II: Management Information System- an Overview- Introduction to MIS- Meaning and role of MIS-objectives of MIS-Elements of MIS-Characteristics of MIS-Applications of MIS.

UNIT - III: Fundamentals of Computer : Functionalities of Computer – Advantages – Disadvantages – Applications – Generations of Computers – Types of Computer – Components of Computer with Block Diagram – Computers in the Management. Computer Networks: Basics of Computer Network – Types of Network - Network Topologies – Layers in Networking.

Basics of Internet: Internet – History of Internet – Internet Services – URL – E-Mail – WWW – E-Commerce – Online Businesses.

UNIT- IV: MICROSOFT WORD 2010: What's new in Microsoft Office Word 2010 – Working with Longer Documents in Word 2010 – Working with Tables and Charts in Word 2010 – Using Mail Merge in Word 2010. MICROSOFT EXCEL 2010: Introduction to Microsoft Excel 2010 – Creating Worksheet – Formulas – Functions in Excel 2010 – Creating Charts in Excel 2010 – Web based Commands of MS EXCEL 2010.

UNIT - V: MICROSOFT POWERPOINT 2010: Introduction to Microsoft PowerPoint 2010
- Creating Presentation – Adding Graphics – Packing Presentation to go – Software's used in Management.

MICROSOFT ACCESS 2010: Meaning, creation of database, modification, storing and retrieving of records from a database- Introduction to Business Process Outsourcing.

PRACTICAL

- Demo Classes including Power Point Presentation, Charting in Excel, Edition and arranging in Power point
- Working with Office
- Processing with Word
- Formatting in Word
- Managing and Customizing Word
- Advanced features in Word
- Computing with Excel
- Starting Excel
- Restricting and editing in Excel
- Formatting
- Charting in Excel
- Power point Presentation
- Edition and arranging in Power point
- Advanced features in Power point
- Animating Presentation
- Access Basics
- Creating Database

Text Books and Reference Books:

1. Ms office-complete reference-bpp publications, new delhi.
2. Computer awarness and applications-t.d.malhotra, kalyani publishers, new delhi.
3. Principles of information technology- dr.a.mustafa, nagas publications, madurai.
4. Management information system 10th edition-george m.marakas, ramesh behl.

SKILL BASED SUBJECT: ENTREPRENEURSHIP DEVELOPMENT

OBJECTIVES:

- To possess a well-grounded understanding of essential entrepreneurial business principles
- To identify, appreciate, and assess the knowledge, attitudes, and skills of an entrepreneur.

- To study and observe entrepreneurial settings and entrepreneurial role models through exposure to actual business settings and experiences.
- To have an expanded awareness of the resources available for creating a business plan
- To establish a level of confidence in creating a business plan as a tool to assess, create, and communicate a business concept.

UNIT - I

The nature and importance of entrepreneurs – Definition of entrepreneur and entrepreneurship – Role of entrepreneurship in economic development – Entrepreneurship in ancient period, pre independence period, and 1947 onwards. Future and drawbacks of entrepreneurship. Advantages and drawbacks of pursuing entrepreneurship as a career

UNIT- II

Classification and functions of entrepreneur – characteristics and traits of entrepreneur- Types of Entrepreneur.

UNIT- III

Managerial Vs. Entrepreneurial decision making – Entrepreneurship – Climate for Entrepreneurship – establishing Entrepreneurship in organisation

UNIT- IV

Creating and starting the venture – creativity and business idea – the business plan – sources of capital – managing the enterprise – Buying an existing business - Franchising

UNIT- V

Strategies for growth and managing the implications of growth – Accessing resources for growth from external sources – Going public – Ending the venture - Financial support by the government, development banks and public sector banks Global aspects of entrepreneurship Contemporary issues.

