

**SCHEME OF EXAMINATION
&
SYLLABUS
of
MASTER OF HOTEL MANAGEMENT & CATERING
TECHNOLOGY
5 Years Integrated Programme
(MHM&CT)**

FROM THE ACADEMIC SESSION 2020-21



**MAHARSHI DAYANAND UNIVERSITY
ROHTAK (HARYANA)**

Course Structure
MHMCT – Master of Hotel Management & Catering Technology (Five Year Integrated)

Paper Code	Subject	Periods			Evaluation Scheme						Practical	Total
		L	T	P	Internal Assessment*			University Exam	Sub Total			
					CT	CA	A			TOT		
1st Semester												
20MHMCT101	F.P. Foundation – I	3	0	1	10	5	5	20	80	100	50	150
20MHMCT102	F&B S Foundation – I	3	0	1	10	5	5	20	80	100	50	150
20MHMCT103	Housekeeping – I	3	0	1	10	5	5	20	80	100	50	150
20MHMCT104	Front Office – I	3	0	1	10	5	5	20	80	100	50	150
20MHMCT105	Application of Computers	3	0	1	10	5	5	20	80	100	50	150
20MHMCT106	Foundation Course in Management	3	1	0	10	5	5	20	80	100	-	100
2nd Semester												
20MHMCT201	F.P. Foundation – II	3	0	2	10	5	5	20	80	100	50	150
20MHMCT202	F&B S Foundation – II	3	0	2	10	5	5	20	80	100	50	150
20MHMCT203	Housekeeping – II	3	0	1	10	5	5	20	80	100	50	150
20MHMCT204	Front Office – II	3	0	1	10	5	5	20	80	100	50	150
20MHMCT205	Human Resource Management	3	1	--	10	5	5	20	80	100	--	100
20MHMCT206	Business Communication	3	1	--	10	5	5	20	80	100	--	100
3rd Semester Industrial Exposure												
Paper Code	Subject	Training Report			Viva Voce			Total				
20MHMCT301	Training Report & Viva Voce	400			--			450			850	
20MHMCT301A	Food & Beverage Production	--			100			--			200	
20MHMCT301B	Food & Beverage Service	--			100			--			200	
20MHMCT301C	Housekeeping Operation	--			100			--			200	
20MHMCT301D	Front Office Operation	--			100			--			200	
20MHMCT301E	Presentation on IE & Log Book	--			--			50			50	
4th Semester												
		L	T	P	Internal Assessment*			TOT	UE	ST	P	T
					CT	CA	A					
		20MHMCT401	F.P. Operation	3	0	2	10	5	5	20	80	100
20MHMCT402	F&B S Operation	3	0	2	10	5	5	20	80	100	50	150
20MHMCT403	Housekeeping Operation	3	0	1	10	5	5	20	80	100	50	150
20MHMCT404	Front Office Operation	3	0	1	10	5	5	20	80	100	50	150
20MHMCT405	Marketing for Hospitality & Tourism	3	1	--	10	5	5	20	80	100	-	100

5 th Semester												
		L	T	P	Internal Assessment*			TOT	UE	ST	P	T
					CT	CA	A					
20MHMCT501	Food Production Management	3	0	3	10	5	5	20	80	100	50	150
20MHMCT502	F&B S Management & Control	3	0	3	10	5	5	20	80	100	50	150
20MHMCT503	Housekeeping Management	3	0	1	10	5	5	20	80	100	50	150
20MHMCT504	Front Office Management	3	0	1	10	5	5	20	80	100	50	150
20MHMCT505	Environmental Sciences	Internal qualifying paper as per UGC guidelines										

6th Semester

Paper Code	Subject	Training Report		Viva Voce		Total	
20MHMCT601	Training Report & Viva Voce	400	--	450	--	850	--
20MHMCT601A	Food & Beverage Production	--	100	--	100	--	200
20MHMCT601B	Food & Beverage Service	--	100	--	100	--	200
20MHMCT601C	Housekeeping Operation	--	100	--	100	--	200
20MHMCT601D	Front Office Operation	--	100	--	100	--	200
20MHMCT601E	Presentation on IE & Log Book	--	--	--	50	--	50

7th Semester

		L	T	P	Internal Assessment*			TOT	UE	ST	P	T
					CT	CA	A					
20MHMCT701	Foreign Cuisines	3	0	3	10	5	5	20	80	100	50	150
20MHMCT702	Introduction to Tourism & Travel Management	3	1	0	10	5	5	20	80	100	--	100
20MHMCT703	Research Methodology	3	1	0	10	5	5	20	80	100	--	100
20MHMCT704	Disaster Management	3	1	0	10	5	5	20	80	100	--	100
20MHMCT705	Event Management	3	0	0	10	5	5	20	80	100	--	100

8th Semester

		L	T	P	Internal Assessment*			TOT	UE	ST	P	T
					CT	CA	A					
20MHMCT801	Advanced Food & Beverage Service	3	0	2	10	5	5	20	80	100	50	150
20MHMCT802	Advanced Housekeeping	3	1	0	10	5	5	20	80	100	--	100
20MHMCT803	Advanced Front Office	3	1	0	10	5	5	20	80	100	--	100
20MHMCT804	Resort Management	3	1	0	10	5	5	20	80	100	--	100
20MHMCT805	Customer Relationship Management	3	1	0	10	5	5	20	80	100	--	100

9th Semester

		L	T	P	Internal Assessment*			TOT	UE	ST	P	T
					CT	CA	A					
20MHMCT901	Latest Trends in Hospitality Industry	3	1	0	10	5	5	20	80	100	50	150

20MHMCT902	Field/Industry Visit										100	100
20MHMCT903	Consumer Behaviour in Hospitality Industry	3	1	0	10	5	5	20	80	100	--	100
Choose any two labs from:												
20MHMCT904	Food Production Lab	0	0	3	-	-	-	-	-	-	100	100
20MHMCT905	Food & Beverage Service Lab	0	0	3	-	-	-	-	-	-	100	100
20MHMCT906	Housekeeping Lab	0	0	3	-	-	-	-	-	-	100	100
20MHMCT907	Front Office Lab	0	0	3	-	-	-	-	-	-	100	100

10th Semester				
Paper Code	Subject	Report	Viva Voce	Total
20MHMCT1001	Industrial/On-the-Job Training in any of the Hotel/ Hospitality Operational Areas	400	400	800
20MHMCT1002	Presentation on IE & Log Book	--	50	50
Total		400	450	850

* **Internal Assessment** (as per EC resolution no. 25 of 30/11/2011 is as follows): CT= Class Test, CA=Class Attendance (Less than 65% = 0 marks; upto 70% = 2 marks; upto 75% = 3 marks; upto 80% = 4 marks; & above 80% = 5 marks), A=Assignment& Presentation (better of two), TOT= Total

**MASTER OF HOTEL MANAGEMENT & CATERING TECHNOLOGY
MAHARSHI DAYANAND UNIVERSITY ROHTAK**

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Guidelines for Paper Setting/ Exams

OBJECTIVE:

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

APPROACHES:

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

REQUIREMENTS:

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

EVALUATION:

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

MODE OF PAPER SETTING:

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

Sample Question Paper Format	BHMCT	Max Marks – 80
Time Allowed: 3 Hours		
<i>Note: Attempt any six questions, Question No -1 is compulsory</i>		
1. Short answer type questions (<i>Compulsory</i>)		(2*10=20 Marks)
2. Question2		(12-Marks)
3. Question3		(12-Marks)
4. Question4		(12-Marks)
5. Question5		(12-Marks)
6. Question6		(12-Marks)
7. Question7		(12-Marks)
8. Question8		(12-Marks)

Semester – 1

20 MHMCT 101 –FOOD PRODUCTION FOUNDATION-I

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

Course Outcomes:

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

Course Contents:

Unit – 1 Cooking: - Introduction, Definition, and its importance. **Hygiene:** introduction, importance and types. Qualities of F & B production employees

Unit – 2 Handling kitchen accidents e.g. burns cuts, fractures and Heart attack. **Fire:** Introduction, Types and how to extinguish different types of fire.

Unit – 3 Ingredients used in cooking- I: Cereals and Grains, Fruits and Vegetables, and Sweeteners'- Types, Purchasing and Storing considerations.

Unit – 4 Ingredients used in cooking- II: Egg, Milk and Milk Products, Salt and Oil & Fat- Introduction, Types, Purchasing and Storing considerations.

Practical

1. Proper usage of a kitchen knife and hand tools
2. Understanding the usage of small equipments
3. Familiarization, identification of commonly used raw material
4. Basic hygiene practices to be observed in the Kitchen
5. First aid for cuts & burns
- 6 Egg Cookery**
Preparation of:
 - (i) Hard & soft boiled eggs.
 - (ii) Fried eggs.
 - (iii) Poached eggs.
 - (iv) Scrambled eggs.
 - (v) Omelet's (Plain, Spanish, Stuffed)
- 7 Preparation of Vegetables**
 - Cuts of vegetables: Julienne Jardiniere, Dices, Cubes, Macedoine, Paysanne, Shredding, Concasse, Mire- poix
 - Blanching of Tomatoes and Capsicum
 - Cooking vegetables: Boiling (potatoes, peas); Frying (Aubergine, Potatoes); Steaming (Cabbage) Braising (Potatoes); Braising (Onions, cabbage)
- 8 Rice & Pulses Cooking**
 - (i) Identification of types of rice varieties & pulses.
 - (ii) Simple preparation of (a) Boiled rice (Draining & absorption) Method.
 - (iii) Fried rice.

