



INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES (VISTAS)
(Deemed to be University Estd. u/s 3 of the UGC Act, 1956)
PALLAVARAM - CHENNAI

ACCREDITED BY NAAC WITH 'A' GRADE
Marching Beyond 25 Years Successfully

M.Sc., .Hotel and Catering Management

Curriculum and Syllabus

Regulations 2021

(Based on Choice Based Credit System (CBCS)

And

Learning Outcomes based Curriculum Framework (LOCF)

Effective from the Academic year

2021-2022

Department of Hotel and Catering Management

School of Hotel and Catering Management

VISION OF THE DEPARTMENT

To be the premier hospitality management school in training and developing future professionals for the hospitality & tourism industry.

MISSION OF THE DEPARTMENT

To train students to be leaders in all the facets of the hospitality industry by imparting knowledge and affording hands on training.

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

- PEO 1: The graduate will be coherent and exemplify fundamental concepts and theories of the hospitality Industry.
- PEO 2: The graduate will be technologically sound, understand software packages, effectively communicative and team work attitude to bring out an effective organizational efficiency and problem solving in the hotel industry aspects.
- PEO 3: Demonstrate professional demeanor, critical thinking, problem solving attitude, and leadership needed for the managerial positions in the hospitality industry.
- PEO 4: The graduate will be able to recognize the present-day social problems, exploring the opportunities for social entrepreneurship, designing business solutions and make obvious ethical standards in organizational decision making.
- PEO 5: The graduate will be able to build up effective oral and written communication especially in business applications, with the use of appropriate technology (business presentations, digital communication, social network platforms and so on).

PROGRAMME OUTCOMES (PO)

- PO1: Demonstrate a global outlook with the ability to identify aspects of the global hospitality business and cross cultural understanding.
- PO2: Explain how the organizational behavior and organizational practices can aid in improving the performances and wellbeing of people at work in hotel Industry.
- PO3: Use Managerial viewpoints to understand consumer behavior and the use of appropriate pricing strategies to increase profitability.
- PO4: Assess the impact of latest hospitality researches and marketing tools on the hospitality industry.
- PO5: Apply ethical principles and commit to professional ethics and responsibilities and norms of the Hospitality industry.

PROGRAMME SPECIFIC OUTCOME (PSO)

- PSO 1: Outline leadership roles at various levels of the organization and leading teams.
- PSO 2: Relate effectively on various hospitality activities with the organization and society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.
- PSO3: Exhibit the knowledge of planning and operation of various food & Beverage service outlets for business ownership.
- PSO 4: Practice hospitality management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
- PSO 5: Identify the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of changing trends in the hospitality industry.

BOARD OF STUDIES MEMBERS

Chairman

Mr. Mark Keith Faraday
HOD, School of Hotel & Catering Management,
VISTAS,
Pallavaram,
Chennai - 600 117.



External Members:

Mr. P.K. Sajith Industry expert
Food & Beverage Manager,
Residency Towers Chennai,
15, Sir Theagaraya Rd,
ParthasarathiPuram, T. Nagar,
Chennai, Tamil Nadu 600017

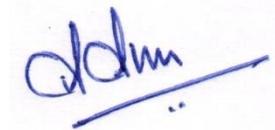


Logesh.N Academic expert
Assistant Professor and H.O.D
Department of Hotel & Catering Mgmt
Mohamed Sathak College of arts and scienc
Sholinganallur Main Road,
Medavakkam,
Chennai, Tamil Nadu 600100



Internal Members:

1. Mr. Arun .A
Asst. Professor,
School of Hotel & Catering Management,
VISTAS,
Pallavaram,Chennai - 600 117.



2. Mr. A.Wilfred Lawrence,
Asst. Professor,
School of Hotel & Catering Management,
VISTAS,
Pallavaram,Chennai - 600 117.



3. Mr. Srikumar, (M.Phil. Student) Alumnus
School of Hotel & Catering Management,
VISTAS,
Pallavaram,Chennai - 600 117.



MASTERS DEGREE OF SCIENCE IN HOTEL & CATERING MANAGEMENT
CBCS – CHOICE BASED CREDIT SYSTEM (M.Sc., HCM)
SEMESTER SYSTEM
Regulation and Syllabus (Effective from the Academic Year 2021-22)

M.Sc., Hotel and Catering Management

The M.Sc. Management program is intended for individuals already employed in the hospitality industry to hone in their management skills.

To enable individuals Interpret practical, theoretical and personal skills required for senior management roles within a variety of hospitality organizations. Appraise food safety and sanitation to maintain a safe and sanitary work environment. Develop long term business goals and strategies that map the actions needed to each year to meet the objectives. Anticipate and manage labor and food costs in order to operate an economically stable environment. Utilize interpersonal skills to manage employees in a hospitality industry. Cultivate a professional management attitude by nurturing the creative development of innovative ideas and solutions. Develop organizational and marketing processes of a commercial hospitality enterprise. Forecast sales and expenses in a variety of hospitality businesses. Schedule employees with consideration given to budgets, sales forecasts, and customary labor practices.

1. Title of the Program

This Master's degree shall be called Master of Science in Hotel & Catering Management.

2. Course Duration

The M.Sc. HCM (Hotel and Catering Management) Course of the School of Hotel and Catering Management, VISTAS, shall be spread over two year duration with four semesters. Each semester shall comprise of a minimum of 18 instructional weeks of 5 days each 6 hours a day (Total contact hours 360). Continuous Internal evaluation referred to as CA (Continuous assessment) during the course period and university examination at the end of the each semester shall be conducted.

3. Medium of Instruction

The medium of instruction and examinations shall be English

4. Eligibility for Admission

1. B.Sc. In hotel & Catering Management, B.Sc., Food, Nutrition & Dietetics, B.Sc., Home science.

5. Admission Procedure:

An admission Committee is constituted at the department level for administering the admission for M.Sc. HCM every year subject to the approval of honorable Vice -Chancellor.

The entire admission process will be monitored by the committee.

The admission shall be based on the following two components.

- a. Qualifying examination at UG level – 50% of total marks.
- b. Interview

6. Course of Study, Credits and Scheme of Examination

Credit Assignment Each course is assigned certain number of credits based on the following: Contact period per week CREDITS

1 Lecture Period	-	1 Credit
1 Tutorial Period	-	1 Credit
2 Practical Periods	-	1 Credit

(Laboratory / Seminar / Project Work / etc.)

7. Requirements for proceeding to subsequent semester

7.1 Eligibility: Students shall be eligible to go to subsequent semester only if they earn sufficient attendance as prescribed there for by the Board of Management from time to time.

7.2 Attendance: All Students must earn 75% and above of attendance for appearing for the University Examination. (Theory/Practical)

7.3 Condonation of shortage of attendance: If a Student fails to earn the minimum attendance (Percentage stipulated), the HODs shall condone the shortage of attendance up to a maximum limit of 10% (i.e. between 65% and above and less than 75%) after collecting the prescribed fee towards the condonation of shortage of attendance. Such fees collected and should be remitted to the University.

7.4 Non-eligibility for condonation of shortage of attendance: Students who have secured less than 65 % but more than 50 % of attendance are NOT ELIGIBLE for condonation of shortage of attendance and such Students will not be permitted to appear for the regular examination, but will be allowed to proceed to the next year/next semester of the program

7.5 Detained students for want of attendance: Students who have earned less than 50% of attendance shall be permitted to proceed to the next semester and to complete the Program of study. Such Students shall have to repeat the semester, which they have missed by rejoining after completion of final semester of the course, by paying the fee for the break of study as prescribed by the University from time to time.

7.6 Condonation of shortage of attendance for married women students: In respect of married women students undergoing PG programs, the minimum attendance for condonation (Theory/Practical) shall be relaxed and prescribed as 55% instead of 65% if they conceive during their academic career. Medical certificate from the Doctor together with the attendance details shall be forwarded to the university to consider the condonation of attendance mentioning the category.

7.7 Zero Percent (0%) Attendance: The Students, who have earned 0% of attendance, have to repeat the program (by rejoining) without proceeding to succeeding semester and they have to obtain prior permission from the University immediately to rejoin the program.

7.8 Transfer of Students and Credits: The strength of the credits system is that it permits inter Institutional transfer of students. By providing mobility, it enables individual students to develop their capabilities fully by permitting them to move from one Institution to another in accordance with their aptitude and abilities.

7.8.1. Transfer of Students is permitted from one Institution to another Institution for the same program with same nomenclature. Provided, there is a vacancy in the respective program of Study in the Institution where the transfer is requested. Provided the Student should have passed all the courses in the Institution from where the transfer is requested.

7.8.2. The marks obtained in the courses will be converted and grades will be assigned as per the University norms.

7.8.3. The transfer students are not eligible for classification.

7.8.4. The transfer students are not eligible for Ranking, Prizes and Medals.

7.8.5. Students who want to go to foreign Universities upto two semesters or Project Work with the prior approval of the Departmental/College Committee are allowed to get transfer of credits and marks which will be converted into Grades as per the University norms and are eligible to get CGPA and Classification; they are not eligible for Ranking, Prizes and Medals

8. List of courses for M. Sc. HCM Program

Regulation 2021 - 2022

Total Credit: 90

SEMESTER I				Hours/Week			Maximum Marks			
Sem	Category	Sub Code	Title of the Course	Lecture	Tutorial	Practical	Credits	CA	SEE	Total
I	DSC	21MHM001	Management of Food Production Operations	4	0	0	4	40	60	100
I	DSC	21MHM002	Food and Beverage Service	4	0	0	4	40	60	100
I	DSE	21MHM101	Organizational Behaviour	4	0	0	4	40	60	100
I	DSE	21MHM102	Communication and Reports	4	0	0	4	40	60	100
I	GE	21MHM151	Facility Management	4	0	0	4	40	60	100
I	DSC	21MHM003	Advanced Food Production Lab	0	0	4	2	40	60	100
I	DSC	21MHM004	Advanced Food & Beverage Service Lab	0	0	4	2	40	60	100
TOTAL				18	0	8	24			
SEMESTER II										
Sem	Category	Sub Code	Title of the Course	Lecture	Tutorial	Practical	Credits	CA	SEE	Total
II	DSC	21MHM005	Accommodation Operation	2	0	0	2	40	60	100
II	DSC	21MHM006	Tourism Marketing Management	4	0	0	4	40	60	100
II	DSE	21MHM152	Marketing Management and Research	4	0	0	4	40	60	100
II	DSE	21MHM103	Human Resource Management	4	0	0	4	40	60	100
II	DSE	21MHM104	Hotel Financial Management	4	0	0	4	40	60	100
II	GE	21PGE506	Tourism Management	2	0	0	2	40	60	100
II	DSC	21MHM007	Accommodation Operations Lab	0	0	4	2	40	60	100
TOTAL				20		4	22			

SEMESTER III				Hours/Week			Maximum Marks			
Sem	Category	Sub Code	Title of the Course	Lecture	Tutorial	Practical	Credits	CA	SEE	Total
III	DSC	21CMHM34	Front Office Operation	4	0	0	4	40	60	100
III	DSC	21CMHM35	International Marketing in the Hospitality Industry	4	0	0	4	40	60	100
III	DSE	21CMHM31	Material Management & Purchase System	4	0	0	4	40	60	100
III	DSE	21CMHM32	Management Information System	4	0	0	4	40	60	100
III	DSE	21CMHM33	Sales Management	4	0	0	4	40	60	100
III	GE	21PGE521	Food and Beverage Management	4	0	0	4	40	60	100
III	DSC	21PMHM31	Front Office Operation Lab	0	0	4	2	40	60	100
TOTAL				24		4	26			
SEMESTER IV										
Se m	Category	Sub Code	Title of the Course	Lecture	Tutorial	Practical	Credits	CA	SEE	Total
IV	DSC	21CMHM41	Research Methodology	4	0	0	4	40	60	100
IV	DSE	21DMHM41	Service Marketing	4	0	0	4	40	60	100
IV	DSE	21GMHM41	Management of Marketing Communication	4	0	0	4	40	60	100
IV	DSC	21RMHM41	Project plus Viva	0	0	0	6	60	40	100
TOTAL				12			18			

TOTAL CREDITS = 90

DSC- Discipline Specific Core

SEC - Skill Enhancement Elective

DSE - Discipline Specific Elective

AEC - Ability Enhancement Core

9. Course Calendar

Date of commencement of course will be done by the university. The course calendar published by the university shall be followed for ensuring timely conduct of the course, examination and publication of results.

