

Appendix B

Detail Syllabus

Semester – I

1-T-1

Marketing for Hospitality & Tourism

Theory – 80

Sessional – 20

Total – 100

Minimum passing marks - 50

Unit	Topic	Marks
1	<p>Sales promotion - Meaning, Definition, Importance Objectives, of Sales Promotion, Factors Contributing the growth of Sales promotion,</p> <ul style="list-style-type: none"> • 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. 	20
2.	<p>Advertising- Meaning, Definition and Objectives of advertising, advertising and Sales promotion, Functions and Advantages of Advertising</p> <ul style="list-style-type: none"> • 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 	20
3	<p>Marketing Environment Concept of Micro and Macro Environment, Case study</p> <ul style="list-style-type: none"> • 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 	20

	Repositioning, Case Studies	
4.	<p>Marketing Control Meaning and concept of control, significance, control process, tools and techniques of marketing control.</p> <ul style="list-style-type: none"> • 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 	20

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, Foster 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.

1-T-2
Customer Relationship Management

Theory – 80
Sessional – 20

Total – 100
Minimum passing marks - 50

Unit	Topic	Marks
1	CRM: Overview <ul style="list-style-type: none"> ○ Conceptual Framework of Customer Relationship Management in service sector. ○ Driving CRM culture in business ○ Transition from Database Marketing to CRM ○ Challenges building loyal customer 	20
2.	CRM: An enterprise wide activity <ul style="list-style-type: none"> ○ CRM Landscape: Evolution ,types of CRM ○ CRM implementation options: stage wise v/enterprise wide ○ Strategic CRM: components of strategic CRM, and Developing a CRM Strategy 	20
3	Relationship Marketing <ul style="list-style-type: none"> ○ Rogers & Pepper’s model of relationship ○ Customer engagement and experience management concept -- Levels of relational bond: Financial bond, structural bond, social bond and customized bonding ○ Building Relationship approach: Minimize negative service encounters during pre and post buy interaction ○ Analyze service gaps using GAP model. ○ Redefine service blueprint to enhance customer delight. ○ Create responsibility and accountability matrix for internal customer. ○ Benchmark competency and create performance reward incentive program to increase ○ Customer service levels. 	20
4.	Building CRM process structure: <ul style="list-style-type: none"> ○ CRM levels: Collaborative CRM, Analytical CRM, Operational CRM. ○ Front end and back end business process integration using CRM process ○ Sales process , Post sale Customer service process ○ Marketing campaign process ○ Contact and activity management process ○ Case study based on the above. 	20

Books Recommended :

1. Customer Relationship Management, Vikas Publishing House, Delhi- Mohammed, H. Peeru and a Sagadevan (2004)
2. CRM-Essential Customer Strategies for the 21st Century. Tata McGraw Hill- Paul Greenberge (2005).
3. Customer Relationships Management. - William, G. Zikmund, Raymund McLeod Jr.; Faye W. Gilbert

1-T-3
Research Methodology

Theory – 80
Sessional – 20

Total – 100
Minimum passing marks – 50

Unit	Topic	Marks
I	Introduction to Research and Research Methodology Meaning, Characteristics of Research, Need of Research in Hospitality Industry, Objectives of Research, Types of Research: a. Basic Research b. Applied Research c. Descriptive Research d. Analytical Research e. Empirical Research, Issues and Problems in Research, Meaning of Research Methodology, Stages in Scientific Research Process, Criteria for a good research problem.	20
II	Research Design and Sample Design Research Design – Meaning, Types and Significance, Sample Design – Meaning and Significance, Essentials of a good sampling, characteristics of a good sample, sample vs. census Stages in Sample design, sampling methods/techniques with advantages and disadvantages, role of sample size and Sampling Errors , difference between concept and variables.	20
III	Methods and Techniques of Data Collection/ Research tools Concept of data, Types of Data Quantitative and Qualitative, Primary Data and Secondary Data – Meaning, Significance and Limitations ,Collection of Primary Data- Observation method, Survey through Questionnaire, Designing of a questionnaire – Meaning, types of questionnaire, Stages in questionnaire designing, Essentials of a good questionnaire, questionnaire rating scale, attitude scale, Interview Technique etc with their uses, validity , reliability and usability of data, Collection of Secondary Data.	20
IV	Tabulation of data and Data Processing Introduction, Data processing Meaning, Significance and problems in data processing, Stages in data processing: a. Editing b. Coding c. Classification d. Tabulation, Preparing a master tabulation chart, tabulation and organization of quantitative data, e. Graphic Presentation	20

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.
6. Research Methodology - C. R. Kothari
7. Business Research Methods - Donald Cooper & Pamela Schindler, TMGH, 9th edition.
8. Business Research Methods – Alan Bryman & Emma Bell, Oxford University Press.