- (iv) Simple dal preparation
- (v) Wheat, products like making chapattis, parathas, phulkas, Kulchas & puris.

9 Indian Breakfast

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

Suggested Readings:

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

20 MHMCT 102- FOOD & BEVERAGE SERVICE FOUNDATION-I

External Marks: 80

Internal Marks: 20

External Practical: 50

Time: 3 Hrs

Course Outcomes:

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

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

Theory

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

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

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

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

Practical:

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

Suggested Reading:

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

20 MHMCT 103 - HOUSEKEEPING - I

External Marks: 80

Internal Marks: 20

External Practical: 50

Time: 3 Hours

Course outcomes:

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

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

Theory

Unit – 1

Introduction: Meaning and definition of Housekeeping, Responsibility of the Housekeeping department, Career in the Housekeeping department.

Housekeeping Department and personnel in housekeeping: Organizational framework of the Department (Large/Medium/Small Hotel), Role' of Key Personnel in Housekeeping, Job Description and Job Specification of staff in the department, Attributes and Qualities of the Housekeeping staff.

Unit – 2

Coordination: Inter departmental Coordination with more emphasis on Front office and the Maintenance department.

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

Unit – 3

The Hotel Guest Room: Layout of guest room (Type), Types of guest rooms in hotels

Cleaning Science: Characteristics of a good cleaning agent, Types of cleaning agents and usage.

Unit – 4

Cleaning Equipment: Types of Equipment, Operating Principles of Equipment, Characteristics of Good equipment (Mechanical/Manual), Storage, Upkeep, and Maintenance of equipment.

Cleaning of Different Surfaces: Metal, Glass, Leather, Rexene, Ceramic and Wood
Practical

1. Personal hygiene in housekeeping
2. Rooms layout and standard supplies and amenities.
3. Identification of cleaning equipment's both manual and Mechanical,
4. Use of different Brushes, brooms, mops and identification of cleaning agents.
5. Maids Trolley: Set Up, Stocking and usage.

Suggested Readings:

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

20 MHMCT 104 – FRONT OFFICE-I

External Marks: 80

Internal Marks: 20

External Practical: 50

Time: 3 Hrs

Course Outcomes: On completion of this module students will be able to;

CO1 Describe the history and structure of international travel and hospitality industry

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

Theory:

Unit 1:

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

Unit 2:

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

Unit 3:

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

Unit 4:

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

Practical

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

Suggested Readings:

- Front Office Training manual – Sudhir Andrews. Publisher: Tata Mac Graw Hill
- Managing Front Office Operations – Kasavana & Brooks Educational Institution AHMA
- Front Office – Operations and management – Ahmed Ismail (Thomson Delmar).
- Managing Computers in Hospitality Industry – Michael Kesavana & Cahell.
- Front Office Operations – Colin Dix & Chris Baird.
- Front Office Operation Management- S.K Bhatnagar, Publisher: Frank Brothers
- Managing Front Office Operations By Kasvan & Brooks
- Principal of Hotel Front Office Operations, Sue Baker & Jermy Huyton, Continuum
- Check in Check out – Jerome Vallen
- Hotel Front Office Management, 4th Edition by James Socrates Bardi; Wiley Internatioanl

20 MHMCT 105 Applications of Computers

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

Course Outcomes:

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

Theory**Unit I****Introduction to Computers**

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

Unit II**Introduction to Computer Hardware's**

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

Unit III**Introduction to Computers Software's**

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

Unit IV**Introduction to Internet**

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

Practical:

To supplement above theoretical inputs.

Suggested Reading:

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

20 MHMCT 106 – FOUNDATION COURSE IN MANAGEMENT

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

Course Outcomes:

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

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

Unit 1:

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

Unit 2:

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

Unit 3:

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

Unit 4:

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

Suggested Readings:

- Chandra Bose/ Principles of Management & Administration, Prentice Hall of India
- Essential of Management Koontz & Wrihrich Tata Mc Graw – Hill Publishing Co. Ltd. Essentials of Management – Chatterji
- Essentials of Management – Koontz & O’donnel
- Management Theory & Practice C.B. Gupta (CBG) Sultan Chand & Sons
- Management Today: Principles and Practice – Burton, Jene, Tata Mc Graw Hill Publishing Co. Ltd.
- Management: A global perspective, Wehrich, Henz and Koontz, Harold, New Delhi: Tata Mc Graw- Hill Publication Company, 1993.

Semester – II

20 MHMCT 201- FOOD PRODUCTION FOUNDATION - II

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

Course Outcomes:

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

Theory

Unit – 1 Equipments- Introduction, Classifications, use and Selection criterion
Commercial Kitchen Fuel- Introduction, Types, characteristics, advantages and disadvantages.

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

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

Unit – 3 Hotel Kitchen: Introduction and its sections.

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

Unit – 4 Stock – Introduction, Classification, and their recipes

Soup – Introduction, Classification, and their recipes

Practical

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

Suggested Readings:

- Art of Indian Cookery, Rocky Mohan, Roli
- Prased- Cooking with Masters, J. Inder Singh Kalra, Allied
- Modern cookery (Vol- I & II) For Teaching & Trade, Philip E. Thangam, Orient Longman
- Larousse Grastonomique- Cookery Encyclopedia, Paul Hamlyn
- The Complete Guide to the Art of Modern Cookery, Escoffier

20 MHMCT 202- FOOD & BEVERAGE SERVICE FOUNDATION - II

External Marks: 80

Internal Marks: 20

External Practical: 50

Time: 3 Hrs

Course Outcomes:

CO1 Students will be able to describe menu, its types, cover set for each type of menu and also will be able to plan a menu for various types of functions.

CO2 Students will be able to understand the service and storage of various types of beverages mainly non-alcoholic.

CO3 Students will be able to understand breakfast and their service and cover setup.

CO4 Students will be able to understand the procedure of room service.

Theory

Unit – 1 **Menu:** - Introduction, Importance, and Types (detailed description of each type): A la Carte & TDH, Factors affecting menu item selection. French Classical Menu

Unit – 2 **Non Alcoholic Beverages:** Classification & Services, Storage.

Unit – 3 **Breakfast Service:** Introduction, types, features, table layouts and service. KOT

Unit – 4 **Room Service:** Introduction, Organization, Cycle, Equipments, Types, Menu and various forms.

Practical:

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

Suggested Reading:

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

20 MHMCT 203 – HOUSEKEEPING - II

External Marks: 80

Internal Marks: 20

External Practical: 50

Time: 3 Hours

Course Outcomes:

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

- CO1 Gain the knowledge of public area, pest control and cleaning procedure of public areas in hotel.
- CO2 To acquire the skills about guest room cleaning procedure in hotel and develop practical knowledge of system and procedures in housekeeping.
- CO3 To develop the competencies of a supervisor and how to deal with supervisory tasks in a hotel.
- CO4 Attain knowledge about various important sections of housekeeping like linen and uniform room.

Theory

Unit – 1

Cleaning of Public Areas: Cleaning Process, Cleaning and upkeep of Public areas, (Lobby, Cloak rooms/ Restaurant/ bar/ banquet Halls/ Administration offices/ Lifts and Elevators/ Staircase/ back areas/ Front areas/ Corridor)

Pest Control: Types of pests, Control procedures.

Unit – 2

Cleaning of Guest Rooms: Daily cleaning of (Occupied/ Departure vacant Under repair VIP rooms, Daily/Weekly cleaning /spring cleaning, evening service, System & procedures involved.

Room supplies and amenities: Replenishment of Guest supplies and amenities, Guest loan items.

Unit – 3

Housekeeping Supervision: Role of supervisor and Importance of inspection, Check- list for inspection, typical areas usually neglected where special attention is required.

Supervision Techniques: Types of supervision techniques and importance of self-supervision Degree of discretion/ delegation to cleaning staff.

Unit – 4

Linen Room: Layout, Types of Linen, sizes and Linen exchange procedure, Selection of linen, Storage Facilities and conditions, Par stock: Factors affecting par stock, Discard Management.

Uniform Room: Layout, issuing and exchange of uniform, selection and design of uniform.

Practical

1. Layout of linen room and uniform room
2. cleaning of Public Areas & Inspection of public areas (lobby, Restaurant, staircase, clock rooms, corridor, offices, Back areas)
3. Cleaning guestrooms (Vacant occupied, departure),
4. Bed Making: - Identifying of linen; - Step by step procedure for making bed
5. Placing/ replacing guest supplies and soiled linen.

