

SYLLABUS
FOR
MASTER OF HOTEL MANAGEMENT & CATERING
TECHNOLOGY

RASHTRASANT TUKADOJI MAHARAJ NAGPUR
UNIVERSITY, NAGPUR (M.S.)

2012-2013

INDIA

**RASHTRASANT TUKADOJI MAHARAJ NAGPUR
UNIVERSITY, NAGPUR FACULTY OF HOME SCIENCE
DIERCTION NO.11 OF 2013**

**DIRECTION RELATING TO THE EXAMINATION LEADING
TO THE DEGREE OF MASTER OF HOTEL MANAGEMENT
& CATERING TECHNOLOGY
IN THE FACULTY OF HOME SCIENCE**

(Issued under Section 14(8) of the Maharashtra Universities Act, 1994)

WHERE AS, Maharashtra Universities Act, 1994 (hereinafter referred to as Act) has come into force from 22nd July, 1994 and was amended from time to time,

AND

WHERE AS, the University Grants Commission, New Delhi vide letter No.D.O.No.F-2/2008/(XI Plan), dated 31 January 2008 regarding new initiatives under the XI Plan – Academic reforms in the University has suggested for improving quality of higher education and to initiate the academic reform at the earliest,

AND

WHERE AS, the Board of Studies in all the Science subjects in their meeting held during 18 February 2012 prepared the syllabi and scheme of examination for the Master of Hotel Management & Catering Technology, Post-graduate course and recommended for starting of the credit based semester pattern in Faculty of Home - Science from the academic session 2012-13,

AND

WHERE AS, the Dean, Faculty of Home Science has consented to the syllabi and the scheme of examination for the award of Master of Hotel Management & Catering Technology degree.

AND

WHERE AS, ordinance making is a time consuming process, therefore, I, Dr. V.S. Sapkal, Vice Chancellor Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur in exercise of powers vested under Section 14(8) of the Act do hereby issue the following Direction.

1. This Direction may be called "Direction relating to examinations leading to the Degree of Master of Hotel Management & Catering Technology in the Faculty of Home Science (Credit Based Semester Pattern).
2. The direction shall come into force from the date of its issue by Hon'ble Vice Chancellor and shall remain in force till the relevant ordinance comes into being in accordance with the provisions of the Act.
3. The duration of the Master of Hotel Management & Catering Technology course shall be of Two academic years consisting of Four semester with University examinations at the end of each semester namely:
 - a) Master of Hotel Management & Catering Technology, Semester I Exam.
 - b) Master of Hotel Management & Catering Technology, Semester II Exam.
 - c) Master of Hotel Management & Catering Technology, Semester III Exam.
 - d) Master of Hotel Management & Catering Technology, Semester IV Exam.
4. The examinations shall be held at such places and dates which are notified by the University.

ELIGIBILITY TO THE COURSE:

5. Subject to the compliance of the provisions of this direction and any other ordinances in force from time to time, an applicant for admission to the examination shall have passed.
 - (a) A 4 years degree course Examination in Hospitality Management /Hotel Management/ Hotel Management and Catering Technology of Rashtrasant Tukadoji Maharaj Nagpur University or of any other statutory University equivalent thereto possessing minimum of 50% of marks.

OR

(b) A 3 years degree course Examination in Hospitality Management/ Hotel Management/Hotel Management and Catering Technology of Rashtrasant Tukadoji Maharaj Nagpur University or of any other statutory University equivalent thereto possessing minimum of 50% of marks and 2 years of recognized professional experience in ***“Accredited Hotel Industry”**.

OR

(c) A Bachelor’s Degree of Rashtrasant Tukadoji Maharaj Nagpur University or of any other statutory University equivalent thereto with three years diploma course in Hospitality Management/ Hotel Management/ Hotel Management and Catering Technology possessing minimum of 50% marks and 2 years of recognized professional experience in **“Accredited Hotel Industry”**.

6. a) **Master of Hotel Management & Catering Technology, Semester-I Examination**

Students who have fulfilled the eligibility criteria as mentioned in Section 5 have been admitted to this course in Semester I.

b) The ATKT rules for admission for the Master of Hotel Management & Catering Technology Course (Theory and Practical as separate passing head) shall be as given in the following table-

Admission to Semester	Candidate should have passed in all the subjects of the following examination of R.T.M. Nagpur University	Candidate should have passed at least half of the passing heads of the following examinations
Semester I	As provided in the para 6 of the direction	-----
Semester II	-----	-----
Semester III	-----	Semester I and II taken together
Semester IV	-----	Semester I, II and III taken together

* (Accredited Hotel Industry means – Any Hotels/Restaurants/Organisations who are the member of Federation of Hotel & Restaurant Association of India (Industry its Eastern, Western, Northern & Southern Regions)

- 7) Without prejudice to other provisions of Ordinance no. 6 relating to the examination in general, provisions of Para 5, 8, 9, 10, 26, 31 and 32 of the said ordinance shall apply to every student admitted to this course.
- 8) The fees for the tuition, examination, laboratory and other fees shall be as prescribed by the university from time to time.
- 9) (a) The scope of the subjects shall be as prescribed in the syllabus.

(b) The medium of instruction and examination shall be English.
- 10) The number of papers and maximum marks assigned to each paper and minimum marks/grade, an examinee must obtain in order to pass the examination shall be as prescribed in Appendix-1, 2, 3, 4 & Appendix-5 appended with this direction.
- 11) The examinee at each of the examination shall have option of not being declared successful at the examination in case he/she does not secure a minimum of grade equivalent to 50% marks at the examination. This option will have to be exercised every time the application is submitted to any of the examinations. Once this option is exercised, the option shall be binding on the examinee and it shall not be evoked in under any circumstances.
- 12) The classification of the examinee successful at the semester and examinations and at the end of final semester examination shall be as per the rules and regulations of credit based semester pattern as prescribed in appendix, appended with this direction.
- 13) The provisions of direction no. 3 of 2007 for the award of grace marks for passing an examination, securing higher grade in subject(s) as updated from time to time shall apply to the examination under this direction.
- 14) The names of the successful examinee passing the examination as a whole in the minimum prescribed period and obtaining prescribed number of places securing the grades equivalent to first and second division shall be arranged in order of merit as provided in ordinance 6 relating to examination in general.
- 15) No candidate shall be admitted to an examination under this direction, if he/she has already passed the same examination of this university or of any other university.

- 16) Examinee successful at the final examination shall on payment of the prescribed fees, will be entitled for the award of the degree in the prescribed form signed by the Vice-Chancellor.
- 17) This course is based on credit based semester pattern and therefore, it will be also regulated by guidelines and regulation given in appendices which are part of this direction.
- 18) With the issuance of this Direction, the Direction No. 19 of 2012 shall stand repealed.

Nagpur :
Dated :

Sd/-
Dr. V.S. Sapkal
Vice-Chancellor

STATEMENT OF OBJECT AND REASONS

There is a growing need for increasing the “Management” competence in the field of Hotel Management and Catering Technology. Professionally qualified personnel is the need of the day – Personnel who are multi skilled.

