

ALAGAPPA UNIVERSITY

(Accredited with A+ Grade by NAAC (CGPA : 3.64) in the Third Cycle ,
Graded as Category-I University and granted autonomy by MHRD-UGC)

DIRECTORATE OF COLLABORATIVE PROGRAMMES



M.B.A (HOTEL MANAGEMENT and CATERING SCIENCE)

Regulations and Syllabus

[For those who join the Course in July 2018 and after]

COLLABORATIVE PROGRAMMES
M.B.A. (Hotel Management and Catering Science)

REGULATION AND SYLLABUS

Name of the Programme : MBA (Hotel Management and Catering Science)

Pattern : Semester System

Mode : Collaborative Programmes

Medium : English

Duration : Two years

Eligibility:

Candidate for admission to **MBA in Hotel Management and Catering Science** shall be required to have passed in any bachelor degree with 55% marks from recognized University/Institution.

Programme Content and Scheme of Examinations

The course of study shall comprise the following subjects according to the syllabus prescribed from time to time.

Semester	Sub Code	Subject	No. of Credits	Int., Max	Ext., Max	Total
I	11	Management Concepts	2	25	75	100
	12	Food Production and Patisserie	4	25	75	100
	13	Food & Beverage Service	4	25	75	100
	14	Accommodation Operations	4	25	75	100
	15	Front office Operations	4	25	75	100
	16	IT Skills–Office Automation (Practical only)	2	25	75	100
	17	MSCV–I Oral Communication and Interpersonal Skills (Practical only)	2	25	75	100

II	21	Financial and Management Accounting	2	25	75	100
	22	Human resource Management in Hospitality Industry	2	25	75	100
	23	Food Production and Patisserie Practical	4	25	75	100
	24	Food & Beverage Service Control Practical	4	25	75	100
	25	Accommodation Operations Practical	4	25	75	100
	26	Front office Operations Practical	4	25	75	100
	27	Internship and Viva Voce	3	25	75	100
III	31	Food and Beverage Management	3	25	75	100
	32	Accommodation Management	3	25	75	100
	33	Research Methods in Hospitality Industry	3	25	75	100
	34	Financial Management	3	25	75	100
	35	Hospitality Project Management	3	25	75	100
	36	Hospitality Law	3	25	75	100
	37	Project Work* Project Report Viva-Voce	4	25	75	100
IV	41	Hospitality Marketing	3	25	75	100
	42	Strategic Management	3	25	75	100
	43	Tourism in the Hospitality Industry	3	25	75	100
	44	Hospitality Training & Development	4	25	75	100
	45	Hospitality Security & Systems	4	25	75	100
	46	IT Skills – E-Commerce(Practical only)	3	25	75	100
	47	MSCV-II: Organising Skills(Practical)	3	25	75	100
		Total	90			2800

Standard of Passing and Award of Division:

- Students shall have a minimum of 50% of total marks of the University examinations in each subject. The overall passing minimum is 50% both in aggregate of Continuous Internal Assessment and external in each subject.
- The minimum marks for passing in each theory / Lab course shall be 50% of the marks prescribed for the paper / lab.
- A candidate who secures 50% or more marks but less than 60% of the aggregate marks, shall be awarded **SECOND CLASS**.

- d. A candidate who secures 60% or more of the aggregate marks, shall be awarded **FIRST CLASS**.
- e. The Practical / Project shall be assessed by the two examiners, by an internal examiner and an external examiner.
- f. 80% and above - I class with distinction (provided the student pass all the courses in one attempt)

60% and above - I class

50% to 59% - II class

CONTINUOUS INTERNAL ASSESSMENT: The respective course faculty will continuously assess the performance of students in each course. The continuous internal assessment marks shall be awarded by the concerned course faculty based on the performance of the students in case studies, paper presentations, quizzes, practical, tests and other assignments.

Attendance:

- Students must have earned 75% of attendance in each course for appearing for the examination.
- Students who have earned 74% to 70% of attendance to be applied for condonation in the prescribed form with the prescribed fee.
- Students who have earned 69% to 60% of attendance to be applied for condonation in the prescribed form with the prescribed fee along with the medical certificate.
- Students who have below 60% of attendance are not eligible to appear for the examination. They shall re-do the semester(s) after completion of the programme.

Question Paper pattern:

Maximum 75 Marks

Duration: 3 Hours

Part A - Short answer questions with no choice	: 10 x 2 = 20
Part B - Brief answer questions either / or type [like 1.a [or] b]	: 5 x 5 = 25
Part C- Essay - type questions of either / or type [like 1.a [or] b]	: 3 x 10 = 30

UNIVERSITY EXAMINATIONS: The University examinations will be held at the end of each semester for a duration of three hours for each subject.

EVALUATION OF ANSWER PAPERS: Answer papers of the University examinations shall be subjected to evaluation by a Board of Examiners constituted by Alagappa University.

AWARD OF DEGREE: Students who successfully complete the programme within the stipulated period will be awarded the degree of M.B.A.(Hotel Management & Catering Science).

COURSE COMPLETION: Students shall complete the programme within a period not exceeding 5 years from the year of completion of the period of study.

1. Industrial Exposure:

The course being professional the students are required to undergo industrial exposure in the end of the 2nd Semester of the programme for a period of one month or 30 days (15th May to 15th June)

- The Internship / Project (any other viva-voce) where external examiner is assigned from the university, there may be changes in the exam dates as per the availability of the External Examiner.

11: MANAGEMENT CONCEPTS

UNIT 1

Management: Definition – Nature – Scope and functions – Evolution of management thought – Relevance of management to Transport - industry with special reference to shipping and port management.

UNIT 2

Planning: Nature, importance – Limitations – Components of planning – Planning process – Planning premises – MBO: Meaning – Significance – Process - Benefits –

Decision-making: Meaning – Importance – Types – Decision-making process - Rationality in decision making

UNIT 3

Organising: Nature, purpose – Forms of organisation – Structure – Principles of organisation – Departmentation – Significance – Bases – Authority and responsibility – Delegation of authority – Centralisation and decentralisation.

UNIT 4

Directing: General principles, importance – Motivation: Meaning – Importance – Theories – Communication: Meaning – Types – Process – Barriers – Leadership: Meaning – Importance – Styles – Qualities.

UNIT 5

Controlling: Objectives – Essentials – Process of control – Control techniques – Coordination – Need - Techniques.

New perspectives in management - Strategic alliances – Core competence – Business process reengineering – Total quality management – Benchmarking.

REFERENCES :

1. Stoner, et-al, Management, Prentice Hall.
2. Koontz and O'Donnel, Management: A Systems Approach, Tata McGraw Hill.
3. Wehrich and Koontz, Management: A Global Perspective, McGraw Hill.
4. John Argenti, Management Techniques: A Practical Guide.
5. Gene Burton and Manab Thakur, Management Today: Principles and Practice, Tata McGraw Hill.
6. Griffin, Management.