Text Books and Reference Books:

1. Hisrich, Peters and Sheperd, Entrepreneurship, Sixth edition, Tata McGraw Hill, 2006
2. Peter Drucker Innovation and Entrepreneurship, Colins (Reprint) 2008
3. Zimmerer and Scarborough, Essentials of entrepreneurship and small business management, fourth edition, Prentice Hall of India, 2009
4. Charantimath, Entrepreneurship Development, Pearson Education, 2006
5. Mohanty, Fundamentals of Entrepreneurship, Prentice Hall of India, 2000

SECOND YEAR

THIRD SEMESTER

Industrial Exposure Training Report / Viva-Voce

Students of M.Sc Hotel Management and Catering Science have to undergo Industrial Exposure Training at various star category hotels for one semester (90 days) and have to submit a detailed report on training and viva will be conducted for the same.

NON – MAJOR ELECTIVE

BASICS OF HOTEL OPERATIONS

OBJECTIVES:

To have a basic knowledge about the Hotel industry and its operations. To enable the students to know about the core major areas of a hotel.

UNIT – I INTRODUCTION TO HOSPITALITY INDUSTRY

Evolution of hotel industry – Introduction to chain hotels – organisational structure of large hotels – Classification of Hotels - Various sectors of Hospitality industry – Airline, Cruise lines, Railways. Catering Establishments – Primary and Secondary Catering Establishments

UNIT – II INTRODUCTION TO FOOD PRODUCTION

Cooking – Definition, Aims and objectives – Methods of cooking – Soup – Definition and Types, Salads – Definition and Types, Sandwiches – Definition and Types. Kitchen Appliances – Microwave and Oven Toast Griller (OTG) & its function; Hierarchy of Kitchen – Duties and responsibilities of kitchen staff – Various sections in Food Production department

UNIT – III INTRODUCTION TO FOOD AND BEVERAGE SERVICE

Food and Beverage Service department – Introduction and Functions - Organisational Hierarchy of F&B Department – Service equipments – cutlery, crockery and glassware – Various food and beverage outlets – Menu – Meaning and Types; Classification of Non-Alcoholic beverages – Types of Meals

UNIT- IV INTRODUCTION TO FRONT OFFICE

Front Office – Introduction and Functions – Organisational hierarchy – duties and responsibilities of front office staff – Types of Plans – Reservation, Registration, Cancellation – check in and check - out procedure – Tariff meaning and its types – Fixation of tariff.

UNIT- V INTRODUCTION TO HOUSEKEEPING

Organisation Hierarchy of Housekeeping – Importance and Functions; Types of rooms – Amenities in Guest rooms – Cleaning equipments and agents – Cleaning of guest rooms - Basic knowledge in laundry operation – flower arrangement – floor finishes and wall finishes- interior decoration – Introduction and Importance.

Text Books and Reference Books:

1. Theory of cookery – Krishna Arora –
2. Front Office Training Manual – Sudhir Andrewa
3. Housekeeping theory and practices – Jagmohan Negi – S. Chand Publications – 2013
4. Food and Beverage Service – Sudhir Andrews

FOURTH SEMESTER

CORE MAJOR: FOOD & BEVERAGE MANAGEMENT AND CONTROL

OBJECTIVES:

- To understand the regulation of cost and revenue of operating the catering activity in hotels and food and beverage establishments.
- To formalize and update knowledge in order to improve the profitability and productivity of food and beverage service.
- To understand concepts of Menu Engineering and Menu Merchandising.
- To formalize and update knowledge in order to improve the profitability and productivity of food and beverage service.

UNIT-I

Food And Beverage Management: Introduction, Food And Beverage Function, Responsibilities & Objectives Of Food And Beverage Management. Constraints Of Food And Beverage Management.

Costing –Introduction-Definition- Scope And Advantages Of Costing, Elements Of Cost –Cost Controlling Techniques-Reasons For High Food Cost. Types of Cost – Food, Labour, Overhead. Staff Meals Calculation.

UNIT-II

Purchasing, Nature Of Purchasing, Duties Of Purchase Manager, Purchasing Procedure, Selection Of Supplier, Aids To Purchasing Of Food And Beverage, Standard Purchasing Specifications For Food And Beverage, Receiving: Objective, Receiving Procedure, Receiving Of Expensive Commodities, Returnable Containers, Blind Receiving, Dispatch To Stores Or User Department, Clerical Procedure And Forms Used.