Suggested Readings:

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

- The Professional Housekeeper – Tucker Schneider; Wiley Publications
- Hotel, Hostel & Housekeeping by Branson & Lennox.
- Professional Housekeeper by Jeorgina Tuccker
- Principles of Interior Decoration by Dorothy

20 MHMCT 204 - FRONT OFFICE - II

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

Course Outcomes:

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

Theory

Unit 1:

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

Unit 2:

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

Unit 3:

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

Unit 4:

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

Practical

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

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

- (I) Arrival/ departure register

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

Suggested Readings:

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

20 MHMCT 205 – HUMAN RESOURCE MANAGEMENT

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

Course Outcomes:

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

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

Theory

Unit – 1

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

Unit – 2

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

Unit – 3

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

Unit – 4

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

Book Recommended

- Human Resource Development & Management in the Hotel Industry – S.K. Bhatia, Nirmal Singh
- Principal and Techniques of Personnel Management Human Resource Management – Dr. Jagmohan Negi
- Human Resource Development Practice in Travel and Tourism – S.C. Bagri Human Resource Management in Hospitality – Malay Biswas

20 MHMCT 206- BUSINESS COMMUNICATION

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

Course Outcomes:

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

CO 1 Know about communication.

CO 2 Understand details of written communication.

CO 3 Comprehend the drafting of speeches

CO 4 Make group presentations

Unit-I

COMMUNICATION –TYPES & PROCESS

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

UNIT-II

WRITTEN COMMUNICATION

Business report, business representation, formal letter. Drafting effective letter, formats, style of writing, Use of jargons. Handling meetings: Types of meetings, structuring a meeting: agenda and minutes, conducting a meeting.

UNIT-III SPEECHES

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

UNIT – IV

GROUP PRESENTATION

Realizing the difference between a team and a group. Audience orientation, group projects. Planning a presentation - Mind Mapping, Theme, Subject, Handling question and feedback.

Suggested Reading:

- Bhaskar, W.W.S., AND Prabhu, NS., “ English Through Reading”, Publisher: MacMillan, 1978
- Business Correspondence and Report Writing” -Sharma, R.C. and Mohan K. Publisher: Tata Mc Graw Hill 1994
- Communications in Tourism & Hospitality- Lynn Van Der Wagen, Publisher: Hospitality Press

- Business Communication- K.K.Sinha
- Essentials of Business Communication By Marey Ellen Guffey, Publisher: Thompson Press
- How to win Friends and Influence People By Dale Carnegie, Publisher: Pocket Books
- Basic Business Communication By Lesikar & Flatley, Publisher Tata Mc Graw Hills
- Body Language By Allan Pease, Publisher Sheldon Press
- Business Correspondence and Report Writing", Sharma, RC. and Mohan, K., Tata McGraw Hill, 1994 "Model Business Letters", Gartside, L., Pitman, 1992
- Communications in Tourism & Hospitality, Lynn Van Oer Wagen, Hospitality Press

SEMISTER – III

INDUSTRIAL EXPOSURE (SEMESTER – III)

Course Outcomes:

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

Duration of Exposure: 24 weeks

Leave Formalities: 1 weekly off and festivals and national holidays given by the hotel 10 days medical leave supported by a medical certificate. Leave taken must be made up by doing double shifts or working on weekly offs. Attendance in the training would be calculated on the basis of Certificate issued by Training Manager/ HR Manager/ Concerned Officer of the unit trained in. Industrial Exposure will require an input of 144 working days (24 weeks x 06 days = 144 days). Regarding minimum number of days training days, minimum attendance rule required for appearing in exams shall be applicable.

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

Training Schedule:

III Semester

Housekeeping: 5 weeks; Front Office: 5 weeks; Food and Beverage Service: 5 weeks Food Production: 5 weeks; others (In the areas of Interest/ Project) 4 weeks

Total weeks: 24 weeks.

Academic Credits for training shall be based on following

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

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

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

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

1. Logbook;
2. A copy of the training certificate.
3. IT Report in all four Departments.
4. Power Point presentation on a CD, based on the training report.

For distribution of marks refer to details on Course structure

WTO (What to Observe)

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

WHAT TO OBSERVE

Food & Beverage Service

BANQUETS

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

RESTAURANTS

1. Taking orders, placing orders, service and clearing
2. Taking handover form the previous shift

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

BAR

1. Bar setup, Mise-en-place preparation, Storage facilities inside the bar, Decorative arrangement to liquor bottles
2. Types of glasses used in bar service and types of drinks served in each glass
3. Liaison with f & b controls for daily inventory
4. Spoilage and breakage procedures
5. Handling of empty bottles
6. Requisitioning procedures
7. Recipes of different cocktails and mixed drinks
8. Provisions of different types of garnish with different drinks
9. Dry days and handling of customers during the same
10. Handling of complimentary drinks
11. Bar cleaning and closing
12. Guest relations and managing of drunk guests
13. Inter bar transfer and service accessories maintained, and preparation of the same before the bar opens
14. Types of garnishes and service accessories maintained, and preparation of the same before the bar opens
15. To know the different brands of imported and local alcoholic and non-alcoholic beverages
16. Bar salesmanship
17. KOT/BOT control
18. Coordination with kitchen for warm snacks
19. Using of draught beer machine
20. Innovative drink made by the bar tender

ROOM SERVICE/INROOM DINNING

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

WHAT TO OBSERVE

F & B Production

1. Area & Layout of the Kitchen
2. Study of Standard Recipes
3. Indenting, Receiving & Storing
4. Preparing of batters, marinations and seasonings
5. All cuts of meat and butchery items (Mutton, poultry, beef, fish etc.)
6. Daily procedure of handover from shift to shift
7. Recipes and methods of preparation of all sauces
8. Quantities of preparation, weekly preparations and time scheduling
9. Stock preparation and cooking time involved
10. Cutting of all garnishes
11. Temperatures and proper usage of all equipment
12. Plate presentations for all room service and a la cart orders
13. Cleaning and proper upkeep of hot range
14. Cleanliness and proper upkeep of the kitchen area and all equipment
15. Yield of fresh juice from sweet lime / oranges
16. Storage of different mise-en-place – (Raw, Semi-Processed)
17. Bulk preparations
18. Finishing of buffet dishes
19. Recipes of at least 10 fast moving dishes
20. Mise-en-place for: A la Carte Kitchen & Banquet Kitchen
21. Rechauffe/ Leftover Cooking

WHAT TO OBSERVE

Front Office

1. Greeting, meeting & escorting the guest
2. Total capacity and tariffs of the rooms
3. Location and role of status board, different types of status's maintained
4. Special rates and discounts applicable to groups, business houses, airlines, VIP's etc.
5. Identification of kind, mode and type of reservation
6. Filing systems and follow-up on reservations
7. Types of plans and packages on offer
8. Forms and formats used in the department
9. Meaning of guaranteed, confirmed and waitlisted reservations
10. Reports taken out in the reservations department
11. Procedure of taking a reservation
12. Group reservations, discounts and correspondence
13. How to receive and room a guest
14. Room blockings
15. Size, situations and general colour schemes of rooms and suites
16. Discounts available to travel agents, tour operators, FHRAI members etc
17. Co-ordination of reception with lobby, front office cash, information, room service, housekeeping and telephones
18. Guest registration, types of guest folios, arrival slips, c-forms and their purpose
19. How to take check-ins and check-outs on the computer
20. Various reports prepared by reception
21. Key check policy
22. Mail & message handling procedures
23. Percentage of no-shows to calculate safe over booking
24. Group and crew rooming, pre-preparation and procedures

25. Scanty baggage policy
26. Handling of room changes / rate amendments/ date amendments/ joiners/ one person departure/ allowances/ paid outs and all formats accompanying them
27. Requisitioning of operating supplies
28. Handling of special situations pertaining to guest grievance, requests etc
29. BELL DISK / CONCIERGE FUNCTIONS: luggage handling during check-in & check-out, left luggage procedures, wake-up call procedure, scanty baggage procedure, handling of group baggage, maintenance of records, Errands made, briefings etc.
30. TRAVEL DESK: coordination, booking, transfers etc.

WHAT TO OBSERVE

Housekeeping

LINEN & UNIFORM

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

ROOMS

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

THE CONTROL DESK

1. Maintenance of Log Book
2. Understand the functions in different shifts
3. Observe the coordination with other departments
4. Observe the area & span of control

5. Observe the handing of work during peak hours
6. Observe the formats used by department and study various records maintained

PUBLIC AREA

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

Semester – IV

20 MHMCT 401 – FOOD PRODUCTION OPERATION

External Marks: 80

Internal Marks: 20

External Practical: 50

Time: 3 Hrs

Course Outcomes:

- CO1 The students will increase their knowledge of Larder section of a hotel kitchen and minutes details of sauces and HACCP.
- CO2 The learners will get information of about types, selection, nutritive value and cuts of Fish, Poultry, Lamb/mutton and beef.
- CO3 The pupils will be able to understand types and recipes of cakes.
- CO4 The students will have a detailed knowledge of pastry making.

