

Ordinance & Course Curriculum – 5-Year MHMCT

ORDINANCE AND COURSE CURRICULUM
FOR
MHMCT (MASTER OF HOTEL MANAGEMENT & CATERING TECHNOLOGY)
FIVE YEARS INTEGRATED PROGRAMME



INSTITUTE OF HOTEL & TOURISM MANAGEMENT
MAHARSHI DAYANAND UNIVERSITY – ROHTAK
HARYANA INDIA 124001
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Ordinance & Course Curriculum – 5-Year MHMCT

Program Specific Outcomes:

After completion of this 5 year integrated masters program in hotel management.

- PSO1 The learners/students shall be able to practise and exhibit the in depth industry integrated operational knowledge, technical skills regarding front office, housekeeping, F&B service and Food production in hospitality industry.
- PSO2 It provides the platform to the learners/students to become familiar with the practical aspects of the hospitality industry.
- PSO3 Present to them an avenue to move into range of hotels, resorts, banquets, hospitals airlines and catering.
- PSO4 Academia is also an option open to them as a career.
- PSO5 The program will give operational experience in industry through the way of industrial training.

Course Structure

5-YEAR MHMCT - YEAR -1 SEMESTER - I

Module No.	Subject	Periods			Evaluation Scheme						Practical	Total
		L	T	P	Internal Exam Ordinance Clause 13(A)			Univ Exam	Sub Total			
					TA	CA	CT			TOT		
145 MHM 101	F.P. Foundation - I	3	1	3	10	5	5	20	80	100	50	150
145 MHM 102	F&B S Foundation - I	3	1	3	10	5	5	20	80	100	50	150
145 MHM 103	Housekeeping- I	3	1	2	10	5	5	20	80	100	50	150
145 MHM 104	Front Office-1	3	1	2	10	5	5	20	80	100	50	150
145 MHM 105	Application of Computers	3	1	2	10	5	5	20	80	100	50	150
145 MHM 106	Personality Development	3	1								100	100
Total								100	400	500	350	850

TA= Teachers Assessment, CA=Case Analysis, CT= Class Test, TOT= Total

5-YEAR MHMCT - YEAR -1 SEMESTER – II

Module No.	Subject	Periods			Evaluation Scheme						Practical	Total
		L	T	P	TA	Internal Exam Ordinance Clause 13(A)			Univ Exam	Sub Total		
						CA	CT	TOT				
145 MHM 201	F.P. Foundation - II	3	1	3	10	5	5	20	80	100	50	150
145 MHM	F&B S Foundation –	3	1	3	10	5	5	20	80	100	50	150

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202	II												
145 MHM 203	Housekeeping-II	3	1	2	10	5	5	20	80	100	50	150	
145 MHM 204	Front Office-II	3	1	2	10	5	5	20	80	100	50	150	
145 MHM 205	Foundation Course in Management	3	1		10	5	5	20	80	100		100	
145 MHM 206	Business Communication	3	1		10	5	5	20	80	100	50	150	
	Environmental Sc.	Internal Qualifying Paper as per UGC Guidelines										Grade	
Total								120	480	600	250	850	

TA= Teachers Assessment, CA=Case Analysis, CT= Class Test, TOT= Total

5-YEAR MHMCT -- YEAR -2; SEMESTER – III

Devoted to Industrial Exposure (20 Weeks)

Module No	Subject	Internship Report		Viva Voce		Total	
145 MHM 301	Internship Report & Viva Voce	400		450		850	
	Food & Beverage Production		100		100		200
	Food & Beverage Service		100		100		200
	Housekeeping Operation		100		100		200
	Front Office Operation		100		100		200
	Presentation on IE & Log Book				50		50
Total		400		450		850	

5-YEAR MHMCT -- YEAR -2; SEMESTER – IV

Module No.	Subject	Periods			Evaluation Scheme				Univ Exam	Sub Total	Practical/Viva Voce	Total
		L	T	P	Internal Exam Ordinance Clause 13(A)							
					TA	CA	CT	TOT				
145 MHM 401	F.P. Operation	3	1	3	10	5	5	20	80	100	50	150
145 MHM 402	F&B S Operation	3	1	3	10	5	5	20	80	100	50	150
145 MHM 403	Housekeeping Operation	3	1	2	10	5	5	20	80	100	50	150

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145 MHM 404	Front Office Operation	3	1	2	10	5	5	20	80	100	50	150
145 MHM 405	Foreign Language - French	3	1		10	5	5	20	80	100	50*	150
145 MHM 406	Accounting for Hospitality	3	1	-	10	5	5	20	80	100		100
Total								120	480	600	250	850

TA= Teachers Assessment, CA=Case Analysis, CT= Class Test, TOT= Total

*The Viva-Voce would be conducted by external examiner instead of practical

5-YEAR MHMCT -- YEAR -3; SEMESTER – V

Module No.	Subject	Periods			Evaluation Scheme				Practical	Total		
		L	T	P	Internal Exam Ordinance Clause 13(A)						Univ Exam	Sub Total
					TA	CA	CT	TOT				
145 MHM 501	Food Production Management	3	1	3	10	5	5	20	80	100	50	150
145 MHM 502	F&B S Management & Control	3	1	3	10	5	5	20	80	100	50	150
145 MHM 503	Housekeeping Management	3	1	2	10	5	5	20	80	100	50	150
145 MHM 504	Front Office Management	3	1	2	10	5	5	20	80	100	50	150
145 MHM 505	Marketing for Hospitality	3	1	-	10	5	5	20	80	100		100
145 MHM 506	Human Resource Management	3	1	-	10	5	5	20	80	100		100
Total								120	480	600	200	800

TA= Teachers Assessment, CA=Case Analysis, CT= Class Test, TOT= Total

5-YEAR MHMCT -- YEAR -3; SEMESTER – VI

Semester Devoted to Industrial Exposure (20 Weeks)

Module No	Subject	Internship Report	Viva Voce	Total
145 MHM 601	Internship Report & Viva Voce	200		200

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	Internship in any of the Hotel / Hospitality Operational Areas			200		200
	Presentation on IE & Log Book	200			100	100
Total		400		300		700

5-YEAR MHMCT -- YEAR -4; SEMESTER – VII

Module No.	Subject	Periods			Evaluation Scheme						Practical	Total
		L	T	P	Internal Exam Ordinance Clause 13(A)				Univ Exam	Sub Total		
					TA	CA	CT	TOT				
145 MHM 701	Advanced Front Office	3	1	2	10	5	5	20	80	100	50	150
145 MHM 702	Advanced Housekeeping	3	1	2	10	5	5	20	80	100	50	150
145 MHM 703	Hotel Engineering	3	1	-	10	5	5	20	80	100		100
145 MHM 704	Hospitality Law	3	1	-	10	5	5	20	80	100		100
145 MHM 705	Event Management	3	1	-	10	5	5	20	80	100		100
145 MHM 706	Hygiene and Sanitation	3	1	-	10	5	5	20	80	100		100
Total								120	480	600	100	700

TA= Teachers Assessment, CA=Case Analysis, CT= Class Test, TOT= Total

5-YEAR MHMCT -- YEAR -4; SEMESTER – VIII

Module No.	Subject	Periods			Evaluation Scheme						Practical	Total
		L	T	P	Internal Exam Ordinance Clause 13(A)				Univ Exam	Sub Total		
					TA	CA	CT	TOT				
145 MHM 801	Advanced Food & Beverage Service	3	1	3	10	5	5	20	80	100	50	150

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145 MHM 802	Advanced Food Production	3	1	3	10	5	5	20	80	100	50	150
145 MHM 803	Materials Management	3	1	-	10	5	5	20	80	100		100
145 MHM 804	Entrepreneurship in Hospitality	3	1	-	10	5	5	20	80	100		100
145 MHM 805	Alcoholic Beverage Management	3	1	-	10	5	5	20	80	100		100
145 MHM 806	Resort Management	3	1	-	10	5	5	20	80	100		100
Total								120	480	600	100	700

TA= Teachers Assessment, CA=Case Analysis, CT= Class Test, TOT= Total

5-YEAR MHMCT -- YEAR -5; SEMESTER – IX

Module No.	Subject	Periods			Evaluation Scheme				Practical	Total		
		L	T	P	Internal Exam							
					Ordinance Clause 13(A)							
					Univ Exam	Sub Total	TA	CA			CT	TOT
145 MHM 901	Bar Management	3	1	2	10	5	5	20	80	100	50	150
145 MHM 902	Room Division Management	3	1	2	10	5	5	20	80	100	50	150
145 MHM 903	Advanced Hospitality Marketing	3	1	-	10	5	5	20	80	100		100
145 MHM 904	Specialized Catering Operations	3	1	-	10	5	5	20	80	100		100
145 MHM 905	Research Methodology	3	1	-	10	5	5	20	80	100		100
145 MHM 906	Strategy Management	3	1	-	10	5	5	20	80	100		100
Total								120	480	600	100	700

TA= Teachers Assessment, CA=Case Analysis, CT= Class Test, TOT= Total

5-YEAR MHMCT -- YEAR -5; SEMESTER – X

Paper	Nomenclature	Internship Report	Viva Voce	Total
145 MHM 1001	Specialized Internship Report & Viva Voce	100		100
	Based on Internship in one department of any of the Travel/ Tour Operations/ Tourism / Hospitality Operational Areas/ Presentation on		100	100

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	IE & Log Book					
145 MHM 1002	Specialized Project Report* & Viva Voce	100			100	200
Total		200		200		400

Semester- X shall be for Internship (16 weeks)

* Should be a detailed study followed by publication of a research paper in a journal of repute or conference presentation.

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Guidelines for Paper Setting/ Exams

OBJECTIVE:

The course familiarizes the students with the Hospitality/Tourism Business & Management. The course is blend of theory and practical to develop a professional attitude & skills for trade in students. Being professional in nature the course aims to inculcate professional values & ethics with focus on hospitality/tourism management & operations.

APPROACHES:

Lectures, Group Discussions, Presentations, Practical, Case studies, Business Games & Field Tours

REQUIREMENTS:

Regular attendance and active participation during the course of the semester; Books & Literature Surveys, Long Essays and Assignments; Seminars Presentations etc.

EVALUATION:

The performance of the students will be evaluated on the basis of class participation, house tests; regularity & assignments, carrying 20% credit and the rest through term end examinations. (Three Hours Duration)

MODE OF PAPER SETTING:

There will be eight questions in all and candidates will have to attempt six questions. First question will be compulsory and of 20 Marks and shall contain 10 short answer type questions. These questions shall be spread over the whole syllabus. Rest seven questions shall be 12 marks each and will be set unit wise or in such a way that covers whole syllabus, where option of attempting any five among these 7 questions will be given. These questions shall judge both theoretical & applied knowledge of students. Case studies may also be given in the questions.

Sample Question Paper Format

MHMCT-5 YEAR Max Marks – 80

Time Allowed: 3 Hours

Note: Attempt any six questions, Question No -1 is compulsory

1. Short answer type questions (<i>Compulsory</i>)	(2*10=20 Marks)
2. Question 2	(12 - Marks)
3. Question 3	(12 - Marks)
4. Question 4 Subjective/ case study/ numerical/ other	(12 - Marks)
5. Question 5	(12 - Marks)
6. Question 6	(12 - Marks)
7. Question 7	(12 - Marks)
8. Question 8	(12 - Marks)

MHMCT-5 YEAR

Semester – 1

145 MHM 101 – FOOD PRODUCTION FOUNDATION – 1

External Marks: 80

Internal Marks: 20

External Practical: 50

Time: 3 Hrs

Course Outcomes:

- CO1 Students will be able to understand the technicalities and beauty of cooking.
- CO2 The undergraduates will acquire skills to deal with different types of accidents and fire.
- CO3 The learners will be able to identify, classify and purchase good quality food ingredients.
- CO4 The beginners will become capable in their selection of better quality raw material.

Course Contents:

- Unit – 1** **Cooking:** - Introduction, Definition, and its importance.
Hygiene: introduction, importance and types.
Qualities of F & B production employees
- Unit – 2** **Handling kitchen accidents** e.g. burns cuts, fractures and Heart attack.
Fire: Introduction, Types and how to extinguish different types of fire.
- Unit – 3** **Ingredients used in cooking- I:** Cereals and Grains, Fruits and Vegetables, and Sweeteners'- Types, Purchasing and Storing considerations.
- Unit – 4** **Ingredients used in cooking- II:** Egg, Milk and Milk Products, Salt and Oil & Fat-
Introduction, Types, Purchasing and Storing considerations.

Practical

1. Proper usage of a kitchen knife and hand tools
2. Understanding the usage of small equipments
3. Familiarization, identification of commonly used raw material
4. Basic hygiene practices to be observed in the Kitchen
05. First aid for cuts & burns

6 **EGG COOKERY**

Preparation of:

- (i) Hard & soft boiled eggs.
- (ii) Fried eggs.
- (iii) Poached eggs.
- (iv) Scrambled eggs.
- (v) Omelet's (Plain, Spanish, Stuffed)

7 **PREPARATION OF VEGETABLES**

- (i) Cuts of vegetables
 - Julienne
 - Jardiniere
 - Dices
 - Cubes
 - Macedoine
 - Paysanne
 - Shredding
 - Concasse
 - Mirepoix
- (ii) Blanching of Tomatoes and Capsicum.
- (iii) Cooking vegetables:
 - Boiling (potatoes, peas)
 - Frying (Aubergine, Potatoes) Steaming (Cabbage) Braising (Potatoes)
 - Braising (Onions, cabbage)

8 **RICE & PULSES COOKING**

- (i) Identification of types of rice varieties & pulses.
- (ii) Simple preparation of (a) Boiled rice (Draining & absorption) Method.
- (iii) Fried rice.
- (iv) Simple dal preparation
- (v) Wheat, products like making chapattis, parathas, phulkas, Kulchas & puris.

9 **INDIAN BREAKFAST**

- (i) Preparation of Puri/ Bhaji, Allo Paratha, Chola Bhatura,

Suggested Readings:

- Accompaniments & Garnishes from waiter; Communicate: Fuller J. Barrie & Jenkins
- Bakery & Confectionery By S.C Dubey, Publisher: Society of Indian Bakers
- Cooking Essentials for the New Professional Chef
- Larder Chef By M J Leto & W K H Bode Publisher: Butterworth- Heinemann
- Modern Cookery (Vol- I) By Philip E. Thangam, Publisher: Orient Longman
- Practical Cookery By Kinton & Cessarani
- Practical Professional Cookery By Kauffman & Cracknell
- Professional Cooking by Wayne Gislen, Publisher Le Cordon Bleu
- Purchasing Selection and Procurement for the Hospitality Industry By Andrew Hale Feinstein and John M. Stefanelli
- The Professional Chef (4th Edition) By Le Rol A. Polsom
- The Professional Pastry Chef, Forth Edition By Bo Friberg Publisher: Wiley & Sons INC
- Theory of Catering By Kinton & Cessarani
- Theory of Cookery By K Arora, Publisher: Frank Brothers

145 MHM 102- FOOD & BEVERAGE SERVICE FOUNDATION 1

External Marks: 80
Internal Marks: 20
External Practical: 50
Time: 3 Hrs

Course Outcomes:

After completion of the course students will be expected to be able to:

- CO1 Develop general knowledge on the origins and development of food service in hotels, restaurants, and institutions. Distinguish between commercial and institutional food service facilities.
- CO2 Identify trends likely to affect food service in the coming years.
- CO3 Identify a variety of managerial, production, and service positions that are typical of the food service industry and describe the roles these positions play in providing food service.
- CO4 Identify and describe the four types of table service and at least two other food service categories.

Theory

Unit – 1 F & B Services: - Introduction, Importance, Functions, Sections Classification of catering establishment- commercial and non commercial

Unit – 2 Departmental Organization & Staffing – Organization Structure of F & B Services in different types of Hotels. Job Descriptions and job specifications of different F & B service positions, attributes of F & B personnel

Unit – 3 Food & Beverage Service equipments: Introduction, Classification and features.

Unit – 4 Food & Beverage Service Methods: Introduction, Classification and features.