The Post Graduate Degree in Hotel Management & Catering Technology aims at bridging the gap and supplying the Hotel Management Industry with Professional Management Candidates who are competent and are able to face the challenges posed by the ever changing Hotel and Hospitality scenario.

There are several Under Graduate and Diploma Courses specializing in Tourism available to the students and practically no option for pursuing a Post Graduate Course in Hotel Management & Catering Technology, hence the change.

APPENDIX -1
MHMCT
MASTER OF HOTEL MANAGEMENT & CATERING TECHNOLOGY
UNDER THE FACULTY OF HOME SCIENCE
SEMESTER-I

Paper Code	Subject	Max. Marks			Minimum Marks for passing	No. of hours /week	Credit Points	Time For Exam (Hrs.)
		Main	Sessional / Internal Assessment/ Term Work	Total				
I-T-1	Research Design & Applied Statistics	80	20	100	50	4	4	3
I-T-2	Advance Hospitality Management	80	20	100	50	4	4	3
I-T-3	Specialization-I Rooms Division Management-I OR Specialization-II Food & Beverage Management-I	80	20	100	50	4	4	3
PRACTICALS								
I-P-1	Advance Hospitality Management	80	20	100	50	8	4	3
I-P-2	Specialization-I Rooms Division Management-I OR Specialization-II Food & Beverage Management-I	80	20	100	50	8	4	3
I-P-3	Seminar and Presentation		50	50	25	4	2	
	Total			550			22	

Specialization-I = Rooms Division Management
Specialization-II = Food & Beverage Management

APPENDIX -2
MHMCT
MASTER OF HOTEL MANAGEMENT & CATERING TECHNOLOGY
SEMESTER-II

Paper Code	Subject	Max. Marks			Minimum Marks for passing	No. of hours /week	Credit Points	Time For Exam (Hrs.)
		Main	Sessional /Internal Assessment /Term Work	Total				
II-T-1	Human Resource Management	80	20	100	50	4	4	3
II-T-2	Tourism Management	80	20	100	50	4	4	3
II-T-3	Specialization-I Rooms Division Management-II OR Specialization-II Food & Beverage Management-II	80	20	100	50	4	4	3
PRACTICALS								
II-P-1	Specialization-I Rooms Division Management-II OR Specialization-II Food & Beverage Management-II	80	20	100	50	8	4	
II-P-2	Tourism Management	80	20	100	50	8	4	
II-P-3	Seminar (Presentation on Case Studies, New Trends & Practices in Hotel Management)		50	50	25	4	2	
				550			22	

APPENDIX -3
MHMCT
MASTER OF HOTEL MANAGEMENT & CATERING TECHNOLOGY
SEMESTER-III

Paper Code	Subject	Max. Marks			Minimum Marks for passing	No. of hours /week	Credit Points	Time For Exam (Hrs.)
		Main	Sessional/ Internal Assessment/ Term Work	Total				
III-T-1	Sales and Marketing	80	20	100	50	4	4	3
III-T-2	Strategic Management	80	20	100	50	4	4	3
III-T-3	Specialization-I Rooms Division Management-III OR Specialization-II Food & Beverage Management-III	80	20	100	50	4	4	3
PRACTICALS								
III-P-1	Specialization-I Rooms Division Management-III OR Specialization-II Food & Beverage Management-III	80	20	100	50	8	4	3
III-P-2	Industrial Training for 6 Weeks a) *Training in recognized Hotel & resorts, Travel Agency b) *Log book to be maintain *Certificate of training to be submitted *On completion of training presentation is compulsory	80	20	100	50	Training for 6 Weeks	4	
III-P-3	Seminar on pre-Planning of Project		50	50	25		2	-
	Total			550			22	

APPENDIX -4

MHMCT
MASTER OF HOTEL MANAGEMENT & CATERING TECHNOLOGY
SEMESTER-IV

Paper Code	Subject	Max. Marks			Minimum Marks for passing	No. of hours /week	Credit Points	Time For Exam (Hrs.)
		Main	Sessional/ Internal Assessment / Term Work	Total				
IV-T-1	Financial Management	80	20	100	50	4	4	3
IV-T-2	Specialization-I Rooms Division Management-IV OR Specialization-II Food & Beverage Management-IV	80	20	100	50	4	4	3
PRACTICALS								
IV-P-1	Project Work & Viva / Voce	250 50	--	300	} 150	24	12	2
IV-P-2	Seminar on Project & Review		50	50				
				550			22	

Note:-

1. In each semester student will have to give seminar on any topic relevant to the syllabus encompassing the recent trends and development in that field. The topic of the seminar will be decided at the beginning of each semester in consultation with the supervising teachers. The student has to deliver the seminar which will be followed by discussion. The seminar will be open to all the teachers of the department, invitees, and students.
2. The student will have to carry out the research based project work in the fourth semester in the department or depending on the availability of placement; he/she will be attached to any of the national/regional/private research institute/organization/ Industry. The student in consultation with supervisor will finalize the topic of the project work at the beginning of the third semester followed by pre-synopsis presentation on seminar during III semester.

Project Work Scheme

/ Guidelines for the Students, Supervisors and Examiners

Every student is required to carry out **Experimental / Field Based Project Work** (semester IV) on a related research topic of the subject /course. It must be an original work and must indicate some degree of experimental work. On the basis of this work, student must submit the Project Report (typed and properly bound) in two copies at least one month prior to commencement of the final Practical/lab Examination of Semester IV. The project report shall comprise of Introduction, Material and Methods, Results, Discussion, Summary, Conclusions and References along with the declaration by the candidate that the work is original and not submitted to any University or Organization for award of the degree and certificate by the supervisor and forwarded through Head/Course-coordinator/ Director of the Department/Centre or the Principal of the College.

The supervisors for the Experimental project work shall be from the following.

A person selected by the duly constituted selection committee in the relevant subject and approved by the University, exclusively for P. G. Course.

OR

A person selected by the duly constituted selection committee of the University approved by the University and appointed as a full time regular teacher with Masters Degree at U. G. Level in the relevant subject and having at least 10 years teaching experience.

OR

A person selected by the duly constituted selection committee of the University approved by the University and appointed as a full time regular teacher with Ph. D. Degree at U. G. Level in the relevant subject and having at least 5 years teaching experience.

OR

A person from Industry with degree/ 3yrs diploma in relevant field with 10 years experience at the rank not below manager or with masters degree in the relevant field with 5 years experience at the rank not below manager can work as co- supervisor along with supervisor.

Appendix-5

General Rules and Regulations

A) Pattern of Question Paper

1. There will be four units in the syllabus of each paper.
2. Question paper will consist of five questions.
3. Four questions will be on four units carrying equal marks
4. Maximum marks of each paper will be 100 (80 + 20).
5. Each paper will be of 3 hours duration.