Unit – 1 Larder – Introduction and importance in hotel kitchens

Sauce – Introduction, Classification, and their recipes

HACCP - Introduction, Importance, & Principles

Unit – 2 Fish – Introduction, Types, Selection criterion, Nutritional value, and Cuts

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

Lamb/ Mutton – Introduction, Types, Selection criterion, Nutritional value, and Cuts

Beef/ Veal and Pork – Introduction, Types, Selection criterion, Nutritional value, and cuts

Unit – 3 Cake – Introduction, Ingredients, types and Methods of making

Unit – 4 Pastry – Introduction, Ingredients, types and Methods of making

Practical

- Knowledge of Types, Selection criterion, and Cuts of Fish, Lamb/ Mutton, & poultry.
- Preparation of Stocks.
- Preparation of Soups.
- Preparation of Sauces.
- F & B production terminology

Books Recommend

- Accompaniments & Garnishes from waiter; Communicate: Fuller J. Barrie & Jenkins
- Bakery & Confectionery By S.C Dubey, Publisher: Society of Indian Bakers
- Cooking Essentials for the New Professional Chef
- Larder Chef By M J Leto & W K H Bode Publisher: Buterworth – Heinemann
- Modern Cookery By Kinton & Cessarani
- Practical Cookery By Cookery By Kauffman & Cracknell
- Practical Cooking By Wayne Gisslen, Publisher Le Cordon Bleu
- The Professional Pastry Chef, Forth Edition By Bo Friberg Publisher: Wiley & Sons INC
- Theory of Catering By Kinton & Cessarani
- Theory of Cooking By K Arora, Publisher: Frank Brothers
- Food Heritage of India- Vimal Patial
- Indian Recipes- Vincent Joeseeph
- Favourite Indian Desserts– Roli Books

20 MHMCT 402 – FOOD & BEVERAGE SERVICE OPERATION

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

Course Outcomes:

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

Theory

Unit – 1

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

Unit – 2

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

Unit – 3

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

Unit – 4

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

Practical

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

9. Service of Sparkling, Aromatized, Fortified, Still Wines.
10. Set up a table with Prepared Menu with wines

Book recommended

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

20 MHMCT 403 – HOUSEKEEPING OPERATION

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

Course Outcomes:

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

Unit- 1

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

Unit – 2

Colors: Color Wheel, Importance & Characteristics, Classification of colors, Color Schemes.
Lighting: Classification, Types & Importance, Applications.

Furniture Arrangements: Principles, Types of Joints, Selection.

Unit – 3

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

Flower Arrangement: Concept & Importance, Types & Shapes, Principles.

Unit – 4

Safety Awareness and Security: Concept and Importance, Safety: Accidents, Fires (Cause, Procedure, Accident report form), Security: Security of Guest/ Staff/ Public areas/ Rooms/ Back office areas

First Aid: Concept and Emergency Procedures (Heart Attack, Fits, Burns, Fainting, Fractures, Scalds, Artificial respiration).

PRACTICAL

1. Team Cleaning
2. First Aid Familiarization basic medicines and bandaging, Covering cuts and wounds.
3. Flower arrangement (All round, vertical triangular etc.)
4. Special Decorations (theme related to hospitality: indenting, costing, and planning with time split then execution.)
5. Planning a color scheme of a room (based on color schemes)

Suggested Readings:

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

20 MHMCT 404 – FRONT OFFICE OPERATION

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

Course Outcome:

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

Theory

Unit 1:

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

Unit 2:

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

Unit 3:

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

Unit 4:

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

Practical

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

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

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

- a) Arrival/ departure register
- b) Departure intimation
- c) Arrival/ Departure list
- d) No show/ cancellation report
- e) VIP List
- f) Fruits & Flowers requisition
- g) Left luggage register

- h) Bell boy movement control sheet
- g) Left luggage register
- h) Bell boy movement control sheet
- i) Scanty Baggage Register
- j) Arrival & Departure errands cards
- k) Expected arrival/ departure list
- Skills to handle luggage, paging, message and left luggage
- Skills to handle Guest check out procedures

Books Recommended

- Front office operations by colin Dix & Chirs Baird
- Hotel front office management by James Bardi
- Management front office operations by Kasavana & Books
- Front office training manual by Sudhir Andrews
- Managerial accounting and hospitality accounting by Raymond S Schmidgall
- Managing computers in hospitality industry by Michael Kasavana and Cahell
- Principal of Hotel Front Office Operations, Sue Baker & Jeremy Huyton, Continuum

20 MHMCT 405 – MARKETING FOR HOSPITALITY & TOURISM

External Marks; 80

Internal Marks: 20

Time: 3 Hrs

Course Outcomes:

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

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

Unit I

Introduction to Marketing

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

Unit II

Marketing Environment, Consumer Markets and Consumer Buyer Behavior

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

Unit III

Distribution Channels, Product Pricing and Services Strategy

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

Unit IV

Public Relations, Sales Promotions and Integrated Marketing Communication

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

Suggested Readings:

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

Semester – V

20 MHMCT 501 –FOOD PRODUCTION MANAGEMENT

External Marks: 80

Internal Marks: 20

External Practical: 50

Time: 3 Hrs

Course Outcomes:

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

Theory

Unit – 1

Cake – Introduction, Ingredients, types and Methods of making

Pastry – Introduction, Ingredients, types and Methods of making

Unit – 2

Regional cuisine of India - I – Kashmir, Punjab, Rajasthan, Mughlai & Gujarat

Unit – 3

Regional cuisine of India –II- Goan, Bengali, Maharashtraian, Kerala & Tamil Nadu

Unit – 4

Food Quality: Concept and introduction and types with details.

HACCP: Introduction, Importance, Principles and their implementation.

Practical

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

Books Recommended

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

20 MHMCT 502 – FOOD & BEVERAGE SERVICE MANAGEMENT AND CONTROL

External Marks: 80

Internal Marks: 20

External Practical: 50

Time: 3 Hrs

Course Outcomes:

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

CO4 Students will be able to exercise techniques to control the food and beverage cost in an organization.

Theory

Unit – 1

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

Unit – 2

Buffet: Introduction, Types, Buffet Sectors, Equipments Used, Factors, Space requirements & Checklist, Buffet Presentation, menu planning, staff requirement, Buffet Management. Function Catering: Introduction, Types of Function, Function Administration & Organization-Booking Procedure, Menus, Function contracts, Seating Arrangements. Other Catering Operations: Off- Premises Catering, Hospital Catering, Industrial & Institutional Catering, Airline & Railway catering, Home Delivery, Take away, Afternoon & High Teas: Introduction, Menu, Cover & Service.

Unit – 3

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

Unit – 4

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

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

Practical

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

Books Recommended

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

20 MHMCT 503 – HOUSEKEEPING MANAGEMENT

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

Course Outcomes:

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

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

Theory

Unit – 1

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

Unit – 2

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

Unit – 3

Planning Trends in Housekeeping: Planning Guest rooms, Bathrooms, Suites, Lounges, landscaping, Planning for the provision of Leisure facilities for the guest, Boutique hotel concept.

Planning and Organizing in the House Keeping: Area Inventory list, Frequency schedules, Performance standards, Productivity Standards, Inventory Levels, Standard Operating Procedures & Manuals, Job Allocation, Manpower Planning, Planning duty roster.

Unit – 4

Special Provisions for Handicapped Guests: Guest room – added features and modifications, Public Areas: Wash – rooms, restaurants, main entrance etc. added features and modifications. Situation Handling/ Service Design, for typical Market Segment (Safety, security & Comfort); Airlines crew guest rooms, single lady guests, Children, Typical house- keeping complaints, situations handling, Interdepartmental coordination specially with Room- service, Maintenance, Telephone, security and front desk.

Practical

1. Laundry equipment handling
2. Laundry operations
3. Handling different types of fabrics in manual & mechanical laundry 4. Special decorations
4. Stain Removal: Different types of stains to be removed by hand using different chemicals.

