

Semester:1

Course Name: FOOD AND BEVERAGE SERVICE OPERATIONS IN HOTELS (THEORY)

Course Code:

Prerequisite: Basic Knowledge and understanding of food and different service of food, making them more presentable leading to guest satisfaction and experience.

Rationale: Basic knowledge of Food is essential for effective understanding of service elements associated with food.

a. Course Learning Objective:

| | |
|----------------|---|
| CLOBJ 1 | Understand and remember various types of outlets pertaining to Food and Beverage Operations |
| CLOBJ 2 | List and illustrate the staffing and hierarchy of Food and Beverage Service department |
| CLOBJ 3 | Enumerate and apply attributes of Food and Beverage Service personnel. |
| CLOBJ 4 | List and describe the use of different types of equipment used in Food and Beverage Service department. |
| CLOBJ 5 | Explain the different categories of Non-alcoholic beverages and their service standards for effective Food and Beverage Service operations. |
| CLOBJ 6 | Understand French Classical menu as a base for versatile menu planning activities. |
| CLOBJ7 | List and explain the different types of breakfast and their service standards. |

a. Course Learning Outcomes:

| | |
|--------------|--|
| CLO 1 | Define and understand Food and Beverage Service operations of different outlets in a hotel pertaining to various aspects. |
| CLO 2 | Demonstrate the attributes as displayed by a Food and Beverage service personnel and apply the same in the professional domain. |
| CLO 3 | Distinguish between different non-alcoholic beverages and implement the correct standards of service for each beverage professionally. |
| CLO 4 | Effectively plan menus based on the factors that guide menu planning in Food and Beverage Service operations |
| CLO 5 | Distinguish between various types of breakfast, the service standards and menu improvisations as served in a star category hotel and implement the same in the operational domain. |

b. Teaching & Examination Scheme:

| Teaching Scheme | | | | Evaluation Scheme | | | | | |
|-----------------|---|---|---|---------------------|----|---|--------|---|-------|
| L | T | P | C | Internal Evaluation | | | ESE | | Total |
| | | | | MSE | CE | P | Theory | P | |

| | | | | | | | | | |
|---|--|--|---|----|----|--|----|--|-----|
| 3 | | | 3 | 20 | 20 | | 60 | | 100 |
|---|--|--|---|----|----|--|----|--|-----|

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

c. Course Content:

Food & Beverage Service Operations in Hotel Theory

Credit: 3

| Sr. No. | Content | Weightage | Teaching Hours |
|---------|--|-----------|-----------------|
| 1 | Introduction to F&B Operations Introduction to the Food and Beverage Industry, Types of F&B Operations | 11.11 | 5 hours |
| 2 | Departmental Organization Departmental Organization and Staffing, Attributes of Service Personnel | 13.33 | 6 hours |
| 3 | Food and Beverage Service Areas Food Service Areas and Ancillary Departments in Food and Beverage Operations, Functions and Role. Types of Service and Operations. | 13.33 | 6 hours |
| 4 | Equipment Introduction to Food and Beverage Service Equipment, , Types and use of each equipment | 8.88 | 4 hours |
| 5 | Non-Alcoholic Beverages Introduction, Categories, Service Techniques, International brands | 11.11 | 5 hours |
| 6 | French Classical Menu (Courses, Accompaniments and Cover) | 17.77 | 8 hours |
| 7 | Breakfast Types, Layout, Service standards, Method of Service | 13.33 | 6 hours |
| 8 | Menu Planning Introduction, Factors affecting Menu Planning, Importance of menu Planning in Food and Beverage Operations | 11.11 | 5 hours |
| | | | 45 hours |

Reference Books

- Text book of Food & Beverage Service by S.N. Bagchi & Anita Sharma – Aman Publication
- Food & Beverage Service by Anil Sagar & Deepak Gaur- A.P.H. Publishing Corporation
- Food & Beverage Service by Vijay Dhawan- Frank Bros. & Co.

- Food & Beverage Service Training Manual by Sudhir Andrews – Tata Mc-Graw Hill Publishing Co. Ltd
- Food & Beverage Service by Dennis Lillicrap – John Cousins
- An Introduction to Food & Beverage Studies by Marzia Magris & Cathy McCreery-Global Books & Subscription services

Course Name: FOOD AND BEVERAGE SERVICE OPERATIONS IN HOTELS (PRACTICAL)

Course Code:

Prerequisite: Basic Knowledge and understanding of food and different service of food, making them more presentable leading to guest satisfaction and experience.

Rationale: Basic knowledge of Food is essential for effective understanding of service elements associated with food.

a. Course Learning Objective:

| | |
|----------------|--|
| CLOBJ 1 | List and display the standards pertaining to attributes of Food and Beverage Service personnel |
| CLOBJ 2 | Practice and demonstrate grooming standards as required by the Food and Beverage Service department |
| CLOBJ 3 | Understand the importance of cover layouts and napkin folds in the F&B Service department and implement the right techniques for implementing the same in F&B operations |
| CLOBJ 4 | Understand the importance of categorization of service types and implement the same as followed in Food and Beverage Service operations. |
| CLOBJ 5 | Explain the different categories of Non-alcoholic beverages and their service standards for effective Food and Beverage Service operations. |
| CLOBJ 6 | Understand and Plan 3 course menus from different cuisines of the world and demonstrate the different service aspects associated with the menu planned. |

b. Course Learning Outcomes:

| | |
|---------------|--|
| CLO 1 | Demonstrate highest level of service attributes and grooming standards as required by a F&B Service personnel. |
| CLO 2 | Demonstrate different cover set ups according to various courses of menu. |
| CLO 3 | Distinguish between different non-alcoholic beverages and implement the correct standards of service for each beverage professionally. |
| CLO 4 | Effectively plan menus based on the factors that guide menu planning in Food and Beverage Service operations |
| CLO 5 | Demonstrate service of Non-Alcoholic beverages according to standards as followed by F&B operations in star category hotels. |
| CLO 6s | Practically plan feasible menus implementable at operational level and demonstrate the correct service aspects associated with the same. |

c. Teaching & Examination Scheme:

| Teaching Scheme | | | | Evaluation Scheme | | | | | |
|-----------------|---|---|---|---------------------|----|----|--------|----|-------|
| L | T | P | C | Internal Evaluation | | | ESE | | Total |
| | | | | MSE | CE | P | Theory | P | |
| | | 2 | 1 | | | 20 | | 30 | 50 |

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content

Food & Beverage Service Operations Practical

Credit: 1

| Sr. No | Content | Weightage | Teaching Hours/ No of Prac |
|--------|--|-----------|----------------------------|
| 1 | Attributes of Service Personnel, Grooming, Etiquettes, Identification of equipment. | 13.33 | 4 Hours / 2 Prac |
| 2 | Introduction to Side Station, Use and Setting of a Side Station. Cover Layout and Napkin Folds | 13.33 | 4 Hours / 2 Prac |
| 3 | Service of Non-Alcoholic Beverages | 13.33 | 4 hours / 2 Prac |
| 4 | Different Service Techniques and its practice. | 13.33 | 4 Hours / 2 Prac |
| 5 | Cover Layout for French Classical Menu and Practice | 13.33 | 4 Hours/ 2 Prac |
| 6 | Cover layout for different types of Breakfast for Restaurants and IRD | 13.33 | 4 hours/ 2 Prac |
| 7 | Planning 3 Course menus and planning for the service aspect of the menu | 20 | 6 hours/ 3 Prac |
| | | | 30 hours/ 15 Prac |

Note:

- The List of Practical are exhaustive
- The topics mentioned are a generic outline for reference. Any Practical may take more than the number of hours allocated.
Innovative aspects to the practical can always be incorporated

Course Name: FOOD PRODUCTION OPERATIONS IN HOTELS (THEORY)

Course Code:

Prerequisite: Basic Knowledge and understanding of food ingredients.

Rationale: Basic knowledge of Food is essential for effective usage and processing into prepared form.

a. Course Learning Objective:

| | |
|----------------|---|
| CLOBJ 1 | Understand the importance of evolution of cuisines across the globe and the relevance of standard culinary terms in Food Production operations from different cuisines of the world. |
| CLOBJ 2 | List and enumerate various cooking methods as applicable in Food Production Operations. |
| CLOBJ 3 | List and categorize fruits and vegetables and understand important aspects pertaining to purchase, storage, cutting and impact of cooking on different categories of fruits and vegetables. |
| CLOBJ 4 | Enumerate on different non-vegetarian food products emphasizing on their classification, cooking methods, purchase and storage. |
| CLOBJ 5 | Understand the types, parts and preparation techniques of different salads and sandwiches across the globe and its importance in Food Production operations. |
| CLOBJ 6 | List the importance and use of Appetizers and Accompaniments in Food Production Operations. |

b. Course Learning Outcomes:

| | |
|---------------|---|
| CLO 1 | Distinguish between evolution of various cuisines and their relevance in Food Production operations. |
| CLO 2 | Categorize the different methods of cooking and identify special techniques used for specific food ingredients. |
| CLO 3 | Identify different fruits and vegetables and implement the important practical aspects pertaining to purchase, storage and impact of cooking. |
| CLO 4 | Distinguish and list between various cuts according to international standards of some of the non-vegetarian products, fruits and vegetables and elucidate on the correct cooking technique for each. |
| CLO 5 | Identify and list different types of salads, dressings and sandwiches according to global standards. |
| CLO 6s | List the importance of appetizers and accompaniments for different international cuisines. |

c. Teaching & Examination Scheme:

| Teaching Scheme | | | | Evaluation Scheme | | | | | |
|-----------------|---|---|---|---------------------|----|---|--------|---|-------|
| L | T | P | C | Internal Evaluation | | | ESE | | Total |
| | | | | MSE | CE | P | Theory | P | |
| 3 | | | 3 | 20 | 20 | | 60 | | 100 |

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content

Food Production Operations in Hotel Theory Credit: 3

| Sr. No | Content | Weightage | Teaching Hours |
|--------|---|-----------|----------------|
| 1 | Introduction to Cooking Introduction to Cuisine/ Culinary Terms (Indian, Continental and corresponding French terms) | 11.11 | 5 hours |
| 2 | Methods of Cooking Introduction, Classification, Advantages and Disadvantages, Precautions | 13.33 | 6 hours |
| 3 | Introduction to Vegetables and Fruits (Introduction, Classification, Storage, Purchase, Pigments, Cuts and Cutting Techniques, Impact of Cooking) | 11.11 | 5 hours |
| 4 | Introduction to Meat, Chicken, Fish and Shellfish (Introduction, Cuts, Classification, Cooking Methods applied, Purchase, Storage, | 17.77 | 8 hours |
| 5 | Introduction to Egg Cookery (Introduction, Types of Eggs, Purchase techniques, International Dishes) | 8.88 | 4 hours |
| 6 | Stock, Soups, and Sauces Stock: Introduction, Classification, Types, Faults, Rectification Soups: Introduction, classification, International Soups Sauces: Introduction, Classification, Derivatives, Recipes | 15.55 | 7 hours |
| 7 | Salad and Sandwiches Salad: Introduction, Parts, classification, Dressings, International Salads Sandwich: Introduction, Parts, Types, Preparation Techniques, International Sandwiches | 13.33 | 6 hours |
| 8 | Appetizers and Accompaniments Appetizers: Introduction, Types, Classification, International Appetizers Accompaniments: Importance, Use and Standard accompaniments to different international food menus from different cuisines. | 8.88 | 4 hours |

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|--|--|--|-----------------|
| | | | 45 hours |
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Reference Books

- Art of Indian Cookery Rocky Mohan, Roli;
- Prasad - Cooking with Masters J. Inder Singh Kalra,
- Food Production Operations- Parvinder Singh Bali
- Theory of Cookery- Krishna Arora
- Modern Cookery, Thangam E Philip

Course Name: FOOD PRODUCTION OPERATIONS IN HOTELS (PRACTICAL)

Course Code:

Prerequisite: Basic Knowledge and understanding of food ingredients.

Rationale: Basic knowledge of Food is essential for effective usage and processing into prepared form.

a. Course Learning Objective:

| | |
|----------------|---|
| CLOBJ 1 | Understand the importance of evolution of cuisines across the globe and the relevance of standard culinary terms in Food Production operations from different cuisines of the world. |
| CLOBJ 2 | List and enumerate various cooking methods as applicable in Food Production Operations. |
| CLOBJ 3 | List and categorize fruits and vegetables and understand important aspects pertaining to purchase, storage, cutting and impact of cooking on different categories of fruits and vegetables. |
| CLOBJ 4 | Enumerate on different non-vegetarian food products emphasizing on their classification, cooking methods, purchase and storage. |
| CLOBJ 5 | Understand the types, parts and preparation techniques of different salads and sandwiches across the globe and its importance in Food Production operations. |
| CLOBJ 6 | List the importance and use of Appetizers and Accompaniments in Food Production Operations. |

b. Course Learning Outcomes:

| | |
|--------------|---|
| CLO 1 | Distinguish between evolution of various cuisines and their relevance in Food Production operations. |
| CLO 2 | Categorize the different methods of cooking and identify special techniques used for specific food ingredients. |
| CLO 3 | Identify different fruits and vegetables and implement the important practical aspects pertaining to purchase, storage and impact of cooking. |
| CLO 4 | Distinguish and list between various cuts according to international standards of some of the non-vegetarian products, fruits and vegetables and elucidate on the correct cooking technique for each. |
| CLO 5 | Identify and list different types of salads, dressings and sandwiches according to global standards. |

| | |
|---------------|--|
| CLO 6s | List the importance of appetizers and accompaniments for different international cuisines. |
|---------------|--|

c. Teaching & Examination Scheme:

| Teaching Scheme | | | | Evaluation Scheme | | | | | |
|-----------------|---|---|---|---------------------|----|----|--------|----|-------|
| L | T | P | C | Internal Evaluation | | | ESE | | Total |
| | | | | MSE | CE | P | Theory | P | |
| | | 2 | 1 | | | 20 | | 30 | 50 |

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d. Course Content

Food Production Operations in Hotels Practical

Credit: 1

| Sr. No | Content | Weightage | Teaching Hours |
|--------|--|-----------|------------------|
| 1 | Attributes of Kitchen Personnel, Grooming, Etiquettes, Identification of Equipment, Facility Tour | 6.66 | 2 Hours / 1 Prac |
| 2 | Identification of Fruits, Vegetables, Spices and Herbs Introduction to different Methods of Cooking | 13.33 | 4 Hours/ 2 Prac |
| 3 | Introduction to different cuts of vegetables | 6.66 | 2 Hours / 1 prac |
| 4 | Egg Cookery | 6.66 | 2 hours / 1 Prac |
| 5 | Stocks and Mother Sauces | 26.66 | 8 Hours/ 4 Prac |
| 6 | Soups and Salads | 13.33 | 4 Hours / 2 Prac |
| 7 | Appetizers and Sandwiches | 13.33 | 4 Hours / 2 Prac |
| 8 | Cuts of Chicken/ Fish and Preparation Techniques | 13.33 | 4 Hours / 2 Prac |

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|--|--|--|-------------------------------|
| | | | 30 Hours / 15 Prac |
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Note:

- The List of Practical are exhaustive.
- The topics mentioned are a generic outline for reference. Any Practical may take more than the number of hours allocated.
- Innovative aspects or modifications or additions to the practical can always be incorporated

Course Name: ROOMS DIVISION OPERATIONS IN HOTELS (THEORY)

Course Code:

Prerequisite: Basic Knowledge and understanding of different types of hotels and its upkeep.