Practical:

- Personal grooming
- Knowledge of equipments
- Knowledge of various food service methods
- F & B Service terminology
- Basic food service- Indian Breakfast, Egg preparation

Suggested Reading:

- Food & Beverage Service – Dennis R.Lillicrap. & John A. Cousines. Publisher: ELBS
- Food & Beverage Service Management – Brian Varghes
- Food & beverage Service Training Manual – Sudhir Andrews, Tata Mc Graw Hill. Food & Beverage Service Lillicrap & Cousins, ELBS
- Introduction F & B Service- Brown, Heppner & Deegan
- Menu Planning- Jaksa Kivela, Hospitality Press
- Modern Restaurant Service- John Fuller, Hutchinson
- Professional Food & Beverage Service Management – Brian Varghese
- The Restaurant (From Concept to Operation)
- The Waiter Handbook By Grahm Brown, Publisher: Global Books & Subscription Services New Delhi.

145 MHM 103- HOUSEKEEPING – I

External Marks: 80
Internal Marks: 20
External Practical: 50
Time: 3 Hrs

Course outcomes:

After the completion of the course the students will be able to;

- CO1 Gain the knowledge about housekeeping meaning and importance in hotel.
- CO2 To acquire the skills about Housekeeping procedures in hotel and gain knowledge about lost and found procedure.
- CO3 Attain knowledge about hotel guest rooms and guest room features.
- CO4 Students able to understand the concepts of cleaning equipment's and agents used in hotel industry.

Theory

Unit – 1

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

Unit – 2

Housekeeping Procedures: Briefing, Debriefing, Gate pass, indenting from stores, Inventory of Housekeeping Items, Housekeeping control desk, Importance, Role, Co-ordination, check list, key control. Handling Lost and Found, Forms, Forms and registers used in the Control Desk, Paging systems and methods, Handling of Guest queries, problem, request, General operations of control desk.

Unit – 3

The Hotel Guest Room: Layout of guest room (Type), Layout of corridor and floor pantry, Types of guest rooms, Guest Room Features – Housekeeping Perspective.

Unit – 4

Cleaning Science: Characteristics of a good cleaning agent, PH scale and cleaning agent with their application, Types of cleaning agent, cleaning products (Domestic and Industrial), Cleaning Equipment: Types of Equipment, Operating Principles of Equipment, Characteristics of Good equipment (Mechanical/Manual), Storage, Upkeep, and Maintenance of equipment, Care and Cleaning of Different Surfaces: Metal, Glass, Leather, Rexene, Ceramic, Wood, Wall and floor covering, Stain Removal.

Practical

- 01 Rooms layout and standard supplies. (Amenities)
- 2 Identification of cleaning equipments both manual and Mechanical, Use of different Brushes, brooms, mops, identification of cleaning agents.
- 03 Maids Trolley: Set Up, Stocking and usage.
- 04 Bed Making: - Identifying of linen; - Step by step procedure for making bed

Suggested Readings:

Ordinance & Course Curriculum – 5-Year MHMCT

- Hotel and Catering Studies – Ursula Jones
- Hotel Hostel and Hospital Housekeeping – Joan C Branson & Margaret Lennox (ELBS).
- Hotel House Keeping – Sudhir Andrews Publisher: Tata Mc Graw Hill.
- Hotel Housekeeping Operations & Management – Raghubalan, Oxford University Press.
- House Craft – Valerie Paul
- House Keeping Management – Matt A. Casado; Wiley Publications
- Housekeeping and Front Office – Jones
- Housekeeping Management by A.K. Bhatiya.
- Key of House Keeping by Dr. Lal
- Commercial Housekeeping & Maintenance – Stanley Thornes
- Management of Hotel & Motel Security (Occupational Safety and Health) By H. Burstein, Managing Housekeeping custodial Operation – Edwin B. Feldman
- Managing Housekeeping Operations – Margaret Kappa & Aleta Nitschke
- Professional Management of Housekeeping Operations (II) Edn.) – Rohert J. Martin & Thomas J.A. Jones, Wiley Publications
- Safety and Security for Woman Who Travel By Sheila Swan & Peter Laufer Publisher: Traveler's Tales
- Security Operations By Robert Mc Crie, Publishe: Butterworth – Heinemann
- The Professional Housekeeper – Tucker Schneider,; Wiley Publications

145 MHM 104 – FRONT OFFICE – I

External Marks: 80
Internal Marks: 20
External Practical: 50
Time: 3 Hrs

Course Outcomes:

On completion of this module students will be able to;

- CO1 Describe the history and structure of international travel and hospitality industry
- CO2 Appraise the positive and negative impacts of tourism
- CO3 To analyze a range of 5 A's of Tourism
- CO4 Discuss the development and distribution of hospitality products
- CO5 Different departments in a hotel and their role

Theory:

Unit 1:

Tourism Industry: Introduction, 5A's of tourism, Hospitality Industry: Introduction, origin and its nature, Development and growth in India.(ITD, ITDC, Taj, Oberoi and Jaypee Hotels)

Unit 2:

Accommodation Industry, Types & Classification of Hotels on different basis; Star Categorization, Heritage Hotels and others

Unit 3:

Organization structure of hotels, various departments and sub-departments in a hotel, Their profile and activities.

Unit 4:

Front Office: Functions and its importance, Different sections of the front office department and their importance – Reservation, Reception, Concierge, Bell desk, Lobby, Telephones, Cashier, Inter and Intra-department coordination

(Practical)

- DO'S and Don'ts for new entrants/employees in the front office
- Personal grooming
- Knowledge of equipments
- Inter department and intra department co-ordination/ linkages
- Handling situations
- Front office terminology

Suggested Readings:

- Front Office Training manual – Sudhir Andrews. Publisher: Tata Mac Graw Hill
- Managing Front Office Operations – Kasavana & Brooks Educational Institution AHMA
- Front Office – Operations and management – Ahmed Ismail (Thomson Delmar).
- Managing Computers in Hospitality Industry – Michael Kesavana & Cahell.
- Front Office Operations – Colin Dix & Chris Baird.
- Front Office Operation Management- S.K Bhatnagar, Publisher: Frank Brothers
- Managing Front Office Operations By Kasvan & Brooks

- Principal of Hotel Front Office Operations, Sue Baker & Jermy Huyton, Continuum
- Check in Check out – Jerome Vallen
- Hotel Front Office Management, 4th Edition by James Socrates Bardi; Wiley Internatioanl

145 MHM 105 Applications of Computers

External Marks: 80
Internal Marks: 20
External Practical: 50
Time: 3 Hrs

Course Outcomes:

- CO1 Students will be able to understand the meaning and basic components of a computer system, define and distinguish Hardware and Software components of computer system,
- CO2 Explain and identify different computing machines during the evolution of computer system, gain knowledge about five generations of computer system,
- CO3 Explain the functions of a computer, identify and discuss the functional units of a computer system,
- CO4 Students will be able to identify the various inputs and output units and explain their purposes, understand the role of CPU and its components.

Theory

Unit I

Introduction to Computers

Introduction to Computer: Classification, Generations, Organization, Capabilities Characteristics & Limitations, Application of Computer in Hotel.

Unit II

Introduction to Computer Hardware's

Components of Computers – Hardware: Hardware elements – input, storage, processing & output devices. Block diagram of computer,

Unit III

Introduction to Computers Software's

Types of Software, System Software, Application Software, Utility Software's, Use of MS-Office: Basics of MS- Word. MS- Excel and MS- Power Point;

Unit IV

Introduction to Internet

Introduction to Internet: Definition of networks, concepts of web page, website and web searching (browsing). Benefits, Application, Working, Hardware and Software requirements, World Wide Web, Web Browser, URL, Search Engines.

Practical:

To supplement above theoretical inputs.

Suggested Reading:

- Leon & Lion, Introduction to Computers, Vikas Publishing House, New Delhi
- June Jamrich Parsons, Computer Concepts 7th Edition, Thomson Course, Bombay.
- Comer 4e, Computer networks and Internet, Pearson Education
- White, Date Communications & Compute4r Network, Thomson Course, Bombay.
- Computers in Hotels – Concepts & Applications : Partho P Seal Oxford University Press

145 MHM 106 – PERSONALITY DEVELOPMENT

External Practical:
100
Time: 3
hrs

Course outcomes:

After completion of this module, the learner shall able to:

- CO1 Develop his/her personality for Hospitality & Tourism
- CO2 Learn Polishing manners to behave appropriately in social and professional circles
- CO3 Enhance the ability to handle casual and formal situations in terms of personal grooming, dining and entertaining etiquette.
- CO4 Developing and maintaining communication skills & interpersonal skills
- CO5 Use techniques effectively on Telephone, Presentation and Electronic Communication.
- CO6 Handling difficult situations with grace, style, and professionalism

(a) Personality Enrichment

Grooming, Personal hygiene, Social and Business and Dining Etiquettes, Body language use and misuse, Art of good Conversation, Art of Intelligent Listening

(b) Etiquettes & Manners

Social & Business Dinning Etiquettes, Social Travel Etiquettes-Bus, Car and flight

(c) Personality Development Strategies

Communication Skills, Presentation Skills, Public Speaking, Extempore Speaking, importance and art of ‘Small Talk’ before serious business

(d) Interpersonal Skills

Dealing with seniors, colleagues, juniors, customers, suppliers, contract workers, owners etc at work place

(e) Group Discussion

Team behavior, how to effectively conduct yourself during GD, do’s and don’ts, clarity of thoughts and its expression

(f) Telephone conversation

Thumb rules, voice modulation, tone, do's & don'ts, manners and accent

(g) Presentation

Presentation skills, seminars skills role – plays

(h) Electronic Communication Techniques: E mail, Fax,

Suggestion Readings:

Personal management and Human Resources, by C.S.Venkata Ratanam and B.K. Srivastave, Published by Tata Mc Graw Hill Publishing Ltd, New Delhi.

Human Behavior at Work, By: Keith Davis, Published By: Tata Mc Graw Hill Pub. Ltd, New Delhi. Im OK, You are OK, by: Thomas A. Harris, Published By: Pan Books, London and Sydney

Pleasure of your Company, by: Ranjana Salgaocar, Published By: Pyramid Published Goa How to get the job you want, by: Arun Agarwal, Published By: Vision Books, New Delhi

Get That Job, Rohit Anand & Sanjeev Bikhchandani, Harper Collins

How to succeed at interviews, by: Sudhir Andrews, Published By: Tata Mc Graw Hill Pub. New Delhi.

Interview for all competitive exams, G.K. Puri, Published by: I.I.M, Near Masjid Road, New Delhi. Introduction to Hospitality Industry – Bagri & Dahiy, Aman Publications New Delhi

Interview in a nutshell, S.K. Sachdeva, Published by: Competition Review Pvt. Ltd. N

Semester – II

145 MHM 201- FOOD PRODUCTION FUNDATION – II

External Marks: 80

Internal Marks: 20

External Practical: 50

Time: 3 Hrs

Course Outcomes:

- CO1 Students will acquaint themselves about different types of equipment, and fuel.
- CO2 The undergraduates will get of knowledge of various cooking methods.
- CO3 The pupils will be able to identify different sections of a professional kitchen and their organizational hierarchy.
- CO4 The learners will have thorough knowledge of Indian and French Cuisine.

Theory

Unit – 1 **Equipments-** Introduction, Classifications, use and Selection criterion
Fuel- Introduction, Types, characteristics, advantages and disadvantages. LPG And its commercial prospective.

Pre- Preparation techniques: Introduction, types and their detail.

Unit – 2 **Cooking Methods – Introduction,** types and their detailed description (Moist

cooking

methods).

Unit – 3 **Hotel Kitchen:** Introduction and its sections.

Food Production Organizational Hierarchy: Introduction, duties and responsibilities of staff.

Unit – 4 **Cuisine:** Concept.

Indian Cuisine: Introduction, main ingredients used and special features.

French Cuisine: Introduction, main ingredients used and special features.

Practical

- Introduction of Fuels
- Knowledge of pre-preparation techniques
- Knowledge of various cooking methods
- Preparation of Indian dishes (Three course Indian menu for lunch & dinner, lassi, ,Jaljeera ,Aam Panna,
- Introduction of French Dishes(Soups,Salads,Sandwiches five of each)
- F & B production terminology

Suggested Readings:

Art of Indian Cookery, Rocky Mohan, Roli

Prased Cooking with Masters, J. Inder Singh Kalra, Allied

Modern cookery (Vol- I) For Teaching & Trade, Philip E. Thangam, Orient Longman Larousse Grastonomique- Cookery Encyclopedia, Paul Hamlyn

The Complete Guide to the Art of Modern Cookery, Escoffier

145 MHM 202- FOOD & BEVERAGE SERVICE FOUNDATION- II

External Marks: 80

Internal Marks: 20

External Practical: 50

Time: 3 Hrs

Course Outcomes:

- CO1 Students will be able to describe menu, its types, cover set for each type of menu and also will be able to plan a menu for various types of functions.
- CO2 Students will be able to understand the service and storage of various types of beverages mainly non-alcoholic.
- CO3 Students will be able to understand breakfast and their service and cover setup.
- CO4 Students will be able to understand the procedure of room service.

Theory

- Unit – 1** **Menu:-** Introduction, Importance, and Types (detailed description of each type): A laCarte & TDH, Factors affecting menu item selection. French Classical Menu
- Unit – 2** **Non Alcoholic Beverages:** Classification & Services, Storage.
- Unit – 3** **Breakfast Service:** Introduction, types, features, table layouts and service. KOT
- Unit – 4** **Room Service:** Introduction, Organization, Cycle, Equipments, Types, Menu and various forms.

Practical:

- Various menu services, their table layouts and service sequences for:
 - o A La Carte and TDH
 - o Room Service
 - o Breakfast
- **BREAKFAST SERVICES PRACTICAL**
 - (i) Laying of Difference type of breakfast cover with all table appointments like butter dish, supreme bowl (for service of grape fruit etc)
 - (ii) Laying a room service tray for bed tea and breakfast (Continental & English)
- **Room Service:-** Trolley Tray Breakfast set up and service for rooms.

Suggested Reading:

- Food & Beverage Service – Dennis R. Lillicrap. & John A. Cousins. Publisher: ELBS
- Food & Beverage Service Management- Brian Varghese
- Food & Beverage Service Training Manual – Sudhir Andrews, Tata MC Graw Hill. Food & Beverage Service Lillicrap & Cousins, ELBS
- Introduction F & B Service – Brown, Heppner & Deegan
- Menu Planning- Jaks Kivela, Hospitality Press
- Modern Restaurant Service- John Fuller, Hutchinson
- Professional Food & Beverage Service Management- Brian Varghese
- The Restaurant (Form Concept to Operation)
- The Waiter Handbook By Grahm Brown, Publisher: Global Books & Subscription Services New Delhi.

145 MHM 203 – HOUSEKEEPING – II

External Marks: 80
Internal Marks: 20
External Practical: 50
Time: 3 Hrs

Course Outcomes:

After the completion of the course the students will be able to;

- CO1 Gain the knowledge of public area, pest control, Safeguarding Assets and cleaning procedure of these areas in hotel.

- CO2 To acquire the skills about guest room cleaning procedure in hotel and develop practical knowledge of system and procedures in housekeeping.
- CO3 To develop the competencies of a supervisor and how to deal with supervisory tasks in a hotel.
- CO4 Attain knowledge about various important sections of housekeeping like linen and uniform room.

Theory

Unit – 1

Cleaning of Public Areas: Cleaning Process, Cleaning and upkeep of Public areas, (Lobby, Cloak rooms/ Restaurant/ bar/ banquet Halls/ Administration offices/ Lifts and Elevators/ Staircase/ back areas/ Front areas/ Corridor), Pest Control: Types of pests, Control procedures, Safeguarding Assets: Concerns for safety and security in Housekeeping operations, Concept of Safeguarding assets.

Unit – 2

Cleaning of Guest Rooms: Daily cleaning of (Occupied/ Departure vacant Under repair VIP rooms, Weekly cleaning /spring cleaning, Evening service, System & procedures involved. Forms and Formats, Guestroom cleaning – Replenishment of Guest supplies and amenities.

Unit – 3

Housekeeping Supervision: Importance of inspection, Check- list for inspection, Typical areas usually neglected where special attention is required, Self- supervision techniques for cleaning staff, Degree of discretion/ delegation to cleaning staff.

Unit – 4

Linen/ Uniform Tailor Room: Layout, Types of Linen, sizes and Linen exchange procedure, Selection of linen, Storage Facilities and conditions, Par stock: Factors affecting par stock, calculation of par stock, Discard Management, Linen Inventory system, Uniform designing: Importance, types, characteristics, selection, par stock.

Practical

S.No. Topic

- (i) Layout of linen room and uniform room
(ii) Cleaning of Public Areas & Inspection of public areas (lobby, Restaurant, staircase, clock rooms, corridor, offices, Back areas)
- Cleaning guestrooms (Vacant occupied, departure), placing/ replacing guest supplies and soiled linen.
- Cleaning of different surfaces e.g. windows, tabletops, picture frames under beds, on carpet, metal surfaces, tiles, marble and granite tops.