B) Absorption Scheme:

- 1) While switching over to semester pattern, the failure students of annual pattern will be given three chances to clear the examination.
- 2) The candidates who have cleared first year annual pattern examination in the subject shall get admission to third semester directly by matchable scheme as under. However, candidates who are allowed to Keep Term will not be eligible for admission to third semester unless they clear all the papers and practicals of first year annual pattern examination.
The candidate directly admitted to semester III,
 - i) Shall have to appear paper "Advance Hospitality Management-Theory & Practical" of First Semester and "Tourism Management-Theory & Practical" of Second Semester and should be declared successful.
 - ii) Shall be exempted from appearing for Strategic Management Paper and Industrial Training of III semester.
- 3) The unsuccessful students of old course shall be permitted to appear for higher class as per the new course examination of the post graduate programme (semester, credit and grade system) provided that they submit a certificate from the Head of Department / Principal of the College stating that they have satisfactorily undergone a course of study in all the subjects of the new course as per the absorption scheme of a particular post graduate programme.
- 4) This absorption scheme will be effective till the introduction of new syllabus with the new absorption scheme.

C) Grade Point Average (GPA) and Cumulative Grade Point Average (CGPA)

- 1) On clearing a paper, based on cumulative score (out of 100) in that paper, a student will be given grade point average (GPA) (Maximum of 10 and minimum of 5) for that paper on the following basis.

Score (out of 100)	Grade	Grade Point Average (out of 10)
90 to 100	O: Outstanding	10
80 to 89	A: Very Good	09
70 to 79	B: Good	08
60 to 69	C: Average	07
55 to 59	D: Satisfactory	06
50 to 54	E: Pass	05
Below 50	F: Fail	00 or fail

- 2) On clearing all the papers in a semester, a student will be allotted a **Semester Grade Point Average (SGPA)** for that particular semester. As the pattern given above does not have differential weights for papers, the SGPA of a student for a particular semester will be the average of the

CGPA	Equivalent class / division
9.00 to 10.00	First class (out standing)
8.00 to 8.99	First class (excellent)
7.00 to 7.99	First class with distinction
6 to 6.99	First class
5 to 5.99	Higher Second class
Below 5.00	Fail

GPA's for all the papers.

- 3) A student will be allotted a **Cumulative Grade Point Average (CGPA)** after clearing all the four semesters. Again as there is no differential weight system for semesters, the CGPA of a student will be the average of the four SGPA's of that student.

The CGPA can be converted to the usual / conventional divisions in the following way.

- A student failed to score minimum 50 % marks in each head of passing and in aggregate shall be given F grade.
- Student with F grade in a course would be granted credit for that course but not the grade for that course.
- Grade points earned in each paper shall be calculated as – Grade points obtained (vide above table) x Credits for the paper.

- d. The formula for GPA will be based on Average. The final GPA will not be printed unless a student passes courses equivalent to minimum 100 Credits.
- 4) While declaring the result, the existing relevant ordinances are applicable. For verification and revaluation existing rules will be applicable.
- 5) The candidate may take all the examinations as per the provisions of ATKT simultaneously but his/her result of final semester shall not be declared unless he/she is declared successful at lower examinations.
- 6) If an examinee failed to pass the post graduate programme within five successive years (for four semesters degree) from the date of his / her first admission to particular post graduate programme he/ she shall be declared as "Not Fit for the Course (NFC)" and he/ she will not be allowed to appear further for any previous examination of the course.
- 7) The computation of Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA) of an examinee shall be given below:
 - a. The marks will be given in all examinations which will include the college assessment marks, and the total marks for each Theory/ Practical shall be converted into Grades as per above table. SGPA shall be calculated based on Grade Points corresponding to Grade as given in above table and the credits allotted to respective Theory / Practical shown in the scheme for respective semester.
 - b. SGPA shall be computed for every semester and CGPA shall be computed only in IV semester (for four semester degree). The CGPA of IV shall be calculated based on SGPA of all four semesters as per following computation:

$$\text{SGPA} = \frac{C_1 \times G_1 + C_2 \times G_2 + \dots + C_n \times G_n}{C_1 + C_2 + \dots + C_n}$$

Where C1 = Credit of individual Theory / Practical

G1 = Corresponding Grade Point obtained in the Respective Theory/
Practical

$$\text{CGPA} = \frac{(\text{SGPA}) I \times (\text{Cr}) I + (\text{SGPA}) II \times (\text{Cr}) II + (\text{SGPA}) III \times (\text{Cr}) III + (\text{SGPA}) IV \times (\text{Cr}) IV}{(\text{Cr}) I + (\text{Cr}) II + (\text{Cr}) III + (\text{Cr}) IV}$$

Where, (SGPA) I = SGPA of I Semester; (Cr) I = Total Credits for I Semester;
(SGPA) II = SGPA of II Semester; (Cr) II = Total Credits for II Semester;
(SGPA) III = SGPA of III Semester; (Cr) III = Total Credits for III
Semester; (SGPA) IV = SGPA of IV Semester; (Cr) IV = Total Credits
for IV Semester

Draft syllabus prescribed for Master of Hotel Management & Catering Technology

The two specialization courses leading to the Master Degree of Hotel Management & Catering Technology covers following subjects namely

1. Rooms Division Management
2. Food & Beverage Management

The specialization course can be chosen by minimum five number of students in a particular college /institution during the semester.

I-T-1
RESEARCH DESIGN AND APPLIED STATISTICS

Theory – 80
Sessional-20

Total - 100
Minimum Passing Marks -50

UNIT-I: Research Methodology

Introduction: Meaning & Objectives of research, types of research: basic, applied action, approaches to research; research methods, research methods, research process; criteria for good research, common problem, nature and significance of research problems, qualitative & quantitative research methods. Selection of Research Topic, Selection of research problem, literature review, evaluation of research problem, research design; meaning, concept & features of research design, experimental design, plan of research work.

UNIT -II : Methods & Tools of Research

Reliability and validity of research tool, Qualitative and quantitative studies, Primary& Secondary data collection method, Preparing questionnaire and opinionnaire, identification of sources of information, searching and classifying information; organization of data collection, processing & analyzing of data & information Limitation & Sources of error.

UNIT-III: Preparing a research proposal

Format of research proposals; finding related literature, Individual & Institutional research proposals, submitting research proposal to funding agencies.
The Research Report/Report writing
Style manuals, format of research report, The thesis or dissertation, style of writing, typing the report, reference form, pagination, tables, figures, evaluating a research report, summary, references.

UNIT-IV : Applied Statistics

Descriptive Statistics: Classification of variable, measures of central tendency interquatile range, variance, standard deviation, Properties of sample variance and standard deviation, Graphic representation of data.
Estimation and Hypothesis testing: Null Hypothesis, confidence level, Point, & interval estimation, concept of hypothesis testing & types of error, Student 't' test, Chi-Square test, F test (NOVA).