Rationale: Basic knowledge of hotels is essential for the different categories that distinguish a star category hotel from other hotels. Upkeep of the hotel is the backbone for experience for guests and basic knowledge shall lead to in depth understanding of the processes.

a. Course Learning Objective:

| | |
|----------------|--|
| CLOBJ 1 | Understand the sections, set up, hierarchy and importance of the Rooms Division department in a star category hotel. |
| CLOBJ 2 | List different categories of rooms and the distinguishing feature of each category of room in a star category hotel. |
| CLOBJ 3 | Enumerate the processes involved in Reservations, registration and guest cycle as integral aspect of Rooms Division. |
| CLOBJ 4 | Understand the processes pertaining to Guest accounting, Night Auditing and revenue management. |
| CLOBJ 5 | List the role of the housekeeping department as an integral part of Rooms Division. |
| CLOBJ 6 | Distinguish the role and importance of Rooms Division in coordination with other departments of the hotel. |

b. Course Learning Outcomes:

| | |
|--------------|--|
| CLO 1 | Distinguish between different room types and list the feature of each room type. |
| CLO 2 | Understand the documentation processes involved and the role of ICT in various processes pertaining to Rooms Division. |
| CLO 3 | Explain the role of each process involved at every stage of the guest cycle and enumerate the importance of each process. |
| CLO 4 | Enumerate the hierarchy of the Rooms Division department and indicate the importance and role of the housekeeping department as part of Rooms Division. |
| CLO 5 | List the touch points of coordination between Rooms Division and other operational departments of the hotel and enumerate on the importance of coordination. |

c. Teaching & Examination Scheme:

| Teaching Scheme | | | | Evaluation Scheme | | | | | |
|-----------------|---|---|---|---------------------|----|---|--------|---|-------|
| L | T | P | C | Internal Evaluation | | | ESE | | Total |
| | | | | MSE | CE | P | Theory | P | |
| 3 | | | 3 | 20 | 20 | | 60 | | 100 |

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content

Room Division Operations in Hotel (Theory) Credit: 3

| Sr. No. | Content | Weightage | Teaching Hours |
|---------|--|-----------|----------------|
| 1 | <p>Introduction to Rooms Division The layout of the Rooms division Department, Sections and Importance Set up of Front Office and Housekeeping Department in small, medium, and large hotels. Job description and Job specification of different front office and housekeeping personnel</p> | 15.55 | 7 Hours |
| 2 | <p>Rooms Types, Plans in Hotels and its types, Front Office Terminology, Reservations: Source, Mode, Process, Systems, Amendment and Cancellation Procedure, Modes of Payment. Registration: Pre-registration activities, Handling Foreign Nationals and legal procedures, Telephone</p> | 17.77 | 8 Hours |

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| | etiquette Guest Cycle (Key Stages, Flow, Key Activities) | | |
| 3 | Guest Accounting Types of Accounts maintained at the front office, Front office cashiering Preparation of bills- manual, mechanical & fully automated system, Express check out (ECO), Presentation & settlement – Cash & credit note, Guest check out procedures Handling of foreign exchange, passport, visa, landing permits. | 13.33 | 6 Hours |
| 4 | Night Auditing Control of cash & credit Concept of Night Auditing, Purpose of night audit function, Night auditor's Job Night audit process/ procedures, preparing the night auditor reports Concept of cash & credit control, Objectives of credit control measures, Credit control- before arrival, during stay & after departure | 17.77 | 8 Hours |
| 5 | The Housekeeping Department Duties and responsibilities of the housekeeping personnel. Layout of the housekeeping department. Sections of Housekeeping department- Importance and their functions. Intra- & Inter-departmental coordination | 13.33 | 6 Hours |
| 6 | Coordination Cyle in Front Office Role of Front office in Coordination with other departments of the Hotel Role of ICT and Technological evolution of Front Office processes across hotels. | 13.33 | 6 Hours |
| 7 | The Front office manager and legal obligations: Overview of legal obligation, front office contracts for guest accommodation. (Case studies and incident study concerning Guests) | 8.88 | 4 Hours |
| | | | 45 Hours |

Reference Books:

- Front office management in hotel, Chkravarti B.K., CBS publishers and distributors, 1999.
- Front office : procedures, social skills, yield and management, Abbott, Peter and Lewry, Sue, New Delhi: Butterworth-Heinemann. Bhatnagar S, K., Front Office Management, Frank Brothers & Co.
- Bardi James, Front Office Operations
- Front office, Elsevier publications
- Principles of hotel front office operations, Baker Sue, Huyton Jeremy, Bradley Pam, London and New York: Continuum, 2000.
- Case studies in rooms operations and management, Huyton, Jeremy and Baker, Sue, Melbourne : Hospitality Press, 2001.
- Managing Front office operations, Michael L. Kasavana, Richard M. Brooks, Educational Institute of American Hotel & Lodging Association, (EI-AH&LA, USA).

Course Name: ROOMS DIVISION OPERATIONS IN HOTELS (PRACTICAL)**Course Code:****Prerequisite:** Basic Knowledge and understanding of different types of hotels and its upkeep.**Rationale:** Basic knowledge of hotels is essential for the different categories that distinguish a star category hotel from other hotels. Upkeep of the hotel is the backbone for experience for guests and basic knowledge shall lead to in depth understanding of the processes.**a. Course Learning Objective:**

| | |
|----------------|--|
| CLOBJ 1 | Distinguish different room layouts, categories and amenities as essential elements of Room Division |
| CLOBJ 2 | List and explain the functions and use of various equipment used in Rooms Division department. |
| CLOBJ 3 | List the different forms and formats used in Rooms Division and understand the techniques and processes for filling the same. |
| CLOBJ 4 | Understand the role of etiquettes in telephone handling and understand on the skills and standard phraseology required for telephone handling. |
| CLOBJ 5 | Undertake role plays and simulations pertaining to different aspects of the guest cycle. |

b. Course Learning Outcomes:

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|--------------|---|
| CLO 1 | Enumerate the differences of different categories of rooms, amenities and their importance in hotels. |
| CLO 2 | Understand the functions and demonstrate the use of various equipment used in Rooms Division department. |
| CLO 3 | Demonstrate correct techniques and process of filling forms and formats used in Rooms Division department. |
| CLO 4 | Demonstrate correct etiquettes and standard phraseology pertaining to telephone handling. |
| CLO 5 | Understand correct techniques and behaviour to be displayed in different situations at hotels through role plays and simulations. |

c. Teaching & Examination Scheme:

| Teaching Scheme | | | | Evaluation Scheme | | | | | |
|-----------------|---|---|---|---------------------|----|----|--------|----|-------|
| L | T | P | C | Internal Evaluation | | | ESE | | Total |
| | | | | MSE | CE | P | Theory | P | |
| | | 2 | 1 | | | 20 | | 30 | 50 |

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content

Room Division Practical

Credit: 1

| Sr. No | Content | Weightage | Teaching Hours |
|---------------|--|------------------|---------------------------|
| 1 | Front Office and Housekeeping Layout, Equipment, and Setup | 6.66 | 2 Hours / 1 Prac |
| 2 | Forms and Format filling in Room Division | 13.33 | 4 Hours / 2 Prac |
| 3 | Welcoming of Guests, Conducting Show Arounds | 6.66 | 2 Hours / 1 Prac |
| 4 | Telephone Handling | 13.33 | 4 Hours / 2 Prac |
| 5 | Reservations | 13.33 | 4 Hours / 2 Prac |
| 6 | Check-In and Check-Out Process | 13.33 | 4 Hours / 2 Prac |
| 7 | Baggage Handling, Mail and Paging Handling, Concierge | 13.33 | 4 Hours / 2 Prac |
| 8. | Role Plays and Practice of different aspect of Rooms Division Operations | 20 | 6 Hours / 3 Prac |
| | | | 30 Hours / 15 Prac |

Course Name: BUSINESS COMMUNICATION (THEORY)

Course Code:

Prerequisite: Basic knowledge and understanding of verbal and written English as a language for medium of communication in hotels.

Rationale: Skills of verbal and spoken English helps in understanding the different processes followed in different hotels

a. Course Learning Objective:

| | |
|----------------|--|
| CLOBJ 1 | List the essentials, models, meaning and process of communication as a part of Business Communication. |
| CLOBJ 2 | List the differences between formal and informal; internal and external communication and their importance in business |
| CLOBJ 3 | Recognize and understand various skills related to importance of reading and listening in business. |
| CLOBJ 4 | List the techniques related to different types of communication pertaining to oral and written modes involving various elements essential in both. |
| CLOBJ 5 | Choose effective public relations aspects related to self-development including Group Discussion and interviews. |
| CLOBJ 6 | Elucidate non verbal features that are essential aspects of business communication. |

b. Course Learning Outcomes:

| | |
|--------------|--|
| CLO 1 | Understand and implement the essentials, models, meaning and process of communication as a part of Business Communication. |
| CLO 2 | Determine the importance between formal and informal; internal and external communication and their importance in business |
| CLO 3 | Elaborate various skills related to importance of reading and listening in business. |
| CLO 4 | Interpret and demonstrate different techniques pertaining oral and written modes of communication. |
| CLO 5 | Show effective public relations pertaining to self-development like Group Discussions and interviews. |
| CLO 6 | Implement correct nonverbal features of communication that are essential to business communication. |

c. Teaching & Examination Scheme:

| Teaching Scheme | | | | Evaluation Scheme | | |
|-----------------|--|--|--|----------------------------|------------|--|
| | | | | Internal Evaluation | ESE | |

| L | T | P | C | MSE | CE | P | Theory | P | Total |
|---|---|---|---|-----|----|---|--------|---|-------|
| 1 | | | 1 | 20 | 20 | | 60 | | 100 |

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content

Business Communication (Theory)

Credit: 1

| Sr. No. | Content | Weightage | Teaching Hours |
|---------|---|-----------|----------------|
| 1 | <p>Introduction to Communication</p> <p>Meaning, Process, Importance of Communication in Business, Types of Communication, Formal and Informal Communication, Internal and External Communication, Communication Channels, Choosing the Means of Communication, Audience Analysis, Ethical Considerations for Business Communication, Media of Communication, Barriers of Communication, Approaches to Effective Communication, Essentials of Effective Business Communication (7Cs model)</p> | 25 | 3 hours |
| 2 | <p>Types of Communication</p> <p><u>Oral Communication:</u> Advantages and Disadvantages, Conversation as Communication, Art of Public Speaking, Telephonic Conversations and Voice Mails, Group Communication through Committees, Preparing and Holding Meetings, other formal communication with public at large, seminar, symposia and conferences, Overcoming Stage fright, Ambiguity Avoidance.</p> <p><u>Written Communication:</u> Advantages and Disadvantages, Covering letter, Need, Functions and Kinds, Layout of Letter Writing, Types of Letter Writing: Persuasive Letters, Request Letters, Sales Letters, Complaints and Adjustments; Departmental Communication: Meaning, Need and Types: Interview Letters, Promotion Letters, Resignation Letters, Newsletters, Circulars, Agenda, Notice, Office Memorandums, Office Orders, Press Release Report Writing: Structure, Types, Formats. Nonverbal – Features, Understanding of Body Language, Posture, Gestures</p> | | 4 hours |
| 3 | <p>Strategies to Improve Individual Reading and Listening Skills</p> <p><u>Developing Reading Skills:</u> Identify The Purpose of Reading, Factors affecting Reading, learning how to think and read, developing effective reading habits, reading tactics and strategies: training eye and mind (SQ3R), Recognizing a broad range of thought patterns in reading selections, reading and interpreting visuals, making inferences, recognizing facts and opinions.</p> <p><u>Developing Listening Skills:</u> importance, purpose of</p> | 29.16 | 5 hours |

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| | listening, art of listening, factors affecting listening, components of effective listening, and process of listening, principles and barriers to listening, activities to improve listening. | | |
| 4 | <p>Developing Effective Public Relations</p> <p>Drafting Speech, Press Release, Brochures, Handouts, Leaflets, e-newsletters. Group Discussion, Nature, Uses and Importance,</p> <p><u>Guidelines for GD Presentations</u>: How to make effective Presentations, Four P's of Presentation, Structuring, Rehearsing, and Delivery Methods.</p> <p><u>Resume Writing</u>: Planning, Organizing Contents, Layout, Guidelines for Good Resume.</p> <p><u>Interviews</u>: Preparation Techniques, Frequently Asked Questions about How to face an interview board, Proper body posture, Projecting a positive image, Steps to succeed in interviews, Practice Mock</p> | 20.83 | 3 hours |
| | | | 15 hours |

Reference Books:

- Lesikar, Petit & Flatley, Lesikar's Basic Business Communication, Tata McGraw Hill
- Raman Meenakshi Prakash Singh, Business Communication, Oxford University Press
- Rizvi Ashraf, Effective Technical Communication, Tata McGraw Hill
- Krizan, Buddy, Merrier, Effective Business Communication, Cengage Learning
- Poe & Fruchling, Basic Communication, AITBS
- Diwan & Aggarwal, Business Communication, Excel
- Baugh, Frayer & Thomas, How to write first class Business Correspondence, Viva Books
- Devaraj, Executive Communication, Tata McGraw Hill
- Ober, Effective Business Communication, Cengage Learning

Course Name: BUSINESS COMMUNICATION (PRACTICAL)

Course Code:

Prerequisite: Basic knowledge and understanding of verbal and written English as a language for medium of communication in hotels.

Rationale: Skills of verbal and spoken English and Business communication helps in understanding the different processes followed in different hotels

a. Course Learning Objective:

| | |
|----------------|--|
| CLOBJ 1 | Understand the importance of vocabulary as an essential element of business communication. |
| CLOBJ 2 | List the techniques involved for essential reading skills and classify the techniques for increasing fluency. |
| CLOBJ 3 | List the elements essential for active listening skills and imbibe the same through different modes and activities. |
| CLOBJ 4 | List the essential skills required for effective telephonic conversation. |
| CLOBJ 5 | Construct group activities that lead to effective use of formal communication in business. |
| CLOBJ 6 | List the essential features of written communication and outline the importance of the same in business communication through different modes. |

b. Course Learning Outcomes:

| | |
|--------------|---|
| CLO 1 | Demonstrate and implement vocabulary through effective practice for business communication. |
| CLO 2 | Elaborate on the techniques of reading and implement the skills and techniques for effective and fluent reading skills |
| CLO 3 | Implement techniques for active listening as one of the key elements of communication. |
| CLO 4 | Demonstrate essential skills required for effective telephonic conversation. |
| CLO 5 | Implement group activities that lead to effective use of formal communication in business and develop essential communication skills. |
| CLO 6 | Illustrate and implement the features of written communication through various mediums/channels. |

c. Teaching & Examination Scheme:

| Teaching Scheme | | | | Evaluation Scheme | | | | | |
|-----------------|---|---|---|---------------------|----|----|--------|----|-------|
| L | T | P | C | Internal Evaluation | | | ESE | | Total |
| | | | | MSE | CE | P | Theory | P | |
| | | 2 | 1 | | | 20 | | 30 | 50 |

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content

Business Communication Practical Credit: 1

| Sr. No | Content | Weightage | Teaching Hours |
|--------|---|-----------|------------------|
| 1 | <p>Reading Skills</p> <p>Vocabulary Building</p> <p>Fluency Enhancement (Timed Reading, Repeated Reading, Paired Reading)</p> <p>Critical Thinking</p> <p>Engaging with different text types (Newspapers, Magazines, Poetry, Plays, Fiction, Non Fiction)</p> <p>Comprehension and Paraphrasing</p> <p>Role Plays</p> | 21.42 | 6 Hours / 3 prac |
| 2 | <p>Listening Skills</p> <p>Paraphrasing</p> <p>Summarizing</p> <p>Questioning</p> <p>Role Playing</p> <p>Lecture Excerpts</p> <p>Games and Exercises</p> | 28.57 | 8 Hours / 4 Prac |
| 3 | <p>Effective Public Communication</p> <p>Telephonic conversations,</p> <p>Formal Group communication, through extempore, debate, Group Discussions, and other medium.</p> <p>Overcoming Stage Fear in public Speaking</p> <p>Paper Presentations, Conferences, Speech</p> <p>Mock interviews</p> | 28.57 | 8 Hours / 4 Prac |
| 4 | <p>Developing Effective Written Communication</p> <p>Drafting Communications for Speeches. Press Releases, Brochures Handouts Leaflets E-newsletters Group Discussion</p> <p>Covering Letter and Resume Writing</p> | 21.42 | 6 Hours / 3 Prac |

| | | | |
|--|--|--|------------------------------|
| | | | 28 hours/ 14 Prac |
|--|--|--|------------------------------|

Note:

- The List of Practical are exhaustive.
- The topics mentioned are a generic outline for reference. Any Practical may take more than the number of hours allocated.
- Innovative aspects or modifications or additions to the practical can always be incorporated

Course Name: ENVIORNMENT SCIENCE AND SUSTAINABILITY

Course Code:

Prerequisite: Basic knowledge and understanding of Environment and the impact of human interaction with the environment.

Rationale:. Understand human impact on environment and devise sustainable means for environment conservation.

a. Course Learning Objective:

| | |
|----------------|---|
| CLOBJ 1 | Enumerate on the types of environments and the role of environment in shaping human lives. |
| CLOBJ 2 | List the role of the hospitality industry in managing environment sustainability. |
| CLOBJ 3 | Enumerate on Energy Conservation systems and their role in modern hospitality domain. |
| CLOBJ 4 | Elucidate on different sources of water and conservation techniques adopted by hospitality industry for its sustainability. |
| CLOBJ 5 | Analyze various interna tional case studies on global environment sustainability practices followed in the hospitality industry. |

b. Course Learning Outcomes:

| | |
|--------------|---|
| CLO 1 | Understand the elements of environment that shape human existence on the planet. |
| CLO 2 | Construct and implement the positive aspects and practices adopted by the hospitality industry in environment sustainability. |
| CLO 3 | Evaluate the importance of energy and water conservation techniques adapt the same as practices as hospitality professional. |
| CLO 4 | Analyze and infer the best practices of sustainability in the hospitality industry through global case studies. |

c. Teaching & Examination Scheme:

| Teaching Scheme | | | | Evaluation Scheme | | | | | |
|-----------------|---|---|---|---------------------|----|---|--------|---|-------|
| L | T | P | C | Internal Evaluation | | | ESE | | Total |
| | | | | MSE | CE | P | Theory | P | |
| 2 | | | 2 | 20 | 20 | | 60 | | 100 |

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content

Environmental Science & Sustainability

Credit: 2

| Sr. No. | Content | Weightage | Teaching Hours |
|---------|---|-----------|----------------|
| 1 | <p>Introduction to Environmental Management and Tourism Definition, Relationship, Importance, Types of environments, History of Human Interaction with Environment, Role of the environment both man-made and natural in influencing and shaping our lives (Values, beliefs, and behaviour) Importance of environmental management to the tourism industry</p> | 20 | 7 hours |
| 2 | <p>Environmental Sustainability Role of the Hospitality industry in managing environmental sustainability, Issues Pertaining to the Environment, Role of the Green Manager in Hospitality Management Green Marketing of Hotels, Ecotels</p> | 15 | 6 hours |
| 3 | <p>Energy Management and Conservation Introduction Energy efficiency plan Assessment of current performance Energy conservation Systems, New technology, Certifications, and Techniques adopted in Hospitality about Energy Conservation</p> | 15 | 8 hours |
| 4 | <p>Water Management and Conservation Definition, Sources of water, Need, Conservation Techniques and best practices implemented by hospitality industry for conservation and sustainability of sources.</p> | 25 | 5 hours |
| 5 | <p>Case Studies on Environmental Sustainability practices adopted by Hotels (Define Parameters for Case Studies)</p> | 25 | 6 hours |

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|--|--|--|-----------------|
| | | | 32 hours |
|--|--|--|-----------------|

Text Book and Reference Book:

Climate Change and Sustainable Development: Prospects for Developing Countries, By Anil Markandya, Kirsten Halsnæs
 Climate Change and Sustainable Development Global Prospective, By R.K.Mishra, P.s.Janki Krishna & CH. Laskhmi Kuma
 This Changes Everything: Capitalism vs The Climate, By Naomi Klein
 The Uninhabitable Earth: Life After Warming (TextBook), By David Wallace-Wells

Course Name: FOOD SCIENCE AND SAFETY (PROFESSIONAL ELECTIVE 1)

Course Code:

Prerequisite:. Basic knowledge about the role of hygiene and sanitation and its impact on human lives.