Journal

1. Journal of Hospitality Application and Research
2. Journal of Hospitality and Tourism Research

1-T-4

Human Resources Management & Corporate Sustainability

Theory – 80
Sessional – 20

Total – 100

Minimum passing marks - 50

Unit	Topic	Marks
I	Human Resources Management - Introduction, Importance and Functions of HRM in Hotel Industry- - Evolution of Human Resources Management - Difference between Personnel Management and Human Resource Management - Role of a HR Manager, Training Manager (L&D) and Personnel Manager in Hotel Industry	20
II	Industrial Relations-Retirement/Separation - Grievance Procedure - Collective Bargaining - Settlement of Disputes - Superannuation - Voluntary Retirement Schemes - Resignation - Discharge - Dismissal - Suspension-Layoff	20
III	Principles of Sustainability and Corporate Social Responsibility - Environment. - Corporate Social Responsibility - Corporate Ethics & Governance - Corporate Social Responsibility – an Overview. - CSR – Strategies & Implementation - Managing CSR – Reporting & Auditing - Case Study – CSR Initiatives undertaken by ITC, Oberoi & TATA’s	20
IV	Corporate Ethics - Corporate Ethics – an Overview -Corporate Governance – an Overview - Impact of Corporate governance on Sustainability - Case Study – CSR Initiatives undertaken by ITC, Oberoi & TATA’s and others	20

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

1-P-1
Practical Core-I
Marketing for Hospitality & Tourism

Practical – 80
Internal – 20

Total – 100

Minimum passing marks - 50

1. Product life cycle- FMCG & service
2. Consumer behaviour (Presentation)- case study
3. Launching of new product (ex- restaurant, hotel,)- strategies for planning, pricing, promotion, distribution
4. Sales Promotion
 - a. Event
 - b. E-media
 - c. Product presentation

1-P-2
Practical Core-II
Customer Relationship Management

Practical – 80

Internal – 20

Total – 100

Minimum passing marks - 50

- 1** Planning at-least one loyalty Programme for CRM per Student.
- 2** Planning CRM Module for the core departments of a star category hotel as per the choice
- 3** Tactics for handling challenging customers in different core departments of a star category hotel.
- 4** Development of customer orientation programme such as – Planning, Recording of guest preferences.
- 5** Conducting ABC analysis of customer relationships
- 6** Designing formats to measure customer satisfaction.- Such as Guest feedback card, Email Survey.
- 7** Understanding the various stages of CRM and its implementation by interacting and communicating with customers.

Assignment-Discuss the following points selecting a Hotel as a case study:

1. Service culture
2. Quality of customer service
3. Coping with challenging customers
4. Customer satisfaction and its measurement
5. Customer loyalty and loyalty programs
6. Segmenting customers based on sales or profitability.

1-P-3
Seminar 1 – Meeting, Incentive, Convention & Exhibitions

Internal – 25

Total – 25

Minimum passing marks – 13

Identify the codes of conduct of MICE tour operators and adapt the business practices accordingly.

1. Create MICE events with enriched meeting design and content to provide more value to participants, for example by using social media platforms.
2. Stay up-to-date with new and emerging technologies that could add value to MICE buyers and participants.
3. Give Presentation on Process and Management in MICE- Setting Up, Registration, Welcome events and ceremony, Traffic strategy and solution, Effective site management, Safety and Risk Management.
5. Activity: In teams present findings from the field trip.

Semester – II
2-T-1
Core I
MIS in Hospitality Industry
(Management Information System)

Theory – 80
 Sessional – 20

 Total – 100
 Minimum passing marks – 50

<i>Unit</i>	Topic	Marks
I	Introduction to MIS - Introduction, Definition, Concept - Understanding Information systems - Infrastructural Resources required for MIS o Hardware o Software o Data o Network resources o Types of networks - Impact of internet revolution on Hospitality Business	20
II	Information Systems for Rooms Division Management - Property Management System-Various Modules related to Reservations, Registration, Cashiering, Telephones, Guest History, Housekeeping - Various reports generated in the Front Office and their purpose o Room Occupancy report. o Front Office Cashier Report o Guest In-House Report o Expected Arrival Report o Expected Departure Report o Occupancy Forecasting Reports - Computerized reservation system, Introduction to GDS & Hotel Distribution on GDS - MIS for key Decisions - Guests data base - Keeping track of guests profile, needs, expectations. - Projection and Monitoring of Occupancy levels	20
III	Catering Computing Systems - Recipe Costing - Stock Control System - E- Procurement Systems - Electronic POS System - Table Management Systems - Conference and Banqueting Systems - Specialist Catering Computer Systems o Mini Bar o Beverage Control Systems o Club Management	20
IV	Back Office Systems	20