Books Recommended:

1. B.D. John, A.L. Brown and R.R. Cocking, 1999. "How People Learn: brain, mind, experience and school". Washington, DC: National Academy Press.
2. A.R. Fraenkel, N.E. Wallen, 2008. "How to Design and Evaluate Research in Education", *ih Ed.* Boston: McGraw-Hill.
3. K.E. David, 2009. Curriculum Development for Medical Education: *A Six-Step Approach*, 2nd Ed. The John Hopkins University Press. ISBN 0-8018-9367-4.
4. N. Peter, 2009. "Leadership: Theory and Practice." *3rd Ed* Thousand Oaks: Sage Publications.
5. G. Bordage, B. Dawson, 2003. Experimental study design and grant writing in eight steps and 28 questions. *Medical Education*, 37(4): 376-385.

I-T-2
Advance Hospitality Management

Theory – 80
Sessional-20

Total - 100

Minimum Passing Marks -50

UNIT-I :

- Hospitality in today's economics scenario
- Upcoming Hospitality units
- Impact of Socio-Economics and Technology on Hospitality
- Future of Hospitality sector

UNIT-II: Hospitality Law

- Laws relating to business ownership
- Right to refuse entry
- Innkeepers Acts
- Anti Discrimination legislation
- Ethics in Hospitality practices

UNIT-III:

- Operations of revenue producing department
- Lounge
- Disc & Nightclub
- Casinos

UNIT -IV:

- Logistics in Accommodation for guest
- New Reservation system
- Concierge
- Rooming of guest
- Handling specially abled guest

Books Recommended:

1. Guest management , Dr. R.K. Singh; Aman Publications
2. Banquet Management and Room Divisions , Dr. D.K. Agarwal; Aman Publications
3. Internet Resources for leisure and Tourism, William Tneobald; Hedunsmore; B.H. Publications
4. Professional Hospitality, Van Der Wagen; Global Books and Subscription Services
5. Tourism and Hospitality Industry , Sunil Kabia; Reference Press New Delhi Financial & Cost Control Techniques in Hotel and Catering Industry, J. Negi
6. Exploring the Hospitality Industry, John R. Walker, Josielyn T. Walker, Pearson Education.

I-T-3
Specialization -I
Rooms Division Management -I

Theory – 80
Sessional-20

Total - 100
Minimum Passing Marks -50

UNIT-I: Opening of new Properties

- Pre-Opening of Hotels
- New property operations
- Starting up Rooms Division
- Countdown to start Hotel.
- Case study

UNIT-II: Safety & Security in Rooms Division

- Work environment safety
- Job Safety Analysis
- Safety Awareness & Accident Prevention
- Case Studies

UNIT-III: Room Tariff

- Basis of establishing room rates
- Room tariff fixation
- Room rate designation
- Designing of tariff cards

UNIT-IV: Front Accounting

- Front Office as revenue generating center
- Various financial records and document prepared and used at billing section
- Guest Accounting cycle
- Auditing in Front Office

Books Recommended:

- Andrews S., Hotel Front Office Training Manual, Tata Publishing Company Limited 1982.
- D. Collins, Accommodation Operations, Plymouth Macdonald Evans, 1967.
- Villen Jerome J., Check in check out, Iowa WMC Brown Co., 1976.
- Dr. Singh R.K., Front Office Management, Aman Publication,
- Rastogi A.P., Hotel Organization and Front office Management, Anmol Publications.

- Professional Management of Housekeeping Operations – Thomas J.A., Jones, Ed.D.R.EH, John Wiley & Sons, Inc.
- The professional housekeeper-Madelin Schneider, Georgina tucker, Mary Scoviak John Wiley & Sons, Inc
- Housekeeping Opeations Workbook, Macmillan Education Ltd. –Valerie Paul & Christine Jones.
- Hotel, Hostel and Hosptial Housekeeping-Joan C Branson, Margaret Lennox, Edwards Arnold(publishers) ltd. ELBS
- Housekeeping Supervision Jane Fellows, Macdonald & Erans Ltd. London.
- House Keeping Management Margaret kappas, Aleha Nitschke, Education Institute, USA.

I-T-3
Specialization – II
Food and Beverage Management- I

Theory – 80
Sessional-20

Total - 100
Minimum Passing Marks -50

UNIT-I: Bar Management

- Bar Management, opening and Closing procedures, up selling,
- Laws and regulations, bar and liquor licences
- Catering & Private parties
- Latest trends in Bar Management

UNIT-II: Mixology

- Bar equipment
- Different kinds of glassware
- Techniques of Mixology
- Garnish preparation
- Classic and Contemporary Cocktails

UNIT-III: Menu Engineering

- Psychology
- Managerial Accounting
- Marketing and Strategy
- Graphic Design

UNIT-IV: Plate presentation and display

- Hot food presentation
- Fundamentals of plating
- Garnish (edible & non edible)
- Cold food presentation
- Buffet arrangement and appearance
- Buffet Service
- Hot foods for buffet

Books Recommended:

1. Classic cocktails by Stuart Walton, Suzannah Olivier, Joanna Farrow – Lorenz books,
2. Bar & Cocktails by Michael Jackson, Mitchell Beazley
3. The Bartender's guide by Peter Bohrmann – Greenwich edition London
4. International Bartender's Guide – Random house, New York.
5. Professional Cooking 6th edition by Wayne Gisslen- John Wiley & Sons, Inc.
6. Hotel & Tourism Laws – Dr. Jagmohan Negi. Frank Bros, and Co. (Publishers) Ltd., New Delhi – 110 002.

**I-P-1
PRACTICALS**

Advance Hospitality Management

Term work -20
Practical-80
Total Marks: 100
Minimum Passing Marks -50

- 1) Rooming of guest
- 2) Reservations and changing trends
- 3) Handling of Special guest request
- 4) Handling of elderly guest
- 5) Handling of disable guest
- 6) Service of beverages in lounge and night club
- 7) Service of food/Snacks in night club
- 8) Field visit

**I-P-2
PRACTICALS
Specialization -I**

Rooms Division Management-I

Term work -20
Practical-80
Total Marks: 100
Minimum Passing Marks -50

1. Preparation of various records of financial transaction at cashier sections
2. Fixation of room rates
3. Designing of room tariff
4. Understanding potential hazards in Guest and employee area
Dealing with emergencies
5. Fire fighting-project report on fire fighting equipments and procedures for training staff for fire fighting.
6. Designing loss prevention manual for safety & security of establishment.
7. Preparing staffing guides (recruitment and selection)
8. Developing SOPs for new properties

I-P-2
PRACTICALS
Specialization – II
Food and Beverage Management- I

Term work -20
Practical-80
Total Marks: 100
Minimum Passing Marks -50

1. Making of Classic and contemporary cocktails
2. Free Pouring
3. Bar Tricks
4. Zippo lighter tricks, working flair steps
5. Display of plate presentation minimum 10 dishes
6. Visit to a Bar
7. 5 Compulsory training sessions in a bar
8. Cold platter presentation

I-P-3
Seminar and Presentation

Marks – 50

Seminar and presentation

Seminar on development of any Hospitality related Industry or outlet based on primary or secondary data.

02 Credit are allocated for Seminar, the marks will be out of 50.

Evaluation of seminar shall be done based on scientific contents communication, representation and skill in oral presentation.