Rationale:. The understanding of hygiene and sanitation helps to adapt the distinct standards and its importance as followed in the hospitality industry.

a. Course Learning Objective:

| | |
|----------------|--|
| CLOBJ 1 | Understand the concept of hygiene and its importance and scope in the hospitality industry |
| CLOBJ 2 | List and elucidate on the role of microorganisms in the hospitality sector and effective measures initiated to control growth. |
| CLOBJ 3 | Enumerate on types of pests and their impact and essential measures for control in the hotel industry. |
| CLOBJ 4 | Understand the concept of waste and its management in the hospitality industry. |
| CLOBJ 5 | Elucidate the global best practices, procedures and certifications for control of different type of hazards in the hospitality industry. |

b. Course Learning Outcomes:

| | |
|--------------|--|
| CLO 1 | List importance of hygiene and adopt practices pertaining to management of hygiene in the hospitality industry |
| CLO 2 | Demonstrate best practices for effective control of microorganisms and pests in different areas of the hotel industry. |
| CLO 3 | Practice waste management and conservation practices in different areas of the hotel industry. |
| CLO 4 | Implement and adopt global best practices, procedures and certifications for control of different type of hazards in the hospitality industry. |

c. Teaching & Examination Scheme:

| | |
|------------------------|--------------------------|
| Teaching Scheme | Evaluation Scheme |
|------------------------|--------------------------|

| L | T | P | C | Internal Evaluation | | | ESE | | Total |
|---|---|---|---|---------------------|----|---|--------|---|-------|
| | | | | MSE | CE | P | Theory | P | |
| 2 | | | 2 | 20 | 20 | | 60 | | 100 |

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content

Elective -1 (Professional elective)

Food Science and Safety

Credit 2

| Sr. No | Content | Weightage | Teaching Hours |
|--------|---|-----------|-----------------|
| 1 | Hygiene and Sanitation Definition, Concept, Importance, Types, Scope in Hospitality Industry, Evolving Trends and standards in the hotel industry post Covid 19 | 18.75 | 6 hours |
| 2 | Micro-Organisms Definition, Types, Characteristics, Factors affecting growth, Harmful effect of Micro-Organisms in the Hotel Industry, Prevention and Control of microorganisms in the hotel industry, Modern trends in hotels for the control and prevention of microorganisms | 15.62 | 5 hours |
| 3 | Pests Introduction, Types, Impact of Pests in Hotel Industry, Methods of Prevention and Control | 15.62 | 5 hours |
| 4 | Food Borne Diseases Introduction, Types, Symptoms, Causes, Preventive measures | 15.62 | 5 hours |
| 5 | Waste Introduction, Definition, Types, Classification, waste disposal techniques followed by hotels, Waste Management and International affiliations for waste management | 18.75 | 6 hours |
| 6 | HACCP Definition, Principles, Importance in Hotel Industry, Implementation Techniques, Good Manufacturing Practices | 15.62 | 5 hours |
| | | | 32 hours |

Reference books

- David MC Sware Nancy Rue Richard Linten : Essentials of Food Safety and Sanitation
- Cairncross Kiocchar: Studying Hygiene Behaviour
- Longree & Blader: Sanitary Techniques in Food Service.
- Ghosh, B.N.: A Treatise on Hygiene & Public Health.

Course Name: HOTEL INTERIOR DECORATION (ELECTIVE 1 PROFESSIONAL ELECTIVE)

Course Code:

Prerequisite: Basic knowledge and understanding of aesthetics and decoration and its impact on presentation of a building especially hotels.

Rationale: Understanding of basic aesthetics and decoration would lead to better adaptation of the standards and the elements involved.

a. Course Learning Objective:

| | |
|----------------|---|
| CLOBJ 1 | Understand the significance and the principles of interior design. |
| CLOBJ 2 | List the dimensions of colour designing as an integral aspect of interior design. |
| CLOBJ 3 | Understand different colour systems and their relevance in interior design |
| CLOBJ 4 | Elucidate on the importance of floor covering as an important element of design |
| CLOBJ 5 | Understand the importance of walls and wall coverings as part of interior design |

b. Course Learning Outcomes:

| | |
|--------------|--|
| CLO 1 | Apply the principles of interior design in the realm of designing structures. |
| CLO 2 | Understand the dimensions of colour designing and its role in interior design. |
| CLO 3 | Interpret the concepts of different colour systems and their application in interior design |
| CLO 4 | Understand types of floor covering and different aspects associated with the same. |
| CLO 5 | Elaborate the importance of walls and wall coverings and apply the principles associated with the same as an aspect of interior design |

c. Teaching & Examination Scheme:

| | |
|------------------------|--------------------------|
| Teaching Scheme | Evaluation Scheme |
|------------------------|--------------------------|

| L | T | P | C | Internal Evaluation | | | ESE | | Total |
|---|---|---|---|---------------------|----|---|--------|---|-------|
| | | | | MSE | CE | P | Theory | P | |
| 2 | | | 2 | 20 | 20 | | 60 | | 100 |

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content

Hotel Interior decoration (Elective 1, Professional Elective)

Credit 2

| Sr. No | Content | Weightage | Teaching Hours |
|--------|--|-----------|----------------|
| 1 | Interior Designing Introduction , Historical Development, Significance of Interior Design Introduction to design process Current trends and influences in interior design Types of Interiors Fundamentals of Interior Design Principles & Elements of Design Ergonomics and Human Factors in design Designing for the physically challenged | 12.50 | 4 hours |
| 2 | Colour Theory Introduction Dimensions of colour Prang's colour system Munsell colour system Colour scheme for Lobby & Public area Chromo Therapy | 12.50 | 3 hours |
| 3 | Materials and Finishes Overview of common interior materials Properties and Application of Materials Sustainable and Eco-Friendly Materials Surface treatments and finishes | 12.50 | 4 hours |

| | | | |
|---|---|-------|-----------------|
| 3 | Floor Covering Selection of floor covering Cleaning of floor covering Types of floor covering Importance of floor maintenance Modern trends of Flooring | 9.37 | 3 hours |
| | Furniture Design and Arrangement History and styles of furniture; Selecting Appropriate furniture, Furniture layout and arrangement, Custom furniture design | 9.37 | 3 hours |
| 4 | Wall Covering Introduction Practical Consideration Types of Walls Types of wall covering Selection of wall covering Maintenance of wall and wall coverings | 12.50 | 4 hours |
| | Lighting Design Importance of lighting in Interior Design Types of Lighting: Ambient, Task and Accent Lighting Fixtures and Technologies Creating Lighting Plans | 15.62 | 4 hours |
| | Digital Design Tools Introduction of Computer Aided Design (CAD), Using CAD for space planning and visualization, Introduction to 3D modelling software, Digital presentation | 12.50 | 4 hours |
| | | | 30 hours |

Book References

- Andrews, S. (2013). Hotel Housekeeping: A Training Manual. Tata McGraw-Hill Education.
- Raghubalan, G., & Raghubalan, S. (2014). Hotel housekeeping: operations and management. Oxford University Press.
- Burstein, H. (1980). Management of Hotel and Motel Security (Vol. 5). CRC Press.
- Jones, T. J. (2007). Professional management of housekeeping operations. John Wiley & Sons.
- Singh, M. (2012). Hotel Housekeeping. Tata McGraw-Hill Education.
- Ghosal, S. (2011). Hotel Engineering. Oxford University Press.

Course Name: REVENUE MANAGEMENT IN HOTEL (PROFESSIONAL ELECTIVE 1)

Course Code:

Prerequisite: Basic understanding about finance, elementary mathematics and calculations.

Rationale: The understanding finance, elementary mathematics and calculations will help in better analytical skills and quick decision making.

a. Course Learning Objective:

| | |
|----------------|---|
| CLOBJ 1 | Understand the fundamentals and concepts of revenue management in hotels |
| CLOBJ 2 | List different strategies and techniques for optimization of revenue in hotels. |
| CLOBJ 3 | Understand different tools for performance evaluation of revenue |
| CLOBJ 4 | List the key concepts of revenue and their impact on business |
| CLOBJ 5 | List and enumerate the tasks, duties and responsibilities of the revenue manager being the head of the revenue department |

b. Course Learning Outcomes:

| | |
|--------------|---|
| CLO 1 | Implement the fundamentals and concepts of revenue management in hotel operations |
| CLO 2 | List different strategies and techniques for optimization of revenue in hotels |
| CLO 3 | Understand concepts of revenue and implement the same in business |
| CLO 4 | Demonstrate ways for implementation of different tools for performance evaluation of revenue |
| CLO 5 | Understand the tasks, duties and responsibilities of the revenue manager and the department and their role in hotel operations. |

c. Teaching & Examination Scheme:

| | |
|------------------------|--------------------------|
| Teaching Scheme | Evaluation Scheme |
|------------------------|--------------------------|

| L | T | P | C | Internal Evaluation | | | ESE | | Total |
|---|---|---|---|---------------------|----|---|--------|---|-------|
| | | | | MSE | CE | P | Theory | P | |
| 2 | | | 2 | 20 | 20 | | 60 | | 100 |

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content

Revenue Management in Hotel

Credit 2

| Sr. No. | Content | Weightage | Teaching Hours |
|---------|--|-----------|----------------|
| 1 | Revenue Introduction, Concept, Internal and External factors influencing revenue management in Hotels | 15.60 | 5 hours |
| 2 | Optimization of Revenue Strategies, Concepts and Techniques implemented for revenue optimization, (Strategic Pricing, Perceived Value, Differential Pricing, Inventory and Price Management, Demand Forecasting, Competitive Set Analysis, Distribution Channel Management) Best Practices implemented by hotels globally | 18.75 | 6 hours |
| 3 | Revenue Performance Performance Evaluation Measures of Revenue Understanding tools for Revenue Optimization, Hubbart Formula , (ADR, Occupancy, RevPAR, TREVPAR, GOPPAR, Net Profit, Rev Pash, RevPASM, Rev PSQFT)/ MANAGER'S FLASH | 12.50 | 4 hours |
| 4 | Business Concepts of Revenue Key business concepts – supply and demand analysis, economic and social impacts, cost analysis, pricing principles, discounting and premiums, rate fences, closeouts, overbooking, displacement analysis and ratio analysis – involved in managing a profit or nonprofit hospitality enterprise | 15.60 | 5 hours |

| | | | |
|----------|---|--------------|-----------------|
| 5 | Revenue Manager Duties, Responsibilities, and Tasks in a Hotel, Job Description | 15.60 | 5 hours |
| 6 | Case Study/ Project Problem Solving/Simulation/ Numerical for a Revenue Management Plan for Hotel or any Outlet | 21.87 | 7 hours |
| | | | 32 hours |

Book References:

- "Revenue Management for the Hospitality Industry" by Trevor Stuart-Hill and Sherri Kimes
- "Hospitality Revenue Management: Concepts and Practices" by Peter Szende and Katerina Volchek
- "Revenue Superstar! The Simple Rules of Hotel Revenue Management" by Johan Hammer
- "The Cornell School of Hotel Administration on Hospitality: Cutting Edge Thinking and Practice" edited by Michael C. Sturman, Jack B. Corgel, and Rohit Verma
- "Tourism and Hospitality Management" by D. G. Prasad

Course Name: RETAIL MANAGEMENT (PROFESSIONAL ELECTIVE 1)

Course Code:

Prerequisite: Basic understanding about retailing and the opportunities that the sector imparts as a professional.

Rationale: The understanding of basic retailing is important for undertaking decision of managing career in an evolving sector and broadening the vision of undertaking the program.

a. Course Learning Objective:

| | |
|----------------|--|
| CLOBJ 1 | Understand the concepts of retailing and evolution of organized retail as an industry. |
| CLOBJ 2 | List the different types of classification of retail categories and businesses |
| CLOBJ 3 | Elucidate on the different aspects of retailing operations and their impact in operations. |
| CLOBJ 4 | Understand the evolution of organized retailing in India and its scope as an industry. |
| CLOBJ 5 | List the emerging and innovative trends in retailing globally. |

b. Course Learning Outcomes:

| | | |
|--------------|---|--|
| CLO 1 | Deduct the concepts of retailing for better understanding of professional opportunities in retail as an alternative sector. | |
| CLO 2 | Understanding the span of retail in different categories and businesses. | |
| CLO 3 | Understanding the different aspects of retail operations and how each aspect impact operations. | |
| CLO 4 | Enumerate the growth of organized retailing in India and its scope as an industry. | |
| CLO 5 | Analyse the emerging and innovative trends in retailing globally. | |

c. Teaching & Examination Scheme:

| Teaching Scheme | | | | Evaluation Scheme | | | | | |
|-----------------|---|---|---|---------------------|----|---|--------|---|-------|
| L | T | P | C | Internal Evaluation | | | ESE | | Total |
| | | | | MSE | CE | P | Theory | P | |
| 2 | | | 2 | 20 | 20 | | 60 | | 100 |

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content

Retail Management

Credit 2

| Sr. No | Content | Weightage | Teaching Hours |
|--------|--|-----------|----------------|
| 1 | Introduction to Retailing Definition, Nature, Scope, Meaning, History of Retail, Retailing and Marketing, Retailing and Business Management Concept, Factors influencing Retailing | 18.75 | 6 hours |
| 2 | Classification of Retail Retail outlets by Ownership & Organization, Retail categories, Types of business organization in Retail, Types and classification of Retail store based on ownership, Classification of Retail store based on Merchandise mix, non-store retailing - Other retail models | 25 | 8 hours |
| 3 | Retail Operations The Global Retail Industry, Services & Quality in Retailing (Factors constituting retailing; The service and product concept), Intangible and tangible product continuum, Classification of service and quality, Inventory Management, Implementation of Service and Customer Relationship Management, Vendor Management, Quality Control, and benefits in retail business | 15.62 | 5 hours |
| 4 | Retail Industry in India | | |

| | | | |
|----------|---|--------------|-----------------|
| | Retail in India, the origin of retail in India, Organized retail Industry in India, Types of retail locations, Factors determining the location decision, Steps involved in choosing a retail location, Drivers of retail change in India, Foreign direct investment in retail in India | 21.87 | 7 hours |
| 5 | Emerging Trends in Retailing Modern retail formats, Organised retailing, The size of retail in India, Clothing, textiles and fashion accessories, Food and food services, Books and music, Other emerging sectors, Challenges to retail development in India | 18.75 | 6 hours |
| | | | 32 hours |

Reference Books

- Gibson G. Vedamani, (2012), Retail Management: Functional Principles and Practices, 4th Edition, Jaico Publishing, Bengaluru.
- Michael Levy and Barton AWeitz, (2019), Retailing Management, 10th Revised edition, McGraw-Hill Inc., US, (ISE Editions).
- R. Sudharshan, S. Ravi Prakash and M. SubrahmanyaSarma, (2007), Retail Management: Principles & Practices, 1st Edition, New Century Publications, New Delhi.

**Course Name: ENTREPRENEURIAL SKILLS AND DEVELOPMENT
(NON ALIGNED ELECTIVE II)**

Course Code:

Prerequisite:. Basic understanding of an entrepreneur and the different innovative businesses pursued by entrepreneurs.