10. Scheme of the course

M.Sc., Hotel & Catering Management will have 4 semesters. Each Course carries 100 marks (Internal 40 and external 60) excepting for Project Report. An internal viva voce examination will be conducted at the end of the 4th semester.

11. Scheme of examination and Results

Assessment of students for each course will be done by continuous evaluation both internal and external. Internal evaluation shall be conducted by the faculty handling the course. End semester examinations of all subjects will be conducted by the university.

The split up of the Continuous Assessment Marks for theory are as follows

CA Class tests	3X5= 15
Class Assignment	1X5= 05
Model Examination	1X5= 05
Attendance	1X5= 05
Aptitude of the student	1X5= 05
Faculty assessment (by teacher)	1X5= 05
Total	40

The split up of the Continuous Assessment Marks for Practical are as follows

Record work	1X10= 10
Class Assignment	1X5= 05
Model Practical	1X10= 10
Attendance	1X5= 05
Aptitude of the student	1X5= 05
Faculty assessment (by teacher)	1X5= 05
Total	40

- The internal assessment marks shall be awarded by the concerned faculty members in charge of the course based on the guide lines as follows.
- Each faculty member shall maintain record of performance of each candidate and it shall be made available to the Head of the Department at the end of each semester.
- The same should be put on the notice board and students can make their representations if any. However the student shall file an appeal to the Head of the Department on his grievances in awarding the internal assessment marks within 3 days from the date of display of internal marks on the notice board. Head of the Department should take an appropriate decision within 5 days from the date of receipt of such appeal.
- No minimum marks are required in the internal assessment for both theory and practical. The student has to secure a minimum of 50% (30 marks out of 60) in the semester end examination and a total of 50% (50 marks out of 100) for a pass in the respective subject.

- Eligibility for appearing in examination a candidate shall attend 75% of the number of classes actually held for each of the courses in a semester will be eligible for appearing for examinations conducted by the university. However, the University may condone of 10% after collecting a condonation fee from the students who have secured 65% to 74% of attendance.
- The students who have secured less than 65% attendance are not eligible to write the respective semester examination. He/ She has to rejoin and redo the respective semester course in the next academic year by paying the prescribed tuition fee.
- Candidates who pass all the examinations prescribed for the course in the first appearance itself alone are eligible for Ranking/Distinction

12. Registration for each Semester

Every candidate should register for all subjects of the end semester examination of each semester. A candidate who does not register will not be permitted to attend the end semester examinations. He/she shall not be permitted to attend the next semester.

13. Commencement of the regulation

The regulation shall take effect from the academic year 2021-2022, i.e. for students who are admitted to the first year of the program, during the academic year 2021-2022 and thereafter.

14. Maximum Period for Completion of the Programs to Qualify For a Degree

A Student who for whatever reasons is not able to complete the programs within the normal period (N) or the Minimum duration prescribed for the program, may be allowed two years period beyond the normal period to clear the backlog to be qualified for the degree. (Time Span = N + 2 years for the completion of program)

15. Revision of Regulations, Curriculum and Syllabi

The University may from time to time revise, amend or change the Regulations, Curriculum, Syllabus and Scheme of examinations through the Academic Council with the approval of the Board of Management.

16. Pattern of Question Paper

	Part – A (30 words)		
10 out of 10 questions		10 X 3 marks =	30 marks
	Part – B (200 words)		
5 out of 8 questions		5x 8 marks =	40 marks
	Part – B (500 words)		
2 out of 4 questions		2x 15 marks =	30 marks
	Total		<u>100 marks</u>

Post graduate Programme
M.Sc. (Hotel and Catering Management)
2021

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Learning Outcomes-Based Curriculum Framework for Post Graduate education in Hotel and Catering Management

1. Introduction

The learning outcomes-based curriculum framework (LOCF) for the postgraduate program in Hotel and Catering Management like M.Sc. Hotel Catering Management is intended to provide a broad framework within which the Post Graduate programs in Hotel and Catering Management helps to create an academic base that responds to the need of the students to understand the basics of Hotel and Catering Management and its ever evolving nature of applications in explaining all the observed natural phenomenon as well as predicting the future applications to the new phenomenon with a global perspective. The curriculum framework is designed and formulated in order to acquire and maintain standards of achievement in terms of knowledge, understanding and skills in Hotel and Catering Management and their applications to the natural phenomenon as well as the development of management attitudes and values appropriate for rational reasoning, critical thinking and developing skills for problem solving and initiating research which are competitive globally and are on par in excellence with the standard Higher Education Institutions (HEI) in the advanced countries of America, Asia and Europe. The multicultural fabric of our nation requires that the institutions involved in implementing this curriculum framework also work hard towards providing an environment to create, develop and inculcate rational, ethical and moral attitudes and values to help the creation of knowledge society needed for advancement of our nation.

The learning outcome based curriculum framework in Hotel and Catering Management also allows for the flexibility and innovation in the program design of the PG education, and its syllabi development, teaching learning process and the assessment procedures of the learning outcomes. The process of learning is defined by the following steps which forms the basis of the final assessment of the achievement at the end of the program.

- The accumulation of facts of nature and the ability to link the facts to observe and. develop an understanding and knowledge of the basic ethics in Hotel and Catering Management.
- The ability to use this knowledge to analyze new situations and learn skills of major departments in hotels to find the solution interpret the results and make predictions for the future developments.
- The ability to synthesize the acquired knowledge, understanding and experience for a better and improved comprehension of situational problems in nature and to create new skills and decision makings for their possible solutions.

The conceptualization and formulation of the learning outcomes for an Post Graduate program in Hotel and Catering Management is aimed to acquire an excellent knowledge of the hospitality industry.

2. Learning Outcomes based approach to Curriculum planning

2.1 Nature and extent of PG program in Hotel and Catering Management:

The PG programs in Hotel and Catering Management builds on acquiring the basic knowledge of standard operating practices and procedures followed by the hotel industry. Ideally, the hotel & catering Management program aims to achieve a sound grounding in understanding the basic Hotel and Catering Management with sufficient content of topics from modern Hotel and Catering Management and contemporary areas of exciting developments in hospitality knowledge to ignite the young minds.

The curricula and syllabi is framed and implemented in such a way that the basic connection between theory and practical and its importance in understanding Hotel and Catering Management is apparent to the student. This is very critical in developing a scientific temperament and urge to innovate, create and actively execute practices of hotel and catering management. The postgraduate program in Hotel and Catering Management is presently being offered though the courses designed for granting the degree by various colleges and universities in India

2.2 Aims of PG program in Hotel and Catering Management.

The aims and objectives of our PG educational programs in sciences in general and Hotel and Catering Management in particular is structured to:

- Create the facilities and environment to consolidate the knowledge acquired at under graduate level and to motivate and inspire the students to create deep interest in Hotel Management and Catering skills, to develop broad and balanced knowledge and understanding of concepts, principles and practices and procedures in Hotel and Catering Managements.
- Learn, understand and acquire skills of hoteliers in the labs to demonstrate the concepts, operating procedures and theories learned in the classrooms.
- Develop the ability to apply the knowledge acquired in the classroom and laboratories to specific problems and executes them at situations in hotels.
- Expose the student to the vast scope of Hotel and Catering Management as a theoretical and experimental science with applications in decision makings and solving day to day operational problems.
- Emphasize the discipline of Hotel and Catering Management to be the most important branch of science for pursuing the interdisciplinary and multidisciplinary higher education and/or research in interdisciplinary and multidisciplinary areas.
- To emphasize the importance of Hotel and Catering Management as the most important discipline for sustaining the existing industries and establishing new ones to create job opportunities at all levels of employment.

In view of opening the new windows in higher education and research and opening job opportunities at all levels from low levels to higher levels of management, the Post Graduate programs is offered in our department at the entry level of our higher education system.

3. Post Graduate attributes in hotel and Catering Management

Some of the characteristic attributes of a graduate in Hotel and Catering Management are Disciplinary knowledge and skills: Capable of demonstrating

(i) Good knowledge and understanding of major concepts, standard operating practices, in various departments at hotels like Front Office, Housekeeping, Food and beverage Service and Food Production. Record maintenance and guest handling with an apt decision making skills. Ability to use modern equipment's at various departments and understanding of updated software at hotels.

Skilled communicator: Ability to transmit communications of information relating all areas among departments in hotels. Hotel and Catering Management course in a clear and concise manner invokes the communication standard procedures in writing and oral ability to present complex and technical concepts in a simple language for better understanding.

- Critical thinker and problem solver: Ability to employ critical thinking and efficient problem solving skills in all the basic areas of hospitality and catering establishments.
- Sense of inquiry: Capability for asking relevant/appropriate questions relating to the issues and problems in the field of Hotel and Catering managements, and planning, executing and reporting the results of a theoretical or standard operational practices at hotels.
- Team player/worker: Capable of working effectively in diverse teams in both classroom, laboratory, Hotel and Catering Management workshop and in industry and field-based situations.
- Skilled project manager: Capable of identifying/mobilizing appropriate resources required for a project, and manage a project through to completion, while observing responsible and ethical scientific conduct; and safety and laboratory hygiene regulations and practices.
- Digitally Efficient: Capable of using computers for simulation studies in hotel and catering Management and computation and appropriate software for day to day operations at hotels. Numerical and statistical analysis of data, and employing modern e-library search tools like Infilbnet, various websites of the renowned hotels sites and software in countries like the USA, Europe, Japan etc. to locate, retrieve, and evaluate information about hotel and hospitality industry.
- Ethical awareness / reasoning: The graduate should be capable of demonstrating ability to think and analyze rationally with modern and scientific outlook and identify ethical issues related to one's work, avoid unethical behaviour such as fabrication, falsification or misrepresentation of data or committing plagiarism, not adhering to intellectual property rights, and adopting objectives, unbiased and truthful actions in all aspects of work.
- National and international perspective: The graduates should be able to develop a national as well as international perspective for their career in the chosen field of the academic activities. They should prepare themselves during their most formative years for their appropriate role in contributing towards the national development and projecting our national priorities at the international level pertaining to their field of interest and future expertise.
- Lifelong learners: Capable of self-paced and self-directed learning aimed at personal development and for improving knowledge/skill development and reskilling in all areas of hotels and catering establishments.

4. Qualification descriptors for a PG programs in Hotel and Catering Management

The qualification descriptors for a M.Sc. Hotel and Catering Management program may include the following.