	<ul style="list-style-type: none"> - Pay Roll Systems - Personnel Management Systems - Maintenance Management Systems - Performance Management Systems - At Your Service (AYS System) 	
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Books Recommended

1. Information Management System –MTM4-Rference book of IGNOU
2. Management Information Systems – W.S.Jawadekar

**2-T-2
Core II
Hospitality Laws**

Theory – 80
Sessional – 20

Total – 100

Minimum passing marks - 50

Unit	Topic	Marks
I	Laws relating to Hospitality industry- Renewal Suspension and termination of licenses. Procedure for granting Star gradation in India, various approvals and permissions required to set up a hotel. Other Licenses required to start a hotel from FHRAI Guidelines.	20
II	Licenses and permits required by Hotels - Bar and liquor Licenses, Validity, renewal and penalties. - Restaurant and various types of outlets and Licenses required by them. - Swimming pool License - Spa and Health Club License. - FSSAI Regulation. -The Arms Act 1959- 24b, offences and Penalties-27, 28,32,37 and 41. -The Narcotic Drugs And Psychotropic Substances 1985 (Amended Act 2001) -15, 17, 30,41,42 and 45.	20
III	Concept of Tourist Police and Measures for safety and security of Tourist. Need of Central Tourism Legislation in India. Laws and legislation relating to tourist entry, stay and departure. Procedure and requirement for procuring various travel documents (passport, visa and health certificates) with relation to inbound and outbound tourists. Laws relating to currency exchange, FEMA, and Passport Act-1967.	20
IV	Laws relating to passenger safety, convenience and compensation during air travel, Legislations relating accompanied and an accompanied tourist baggage. Compensation for lost and damaged baggage. Insurance for tourists and their baggage. Archaeological site and remains act, Wildlife Protection Act, Environment Protection Act And Air, Water And Noise Pollution Act. Foreigners Act1946.	20

Books Recommended:

1. Gupta S.K.: Foreign Exchange Laws and Practice: Taxman Publications Delhi, 1989.
2. Ensor, R.: Management of Foreign Exchange Risk: Euro money Publications, London
3. Malik, S.S., Ethical, Legal and regulatory aspects of tourism Business: Rahul, Delhi
4. Sajnani M.: Indian Tourism Business – A Legal Perspective
5. Manuel G. Velasquez: Business Ethics Concepts and Cases: Phi Learning Pvt. Ltd.
6. Legal Aspect for Hospitality and Tourism Industry—By Atul Bansal

The students should refer to the respective Acts.

Note- 1) For all Acts the scope, objectives & definitions to be covered.

2) Only the provisions related to the hospitality industry to be taught.

3) Bare Acts for individual law shall be referred for the scope of law.

2-T-3**Core III****Statistics & Quantitative Techniques**

Theory – 80

Sessional – 20

Total – 100

Minimum passing marks - 50

Unit	Topic	Marks
I	Meaning and Importance of research report writing a. Essentials of a good Research Report b. Ethical Norms in Research c. Ethical Issues in Research – Plagiarism d. Role of Computer in Research e. Structure/ layout of Research Report f. Types of Research Report g. Steps in research report writing h. Footnotes and Bibliography	20
II	References and Citation methods- a. APA (American Psychological Association) b. MLA (Modern Language Association) c. CMS (Chicago Manual Style)	20
III	Conceptual understanding of Statistical Measures. Measures of central tendencies Measures of Variations Probability Concepts- Binomial, Normal, Use of normal probability tables. Regression analysis.	20
IV	Testing of Hypothesis-(Z+, T. , Chi Square{2x2, rxc Contingency table}, f-Test) Corelation Coefficient of Corelation Rank Co-relation (Pearson, Spearman) Error- Type 1 Type 2. Factor analysis.	20

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. N. Peter, 2009. "Leadership: Theory and Practice." *3rd Ed* Thousand Oaks: Sage Publications.