Rationale:. The understanding of an entrepreneur shall provide motivation in understanding entrepreneurship as a subject and as a career prospect.

a. Course Learning Objective:

| | |
|----------------|--|
| CLOBJ 1 | Understand the concept and need of Entrepreneurship as a career option. |
| CLOBJ 2 | Enumerate the different theories that govern entrepreneurship and the motivation for influencing entrepreneurs. |
| CLOBJ 3 | Elucidate on aspects that provide impetus for generation of creative ideas and their implementation in the real world. |
| CLOBJ 4 | Understand the different sources of finance required for entrepreneurship at different stages of undertaking a business plan. |
| CLOBJ 5 | List the aspects required for formulation of an effective business plan and evaluate its importance in entrepreneurial endeavor. |

b. Course Learning Outcomes:

| | | |
|--------------|--|--|
| CLO 1 | Outline the diverse career opportunities that Entrepreneurship as a venture can generate. | |
| CLO 2 | Understand different theories and its applicability in pursuing entrepreneurship. | |
| CLO 3 | Analyze aspects that generate creative thinking and apply the same in the professional domain. | |

| | |
|--------------|---|
| CLO 4 | Undertake analysis and infer on the different sources of finance that can be organized in pursuing entrepreneurship. |
| CLO 5 | Understand the process of formulating a business plan for various stake holders involved in an entrepreneurial venture. |

c. Teaching & Examination Scheme:

| Teaching Scheme | | | | Evaluation Scheme | | | | | |
|-----------------|---|---|---|---------------------|----|---|--------|---|-------|
| L | T | P | C | Internal Evaluation | | | ESE | | Total |
| | | | | MSE | CE | P | Theory | P | |
| 2 | | | 2 | 20 | 20 | | 60 | | 100 |

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content

Elective: II

Entrepreneurial Skills & Development Credit:2

| Sr. No | Content | Weightage | Teaching Hours |
|--------|--|-----------|----------------|
| 1 | <p>Foundations of Entrepreneurship Development</p> <p>Definition of Entrepreneurship, Concept and Need of Entrepreneurship Development, Definition of Entrepreneur, Entrepreneurship, Traits and Functions, Difference between Entrepreneur and Entrepreneurship Concepts of Entrepreneur, Manager, Intrapreneur / Entrepreneurship as a career, Need for Entrepreneurs in the Modern Society– Women Entrepreneurs- Traits of Women Entrepreneurs, Challenges to Woman Entrepreneurs, Achievements of Woman Entrepreneurs, Role Models of Women Entrepreneurs</p> | 16.66 | 5 hours |
| 2 | <p>Entrepreneurial Environment</p> <p>Economic Environment: Market Conditions, Economic Stability, Access to Capital Political and Legal Environment: Regulatory Framework, Government Support, Political Stability Socio Cultural Environment: Cultural Attitudes, Social</p> | 13.33 | 4 hours |

| | | | |
|----------|--|--------------|-----------------|
| | <p>Networks, Demographic Factors Technological Environment: Innovation and R&D, Digital Infrastructure Environmental and Ecological Environment Competitive Environment: Market Competition, Industry dynamics, Barriers to entry Strategies to Manage Entrepreneurial Environment</p> | | |
| 3 | <p>Theory of Entrepreneurship</p> <p>Innovation Theory by Schumpeter & Imitating Theory of High Achievement by McClelland X- Efficiency Theory by Leibenstein Theory of Profit by Knight Theory of Social change by Everett Hagen Influences on Entrepreneurship Development Entrepreneurship Environment Entrepreneurial Success and Failures: Reasons and Remedies</p> | 20 | 6 hours |
| 4 | <p>Creativity and the Entrepreneur</p> <p>Definition of creativity, Relationship between creativity and innovation, Role creativity, Importance of Idea Generation, Methods and process of generating ideas, Sources of ideas screening and selection process and implementation</p> | 13.33 | 4 hours |
| 5 | <p>Business Planning Process</p> <p>The business plan as an entrepreneurial tool, Elements of Business Plan, Parts of a Business Plan and Steps in Formulating a Business Plan</p> | 20 | 6 hours |
| 6 | <p>Entrepreneurial Finance</p> <p>Sources of Finance for a Business Plan and Entrepreneurship, Types of Entrepreneurial organizations, Role of Government in promoting Entrepreneurship</p> | 16.66 | 5 hours |
| | | | 30 hours |

Reference Books

- Dynamics of Entrepreneurship Development - Vasant Desai by Himalaya Publishing House
- Entrepreneurship: New Venture Creation - David H. Holt by Pearson Education Limited
- Entrepreneurship Development New Venture Creation -SatishTaneja, S.L.Gupta by Galgotia Publishing
- Project management - K. Nagarajan by New Age International Limited
- Entrepreneurship: Strategies and Resources - Marc J. Dollinger by Pennsylvania State University
- The Culture of Entrepreneurship- Brigitte Berger by ICS Press

- Innovation and Entrepreneurship - Peter F. Drucker by HarperCollins Publishers
- Entrepreneurship - Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd by McGraw-Hill
- Entrepreneurship As Strategy - G. Dale Meyer, Kurt A. Heppard by SAGE Publications In

**Course Name: FUNDAMENTALS OF FINANCIAL MANAGEMENT
(NON ALIGNED ELECTIVE II)**

Course Code:

Prerequisite: Basic understanding of elements pertaining to organizational finance and accounts.

Rationale: The understanding of organizational finance shall guide to choose correct financial decision making in professional domain.

a. Course Learning Objective:

| | |
|----------------|--|
| CLOBJ 1 | List and enumerate on the elements pertaining to costing in organizations. |
| CLOBJ 2 | Understand Costing systems implemented by hotel industry and their relevance in operations. |
| CLOBJ 3 | Elucidate on financial statements and the aspects involved in planning and forecasting of finance for organizations. |
| CLOBJ 4 | Understanding different types of budgeting and its importance in organizations |
| CLOBJ 5 | Enumerate on taxation as an important element in the financial planning for organizations |

b. Course Learning Outcomes:

| | |
|--------------|---|
| CLO 1 | Understand the systems and processes related to costing in organizations and especially followed by the hospitality industry. |
| CLO 2 | Evaluate different financial statements and apply the same in planning and forecasting in the professional domain. |

| | |
|--------------|--|
| CLO 3 | Interpret and formulate budgets for implementation of the same in the professional domain. |
| CLO 4 | Understand the various principles of taxation and its role in the hospitality industry. |

c. Teaching & Examination Scheme:

| Teaching Scheme | | | | Evaluation Scheme | | | | | |
|-----------------|---|---|---|---------------------|----|---|--------|---|-------|
| L | T | P | C | Internal Evaluation | | | ESE | | Total |
| | | | | MSE | CE | P | Theory | P | |
| 2 | | | 2 | 20 | 20 | | 60 | | 100 |

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

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d. Course Content

Fundamentals of financial management Credit:2

| Sr. No | Content | Weightage | Teaching Hours |
|--------|--|-----------|----------------|
| 1 | Cost Accounting Definition and Meaning, Cost Terminology: Cost, Cost Centre, Cost Unit, Classification of Cost, Type of Cost – Elements of Cost, Introduction to Activity Based Costing Budget and Budgetary Control, Types of Budgets, Preparation of Flexible and Cash Budget | 21.87 | 7 hours |
| 2 | Cost Volume Profit Analysis Break Even Analysis, Decision-making under marginal costing system related to the Hotel Industry, Pricing of food meals & rooms | 18.75 | 6 hours |
| 3 | Introduction to Financial Statement Understanding of Financial Statements □ Interpretation of Financial Statements with help of Basic Accounting Ratios Objectives of Financial Management □ Basic of Financial risk management □ Financial Planning Forecasting □ Risk- Return | 15.62 | 5 hours |

| | | | |
|---|---|--------------|-----------------|
| | relationship □ Mergers and acquisition. □ Sources of Long-term finance □ Foreign exchange arithmetic | | |
| 4 | Cost of Capital Computation for each source of finance in hospitality, Capital Budgeting, Time value of money, Cash Flows | 21.87 | 7 hours |
| 5 | Working Capital Management Definition, need for working capital, Operating cycle, estimation of working capital requirements (especially in Hotel Industries), Management of Inventory Introduction to Indirect Taxes, Value Added Tax, Service Tax, Luxury Tax (Provisions related to Hotel and Catering Industry only), Income tax and Goods Sales Tax – working knowledge | 18.75 | 6 hours |
| | | | 32 hours |

Reference Books

- Cost and Management Accounting - S. M. Inamdar
- Management Accounting - Dr. Mahesh Kulkarni
- Principles and Practice of Cost Accounting - Ashish K. Bhattacharya
- Cost Accounting – Jawaharlal 5) Financial Management - I. M. Pandey
- Financial Management - Khan & Jain
- Theory & Problems in Management & Cost Accounting - Khan & Jain
- Financial Management - S. M. Inamdar
- Financial Management - N. M. Wechlekar
- Financial Management - Prasanna Chandra
- Indirect Tax Laws - V.S. Datey by Agra Publication

**Course Name: QSR OPERATIONS AND MANAGEMENT
(NON ALIGNED ELECTIVE II)**

Course Code:

Prerequisite: Basic understanding of Quick Service Restaurants and the concept of Fast food.

Rationale: The basic understanding of fast food would lead to

a. Course Learning Objective:

| | |
|----------------|---|
| CLOBJ 1 | Enumerate on the concept of QSRs and its evolution globally and in India. |
| CLOBJ 2 | Elucidate on the factors that act as a growth driver for QSR operations globally. |
| CLOBJ 3 | Understand the factors that govern QSR operations. |
| CLOBJ 4 | Compare different global models of QSR operations pertaining to strategic management and operations |
| CLOBJ 5 | Analyze case studies of different QSR operations and plan a business model for QSR operations. |

b. Course Learning Outcomes:

| | | |
|--------------|---|--|
| CLO 1 | Understand the concepts of QSRs and their evolution globally and in India. | |
| CLO 2 | Compare the growth drivers for QSRs and analyze the factors that are suitable for different locations for its development and growth. | |

| | |
|--------------|---|
| CLO 3 | Understand strategic QSR models and design models that may act as best practices for different locations. |
| CLO 4 | Analyze case studies and infer strategic standard operational procedures for operations of a QSR. |

c. Teaching & Examination Scheme:

| Teaching Scheme | | | | Evaluation Scheme | | | | | |
|-----------------|---|---|---|---------------------|----|---|--------|---|-------|
| L | T | P | C | Internal Evaluation | | | ESE | | Total |
| | | | | MSE | CE | P | Theory | P | |
| 2 | | | 2 | 20 | 20 | | 60 | | 100 |

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content

QSR operations and Management

credit: 2

| Sr. No | Content | Weightage | Teaching Hours |
|--------|---|-----------|----------------|
| 1 | Introduction to Quick Service Restaurants Definition, Attributes of a QSR Restaurant, Traits and Characteristics of a QSR, History, and Evolution of QSRs globally and in India | 20 | 6 hours |
| 2 | Types of QSRs Types of Quick Service Restaurants, Factors driving the growth of Quick Service Restaurants globally and in India | 16.66 | 5 hours |
| 3 | Planning QSRs Planning a Quick Service Restaurant (Location, Staffing, Layout and Design, Menu Planning, Menu Design and Implementation, Marketing Strategy, Operational Strategy) | 26.66 | 8 hours |

| | | | |
|---|--|----|-----------------|
| 4 | Operational Models of QSRs Global Strategies implemented by Quick Service Restaurants for operational excellence (Menu Design and management, product Standardization, Inventory Management, Yield Management, Pricing Strategy, Vendor Management, Strategic decision making, Franchising, Marketing management, Finance management) | 20 | 6 hours |
| 5 | Case Studies Case Study discussions on Established QSRs, Preparation of a Business Model for QSR, Presentation | 20 | 6 hours |
| | | | 30 hours |

Reference Books:

- How to Run a Successful Restaurant Business, Rahul Bhatia
- Restaurant Business: How to start and be Successful, Anthony Ekanem
- Manage Fast Food: Bryan Westra
- Quick Service Restaurants, Franchising and Multi Unit Chain Management, H.G. Parsa

**Course Name: AIRPORT AND AIRLINES OPERATIONS
(NON ALIGNED ELECTIVE II)**

Course Code:

Prerequisite: Basic understanding of flight operations and airports.

Rationale: The basic understanding of airports and airlines would lead to easy comprehension of airport and airline operations leading to scope for professional development in a new sector.

a. Course Learning Objective:

| | |
|----------------|---|
| CLOBJ 1 | List international regulations and acts that guide airline operations globally. |
| CLOBJ 2 | Evaluate airport operations with emphasis on baggage rules globally |
| CLOBJ 3 | Analyze case studies pertaining to different airline operations and operational models. |
| CLOBJ 4 | Evaluate cargo operations for airports with emphasis on documentation and standard processes. |

b. Course Learning Outcomes:

| | |
|--------------|---|
| CLO 1 | Understand international regulations and acts that guide airline operations globally. |
| CLO 2 | Compare and comprehend different aspects of airport operations with emphasis on baggage rules globally. |
| CLO 3 | Infer different business models followed by airlines across the globe for sustainable growth in operations. |
| CLO 4 | Understand cargo movement procedures at different airports and the processes associated with the same. |

c. Teaching & Examination Scheme:

| Teaching Scheme | | | | Evaluation Scheme | | | | | |
|-----------------|---|---|---|---------------------|----|---|--------|---|-------|
| L | T | P | C | Internal Evaluation | | | ESE | | Total |
| | | | | MSE | CE | P | Theory | P | |
| 2 | | | 2 | 20 | 20 | | 60 | | 100 |

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content

Airport and Airlines Operations

Credit: 2

| UNIT | TOPIC | HOURS |
|--------|---|----------|
| UNIT 1 | Introduction to Aviation Management World Division, Direction of Travel, Itinerary Planning Location, Global Indicators, GMT and Travel, Traffic Conference Areas, International Date Line and Travel, Airline City Codes, Airline Codes, | 7 hours |
| UNIT 2 | Airports Types, Functions, Passenger and Baggage Handling, Cargo Handling, Security Management, Traffic Management, Ground Handling Operations and Management, Airport Marketing, Airline Economics, Operational Challenges, Case Study of world-famous airports | 8 hours |
| UNIT 3 | Safety Aspects of Aviation Risk Assessment and Hazards. Safety Management, Human and Organizational concept of Safety in Aviation, ICAO Safety Standards, Safety Standard Organizations in Aviation, Safety Culture and Promotion Passenger Safety Cabin safety Baggage Safety Airport Operation Safety | 8 hours |
| UNIT 4 | Laws governing Aviation Origin, Introduction to Airline Laws (History, Paris Convention, Warsaw Convention, Chicago Convention, Montreal Convention etc) Regulatory Bodies governing Aircrafts in India (DGCA, BCAS, AERA, AAI) etc | 7 hours |
| | | 30 hours |

Text & References:

- Hurst, Eliot, Transportation Geography, McGraw Hill, New York.
- Nagar, Vishnu Dutt & Sudhakar, Principles & Problems of Indian Transport, Kailash Pustak Sadan, Gwalior.
- Nawab, A.W. Comparative Evolution of World Air Transport, National Publishing House, Delhi.
- Ram Acharya, Civil Aviation & Tourism Administration in India, National, New Delhi.
- Stratford, A.N. Air Transport Economics in the Supersonicera, Mc Millan, Bristol.
- The world of Travel, National Publishers (1997).
- 'The India' Travel Planners Cross Section Publication, New Delhi.
- Thomas, RS & P.B. Corbin, The Geography of Economic Activity, Mc Grow Hill, New York.

Semester:2

Course Name: MANAGING HUMAN RESOURCES IN HOTELS (THEORY)

Course Code:

Prerequisite: Knowledge of Employment Laws and Regulations

Rationale: HR skills are required by all managers for successful careers. To sustain growth in the hospitality industry, it is crucial to source talented manpower, retain it and keep it motivated and satisfied. Studying Human Resource Management would help students to understand the HR implications in service industry, challenges faced and various competencies required by today's HR professionals

Course Learning Objective:

| | |
|----------------|--|
| CLOBJ 1 | Explain HR management in the Hospitality Industry: |
| CLOBJ 2 | Enumerate Effective Recruitment and Selection Strategies: |
| CLOBJ 3 | Aware and Implement Training and Development Programs |
| CLOBJ 4 | Understand Training programs in Hotels and Conflict Resolution |
| CLOBJ 5 | Apply Performance Management Techniques: |
| CLOBJ 6 | Navigate Legal and Ethical Issues in HR |

a. Course Learning Outcomes:

| | |
|--------------|--|
| CLO 1 | Students will Understand elaborate HR Management Fundamentals in the Hospitality Industry. |
| CLO 2 | To formulate and assess training for development of employees and interpreting Industrial relations in an organization to manage departmental productivity |
| CLO 3 | Students will gain knowledge of Training and Development in the hospitality Industry. |
| CLO 4 | To facilitate an accurate recruitment and separation process for the employees. |
| CLO5 | To execute performance management systems with career and succession planning |

b. Teaching & Examination Scheme:

| Teaching Scheme | | | | Evaluation Scheme | | | | | |
|-----------------|---|---|---|---------------------|----|---|--------|---|-------|
| L | T | P | C | Internal Evaluation | | | ESE | | Total |
| | | | | MSE | CE | P | Theory | P | |
| 3 | - | - | 3 | 20 | 20 | - | 60 | - | 100 |

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

COURSE CONTENT

CREDIT:-3

Managing Human Resources in Hotels

| UNIT | TOPIC | WEIGHTAGE | HOURS |
|--------|--|-----------|----------|
| UNIT 1 | <p>HUMAN RESOURCE MANAGEMENT</p> <p>Definition of Human Resource Management, Introduction to Human Resource as a discipline, Role and Functions of Human Resource, Importance of HRM in hotels. Definition of Personnel Management, Difference between Personnel Management and HRM Definition of Strategic HRM and its role in modern Human Resource functions. Hierarchy of Human Resource department in a hotel and role of a Human Resource Manager in Hotels</p> | 13.33 | 6 hours |
| UNIT 2 | <p>HUMAN RESOURCE PLANNING WITH REFERENCE TO STAR HOTELS</p> <p>Definition of Manpower Planning, Tools used in Manpower Planning, Importance of Manpower planning in Hotels, Ways for estimating manpower in hotels. Role of Human Resource Department in Recruitment function , Recruitment Process, Job analysis, Job Description, Job Specification, Sources of Recruitment, Selection Process, Training and Induction, Employee Engagement, Retention of Employees Career Planning, Succession-Planning</p> | 26.66 | 12 hours |
| UNIT 3 | <p>TRAINING & DEVELOPMENT IN STAR HOTELS</p> <p>Objectives and Needs, Training Process, Training Need Analysis, Learning Models, Different methods of Training undertaken in hotels, Tools and Aids used in Training, Evaluation of Training Programs</p> | 13.33 | 6 hours |
| UNIT 4 | <p>PERFORMANCE MANAGEMENT SYSTEM</p> <p>Definition, Concepts for conducting Performance Management, Importance and methods of Performance Management in Hotels, Competency Management through Performance Management. Role of Human Resource in Salary and Wage administration.</p> | 13.33 | 6 hours |
| UNIT 5 | SALARY AND WAGE ADMINISTRATION | | |

| | | | |
|--------|---|-------|----------|
| | Definition of Salary and Wages, Acts governing Salary and Wages in India, Role of Human Resource in Salary and Wage administration in Hotels. | 8.88 | 4 hours |
| UNIT 6 | INDUSTRIAL RELATIONS Employee Relations, Grievance Procedure, Role of Union in organizations, formation procedure of Unions, functions of Union in organizations, Merits and Demerits of Union in organizations, Collective Bargaining and Settlement of Disputes | 8.88 | 4 hours |
| UNIT 7 | COMPLIANCES Payment of Provident Fund Act Payment of Bonus Act Payment of Gratuity Act Minimum Wages Act Industrial Disputes Act | 15.55 | 7 hours |
| | Total | | 45 hours |

Reference Books

- Human Resources Management - Gary Dessler
- Personnel Management - C. B Mamoria
- Managing Human Resources - R.S. Dwivedi
- Human Resources Management - V.P. Michael
- Human Resources Management - Dr. P. C. Pardeshi
- Human Resources Management - Mirza Zayadin
- Human Resources Management - L. M. Prasad
- Human Resources Management – Ashwathappa
- Managing Human Resources - Arun Monppa

Course Name: MANAGEMENT INFORMATION SYSTEM (THEORY)

Course Code:

Prerequisite: Basic Understanding of Information Technology (IT).

