

**MASTER OF HOTEL MANAGEMENT AND CATERING  
TECHNOLOGY (MHM&CT) COURSE STRUCTURE  
AMENDED (w.e.f. 2012)**

<b>1<sup>st</sup> Semester</b>						
<u>Course No.</u>	<u>Title of Course</u>	<u>Max. Marks</u>	<u>Ex.*</u>		<u>Int.</u>	
			<u>T*</u>	<u>P*</u>	<u>T*</u>	<u>P*</u>
MHM&CT-101	Introduction to Hospitality & Tourism Industry	100	70		30	
MHM&CT-102	Hotel Industry in India	100	70		30	
MHM&CT-103	Communication in Hotels	100	70		30	
MHM&CT-104	Computers and ICT in Hotels	100	50+20		20+10	
MHM&CT-105	Hotel Front Office	150	70+35		30+15	
MHM&CT-106	Housekeeping Operation-I	150	70+35		30+15	
MHM&CT-107	Principles and Practices of Management	100	70		30	
MHM&CT-108	Personality Development	100	.....		100	
<b>Total marks 900</b>						

<b>2<sup>nd</sup> Semester</b>						
<u>Course No.</u>	<u>Title of Course</u>	<u>Max Marks</u>	<u>Ex</u>		<u>Int.</u>	
			<u>T</u>	<u>P</u>	<u>T</u>	<u>P</u>
MHM&CT-201	Hotel Material Management	100	70		30	
MHM&CT-202	Ecological Management in Hotel Industry	100	70		30	
MHM&CT-203	Housekeeping Operations-II	100	50+20		20+10	
MHM&CT-204	Food and Beverage Production	100	50+20		20+10	
MHM&CT-205	Food and Beverage Service	150	70+35		30+15	
MHM&CT-206	Food and Beverage Bar Operations	150	70+35		30+15	
MHM&CT-207	French for Hotel and Tourism (Elementary level)	100	50+20		20+10	
MHM&CT-208	Soft Skills Development	100	-----		100	
	<b>Tot</b>	<b>900</b>				
	<b>al Marks</b>					

**3<sup>rd</sup> Semester**

<b><u>Course No</u></b>	<b><u>Title of Course</u></b>	<b><u>Max. Marks</u></b>	<b><u>Ex. T P</u></b>	<b><u>Int. T P</u></b>
MHM&CT-301	Marketing Research & Sales Management for Hotels	100	70	30
MHM&CT-302	Hotel Marketing	100	70	30
MHM&CT-303	Human Resource Management in Hotels	100	70	30
MHM&CT-304	Event Management	100	70	30
MHM&CT-305	French for Hotels & Tourism (Intermediate Level)	100	50+20	20+10
MHM&CT-306	Presentation Skills	100	.....	100
MHM&CT-307	Training Report & Viva-Vice of the 2 months Hotel Induction Training	100	100	.....
<b>Optional Papers (Select any Two)</b>				
MHM&CT-308	Facility Planning	100	70	30
MHM&CT-309	Entrepreneurship in Hotel Business	100	70	30
MHM&CT-310	Business Research Methodology	100	70	30
MHM&CT-311	Hotel Accounting and Financial Management	100	70	30
MHM&CT-312	Customer Relationship Management	100	70	30
MHM&CT-313	Case Studies in Hospitality Industry	100	70	30

MHM&CT-314	Catering Management	100	70	30
		<b>Total Marks</b>		<b>900</b>

4 <sup>th</sup> semester	
6 month on the Job Training in Hotel (from 1 <sup>st</sup> of January to 30 <sup>th</sup> of June) and Training Report	300 Marks
<b>Grand Total 3000</b>	

## **MHM&CT-101**

### **INTRODUCTION TO HOSPITALITY & TOURISM INDUSTRY**

External Marks-70  
Internal Marks-30  
Time Duration -3hrs

#### **OBJECTIVE:**

The course familiarizes students with different sectors of Hospitality & Tourism industry. The students will get to know about different international hotels chain. Ownership & organization structure of hotels

#### **APPROACHES:**

Lectures, group Discussions, Presentations, Practical, case studies, Business Games.

#### **REQUIREMENTS:**

Regular attendance and active participation during the course of the semester: Book and literature Surveys, Long essays and assignments; seminar presentations etc.

#### **EVALUATION:**

The performance of the students will be evaluated on the basic of the class participation; house test; regularity and assignment carrying 30 percent of the credit and the rest through Terminal Examination (3 hours duration)

#### **MODE OF PAPER SETTING:**

There will be nine questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

#### **Unit-I Hospitality and Tourism Industry**

Concepts, origin & development

Hospitality sectors & their characteristics

Scope/future & current developments in Industry

Tourism: Meaning, nature & scope. Types elements & components

Travel Agencies & Tour Operation.

#### **Unit-II Ownership Structure of Hotels**

Types Sole proprietorship, Partnership, Management Contract, Joint Venture, Franchises, Public Sector, Referral Groups/consortium.

Concept, Features, Advantages & Disadvantages of the above.

### **Unit-III International Hotel Chains**

Case studies of Major International Hotels Corporation like Choice hotels International, Hyatt Hotels Corporation, Four Season Hotels & Resorts, Taj Group of Hotels, etc.

### **Unit-IV Hotel Organization**

Departments: Front Office Housekeeping, Food & Beverage (service & Production), Engineering & Maintenance, security, Human Resource Dept., sales & marketing, Purchase & Stores Accounts.

Organization Structure of difference types/categories of hotels & their Departments.

### **References:**

- 1) Introduction to Hospitality-John R. Walker
- 2) Hotel Management-educational & environmental aspects-Yogender K. Sharma
- 3) Housekeeping Training Manual- Sudhir Andrews (Tata McGraw Hill).
- 4) Front Office Training Manual- Sudhir Andrews (Tata McGraw Hill).
- 5) Food & Beverage Training Manual- Sudhir Andrews (Tata McGraw Hill).
- 6) Managing Front Office Operations – Kasavana& Brooks
- 7) Hotel, Hostel and Hospital Housekeeping- Joan C Branson & Margaret Lennox

## **MHM&CT-102-**

### **HOTEL INDUSTRY IN INDIA**

External Marks-70

Internal Marks-30

Duration -3 Hours

#### **COURSE OBJECTIVE:**

The course is aimed at familiarizing students with history and development of Hotel Industry in India, their registration and gradation, regulations of hotels in India with Legal aspects related to Contract Act Consumer Protection Act, Prevention of Food Adulteration Act and Hotel Receipt Tax Act.

#### **APPROACHES:**

Lectures, Group Discussions, Presentations, Practical, case studies, Business Games.

#### **REQUIREMENTS:**

Regular attendance and active participation during the course of the semester: Books and literature Surveys, Long essays and assignments; seminar presentations etc.

#### **EVALUATION:**

The performance of the students will be evaluated on the basis of class participation; house tests; regularity and assignment carrying 30 percent of the credit and the rest through Terminal Examination (3 hours duration)

#### **MODE OF PAPER SETTING:**

There will be nine questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

#### **Unit –I**

Definition and Concept of Hotel

History and development of lodging industry in India – Patterns and Trends

Structure of Indian hotel industry – Premium & luxury segment; Mid-market segment; Budget Segment; Heritage Hotels

#### **Unit-II: Major players in Indian hotel Industry**

Hotel chains – Indian Hotels Company (The Taj Group); EIH Limited (The Oberoi Group); ITC Hotels Limited (the ITC Welcome Group)

Small chains- HotelLeela Venture (with Kempinski); Asian Hotels; Bharat Hotels;

Public sector chains - India Tourism Development Corporation (ITDC); Hotel Corporation of India (HCI)

International hotel chains –Intercontinental Hotel Group; J. W. Marriot; Accor Hotel Chain; Calson Group

### **Unit-III**

Critical Success factors for Indian Hotel Industry

MICE industry in India

Tourism Growth & its impact on Indian Hotel Industry

### **Unit-IV**

Government Policies and incentives for Hotel Industry in India

Procedures for establishing and starting a hotel in India

Opportunities and challenges of Hotel Industry in India – Strategies and competition

### **References:**

- 1) Introduction to Hospitality-John R. Walker-Pearson
- 2) Managing Hotels & Restaurants-Dr. JagmohanNegi
- 3) Hotels Management –Education & Environmental Aspects-Yogendra K. Sharma
- 4) The Indian Contract Ac, 1872-Universal
- 5) Hotel Front office Training Manual- Suvradeep Gauranga Ghosh
- 6) The Consumer Protection-Act,1986-Universal
- 7) The prevention of Food Adulteration Act, 1954
- 8) Indian Contract, Act-Polloch&Mulla (Students edition)
- 9) Prevention of Food Adluteration Act-1954: S.L. Behal
- 10) Consumer Protection- Law & Practices: Prof. V.K. Aggarwal

## **MHM&CT-103**

### **COMMUNICATION IN HOTELS**

External Marks-70

Internal Marks-30

Duration -3 Hours

#### **OBJECTIVE:**

The course will introduce learner to the role & importance of elective communication at work. It presents theories & principles of communication responsible for good interpersonal interaction. Students will be prepared to communicate effectively in variety of contexts & different medium. The Unit are structured around the communication tasks of the managers.

#### **APPROACHES:**

Lectures, Group Discussions, Presentations, Practical, case studies, Business Games.

#### **REQUIREMENTS:**

Regular attendance and active participation during the course of the semester: Books and literature Surveys, Long essays and assignments; seminar presentations etc.

#### **EVALUATION:**

The performance of the students will be evaluated on the basic of class participation; house tests; regularity and assignment carrying 30 percent of the credit and the rest though Terminal Examination (3 hours duration)

#### **MODE OF PAPER SETTING:**

There will be nine questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

#### **Unit-I**

Communication theory: Meaning, Significance & Scope of Communication: Models of Communication Process; Filtering in Communication; Words & Meanings, Perception & Reality, Barriers of Communication. Flow of information in business organizations & role of effective commutation in improving it.

#### **Unit-II**

Business Writing Principles for Clear Business Writing; Adoption, Word Selection, Sentence Construction. Qualities of Business Correspondence, Letters. Important Business correspondence; Letters. Important Business correspondence; Memos, Reports, Inquires and Responses, Persuasive Requests, Sales Letters, Facsimile, Curriculum Vitae, Email, Use of MS Office in Business Communication. Business Report Writing – Organization and Make-



up of Different Types of Reports. Techniques of Writing Visual aspects of Reports; layout options & Illustrations.

### **Unit-III**

Verbal communication: Oral Business Communication: Dictation, Telephone conversation, Public speaking & oral reporting, Interviews, demonstration, Meeting-Process & Organization of Meetings, Group Discussions.

Nonverbal Communication: Body Language, Importance of Gestures in Communication. Reading Body Language in Business Communication.

### **Unit-IV**

Cross- Cultural Communication –Concepts of Cultures, Function of Culture, Impact of Culture on Communication, Important expressions in Cross Cultural Communication.

### **References:**

1. Snell shelagh& Carpenter Jeff, “ Communication in travel & Tourism” Hodder& Stoughton Ltd. Kent by Page Bros. (Norwich) Ltd. 1990.
2. Leisikar V Raymond & Petit d. John. “Business Communication” Richard D Irwin, 1992.
3. MS-office
4. Allan Peas, Body Language.
5. Desmand Morris, People Watching.
6. RK Maddhukar, Business Communication, Vikas Publishing House, New Delhi.

