

**Department of Tourism and Hotel Management
Kurukshetra University, Kurukshetra**

**Under
Faculty of Commerce and Management,
Kurukshetra University, Kurukshetra**

PROGRAMME TITLE

**MASTER OF HOTEL MANAGEMENT
&
CATERING TECHNOLOGY
(MHM&CT)**

**Under
(CBCS / LOCF)**

**w.e.f
Session: 2020-2022**

Program Outcomes for the Faculty of Commerce and Management

On successful completion of a program under Faculty of Commerce and Management, students will be able to develop:

- PO1. Soft skills and Working Skills: To comprehend, communicate and execute effectively and efficiently in all of their dealings.
- PO2. Leadership: To develop abilities to both lead and respect the views, positions and beliefs of others and to plan and manage effectively
- PO3. Innovativeness and Entrepreneurship: To explore issues and problems that needs solutions with entrepreneurial orientation
- PO4. Ethics and Values: To recognize, appreciate and follow ethical standards in all walks of life
- PO5. Adaptability and Sociability: Ready to understand and adapt the changing environment.
- PO6. Research and Analytical abilities: To Explore, analyses and provide solutions on emerging issues concerning various fields including public policy.
- PO7. Practical exposure and Employability: Exposure to actual working environment leading to employability
- PO8. Environmental Consciousness: In every action, dealing, service and manifestation

**Programme Specific Objectives (PSO)
of
MHM &CT Programme**

- PSO 1 To prepare students for entry level / middle managerial positions in hotels / allied areas (such as food & beverage service outlets; retails outlets; event / MICE companies; Tourism services companies; entertainment; hospitality academics etc.)
- PSO 2 Knowledge of hotel functions & management
- PSO 3 Ability to work in different departments of the hotels / allied areas (such as food & beverage service outlets; retails outlets; event / MICE companies; Tourism services companies; entertainment hospitality academics etc.)
- PSO 4 Apply standard hotel management practices to operational & managerial work requirements.
- PSO 5 Becoming socially responsible hotel professional

**Master of Hotel Management & Catering Technology Programme
(MHM&CT Programme)
under
(CBCS / LOCF)**

A postgraduate degree in Master of Hotel Management & Catering Technology Programme (MHM&CT Programme) under Choice based credit system (CBCS / LOCF) will be awarded if the student complete **12 Core courses / papers in the discipline, 02 AECC courses, 3 SEC courses and 13 DSE courses / papers.**

Proposed syllabus Structure of Master of Hotel Management & Catering Technology Programme (MHMCT Programme) under CBCS / LOCF

Sem ester	CORE COURSE(CC) @6CREDITS	Ability Enhancement Compulsory Courses(AECC) @2 CREDITS	Skill Enhancement Courses (SEC) @2 CREDITS	Discipline Specific Elective (DSE) @6 CREDITS
1	CC-MHMCT-1	AECC-MHMCT-1	SEC-MHMCT-1	DSE-MHMCT-1
	CC-MHMCT-2		SEC-MHMCT-2	DSE-MHMCT-2
				DSE-MHMCT-3
				DSE-MHMCT-4
2	CC- MHMCT-3	AECC-MHMCT-2	SEC-MHMCT-3	DSE-MHMCT-5
	CC- MHMCT-4			DSE-MHMCT-6
				DSE-MHMCT-7
3	CC- MHMCT-5 A			DSE-MHMCT-8
	CC- MHMCT-5 B			DSE-MHMCT-9
	CC- MHMCT-5 C			DSE-MHMCT-10
	Or			DSE- MHMCT-11
	CC- MHMCT-5 D			
	CC- MHMCT-5 E			
	CC- MHMCT-5 F			
	CC- MHMCT-6			
4	CC- MHMCT-7A			DSE-MHMCT-12
	CC- MHMCT-7B			DSE-MHMCT-13
	CC- MHMCT-7 C			
	Or			

	CC- MHMCT-7 D		
	CC- MHMCT-7 E		
	CC- MHMCT-7 F		
	Or		
	CC- MHMCT-7 G		
	CC- MHMCT-7H		
	CC- MHMCT-7 I		
	CC- MHMCT-8		

AECC will be offered according to the time table adjustments in the University Teaching Department /College.

*MOOC Course from Swayam portal

General instructions:

1. One credit equivalent to 1 hour of teaching/2 hours of Practical work
2. One credit (teaching /Practical) equivalent to 20 marks

Total credit hours for Master of Hotel Management & Catering Technology Programme (MHMCT Programme) under Choice based credit system (CBCS / LOCF)

Course	Number of courses	Contact hrs	Credits
Core Course (CC)	12	6 (6x12=72)	72
Ability Enhancement compulsory course (AECC)	2	2 (2x2=4)	4
Skill Enhancement course (SEC)	3	6 (3x2=6)	6
Discipline Specific Elective Course (DSE)	13	6 (13x6=78)	78
Total	30	160	160

MHM & CT

(Detail Syllabus)

w.e.f

Session: 2020-2022

**Department of Tourism and Hotel Management
Kurukshetra University, Kurukshetra**

**Programme- MHM&CT -2 Years
w.e.f
Session: 2020-2022**

Semester I										
Course Code		Course Title	T	P/ T u.	C	Max Marks			Total Mark s	Pas s Ma rks
						Inte rnal	T	P		
CC- MHMCT-1	A	Front Office Operations (Theory)	4	0	4	16	64	-	80	32
	B	Front Office Operations (Practical)	0	4	2	08	-	32	40	16
CC- MHMCT-2	A	Housekeeping Operations (Theory)	4	0	4	16	64	-	80	32
	B	Housekeeping Operations (Practical)	0	4	2	08	-	32	40	16
DSC-MHMCT-1		Introduction to Hotel Industry	5	1	6	20	80	-	100	40
DSC-MHMCT-2		Fundamental of Management in Hotels	5	1	6	20	80	-	100	40
DSC-MHMCT-3		Hygiene, Sanitation & Medical Protocols	5	1	6	20	80	-	100	40
DSC-MHMCT-4		Tourism Business	5	1	6	20	80	-	100	40
SEC-MHMCT-1		ICT in Hotels	2	-	2	8	32	-	40	16
SEC-MHMCT-2		Hotel French –I	2	-	2	8	32	-	40	16
AECC-MHMCT-1		Communication Skills in Hotels	2	0	2	08	32	-	40	16
			34	12	42				760	

T-Theory, P- Practical, C-Credits, AECC - Ability Enhancement Compulsory Course, Skill Enhancement Course (SEC), Discipline Specific Elective (DSE)

Semester II										
Course Code		Course Title	T	P	C	Max Marks			Total Marks	Pass Marks
						Internal	T	P		
CC- MHMCT- 3	A	Food Production (Theory)	4	0	4	16	64	-	80	32
	B	Food Production (Practical)	0	4	2	08	-	32	40	16
CC- MHMCT-4	A	Food & Beverage Service (Theory)	4	0	4	16	64	-	80	32
	B	Food & Beverage Service (Practical)	0	4	2	08	-	32	40	16
DSE-MHMCT- 5		Hotel Laws	5	1	6	20	80	-	100	40
DSE-MHMCT-6		Basics of Event Management	5	1	6	20	80	-	100	40
DSE-MHMCT-7		Service Marketing	5	1	6	20	80	-	100	40
SEC- MHMCT-3		Hotel French –II	2	-	2	8	32		40	16
AECC-MHMCT-2		Environmental Practices in Hotels	2	-	2	8	32	-	40	16
			27	11	34				620	

T-Theory, P- Practical, C-Credits, AECC - Ability Enhancement Compulsory Course, Skill Enhancement Course (SEC)

03 MONTHS VOCATIONAL TRAINING / HOTEL INDUCTION TRAINING

Semester III										
Course Code	Course Title	T	P	C	Max Marks			Total Marks	Pass Marks	
					Internal	T	P			
DSE-MHMCT-8	HRM in Hotels	5	1	6	20	80	-	100	40	
DSE-MHMCT-9	Entrepreneurship and Innovation in Hotels	5	1	6	20	80	-	100	40	
DSE-MHMCT-10	Customer Relationship Mgt.	5	1	6	20	80	-	100	40	
DSE-MHMCT-11	Financial management in hotels	5	1	6	20	80	-	100	40	
OPTIONAL SPECIALIZATION (any one cluster)										
Specialization in Room Division										
CC-MHMCT-5	A	Advance Accommodation Management	5	1	6	20	80	-	100	40
	B	Advance Front Office Management	5	1	6	20	80	-	100	40
	C	Management of Housekeeping in Allied Sectors	5	1	6	20	80	-	100	40
Or Specialization in Food & Beverage Service Management										
CC-MHMCT-5	D	Specialized Catering Management	5	1	6	20	80	-	100	40
	E	F& B Control Management	5	1	6	20	80	-	100	40
	F	Bar operation & Management	5	1	6	20	80	-	100	40
COMPULSORY										
CC-MHMCT-6	Training Report & Viva- voce examination		-	-	12				300	
			35	7	54				1000	

T-Theory, P- Practical, C-Credits, SEC – Skill Enhancement Course

Semester IV (Specialization)										
Course Code	Course Title	T	P / T u.	C	Max Marks			Total Mark s	Pas s Ma rks	
					Inter nal	T	P			
DSE- MHMCT-12	Research Methodology	5	1	6	20	80	-	100	40	
DSE- MHMCT-13	Decision Science in Hotels	5	1	6	20	80	-	100	40	
Optional Specialization (any one cluster)										
Specialization (Event Management)										
CC-MHMCT-7	A	Event Product & Logistics Planning	5	1	6	20	80	-	100	40
	B	MICE Events Planning & Management	5	1	6	20	80	-	100	40
	C	Specialized Events in Hotels	5	1	6	20	80	-	100	40
Or Specialization (Hotel Marketing)										
CC-MHMCT-7	D	Hotel Marketing Research	5	1	6	20	80	-	100	40
	E	Sales Management in Hotels	5	1	6	20	80	-	100	40
	F	Digital and Social Media Marketing	5	1	6	20	80	-	100	40
Or Specialization (Human Resource)										
CC-MHMCT-7	G	Strategic HRM	5	1	6	20	80	-	100	40
	H	Training & Development in Hotels	5	1	6	20	80	-	100	40
	I	Employee Motivation and Welfares in Hotel	5	1	6	20	80	-	100	40
Compulsory										
CC-MHMCT-8	Dissertation in the area of specialization in Semester IVth & Viva Voce		-	-	12	-	-	-	300	
			25	5	42				800	

T-Theory, P- Practical, C-Credits, Core, SEC- Skill Enhancement Course

TOTAL SEMESTERS & CREDITS

Marks Distribution	Sem 1	Sem 2	Sem 3	Sem 4	Total
Credits allocated	42	34	54	42	172
Marks in Each Sem	760	620	1000	800	3,180
Grand Total Marks	3,180				
Grand Total credits	172				

SEMESTER I

CC-MHMCT-1 (A) FRONT OFFICE OPERATIONS (THEORY)

Credits -04

External Marks -64

Internal Marks -16

		Total Marks-80
COURSE OBJECTIVES: Co 1: Examining importance of front office and guest cycle. Co 2: Understanding the function, handling of situations and key control. Co 3: Summarizing organizational structure of front office and its coordination. Co 4: Memorizing guestrooms, tariff and guest cycle.		
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 20 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 16 marks (4 short-answer type questions of 4 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 12 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	Hotel Front Office: Introduction, importance in hotel, Layout of the front office department Guest Cycle: Pre-Arrival, Arrival, Occupancy, Departure, Post Departure. Room tariff and room rates.	CO 1
UNIT-II	Role and function: Reception, reservation, registration and method of payment Handling Various: Complaints and emergency situations Keys and key control: Types of keys, handling guestroom keys and its control	CO 2
UNIT-III	Guest Departure and Guest Accounting: Folio, Ledgers, settlement of accounts, handling vouchers, Express check out and group departures, Message and left luggage handling procedure Cash and Credit Control	CO 3
UNIT-IV	Front Office Cashier Role of the Front desk cashier, Importance of front office cash, Duties and responsibilities of front desk cashier. Night Auditing: Introduction, Objective, functions and job description of Night Auditor, Night Audit process, Preparing night audit reports.	CO 4

SUGGESTED TEXT BOOKS

- Andrews, S. (2017). Hotel Front Office: A Training Manual. McGraw Hill Education; Third edition.
- Bhatnagar, S. K. (2011). Front Office Management. Frank Bros.
- Tewari, J. (2016). Hotel Front Office: Operations and Management. Oxford University Press; Second edition.

SUGGESTED REFERENCE BOOKS

- Gonda, M. C. (2015). Handbook of Attire & Grooming. Embassy Books; First edition.
- Kasavana, L. M, Cahil, J. J (1992). Managing Computers in the Hospitality Industry. Educational Institute of the Amer Hotel; 2nd edition
- Smart Family (2018). All Countries, Capitals and Flags of the World!.CreateSpace Independent Publishing Platform.
- Bardi, A. J. (2012). Hotel Front Office Management. Wiley India Pvt Ltd; Fifth edition.
- Bhakta, A. (2011). Professional Hotel Front Office Management. McGraw Hill Education.
- Kasavana, L. M. (2000). Managing Front Office Operations. Educational Institute of the American Hotel & Motel Association; 5th edition edition
- Woods, H. R., Ninemeier, J. D., Hayes, D. K. and Austin, M. A (2013). Professional Front Office Management: Pearson New International Edition, Pearson Education Limited; illustrated.

MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE CC-MHMCT-1 (A)

Mapping: CO-PO								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8
Co 1	2	1	1	2	2	1	3	1
Co 2	1	2	1	2	2	1	3	1
Co 3	1	1	2	1	1	1	2	1
Co 4	1	1	1	1	1	2	3	1
	1.25	1.25	1.25	1.5	1.5	1.25	2.75	1

MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE CC- MHMCT-1(A)

Mapping: CO-PSO

	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	2	3	2	2	2
Co 2	2	3	2	3	2
Co 3	2	3	2	2	1
Co 4	3	3	2	3	1
	2.25	3	2	2.5	1.5

MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE CC-MHMCT-1 (A)

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
Co 1	2	1	1	2	2	1	3	1	2	3	2	2	2
Co 2	1	2	1	2	2	1	3	1	2	3	2	3	2
Co 3	1	1	2	1	1	1	2	1	2	3	2	2	1
Co 4	1	1	1	1	1	2	3	1	3	3	2	3	1
	1.25	1.25	1.25	1.5	1.5	1.25	2.75	1	2.25	3	2	2.5	1.5

CC-MHMCT-1 (B) FRONT OFFICE OPERATIONS (PRACTICAL)

Credits –02

External Marks -32

Internal Marks -08

Total Marks-40

- Grooming Standards of front office personnel
- Attributes and qualities of for new entrants/employees in the front office
- Basic front office terminology.
- Forms and Formats
- Skills to handle telephones
- Handling various category of guests, with children, business travellers, single woman traveller, differently abled travellers
- Familiarization with first aid kit and its contents.

CC- MHM&CT-2 (A) HOUSEKEEPING OPERATIONS (THEORY)

Credits –04

External Marks -64

Internal Marks -16

TotalMarks-80		
COURSE OBJECTIVES:		
CO1 Identify the elements involved in the managing of accommodation operations		
CO2 Develop the skills and knowledge of the handling housekeeping operations		
CO3 Familiarize with linen room management in hotels		
CO4 Ability to handle emergency situations and security and safety of guest during stay in the hotel.		
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 20 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 16 marks (4 short-answer type questions of 4 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 12 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	MANAGING HOUSEKEEPING OPERATIONS	CO1
	<ul style="list-style-type: none"> • Role of Housekeeping in Guest Satisfaction and Repeat Business. • Calculating standard time taken for performing tasks – productivity standards • Frequency schedules • Job Allocation • Work Schedules • Duty rosters • Work study • Ergonomics in housekeeping 	
UNIT- II	CLEANING ORGANISATION AND ROUTINE SYSTEMS OF HOUSE KEEPING DEPARTMENT	CO2
	<ul style="list-style-type: none"> • Principles of cleaning • hygiene and safety factors in cleaning • Methods of organising cleaning • Frequency of cleaning daily, periodic, special Furniture/ Fixtures/ Reporting Staff placement • Room Occupancy Report • Guest Room Inspection 	

	<ul style="list-style-type: none"> • Entering Checklists, Floor Register Work Orders, Log Sheet. • Lost and Found Register and Enquiry File • Maid's Report and Housekeeper's Report • Handover Records • Guest's Special Requests Register • Record of Special Cleaning • Call Register • VIP Lists • Handling over at end of the shift 	
UNIT-III	LINEN ROOM MANAGEMENT <ul style="list-style-type: none"> • Activities of the linen room • Location, planning and layout of the linen room • Linen items used in the hotel • Selection criteria for various linen items • Calculation of linen requirements • Purchase of linen • Linen cycle and linen control • Daily routine control of linen procedures and records • Stocktaking procedures and records • Recycling of discarded linen • The importance of providing uniforms to staff • Selection and design of uniforms • Issuing and exchange of uniforms Procedures and records • Planning the layout of the uniform room • Activities of the sewing sections • Areas and equipment to be provided 	CO3
UNIT- IV	HANDLING EMERGENCY SITUATIONS AND TRENDS <ul style="list-style-type: none"> • Safety awareness and accident prevention –Procedure to be followed in the event of an accident. • Illness and First Aid procedures to combat the illness • Death of a guest • Fire Safety – detection and fire-fighting Procedure to be followed in the event of fire. • Dealing with emergency situations – bomb threats, natural disasters, etc. • Waste disposal • Related Case Studies • Trends in Housekeeping and front office operations 	CO4

SUGGESTED TEXT BOOKS

- Hotel Housekeeping Operations & Management by Raghubalan, Oxford University Press.
- Hotel House Keeping A Training Manual by Sudhir Andrews, Tata McGraw Hill publishing company limited New Delhi.

SUGGESTED REFERENCE BOOKS

- Hotel Hostel and Hospital Housekeeping by Joan C Branson & Margaret Lennox, ELBS with Hodder & Stoughten Ltd.
- House Keeping Management by Matt A. Casado; Wiley Publications
- Management of Hotel & Motel Security (Occupational Safety and Health) by H. Burstein, CRC Publisher.
- Managing Housekeeping Operations by Margart M. Kappa, CHHE, American Hotel & Lodging Associations.
- Professional management of Housekeeping by Manoj Madhukar, Rajat Publications
- Professional Management of Housekeeping Operations (II Edn.) by Robert J. Martin & Thomas J.A. Jones, Wiley Publications

MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE (CC- MHM&CT-2 (A))

Mapping: CO-PO								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8
Co 1	1	1	1	2	1	1	2	2
Co 2	1	2	2	1	1	1	2	1
Co 3	1	2	1	1	1	1	2	1
Co 4	1	1	1	2	2	1	1	1
	1	1.5	1.25	1.5	1.25	1	1.75	1.25

MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE CC- MHM&CT-2 (A)

Mapping: CO-PSO					
	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	3	2	2	2	1
Co 2	3	3	2	2	1
Co 3	3	2	2	2	1
Co 4	2	2	2	2	2
	2.75	2.25	2	2	1.25

MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE CC- MHM&CT-2 (A)

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
Co 1	1	1	1	2	1	1	2	2	3	2	2	2	1
Co 2	1	2	2	1	1	1	2	1	3	3	2	2	1
Co 3	1	2	1	1	1	1	2	1	3	2	2	2	1
Co 4	1	1	1	2	2	1	1	1	2	2	2	2	2
	1	1.5	1.25	1.5	1.25	1	1.75	1.25	2.75	2.25	2	2	1.25

CC- MHM&CT-2 (B) HOUSEKEEPING OPERATIONS (PRACTICAL)

Credits –02

External Marks -32	
Internal Marks -08	
TotalMarks-40	
<ul style="list-style-type: none"> • Guest room Orientation (Single, Double, Twin and Suite room) • Guest room supplies and placement (Standard room and VIP amenities) • Soft Furnishing • Introduction to Cleaning equipment and handling • Setting up of Chambermaid's trolley • cleaning agents (familiarization and function) • Cleaning of public areas • Brasso and Silvo • Wooden surfaces- polished, painted, laminated. • Cleaning of glass surfaces • Wall cleaning-Dado/skirting • Procedure for cleaning Bed Rooms & Bathrooms • Evening Service • Bed making (identifying of linen and step by step procedure for a day bed using traditional and modern methods) 	

DSC- MHM&CT- 1 INTRODUCTION TO HOTEL INDUSTRY

Credits –06
External Marks -80
Internal Marks -20
Total Marks-100

COURSE OBJECTIVES:

Co 1 Knowledge of National and International Hotel Industry and enhance ability to classify various types of hotels.

Co 2 Develop an understanding of functions, organizational structure of major departments in a hotel.

CO3 Recognize different type of rooms and its features.

CO4 Cultivate the attributes and skills required to work efficiently in a hotel. Also recognize the latest trends of hotel industry.

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 20 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 16 marks (4 short-answer type questions of 4 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 16 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	<p>INTRODUCTION TO HOTEL INDUSTRY</p> <ul style="list-style-type: none"> • Introduction, definition, origin and importance of hospitality industry. A brief history of hotels – India & Abroad • Classification of hotels based on – Location, Size, Type of guest, Length of stay of guest. Ownership basis- Independent Hotels, Affiliation and Accreditation. Ownership basis- Management contracts, Franchise, Chain Hotels. Vacation ownership/Time share and Condominium Hotels with examples of hotel groups involved in this business concept • On the Basis of Star Grading- Star ratings and Heritage Classifications, Government’s Classification Committee adopted in India, Basis on 	CO 1
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	<p>which Star ratings are granted along with the Performa of Star Classification.</p> <ul style="list-style-type: none"> • OVERVIEW OF OTHER CONCEPTS- Spa, Boutique hotels, All Suite, Budget Hotels, Green Hotels, Ecotels etc. • Major hotel chains. 	
UNIT- II	<p>INTRODUCTION TO HOTEL DEPARTMENTS</p> <ul style="list-style-type: none"> • Introduction to front of house areas and Back of house areas of Hotel. Organizational structure of star categorized hotels. • Organisational Structure, functions and sections of Front Office, Housekeeping, F & B Service, F & B Production departments. • Functions of ancillary departments- Engineering & Maintenance Department, Human Resource Department, Finance Department, Accounts Department, Marketing & Sales Department, and Material Management & Purchasing Department. • Job analysis of major position (Room Division and F & B Department) • Inter departmental Communication. 	CO 2
UNIT-III	<p>GUEST ROOM & PUBLIC AREA FACILITIES</p> <ul style="list-style-type: none"> • Types of rooms • Meal Plans (AP, MAP, CP, and EP). • Room Status Terminology • Standard layout (single, double, twin, suite rooms) • Smoking, Non-Smoking & Barrier free rooms • Room Facilities and Room Supplies for standard rooms and VIP guest rooms. • Room Tariff • Public Area Facilities. 	CO 3
UNIT- IV	<p>IMPRESSION MANAGEMENT</p> <ul style="list-style-type: none"> • Attribute to work in hotel industry • Importance of looking presentable & attractive Right dressing & make-up, Hair & inner-glow Poise & Posture Eye-Contact & body language Physical fitness Appearance Speech-vocabulary, pronunciation, diction, voice tone, clarity Body language-verbal, non-verbal, postures, eye-contact etc <p>Emerging trends, latest developments and future of hotel</p>	CO4

	industry.	
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SUGGESTED TEXT BOOKS

- Food & Beverage Training Manual– Sudhir Andrews (Tata McGraw Hill).
- Front Office Training Manual– Sudhir Andrews (Tata McGraw Hill).
- Housekeeping Training Manual– Sudhir Andrews (Tata McGraw Hill).
- Introduction to Tourism & Hospitality Industry – Sudhir Andrews – TATA Mc Graw Hill

SUGGESTED REFERENCE BOOKS

- Managing Hospitality Operations – Mohinder Chand, Anmol Publications New Delhi.
- Hotel Management-educational & environmental aspects-Yogender K. Sharma
- Hotel, Hostel and Hospital Housekeeping – Joan C Branson & Margaret Lennox
- Introduction to Hospitality-John R.Walker University of South Florida Publisher: Prentice Hall
- Managing Front Office Operations – Kasavana & Brooks

MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE DSC- MHM&CT-**1**

Mapping: CO-PO								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8
Co 1	1	1	1	1	1	1	2	1
Co 2	1	1	1	1	1	1	2	1
Co 3	1	1	1	1	1	1	2	1
Co 4	3	2	2	1	3	2	1	1
	1.5	1.25	1.25	1	1.5	1.25	1.75	1

**MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE DSC-
MHM&CT- 1**

Mapping: CO-PSO					
	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	2	2	3	1	1
Co 2	3	3	3	2	1
Co 3	2	3	2	2	1
Co 4	3	2	3	2	1
	2.5	2.5	2.75	1.75	1

**MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM
SPECIFIC OBJECTIVE DSC- MHM&CT- 1**

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
Co 1	1	1	1	1	1	1	2	1	2	2	3	1	1
Co 2	1	1	1	1	1	1	2	1	3	3	3	2	1
Co 3	1	1	1	1	1	1	2	1	2	3	2	2	1
Co 4	3	2	2	1	3	2	1	1	3	2	3	2	1
	1.5	1.25	1.25	1	1.5	1.25	1.75	1	2.5	2.5	2.75	1.75	1

DSC-MHMCT-2 FUNDAMENTAL OF MANAGEMENT IN HOTELS		Credits – 04
		External Marks - 80
		Internal Marks - 20
		Total marks – 100
COURSE OBJECTIVES:		
Co 1 : Familiarizing with the concept of Management		
Co 2 : Integrate planning, decision making & organizing		
Co 3 : Talking about staffing, directing & motivation		
Co 4 : Explaining leadership & choose various control method		
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 20 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 16 marks (4 short-answer type questions of 4 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 16 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 MANAGEMENT Definition of Management: Art and Science, Management Vs Administration, Levels of Management, Functions of management, Management as a Profession, Management skills, Qualities and characteristics of managers. Evolution of Management thought: Traditional approach - Taylor and Scientific Management, Fayol's Administrative Management, Bureaucracy, Human Relations, and Modern Approach, Social responsibility of managers, Managerial Ethics.	CO 1
UNIT- II	PLANNING Concept of planning, Significance of planning, Classification of planning: Strategic plan, Tactical plan and Operational plan, Process of planning, Barriers to effective planning. MBO, Management by Exception. Decision Making: Strategies of decision making, Steps in rational decision making process, Factors influencing decision making process, Psychological bias and decision support system.	CO 2

	Organizing: Defining organising, Principles of organising, Process of organising, Types of organizational structure, Span of control, Centralization vs. Decentralization of authority. Informal organization.	
UNIT-III	STAFFING, DIRECTING AND MOTIVATION Staffing: Concept, Objective of staffing, System approach to staffing, Manpower planning. Directing: Concept, Techniques of directing and supervision, Types of supervision, Essential characteristics of supervisor. Motivation: Concept, Forms of employee motivation, Need for motivation. Theories of motivation.	CO 3
UNIT-IV	LEADERSHIP AND CONTROL Leadership vs Management, Process of Leadership, Importance of leadership, Characteristics of an effective leader. Controlling: Concept, Importance of controlling, Types of control, Steps in control process.	CO4

REFERENCE:

- Wehrich, Heinz, Mark V Cannice & Harold Koontz: Management: A Global and Entrepreneurial Perspective, Tata McGraw –Hill, New Delhi.
- Ghuman, Karminder & K. Aswathappa: Management: Concept, Practice & Case, Tata McGraw – Hill, New Delhi.
- Stoner, Freeman & Gilbert Jr. (2009). Management. New Delhi: Prentice Hall.
- Becker, P.E, The Practices of Management, London, 1955.
- May, D., The Evolution of Management Thought. Ronald Press, New York, 1972.
- Singh, A.N., The Skills of Management, GoverEarnborough, 1980.

MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE DSE-MHMCT-2

Mapping: CO-PO								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8
Co 1	3	3	3	3	3	3	3	2
Co 2	3	3	3	3	3	3	3	2
Co 3	3	3	3	3	3	3	3	2
Co 4	3	3	3	3	3	3	3	2
	3	3	3	3	3	3	3	2

**MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE DSE-
MHMCT-2**

Mapping: CO-PSO					
	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	3	3	3	3	3
Co 2	3	3	3	3	3
Co 3	3	3	3	3	3
Co 4	3	3	3	3	3
	3	3	3	3	3

**MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC
OBJECTIVE DSE-MHMCT-2**

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
Co 1	3	3	3	3	3	3	3	2	3	3	3	3	3
Co 2	3	3	3	3	3	3	3	2	3	3	3	3	3
Co 3	3	3	3	3	3	3	3	2	3	3	3	3	3
Co 4	3	3	3	3	3	3	3	2	3	3	3	3	3
	3	3	3	3	3	3	3	2	3	3	3	3	3

DSC-MHMCT-3 HYGIENE, SANITATION AND MEDICAL PROTOCOLS		
		Credits –06
		External Marks -80
		Internal Marks -20
		TotalMarks-100
COURSE OBJECTIVES:		
Co 1: Creating awareness about Hygiene in accommodation and catering Industry		
Co 2: Develop sensitivity and high work ethics towards cleanliness and hygiene and the factors that contribute to it.		
Co 3 : Develop knowledge towards food hygiene and safety aspects		
Co 4: Construct management practices and WHO guidelines		
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 20 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 16 marks (4 short-answer type questions of 4 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 16 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	HYGIENE AND SANITATION IN HOSPITALITY SECTOR Hygiene, Sanitation, meaning, uses in hotel industry Importance of hygiene and sanitation in catering industry Personal hygiene for staff members in the hotels and special emphasis on those coming in contact with the guest GHP for commodities, equipment, work area and personnel Cleaning and disinfection (Methods and agents commonly used in the hospitality industry)	CO 1
UNIT-II	Premises and Equipment care Design of premises Indoor environment management Protective clothing, selection, efficiency, comfort, care and maintenance. Pest control Air, Water and waste Disposal	CO 2

UNIT-III	FOOD SAFETY Basic Introduction To Food Safety General Principles of Food Hygiene kitchen Hygiene Food Hygiene Regulations, Food Safety Act Food Hazards & Risks, Contaminants HACCP & Its terminologies	CO 3
UNIT-IV	MANAGEMENT PRACTICES AND WHO GUIDELINES Management team to address health threats Recent concern for emerging pathogens Handling cases of illness and pandemic (Covid-19) Guideline & Specifications for tourism & Hotel Industry.	CO 4

SUGGESTED TEXT BOOKS

- Food Hygiene- Kavita Ed Marwaha
- Handbook of Hygiene and Public Health- Bedi Y.P.

SUGGESTED REFERENCE BOOKS

- Food and Hygiene- William Tibbles
- Elements of Hygiene and sanitation- Theodore Hough
- Food Hygiene and Sanitation – S. Roday-Hill Publication
- The Essentials of Food Safety and Sanitation- David McSwane, Nancy R. Rue

MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE DSC-MHMCT-4

Mapping: CO-PO								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8
Co 1	1	2	2	2	2	1	2	2
Co 2	1	1	2	2	2	2	1	3
Co 3	1	1	1	2	2	2	2	2
Co 4	1	1	1	2	2	3	1	2
	1	1.25	1.5	2	2	2	1.5	2.25

**MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE DSC-
MHMCT-4**

Mapping: CO-PSO					
	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	2	1	1	1	2
Co 2	2	2	1	1	3
Co 3	2	2	2	2	2
Co 4	1	1	1	2	3
	1.75	1.5	1.25	1.5	2.5

**MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM
SPECIFIC OBJECTIVE DSC-MHMCT-4**

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
Co 1	1	2	2	2	2	1	2	2	2	1	1	1	2
Co 2	1	1	2	2	2	2	1	3	2	2	1	1	3
Co 3	1	1	1	2	2	2	2	2	2	2	2	2	2
Co 4	1	1	1	2	2	3	1	2	1	1	1	2	3
	1	1.2 5	1.5	2	2	2	1.5	2.25	1.75	1.5	1.25	1.5	2.5

DSC- MHM&CT-4 TOURISM BUSINESS		Credits –06 External Marks -80 Internal Marks -20 TotalMarks-100
COURSE OBJECTIVES:		
Co 1 Knowledge of basic concepts and essentials of Destination		
Co 2 Analysis of Tourism Demand & Travel Motivations		
Co 3 Identify travel and tourism sector stakeholders and their role		
Co 4 Recognize the travel documentations and analyse the future trends		
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 20 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 16 marks (4 short-answer type questions of 4 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 16 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	BASIC CONCEPTS OF TOURISM	CO 1
	<ul style="list-style-type: none"> • Meaning and Definitions Tourism, • Characteristics of Tourism, • Forms & Types of tourism • 5 A's of Tourism • Concept of Destination • Tourism System- Leiper Model • Environmental, Economic, Socio-cultural Impacts of Tourism. • Doxey's Irridex Index- Demonstration Effect • Butler's Tourism Area Life Cycle (TALC) 	
UNIT- II	TOURISM DEMAND & MOTIVATIONS	CO 2
	<ul style="list-style-type: none"> • Travel Motivation: Concept • Theory of Travel Motivations • Crompton's Push and Pull Theory • Tourism Demand 	

	<ul style="list-style-type: none"> • Typology of Tourists, Tourist Plog's Allo-centric and Psycho-centric Model of Destination Preferences. 	
UNIT-III	TOURISM SECTOR Type and Role of following stakeholder in Tourism Industry. <ul style="list-style-type: none"> • Hospitality • Intermediaries • Transport • Government & Tourism- Major Tourism Schemes of Government of India: Visa on Arrival (VOA), PRASAD Scheme, HRIDAY Scheme, Travel Circuits; Incredible India 	CO 3
UNIT- IV	TRAVEL ESSENTIALS <ul style="list-style-type: none"> • Travel Documents: Passport, VISA, Health regulations for International tourist, Special permits, Custom Regulations, Emigration and immigration • Crisis management & Tourism • Future Trends and prospects of Tourism 	CO4

SUGGESTED TEXT BOOKS

- Swain, K.S & Mishra, M.M. (2012). Tourism Principles and Practices. Delhi: Oxford University
- Bhatia A.K. (2002), International Tourism Management, Sterling Publishers, New Delhi.
- Roday. S, Biwal. A & Joshi. V. (2009). Tourism Operations and Management, Oxford University Press, New Delhi.

SUGGESTED REFERENCE BOOKS

- Goeldner, C.R. & Brent Ritchie, J.R. (2006). Tourism, Principles, Practices, Philosophies. John Wiley and Sons, New Jersey.
- Page Stephen J. Brunt Paul, Busby Graham and Cornell .J (2007). Tourism: Modern Synthesis. Thomson Learning. London. U.K.
- Gee, Chuck Y., James C. Makens,, and Dexter J.L. Choy. (1997). The Travel Industry, Van Nostrand Reinhold, New York.
- Youell, R.(1998). Tourism-An Introduction. Addison Wesley Longman, Essex.
- Michael M. Coltman. (1989). Introduction to Travel and Tourism- An International Approach. Van Nostrand Reinhold, New York.
- Burkart A.J., Medlik S. (1992). Tourism - Past, Present and Future. Heinemann, London.

**MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE DSC-4
MHM&CT**

Mapping: CO-PO								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8
Co 1	1	2	2	1	1	1	3	1
Co 2	1	2	2	1	1	1	3	1
Co 3	1	2	2	1	1	1	3	1
Co 4	2	2	2	1	1	1	3	1
	1.25	2	2	1	1	1	3	1

**MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE DSC-4
MHM&CT**

Mapping: CO-PSO					
	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	3	1	3	1	1
Co 2	3	1	3	1	1
Co 3	3	2	3	1	1
Co 4	3	1	3	1	1
	3	1.25	3	1	1

**MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM
SPECIFIC OBJECTIVE DSC-4 MHM&CT**

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
Co 1	1	2	2	1	1	1	3	1	3	1	3	1	1
Co 2	1	2	2	1	1	1	3	1	3	1	3	1	1
Co 3	1	2	2	1	1	1	3	1	3	2	3	1	1
Co 4	2	2	2	1	1	1	3	1	3	1	3	1	1
	1.25	2	2	1	1	1	3	1	3	1.25	3	1	1

SEC-MHMCT-1 ICT IN HOTELS		Credits – 02 External Marks - 32 Internal Marks - 08 Total marks –40
COURSE OBJECTIVES: Co 1 : Describing Computers; its characteristics & application of computers Co 2 : Discussing internet, its uses & understanding Word Co 3 : Practicing Excel & PowerPoint for effective managerial presentation Co 4 : Planning E-Commerce, its features & different types of ecommerce		
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 20 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 8 marks (4 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 6 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 in hotel industry, Different unit of Computers, Components of Computers, Input/output and auxiliary storage devices	CO 1
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. Introduction to MS word – Creating – Editing – Formatting – Saving documents – Types of document format – Mail Merge features – Parts of MS word window – Features of Ribbons – Using MS word Tools – Spelling and Grammar – Mail merge – Printing Envelops and labels	CO 2
UNIT-III	Introduction of Spreadsheet & excel - Getting started with excel- Editing cells - Using commands and functions - Moving and copying - Inserting and deleting rows & columns -Getting help and formatting a worksheet - Printing the worksheet - Creating charts - Using date and time - Addressing modes - Naming ranges – Statistical and mathematical functions.-Database in a worksheet – Additional formatting commands and drawing tool bar – Internet usage in Business Email - Multiple worksheets and	CO 3

	<p>macros.</p> <p>Introduction to MS Power Point - Power point basics - Editing text - Adding subordinate points -Deleting slides - Working in outline view - Using design templates - Adding graphs – Adding organization Charts - Running an electronic slide show - Adding special effects - Creating Presentation using MS power point</p>	
UNIT- IV	<p>E-Commerce Concepts: Meaning, Definition, Concepts, Features, Function of E-commerce, E-commerce practices v/s traditional practices, scope & Basic models of E-commerce, Limitations 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.</p> <p>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</p>	CO4

REFERENCE:

- Leon Alexis and Mathews Leon: Introduction to Computers, Vikas Publishing House Pvt Ltd. New Delhi
- Bhatnagar S C and Ramani K V: Computers and information management. A Primer for Practicing Managers, New Delhi, Prentice Hall of India Pvt. Ltd.
- Bansundara, S: Computer Today.
- Goel Ritender and D N Kakkar: Computer Application in Management, New Age International Publishers, New Delhi.
- Ragaraman, V: Fundamental of Computers, PHI, New Delhi.