Inventory Control – Store Room Design – Dispensing With Perpetual Inventory Cards And Requisition. Store Room Inventory- Inventory Taking Procedure- Discrepancies Between Card And Actual Account – Booking Inventory Versus Actual Inventory – Use Of Inventory Control Forms-Calculation Book Inventory- Open Stock Inventory – Inventory Turnover Calculation.

UNIT-III

Introduction To Beverage Costing- Objectives Of Beverage Controls- Difference Between Food Cost And Beverage Cost-Control Tools- Measuring Devices- Corkage Liquor Control Methods – Standard Cost Control Method-Bar Procedure –Purchase Of Liquor- Malpractice In Bar- Purchasing, Receiving And Issuing Procedure- Beverage Sales Control-Legal Requirements – Maintaining Stock Register Both From Cellar And Dispense Bar.

UNIT - IV

Menu - Origin of Menu, types of menu - Menu Engineering, Menu Writing, Menu Merchandising, Menu Pricing, Menu Analysis, Handling Situation.

BUDGETARY CONTROL

Define Budget -Define Budgetary - Objectives - Frame Work - Key Factors - Types of Budget - Budgetary Control - Kitchen Stewarding, Waste Control, Cost Reducing Methods, Break-Even Concept, Variance Analysis -Production Control – Planning, Setting Standards, Standard Recipe, Standard Yield, Standard Portion Size.

UNIT-V

Sales Promotion Of Food And Beverage Facilities – Introduction: Advertising – Direct Mail, Press Advertisement, Guides, External Signs And Posters, Trade Advertising, Broadcasting, Expert Advice; Merchandising – Floor Stands, Posters, Clips-On, Children's Menu, Other Sales Tools, Special Promotions; Public Relations. Budgeting- Methods of Budget- Types of Budget – Budgetary Control.

Text Books and Reference Books:

1. Bernard Davis, Andrew Lockwood And Sally Stone. Food & Beverage Management: Great Britain. Butterworth – Heinemann Publishers.3rd Edition. 2005
2. Jagmohan Negi. Food And Beverage Management And Cost Control: New Delhi. Kanishka Publishers.1st Edition.1999.
3. Mohini Sethi. Institutional Food Management: New Delhi. New Age International Publishers. 1st Edition.2004
4. Amrik Singh Sudan. Food And Beverage Management: New Delhi. Anmol Publications Pvt.Ltd.1st Edition .2002.

CORE MAJOR - FACILITY PLANNING AND DESIGN

OBJECTIVES:

- To formulate the principles of facility management, complete an organization chart of a facility management department, plan space in an office environment, select and apply facility management.
- The student will be able to decide on outsourcing, relate facility management functions and users needs.
- To formulate a brief management, plan space, plan maintenance.
- To coherence b/w building life cycle and costs of services and maintenance,implement a post occupancy evaluation
- Understanding of four main markets within the field of catering function,industrial,school and hospital catering.

UNIT I:

Lodging Planning & Design: Development process- Feasibility Studys- Space Planning . operational criteria - Budgeting, Preliminary Scheduling: Site selection' SiteDesign'- HotelDesign-Guestrooms,suites,lobbies&lounges,food&beverageoutlets'function areas, recreational facilities, back of the house areas' .

UNIT II:

Food Service Planning & Design: Concept- Development - Feasibility study-Regulations & Laws . Layout planning - receiving, storage areas, kitchens, office spaces.