2-T-4**Core IV****Tourism: A Global Perspective**

Theory – 80

Sessional – 20

Total – 100

Minimum passing marks – 50

Unit	Topic	Marks
I	Globalization & tourism sector Globalization & the business world, the tourism industry, Challenges, Factors affecting Global & regional tourist movements, Contemporary trends in international tourist movements. Types of international Tourism Inbound and Outbound. Global code for ethics of Tourism	20
II	The emergence of international tourism Historical aspects, development of chains, development abroad, airline connection. Trends in terms of tourist arrival and tourist receipts in inbound tourism at the global level. Global competition & the future of International Tourism Long -term tourism growth trends, tourism growth in major regions, Problems and challenges before international tourism like climate change, terrorism, and Environmental issues	20
III	Political aspects of the international travel, tourism, Barriers to travel, tourism investment & business, regulations, international organizations dealing with barriers viz : UNWTO, IMF. Need for government support of tourism, national tourism organizations, political stability, travel advisories, political risk, crisis management	20
IV	Global Tourism Trends International tourism sales & marketing. Inbound and Outbound tourism trends in East Asia Pacific(This diverse region includes China, Fiji, Indonesia, Korea, Malaysia, Philippines, Solomon Islands, Thailand, and Vietnam.), Middle East(Iran, Iraq, Turkey, UAE, Sudan and Egypt) and South Asia(Afghanistan, Bangladesh, Bhutan, India Maldives, Nepal, Pakistan, Sri Lanka).	20

Books Recommended

- 1) Tourism – The Business of Travel by Roy A. Cook, Laura J. Yale, Joseph J. Marqua, Pearson education

- 2) Tourism, Principles, Practices and Philosophies – Charles R. Goddner, JR Brent Ritchie, Wiley – India edition
- 3) Tourism Economics – Donald E. Lund berg, M. Krishnamoorthy, Mink H. Stavenga, John Wiley & sons. Inc
- 4) Dynamics of Modern Tourism – Ratandeeep Singh, Kanishka Publications, New Delhi
- 5) Tourism Operations and Management – S. Roday, A. Biwal, V. Joshi, Oxford University Press, New Delhi
- 6) The Travel Industry - Chuck Y. Gee, Denter JL. Choy, James C. Maheno, AVI Publishing company

2-P-1
Practical Core I
MIS in Hospitality Industry

Practical – 80
Internal – 20

Total – 100
Minimum passing marks - 50

- 1 Creation and presentation of Various reports generated in the Front Office.
 - o Room Occupancy report.
 - o Front Office Cashier Report
 - o Guest In-House Report
 - o Expected Arrival Report
 - o Expected Departure Report
 - o Occupancy Forecasting Reports

- 2 Creation and presentation of Various reports generated in the Back Office.
 - Attendance Record,
 - Maintenance record.

2-P-2
Practical Core II
Tourism: A Global Perspective

Practical – 80
Internal – 20

Total – 100
Minimum passing marks - 50

- Product Presentation of Hospitality & Tourism – At least 3 products
- Preparing of Brochures for Hospitality & Tourism – different type of hotels 3 ; and any two continents
- Handling situations & Handling Crises (Case studies): Handling Crises in Hospitality & Tourism at least 3 situations
- Valuation of tourist destination – a comparative study of various tourist destination with respect to advantages and disadvantages

2-P-3
Seminar I-Managerial Communication

Internal – 25

Total –25
Minimum passing marks - 12

I Introduction to Managerial Communication

Meaning, Importance and objectives- Principles of communication , Forms of communication, communication process, Barriers of effective communication, Techniques of effective communication

Nonverbal Communication

Body Language, Gestures, Postures, Facial Expressions, Dress codes, The Cross Cultural Dimensions of Business Communication, Listening and Speaking techniques of electing response, probing questions , observations,

Business and Social etiquettes

II Managerial Speeches

Principles of Effective speech and Presentations, Technical & Non technical presentations, Speech of Introduction – Speech of thanks-occasional speech theme speech, Use of audio visuals aid. Introducing a third person

III Interview Techniques

Mastering the art of conducting and giving interview, Placement interview, discipline interviews, appraisal interviews, exit interviews

Group Communication

Importance, Meetings – group discussions. Video conferencing

IV Introduction to Managerial Writings, Business letters

Inquiries, Circulars, Quotations, Order, Acknowledgements Executions, Complaints, claims and adjustments, collection letter, Banking correspondence, Agency correspondence, Bad news and persuading letters, Sales letters, Job applications letters Bio data, Covering letter, Interview Letters, Letter of Reference , Memos, Minutes, circulars and notices Writing official e mails