## **MHM&CT-104**

### **COMPUTERS & INFORMATION & COMMUNICATION TECHNOLOGY (ICT) IN HOTELS**

Total Marks (Theory): 70  
External Marks-50  
Internal Marks-20  
Duration -3 Hours

#### **COURSE OBJECTIVE:**

The course will introduce learner to the role and importance of computers and information and communication technology at work. Students will be prepared to use the computer as a tool effectively as per the need of industry. The Unit are structured around computers related tasks of the manager.

#### **APPROACHES:**

Lectures, Group Discussions, Presentations, Practical, case studies, Business Games.

#### **REQUIREMENTS:**

Regular attendance and active participation during the course of the semester: Books and literature Surveys, Long essays and assignments; seminar presentations etc.

#### **EVALUATION:**

The performance of the students will be evaluated on the basic of class participation; house tests; regularity and assignment carrying 30 percent of the credit and the rest through Terminal Examination (3 hours duration)

#### **MODE OF PAPER SETTING:**

There will be nine questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 9 (NINE) marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

**Unit-I:**

Information to Computers, Characteristics of Computers, applications of Computers, Different unit of Computers, Components of Computers, Input/output and auxiliary storage devices

**Unit-II:**

Internet: concepts of Internet, Use of Internet, requirements of Internet, Internet Domain, Internet Server, Establishing Connectivity on the Internet, types of Internet providers, Procedure of Opening E-mail Account on Internet, Browsing the Internet, Internet and Chatting, Internet Phone and Video.

**Unit-III:**

E-Commerce Concepts: Meaning, Definition, Concepts, Features, Function of E-commerce, E-commerce practices v/s traditional practices, scope & Basic models of E-commerce, .imitations of E-commerce, Precaution for secure E-commerce. Types of E-commerce: Meaning of Business to Customers (B2C), Business to Business (B2B), Consumer to Consumer (C2C), Peer to Peer (P2P), A brief overview on: E-Marketing, E-Payments & E-Finance.

**Unit-IV:**

Introduction to Information and Communication Technology: Definition, ICT in Hospitality sector: Accommodation establishment, types and ICT utilization, strategic and tactical role of ICTs for Hotels, Issues for future of E-hospitality.

**REFERENCES:**

1. Leon Alexis and Mathews Leon: Introduction to Computers, Vikas Publishing House Pvt Ltd. New Delhi
2. Bhatnagar S C and Ramani K V: Computers and information management. A Primer for Practicing Managers, New Delhi, Prentice Hall of India Pvt. Ltd.
3. Bansundara, S: Computer Today.

4. Goel Ritender and D N Kakkar: Computer Application in Management, New Age International Publishers, New Delhi.
5. Jaggi V P and Jain Sushma: Computers for Every one, New Delhi, Academic India Publishers.
6. Simpson Alan: Your First Computers (2<sup>nd</sup>Edition ) New Delhi-BPB Publications.
7. Saxena S: and Prabhpreet Chopra: Cumputer Applications in Management, Vikas Publishing house Pvt. Ltd. New Delhi.
8. Saxena S: MS Office2000 for Everyone Vikas Publishing house Pvt. Ltd. New Delhi.
9. Saxena S: First Course in Computers 2003 ( 3<sup>rd</sup> Edition), Vikas Publishing house Pvt. Ltd. New Delhi.
10. Ragaraman, V: Fundamental of Computers, PHI, New Delhi.
11. Rajaaman V: Introduction to Computer Science.
12. Internet Sites and resources.

## MHM&CT-104 (PRACTICAL)

### COMPUTERS AND ICT (INFORMATION AND COMMUNICATION TECHNOLOGY) HOTELS

Total Marks:  
30  
External Marks-20  
Internal  
Marks-10  
Duration -3 Hours

#### Ms-Office:

- Ms Word
- Ms Excel
- Ms PowerPoint for Effective Presentations,
- Ms Front Page

#### Internet:

- Opening of Email account
- Using various search engines.

#### References:

1. V. Ragaraman, Fundamental of Computers, PHI, New Delhi
2. DimitriosBuhalis, e tourism: Information Technology for Strategic Tourism Management, Pearson Education Ltd. Essex, United Kingdom.
3. Raja Raman, V., Introduction to computers Science
4. Computer today-S Bansundara
5. Kamblesh Bajaj and Debjani Nag, E-Commerce: The Cutting Edge of Business, Tata Mc Grow Hill.
6. C.S.V. Murthy, E-commerce Concepts, Models and Strategies, Himalaya Pub.
7. Mathew Regonlds, E-Commerce, Wrox Pub.
8. Various Internet sites

## **MHM&CT-105**

### **HOTEL FRONT OFFICE**

Total Marks (Theory):100

External Marks-70

Internal Marks-30

Duration -3 Hours

#### **OBJECTIVE:**

The course is aimed at familiarizing the students with various functions of front office in hotels and to develop work ethics towards customer care and satisfaction.

#### **APPROACHES:**

Lectures, Group Discussions, Presentations, Practical, case studies, Business Games.

#### **REQUIREMENTS:**

Regular attendance and active participation during the course of the semester: Books and literature Surveys, Long essays and assignments; seminar presentations etc.

#### **EVALUATION:**

The performance of the students will be evaluated on the basic of class participation; house tests; regularity and assignment carrying 30 percent of the credit and the rest through Terminal Examination (3 hours duration)

#### **MODE OF PAPER SETTING:**

There will be nine questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 (Fourteen) marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

#### **Unit-I**

##### **Front Office**

Role of Front Office in Hotels

Basic Layout and Design.

Departmental Organizational Structure.

Attitude and Attributes of Front Office Personnel.

Job descriptions and Job Specifications of Front Office Personnel.

Intra and Interdepartmental Co- ordination

## **Unit-II**

### **Reservations**

Need for Reservations, Definitions, and Importance of Reservations.

Types of Reservations.

Sources and Modes of Reservations.

Individual and Group Bookings

Systems of reservations

Hotel Reservation cycle.

Equipments

### **Unit-III**

#### **Reception and Registration and Cashiering:**

Guest registration Cycle

Registration- Process (Indian & Foreign Guests)

Guest History- Maintenance and Importance.

Emergency Situation handling.

Lobby, its layout and its functions

Key- Types & Controls

Cashiering- role & importance of Front Desk Cashier

Check out & Account settlement, Modes of payment

### **Unit-IV**

#### **Planning and Evaluating Front Office Operations**

Tariff Plans

Room rate- Types & Criterion of establishing Room Rates.

Yield Management

Role of Computers and Softwares at front office.

Night Audit and its Functions

Complaints and Situation Handling.

Changes/ Modern Trends in Front office

### **References**

- 1) Front Office Training manual –Sudhir Andrews.
- 2) Managing Front office Operations-Kasavana& Brooks
- 3) Front office-Operations and Management- ahmed Ismail
- 4) Managing Computers in Hospitality Industry-Michael Kasavana&Cahell.
- 5) Front Office Operations-Colin Dix & Chris Baird.
- 6) Hotel Front Office Training Manual –SuvradeepGaurangaGhosh
- 7) Introduction to Hospitality –John R. Walker-Pearson
- 8) Managing Hotels & Restaurants DrJagmohanNegi
- 9) Hotel Management-Education and Environmental Aspects-Yogendra K. Sharma

## **MHM&CT-105**

### **HOTEL FRONT OFFICE PRACTICAL**

**Total Marks: 50**

External Marks-35

Internal Marks-15

Duration -3 Hours

#### **Practical Schedule Front Office:-**

- Basic Manners and Attributes for Office Operations.
- Communication Skills – verbal and non verbal.
- Jargons of front office
- Preparation and study of Countries – Capitals & Currency, Airlines & Flag
- Credit Cards, Travel Agencies etc.
- Telecommunication Skills.
- Forms & formats related to subject.
- Identification of equipment, work structure and stationery.
- Procedure of taking reservations- in person and on telephones.
- Converting enquiry into valid reservations.
- Role play – check –in /Check-out /Walk-In
- Suggestive selling.

**Note –Forms and Formats have to be used wherever necessary.**

#### **References**

1. Front Office Training manual –Sudhir Andrews.
2. Managing Front office Operations-Kasavana& Brooks
3. Front office-Operations and Management- ahmed Ismail
4. Managing Computers in Hospitality Industry-Michael Kasavana&Cahell.
5. Front Office Operations-Colin Dix & Chris Baird.
6. Hotel Front Office Training Manual –SuvradeepGaurangaGhosh
7. Introduction to Hospitality –John R. Walker-Pearson
8. Managing Hotels & Restaurants DrJagmohanNegi
9. Hotel Management-Education and Environmental Aspects-Yogendra K. Sharma



## MHM&CT-106

### HOUSEKEEPING OPERATIONS-I (THEORY)

**Total marks: 100**

External Marks-70

Internal Marks-30

Duration -3 Hours

#### **OBJECTIVE:**

The course familiarize students with the meaning and functions of housekeeping in hotels and other service industries. The course is blend of Theory and Practical to develop a professional attitude in students.

#### **APPROACHES:**

Lectures, Group Discussions, Presentations, Practical, case studies, Business Games.

#### **REQUIREMENTS:**

Regular attendance and active participation during the course of the semester: Books and literature Surveys, Long essays and assignments; seminar presentations etc.

#### **EVALUATION:**

The performance of the students will be evaluated on the basic of class participation; house tests; regularity and assignment carrying 30 percent of the credit and the rest though Terminal Examination (3 hours duration)

#### **MODE OF PAPER SETTING:**

There will be nine questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

#### **Unit-I (Introduction-Housekeeping Department)**

Meaning, definition, importance and functions of Housekeeping department Layout of Housekeeping Department. Organizational structure of Housekeeping department ( Large/medium/small Hotels) Interdepartmental Coordination. Attributes and qualities of Housekeeping staff.Contract housekeeping.Importance of housekeeping department in hospitals, hotels and other industries.

Types of guest rooms

#### **Unit-II (meaning, types of cleaning, cleaning equipment and agents)**

The maid s cart- introduction design of maid s cart

Types of cleaning equipments, selection, general principles

Polishes, use, storage, distribution and control  
Principles of cleaning  
Types of cleaning- daily, weekly spring and deep cleaning  
Housekeeping control desk- importance, role  
Types of registers and files maintained  
Types of Keys and Keys control  
Lost of Found procedure and formats

### **Unit-III (Cleaning of different areas)**

Rules of guest floor  
Cleaning of guest rooms (daily cleaning of occupied/departure/vacant/VIP room)  
Evening service in guest rooms  
Bathrooms cleaning  
Introduction and Cleaning of public area (lobby, corridors, elevators, staircase, F & B outlets, back offices etc.  
Care and cleaning of different surfaces like matels, Glass, Plastics, Wood, Ceramic tiles, Windows, Tabletops, Picture Frame. Under bed.Carpets.