12 FOOD PRODUCTION AND PATISSERIE

UNIT - I PROFESSIONAL STANDARDS, ETHICS FOR FOOD HANDLERS AND COMMODITIES

Objectives:

By the end of this unit the students will be able to practice personal hygiene, explain the importance of kitchen sanitation, elaborate the HACCP standards and understand the values of ethics in kitchen

- Personal hygiene
- General kitchen hygiene and sanitation
- HACCP (Hazard Analysis and Critical Control Points)
- Ethics in the kitchen
- Classification of Ingredients
- Characteristics of Ingredients
- Uses of Ingredients
- Food and its relation to health
- Definition of Basal Metabolism
- Major nutrients – functions, sources and deficiency of Carbohydrates, Proteins, Fat, Vitamins, Minerals, Water and Fibre

UNIT – II COOKING FUELS, KITCHEN EQUIPMENT AND PROCESSING OF COMMODITIES

Objectives

By the end of this unit the students will be able to identify different cooking fuels, identify various kitchen equipments and explain the processing of commodities

- Types of cooking fuels

- Uses of cooking fuels
- Safety precautions
- Classification of Kitchen Equipment
- Uses of Kitchen Equipment
- Care and maintenance
- Cleaning and pre-preparation of food commodities
- Quality points & cuts of fruit ,vegetables, fish, lamb, beef, pork, poultry and game

UNIT - III METHODS OF COOKING AND ART OF COOKERY

Objectives

By the end of this unit the students will be able to understand the different methods of cooking and appreciate the art of cookery

- Classification, principles, equipment required, commodities that can be used,
- Menu examples for - Boiling, Steaming, Poaching, Blanching Sautéing, Grilling, Roasting, Baking Braising, Broiling, Microwaving, Frying. Stewing and En Papillote.
- Styles of Cookery-Oriental/Asian/European/Continental/Pan American
- History and Development of Modern Cuisine-Classical and Contemporary

UNIT – IV STOCKS, SAUCES AND SOUPS

Objectives

By the end of this unit the students will be able to explain the basic features and types of stocks, sauces, soups, cheeses. Also they will understand the need for food preservation.

- Types of Stocks, Mirepoix, Bouquet Garni, & its Uses
- Basic mother sauces, derivatives, Thickening agents used in sauces rectification of faulty sauces, miscellaneous sauces & Gravies, Jus roti and Jus lie

- Soups– Classification, principles, garnishing and accompaniments
- Popular international soups

UNIT – V BAKERY AND CONFECTIONERY

Objectives

By the end of this unit the students will be able to elaborate on the aspects of baking, breads and list out the bakery terms

- Role of ingredients in baking
- Types of Dough-Bread
- Types of batters-pancakes
- Types of Breads-Names and description of Breakfast, Lunch, Snack and International breads
- Glossary of Bakery Terms

REFERENCE BOOKS:

1. Modern Cookery – Thangam E. Philip
2. Practical Cookery – Kinton & Ceserani
3. Cookery Year Book – Readers Digest
4. Theory of Catering – Mrs. K Arora
5. A Taste of India – Madhur Jeffrey
6. Eat Better Live Better – Readers Digest
7. World wide Cook Book – Marshall Cavendish The World Encyclopedia of Food – I – Partick Loyal J.M.

13 FOOD AND BEVERAGE SERVICE

UNIT – I Food & Beverage Service Industry

Objectives

By the end of this unit the students will be able to define the food and beverage service industry, chalk out the organization structure, and elaborate on the tasks performed by various personnel

- Introduction to Food and Beverage Service

- Types of catering operations– commercial, welfare, transport, others
- Attributes of Food& Beverage Service Personnel
- Food & Beverage Service organization
- Organization of the F & B Department
- Job Specifications for the F & B Department
- Job Descriptions (Directeur de Restaurant (Restaurant Manager), Maitred’hotel (Sr. Captain), Chef de Rang (Station waiter), Busboy, Hostess, Sommelier (Wine waiter), RSOT, Chef d’etage (Floor Waiter)

UNIT – II - Food & Beverage Service outlets and Equipments

Objectives

By the end of this unit the students will be able to list out the outlets available in a hotel and enumerate the equipments used in Food and Beverage service

- Restaurant, Coffee Shop, Room Service, Bar, Banquets
- Furniture
- Linen
- Crockery
- Silverware
- Glassware
- Disposables
- Special Equipment (Trolleys, Electrical equipment etc)

UNIT – III Types of service and Menu Planning

Objectives

By the end of this unit the students will be able to explain the types of food service and plan a menu

- Table Service- French, Russian, English, American, Silver
- Assisted service-carvery, Buffet
- Self-service, cafeteria
- Specialized service-gueridon, automated, tray, trolley etc.
- Introduction to Menu Planning
- Types of menus
- Rules to be observed while planning menus
- Classical French Menu - 13 courses
- Menu Terms
- Food and its accompaniments with cover
- Basics of Menu Design
- Types – Continental, English, Buffet, Indian and Cover set up and service

UNIT – IV Non Alcoholic Beverages

Objectives

By the end of this unit the students will be able to classify non alcoholic beverages and elaborate on in-room dining procedures

- Classification
- Hot Beverages – Tea, Coffee, Cocoa - production, types, brand names and service
- Cold Beverages – waters, juices, milk based, syrups, squashes, aerated – types, brands and service
- Layout and design
- Cycle of service

UNIT – V Function catering and Buffet

Objectives

By the end of this unit the students will be able to explain the concept of function catering and prepare a buffet set up

- Types of functions
- Banquet menu
- Table and seating plans
- Booking procedure with forms and formats- BFC, Booking Diary, Function of the Day
- Banquet seating calculation
- Introduction to Buffet
- Types of Buffet services– Finger, Fork, sit down
- Types of Buffet – Themes
- Equipment

Reference Book:

1. Basic Food and Beverage Service (BHA – 102), written by D. RAJESON PRAKASAM, Published by School of Management studies, Tamilnadu Open University, Chennai.
2. Food and Beverage Training Manual –by Sudhir Andrews
3. The Waiter – by Fuller and Cume
4. Food and Beverage Service – by D.R. Lillicrap
5. Modern Restaurant/Service –by John Fuller.

14 ACCOMMODATION OPERATIONS

UNIT – 1 INTRODUCTION TO HOUSEKEEPING

Objectives:

By the end of this unit, students will be able to understand the necessity of Housekeeping department in a hotel.

- Origins of Hospitality
- Significance and need for Housekeeping in Hotels
- Layout and Organization structure of Housekeeping Department

- Interdepartmental Coordination
- Attributes of Housekeeping staff
- Various personnel, their job description

UNIT – II THE EXECUTIVE HOUSEKEEPER AND SCIENTIFIC MANAGEMENT

Objectives:

By the end of this unit, students will be able to imbibe the qualities of Housekeeping Manager and reflect the same in their everyday affairs and life style.

- Origins of Management
- Schools of Management Theory
- Managerial Temperament
- Participative Management
- The Managerial Grid
- Situational Leadership
- Principles of Management
- Motivation and Productivity
- Management Theory and the Executive Housekeeper
- Management Theory and Housekeeping Administration

UNIT – III PLANNING, ORGANIZING AND STAFFING HOUSEKEEPING DEPARTMENT

Objectives:

By the end of this unit, students will be able to develop skills like planning, organizing and staffing which are critical for an Executive Housekeeper.

- The Executive Housekeeper's position within the Organization
- Reporting for work
- Early priority activities – Division of Work document, Area responsibility plan, Continuous property tours
- House Breakout plan – Criteria for workloads, Room sections and House division

- Staffing considerations – Team concept in staffing, swing teams
- The staffing guide
- Table of personnel requirements

UNIT – IV PLANNING TO SCHEDULE WORKERS

Objectives:

By the end of this unit, students will be exposed to preparing schedule for staff and calculate staff requirements.