Reports

Types of Business Reports – Formats, choice of vocabulary, coherence and cohesion , paragraph writings, organizations reports by individual , Report by committee

Semester - III
3-T-1
Core -I
Materials Management

Theory – 80
 Sessional – 20

 Total – 100
 Minimum passing marks - 50

Unit	Topic	Marks
1.	Introduction Materials Management -Evolution, Importance, Scope and objectives , Interface with other functions, evolution to 3 pl Trade off Customer service & cost Materials Handling - Principles of Materials Handling systems - Materials handling equipments - Safety issues	20
2.	Inventory - Need of inventory - Cost associated with inventory - Types of inventory , basic EOQ model - EOQ with discounts- ABC analysis classifications of materials, VED, HML, FSN, GOLF, SOS, (Numerical expected on basis EOQ , EOQ with discounts) - Inventory control & cost reduction Techniques, inventory turnover ratio codification concept and benefits	20
3.	Materials Requirement Planning Advantage over conventional Planning Input and output of MRP system -Forecasting – overview of qualitative and quantitative methods of forecasting bill of materials explosion- Materials flow in MRP, Concepts of ERP	20
4.	Purchasing Management : -Responsibility of Purchase Department, Purchase Cycle , Negotiation & Bargaining, Vendor Relation & Development, Purchasing methods, Global Sourcing Store – Function, Importance, Organization of stores Layout, stores procedure and documentation	20

Reference Books:-

1. Materials Management – Dutta
2. Handbook of Materials Management - Gopalkrishnan
3. Materials & Logistics Management - L. C. Jhamb
4. Introduction to Materials Management – Arnold
5. Logistics & Supply Chain Management – Martin Christopher

3-T-2
Core II
Tourism Destination India

Theory – 80
Sessional – 20

Total – 100
Minimum passing marks – 50

Unit	Topic	Marks
1	History of Indian Tourism - Ancient period - Pre Independence - Present status of Tourism in India	20
2.	Role of Government in Tourism Promotion - Incredible India - Role and Functions of India Tourism and STDC - Travel statics.	20
3	Tourism Products - Natural – Beaches, Hills, Islands - Human Made – Fairs, Festivals, Architecture, Monuments, Shopping - Symbiotic – Marine Parks, Wildlife, Sanctuaries, Adventure, Sports Major Tourist Attractions - Famous Places of Tourist interest in India	20
4.	Tourist products of India (New Trends) - Spiritual Tourism - Religious Tourism - Wedding Tourism - Yoga - Medical Tourism - Agro Tourism	20

Books Recommended

- 1) India –Aruna Deshpande
- 2) Tourism –Romila Chawla

Reference Websites:

www.incredibleindia.com

www.tourism.gov.in

www.tourismindia.com

3-T-3
Elective- I
Food & Beverage Management-I

Theory – 80
 Sessional – 20

 Total – 100
 Minimum passing marks – 50

Unit	Topic	Marks
I	Hazard analysis and Critical Control Point <ul style="list-style-type: none"> • Introduction to Food Safety Management system • History of HACCP, HACCP in India, seven basic principles • Good Manufacturing practices (GMP) • Good Hygiene practices (GHP) • Types of Hygiene • Importance and place of Hygiene in the Hotel Industry 	20
II	Food & Beverage Service and Food Safety <ul style="list-style-type: none"> • HACCP in menu planning, purchasing, receiving, storing, issuing, preparation, cooking, holding, Serving, Reheating, Cleaning. • Safe Hand Washing • Temperature danger zone • Waste disposal 	20
III	Training of food handlers <ul style="list-style-type: none"> • Objectives and benefits of hygiene training • Steps in planning and implementing a training program based on HACCP • Evaluation of the program • Documentation required for maintain HACCP 	20
IV	Standard operating procedures <ul style="list-style-type: none"> • Purchasing • Receiving deliveries • Storage • Holding Hot and Cold foods • Cooling • Reheating, • Serving food • Self service Area 	20

Books Recommended:

1. Food Hygiene and Sanitation, S. Roday, Tata Mc Graw-Hill
2. The hospitality Industry : Significance and application of HACCP, Nandita Sapra, Swaprakashan Publication
3. Managing with the HACCP System, Ronald Cichy
4. Supervising Food Safety, Richard Sprenger, Published by Highfield, Co. UK. Limited.
5. Food Service and Catering Management by R.K.Arora – APH, Publishing Corporation, New Delhi-110002
6. Food Hazard & Food Hygiene, Seema Yadav.
7. Food & beverage Service, R. Singaravelavan, Oxford University Press.