Books Recommended

- Accommodation & Cleaning Services, Vol. I & II, David, Allen, Hutchinson
- Hotel and Catering Studies – Ursual Jones

- Hotel House Keeping – Sudhir Andrews Publisher: Tata Mc Graw Hill
- House Craft – Valerie Paul
- House Keeping Management by Dr. D.K. Agarwal
- House Keeping Management for Hotels, Rosemary Hurst, Heinemann
- Housekeeping and Front Office – Jones
- Housekeeping Management – Margaret M. Leappa & Aleta Nitschke
- In House Management by A.K. Bhatiya
- Key of House Keeping by Dr. Lal Commercial
- Managing Housekeeping Custodial Operation – Edwin B. Feldman
- Managing Housekeeping Operations – Margaret Kappa & Aleta Nitschke

20 MHMCT 504 - FRONT OFFICE MANAGEMENT

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

Course Outcomes:

Upon successful completion of the course, the student:

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

Theory

Unit – 1

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

Unit – 2

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

Unit – 3

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

Unit – 4

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

Practical

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

Books Recommended

- Front office operations by Colin Dix & Chirs Baird
- Hotel Front Office Management by James Bardi
- Management front office operations by Kasavana & Books

- Front office training manual by Sudhir Andrews
- Managerial accounting and hospitality accounting by Raymond S Schmidgall
- Managing computers in hospitality industry by Michael Kasavana and Cahell

20 MHMCT 505 – ENVIRONMENTAL SCIENCES

(COMMON WITH ALL UNDER GRADUATE PROGRAMMES AS PER UGC GUIDELINES)

Course Outcomes:

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

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

UNIT-I

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

UNIT-II

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

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

UNIT-III

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

UNIT-IV

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

SUGGESTED READINGS:

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

- Kaushik Anubha, C.P. Kaushik, Perspective in Environmental Studies, New Age International (P) Ltd. Publishers
- Joseph Benny, Environmental Studies, Tata McGraw Hill Publishing Company Ltd., New Delhi
- Ubaroi, N.K., Environment Management, Excel Books, New Delhi

SEMESTER – VI

INDUSTRIAL EXPOSURE (SEMESTER – IV)

Course Outcomes:

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

Duration of Exposure: 24 weeks

Leave Formalities: 1 weekly off and festivals and national holidays given by the hotel 10 days medical leave supported by a medical certificate. Leave taken must be made up by doing double shifts or working on weekly offs. Attendance in the training would be calculated on the basis of Certificate issued by Training Manager/ HR Manager/ Concerned Officer of the unit trained in. Industrial Exposure will require an input of 144 working days (24 weeks x 06 days = 144 days). Regarding minimum number of days training days, minimum attendance rule required for appearing in exams shall be applicable.

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

Training Schedule:

VI Semester

Housekeeping: 5 weeks; Front Office: 5 weeks; Food and Beverage Service: 5 weeks Food Production: 5 weeks; others (In the areas of Interest/ Project) 4 weeks
Total weeks: 24 weeks.

Academic Credits for training shall be based on following

Log books and attendance, Appraisals, Report and presentation, Project, Others as applicable
All trainees must ensure that the log books and appraisals are signed by the departmental/ sectional heads as soon as training in a particular department or section is completed. Trainees are also advised to make a report in all four departments in VI semester on completion of

training in that respective department. A PowerPoint presentation (based on the report) should be made. This will be presented in front of a panel selected from the institute and the industry. It should be made for duration of 10 minutes. Marks will be awarded on this. The presentation should express the student's experiences in the department and what has he learned/ observed. (Refer to *What to Observe Sheets* for more details.)

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

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

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

1. Logbook;
2. A copy of the training certificate.
3. IT Report in all four Departments.
4. Power Point presentation on a CD, based on the training report.

For distribution of marks refer to details on Course structure

WTO (What to Observe)

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

WHAT TO OBSERVE

Food & Beverage Service

BANQUETS

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

RESTAURANTS

1. Taking orders, placing orders, service and clearing
2. Taking handover form the previous shift
3. Laying covers, preparation of mise-en-place and arrangement and setting up of station
4. Par stocks maintained at each side station
5. Functions performed while holding a station
6. Method and procedure of taking a guest order
7. Service of wines, champagnes and especially food items
8. Service equipment used and its maintenance
9. Coordination with housekeeping for soil linen exchange

10. Physical inventory monthly of crockery, cutlery, linen etc.
11. Equipment, furniture and fixtures used in the restaurant and their use and maintenance
12. Method of folding napkins
13. Note proprietary sauces, cutlery, crockery and the timely pickup

BAR

1. Bar setup, Mise-en-place preparation, Storage facilities inside the bar, Decorative arrangement to liquor bottles
2. Types of glasses used in bar service and types of drinks served in each glass
3. Liaison with f & b controls for daily inventory
4. Spoilage and breakage procedures
5. Handling of empty bottles
6. Requisitioning procedures
7. Recipes of different cocktails and mixed drinks
8. Provisions of different types of garnish with different drinks
9. Dry days and handling of customers during the same
10. Handling of complimentary drinks
11. Bar cleaning and closing
12. Guest relations and managing of drunk guests
13. Inter bar transfer and service accessories maintained, and preparation of the same before the bar opens
14. Types of garnishes and service accessories maintained, and preparation of the same before the bar opens
15. To know the different brands of imported and local alcoholic and non-alcoholic beverages
16. Bar salesmanship
17. KOT/BOT control
18. Coordination with kitchen for warm snacks
19. Using of draught beer machine
20. Innovative drink made by the bar tender

ROOM SERVICE/INROOM DINNING

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

WHAT TO OBSERVE

F & B Production

1. Area & Layout of the Kitchen
2. Study of Standard Recipes
3. Indenting, Receiving & Storing
4. Preparing of batters, marinations and seasonings

5. All cuts of meat and butchery items (Mutton, poultry, beef, fish etc.)
6. Daily procedure of handover from shift to shift
7. Recipes and methods of preparation of all sauces
8. Quantities of preparation, weekly preparations and time scheduling
9. Stock preparation and cooking time involved
10. Cutting of all garnishes
11. Temperatures and proper usage of all equipment
12. Plate presentations for all room service and a la cart orders
13. Cleaning and proper upkeep of hot range
14. Cleanliness and proper upkeep of the kitchen area and all equipment

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

WHAT TO OBSERVE

Front Office

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

28. Handling of special situations pertaining to guest grievance, requests etc
29. BELL DISK / CONCIERGE FUNCTIONS: luggage handling during check-in & check-out, left luggage procedures, wake-up call procedure, scanty baggage procedure, handling of group baggage, maintenance of records, Errands made, briefings etc.
30. TRAVEL DESK: coordination, booking, transfers etc.

WHAT TO OBSERVE

Housekeeping

LINEN & UNIFORM

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

ROOMS

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

THE CONTROL DESK

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

PUBLIC AREA

1. Observe the duty and staff allocation, scheduling of work and daily briefing

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

Semester – VII

20 MHMCT 701 FOREIGN CUISINES

External Marks: 80

Internal Marks: 20

Time: 3Hrs

External Practical: 100

Course Outcomes

- CO1 The students will acquire knowledge about Chinese cuisine, historical background, regions & regional cooking styles, staple food with regional.
- CO2 The learners will get detailed information about methods of cooking, equipment & utensils, ingredients & dishes in Chinese cuisine.
- CO3 The pupils will have knowledge about Italian cuisine, historical background, regions & regional cooking styles, staple food.
- CO4 The undergraduates will gain information about methods of cooking, equipment & utensils, ingredients & dishes in Italian cuisine.

Unit–1 Cuisine of China- I: - Introduction to Chinese Cuisine, Historical Background, Regions & Regional Cooking Styles, Staple food with regional Influences

Unit–2 Cuisine of China-II: Methods of cooking, Equipment & utensils, Ingredients & Dishes

Unit–3 Cuisine of Italy - I: - Introduction to Italian Cuisine, Historical Background, Regions & Regional Cooking Styles, Staple food with regional Influences

Unit–4 Cuisine of Italy-II: Methods of cooking, Equipment & utensils, Ingredients & Dishes

Practical

May be planned in accordance to theory (Suggested Menus include)

Suggested Readings

- Nita Mehta – Italian Vegetarian Cookery, Snab Publishers.
- Alberto Capatti - Arts and Traditions of the Table: Perspectives on Culinary History, Columbia University Press
- Italian Cooking by Sanjeev Kapoor
- Ken Hom – Chinese Cookery, BBC Books
- Funchsia Dunlop - The Revolutionary Chinese Cookbook, Ebury Press
- Eileen Yin-Fei Lo – Mastering the Art of Chinese Cooking, Chronicle Books
- Su Huei Huang, Lai Yen-Jen – Chinese Cuisine, Wei-Chuan Publishing
- E N Anderson – The Food of China, Yale University Press
- Parvinder S Bali – International Cuisine & Food Production – Oxford University Press

20 MHMCT 702 – INTRODUCTION TO TOURISM & TRAVEL MANAGEMENT

External Marks: 80

Internal Marks: 20

Time: 3Hrs

Course Outcomes

The students will be able to:

- CO1 Acquire knowledge of tourism.
- CO2 Comprehend history of Tourism through ages.
- CO3 Know about various tourism organizations
- CO4 Learn about different concepts related to tourism & travel.

Unit I

Meaning, definition, characteristics and types of Tourism, components of Tourism, tourism as an industry.

Unit II

History of Tourism through ages, linkages of tourism with other subjects like History, sociology, geography, management and economics, Economic impacts of tourism

Unit III

Tourism Organizations: Origin, Organization and Function of WTO, IATA as International Organizations while TAAI, IATO and ITDC as Domestic Organizations

Unit IV

Explaining of the terms- Tours, Tourist, and Visitor, traveller, Excursionist, Resource, Attraction, W.T.O. classification of Tourists and its significance. Problem and Prospects of Tourism

Suggested Readings:

- Anand, M.M., Tourism and hotel Industry in India, Prentice Hall, New Delhi, 1976
- Bhatia, A. K., International Tourism, Sterling Publishers, New Delhi
- Bhatia, A. K., Tourism development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi
- McIntosh, Robert, W. Goldner, Charles, Tourism: Principles, Practices and Philosophies, John Wiley and Sons Inc. New York, 1990 (9th edition)
- Mill, Robert Christie and Alastair M. Morrison, The Tourism System, Englewood Cliffs, N.J., Prentice Hall, 1985
- Negi, J.M.S., Tourism and Travel- Concepts and principles, Gitanjali Publishing House, New Delhi, 1990
- Robinson, H.A., Geography of Tourism, Me Donald and Evans, London, 1976

20 MHMCT 703 – RESEARCH METHODOLOGY

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

Course Outcomes:

- CO1 Students will be able to know about business research.
- CO2 Students will understand about research design.