### **Unit-IV (Linen Room and uniforms)**

Activities of the Linen Room  
Layout and equipment in the Linen Room  
Selection criteria for various Linen items & fabrics suitable for this purpose  
Purchase of linen  
Calculations of Linen requirements  
Linen control-procedures and records  
Recycling of discarded linen  
Linen Hire  
Advantages of providing uniforms to staff  
Issuing and exchange of uniforms, types of uniforms

### **References:**

- Hotel Hostel and Hospital Housekeeping –by Joan c Branson & Margaret Lennox, ELBS with Hodder& Stoughton Ltd.
- Hotel House Keeping A Training Mannual by Sudhir Andrews. Tata McGraw Hill publishing company Limited New Delhi.
- Hotel Housekeeping Operations & Management by Reghubalan. Oxford University Press.
- House Keeping Management by Matt. A Casado: Wiley Publications.
- Management of Hotel & Motel Security (Occupational Safety and Health) by H. Burstein, CRC Publisher.
- Professional Management of Housekeeping Operations (II Edn. ) by Robert J. Martin & Thomas. J.A. Jones. Wiley Publications
- Safery and Security for Woman Who Travel By Sheila Swan & Peter I auter Publisher: Traveler s Tales
- Security Operations by Robert McCrie, Publisher: Butterworth- Heinemann
- The Professional Housekeeper by Tucker Schneider, Wiley Publications

- Professional management of Housekeeping Operations (II End.) by Robert J. Martin & Thomas , J. A. Jones, Wiley Publications.
- Safety and Security for woman who Travels By Sheila, Swan & Peter Laufer  
Publisher: Traveler's Tales.
- The Professional Housekeeping by Tucker Schneider, Wiley Publications.
- Professional Management of Housekeeping by Manoj Madhukar, Rajat Publications.
- Professional Management of Housekeeping Operation by Thomas J.A. Jones  
Publisher-John Wiley & Sons inc.
- Managing Housekeeping Operations by Margar M. Kappa, CHHE, American Hotels & Lodging Associations.

## MHM&CT-106

### HOUSEKEEPING OPERATIONS-I PRACTICAL

**Total marks: 50**

External Marks-35

Internal Marks-15

1. Room layout and standard supplier
2. Identification of cleaning equipment both manual and mechanical use of brushes, brooms, mops.
3. Identification of cleaning agents.
4. Knowledge of all files, registers and formats maintained at control desk
  - Register for guest messages
  - Baby sitting services
  - Room checklist files
  - Carpet shampoo register
  - Room occupancy reports files
  - Duty roster files
  - Log book
  - Memo book
  - Lost and Found slip and register
  - Maintenance register and slip
  - Work order slip
  - Guest loan register
  - Guest supplies consumption register
  - Room report format
5. Maid's cart set-up, stocking and usage
6. Cleaning Guest Rooms (Vacant, occupied, departure)
7. Placing guest supplies and soiled linen
8. Cleaning of Bathrooms
9. Cleaning of different surfaces like Metals, Glass, Plastic, Wood, Wall finishers, Floor finishers, Ceramic tiles, Windows, Tabletops, Picture frame, Under bed, and Carpets
10. Bed marking
11. Cleaning of public areas of hotels
12. Designing of uniform for different departments

13. Functioning of tailor room

### **MHM&CT-107**

## **PRINCIPLES AND PRACTICES OF MANAGEMENT**

External Marks-70

Internal Marks-30

Duration -3 Hours

### **OBJECTIVE**

This course aims at enriching the understanding of students on the various forms of organization and management in general and relating to hospitality business in particular. It deals with the various concepts and methods relevant in the study of management and organisation in particular to hospitality industry.

### **APPROACHES**

Lectures, Group discussion, Presentations, Practical case studies Business Games

### **REQUIREMENTS**

Regular attendances, active participation, review of books and literature, long essays and assignments, seminar presentations, etc.

### **EVALUATION**

The performance of the students will be evaluated on the basis of class participation; house tests; regularity and assignment carrying 30 percent of the credit and the rest of 70 percent through Terminal Examinations (3 hours duration).

### **MODE OF PAPER SETTING**

There will be nine questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

### **UNIT-I –MANAGEMENT**

Management: Definition, Nature and Purpose, Management as a Science, an Art and a profession, Systems Approach to the Management, Function, Operating in a Pluralistic Society, Social Responsibility of Managers Ethics in Managing.

### **UNIT-II**

A. **PLANNING:** Meaning, Types of Plans, Steps in Planning, Nature and Purpose of Strategies and Policies the Strategies Planning Process, Premising and Forecasting.

B. **DECISION MAKING:** The Importance and Limitations of Rational Decision Making, Development of Alternatives and the Limiting Factors, Evolution of Alternatives, Selecting an Alternative: three Approaches, Programmed and Nonprogrammer Decisions, Decision making under Certainty, Uncertainty, and risk, Creativity and Innovation.

### **UNIT-III**

A. **ORGANIZATION:** Formal and informal Organization, Organizational Division: The Department, Organizational levels and the Span of Management the Structure and Process of Organizing, Departmentation, the Virtual Organization, Authority and Power, Line/Staff Concepts and Functional Authorities, Delegation of Authority, Decentralization of Authority.

B. **STAFFING:** Definition of Staffing, situational factors Affecting Staffing, Selection: Matching the person with the job, Position requirements and job design, skill and Personal Characteristics Needed in Managers

### **UNIT-IV**

A. **LEADING:** Motivation, Behavioral Model: McGregor's Theory, Maslow's Hierarchy Theory, Alderfer's ERG Theory, Herzberg's Theory. Leadership, Ingredients of leadership, Trait Approaches to leadership, Leadership Behavior and Styles, situational and Contingency. Communication: Communication Process, Barriers in Communication, Toward Effective Communication, Electronic Media in Communication

B. **CONTROLLING:** Control Process, Control as a Feedback System, Real-time Information and Control, Feed forward, Control of Overall Performance, Management Audits, Requirements for Effective Controls, Control Device, Information Technology, the Digital Economic, E-Commerce, and M-Commerce.

### **REFERENCES:**

1. Weihrich, Heinz, Mark V Cannice & Harold Koontz: Management: A Global and Entrepreneurial Perspective, Tata McGraw –Hill, New Delhi.
2. Ghuman, Karminder & K. Aswathappa: Management: Concept, Practice & Case, Tata McGraw –Hill, New Delhi.
3. Kase, F. L. and Rasonu, J.E, 1985, Organization and Management –A System and Contingency Approach, McGraw Hill Book Company, New York.
4. Becker, P.E, The Practices of Management, London, 1955.
5. May, D., The Evolution of Management Thought. Ronald Press, New York, 1972.
6. Singh, A.N., The Skills of Management, Gover Earnborough, 1980.
7. Ricks. S., Management of Organization, Macmillan publication, Honkong, 1981.
8. Y.A., Management, of Organization, McGraw Hill, 1958.
9. Crompton, Summer and Webber, 1973. Organizational Behavior and The Practices of Management, Scott, Poresman, Gleneve.
10. K.S., Jae, 1982, Management, Prentice Hall, New Delhi.

**MHM&CT-108**  
**PERSONALITY DEVELOPMENT**

INTERNAL MARKS-100

**OBJECTIVE:**

This course aims at enriching the understanding of students on specific traits of personality related to hospitality industry. The course focuses on various aspects of personality such as, Personal Grooming, Etiquettes and Manners, Individual and Group Presentations.

**APPROACHES:**

Lectures, Group Discussions, Presentations, Practical, case studies, Business Games.

**REQUIREMENTS:**

Regular attendance and active participation during the course of the semester: Books and literature Surveys, Long essays and assignments; seminar presentations etc.

**EVALUATION:**

The performance of the students will be evaluated on the basic of class participation and performance of an individual.

**Unit-I**

Personal Grooming

**Unit-II**

Etiquettes and Manners

**Unit-III**

## **MHM&CT-201**

### **HOTEL MATERIAL MANAGEMENT**

External Marks-70

Internal Marks-30

Duration -3 Hours

#### **OBJECTIVE:**

The course familiarizes students with the meaning and functions of housekeeping in hotels and others service industries. The course is blend of theory and practical to develop a professional attitude in students.

#### **APPROACHES:**

Lectures, Group Discussions, Presentations, Practical, case studies, Business Games.

#### **REQUIREMENTS:**

Regular attendance and active participation during the course of the semester: Books and literature Surveys, Long essays and assignments; seminar presentations etc.

#### **EVALUATION:**

The performance of the students will be evaluated on the basic of class participation; house tests; regularity and assignment carrying 30 percent of the credit and the rest through Terminal Examination (3 hours duration)

#### **MODE OF PAPER SETTING:**

There will be nine questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

#### **Unit-I (Material Management)**

Introduction, Definition, Objectives

The Material Cycle.

Importance of material management in hotel industry.

Concepts of Integrated Material Management.

#### **Unit-II (Purchasing Management)**

Introduction, Definition, Objectives, significance,

Purchasing procedure -Centralized and decentralized purchasing.

Material specification-meaning, importance, types, advantages and disadvantages.

Sources of supplies-meaning, evolution and selection.

Buyer-seller negotiations-meaning objective and areas of negotiation.



Purchase timing-importance, deciding when to purchase.

Leasing and Make or Buy Decisions-meaning factors affecting the decisions.

### **Unit-III (Store Management)**

Introduction and Purpose

Layout and location of store,

Record-keeping of material. Issue of Material

Management of surplus and scrap

### **Unit-IV (Inventory Management)**

Meaning, Importance, Problems

Concepts, of Inventory control

Techniques of Inventory control

EOQ & ABC analysis.

Role of PERT in material management

Role of computers in material management

### **References:**

1. Dean, S. Rammer, Materials Management
2. Buchan and Konigsberg, Scientific, Inventory Management
3. Palit, A.R, Outlines of Material Management
4. Kapoor, P.P., Modern Purchasing Principles and Practices
5. Gopalakrishnan, P., Sundaresan, M., Material management: an integrate approach.

## **MHM&CT-202**

### **ECOLOGICAL MANAGEMENT IN HOTEL INDUSTRY**

External Marks-70

Internal Marks-30

Duration -3 Hours

#### **OBJECTIVE:**

The course aimed at familiarizing students with the need of ecological management in hotel industry, its various such as Environment. Water & Energy and Waste Management, with its benefits to hotels and environment.

#### **APPROACHES:**

Lectures, Group Discussions, Presentations, Practical, case studies, Business Games.

#### **REQUIREMENTS:**

Regular attendance and active participation during the course of the semester: Books and literature Surveys, Long essays and assignments; seminar presentations etc.

#### **EVALUATION:**

The performance of the students will be evaluated on the basis of class participation; house tests; regularity and assignment carrying 30 percent of the credit and the rest through Terminal Examination (3 hours duration)

#### **MODE OF PAPER SETTING:**

There will be nine questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

#### **Unit-I**

Concept of Ecology, Environment, Ecosystem, Global Warming, Climatic Change and impact on hospitality industry.

Importance of Ecological Management in Hospitality Industry

Sustainability and conservation of Scarce Resources Environment Policy-Meaning, Amis and Importance

Legislation relating with environment and Ecology such as Air, Water, Noise Pollution control act

Guidelines of Department of Tourism, Ministry Tourism, Government of India

Ergonomics in hotels-Meaning and concepts

Non-Conventional Energy Management, solar Heater, Sensor Equipments

## **Unit-II**

Indoor Environment in hotels, Types of pollution and Waste Material in Hotels

Gas (Air Quality), Heating and Ventilation, Liquid, light, Non-Ionizing Radiation, Noise, Chemical Hazards, solid waste

## **Unit-III**

Water management -Meaning and Concept

Sources of Water Supplies (Natural Groundwater, Surface Water, Potable and Non-potable Water)

Water Cycle

Water management in Hotels

Improving Water Quality

Control and conservation of Water in hotel industry

Steps of reuse, recycle, and recharging in hotel properties.