- Conventional method of worker scheduling
- Team staffing
- Standing Rotational Scheduling and Tight scheduling
- Union contracts and their effects on scheduling
- Job specifications
- Staffing Housekeeping positions – Selecting employees, The interview, Orientation, Training, Records and Reports, Evaluation and Performance Appraisal, Outsourcing

UNIT V –HOTEL HOUSEKEEPING SUBROUTINES

Objectives:

By the end of this unit, the students will be able to understand some of the important tasks that requires supervision and management.

- Cleaning and maintenance – Public area cleaning, general cleaning of guestrooms, Maintenance work request programs
- Operational controls – Room inspections, Total property inspection, Inventories, Personnel utilization
- Purchasing – Cleaning and guest supplies, Linens

- Personnel Administration – Time card control, Payroll administration, Performance appraisals
- Communication and training – Departmental meetings
- Long-range planning – Budget formulation

REFERENCE BOOK

Thomas JA Jones, *Professional Management of Housekeeping Operations*, 4thedn, (John Wiley & Sons, New Jersey, 2005)

<https://s3.amazonaws.com/arena-attachments/736911/d66d04e294668380cd7ba76e88749eca.pdf>

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15 FRONT OFFICE OPERATIONS

UNIT – I EVALUATING HOTEL PERFORMANCE

Objectives:

After studying this unit, the students will be able to identify the methods for evaluating hotel performance, calculate various statistics and evaluate hotels using guests' feedback.

- Methods of measuring Hotel performance
- Occupancy ratios
- Average Daily rate
- Average room rate per guest

- Revenue per available room
- Market share index
- Evaluation of hotels by guests

UNIT – II YIELD MANAGEMENT

Objectives:

After studying this unit, the students will be able to use various tools to measure yield, apply the yield management techniques in hotels, identify problems associated with yield and calculate yield related statistics.

- Measuring yield in the hotel industry
- Yield Management in the hotel industry
- Elements of yield management
- Benefits of yield management
- Yield management strategies
- Problems in yield management
- Measuring yield

UNIT – III FORECASTING

Objectives:

By the end of the unit, the students will be able to list the benefits of forecasting, choose the data required for forecasting, use various records related to forecasting and understand yield management prospects.

- Benefits of forecasting
- Data required for forecasting
- Records required for forecasting room availability
- Yield management prospects
- Related case studies

UNIT – IV SAFETY AND SECURITY

Objectives:

By the end of this unit, the students will be able to acknowledge the importance of hotel security system, identify keys, classify fire and apply first aid techniques.

- Hotel security staff and system
- Role of Front Office
- Security and Control of room keys
- Fire safety – Classification of fire – procedure in the event of fire

- Accidents – Accidents in hotels, accident report
- First aid

UNIT – V HOSPITALITY MARKETING

Objectives:

By the end of this unit, the students will be able to appreciate the concept of marketing, identify market mix, segment the market, evaluate sales techniques and calculate budgets for front office.

- Introduction to Marketing
- Basic concepts of Marketing
- Marketing Mix
- Market segmentation
- Sales and Marketing of Hospitality Products – Team and Sales techniques
- Budget – Types, Control

REFERENCE BOOKS

- Robert Woods et al., *Professional Front Office Management*, 1stedn, (Pearson Publications: Essex, 2014)
- JatashankarTiwari, *Hotel Front Office: Operations and Management*, (Oxford: New Delhi, 2016)
- AnutoshBhakta, *Professional Hotel Front Office Management*, (Tata McGraw Hill: New Delhi, 2012)
- Misra&Sadual, *Basics of Tourism Management*, (Excel Books: New Delhi, 2008)

16 IT SKILLS: OFFICE AUTOMATION (PRACTICAL ONLY)

UNIT 1

MS WORD: Introduction to Word - Word processor - Creating, opening, saving documents - Editing text - Viewing documents. Formatting text, documents, paragraphs - Adding headers and footers - Numbering of pages -Bookmark - Cross referencing - Inserting a table. Word tools - Proofing a document - Find and replace - Previewing - Printing mail merge - Label creating.

UNIT 2

MS EXCEL: Introduction to excel - Spread sheets - Work book - Working with a spread sheet - Entering a data series - Editing the work sheet. Formulas and functions - Averages and named ranges - Linking work sheets and workbooks.

UNIT 3

POWER POINT: Introduction - Creating a new presentation - Using masters - Viewing a presentation - Working With slides - Drawing object -Rotating objects - Enhancing objects - Adding pictures.

UNIT 4

ACCOUNT DEPARTMENT : Hospitality accounting application -Accounts receivable module - Accounts payable module - Payroll accounting module - Inventory module - Purchasing module - Financial reporting module.

UNIT 5

FOOD & BEVERAGE OPERATIONS: Computerized restaurant management systems – Integrated food service software - Food service catering software: Recipe management - Beverage control system software.

REFERENCES:

1. " A First Course in Computers" -Sanjay Saxena, Vikas Publications,

17 MSCV - I

ORAL COMMUNICATION AND INTERPERSONAL SKILLS (PRACTICAL ONLY)

The thrust of Management Seminar and Comprehensive Viva-I is to develop oral communication and interpersonal skills among students.

Four hours per week will be devoted to several of the following activities to reinforce the theoretical inputs given in the courses.

- a) Discussions on contemporary management topics.
- b) Role plays, Management games, In-Basket exercises.

c) Student Presentations.

d) Panel Discussions and Symposia.

21: FINANCIAL AND MANAGEMENT ACCOUNTING

UNIT 1

Accounting – Definition – Accounting for historical function and managerial function – Scope of accounting – Financial accounting and Management accounting – Managerial uses – Differences.

Financial Accounting: Accounting concepts – Conventions – Principles – Accounting standards – International Accounting standards.

UNIT 2

Double entry system of accounting – Accounting books – Preparation of journal and ledger, subsidiary books – Errors and rectification – Preparation of trial balance and final accounts.

Accounting from incomplete records – Statements of affairs methods – Conversion method – Preparation of Trading, Profit & Loss Account and Balance Sheet from incomplete records.

UNIT 3

Financial Statement Analysis – Financial statements – Nature of financial statements – Limitations of financial statements – Analysis of interpretation – Types of analysis – External vs Internal analysis – Horizontal vs Vertical analysis – Tools of analysis – Trend analysis – Common size statements – Comparative statements.

Ratio Analysis – Types – Profitability ratios – Turnover ratios – Liquidity ratios – Proprietary ratios – Market earnings ratios – Factors affecting efficiency of ratios – How to make effective use of ratio analysis – Uses and limitation of ratios – Construction of Profit and Loss Account and Balance Sheet with ratios and relevant figures – Inter-firm, Intra-firm comparisons.

UNIT 4

Fund Flow Statements – Need and meaning – Preparation of schedule of changes in working capital and the fund flow statement – Managerial uses and limitation of fund flow statement.

Cash Flow Statement – Need – Meaning – Preparation of cash flow statement – Managerial uses of cash flow statement – Limitations – Differences between fund flow and cash flow analysis.

UNIT 5

Budgeting and Budgetary Control: Preparation of various types of budgets – Classification of budgets – Budgetary control system – Mechanism – Master budget.