The graduates should be able to:

- Demonstrate
 - i. A fundamental/systematic or coherent understanding of the academic field of Hotel and Catering Management , its different learning areas in major departments like Food and Production, Food and Beverage Service, Accommodation Operation, Front Office Operation, Facility Planning and Event Management.
 - ii. Procedural knowledge that creates different types of professionals related to different areas of study in Hotel and Catering Management outlined above, including research and development, teaching and government and public service;

- iii. Skills in areas related to specialization area relating the subfields and current developments in the academic field of hotel and catering management.
- Use knowledge, understanding and skills required for identifying problems and issues relating to Hotels, collection of relevant quantitative and/or qualitative data drawing on a wide range of sources from various hotels of the world, and their application, analysis and evaluation using methodologies as appropriate to Hotel Management Principles for formulating new theories and concepts.
 - Communicate the results of studies undertaken accurately in a range of different contexts using the main concepts, constructs and techniques of Hotel Management. Develop communication abilities to present these results in technical as well as popular management meetings organized in various universities and other private organizations.
 - Ability to meet one's own learning needs, drawing on a range of current research and development work and professional materials, and interaction with other hoteliers around the world.
 - Apply one's knowledge of hotel and catering management and theoretical and operational skills to new/unfamiliar contexts to identify and analyse problems and issues and solve complex problems in hotels and related areas with well-defined solutions.
 - Demonstrate Hotel-related technological skills that are relevant to Hospitality-related job trades and employment opportunities.

5. Programme learning outcomes relating to M.Sc. Courses in Hotel and Catering Management

The student graduating with the Degree M.Sc. Hotel and Catering Management should be able to:

- Acquire
 - (i) a fundamental/systematic or coherent understanding of the academic field of Hotel and Catering Management, its different learning areas and applications in departments of hotels like Front Office, Food Production, Food and Beverage Service and Accommodation Operations, and its linkages with related disciplinary areas / subjects like Facility Planning, Hotel Accounts, Environmental Studies, Computer Science.
 - (ii) procedural knowledge that creates different types of professionals related to the disciplinary/subject area of Hotel and Catering Management, including professionals engaged in research and development, teaching and government/public service;
 - (iii) Skills in areas related to one's specialization area within the disciplinary/subject area of Hotel and Catering Management and current and emerging developments in the field of Hotel Management.
- Demonstrate the ability to use skills in Hotel and Catering Management and its related areas of technology for formulating and tackling Hotel-related problems and identifying and applying appropriate Hotel Management principles and methodologies to solve a wide range of problems associated with the Hotel Industry.
- Recognize the importance of Management activities simulation and computing, and the role of approximation and management approaches in describing the hospitality world.

- Plan and execute hotel-related experiments or investigations, analyze and interpret data/information collected using appropriate methods, including the use of appropriate software such as programming languages and purpose-written packages, and report accurately the findings of the guest problems/investigations while relating the conclusions/findings to relevant theories of Hotel and Catering Management.
- Demonstrate relevant generic skills and global competencies such as (i) problem-solving skills that are required to solve different types of Hotel-related problems with well-defined solutions, and tackle open-ended problems that belong to the disciplinary-area boundaries; (ii) investigative skills, including skills of independent investigation of hotel-related issues and problems; (iii) communication skills involving the ability to listen carefully, to read texts, guest problems and research papers analytically and to present complex information in a concise manner to different groups/audiences of technical or popular nature; (iv) analytical skills involving paying attention to detail and ability to construct logical arguments using correct technical language related to hotel and catering management and ability to handle situations and decision making; (v) ICT skills; (vi) personal skills such as the ability to work both independently and in a group.
- Demonstrate professional behaviour such as (i) being objective, unbiased and truthful in all aspects of work and avoiding unethical, irrational behaviour such as fabricating, falsifying or misrepresenting data or committing plagiarism; (ii) the ability to identify the potential ethical issues in work-related situations; (iii) appreciation of intellectual property, environmental and sustainability issues; and (iv) promoting safe learning and working environment.

6. Teaching Learning Processes

The teaching learning processes play the most important role in achieving the desired aims and objectives of the Post Graduate programs in Hotel and Catering Management as elaborated in detail in the learning based curriculum framework (LOCF). Hotel and Catering Management is basically a theory cum practical based studies learning practices and procedures at the hotel industry. The ideas and concepts originated and accepted worldwide anywhere and anytime. To achieve this goal, the appropriate training of young individuals to become competent hoteliers in future has to be accomplished. For this purpose a very good Post Graduate program in Hotel and Catering Management and other sciences is the first step. We should therefore have an excellent teaching-learning procedural protocol our department. To be specific, we have:

- Necessary and sufficient infrastructural facilities for the class rooms, laboratories and libraries equipped with adequate modern and modular equipment and accessories and other requirements.
- Modern and updated laboratory equipment needed for the Post Graduate laboratories and reference and text books for the libraries.
- Sufficient infrastructure for ICT and other facilities needed for technology-enabled learning like Specialty Kitchens, Demonstration rooms, computer facilities, PCs, laptops, Wi-Fi and internet facilities with all the necessary software.
- Sufficient number of teachers in permanent position to do all the class room teaching and perform and supervise the laboratory experiments to be done by the students.
- All the teachers are qualified as per the UGC norms and have good communication skills.
- Sufficient number of technical and other support staff to run the laboratories, libraries, equipment and maintain the infrastructural facilities like buildings, electricity, sanitation, cleanliness etc.

Teachers make use of all the approaches for an efficient teaching-learning process i.e.

- i. Class room teachings with lectures using traditional as well as electronic boards.
- ii. Use of Smart class rooms for simulation and demonstration for conveying the difficult concepts of Hotel and Catering Management in class room teaching and laboratories.
- iii. Tutorials are an integral part of all the theory and laboratory courses. Theory courses have 1-2 tutorials every week depending upon the nature of the course.
- iv. Teaching is complimented with students seminar that is organized frequently.
- v. Guest lectures and seminars are arranged by eminent teachers who are invited by the department.
- vi. Open-ended project work is given to all students individually or in group to 2-3 students depending upon the nature of the course.
- vii. Internship (Industrial Exposure Training of duration Four Months during IV semester is arranged by the department for the students to visit hotels for an on job training.
- viii. Special attempts are made by the institution to develop problem-solving skills and design of laboratory experiments for demonstration at the UG level. For this purpose a mentor system has been evolved where 15 to 20 students are assigned to each faculty member.
- ix. Teaching load is managed such that the teacher has enough time to interact with the students to encourage an interactive/participative learning.

7. Assessment Methods

In the postgraduate education of Hotel Management leading to the M.Sc. with Hotel and Catering Management the assessment and evaluation methods focus on testing the conceptual understanding of the basic ideas, development of management skills and operational techniques retention and ability to apply the knowledge acquired to explain with analysis and reason what has been learnt and to solve new problems and communicate the results and findings effectively. Since the Learning Objectives are defined clearly for each course in detail, it is easier to design methods to monitor the progress in achieving the learning Objectives during the course and test the level of achievement at the end of the course.

- The courses offered in the Post Graduate Hotel Management are the first courses at the college/university level; the priority is given to Formative Assessment for monitoring the progress towards achieving the Learning Objectives while keeping its weightages lower than Summative Assessments. This is to assure that the students know their strengths and weaknesses periodically through the results of Formative Assessments and make amends for the gaps in their knowledge without affecting their final grades in any significant way. In this context it is suggested that 25-30% weightage be given Formative Assessments in case of theory components while 30-40% weightage be given to the Laboratory/Field work/Projects/Case Study/Dissertation components of the various courses. Moreover use of more than one method of Assessment in each course is highly recommended.
- Some of the methods used for Theory Component with regard to Formative Assessment are i) Regular Tutorial assignments ii) seminar presentations iii) Performance in group discussions iv) Problem based longer assignments (other than tutorials) v) True/False Tests vi) Multiple Choice Tests vii) Short Answer Tests viii) viva-voce tests ix) Any other innovative tests in the context of the course.+

- In the case of substantive Summative Assessment for the theory papers, can be a combination of the following i) Mid -Semester test ii) Seminar Report iii) Individual /Team Project report iv) Oral Presentations of Seminar/Projects v) Viva –Voce Examination on the above reports vi) End Semester closed book examination in the pattern of a) Multiple Choice b) Short Answer c) Long Answer vii) Peer examination by a group of experts a) Written b) Oral ix) Any other innovative method depending upon the nature of the course.
- Laboratory Experiments / Field work / Projects / Case Study / Dissertation can be assessed for Formative Assessment through i) Regular evaluation of Lab. Experiments regarding a) written report of each experiment b) Viva-Voce on each experiment ii) Test through setting experiments by assembling components iii) Mid semester examination iv) Design innovative kits to test the comprehension and analysis of the experiment done by the students
- At the end, the main purpose of Hotel and Catering Management teaching is to impart objective knowledge to students in concrete, comprehensive and effective way. Here, effectiveness implies gaining knowledge and skill which is applied to solve practical problems as well as attaining capability of logical thinking and imagination which are conducive to new knowledge and new discoveries. Once the student learns, ‘why is it worth learning?’ and ‘how does it connect to the real world?’

The student shall embrace the curriculum in a way which would incite imagination and imbibe a spirit of enquiry in them, so that in future they will opt for further investigations or research. Needless to say, there is a continuous evaluation system for the students. This will enable the teachers not only to ascertain the overall progress of learning by the students, but also to identify the students who are slow learners and for whom special care should be taken. An appropriate grading system is the ‘relative grading systems also be envisaged for certain papers, introducing a competitive element among the students. All in all, the teacher acts as a facilitator and guide and not as a guardian of curriculum.

- HEI design their own ways and methods to quantify the assessment and evaluation based on the above methods. It would then be converted to the letter grades by the procedure described by the template given by the UGC.
- Once the letter grade for a course is obtained for a course, it should be done for all the courses offered by the student. Once the letter grades for all the grades are accumulated then a CGPA is calculated by quantifying the letter grades as described by the template provided by the UGC.

LIST OF DISCIPLINE SPECIFIC CORE COURSES

Category	Code	Title of the Course
DSC	21MHM001	Management of Food Production Operations
DSC	21MHM002	Food and Beverage Service
DSC	21MHM005	Accommodation Operation
DSC	21MHM006	Tourism Marketing Management
DSC	21CMHM34	Front Office Operation
DSC	21CMHM35	International Marketing in Hospitality Industry
DSC	21CMHM41	Research Methodology

LIST OF DISCIPLINE SPECIFIC ELECTIVE COURSES

Category	Code	Title of the Course
DSE	21MHM101	Organizational Behaviour
DSE	21MHM102	Communication and Reports
DSE	21MHM151	Facility Management
DSE	21MHM152	Marketing Management and Research
DSE	21MHM103	Human Resource Management
DSE	21MHM104	Hotel Financial Management
DSE	21CMHM31	Material Management & Purchase System
DSE	21CMHM32	Management Information System
DSE	21CMHM33	Sales Management
DSE	21DMHM41	Service Marketing
DSE	21GMHM41	Management of Marketing Communication

LIST OF GENERIC ELECTIVE COURSES

GE	21PGE506	Tourism Management.
GE	21PGE521	Food & Beverage Management

I YEAR – I SEMESTER

21MHM001 MANAGEMENT OF FOOD PRODUCTION OPERATIONS 4 0 0 4

COURSE OBJECTIVE:

The course develops the knowhow and management skills of a student required for the food production department and to enhance creativity and practical knowledge of students.

UNIT-I BASICS OF CULINARY 06

Culinary history- Origin of modern cookery - Aims and objects of cooking food-Objectives and importance -Various textures - Various consistencies - Techniques used in preparation.

UNIT -II METHODS OF COOKING FOOD AND IMPORTANCE OF NUTRITION- 06

Different Methods of Cooking. Principles of each of the above technique-Care and precautions to be taken with each method Selection of food for each type of cooking. Nutrition – Definitions-functions of nutrients- classification of food groups and nutrients- RDA. Invalid cookery – Planning of diet for people with special requirements-Basics of menu planning and Production control.