UNIT III:

Building & Exterior Facilities—Ceilings, Exterior walls-- Windows & doors –Structural frames ,foundation elevation-Storm water drainage systems –Utilities--Landscaping & open spaces--Parking Areas- parking lots, structural features, layout considerations, maintenance, parking garages, accessibility requisites and valet parking facility

UNIT IV:

Facility Systems : water & Waste water systems : usage, quality of water, heating, water conservation & swimming pool-- Electrical systems - Distribution Panels, wiring considerations, electronic equipment, Ac & DC supply systems--Heating, Ventilation & Air Conditioning Systems - Guest rooms HVAC systems, Centralized & decentralized systems, refrigeration cycle, building comfort factors. . lightning systems -sources, lithtin B system design, maintenance.-Safety & Security Systems- importance of safety & security in hospitality industry, fire safety, fire prevention, fire drills, fire fighting systems & procedures, External and Internal audits, Risk & Security awareness, . Fuels - Types, comparison and Cost effectiveness.

UNIT V: Energy Conservation & Management : Importance of conserving energy & concept of energy management . Energy cost control & building systems ' Controlling energy cost of Guestrooms, F&B Production F&B service Areas, Public Areas

Text Books and Reference Books:

1. Tarun Bansal, Hotel Facility Planning, Oxford University Press, 2010
2. Hospitality Facility Management Design, AH&LA , 2006
3. Stephen P. Robbins Mary Coutter, Management, Pearson Education, INC, 2002.
4. Joseph Ransley Hadyn Ingram, Developing Hospitality Properties & Facilities, Butterworth Heinemann, 2000

SUBJECT ELECTIVE - HOTEL LAW

OBJECTIVES:

- Understand about hospitality law, Principles, Contract, essential elements, Breach of contract.
- To familiar with essential of contract of sale, kinds of goods, condition and warranty, modes delivery , Acceptance of deliver by buyer.
- To understand about partnership, Company law and Industrial law.

UNIT – I INTRODUCTION

Definition of law - Objectives and scope of Law in hospitality field - principles of law of contract

Definition of contract – Indian Contract Act 1872 - Nature of contract – essential elements of a valid contract – Classification of contracts – Capacity to contract –performance of contract- Breach of contract.

Offer and acceptance – Legal rules to offer and acceptance – Communication of offer, Acceptance and Revocation.

UNIT – II PARTNERSHIP

Definition – formation of partnership – partnership and other association – duration of partnership – Registration of firms – rights and duties of partner – Types of partners – Dissolution of partnership without the order of court - Dissolution of partnership by court- rights and liabilities of partners on dissolution – Settlement of accounts

UNIT – III SPECIAL CONTRACTS

Negotiable Instruments – Definition – Characteristics of negotiable instrument – Types of negotiable instruments - Reserve Bank of India Act, 1934 – Promissory note and essential elements – bill of exchange – cheque – marking and crossing of cheques – classification of negotiable instruments.

UNIT – IV COMPANY LAW

Definition of company – Characteristics of a company – difference between company and partnership – Company law in India – Company's Act 1956 and 2013 – Classification of company based on liability, Incorporation, No of Members- Difference between private company and Public company-Incorporation of Company-Memorandum of Association and Articles of Association-Winding up of company-Fundamentals of Winding up by Tribunals and fundamentals of Voluntary Winding up.

UNIT-V INDUSTRIAL LAW

Employees State Insurance Act 1948-Employees Provident fund and Miscellaneous Act,1952-Payment of gratuity act,1972 – Industrial Dispute Act, 1947 - Payment of Minimum wages Act,1948, Trade Union Act,1926 – Payment of Bonus act, 1965 – The Apprentice Act, 1961

Text Books and Reference Books:

1. Industrial Law – KR.Bulchandani
2. Mercantile Law – M.C. Kucchal – Vikas Publications - 2009
3. Industrial Law – V.K. Desai
4. Elements of Mercantile Law – N.D. Kapoor
5. Business Laws – N. D. Kapoor – Sultan Chand & Sons
6. Mercantile Law – M. C Shukla, M P Gupta, B M Agarwal – S Chand Publication - 1995

SUBJECT ELECTIVE - FINANCIAL MANAGEMENT

OBJECTIVES:

UNIT – I INTRODUCTION

Financial Management – Meaning and scope – meaning of business finance – Objectives – Financial statements- meaning – types of financial statements – techniques of financial management – limitations of financial analysis – problems to be given.