Rationale: MIS equips organizations with the tools to collect, process, and analyze data, leading to more informed decision-making. This is essential for developing strategies that enhance business performance and maintain a competitive edge.

a. Course Learning Objective:

| | |
|----------------|--|
| CLOBJ 1 | Understand the Role and Importance of MIS |
| CLOBJ 2 | Identify and understand the key components of information systems, including hardware, software, databases, networks, and human resources. |
| CLOBJ 3 | Design and Implement Information Systems |
| CLOBJ 4 | Learn methods to assess the performance, quality, and effectiveness of MIS. |

| | |
|----------------|--|
| CLOBJ 5 | Understand how to manage and secure data, ensuring its integrity and accessibility. |
| CLOBJ 6 | Examine how various types of emerging technology & information systems (e.g., Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), and Supply Chain Management (SCM)) are used to enhance business processes. |
| CLOBJ7 | Address Security and Ethical Issues in MIS. |

b. Course Learning Outcomes:

| | |
|--------------|---|
| CLO 1 | Define and understand the role & function of MIS. |
| CLO 2 | Property management systems, reservation systems, POS, menu management systems, sales and catering systems |
| CLO 3 | Effectively plan & Develop MIS strategies for various hospitality sectors |
| CLO 4 | Effectively change plans, goals, actions, or priorities to deal with changing Situations. |
| CLO 5 | Apply problem-solving and critical-thinking skills to provide customer service, to improve interpersonal skills |

Teaching & Examination Scheme:

| Teaching Scheme | | | | Evaluation Scheme | | | | | |
|-----------------|---|---|---|---------------------|----|---|--------|---|-------|
| L | T | P | C | Internal Evaluation | | | ESE | | Total |
| | | | | MSE | CE | P | Theory | P | |
| 3 | - | - | 3 | 20 | 20 | - | 60 | - | 100 |

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

**COURSE CONTENT MANAGEMENT INFORMATION SYSTEM (THEORY)
CREDIT-3**

| UNIT | TOPIC | WEIGHTAGE | HOURS |
|--------|------------------------------------|-----------|-------|
| UNIT 1 | Introduction to MIS in Hospitality | | |

| | | | |
|--------|---|-------|---------|
| | <ul style="list-style-type: none"> ● Definition of MIS: Understanding the role of MIS in the hospitality industry. ● Importance of MIS in Hospitality: <ul style="list-style-type: none"> ○ Enhancing guest experience. ○ Improving operational efficiency. ○ Managing large amounts of customer and operational data. | 17.77 | 8 hours |
| UNIT 2 | <p>MIS Components in Hospitality</p> <ul style="list-style-type: none"> ● People: Role of hotel management, staff, IT personnel in interacting with MIS. ● Technology: Hardware, software, and networking components specific to hospitality businesses. ● Processes: Understanding operational workflows like reservations, billing, and housekeeping that MIS supports. <p>Data: Importance of customer data, feedback, and transaction data</p> | 17.77 | 8 hours |
| UNIT 3 | <p>Hospitality-Specific Applications of MIS</p> <ul style="list-style-type: none"> ● Hotel Management Systems (HMS): Understanding systems used for hotel reservations, room service, housekeeping, etc. ● Restaurant Management Systems (RMS): Managing table reservations, order processing, billing, and kitchen operations. ● Property Management Systems (PMS): Automating front office functions like guest bookings, room assignment, and check-in/check-out processes. ● Customer Relationship Management (CRM) in Hospitality: Managing guest preferences, loyalty programs, and personalized services. | 15.55 | 7 hours |

| | | | |
|--------|---|-------|---------|
| UNIT 4 | <p>MIS for Decision-Making in Hospitality</p> <ul style="list-style-type: none"> ● Strategic Decision-Making: Using MIS for long-term decisions such as expansion or market segmentation. ● Tactical Decision-Making: Optimizing resources like staffing, inventory, and room allocation based on data. ● Operational Decision-Making: Day-to-day decisions supported by MIS, like customer check-ins, housekeeping scheduling, and restaurant order processing. | 15.55 | 7 hours |
| UNIT 5 | <p>Data Management in the Hospitality Industry</p> <ul style="list-style-type: none"> ● Guest Information Management: Storing and processing customer details, preferences, and historical records. ● Inventory and Supply Chain Management: Tracking food supplies, housekeeping products, and other resources. ● Revenue Management: Using MIS for dynamic pricing, revenue forecasting, and optimizing occupancy rates. | 11.11 | 5 hours |
| UNIT 6 | <p>Emerging Technologies in Hospitality MIS</p> <ul style="list-style-type: none"> ● Cloud Computing: Cloud-based MIS for hospitality, offering flexibility and scalability. ● Mobile Technologies: Mobile check-ins, mobile room keys, and customer interaction through mobile apps. ● Big Data and Analytics: Analyzing guest data to enhance personalization and improve service. ● Artificial Intelligence (AI) and Chatbots: Implementing AI-driven virtual assistants for bookings and customer inquiries. | 11.11 | 5 hours |

| | | | |
|--------|--|------|----------|
| | | | |
| UNIT 7 | <p>Ethical and Security Considerations</p> <ul style="list-style-type: none"> ● Data Privacy: Protecting guest information from misuse or unauthorized access. ● Cybersecurity: Securing guest data, transactions, and hotel management systems. <p>Ethical Use of MIS: Ensuring transparent and responsible use of customer data</p> | 6.66 | 3 hours |
| UNIT 8 | <p>Case Studies in Hospitality MIS</p> <ul style="list-style-type: none"> ● Successful implementation of MIS in major hotel chains (e.g., Marriott, Hilton). ● How restaurants like McDonald's or Starbucks utilize MIS for inventory, sales, and customer experience. | 6.66 | 2 hours |
| | Total | | 45 hours |

Reference Books

- Management Information Systems – Mahadeo Jaiswal & Monika Mittal by Oxford Publication
- Using Computers in Hospitality - Peter O'Connor by Thomson Learning
- Information Management Systems and Tourism - Reference Book of IGNOU
- Management Information Systems - W.S.Jawadekar

E Resource –

- 1) Management Information Systems - Chatterjee, Indrajit

Course Name: MANAGEMENT INFORMATION SYSTEM (PRACTICAL)

Course Code:

Prerequisite: Basic Understanding of Information Technology (IT), Computer Knowledge

Rationale: MIS equips organizations with the tools to collect, process, and analyze data, leading to more informed decision-making. This is essential for developing strategies that enhance business performance and maintain a competitive edge.

a. Course Learning Objective:

| | |
|----------------|--|
| CLOBJ 1 | Develop and Implement Information Systems in the Hospitality Industry. |
| CLOBJ 2 | Utilize Hotel management Software and Data Management Tools. |
| CLOBJ 3 | Learn and Apply Data Analysis Hospitality Industry. |

| | |
|----------------|--|
| CLOBJ 4 | Implement a CRM system in Hospitality. |
| CLOBJ 5 | Explain Revenue management system in Hospitality. |
| CLOBJ 6 | To Understand ERP for Hospitality. |
| CLOBJ7 | Case study to monitor and assess the performance of information systems, identifying areas for improvement and optimization. |

b. Course Learning Outcomes:

| | |
|--------------|---|
| CLO 1 | Define and understand the role & function of property management systems, reservation systems, POS, menu management systems, sales and catering systems |
| CLO 2 | Apply Hotel management Software in problem-solving and critical-thinking skills to provide customer service & to improve interpersonal skills. |
| CLO 3 | Understand & Effectively implement a CRM system in Hospitality. |
| CLO 4 | Effectively plan & Develop MIS , ERP management for various hospitality sectors. |

Teaching & Examination Scheme:

| Teaching Scheme | | | | Evaluation Scheme | | | | | |
|-----------------|---|---|---|---------------------|----|----|--------|----|-------|
| L | T | P | C | Internal Evaluation | | | ESE | | Total |
| | | | | MSE | CE | P | Theory | P | |
| - | - | 2 | 1 | - | - | 20 | - | 30 | 50 |

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

**COURSE CONTENT MANAGEMENT INFORMATION SYSTEM (PRACTICAL)
CREDIT-1**

| UNIT | TOPIC | WEIGHTAGE | HOURS |
|--------|--|-----------|---------|
| UNIT 1 | <p>Hospitality Database Management Systems (DBMS)</p> <ul style="list-style-type: none"> ● SQL Queries: Using SQL (Secured query language) to retrieve, manipulate, and manage hotel and restaurant data. <ul style="list-style-type: none"> ○ Example: Querying guest information, room availability, and reservation history. ○ Database Design: Creating relational databases for a hotel or restaurant, including tables for guests, reservations, payments, and inventory | 13.33 | 6 hours |
| UNIT 2 | <p>Hotel Management Software</p> <ul style="list-style-type: none"> ● Hands-on experience with industry-standard software: <ul style="list-style-type: none"> ○ Opera PMS: Practice with property management system functions such as bookings, billing, and room status management. ○ Micros/Fidelio: Managing restaurant operations, including table reservations, orders, and billing. ○ POS Systems (Point of Sale): Working with POS systems used in restaurants for order entry, payments, and sales reporting. | 13.33 | 6 hours |
| UNIT 3 | <p>Data Analytics and Reporting in Hospitality</p> <ul style="list-style-type: none"> ● Microsoft Excel: Using Excel for hospitality-specific data analysis, creating pivot tables for room occupancy rates, revenue, and customer feedback. ● BI Tools: Using business intelligence tools (e.g., Power BI, Tableau) to | 8.88 | 4 hours |

| | | | |
|--------|--|-------|-----------------|
| | visualize key performance indicators (KPIs) like average room rate (ARR), revenue per available room (RevPAR), and customer satisfaction scores. | | |
| UNIT 4 | <p>CRM Systems in Hospitality</p> <ul style="list-style-type: none"> ● Salesforce or Zoho CRM: Learning how hospitality businesses use CRM to track customer preferences, loyalty programs, and personalized services. ● Data Mining and Guest Profiling: Hands-on work with analyzing guest data to create profiles for marketing and personalization. | 8.88 | 4 hours |
| UNIT 5 | <p>Hotel Revenue Management Systems</p> <ul style="list-style-type: none"> ● Yield Management Simulation: Practice using systems to manage room pricing and availability, optimizing hotel revenue based on demand. ● Forecasting Models: Using historical data to forecast demand, room occupancy, and revenue. | 13.33 | 6 hours |
| UNIT 5 | <p>ERP for Hospitality</p> <ul style="list-style-type: none"> ● SAP for Hospitality: Working with ERP systems to manage hospitality-specific operations like inventory, human resources, and finance. | 8.88 | 4 hours |
| | <p>Case Study Analysis</p> <p>Real-World Application: Analyzing how companies like Marriott, Hyatt, or Airbnb have implemented MIS to improve operations, enhance guest experience, and increase profitability.</p> | | |
| | Total | | 30 hours |

Reference Books

- Management Information Systems – Mahadeo Jaiswal & Monika Mittal by Oxford Publication
- Using Computers in Hospitality - Peter O'Connor by Thomson Learning
- Information Management Systems and Tourism - Reference Book of IGNOU
- Management Information Systems - W.S.Jawadekar

E Resource –

1)Management Information Systems - Chatterjee, Indrajit

Course Name: HOSPITALITY SALES AND MARKETING

Course Code:

Prerequisite: Basic understanding of marketing principles and sales techniques, business operations, and management concepts is important.

Rationale: The course aims at enhancing the ability of the students in Hospitality Sales. It highlights the role of hotel employees in the sales process & attributes required for hospitality sales personnel with the selling techniques adopted by the sales department of the hotel.

a. Course Learning Objective:

| | |
|----------------|--|
| CLOBJ 1 | Understand Hospitality Marketing and Sales. |
| CLOBJ 2 | Develop Digital Technology for Hospitality Industry. |
| CLOBJ 3 | Understand the principles of brand management and how to create a strong, distinctive brand identity for hospitality businesses. |
| CLOBJ 4 | Utilize Digital Marketing Tools and Techniques. |
| CLOBJ 5 | To Explain Corporate Social Responsibility (CSR) and Sustainability in Marketing. |
| CLOBJ 6 | Develop strategies for personalized marketing, customer retention, and loyalty programs. |
| CLOBJ7 | Conduct market research to gather insights on customer preferences, market trends, and competitive landscape |

Course Learning Outcomes:

| | |
|--------------|--|
| CLO 1 | Students will be able to analyze and interpret current market trends, customer behaviors, and competitive dynamics in the hospitality industry to inform strategic decisions. |
| CLO 2 | Students will be able to create and execute effective Digital Technology tailored to different segments of the hospitality industry, such as hotels, resorts, and restaurants. |
| CLO3 | Students will be able to develop and manage a strong brand identity and positioning strategy that differentiates a hospitality business in a competitive market. |
| CLO 3 | Students will be able to design, plan, and implement comprehensive marketing campaigns across various channels (digital, print, social media) that align with business objectives and drive customer engagement. |
| CLO 4 | Students will be proficient in using digital marketing tools and techniques, including SEO, PPC, email marketing, and social media, to enhance online visibility and attract potential guests. |

Teaching & Examination Scheme:

| | |
|------------------------|--------------------------|
| Teaching Scheme | Evaluation Scheme |
|------------------------|--------------------------|

| L | T | P | C | Internal Evaluation | | | ESE | | Total |
|---|---|---|---|---------------------|----|---|--------|---|-------|
| | | | | MSE | CE | P | Theory | P | |
| 3 | - | - | 3 | 20 | 20 | - | 60 | - | 100 |

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

**COURSE CONTENT:-HOSPITALITY SALES AND MARKETING (THEORY)
CREDIT-3**

| UNIT | TOPIC | WEIGHTAGE | HOURS |
|--------|---|-----------|---------|
| UNIT 1 | <p>Introduction to Marketing and Sales</p> <ul style="list-style-type: none"> ● Definition and Scope of Marketing and Sales ● The Evolution of Marketing: From Traditional to Digital ● The Role of Marketing and Sales in Organizations ● Role and Importance of Sales Management in the Digital Age | 17.77 | 8 hours |
| UNIT 2 | <p>Consumer Behavior in the Digital Age</p> <ul style="list-style-type: none"> ● Understanding Modern Consumer Behavior in B2C and B2B Markets ● Digital Consumers and Their Buying Behavior ● The Role of Social Media and Influencer Marketing in Shaping Consumer Behavior ● Buyer Decision Processes in an Omnichannel Environment | 15.55 | 7 hours |
| UNIT 3 | <p>Product and Brand Management</p> <ul style="list-style-type: none"> ● Product Development and Innovation in a Technology-Driven Market ● Product Life Cycle Management in the Digital Era ● Brand Management in a Hyper-Connected World | 13.33 | 6 hours |

| | | | |
|--------|---|-------|----------|
| | <ul style="list-style-type: none"> ● Strategies for Building and Managing Digital Brands | | |
| UNIT 4 | <p>Integrated Marketing Communications (IMC) and Digital Marketing</p> <ul style="list-style-type: none"> ● Elements of the Promotion Mix in the Digital Age: Advertising, Sales Promotion, Personal Selling, Public Relations, Direct Marketing ● Developing an IMC Strategy with a Focus on Digital Channels ● Social Media Marketing, Content Marketing, and Video Marketing | 17.77 | 8 hours |
| UNIT 5 | <p>Digital Transformation in Sales and Marketing</p> <ul style="list-style-type: none"> ● Role of AI, Machine Learning, and Data Science in Shaping Sales and Marketing Strategies ● Automation and Personalization in Sales Processes ● Chatbots, Conversational Marketing, and the Use of Virtual Assistants in Customer Engagement. | 17.77 | 8 hours |
| UNIT 6 | <p>Sustainable Marketing and Ethical Sales</p> <ul style="list-style-type: none"> ● Corporate Social Responsibility (CSR) and Sustainability in Marketing ● Green Marketing Strategies ● Ethical Issues in Digital Marketing and Sales Practices | 17.77 | 8 hours |
| | Total | | 45 hours |

Reference Books

- Marketing for Hospitality & Tourism - Philip Kotler , Bowen & Makens Prentice-Hall Inc
- Hotel Marketing - S.M.Jha -Himalaya publishing House – Mumbai
- Hospitality Marketing Neil Wearne - Hospitality Press Pvt Ltd. - Australia

Course Name: RESEARCH METHODOLOGY

Course Code:

Prerequisite: A foundational knowledge of statistics is essential, as research often involves collecting, analyzing, and interpreting data.