Mapping: CO-PO								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8
Co 1	2	3	3	2	3	3	3	1
Co 2	2	3	3	2	3	3	3	1
Co 3	2	3	3	2	3	3	3	1
Co 4	2	3	3	2	3	3	3	1
	2	3	3	2	3	3	3	1

**MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE SEC-
MHMCT-1**

Mapping: CO-PSO					
	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	2	2	2	2	1
Co 2	2	2	2	2	1
Co 3	2	2	2	2	1
Co 4	2	2	2	2	1
	2	2	2	2	1

MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE SEC-MHMCT-1

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
Co 1	2	3	3	2	3	3	3	1	2	2	2	2	1
Co 2	2	3	3	2	3	3	3	1	2	2	2	2	1
Co 3	2	3	3	2	3	3	3	1	2	2	2	2	1
Co 4	2	3	3	2	3	3	3	1	2	2	2	2	1
	2	3	3	2	3	3	3	1	2	2	2	2	1

SEC-MHMCT-2 HOTEL FRENCH -I		Credits –02
		External Marks -32
		Internal Marks -08
		TotalMarks-40
COURSE OBJECTIVES:		
CO 1 Identify & use small French expression, vocabulary, articles indefinite & definite, auxiliary 1 st group verbs		
CO 2 Reading & Reciting various Expressions/vocabulary used for seasons, colors & telling the time; Counting (51-100); Translation; Comprehension based on simple text basic French introduction, fruits, vegetables & 1st group French verbs.		
CO 3 Describing & role playing various French conversation.		
Co 4 familiarizing for with tourism & hospitality related situations & grammar.		
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 20 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 8 marks (4 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 6 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	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 auxiliary verbs & 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.	CO1
Unit II	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	CO2

	Civilization: Name & description of Indian festivals & their importance-(2); Important Indian dishes, their preparation & ingredients-(2)	
Unit III	Unit-III (Book: Bon Voyage , Unit-I: Embarquement Situation 1: Bienvenue; Situation2: vous parlez francais; Situation3; Quel est votre nom(Includes grammar exercise associated with it)	CO3
Unit IV	Unit-IV (Book: Bon Voyage , Unit-I: Embarquement (conti.) Situation 4: une table pour deux personnes; Situation 5: isabelle quelle surprise (Incudes grammar exercises associated with it)	CO4

REFERENCE:

- Vasanti Gupta, Malini Gupta, Usha Ramchandran, 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

MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE SEC-MHMCT-2

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	3	3	3	3	3	3	2
CO2	3	3	3	1	2	3	3	2
CO3	2	2	3	2	2	2	3	2
CO4	3	3	3	2	3	3	3	2
	2.5	2.75	3	2	2.5	2.75	3	2

MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE SEC-MHMCT-2

Mapping: CO-PSO					
	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	2	3	3	3	3
Co 2	3	3	3	3	3
Co 3	3	3	3	3	3
Co 4	3	3	3	3	3
	2.75	3	3	3	3

MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE SEC-MHMCT-2

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO 4	PSO 5
CO 1	2	3	3	3	3	3	3	2	2	3	3	3	3
CO 2	3	3	3	1	2	3	3	2	3	3	3	3	3
CO 3	2	2	3	2	2	2	3	2	3	3	3	3	3
CO 4	3	3	3	2	3	3	3	2	3	3	3	3	3
	2.5	2.75	3	2	2.5	2.75	3	2	2.75	3	3	3	3

AECC-MHMCT-1-COMMUNICATION SKILLS IN HOTELS**Credits –02****External Marks -32****Internal Marks -08****TotalMarks-40****COURSE OBJECTIVES:**

- Co 1 : Knowledge of business communication in Hotels
 Co 2 : Developing business communication writing skills
 Co 3 : Ability to speak verbal communication.
 Co 4 : Develop cross cultural communication .

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 20 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 8 marks (4 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 6 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 communication in improving it.	CO1
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 Makeup of Different Types of Reports. Techniques of Writing Visual aspects of Reports; layout options & Illustrations.	CO2
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.	CO3
Unit IV	Cross- Cultural Communication –Concepts of Cultures, Function of Culture,	CO4

	Impact of Culture on Communication, Important expressions in Cross Cultural Communication.	
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REFERENCE:

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

MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE AECC-MHMCT-1

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	3	3	3	3	3	3	2
CO2	3	3	3	1	2	3	3	2
CO3	2	2	3	2	2	2	3	2
CO4	3	3	3	2	3	3	3	2
	2.5	2.75	3	2	2.5	2.75	3	2

MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE AECC-MHMCT-1

Mapping: CO-PSO					
	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	2	3	3	3	3
Co 2	3	3	3	3	3
Co 3	3	3	3	3	3
Co 4	3	3	3	3	3
	2.75	3	3	3	3

**MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC
OBJECTIVE AECC-MHMCT-1**

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO 4	PSO 5
CO 1	2	3	3	3	3	3	3	2	2	3	3	3	3
CO 2	3	3	3	1	2	3	3	2	3	3	3	3	3
CO 3	2	2	3	2	2	2	3	2	3	3	3	3	3
CO 4	3	3	3	2	3	3	3	2	3	3	3	3	3
	2.5	2.75	3	2	2.5	2.75	3	2	2.75	3	3	3	3

SEMESTER II

CC-MHMCT-3 A FOOD PRODUCTION (THEORY)

Credits –04

		External Marks -64 Internal Marks -16 TotalMarks-80
COURSE OBJECTIVES:		
<p>Co 1: Learning the functioning of kitchen and familiarize with culinary terms Co 2: Knowledge and identify various commodities and their use in cooking Co 3: learn and practice of vegetables cuts, sauces and stocks used in cooking Co 4: familiar with standard recipes of soups, salads</p>		
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 20 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 16 marks (4 short-answer type questions of 4 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 12 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	<p>INTRODUCTION TO COOKERY: Levels of skills and experiences, Attitudes and behavior in the kitchen, Personal hygiene, Uniforms & protective clothing, Safety procedure in handling equipment</p> <p>CULINARY HISTORY: Origin of modern cookery Classical and New World Cuisine, Different styles cookery: oriental, European, Continental, Pan American</p> <p>HIERARCHY AREA OF DEPARTMENT AND KITCHEN: Classical Brigade, Modern staffing in various category hotels, Roles of executive chef, Duties and responsibilities of various chefs, Co-operation with other departments General Layout Of the kitchen in organisations, layout of receiving areas, layout of service & wash up</p> <p>CULINARY TERMS: List of culinary (common and basic) terms, Explanation with examples</p> <p>AIMS & OBJECTIVES OF COOKING FOOD: Aims and objectives of cooking food, Various textures, Various consistencies, Techniques used in pre-preparation, Techniques used in preparation</p>	CO 1
UNIT-II	<p>COMMODITIES:</p> <p>SHORTENINGS (Fats & Oils): Role of Shortenings,</p>	CO 2

	<p>Varieties of Shortenings, Advantages and Disadvantages of using various Shortenings, Fats & Oil – Types, varieties</p> <p>RAISING AGENTS: Classification of Raising Agents, Role of Raising Agents, Actions and Reactions</p> <p>THICKENING AGENTS: Classification of thickening agents, Role of Thickening agents</p> <p>HERBS & SPICES : Uses its Importance & it's different types</p> <p>BASIC COMMODITIES: Milk-Introduction, Processing of Milk, Pasteurisation – Homogenisation, Types of Milk – Skimmed and Condensed, Nutritive Value, Cream-Introduction, Processing of Cream, Types of Cream Cheese-Introduction, Processing of Cheese, Types of Cheese, Classification of Cheese, Curing of Cheese, Uses of Cheese Butter-Introduction, Processing of Butter, Types of Butter. Sugar: Its Importance, types of sugar, cooking Of Sugar- Various Temperature</p>	
UNIT-III	<p>BASIC PRINCIPLES OF FOOD PRODUCTION</p> <p>VEGETABLE AND FRUIT COOKERY: Introduction – classification of vegetables, Pigments and colour changes, Effects of heat on vegetables, Cuts of vegetables, Classification of fruits, Uses of fruit in cookery.</p> <p>STOCKS: Definition of stock, Types of stock, Preparation of stock, Recipes, Storage of stocks, Uses of stocks, Care and precautions</p> <p>SAUCES: Classification of sauces, Recipes for mother sauces, Storage & precautions</p>	CO 3
UNIT-IV	<p>SOUPS: Classification with examples, Basic recipes of Consommé with 10 Garnishes and other soups.</p> <p>SALADS AND SANDWICHES: Salads & its compositions Types Of Lettuce , Types of Dressing, Emerging trends in salad making, Sandwiches History origin and its Different types</p> <p>EGG COOKERY: Introduction to egg cookery, Structure of an egg, Selection of egg, Uses of egg in cookery</p>	CO 4

TEXT BOOKS:

- Theory of Catering By Kinton & Cessarani
- Parvinder S Bali – International Cuisine & Food Production – Oxford University Press
- Theory of Cookery By K Arora, Publisher: Frank Brothers

REFERENCE BOOKS:

- Accompaniments & Garnishes from waiter, Communicate: Fuller J. Barrie & Jenkins
- Modern Cookery (Vol-I) By Philip E. Thangam, Publisher: Orient Longman
- Practical Cookery By Kinton & Cessarani
- The Professional Chef (4th Edition) By Le RolA. Polsom
- The Professional Pastry Chef, Fourth Edition By Bo Friberg Publisher: Wiley & Sons INC
- Practical Professional Cookery By Kauffman & Cracknell

	CC-MHMCT-3 B FOOD PRODUCTION (PRACTICAL)
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	Credits –02 External Marks -32 Internal Marks -08 Total Marks-40
1	i) Equipments - Identification, Description, Uses & handling ii) Hygiene - Kitchen etiquettes, Practices & knife handling iii) Safety and security in kitchen
2	i) Vegetables – classification ii) Cuts - julienne, jardinière, macedoines, brunoise, payssane, mignonettes, dices, cubes, shred, mirepoix iii) Preparation of salad dressings
3	Identification and Selection of Ingredients - Qualitative and quantitative measures.
4	i) Basic Cooking methods and pre-preparations ii) Blanching of Tomatoes and Capsicum iii) Preparation of concasse iv) Boiling (potatoes, Beans, Cauliflower, etc) v) Frying - (deep frying, shallow frying, sautéing) Aubergines, Potatoes, etc. vi) Braising - Onions, Leeks, Cabbage vii) Starch cooking (Rice, Pasta, Potatoes)
5	i) Stocks - Types of stocks (White and Brown stock) ii) Emergency stock iii) Fungi stock
6	Sauces - Basic mother sauces <ul style="list-style-type: none"> • Béchamel • Espagnole • Veloute • Hollandaise • Mayonnaise • Tomato
7	Egg cookery - Preparation of variety of egg dishes <ul style="list-style-type: none"> • Boiled (Soft & Hard) • Fried (Sunny side up, Single fried, Bull’s Eye, Double fried) • Poaches • Scrambled • Omelette (Plain, Stuffed, Spanish) • En cocotte (eggs Benedict)
8	Simple Salads: <ul style="list-style-type: none"> • Cole slaw, • Potato salad, • Beet root salad, • Green salad, • Fruit salad, • Consommé Simple Egg preparations: • Scotch egg, • Assorted omelletes, • Oeuf Florentine • Oeuf Benedict

	<ul style="list-style-type: none"> • Oeuf Farci • Oeuf Portugese • Oeuf Deur Mayonnaise Soups Preparations: • Cream Soups • Puree Soups • Consomme <p>Simple potato preparations</p> <ul style="list-style-type: none"> • Baked potatoes • Mashed potatoes • French fries • Roasted potatoes • Boiled potatoes • Lyonnaise potatoes • Allumettes Vegetable preparations • Boiled vegetables • Glazed vegetables • Fried vegetables • Stewed vegetables. Sandwiches • Open • Club • Closed • Canapé • Zukuskis • Pin wheel • Checkers board
	<p>Preparation of menu Salads & soups- Waldrof salad, Fruit salad, Russian salad, salade nicoise, Soups prepration: Chowder, Bisque, Veloute, Broth International soups Indian cookery- Rice dishes, Breads, Main course, Basic Vegetables, Paneer Preparations Marinades, Paste and Tandoori Preparation of Vegetables and Paneer</p>

MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE

Mapping: CO-PO								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8
Co 1	2	2	2	1	1	2	3	1
Co 2	2	2	2	1	1	2	3	1
Co 3	2	2	2	1	1	2	3	1
Co 4	2	2	2	1	1	2	3	1
	2	2	2	1	1	2	3	1

MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PSO					
	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	3	3	1	2	1
Co 2	3	3	1	3	1
Co 3	3	3	1	3	1
Co 4	3	3	1	3	1
	3	3	1	2.75	1

MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
Co 1	2	2	2	1	1	2	3	1	3	3	1	2	1
Co 2	2	2	2	1	1	2	3	1	3	3	1	3	1
Co 3	2	2	2	1	1	2	3	1	3	3	1	3	1
Co 4	2	2	2	1	1	2	3	1	3	3	1	3	1
	2	2	2	1	1	2	3	1	3	3	1	2.75	1

CC-MHMCT-4 A FOOD AND BEVERAGE SERVICE (THEORY)		Credits – 04
		External Marks - 64
		Internal Marks - 16
		Total marks – 80
COURSE OBJECTIVES:		
Co 1 Gain the Knowledge on catering industry and understand organizational structure of Food & beverage service department in Hotels.		
Co 2 Familiar with Food & Service areas and back up areas		
Co 3 Learn about different types of food & beverage equipments & meals.		
Co 4 Remember the importance of menu planning & various food service methods.		
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 20 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 16 marks (4 short-answer type questions of 4 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 12 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 large hotel, Duties and Responsibilities of F & B Staff and their Attributes; Inter Department relations of F and B department.	CO 1
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: various Considerations while planning a layout of coffee shop, fast food, full-service restaurant, specialty restaurant, Banquets, Room Service, Vending Machines. Back areas: Still Room, Wash-up, Hot-Plate, Plate Room, Kitchen Stewarding, Kitchen Stores.	CO 2

UNIT-III	Introduction of Restaurant Equipment and introduction to different Meals Restaurant Equipment's Classification of equipment; Criteria for selection of various types of Crockery, Tableware, Glassware, Linen, Furniture etc.; Sideboard- its uses. Care & Maintenance of these equipment's. Meals and Menu: Planning Concept of Menu and Meal Types of Meals: Breakfast, Lunch, Dinner, Supper, Brunch, High tea etc.	CO 3
UNIT-IV	Menu planning & forms of Service 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 Restaurant Service: Forms and Methods of service -Table Service – Silver/English, Family, American, Butler/ French, Russian; Self Service - Buffet and Cafeteria Service; Specialized Service – Gueridon, Tray, Trolley, Lounge, Room etc.; Single Point Service-Takeaway, Vending, Kiosks, Food Courts, Bars.; Room Service	CO4

REFERENCE:

- S.N Bagchi and 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.