## **Unit-IV**

Types of Solid Waste Materials in Hotels

Bio/Non-Biodegradable Wastes

Steps of conservation by: Re-using and Recycling

environment aspects and purchasing

## **References:**

1. Environment Management for Hotels: A students Handbook-David Kirk
2. Managing Hotels and Restaurant-Dr. Jag Mohan Negi
3. Managing Environment for Leisure and Recreation-Rich Board Hurst
4. The Human Impact on the Natural Environment, Oxford-Blackwell
5. Hotel Management “Educational and Environment Aspects-Yogendra K. Sharma
6. Best Designed Ecological Hotels-Martin N. Kunz
7. Environment Management in the Hospitality Industry –Kathryn Webster
8. Environment Management for Hotels, Oxford, Butterwort-Heinemann

## MHM&CT-203

### HOUSEKEEPING OPERATION-II (THEORY)

Total Marks: 70  
External Marks-50  
Internal Marks-20  
Duration -3 Hours

#### **OBJECTIVE:**

The course aimed familiarizing students with the meaning and function of housekeeping in hotels and other services industries. The course is blend of theory and practical to develop a professional attitude in students

#### **APPROACHES:**

Lectures, Group Discussions, Presentations, Practical, case studies, Business Games.

#### **REQUIREMENTS:**

Regular attendance and active participation during the course of the semester: Books and literature Surveys, Long essays and assignments; seminar presentations etc.

#### **EVALUATION:**

The performance of the students will be evaluated on the basic of class participation; house tests; regularity and assignment carrying 30 percent of the credit and the rest though Terminal Examination (3 hours duration)

#### **MODE OF PAPER SETTING:**

There will be nine questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 9 (Nine) marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

#### **Unit-I (Laundry Service)**

Commercial and on site laundry  
Flow process of industrial laundering-OPL  
Stages in the wash cycle  
Laundry equipment and machines  
Layout of the laundry  
Laundry agents  
Dry cleaning  
Guest laundry/valet service  
Removal methods of all types of stains

## **Unit-II (Safety Security of all types of stains)**

Occupational Hazard

First Aid

Fire Prevention

Security in hotels guest rooms

Pest control-types of pests and control of pests

## **Unit-III (Interior designing and Flower arrangement)**

Elements of interior decoration Color, Pattern, Texture

Lighting and ventilation

Flower arrangement in Hotels-Equipment and material required for flower arrangement

Conditioning of plant material

Styles of flower arrangements

Principles of design as applied to flower arrangement

## **Unit-IV (Floor finishers and soft furnishing)**

General care of all types of floors

Cleaning of flooring

Classification of floor finishers

Types of **wall coverings**

Care and cleaning of different wall coverings

Characteristics of curtains for different parts of hotels- Care and cleaning Pelmet, Valance,

Swags, Blinds, Loose

**Carpets**-Selection points

Classification of carpets

Protection and cleaning of carpets

Advantages and disadvantages of carpet

## **References:**

1. Hotel, Hostels and Hospital housekeeping-by Joan C Branson & Margaret Lennox, ELBS with Hodder& Stoughten Ltd.
2. Hotel House Keeping A Training Manual by Sudhir Andrews, Tata McGraw Hill Publishing Company limited New Delhi.
3. Hotels Housekeeping Operations & Management by raghubalan. Oxford University Press
4. House Keeping Management by Matt A, Casado: Wiley Publications
5. Management of Hotel & Motel Security (Occupational Safety and Healty) by H. Burstein, CRC Publisher.
6. Professional Management of Housekeeping Operation (IIEdn.) by Robert J. Martin & Thomas J.A. Jones, Wiley Publication
7. Safety and Security for woman Who Travel by Sheila Swan &Peter Laufer Publisher: traveler's Tales
8. Security Operation by Robert McCrie, Publisher : Butterworth-Heinemann
9. The Professional Housekeeper by Tucker Schneider, Wiley Publications
10. Professional management of housekeeping by ManojMadhukar, Rajat Publications

11. Professional management of Housekeeping Operations by Margart M. Kappa, CHHE, American Hotel & Lodging Association.
12. Stain Removal by Stephanie zia, Bounty Books Ltd
13. Practical Guide to First Aid by DrpippaKeech, Lorenz Books

**MHM&CT-203**

**HOUSEKEEPING OPERATIONS-II (PRACTICAL)**

Total Marks: 30

External-20

Internal-10

1. Laundry Machinery and Equipment
2. Stain removal
3. Monogramming
4. Flower arrangement
5. Selection and designing of uniforms
6. Mock practicals of safety related situation
7. First aid box and first aid training

## **MHM&CT-204**

### **FOOD AND BEVERAGE PRODUCTION**

Total Marks: 70  
External Marks-50  
Internal Marks-20  
Duration -3 Hours

#### **OBJECTIVE:**

This paper will give the basic knowledge of cooking to the beginners. In this, they will learn about the cooking; its meaning, aims & objectives, kitchen organization structure, different kinds of ingredients, techniques of pre-preparation and cooking about various stocks, & sauces, various meats and their cuts.

The practical will enable the students to learn basic culinary skills.

#### **APPROACHES:**

Lectures, Group Discussions, Presentations, Practical, case studies, Business Games.

#### **REQUIREMENTS:**

Regular attendance and active participation during the course of the semester: Books and literature Surveys, Long essays and assignments; seminar presentations etc.

#### **EVALUATION:**

The performance of the students will be evaluated on the basis of class participation; house tests; regularity and assignment carrying 30 percent of the credit and the rest through Terminal Examination (3 hours duration)

#### **MODE OF PAPER SETTING:**

There will be nine questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 9 (Nine) marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

#### **Unit-I**

- Cooking-Meaning, Aims & Objectives
- Introduction and history of French, Indian and Chinese cuisine.
- Types of equipments used in cooking and their selection criteria.
- Culinary terms.

- Kitchen organization structure of a large hotel
- Duties and responsibilities of various job position
- Qualities of good Food Production employee.

## **Unit-II**

- Cooking Ingredients- Types and their uses
- Techniques of pre-preparation and basic vegetable cuts.
- Cooking methods-types and use
- Effect of cooking on constituents of food.

## **Unit-III**

- Stocks-Introduction, types, their recipes and care, use
- Basic Soups & sauces-types, recipes.
- Lamb/Mutton, Poultry-Introduction, types, their cuts and standard weights, selection criteria.
- Fish and Shellfish-types, their cuts and selection criteria.

## **Unit-IV**

- Egg-introduction, parts selection and use
- Bakery-Introduction and ingredients used
- Types of dough/pastry
- Bread making and their faults
- Cake making and their faults

## **References**

1. Arora, K. Theory of Cookery.
2. Kinton, Cesrani. Practical Cookery
3. KintonCesrani. Theory of Catering
4. P, Thangam. Theory of Cookery (part-I & II.).
5. Sethi, M., Surjeet. Theory of Catering



**MHM&CT-204**

**FOOD AND BEVERAGE PRODUCTION [PRACTICAL]**

Total Marks: 30  
External Marks-20  
Internal Marks-10  
Duration -3 Hours

Practical will be as per the theory syllabus, these will include:

1. Making students familiar with different knives and kitchen equipment.
2. Personal grooming and kitchen hygiene.
3. Knowledge of different cooking ingredients.
4. Techniques of pre-preparation and basic vegetable cuts.
5. Different cooking methods.
6. Preparation of different types of Stocks, Soups & Mother Sauces.
7. Identification of meat (Lamb/Mutton and Poultry) cuts in whole carcass and their cutting and fish cuts.
8. Preparation of Shellfishes for cooking.

## **MHM&CT-205**

### **FOOD AND BEVERAGE SERVICE**

Total Marks: 100  
External Marks-70  
Internal Marks-30  
Duration -3 Hours

#### **OBJECTIVE:**

The course will introduce learner to get a comprehensive knowledge and understanding of restaurant service in the hotel and catering industry. It also aims to enable the student to acquire professional competence at basic levels and to acquire the requisite technical skills in the principles of food service and its related activities.

#### **APPROACHES:**

Lectures, Group Discussions, Presentations, Practical, case studies, Business Games.

#### **REQUIREMENTS:**

Regular attendance and active participation during the course of the semester: Books and literature Surveys, Long essays and assignments; seminar presentations etc.

#### **EVALUATION:**

The performance of the students will be evaluated on the basis of class participation; house tests; regularity and assignment carrying 30 percent of the credit and the rest through Terminal Examination (3 hours duration)

#### **MODE OF PAPER SETTING:**

There will be nine questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

#### **Unit-I**

Introduction to Catering Industry: Introduction and Growth of Catering industry in India  
Types of Catering Establishments – Commercial (Non Residential/ Residential) Welfare (Industrial Institutional), Transport (Air Road, Rail, Sea), General overview of different types of F & B outlets.

Departmental Organization & Staffing; Organizational Structure of F& B Department in small, medium and 5 star Hotel, Duties and Responsibilities of & B Staff and their Attributes Inter Department relations of F and B department Activity flow chart of F & B Department Activity flow chart of F & B Department.

## **Unit-II**

Food Service Area and their Layout: Food Service Areas: Specialty restaurant, coffee shop. Cafeteria, Fast Food Service. Room service Banquets, Bars, Vending Machine.

Layout of Food Service Areas: Important points to be considered while planning a layout layout ooffee shop fast food restaurant specialty restaurant Banquets operations Room Service Vending Machines' Importance Advantage and Disadvantage.

Ancillary Departments: Pantry Food Pick up Area Store Linen room Kitchen Stewarding

## **Unit- III**

Introduction of Restaurant Equipment and Restaurant Service

Restaurant Equipments Classification of equipment (familiarization), Criteria for selection and requirement Quantity and Types of crockery Tableware Glassware Linen, Furniture Care & Maintenance of these equipments Sideboard- its uses. Restaurant Service: Forms and Methods of service (English French Russian and Gueridon service)

## **Unit-IV**

Meals and Menu: Planning Concept of Menu and Meal

Types of Meals: Breakfast, Lunch, Dinner, Supper, Brunch, High tea etc.

Menu: Origin of menu & menu planning objectives, types of menu (table d'hôte, A la Carte, Carte jour), menu planning-consideration & constraints, menu designing, courses, of menu – French: classical and modified, Indian courses: Planning menus, Accompaniments, Garnishing & Cover for each course.

Breakfast Menu: English, American, Continental, Indian

## **REFERENCES:**

- S.N BagchiAnd Anita Sharma, Food And Beverage Service. Aman Publication, New Delhi.
- Sudhir Andrew, Food And Beverage Manual, Tata Mc. Hills. New Delhi.
- Brain Vergese, Profdssional Food And Beverage Service Management, Macmillan Pub. New Delhi.
- Vijay Dhawan, Food AndVeverage Service. Frank Brothers And Company, New Delhi.



## MHM&CT-205

### FOOD AND BEVERAGE SERVICE PRACTICAL

Total Marks: 50  
External Marks-35  
Internal Marks-15  
Duration -3 Hours

- Opening and Inspecting, Cleaning a Restaurant: Routine cleaning and Non Routine Cleaning.
- Identification of Restaurant Equipments with Diagrams.
- Mis – en Scene, Mis- en – Place.
- Table laying – simple covers: A I' carte & Table d'
- Napkin folding, spreading & changing tablecloth.
- Laying table for lunch/dinner: procedure for laying the table A I carte & Table d'hote and for breakfast.
- Arranging of side Board /Dummy Water.
- Wiping of Glassware, Cutlery and Crockery.
- Special Equipments used in Restaurants.
- Polishing Silver, Silver method , burnishing method

## **MHM&CT-206**

### **FOOD AND BEVERAGE BAR OPERATIONS**

Total Marks: 100  
External Marks-70  
Internal Marks-30  
Duration -3 Hours

#### **OBJECTIVE:**

The course will introduce Learner to get a comprehensive knowledge and understanding in food and beverage bar operations. Its aim is to enable students to acquire the professional competence at basic levels and to acquire technical skills in the principle of food and beverage bar operations and related activities.