UNIT – II RATIO ANALYSIS

Meaning of ratio – Classification of ratios – Profitability ratios – turnover ratios – financial ratios – Du Pent control chart – problems for solving

UNIT – III FUND FLOW AND CASH FLOW ANALYSIS

Meaning of fund flow statement – uses of fund flow statement – preparation of fund flow statement – treatment of provision for taxation and proposed dividends – Practical problems related to it for solving. Meaning of cash flow statement – Preparation of cash flow statement – Difference between fund flow and cash flow analysis – practical problems

UNIT – IV FINANCIAL PLANNING

Meaning and scope of financial planning – Meaning of financial plan - Capitalisation – practical problems – Capital Expenditure – meaning – factors determining capital structure –

point of difference – Practical problems – working capital management – factors determining working capital needs – over trading and under trading

UNIT- VI CAPITAL BUDGETING

Importance of capital budgeting – Capital budgeting appraising methods – payback period – Average rate of return – Net present value – Profitability index –Internal rate of return – Practical problems

SUBJECT ELECTIVE - RESEARCH METHODOLOGY

UNIT I:

Research Planning: Research – Meaning – Objectives – Importance of Social science research – Types of research – Pure, applied, historical, case study, experimental, analytical, descriptive, comparative, Ex post facto.

UNIT II:

Research planning – Selection and formulation of research problem – Selection of the topic – preparation of research design.

UNIT III :

Sampling Techniques: Sampling – meaning – Importance – Census method and sampling methods – Types of sampling – Factors affecting the size of the sample – sampling and non-sampling errors - Biased and unbiased errors.

UNIT IV :

Tourism Research: Contents of Tourism Research – Major areas of research in Tourism – Strategy, Challenge, Contemporary Trends in Tourism Research – Forecasting Tourism Demand and supply – Market trends, Nature of Forecasting, Simple Regression Analysis – Research Methodology for identifying new Tourism Destinations, Assessment of Tourism Impacts.

UNIT V:

Report Writing: Steps in writing a report – Layout of a research report – Types of reports – Precautions for writing a research report – Foot noting and referencing – Bibliography.

Text Books and Reference Books:

1. Amarchand, D., “Research Methods in Commerce”, Emerald Publications, Chennai – 2. 2005.
2. Bajpai, S.R., “Methods for Social Survey and Research”, Kitab Ghar, Kanpur, 2005.
3. Anderson, J., Durson, B.H. and Poole, M. “Thesis and Assignment Writing”, Wiley Eastern Ltd., New Delhi. 2005.
4. Gupta, S.P., “Statistical Methods”, Sultan Chand & Sons, New Delhi, 2006.
5. Kothari, C.R., “Research Methodology”, Wiley Eastern Ltd., New Delhi, 200

SKILL BASED SUBJECT: COST AND MANAGEMENT ACCOUNTING

UNIT-I

Introduction of management accounting – Definition, Nature and scope of management accounting – functions of management accountant – Role of management accountant- tools of financial analysis and planning- Ratio, concepts of fund flow – concepts of cash flow – fund flow and cash flow Analysis.

Unit – II

Introduction to cost accounting- Cost concept- types of cost – cost behaviour analysis –Importance of identifying cost - Absorption Vs Variable costing – Cost centre – Profit centre- Marginal Costing – break – even and CVP Analysis - decision making, Application of marginal costing in Managerial Decision making - Advanced Problems.

Unit –III

Activity based costing – (ABC) – Introduction – ABC Process – benefits of ABC - concepts of ABC – approaches to ABC – allocation of overheads under ABC – Characteristics of ABC – applications and procedures of ABC- Implementation of ABC system, ABC supports to corporate strategy, pricing Decision – Back flush costing – life cycle costing.

Unit IV

Standard costing –Meaning – objectives –components of standard costing - uses of standard costing - advantages and disadvantages – of standard costing - setting standards – Variance analysis and reporting – four step process to control costing – Material cost, Labour cost, Overhead cost – Sales and Profit Variance – Reporting and Investigation of variances.