Capital Budgeting System – Importance – Methods of capital expenditure appraisal – Payback period method – ARR method – DCF methods – NPV and IRR methods – Their rationale – Capital rationing.

REFERENCES :

1. Arulanandam & K.S. Raman, *Advanced Accounting*.
2. Gupta & Radhasamy, *Advanced Accounting*.
3. Shukla & T.S. Grewal, *Advanced Accounting*.
4. Jain & Narang, *Advanced Cost Accounting*.
5. Das Gupta, *Advanced Studies in Cost Accounting*.
6. Maheswari, *Management Accounting & Financial Accounting*.
7. Manmohan & Goyal, *Principles of Management Accounting*.
8. Prasad, *Advanced Cost Accounting*.

UNIT 1

Introduction to Human Resource management – Definition – Objectives and functions- Roles and structure of Human & Resource function in Organizations.

UNIT 2

Human Resource Planning – Personnel policy – Characteristics -Need for planning – Job Analysis – Job Design – Job Description – Job Specification.

UNIT 3

The Selection Process – Placement and Induction – Training and development – Promotion – Demotions – Transfer – Separation.

UNIT 4

Employee Compensation – Wage and salary administration – Bonus – Incentives – Fringe benefits – Job evaluation systems – Human resource information system.

UNIT 5

Employee Maintenance and integration – Welfare and Safety – Accident presentation– Employee grievances and their redressal – Administration of discipline.

Industrial relations – Trade Unions – Multiplicity of trade unions – industrial Disputes and settlement – Indian experience on collective bargaining – Workers participation in management.

REFERENCES :

1. Ventraman C.S. Arid B.K. Srivastava, Personnel Management and Human Resources, Tata McGraw Hill, 1991.
2. Arun Monappa, Industrial Relation, Tata McGraw Hill, 1987.
3. Dale Yodder & Paul D. Standohar, Personnel Management & Industrial Relation, Sterling publishers, 1990.
4. David A. Decenzo & Stephen P. Robbins, Personnel / Human Resource Management, Prentice Hall, 1955.

23 FOOD PRODUCTION AND PATISSERE PRACTICAL

- i) Equipments - Identification, Description, Uses & handling
- ii) Hygiene - Kitchen etiquettes, Practices & knife handling
- iii) Safety and security in kitchen

- 1 i) Vegetables - classification

ii) Cuts - julienne, jardinière, macedoines, brunoise, payssane, mignonnete, dices, cubes, shred, mirepoix

iii) Preparation of salad dressings

2 Identification and Selection of Ingredients - Qualitative and quantitative measures.

3

i) Basic Cooking methods and pre-preparations

ii) Blanching of Tomatoes and Capsicum

iii) Preparation of concasse

iv) Boiling (potatoes, Beans, Cauliflower, etc)

v) Frying - (deep frying, shallow frying, sautéing)

Aubergines, Potatoes, etc.

vi) Braising - Onions, Leeks, Cabbage

vii) Starch cooking (Rice, Pasta, Potatoes)

i) Stocks - Types of stocks (White and Brown stock)

ii) Fish stock

iii) Emergency stock

iv) Fungi stock

Sauces - Basic mother sauces

- Béchamel
- Espagnole
- Veloute
- Hollandai
- Mayonnais
- Tomato

6 Egg cookery - Preparation of variety of egg dishes

🍳 Boiled (Soft & Hard)

🍳 Fried (Sunny side up, Single fried, Bull's Eye, Double fried)

🍳 Poches

🍳 Scrambled

🍳 Omelette (Plain, Stuffed, Spanish)

🍳 En cocotte (eggs Benedict)

7 Demonstration & Preparation of simple menu

8 Simple Salads & Soups:

- Cole slaw,
- Potato salad,
- Beet root salad,
- Green salad,
- Fruit salad,

9 Meat – Identification of various cuts, Carcass demonstration

- Preparation of basic cuts-Lamb and Pork Chops , Tornado, Fillet, Steaks and Escalope
- Fish-Identification & Classification
- Cuts and Folds of fish Demonstrations & simple applications
- 2 • Identification, Selection and processing of Meat, Fish and poultry.
- Slaughtering and dressing

Demonstrations at the site in local Area/Slaughtering house/Market

3 Preparation of menu

Salads & soups-

waldorf salad, Fruit salad, Russian salad, salade nicoise, Cream (Spinach, Vegetable, Tomato),

Puree (Lentil, Peas Carrot), International soups

Chicken, Mutton and Fish Preparations-

Fish orly, a la anglaise, colbert, meuniere, poached,baked

Entrée-Lamb stew, hot pot, shepherd's pie, grilled steaks & lamb/Pork chops, Roast chicken, grilled chicken, Leg of Lamb, Beef

Simple potato preparations-

Basic potato dishes

Vegetable preparations-

Basic vegetable dishes

Indian cookery-

Rice dishes, Breads, Main course, Basic Vegetables,

Paneer Preparations Demonstration by instructor and applications by students

BAKERY PRACTICAL

1. Equipments

- Identification

- Uses and handling

Ingredients – Qualitative and quantitative measures

2 BREAD MAKING

- Demonstration & Preparation of Simple and enriched bread recipes

- Bread Loaf (White and Brown)

- Bread Rolls (Various shapes)

- French Bread

- Brioche

3 SIMPLE CAKES

- Demonstration & Preparation of Simple and enriched Cakes, recipes

- Sponge, Genoise, Fatless, Swiss roll

- Fruit Cake

- Rich Cakes

- Dundee

- Madeira

SIMPLE COOKIES

- Demonstration and Preparation of simple cookies like

- Nan Khatai

- Golden Goodies

- Melting moments

- Swiss tart

- Tri colour biscuits

- Chocolate chip

- Cookies

- Chocolate Cream Fingers

- Bachelor Buttons.

5 HOT / COLD DESSERTS

- Caramel Custard,

- 🍰 Bread and Butter Pudding
- 🍰 Queen of Pudding
- 🍰 Soufflé – Lemon / Pineapple
- 🍰 Mousse (Chocolate Coffee)
- 🍰 Bavaroise
- 🍰 Diplomat Pudding
- 🍰 Apricot Pudding
- 🍰 Steamed Pudding - Albert Pudding, Cabinet Pudding.

1 PASTRY:

Demonstration and Preparation of dishes using varieties of Pastry

- Short Crust – Jam tarts, Turnovers
- Laminated – Palmiers, Khara Biscuits, Danish Pastry, Cream Horns
- Choux Paste – Eclairs, Profiteroles

2 COLD SWEET

- Honeycomb mould
- Butterscotch sponge
- Coffee mousse
- Lemon sponge
- Trifle
- Blancmange
- Chocolate mousse
- Lemon soufflé

3 HOT SWEET

- Bread & butter pudding
- Caramel custard
- Albert pudding
- Christmas pudding

4 INDIAN SWEETS

Simple ones such as chicoti, gajjar halwa, kheer

24 FOOD AND BEVERAGE SERVICE CONTROL PRACTICAL

S.No	Practicals
01	Food Service areas – Induction & Profile of the areas
02	Ancillary F&B Service areas – Induction & Profile of the areas
03	Familiarization of F&B Service equipment
04	Care & Maintenance of F&B Service equipment
05	Cleaning / polishing of EPNS items by: <ul style="list-style-type: none">- Plate Powder method- Polivit method- Silver Dip method- Burnishing Machine