Rationale: Research has become an inevitable part of today’s academic and professional world. Hospitality industry is no exception to this. This course aims at honing the research skills of the students by exposing them to the research environment and guiding them in the research process.

a. Course Learning Objective:

| | |
|----------------|---|
| CLOBJ 1 | Gain a comprehensive understanding of the foundational concepts of research, including the purpose, types, and processes of research in various fields. |
| CLOBJ 2 | Learn to formulate clear, concise, and researchable questions and hypotheses that address specific problems or gaps in knowledge. |

| | |
|----------------|---|
| CLOBJ 3 | Master the principles of research design, including selecting appropriate methodologies (qualitative, quantitative, or mixed methods) and designing valid and reliable studies. |
| CLOBJ 4 | Learn to conduct thorough literature reviews to identify existing research, gaps, and theoretical frameworks relevant to the research topic. |
| CLOBJ 5 | Acquire skills in various data collection methods, including surveys, interviews, observations, and experiments, and understand their appropriate use. |
| CLOBJ 6 | Understand and apply statistical and analytical techniques to process and interpret quantitative data effectively. |
| CLOBJ7 | Learn methods for analyzing qualitative data, such as thematic analysis, content analysis, and grounded theory. |

b. Course Learning Outcomes:

| | |
|--------------|--|
| CLO 1 | Students will be able to articulate the importance of research and differentiate between different research methodologies and approaches. |
| CLO 2 | Students will be able to construct well-defined research questions and hypotheses that guide the research process. |
| CLO 3 | Students will be able to design a research study, including selecting methods, sampling techniques, and data collection tools that align with research objectives. |
| CLO 4 | Students will be able to systematically review, analyze, and synthesize existing literature to support their research questions and study design. |
| CLO 5 | Students will be able to select and implement suitable data collection methods and instruments for their research studies. |

Teaching & Examination Scheme:

| Teaching Scheme | | | | Evaluation Scheme | | | | | |
|-----------------|---|---|---|---------------------|----|---|--------|---|-------|
| L | T | P | C | Internal Evaluation | | | ESE | | Total |
| | | | | MSE | CE | P | Theory | P | |
| 3 | - | - | 3 | 20 | 20 | - | 60 | - | 100 |

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

COURSE CONTENT RESEARCH METHODOLOGY (THEORY)**CREDIT-3**

| UNIT | TOPIC | WEIGHTAGE | HOURS |
|-----------|--|-----------|----------|
| UNIT 1 | UNDERSTANDING RESEARCH METHODOLOGY Meaning & definition, scope and purpose of doing research, types of research, areas of research, applications of research, research process - Identifying problem. | 11.11 | 5 hours |
| UNIT 2 | PROJECT THEME Identifying the theme of project, criteria for selecting the title of project, statement of research problem and research objective, Learning Objectives For conducting study. | 11.11 | 5 hours |
| UNIT 3 | RESEARCH DESIGN AND DATA COLLECTION Hypothesis - meaning and types, how to formulate a hypothesis, Research design - meaning, types of research design, primary research and secondary research, research approaches - observation, experiment, survey, census survey, sample survey, research instrument - questionnaire, interview, mechanical, questionnaire Vs schedule. | 11.11 | 5 hours |
| UNIT 4 | SAMPLING PLAN Meaning and types of sampling, probability sampling, non-probability sampling, sample design, sampling unit, sampling size, sampling media, sample selection process. | 13.33 | 6 hours |
| UNIT 5 | FIELD WORK Planning, organizing and supervising the field work. | 13.33 | 6 hours |
| UNIT 6 | DATA ANALYSIS Classification, Tabulation, Analysis and Interpretation of data, Role of computers in educational research. | 13.33 | 6 hours |
| UNIT 7 | REPORT WRITING Types of report, report format, executive summary, literature review, findings, conclusions and recommendations, referencing, bibliography. | 26.66 | 12 hours |
| | Total | | 45 Hours |

Reference Books

1. Business Research Methods – Alan Bryman & Emma Bell, Oxford University Press.
2. Research Methodology – C.R.Kothari

Course Name: FACILITY PLANNING AND DESIGN

Course Code:

Prerequisite: Knowledge of Space Utilization and Layout Principles.

Rationale:- The subject aims to impart the basic knowledge and practices of Facility Planning to the students.

a. Course Learning Objective:

| | |
|----------------|---|
| CLOBJ 1 | Gain a foundational understanding of the principles and concepts of facility planning and design, including the roles of functionality, efficiency, and aesthetics in facility development. |
| CLOBJ 2 | Learn to assess and analyze the specific requirements of various types of facilities, including Restaurant designing, industrial, and residential settings. |

| | |
|----------------|---|
| CLOBJ 3 | Develop skills in Managing Facility layouts that optimize space utilization, workflow, and operational efficiency. |
| CLOBJ 4 | Understand and apply Technology Integration in the Hospitality Industry. |
| CLOBJ 5 | Learn to integrate sustainable design practices and environmental considerations into facility planning and design. |
| CLOBJ7 | To Explain & demonstrate Fire Management skills . |

b. Course Learning Outcomes:

| | |
|--------------|---|
| CLO 1 | To explain the concept of facility planning and the basic principles with regards to location, building plans and design |
| CLO 2 | To identify the principles of planning and designing restaurant and bar facilities with regards to space allocation, equipment, ambience and décor and actual layout in the restaurant dining, kitchen and allied areas |
| CLO 3 | To identify the Facility management area in the hospitality Industry. |
| CLO 4 | To understand the energy conservation & management in Hospitality industry |
| CLO 5 | To Distinguish different types of Fires and its management during crises. |

Teaching & Examination Scheme:

| Teaching Scheme | | | | Evaluation Scheme | | | | | |
|-----------------|---|---|---|---------------------|----|---|--------|---|-------|
| L | T | P | C | Internal Evaluation | | | ESE | | Total |
| | | | | MSE | CE | P | Theory | P | |
| 3 | - | - | 3 | 20 | 20 | - | 60 | - | 100 |

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

COURSE CONTENT FACILITY PLANNING AND DESIGN (THEORY)
CREDIT-3

| UNIT | TOPIC | WEIGHTAGE | HOURS |
|--------|---|-----------|---------|
| UNIT 1 | <p>INTRODUCTION Introduction to Facility Planning, Definition and Scope of facility planning. Types of Facilities: Classification of facilities in different sectors like hospitality Objectives of Facility Planning: Goals such as cost minimization, efficiency, productivity, and flexibility. Identification of Facilities in Hotels : Front of the house and back of the house areas including Guest rooms , Public areas , Recreational facilities such as Spa & Swimming pool , F&B outlets , Kitchen areas.</p> | 13.33 | 6 hours |
| UNIT 2 | <p>DESIGN PRINCIPLES AND CONCEPTS OF SPACE ALLOCATION</p> <p>1. Space Efficiency and Optimization</p> <ul style="list-style-type: none"> ● Maximizing usable space ● Flexible layouts for multifunctional areas ● Smart storage solutions <p>2. Zoning and Flow</p> <ul style="list-style-type: none"> ● Separation of public, private, and service areas ● Guest traffic flow (from entrance to room) ● Staff movement and service efficiency <p>3. Guest Experience and Comfort</p> <ul style="list-style-type: none"> ● Ergonomics and furniture placement ● Noise control and acoustics ● Lighting design (natural and artificial) <p>4. Aesthetic Appeal and Atmosphere</p> <ul style="list-style-type: none"> ● Interior design styles (modern, traditional, minimalistic) ● Use of color, textures, and materials ● Branding through design elements <p>5. Safety and Accessibility Universal design for disability access (ADA compliance) Security features (e.g., surveillance, access control)</p> | 17.77 | 8 hours |

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|--------|---|-------|---------|
| | <p>Sustainability and Eco-Friendly Design</p> <ul style="list-style-type: none"> ● Energy-efficient space usage (lighting, HVAC systems) ● Use of sustainable materials and resources ● Water-saving designs (in rooms, kitchens, and bathrooms) | | |
| UNIT 3 | <p>MAINTENANCE OF FACILITIES.</p> <p>1. Preventive Maintenance</p> <ul style="list-style-type: none"> ● Scheduled inspections and regular servicing ● Maintenance checklists (HVAC, plumbing, electrical systems) ● Monitoring and early detection of potential issues <p>2. Corrective or Reactive Maintenance</p> <ul style="list-style-type: none"> ● Immediate repairs after failure or damage ● Emergency response protocols ● Cost implications of delayed maintenance <p>3. Predictive Maintenance</p> <ul style="list-style-type: none"> ● Use of data and sensors to predict equipment failure ● Condition monitoring (vibration, temperature analysis) ● Predictive technologies (IoT, AI) <p>4. Routine Maintenance</p> <ul style="list-style-type: none"> ● Daily, weekly, and monthly maintenance tasks ● Housekeeping and cleanliness routines ● Waste management and disposal processes <p>5. Maintenance Activities Maintenance Planning and Scheduling Sustainability in Maintenance Emergency Preparedness and Disaster Management</p> | 20 | 9 hours |
| UNIT 4 | <p>TECHNOLOGY INTEGRATION IN FACILITY MANAGEMENT</p> <p>Introduction to Technology Integration in Hotels</p> | 13.33 | 6 hours |

| | | | |
|--------|---|-------|----------|
| | <p>Guest-Facing Technology Property Management Systems (PMS) Security and Surveillance Systems Digital Signage and Guest Information Systems Housekeeping and Maintenance Automation Food and Beverage (F&B) Technology</p> | | |
| UNIT 5 | <p>ENERGY CONSERVATION & MANAGEMENT</p> <p>Sustainable Energy Policy and Strategy</p> <ul style="list-style-type: none"> ● Corporate energy management strategies ● Development of sustainability goals and targets ● Energy efficiency as part of corporate social responsibility (CSR) <p>Sustainable Energy Procurement</p> <ul style="list-style-type: none"> ● Green energy purchasing (solar, wind, hydroelectric) ● Corporate energy procurement strategies ● Power purchase agreements (PPAs) for renewable energy <p>Energy Audits</p> <ul style="list-style-type: none"> ● Purpose and types of energy audits (preliminary, detailed) ● Identifying energy-saving opportunities ● Analyzing energy consumption patterns <p>2. Energy Efficiency in Building Design</p> <ul style="list-style-type: none"> ● Green building principles (LEED, BREEAM certification) ● Passive solar design and daylighting ● Insulation and energy-efficient construction materials <p>3. HVAC System Efficiency</p> <ul style="list-style-type: none"> ● Optimizing heating, ventilation, and air conditioning systems ● Use of smart thermostats and zoning controls ● Regular maintenance for optimal performance <p>4. Lighting Efficiency</p> <ul style="list-style-type: none"> ● Transition to LED and energy-saving bulbs | 26.66 | 12 hours |

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|--|---|--|--|
| | <ul style="list-style-type: none"> ● Daylight integration and lighting control systems ● Occupancy sensors and automated lighting. <p>1. Types of Waste in Hospitality</p> <ul style="list-style-type: none"> ● Solid waste (food waste, packaging, paper) ● Hazardous waste (cleaning chemicals, batteries) ● E-waste (electronics, lighting) ● Liquid waste (kitchen grease, wastewater) <p>2. Waste Segregation and Recycling</p> <ul style="list-style-type: none"> ● Sorting waste at source (organic, recyclables, non-recyclables) ● Recycling programs (plastic, glass, metal, paper) ● Composting organic waste ● Waste bins and labeling for guests and staff <p>3. Food Waste Management</p> <ul style="list-style-type: none"> ● Preventing food waste (menu planning, portion control) ● Donation programs (partnering with food banks) ● Composting food scraps ● Food waste recycling technologies (anaerobic digesters, dehydrators) <p>4. Sustainable Procurement and Packaging</p> <ul style="list-style-type: none"> ● Reducing packaging waste (bulk buying, reusable packaging) ● Eco-friendly packaging materials (biodegradable, compostable) ● Supplier partnerships for sustainable packaging ● Minimizing single-use plastics (straws, cutlery, cups) <p>5. Hazardous Waste Disposal</p> <ul style="list-style-type: none"> ● Proper disposal of cleaning chemicals ● Battery and electronic waste recycling ● Safe storage and handling of hazardous materials ● Compliance with hazardous waste regulations <p>6. Waste Reduction Initiatives</p> | | |
|--|---|--|--|

| | | | |
|--------|---|------|---------|
| | <ul style="list-style-type: none"> ● Source reduction (minimizing waste generation) ● Implementing zero-waste goals ● Guest education and awareness (encouraging waste reduction) ● Reusables vs. disposables (encouraging reusable materials in rooms and dining areas) <p>7. Water Waste Management</p> <ul style="list-style-type: none"> ● Greywater recycling (reuse of water from laundry, showers) ● Water-saving technologies (low-flow faucets, toilets, and showers) ● Stormwater management (rainwater harvesting) ● Wastewater treatment systems <p>8. Energy Recovery from Waste</p> <ul style="list-style-type: none"> ● Waste-to-energy technologies (incineration, biogas production) ● Anaerobic digestion for organic waste ● Thermal treatment processes for waste ● Using waste as a renewable energy source <p>9. Waste Audits and Monitoring</p> <ul style="list-style-type: none"> ● Conducting waste audits (measuring and analyzing waste streams) ● Setting waste reduction goals (KPIs for waste management) ● Tracking waste generation and disposal ● Utilizing waste management software <p>10. Regulatory Compliance and Waste Management Standards</p> <ul style="list-style-type: none"> ● Adhering to local waste management laws (disposal regulations) ● International waste management standards (ISO 14001) ● Certification programs for sustainable waste practices (Green Key, LEED) <p>Energy & water conservation, Sustainable practices in hospitality Industry, Waste management.</p> | | |
| UNIT 6 | <p>FIRE MANAGEMENT SYSTEMS</p> <p>Fire Detection Systems Fire Suppression Systems Emergency Lighting and Signage</p> | 8.88 | 4 hours |

| | | | |
|--|---|--|-----------------|
| | Fire Evacuation Procedures Fire Control Room | | |
| | Total | | 45 Hours |

Reference Books

- Hotel Facility Planning – Tarun Bansal
- The Professional Housekeeper - Margaret Schneider and Georgina Tucker
- Catering Management – Mohini Sethi
- The Bar and Beverage Book - Mary Porter

Course Name: FOOD PRODUCTION MANAGEMENT-I

(PROFESSIONAL ELECTIVE-III)

Course Code:

Prerequisite: Basic Knowledge and understanding of food ingredients.