OR
3-T-3
Elective-II
Accommodation Management –I

Theory – 80

Sessional – 20

Total – 100

Minimum passing marks - 50

Unit	Topic	Marks
1	Introduction to facilities management <ul style="list-style-type: none"> • Scope and meaning of facility management • Importance and growth of facility management • Space management • Capacity, resource management 	20
2.	Application of scientific techniques in rooms division – <ul style="list-style-type: none"> • Application of work study • Work measurement- application to man power • Technological changes using software for operating function – application to process and revenue management 	20
3	Housekeeping in other venues <ul style="list-style-type: none"> • Housekeeping administration for museums, hostels, residential schools, guest houses, corporate offices, banks, stadiums, malls. • Waste disposal – control and management 	20
4.	Front Office Accounting & revenue management <ul style="list-style-type: none"> • Room Tariff fixation and establishing room rates • Front Office as revenue generating center, managing occupancy and effective revenue (ARR, REV, PAR) • Various financial records and document prepared and used at billing section • Guest Accounting cycle • Auditing in Front Office 	20

Books Recommended

- 1) Managing facility by Christine Jones - Hotel facility Planning by Tarun Bansal
- 2) Hotel housekeeping Operations and Management - G Raghubalan
- 3) Hotel housekeeping Operations and Management - G Raghubalan The Professional Housekeeper by Georgina Tucker
- 4) Managing the Lodging Operations - Robert Christie Mil
- 5) Commercial Housekeeping
- 6) Professional Front Office management - Robert H. Woods

3-T-4
Foundation –I
Responsible Practices in Tourism & Hospitality Industry

Foundation Paper – I
Theory Exam – 80 Marks
Internal Assessment – 20 Marks

UNIT- I : Responsible Tourism **20 Marks**

- Meaning and concept of Responsible tourism
- Importance of Responsible tourism
- Sustainable Practices in Tourism and Hospitality Industry
- Rules and guidelines for responsible tourism at Global Scenario in Tourism and Hospitality Industry

UNIT- II : **20 Marks**

- Guidelines for Hospitality and Tourism Sector
- Role of stake holders in hospitality Industry
- Rules for guests / Visitors towards Responsible Tourism and Hospitality Industry

UNIT-III : **20 Marks**

- Role of tourists towards responsible tourism and environment
- Guidelines for the entry/ visits for the environmental sustainable ecology.
- Rules for Hospitality sector in regards to infrastructure, waste disposal, pollution etc.

UNIT – IV: **20 Marks**

- Inclusion of Community Sustainable development
- Local behavior towards tourists/visitors
- Sensitization of tourists towards local culture and practices

Books Recommended

- 1) Tourism – The Business of Travel by Roy A. Cook, Laura J. Yale, Joseph J. Marqua, Pearson education
- 2) Tourism, Principles, Practices and Philosophies – Charles R. Goddner, JR Brent Ritchie, Wiley – India edition
- 3) Tourism Economics – Donald E. Lund berg, M. Krishnamoorthy, Mink H. Stavenga, John Wiley & sons. Inc
- 4) Dynamics of Modern Tourism – Ratandeep Singh, Kanishka Publications, New Delhi

- 5) Tourism Operations and Management – S. Roday, A. Biwal, V. Joshi, Oxford University Press, New Delhi
- 6) The Travel Industry - Chuck Y. Gee, Denter JL. Choy, James C. Maheno, AVI Publishing company

Theory – 80
 Sessional – 20

 Total – 100
 Minimum passing marks – 50

Or (Refer Appendix –A)

**3-P-I
 Seminar
 Industrial Training ****

Practical – 25
 Total – 25
 Minimum passing marks -13

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 Internal Examiner.

**3-P-2
 Tourism Destination India**

Practical – 80
 Internal – 20
 Minimum passing marks -50

- 1) Visit to a tourist destination local, Regional, National
- 2) Critically analyzing these tourist destination for the basic tourist facilities (Accommodation, travel/ transportation)
- 3) Evaluating the support services of these destination – Souvenir shops, guides, drivers, escorts.
- 4) Attending a travel agency to get knowledge of travel agencies operations.

3-P-3
Food and Beverage Management-I

Practical – 80
Internal – 20

Total – 100
Minimum passing marks – 50

1. Implement HACCP principles in the college premises.
2. Knowledge about temperature danger zone, use of thermometers in practicals
3. Practice Techniques of safe hand washing
4. Importance of Workplace hygiene–equipments, work surfaces.
5. SOP for :
 - Purchasing perishable and non-perishable items.
 - Holding Hot and Cold foods
 - Reheating,
 - Serving food
6. Visit to a hotel and observing the scales which they use for HACCP.