06	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: Changing dirty ashtray Task-11: Cleaning & polishing glassware
07	Tea – Preparation & Service
08	Coffee - Preparation & Service
09	Juices & Soft Drinks - Preparation & Service  Mocktails  Juices, Soft drinks, Mineral water, Tonic water
10	Cocoa & Malted Beverages – Preparation & Service

TABLE LAY-UP & SERVICE

Task-01: A La Carte Cover

Task-02: Table d' Hote Cover

Task-03: English Breakfast Cover

Task-04: American Breakfast Cover

Task-05: Continental Breakfast Cover

Task-06: Indian Breakfast Cover

Task-07: Afternoon Tea Cover

Task-08: 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

PROCEDURE 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

Social Skills

Task-01: Handling Guest Complaints

Task-02: Telephone manners

Task-03: Dining & Service etiquettes

Special Food Service - (Cover, Accompaniments & Service)

Task-01: Classical Hors d'oeuvre

- Oysters
- Caviar
- Smoked Salmon
- Pate de Foie Gras
- Snails
- Melon
- Grapefruit
- Asparagus

Task-02: Cheese

Task-03: Dessert (Fresh Fruit & Nuts)

Service of Tobacco

- Cigarettes & Cigars

Restaurant French: To be taught by a professional French language teacher.

- Restaurant Vocabulary (English & French)
- French Classical Menu Planning
- French for Receiving, Greeting & Seating Guests
- French related to taking order & description of dishes

25 ACCOMMODATION OPERATIONS PRACTICAL

By the end of the practicals, the students will get a thorough knowledge on the practical aspects of hotel housekeeping.

- Drawing layouts of guest rooms
- Identifying guest room supplies
- Preparing models of guest rooms
- Practice using various cleaning equipments
- Practice using various cleaning agents
- Public area cleaning
Floor, Walls, Wood, Brass, Silver, Glass etc
- Maid's trolley

FRONT OFFICE OPERATIONS PRACTICAL

By the end of the practicals, the students will earn hands-on experience in dealing with guests and other Front Office practicals

- Appraisal of Front Office equipments
- Receiving the guests
- Ushering guests
- Handling guest queries
- Filling up of various proforma
- Telephone handling
- Role plays : Reservations, arrivals, luggage handling, paging
- Planning layout of front office for different hotels
- Designing Tariff cards
- Rooming a guest

OBJECTIVES :

The objective of this industrial practicum is to help the students understand The Working of a hotel and be able to analyze its strengths weakness opportunities and the threats.

TYPE OF REPORT

The report should be based on the compulsory 30 days of training to be completed

During May-June in a hotel of repute (preferable of a 3 star, 4 star or a 5 star property). A student log book should be maintained by every student during the training period. The student should note down on the daily basis the task performed/ observed, methodology involved and points to note and assessed daily by the supervisor / manager. Using the Information contained in the log book and under the guidance of faculty member of college in which the student is studying, the student should cover the entire operation of the hotel and and inter - organizational SWOT (STRENGTH, WEAKNESS, OPPORTUNITIES, AND THREATS) analysis.

FORMULATION

The length of the report may be about 150 to 160 double spaced typed, printed (black and white) A-4 Size pages (excluding appendices and exhibits).10% variation on the either side is permissible.

LIST OF CONTENT OF THE REPORT

A Copy Of The Training Certificate Attested By Principal Of The College

Acknowledgement

Project Preface

Chapter -1 Introduction

Chapter -2 Scope, Objective, Methodology & Limitations

Chapter -3 Profile Of The Place And Hotel

Chapter -4 Departmental Classification Of Hotel

Chapter -5 Detailed Operations Of Each Department Of Hotel

Chapter -6 Swot Analysis Of Hotel

Chapter -7 Conclusion

Bibliography

List Of Annexure/Exhibits

Submission of Report

One typed (duly signed by faculty guide and principle of the college) copy of the report is to be

submitted in person, by the student, to the examiner at the time of viva voce. Project submitted later than that will not be accepted. Project submitted later than that will not be accepted.

1. Original training certificate
2. University copy & student 's copy of project report (duly signed by the faculty guide and principle of the college)
3. Students log book (duly signed by Training Manager/HRManager OR equivalent)
4. Examination Hall ticket.
5. College identity card
6. Dress code : College uniform

STUDENTS WHO DO NOT CONFORM TO THE ABOVE WILL NOT BE EXAMINED

PROJECT EVALUATION

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

MODE OF EVALUATION

Log book 25 marks

Viva 25 marks

Project report 50 marks

TOTAL MARKS 100 MARKS

NOTE

- 📖 Marks for the log book should be awarded by the Project guide appointed by the College.
- 📖 Panel of evaluation will consist of two members. One will evaluate the Project and other will evaluate the Presentation. The project viva voce will be conducted by both members of the Panel. Total time allotted for the above should not exceed 10 minutes.
- 📖 The presentation could be done on OHP sheets or as a Powerpoint presentation using a computer or a laptop connected to LCD depending upon the available resources of the examiner. The students could show it in their personal laptop also.

3.1 FOOD AND BEVERAGE MANAGEMENT

UNIT - I KITCHEN PLANNING AND PURCHASING

Objectives

By the end of this unit the students will be able to understand the planning aspects of a kitchen and elaborate the purchasing procedures

- Sections of the kitchen with layout and functions
- Production workflow
- Planning of Kitchen Spaces
- Layout of a large quantity kitchen and satellite kitchen
- Planning of Storage Spaces
- Principles of material management
- Standard purchase specifications,

- Purchasing procedure-Principles of purchasing, methods of purchasing, requisition, ordering, receiving

UNIT – II STORAGE OF FOOD MATERIAL, MENU PLANNING AND FOOD PRESENTATION

Objectives

By the end of this unit the students will be able to understand the storage of food materials, plan menu and apply food presentation techniques

- Principles of Storage - dry storage and cold storage
- Methods of issuing
- Layout of storage areas
- Temperature for storing perishables & non-perishable foods
- Menu designing for
- Restaurants-Specialty and fast food
- Buffets
- Banquets
- Presentation of food for Restaurants-Plate presentation
- Buffets
- Banquets

UNIT – III FOOD PRODUCTION SYSTEMS AND FINANCIAL MANAGEMENT

Objectives

By the end of this unit the students will be able to understand the food production systems and financial management related to Kitchen management

- Principles of large scale commercial cooking
- Rechauffe – effective use of leftovers.
- Catering systems

- Cook Chill Systems-definition, procedure, advantages and disadvantages
- Cook Freeze System –definition, procedure, advantages and disadvantages
- Sous Vide- definition, procedure, advantages and disadvantages
- Concepts of cost
- Food Cost- Formulas and calculation
- Cost Control-Portion control, yield management and standard recipe
- Pricing

UNIT – IV AN OVERVIEW OF BEVERAGE

Objectives

By the end of this unit the students will be able to explain the concept of beverage, bar management and also the menu engineering techniques

- Introduction to beverage management
- The hospitality industry and its products
- Compiling various wine and drink lists
- Inventory, Storage, Bar stock taking and inventory, Determining stock levels

UNIT – V BAR MANAGEMENT AND MENU ENGINEERING

Objectives

By the end of this unit the students will be able to understand bar management and menu engineering concepts

- Bar frauds and best practices
- Books and records in bar
- Definition and objective of menu engineering
- Analysis and action

REFERENCE BOOKS:

1. Food and Beverage Service – Dennis Lillicrap
2. The Beverage Book – Andrew Durkan and John Cousins
3. Wine Appreciation – Richard P Vine
4. The complete guide to cocktails and drinks – Stuart Walton
5. The Hospitality Managers Guide to Wines Beers and Spirits – Albert W.A.Schmid

3.2 ACCOMMODATION MANAGEMENT**UNIT I PLANNING AND EVALUATING FRONT OFFICE OPERATIONS****Objectives:**

By the end of the unit, the students will be able to understand the different tools used to evaluate Front Office Operation.