UNIT-III STORAGE OF FOODS 06

Principles of food storage – safe food storage techniques- introduction to refrigeration deep chilling-freezer and dry storage-Cleaning and maintenance of various equipment- Weights and measures and the recent trends in storage.

UNIT-IV BAKING AND ITS IMPORTANCE 06

Bakery: Flour – types- uses and storage- different types of dough used in bakery (pastry) -Methods of cake making- faults and their remedies-Bread making - role of flour- yeast in bread making-methods of bread making- faults and their remedies-Icings – types, preparation and uses.

UNIT-V CONDIMENTS AND SPICES – TYPES AND USES, 06

Application of sugar cookery in sweets and in baking- Effects of heat on food-Beverages(non-alcoholic) – types- uses- and preparation methods-Offal- game- Appetizers- cold cuts-Rechaufé and its effects- HACCP, **Total Hrs.30**

COURSE OUTCOME:

On successful completion of this course learners will be able to:

- CO1 Experimenting the modern cookery techniques used in the preparation of food.
- CO2 Executing the methods of food Preparations
- CO3 Implementing standard principles of food storage.
- CO4 Demonstrate cake making, methods of bread making, Icings– types, preparation and uses.
- CO5 Summarize principles of quantity cooking, problems and adjustments in terms of cooking time and temperatures, nutrition and its functions.

TEXT BOOKS:

1. Krishna Arora, *Theory of Cookery, 5th Edition*, Frank Bros & Co., 2008.
2. RonaldKinton,DavidForkett, Victor Cessarani, *Theory of Catering, 2nd Revision*, 2008 ISBN,

REFERENCE BOOKS:

1. ThangamE.Philip, Modern Cookery for Teaching Trade Volume -1, 6th Edition , Orient Black Swan, 2010
2. Welcome group Chefs, the Indian menu planner (luster), RoliBooles, 2005.

ONLINE MATERIALS & WEBLINKS:

1. <https://www.scribd.com/document/110610744/Bakery-Notes-Theroy>
2. <https://www.slideshare.net/jeffinscaria25/food-industry-110451628>

COURSE OBJECTIVE:

The course content aims to enhance the Management skills of aspiring Food & Beverage Personnel so as to enable the students to be more proficient in facing new challenges in the Food and Beverage Service Operations.

UNIT-I SELECTION OF DESIGNER WARE EQUIPMENT FOR RESTAURANT&BAR SERVICE 06

Modern designer flatware / glassware / hollowware -Redesigning the service area - Menu designing -Kitchen designing.

UNIT-II STANDARDIZING THE RESTAURANT AND BAR SERVICE 06

Training program for all restaurant / bar staff -Service standard for food & beverage service-The procedure to control and monitor the service standard-The guest feedback on service standard

UNIT-III THE RESTAURANT AND BAR CONTROL SYSTEM 06

Food portion control -To have a beverage portion control -Prevent food & beverage pilferage - Check billing and complementary fraud -Training staff to use automatic dispensing system for bar

UNIT-IV FUNDAMENTAL OF SUPERVISION IN RESTAURANT AND BAR 06

Leadership -Autocratic leadership -Bureaucratic leadership- Democratic leadership - Recruitment and selection -Orientation and training -Evaluation

UNIT-V THE CIGAR WORLD 06

The cultivation of tobacco and region producing tobacco- Processing the tobacco leaf -Rolling and storage of cigar -Service of cigar - International brands name of cigar

Total Hrs.30

COURSE OUTCOME:

On successful completion of this course learners will be able to:

- CO1 Design the infrastructure for outlets and identify the selection of ware equipment.
- CO2 Standardize the services at outlets.
- CO3 Evaluate the control system.
- CO4 Implement the leadership.
- CO5 Articulate cultivation of tobacco, region producing processing the tobacco leaf, rolling and storage of cigar, service of cigar and International brands name of cigar

TEXT BOOKS:

1. Food & Beverage Service – Lillicrap & Cousins, 8th Edition, Hodden Education, 2010
2. Food & Beverage Simplified,-Vara Prasad, Gopi Krishna, 1st Edition, Dorling Kindersley, Noida, UP, 2013

REFERENCE BOOKS:

1. Food & Beverage Service, Singaravelavan, 1st Edition, Oxford University, 2011.
2. Managing Bar & Beverage Operations, Lendal H Kotschevar, Mary L. Tanke 8th Edition, Educational Institute of the American Hotel & Lodging Association, Lansing, Michigan, USA. 2009

ONLINE MATERIALS & WEBLINKS:

1. https://www.tutorialspoint.com/food_and_beverage_services/food_and_beverage_services_tutorial.pdf
2. <https://www.slideshare.net/SandeepGupta159/food-and-beverage-service-ppt>

COURSE OBJECTIVE:

The aim of the subject is to build the comprehension of the student with regard to organizational setting relating to behavior and expectations from the employer and developing proper confidence in him to attain goals.

UNIT -I INTRODUCTION TO ORGANIZATIONAL BEHAVIOR

06

The challenges facing management – people as the competitive advantage in the new workplace – the new environment – globalization information technology – total quality and diversity and ethics

UNIT-II THE ORGANIZATIONAL CHANGE

06

Ethics undergoing a paradigm shift – a new perspective for management –defining organizational behavior – the relationship to other fields – the behavioral approach to management and interdisciplinary in nature.

UNIT - III ORGANISATIONALLEARNING:

06

Today's Organizations: Information Technology, total quality management, and organizational learning, The Role of Information Technology –The Impact on work and Jobs - The Flattening and Downsizing of Organizations.

UNIT – IV TOTAL QUALITY MANAGEMENT

06

Introduction and meaning – Reengineering - Benchmarking – Empowerment- Putting Empowerment into Action Learning organizations – meaning of learning organization - types of learning organizations, organizational behavior in the learning organization and its action

UNIT – VA MICRO PERSPECTIVE OF ORGANIZATIONAL BEHAVIOR

06

The nature and importance of perception – perceptual selectivity – perceptual organization – social perception – impression management – personality and attitudes, The meaning of personality – The Development of personality – nature of attitudes and organizational commitment, Motivation: needs, content, and processes, decision-making, organization theory and design, organizational culture, horizons for organization behavior, organizational change and development

Total Hrs.30**COURSE OUTCOME:**

On successful completion of this course learners will be able to

CO1 Building a behavioral approach of individuals and groups in the hotels.

CO2 Predict and Grade the potential effects of organizational behaviour.

CO3 Evaluate the potential effects of important developments in the external environment on organizational behavior.

CO4 Implement the basic principles of TQM in the hotel.

CO5 Annotating the organization concepts in hospitality industry

TEXT BOOKS:

1. Khanka. S.S. - Organizational Behaviour – 6th Edition, S. Chandan & Co., 2010.
2. Stephen P – et. al.; Organizational Behaviour – 5th Edition, Pearson Printice Hall, 2007.

REFERENCE BOOKS:

1. Angelo Kinkki, Organizational Behaviour – 4th Edition, Tata Mcgra Hill, 2006,
2. Suja R Nair, Organizational Behaviour – Himalaya (MeeraPande) 2011

ONLINE MATERIALS & WEBLINKS:

1. <https://www.geektonight.com/organisational-behaviour-notes-pdf/>
2. <https://www.slideshare.net/hameedrehman96/organizational-behavior-full-course-notes-ppt>
3. <https://us.sagepub.com/en-us/nam/organizational-behavior-interactive-ebook/book242890>

COURSE OBJECTIVE:

This subject is essential in terms of making the students to gain more knowledge of the communication related to work setup and have an idea with regard to the importance of communication in hotels.

UNIT –I INTRODUCTION

06

Communication and its present scenario – the importance and need for communication in organization as well as hotel industry - a model of the communication process.

UNIT–II IMPORTANCE OF COMMUNICATION

06

Types of communication essential in organization and its role- the barrier of communication advantages and disadvantages its necessity in business organization and its impact.

UNIT – IIIBUSINESS WRITING

06

Principles of clear business writing its need- and qualities to be practiced in terms of effective correspondence the role of importance effective correspondence needed in organization to avoid conflux and maintain it on a proper basis.

UNIT–IV REPORT WRITING:

06

Problems and importance steps followed in writing report- Technique of writing and interpretation that is adopted in organization - and determination of report setup.

UNIT– V IMPORTANCE OF TECHNOLOGY

06

Technology and its impact- adopted in Business Communication the use of technology in terms of limiting the labour and enhancing the usages types and its role in different industries.

Total Hrs.30**COURSE OUTCOME:**

On successful completion of this course learners will be able to

CO1 Adapting the communication processes at hospitality industry.

CO2 Detect the types of communication essential for the department or an organization

CO3 Validate the principles of clear business writing and its need.

CO4 Grouping the problems and importance steps followed in writing a report

CO5 Highlighting the technology and its impact in business communication

TEXT BOOKS:

1. Hema Srinivasan - Communication Skill Practice and Approach, Published by Frank Brothers – 2009.
2. Krishna Mohan – Communication Skill- Published by Rajiv Beri – 2007.

REFERENCE BOOKS:

1. Dr. V. Balu - Communication Skill- Published by: Sri Venkateshwara Publishers – 2006.
2. Courtland, L. Bovee, John Thrill, Business Communication Today, Published by Frank Bros. – 2010.

ONLINE MATERIALS & WEBLINKS:

1. <https://www.freebookcentre.net/business-books-download/Business-Communication.html>
2. <https://www.slideshare.net/abdulhadi9998/written-communication-report>
3. <http://www.rapodar.ac.in/pdf/elearn/Business%20Communication%20Semester%20I%20notes.pdf>
4. <https://www.uou.ac.in/sites/default/files/slm/BHMAECC-II.pdf>

COURSE OBJECTIVE:

The facility management is adopted in hotels in order to facilitate the customers and satisfy them which ultimately make the student to gain exposure with regard to the renovation and the design to be opted at any events conduct.

UNIT- I INTRODUCTION

06

General Procedure of location -Factors affecting location-Location analysis- cost analysis-Space determination-Work place design-Layout techniques-Types of layout-Cost comparison.

UNIT-II FACILITIES PLANNING

06

The systematic layout-Planning pattern planning consideration-Flow process and flow diagram Procedure for determining space relationship-Architectural consideration-Difference between carpet area and plinth area-Approximate cost of construction estimation-Approximate operation areas in budget types/5 star types hotel-Approximate other operating areas per guest room-Approximate water/electrical load requirement-estimation

UNIT-III FACILITY DESIGN

06

Planning and designing in Lodging industry-Site Design- Hotel design-Guest rooms suites- The Lobby – Food Beverage outlets – Function areas – Administrative office Food Production Areas – Other Back of the House Areas-Designing with environment commitment-Solid waste-management-Water conservation and preservation.

UNIT- IV DESIGNING OF FUNCTION AREAS

06

Receiving Area-Storage Area-The Kitchen-Dining Room-Office Space-Staircase.

UNIT- V RENOVATION

06

Reasons to renovate- The life cycle of a hotel- Types of Renovation- the Renovation Process- Other Renewal Issues-Renovation budget.

Total Hrs.30**COURSE OUTCOME:**

On successful completion of this course learners will be able to

- CO1 Predicting the factors affecting the initiating of a hospitality establishment.
- CO2 Assessing the reasons to renovate.
- CO3 Design the different types of hotels, restaurants, hospitality outlets etc.,
- CO4 Designing Functional areas in Kitchen, and restaurants at hotels.
- C52 Summarize the procedure for determining space relationship

TEXT BOOKS:

1. Tarun Bansal, Hotel Facility Planning, Oxford University Press, 2010
2. David M.Stipnauk, Hospitality Facility Management Design, AH&LA , 2006

REFERENCE BOOKS:

1. Stephen P. Robbins Mary Coutter, Management, Pearson Education, INC, 2002.
2. Joseph RansleyHadyn Ingram, Developing Hospitality Properties & Facilities, Butterworth Heinemann, 2000.