Rationale: Basic knowledge of Food is essential for effective usage and processing into prepared form.

c. Course Learning Objective:

| | |
|----------------|--|
| CLOBJ 1 | Familiarize the students with the importance of evolution of cuisines across the globe |
|----------------|--|

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|----------------|---|
| | and the relevance of standard culinary terms in Food Production operations from different cuisines of the world. |
| CLOBJ 2 | List and enumerate various cooking methods as applicable in Food Production Operations. |
| CLOBJ 3 | Explain Kitchen management , menu planning, Volume forecasting. |
| CLOBJ 4 | Enumerate on different Bakery food products emphasizing on their classification, cooking methods, purchase and storage. |
| CLOBJ 5 | Understand the types, parts and preparation techniques of different bakery and confectionery across the globe and its importance in Food Production operations. |
| CLOBJ 6 | List the importance of Icing and Toppings for different international cuisines. |

b. Course Learning Outcomes:

| | |
|--------------|--|
| CLO 1 | Distinguish between evolution of various International cuisines and their relevance in Food Production operations. |
| CLO 2 | Categorize the different methods of cooking and identify special techniques and equipment used for specific food ingredients. |
| CLO 3 | Identify different Menu planning methods and implement the important practical aspects pertaining to purchase, storage and impact of cooking and volume forecasting. |
| CLO 4 | Distinguish and list between various Bakery and confectioneries according to international standards of some of the bakery products, and elucidate on the correct baking technique for each. |
| CLO 5 | Identify and list different types of icing, confectionary and bakery products according to global standards. |

Teaching & Examination Scheme:

| Teaching Scheme | | | | Evaluation Scheme | | | | | |
|-----------------|---|---|---|---------------------|----|---|--------|---|-------|
| L | T | P | C | Internal Evaluation | | | ESE | | Total |
| | | | | MSE | CE | P | Theory | P | |
| 3 | - | - | 3 | 20 | 20 | - | 60 | - | 100 |

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

**COURSE CONTENT FOOD PRODUCTION MANAGEMENT-I (THEORY)
CREDIT-3**

| UNIT | TOPIC | WEIGHTAGE | HOURS |
|--------|---|-----------|----------|
| UNIT 1 | Introduction to International Cuisine Introduction, History of Cuisine: Timeline (Europe, South East Asia, Middle East, North America and Latin America), Study on Cuisines originating from Mediterranean, Pan Asian, French, Italian, Mexican, Middle Eastern and Pan Asian Countries | 20 | 9 hours |
| UNIT 2 | Brief study of culture, food habits, geography, history, Special ingredients and equipment, special cooking techniques and world-famous dishes | 13.33 | 6 hours |
| UNIT 3 | Kitchen Management Kitchen Layouts, Indenting, Menu Planning, Standard Recipes, Control Aspects in Kitchen, Challenges in Kitchen, Volume Cooking aspects and challenges | 17.77 | 8 hours |
| UNIT 4 | Bakery and Confectionery: Breads Introduction, History, Ingredients and their Role and function, Techniques and Preparation Methods, Types, Faults, International Breads. | 13.33 | 6 hours |
| UNIT 5 | Bakery and Confectionery: Pastries Introduction, Classification, Role in Bakery, Techniques and Preparation method of each type, Faults and care in preparation of each type of pastry, International Dishes from different pastries | 17.77 | 8 hours |
| UNIT 6 | Bakery and Confectionery: Desserts, Chocolate, Cakes, Icings and Toppings | 17.77 | 8 hours |
| | Total | | 45 Hours |

Reference Books

- Theory of Cookery By K Arora, Publisher: Frank Brothers

- Bakery & Confectionery By S. C Dubey, Publisher: Society of Indian Bakers
- The Professional Chef (4th Edition) By Le Rol A.Polsom
- Modern Cookery (Vol-I) By Philip E. Thangam, Publisher: Orient Longman
- Practical Cookery By Kinton & Cessarani
- Theory of Catering By Kinton & Cessarani
- Practical Professional Cookery By Kauffman & Cracknell 8. Larder Chef By M J Leto & W K H Bode Publisher: Butterworth- Heinemann
- Purchasing Selection and Procurement for the Hospitality Industry By Andrew Hale Feinstein and John M. Stefanelli
- Professional Cooking By Wayne Gisslen, Publisher Le Cordon Bleu
- The Professional Pastry Chef, Fourth Edition By Bo Friberg Publisher: Wiley & Sons INC

Course Name: ROOMS DIVISION MANAGEMENT-I

(PROFESSIONAL ELECTIVE-III)

Course Code:

Prerequisite: Basic Knowledge and understanding of different types of hotels and its upkeep.

Rationale: Basic knowledge of hotels is essential for the different categories that distinguish a star category hotel from other hotels. Upkeep of the hotel is the backbone for experience for guests and basic knowledge shall lead to in depth understanding of the processes.

c. Course Learning Objective:

| | |
|----------------|--|
| CLOBJ 1 | Gain a comprehensive understanding of the operations within the Rooms Division, including front office, housekeeping, and maintenance functions. |
| CLOBJ 2 | Develop skills in Flower arrangements. |
| CLOBJ 3 | Explain Laundry management techniques in Hotels. |
| CLOBJ 4 | Understand the principles of Yield management, including Forecasting ,Benefits and Importance of Yield Management |
| CLOBJ 5 | Understand the role of maintenance in Rooms Division management, including preventive maintenance, repair procedures, and facility upkeep. |
| CLOBJ 6 | Learn to create and enforce SOPs for front office and housekeeping operations to ensure consistency and high-quality service. |
| CLOBJ7 | Develop strategies to improve guest service and address guest complaints effectively. |

c. Course Learning Outcomes:

| | |
|--------------|--|
| CLO 1 | Students will be able to describe the roles, responsibilities, and interactions of the various departments within the Rooms Division and their impact on overall guest satisfaction. |
| CLO 2 | Students will be able to efficiently do Designing flower arrangements, Common flowers and foliage, Oriental flowers. |
| CLO 3 | Students will be able to distinguish Different agents and equipments used in a laundry |
| CLO 4 | Students will be able to manage Yield Management operations in hotels. |
| CLO 5 | Students will be able to develop and implement Room division mgmt ,maintenance schedules, handle repair requests, and ensure the facility is in excellent condition. |

Teaching & Examination Scheme:

| Teaching Scheme | | | | Evaluation Scheme | | | | | |
|-----------------|---|---|---|---------------------|----|---|--------|---|-------|
| L | T | P | C | Internal Evaluation | | | ESE | | Total |
| | | | | MSE | CE | P | Theory | P | |
| 3 | - | - | 3 | 20 | 20 | - | 60 | - | 100 |

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

**COURSE CONTENT:-ROOMS DIVISION MANAGEMENT-I (THEORY)
CREDIT-3**

| UNIT | TOPIC | WEIGHTAGE | HOURS |
|--------|---|-----------|----------|
| UNIT 1 | Housekeeping Supervision Housekeeping Supervision, Role of a Supervisor, Importance of inspection, Check-list for inspection, Functions of supervisor, Coordination with other departments | 20 | 9 hours |
| UNIT 2 | Flower Arrangement Introduction, Flower arrangement in hotels, Designing flower arrangements, Common flowers and foliage, Oriental flower arrangement | 17.77 | 8 hours |
| UNIT 3 | Laundry and Linen Room Management Layout, Location, Linen Room requirements, Layout and planning of Linen Room, Storage of linen, Linen exchange, Par Stock, Linen Control, Linen Quality and Lifespan, Linen Discard process, planning a commercial Laundry, Design factors, Hierarchy, Equipment, Different agents used in a laundry, The laundry process, Stain Removal, Different Cleaning techniques | 22.22 | 10 hours |
| UNIT 4 | Yield Management Introduction, Concept of Yield Management in Front Office, Application of Yield Management, Forecasting, Optimizing Demand, Benefits and Importance of Yield Management | 20 | 9 hours |

| | | | |
|-----------|---|----|---------------------|
| UNIT 5 | Accommodation Management Aspects Operational Functions, Human Resource Aspects, Budgetary Functions, Revenue functions, Guest Relations management and other ancillary functions of accommodation management | 20 | 9 hours |
| | Total | | 45 hours |

Reference Books

- Accommodation & Cleaning Services, Vol. I & II, David, Allen, Hutchinson
- Hotel and Catering Studies – Ursula Jones
- Hotel Hostel and Hospital Housekeeping – Joan C Branson & Margaret ennox (ELBS)
- Hotel Housekeeping – Sudhir Andrews Publisher: Tata McGraw Hill.
- House Craft – Valerie Paul
- Housekeeping Management by Dr. D.K. Agarwal
- Housekeeping Management for Hostels, Rosemary Hurst, Heinemann
- Housekeeping and Front Office – Jones
- Housekeeping Management – Margaret M. Leappa&AletaNetschke
- Hotel Housekeeping Operations & Management – G Raghubalan, Oxford University Press,third edition
- Front office Management by S.K.Bhatnagar.
- Effective Front Office Operations by Michael. L. Kasavana
- Hotel Front Office Operations & Management by Jatashankar. R.Tewari
- Check – in Check – out by Gary. K.Vallen
- Hotel Front Office Management by James Bardi

**Course Name: FOOD AND BEVERAGE SERVICE MANAGEMENT-I
(PROFESSIONAL ELECTIVE-III)**

Course Code:

Prerequisite: Basic Knowledge and understanding of food and different service of

food, making them more presentable leading to guest satisfaction and experience.

Rationale: The subject aims to inculcate a comprehensive understanding of management aspects of food and beverage operations and controlling characteristics of service outlets.

a. Course Learning Objective:

| | |
|----------------|--|
| CLOBJ 1 | Understand and remember various types of Menu pertaining to Food and Beverage Operations |
| CLOBJ 2 | List and illustrate the different types of Beverages of Food and Beverage Service department |
| CLOBJ 3 | Explain Banquet management procedures in Hotels. |
| CLOBJ 4 | List and describe the use of different types of control system using different methods used in the Food and Beverage Service department. |
| CLOBJ 5 | List and explain the different types of cost and Budgets. |
| CLOBJ 6 | Understand Supervisory functions in food service operations |
| CLOBJ 7 | Explain Food safety and Environmental concerns. |

b. Course Learning Outcomes:

| | |
|--------------|---|
| CLO 1 | Define and understand Different types of Menu in Food and Beverage Service operations of different outlets in a hotel pertaining to various aspects. |
| CLO 2 | Demonstrate the attributes as displayed by a Food and Beverage service personnel and apply the same in the professional domain. |
| CLO 3 | Distinguish between different types of Banquet Setups and procedures. |
| CLO 4 | Effectively plan , implement F&B control system based on the factors that guide menu planning in Food and Beverage Service operations |
| CLO 5 | Distinguish between various types of Cost, the service standards and menu improvisations as served in a star category hotel and implement the same in the operational domain. |
| CLO6 | Plan & Demonstrate the Food safety and Environmental concerns. |

Teaching & Examination Scheme:

| Teaching Scheme | | | | Evaluation Scheme | | |
|-----------------|--|--|--|---------------------|-----|--|
| | | | | Internal Evaluation | ESE | |

| L | T | P | C | MSE | CE | P | Theory | P | Total |
|---|---|---|---|-----|----|---|--------|---|-------|
| 3 | - | - | 3 | 20 | 20 | - | 60 | - | 100 |

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

**COURSE CONTENT:- FOOD AND BEVERAGE SERVICE MANAGEMENT-I
(THEORY)**

CREDIT-3

| UNIT | TOPIC | WEIGHTAGE | HOURS |
|------------|---|-----------|----------|
| UNIT 1 | Menu Management Planning, designing, Engineering & Merchandising of Menu | 8.88 | 4 hours |
| UNIT 2 | Beverage Management Classification -Alcoholic & non Alcoholic Distillation Process – Types of spirits, brand name World of Wine-Types, Making Process, Laws Service of beverage- Style ,pattern & equipment used Food and beverage combinations | 26.66 | 12 hours |
| UNIT 3 | Banquet Management Role of banquet in F&B service department Banquet booking procedure- booking confirmation, Designing FP Different types of banquet setups | 17.77 | 8 hours |
| UNIT 4 | Control System KOT/Bill Control System Making bill, Editing, Void , Re-print, Managers role Cash handling equipment, Record keeping Importance of billing System | 8.88 | 4 hours |
| UNIT 5 | Cost Management & Budgeting: Classification of Costs, Types of Costs, Profit calculation, Break Even Analysis Budgetary Control Process. | 15.55 | 7 hours |
| UNIT -6 | Supervisory Functions Introduction Supervisory functions in food service operations Briefing,Stocktaking,Requisitions,sales analysis,cost analysis, Break Even point calculations, handling complaints, Training the staff. | 13.33 | 6 hours |

| | | | |
|------------|--|------|---------|
| UNIT -7 | Food safety and Environmental concerns Introduction ,Food poisoning,controlling Bacterial growth,Prevention of Bacterial food poisoning, Food safety Activities. | 8.88 | 4 hours |
| | Total | | 45 |

Reference Books

- Food & Beverage Service Training Manual-S. Andrews;
- Food & Beverage Service –Lillicrap & Cousins;
- Modern Restaurant Service –John Fuller;
- Professional Food & Beverage Service Management –Brian ;
- Food Service Operations – Peter Jones & Casse;
- Menu planning-J Kivela, Food & Beverage Management by John Cousins, David Foskett
- F&B Mgmt by Sudhir Andrews
- Restaurant Management by Robert Christie Mill
- Food & Beverage Service & Management by Bobby George & Sandeep Chaterjee

Course Name: FOOD PRODUCTION MANAGEMENT-I

(PROFESSIONAL ELECTIVE-III)

Course Code:

Prerequisite:. Basic understanding about retailing and the opportunities that the sector imparts as a professional.

Rationale:. The understanding of basic retailing is important for undertaking the decision of managing a career in an evolving sector and broadening the vision of undertaking the program.

a. Course Learning Objective:

| | |
|----------------|--|
| CLOBJ 1 | Demonstrate various Menus across the globe and the relevance of standard culinary terms in Food Production operations . |
| CLOBJ 2 | List and enumerate various types of Bread making methods as applicable in Food Production Operations. |
| CLOBJ 3 | Demonstrate various pastries and understand important aspects pertaining to Baking, Purchase, storage. |
| CLOBJ 4 | Enumerate on different shortcrust pastries emphasizing on their classification, baking methods, purchase and storage. |
| CLOBJ 5 | Understand the types of choux pastries and preparation techniques of different pastries across the globe and its importance in Food Production operations. |

b. Course Learning Outcomes:

| | |
|--------------|--|
| CLO 1 | Distinguish between types of Menu their relevance in Food Production operations. |
| CLO 2 | Categorize the different methods of Bakery and identify special techniques used for specific food ingredients. |
| CLO 3 | Identify different Baking methods for pastries and implement the important practical aspects pertaining to purchase, storage and impact of baking. |
| CLO 4 | Distinguish and list between various shortcrust pastries and methods of baking. |
| CLO 5 | Identify and list different types of Choux pastries according to global standards. |

Teaching & Examination Scheme:

| Teaching Scheme | | | | Evaluation Scheme | | | | | |
|-----------------|---|---|---|---------------------|----|----|--------|----|-------|
| L | T | P | C | Internal Evaluation | | | ESE | | Total |
| | | | | MSE | CE | P | Theory | P | |
| - | - | - | 1 | | - | 20 | - | 30 | 50 |

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

**COURSE CONTENT FOOD PRODUCTION MANAGEMENT-I (PRACTICALS)
CREDIT-1**

| UNIT | TOPIC | WEIGHTAGE | HOURS |
|------|-------|-----------|-------|
|------|-------|-----------|-------|

| | | | |
|-----------|--|-------|----------|
| UNIT 1 | Menus pertaining to Different International Cuisines (European, Middle East, South East Asian, Mexican) | 33.33 | 4 hours |
| UNIT 2 | Basic Bread Making and International Breads (Bread Loaf, Bread Rolls, Baguette, Pull Apart Bread, Artisan Breads, International Breads) | 20 | 3 hours |
| UNIT 3 | Puff Pastry/ Laminated Pastry (Puff Pastry, Croissant, Danish Pastry, Pain au Chocolat, Babka, Palmier) | 13.33 | 2 hours |
| UNIT 4 | Shortcrust Pastry (Short crust and Sweet Crust Pastries with different fillings) | 20 | 3 hours |
| UNIT 5 | Choux Pastry (Profitroles, Eclairs, Gougere) | 13.33 | 2 hours |
| UNIT 7 | Continental Desserts (Frozen Desserts, Puddings, Mousse, Souffle, Custards) | 13.33 | 2 hours |
| UNIT 8 | Cakes and different Icings/frostings (Sponge preparation with Butter Cream, Fresh Cream, Ganache and Royal Icing) | 13.33 | 2 hours |
| | Total | | 15 Hours |

Reference Books:

- Theory of Cookery By K Arora, Publisher: Frank Brothers
- Bakery & Confectionery By S. C Dubey, Publisher: Society of Indian Bakers
- The Professional Chef (4th Edition) By Le Rol A.Polsom
- Modern Cookery (Vol-I) By Philip E. Thangam, Publisher: Orient Longman
- Practical Cookery By Kinton & Cessarani
- Theory of Catering By Kinton & Cessarani
- Practical Professional Cookery By Kauffman & Cracknell 8. Larder Chef By M J Leto & W K H Bode Publisher: Butterworth- Heinemann
- Purchasing Selection and Procurement for the Hospitality Industry By Andrew Hale Feinstein and John M. Stefanelli
- Professional Cooking By Wayne Gisslen, Publisher Le Cordon Bleu
- The Professional Pastry Chef, Fourth Edition By Bo Friberg Publisher: Wiley & Sons INC

Course Name: ROOMS DIVISION MANAGEMENT-I

(PROFESSIONAL ELECTIVE-III)

Course Code:

Prerequisite:. Basic understanding about retailing and the opportunities that the sector imparts as a professional.