Suggested Readings:

- Hotel and Catering Studies – Ursula Jones
- Hotel Hostel and Hospital Housekeeping – Joan C Branson & Margaret Lennox (ELBS)
- Hotel House Keeping – Sudhir Andrews Publisher: Tata McGraw Hill

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- Hotel Housekeeping – Operations & Management: G. Raghubalan, Oxford University Press
- House Craft – Valerie Paul
- House Keeping Management by Dr. D.K. Agarwal
- Housekeeping and Front Office – Jones
- Housekeeping Management – Magaret M. Leappa & Aleta Nitschke
- In House Management by A.K. Bhatiya
- Key of House Keeping by Dr. Lal
- Commercial Housekeeping & Maintenance – Stanley Thornes

145 MHM 204 - FRONT OFFICE – II

External Marks:
80

Internal Marks: 20

External Practical:
50 Time: 3 Hrs

Course Outcomes:

- CO1 To handle guest arrival (Fit and groups) including registering the guests and rooming the guest functions.
- CO2 To handle to telephones at the reception- receive/ record messages
- CO3 To handle guest departure (fits and groups)
- CO4 Preparation and study of countries, capitals, currencies, airlines and flags chart
- CO5 Identification of F.O. equipment
- CO6 Telephone handling at Reservations and Standard phrases.

Theory

Unit 1:

Organization structure of front office of different category of hotels, Qualities of Front office staff, Job description and specification of front office staff

Unit 2:

Equipments used at front office – Room Rack, Mail Message, and Key Rack, Reservation Racks, Information Rack, Folio Trays, Account Posting Machine, Voucher Rack, Cash Register Support Devices, Telecommunications Equipments, Knowledge of rooms and plans, Basis of Room charging, Tariff fixation

Unit 3:

Front desk operations & functions during different stage of guest cycle. Role and functions of lobby manager, handling complaints

Unit 4:

Reservation: Concept, importance, types, channels and systems, Procedure of taking reservation, Overbooking, amendments and cancellations, Group Reservation: Sources, issues in handling groups, procedure

Practical

- Skill to handle guest arrival (Fit and groups) including registering the guests and rooming the guest functions.
- Skills to handle to telephones at the reception- receive/ record messages.
- Skills to handle guest departure (fits and groups)
- Preparation and study of countries, capitals, currencies, airlines and flags chart
- Identification of F.O. equipment
- Telephone handling at Reservations and Standard phrases.
- Role play:
At the porch, Guest driving in Doorman opening the door and saluting guest; Calling belloy
At the Front Desk: Guest arriving; greeting & offering welcome drink, Checking if there is a booking
- **FAMILIRISATION WITH RECORD BOOKS, LISTS & FORMS SUCH. AS:**
(I) Arrival/ departure register

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- (ii) Departure intimation
- (iii) Arrival/ Departure list
- (iv) No Show/ cancellation report
- (v) VIP List
- (vi) Fruits & Flowers requisition
- (vii) Left luggage register
- (viii) Bell boy movement control sheet
- (ix) Scanty Baggage Register
- (x) Arrival & Departure errands cards
- (xi) Expected arrival/ departure list

Suggested Readings:

- Front Office Training manual – Sudhir Andrews. Publisher Tata Mac Graw Hill
- Managing Front Office Operations – Kasavana & Brooks Educational Institution AHMA
- Font Office – operations and management – Ahmed Ismail (Thomson Delmar).
- Managing Computers in Hospitality Industry – Michael Kasavana & Cahell.
- Front Office Operations – Dix & Chris barid.
- Front Office Operations Management- S.K Bhatnagar, Publisher: Frank Brothers
- Managing Front Office Operations By Kasavana & Brooks
- Principles of Hotel Front Office Operations, Sue Baker & Jermy Huyton, Continuum
- Check in Check out – Jerome Vallen

145 MHM 205 – FOUNDATION COURSE IN MANAGEMENT

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

Course Outcomes:

After the completion of the course students will be able to:

- CO1 Gain the knowledge regarding concept, functions and level of management and also will be able to learn the history and evolution of management thought.
- CO2 Apply the knowledge pertaining to planning, decision making process and forecasting.
- CO3 Acquire knowledge pertaining to organizing, delegation and its benefits and various forms of organizational structure.
- CO4 Apply the knowledge regarding motivating employees, communication with employees and leadership skills and styles.

Unit 1:

Concept and Nature of Management: Concept & Definitions, Features of Management, Management As Science, Art & Profession, Levels of Management, Nature of Management Process, Classification of Managerial Functions, Evolution of Management Thought Approaches To Management (Classical, Behavioural, Quantitative Contingency), Contribution of Leading Thinkers, Recent Trends In management Thought.

Unit 2:

Planning – Process and Types, Decision Making Process, Management By Objectives (MBO), Forecasting

Unit 3:

Organizing: Nature & Principles of Organization, Span of Management, Authority & Responsibility, Delegation and Decentralization, Forms of Organization Structure, Line & Staff Authority Relationships

Unit 4:

Motivation – Concept and concept and content theories, Communication – Process, Barriers and types, Leadership – concept, styles and skills, Coordination, Controlling: Nature & Process of Controlling

Suggested Readings:

Chandra Bose/ Principles of Management & Administration, Prentice Hall of India

Essential of Management Koontz & Wrihrich Tata Mc Graw – Hill
Publishing Co. Ltd. Essentials of Management – Chatterji

Essentials of Management – Koontz & O'donnel

Fundamentals of Management – J.S. Chandran Principles of management-
P.N, Reddy Management – Stoner & Freeman

Management and Organization – M. Louis Allen Management Theory and
Practice-Earnest Dale

Management Stoner, Freeman & Gilbert Prentice Hall of India

Pct Ltd Management Tasks – Peter F Drucker Management

Process – Davar R

Management Theory & Practice C.B. Gupta (CBG) Sultan Chand & Sons

Management Today: Principles and Practice – Burton, Jene, Tata Mc
Graw Hill Publishing Co. Ltd.

Management: A global perspective, Weihrich, Henz and Koontz, Harold, New
Delhi: Tata Mc Graw- Hill Publication Company, 1993.

Personnel Management & Industrial Relations – Verma &
Agarwal Satya Raju/ Management – Text & Cases,
Prentice Hall of India

145 MHM 206 – BUSINESS COMMUNICATION

External Marks:
80

Internal Marks: 20

External Practical:

50 Time: 3 Hrs

Course outcomes:

After completion of this module, the learner shall able to:

- CO1 Develop his/her personality for Hospitality & Tourism
- CO2 Learn Polishing manners to behave appropriately in social and professional circles
- CO3 Enhance the ability to handle casual and formal situations in terms of personal grooming, dining and entertaining etiquette.
- CO4 Developing and maintaining communication skills & interpersonal skills

UNIT – I

COMMUNICATION – TYPES & PROCESS

Introduction, definitions, Process of communication, types of Communication, upward, downward, horizontal, vertical and diagonal, verbal, nonverbal and oral and written Interpersonal communication – one way/ two way, Mediums of communication, Listening, Barriers to Communication

UNIT- II

WRITTEN COMMUNICATION

Business report, business representation, formal letter Drafting effective letter, formats, style of writing, Use of jargons

UNIT – III

SPEECHES

Drafting, a speech, presentation, Personal grooming, Paragraphs and creative writing, Extempore, Introducing yourself

UNIT – IV

RIGHT TO INFORMATION ACT

Introduction, Right to Information and obligations of Public Authorities, Central and State Information commissions- powers and functions, Writing an RTI Application, Submitting and RTI Application, Appeal and penalties

Practicals:

To Supplement Above With emphasis prospective of CV and telephonic Interviews.

Remedial Grammar: Agreement of verb and subject; Nouns: singular or plural? Some special cases; The partitive use of *of*; Tenses: Simple and progressive (continuous) forms of the present tense, simple and progressive forms of the past tense, the progressive form of the perfect and tense with since; the courtesy works *please and thank you*; Dates and The Time.

Listening On the Job: Definition, importance and types of listening, Listening barriers, Guidelines for effective listening **Effective Speaking:** Addressing a group, Essential qualities of a good speaker, Audience analysis, Defining the purpose of a speech, organizing the ideas and delivering the speech: Practice delivering the speech.

Suggested Topics: Like 1. Promotion of awareness among high school students towards career in hospitality Industry 2 Effective Communication for successful career etc

Introduction to Group Discussion Techniques with Debate and Extempore,
Employment Interview, **Dialogue Writing** focusing situations in hospitality sector.
Hotel/ Tourism Terminology

Practical aspects like:

1. Practicing role- play
2. Organize group discussion on: how to succeed in an interview
3. Organize debate competition.

Suggested Reading:

- Bhaskar, W.W.S., AND Prabhu, NS., “English Through Reading”, Publisher: Mc Millan, 1978
- Business Correspondence and Report Writing” –Sharma, R.C. and Mohan K. Publisher: Tata Mc Graw Hill 1994
- Communications in Tourism & Hospitality – Lynn Van Der Wagen, Publisher: Hospitality Press
- Business Communication – K.K. Sinha
- Essentials of Business communication By Marey Ellen Guffey, Publisher: Thompson Press
- How to win Friends and Influence People By Dale Carnegie, Publisher: Pocket Books
- Basic Business Communication By Lesikar & Flatley, Publisher Tata Mc Graw Hills
- Body Language By Allan Pease, Publisher Sheldon Press
- Business Correspondence and Report Writing”, Sharma, RC. And Mohan, K., Tata Mc Graw Hill, 1994 “Model Business Letters”, Gartside, L., Pitam, 1992
- Communications in Tourism & Hospitality, Lynn Van Oer Wagen, Hospitality Press

**145 MHM 207 – ENVIRONMENTAL SCIENCES
(COMMON WITH ALL UNDER GRADUATE PROGRAMMES AS PER UGC
GUIDELINES)**

Course Outcomes:

After the completion of the course the students will be able to:

- CO1 Critical Thinking: demonstrate critical thinking skills in relation to environmental affairs
- CO2 Communication: demonstrate knowledge and application of communication skills and the ability to write effectively in a variety of contexts.
- CO3 Interdisciplinary Synthesis: demonstrate an ability to integrate the many disciplines and fields that intersect with environmental concerns.
- CO4 Ecological Literacy: demonstrate an awareness, knowledge, and appreciation of the intrinsic values of ecological processes and communities.
- CO5 Sustainability: demonstrate an integrative approach to environmental issues with a focus on sustainability.

UNIT-I

Environmental studies – Nature, scope and importance, need for public awareness; natural resources – renewable and non-renewable resources, use and over- exploitation/over-utilization of various resources and consequences; role of an individual in conservation of natural resources; equitable use of resources for sustainable lifestyles

UNIT-II

Ecosystems – concept, structure and function of an ecosystem; energy flow in the ecosystem; ecological succession; food chains, food webs and ecological pyramids; types of ecosystem – forest ecosystem, grassland ecosystem, desert ecosystem, aquatic ecosystems

Environmental Pollution – Definition, cause, effects and control measures of different types of pollutions – air pollution, water pollution, soil pollution, marine pollution, noise pollution, thermal pollution, nuclear hazards; solid waste management – causes, effects and control measures of urban and industrial wastes; role of an individual in prevention of pollution

UNIT-III

Social issues and the environment – Sustainable development, urban problems related to energy, water conservation, rain water harvesting, watershed management; resettlement and rehabilitation of people, its problems and concerns; climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust; Wasteland reclamation, consumerism and waste products

UNIT-IV

Environmental legislation – Environment Protection Act. Air (prevention and control of pollution) Act. Water (prevention and control of pollution) Act, Wildlife Protection Act, Forest Conservation Act

SUGGESTED READINGS:

Rajagopalan R, Environmental Studies, Oxford University Press, New Delhi

Kaushik Anubha, C.P. Kaushik, Perspective in Environmental Studies, New Age International (P) Ltd. Publishers

Joseph Benny, Environmental Studies, Tata McGraw Hill Publishing Company Ltd., New Delhi Ubaroi, N.K., Environment Management, Excel Books, New Delhi

145 MHM 208- Disaster Management (As per UGC Guidelines)

External Marks:

80

Internal Marks:

20 Time: 3 Hrs

Course Outcomes:

- CO1 Students will be able develop an understanding of the key concepts, definitions a key perspectives of All.
- CO2 Hazards Emergency Management Understand the Emergency/Disaster Management Cycle.
- CO3 Have a basic understanding for the history of Emergency Management
- CO4 Develop a basic under understanding of Prevention, Mitigation, Preparedness, Response and Recovery. Students will be able to develop a basic understanding for the role of public and private partnerships.

Unit I. Introduction to Disasters:

Concepts and definitions (Disaster, Hazard, Vulnerability, Resilience, Risks)

Disasters: Classification, Causes, Impacts (including social, economic, political, environmental, health, psychosocial, etc.), Differential impacts- in terms of caste, class, gender, age, location, disability, Global trends in disasters, urban disasters, pandemics, complex emergencies, Climate change

Unit II. Approaches to Disaster Risk reduction:

Disaster cycle - its analysis, Phases, Culture of safety, prevention, mitigation and preparedness community based DRR, Structural- nonstructural measures, roles and responsibilities of- community, Panchayati Raj Institutions/Urban Local Bodies (PRIs/ULBs), states, Centre, and other stake-holders.

Unit III. Inter-relationship between Disasters and Development:

Factors affecting Vulnerabilities, differential impacts, impact of Development projects such as dams, embankments, changes in Land-use etc. Climate Change Adaptation. Relevance of indigenous knowledge, appropriate technology and local resources

Unit IV. Disaster Risk Management in India

Hazard and Vulnerability profile of India, Components of Disaster Relief: Water, Food, Sanitation, Shelter, and Health, Waste Management Institutional arrangements (Mitigation, Response and Preparedness, DM Act and Policy, Other related policies, plans, programmes and legislation)

Suggested Reading list:

- Alexander David, Introduction in 'Confronting Catastrophe', Oxford University Press, 2000
- Andharia J. Vulnerability in Disaster Discourse, JTCDM, Tata Institute of Social Sciences Working Paper no. 8, 2008

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- Blaikie, P, Cannon T, Davis I, Wisner B 1997. At Risk Natural Hazards, Peoples' Vulnerability and Disasters, Routledge.
- Coppola P Damon, 2007. Introduction to International Disaster Management,
- Carter, Nick 1991. Disaster Management: A Disaster Manager's Handbook. Asian Development Bank, Manila Philippines.
- Cuny, F. 1983. Development and Disasters, Oxford University Press.
- Document on World Summit on Sustainable Development 2002.

SEMESTER – III INDUSTRIAL EXPOSURE (SEMESTER – III)

Course Outcomes:

- CO1 Students will build practical skills that can apply to describe the roles and functions of a leader in the hospitality industry.
- CO2 Students will understand the roles and functions of a manager in the hospitality industry.
- CO3 Students will be able to understand the need for career planning, application of production forecasting techniques and procedures and describe physical and perpetual inventory systems in hospitality industry.
- CO4 Students will be able to list and describe basic guest service quality, server-guest relationships, and ethics.

Duration of Exposure: 20 weeks

Leave Formalities: 1 weekly off and festivals and national holidays given by the hotel 10 days medical leave supported by a medical certificate. Leave taken must be made up by doing double shifts or working on weekly offs. Attendance in the training would be calculated on the basis of Certificate issued by Training Manager/ HR Manager/ Concerned Officer of the unit trained in. Industrial Exposure will require an input of 120 working days (20 weeks x 06 days = 120 days). Students who are unable to complete a minimum of 45 days of industrial training would be disallowed from appearing in the term and examinations. Students who complete more than 45 days of industrial exposure but are unable to complete minimum 90 days due to medical reasons may make good during the vacations. Such students will be treated as 'absent' in industrial training and results.

Once the student has been selected/ deputed for industrial exposure by the institute, he/she shall not undergo IE elsewhere. In case students make direct arrangements with the hotel for industrial training, these will necessarily have to be approved by the institute. Students selected through campus interviews will not seek industrial exposure on their own. There will be no interchange of candidates from one hotel/ training unit to other of their own. The training in III semester necessarily needs to be in an approved hotel equivalent to three star or above/ Heritage or other such good property. Prior written approval to be taken from the programme coordinator/ Convenor/ H.O.D for Industrial exposure in both semesters.