SEMESTER-II
II-T-1
HUMAN RESOURCE MANAGEMENT

Theory – 80
Sessional-20

Total - 100
Minimum Passing Marks -50

UNIT: I-

Human Resource Management in Hospitality Industry

Meaning, Definition, What is HRM, Significance, Functions, and objectives of HRM.

Human Resource Planning & Ethical issues-Introduction, HRP at different levels, process of HRP. **Ethical issues**:-Introduction, ethical issues in HRD

Human Relation and human need, understanding human behavior

UNIT:II

Human Resource Development-Significance of HRD, The concept of HRD, Scope of HRD, Need for HRD, Objectives of HRD, Functions of HRD Manager.

Performance Appraisal –Meaning, Need and Purpose of performance appraisal and development, Methods of performance appraisal-Trait methods, Behavioural Methods and Result Methods. Use of Performance Appraisal.

Unit: III

Strategic Human Resource Environment –Introduction, Internal and external environment . Strategic HRM-Introduction, meaning of strategy and strategic management, strategic management process.

Management Development-Introduction, meaning, Objectives, Essential ingredients of the management development programme, Techniques of Management development-on the job techniques, off the job techniques.

UNIT: IV

Motivation in Hospitality Industry

Meaning, purpose, importance process, E-communication, communication-oral, written, non-verbal, Barriers to communication.

Motivation-Meaning, types of motives and motivation, steps in motivation, maslow's theory of hierarchy and Herzberg's two factor theory.

E-Human Resource Management-Introduction, Aspects of E-HRM:- E-Job design and analysis, E-HR Planning, E-recruitment, E-selection, E-performance management, E-training and development, E-HR records, information and audit.

Books Recommended:

- Personnel Management, C.B. Memoria, S.V. Gankar, Publishing house, Mumbai.
- Stoner, James, A.F., MANAGEMENT Eaglwood Cliffs, New Jersey,
- Knoontz O'Donnel and Weirich, MANAGEMENT, International students edition, McGraw hill.
- Boella, M.J., Personnel Management in the hotel and catering Industry, Hutetinson, London.
- Ahuja K.K. Personnel Management, Kalyani Publisher, New Delhi
- Hotel Industry, Frank Bros. & Co. (Publishers) Ltd

II-T-2
TOURISM MANAGEMENT

Theory – 80
Sessional-20

Total - 100
Minimum Passing Marks -50

UNIT - I: Introduction to Tourism

- Introduction, Concepts, Definitions of Tourism,
- Importance scope and development of tourism
- Understanding tourism product, tours, tourist,
- Emerging forms of tourism
- Tourism other determinants.

UNIT - II: Tourism Impact

- Economic, Social, Environmental & political effect
- Threat and obstacles of Tourism
- Measures to overcome negative effects
- Understanding Unrest, Crime; Trained man power & Awareness; Ignoring domestic tourist
- Attitudes, Expectation and Behavior; Constraints of Tourism Growth
- Case study

UNIT - III: Travel Agency & Tour Operation

- Travel formalities, Passport, Visa,
- Travel Agency –Functions and Operations
- Tour operator: Operation main partners, Hotel /Accommodation/ Transport
- Package tour, planning a tour, costing tour, marketing material.
- Itinerary planning.
- Guide and Escorts: Definition of guides & Escorts, Tourist expectation, Role of guide, Location, Guiding as a Techniques, Escorting a tour.

UNIT - IV: Geography as Tourism Product

- Geography and tourism interrelation.
- Geography of India. Physical features. Topography.
- Ecology of India, Forest wealth; Flora and fauna; Environmental Concerns; Loss of Environmental wealth; Nature Conservation and Wild life Preservation.
- Seasonality and Destination; Seasons and Climate; Seasonality in Tourism; Festival season; Destination Management
- Map & Chart work; Map and Chart relevance

Books Recommended:

1. Kaul S.N. Tourist India, Tourist India International Taj Building, Bombay.
2. Sunil Kaba, Tourism and Hospitality Industry, Reference Press, New Delhi.
3. Manjula Chaudhary, Tourism Marketing, Oxford University Press
4. C. Michel Hall, Dieter K. Muliller Tourism, Mobility and second homes, multilingual matter ltd., U.K.
5. Sunetra Roday, Archana Biwal, Vandana Joshi, Tourism Operations and Management, Oxford publication.

II-T-3
Specialization-I
Rooms Division Management –Paper-II

Theory – 80
Sessional-20

Total - 100
Minimum Passing Marks -50

UNI -I: Ecotel

- Ecotel certification
- Choosing Eco-friendly site
- Hotel Design and construction for ecotel
- Environment friendly House Keeping practices
- Case study

UNIT-II: Ergonomics in Rooms Division

- Ergonomics in Rooms Division
- Importance of Ergonomics
- Principles of Ergonomics
- Ergonomic Training to staff
- Case Studies

UNIT-III: Public relation

- Importance of Public relations in Hotels
- Agents of Public relation building at Front Office
- Various Public Relation tactics
- Role of Media in Public Relation

UNIT-IV: Communication in Rooms Division

- Role and importance of communication
- Types of communication
- Barriers in communication
- Effective communications
- E-communication in Rooms Division

Books Recommended:

- Professional Management of Housekeeping Operations – Thomas J.A., Jones, Ed.D.R.EH, John Wiley & Sons, Inc.
- The professional housekeeper-Madelin Schneider, Georgina tucker, Mary Scoviak John Wiley & Sons, Inc
- Housekeeping Operations Workbook, Macmillan Education Ltd. –Valerie Paul & Christine Jones.
- Hotel, Hostel and Hospital Housekeeping-Joan C Branson, Margaret Lennox, Edwards Arnold(publishers) ltd. ELBS

- Housekeeping Supervision Jane Fellows, Macdonald & Erans Ltd. London.
- House keeping Management Margaret kappas, Aleha Nitschke, Education Institute, USA.
- 'Bonsai', www.bonsai-bci.com
- www.hotelworkersrising.com
- Hvseco.com
- Worksafebc.com

II-T-3
Specialization –II
Food and Beverage Management-II

Theory – 80
Sessional-20

Total - 100
Minimum Passing Marks -50

UNIT-I : Hazard analysis and Critical Control Point

- History of HACCP /ISO Principles HACCP in India
- Importance of Food Safety in Hotel Industry
- Responsibilities of owners, managers and food handlers related to food safety.

UNIT-II: Food Production and food Safety

- An introduction to food production practices governed by changing federal and state regulations. Prevention of food -borne illness through proper handling of potentiality hazardous food, HACCP Procedures,
- Safe food preparation, storing and reheating
- Kitchen safety, facility sanitation
- Facility design – Kitchen planning, lighting, HVAC with Safety regulations.

UNIT-III: Food & Beverage Service and Food Safety

- HACCP in menu planning, purchasing, receiving, storing, issuing, preparation, holding, Serving, Clearing and Disposal
- Reheating
- Governing bodies controlling hygiene practices in food outlets.