ONLINE MATERIALS & WEBLINKS:

1. <https://www.yumpu.com/en/document/view/63707815/download-in-pdf-the-complete-guide-to-facility-management-txtpdfepub>
2. <https://thebookee.net/fa/facilities-planning-james-a-tompkins-4th-edition-ebook-free-download>
3. <https://www.slideshare.net/manjunathnr00/facility-planning-60377253>
4. <https://www.ihmnotes.in/assets/Docs/Sem-2/Food%20Production/Unit%2010%20Kitchen%20Organization%20and%20layout.pdf>
5. <https://www.uou.ac.in/sites/default/files/slm/HM-403.pdf>

COURSE OBJECTIVE:

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

- Menu – I American Cuisine
Tomato Juice Cocktail-Okra Soup-Fried Chicken-Boston Baked Beans-Carrot Pudding.
- Menu – II German Cuisine
Cauliflower Salad-Cream of Potato Soup-Fish Balls in Spinach-StunenKuechen-Orange Cake.
- Menu – III French Cuisine
Oeuf Diable-Consomme Ambassadrice-Sole bonne femme-Supreme de volaille-alakiev-Pommes de terre anna-Bavarois aux fruits.
- Menu – IV Italian Cuisine
ZuppaPapvese-Spaghetti with meat balls-Potato Croquettes-Amaretti.
- Menu – V Greek Cuisine
Greek Salad- Cacik- Acgolmenono-Meat Balls in tomato sauce-Circassian-chicken-Polpettes-Hummus bitahina-Fresh Figs with wine and honey.
- Menu – VI Chinese Cuisine
Chicken Wonton Soup-Spring rolls with sweet chilli-Fish with cashew ginger-marinate- Oriental Fried rice-Deep fried banana.
- Menu – VII Spanish Cuisine
Escudella Catalina- Tortillas-Pelota-Spanish rice Omelette-Paella De Valencia-Churros.
- Menu – VIII Cold cuts
Galatine-Paté-Terrine-Ballontione.
- Menu – IX Sandwiches and Canapés.
- Menu – X Center Pieces in Banquets
Vegetable and Fruit Carvings-Ice Carving- Margarine Sculpture-Fancy Bread-Display.

COURSE OUTCOME:

On successful completion of this course learners will be able to

- CO5 Display creativity in food presentations
- CO2 Plan and prepare the menu for the restaurant
- CO1 Prepare the foods of select international cuisines.
- .CO3 Demonstrate cold cuts, carve vegetable fruit and ice.
- CO4 Apply standard procedures involved in preparations of various cuisines.

TEXT BOOKS:

3. Krishna Arora, *Theory of Cookery, 5th Edition*, Frank Bros & Co., 2008.
4. Ronald Kinton, David Forkett, Victor Cessarani, *Theory of Catering, 2nd Revision*, 2008 ISBN,

REFERENCE BOOKS:

3. Thangam E. Philip, *Modern Cookery for Teaching Trade Volume -1*, 6th Edition, Orient Black Swan, 2010
4. Welcome group Chefs, *the Indian menu planner (luster)*, Roli Booles, 2005.

ONLINE MATERIALS & WEBLINKS:

1. http://uru.ac.in/uruonlinelibrary/Hospitality_Management/Book%20of%20food%20production.pdf
2. <https://www.scribd.com/document/110610744/Bakery-Notes-Theroy>
3. <https://www.slideshare.net/jeffinscaria25/food-industry-110451628>
4. <https://www.ethicalteapartnership.org/wp-content/uploads/Food-Safety-Module-3-1.pdf>

COURSE OBJECTIVE:

To create knowledge in the minds of students to know about the different services offered to the customers and how to promote sales.

- I. Menu Engineering-Art of Cocktail Mixing-International Specialty Food services-
- II. Yield Management of food & beverage-Case Study.
- III. Setting up of buffets and service procedures.
- IV. Guest Situation Handling
- V. Planning a restaurant (Specialty, fast food, and coffee shop).
- VI. Planning of a bar with the factors mentioned in theory.
- VII. Preparation of duty rosters in restaurants and function catering.
- VIII. Menu planning – Indian and International with wines.
- IX. Formats of records maintained in restaurants and bars (booking, Diary, KOT, Sales summary sheet, Guest comments, Log Book, etc.)

COURSE OUTCOME:

On successful completion of this course learners will be able to

- CO1 Formulate cocktails in accordance with international and national standards
- CO2 Lead service of all international cuisine foods.
- CO3 Exercise yield management in the service department's outlets of the hotel industry.
- CO4 Deal with case studies relating to the food and beverage outlets
- CO5 Maintain and Implement formats of records for in restaurants and bars

TEXT BOOKS:

1. Food & Beverage Service – Lillicrap & Cousins, 8th Edition, Hodden Education, 2010
2. Food & Beverage Simplified,-Vara Prasad, Gopi Krishna, 1st Edition, Dorling Kindersley, Noida, UP, 2013

REFERENCE BOOKS:

1. Food & Beverage Service, Singaravelavan, 1st Edition, Oxford University, 2011.
2. Managing Bar & Beverage Operations, Lendal H Kotschevar, Mary L. Tanke 8th Edition, Educational Institute of the American Hotel & Lodging Association, Lansing, Michigan, USA. 2009

ONLINE MATERIALS & WEBLINKS:

1. https://www.tutorialspoint.com/food_and_beverage_services/food_and_beverage_services_tutorial.pdf
2. <https://www.slideshare.net/SandeepGupta159/food-and-beverage-service-ppt>
3. <https://www.hoddereducation.co.uk/media/Documents/City%20and%20Guilds/Food-and-Beverage-Service-9781510436213.pdf>

I YEAR - II SEMESTER

21MHM005

ACCOMMODATION OPERATION

2 0 0 2

COURSE OBJECTIVE:

The purpose is to make the students to have adequate knowledge and practical experience in housekeeping department, since it plays vital role to attract the customers and feel at home away from home.

UNIT – I INTRODUCTION AND ROLE

06

Personal Qualities of Housekeeping Personnel- Variable of commencing a housekeeping department in the project stage hotel and functioning hotel.

UNIT– II PLANNING AND ORGANIZING A HOUSEKEEPING DEPARTMENT

06

Hospitals- Airlines- Cruise lines- Guest house- Contract services- Multinational companies.

UNIT– III ECO FRIENDLY CONCEPT IN HOUSEKEEPING DEPARTMENT

06

Measures to reduce the consumption- Refuse of non-biodegradable products- Reuse methods- Recycle.

UNIT – IV HUMAN RESOURCES MANAGEMENT IN HOUSEKEEPING

06

Man Power Planning, Sources- Recruiting- sources of recruiting- selection- orientation- to employees in hotels and Allocation of work and duty rota.

UNIT – V TRAINING AND DEVELOPMENT

06

Need for training- types of training- importance of training- Time, motion study- evaluation & performance- Appraisal.

Total Hrs.30

COURSE OUTCOME:

On successful completion of this course learners will be able to

CO1 Develop personal Qualities of Housekeeping Personnel

CO2 Create schedules for housekeeping in Hospitals- Airlines- Cruise lines- Guest house- Contract services- Multinational companies.

CO3 Execute the measures to reduce the consumption of non-bio degradable products.

CO4 Identify the manpower requirements

CO5 Interpret concepts at accommodation Operation Department

TEXT BOOKS:

1. G. Raghubalan, Smrita Raghubalan, Hotel Housekeeping Operation & Management, 2nd Edition, Oxford University Press, 2009.
2. Sudhir Andrews, Hotel Housekeeping Management and Operation, Tata Mc.graw Hill, 2008.

REFERENCE BOOKS:

1. S. K. Kaushal, S.N. Gautam, Accommodation Operation Management, Frankbros and co. ltd. 2009.
2. Rocco, M. Angelo, Andrews N. Vladimir, Hospitality Today and Introduction, AH&LA, 2004

ONLINE MATERIALS & WEBLINKS:

1. https://www.academia.edu/5741582/Planning_and_Organizing_the_Housekeeping_Department_p_66_107
2. <http://paramjamwal.blogspot.com/2015/09/h3-direction-ltr-h3.html>
3. <https://www.slideshare.net/Nabin2058/presentation-of-housekeeping-and-accommodation-operation-hospitality-service>

COURSE OBJECTIVE:

To make the students to gain adequate knowledge with regard to tourism marketing which will help them in the future for the development?

UNIT –I INTRODUCTION TO TRAVEL AND TOURISM

06

Tourism- meaning and definition, Significance of tourism, Tourism Industry-constituents, five ‘A’ of tourism, forms and types, purpose of tourism and travel motivators Definition-Accommodation, food and beverage, Attractions.

UNIT –II MEDIA AND OTHER SERVICE IN TOURISM MARKETING:

06

Telecommunications, Essential services, Transport –air-road-rail- water, air transport in India, Security of aircraft and passengers, International Air Travel Classes, Transport as an attraction

UNIT-III MARKETING MIX IN TERMS OF TOURISM:

06

Introduction – Meaning of Marketing Mix – Significance of Marketing Mix in terms of Tourism Promotion – The linkage with regard to International Organizations – Government Organization in India – Private Organization and Non-governmental organization.

UNIT – IV THE TRAVEL AGENTS AND TOURIST OPERATORS

06

The Travel Agent, Travel Agencies-Types-Functions-source of income, setting -up a Travel Agency. The Tour operator-Types, Package Tours-Types Guides and Escorts Tourist Organization-Need for Tourism Organizations.

UNIT – V TOURISM-REGULATIONS AND IMPACT OF TOURISM

06

Passport, VISA, Health Regulations for International Travel, Special Permits for Restricted Areas Customs Regulations, Emigrations and Immigrations, Taxes Paid by Travelers, Travel Insurances. Economic Impacts, the Multiplier Effect, Environmental Impact, Socio-cultural Impact, Demonstration Effect, Political Impact of tourism.

Total Hrs.30**COURSE OUTCOME:**

On successful completion of this course learners will be able to

- CO1 Understand the five ‘A’s of tourism and its significances.
- CO2 Discuss the essential services, for promoting tourism
- CO3 Marketing mix in terms of tourism products
- CO4 Evaluate the Functions of a Travel Agency and Tour operator.
- CO5 Execute the immigration procedures.

TEXT BOOKS:

1. S. M. Jha, Tourism Marketing, 1stEdition, Mrs. Meena Pandey, Himalaya Publishing House, 1995.
2. Sumira Reddy, et.,al., Tourism Operation Management, 2nd Edition , Oxford University Press, 2009.

REFERENCE BOOKS:

1. Alstair M Morrison, Hospitality and Travel Marketing, 3rd Edition, Nelson Education Ltd., 2002.
2. Devashish Das Gupta, Tourism Marketing, 2nd Edition, Darling Kindersley, 2008.

ONLINE MATERIALS & WEBLINKS:

1. <https://www.uou.ac.in/sites/default/files/slm/MTTM-404.pdf>
2. <https://www.slideshare.net/JHBlue/tourism-marketing-28432159>
3. <https://www.marketing91.com/what-is-tourism-marketing/>
4. <https://kullabs.com/class-12/travel-and-tourism-1/tourism-marketing/Tourism-marketing-and-tourism-marketing-mix>

COURSE OBJECTIVE:

Human resource development is playing a key role in all organizations to create a conducive atmosphere and to develop the creativity of employees which ultimately leads to better working conditions and respect.