#### **APPROACHES:**

Lectures, Group Discussions, Presentations, Practical, case studies, Business Games.

#### **REQUIREMENTS:**

Regular attendance and active participation during the course of the semester: Books and literature Surveys, Long essays and assignments; seminar presentations etc.

#### **EVALUATION:**

The performance of the students will be evaluated on the basic of class participation; house tests; regularity and assignment carrying 30 percent of the credit and the rest through Terminal Examination (3 hours duration)

#### **MODE OF PAPER SETTING:**

There will be nine questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

#### **Unit I**

Introduction to Beverages: Alcoholic and Non alcoholic Beverage: Venues offering beverage service –Bars- types, Lounges, restaurants: Bar designing and layout: important considerations. Staffing and Bar Equipment: staffing in bar, Qualities of a good bartender and its job description, Beverage equipments and service knowledge; beverage equipment and glassware, service equipments used in bar.

#### **Unit II**

Fermented Alcoholic Beverages:

Wine: introduction, Wines classification, Viticulture and viticulture methods, Vilification process ( Still, Sparkling, Aromatized And fortified Wines) Vine diseases, wines regions France, Italy, Spain, Portugal, Africa, Australia , India, and California, food and wine harmony, Wine glasses and equipment, Storage and service of wine.

Beer; Introduction ingredients used, production, types, brands, Indian and International. Storage of beer. service of bottled, canned and drought beers. Various snacks served with beer.

A brief introduction to Sake, Cider and Perry.

### **Unit III**

Distilled Alcoholic Beverages (sprints):

History of sprints: basic introduction to distillation process.

Whiskey: Introduction, manufacturing process and classification.

Brief introduction to Rum, Gin, Vodka and Brandy.

### **Unit IV**

Beverage control meaning, process and techniques: various liquor licenses required in India.

Introduction to Cocktails, Brief history of development: Parts of cocktails. Brief introduction to Mocktails and tobacco.

### **References:**

- CotasKatsigris, Mary Porter, Chris Thomas, The Bar And Beveragebooks, John, Wilwy And Sons, Usa.
- Graham Brown, KaronHepner, The Wairers Handbooks, Hospitality Press, Australia.
- Russell.S, Frank Corsar, The Bartenders ‘S Guide To Cocktailss, Hospitality Press, Australia.
- S.N BagchiAnd Anita Sharma, Food And Beverage Service, Aman Publication, New Delhi.
- Sudhir Andrew, Food AndVeverage Manual Tata Mc. Hills. New Delhi
- Brain Verghese, Professional Food AndVeverage Service Management. Macmillan India, Ltd.
- Vijay Dhawan, Food And Veverage Service, Frank Brothers And Company, New Delhi.
- B. Verjpef, The Complete Encyclopedia Of Beer, Rebo Publishers.
- David BurrougtdAnd Norman Bezzant, Wine Regions Of The World, Butterworth Heinemann, Oxford U.K.

## MHM&CT-206

### FOOD AND BEVERAGE BAR OPERATIONS PRACTICAL

Total Marks: 50  
External Marks-35  
Internal Marks-15  
Duration -3 Hours

- Layout and Design of Bar
- Identification of glassware and service ware
- Mise en place (Bar)
- Service of Fermented alcoholic drinks (include Win, Beer, Sake etc.)
- Service of Distilled alcoholic drinks (include Whiskey, Gin, Rum, Vodka etc.)
- Understanding bar mixology (how to use shake; how to prepare a drink in blender, how prepare a highball).
- 15 recepies of cocktails  
(Martini dry and sweets, Manhattan (dry and sweets), White lady, Pink lady, Bacardi, Tom, Collins, Champagne, Cooktail, Between, the Sheets, Daiquri, Bloody Mary, Screw driver, Tequila Sunrise, Singapore Sling)
- 15 recepies of mocktails



## MHM&CT-207

### FRENCH FOR HOTEL AND TOURISM (ELEMENTARY LEVEL)

Total Marks: 70  
External Marks-50  
Internal Marks-20  
Duration -3 Hours

#### OBJECTIVE:

The course will introduce learner to get a comprehensive knowledge and understanding of French language, which is widely spoken in hotel industry. The emphasis will be more on practical knowledge.

#### APPROACHES:

Lectures, Group Discussions, Presentations, Role- playing

#### REQUIREMENTS:

Regular attendance and active participation during the course Books: presentations etc.

#### EVALUATION:

The performance of the students will be evaluated on the basic of class participation; house tests; regularity and assignment carrying 30 percent of the credit and the rest through Terminal Examination (3 hours duration)

#### MODE OF PAPER SETTING:

The paper shall be divided into three parts. Part – I shall comprise of Four questions of Ten (10) marks each related to Grammar and the student has to attempt any two questions from it. Part – II shall comprise of Four Questions of ten (10) marks each from Book Units and the student has to attempt any two questions from it. Part – III shall comprise of two questions of ten (10) marks each. One question will be based on translation and one on comprehension. The students have to attempt any one question.

#### Unit 1 (French Basics-I)

**Vocabulary & written expression:** Expressions used for introduction, greetings, salutations; Days of the week; Month of the year; counting (1-50); translation (simple)

**Grammar:** Definite article; Indefinite article; Subjective pronouns; Conjugation of first group verbs (-er group in positive form in present tense)

**Oral/Situation:** Presentez-vous: (in conversation)

Civilization: Name of various countries and their nationality in French.

#### Unit-II (French Basics-II)

**Vocabulary & written expression:** Expressions/vocabulary used for seasons, colours & telling the time; Counting (51-100); Translation; Comprehension based on simple text

**Grammar:** Pronouns: Conjugation of first group verbs in negative & interrogative Adjectives.

**Oral/Situation:** to be given by concern teacher

**Civilization:** Name & description of Indian festivals & their importance-(2); Important Indian dishes, their preparation & ingredients-(2)

**Unit-III (Book: Bon Voyage , Unit-I: Embarquement**

Situaion 1: L'Accueil; Situation2: Dansletax; Situation3; A la reception de P hotels: (Includes grammar exercise associated with it)

**Unit-IV (Book: Bon Voyage , Unit-I: Embarquement (conti.)**

Situation 4: A la Douane; Situation 5: Dans, unecabine; Situation 6; J'aiperdu ma valise (Incudes grammar exercises associated with it)

**References:**

- Vasanti Gupta, Malini Gupta, UshaRamchandran, Bon Voyage, W. R. goyal Publishes and Distributions, New Delhi.
- Odilechantellauvechiari, Sophie, C and Chantal, D., Les Metiers de Tourism, Hachette, Paris.
- French for hotels, frank brothers, New Delhi

**MHM&CT-207**

**FRENCH FOR HOTEL AND TOURISM (ELEMENTARY LEVEL)**

Total Marks: 30  
External Marks-20  
Internal Marks-10  
Duration -3 Hours

- Role-playing of different situations
- Hotel relevant terms
- Understanding questions
- Conversation
- Reading

**MHM&CT-208**  
**SOFT SKILLS DEVELOPMENT**

Total Marks: 100  
Internal Marks-100

**OBJECTIVE:**

This course aims at enriching understanding of Students on specific skills related to hospitality industry. The course focuses on various aspects of soft skills such as interview, Team building, Time management and attitude.

**APPROACHES:**

Lectures, Group Discussions, Presentations, Role- playing

**REQUIREMENTS:**

Regular attendance and active participation during the course Books: presentations etc.

**EVALUATION:**

The performance of the students will be evaluated on the basis of the active class participation; regularity in the class individual assignments and presentations.

**Unit-I**

Interviews: Grooming for interview: Appearing for interview and handling interview

**Unit-II**

Team building and team work: features of successful teams; understanding terms and working in teams, skills needed for team works.

**Unit-III**

Leadership: understanding leadership; traits of leader and development of leadership qualities.

**Unit-IV**

Time management: concept of time management: techniques of time management

**References:**

Open Source



**MHMCT – 301**  
**MARKETING RESEARCH AND SALES MANAGEMENT FOR HOTELS**

External Marks: 70  
Internal Marks: 30  
Duration of Time: 3 Hours

**OBJECTIVE:** The course aims to provide knowledge about the sources and types of information which are relevant in the marketing management. It will help in the development of an analytical approach to the study of consumers and markets. The course also focuses on managing the sales function in a personal and direct sales environment.

**APPROACHES:**

**Lectures, group Discussions, Presentations, Practical, case studies, Business Games.**

**REQUIREMENTS:**

Regular attendance and active participation during the course of class semester: Book and literature Surveys, Long essays and assignments; seminar presentations etc.

**EVALUATION:**

The performance of the students will be evaluated on the basis of class participation; house test; regularity and assignment carrying 30 per cent of the credit and the rest through Terminal Examination (3 hours duration)

**MODE OF PAPER SETTING:**

There will be **nine** questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

**UNIT – I Understanding Market Research**

Concept and Process of Marketing Research  
Problems in conducting Marketing research in Developing countries  
Ethical Issues in Marketing Research

**UNIT – II Application Areas of Marketing Research**

Sales Analysis and Forecasting  
Product Research  
Attitude Research  
Advertising Research

### **UNIT – III Sales Management**

Theories of Selling – AIDAS; Right Set of Circumstances; Behavioural Equations and Buying Formula theories

Selling Process – Personal selling approaches; Characteristics of a good salesman

Organizing Sales – Sales Forecasting; Sales Territories, Sales Quotas; Sales Meetings; Sales contests

### **UNIT – IV Implementation of the Sales Programme**

Motivating the Sales Force; Sales Force Recruitment and Selection; Sales training Sales

Force Compensation and Incentive Programmes

Evaluation and Control of Sales Programme

### **References:**

1. Blankenship, A.B. and J.B. Doyle, Marketing Research Management.
2. Green, Paul, E and Donald S. Tull, Research for Marketing Decisions, Englewood Cliffs, New Jersey, Prentice Hall, Inc., 1970.
3. Handbook of Marketing Research, New York, McGraw Hill Book Co., 1974
4. Lehmann, Donald, R: Market Research and Analysis, Homewood Illinois, Richard, D. Irwin, 1989.
5. Luck J. David, Wales G. High Taylor, A. Donald and Rubin S. Ronald: Marketing Research, Prentice Hall of India.
6. Richard R. Still, Edward W. Cundiff and Norman A.P. Gouant, Sales Management, Prentice Hall of India, 1985.
7. Das Gupta, Sales Management : In the Indian Prospective, Prentice Hall India.
8. Still, cundiff and Govini, Sales Management: Decisions, strategies and Cases 5<sup>th</sup> addition, Prentice Hall of India.

**MHM&CT-302**  
**HOTEL MARKETING**

External Marks-70  
Internal Marks-30  
Duration -3 Hours

**OBJECTIVES:**

The course provides knowledge of marketing in relation to ability to consider marketing concepts and skills to situations from a business practitioner; s and consumer' s perspective. Specific skills required of hotel marketing are focused.

**APPROACHES:**

Lectures, Group Discussions, Presentations, Practical, Case studies,

**REQUIREMENTS:**

Regular attendance and active participation during the course; Books and literature Surveys, Long essay and assignment; seminar presentations etc.