Training Schedule:

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III Semester

Housekeeping: 4 weeks; Front Office: 4 weeks; Food and Beverage Service: 4 weeks Food Production: 4 weeks; others (In the areas of Interest/ Project) 4 weeks
Total weeks: 20 weeks.

Academic Credits for training shall be based on following

Log books and attendance, Appraisals, Report and presentation, Project, Others as applicable

All trainees must ensure that the log books and appraisals are signed by the departmental/sectional heads as soon as training in a particular department or section is completed. Trainees are also advised to make a report in all four departments in III semester on completion of training in that respective department. A PowerPoint presentation (based on the report) Should be make. This will be presented in front f a select panel from the institute and the industry. It should be made for duration of 10 minutes. Marks will be awarded on this. The presentation should express the student's experiences in the department and what has he learned/ observed. (*Refer to What to Observe Sheets for more details.*)

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

- a) The typing should be done on both sides of the paper (instead of single side printing)
- b) The font size should be 12 with Times New Roman font.
- c) The Training Report may be typed in 1.5 line spacing. But the References/Bibliography should b e typed in single space.
- d) The paper should be A-4 size.
- e) Two copies meant for the purpose of evaluation may be bound in paper- and submitted to the approved authority.

Students have to submit the following on completion of industrial training to the faculty coordinator at the institute:

1. Logbook.;
2. Appraisal;
3. A copy of the training certificate.
4. IT Report in all four Departments.
5. Power Point presentation on a CD, based on the training report.
6. Attendance sheet.
7. Leave card.

For distribution of marks refer to details on Course structure

WTO (What to Observe)

During your tenure as an Industrial Exposure, apart from carrying out the assigned jobs, You are suggested to make the following observations in your

department

WHAT TO OBSERVE

Food & Beverage Service

BANQUETS

1. What is banqueting – the need to have banquet facilities, scope purpose, menus and price structures
2. Types of banquet layouts
3. Types of banquet equipment, furniture and fixtures
4. Types of menus and promotional material maintained
5. Types of functions and services
6. To study staffing i.e. number of service personnel required for various functions.
7. Safety practices built into departmental working
8. Cost control by reducing breakage, spoilage and pilferage
9. To study different promotional ideas carried out to maximize business
10. Types of chaffing dish used- their different makes sizes
11. Par stock maintained (glasses, cutlery, crockery etc)
12. Store room – stacking and functioning

RESTAURANTS

1. Taking orders, placing orders, service and clearing
2. Taking handover form the previous shift
3. Laying covers, preparation of mise-en-place and arrangement and setting up of station
4. Par stocks maintained at each side station
5. Functions performed while holding a station
6. Method and procedure of taking a guest order
7. Service of wines, champagnes and especially food items
8. Service equipment used and its maintenance
9. Coordination with housekeeping for soil linen exchange
10. Physical inventory monthly of crockery, cutlery, linen etc.
11. Equipment, furniture and fixtures used in the restaurant and their use and maintenance
12. Method of folding napkins
13. Note proprietary sauces, cutlery, crockery and the timely pickup

BAR

1. Bar setup, Mise-en-place preparation, Storage facilities inside the bar, Decorative arrangement to liquor bottles
2. Types of glasses used in bar service and types of drinks served in each glass
3. Liaison with f & b controls for daily inventory
4. Spoilage and breakage procedures
5. Handling of empty bottles
6. Requisitioning procedures
7. Recipes of different cocktails and mixed drinks
8. Provisions of different types of garnish with different drinks

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9. Dry days and handling of customers during the same
10. Handling of complimentary drinks
11. Bar cleaning and closing
12. Guest relations and managing of drunk guests
13. Inter bar transfer and service accessories maintained, and preparation of the same before the bar opens
14. Types of garnishes and service accessories maintained, and preparation of the same before the bar opens
15. To know the different brands of imported and local alcoholic and non-alcoholic beverages
16. Bar salesmanship
17. KOT/BOT control
18. Coordination with kitchen for warm snacks
19. Using of draught beer machine
20. Innovative drink made by the bar tender

ROOM SERVICE/INROOM DINNING

1. Identifying Room Service Equipment
2. Importance of Menu Knowledge for Order-taking (RSOT functions/procedures)
3. Food Pickup Procedure
4. Room service Layout Knowledge
5. Laying of trays for various orders
6. Pantry Elevator Operations
7. Clearance Procedure in Dishwashing area
8. Room service Inventories and store requisitions
9. Floor Plan of the guest floors
10. Serving Food and Beverages in rooms
11. Operating dispense Bars

WHAT TO OBSERVE

F & B Production

1. Area & Layout of the Kitchen
2. Study of Standard Recipes
3. Indenting, Receiving & Storing
4. Preparing of batters, marinations and seasonings
5. All cuts of meat and butchery items (Mutton, poultry, beef, fish etc.)
6. Daily procedure of handover from shift to shift
7. Recipes and methods of preparation of all sauces
8. Quantities of preparation, weekly preparations and time scheduling
9. Stock preparation and cooking time involved
10. Cutting of all garnishes
11. Temperatures and proper usage of all equipment
12. Plate presentations for all room service and a la cart orders
13. Cleaning and proper upkeep of hot range
14. Cleanliness and proper upkeep of the kitchen area and all equipment
15. Yield of fresh juice from sweet lime / oranges

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16. Storage of different mise-en-place – (Raw, Semi-Processed)
17. Bulk preparations
18. Finishing of buffet dishes
19. Recipes of at least 10 fast moving dishes
20. Mise-en-place for: A la Carte Kitchen & Banquet Kitchen
21. Rechauffe/ Leftover Cooking

WHAT TO OBSERVE

Front Office

1. Greeting, meeting & escorting the guest
2. Total capacity and tariffs of the rooms
3. Location and role of status board, different types of status's maintained
4. Special rates and discounts applicable to groups, business houses, airlines, VIP's etc.
5. Identification of kind, mode and type of reservation
6. Filing systems and follow-up on reservations
7. Types of plans and packages on offer
8. Forms and formats used in the department
9. Meaning of guaranteed, confirmed and waitlisted reservations
10. Reports taken out in the reservations department
11. Procedure of taking a reservation
12. Group reservations, discounts and correspondence
13. How to receive and room a guest
14. Room blockings
15. Size, situations and general colour schemes of rooms and suites
16. Discounts available to travel agents, tour operators, FHRAI members etc
17. Co-ordination of reception with lobby, front office cash, information, room service, housekeeping and telephones
18. Guest registration, types of guest folios, arrival slips, c-forms and their purpose
19. How to take check-ins and check-outs on the computer
20. Various reports prepared by reception
21. Key check policy
22. Mail & message handling procedures
23. Percentage of no-shows to calculate safe over booking
24. Group and crew rooming, pre-preparation and procedures
25. Scanty baggage policy
26. Handlin of room changes / rate amendments/ date amendments/ joiners/ one person departure/ allowances/ paid outs and all formats accompanying them
27. Requisitioning of operating supplies
28. Handling of special situations pertaining to guest grievance, requests etc
29. BELL DISK / CONCIERGE FUNCTIONS: luggage handling during check-in & check-out, left luggage procedures, wake-up call procedure, scanty baggage procedure, handling of group baggage, maintenance of records, Errands made, briefings etc.
30. TRAVEL DESK: coordination, booking, transfers etc.

WHAT TO OBSERVE

Housekeeping

LINEN & UNIFORM

1. Learn to identify the linen/ uniform by category/ size even when in fold

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2. Study the Pest Control procedure followed & learns how the linen/ uniform is preserved against mildew
3. Observe system & quantum of Linen Exchange with Laundry, Room, and Restaurants
4. Note the discard procedure & observe the percentage of discard
5. Observe procedure for exchange of uniforms and linen
6. Note procedure followed for uniform/ lines exchange after closing hours
7. Note arrangement of linen/ uniforms systematically in shelves/ hangers.
8. Understand the need & use of par stocks maintained.
9. Study total number and variety of items

ROOMS

1. Number of rooms cleaned in a shift
2. Time taken in making bed
3. Thoroughly observe the cleaning equipments and detergents / any other cleaning supplies used
4. Observe all guest supplies kept in guestroom bathroom. Understand the procedure for procurement and replenishment of guest supplies.
5. Study the systematic approach in cleaning a room and bathroom and the various checks made of all guest facilities e.g. telephone, channel music, A/C , T.V.etc
6. Study the Housekeeping cart and all items stocked in it. Note your ideas on its usefulness and efficiency
7. Observe how woodwork, brass work are kept spotlessly clean and polished
8. Observe procedure for handling soiled linen & Procurement of fresh linen
9. Observe the procedure for Freshen up and Turn down service
10. Observe room layout, color themes and furnishings used in various categories and types
11. Carpet brushing and vacuum cleaning procedure
12. Windowpanes and glass cleaning procedure and frequency
13. Observe maintenance of cleaning procedure and frequency
14. Understand policy and procedure for day-to-day cleaning
15. Observe methods of stain removal
16. Understand the room attendant's checklist and other formats used
17. Observe handling of guest laundry & other service (like shoe shine etc.)

THE CONTROL DESK

1. Maintenance of Log Book
2. Understand the functions in different shifts
3. Observe the coordination with other departments
4. Observe the area & span of control
5. Observe the handing of work during peak hours
6. Observe the formats used by department and study various records maintained

PUBLIC AREA

1. Observe the duty and staff allocation, scheduling of work and daily briefing
2. What to look for while inspecting and checking Public Area
3. Importance of Banquets function prospectus
4. Observes tasks carried out by the carpet crew, window cleaners and polishers
5. Note Maintenance Order procedure
6. Study the fire prevention and safety systems built into the department
7. Observe coordination with Lobby Manager, Security and other departments
8. Observe the pest control procedure and its frequency
9. Study the equipment and operating supplies used the procedure for its procurement
10. Observe Policy and procedures followed for various cleaning

Ordinance & Course Curriculum – 5-Year MHMCT

Semester – IV

145 MHM 401 – FOOD PRODUCTION OPERATION

External Marks: 80
Internal Marks: 20
External Practical: 50
Time: 3 Hrs

Course Outcomes:

- CO1 The students will increase their knowledge of Larder section of a hotel kitchen and minutes details of fish and poultry items.
- CO2 The learners will get information of about types, selection, nutritive value and cuts of lamb/mutton and beef.
- CO3 The pupils will be able to understand types and recipes of stocks, soups, and sauces.
- CO4 The undergraduates have a detailed knowledge of various regional cuisines of Indian namely Kashmiri, Awadhi, Punjabi and Gujarati.

Unit – 1 Larder – Introduction and importance in hotel kitchens Equipments

Fish – Introduction, Types, Selection criterion, Nutritional value, and Cuts **Poultry** – Introduction, Types, selection criterion, Nutritional value, and Cuts.

Unit – 2 Lamb/ Mutton – Introduction, Types, Selection criterion, Nutritional value, and Cuts **Beef/ Veal and Pork** – Introduction, Types, Selection criterion, Nutritional value, and cuts

Unit – 3 Stock – Introduction, Classification, and their recipes

Soup – Introduction, Classification, and their recipes **Sauce** – Introduction, Classification, and their recipes

Unit – 4 Regional Cuisine of India (Kashmiri, Awadhi, Punjabi, Gujarati and Rajasthani)

Practical

- Knowledge of Types, Selection criterion, and Cuts of Fish, Lamb/ Mutton, & poultry.
- Preparation of Stocks.
- Preparation of Soups.
- Preparation of Sauces.
- Regional cuisine of India One menu each in context of theory
- F & B production terminology

Books Recommend

- Accompaniments & Garnishes from waiter; Communicate: Fuller J. Barrie & Jenkins
- Bakery & Confectionery By S.C Dubey, Publisher: Society of Indian Bakers
- Cooking Essentials for the New Professional Chef
- Larder Chef By M J Leto & W K H Bode Publisher: Buterworth – Heinemann
- Modern Cookery By Kinton & Cessarani
- Practical Cookery By Cookery By Kauffman & Cracknell

Ordinance & Course Curriculum – 5-Year MHMCT

- Practical Cooking By Wayne Gisslen, Publisher Le Cordon Bleu
- Purchasing Selection and Procurement for the Hospitality Industry By Andre Hale Feinstein and John M. Stefanelli
- The Professional Chef (4th Edition) By Le Rol A. Polson
- The Professional Pastry Chef, Forth Edition By Bo Friberg Publisher: Wiley & Sons INC
- Theory of Catering By Kinton & Cessarani
- Theory of Cooking By K Arora, Publisher: Frank Brothers
- Food Heritage of India- Vimal Patial
- Indian Recipes- Vincent Joeseeph
- Favourite Indian Desserts– Role Books

145 MHM 402 – FOOD & BEVERAGE SERVICE OPERATION

External Marks: 80

Internal Marks: 20

External Practical: 50

Time: 3 Hrs

Course Outcomes:

- CO1 Students will have an understanding of beverage industry.
- CO2 Students can impart their skills to apply bar setup and bar operations.
- CO3 Students will be capable of Opening & closing of wines corks (Champagne, Red & White wines)
- CO4 Students will have knowledge of various national and international brands of alcoholic beverages.

Theory

Unit – 1

Bar – Introduction, Importance, and Types, Organization Structure, Layout, Equipments used and BOT & Bar Menus.

Unit – 2

Alcoholic Beverages: Wines – Introduction process, storage and its service. Major Indian and International Brands., Wine glasses and equipment, Storage and service of wine

Unit – 3

Beers: Introduction, Ingredients Used, Production, Types and brands, Indian and International. Services, bottled, canned and dought beers. Other Fermented & Brewed Beverages: Sake, Cider, Perry, Alcohol Free Wines.

Unit – 4

Spirits: Introduction to Spirits (Whisky, Brandy, Rum, Vodka, Gin & Tequila), Spirits- Types, Production, Brands Indian and International & Service, Other Alcoholic Beverages- Liqueurs & Tobacco: Types, Production, Brands & Service – Indian and International.

Practical

Ordinance & Course Curriculum – 5-Year MHMCT

1. Service of Alcoholic Beverages: Wines, Spirits.
2. Opening & closing of wines corks (Champagne, Red & White wines)
3. Service of Spirits & Liqueurs
4. Bar setup and operations
5. Cocktail Mocktail Preparation, presentation and service
6. Service of Cigars & cigarettes
7. Conduction Briefing/ De- Briefing for F & B outlets
8. Service of Beer, Snake and Other Fermented & Brewed Beverages
9. Service of Sparkling, Aromatized, Fortified, Still Wines.
10. Set up a table with Prepared Menu with wines

Book recommended

- Food & Beverage Service – Dennis R. Lillicrap. & John A. Cousins. Publisher: ELBS
- Food & Beverage Service Management- Brian Varghese
- Food & Beverage Service Training Manual – Sudhir Andrews, Tata Mc Graw Hill. Food & Beverage Service Lillicrap & Cousins, ELBS
- Introduction F& B Service – Brown, Heppner & Deegan
- Menu Planning – Jaksa Kivela, Hospitality Press
- Modern Restaurant Service – John Fuller, Hutchinson
- Professional Food & Beverage Service Management – Brian Varghese
- The Restaurant (From Concept to Opertion)
- The Waiter Handbook By Graham Brown, Publisher: Global Books & Subscription Services New Delhi

145 MHM 403 – HOUSEKEEPING OPERATIONS

External Marks: 80
Internal Marks: 20
External Practical: 50
Time: 3 Hrs

Course Outcomes:

- CO1 After the completion of the course the students will be able to;
- CO2 Gain the knowledge of Interior Decoration in Hotel Industry and attain the knowledge about elements and principles of design.
- CO3 To attain knowledge about color wheel and color schemes used in interior decoration.
- CO4 To acquire the knowledge about floor and wall covering. Students are able to understand the concept of flower arrangement in hotels.
- CO5 Attain knowledge about various important concepts of safety awareness and first aid in hotels.

Theory

Unit- 1

Interior Decoration: Importance, Definition & Types, Classification, Principles of Design: Harmony, Rhythm, Balance, Proportion, Emphasis, Elements of Design: Line, Form, Colors, Texture.

Unit – 2

Colors: Color Wheel, Importance & Characteristics, Classification of colors, Color Schemes. Lighting: Classification, Types & Importance, Applications. Furniture Arrangements: Principles, Types of Joints, Selection.

Unit – 3

Floor & Wall Covering: Types and Characteristics, Carpets: Selection, types, Characteristics, Care and Maintenance. Windows, Curtains, and Blinds Soft Furnishings and Accessories: Types, use and care of Soft furnishing, Types of Accessories: Functional and Decorative, Flower Arrangement: Concept & Importance, Types & Shapes, Principles.