UNIT-IV: Framing standard operating procedures

- Importance of SOP
- In Outdoor Catering
- In Room Service
- In Food Production

Books Recommended:

1. Food Hygiene and Sanitation, S. Roday, Tata Mc Graw-Hill
2. Managing with the HACCP System, Ronald Cichy
3. Supervising Food Safety, Richard Sprenger, Published by Highfield, Co. UK. Limited.
4. Food Service and Catering management by R.K. Arora – APH, Publishing Corporation, New Delhi-110002

5. Food Science and Technology Volume-II by S.N. Mahindru – APH, Publishing Corporation, New Delhi-110002
6. Food Hazard & Food Hygiene, Seema Yadav.
7. Food & beverage Service, R. Singaravelavan, Oxford University Press.

II-P-1
PRACTICALS
Specialization – I
Rooms Division Management -II

Term work -20
Practical-80
Total Marks: 100
Minimum Passing Marks -50

1. Designing documents for analyzing work place pain and hazards related to ergonomics.
2. Surveys to find right ergonomics practices in various hotels/ other institutions
3. Visit to a Ecotel and study eco-friendly practices
4. Developing of green cleaning programmes
5. Public Relation activities in Hotels
6. Handling of crises situation in Hotel
7. Designing of Brochure of Hotel
8. Publicity Activities

II-P-1
PRACTICALS
Specialization – II
Food and Beverage Management-II

Term work -20
Practical-80
Total Marks: 100
Minimum Passing Marks -50

1. Personal Hygiene, techniques of hand washing,
2. Medical checkup of staff.
3. Control on physical, chemical and biological hazards
4. Food hygiene – Safe food handling, Temperature of hot and cold food, reheating, service.
5. Food labeling, cross-contamination, Storage
6. Time/date marking
7. Workplace hygiene–equipments, work surfaces, environmental hygiene
8. Comparative study of different type of kitchens

II-P-2
PRACTICALS
Tourism Management

Term work -20
Practical-80
Total Marks: 100
Minimum Passing Marks -50

1. Fare constructions
2. Itinerary Planning
3. Product Presentation of Hospitality & Tourism
4. Preparing of Brochures for Hospitality & Tourism
5. Handling situations & Handling Crises (Case studies): Handling Crises in Hospitality & Tourism
6. Promotional Techniques used in Hospitality & Tourism
7. Field Practicals / Activities: Religious, Adventure, Hospitality, Leisure
8. Managing Tours

II-P-3
Seminar

Marks : 50
Minimum Passing Marks -25

Presentation on Case studies, New Trends and Practices in Hotel Management

One seminar on Case Study and one seminar on New Trends and Practices in Hospitality Management shall be presented.

02 Credit are allocated for Seminar, the marks will be out of 50. Evaluation of seminar shall be done based on scientific contents communication, representation and skill in oral presentation.

III-T-1
Sales and Marketing

Theory – 80
Sessional-20

Total - 100

Minimum Passing Marks -50

UNIT- I

- **Sales promotion**
Meaning, Definition, Importance Objectives, of Sales Promotion, Factors Contributing the growth of Sales promotion,
- **Tools/levels of Sales promotion-** Consumer sales promotion, Dealer Sales Promotion, Sales force promotion.
- **Sales Quota**-Meaning, Benefits, Weakness, Basis necessary for fixing quota, Types of Quota
- **Personal Selling**-Definition, Concept, Objectives, Importance, Duties of Salesman and Qualities of successful salesman.

UNIT -II

- **Advertising**-Meaning , Definition and Objectives of advertising, advertising and Sales promotion, Functions and Advantages of Advertising
- **Advertising Media** – selection of advertising media, kinds of advertising media-indoor and outdoor advertising.
- **Product Strategy**-Meaning of brand, essentials of a good brand, benefits of brand, Types of brand. Meaning of branding, elements of branding. Case studies.
- **Building Customer Loyalty**-Meaning of customer loyalty, Customer Satisfaction, Customer value, Retaining customer through service quality, Developing Service Quality programme ,Case Studies

UNIT -III

- **Marketing Environment** - Concept of Micro and Macro Environment, Case study
- **Marketing Planning** - Meaning of Planning and Marketing Planning, Importance, Benefits and Characteristics of marketing Planning, Marketing Planning Processes.
- **Marketing Segmentation** -
Definition, Criteria for Market Segmentation, Basis for Consumer Market Segmentation, Philosophies of Market Segmentation

- **Market positioning** - Product Positioning, Meaning, Qualities of Successful Position, Positioning Approaches, Product Repositioning, Case Studies

UNIT IV –

- **Marketing Control**
Meaning and concept of control, significance, control process, tools and techniques of marketing control.
- **Marketing of Services** - Definition, Characteristics of Services, Marketing Mix in service Marketing
- **International marketing** – introduction, decision regarding international marketing, main activities, importance of international marketing.
- **Recent trends in marketing** – Relationship marketing, Word-of-mouth marketing, Test marketing, case studies

Books Recommended:

1. Marketing for hospitality & Tourism, Philip Kotler, Second Edition, 1998
2. Marketing Management, M.M. Varma & Agarwal, Kings Publication, 2003.
3. Hospitality Sales and Marketing, Abbey, J.R.
4. Modern Marketing Management, Davar
5. Marketing Hospitality, Sales and Marketing for hotels, Motels & Resorts – Foster, D.C.
6. Sales & Marketing for the travel professional, FASTER D.C.
7. Marketing Management, Kotler Philip
8. Marketing for Hospitality & Tourism, Kotler. Philip
9. Selling & Sales Management, Lonacaster G.
10. Marketing & Sales Strategies for Hotel & Travel Trade, Nagi Jagmohan
11. Modern Marketing, Pillai, R.S.
12. Service Marketing, Rampal, M.K.
13. Hospitality Marketing Management, Raid, R.D.

III-T-2
Strategic Management

Theory – 80
Sessional-20

Total - 100

Minimum Passing Marks -50

Unit-I: Introduction to Business Policy

- Evaluation of business policy as a discipline, Nature of Business policy, Importance of business policy, Purpose of business policy, Objectives of business policy
- Strategic Management – an overview
- Understanding Strategy, Definition & Explaining strategy, Strategic Decision making
- Process of Strategic Management, School of thought on Strategy Formulation
- Strategic Intent
- Vision, Mission, Business Definition, Goals & Objective

Unit-II: Environmental Appraisal

- Concept of Environment, Environmental Sectors, Environmental Scanning
- Corporate level strategies
- Grand Strategies, Stability Strategies, Expansion strategies, Retrenchment strategies Combination Strategies
- Strategic Analysis & Choice
- Corporate & Business Level Strategic Analysis, Contingency Strategies, Strategic Plans

Unit- III: Strategy Implementation

- Interrelationship between formulation & Implementation, Project Implementation Resource Allocation, Organizational System, Corporate Culture, Social Responsibilities & Strategic Implementation
- Functional & Operational implementation
- Functional Plan & Policies, Financial Plans & Policies, Marketing Plans & Policies
- Strategy Formulation
- Expansion, Retrenchment, Merger, Joint Venture
- Strategy Formulation Process
- Strategy analysis & Choice, Factors influencing choice, SPACE Matrix, BCG Matrix
- Policies in functional Areas
- Functional policies, financial policies
- Strategic Implementation, Review & Revaluation

Unit- IV: Strategic Evaluation & Control

Strategic Control, Operational Control, Role of Organizational System in Control Case Studies- Case Analysis & Presentation Mission & Mission Statement, Strategies, Approaches, Entrepreneurial, Strategic Decision Making, Adaptive search, Environmental & Internal resource Analysis Environmental Scanning, SWOT Analysis (Internal & External Environment)

Books Recommended:

1. Wootton and Terryhorne: Strategic planning: The Nine Programme
2. John Tribe: Corporate Strategy for Tourism.
3. Prashad, L.M.: 2004, Business Policy and Strategic Management, Sultan chand & Sons.
4. Ghosh, P.K.: 2004, Strategic Planning & Management, Sultan Chand & Sons.