**EVALUATION:**

The performance of the students will be evaluated on the basic of class participation; house tests; regularity and assignment carrying 30 percent of the credit and the rest though Terminal Examination (3 hours duration)

**MODE OF PAPER SETTING:**

There will be **nine** questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions

**Unit-I Understanding Marketing**

Concept of marketing and different stages of growth of marketing

Distinctive aspects of service marketing; Product marketing and Hotel Marketing

Strategies for Hotel Marketing: Marketing Mix – 7P's Framework

**Unit-II Marketing strategies**

Product Designing and managing; New Products Development; Product life cycle strategies;

Marketing segmentation and market targeting

Product positioning

Marketing information System – Concept and significance in Marketing



### **Unit-III Marketing Communications**

Communication/Promotion functions of marketing

Advertising – meaning and Types; media and advertising approaches

Public relations- Functions and Tools

Sales Promotions: Objectives and Tools

Personal selling- Essentials of Personal Selling; Qualities of sales person

Direct Marketing-Telemarketing Relationship Marketing.

### **Unit-IV**

Pricing-Considerations, Approaches and strategy

Distribution- Marketing Intermediaries, Channel Design and Channel Management Decisions

Process of services delivery & its management

Concepts and management of physical evidence

Concepts and management of people as marketing mix component

### **References**

Kotler Philip, Bowen John and Makens James “Marketing for Hospitality & Tourism, Pearson Education 2004

Lovelock Christopher, WirtzJochen- Services Marketing, Pearson Education 2004

Alan Jefferson & Leonard Lickorish, Marketing Tourism”

American Marketing Association, Journal of Marketing (Quartely).

Andrew Vladmir, a Complete Travel Marketing Handbook NTC, Business Books, Illinois, 1975

Ashworth, Gregory and Brian G.(ed) Marketing Tourism Places, Rutledge, London, 1990.

Braden, P.V. and Wiener, L., Tourism Marketing and Management Issues, George, Washington University, 1980.

Christopher, H. Lovelock, Services Marketing, Prentice Hall, Eagle-wood Cliffs, 1984.

Donnelly, J.H. and George, W.H., Marketing of Service Chicago, 1984.

Green P. and Tull, D., Research for Marketing Decision Prentice Hall 1978

Holloway, J.C. and Plant R.V., Marketing for Tourism, pitman Publishing, London, 1980.

King, Brian and Geoff, Hyde, Tourism Marketing in Australia.

Kotler, Philip, Marketing folr Non-Profit Organisation Prentice Hall New Jersey, 1975.

Luther, W.M., the Marketing Plan: How to Purpose an Implement Ann. Com, New York, 1975.

McCarthy, .J., Basic Marketng: A Management Approach.

## MHM&CT-303

### HUMAN RESOURCE MANAGEMENT IN HOTELS

External Marks-70

Internal Marks-30

Duration -3 Hours

**Objective:** Today, Human Resource Management has acquired special connotation and significance in the service industry specially hospitality industry. Moreover, in hotel industry man to man contracts are more vital in creating permanent and better images in the minds of tourists coming with specific perceptions and motivations. The present course prepares the students to design HRM systems and implement them in the hotel organizations. It also prepares them to discharge various duties and responsibilities as HR in hotel industry

#### **Mode of paper setting:**

There will be **nine** questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions

**Teaching methods:** Regular attendance and active participation during the course; Books and literature Surveys, Long essay and assignment; seminar presentations etc.

#### **Unit-I**

HRM-Concept, Objectives and functions. Role of HR Practitioners; HR Policies, Recent trends in HRM in Hotel industry, Impact of globalization on HRM; Role of HRM in Hotels sector.

Job Analysis and design-meaning, process and methods; Job description of major position in a star hotel.

#### **Unit-II**

Methods of Manpower search, HR Planning, Recruitment and Selection-Attracting and Selecting HR for deferent levels, Tests, Interviews and final placement.

Training in hotel industry-need and importance, Methods of training. Career and Succession Planning in hotel industry.

#### **Unit-III**

Performance appraisal –meaning needs and importance; techniques of performance appraisal in hotel industry.

Compensation-Aims, & components, Factors determining pay rates: Establishing pay rates; Job Evaluation; Pay for performance; Employee benefits & services.

## **Unit-IV**

Industrial Relations: Trade unions, Industrial disputes and settlements, Grievances handling. Disciplinary procedures, Suspension, Dismissal, Retrenchment Separation, VRS, Health and safety measure in hotel industry; Employee Participation & empowerment in hotel industry.

### **SUGGESTED READINGS:**

1. Dressler, Gary Human Resource Management. Pearson ducation Asia, ND
2. Rao, VSP, Human Resource Management –Text &Cas. s. Exeel Book, ND
3. Ramaswamy E Managing Human Resources Oxford University Prss, ND
4. John, Human Resource Management Irwin/MGH
5. Casio Wayne F. Managing Human Resource. MGH. ND
6. SubbaRao, Essentials of Human Resource Management & industrial relations Text, Cases & Games. Himalaya Publishing House.
7. Mondy R. W., Noe R.M Premeaux S and Mondy J.B., Human resource Management, PHI.
8. Aswthppa, Human Resurce Management. TMH. ND

## **MHM&CT-304**

### **EVENT MANAGEMENT**

External Marks-70

Internal Marks-30

Duration -3 Hours

#### **OBJECTIVE:**

The course introduces concept of events and their management in holistic perspective. Students will learn importance of events as a business. Important types of events and managing events. The focus is on specialized events and to help learner to be able to organize events.

#### **APPROACHES:**

Lectures, Group Discussion, Presentations, Practical, Case studies, Business Games.

#### **REQUIREMENTS:**

Regular attendance and active participation during the course; Books and literature Surveys, Long essay and assignment; seminar presentations etc.

#### **EVALUATION:**

The performance of the students will be evaluated on the basis of class participation; house tests; regularity and assignment carrying 30 percent of the credit and the rest through Terminal Examination (3 hours duration)

#### **MODE OF PAPER SETTING:**

There will be **nine** questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions

#### **Unit- I: Introduction to Event Management**

Introduction to Events- Concept, Definition and Frameworks, Categories and Typologies  
Characteristics of Events, Social – Economical and Developmental implications of Events.  
Market Demand and Supply for Event.

#### **Unit- II: Event Planning**

Event planning – Concept, Process and Design, Pre- Event Research, Studying Event feasibility legal compliances, Event Venue Finding Logistics and Ambience

Marketing and Advertising for Events, PR for Events, Financial Management of Events. Event Catering tips, Events decorations, Entertainment planning and Speaker selection, Various Protocols during Events, Time Management Events.

### **Unit-III: Issues in Event Management**

HR Considerations: The Human Resource Planning Process: Need Assessment; Policies and Procedures: Job Description; Recruitment and selection; training and development of event staff: Developing Leadership and Supervision skills during Events, Group development Skills required to be a Good event planner

Safety and Security Considerations: Occupational Safety and Health, Major Risks, Incident Reporting; Crowd Management and Evacuation: the Crowd Management Plan.

### **Unit-IV: Specialized Events of Hotels**

Indian Weddings Management: understanding India and its weddings system. Planning and Managing Indian weddings

Theme parties: meaning, types, various considerations while organizing theme parties, Introduction to M.I.C.E (Meaning, Incentive, Conference, and convention Exhibitions)

Business Meetings: understanding the concepts, various meeting setups, organizing business meetings.

### **References:**

- Lynn V. and Brenda R., Event Management, Pearson Publication, New Delhi
- Van der Wagen, L. & Carlos, B.R. (2005). Event management for tourism cultural.
- Business and Sporting Events, Upper Saddle River, N.I. Pearson, Prentice Hall.
- S.N. Bagchi and Anita Sharma Food and Beverage Service, Aman Publication New Delhi.
- Lawson, F.R. Congress, Conventions and Conference: facility Supply and demand International Journal of Tourism management, September, 18-8-1980.
- Goldblatt, JJ Special Events: Art and Science of Celebration New York, Van Nostrand Reinhold, 1990.
- Torkildsen G Organisation of major events. In G Torkildsen, Leisure and Recreation Management, 4<sup>th</sup> Eds. London New York E & FN Spon: Routledge 1999,
- Watt, DC Event Management in Leisure and Tourism Harlow, Essex: Addison Wesley Longman Ltd ., 1998.

- Wilkinson, DG the Event Management and Marketing Institute. Ontario; the Event Management and Marketing Institute. 1998
- Lawson, F.R., Congress, Conventions and Conference Facility supply and Demand, international Journal of Tourism Management, September, 188,1980.

## MHM&CT-305

### FRENCH FOR HOTEL AND TOURISM (INTERMEDIATE LEVEL)

Total Marks: 70  
External Marks-50  
Internal Marks-20  
Duration -3 Hours

#### **OBJECTIVE:**

The course introduces learner to get a comprehensive knowledge and understanding of French language, which is widely spoken in hotel industry the emphasis will be more on practical knowledge.

#### **APPROACHES:**

Lectures, Group Discussion, Presentations, Role- playing

#### **REQUIREMENTS:**

Regular attendance and active participation during the course; Books presentations etc.

#### **EVALUATION:**

The performance of the students will be evaluated on the basis of class participation; house tests; regularity and assignment carrying 30 percent of the credit and the rest through Terminal Examination (3 hours duration)

#### **MODE OF PAPER SETTING:**

The paper shall be divided into three parts. Part – I shall comprise of Four questions of Ten (10) marks each related to Grammar and the student has to attempt any two questions from it. Part – II shall comprise of Four Questions of ten (10) marks each from Book Units and the student has to attempt any two questions from it. Part – III shall comprise of two questions of ten (10) marks each. One question will be based on translation and one on comprehension. The students have to attempt any one question.

#### **Unit I**

Book: bon Voyage, Unit II: Decollage

**Vocabulary & written expression:** Hotel facilities vocabulary preparing itinerary Place description

**Grammar:** Prepositions Imperative, tenses: Simple future and recent future.

Situation 1 :C'est un Hotel 2 étoiles: situation 2: Quel Beau temps 1: situation 3: c'est un matin on va visiter....,

(Includes grammar exercises associated with it)

## **Unit II**

Book: bon Voyage, Unit II: Decollage (Conti..)

Vocabulary & written expression: Hotel facilities vocab ary preparing itinerary, Place description:

Grammar: Prepositions, Imperative, tenses: Simple future and Recent future, Situations 4: Cette region vous offer: Situations 5: Je vousConseille; Situations 3: C'est a 3 kilometers.....

(Includes grammar exercises associated with it)

## **Unit-III**

Book: Bon Voyage, Unit III: Envol

Vocabulary & written expression: taking messages, describing the recipes (any 05), telling about the hotel and its tariff.

Grammar: tenses: simple past and Imparfait, Partative Personal Pronoun etc.

Situations 1 Nous sommesvraimentdesole, Situations;2: Voulezvouslaisser u message,

(Includes grammar exercises associated with it)

## **Unit-IV**

Book: Bon Voyage, Unit III: Envol (Conti...)

Vocabulary & written expression: taking messages, describing the recipes (any 05), telling about the hotel and its tariff.

Grammar: tenses: simple past and Imparfait, Partative Personal Pronoun etc.