UNIT-I-INTRODUCTION TO HUMAN RESOURCE MANAGEMENT	06
Human resource management -Strategies management approach to human resource management- Equal employment opportunity: Legal aspects of human resource management -Global human resource management.	
UNIT-II-ACQUIRING HUMAN RESOURCES	06
Human resource planning and alignment- Job analysis and design- Recruitment – Selection.	
UNIT-III REWARDING HUMAN RESOURCES	06
Appraising and managing performance- Compensation: An interview- Compensation: Issue and policies- Administering benefits and services.	
UNIT-IV-DEVELOPING HUMAN RESOURCES	06
Training and development-Career planning and development -Labor management relation-Labor relations and collective bargaining - Employee rights and justice.	
UNIT-V-PROTECTING HUMAN RESOURCES	06
Promoting safety and health - Financial services- Social and recreation programs-Discrimination and partiality - Human Resource Development.	

Total Hrs.30**COURSE OUTCOME:**

On successful completion of this course learners will be able to:

- CO1 Initiate Human resource management strategies.
- CO2 Construct the Human Resource Management at hotels.
- CO3 Appraise and manage performance.
- CO4 Evaluate and execute the training and development programs.
- CO5 Solve discrimination and partiality.

TEXT BOOKS:

1. Prasad Elam, Human Resources Management, Sultan Chand & Sons. – 2005.
2. Aswathappa Human Resource Management. Tata Mc Gry Hill, 5th Edition , 2008

REFERENCE BOOKS:

1. Gary Dessler, Human Resource Management, 13th Edition Prentice Hall Inc., 2012
2. Mamoria Gankar, S.V. Personnel Management & Industrial relation, 29th edition, Himalaya Publishing House, 2009.

ONLINE MATERIALS & WEBLINKS:

1. <https://www.scribd.com/read/402115613/Human-Resources-Management>
2. <https://www.freebookcentre.net/Business/Human-Resources-And-Personnel-Management.html>
3. <https://www.slideshare.net/GUMBHIR/human-resource-management-2550853>
4. <http://hr-management-slides.com/>

COURSE OBJECTIVE:

The main objective of the subject is that the students should be aware of finance and gain practical knowledge of the departmental activities which is carried down in the organization in order to aim for profit.

UNIT-I FINANCIAL ACCOUNTING FRAMEWORK - STRUCTURE OF FINANCIAL STATEMENTS 06

Introduction -Framework of financial statement -Definition of assets, liabilities, income and expenses -Qualitative characteristics of financial statement- Accounting approaches.

Introduction- The Accounting Equation -Classification Of Assets-Classification Of Liabilities - Presentation Of A Balance Sheet -Presentation Of Profit And Loss Account -Analysis Of Transactions.

UNIT-II THE ACCOUNTING CYCLE: JOURNALS, CASHBOOK, GENERAL LEDGER AND TRIAL BALANCE 06

Introduction -The debit credit rule -The accounting cycle -Journalization-Petty cash book-General ledger -Trial balance.

UNIT –III BASIC ACCOUNTING CONCEPTS 06

The nature of income -Basic concepts -Recognition of expenses-Gain and losses-The income statement -Other concepts of income -Accounting and changing prices.

Nature of liabilities -Debt capital -Accounting for bonds -Leased assets-Other liabilities -Analysis of capital –structure.

UNIT-IV SOURCES OF CAPITAL: OWNERS EQUITY 06

Forms of business organization -Accounting for proprietor's and partner's equity-Ownership in a corporation-Earning per share -The line between debt and equity -Equity in nonprofit organization.

UNIT-V ACQUISITION AND CONSOLIDATED STATEMENTS FINANCIAL STATEMENT ANALYSIS 06

Accounting for investments- Business combination -Consolidated statement.

Business objectives -Overall measures-Profitability ratios -Investments utilization ratio-Financial conditions ratios -Dividend policy -Growth measures -Making comparisons.

Total Hrs.30

COURSE OUTCOME:

On successful completion of this course learners will be able to

- CO1 Develop the Framework of financial statement, and accounting approaches.
- CO2 Construct Accounting for different business organizations
- CO3 Prepare financial statements.
- CO4 Compare the debit credit rule
- CO5 Calculate the accounting for investments.

TEXT BOOKS

1. Dr. Maheswari.S.N, Management Accounting, 5th Edition, Sultan Chand & Sons,2007.
2. Khan.M.Y. and Jain.P.K, Management Accounting, 4th Edition, Tata McGraw Hill, 2006.

REFERENCE BOOKS:

1. Pandey.I.M., Management Accounting, 3rd Edition, Vikas Publications, 2009.
2. Reddy.T.S. &Hari Prasad Reddy, Financial and Management Accounting, 3rd Edition, Margham Publication, 2003

ONLINE MATERIALS & WEBLINKS:

1. https://www.academia.edu/4356629/hospitality_financial_management
2. <https://www.scribd.com/doc/22889268/Financial-Management-in-Hospitality-hotel-industries-like-TAJ-leela>
3. https://www.powershow.com/view/3b3f7f-MmJIY/Hotel_Financial_Statements_powerpoint_ppt_presentation

COURSE OBJECTIVE:

The aim is to create awareness among students with regard to marketing not only in terms of general organization but also with regard to hotel industry. To promote sales and use find ways of improve it.

UNIT – I UNDERSTANDING MARKETING MANAGEMENT

06

Defining marketing for the 21st Century-Marketing Insight-Marketing Memo-Company Orientations toward the market place-Marketing Insight- Fundamental Marketing Concepts- trends and tasks.

UNIT – II STRATEGIC PLANNING

06

Marketing management process – analysis marketing opportunities- selecting target consumers- and developing marketing mix-Analysis of macro and micro environment.

UNIT -IIIMARKETING RESEARCH

06

Marketing research as an aid to marketing- Marketing research process – sales forecasting – techniques-Buyer behaviour- influence factors on consumer behaviour –buying situations – buying decision process – industrial buyer behavior-Marketing segmentation - targeting and positioning- competitive marketing strategies.

UNIT – IVMARKETINGMIX:

06

Product policies – consumer and industrial product decisions- branding- packing and labeling – new product development and product life cycle strategies-Pricing – pricing strategies and approaches- Distribution – nature of channels – channel – decisions retailing and wholesaling-Promotion – advertising scope- designing copy. Media selection- sales promotions strategies.

UNIT – V SALES FORECASTING

06

Budgeting - Sales force decisions- selection- training- compensation and control Consumer protection – awareness of consumer rights in the market place.

Total Hrs.30**COURSE OUTCOME:**

On successful completion of this course learners will be able to:

- CO1 Develop marketing mix
- CO2 Formulate Product mix
- CO3 Execute Budget for marketing.
- CO4 Evaluate and understand the marketing concept, marketing memo, company orientations toward the market place- marketing insight
- CO5 Summarize the marketing research as an aid to marketing.

TEXT BOOKS:

1. Ramaswamy & Namkumari, Marketing Management, 3rd Edition, McMillan Publications, 2009.
2. Rajan Saxena, Marketing Management, 3rd Edition, Tata McGraw Hill, 2008.

REFERENCE BOOKS:

1. Philip Kotler, Principles of Marketing Management, 12th Edition, Pearson Publications, 2009.
2. William J Stanton, Fundamentals of Marketing Management, 10th Edition, Tata McGraw Hill, 2004.

ONLINE MATERIALS & WEBLINKS:

1. https://www.academia.edu/32346771/MARKETING_MANAGEMENT_NOTES_pdf
2. https://www.slideshare.net/NITCALICUT_SOMS/marketing-research-ppt-15981252
3. <https://nptel.ac.in/courses/110/104/110104068/>
4. https://onlinecourses.nptel.ac.in/noc19_mg48/preview

COURSE OBJECTIVE:

To make the students to understand the different operations system followed in Housekeeping department with regard to hotel industry.

- I. Laundry Operation
- II. Stains & Stain Removal Methods
- III. Cost estimation
- IV. Housekeeping plans into action
- V. Training & evaluating supervisors and managers

COURSE OUTCOME:

On successful completion of this course learners will be able to

- CO1 Plan & organize the laundry
- CO2 Develop a training module for all the staff in the department
- CO3 Execute or practice the operations executed in the laundry
- CO4 Treat stains and demonstrate the removal of stains
- CO5 Calculate the cost estimation in the laundry linen budget and renovation

TEXT BOOKS:

3. G. Raghubalan, Smrita Raghubalan, Hotel Housekeeping Operation & Management, 2nd Edition, Oxford University Press, 2009.
4. Sudhir Andrews, Hotel Housekeeping Management and Operation, Tata Mcgraw Hill, 2008.

REFERENCE BOOKS:

1. S. K. Kaushal, S.N. Gautam, Accommodation Operation Management, Frankbros and co. ltd. 2009.
2. Rocco, M. Angelo, Andrews N. Vladimir, Hospitality Today and Introduction, AH&LA, 2004

ONLINE MATERIALS & WEBLINKS:

1. https://www.academia.edu/5741582/Planning_and_Organizing_the_Housekeeping_Department_p_66_107
2. <http://paramjamwal.blogspot.com/2015/09/h3-direction-ltr-h3.html>
3. <https://www.slideshare.net/Nabin2058/presentation-of-housekeeping-and-accommodation-operation-hospitality-service>

II YEAR – III SEMESTER

21MHM008

FRONT OFFICE OPERATION

4 0 0 4

COURSE OBJECTIVE:

Front Office is an important department in hotels to promote sales in terms of profit. This subject provides a guidelines for the students to know the different function been carried out in front office.

UNIT - I FOCUS OF HOSPITALITY MARKET 6

Individual guest behavior

Model of guest behavior - Purchase stimuli - The guest search problems - Purchase decision

Purchase output - External free

UNIT - II CLUB MANAGEMENT & HOTEL MANAGEMENT COMPANIES 6

Background of club - Types of club - Club ownership - Club organization - Club operation

Why management companies exist - The evolution of management companies -

Management contracts

UNIT – III AN INTRODUCTION TO THE MEETING INDUSTRY 6

Types of meeting - Role of civil and government organization - Where meeting are held - Meeting planning process - Meeting industry career

UNIT- IV FLOATING RESORTS: CRUISE LINE BUSINESS 6

Early cruise - The birth of modern cruise - Cruise ship organization - Seaboards: a case study quality management. Gaming & Casino hotels the story of gaming - Casino hotels

UNIT – V FRANCHISING BUSINESS 6

What is franchising? - History of franchising - Product or trade – Name franchising - Business format franchising - How franchising works - Initial investment – franchise regulation -Owning a franchise - Advantage – disadvantage - Advantage & disadvantage for franchise - Franchising issues

Total Hrs.30

COURSE OUTCOME:

On successful completion of this course learners will be able to

CO1 Categorize and Develop Franchising upon the need of organization

CO2 Plan Meetings

CO3 Develop the procedures in handling the guest management

CO4 State and list the need, importance and limitations of franchising

CO5 List out the types of clubs its organization and operational procedures

TEXT BOOKS

1. Michael I. Kasavana, Richard M. Brooks, Managing Front Office Operations, AH&LA, 2005.
2. Angelo, Rocco M, Vladimir, Andrew, Hospitality Today: an Introduction

REFERENCE BOOKS:

1. Joe Perdue, Jason Koenigsfeld, Contemporary Club Management, AH&LA, 2013
2. Milton T. Astroff, James R. Abbey, Convention Sales and Services, AH&LA, 8th Edition, 2011.

ONLINE MATERIALS & WEBLINKS:

1. https://onlinecourses.swyam2.ac.in/cec19_mg30/preview
2. <https://www.slideshare.net/JohnEdwardEstayo/introduction-to-front-office>
3. https://www.academia.edu/36658015/PPT_Front_Office_Department
4. https://www.tutorialspoint.com/front_office_management/front_office_management_tutorial.pdf

COURSE OBJECTIVE:

Marketing is very important in any organization but present scenario in International marketing is gaining more confidence in terms of trading import and export and other NRI industries. This gives an exposure for the students to know about the overall challenges faced in international marketing.