CC-MHMCT-4 B FOOD & BEVERAGE SERVICE (PRACTICAL)

Credits – 02
External Marks - 32
Internal Marks - 08
Total marks – 40

- 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 l' carte & Table d'hote
- Napkin folding, spreading & changing tablecloth.
- Laying table for lunch /dinner: procedure for laying the table A l' 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

MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE

Mapping: CO-PO								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8
Co 1	3	3	3	2	2	3	3	2
Co 2	3	3	3	2	2	3	3	2
Co 3	3	3	3	2	2	3	3	2
Co 4	3	3	3	2	2	3	3	2
	3	3	3	2	2	3	3	2

MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PSO					
	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	3	3	3	3	3
Co 2	3	3	3	3	3
Co 3	3	3	3	3	3
Co 4	3	3	3	3	3
	3	3	3	3	3

MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	3	3	3	2	2	3	3	2	3	3	3	3	3
Co 2	3	3	3	2	2	3	3	2	3	3	3	3	3
Co 3	3	3	3	2	2	3	3	2	3	3	3	3	3
Co 4	3	3	3	2	2	3	3	2	3	3	3	3	3
	3	3	3	2	2	3	3	2	3	3	3	3	3

SEC-MHMCT-5 HOTEL LAW		Credits –06 External Marks -20 Internal Marks -80 TotalMarks-100
COURSE OBJECTIVES: Co 1: Knowledge of Commercial Law and Business Contracts to do Hotel Business. Co 2: Learning various Hotel Licences and Regulations mandatory for Hotel Business. Co 3: Familiarize with Indian Food Legislation applicable for all catering Businesses Co 4: Knowledge of Liquor Licensing.		
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 20 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 16 marks (4 short-answer type questions of 4 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 16 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	Commercial Law & Business Contracts <ul style="list-style-type: none"> • Memorandum of Association, Articles of Association, • Commencement of Business- Sole Proprietorship, Partnership, Limited Liability Partnerships, Private Limited Companies, Public Limited Companies, Joint Venture Company, Foreign Exchange Management Act-1999, and Foreign Direct Investment Regulatory Issues related with Taxes. • Introduction: Indian Contract Act, 1872 • Understanding Essential Elements of a Contract, Void, Voidable and unenforceable Contracts, Types of Contract • Negotiable Instruments Act, 1881 • Breach of Contracts • Hospitality Contracts: Function Prospectus- Banquets, Purchase Contract, Franchisee Agreement, Management Contract, Technical Services Agreement 	CO 1
UNIT-II	Hotel Licences And Regulations <ul style="list-style-type: none"> • General Hotel Operating Licence 	CO 2

	<ul style="list-style-type: none"> • Important Licences for Food & Beverage Operations • Mandatory registrations and certifications for Personnel Department and Accounts Department 	
UNIT-III	Food Legislation Introduction to Food Adulteration The Prevention of Food Adulteration Act, 1954 Important Legal Term in Food Adulteration Act Food Safety and Standard Act, 2006 Recommended Food Safety Management Plan for Hotels	CO 3
UNIT-IV	Liquor Licensing Introduction: Non-Alcoholic Beverages and Alcoholic Beverages Liquor Legislation in India: Prohibition, Dry Days, Legal Age for Drinking Liquor Licensing Procedure Mandatory Compliances of a Liquor Licence Service of Alcohol Beverages Behavioural Traits of an Intoxicated Person Sale of Cigarettes and Tobacco	CO 4

SUGGESTED READINGS:

- Hotel Law by Amitabh Devendra , Oxford University Press
- Hotel & Tourism Laws by JagmohanNegi
- Related Guidelines & Reports from Ministry of Tourism, Govt of India
- HOSPITALITY LAW: Managing Legal Issues in the Hospitality Industry by Barth, S
- Food & Beverage Law: Food Safety and Hygiene by Negi, J

MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE

Mapping: CO-PO								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8
Co 1	2	1	2	1	1	3	3	1
Co 2	2	1	2	1	1	3	3	1
Co 3	2	1	2	3	1	3	3	3
Co 4	2	1	2	1	1	3	3	1
	2	1	2	1.5	1	3	3	1.5

MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PSO					
	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	1	1	2	1	1
Co 2	1	1	2	1	1
Co 3	1	1	2	1	3
Co 4	1	1	2	1	1
	1	1	2	1	1.5

MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
Co 1	2	1	2	1	1	3	3	1	1	1	2	1	1
Co 2	2	1	2	1	1	3	3	1	1	1	2	1	1
Co 3	2	1	2	3	1	3	3	3	1	1	2	1	3
Co 4	2	1	2	1	1	3	3	1	1	1	2	1	1
	2	1	2	1.5	1	3	3	1.5	1	1	2	1	1.5

DSE-MHMCT- 6 BASICS OF EVENT MANAGEMENT		Credits –04
		External Marks -80
		Internal Marks -20
		TotalMarks-100
COURSE OBJECTIVES:		
Co 1	Define the concept, its advantages & disadvantages & types of events.	
Co 2	Explain key elements of pre-events planning.	
Co 3	Point out event marketing & HR Requirement.	
Co 4	Create knowledge about various issues of events such as event catering, event entertainment, financial & crowd management for events.	
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 20 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 16 marks (4 short-answer type questions of 4 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 16 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: The Concept, Nature, Definition and scope, C's of Events, advantage and disadvantage of Events, Various Categories and Typologies, Organization structure of event management companies, Emerging trends in event industry.	CO 1
UNIT- II	Organizing & Designing of Events, Event planning – Concept, Process and Design, Pre- Event Research, Studying Event feasibility, legal compliances, Event Venue Finding Logistics and Ambience	CO 2
UNIT-III	Event Marketing & Human Resource for event Marketing & Promotion of Events: Nature of Event Marketing, Process of Event Marketing, The Marketing Mix, Sponsorship. Promotion: Image/ Branding, Advertising, Publicity and Public Relation. The Human Research Planning Process: Need Assessment; Policies and Procedures: Job Description; Recruitment and	CO 3

	selection; training and development of event staff: Developing Leadership and Supervision skills during Events, Group development, Skills required to be a good event planner	
UNIT- IV	<p>Important Issues in Event planning Event Catering, Events Decorations, Entertainment planning for events and Speaker selection, Various Protocols during Events, Time Management Events, Financial Management of Events. Safety and Security: Occupational Safety and Health, Incident Reporting, Crowd Management and Evacuation.</p> <p>Note: An Event such as Conference/ Seminar/ Theme event may be planned and organized to supplement learning of students.</p>	CO4

Suggested Readings:

1. A.K. Bhatia, 'Event Management', Sterling Publishers Pvt. Ltd. Delhi.
2. Anton Shone & Bryn Parry, 'Successful Event Management, Coleman, Lee & Frankle, Powerhouse Conferences. Educational Institute of AHMA
3. Hoyle, Dorf & Jones, Meaning conventions & Group business. Educational institute of AH & MA.
4. Joe Jeff Goldblatt, "Special Events: Best Practices in Modern Event Management (Hospitality, Travel & Tourism)", John Willy and Sons, New York
5. Leonard H. Hoyle, Jr, 'Event Marketing', John Willy and Sons, New York
6. Lynn Van Der Wagen, Carlos, Event Management, Pearson, New Delhi.
7. Sanjay Singh Gaur, Sanjay V Saggere, Event Marketing Management, Vikas Publication, New Delhi
8. John Beech, Sebastian Kaiser, Robert Kaspar - The Business of Events Management Pearson Publications

Mapping

CO- PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	3	3	3	3	3	3	2
CO2	2	3	3	3	3	3	3	2
CO3	3	3	3	3	3	3	3	2
CO4	3	3	3	3	3	3	3	2
	2.5	3	3	3	3	3	3	2

CO- PSO

	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	3	3	3	3	3
Co 2	3	3	3	3	3
Co 3	3	3	3	3	3
Co 4	3	3	3	3	3
	3	3	3	3	3

CO –PO- PSO

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
Co 1	2	3	3	3	3	3	3	2	3	3	3	3	3
Co 2	2	3	3	3	3	3	3	2	3	3	3	3	3
Co 3	3	3	3	3	3	3	3	2	3	3	3	3	3
Co 4	3	3	3	3	3	3	3	2	3	3	3	3	3
	2.5	3	3	3	3	3	3	2	3	3	3	3	3

DSE-MHMCT-7 SERVICE MARKETING**Credits –06**

		External Marks -80 Internal Marks -20 TotalMarks-100
COURSE OBJECTIVES:		
Co 1: Identify unique marketing challenges due to the nature of the tourism and learning hospitality marketing system.		
Co 2: Analyze the relationship between market and consumer behaviour for segmentation and target marketing		
Co 3: Learn 4 P's of Marketing Mix for Hospitality Product		
Co 4: Develop the understanding of expanded service marketing Mix Strategies		
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 20 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 16 marks (4 short-answer type questions of 4 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 16 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	Marketing of Services Introduction – Growth of the Service Sector, The Concept of Service, and Characteristics of Services in reference with Hospitality Industry. Challenges to hospitality and tourism marketing. Marketing Concepts (Need, Want, Demand, TQM, Product, Customer value, Customer satisfaction, Exchange & Transaction, Market), Difference between marketing and Selling, Marketing Orientation (Product concept, Production concept, Selling concept, Marketing concept, Societal marketing concept). Hospitality Marketing System: Internal environment, External Environment (Micro environment, Macro environment) Introduction to the Concept of Marketing Mix.	CO 1
UNIT-II	Relationship between Market and Consumer Consumer Behaviour, Three stage model of service consumption: Pre Purchase Stage-	CO 2

	<p>factors influencing Decision Making. Purchase- factors influencing Purchase Post encounter Stage Factors influencing Buying Process Positioning services in competitive market: Introduction Consumer- Driven Services Marketing Strategy Segmenting Service Market Targeting Service Market Principles of Positioning Developing an effective positional Strategy</p>	
UNIT-III	<p>4 P's of Service Marketing Product: Concept of Hospitality Product, Package as a Product, New, Managing Product, New Product Development, Product Life Cycle, Brand and Branding, hospitality product marketing strategies Place: Concept of Hospitality Distribution, Distribution Channels, Management of Channels Price: Concept of price & pricing, factors affecting hospitality pricing, methods of pricing, pricing Strategies, Price Fixation in Hospitality. Promotion: Concept of Promotion & Promotion Mix, Developing Promotion for Hospitality Product, Advertising, Personnel Selling, Sales Promotion, Public Relation, Important Promotion tools in Hospitality.</p>	CO 3
UNIT-IV	<p>Expanded Service Marketing Mix People: Service Encounters, People in Tourism service encounters- Consumers, Employees, Residents, Important practices of managing people and service encounters in hospitality- CRM and its Techniques, Internal Marketing and Capacity Building. Process: Procedures, Mechanisms, Time & cost Management, Balancing Capacity and demand management of hospitality services using process. Physical evidence: Concept & function of physical evidence, service capes and servuction frameworks, components of physical evidence, and managing evidence in hospitality industry.</p>	CO 4

Text Books:

1. Chaudhary, M. (2010). Tourism Marketing (1st ed.). New Delhi, India: Oxford University Press.

Recommended Books / Suggested Readings:

1. Philip, K., John, T. & James M,(2016). Marketing for hospitality and tourism (6TH ed.). New Delhi, India: Pearson India education.
2. Prasana, K. (2016). Marketing of hospitality and tourism services (2nd ed). New Delhi, India: Mc Graw Hill education India.
3. Devashish, D. (2011). Tourism marketing (1st ed). New Delhi, India: Pearson India education service.

MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE

Mapping: CO-PO								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8
Co 1	2	1	3	1	3	2	3	1
Co 2	2	1	3	1	3	2	3	1
Co 3	2	1	3	1	3	2	3	1
Co 4	2	1	3	1	3	2	3	1
	2	1	3	1	3	2	3	1

MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PSO					
	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	3	1	2	1	1
Co 2	3	1	2	1	1
Co 3	3	1	2	2	1
Co 4	3	1	2	2	1
	3	1	2	1.5	1

MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
Co 1		1	3	1	3	2	3	1	3	1	2	1	1
Co 2	2	1	3	1	3	2	3	1	3	1	2	1	1
Co 3	2	1	3	2	3	2	3	1	3	1	2	2	1
Co 4	2	1	3	1	3	2	3	1	3	1	2	2	1
	2	1	3	1	3	2	3	1	3	1	2	1.5	1

SEC-MHMCT-3 HOTEL FRENCH -II		Credits –02
		External Marks -32
		Internal Marks -08
		TotalMarks-40
<p>CO 1 Identify & use small French expression, vocabulary, articles indefinite & definite, auxiliary 1st group verbs</p> <p>CO 2 Read & Recite Expressions/vocabulary used for seasons, colors & telling the time; Counting (51-100); Translation; Comprehension based on simple text basic French introduction, fruits, vegetables & 1st group French verbs.</p> <p>CO 3 Describe & role play conversation situations related to airport; taxi; hotel & restaurant etc.</p> <p>Co 4 Describe & role play conversation situations related to customs; telephone exchange & restaurant etc.</p>		
<p>APPROACHES: Lectures, Group Discussions, Presentations, Practical, case studies, Business Games.</p> <p>REQUIREMENTS: Regular attendance and active participation during the course of the semester: Books and literature Surveys, Long essays and assignments; seminar presentations etc.</p> <p>EVALUATION: The performance of the students will be evaluated on the basic of class participation; house tests; regularity and assignment carrying 20 percent of the credit and the rest though Terminal Examination (3 hours duration).</p> <p>MODE OF PAPER SETTING: There will be nine questions in all. The candidate has to attempt five questions. Question No. 1, of 8 marks (4 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 6 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.</p>		
Unit I	Book: bon Voyage, Unit II: Renseignement Vocabulary & written expression: expressions of time, Hotel facilities vocabulary preparing itinerary Place description Grammar: Prepositions, Imperative tenses: Simple future and recent future, Situation 1 Ce matin on va visiter le Taj, situation 2: Ici il est huit heures,. (Includes grammar exercises associated with it)	CO1
Unit II	Book: bon Voyage, Unit II: Renseignement (Conti..) Vocabulary & written expression: Place description, direction, preposition of location Grammar: Adjectifs, Situation 3: c'est un petite hotel deux etoiles ,Situations 4: Pardon Monsieur , je cherche le palais ; Situations 5: En premiere classe ca fait. (Includes grammar exercises associated with it)	CO2

Unit III	Book: Bon Voyage, Unit III: conseils Vocabulary & written expression: country description ; taking messages, Grammar: tenses: simple past and Imparfait, Partative, Personal Pronoun etc. Situations 1 je te conseille ; situations -2 Qu'est-ce que je peux acheter (Includes grammar exercises associated with it)	CO3
Unit IV	Book: Bon Voyage, Unit III: conseil (Conti...) Vocabulary & written expression: vocabulary used for describing recipes (any 05), telling about the hotel and its tariff. Grammar: tenses: simple past, Partative Personal Pronoun etc. Situations; 3: C'est du poulet aux champignons; Situations; 4: couchez vous tôt ce soir. (Includes grammar exercises associated with it)	CO4

REFERENCE:

- Vasanti Gupta, Malini Gupta, Usha Ramchandran, 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

MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	3	3	3	3	3	3	2
CO2	3	3	3	1	2	3	3	2
CO3	2	2	3	2	2	2	3	2
CO4	3	3	3	2	3	3	3	2
	2.5	2.75	3	2	2.5	2.75	3	2

MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PSO					
	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	2	3	3	3	3
Co 2	3	3	3	3	3
Co 3	3	3	3	3	3
Co 4	3	3	3	3	3
	2.75	3	3	3	3

MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO 4	PSO 5
CO 1	2	3	3	3	3	3	3	2	2	3	3	3	3
CO 2	3	3	3	1	2	3	3	2	3	3	3	3	3
CO 3	2	2	3	2	2	2	3	2	3	3	3	3	3
CO 4	3	3	3	2	3	3	3	2	3	3	3	3	3
	2.5	2.75	3	2	2.5	2.75	3	2	2.75	3	3	3	3

AECC-MHMCT-2 ENVIRONMENTAL PRACTICES IN HOTELS

Credits –02

		External Marks -32 Internal Marks -08 TotalMarks-40
COURSE OBJECTIVES:		
<p>- Co 1: Understanding environmental issues and their impact on Hospitality industry.</p> <p>- Co 2: Identifying practices adopted by hospitality industry towards water and energy management.</p> <p>- Co 3: Develop sensitivity and high work ethics towards waste management</p> <p>- Co 4: Evaluating environmental certification for hospitality industry.</p>		
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 20 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 8 marks (4 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 6 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	<ul style="list-style-type: none"> • Introduction Environment and Ecology • Environmental Threat: Global warming, Greenhouse gases, Carbon foot print, Climate Change, Acid rain, Disaster: Natural and Man made • Importance and impact of Environment on Hospitality Industry • Sustainable Development in Hospitality 	CO 1
UNIT-II	Water & Energy Management <ul style="list-style-type: none"> • Sources of water pollution by hotels (Laundry, Kitchen, Cleaning agents, Polishing machines, Sewage) • Importance of water conservation • Control of water consumption (Kitchen, Housekeeping, Guest room, Rest room) • Principles of energy management • Types of energy sources – (Renewable, nonrenewable) 	CO 2

	<ul style="list-style-type: none"> • Energy Efficiency & Energy - conservation measures adopted by hotel industry • Alternative energy sources for hospitality industry) • Practices adopted by hotels for water and energy management. 	
UNIT-III	Waste Management <ul style="list-style-type: none"> • Introduction : Waste Management • Types of wastes (dry/wet, organic / inorganic, biodegradable / non bio-degradable) • Sources of solid waste found in hotels (e- waste & paper waste, organic-waste, glass, plastic, metals) • 3R's principle (Reduce, Reuse, Recycle) • Strategies and Practices adopted by hotel for managing waste. 	CO 3
UNIT-IV	<ul style="list-style-type: none"> • Environmental protection practices as part of Corporate Social Responsibility in the Hospitality Industry • Environmental Certification for Hotels & Tourism Businesses in India: LEED, TERI, ISO (14,000,14001:2004, 14004:2004), ECO MARK SCHEME IN INDIA • Sustainability, • Ecotel in India– Definition, Scope and Importance 	CO 4

SUGGESTED READINGS:

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

MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE

Mapping: CO-PO								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8
Co 1	1	2	1	3	3	3	1	3
Co 2	1	2	1	3	3	3	1	3
Co 3	1	2	1	3	3	3	1	3
Co 4	1	2	1	3	3	3	1	3
	1	2	1	3	3	3	1	3

MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PSO					
	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	1	2	2	2	3
Co 2	1	2	2	2	3
Co 3	1	2	2	2	3
Co 4	1	2	2	2	3
	1	2	2	2	3

MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
Co 1	1	2	1	3	3	3	1	3	1	2	2	2	3
Co 2	1	2	1	3	3	3	1	3	1	2	2	2	3
Co 3	1	2	1	3	3	3	1	3	1	2	2	2	3
Co 4	1	2	1	3	3	3	1	3	1	2	2	2	3
	1	2	1	3	3	3	1	3	1	2	2	2	3

**03 MONTHS VOCATIONAL TRAINING / HOTEL INDUCTION
TRAINING**

(20th May to 20th August)

SEMESTER III

DSE-MHMCT-8 HRM IN HOTELS

		Credits –06 External Marks -80 Internal Marks -20 TotalMarks-100
COURSE OBJECTIVES:		
<ul style="list-style-type: none"> - Co 1: Examining significance of human resource management practices in hotels. - Co 2: Understanding the manpower planning and career planning of employees. - Co 3: Examining performance and factors of compensation in hotels. - Co 4: Evaluating industrial relations and employee’s participation and empowerment. 		
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 20 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 16 marks (4 short-answer type questions of 4 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 16 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	HRM-Concept, Objectives and functions, Role of HR Practitioners; HR Policies, Recent trends in HRM in Hotel industry. Job Analysis and design-meaning, process and methods; Job description of major position in a star hotel.	CO 1
UNIT-II	Methods of Manpower search, HR Planning, Recruitment and Selection-Attracting and Selecting HR for deferent levels. Training in hotel industry-need and importance, Methods of training. Career and Succession Planning in hotel industry.	CO 2
UNIT-III	Performance appraisal –meaning needs and importance; techniques of performance appraisal in hotel industry. Compensation: Aims & components. Job Evaluation; Pay for performance; Employee benefits & services.	CO 3
UNIT-IV	Industrial Relations: Trade unions, Industrial disputes and settlements, Grievances handing. Disciplinary procedures; Health and safety measure in hotel industry; Employee Participation &	CO 4

	empowerment in hotel industry.	
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SUGGESTED TEXT BOOKS

- Aswthppa, Human Resurce Management. TMH. ND
- Cases & Games. Himalaya Publishing House.
- Casio Wayne F. Managing Human Resource. MGH. ND

SUGGESTED REFERENCE BOOKS

- Dressler, Gary Human Resource Management. Pearson ducation Asia, ND
- John, Human Resource Management Irwin/MGH
- Mondy R. W., Noe R.M Premeaux S and Mondy J.B., Human resource Management, PHI.
- Malay, B., Human Resource Management in Hospitality Management, Oxford Publications.
- Ramaswamy E Managing Human Resources Oxford University Prss, ND
- Rao, VSP, Human Resource Management –Text &Cas. s. Exeel Book, ND
- SubbaRao, Essentials of Human Resource Management & industrial relations Text,

MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE

Mapping: CO-PO								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8
Co 1	2	2	2	2	1	2	2	1
Co 2	3	3	2	2	2	2	2	1
Co 3	2	2	2	2	2	2	2	1
Co 4	2	2	2	2	1	2	2	1
	2	2	2	2	1.5	2	2	1

MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PSO					
	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	2	1	2	2	1
Co 2	2	1	2	2	1
Co 3	2	1	2	2	1
Co 4	2	1	2	2	1
	2	1	2	2	1

MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
Co 1	2	2	2	2	1	2	2	1	2	1	2	2	1
Co 2	3	3	2	2	2	2	2	1	2	1	2	2	1
Co 3	2	2	2	2	2	2	2	1	2	1	2	2	1
Co 4	2	2	2	2	1	2	2	1	2	1	2	2	1
	2	2	2	2	1.5	2	2	1	2	1	2	2	1

DSE-MHMCT-9 ENTREPRENEURSHIP AND INNOVATION IN HOTELS		
		Credits –06
		External Marks -80
		Internal Marks -20
		Total Marks-100
COURSE OBJECTIVES:		
Co 1	Tell theoretical foundations of entrepreneurship	
Co 2	Show the growth of different Management theories	
Co 3	Acquaint students with special challenges of starting new ventures	
Co 4	Develop an awareness on small scale industry projects	
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 20 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 16 marks (4 short-answer type questions of 4 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 16 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.	CO 1
UNIT- II	Theories of Entrepreneurship - Peter Duckers Theory, Innovation Theory by Schumpeter & Imitating Theory of High Achievement by McClelland X-Efficiency Theory by Leibenstein - Theory of Profit by Knight, Theory of Social change by Everett Hagen.	CO 2
UNIT-III	Communities promoted entrepreneurship in India, Role of entrepreneurs in economics development of a country, Entrepreneurship & its barriers in India, External Influences on Entrepreneurship Development, Socio-Cultural, Political, Economical, Personnel. Entrepreneurial culture with special reference to Intrapreneurship / Corporate Entrepreneurship. Entrepreneurial Success and Failure: Reasons and Remedies	CO 3

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	CO4
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Suggested Readings:

1. Dynamics of Entrepreneurship Development – Vasant Desai.
2. Entrepreneurship: New Venture Creation – David H. Holt
3. Entrepreneurship Development New Venture Creation – Satish Taneja, S.L.Gupta
4. Project management – K. Nagarajan.
5. Entrepreneurship: Strategies and Resources – Marc J. Dollinger
6. The Culture of Entrepreneurship – Brigitte Berger.
7. Innovation and Entrepreneurship – Peter F. Drucker
8. Entrepreneurship – Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd
9. Entrepreneurship as Strategy – G. Dale Meyer, Kurt A. Heppard
10. New Vistas of Entrepreneurship: Challenges & Opportunities – A. Sahay, M.S.Chhikara
11. Entrepreneurship and Small Business Management – Siropolis
12. The Entrepreneurial Connection - Gurmeet Naroola
13. Thought Leaders – Steven Brandt.
14. Corporate Entrepreneurship – Vijay
15. Corporate Entrepreneurship: Entrepreneurial Development Inside Organizations – Michael H.Morris, Donald F.Kuratk
16. Peter F., Drucker, Innovation and Entrepreneurship, 1985, Harper; NY 12. Richard Duncombe,
17. Richard Heeks and Sunil Abraham, (2005) A Handbooks for Entrepreneurs in India, Institute for Development Policy and Management (IDPM), UK

Mapping

CO- PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	3	3	2	3	3	3	3
CO2	2	3	3	2	3	3	3	3
CO3	2	3	3	2	3	3	3	3
CO4	2	3	3	2	3	3	3	3
	2	3	3	2	3	3	3	3