Situations; 3: C'est du poulet avec; Situations; 2: C' etait; Situations; 3: Il faut payer un supplement;

(Includes grammar exercises associated with it)

References:

- Vasanti Gupta, Malini Gupta, UshaRamachandran, Bon Voyage, W.R. Goyal Publishers and Distributors , New Delhi.
- Odilechantellauvechiari, Sophie, C and Chantal,m D Les Metiers de Tourism, Hachette, Paris.
- French for hotels, frank brothers, New Delhi



**MHM&CT-305**

**FRENCH FOR HOTEL AND TOURISM (INTERMEDLATE LEVEL)**

**(PRACTICAL)**

Total Marks: 30  
External Marks-20  
Internal Marks-10  
Duration -3 Hours

- Role-playing of different situations
- Hotel relevant terms
- Understanding questions
- Conversation
- Reading

## **MHM&CT-306**

### **PRESENTATION SKILLS**

Internal Marks: 100

#### **OBJECTIVE:**

This course aims at imparting specific skills related to hospitality industry. It focuses on various aspects of presentation skills such as, Public Speaking, Group Discussion, Preparing PowerPoint presentations and Mock Interviews.

#### **APPROACHES:**

Lectures, Group Discussion, Presentations, Role-playing.

#### **REQUIREMENTS:**

Regular attendance and active participation during the course; Books and literature Surveys, Long essays and assignments; seminar presentations etc.

#### **EVALUATION:**

The performance of the students will be evaluated on the basis of active class participation and individual presentations.

#### **UNIT I**

Public Speaking – Seminars, Workshops

#### **UNIT II**

Group Discussions

#### **UNIT III**

Preparing PowerPoint Presentations

#### **UNIT IV**

Mock Interviews

#### **REFERENCES:**

Open Source

## **MHM&CT-308**

### **FACILITY PLANNING**

External Marks-70

Internal Marks-30

Duration -3 Hours

#### **OBJECTIVE:**

This course provides the conceptual framework for effectively planning the hotel projects. The curriculum is tailored for the Hotel Specific Project and Facilities Planning.

#### **APPROACHES:**

Lectures, Group Discussion, Presentations, Practical. Case studies Business Games

#### **REQUIREMENTS:**

Regular attendance and active participation during the course; Books presentations etc.

#### **EVALUATION:**

The performance of the students will be evaluated on the basis of class participation; house tests; regularity and assignment carrying 30 percent of the credit and the rest through Terminal Examination (3 hours duration)

#### **MODE OF PAPER SETTING:**

There will be **nine** questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions

#### **Unit-I Understanding Project Planning**

Concept objectives & significance of Project Planning and Project Planning in the context of hotels, Basic considerations in planning and operations of a hotel project.

Basic decisions for operations of Hotels projects; Franchising Management Contract and others.

#### **Unit-II Feasibility study and hotel facility planning**

Feasibility study: Concept, Importance and process, Dimensions of Feasibility study: Market feasibility, Economic and financial feasibility, Technical feasibility: Preparation of Project Feasibility Reports.

Planning and Development of Hotel Building Plans, Architecture and Interior Designer's role in hotel planning project; Facilities Planning its significance in operational planning

### **Unit-III Planning hotel facilities- I**

Hotel entrance lobby and reception hall baggage handling, front desk, equipment, clock rooms toilets and restrooms,

Planning guest rooms and bathrooms, service of rooms, space requirement and furniture: bed, hanging drawer and other facilities. Recent trends in hotel building planning.

### **Unit –IV Planning hotel facilities-II**

Various considerations for Planning Dinning areas, Lounges.Bars.Convention Rooms, ball rooms.

Managing Internal Environment, Safety and Security requirements Lightning Noise, fire safety and Hygiene

Engineering services and other considerations- Electrical Services, Water supply, Waste management and various environmental issues.

### **REFERENCES**

1. Government of India, Ministry of Programme Implementation. A Manual of project Implementation. New Delhi, 1989
2. Karma, Krishan K., Economics of Tourism. New Delhi: Kanawha publisher and Distributors, 2000
3. Kerzner, Harold. Project Management for Executive. New York: Van Nostrand Reinhold Co., 1982
4. Kharbanda, O.P., E.A. Stallworthy, et al. Project Cost Control in Action. New kersey; Prentice Hall, 1981.
5. Koontz, Harold and Heinz Weihrich. Management. New York McGraw- Hill 1988
6. Lock, Dennis. Project Management. England: Gower, 1984
7. Little, I. M. D. and J.A., mirrless. Project Apraisal and Planning for Developing Countries London; Heinemann, 1974.
8. Modder J.J., et al. Project Management with COM, PERT and Precedence Diagram, New York Van Nostrand Reinhold, 1964.
9. Prasanna Chandra. Projects Preparation, Appraisals Budgeting and Implementation. New Delhi: Tata McGraw- Hill 1987
10. Staffurth, C.,ed. Project Cost Contral Using Networks. London: the Operational Research Society and the Chartered institute of Management Accountants, 1975.
11. StallworthyE.A., and O.P. Kharbanda. Total Project Management – from Concept to completion, England: Gower, 1983.
12. Stuckenbruck, L.C. The implementation of Project Management, Pennsylvania: Project Management Institute, 1981
13. Tayler, W.J, and T.f. Watling Successful Project Management, London; Business Books, 1979.
14. Tumbling, C.R. Construction Cost Estimates New York; The American Society of Civil Engineers, 1985.

**MHM&CT-309**  
**ENTREPRENEURSHIP IN HOTEL BUSINESS**

External Marks-70  
Internal Marks-30  
Duration -3 Hours

**OBJECTIVE**

The general objective of this course is to introduce students to entrepreneurship and its role in hotel and hospitality sector. The specific objectives are: (i) to ensure that students acquire some basic understanding about the concept, its growth and its scope for hospitality sector (ii) to help students understand the importance of entrepreneurship for any economy. Basic issues which are important and relevance to hotel & hospitality business will be discussed.

**APPROACHES**

Lectures, Group discussion, Presentations, Practical case studies Business Games

**REQUIREMENTS**

Regular attendances, active participation, review of books and literature, long essays and assignments, seminar presentations, etc.

**EVALUATION**

The performance of the students will be evaluated on the basis of class participation; house tests; regularity and assignment carrying 30 percent of the credit and the rest of 70 percent through Terminal Examinations (3 hours duration).

**MODE OF PAPER SETTING**

There will be **nine** questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions

**UNIT-I**

Entrepreneur: Meaning, Functions, Types of Entrepreneurs, Intrapreneur, Factors influencing the development of entrepreneurs. Entrepreneurship: concept, meaning, definition, importance, characteristics, Development of Entrepreneurship, Stages in Entrepreneurship Process, Functions, Classification.

**UNIT-II**

Stages of Evolution of the Concept of Entrepreneur and & Entrepreneurship, Theories of Entrepreneurship: Schumpeter's Theory, Peter Duckers Theory and Mc. Clelland's Theories,

**UNIT-III**

Communities promoted entrepreneurship in India, Role of entrepreneurs in economic development of a country, Entrepreneurship & its barriers in India.

#### **UNIT-IV**

Small Scale Industry (SSI), Definitions, Characteristics, Need and Rationale: Objectives, Scope, Role of SSI, Advantages of SSI, Different Policy of SSI, Government Supports for SSI during Five-Year Plans, Impact of Liberalization, Privatization, and Globalization, Effect of WTO/GATT.

#### **REFERENCES:**

1. Bedi, Kanishka: Management & Entrepreneurship, Oxford, New Delhi.
2. Aldrich, H.E. & Martinez, M.A. (2001). Many are called but few are chosen: An evolutionary perspective for the study of entrepreneurship. *Entrepreneurship Theory and Practice*, 25:41-56.
3. New York: John Wiley & Sons Bird B.J. (1989). *Entrepreneurial Behavior*.
4. Caree, M. Van Stel, A. Thurik R., & Wennekers, S. (2002). Economic development and business ownership; An analysis using data of 23 OECD countries in the period 1976-1996. *Small Business Economics*, 19:271-90.
5. Cramer, J.S., Hartog, J, Jonker, N., & Van Praag, C.M. (2002). Low risk aversion encourages the choice of entrepreneurship an empirical test of a truism. *Journal of Economic Behavior and Organizing*, 48:29-36
6. Earle, J.S., & Sakova, Z. (1999). Entrepreneurship from scratch: Lessons on the entry decision into self-employment from transition economics. IZA Discussion Paper 79.
7. Evans D.S., & Leighton, L.S. (1989). Some empirical aspects of entrepreneurship. *American Economic Review*, 79:519-35.
8. Gartner, W.B. (1989). 'Who is an entrepreneurial?' is the wrong question. *Entrepreneurship Theory and Practice*, 13:47-68.
9. McGrath, R.G., MacMillan, I.C., & Scheinberg, S. (1992). Elitist, risk-takers and rugged individualists? An exploratory analysis of Culture differences between entrepreneurs and non-entrepreneurs. *Journal of Business Venturing*, 7:115-35.
10. Miner, J.B. (1996). Evidence for the existence of a set of personality types, defined by psychological tests, that predict entrepreneurial success. In Reynolds, Pual et al. (eds), *Frontiers in Entrepreneurship Research* (pp.62-76). Wellesley: Babson College.
11. Peter F., Drucker, *Innovation and Entrepreneurship*, 1985, Harper; NY
12. Richard Duncombe, Richard Heeks and Sunil Abraham, (2005) *A Handbook for Entrepreneurs in India*, Institute for Development Policy and Management (IDPM), UK.
13. Stewart, W.H., Watson, W.E., Carland, J.C & Carland, J.W. (1999). A proclivity for entrepreneurship; A comparison of entrepreneurs, small business owners and corporate managers. *Journal of Business Venturing*, 14:189-214.
14. Van Praag, C.M. & Cramer, J.S., (2001). The roots of entrepreneurship and labour demand: Individual ability and low risk aversion. *Economica*, 68:45-62
15. Westhead, P., & Wright M., (2000). *Advance in Entrepreneurship volumes 1-3*. Cheltenham: Edward-Elgar.

**MHM&CT-310**  
**BUSINESS RESEARCH METHODOLOGY**

External Marks-70  
Internal Marks-30  
Duration -3 Hours

**OBJECTIVE**

The general objective of this course is to introduce students to statistics and research methods. The specific objectives are: (i) to ensure that students acquire some basic research skills; (ii) to help students understand the principles of research. The proposed research course has two separate but closely related components – statistics and research methodology components. The ideas and practices shall be discussed in specific relevance to hotels and hospitality business

**APPROACHES**

Lectures, Group discussion, Presentations, Practical case studies Business Games

**REQUIREMENTS**

Regular attendances, active participation, review of books and literature, long essays and assignments, seminar presentations, etc.

**EVALUATION**

The performance of the students will be evaluated on the basis of class participation; house tests; regularity and assignment carrying 30 percent of the credit and the rest of 70 percent through Terminal Examinations (3 hours duration).

**MODE OF PAPER SETTING**

There will be **nine** questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions

**Unit-I**

Business Statistics: Introduction, definition, statistical Data, methods function, scope, Limitations.

Collection of Data: universe survey population sampling and sampling designs, data, collection tools-schedule questionnaire, interviews and observation

**Unit-II**

Presentation of Data: Classification of Data, frequency Distribution, classification, tabulation, types of Diagrams, Graphs and Limitation.

Measures of Central Tendency, Measures of Variation, Skewness.

**Unit-III**

Introduction to Business Research, Formulation of the business research problem, and Development of the research hypotheses

Research Design: Exploratory and Descriptive, Experimental Research Design.