UNIT- I INTRODUCTION

06

The scope and challenge of international marketing - The dynamic environment of international leader - Cultural environment of global markets - History & geography: the foundations of cultural understanding - Cultural dynamics in assessing global marketing. The international legal environment playing by the rules.

UNIT –II ASSESING GLOBAL MARKET OPPURTUNITIES

06

The political environment: A critical concern - Developing a global vision through marketing research - Emerging markets - Multinational market regions & market groups.

UNIT-III DEVELOPING GLOBAL MARKETING STRATEGIES

06

Global marketing management: planning & organization - Products & services for consumers. Products & service for businesses - International marketing channels - Exporting & logistics: special issues for business - Integrated marketing communications & international advertising. Personal selling & sales management - Pricing for international markets.

UNIT - IV IMPLEMENTING GLOBAL MARKETING STRATEGIES

06

Negotiating with international customers, partners and regulators - Internationalizing the hotel. Market research (Guest analysis - Competing analysis - Forecasting demand -Research sources)

UNIT– V INTERNATIONAL HOTEL SALES & MARKETING

06

Developing an international marketing strategy- Corporate marketing & sales efforts - Accounting for cultural differences - Marketing US hotels to foreign visitors - Understanding various travel distribution systems - Automated global distribution - Travel agents & the hotel booking process - Working with travel agents - Common hotel – travel agency relationship problems - Resolving relationship problems - Segmentation - Ways to segment - Branding - Product positioning - Promotional tools & techniques - Advertising - Collateral materials - Sales promotions - Cooperative marketing - Public relations - Frequent – guest programs. - Personal selling- Travel trade shows - travel missions - familiarization tours.

Total Hrs.30**COURSE OUTCOME:**

On successful completion of this course learners will be able to

- CO1 Conceptualize International Marketing Concepts into organization
- CO2 Assess the global marketing concepts and opportunities.
- CO3 Develop global marketing management concepts and procedures.
- CO4 Evaluate the concepts and procedures involved in international hotels sales and marketing.
- CO5 Upgrade hotels products to international marketing standard

TEXT BOOKS:

1. Dr. Varshiney R.L. & Bhattacharya B. International Marketing- 22nd Edition, Sulthan Chand & Sons. 2009.
2. Chandran R, International Business, 2nd Edition, Jai Co Publishers, 2009.

REFERENCE BOOKS:

1. Francis Cherunilam, International Business Environment, 3rd Edition, Himalaya Publication, 2010.
2. Warren J. Keegan, Global Marketing Management, 7th Edition, Pearson Education, 2009.

ONLINE MATERIALS & WEBLINKS:

1. https://www.tutorialspoint.com/front_office_management/front_office_management_tutorial.pdf
2. https://www.theseus.fi/bitstream/handle/10024/103657/Talabi_Juwon.pdf?sequence=1&isAllowed=y
3. http://www.opentextbooks.org.hk/system/files/export/36/36924/pdf/Tourism_the_International_Business_36924.pdf
4. https://www.academia.edu/35517072/A_Study_on_Marketing_Mix_of_Hospitality_Industry

PURCHASE SYSTEM

COURSE OBJECTIVE:

Main objective of the subject is to know what the purchase system is and how to manage the materials and ingredients that are provided in hotels and to cope up with the latest trends.

UNIT-I INTRODUCTION & SYSTEMS APPROACH TO MATERIALS MANAGEMENT

06

Dynamics of material management- Materials management at micro and macro level-inventories of material, need and importance of materials management and types of inventories.

System approach –the process of management and the material function –the material function interfaces – an overview of the system concepts –benefits of the integrated system approach

UNIT-II FORECASTING OBJECTIVES AND THE MATERIAL ORGANIZATION 06

System design – integral control of the flow of material –forecasting and planning – forecasting methods – objectives of material management – environmental changes – the development of a function organization – a question of structuring – leadership style

UNIT-III MATERIAL PLANNING AND PURCHASING 06

Making the material plan work – the material cycle and flow control system – material budget Price determination – price forecasting –price cost analysis – the learning curve – negotiation – reciprocity – cost plus contract – hedging - forward buying – buying ethics – principles and standards of purchasing – make or buy – information documentation and purchasing library – legal aspects of purchasing – law of agency – law of contract – legal aspects of purchasing – law of contract - legal status of the buyer – warranties and conditions – right of inspections –right of rejection – vendor vendee relation – vendor development

UNIT-IVQUALITY ASSURANCE AND CONTROL 06

Quality awareness – determinants of quality - commercial standard – blue prints – significance of inspection – meteorology or engineering measurement – purchase inspection – sampling inspection – sampling techniques- different types of population – different types of samplings – practical methods of sampling – types of sampling plan – choosing a sampling plan – lot-by- lot sampling inspection by attributes – dodge-rooming tables –0 risks of sampling.

UNIT-V INTERNATIONAL BUYING AND IMPORTANT PURCHASING 06

Industrial needs – import procedure and document – classification of stores – categories of importers – import application – basis of licensing – import purchasing procedure – letter of credit – income tax clearance – customs tariff – registration of licenses at port.

Total Hrs.30

COURSE OUTCOME:

On successful completion of this course learners will be able to

- CO1 Discuss the right quality right quantity of supplies at the right time at the right place for the right cost.
- CO2 Describe the quality control
- CO3 Assess the points involved in making material plan
- CO4 Execute or Practice the basic principles of material management
- CO5 State the importance and steps in international purchasing

TEXT BOOKS

1. Goel B.S, Production and Operations Management, 2nd Edition, Pramod Prakashan Publication, 2006.
2. Panneer Selvam, Production and Operations Management, 2nd Edition, Prentice Hall Inc, 2010

REFERENCE BOOKS:

1. Chary. S, Production and Operations Management, 4th Edition, Tata McGraw Hill, 2009.
2. Aswathappa K and Shridhar Bhat K, Production and Operations Management, 2nd Edition, Himalaya Publishing House, 2010

ONLINE MATERIALS & WEBLINKS:

1. https://perso.crans.org/fortineau/ressources_maxnce_nouchet/Introduction%20to%20Materials%20Management.pdf
2. https://content.kopykitab.com/ebooks/2017/04/10774/sample/sample_10774.pdf

COURSE OBJECTIVE:

The main objective is to gain knowledge in terms of computer and to manage the different systems which are operated in hotels and to know the importance of technology.

UNIT – I INFORMATION FOR DECISION MAKING

06

Decision Making, Conceptual Foundation of Information System, Information Resource Management

UNIT – II SYSTEM DEVELOPMENT

06

Overview of system Analysis and Design, System Development Life Cycle, Designing on Line & Distributed Environment-Design Consideration, Implementation and control of projects

UNIT – III COMPUTER NETWORKS AND DATA COMMUNICATIONS

06

Trends in Information Technology-Hardware, Software, Data Communication Concepts -Computer Networks

UNIT – IV MANAGING CORPORATE DATA RESOURCES

06

Organizing Data, Relational Data Base Management System, Query Language Including DSS Application Illustrations

UNIT – V SOCIO-LEGAL ASPECTS OF COMPUTERISATION

06

Social Dimensions of Computerization, Computer Viruses, Legal Dimensions of Computerization

Total Hrs.30**COURSE OUTCOME:**

On successful completion of this course learners will be able to

- CO1 Conceptual Foundation of Management Information System
- CO2 Plan and implement PMS for organizations
- CO3 Explain the usage of Languages
- CO4 Demonstrate the appropriate productivity tools for data analysis and presentation
- CO5 Aspect of Computerisation.

TEXT BOOKS

1. Rajaraman.V – Computer programming in C – Prentice Hall of India, 2008.
2. Taxali.R.K. – PC software – Tata McGraw Hill, 2001.

REFERENCE BOOKS:

1. Alexis Leon – ORACLE The Application Development Handbook – Comdex computer publishing, 1996.

ONLINE MATERIALS & WEBLINKS:

1. <https://sctevtservices.nic.in/docs/website/pdf/140304.pdf>
2. http://bvksnewindia.com/downloads/MIS_Short_Notes.pdf
3. <https://www.slideshare.net/rajeshrvth60/management-information-system-ppt-60013428>
4. <https://slideplayer.com/slide/6188180/>

COURSE OBJECTIVE:

The sales management is introduced in order to create an awareness in the minds of the students to gain knowledge with regard to development of selling scales and to know about the functions of sales

UNIT – I SALES MANAGEMENT FUNCTION

06

Introduction to Sales Management - Personal Selling - Sales Process - Computer Application in Sales Management

UNIT– IISELLING SKILLS

06

Communication Skills - Sales Presentation - Negotiation Skills -Retail Communication: Sales Display

UNIT –IIICHANNEL OF DISTRIBUTION

06

Sales force – Types - Channel of distribution - Function of distribution - Channel intermediaries

UNIT – IVSALES FORCE MANAGEMENT

06

Job Analysis, Recruitment and Selection - Training the Sales Force - Compensation and Motivation of Sales Force - Monitoring and Performance Evaluation

UNIT –VPLANNING AND CONTROL OF THE SALE EFFORT

06

Sales Planning - Sales Organization - Sales Forecasting and Sales Quotas - Sales Budgeting and Control

Total Hrs.30

COURSE OUTCOME:

On successful completion of this course learners will be able to

- CO1 Discuss the importance of the sales management into hospitality sector
- CO2 Formulation and development of Skills in sales
- CO3 Develop and identify the types of distribution channels and their functions
- CO4 Discuss the importance of sales planning and forecasting
- CO5 Do a job analysis.

TEXT BOOKS:

1. Moorthy Y.L.R, Brand Management the Indian Context, 2nd Edition, Vikas Publications, 2009.
2. Pati, Debashis, Branding- Concepts and Cases, 2nd Edition, Macmillan Business Books, 2003.

REFERENCE BOOKS:

1. David Aaker, Brand Management, 1st Edition, Tata McGraw Hill, 1987.
2. Gilbert, Retail Marketing Management, 2nd Edition, Pearson Education, 2009.
3. Levy & Weitz, Retail Management, 6th Edition, Tata McGraw Hill, 2009.

ONLINE MATERIALS & WEBLINKS:

1. <https://www.dynamictutorialsandservices.org/2017/10/sales-management-notes-introduction-to.html>
2. <https://www.slideshare.net/GurjitSingh2/sales-management-46562434>
3. <http://msport04.free.fr/Books/AMACOM,%20Fundamentals%20of%20Sales%20Management%20for%20the%20Newly%20Appointed%20Sales%20Manager%20%5B2006%20ISBN0814408737%5D.pdf>

**II YEAR – III SEMESTER
PRACTICAL**

21MHM010

FRONT OFFICE OPERATIONS

0 0 4 2

COURSE OBJECTIVE:

The students should become competent in handling PMS and compiling bills and handling check in and check out and gain knowledge with regard to operation of Front Office.

- PMS, Fidelio system of computer packages
- Practice on bills compilation, presentation & settlement procedures
- Credit card handling procedures
- Dealing with guest complaints Maintenance of reports and registers –
- Viva-voce - Group discussions –
- Role play Tour itinerary – package tours, group tours - Inbound and outbound tourism.