Unit – V

Budget - Definition of budget – Essentials of budget – benefits of budgeting – Meaning of forecast - Forecasting vs Budget – Budgetary control – objectives - Preparation of functional budget – types of budgets – capital expenditure budget – master budget – fixed budget – Etc. zero base budgeting, Programme Budgeting and Performance Budgeting – Advantages and disadvantages of budgeting.

Text Books and Reference Books:

1. Kuppally – Accounting for Managers –PHI Learning, Delhi
2. S.p jain & R.L.Narang, Advanced Cost Accounting, 2003, kalyani publishers, ludhiana
3. V.S.P.Roa, Cost Accounting, 2006, Vrinda Publication (P) Ltd. Delhi
4. Dutta, Cost Accounting: Principles and Practice, 2008, Pearson Education Delhi.
5. B.M.Lall Nigam, Cost Accounting Principles and Practice, Hemalaya
6. J.Made Gowda, Advanced Cost Accounting, 2005/ latest, Himalaya
7. B.S. Khanna, I.M.Pandey, Practical Costing, S.Chand Co, Ltd, New Delhi.

8. Dr. S.N Maheswari, Advanced Cost Accounting, 2008, Sultan Chand, New Delhi
9. Atkinson, Management Accounting, 2008, 5th edition, Pearson education Delhi.

PROJECT REPORT

TOPIC: PROJECT WORK- MARKET FEASIBILITY AND FINANCIAL VIABILITY OF A PROPOSED HOTEL.

TYPE OF REPORT:

This project should be based on a field study leading to the identification of a site or a proposed new hotel project (3, 4, 5 star category only). The student should then establish the market feasibility of this proposed hotel followed by the financial viability leading to the validation of the survey.

FORMULATION:

The length of the report may be 150 double spaced pages (Excluding appendices and annexure). 10% variation on either side is permitted.

GUIDELINES:

LIST OF CONTENTS OF THE PROJECT REPORT		
Chapter 1	Introduction	10
Chapter 2	Scope, objective, methodology and limitation of project	
Chapter 3	Information of the place and site	
PART A- A MARKET FEASIBILITY		25
Chapter IV	Demand Qualification	
Chapter V	Technical details of proposed project	
Chapter VI	Recommended market mix	
Chapter VII	Conclusion	
PPART B – FINANCIAL VIABILITY		40
Chapter VIII	Introduction to financial aspect of the proposed project	
Chapter IX	Cost of the project (introduction to fixed assets and capital cost)	
Chapter X	Manpower requirement and cost	
Chapter XI	Sales revenue	
Chapter XII	Operational expenses	
Chapter XIII	Working capital requirement	
Chapter XIV	Financing the project	
Chapter XV	Profitability statement	
Chapter XVI	Cash flow statement	
Chapter XVII	Break even analysis and debt service ratio	
Chapter XVIII	Coverage ratio	

Chapter XIX	Ratio analysis	
Conclusion		
Bibliography		
Annexure and Exhibits		
	Total	75*

SUBMISSION OF THE REPORT:

Three copies of the report have to be submitted before the due date as specified by the college. The original copy should be submitted to the university through the college concerned. The college copy is to be returned by the college and personal copy should be duly signed by the faculty guide and Principal or HOD of the BHM Department. The students carry the personal copy to the Viva Voce.

Student should also carry the following

1. Duly signed personal copy of the project
2. Examination Hall Ticket
3. College Identity Card
4. The Student should be in Formal Dress code.

Project Evaluation

Project report will be valued by an Examiner appointed by the University.

Mode of evaluation:

Project Report (Data & Analysis) - 75Marks*

Viva - 25Marks

Total Marks - 100Marks

NOTE:

Panel of Evaluation will consist of two members, one a board member and the other subject expert.

Websites

1. www.Escoffier online.com
2. www.food references.com
3. www.cook's thesaurus.com
4. www.lagrand.com
5. www.ahlef.org
6. www.housekeepingcare.com