- Setting Room Rates – Hubbart Formula, Rule-of-thumb approach, Market condition approach
- Forecasting Room Availability
- Useful forecasting data
- Forecast Formula
- Types of forecast
- Forecast forms
- Factors for evaluating Front Office Operations

UNIT – II BUDGETING**Objectives:**

By the end of this unit, the students will be able to define budget, explain the types and apply it for a profitable business.

- Types of budget and budget cycle
- Making Front Office budget
- Factors affecting budget planning

- Capital and operations budget for front office
- Advantages and disadvantages of budgeting

UNIT – III YIELD MANAGEMENT

Objectives:

By the end of this unit, the students will be able to explain the significance of yield, calculate yield and generate various statistics based on revenue management.

- Concept and importance of yield management
- Applications of yield management in Hotel Industry
- Capacity Management
- Discount allocation
- Duration control
- Measuring yield
- Potential high and low demand tactics
- Yield management software
- Yield management team

UNIT – IV MANAGERIAL INSIGHTS IN HOUSEKEEPING

Objectives:

By the end of this unit, students will develop managerial skills and administrative acumen in housekeeping.

- Time and motion study in housekeeping
- Preparation of duty chart for housekeeping staff
- Team spirit in Housekeeping
- Budgeting
- Standard operating Procedures
- Security from Theft in housekeeping department

- Managerial styles in Housekeeping

UNIT – V TRENDS IN HOUSEKEEPING

Objectives

By the end of this unit, the students will be able to infer some of the trends followed in housekeeping.

- Interior designing
- Green Housekeeping
- Outsourcing Housekeeping
- Training in Housekeeping department – Objectives of training, benefits and types

REFERENCE BOOKS

- Thomas JA Jones, *Professional Management of Housekeeping Operations*, 5thedn, (John Wiley & Sons, New Jersey, 2008)
- Matt A Casado, *Housekeeping Management*, (Wiley & Sons, 2011)
- Malini Singh, Jaya B George, *Housekeeping: Operations, Design and Management*, Jaico Publishing House, 2008
- Dr. Jagmohan Negi, *Hospitality Reception and Front Office*, (S Chand and Company, 2013)

3.3 RESEARCH METHODS IN HOSPITALITY INDUSTRY

UNIT 1

Research Introduction – Qualities of search – Components of research problems – various steps in scientific research – Types of research - Hypothesis : Types, sources, characteristics of unable hypothesis – Research design.

UNIT 2

Data collection : Source of data – Primary and secondary sources – Survey method – Procedure – Questionnaire - Sampling merits and demerits - Experiments : Kinds – Procedure, Control – Observation : Demerits – Demerits Kinds – Procedure.

UNIT 3

Qualities data : Nature – Scales Methods and scale construction technologies.

UNIT 4

Data analysis : Introduction to Statistics – Probability theories – Estimation of population parameter – Point and interval estimates of means and proportions – Hypothesis testing of means and proportions – The T test – Two sample tests – Chi-Square test as of independence- Chi-square as a test of goodness of fit.

UNIT 5

Data analysis : Simple correlation and regression analysis – The F test – analysis of variance – Cross tabulation – Multivariate techniques and their applications – Discriminate analysis – cluster analysis – Factor analysis and co-Joint analysis.

Research reports : Presentation – Format – Language – Tables – Pictures and Graphs – Comments.

REFERENCES :

1. Richard Levin. Statistic for management. Prentice Hall.
2. Paul Maston, Applied Business Statistics. Holt and Reinhart.
3. Good and Hatt, Research Methods in Social Sciences.

3.4 FINANCIAL MANAGEMENT

UNIT 1

Financial Management: An introduction – Concept, Nature, Evaluation and Significance – Finance functions – Risk return trade off – Maximisation and minimization vs optimisation.

UNIT 2

Long Term Capital Resources: Equity and debt sources – Equity share, Preference shares and Debentures – Uses – Significance of convertible issues and right issues – Borrowings from term lending institutions – Institutional frame work – Types of assistance – General procedure and conditions – Public deposits – Meaning, scope and regulations.

UNIT 3

Working Capital: Concept and types – Determinants – Financing approaches – Sources of working capital – Financing working capital – Financing by commercial banks – Types of assistance – Working capital gap – Recommendation of Tandon Committee and Chore Committee reports.

UNIT 4

Capital Budgeting: Concept – Significance – Methods of evaluation of capital investments – Payback, Average Return, NPV, IRR, Decision Tree, Simulation, Sensitivity and CAPM methods.

Capital Structure Planning: Determinants of capital structure – Optimum capital structure – Capital structure theories – Significance and limitations – Cost of capital: Concept – Cost of debt, equity, preference share capital, retained earning, weighted average cost.

UNIT 5

Management of Current Assets: Forecasting of current assets needs – Management of cash and liquidity – Objectives budgeting – Planning the optimum level of cash – Inventory model, stochastic model – Model of miller and Orr – Payment and collection practices – Management of receivables – Credit policy – Credit period – Credit terms – Collection policies – Control of receivables – Inventory management – Meaning and importance – Inventory costs – Inventory levels – Inventory management techniques – Stock out cost determination techniques.

Dividend Theories: Valuation under Gordon and Walter Theories – Dividend irrelevance under M.M. Theory – Assumptions and limitations – Dividend policy: Different policies and practices – Factors affecting dividend decision.

REFERENCES :

1. Khan and Jain, *Financial Management*.
2. Pandey L.M, *Financial Management*.
3. Solomon Ezra and Priyle John, *An Introduction to Financial Management*.
4. Prasanna Chandra, *Financial Management and Policy*.
5. James C Van Horne, *Financial Management and Policy*.

3.5 HOSPITALITY PROJECT MANAGEMENT

UNIT 1

PRE -INVESTMENT STAGE I : Industrial background in India - Government policies, guidelines and investment procedures - Identification of project opportunities - Capital budgeting.

UNIT 2

PRE-INVESTMENT STAGE II : Preliminary feasibility study - Preparation of feasibility report.

UNIT 3

PROJECT EVALUATION AND APPRAISAL : Facets of appraisal - Appraisal Criteria - Analysis of Project Risk - Preparation of model projects - Presentation.

UNIT 4

PROJECT IMPLEMENTATION : Net work techniques - Multiple projects and scheduling - Resource scheduling - Project management software.

UNIT 5

PROJECT CONTROL : PERT - CPM - Resource monitoring and control - Integrated resource management.

EVALUATION VI : Evaluation under uncertainty - Monitoring and MIS - Project audit and interface with industrial sickness.

REFERENCES:

1. Text book of Project Management by P.Gopalakrishnan and V.E. Ramamoorthy, Macmillan India Ltd.
2. Project Appraisal Management, Prasanna Chandra, Tata McGraw Hill.
3. Ahuja, Project Management, Techniques in planning and Controlling construction Projects, Wiley.
4. Nair, Project Management, Scheduling & Monitoring, Vani.