OR

3-P-3
Accommodation Management -I

Practical – 80
Internal – 20

Total – 100
Minimum passing marks - 50

1. Preparation of various records of financial transaction at cashier sections- budgetary applications of the financial transaction
2. Fixation of room rates -
3. Designing of room tariff – display in various types of format ex. Hotel website, printed, GDS etc.
4. Designing loss prevention manual for safety & security of establishment.

Semester-IV
4-T-1
Core I
Strategic Management

Theory – 80
Sessional – 20

Total – 100
Minimum passing marks – 50

Unit	Topic	Marks
1	Introduction to Business Policy <ul style="list-style-type: none"> • 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 	20
2.	Environmental Appraisal <ul style="list-style-type: none"> • 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 	20
3	Strategy Implementation <ul style="list-style-type: none"> • 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 	20

4.	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)	20
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Recommended Books :

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.

4-T-2
Core - II
Food Tourism

Theory – 80
Sessional – 20

Total – 100
Minimum passing marks – 50

Unit	Topic	Marks
1	<ul style="list-style-type: none"> • Meaning and concept of food tourism • Understanding the reasons for growth of food tourism • Potential of food tourism • Global trends in food tourism 	20
2	<ul style="list-style-type: none"> • Popular food tourist destination in world • Spain • China • France • Italy • Malaysia (at the cross road of Asian Food) • Grant trunk and food tourism 	20
3	<ul style="list-style-type: none"> • Planning of food tourism • Rules and code of conduct of good tourism • Food safety and sustainable planning of food tourism • Food tourism based activities (taste trekking food walks/trails etc.) • Street Food • Promotion and marketing of food tourism 	20
4	<ul style="list-style-type: none"> • India – as a potential destination for food tourism • Impact of geographical location, culture and ethnic food habits • Food tourism destination in India • North • South • East 	20

	<ul style="list-style-type: none"> • West • Zonal/Regional food tourism 	
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Note : As a part of curriculum the students will have to visit traditional kitchen / food service outlets of regional foods.

Reference Books

- 1) Tourism – The Business of Travel by Roy A. Cook, Laura J. Yale, Joseph J. Marqua, Pearson education
- 2) Tourism, Principles, Practices and Philosophies – Charles R. Goddner, JR Brent Ritchie, Wiley –India edition
- 3) Tourism Economics – Donald E. Lund berg, M. Krishnamoorthy, Mink H. Stavenga, John Wiley & sons. Inc
- 4) Dynamics of Modern Tourism – Ratandeep Singh, Kanishka Publications, New Delhi
- 5) Tourism Operations and Management – S. Roday, A. Biwal, V. Joshi, Oxford University Press, New Delhi
- 6) The Travel Industry - Chuck Y. Gee, Denter JL. Choy, James C. Maheno, AVI Publishing company
- 7). Indian Food, K.T. Achaya, Oxford
- 8). Theory of Cookery By K Arora, Publisher: Frank Brothers
- 9) Reports of UNWTO

Elective 1
4-T-3
Food & Beverage Management –II

Theory – 80
Sessional – 20

Total – 100

Minimum passing marks – 50

Unit	Topic	Marks
I	Butler Service <ul style="list-style-type: none"> • Introduction about a butler • Responsibility of a butler • Types of Butler • Skills of a Butler • Etiquette and protocol of butler service • Travelling with your guest • Pets handling inside the hotels. 	20
II	Managing a Bar Business <ul style="list-style-type: none"> • Creating a business plan • Marketing the bar business • Marketing tools to attract customers to a bar • Pricing as a promotional tool in bars • Latest trends in Bar • Classic and contemporary cocktails • Mixology beyond cocktails 	20
III	Menu Engineering <ul style="list-style-type: none"> • Definition, scope and importance • Elements and pre-requisites of menu engineering • Psychology • Accounting • Graphic Design • Marketing and Strategy 	20
IV	Recent Trends and Quality Management in Food and Beverage Operations <ul style="list-style-type: none"> • Meaning of quality • Importance of quality • Managing quality in food & beverage Operations • Examples of quality management in food & beverage operations • Designing a quality system for food & beverage 	20

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. Food and beverage management, Bernard davis, Andrew lockwood, peter, Alcott and Ioannis Pantelidis, fifth edition.