Unit – 4

Safety Awareness and First Aid: Concept and Importance, Safety: Accidents, Fires (Cause, Procedure, Accident report form), Security: Security of Guest/ Staff/ Public areas/ Rooms/ Back office areas, First Aid: Concept and Emergency Procedures (Heart Attack, Fits, Burns, Fainting, Fractures, Scalds, Artificial respiration).

PRACTICAL

1. TEAM CLEANING {VAROPIS AREAS}
2. First Aid Familiarization basic medicines and bandaging, Covering cuts and wounds.
3. Flower arrangement
4. Special Decorations
5. How to do a guest room inspection:
 - Use of check list.
 - Making a maintenance order
 - Follow up with control Desk

Book Recommended

- Accommodation & Cleaning Services, Vol. I & II, David, Allen, Hutchinson
- Hotel and Catering Studies – Ursula Jones
- Hotel Hostel and Hospital Housekeeping – Joan C Branson & Margaret Lennox (ELBS)
- Hotel House Keeping – Sudhir Andrews Publisher: Tata Mc Graw Hill.
- House Craft – Valerie Paul
- House Keeping Management by Dr. D.K. Agarwal
- House Keeping Management for Hostels, Rosemary Hurst, Heinemann
- Housekeeping and Front Office – Jones
- Housekeeping management – Margaret M. Leappa & Aleta Netschke
- Hotel Housekeeping Operations & Management – Raghubalan, Oxford University Press
- In House Management by A.K Bhatiya
- Key of House Keeping by Dr. Lal
- Commercial Housekeeping & Maintenance – Stanley Thornes

145 MHM 404 – FRONT OFFICE OPERATION

External Marks: 80
Internal Marks: 20
External Practical: 50
Time: 3 Hrs

Course Outcome:

- CO1 Understand the requirements for dealing with Credit Card
- CO2 Night Audit, Understand the importance of Night Audit
- CO3 List the steps in Night Audit
- CO4 Front Office Accounting, Understand the importance of Account Maintenance

Theory

Unit 1:

Registration: concept, systems and its procedure, Registration form and C Form Bell Desk and concierge: functions; luggage, paging, message and left luggage handling procedure

Unit 2:

Guest Security: introduction and importance, handling emergency situations Key Control

Unit 3:

Guest check out procedures and systems, Cash and billing operations, manual and computer accounting, Foreign exchange handling

Unit 4:

Front Office Accounting: Ledger, Guest Leger, City Ledger, Cash paid out, Tips and advances Front office Cashiering, Foreign currency awareness and handling procedures, The guest folio, Tracing transactions – account allowance.

Practical

1 HANDS ON PRACTICAL OF MANUAL / COMPUTER APPLICATION ON SOFTWARE, STUDENTS SHOULD BE ABLE TO:

- (i) Register – in a reservation
- (ii) Register an arrival
- (iii) Amend a reservation
- (iv) Cancel a reservation
- (v) Post a charge
- (vi) Make a group reservation
- (vii) Make a folio
- (viii) Make a room change
- (ix) Show a departure/ checkout
- (x) Print a folio
- (xi) Print reports such as expected arrivals and departure for the day.

2 FAMILIRISATION WITH RECORD BOOKS, LISTS & FORMS SUCH AS:

Ordinance & Course Curriculum – 5-Year MHMCT

- a) Arrival/ departure register
- b) Departure intimation
- c) Arrival/ Departure list
- d) No show/ cancellation repot
- e) VIP List
- f) Fruits & Flowers requisition
- g) Left luggage register
- h) Bell boy movement control sheet
- g) Left luggage register
- h) Bell boy movement control sheet
- i) Scanty Baggage Register
- j) Arrival & Departure errands cards
- k) Expected arrival/ departure list

- Skills to handle luggage, paging, message and left luggage
- Skills to handle Guest check out procedures

Books Recommended

Front office operations by colin Dix &
Chirs Baird Hotel front office management
by James Bardi

Management front office operations by Kasavana &
Books Front office training manual by Sudhir
Andrews

Managerial accounting and hospitality accounting by Raymond S
Schmidgall Managing computers in hospitality industry by Michael
Kasavana and Cahell

Principal of Hotel Front Office Operations, Sue Baker & Jeremy Huyton, Continuum

145 MHM 405 Foreign Language French

External Marks: 80
Internal Marks: 20
External Practical: 50
: 3
Hrs

Time

Course Outcomes:

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

- CO1 To exchange greetings in French fluently.
- CO2 To communicate effectively the grammatical correct basic sentences and also introduce themselves in French.
- CO3 To use numbers in French in day to day situations telling time, phone numbers etc.
- CO4 To frame negative and interrogative sentences and develop a data bank of French words.

Unit-1

Vocabulary & written expression: Les accents, les salutations.

Grammar : Les pronoms sujets, les verbes être et avoir, les jours de la semaine.

Oral / Situation: to be given by concerned teacher.

Unit-2

Vocabulary & written expression : Se présenter, les nombres cardinaux, Les mois de l'année. **Grammar :** Les verbes du premier groupe, l'article indéfini.

Oral / Situation: Présentez-vous.

Unit-3

Vocabulary & written expression: Présenter quelqu' un, L'expression de temps. **Grammar:** Les verbes du deuxième groupe, l'article défini, Pluriel des noms

Oral / Situation: Présentez votre ami(e), votre famille.

Unit-4

Vocabulary & written expression: Demander l'identité d'un objet ou personne, les verbes aller et venir. **Grammar:** Négation, L'interrogation << Qu'est- ce que c'est?>> ; <<Qui est-ce?>>; Féminin et pluriel des adjectifs.

Oral / Situation: Décrivez votre personnalité et votre ville. Simple translation and Comprehension based on simple text.

(Practical)

- Role-playing of different situations
- Understanding questions
- Conversation
- Picture composition

Suggested Books:

- .Larousse compact Dictionary: French-English/ English-French
- Conjugaison - Le Robert & Nathan
- Larousse French Grammar
- Grammaire Collection "Le Nouvel Entraînez vous" level debutant
- Parlez à l'hôtel by A. Talukdar
- A Votre Service 1
- French for Hotel and Torism Industry by S.Bhattacharya

145 MHM 406 – ACCOUNTING FOR HOSPITALITY & TOURISM

External Marks: 80

Internal Marks: 20

Course Outcomes:

After the completion of course the students will be able to.

- CO1 Gain the knowledge about the basic terminology of accounting.
- CO2 To understand about various books of accounts such as primary and secondary books.
- CO3 To develop the skills of preparing and understanding final accounts and final reports.
- CO4 To apply the Information Communication Technologies in Accounting.

Theory

Unit – 1

Accounting Theory: Business Transaction and Basic Terminology, Need to Study Accounting, Accounting functions, Purpose of Accounting Records, Accounting Principles – Concepts and Conventions.

Unit – 2

Account Records: Principles of Double Entry System, Journal Entries, Ledger, Subsidiary Books – Cash, Sales & Purchase books, Bank Reconciliation statement.

Unit – 3

Financial Statement: Basic Financial Statements, Trial Balance, Preparation of Final Accounts, Basic Adjustments to final Accounts, Methods of Presenting Final Accounts Practical Problem,

Unit – 4

Depreciation Reserves and Provisions – Meaning, basic Methods, Computer Application- Preparation of Records and Financial Statements

Books Recommended:

- Hospitality Management Accounting, Michael M Coltman
- Hotel Accountancy & Finance – S.P. Jain & K.L. Narang, First 1999 Kalyani Publisher, B 1/1292, Rajinder Nagar, Ludhiana
- Hotel Accounting Earnest B. Horwath & Luis Toth
- Uniform System of Accounts, Publisher: EIAH & LA, USA
- Hotel Accounting & Financial Control By Ozi A.D' Cunha & Gleson O. D' Cunha Publisher: Dicky,s Enterprize, Kandivali, Mumbai
- Hospitality Accounting – Publisher: Prentia Hall Upper Sadde, River NewJersey
- Accounting for Management, S K Bhattacharya, Vikas Publishing House
- Hospitality Financial Accounting By Jerry J Weygandt, Publisher Wiley & sons
- Accounting in Hotel & Catering Industry – Richard Kotas- Four – 1981- International Textbook Company
- Comprehensive Accountancy, SA Siddiqui

- A complete Course in Accounting Volume – I, N.D. Kappor
- Double – Entry Book- Keeping, Rc. Chawla & C. Juneja
- Introduction to Accountancy, T.S. Grewal

Semester - V

145 MHM 501 – FOOD PRODUCTION MANAGEMENT

External Marks: 80
Internal Marks: 20
External Practical: 50
Time: 3 Hrs

Course Outcomes:

- CO1 The learners will have knowledge about different types of cakes and pastry making methods, and ingredients used.
- CO2 The students will attain detailed information about regional cuisine of Goa, Bengal, Maharashtra and Mughlai specialty.
- CO3 The undergraduates will be enlightened with the knowledge of popular International food from countries like Lebanon, Mexico, Italy, China and France.
- CO4 The pupils will have thorough knowledge of HACCP and other food quality methods and certifications.

Theory

Unit – 1

Cake – Introduction, Ingredients, types and Methods of making

Pastry – Introduction, Ingredients, types and Methods of making

Unit – 2

Regional cuisine of India – Goan, Bengali, Maharashtraian, South Indian and Mughlai

Unit – 3

Introduction of International Cuisine – Lebanese, Mexican, Italian, Chinese & French

Unit – 4

Food Quality: Concept and introduction and types with details. (Special emphasis on BS EN ISO 9002: 1994)

HACCP: Introduction, Importance, Principles and their implementation.

Practical

- One menu from each cuisine in reference to theory
- Introduction of pre- preparation techniques.
- Introduction of various cooking methods.
- Introduction of preparation techniques of Cakes, pastries, Muffins
- Planning Kitchen for various types of hotels.
- Preparing Food and Beverage Cost Controlling forms.

Books Recommended

- Accompaniments & Garnishes from waiter: Communicate: Full J. Barrie & Jenkins
- Bakery & Confectionery By S.C Dubey, Publisher: Society of Indian Bakers
- Classical food preparation & presentation, WKH, Bode Classical Recipes of the World, Smith, He
- Cooking Essentials for the New Professional Chef
- Larder Chef By M J Leto & WKH Bode Publisher: Butterworth – Heinemann
- Modern Cookery (Vol –I) By Philip E. Thangam, Publishers: Orient Longman
- Practical Cookery By Kinton & Cessarani
- Practical Professional Cookery By Kauffman & Cracknell
- Professional Cooking by Wayne Gisslen, Publisher Le Cordon Bleu
- Purchasing Selection and Procurement for the Hospitality Industry By Andrew Hale Feinstein and John M. Stefanelli
- The Larder- Chef, MJ. Leto & WHK Bode, Butterworth Heinemann Larousse Gastronomique-Cookery Encyclopedia Paul Hamlyn
- The Professional Chef (4th Edition) by Le Rol A. Polson
- The Professional Pastry Chef, Fourth Edition by Bo Friberg Publisher: Wiley & Sons INC
- Theory of Catering by Kinton & Cessarani
- Theory of Cookery By K Arora, Publisher: Frank Brothers

145 MHM 502 – FOOD & BEVERAGE SERVICE MANAGEMENT AND CONTROL

External Marks: 80
Internal Marks: 20
External Practical: 50
Time: 3 Hrs

Course Outcomes:

- CO1 Students will be able to describe the process of food and beverage management, principles and theories of management and display managerial skills;
- CO2 Students will be able to understand the concept of F&B cost and sales concept.
- CO3 Students will be able to understand the controlling process of purchasing, receiving, storing, issuing and preparation of food and beverages for final provision.
- CO4 Students will be able to exercise techniques to control the food and beverage cost in an organization.

Theory

Unit – 1

Restaurant Planning: Introduction, Planning & Operating various F & B Outlets and support, ancillary areas, Factors- Concept, Menu, Space & Lighting, Colors and Market, Restaurant Design team. Restaurant Problems and Guest Situation Handling – (thumb rules)

Unit – 2

Buffet: Introduction, Types, Buffet Sectors, Equipments Used, Factors, Space requirements & Checklist, Buffet Presentation, menu planning, staff requirement, Buffet Management. Function

Catering: Introduction, Types of Function, Function Administration & Organization- Booking Procedure, Menus, Function contracts, Seating Arrangements. Other Catering Operations: Off-Premises Catering, Hospital Catering, Industrial & Institutional Catering, Airline & Railway catering, Home Delivery, Take away, Afternoon & High Teas: Introduction, Menu, Cover & Service.

Unit – 3

F & B Control- Overview: Introduction, Objectives of F & B Control, Problems in F & B Control, Methodology of F & B Control, Personnel Management in F & B Control. Cost & Sales Concepts: Definition of Cost, Elements of Cost, Classification of Cost, Sale defined, Ways of expressing sales concepts. Cost Volume/ Profit Relationships (Bread- even analysis).

Unit – 4

Budgetary Control: Introduction, Objectives, Kinds of Budget, Budgetary Control Process, Stages in the preparation of Budgets. Budgeting for F & B Operations

1. Food & Beverage Control: Purchasing Control, Receiving Control, Storing and Issuing Control, Food Production Control, Food/ Bev Cost Control, Food/ Bev Sales Control, Standard Yield, Standard Portion Sizes, Standard Recipes
2. Menu Management: Introduction, Types of Menu Planning Considerations & Constraints, Menu Costing and Pricing, Menu Merchandising, Menu Engineering, Menu Fatigue, Menu as a In-House Marketing, Tool.

Practical

1. Restaurant Set –ups of different types & services
2. Service of Afternoon & High teas
3. Buffet Lay –up, theme Buffets set up
4. Cocktail parties
5. Role Plays & Situation handling in Restaurant
6. Gueridon Service

Books Recommended

- Financial & Cost control techniques in hotel & Catering Industry – Dr J.M.S. Negi
- Food & Beverage Control By: Richard Kotas and Bernard Davis
- Food & Beverage Cost Control- Lea R Dopson, Wiley Publishers.
- Food & Beverage Management By: Bernard Davis & Stone
- Food & Beverage Service- Dennis R. Lillicrap. & John.A. Cousins. Publisher: ELBS
- Food & Beverage Service Management- Brian Vargese
- Food & Beverage Service Training Manual- Sudhir Andrews, Tata Mc Graw Hill.
- Hotel & Catering Costing & Budgets, RD. Boardman, Heinemann
- Introduction F & B Service- Brown, Heppner & Deegan

145 MHM 503 – HOUSEKEEPING MANAGEMENT

External Marks:

80

Internal Marks: 20

External Practical:

50 Time: 3 Hrs

Course Outcomes:

After the completion of the course the students will be able to;

- CO1 Gain the knowledge of housekeeping budget its process and importance in hotel.
- CO2 To attain knowledge about laundry and laundry equipment's in hotel.
- CO3 To acquire the knowledge about planning trends in housekeeping. Students are able to understand the concept of organizing housekeeping services in hotels.
- CO4 Attain knowledge about various important concepts of Special provisions for handicapped guests and situation handling for typical market segment in hotel.

Theory

Unit – 1

Housekeeping Budgeting: Concept & Importance, The Budget Process, Operational and capital budget, Housekeeping Room cost, Housekeeping Expenses

Unit – 2

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

Unit – 3

Planning Trends in Housekeeping: Planning Guest rooms, Bathrooms, Suites, Lounges, landscaping, Planning for the provision of Leisure facilities for the guest, Boutique hotel concept. Planning and Organizing in the House Keeping: Area Inventory list, Frequency schedules, Performance standards, Productivity Standards, Inventory Levels, Standard Operating Procedures & Manuals, Job Allocation, Manpower Planning, Planning duty roster.

Unit – 4

Special Provisions for Handicapped Guests: Guest room – added features and modifications, Public Areas: Wash – rooms, restaurants, main entrance etc. added features and modifications.

Situation Handling/ Service Design, for typical Market Segment (Safety, security & Comfort); Airlines crew guest rooms, single lady guests, Children, Typical house- keeping complaints, situations handling, Interdepartmental coordination specially with Room- service, Maintenance, Telephone, security and front desk.