COURSE OUTCOME:

On successful completion of this course learners will be able to

- CO1 Apply the PMS for the various procedure in the FO operations
- CO2 Prepare the billing during the check outs
- CO3 Execute Managerial skills
- CO4 Deal with the guest tactfully during guest complains
- CO5 Prepare the maintenance report, actively participate in group discussions and role play model and tour itinerary packages,

TEXT BOOKS

3. Michael I. Kasavana, Richard M. Brooks, Managing Front Office Operations, AH&LA, 2005.
4. Angelo, Rocco M, Vladimir, Andrew, Hospitality Today: an Introduction

REFERENCE BOOKS:

3. Joe Perdue, Jason Koenigsfeld, Contemporary Club Management, AH&LA, 2013
4. Milton T. Astroff, James R. Abbey, Convention Sales and Services, AH&LA, 8th Edition, 2011.

ONLINE MATERIALS & WEBLINKS:

1. https://onlinecourses.swayam2.ac.in/cec19_mg30/preview
2. <https://www.slideshare.net/JohnEdwardEstayo/introduction-to-front-office>
3. https://www.academia.edu/36658015/PPT_Front_Office_Department
4. https://www.tutorialspoint.com/front_office_management/front_office_management_tutorial.pdf

COURSE OBJECTIVE:

The objective of this paper is to develop research and inculcate the systematic approach amongst students. This paper will equip the students with the fundamental knowledge of research methodology so as to make them familiar with the process, tools, techniques and methods for conducting research in a scientific manner.

UNIT – I INTRODUCTION TO RESEARCH METHODOLOGY	06
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Importance of research decision making - Defining research problem and formulation of hypothesis - Experimental designs.

UNIT II- DATA COLLECTION AND MEASUREMENT	06
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Methods and techniques of data collection - Sampling and sampling designs - Attitude measurement and scales.

UNIT – III DATA PRESENTATION AND ANALYSIS	06
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Data processing - Statistical analysis and interpretation of data – non parametric tests
Multivariate analysis of data - Model building and decision making

UNIT – IV RESULTS AND ANALYSIS	06
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Analysis for research - Importance of bibliography - Fact findings

UNIT – V REPORT WRITING, PRESENTATION & PUBLICATION	06
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Substance of reports - Report writing and presentation - Presentation of a report – Concepts of Publications. Scholarly Articles, Plagiarism, Journal Identification.

Total Hrs.30

COURSE OUTCOME:

On successful completion of this course learners will be able to

- CO1 Formulation and importance of hypothesis
- CO2 discuss the importance of research and data collection
- CO3 Adapt the data processing and statistical analyses
- CO4 Determine research analysis and bibliography
- CO5 Execute report writing

TEXT BOOKS:

1. C.R. Kothari, Research Methodology – Himayala Publication, 2009.
2. Uma Sekaran, Research Methodology, John Willey, 2012.
3. Donald R. Cooper and Pamela S. Schindler, business Research Methods, 9TH edition, Tata Mcgraw Hill, 2006.

REFERENCE BOOKS:

1. William G.Zikmund, Business Research Methods, 7th Edition, Tata Mc Graw Hill, 2009.
2. Dr.Tripathi, P.C, Research Methodology, 1st Edition, Prentice Hall Inc., 2009. Garg, B.L.Karadia, R.Agarwal, &F.Agarwal, U.K 2002. An introduction to research methodology, RBSA Publishers
3. Kothari, K.C., Research Methodology, 2nd Edition, New Age Publication, 2009.

ONLINE MATERIALS & WEBLINKS:

1. https://iaear.weebly.com/uploads/2/6/2/5/26257106/research_methods_entiree_book_umasekaram-pdf-130527124352-phpapp02.pdf
2. <https://bivashvlog.com/research-methodology-ebooks-for-free-download-10-ebooks/>
3. <https://www.slideshare.net/sheetal321/researchmethodologyppt>
4. <http://arts.brainkart.com/subject/research-methodology-4/>

COURSE OBJECTIVE:

Service Marketing is an important in the hospitality industries. In the present scenario, the service marketing in terms of hospitality and tourism is gaining recognition and it also enables the students to face the reality.

UNIT - I INTRODUCTION Marketing for hospitality and tourism. Customer orientation - Hospitality and travel marketing Marketing in the hospitality industry. Importance of marketing - Tourism marketing -Marketing future - Great leaders in the hospitality industry	06
UNIT – II THE SERVICE CULTURE Characteristics of service marketing - Intangibility - Inseparability -Variability - Perish ability.	06
UNIT – III MANAGEMENT STRATEGIES FOR SERVICE Tangibility the product - Physical surroundings - Stress advantage of no ownership -Greening of hospitality industry.	06
UNIT – IV STRATEGY FOR EMPLOYEES Managing employees - Managing capacity & demand - Managing consistency - The marketing environment.	06
UNIT – V MARKETING RESEARCH & INFORMATION SYSTEMS. Consumer markets & consumer buying behavior. - Market segmentation, targeting & positioning. Designing & managing products -] Distribution channels - Marketing mix.	06
Total Hrs.30	

COURSE OUTCOME:

On successful completion of this course learners will be able to

CO1 Develop policies towards customers' orientation products

CO2 Discuss Characteristics of service marketing

CO3 Validate Strategies of formulating tourism products

CO4 Employee Management in Marketing Service Products

CO5 Compare the concepts of hospitality marketing with other marketing concepts

TEXT BOOKS:

1. Bhattacharya – Service Marketing, 11th Edition, Excel Books, 2006
2. Jha. S.M – Service Marketing, 4th Edition, Himalaya Publishing House, 2010

REFERENCE BOOKS:

1. HellenWoodruffle, Service Marketing, 1st Edition, Peerson Education, 1998
2. Christopher love look, Service Marketing, 5th Edition, Peerson Education, 2009.

ONLINE MATERIALS & WEBLINKS:

1. http://sdeuoc.ac.in/sites/default/files/sde_videos/SLM-MCom-SERVICE%20MARKETING.pdf
2. https://www.slideshare.net/ch_paki/services-marketing
3. <https://examupdates.in/mba-service-marketing/>
4. <https://s3.studentvip.com.au/notes/24467-sample.pdf>

COURSE OBJECTIVE:

Marketing communication is different from other communication since this deals with the various strategies to be adopted in terms of promotion of different types. So this provides the basis to know in detail regarding the marketing communications.

UNIT – I MARKETING COMMUNICATION AND TERMS OF ADVERTISING-BASIC CONCEPTS 06

Marketing Communication in Marketing - Communication-key Concept - Indian Media Scene.

UNIT – II ADVERTISING CAMPAIGN PLANNING AND EXECUTION 06

Planning Communication Strategy - Advertising Campaign Planning-Strategic Consideration, Creative Consideration - Advertising Research-Role and Trends - Measuring Ad Effectiveness-Definition and Techniques.

UNIT -III MEDIA PLANNING CONCEPTS 06

Media Concepts, Characteristics and Issues in Media Planning - Media Selection, Planning and Scheduling - Internet as an Emerging Advertising Media.

UNIT – IV MARKETING COMMUNICATION FORM 06

Managing Sales Promotion - Direct Marketing - Publicity and Public Relation - Social Marketing Communication.

UNIT – V STRATEGIES FOR ADVERTISING AGENCY 06

Functions and Structure of Ad Agencies - Managing Client Agency Relationship - Strategies for Account Management - Legal and Ethical Issues in Advertising.

Total Hrs.30

COURSE OUTCOME:

On successful completion of this course learners will be able to

- CO1 Develop and determine the terms and concepts in advertising.
- CO2 Discuss the planning and creativity role in advertising
- CO3 Execute the strategies of advertising agencies.
- CO4 Construct forms in marketing communication.
- CO5 Relate the concepts and characteristics involved in media planning

TEXT BOOKS:

1. Chunnawalla Kumar, Sethia, Subramanian, Suchak, Advertising Management, 5th Edition, Himalaya Publishing House, 2007.
2. Rathor.B.S, Advertising & Personal Selling, 1st Edition, Himalaya Publishing House, 2008

REFERENCE BOOKS:

1. Belch, Advertising Excellence, 7th Edition, Tata McGraw Hill Inc, 2009
2. Advertising & Sales Promotion : Satish K. Batra
3. Advertising Management : Rathor
4. Sales Promotion and Advertising Management : M.N.Mishra

ONLINE MATERIALS & WEBLINKS:

1. <https://www.businessmanagementideas.com/marketing/marketing-communication/marketing-communication-concept-objectives-process-golden-rules-and-components-business-marketing/17662>
2. <https://www.freebookcentre.net/business-books-download/Lecture-Notes-On-Integrated-Marketing-Communication.html>
3. <https://www.slideshare.net/parveenkumarchadha2/marketing-communications-38441112>
4. <https://slideplayer.com/slide/7429555/>

- Defining research problem and formulation of Title and design for the study.
- Methods and techniques of data collection - Sampling and sampling designs - Attitude measurement and scales.
- Review of Related Literatures
- Data processing - Statistical analysis and interpretation of data
- Non parametric tests Multivariate analysis of data
- Model building and decision making
- Analysis for research
- Importance of bibliography
- Fact findings
- Substance of reports
- Report writing and presentation
- Presentation of a report

COURSE OUTCOME:

On successful completion of this course learners will be able to

- CO1 Formulation of title for a research.
- CO2 Develop Report Writing
- CO3 Enumerate the data processing and statistical analyses
- CO4 Analyze various research documents required for the study
- CO5 Evaluate the design required for the study

TEXT BOOKS:

1. C.R. Kothari, Research Methodology – Himayala Publication, 2009.
2. Uma Sekaran, Research Methodology, John Willey, 2012.
3. Donald R. Cooper and Pamela S. Schindler, business Research Methods, 9TH edition, Tata Mcgraw Hill, 2006.

REFERENCE BOOKS:

1. William G.Zikmund, Business Research Methods, 7th Edition, Tata Mc Graw Hill, 2009.
2. Dr. Tripathi, P.C, Research Methodology, 1st Edition, Prentice Hall Inc., 2009.
3. Garg, B.L. Karadia, R.Agarwal, &F.Agarwal, U.K 2002. An introduction to research methodology, RBSA Publishers
4. Kothari, K.C., Research Methodology, 2nd Edition, New Age Publication, 2009.

ONLINE MATERIALS & WEBLINKS:

1. https://iaear.weebly.com/uploads/2/6/2/5/26257106/research_methods_entiree_book_umasekaram-pdf-130527124352-phpapp02.pdf
2. <https://bivashvlog.com/research-methodology-ebooks-for-free-download-10-ebooks/>
3. <https://www.slideshare.net/sheetal321/researchmethodologyppt>
4. <http://arts.brainkart.com/subject/research-methodology-4>

COURSE OBJECTIVE:

To make the students to gain knowledge with regard to research and apply in terms of doing the research.

Unit 1: Research topic

How to choose a good research topic for study- Different Stages

The process of choosing a topic

Unit 2: Research Proposal

Format/ Elements for Research Proposal-

Title, The main research question, the background to the study, a brief background literature review, a proposed methodology and A proposed time schedule

Unit 3: Rejection of Research proposal

What if your proposal is rejected?

Unit 4: Research project

Planning and Organizing a Research project – Different Stages

Unit 5: Thesis Writing

Preparing the rough thesis and final Thesis

COURSE OUTCOME:

On successful completion of this course learners will be able to:

- CO1. Define research and develop understanding on various types of research, objectives of doing research, research process, and criteria of good research.
- CO2. Identify and developed research problem.
- CO3. Plan a research design and sampling design.
- CO4. Select appropriate data collection methods.
- CO5. Discuss the purpose of different sections of a report and write in an appropriate style for an academic or scientific report

REFERENCE BOOK:

1. K.N. Krishnaswamy , Research methodology, Darling Kindersley 2009.
2. Uma Sekaran, Research methodology, John Wiley 2012.
3. Roger Bougle, Research methodology, John Wiley 2012.