III-T-3
Specialization-I
Rooms Division Management-III

Theory – 80
Sessional-20

Total - 100
Minimum Passing Marks -50

UNIT- I: Housekeeping in other venues

- House Keeping administration for Museums, Hostels and schools-residential areas, Guest houses of corporate offices, Corporate Houses and Banks, Arenas, Stadiums, Malls, Aircrafts,
- Waste disposal & Control in Museums, Hostels and schools-residential areas, Guest houses of corporate offices, Corporate Houses and Banks, Arenas, Stadiums, Malls, Aircrafts
- Linen and Laundry for Museums, Hostels and schools-residential areas, Guest houses of corporate offices, Corporate Houses and Banks, Arenas, Stadiums, Malls, Aircrafts
- Case Study

UNIT-II: Horticulture

- Essential components of Horticulture
- Indoor plants
- Bonsai in Hotel Properties
- Case study

UNIT-III : Evaluation of Hotel Performances,

- Hotel Performances measurement
- Yield Managements, element of yield Management, measuring of yield management.
- Benefit strategies and prospects of yield Management
- Fore casting, data required for fore casting and benefit of four casting
- Case Studies

UNIT-IV: Front Office as Sales Department

- Coordination of Front Office with sales department
- Importance of Front office as sales point
- Sales promotion technique used by front Office
- Qualities of Front Office Staff to act as sales agent

Books Recommended:

- Professional Management of Housekeeping Operations – Thomas J.A., Jones, Ed.D.R.EH, John Wiley & Sons, Inc.
- The professional housekeeper-Madelin Schneider, Georgina tucker, Mary Scoviak John Wiley & Sons, Inc
- Housekeeping Opeations Workbook, Macmillan Education Ltd. – Valerie Paul & Christine Jones.
- Housekeeping Supervision Jane Fellows, Macdonald & Erans Ltd. London.
- Housekeeping Management Margaret kappas, Aleha Nitschke, Education Institute, USA. Black Sam, Practical Public Relation, Sir Issar Pitman and sons Ltd. London.
- Philip Kotler, John Bowen, James Makens, Marketing for Hospitality and Tourism, Prentice Hall, N.J. 07458
- Andrews S., Hotel Front Office Training Manual, Tata Publishing Company Limited 1982.
- D. Collins, Accommodation Operations, Plymouth Macdonald Evans, 1967.
- Villen Jerome J., Check in check out, Iowa WMC Brown Co., 1976.
- Robert C. Fisher, India and Nepal Hodder and Stoughton London, 1981.
- Dr. Singh R.K., Front Office Management, Aman Publication,

III-T-3
Specialization – II
Food and Beverage Management-III

Theory – 80

Sessional-20

Total - 100

Minimum Passing Marks -50

UNIT- I : Function Catering

- Types of functions
- Function booking, staffing
- Menu planning, Preparation
- Service during formal functions
- Function equipment, Food Service equipment,
- Table setup

UNIT-II : Event Management

- Concept of event Management
- Type and size of event
- Designing and developing the concept
- Prepare an event proposal,
- Making use of planning tools
- Staffing, prepare organization charts, job descriptions
- Training and briefing of staff.

UNIT-III: Monitoring, control and evaluation of events

- Monitoring and Control systems
- Operational Monitoring and Control Evaluation
- Broad Impact of events.

UNIT-IV: Yield testing and recipe balancing

- An exploration of standard units of measure and unit conversion estimation, percents, ratios,
- Yield tests, recipe scaling, recipe costing as they relate to the food industry. Students will develop projections and analyze costs in yield tests and recipe pre-costing.
- Standardization of recipe and recipe balancing

Books Recommended:

1. Catering management by Nancy Loman Scanlon-John Wiley & Sons, Inc.
2. Dining Room & Banquet Management- Dy Anthony J Strianese and Pamela P Strianese- Thomson Delmar Learning
3. Marketing your event planning Business by Judy Allen, John Wiley & Sons, Canada
4. Event Management, Vynn Der Wagen, Brenda R. Carlos, Pearson Education.

III-P-1
PRACTICALS
Specialization -I
Rooms Division Management-III

Term work -20
Practical-80
Total Marks: 100
Minimum Passing Marks -50

1. Survey of Housekeeping practices in Museums, Hostels and schools-residential areas, Guest houses of corporate offices, Corporate Houses and Banks, Arenas, Stadiums, Malls, Aircrafts.
2. Collection of information on latest innovations and trends in Rooms division from various Magazines and websites.
3. Study of horticulture practices in various hotels
4. Planning landscapes according to establishment
5. Yield Management
6. Forecasting of rooms
7. Sale promotion techniques
8. Preparing sale promotion material

III-P-1
PRACTICAL
Specialization - II
Food and Beverage Management-III

Term work -20
Practical-80
Total Marks: 100
Minimum Passing Marks -50

1. Planning and organizing of Formal, Semi formal & informal event
2. Budget feasibility of an Event
3. Promotion of an Event
4. Handling of emergency situation
5. Evaluation of Events organized in the Department
6. Standardization a recipe
7. Recipe balancing
8. Yield testing

III-P-2
Industrial Training

Int. Assessment/Term Work -20

Viva-Voce/Presentation -80

Total Marks: 100

Minimum Passing Marks -50

Comprehensive Viva-Voce/Presentation based on training

Industrial Training should be arranged through training and placement incharge of the department and credits will be given as per details given below:-

Log book and Certificate – 1 Credit

Training Report – 1 Credit

Presentation of Training Report - 2 Credit

Logbook and certificate will be evaluated by the Hotel/Travel Agency/ Agency/any Hospitality Management establishment.

Training Report will be evaluated by the internal examiner of the College.

The Seminar will be scheduled by the college or the department based on training report /and the final viva-voce will be commenced on the day and date prescribed by the university in presence of external and Internal Examiner.

III-P-3
Seminar

Marks 50

Minimum Passing Marks -25

Seminar on pre-planning of Project

02 Credit are allocated for pre-planning of Project. The marks will be out of 50.

Evaluation of seminar shall be done based on scientific contents communication, representation and skill in oral presentation.