Practical

1. Laundry equipment handling
2. Laundry operations
3. Handling different types of fabrics in manual & mechanical laundry
4. Special decorations

4. Stain Removal: Different types of stains to be removed by hand using different chemicals.

Books Recommended

- Accommodation & Cleaning Services, Vol. I & II, David, Allen, Hutchinson
- Hotel and Catering Studies – Ursual Jones
- Hotel House Keeping – Sudhir Andrews Publisher: Tata Mc Graw Hill
- House Craft – Valerie Paul
- House Keeping Management by Dr. D.K. Agarwal
- House Keeping Management for Hotels, Rosemary Hurst, Heinemann
- Housekeeping and Front Office – Jones
- Housekeeping Management – Margaret M. Leappa & Aleta Nitschke
- In House Management by A.K. Bhatiya
- Key of House Keeping by Dr. Lal Commercial
- Housekeeping & Maintenance – Stanley Thornes
- Hotel Housekeeping Operations & Management – Reghubalan, Oxford University Press.
- Management of Hotel & Motel Security (Occupational Safety and Health) By H. Burtein, Publishers: CRC
- Managing Housekeeping Custodial Operation – Edwin B. Feldman
- Managing Housekeeping Operations – Margaret Kappa & Aleta Nitschke

145 MHM 504 - FRONT OFFICE MANAGEMENT

External Marks: 80
Internal Marks: 20
External Practical: 50
Time: 3 Hrs

Course Outcomes:

Upon successful completion of the course, the student :

- CO1 Knows hotel related legislation and its practical implementation.
- CO2 Knows how to use information technology in hotel customer service.
- CO3 Will be aware of the safety and security requirements from hotel front office point of view.
- CO4 Shows willingness to serve in a professional manner and understand that hospitality in one of the central values and success factors of the sector.

Theory

Unit – 1

Night Auditing: Introduction, Objective and job description of Night Auditor
Night Audit process
Preparing night audit reports

Unit – 2

Yield Management: Objective and benefits
Tools and strategies
Formulas for measuring yield

Unit – 3

Ownership Structure of Hotels: Introduction, Concept, Types, their features advantage and disadvantages Management Contract, Chains & Franchise/ Affiliated, Time Share

Unit – 4

Computers in Hotel and Knowledge of Property Management Systems as required by Hotels

Practical

1. Yield management calculations. Preparing statistical data based on actual calculations
2. Role play and problem handling on different accommodation problems, Role play of Front Office Assistants, GRE, Lobby Manager, Bell Captain, Bell Boys, Concierge and Car Valet
3. Preparation of sales letters, brochure, tariff cards and other sales documents
4. Computer proficiency in all hotel computer applications – actual computer lab hours

Books Recommended

- Front office operations by Colin Dix & Chirs Baird
- Hotel Front Office Management by James Bardi
- Management front office operations by Kasavana & Books
- Front office training manual by Sudhir Andrews
- Managerial accounting and hospitality accounting by Raymond S Schmidgall
- Managing computers in hospitality industry by Michael Kasavana and Cahell

145 MHM 505 – MARKETING FOR HOSPITALITY & TOURISM

External Marks; 80

Internal Marks: 20

Time: 3 Hrs

Course Outcomes:

After the completion of the course students will be able to:

- CO1 To understand what service marketing is and how the present marketing management philosophy evolved.
- CO2 Apply the knowledge regarding various environmental factors which affect the buying decisions of guests in Hospitality and Tourism Industry.
- CO3 Gain the knowledge about the various p's and major strategies and decisions regarding these p's of marketing in Hospitality and Tourism industry.
- CO4 Understand the various ways of communicating with the customers and also the role of socially responsible marketing communication in Hospitality and Tourism Industry.

Unit I

Introduction to Marketing

Needs, Wants and Demands; Products and Services; Markets; Marketing; The Production Concept, The Product Concept, The Selling Concept, The Marketing Concept, The Societal Marketing Concept; The Marketing Process, Service Characteristic of Hospitality and Tourism Business

Unit II

Marketing Environment, Consumer Markets and Consumer Buyer Behavior

Micro and Micro Environment, Characteristics, Factors Affecting Consumer Behaviour, Buying Decision Behaviour, The Buyer Decision Process.

Unit III

Distribution Channels, Product Pricing and Services Strategy

Nature and Importance of Distribution System, Marketing Intermediaries, What is Product, Product Classification, Individual Product Decisions, Product Life Cycle, Approaches to hospitality service pricing.

Unit IV

Public Relations, Sales Promotions and Integrated Marketing Communication

The Marketing Communications Mix, The Changing Face of Marketing Communications, Integrated Marketing Communications, Socially Responsible Marketing Communication, Advertising, Sales Promotion, Public Relations, The Public Relation Process, Personnel Selling, Direct Marketing.

Suggested Readings:

- Services Marketing – Ravishankar
- Services Marketing – Zeital Valerire – A and Mary Jo Baiter Publisher: Mc Graw Hill Company
- Service Marketing - Wood ruffe Helen Publisher Macmillan
- Foundation and Practices Marketing of Services – Strategies for Success, Harsh V. Verma, Professional Manager's Library, Global Business Press
- Marketing Management, Philip Kotler, Prentice – Hall of India, New Delhi
- Hospitality & Travel Marketing, Alastair M. Morrison
- Strategic Hotel and Motel Marketing – Hart & Troy
- Marketing for Hospitality Industry – Robert
- Marketing Management in South Asian Perspective, Kotler, Philop, Kevin Keller, A. Koshy and M.Jha,-Pearson Education, New Delhi
- Marketing – Kerin, Hartley, Berkowitz and Rudeliu, TMH, New Delhi
- Marketing: Concepts and Cases – Etzel, Micael J, TMH, New Delhi
- Tourism Marketing – Manjula Chaudhary, Oxford University Press

145 MHM 506 – HUMAN RESOURCE MANAGEMENT

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

Course Outcomes:

After the completion of the course students will be able to:

- CO1 Understand the role and importance of Human Resource Management in Hospitality and Tourism Industry-. They will also be able to recognize the challenges faced by HRM in Hospitality and Tourism Industry.
- CO2 Gain the knowledge about the selection and recruitment procedure used by companies in Industry and also understand the importance of induction, outplacement and welfare facilities provided by the employer to its employees.
- CO3 Acquire the knowledge regarding training and development methods and importance of transfers and promotion.
- CO4 To apply the knowledge pertaining to compensation and performance appraisal methods in the Industry.

Theory

Unit – 1

Concept of HRM and HRD; role of HR practitioner; managing the HR function; scope of HRM, contemporary issues in HRM

Unit – 2

Job, role and competence analysis; human resource planning; recruitment and selection; induction; redundancy, outplacement and dismissal; maintenance and welfare activities – employee health and safety, fatigue and welfare activities

Unit – 3

Training and its methods; Executive development and its techniques
Career management; transfer and promotion

Unit – 4

Aims, components, factor influencing employee compensation; internal equity, external equity and individual worth; pay structure; incentive payments, performance appraisal; 360 degree feedback.

Book Recommended

Human Resource Development & Management in the Hotel Industry – S.K. Bhatia, Nirmal Singh

Principal and Techniques of Personnel Management Human Resource Management – Dr. Jagmohan Negi

Human Resource Development Practice in Travel and Tourism –
S.C. Bagri Human Resource Management in Hospitality – Malay Biswas

SEMISTER – VI

INTERNSHIP/ INDUSTRIAL EXPOSURE - II

Duration of Exposure: 20 weeks

Course Outcomes:

- CO1 Students will build practical skills that can apply to describe the roles and functions of a leader in the hospitality industry.
- CO2 Students will understand the roles and functions of a manager in the hospitality industry.
- CO3 Students will be able to understand the need for career planning, application of production forecasting techniques and procedures and describe physical and perpetual inventory systems in hospitality industry.

Leave Formalities: I weekly off and festivals and national holidays given by the hotel. 10 days medical leave supported by a medical certificate Leave taken must be made up by doing double shifts or working on weekly offs. Attendance in the training would be calculated on the basis of Certificate issued by Training Manager/ HR Manager/ Concerned Officer of the unit trained in. Industrial Exposure will require an input of 120 working days (20 weeks x 6 days = 120 days). Students who are unable to complete a minimum of 45 days of industrial training would be disallowed from appearing in the term and examinations. Students who complete more than 45 days of industrial exposure but are unable to complete minimum 90 days due to medical reasons may make good during the vacations. Such students will be treated as 'absent' in industrial training and results.

Once the student has been selected/ deputed for industrial exposure by the institute, he/she shall not undergo IE elsewhere. In case students make direct arrangements with the hotel for industrial training, these will necessarily have to be approved by the institute. Students selected through campus interviews will not seek industrial exposure on their own. There will be no interchange of candidates from one hotel/ training unit to other of their own. The training in VI semester *can be with operational training in reputed Fast Food Operations, Airlines, Resorts, and similar industry in accordance with course curriculum so as to enable a candidate sharpen his skills in his functional area of choice in trade & help him in placements. Prior written approval to be taken from the programme coordinator/ convenor/ H.O.D for Industrial exposure in both semesters*

Training Schedule:

VI Semester *the exposure shall be in various departments of a Hotel/ Hospitality Unit*

Academic Credits for training shall be based on following

Log books and attendance, Approvals, Report and presentation, Others as applicable

All trainees must ensure that the log books and appraisals are signed by the departmental/ sectional heads as soon as training in a particular department or section is completed. Trainees are also advised to make a report on completion of training in that respective department. A PowerPoint presentation (based on the report) should be made. This will be presented in front of a selected panel from the institute and the industry. It should be made for duration of 10 minutes. Marks will be awarded on this. The presentation should express the student's experiences in the

Ordinance & Course Curriculum – 5-Year MHMCT

department and what has he learned/ observed. (*Refer to What to Observe Sheets for more details.*)

Students have to submit the following on completion of industrial training to the faculty coordinator at the institute:

1. Logbook;
2. Appraisals;
3. A copy of the training certificate.
4. IT Report
5. PowerPoint presentation on a CD, based on the training report.
6. Attendance sheet.
7. Leave card

- Bajaj, Chetan, Tuli, Rajnish and Srivastava, Nidhi; Retail Management ;Oxford University Press; New Delhi
- Berman, Barry & Evans, joel R.;Retail Management – A Strategic approach; Pearson Education/Prentice Hall of India; New Delhi
- Levy, Michael & Weitz , Barton A.; Retailing Management; Tata McGraw Hill; New Delhi
- Newman, Andrew J & Cullen, Peter; Retailing -- Environment and Operations; Thomson Asia Pvt. Ltd.; New Delhi
- Dunne, Patrick m.; Lusch, Robert F & Griffith, David A.; Retailing; Thomson Asia Pvt. Ltd; New Delhi
- Lamba, A.J.; The Art of Retailing; Tata McGraw Hill; New Delhi

Training Schedule:

VIII Semester *the exposure shall be in one or More Departments based of choice of functional specialization of a candidate & A Project need to be completed at the place of exposure after prior approval from faculty coordinator/ HOD*

Academic Credits for training shall be based on following

Log books and attendance, Approvals, Report and presentation, Project, Others as applicable

All trainees must ensure that the log books and appraisals are signed by the departmental/ sectional heads as soon as training in a particular department or section is completed. Trainees are also advised to make a report on the department of their choice in VIII Semester, on completion of training in that respective department. A PowerPoint presentation (based on the report) should be made. This will be presented in front of a selected panel from the institute and the industry. It should be made for duration of 10 minutes. Marks will be awarded on this. The presentation should express the student's experiences in the department and what has he learned/ observed. (*Refer to What to Observe Sheets for more details.*)

Students have to submit the following on completion of industrial training to the faculty coordinator at the institute:

1. Logbook;
2. Appraisals;
3. A copy of the training certificate.
4. IT Report on the department of his/her choice.
5. PowerPoint presentation on a CD, based on the training report.
6. Attendance sheet.
7. Leave card.
8. Project Report

Project Report

Project Report:- As you know the diverse nature of tourism & hospitality industry & its long- term implications on the economy, society, culture & environment. It is mandatory to do some project work so as to sharpen your research skills, develop a practical understanding of the Hospitality system, attain some field experience etc.

Students are required to prepare a project report on a topic of their choice approved from Faculty from Institute/ Training Manager/Head of that Department (F.O/ F&Bs/ F.P/ A.Op) Computer Typed {Times New Roman} compiled & Hard bound copy (Two print Copies) and One soft copy in C.D.

The Project report should include:-

- The First page should include Name of The Hotel, Project undertaken, your roll Number & Name.
- Certificate by Candidate of genuine work.
- Acknowledgement.
- Certificate of approval.
- Introduction to the topic.
- Problem Definition
 - Need of study
 - Problem Definition
 - Research objective
 - List of Information
- Research Methodology
 - Research design
 - Source of data
 - Instrumentation of data collection
 - Sampling Design

- Analysis, Findings & Interpretation.
- Suggestions & Recommendations.
- Conclusion or Silent Findings
- Limitation
- Bibliography
- Annexure

Selecting A Topic:-

Selecting a topic is the first issue. About the only thing you will be sure of should be that do you want to write on a subject that directly relates to Hotels or is associated with tourism. A lot of thinking & creativity is required at planning stage.

The purpose of project for you is to-

- Learn about various hospitality issues.
- Learn how to evaluate the potential.

- Improve organizing & managerial skills.

Sample themes of Research are:-

Accommodation Management-

- “Technology in Hotel Accommodation Services:- A case study of Hotel-ABC.”

Various topics can be selected suggested themes are-

- Surveying of Guest Behavior
- Surveying of Environment Conservation
- Surveying of Negative impacts of System
- Segmentation of Guest staying in unit.
- Profiling of Tourists/ Guests
- Comparative analysis of Tariff Strategies.
- Linkages amongst various constituents of Hospitality industry
- HRD- Policies of Unit/ Chain
- Cost Control in Housekeeping/ Kitchen
- Safety & Security Issues- Case studies

The above mentioned are simply few suggested topics. You are free to select a topic of your choice with due consultation with the faculty member & from Operational Head of that area of the Unit you are undergoing you training.

145 MHM 701
Advance Front office

External Marks: 80

Internal Marks: 20

Practical: 50

Time: 3 Hrs

Course Outcome:

- CO1 Front desk as a working environment
- CO2 Guest service and their importance at the front desk
- CO3 Knowledge of laws affecting accommodation business
- CO4 Basics of Opera PMS-system

Unit-1

Global Reservations Technologies: Global Distribution, Application, Service Providers, Traditional Reservation Channels, Trends in Electronic Reservations, Automated Revenue Management System, Resources and Challenges.

Unit-2

Guest Services: Total Quality Management (TQM): TQM in In keeping, Components of TQM, Practices in Total Quality Management – Japanese 5 S Practices, Quality control Circles, Kaizen, Benchmarking, Advantages of Total Quality Management
Customer Relationship Management: Measuring Guest Services, Complaint handling: Identifying the complaints and prevention, Resources and challenges

Unit-3

Hotel Technology: Technology in the Guest Room- Historical view and the new generation room, Energy Management and Climate Control, Communication System, Other Technologies,

Front office Management System: Property Management System, Selection of Front office Management System, Knowledge of Opera and Fidelio software

Unit-4

Front office and the Law: Overview of legal obligations, duties and standards of care, front office contracts. Legal concerns: guest safety, guest privacy, guest removal, guest property, guest nonpayment, illness and death in guestrooms.

Practical:

Standard PMS Exercises, Creating a Profile of a guest, creating a reservation record

Creating a registration record, Shortcut keys: Manual Posting of vouchers
Billing Report Generation

Suggested Reading: Professional Front Office, Sue Baker, Pearson publications

- Hotel Front Office, Tewari, Oxford Publications
- Front office: procedures, social skills, yield and management, Abbott, Peter and Lewry,
- Sue, New Delhi: Butterworth- Heinemann.
- Bhatnagar S, K., Front Office Management, Frank Brothers & Co.
- Bardi James, Front Office Operations
- Front office, Elsevier publications
- Principles of hotel front office operations, Baker Sue, Huyton Jeremy, Bradley Pam,
- London and New York: Continuum, 2000.

145 MHM 702
Advanced Housekeeping

External Marks: 80
Internal Marks: 20
Practical: 50
Time: 3 Hrs

Course Outcomes:

After the completion of the course the students will be able to;

- CO1 Gain the knowledge about Environment friendly hotels and importance these practices in hotel.
- CO2 To acquire the skills about Interior Decoration in hotel and gain knowledge about Flower arrangement in hotels.
- CO3 Attain knowledge about Safety and Security potential hazards in Housekeeping.
- CO4 Students able to understand the Changing Trends in Housekeeping.

Unit-1

Environment Friendly Housekeeping Ecotels and their certifications; Energy conservation; Water conservation and waste management; Eco- friendly practices adopted by hotels.