3.6 HOSPITALITY LAW

UNIT 1

Consumer protection laws affecting hotels - The federal truth-in-lending etc -state laws on credit reporting - State credit card laws - Consumer contracts: Print size and plain language laws - Catering contracts - Posting of rates - No smoking laws - Important points for management - References - Review questions.

UNIT 2

Public health and safety requirements - Building codes - Hotel linens, towels and glasses - Water supplies, sewage systems and drainage - Contagious diseases - Swimming pools - Laws regarding aid to choking victims - Important points for management - References - Review questions.

UNIT 3

Occupational Safety und Health Act - Reporting and record keeping requirements - Posting requirements - Inspections : Employers' and Employees' rights and remedies - State workplace safety and health programs under OSHA -OSHA Regulations on blood borne pathogens - Hazard communication standard - Important points for management - References - Review questions.

UNIT 4

Licensing and regulation of hotels by cities, towns and villages - Types of Regulation - Important points for management - References - Definitions - Review questions.

UNIT 5

Telephone service and resale right - Resale of interstate and international telephone service - Intrastate Calls - Coin-box telephones - Telephone regulations for the hearing - Impaired - Important points for management - References -Definitions - Review questions.

Copyright Laws for Music, Television, Video, and Movies - General Rules -Copyright Associations - Exemptions under Copyright Law of 1976 - Unauthorized interception of cables television broadcasts - Videodisc and videocassette movies -Important points for management references - Definitions - Review questions.

REFERENCES:

1. Jack P. Jefferies, J.D.LL.M.J.S.D. "Hospitality Laws". Third edition (1995) Educational Institute, American Hotel and Motel Association.

3.7 PROJECT WORK AND VIVA VOCE

Objectives:

The objective of research is to seek answers to problems through application of scientific methodology which guarantees that information collected is reliable and unbiased. This information is utilised to make conclusions and recommend solutions. The elements that

are to be kept in mind while undertaking research is deciding a relevant topic, feasibility, coverage, accuracy and research, objectivity and ethics.

Students will work closely with their supervisor and develop mutually working relationship to initiate the research which would involve preparing an outline and preliminary collection of data. The supervisor will guide the student in framing and planning the research project and the methodology to be adopted in collection of data, through interviews, telephones, mailers etc. while the student on their part will expose themselves to research of the topic through meetings, interviews, internet search, library etc. The student should generally produce all material in word processed or typed format so that the presentation is neat and legible. Student must inform their supervisor or other people with whom their work is being discussed. The research should be planned to minimise time wastage and a clear time scale should be put in place. The research should really spell out the objective, its findings, the methodology adopted, its conclusions and recommendations. The student and supervisor will work together to prepare synopsis of the research.

One hour per week has been allocated for the purpose and students alongwith the supervisor must regularly interact during this period. The final preparation and presentation would be done before a panel of internal and external examiners through a report and viva voce.

MODE OF EVALUATION

Pre-preparation of the project / Attendance 25 marks

Viva 25 marks

Project report 50 marks

TOTAL MARKS 100 MARKS

4.1 HOSPITALITY MARKETING

UNIT 1

MARKETING'S ROLE IN HOSPITALITY MANAGEMENT: The Development of Hospitality Marketing: The Provider Orientation Phase - The Sales Orientation Phase - The Promotional Orientation Phase - The Marketing Orientation Phase: The Marketing Philosophy versus Traditional Approaches - The Marketing Philosophy in Operation -

Transition in Management Thinking. The Logic of Marketing: Marketing Mix perspectives - The Functional Perspective: How is Marketing organized? -Functional Structures - Towards more Effective Hospitality Marketing: Marketing as a High-Risk Necessity - Guests as Assets - Hospitality Marketing Checklist.

UNIT 2

HOSPITALITY MARKETING STRATEGIES: Planning for Strategic Decisions in Hospitality Marketing - A Framework for Marketing Strategies and Decisions - Hospitality Marketing: Two Strategic Views - Strategic Hospitality Marketing Planning: Turning Strategies into Plans and Budgets - Planning Levels and Tasks: Two Basic Questions: Sales Forecasts and Marketing Plans:- Monitoring Plans - Marketing Planning in Practice: Attitude Toward Planning -Planning Approaches.

UNIT 3

INDIVIDUAL GUEST BEHAVIOR: Models of Guest Behavior - Purchase Stimuli:- Guest Drives and Motives - Motivation: Behavior Primacy - Need Primacy - Motives of Non-Guests - The Guest Search Process - Preference Models - Perceptions and Images - Self-Image - Guest Attitudes - Purchase Outputs: Guest Behaviour and Learning - Cognitive Dissonance - External Forces: Cultures and subcultures- Reference Groups - Social Class - Applying Guest Behaviour Models -Business Guest Behaviour: A case History - Size and Composition of the Corporate Market: Derived Demand - How Corporate Purchasing Decisions are made - The Meetings Market.

UNIT 4

MARKETING DATA.AND INFORMATION SYSTEMS: The Need for Marketing Information: Some Applications - Experience as Information -Obtaining Marketing Information Through Research:

Customers and Competitors -Marketing Intelligence - The Hospitality Marketing Research Process:
Problem Definition - Formation of Hypotheses - Research Design and Analysis - Using Marketing
Research Approaches: Questionnaires, Surveys and Interviews -Sampling - Focus Groups - Validity
and Reliability - Marketing Information and Problem-solving: Problems of Fact - Problem and Value -
Marketing information sources - Developing Hospitality Marketing information Systems: Desirable
Characteristics - Sales Forecasting.

UNIT 5

THE MARKETING MIX: Product/Service mix - The offer: Distribution mix: Hospitality
networks - Pricing mix, strategies and tactics - Communication mix: Advertising and public relations.

HOSPITALITY MARKETING: Future Perspectives: Developing a future orientation: Keeping
the future in mind - A changing mind-set - Changing hospitality marketing emphasis - Serving future
guests: Changing the leadership Paradigm - Future marketing management orientations - Hospitality
– Organisation - Decision making and problem solving - Future hospitality marketing developments:
Global hospitality marketing - Relationship and network marketing - Entrepreneurship - Social focus -
Future developments for restaurants and food service - Future developments in the lodging sector:
In-room technology - Communication - Changing guest needs.

REFERENCES:

1. Marketing of Hospitality Services – William Lazer, Roger Layton.
2. Hospitality Sales and Marketing – James R. Abbey.
3. Marketing in the Hospitality Industry – Ronald A. Nykiel.

4.2 STRATEGIC MANAGEMENT

UNIT 1

The Business system – Objectives of a business – Setting up and balancing of objectives. Mission- Vision- Goals-Strategic analysis of functional areas-Production – Marketing human resources and finance – Analyzing corporate capabilities – SWOT.

UNIT 2

Corporate strategy – Nature and scope – Process of strategic planning – Foundation of strategy – Project life – Cycle – Portfolio analysis: BCG Matrix-General Electric Co. Matrix – Stop high strategy – Directional policy matrix- Strategic management – Strategic decision making – Business level sub strategies.

UNIT 3

Generic strategic alternatives – Stability strategy, growth strategy retrenchment strategy, combination strategy and turnaround strategy – Strategic alternative – Horizontal, Vertical diversification – Active and passive alternatives.