CO3 Students will be able to understand the sample designing procedure.
CO4 Students will be able to understand various statistical techniques

Unit-1-Introduction to research methodology

Meaning, definition, characteristics and types of research, Methodology of research, formulation of research problem Research Design: Meaning, characteristics of research design, steps in research design.

Unit-2 Sampling Design and Data Collection

Meaning of sampling, aims in selection a sample, Types of sample design. Data collection – Meaning, types of data, methods of collecting primary data-observation, interview and questionnaire, Sources of secondary data.

Unit-3 Processing and Analysis of data

Editing, Coding, Classification and tabulation, Graphical presentation of Data-Bar-chart, pie-chart and curves Interpretation of Data meaning, methods of data analysis

Unit-4 Report Writing

Meaning, types and steps involved in writing report, layout of the research report, mechanics of writing a research report, challenges of a good writing

Suggested Readings

- Kumar Ranjit: Research Methodology: A Step by Step Guide for Beginners, Sage Publication, 2014.
- Kothari C.R.: Research Methodology, New Age International, 2011.
- Shajahan S.: Research Methods for Management, 2004.
- Mustafa A.: Research Methodology, 2010.
- Thanulingom N : Research Methodology, Himalaya Publishing
- C. Rajendar Kumar : Research Methodology , APH Publishing
- Gupta Hitesh and Gupta S. L.: Research Methodology, International Book House, 2011.

20 MHMCT 704 DISASTER MANAGEMENT

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

Outcomes:

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

CO1 Develop an understanding of disasters.

CO2 Understand approaches to disasters.

CO3 Know the inter-relationship between Disasters and Development.

CO4 Develop disaster management.

Unit I. Introduction to Disasters:

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

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

Unit II. Approaches to Disaster Risk reduction:

Disaster cycle - its analysis, Phases, Culture of safety, prevention, mitigation and preparedness community based DRR, Structural- nonstructural measures, roles and responsibilities of-

community, Panchayati Raj Institutions/Urban Local Bodies (PRIs/ULBs), states, Centre, and other stake-holders.

Unit III. Inter-relationship between Disasters and Development:

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

Unit IV. Disaster Risk Management in India

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

Suggested Reading list:

- Alexander David, Introduction in 'Confronting Catastrophe', Oxford University Press, 2000
- Andharia J. Vulnerability in Disaster Discourse, JTCDM, Tata Institute of Social Sciences Working Paper no. 8, 2008
- Blaikie, P, Cannon T, Davis I, Wisner B 1997. At Risk Natural Hazards, Peoples' Vulnerability and Disasters, Routledge.
- Coppola P Damon, 2007. Introduction to International Disaster Management,
- Carter, Nick 1991. Disaster Management: A Disaster Manager's Handbook. Asian Development Bank, Manila Philippines.
- Cuny, F. 1983. Development and Disasters, Oxford University Press.
- Document on World Summit on Sustainable Development 2002.

20 MHMCT 705 - EVENT MANAGEMENT

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

Outcomes:

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

CO1 Develop an understanding about various types of events, their nature & scope.

CO2 Understand skills required for planning and managing events, role of soft skills, hosting green meetings and apply those skills for sector.

CO3 Develop conceptual clarity about events and convention management, understand the role hotels in the Management of events.

CO4 Apply technology for managing conferences and events, designing of brochures, handling of press and media.

Course contents:

Unit 1:

Introduction to Event management

Event management-meaning, concept, and objectives. Types of events-conference, convention, exhibition and others, meeting planning-meaning and process; role and contribution of event management in hospitality industry; the event business of tomorrow and hospitality industry.

Unit 2: Planning Events

The nature of planning; planning for onetime events; planning the setting. Location and site; the operation plan; developing the strategic plan; event planning principle- theme, logistics, graphics and special effects. Developing a marketing plan; the diff. between sales and marketing; the importance of marketing; the marketing plan, steps of the marketing plan.

Unit 3:

Convention services

The service function; the convention service manager and other convention service staff; guest room- reservation system; room assignment; preparing the event, function rooms and meeting setups; audio visuals requirements; budgeting and financial control for the events; convention billing and post-convention review/performance.

Food services- Type of food function ; menu planning; managing food for the events; factor affecting for the food and beverage decisions; food and beverage services for various types of events; staffing requirements for serving the food and beverage; food and beverage control procedure; display and exhibitions.

Unit 4:

Human resource management

The HR planning process; need assessment; policies and procedures; job description; recruitment and selection; training and professional development; supervision and evaluation; termination; outplacement; and maintenance function; motivating and managing the volunteer; career in event management.

SUGESTED READING:

- Donald Getz, event management & event tourism 1999
- Goldbalttii ; the art of science New York 1990
- Watt dc event management in leisure and Tourism Harlow, Essex; audition welsy ltd;1998
- Event Management : for tourism, cultural, business and sporting events, Wagen, Lynn Van Der, Melbourne, Hospitality Press, 2001.
- Successful event management: a practical handbook, Shone, Anton and Parry, Bryn, London and New York: Continuum, 2001.

SEMISTER – VIII

20 MHMCT 802 ADVANCED HOUSEKEEPING

External Marks: 80

Internal Marks: 20

Time: 3 hrs

Course Outcomes: After the completion of the course the students will be able to;

CO1: Gain the knowledge about Planning and Organizing procedures in Housekeeping.

CO2: Students able to understand about managerial levels in housekeeping and Corporate Social Responsibilities in hotel industry.

CO3: Attain knowledge about Ecotels and aware about importance of eco-friendly practices in hotel.

CO4: Students able to understand the outsourcing practices in Housekeeping.

Unit-1

Planning and Organizing Housekeeping Department: Standard Operating Manuals, job allocation, team work, motivation and leadership in housekeeping, Training programs for housekeeping staff.

Unit-2

Housekeeping Managers and CSR: Managerial Levels and Skills required in Hotel Industry, Corporate Social Responsibility – Legal, Ethical, economic and Philanthropic Dimensions in Hotel Industry.

Unit-3

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

Unit-4

Outsourcing in Housekeeping: Training and Motivation, Eco- friendly product, new scientific techniques and I.T. savvy housekeeping.

Suggested Readings:

- Housekeeping Management by Dr. D.K. Agarwal
- Housekeeping and Front Office – Jones
- House Keeping Management - Matt A. Casado; Wiley Publications
- Key of House Keeping by Dr. Lal
- House Management by A.K. Bhatiya.
- Hotel and Catering Studies-Ursual Jones
- Managing Housekeeping Operations – Margaret Kappa & Aleta Nitschke
- Professional Management of Housekeeping Operations (II Edn.)- Robert J. Martin & Thomas J.Ajones, Wiley Publications
- Safety and Security for Woman Who Travel By Sheila Swan and Peter Laufer
Publisher: Traveler's Tale
- Harold Koontz & Heinz Weirich: Management, McGraw Hill, Tokyo
- Stonier & Wankel : Management, Prentice Hall India Ltd., New Delhi
- Richard M.Hodgets : Management, Academic Press, New York
- Anand, M.M., Tourism and hotel Industry ii1 India, Prentice Hall, New Delhi, 1976
- Bhatia, A. K., International Tourism, Sterling Publishers, New Delhi.

20 MHMCT 804 RESORT MANAGEMENT

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

Learning Outcomes

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

- CO1 Gain the knowledge of history, growth, and development of resorts.
- CO2 To acquire the skill to key marketing and financial aspects of resorts.

CO3 Students have knowledge about process of resort planning and development, and the basic elements of a resort complex.

CO4 Students are able to understand about resort planning and development, trends and Factors in development of Resort and basic element of a resort complex, marketing the Resort Experience.

UNIT- 1

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

UNIT- 2

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

UNIT-3

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

UNIT 4

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

Books Recommended

- Hasimoto, K., Kline, S., and G. Fenich. 1998. Casino Management: Past, Present, and Future. (2nd Edition). Dubuque: Kendall & Hunt.
- Mill, R.C. 2001. Resorts: Management and Operation. New York: Wiley & Sons.

20 MHMCT 805 CUSTOMER RELATIONSHIP MANAGEMENT

External Marks: 80

Internal Marks: 20

Time: 3 hrs

Course Outcomes

CO 1 To understand the concepts and principles of CRM

CO 2 To appreciate the role and changing face of CRM as an IT enabled function, and

CO 3 To enable managing Customer Relationship

CO 4 The aim of the paper is to equip students to appreciate the importance, and understand the different aspects of customer value creation.