OR
Elective 2
4-T-3
Accommodation Management-II

Theory – 80
 Sessional – 20

 Total – 100
 Minimum passing marks – 50

Unit	Topic	Marks
I	Ergonomics in facilities management – Hospitality organization <ul style="list-style-type: none"> • Importance and Principles • Training staff to work ergonomically • Job safety analysis and its applications • Safety awareness for staff and guest • Accident prevention and work environment safety 	20
II	Trends for Internal Environment <ul style="list-style-type: none"> • Managing labour cost with technology • The shrinking labour market • Maximizing benefits of technology • Encouraging staff development 	20
III	F.O. as Sales Department <ul style="list-style-type: none"> • Co-ordination of F.O. with sales department • Importance of F.O. as sales point • Sales promotion technique used by F.O. • Qualities of F. O. staff to act as sales agent 	20
IV	Public Relation <ul style="list-style-type: none"> • Importance of Public relations in Hotels • Agents of Public relation building at Front Office • Various Public Relation tactics • Role of Media in Public Relation 	20

Books Recommended:

- Professional Management of Housekeeping Operations – Thomas J.A., Jones, Ed.D.R.EH, 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

4-T-4
Foundation –II
Cost Control Techniques in Hospitality and Tourism.

Unit I: Cost & Costing.

20

1. Identify Cost and Recognize different types of cost, especially on the basis of Controllability.
2. Recognize costing & costing methods with their merits and demerits.
3. Identify cost centers, profit centers and cost units.
4. Recognize elements of cost.

Unit II: Cost Control.

20

1. Understand meaning, elements, merits and dangers of cost control.
2. Recognize tools of cost control – Multi task or cross training to staff, adequate portion size, menu audit, material handling, labour turnover and incentives, Overhead control, Standard costing, marginal costing, Capital expenditure control, Responsibility accounting and productivity control. Cutting down complimentary food and gifts.
3. Understand budgetary control – meaning, nature, characteristics, objectives and benefits. Choosing best level of activity (flexible budget).
4. Differentiate cost control and cost reduction.

Unit III: Material, labour and overheads control.

20

1. Identify sourcing, purchasing, receiving, storing & issuing procedures of materials.
2. Understanding labour turnover – meaning, impact and computation of labour turnover. Measures to control labour turnover.
3. Recognize various labour incentive plans with their merits and demerits.
4. Meaning of overheads, control on office & administration as well as selling & distribution overheads, theoretical aspect of causes and treatment of under and over absorption of overheads.

Unit IV: Control through Standard and Marginal costing.

20

1. Understand standard Costing – meaning, features, applicability, advantages and disadvantages.
2. Work out of material, labour, overhead and sales variances.
3. Understand marginal costing – meaning, scope, advantages and limitations.
4. Apply marginal costing technique in following decisions - make or buy, repair or replace, suspension of activity, choosing best alternative, key (limiting) factor, optimum sales mix, sales channels, market expansion, price change, utilization of idle capacity, achieving profit target.

OR

(Refer Appendix)

4-RP

Project Work & Viva / Voce

Practical – 80

Internal – 20

Total – 100

Minimum passing marks – 50

Every student shall select a research project from the Hospitality Industry. The nature of the product shall be based on the synthesis of their experience and knowledge gained from allied subjects. Subject of the project shall be approved by the department at the commencement of the session. The research project will be guided by an approved guide of the university. The students will be required to submit the project report on a prescribed date.

Comprehensive Viva-Voce/ Seminar based on Project /Thesis

The seminar will be scheduled by the college or the department based on the thesis/ Project and the final vice-voce will be commenced on the day and date prescribed by the university in presence of external examiner.

4-P-2

Seminar on Food Tourism

Internal – 25

Minimum passing marks – 13

Elective -I
4-P-3
Food and Beverage Management-II

Practical – 80
Internal – 20

Total – 100
Minimum passing marks – 50

1. Making of Classic and contemporary cocktails
2. Free Pouring, bar tricks
3. Visit to a Bar
4. 5 Compulsory training sessions in a bar
5. Platter presentation : Starter / main course / dessert
6. Techniques for quality service

OR

4-P-3
Accommodation Management-II

Practical – 80
Internal – 20

Total – 100
Minimum passing marks – 50

1. Designing documents for analyzing work place pain and hazards with used of ergonomics.
2. Surveys to find right ergonomics practices in various hotels/other institutions
3. Developing of green cleaning programmes
4. Public Relation activities in Hotels & Publicity Activities