Unit-2

Interior Decoration Renovation, Refurbishing, Redecoration and Regeneration; Flower arrangement- Types, basics, equipments and common flower arrangement in hotels.

Unit-3

Safety and Security Potential hazards in Housekeeping; Crime prevention; Dealing with emergencies; Ergonomics in hotel housekeeping.

Unit-4

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

Suggested Readings:

- Housekeeping Management by Dr. D.K. Agarwal
- Housekeeping and Front Office – Jones
- House Keeping Management - Matt A. Casado; Wiley Publications
- Key of House Keeping by Dr. Lal
- House Management by A.K. Bhatiya.
- Hotel and Catering Studies-Ursual Jones
- Managing Housekeeping Operations – Margaret Kappa & Aleta Nitschke
- Professional Management of Housekeeping Operations (II Edn.)- Robert J. Martin & Thomas J.Ajones, Wiley Publications
- Safety and Security for Woman Who Travel By Sheila Swan and Peter Laufer Publisher: Traveler's Tales

MHM 703 Hotel Engineering

External Marks: 80
Internal Marks: 20
Time: 3 Hrs

Course Outcome:

At the end, the students will be able to understand:

- CO1 The role and functions of Engineering and Maintenance department in hotel industry.
- CO2 The various types of maintenances and how to tender, negotiate and finalize it.
- CO3 The importance of electricity, its types and also how to deal with fire and handle fire extinguishers.
- CO4 How to control and treat various types of wastes. How to reduce noise, air, and water and sewage pollution.

UNIT-I

Hotel Engineering- Introduction, concept, importance, type and role of maintenance department in the hotel industry with emphasis on its relation with

other departments of the hotel. Organization chart of maintenance department, duties and responsibilities of maintenance. Latest trends.

UNIT-II

Contract maintenance: Necessity of contract maintenance, advantages and disadvantages of contract maintenance. Essential requirements of a contract, types of contract, their comparative advantages and disadvantages. Procedure for inviting and processing tenders, negotiating and finalizing

UNIT-III

Electricity: Fundamentals of electricity, insulators, conductors, current, potential difference resistance, power, energy concepts; definitions, their units and relationships, AC and DC; single phase and three phase and its importance on equipment specifications

Fire prevention and firefighting system: Classes of fire, methods of extinguishing fires (Demonstration). Fire extinguishers, portable and stationery, Fire detectors and alarm. Automatic fire detectors cum extinguishing devices E. Structural protection. Legal requirements.

UNIT-IV

Waste Disposal & pollution Control— Disposal of waste various methods. Sewage treatment plant. Water Pollution, Sewage Pollution, Air Pollution and Noise pollution related to hotel industry.

REFERENCE BOOKS:

- Practical maintenance and equipment for hoteliers, Licenses and Caterers by D.C. Gladwell – Barrie and rockliff London.
- Maintenance and Engineering for lodging and food service Facilities by M R Frank D Borcnik –John Wiley and sons, New York.
- The management of Maintenance and Engineering Systems in Hospitality industry by Frank D Borcnik –John wiley and sons, New York.
- Management operations Research –M Satyanarayan & Lalitha Raman – Himalaya Publishing House, Bombay, 400004.
- Managing Hospitality Engineering Systems by Michael H Redlin and David M Stipnuk – The Educational institute of the American Hotel & motel Association.
- Energy and Water Resources Management by Robert E Aullach –The Education Institute of the American Hotel & Motel Association.
- Management of maintenance & Engineering Systems in Hospitality Industries – by Frank D. Borsenik, John Willey & Sons
- Industrial Organisation and Management by O.P. Khanna
- Refrigeration & Air Conditioning by Domkondwar .
- Hotel Maintenance by Arora

MHM 704 Hospitality Law

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

Course outcomes:

At the end of the course, the students will be able to:

- CO1 Understand various laws relating to hotel industry. How to apply for license to open a hotel or restaurant.
- CO2 Understand the importance of Indian contract Act and its essential elements. What are the steps taken to breach a contract etc.
- CO3 Understand the importance of laws like consumer protection act, sales of goods act and industrial dispute act and their objectives. Also the students will be able to know the rights and duties of consumer, workers.
- CO4 Understand food adulteration act, its prime objectives and also the students will be able to know the role of various authorities dealing with food adulteration.

Unit- 1

Introduction- Need for the knowledge of law. Sources of Indian law. Classifications of law. List of licenses and permits required for operating a Hotel/Restaurant and other catering Establishments under various local, state and union laws. Procedure for Procurement, Renewal, Suspension and Termination of licenses.

Unit- II

Indian Contract Act – definition, proposal, agreement, consideration, essentials of valid contract, competent parties, types of contractors – valid, void and voidable. Performance of contract – discharge of contract – remedies of breach of contract, indemnity and guarantee.

Unit-III

Consumer Protection Act – definition, consumer, complaint, defect in goods, deficiency in service, unfair trade practice, restricted trade practice, procedure for redressal of grievances before district forum. State commission and national commission. Sale of Good Act – essentials of valid sales, condition and warranties, unpaid seller and his rights. Rights and duties of seller and buyer. Industrial dispute act – definition of industry, manufacturing process, industrial dispute, provision relating to strike, lockout, retrenchment, lay off and authorities of settlement of industrial disputes.

Unit –IV

Food Adulteration Act – principles of food laws regulating prevention of food adulteration, definition, authorities under the Act. Essential commodities and AGMARK.

REFERENCE BOOKS

- Mercantile law- N.D.Kapoor

- Industrial law- N.D.Kapoor
- Mercantile law: M.C Kunhal,
- Mercantile law: Gary and Chawla
- Business Law: Tulsian
- Business Law: Gary and Chawla.

MHM 705
Event Management

External Marks: 80
Internal Marks: 20
Time: 3 Hrs

Course Outcomes:

After completion of this module, the learner shall be able to:

- CO1 Develop an understanding about various types of events, their nature & scope.
- CO2 Understand skills required for planning and managing events, role of soft skills, hosting green meetings and apply those skills for sector.
- CO3 Develop conceptual clarity about events and convention management, understand the role of travel agency & hotels in the Management of events.
- CO4 Apply technology for managing conferences and events, designing of brochures, handling of press and media.

Unit I

Understanding Concept of Meetings, Exposition, Events & Convention (MEEC), Nature & Scope, Functions of Management & Team, Nature of market & demand facilities, The impact on local & national communities, The MEEC Organizers and Sponsors, Service contractors, Planning & Organizing MEEC Gatherings.

Unit II

Planning & Managing Meetings: Soft Skills & Hospitality Business, Meeting Types, Attributes of Meeting Planner, Various Meeting Setups, Organizing Business Meetings, Do's & Don'ts, Meeting Etiquettes, Food & Beverage in Meetings, Green Meetings & Social Responsibility.

Unit III

Event & Convention Management: Definition of Event, Convention and the components of event/ convention market, Demand for facilities, Role of travel agency & hotels in the Management of events and conventions. Benefits of event & convention facilities. Management of event & conventions at Site.

Unit IV

Managing Conferences: Definition of Conference and the component of conference market. Demand for conference facilities, Role of travel agency & hotels in the Management of Conference. Benefits of conference facilities. Management of Conference at Site. Applications of Technology Enabled Communication in Conference Management, Budget, Planning Conference Brochures, Drafting Guest Invitations, Conference Kits, Registration and Accommodation, Conference Management, Handling Press & Media, Safety & Security Aspects, email writing, use of social media, dos and don'ts with technology enabled communication.

Activity: Students may be taken for a visit to Trade Show/ Exposition, Events/ Convention or Conference and may be involved in activity based Course process via theme event in Sem-II and Seminar/ Conference in Sem-III

Suggested Reading:

- Corporate Event Project Management - William O'Toole, Phyllis Mikolaitis, Wiley Publishers
- Event Management For Dummies - Laura Capell, Wiley Publications
- Event Planning Basics: Meetings, Conferences, Convention, Exhibitions and Special Events - Larissa J. Schultz
- Event Planning: The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events, 2nd Edition, Judy Allen, Wiley Publishers
- Festival and Special Event Management - Johnny Allen, William O'Toole, Robert Harris, Ian McDonnell, Wiley Publishers
- Meetings, expositions, events, and conventions : an introduction to the industry - Fenich, George G., Upper Saddle River, NJ : Pearson Prentice Hall
- Professional Event Coordination- Julia Rutherford Silvers, Wiley Publications
- The Complete Guide to Greener Meetings and Events Samuel deBlanc Goldblatt, Wiley Publications
- The Routledge Handbook of Events - Edited by Stephen Page, Joanne Connell

MHM 801

Advanced Food & Beverage Service

External Marks: 80

Internal Marks: 20

External marks: 50

Time: 3 Hrs

Course Outcomes

After the completion of the course the students will be able to;

- CO1 Gain the knowledge of room service, its types, how to take order and follow the same, various room service documents etc.

- CO2 Understand how to serve in a function. How to setup various functions.
- CO3 Students have knowledge about how to setup buffet, what are the equipment required for each type of buffet, how to arrange dishes etc.
- CO4 Gain the knowledge about gueridon service, how to setup and prepare dishes in gueridon trolley etc.

UNIT-1

Room Service/ In room dining service- Introduction, general principles, Cycle of Service, scheduling and staffing, Forms and Formats, Order Taking, Suggestive Selling, breakfast cards, Time management- lead time from order taking to clearance. Relationship of room service section with other sections of f&b service department.

UNIT-II

Banquet- Organization structure, Duties & Responsibilities of banqueting staff, Administrative Procedures, Formats Maintained , Banquet Function Prospectus, Types of Function (Formal and Informal) Menu Planning (Indian, Continental, Theme, conference, cocktail, others) Seating Arrangements, Off Premise/ Outdoor catering, Airline/ Railway/ Sea Catering. Toast procedures

UNIT-III

Buffets- introduction, Definition, sequence of food, Types of buffets, display, layout, space arrangement, equipment and tables set-up. Factors to plan buffet. Latest trends in buffet operation.

UNIT IV

Gueridon Service- Origin and definition, Types of Trolleys and layout, Special equipment, Preparation and service of certain gueridon dishes, Service of important classical dishes

Practical:

1. Room Service- Tray and trolley lay up, breakfast hanger & service procedure.
2. Mini bar- format and operational procedures.
3. Filling of Banquet function prospectus, Menu Planning & Service (International Menus - French, Chinese, Mexican & Italian)
4. Banquet seating styles, formal banquet service
5. Setting up of bar with glasses & equipment
6. Compiling Beverage lists
7. Mise-en-place for serving a dish from Gueridon Trolley & Service of dishes (flambe & salads)
8. Setting up of buffets and service procedures.
9. Guest Situation Handling

Reference Books:

1. Food & Beverage Service- Lillicrap & Cousins
2. Modern Restaurant Service- John Fuller

3. Beverage Book- Andrew, Dunkin & Cousins
4. Bar & Beverage Book- Mary Porter & Kostagris
5. Alcoholic Beverages- Lipinski & Lipinski

MHM 802 Advanced Food Production

External Marks: 80
Internal Marks: 20
External Practical: 50
Time: 3 hrs

Course Outcomes:

- CO1 The students will become aware about details of Chocolate.
- CO2 Students will acquire the knowledge about various frozen desserts.
- CO3 Learners shall be able to understand about different Charcuterie (Cold Meat) preparations.
- CO4 The pupils will be have detailed information about latest trends in food production industry.

Unit- I

Chocolate: Introduction, History, Production process, Types, Melting, Tempering, Uses and equipment required.

Unit- II

Frozen Desserts: Introduction, Types and their preparations, Factors affecting these, Ingredients and equipment required.

Unit-III

Charcuterie (Cold Meat) Preparations: Introduction, Types and their recipes i.e. Sausages, Ham, Bacon, Gammon, Pate, and Galantine.

Unit – IV

Latest Trends & Developments in food production, Challenges for future chefs, and Scope of Food Production.

Suggested Readings:

- Theory of Cookery by Krishna Arora
- Modern Cookery (Vol. I) by Philip E. Thangam
- Larousee Gastronomique by Paul Hamlyn
- The Book of Ingredients by Jane Grigson
- The professional Chef by Le Rol A. Polsom
- Professional Cooking by Wayne Gisslen
- The complete guide to the art of modern cookery by Escoffier

**145 MHM 803
Materials Management**

**External Marks: 80
Internal Marks: 20
Time: 3 Hrs**

Course Outcomes:

- CO1 Students will be capable develop an ability to perform the role of a materials manager in an organization;
- CO2 Students shall be able to manage the activities of materials manager like purchasing, inventory analysis, storage etc. in a scientific manner;
- CO3 Shall be able to improve due date performance through use of various techniques with in capacity constraints;
- CO4 Students will learn to analyze the inventory situation of a company and suggest improvements

Unit 1

Fundamentals of Materials Management; Material cycle; Forecasting; Production Planning and Materials Requirements; Integrated approach to materials management: Introduction, materials productivity and role of materials management techniques in improved materials productivity. Cost reduction and value improvement, value analysis for right choice and rationalization of materials

Unit 2

Purchasing function: Objectives, purchase requisitions, types of specification, centralized versus decentralized purchasing, timing of purchases. Purchasing research, identification of right sources of supplies. Make or buy decisions, vender selection and vender rating. Negotiations, purchase price analysis and price determination. Purchasing organization, procedures, forms, records and reports. Purchasing as a dynamic profession, transition to supply management, Reverse auctioning.

Unit 3

Materials Procurement; Tendering; Types of Tenders, Inventory Systems for different demand situations, Software usage in Inventory management; Storage and warehousing concepts, Receipt, Warehouse type, Layout, issue of materials and updation of records; Manpower and equipment;

Unit 4

Material Classification, Need and usage of classification, Single-dimensional classification, Multidimensional classifications; Materials Codification, Usage of codification, Codification types;

Suggested Readings:

1. Arnold, Chapman: Introduction to Materials Management: Pearson, 7th edition, 2017
2. Gopalkrishnan & Sundarsan: Material Management: An Integrated Approach, Prentice Hall of India Private Limited, New Delhi, 2003

3. Narsimhan, Mcleavey & Billington, "Production Planning & Inventory Control", Prentice Hall of India, Second Edition (2003)
4. Dobler Donald W., Burt David N., "Purchasing and Supply Management", Tata McGraw Hill, Sixth Edition (2001)
5. Menon K S, "Purchasing and Inventory Control", Wheeler Publishing New Delhi, Third Edition (1997)
6. Krajewski L J and Ritzman L P, "Operations Management", Pearson Education Asia, Sixth Edition (2004)

145 MHM 804
Entrepreneurship in Hospitality

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

Course Outcomes:

At the end of the course students will be able to

- | | |
|-----|---|
| CO1 | Understand and recognise the skills required to a successful entrepreneur and the importance of Entrepreneurship in economic development |
| CO2 | Appraise various types of requirements while starting a new venture and also the various feasibility studies required. |
| CO3 | Apply the knowledge regarding small business marketing like product strategies, pricing, promotion strategies and dynamics of consumer behavior |
| CO4 | Use the knowledge regarding various sources of finance while opening a new venture in Hospitality Industry and various legal issue like IPR, Patents, trademarks etc. |

Unit I:

Entrepreneurship: Concept, knowledge and skills requirement; characteristics of successful entrepreneurs; role of entrepreneurship in economic development; entrepreneurship process; factors impacting emergence of entrepreneurship in Hospitality Industry

Unit II

Starting the Hospitality Venture: generating business idea – sources of new ideas, methods of generating ideas, opportunity recognition; environmental scanning, competitor and industry analysis; feasibility study – market feasibility, technical/operational feasibility, financial feasibility: drawing business plan

Unit III

Small Business Marketing: Consumer Behaviour and Product Strategy, Pricing and Credit Strategies, Promotion, Personal Selling, Advertising and Sales Promotion, Distribution Channels and Global Markets.