SEMESTER-IV
IV-T-1
Financial Management

Theory – 80
Sessional-20

Total - 100
Minimum Passing Marks -50

UNIT-I

- **Nature & Scope of Financial Management**
Meaning, Definition, Scope, Importance & Objectives of Financial Management, Functional Areas of Financial Management, Function of Finance Manager.
- **Financial Planning (Capitalisation)**
Meaning of Capitalisation, Concept of Capitalisation ; Fair Capitalisation, Over Capitalisation, Under Capitalisation - Meaning, Effects and Remedies .

UNIT-II

- **Financial Statements**
Meaning & Objectives of Financial Statements, Types of Financial Statements , Use and Importance of Financial Statements.
- **Fund Flow & Cash Flow Statements**
Meaning , Use , Significance/Importance of Fund Flow & Cash Flow Statement , Distinction Between Fund Flow and Cash Flow statement, Simple problems on Fund Flow & Cash Flow Statements.

UNIT-III

- **Working Capital Management**
Meaning and Concept of Working Capital Management , Classification or Kinds of Working Capital, Factors Determining The Working Capital Requirement , Adequate and Inadequate Working Capital, Determinants of Working Capital(problems).
- **Cash Flow Forecasting and Budgeting**
Meaning & Nature of Cash, Motives for Holding Cash , Cash Management , Determining Optimum Cash Balance, Preparation of Cash Budget.

UNIT-IV

- **Management Information System and Reporting (With Special reference to Hotel Industry)**

Meaning, Significance, Method, Requirements, Kinds, Designing MIS in Hospitality

Industry, Meaning of Report , Kinds of Report , Method of Reporting , General

Principles of Good Reporting System.

- **Project Financing /Management**

Meaning, Stages involved in Project Management, Project Planning, Project report, Appraisal of projects, implementation of projects, Network Techniques (PERT & CPM), Review and Control of Project.

Case Studies – On Project Planning in the Hospitality Industry

Project Network Techniques in the Hospitality Industry

Project financing/Reporting Hospitality Industry

Books Recommended:

1. Ozi A. D’cunha & Gleson O.D’cunha, Hotel Accounting & Financial Control, The Dicky’s Enterprise, Mumbai.
2. D.K. Mittal & Luv Mittal, Cost Accounting; Galgotia Publishing Company, New Delhi,
3. R.K. Sharma & Shashi K. Gupta, Management Accounting; Kalyani Publishers, H.O. Ludhiana,
4. S.C. Kuchhal, Financial Management; Chaitanya Publishing House Allahabad.

IV-T-2
Specialization – I
Room Division Management -IV

Theory – 80
Sessional-20

Total - 100
Minimum Passing Marks -50

UNIT –I: Quality Management

- Various meaning of TQM
- Guest perception of quality Management,
- Total Quality Management (T & M) Pillars of TQM
- Practices in Hotel quality Manager, Japanese 5-S Practices
- Benefits of TQM
- Case studies

UNIT-II: Customer Relationship Management (CRM)

- Understanding the Guest and Guest satisfaction
- Type of Consumer
- Consumer behaviour, defining personality psychological approach.
- Body Language

UNIT-III: Conservation of Recourses

- Conservation of water
- Conservation of electrical energy
- Conservation of manpower
- House keeper's role Environmental Management
- Case Study

UNIT-IV: Trends for Internal Environment

- Managing labour cost with technology
- The shrinking labour market
- Maximizing benefits of technology
- Encouraging staff development
- Case Studies

Books Recommended:

1. Black Sam, Practical Public Relation, Sir Issar Pitman and Sons Ltd. London 1970.
2. Dukes Peter, Hotel Front Office Management and operation, 3rd edition Jowa Prown, 1970.
3. Robert C. Fisher FODOR, India and Nepal, Hodder and stroughton London 1987.
4. Rawat G.S. Elements of Hotel Accountancy Rawat Publication, New Delhi 1972.
5. Hotel Front office operation and Management, Jatashankar R. Tiwari, Oxford Publication U.K

IV-T-2
Specialization – II
Food and Beverage Management-IV

Theory – 80

Sessional-20

Total - 100

Minimum Passing Marks -50

UNIT-I : Menu Design

- An analysis of menu development for food service establishments by production department
- Menu development, descriptions, layout, design and pricing, sales mix,
- Create menus from the perspective of concept, clarity, cost, price and efficiency.

UNIT-II : Culinary Marketing

- Principles of pricing, placing, product development and enhancement, market planning, target marketing and purchasing.
- Fore casting, market research, competitive analysis, market segmentation and promotional mix as they effect marketing food.

UNIT-III: Risk Management & Safety Security in Food Production

- Process of risk Management and standards for Risk Management
- Emergency Response plan
- Occupation Safety and Health Act

UNIT- IV: Planning, Operations and Management

- The planning phase: financial, Marketing and Catering Policy
- The operational Phase, Control cycle of Food and Beverage operations i.e. Purchasing, Receiving, Stowing and issuing, preparation and selling.
- Elements of cost: Material, labour, overhead
- Cost groups; Behaviour of Cost with charge in volume of sales (Fixed Cost, Semi-F.C., Variable cost and total Cost)
- Break –even –analysis.
- Food and beverage cost reporting, assessment, corrective action.
- Cost accounting of Food & Beverage

Books Recommended:

1. Menu Planning for the Hospitality Industry – by Jaksa Kivela-
Published by Hospitality Press Pvt. Ltd. (CAN 006 473 454)
2. Hospitality Sales and Marketing by D.K. Singh–Aman
Publication New Delhi.
3. Banqueting and catering Management by R.K. Arora – APH,
Publishing Corporation, New Delhi-110002.
4. Financial management by Rajiv Srivastava & Anil Mishra,
Oxford University Press
5. Hotel Finance by Anand Iyengar - Oxford University Press
6. Financial management in Hotel by D.K.Singh, Aman Publication
New Delhi.
7. Economics of Hotel & Hospitality Management by D.K. Singh.
Aman Publication, New Delhi.

**IV-P-I
PROJECT WORK**

Marks- 300
Minimum Passing Marks -150

Marks on project work to be allotted as per details given below

Project work	-	250
Viva/Voce-presentation	-	50

The Project work/Viva-Voce Presentation shall be marked as follows :-

- Experimental/Survey work - 100
- Scientific Content - 50
- Result & Conclusion - 100
- Reading research paper & depth of knowledge - 50

The Presentation of seminar will be scheduled by the college or the department based on project report and the final viva-voce will be commenced on the day and date prescribed by the university in presence of external and Internal Examiner.

**IV-P-2
Seminar**

Marks 50
Minimum Passing Marks -25

02 Credit are allocated for the Seminar on Project on completed research work prior to submission in fourth semester. The marks will be out of 50.

The marks are allotted for

1. Introduction, justification, scope of Project work, organization of material, methods & references
2. Observation, results & conclusion
3. Presentation skill, questioning & defending.