Unit - I

CRM concepts - Acquiring customers, - Customer loyalty and optimizing customer relationships - CRM defined - success factors, the three levels of Service/ Sales Profiling - Service Level Agreements (SLAs), creating and managing effective SLAs.

Unit - II

CRM in Marketing - One-to-one Relationship Marketing - Cross Selling & Up Selling - Customer Retention, Behaviour Prediction - Customer Profitability & Value Modeling, - Channel Optimization - Event-based marketing. - CRM and Customer Service - The Call Centre, Call Scripting - Customer Satisfaction Measurement.

Unit - III

Sales Force Automation - Sales Process, Activity, Contact- Lead and Knowledge Management - Field Force Automation. - CRM links in e-Business - E-Commerce and Customer Relationships on the Internet - Enterprise Resource Planning (ERP), - Supply Chain Management (SCM), - Supplier Relationship Management (SRM), - Partner relationship Management (PRM).

Unit - V

CRM Implementation - Defining success factors - Preparing a business plan requirements, justification and processes. - Choosing CRM tools - Defining functionalities - Homegrown versus out-sourced approaches - Managing customer relationships - conflict, complacency, Resetting the CRM strategy. Selling CRM internally - CRM development Team - Scoping and prioritizing - Development and delivery - Measurement.

References

1. Alok Kumar Rai, Customer Relationship Management Concept & Cases, Prentice Hall of India Private Limited, New Delhi. 2011
2. S. Shanmugasundaram, Customer Relationship Management, Prentice Hall of India Private Limited, New Delhi, 2008
3. Kaushik Mukherjee, Customer Relationship Management, Prentice Hall of India Private Limited, New Delhi, 2008
4. Jagdish Seth, et al, Customer Relationship Management
5. V. Kumar & Werner J., Customer Relationship Management, Willey India, 2008

SEMISTER – IX

20 MHMCT 901 LATEST TRENDS IN HOSPITALITY INDUSTRY

External Marks: 80

Internal Marks: 20

Time: 3Hrs

Course Outcomes

The students will be able to:

- CO5 Acquire knowledge of new trends in Food Production department.
- CO6 Comprehend information about latest trends in Food & Beverage Service Department.
- CO7 Know about latest trends in housekeeping department. The pupils will have knowledge about Italian cuisine, historical background, regions & regional cooking styles, staple food.
- CO8 Learn about latest trends in front office department.

Unit–1 Latest trends in Food Production department

Unit–2 Latest trends in Food & Beverage Service Department

Unit–3 Latest trends in housekeeping department

Unit-4 Latest trends in front office department

Suggested Readings:

Students to read various magazines and journals apart from books to get to know about latest trends in the hospitality industry

20 MHMCT 902 FIELD/INDUSTRY VISIT

External Marks: 100

Course Outcomes

- CO1 It helps students gain first-hand information regarding functioning of the industry
- CO2 Helps them to see their future place in working world.
- CO3 This will also serve as a relation building process between Institute and Industry.
- CO4 Helps to understand the do's and don'ts of the Industrial Practice.

The students will go for a field/Industry Visit as per his/her own convenience to any hotel/restaurant/food outlet/catering outlet/banquet/beverage outlet/ any theme event. After visiting, the student will submit a detailed report. The submitted report will be evaluated by an external examiner followed by a viva voce examination.

Following points must be taken into consideration while preparing the report

- All the report should be typed in Times New Roman
- Headings should be at 14 points and Should be Bold
- Main body should be at 12 points
- All the report should be Justified

20 MHMCT 903 CONSUMER BEHAVIOUR IN HOSPITALITY INDUSTRY

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

Course Outcomes:

- CO1 Explore and compare the core theories of consumer behaviour in both consumer and organisational markets;
- CO2 Apply and demonstrate theories to real world marketing situations by profiling and identifying marketing segments;
- CO3 Appraise models of Consumer Behaviour and determine their relevance to particular marketing situations;
- CO4 Apply and enhance abilities to input this knowledge in the marketing planning process, particularly in market segmentation, positioning, and marketing mix development.

UNIT- I

Understanding travel & tourism behavior, characteristics affecting consumer behavior, cultural factors, social factors, personal factors, psychological factors, group factors, models of consumer behavior, The buyer decision process, Need Recognition, Information Search, Evaluation of Alternatives, Purchase Decision, Post purchase Behavior.

UNIT- II

Organizational Buyer Behavior of Group Market: The organizational buying process, Market Structure and Demand, Types of Decisions and the Decision Process, Participants in the organizational buying process, Major influences on organizational buyers, Environmental Factors, Organizational Factors, Interpersonal Factors, Individual Factors.

UNIT- III

Organizational buying decisions, Problem Recognition, General Need Description, Product Specification , Supplier Search , Proposal Solicitations, Supplier Selection, Order-Routine Specification , Performance Review, Group Business Markets, Conventions, Association Meetings, Corporate Meetings, Small Groups, Incentive Travel.

UNIT- IV

Market Segmentation, Targeting, and Positioning, Market Segmentation, Geographic Segmentation, Demographic Segmentation, Gender, Marketing Highlight : Targeting Families by targeting kids, Psychographic Segmentation, Behavioral Segmentation , Requirements for Effective Segmentation, Market Targeting, Evaluating Market Segments, Selecting Market Segments, Choosing a Market- Coverage Strategy, Market Positioning, Mapping.

Suggested Readings:

- Robins – Organisational Behaviour Pearson
- Luthans – Organisational Behaviour - TMH
- Rao & Narayan – Organisational Theory & Behaviour
- Konark Udai Pareek – Understanding Organisational Behaviour, Oxford
- P.G. Aquinas, Organisation Behaviour, Excel Books.
- Kinicki & Kreither – Organisational Behaviour, TMH.
- Uma Sekharan – Organisational Behaviour cases – TMH
- Glinow, Mcshane, & Sharma - Organisational Behaviour. TMH

Students have to choose any two subjects from:

- 1. 20MHMCT 904 Food Production Lab**
- 2. 20MHMCT905 Food & Beverage Lab**
- 3. 20MHMCT906 Front Office Lab**
- 4. 20MHMCT907 Housekeeping Lab**

20MHMCT904 Food Production Lab

Practical Marks: 100

Course Outcomes

- | | |
|-----|---|
| CO1 | The students will increase their knowledge of various recipes. |
| CO2 | The learners will get minute details of fish, poultry, pork, lamb/mutton and beef items. |
| CO3 | The pupils will be able to understand various sections of a hotel kitchen. |
| CO4 | The postgraduates will get to know about different types of bakery products and cuisines. |

The Food Production Lab work will be based on contemporary trends in the Hotel Industry to ensure better entrepreneurship or job prospectus to the students in various segments of Hospitality Industry.

20MHMCT905 Food & Beverage Lab

Practical Marks: 100

Course Outcomes

- CO1 Students will have an understanding of alcoholic and non alcoholic beverage.
 - CO2 Students can impart their skills to apply bar setup and bar operations.
 - CO3 Students will be capable of Opening & closing of wines corks (Champagne, Red & White wines)
 - CO4 Students will have knowledge of various national and international brands of alcoholic and non alcoholic beverages.
- The Food & Beverage Lab work will be based on contemporary trends in the Hotel Industry to ensure better entrepreneurship or job prospectus to the students in various segments of Hospitality Industry.

20MHMCT906 Front Office Lab

Practical Marks: 100

Course Outcomes

- Upon successful completion of the course, the student will be able to:
- CO1 understand roles and responsibilities of Front office Personnel
 - CO2 know the details of Front Office in Hotel operations
 - CO3 Identify various Forms and Formats used in Front Office
 - CO4 Understand various processes and procedures of front office
- The front office work will be based on contemporary trends in the Hotel Industry to ensure better entrepreneurship or job prospectus to the students in various segments of Hospitality Industry.

20MHMCT907 Housekeeping Lab

Practical Marks: 100

Course outcomes:

- After the completion of the course the students will be able to;
- CO1 gain the knowledge about housekeeping meaning and importance in hotel.
 - CO2 acquire various skills related to cleanings adopted by hotel housekeeping.
 - CO3 attain knowledge about various public area cleaning and pest control procedures.
 - CO4 comprehend various concepts related to guestroom.
- The housekeeping Lab work will be based on contemporary trends in the Hotel Industry to ensure better entrepreneurship or job prospectus to the students in various segments of Hospitality Industry.

SEMISTER – X

INDUSTRIAL EXPOSURE (SEMESTER – X)

Course Outcomes:

- CO5 Students will build practical skills that can apply to describe the roles and functions of a leader in the hospitality industry.
- CO6 Students will understand the roles and functions of a manager in the hospitality industry.

CO7 Students will be able to understand the need for career planning, application of production forecasting techniques and procedures and describe physical and perpetual inventory systems in hospitality industry.

CO8 Students will be able to list and describe basic guest service quality, server-guest relationships, and ethics.