Unit IV

Sources of finance: debt or equity financing, commercial banks, venture capital; financial institutions supporting entrepreneurs; legal issues – intellectual property rights patents, trademarks, copyrights, trade secrets, licensing

Suggested Readings:

1. Siropolis, N.C., Entrepreneurship and Small Business Management, 1998.
2. Saini, J.S., Entrepreneurship Development: Programmes, and Practices, 1998.
3. Chawala, A.S., Uppal, K.K., Studies in Business Management, 1998.
4. Hisrich, Robert D., Michael Peters and Dean Shepherd, Entrepreneurship, Tata McGraw Hill, New Delhi
5. Lall, Madhurima, and Shikha Sahai, Entrepreneurship, Excel Books, New Delhi
6. Charantimath, Poornima, Entrepreneurship Development and Small Business Enterprises

MHM 805
Alcoholic Beverage Management

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

Course Outcomes

- CO1 The students gain the knowledge about Alcoholic Beverage Management and classification of various alcoholic beverages in the hotel Industry.
- CO2 The students gain the knowledge about Beverage Purchasing Control system in the hospitality Industry.
- CO3 The students gain the knowledge about Beverage Receiving, Storing, and Issuing Control and Procedures used to organize beverage storage facilities, Effect of temperature, humidity, light, handling techniques, and storing methods on the shelf life of various beverages.
- CO4 The students gain the knowledge about Beverage Production Control system, Primary objectives of beverage production control, Standards and standard procedures necessary for establishing control over beverage production. Students demonstrate the preparation, presentation, and service of alcoholic beverages.

UNIT- 1

Alcoholic Beverage Management: Concept, importance and scope. Process of alcoholic beverage management, Beverage cost and sales concept, Techniques and process of control in alcoholic beverage operations, General approaches to monitoring beverage operations, Principal classifications of beverages, Classifications of beers, Three color classifications of wines, Fermentation process and explain its significance in the making of alcoholic beverages, Purpose of the distillation process.

UNIT- 2

Beverage Purchasing Control- Primary purposes for establishing beverage purchasing controls, Principal factors before establishing quality standards for beverages, Principal factors used to establish quantity standards for beverages,

Standard procedure for processing beverage orders in larger hotels and restaurants,
Use of computers to determine order quantities for beverages.

UNIT- 3

Beverage Receiving, Storing, and Issuing Control- Objectives of controls for receiving, storing, and issuing beverages, Standards necessary for establishing control over beverage receiving, storing, and issuing, Standard receiving procedure for beverages, Information contained in a beverage receiving report use, Two means for maintaining security in beverage storage facilities, Procedures used to organize beverage storage facilities, Effect of temperature, humidity, light, handling techniques, and storing methods on the shelf life of beverages, Requisition system and its use in beverage control.

UNIT- 4

Beverage Production Control- Primary objectives of beverage production control, Standards and standard procedures necessary for establishing control over beverage production, Devices used to standardize quantities of alcoholic beverages used in beverage production, Standardized glassware in beverage control and the importance of stipulating specific glassware for each drink. Significance of standard drink recipes in beverage control, Calculation of the standard cost of any drink, Approaches commonly used to train bartenders to follow established standards and standard procedures, Techniques for monitoring the performance of bartenders.

Reference Books:

1. Food & Beverage Service- Lillicrap & Cousins
2. Modern Restaurant Service- John Fuller
3. Beverage Book- Andrew, Dunkin & Cousins
4. Bar & Beverage Book- Mary Porter & Kostagris
5. Alcoholic Beverages- Lipinski & Lipinski
6. Principles of Food, Beverage, and Labor Cost Controls, Paul R. Dittmer, J. Desmond Keefe

**MHM 806
Resort Management 3**

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

Learning Outcomes

After the completion of the course the students will be able to;

- CO1 Gain the knowledge of history, growth, and development of resorts.
- CO2 To acquire the skill to key marketing and financial aspects of resorts.
- CO3 Students have knowledge about process of resort planning and development, and the basic elements of a resort complex.
- CO4 Students are able to understand about resort planning and development, trends and Factors in development of Resort and basic element of a resort complex, Marketing the Resort Experience.

UNIT- 1

Introduction- The History, Characteristics, concept of Resorts. Current and future Trends in Resort Development, Management and Planning.

UNIT- 2

Resort Planning and Development- Investment Consideration, The Role of Planning and Management, Planning, Facilities, Grounds Maintenance, Planning and the Leisure concept, Food and Beverage planning

UNIT-3

Recreational Activities- Golf, Tennis, Snow sports, Water sports, Spa and Health Club Facilities, Recreational Infrastructure and Nature, Theme Resorts, Customer Service- Guest Relations, Guest Activities and Service, Housekeeping, The Reservations Department

UNIT 4-

Marketing the Resort Experience- Comps and credit, resort marketing and sales promotion, market segmentation and potential guest markets, advertising of resorts, promotion and publicity.

REFERENCE BOOKS

Hasimoto, K., Kline, S., and G. Fenich. 1998. Casino Management: Past, Present, and Future. (2nd Edition). Dubuque: Kendall & Hunt.

Mill, R.C. 2001. Resorts: Management and Operation. New York: Wiley & Sons.

**MHM 901
Bar Management**

External Marks: 80

Internal Marks: 20

External marks:50

Time: 3 Hrs

Course Outcomes:

After the completion of the course the students will be able to;

- CO1 Gain the knowledge of history, growth, and development of resorts.
- CO2 To acquire the skill to key marketing and financial aspects of resorts.
- CO3 Students have knowledge about process of resort planning and development, and the basic elements of a resort complex.
- CO4 Students are able to understand about resort planning and development, trends and Factors in development of Resort and basic element of a resort complex, Marketing the Resort Experience.

UNIT- 1

Introduction to Bar and Beverage Operation- A brief History. Concept and types of Bar and Beverage Operation. Managing Bar and Beverage Operation. The future trends of Bar operation.

UNIT-2

Alcoholic beverages Social Concerns and Management- Definitions, Responsibility in today's Alcohol Market, Changing Drinking Patters, Health Concerns, Maintaining a professional and Hygienic appearance

UNIT-3

The Bar- Bar layout, Basic Bar Arrangements, Bar equipment, Accessories, Bar Sanitation. The Bartender and the Art of Mixology- The Bartender, The art of Mixology, Service procedures and Selling.

UNIT-4

Marketing Bar and Beverage Operations- Special consideration in Bar and Beverage Marketing, The Marketing Mix-Product and Place, Price: Beverage-Pricing Strategies, Laws relating to bar operations.

Practical:

1. Designing & Setting the bar
2. Preparation & Service of Cocktail & Mixed Drinks
3. Conducting Briefing & Debriefing – Bar & Special events
4. Attributes of a bar personnel Bar equipment cutlery & glassware
5. Table setup of TDH menu with wine glasses,
6. Procedure of Service of white, rose & red (old & young) wines(Temperature of service / Glassware)
7. Drafting Standard Operating Systems (SOPs) for various Beverage Outlets
8. Supervising Beverage operations

REFERENCE:

1. Managing Bar and Beverage Operations – Lendal H. Kotschevar & Mary L Tanke
2. Serving Food and Drink in the Bar – Stanley Thornes
3. Beverage Book- Andrew, Dunkin & Cousins
4. Bar & Beverage Book- Mary Porter & Kostagris
5. Alcoholic Beverages- Lipinski & Lipinski

**145 MHM 902
Room Division Management**

**External Marks: 80
Internal Marks: 20
External Marks: 50
Time: 3 Hrs**

Course Outcomes:

Ordinance & Course Curriculum – 5-Year MHMCT

- CO1 After the completion of the course the students will be able to;
- CO2 Gain the knowledge about Evolution and Growth of Hotel Industry and Emerging concepts in hotel Industry.
- CO3 To acquire the skills about Managing Hotel Guest and Guest Relation
- CO4 Attain knowledge about New Property Operations, Hotel Renovation and Ergonomics in hotel housekeeping
- CO5 Students able to understand the Changing Trends in Hotel Housekeeping.

Theory

Unit-1 Evolution and Growth of Hotel Industry, Emerging concepts in Hotels and Global Trends that will impact hotel Industry

Unit-2 Hotel Guest and Guest Relation: Guest, Guest Expectations, Guest Satisfaction, Guest Dissatisfaction and Guest Relation Management

Unit-3 New Property Operations, Hotel Renovation and Ergonomics in hotel housekeeping.

Unit-4 Changing Trends in Hotel Housekeeping (Hygiene, Outsourcing, Training and Eco-friendly Amenities, product processes) and Knowledge about Global trends in Accommodation Product

Suggested Readings:

- Housekeeping Management by Dr. D.K. Agarwal
- Housekeeping and Front Office – Jones
- House Keeping Management - Matt A. Casado; Wiley Publications
- Key of House Keeping by Dr. Lal
- House Management by A.K. Bhatiya.
- Hotel and Catering Studies-Ursual Jones
- Managing Housekeeping Operations – Margaret Kappa & Aleta Nitschke
- Professional Management of Housekeeping Operations (II Edn.)- Robert J. Martin & Thomas J. Ajones, Wiley Publications
- Safety and Security for Woman Who Travel By Sheila Swan and Peter Laufer Publisher: Traveler's Tales

145 MHM 903 ADVANCED HOSPITALITY MARKETING

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

Course Outcomes:

At the end of the course students will be able to

- CO1 Apply the knowledge of hospitality marketing, its service characteristics, various challenges and customer involvement
- CO2 Apply the knowledge regarding various environmental factors which affect the buying decisions of guests in Hospitality and Tourism Industry and also understand what are the strengths and weaknesses of Indian Hospitality Industry.
- CO3 Gain the knowledge about the various p's and major strategies and decisions regarding these p's of marketing in Hospitality and Tourism industry and what are the CRM strategies used in Hospitality Industry.
- CO4 Understand the various ways of communicating with the customers and also the role of socially responsible marketing communication in Hospitality and Tourism Industry and will be aware about the latest trends in hospitality marketing.

Unit I

Nature and scope of hospitality marketing: Building and delivering customer value and satisfaction; retaining customers; Service Characteristic of Hospitality and Tourism Business, Marketing Challenges in Service Businesses, Customer Involvement in Hotel Services.

Unit II

Marketing Environment, Consumer Markets and Consumer Buyer Behavior, Hospitality Marketing Environment: Characteristics, Micro and Macro Environment, SWOT Analysis of Indian Hotel Industry, Factors Affecting Guests Behaviour, Buyer (Guest) Decision process for new products.

Unit III

Product Pricing and Services Strategy, Hotel Marketing Strategies - Segmentation, Targeting, Differentiation and Positioning (STP); 7 P's of Service Marketing Mix; Product- Concept and Meaning; Product Decisions – Product Mix, Product Life Cycle, and New Product Development ; Approaches to Hospitality Service Pricing , New product pricing strategies; Customer Relationship Management : Benefits and its strategies used by Hotels

Unit IV

Integrated Marketing Communication: The Hospitality Marketing Communications Mix, The Changing Face of Marketing Communications, Integrated Marketing Communications, Socially Responsible Hospitality Marketing Communication, Advertising, Sales Promotion, Public Relations, The Public Relation, Personnel Selling, Direct Marketing. Trends and application of marketing in different areas –

Rural Marketing, Green Marketing, Cyber Marketing. Ethics in Marketing and Consumerism.

Suggested Readings:

Kotler Philip and Keller; Marketing Management; PHI, New Delhi Kotler, Philip, Kevin Keller, A.

Koshy and M. Jha, Marketing Management in South Asian Perspective , Pearson Education, New Delhi

Kerin, Hartley, Berkowitz and Rudelius, Marketing, TMH, New Delhi Etzel, Michael J, Marketing:

Concepts and Cases, TMH, New Delhi

MHM 904

Specialized Catering Operations

Course Outcomes:

- CO1 Students will acquire the knowledge about the food production area layout.
- CO2 Learners shall be able to understand about food production systems prevailing in hospitality industry.
- CO3 The pupils will be have detailed information different mathematical calculations used by chefs.
- CO4 The students will become aware about laws & licenses related to Food business in India.

External Marks: 80

Internal Marks: 20

Time: 3 hrs

Unit- I

Food Production Area Layout: Introduction, Types & their characteristics, and various important elements of Kitchen Planning.

Unit- II

Food Production Systems: Introduction, Types & their descriptions i.e. Cook-Chill, Cook-Freeze and Sous-vide systems.

Unit-III

Culinary Math: Standard Recipe, Recipe Yield, Units of Measure, Quantities: As-Purchased, Edible portion, As-Served, Yield Percent, Cost per Unit, Edible Portion Cost, Recipe Costing.

Unit – IV

Laws & Licenses related to Food business in India i.e. Food Safety & Standards Act, Prevention of Food Adulteration Act, & AGMARK Standards.

Suggested Readings:

- Theory of Cookery by Krishna Arora
- Modern Cookery (Vol. I) by Philip E. Thangam
- Larousee Gastronomie by Paul Hamlyn
- The Book of Ingredients by Jane Grigson
- The professional Chef by Le Rol A. Polsom
- Professional Cooking by Wayne Gisslen

- The complete guide to the art of modern cookery by Escoffier

145 MHM 905

Research Methodology

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

Course Outcomes:

By the end of the module the student will be able to:

- CO1 Apply a range of quantitative and / or qualitative research techniques to business and management problems / issues
- CO2 Understand and apply research approaches, techniques and strategies in the appropriate manner for managerial decision making
- CO3 Demonstrate knowledge and understanding of data analysis and interpretation in relation to the research process
- CO4 Conceptualize the research process
- CO5 Develop necessary critical thinking skills in order to evaluate different research approaches utilized in the service industries

Unit-I

Research: meaning, characteristics, types and relevance of research; trend and challenges with special reference to tourism and hotel business. Research process. Identification and formulation of research problem. Research methodology: meaning and procedural guidelines. Literature review – Meaning, Importance and sources of literature

Unit-II

Research methodology: meaning and procedural guidelines. Literature review – Meaning, Importance and sources of literature Research Design: Meaning, characteristics of research design, steps in research design.

Unit-III

Measurement and scaling techniques- Measurement in research; sources of Error in measurement;; technique of developing measurement tools; measurement scales; meaning of scaling; types of scales. Collection of Data- nature, sources of data; methods of data collection.

Unit-IV

Processing of data: Classification and Tabulation, Interpretation of data Report writing- meaning; Functions; types of research report; significance of report writing report.

Suggested Reading:

1. Research Methodology (Pearson Publication) by Ranjit Kumar
2. Management Research Methodology (Pearson Publication) by Krishnaswamy, Sivakumar & Mathirajan
3. Business Research Methods (Tata McGraw Hill Publication) by Cooper & Schindler
4. Research Methodology (New Age Publishers) by C.R. Kothari
5. Methods in Social Research (Surjeet Publications) by William J. Goode & Paul K. Hatt

**145 MHM 906
Strategy Management**

**External Marks: 80
Internal Marks: 20
Time: 3 Hrs**

Course Outcomes:

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|-----|---|
| CO1 | Students will be capable to identify the forces impacting on corporate and business strategies; |
| CO2 | Students shall be able to be critically aware of factors involved in strategy making; |
| CO3 | Shall be able to assess the resources and constraints for strategy making in a business context; |
| CO4 | Students will learn to analyze and evaluate critically real life company situations and develop creative solutions, using a strategic management perspective; |

Unit-I

Strategic Management: An Introduction Strategic thinking Vs Strategic management Vs Strategic planning, Meaning of strategic management, concept of strategy, policy and strategy, strategy and tactic, Strategy and strategic plan, Nature of strategic plan, nature of strategic decisions, approaches to strategic decision making, The strategic management process, strategic management: merits and demerits

Unit-II

Mission, Objectives, Goals and Ethics, What is mission, concept of goals, Integration of individual and organization goals: A Challenge, How Objectives are pursued, how are mission and objectives are formulated, why do mission and objective change, vision mission, objectives, goals and Strategy: Mutual relationships, core of strategic management: vision A-must, ethics and strategy

Unit-III

External environment: Analysis and appraisal, Concept of environment, environmental analysis and appraisal, why environmental scanning and analysis, component of environment, SWOT:A tool of environment analysis, techniques of environmental search and analysis, ETOP: A technique of diagnosis, decision making on environmental information.

Unit-IV

Generic vs. competitive strategy, the five generic competitive strategy, competitive marketing strategy option, offensive vs. defensive strategy, Corporate strategy:- Concept of corporate strategy , offensive strategy, defensive strategy, scope and significance of corporate strategy, Strategic evaluation and control:-Evaluation of strategy and strategic control, why strategy evaluating, criteria for evaluation and the evaluation process, strategic control process, types of external controls.

Suggested Readings:

- Dess, G. G., Lumpkin, G. T., Eisner, A. B., McNamara, G. 2013. Strategic Management:
- Creating Competitive Advantages, 7th Edition, McGraw-Hill International Edition, McGraw-Hill/Irwin.
- Hill, C. W. L. & Jones, G. R. 2008. Strategic Management: An integrated approach, 8th Edition, Houghton Mifflin.