#### **Unit-IV**

Interpretation and report writing introduction meaning of interpretation, techniques and precaution in interpretation and report writing purpose, steps and research report and final presentation of the research reports.

#### **REFERENCES:**

1. Gupta, S. P & M. P. Gupta: Business Statistics, Sultan Chand and Sons, New Delhi.
2. Levin, R. I & David S. Rubin: Statistics for Management, Prentice –Hall of India Pvt. Ltd, New Delhi.
3. Chawla, Deepak & Neena Sondhi: Research Methodology: Concept & Cases, Vikas Publishing House Pvt. Ltd., Noida.
4. Bill Taylor, Gautam Sinha, Taposh Ghoshal: Research methodology: A Guide for Researchers in Management and Social Sciences.
5. Singh, Yogesh Kumar: Fundamental of Research Methodology and Statistics
6. Khanna, J.K. & S. Khurana: Hand Book of Research Methodology
7. Krishnaswamy, K.N., Sivakumar, AppaLyer, Mathirajan M: Management Research Methodology.
8. Verma S.P.: Practical Approach to Research Methodology
9. Khanzode, V.V: Research Methodology
10. Sharma Manoj : Research Methodology
11. Kumar Ranjit : Research Methodology
12. BILL TAYLOR, Gautam Sinha, Taposh Ghoshal: Research Methodology: A Guide for Researchers in Management and Social Sciences.



**MHM&CT-311**  
**HOTEL ACCOUNTING AND FINANCIAL MANAGEMENT**

External Marks: 70  
Internal Marks: 30  
Duration: 3 Hours

**OBJECTIVES:**

The basic purpose of this paper is to apprise the students about the fundamentals of accounting so that they can analyze and interpret the financial statements of various business enterprises particularly related to hospitality industry. The students in addition to the given contents in their paper are also required to go through the Annual Reports of leading hotels and other business establishments in India.

**APPROACHES**

Lectures, Group discussion, Presentations, Practical case studies Business Games

**REQUIREMENTS**

Regular attendances, active participation, review of books and literature, long essays and assignments, seminar presentations, etc.

**EVALUATION**

The performance of the students will be evaluated on the basis of class participation; house tests; regularity and assignment carrying 30 percent of the credit and the rest of 70 percent through Terminal Examinations (3 hours duration).

**MODE OF PAPER SETTING**

There will be **nine** questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions

**Unit-I**

**Meaning and Scope of Accounting**

Need for Accounting, Definition and Functions of Accounting, Book-keeping and Accounting, Accounting as an Art or Science, Classification of Accounting: Financial Accounting, Management Accounting, Difference between Management and Financial Accounting, Accounting Principles, Accounting Principles, Journal, Rules of Debit and Credit, Compound Journal Entry.

**Unit-II**

**Ledger Posting and Trial Balance & Final Account**

Ledger Posting Relationship between Journal and Ledger, rules Regarding Posting, Trial Balance.

Trading Account, Profit & Loss Account: Manufacturing Account, Balance Sheet (without Adjustment Entries).

### **Unit-III**

#### **Accounting Systems in Hotels**

Nature, use, and types of Hotel Transactions, Uniform system of Accounting in Hotels, Tabular System of Book keeping, Visitor Tabular Ledger and Technique recording transactions in VTL, Functions of auditing, Night auditing for hotels and auditor's duties.

### **Unit IV**

#### **Management Accounting**

Management Accounting: Meaning, Functions, Scope, Utility, Limitation of System;  
Cost Accounting: Meaning, Activities, difference between Cost Accounting and Financial Accounting, Cost Accounting and Management Accounting; Concepts of Cost: Cost, Expense and Loss, Elements of Cost, Components of Total Cost.

### **REFERENCES**

1. R.L. Gupta: Advanced Accounts
2. G.S. Grawal & M.C. Shukla Advanced Gupta: Advanced Accountancy
3. G. S. Rawat; Elements of Hotel accountancy
4. Richard Kotas: Management Accounting for Hotels & Restaurants.
5. Internet Sites Search on each topic.

## MHM&CT-312

### CUSTOMER RELATIONSHIP MANAGEMENT

External Marks-70

Internal Marks-30

Duration -3 Hours

#### **OBJECTIVE:**

This course focused on the broad spectrum of Customer Relationship Management and concentrates on concepts and practices related to building and maintaining customer loyalty and lost customer win-back. The ideas and practices shall be discussed in specific relevance to hotels and hospitality business.

#### **APPROACHES:**

Lectures, Group Discussion, Presentations, Practical. Case studies Business Games

#### **REQUIREMENTS:**

Regular attendance and active participation during the course of the semester; Books and literature surveys, long Essays and assignments, Seminar presentations etc.

#### **EVALUATION:**

The performance of the students will be evaluated on the basis of class participation; house tests; regularity and assignment carrying 30 percent of the credit and the rest through Terminal Examination (3 hours duration)

#### **MODE OF PAPER SETTING:**

There will be **nine** questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as question.

#### **Unit-I Concepts and Context of CRM**

Concepts, Nature, Importance of CRM in hospitality, Concepts of customer life cycle. The business environment of CRM: Legal, ethical, economic, competitive and social.

#### **Unit-II Key Concepts of CRM**

Customer satisfaction loyalty, customer defection, word-of-mouth; closed loop marketing and touch point analysis, data mining and modeling, customer lifetime value benefits and difficulties in developing and implementing CRM.

### **Unit-III Managing Customer Relationships**

Building customers relationship management customer acquisition and requisites for effective acquisition customer adoption and customer retention, Preventing and dealing with customer inactivity and customer defection, customers win back strategies.

### **Unit-IV Developing CRM Strategy**

Customer Interaction Management (CIM): Concepts, Routes to Customer Interaction Management, Factors influencing customers Interaction Management, Electronic Data Interchange, Specific skills for customer interaction Management. Face-to-face, telephone, Post/email, internet, cell Center: Objectives of a Call Center: Features and Functions of Call Centre; Call Centre Planning and Income Calls Management Institute Key.

### **References:**

1. Handbook of CRM : Achieving in Customer Management by Adrian Payne.
2. Customer Relationship Management by Kristin Anderson Carol Kerr
3. Marketing Insights from A to Z 80 Concepts Every Manager needs to know by Philip Kotler
4. CRM at Speed of Light, Third Edition: Essential Customer Strategies for the 21<sup>st</sup> Century by Pual Greenberg

## MHM&CT-313 Case Studies in Hospitality Industry

External Marks-70

Internal Marks-30

Duration-3 hours

**Course Objectives:** This course will learn to prepare and solve cases. The students will know Various aspects of hotel management through various selected studies from different areas of the Industry.

### **APPROACHES:**

Group Discussion, Presentation and case studies

### **REQUIREMENTS:**

Regular attendance and active participation during the course: Field and literature surveys Presentations etc.

### **EVALUATION:**

The performance of the students will be evaluated on the basis of class participation; house tests; Regularity and assignment carrying 30 percent of the credit and the rest through Terminal Examination (3 hours duration)

### **MODE OF PAPER SETTING**

There will be five questions in all and candidates will have to attempt all the six questions. First question will be of 14 marks and shall 7 short answer type questions. These questions shall be spread over the whole syllabus .Remaining four questions shall be of 14 marks each and will be set

module wise, where internal option among 2 question will be given. These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as question.

### **Module-1 Introduction to Case Studies**

- Concepts
- Role of the case studies in Learning
- Procedure for case preparation
- Understanding and analyzing case studies
- Current status and future strategies of various types Resorts Condominiums and Timesharing Units in India.

### **Module-II International Star Hotels**

The case studies will cover-General Profiles, current strategies of Taj, Oberoi and ITC Group of Hotels.

- Case-I, The Taj's people, philosophy and star system
- Case-2 four Season's approach: The golden rule and a global strategy

### **Module-III Theme Hotels**

- The case studies will cover-General profiles, current status and future strategies of Theme and Heritage Hotels
- Case-1. Chokhi Dhani
- Case-2. Uppal's Orchid

#### **Module-IV Fast Food Chains**

- The case studies will cover-General profiles, current status and future strategies of Fast Food Restaurant chains such as Mc Donald's Pizza, Hut and Nirula's
- Case-1. Quality Croutons
- Case-2. Menu changes resulting from food delivery shortages

#### **References**

- O'Halloram, K. Jarvis and A.A. Chabot, Oearson (2009) Cases in Hospitality and Tourism Management Prentice Hall, New Jersey
- AH&LA (2000)Case studies food service management-
- J.S. Harrison and C.A. Enz (2000). Hospitality Strategic Management: Concepts and Cases, pitman.
- P.Kotler (2001) Tourism Marketing, Person.
- Manjula chaudhary, (2010), Tourism Marketing, Oxford, new Delhi.
- AH&LA (1999)Case studies in Condominiums and Vacation Ownership management-
- H. Berberoglu, (1998),Tourism and Hospitality industry Case Studies, Pitman
- Mohinder Chand, Managing Hospitality Operation, Anmol Publications, new Delhi, 2009.
- S.Medlik,Hotel Business, Butterworth, New York,1996
- Dix C., Accommodation Operations, London, Pitman, 1990.
- Jagmohan N., Professional Hotel Management.S.Chand and co. New Delhi, 2000.
- Abraham Pizam, (2010), International Encyclopaedia of Hospitality Mgt. Elsevier.
  
- Kevin D and O'Gorman (2010) The Origins of Hospitality and Tourism, Goodfellow Publisher, U.K.

### **MHM&CT-314 CATERING MANAGEMENT**

External Marks-70  
Internal Marks-30  
Duration -3 Hours

#### **OBJECTIVE:**

This course focused on the various aspects of catering operation and management. The students will be made aware of various aspects of catering.

#### **APPORACHES:**

Lectures, Group Discussion, Presentations, Practical. Case studies Business Games

#### **REQUIEMENTS:**

Regular attendance and active participation during the course of the semester; Books and literature surveys, long Essays and assignments, Seminar presentations etc.

#### **EVALUATION:**

The performance of the students will be evaluated on the basic of class participation; house tests; regularity and assignment carrying 30 percent of the credit and the rest though Terminal Examination (3 hours duration)

## **MODE OF PAPER SETTING:**

There will be **nine** questions in all. The candidate has to attempt five questions. Question No. 1, of 14 marks (7 short-answer type questions of 2 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 14 marks. The question No. 1 shall be covering all the four Units of the syllabus.

These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions

### **Unit-I**

Catering-Introduction and growth and development over the years.  
Catering establishments- types, nature and their characteristics

### **Unit-II**

Food commodities- types, uses, food value, selection points and storage .  
Kitchen fuels- Types, characteristics, advantages and disadvantages.

### **Unit-III**

Food nutrients- Introduction, types, sources and effect of cooking.  
Nutritional deficiency diseases- Introduction, causes and remedies  
Balanced diet- Concept , importance and requirement for different age groups

### **Unit-IV**

Kitchen planning- Concept, importance and factors affecting, kitchen environment kitchen designs- designs- Types, advantages and service- meaning, types, importance and methods

### **References-**

1. Food and Beverage Management- by Bernard Davis.
2. Food and Beverage Management- by Jones.
3. Managing Service in Food and Beverage Operations- By Cichy and Wise.
4. Food and Beverage Service- By Lillicrap
5. Food and Beverage Service Training Manual- By .S. Andrews.
6. Modern Restaurant A Manual for students and Practitioners- by Fuller.
7. Theory of catering-by Ronald kinton, Victor Ceserani and David Foskett