Duration of Exposure: 24 weeks

Leave Formalities: 1 weekly off and festivals and national holidays given by the hotel 10 days medical leave supported by a medical certificate. Leave taken must be made up by doing double shifts or working on weekly offs. Attendance in the training would be calculated on the basis of Certificate issued by Training Manager/ HR Manager/ Concerned Officer of the unit trained in. Industrial Exposure will require an input of 144 working days (24 weeks x 06 days = 144 days). Regarding minimum number of days training days, minimum attendance rule required for appearing in exams shall be applicable.

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

Training Schedule:

X Semester

Housekeeping: 5 weeks; Front Office: 5 weeks; Food and Beverage Service: 5 weeks Food Production: 5 weeks; others (In the areas of Interest/ Project) 4 weeks

Total weeks: 24 weeks.

Academic Credits for training shall be based on following

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

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

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

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

5. Logbook;
6. A copy of the training certificate.
7. IT Report in all four Departments.
8. Power Point presentation on a CD, based on the training report.

For distribution of marks refer to details on Course structure

WTO (What to Observe)

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

WHAT TO OBSERVE

Food & Beverage Service

BANQUETS

13. What is banqueting – the need to have banquet facilities, scope purpose, menus and price structures
14. Types of banquet layouts
15. Types of banquet equipment, furniture and fixtures
16. Types of menus and promotional material maintained
17. Types of functions and services
18. To study staffing i.e. number of service personnel required for various functions.
19. Safety practices built into departmental working
20. Cost control by reducing breakage, spoilage and pilferage
21. To study different promotional ideas carried out to maximize business
22. Types of chaffing dish used- their different makes sizes
23. Par stock maintained (glasses, cutlery, crockery etc)
24. Store room – stacking and functioning

RESTAURANTS

14. Taking orders, placing orders, service and clearing
15. Taking handover form the previous shift
16. Laying covers, preparation of mise-en-place and arrangement and setting up of station
17. Par stocks maintained at each side station
18. Functions performed while holding a station
19. Method and procedure of taking a guest order
20. Service of wines, champagnes and especially food items
21. Service equipment used and its maintenance
22. Coordination with housekeeping for soil linen exchange
23. Physical inventory monthly of crockery, cutlery, linen etc.
24. Equipment, furniture and fixtures used in the restaurant and their use and maintenance
25. Method of folding napkins
26. Note proprietary sauces, cutlery, crockery and the timely pickup

BAR

21. Bar setup, Mise-en-place preparation, Storage facilities inside the bar, Decorative arrangement to liquor bottles
22. Types of glasses used in bar service and types of drinks served in each glass
23. Liaison with f & b controls for daily inventory
24. Spoilage and breakage procedures
25. Handling of empty bottles
26. Requisitioning procedures
27. Recipes of different cocktails and mixed drinks

28. Provisions of different types of garnish with different drinks
29. Dry days and handling of customers during the same
30. Handling of complimentary drinks
31. Bar cleaning and closing
32. Guest relations and managing of drunk guests
33. Inter bar transfer and service accessories maintained, and preparation of the same before the bar opens
34. Types of garnishes and service accessories maintained, and preparation of the same before the bar opens
35. To know the different brands of imported and local alcoholic and non-alcoholic beverages
36. Bar salesmanship
37. KOT/BOT control
38. Coordination with kitchen for warm snacks
39. Using of draught beer machine
40. Innovative drink made by the bar tender

ROOM SERVICE/INROOM DINNING

12. Identifying Room Service Equipment
13. Importance of Menu Knowledge for Order-taking (RSOT functions/procedures)
14. Food Pickup Procedure
15. Room service Layout Knowledge
16. Laying of trays for various orders
17. Pantry Elevator Operations
18. Clearance Procedure in Dishwashing area
19. Room service Inventories and store requisitions
20. Floor Plan of the guest floors
21. Serving Food and Beverages in rooms
22. Operating dispense Bars

WHAT TO OBSERVE

F & B Production

16. Area & Layout of the Kitchen
17. Study of Standard Recipes
18. Indenting, Receiving & Storing
19. Preparing of batters, marinations and seasonings
20. All cuts of meat and butchery items (Mutton, poultry, beef, fish etc.)
21. Daily procedure of handover from shift to shift
22. Recipes and methods of preparation of all sauces
23. Quantities of preparation, weekly preparations and time scheduling
24. Stock preparation and cooking time involved
25. Cutting of all garnishes
26. Temperatures and proper usage of all equipment
27. Plate presentations for all room service and a la cart orders
28. Cleaning and proper upkeep of hot range
29. Cleanliness and proper upkeep of the kitchen area and all equipment
30. Yield of fresh juice from sweet lime / oranges
22. Storage of different mise-en-place – (Raw, Semi-Processed)
23. Bulk preparations
24. Finishing of buffet dishes
25. Recipes of at least 10 fast moving dishes

26. Mise-en-place for: A la Carte Kitchen & Banquet Kitchen
27. Rechauffe/ Leftover Cooking

WHAT TO OBSERVE

Front Office

31. Greeting, meeting & escorting the guest
32. Total capacity and tariffs of the rooms
33. Location and role of status board, different types of status's maintained
34. Special rates and discounts applicable to groups, business houses, airlines, VIP's etc.
35. Identification of kind, mode and type of reservation
36. Filing systems and follow-up on reservations
37. Types of plans and packages on offer
38. Forms and formats used in the department
39. Meaning of guaranteed, confirmed and waitlisted reservations
40. Reports taken out in the reservations department
41. Procedure of taking a reservation
42. Group reservations, discounts and correspondence
43. How to receive and room a guest
44. Room blockings
45. Size, situations and general colour schemes of rooms and suites
46. Discounts available to travel agents, tour operators, FHRAI members etc
47. Co-ordination of reception with lobby, front office cash, information, room service, housekeeping and telephones
48. Guest registration, types of guest folios, arrival slips, c-forms and their purpose
49. How to take check-ins and check-outs on the computer
50. Various reports prepared by reception
51. Key check policy
52. Mail & message handling procedures
53. Percentage of no-shows to calculate safe over booking
54. Group and crew rooming, pre-preparation and procedures
55. Scanty baggage policy
56. Handlin of room changes / rate amendments/ date amendments/ joiners/ one person departure/ allowances/ paid outs and all formats accompanying them
57. Requisitioning of operating supplies
58. Handling of special situations pertaining to guest grievance, requests etc
59. BELL DISK / CONCIERGE FUNCTIONS: luggage handling during check-in & check-out, left luggage procedures, wake-up call procedure, scanty baggage procedure, handling of group baggage, maintenance of records, Errands made, briefings etc.
60. TRAVEL DESK: coordination, booking, transfers etc.

WHAT TO OBSERVE

Housekeeping

LINEN & UNIFORM

10. Learn to identify the linen/ uniform by category/ size even when in fold
11. Study the Pest Control procedure followed & learns how the linen/ uniform is preserved against mildew
12. Observe system & quantum of Linen Exchange with Laundry, Room, and Restaurants
13. Note the discard procedure & observe the percentage of discard
14. Observe procedure for exchange of uniforms and linen
15. Note procedure followed for uniform/ lines exchange after closing hours
16. Note arrangement of linen/ uniforms systematically in shelves/ hangers.

17. Understand the need & use of par stocks maintained.
18. Study total number and variety of items

ROOMS

18. Number of rooms cleaned in a shift
19. Time taken in making bed
20. Thoroughly observe the cleaning equipments and detergents / any other cleaning supplies used
21. Observe all guest supplies kept in guestroom bathroom. Understand the procedure for procurement and replenishment of guest supplies.
22. Study the systematic approach in cleaning a room and bathroom and the various checks made of all guest facilities e.g. telephone, channel music, A/C , T.V.etc
23. Study the Housekeeping cart and all items stocked in it. Note your ideas on its usefulness and efficiency
24. Observe how woodwork, brass work are kept spotlessly clean and polished
25. Observe procedure for handling soiled linen & Procurement of fresh linen
26. Observe the procedure for Freshen up and Turn down service
27. Observe room layout, color themes and furnishings used in various categories and types
28. Carpet brushing and vacuum cleaning procedure
29. Windowpanes and glass cleaning procedure and frequency
30. Observe maintenance of cleaning procedure and frequency
31. Understand policy and procedure for day-to-day cleaning
32. Observe methods of stain removal
33. Understand the room attendant's checklist and other formats used
34. Observe handling of guest laundry & other service (like shoe shine etc.)

THE CONTROL DESK

7. Maintenance of Log Book
8. Understand the functions in different shifts
9. Observe the coordination with other departments
10. Observe the area & span of control
11. Observe the handing of work during peak hours
12. Observe the formats used by department and study various records maintained

PUBLIC AREA

11. Observe the duty and staff allocation, scheduling of work and daily briefing
12. What to look for while inspecting and checking Public Area
13. Importance of Banquets function prospectus
14. Observes tasks carried out by the carpet crew, window cleaners and polishers
15. Note Maintenance Order procedure
16. Study the fire prevention and safety systems built into the department
17. Observe coordination with Lobby Manager, Security and other departments
18. Observe the pest control procedure and its frequency
19. Study the equipment and operating supplies used the procedure for its procurement
20. Observe Policy and procedures followed for various cleaning