UNIT 4

External growth strategy – Merger, acquisition, amalgamation, joint ventures and others – Problems – Organizational structure and corporate development – Line and staff functions – Evolution of organization structure – Management of change.

UNIT 5

Implementation of Strategy – Element of strategy – Leadership and organizational climate – Planning and control of implementation.

ERP- Features and applications – packages: BON, MARSHALL, SAP – functional features and implementation difficulties.

REFERENCE :

1. Michael E. Porter “Corporate Strategy, Competitive Advantage”.
2. Peter F. Drucker “ Management Tasks, Responsibilities Practices”.
3. S.K. Bhattacharya “Achieving Managerial Excellence “Macmillan India Ltd, Insights from Indian organizations, 1989.
4. Glveek W.P. & L.R. Jauch “Business policy and strategy management” Mcgraw Hill International edition 1988.

4.3 TOURISM IN THE HOSPITALITY INDUSTRY

UNIT 1

Historical Dimension - Travel in Prehistoric Times - Travel in Ancient Civilization - Travel in the middle Ages - Travel in the industrial age.

UNIT 2

Psychological Dimension : Perception and Attitudes : Tourism as behaviour
Perception-Attitudes-Psychological Dimension – Motivation, Personality, Values and Learning –Motivation - Personality - Values - Learning

UNIT 3

Social and Culture Dimensions - Societies Culture and tourism - Social and Cultural Behaviour- Social Interaction - Social Impacts

UNIT 4

International Dimensions - Defining international tourism - Importance of international tourism - Travel flows - International Tourism - International Tourism and peace.

Economic Dimensions - The economic question - Life long ideas - Tools of tourism economics.

UNIT 5

Environmental Dimensions - Environmental and tourism behaviour - The geography of tourism - Environment as an attraction. Tourism Environment Connection - The greeting of tourism - Tourism Planning & Developing - Tourism Planning - Tourism Development - The tourism development life Cycle.

Research and Measurement - Research & Tourism - Types of Research -The Research Process - Tourism Policy - Policy Defined - International Tourism Organizations.

REFERENCES :

1. Tourism and Hospitality Industry – Joseph D. Fridgen
2. Tourism in the Age of Globalization – Routledge.

4.4 HOSPITALITY TRAINING AND DEVELOPMENT

UNIT 1

Introduction - Coaching and training process - Training policy - Training needs - Planning the training - Preparing the employers - Conducting the training - Ongoing coaching.

UNIT 2

Job analysis and development – Definition - Job analysis process - Job breakdowns - Performance standards - Work simplification - Hiring trainable employees - Effective selection - Positive human resources practices - Recruitment and training - Selection and orientation.

UNIT 3

Training methods - Learning principles - Individual training methods - On the job training – Monitoring - Independent study - Programmed instruction - Learner controlled instruction -Group training - Group trainer techniques, procedures - Effective group leadership - Using visual aids - Audiovisual aids - Functions and types of audiovisual media.

UNIT 4

Developing training programs - Good training objectives - Designing the training plan training resources - On going training - Management commitment - General training, departmental training. specialized training - Accountability for performance - Management training and development – Overview - Assessment Centered programs - Monitoring benefits.

UNIT 5

Pre-opening training - Expansion in the hospitality industry – Planning – Budget - Elements of pre-opening training - Evaluating learning transition from pre-opening to actual operation - Administration follow through.

Evaluating training programs - The evaluation process - Evaluation tools in action - Analysis and interpretation of evaluation data - Reporting evaluation results - Performance reviews - Reviews versus appraisals - How and when to conduct performance reviews - Performance review – Conference – Problems - Designing a performance review system.

REFERENCES:

1. Human resources development and management in the hotel industry -Dr. Jagnlohan Negi.
2. Management development -Liary L. Schulze.
3. Supervisory training and development -Donald L. Kirkpatrick.
4. Developing human resources -Leonard Nadler.
5. Building successful training programs: A step-by-step guide-KayTyther Abella.

4.5 HOSPITALITY SECURITY AND SYSTEMS

UNIT 1

Security and the Lodging Industry - Developing the Security program -Effectiveness Management - Areas of vulnerability - Security Requirements - Setting up the Security program -Element of Security Training - Security and the Law - Legal definitions.

UNIT 2

Security equipment - Physical Security and perimeter control -
Surveillance - Communication systems - Alarm systems - Safety equipment
- Guest room Security.

UNIT 3

Security procedures covering guest concerns - Key and key card controls - Presence on unauthorized persons - Safe deposit box procedures - The in-room safe - Lost and found procedures.

UNIT 4

Departmental responsibilities in guest asset protection - Losses affecting department - Human resources department - Engineering department - The rooms division - Purchasing and receiving - Shortage and issuing food and beverage department - Recreation department - Report writing and record keeping - Special guests and events.

UNIT 5

The protection of funds - Accounting control procedures - Physical protection - Cashiering procedures - Establishing credit policies and procedures - Computer security.

Emergency Management - Developing an emergency management program - Bombs and bomb threats - Fire - Hurricanes - Floods - Earthquake - Robberies - Medical emergencies - Media relations.

References

1. Understanding Hospitality law - Jack P. Jefferies
2. Crime Prevention through environmental design in parking facilities - Mary Smith.
3. Don't let your Fire Insurance go up in smoke - Phillip M. Perry
4. Hotel and Motel security Management - Raymond C. Ellie Jr, David M. Stipanut.

4.6 IT SKILLS: E-COMMERCE (PRACTICAL ONLY)

UNIT 1

Concept of Electronic Commerce (E-Commerce): Expanding scope of E-Commerce - Tools for E-Commerce: Computers and networks in E-Commerce - Network topologies - Role of communication media in E-Commerce - Electronic mail: Concept, Requisites and Protocols - E-mail Security Protocols.

UNIT 2

World Wide Web: Internet - TCP/IP Internet addresses - Internet service Provider - Internet connections - Internet communication protocols - Internet mail - Internet search - Concerns about internet: Robustness, reliability, bandwidth and security.

UNIT 3

Browsers: HTML, HTTP - Intranets: Internet Services - Components - Implementation - Web Master - B2B and B2C E-Commerce –Extranet, Intranet and Internet relationship.

UNIT 4

E-Commerce Environment: Electronic Data Interchange (EDI) - Applications - EDI components: EDI standard, software and networks - Interchange structure - EDI over the internet.

UNIT 5

Other Applications of E-Commerce: E-Cash: Elements in E-cash - Service providers - E-Reservation and booking.

REFERENCES:

1. R. Kalkota and A.B. Whinston -Readings in Electronic Commerce, Addison Wesley, 1997.
2. David Kosiur -Understanding Electronic Commerce, Microsoft Press, 1997.
3. Soka- From EDI to Electronic Commerce, McGraw Hill, 1995.

4. Saily Chat -Electronic Commerce Management, John Wiley, 1998.

4.7 MSCV-II

ORGANISING SKILLS (PRACTICAL)

The thrust of Management Seminar and Comprehensive Viva-II is to develop organizing skills among students.

Four hours per week will be devoted to several of the following activities to reinforce the theoretical inputs given in the courses.

- a) Discussions on contemporary management topics.
- b) Role plays, Management games, ill-Basket exercises.
- c) Student Presentations.
- d) Panel Discussions and Symposia.