Rationale:. The understanding of basic retailing is important for undertaking the decision of managing a career in an evolving sector and broadening the vision of undertaking the program.

a. Course Learning Objective:

| | |
|----------------|--|
| CLOBJ 1 | Gain a comprehensive understanding of the operations and different formats used within the Rooms Division, including front office, housekeeping, and maintenance |
|----------------|--|

| | |
|----------------|--|
| | functions. |
| CLOBJ 2 | Develop skills in decoration of front areas including Flower arrangements in front office operations. |
| CLOBJ 3 | Learn to know Laundry operations in Hotels & including cleaning procedures, staff supervision, and inventory control. |
| CLOBJ 4 | Explain the concept of Yield management, Budgeting, Demand, forecasting. |
| CLOBJ 5 | Understand the role of maintenance in Rooms Division management, including preventive maintenance, repair procedures, and facility upkeep. |
| CLOBJ 6 | Learn to create and enforce SOPs for front office and housekeeping operations to ensure consistency and high-quality service. |
| CLOBJ7 | Develop strategies to improve guest service and address guest complaints effectively. |

a. Course Learning Outcomes:

| | |
|----------------|--|
| CLO 1 | Students will be able to describe the roles, responsibilities, and interactions of the various departments within the Rooms Division and their impact on overall guest satisfaction. |
| CLOBJ 2 | Students will be able to efficiently oversee front office procedures, resolve guest issues, and ensure a smooth and welcoming guest experience. |
| CLOBJ 3 | Students will be able to understand Laundry operations . |
| CLOBJ 4 | Students will be able to manage and procure budgets for housekeeping operations to ensure high standards of cleanliness, efficiency, and guest satisfaction. Concept of Yield management utilized. |

Teaching & Examination Scheme:

| Teaching Scheme | | | | Evaluation Scheme | | | | | |
|-----------------|---|---|---|---------------------|----|----|--------|----|-------|
| L | T | P | C | Internal Evaluation | | | ESE | | Total |
| | | | | MSE | CE | P | Theory | P | |
| 2 | - | - | 1 | - | - | 20 | - | 30 | 50 |

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

**COURSE CONTENT ROOMS DIVISION-I MANAGEMENT-I (PRACTICALS)
CREDIT-1**

| UNIT | TOPIC | WEIGHTAGE | HOURS |
|--------|--|-----------|-----------------|
| UNIT 1 | Format Preparation and filling | 20 | 3 hours |
| UNIT 2 | Flower Arrangement | 13.33 | 2 hours |
| UNIT 3 | Identification and Management of Linen | 20 | 3 hours |
| UNIT 4 | Commercial Laundry visit | 13.33 | 2 hours |
| UNIT 5 | Numerical on Yield Management | 20 | 3 hours |
| UNIT 6 | Numerical on Demand and Forecasting | 13.33 | 2 hours |
| | Total | | 15 hours |

Reference Books

- Accommodation & Cleaning Services, Vol. I & II, David, Allen, Hutchinson
- Hotel and Catering Studies – Ursula Jones
- Hotel Hostel and Hospital Housekeeping – Joan C Branson & Margaret Lennox
- (ELBS)
- Hotel Housekeeping – Sudhir Andrews Publisher: Tata McGraw Hill.
- House Craft – Valerie Paul
- 115
- Housekeeping Management by Dr. D.K. Agarwal
- Housekeeping Management for Hostels, Rosemary Hurst, Heinemann
- Housekeeping and Front Office – Jones
- Housekeeping Management – Margaret M. Leappa&AletaNetschke
- Hotel Housekeeping Operations & Management – G Raghubalan, Oxford University Press,third edition
- Front office Management by S.K.Bhatnagar.
- Effective Front Office Operations by Michael. L. Kasavana
- Hotel Front Office Operations & Management by Jatashankar. R.Tewari
- Check – in Check – out by Gary. K.Vallen
- Hotel Front Office Management by James Bardi

Course Name: FOOD AND BEVERAGE SERVICE MANAGEMENT-I

(PROFESSIONAL ELECTIVE-III)

Course Code:

Prerequisite:. Basic understanding about retailing and the opportunities that the sector imparts as a professional.

Rationale:. The understanding of basic retailing is important for undertaking the decision of managing a career in an evolving sector and broadening the vision of undertaking the program.

a. Course Learning Objective:

| | |
|----------------|---|
| CLOBJ 1 | Understand and remember various types of F&B service etiquettes pertaining to Food and Beverage Operations |
| CLOBJ 2 | List and illustrate the types of Alcoholic Beverages of Food and Beverage Service department |
| CLOBJ 3 | Enumerate and apply attributes of Food and Beverage Service personnel. |
| CLOBJ 4 | List and describe the use of different types of Menu used in the Food and Beverage Service department. |
| CLOBJ 5 | Explain the Banquet Procedure and their service standards for effective Food and Beverage Service operations. |
| CLOBJ 6 | Understand French Classical menu as a base for versatile menu planning activities. |
| CLOBJ7 | List and explain the different types of breakfast and their service standards. |

b. Course Learning Outcomes:

| | |
|--------------|--|
| CLO 1 | Define and understand Food and Beverage Service operations of different outlets in a hotel pertaining to various aspects like Etiquettes, mise-en pla , misescene. |
| CLO 2 | Demonstrate the service of Spirits by Food and Beverage service personnel and apply the same in the professional domain. |
| CLO 3 | Demonstrate and implement the correct standards of service for each beverage professionally in Guest Room. |
| CLO 4 | Effectively plan menus based on the factors that guide menu planning in Food and Beverage Service operations |
| CLO 5 | Understand Function prospectus for Banquet menu planning /Set up and improvisations as served in a star category hotel and implement the same in the operational domain. |

Teaching & Examination Scheme:

| Teaching Scheme | | | | Evaluation Scheme | | | | | |
|-----------------|---|---|---|---------------------|----|----|--------|----|-------|
| L | T | P | C | Internal Evaluation | | | ESE | | Total |
| | | | | MSE | CE | P | Theory | P | |
| - | - | | 1 | | - | 20 | | 30 | 50 |

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

**COURSE CONTENT:- FOOD AND BEVERAGE SERVICE MANAGEMENT-I
(PRACTICALS)**

CREDIT-1

| UNIT | TOPIC | WEIGHTAGE | HOURS |
|--------|---|-----------|-----------------|
| UNIT 1 | Restaurant Étiquettes Practicing Mis- En Scene & Mis en Place activities | 20 | 3 hours |
| UNIT 2 | Service of Spirits | 13.33 | 2 hours |
| UNIT 3 | Service in Guest Room | 13.33 | 2 hours |
| UNIT 4 | Planning menu for a Special Dinner | 13.33 | 2 hours |
| UNIT 5 | Preparing Function prospectus | 13.33 | 2 hours |
| UNIT 6 | Different types of buffet setup | 13.33 | 2 hours |
| UNIT 7 | Table Service | 13.33 | 2 hours |
| | Total | | 15 hours |

Reference Books

- Food & Beverage Service Training Manual-S. Andrews;
- Food & Beverage Service –Lillicrap & Cousins;
- Modern Restaurant Service –John Fuller;
- Professional Food & Beverage Service Management –Brian ;
- Food Service Operations – Peter Jones & Casse;
- Menu planning-J Kivela, Food & Beverage Management by John Cousins, David Foskett
- F&B Mgmt by Sudhir Andrews
- Restaurant Management by Robert Christie Mill
- Food & Beverage Service & Management by Bobby George & Sandeep Chaterjee

ELECTIVE-IV (NON-ALIGNED ELECTIVES)

**Course Name: GUEST RELATIONSHIP MANAGEMENT-I
(PROFESSIONAL ELECTIVE-III)**

Course Code:

Prerequisite: Basic understanding about Guest relationship management and the opportunities that the sector imparts as a professional.

1. **Rationale:** The course provides great career exposure to the aviation industry. This is basic knowledge in the field further as students will get the experience they could be promoted in the higher positions.
2. Guest Relationship Management is a competitive field requiring good communication skills and different kinds of language knowledge. Smart candidates have a chance to travel with top business and political personalities.

Course Learning Objective:

| | |
|----------------|---|
| CLOBJ 1 | To understand Guest Relationship Management |
| CLOBJ 2 | To comprehend the level of service for customers. |
| CLOBJ 3 | Identify Potential Strategies using GRM. |
| CLOBJ 4 | To utilize the tools for capturing Customer Information |
| CLOBJ 5 | To implement relation shipment management. |

a. Course Learning Outcomes:

| | |
|--------------|--|
| CLO 1 | Students should be able to explain the roles of guest relationship management in the hospitality and tourism industry. |
| CLO 2 | Discuss the professional standards in customer service and their applications in hospitality and tourism industry |
| CLO 3 | Illustrate how to develop effective service recovery systems. |
| CLO 4 | To understand Ethics and legalities of Data use |
| CLO 5 | To inculcate Relationship marketing. |

Teaching & Examination Scheme:

| | |
|------------------------|--------------------------|
| Teaching Scheme | Evaluation Scheme |
|------------------------|--------------------------|

| L | T | P | C | Internal Evaluation | | | ESE | | Total |
|---|---|---|---|---------------------|----|---|--------|---|-------|
| | | | | MSE | CE | P | Theory | P | |
| 2 | - | - | 1 | 20 | 20 | - | 60 | - | 100 |

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

COURSE CONTENT:- GUEST RELATIONSHIP MANAGEMENT-I (THEORY)

CREDIT-2

| UNIT | TOPIC | WEIGHTAGE | HOURS |
|--------|---|-----------|----------|
| UNIT 1 | Guest Relationship Management Introduction to GRM Need, Meaning, Tools, Process, Customer marketing organizations, GRM Success factor | 53.33 | 8 hours |
| UNIT 2 | The Customer Service / Sales Profile The Three Level of Service The Shape of Customer Service GRM Creating demand for Hospitality & Tourism | 33.33 | 5 hours |
| UNIT 3 | Choosing your GRM Strategy GRM Strategy Starting Point The GRM Strategy Creation Identify Potential Strategies | 26.66 | 4 hours |
| UNIT 4 | Customer retention Managing Customer Information Ethics and legalities of Data use Tools for capturing Customer Information Interaction between GRM Technology | 26.66 | 4 hours |
| UNIT 5 | Relationship marketing Introduction, approaches and growth GRM on Internet Rules for the Success on the road to E-commerce | 33.33 | 5 hours |
| UNIT 6 | Case Study | 26.66 | 4 hours |
| | Total | | 30 Hours |

Reference Books

CRM by Kristen Anderson & Carl Kerr, Tata McGraw Hills

The CRM Hand-book by Jill Dyche, Pearson Education Singapore

Management & Public Relation & Communication by Shailesh Sen Gupta, Vikas Publishing House, N.D.

Consumer Behaviour by Dr. SL Gupta, Sultan Chand & Sons

Hospitality Management: Current Trends & Practices by Dr. JM Negi, Amity University Press, New Delhi

Course Name: EVENT MANAGEMENT

(PROFESSIONAL ELECTIVE-III)

Course Code:

Prerequisite: Basic understanding about Event management and the opportunities that the sector imparts as a professional.

Rationale: Event management is one of the promising career options for budding hospitality professionals. The syllabus is designed in such a manner that it will enable the students to enhance their theoretical knowledge and practical skills in planning and organizing varied events ranging from small parties to weddings to corporate events.

a. Course Learning Objective:

| | |
|----------------|---|
| CLOBJ 1 | Understand and remember Principles of event management. |
| CLOBJ 2 | List and illustrate the staffing and hierarchy of Event management. |
| CLOBJ 3 | Enumerate and apply attributes of Event manager personnel. |
| CLOBJ 4 | List and describe the use of different types of safety protocols during event management. |
| CLOBJ 5 | Understand Event marketing and advertising. |
| CLOBJ 6 | To comply with Event safety and regulations |

a. Course Learning Outcomes:

| | |
|--------------|--|
| CLO 1 | Define and understand Event management operations & Team management. |
| CLO 2 | Demonstrate the attributes as displayed by an Event manager personnel and apply the same in the professional domain. |
| CLO 3 | Distinguish between different event services and implement the correct standards of service for each event professionally. |
| CLO 4 | Effectively plan menus based on the factors that guide menu planning in Food and Beverage Service operations |
| CLO 5 | Comprehend Event safety and regulations |

Teaching & Examination Scheme:

| Teaching Scheme | | | | Evaluation Scheme | | | | | |
|-----------------|---|---|---|---------------------|----|---|--------|---|-------|
| L | T | P | C | Internal Evaluation | | | ESE | | Total |
| | | | | MSE | CE | P | Theory | P | |
| 3 | | - | 2 | 20 | 20 | - | 60 | - | 100 |

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

COURSE CONTENT:- EVENT MANAGEMENT-I (THEORY)**CREDIT:-2**

| UNIT | TOPIC | WEIGHTAGE | HOURS |
|-----------|--|-----------|----------|
| UNIT 1 | PRINCIPLES OF EVENT MANAGEMENT Historical Perspective, Introduction to Event Management, Size & types of events, Event Team, Code of ethics, Principles of Event Management- concept & designing. Analysis of concept, Logistics of concept, Feasibility, Keys to success, SWOT Analysis | 33.33 | 10 hours |
| UNIT 2 | EVENT PLANNING & TEAM MANAGEMENT Aim of event, Develop a mission, Establish Objectives Preparing event proposal, Use of planning tools Protocols, Dress codes, staging, staffing, Leadership, Traits and characteristics | 33.33 | 10 hours |
| UNIT 3 | EVENT MARKETING AND ADVERTISING Nature of Marketing, Process of marketing, Marketing mix, Sponsorship EVENT LEADERSHIP & COMMUNICATION Leadership skills, Managing team, Group development, Managing meetings Written communications, (Official, demi-official, Invoice). Verbal communications | 16.66 | 5 hours |
| UNIT 4 | EVENT SAFETY AND SECURITY Security, Occupational safety, Crowd Management, Major risks and emergency planning, Incident reporting, emergency procedures BASIC EVENT ACCOUNTING Budget, break even point, cash flow analysis, Profit & loss statement, balance sheet, panic payments, financial control system | 16.66 | 5 hours |
| | Total | | 30 hours |

Reference Books

Event Management (TextBook)

By Lynn Van Der Wagen , Brenda R. Carlos | Pearson

**Course Name: CREW RESOURCE MANAGEMENT IN AIRLINES
(PROFESSIONAL ELECTIVE-III)**

Course Code:

Prerequisite: The students should have the knowledge about the functions of crew members.

Rationale: Students studying this course will understand uses of all available resources for flight crew personnel to assure a safe and efficient operation, reducing error, avoiding stress, and increasing efficiency.

a. Course Learning Objective:

| | |
|----------------|--|
| CLOBJ 1 | Understand and remember various types of Event management concepts. |
| CLOBJ 2 | Understand human factors in the Aviation department. |
| CLOBJ 3 | To understand Human performance and psychology. |
| CLOBJ 4 | Explain Human Error in management. |
| CLOBJ 5 | To comprehend different modes of communication. Enhance the communication and management skills of the flight crew Members concerned. The emphasis is placed on the non-technical aspects of flight crew performance |
| CLOBJ 6 | Understand mid or senior management roles in Aviation and related industries |
| CLOBJ7 | List and explain the roles and responsibilities of various departments. |

a. Course Learning Outcomes:

| | |
|--------------|---|
| CLO 1 | The students will be able to understand CRM in depth. |
| CLO 2 | The students will be able to understand human factors and can communicate effectively needed in Aviation. |
| CLO 3 | The students will be able to understand different situation and will be able to work promptly in stress |
| CLO 4 | The students will be equipped to analyze, categorize, and address errors systematically |
| CLO 5 | The students will be able to communicate effectively and will be aware of leadership, teamwork, and conflict resolution, making them well-prepared for a variety of professional settings and interpersonal challenges. |

Teaching & Examination Scheme:

| Teaching Scheme | | | | Evaluation Scheme | | | | | |
|-----------------|---|---|---|---------------------|----|---|--------|---|-------|
| L | T | P | C | Internal Evaluation | | | ESE | | Total |
| | | | | MSE | CE | P | Theory | P | |
| 3 | - | - | 2 | 20 | 20 | - | 60 | - | 100 |

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

**COURSE CONTENT:- CREW RESOURCE MANAGEMENT IN AIRLINES
CREDIT:-2**

| UNIT | TOPIC | WEIGHTAGE | HOURS |
|--------|--|-----------|----------|
| UNIT 1 | INTRODUCTION TO CRM Definition and evolution of CRM, Importance of CRM in enhancing safety and operational effectiveness, Impact of human factors on aviation safety, Principles of situational awareness, Factors influencing effective decision-making, Collaboration between cockpit crew and cabin crew, Objectives of CRM. Elements of CRM, Benefits of CRM | 33.33 | 10 hours |
| UNIT 2 | HUMAN FACTORS IN AVIATION Communications, observations, leadership, problem solving, decision making, instrument scanning, detection, situational awareness, reaction to failures, workload, vigilance, stress management, risk management, prioritization, emotional control, time management, self-discipline and procedural behaviour, self-motivation, task allocation, Effective communication in the cockpit. | 16.66 | 5 hours |
| UNIT 3 | HUMAN PERFORMANCE & PSYCHOLOGY Sleep management, Fatigue Management, Alcohol and Medication, Human error and reliability, workload management, information processing, attitudes, perceptual and situational awareness, judgement, and decision making. | 16.66 | 5 hours |
| UNIT 4 | HUMAN ERROR, RELIABILITY AND ERROR MANAGEMENT Error models and theories, design Vs operator errors, variable vs constant error, reversible vs irreversible errors, slips, lapses, mistakes, violations, error management, error detection and prevention. | 16.66 | 5 hours |
| UNIT 5 | COMMUNICATION, TEAMWORK, LEADERSHIP, DECISION MAKING AND MANAGERIAL SKILLS Modes of communication, verbal and non-verbal communication, communication problems, leadership and followership, teams, crew coordination, use of authority and assertiveness, providing and maintaining standards, planning and coordination, problem definition and diagnosis, option generation, risk | 16.66 | 5 hours |

| | | | |
|--|---|--|----|
| | assessment and option selection, team building and maintaining, consideration of others, support of others, conflict solving. | | |
| | Total | | 30 |

Reference Books

- **Crew Recourse Management**
- By Barbara G. Kanki, José Anca and Thomas R.
- **Aviation and Human Factors**
- By - Jose Sanchez-Alarcos
- **Culture at Work in Aviation**
- By - Robert L. Helmreich, Ashleigh C. Merritt
- **Aviation Risk and Safety Management**
- By - Roland Müller
- **Critical Incident Stress Management in Aviation**
- By - Joachim Vogt
- **Building Safe Systems in Aviation**