CO- PSO

	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	3	2	2	2	3
Co 2	3	2	2	2	3
Co 3	3	2	2	2	3
Co 4	3	2	2	2	3
	3	2	2	2	3

CO –PO- PSO

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
Co 1	2	3	3	2	3	3	3	3	3	2	2	2	3
Co 2	2	3	3	2	3	3	3	3	3	2	2	2	3
Co 3	2	3	3	2	3	3	3	3	3	2	2	2	3
Co 4	2	3	3	2	3	3	3	3	3	2	2	2	3
	2	3	3	2	3	3	3	3	3	2	2	2	3

		Credits –06 External Marks -80 Internal Marks -20 TotalMarks-100
COURSE OBJECTIVES:		
Co1: Apply the concept of CRM, the benefits delivered by CRM, the contexts in which it is used, the technologies that are deployed and how it can be implemented.		
Co2: Understanding customers and customer behaviour.		
Co3: Implement various technological tools for data mining and also successful implementation of CRM in the Organizations		
Co4: Design customer relationship management strategies by understanding customers' preferences for the long-term sustainability of the Organizations.		
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 20 percent of the credit and the rest though Terminal Examination (3 hours duration).		
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These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.		
UNIT-I	Emerging Concepts in Customer Relationship Management: Meaning and Definition of CRM, Importance of CRM, Conceptual Framework of Customer Relationship Management; The Value Pyramid, Customer Interaction Cycle, Customer Profiling and Total Customer Experience, Goals of a CRM Strategy and Obstacles, CRM Solutions Map, Discussing People, Processes and Technology, CRM myths	CO 1
UNIT-II	CRM Process and Implementation: Issues and Strategies; Winning Markets through Effective CRM; CRM as a business strategy, CRM Process, Strategies for Customer Acquisition; Customer Retention, Effective Customer Relation Management through Customer Knowledge Management; Customer Interaction Management, Call Centre management in CRM. Customer Centricity in CRM-Concept of Customer centricity, Customer touch points, Customer Service, Measuring Customer life time value-.	CO 2

UNIT-III	Technological Support in CRM: Introduction, technological Applications in CRM, types of Technological Applications in CRM, Customer Databases and Information Systems, Database Marketing Strategies, Data Mining for CRM - Some Relevant Issues	CO 3
UNIT-IV	e-CRM – Emerging Trend in CRM: Introduction, Importance of e-CRM in Service Marketing, Challenges involved in formulating and implementing e-CRM strategies, Changing Patterns of e-CRM Solutions in the Future; e-CRM architecture and its components, Five engines of e-CRM, Evolution of e-customer and e-marketing, e-CRM for personalized services, Relevance of CRM for Hotel Industry	CO 4

SUGGESTED TEXT BOOKS

- Jagdish N Sheth, Parvatiyar Atul, G Shainesh, Customer Relationship Management: Emerging Concepts, Tools and Applications, 1st Edition, Tata McGraw Hill, June 2008

SUGGESTED REFERENCE BOOKS

- Judith W .Kincaid , Customer Relationship Management Getting it Right, Pearson Education
- H.Peeru Mohamed , A Sagadevan, Customer Relationship Management, A Step by Step Approach, Vikas Publishing House
- Customer Centricity –Focus on right customer for strategic advantage, by Peter Fader, Wharton Digital Press, 2012

MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE

Mapping: CO-PO								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8
Co 1	2	2	2	2	2	2	2	1
Co 2	2	2	2	2	2	2	2	1
Co 3	2	2	3	1	2	2	3	1
Co 4	3	3	3	3	3	3	3	1

	2.25	2.25	2.5	2	2.25	2.25	2.5	1
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MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PSO					
	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	3	3	3	3	1
Co 2	2	2	2	2	1
Co 3	3	3	3	3	1
Co 4	2	2	2	2	1
	2.5	2.5	2.5	2.5	1

MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
Co 1	2	2	2	2	2	2	2	1	3	3	3	3	1
Co 2	2	2	2	2	2	2	2	1	2	2	2	2	1
Co 3	2	2	3	1	2	2	3	1	3	3	3	3	1
Co 4	3	3	3	3	3	3	3	1	2	2	2	2	1
	2.25	2.25	2.5	2	2.25	2.25	2.5	1	2.5	2.5	2.5	2.5	1

DSE-MHMCT- 11 FINANCIAL MANAGEMENT IN HOTELS

Credits –06
External Marks -80
Internal Marks -20
TotalMarks-100

COURSE OBJECTIVES:

- Co 1: Understanding financial management in hotels.
- Co 2: Examining current assets and working capital.

<p>- Co 3: Understanding management of fixed assets. - Co 4: Familiarizing sources of funds.</p>		
<p>APPROACHES: Lectures, Group Discussions, Presentations, Practical, case studies, Business Games.</p>		
<p>REQUIREMENTS: Regular attendance and active participation during the course of the semester: Books and literature Surveys, Long essays and assignments; seminar presentations etc.</p>		
<p>EVALUATION: The performance of the students will be evaluated on the basic of class participation; house tests; regularity and assignment carrying 20 percent of the credit and the rest though Terminal Examination (3 hours duration).</p>		
<p>MODE OF PAPER SETTING: There will be nine questions in all. The candidate has to attempt five questions. Question No. 1, of 16 marks (4 short-answer type questions of 4 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 16 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.</p>		
UNIT-I	Financial Management and Planning: Financial Management Meaning; Scope and Importance, Financial Planning- Meaning, Process and importance in hotel industry.	CO 1
UNIT-II	Management for Current Assets: Working Capital Management: Meaning and Characteristics of working capital and factors affecting on working Capital, Case Management: Receivables management and inventory Management and meaning, methods and importance.	CO 2
UNIT-III	Management of Fixed Assets: Capital Budgeting-Meaning, Importance Analytical Techniques for Investment Analysis: Non-discounted Procedures; Discount Cash Flow Procedures.	CO 3
UNIT-IV	Sources of funds: Management of Earnings: Meaning, Method and importance. Sources of fund: Short term Financing, Trade Credit, and Unsecured Loans Secured Loans Commercial Paper. Long-term financing: Common Stock preferred Stock, Debentures and Retained Earning.	CO 4

SUGGESTED TEXT BOOKS

- Lawrence, P. and Lee, R.: Insight into Management, Oxford University Press, Oxford, 1984.

- Blackwell, B: innovation, Technology and finance, London-1988.
- Carrington, J.C. and Edwards, G.T.: Financial Industrial Development Macmillan, London, 1979.

SUGGESTED REFERENCE BOOKS

- Kamien, M; and Schwartz N.; Market Structure and Innovation Cambridge University Press Cambridge, 1982.
- Banerjee, P.: Fiscal Policy in India, Gyan publisher, Delhi, 1986.
- Sanford, C.; Economics of Public Finance, pergamon Press, New York, 1984.
- Holfert, A.; Techniques of Financial Analysis, Irwin Homewood, Illinois, 1987.
- Krippendorfs, Jost: The Holiday Makers, Heinemann Professional Publishers, London, 1987.
- Horne, J.V.: Financial Management and Policy, prentice Hall, New York 2011.
- Vyuptakeshsharan, fundamental of financial management, Pearson, New Delhi, 2010.
- Prasanna Chandra, financial management, TATA, McGraw Hill, New Delhi, 2004
- Pandey, I.M.: Financial Management, 2010.

MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE

Mapping: CO-PO								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8
Co 1	2	2	2	1	2	2	1	1
Co 2	2	2	2	1	2	2	1	1
Co 3	2	2	2	1	2	2	1	1
Co 4	2	2	2	1	2	2	1	1
	2	2	2	1	2	2	1	1

MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PSO					
	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	3	2	3	2	1

Co 2	3	2	3	1	1
Co 3	3	2	3	1	1
Co 4	3	2	3	1	1
	3	2	3	1.25	1

**MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM
SPECIFIC OBJECTIVE**

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
Co 1	2	2	2	1	2	2	1	1	3	2	3	2	1
Co 2	2	2	2	1	2	2	1	1	3	2	3	1	1
Co 3	2	2	2	1	2	2	1	1	3	2	3	1	1
Co 4	2	2	2	1	2	2	1	1	3	2	3	1	1
	2	2	2	1	2	2	1	1	3	2	3	1.25	1

OPTIONAL SPECIALIZATION

ROOM DIVISION

CC-MHMCT-5 A, B, C

CC--MHMCT-5 (A) Advance Accommodation Management

Credits –06

External Marks -80

Internal Marks -20 TotalMarks-100		
COURSE OBJECTIVES:		
<ul style="list-style-type: none"> - Co 1: Classify and demonstrate Laundry operations, pest control and relate the environmental management in hotel operations - Co 2: Practice the designing elements in interior of rooms and in flower arrangement. - Co 3: Familiarize with types of windows, lightning, wall and floor finishes. - Co 4: Knowledge about planning overall housekeeping department and related budgets. 		
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 20 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 16 marks (4 short-answer type questions of 4 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 16 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	<p>LAUNDRY OPERATION MANAGEMENT: 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 , Stain removal Methods for removing different stains form fabric</p> <p>PEST CONTROL MANAGEMENT: Devising a pest control programme, Preventive measures, Control measures for different infestations</p> <p>ENVIRONMENTAL MANAGEMENT IN HOTELS: Eco friendly products used in hotels, Energy and Water Conservation in Hotels</p>	CO 1
UNIT-II	<p>AN INTRODUCTION TO INTERIOR DESIGN AND DÉCOR: Objectives of interior decoration, Beauty, Expensiveness, Functionalism, Common terms used in décor, elements and Principles of designs and their application in designing. Theme decorations, Synergizing with the ambience</p>	CO 2

	<p>COLOURS: Understanding colour, colour harmonies, association of colours, psychological effect of colour and their application in the various areas of the hotel industry. Properties of colour, Contrast Effect of light on colour, Choice of colours, Planning a colour scheme of a room, understanding the colour wheel</p> <p>FLOWER ARRANGEMENT: Flower arrangement in Hotels Conditioning of flowers & plant material and its importance , Guidelines on preserving freshness of Principles of design as applied to flower arrangement, Equipment essential for flower arrangement Practice, Use of dried plant material and other accessories, Styles of flower arrangements: All-round arrangements, Front-facing arrangements, Creative freestyle arrangements, arrangement for different occasions, Knowledge of indoor plant & horticulture.</p>	
UNIT-III	<p>WINDOWS AND WINDOW TREATMENT: The purpose of a window, Types of windows, The importance of suitable window treatments, Selecting fabrics for curtains (practical and visual), Curtain headings, Calculating fabric requirements, Types of window treatments.</p> <p>LIGHTING: Introduction to lighting, Lighting Levels- Lux and Lumen Categories- Ambient, Task, Accent, Exterior and Emergency The importance of a good lighting system Artificial lighting -Tungsten, Fluorescent, Discharge, CFL, Halogen.. Types of light distribution-direct, semi direct, indirect, diffused Methods of lighting- architectural and nonarchitectural Lighting in various areas of the hotels Light fittings Selection of lighting systems and energy check list.</p> <p>WALL FINISHES: Wallpaper, Fabric, Laminates Wood panelling, Ceramic Tiles, Glass, Textured</p> <p>FLOOR FINISHES: Ceramic, Marble Terrazzo, Granite, Concrete, Wood, Resilient (Vinyl, Asphalt, Rubber, Linoleum) Floor Polishes, Types of carpets & uses, Criteria for selection of carpet, cleaning of carpet.</p>	CO 3
UNIT-IV	<p>PLANNING AND ORGANISING THE HOUSE KEEPING DEPARTMENT: A. Area inventory list, Frequency schedules , Performance and Productivity standards, Time and Motion study in House Keeping operations, Standard Operating manuals – Job</p>	CO 4

	<p>procedures , Calculating staff strengths, establishing team work and leadership in House Keeping , Training in HKD, devising training programmes for HK staff.</p> <p>BUDGET PLANNING: Budget and budgetary controls, The budget process, Planning capital budget, Planning operation budget, Operating budget – controlling expenses – income statement, Purchasing systems – methods of buying, Stock records – issuing and control.</p>	
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SUGGESTED TEXT BOOKS

- Hotel Housekeeping Operations & Management by Raghubalan, Oxford University Press.
- Hotel House Keeping A Training Manual by Sudhir Andrews, Tata McGraw Hill publishing company limited New Delhi.

SUGGESTED REFERENCE BOOKS

- Hotel Hostel and Hospital Housekeeping by Joan C Branson & Margaret Lennox, ELBS with Hodder & Stoughten Ltd.
- House Keeping Management by Matt A. Casado; Wiley Publications
- Management of Hotel & Motel Security (Occupational Safety and Health) by H. Burstein, CRC Publisher.

MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE (CC- MHM&CT5 (A)

Mapping: CO-PO								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8

Co 1	1	1	2	1	3	1	3	3
Co 2	2	1	3	2	2	1	3	1
Co 3	1	1	2	1	1	1	2	1
Co 4	3	3	2	3	2	2	3	1
	1.75	1.5	2.25	1.75	2	1.25	2.75	1.5

MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PSO					
	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	3	3	3	3	3
Co 2	3	3	3	3	2
Co 3	3	3	3	3	1
Co 4	3	3	3	2	1
	3	9	9	2.75	1.75

MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
Co 1	1	1	2	1	3	1	3	3	3	3	3	3	3
Co 2	2	1	3	2	2	1	3	1	3	3	3	3	2
Co 3	1	1	2	1	1	1	2	1	3	3	3	3	1
Co 4	3	3	2	3	2	2	3	1	3	3	3	2	1
	1.75	1.5	2.25	1.75	2	1.25	2.75	1.5	3	9	9	2.75	1.75

CC-MHMCT-5 B ADVANCE FRONT OFFICE MANAGEMENT**Credits -06****External Marks -80**

		Internal Marks -20 TotalMarks-100
COURSE OBJECTIVES:		
<ul style="list-style-type: none"> - Co 1: Understanding the ways of managing hospitality services in hotels. - Co 2: Examining budgeting and property management systems used in hotel front office. - Co 3: Evaluating forecasting and yield management techniques. - Co 4: Get familiar with concepts of timeshare and exchange companies. 		
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 20 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 16 marks (4 short-answer type questions of 4 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 16 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	Managing Hospitality: Importance of hospitality to the hotel guest and the hotel entrepreneur; Managing the delivery of hospitality; Total quality management (TQM) applications; Developing a service management program. Promoting In-House Sales: Role of the front office in a hotel's marketing program; Planning a point-of-sale front office.	CO 1
UNIT-II	Front Office Budgeting: Introduction, Essentials of a Budget, Budget Preparation, Classification and Types of Budgets, Benefits of budgeting, Problems associated with budgeting, Budgetary Control, Advantages of Budgetary Control Property Management Systems: Physical structure and positioningof the front desk; Selecting a property managementsystem (PMS); Using PMS applications.	CO 2
UNIT-III	Planning & evaluating front office operations: Forecasting techniques; Forecasting Room availability; Useful forecasting data: % of walking, % of overstay, % of under stay; Forecast formula. Yield Management: Occupancy percentage, Average daily rate, RevPAR; History of yield management; Use of yield management;	CO 3

	Components of yield management; Applications of yield management.	
UNIT-IV	<p>Timeshare & vacation ownership: Definition and types of timeshare options, Difficulties faced in marketing timeshare business Advantages & disadvantages of timeshare business.</p> <p>Exchange companies: Resort Condominium International, Intervals International, How to improve the timeshare / referral/condominium concept in India- Government's role/industry role. Latest trends and practices followed in front office.</p>	CO 4

SUGGESTED TEXT BOOKS

- Andrews, S. (2017). Hotel Front Office: A Training Manual. McGraw Hill Education; Third edition.
- Bardi, A. J. (2012). Hotel Front Office Management. Wiley India Pvt Ltd; Fifth edition.
- Bhakta, A. (2011). Professional Hotel Front Office Management. McGraw Hill Education.
- Bhatnagar, S. K. (2011). Front Office Management. Frank Bros.
- Kasavana, L. M. (2000). Managing Front Office Operations. Educational Institute of the American Hotel & Motel Association; 5th edition edition

SUGGESTED REFERENCE BOOKS

- Gonda, M. C. (2015). Handbook of Attire & Grooming. Embassy Books; First edition.
- Kasavana, L. M, Cahil, J. J (1992). Managing Computers in the Hospitality Industry. Educational Institute of the Amer Hotel; 2nd edition
- Smart Family (2018). All Countries, Capitals and Flags of the World!.CreateSpace Independent Publishing Platform.
- Tewari, J. (2016). Hotel Front Office: Operations and Management. Oxford University Press; Second edition.
- Woods, H. R., Ninemeier, J. D., Hayes, D. K. and Austin, M. A (2013). Professional Front Office Management: Pearson New International Edition, Pearson Education Limited; illustrated.
- Yadav, M. K. (2014). Hotel Front Office- Management & Operations. Aman Publications; 2 edition.

- James Socrates. Bardi Hotel Front Office Management, 4 th Edition. Wiley

MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE

Mapping: CO-PO								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8
Co 1	2	2	2	2	2	2	3	1
Co 2	2	2	2	2	2	2	3	1
Co 3	2	2	1	1	1	1	3	1
Co 4	3	2	2	1	1	3	3	1
	2.25	2	1.75	1.5	1.5	2	3	1

MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PSO					
	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	3	3	3	3	1
Co 2	2	2	2	2	1
Co 3	3	2	3	2	1
Co 4	2	2	2	2	1
	2.5	2.25	2.5	2.25	1

MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
Co 1	2	2	2	2	2	2	3	1	3	3	3	3	1
Co 2	2	2	2	2	2	2	3	1	2	2	2	2	1
Co 3	2	2	1	1	1	1	3	1	3	2	3	2	1
Co 4	3	2	2	1	1	3	3	1	2	2	2	2	1
	2.25	2	1.75	1.5	1.5	2	3	1	2.5	2.25	2.5	2.25	1

CC--MHMCT-5 C MANAGEMENT OF HOUSEKEEPING IN ALLIED SECTORS**Credits -06****External Marks -80****Internal Marks -20****TotalMarks-100**

COURSE OBJECTIVES:		
<ul style="list-style-type: none"> - Co 1: Develop a understanding about housekeeping planning in hospitals. - Co 2: Learning various cleaning methods, pest management and occupational health and safety practices in reference with Hospitals. - Co 3: Familiarize with housekeeping operations in other allied sectors of hospitality. - Co 4: Knowledge of new trends and environmental practices in housekeeping area. 		
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 20 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 16 marks (4 short-answer type questions of 4 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 16 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	HOUSEKEEPING PLANNING IN HOSPITALS: Housekeeping and its importance, Principles of Cleaning in a Health Care Environment, The Hospital Environment and Sanitation, Organization of Sanitation Department, Cleaning in healthcare organizations, Risk Categorization of hospital area.	CO 1
UNIT-II	CLEANING IN HOSPITALS Standard operating procedure for cleaning, cleaning agents and disinfections in hospitals, Equipment's used in cleaning, Storage of cleaning supplies and utility room, Bio medical waste management, Pest control in hospitals, Assessment of cleanliness and quality control, Occupation health and safety.	CO 2
UNIT-III	HOUSEKEEPING IN OTHER SECTORS: Housekeeping in retail sector, Airports, Airlines and Railways: Importance of housekeeping, Organisation fumigation and pest control, Cleaning methods, equipment's and Industrial cleaning agents.	CO 3
UNIT-IV	CHANGING ROLE OF HOUSEKEEPING: Trends in Housekeeping Operations, new technology in cleaning solutions, Eco friendly housekeeping operations, Housekeeping in an Ecotel Green Housekeeping: Energy Conservation Measures, Water Conservation Measures. Waste Management Measures, study on	

	the Orchid Mumbai: India's eco-pioneer.	
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SUGGESTED TEXT BOOKS

- Hotel Housekeeping Operations & Management by Raghubalan, Oxford University Press.
- Hotel House Keeping A Training Manual by Sudhir Andrews, Tata McGraw Hill publishing company limited New Delhi.

SUGGESTED REFERENCE BOOKS

- Hotel Hostel and Hospital Housekeeping by Joan C Branson & Margaret Lennox, ELBS with Hodder & Stoughten Ltd.
- House Keeping Management by Matt A. Casado; Wiley Publications
- Management of Hotel & Motel Security (Occupational Safety and Health) by H. Burstein, CRC Publisher.

**MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE (CC MHM&CT5
(C)**

Mapping: CO-PO								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8
Co 1	1	2	2	2	3	2	3	3
Co 2	1	2	2	3	2	2	3	3
Co 3	1	2	3	2	2	2	3	2
Co 4	1	1	2	3	3	2	2	3
	1	1.75	2.25	2.5	2.5	2	2.75	2.75

MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PSO					
	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	3	1	3	3	2
Co 2	3	1	3	3	2
Co 3	3	1	3	3	1
Co 4	3	2	3	3	3
	3	1.25	3	3	2

MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
Co 1	1	2	2	2	3	2	3	3	3	1	3	3	2
Co 2	1	2	2	3	2	2	3	3	3	1	3	3	2
Co 3	1	2	3	2	2	2	3	2	3	1	3	3	1
Co 4	1	1	2	3	3	2	2	3	3	2	3	3	3
	1	1.75	2.25	2.5	2.5	2	2.75	2.75	3	1.25	3	3	2

OPTIONAL SPECIALIZATION

FOOD & BEVERAGE SERVICE MANAGEMENT

CC-MHMCT-5 D, E, F

CC-MHMCT-5 D SPECIALIZED CATERING MANAGEMENT

Credits -06
External Marks -80

		Internal Marks -20
		Total Marks-100
COURSE OBJECTIVES:		
Co 1 Show growth & development of catering establishment		
Co 2 Tell various food commodities		
Co 3 Outline food nutrients and explain balance diet		
Co 4 Plan Kitchen & summarize various factors affecting kitchen design		
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 20 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 16 marks (4 short-answer type questions of 4 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 16 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	CO 1
UNIT- II	Food commodities- types, uses, food value, selection points and storage. Kitchen fuels- Types, characteristics, advantages and disadvantages.	CO 2
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	CO 3
UNIT- IV	Kitchen planning- Concept, importance and factors affecting, kitchen environment kitchen designs- designs- Types, advantages and service- meaning, types, importance and methods	CO4

Suggested Readings:

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

Mapping

CO- PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	3	3	2	3	3	3	2
CO2	2	3	3	2	3	3	3	2
CO3	3	3	3	2	3	3	3	2
CO4	3	3	3	2	3	3	3	2
	2.5	3	3	2	3	3	3	2

CO- PSO

	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	3	3	3	2	2
Co 2	3	3	3	2	2
Co 3	3	3	3	2	2
Co 4	3	3	3	2	2
	3	3	3	2	2

CO –PO- PSO

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
Co 1	2	3	3	2	3	3	3	2	3	3	3	2	2
Co 2	2	3	3	2	3	3	3	2	3	3	3	2	2

Co 3	3	3	3	2	3	3	3	2	3	3	3	2	2
Co 4	3	3	3	2	3	3	3	2	3	3	3	2	2
	2.5	3	3	2	3	3	3	2	3	3	3	2	2

		Credits –06 External Marks -80 Internal Marks -20 Total Marks-100
COURSE OBJECTIVES:		
Co 1 Define Cost and sales concept, control process & cycle Co 2 Summarize controlling of food sales. Co 3 Demonstrate about beverage control Co 4 Cite importance of labour cost		
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 20 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 16 marks (4 short-answer type questions of 4 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 16 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	Cost and Sales Concept – Introduction, Cost Concepts, Sales Concepts, Cost to Sales Ratio: Cost Percent Control Process – Introduction, Control, The Control Process, Control Systems, Cost Benefit Ratio Control Cycle – Purchasing, Receiving, Storing, Issuing	CO 1
UNIT- II	Menu Engineering & Analysis – Introduction, Menu Engineering, Menu Analysis Controlling Food Sales – Introduction, the goals of sales control, Optimizing the number of customers, Maximising the profit, Controlling Revenue, Revenue Control using manual means, Revenue Control using computers	CO 2
UNIT-III	Beverage Control- Beverage, Purchasing-Receiving, Storing – Issuing Control, Beverage Production Control,	CO 3

	Inventory turnover, Beverage Sales Control, Guest Checks and Control	
UNIT- IV	Labour Control- Labour Cost Considerations, Establishing Performance Standards, SOP, Standard Staffing Requirements, preparing job descriptions, Training Staff, Monitoring Performance, Taking Corrective action to address discrepancies between standards and performance	CO4

Suggested Readings:**REFERENCE:**

- S.N Bagchi and Anita Sharma, Food and Beverage Service. Aman Publication, New Delhi.
- Sudhir Andrew, Food and Beverage Manual, Tata Mc. Hills. New Delhi.
- Brain Vergese, Professional Food and Beverage Service Management, Macmillan Pub. New Delhi.
- Vijay Dhawan, Food and beverage Service. Frank Brothers and Company, New Delhi.

Mapping

CO- PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	3	3	2	3	3	3	2
CO2	2	3	3	2	3	3	3	2
CO3	3	3	3	2	3	3	3	2
CO4	3	3	3	2	3	3	3	2
	2.5	3	3	2	3	3	3	2

CO- PSO

	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	3	3	3	2	2
Co 2	3	3	3	2	2
Co 3	3	3	3	2	2

Co 4	3	3	3	2	2
	3	3	3	2	2

CO –PO- PSO

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
Co 1	2	3	3	2	3	3	3	2	3	3	3	2	2
Co 2	2	3	3	2	3	3	3	2	3	3	3	2	2
Co 3	3	3	3	2	3	3	3	2	3	3	3	2	2
Co 4	3	3	3	2	3	3	3	2	3	3	3	2	2
	2.5	3	3	2	3	3	3	2	3	3	3	2	2

CC-MHMCT-5 F BAR OPERATION & MANAGEMENT

Credits –06
External Marks -80
Internal Marks -20
Total Marks-100

COURSE OBJECTIVES:

<p>Co 1 Classify different Beverages & venues offering beverage services Co 2 Show various fermentation alcoholic beverages & their service Co 3 Explain variety of sprits & their service Co 4 Illustrate various F& B control methods, licenses used & their service</p>		
<p>APPROACHES: Lectures, Group Discussions, Presentations, Practical, case studies, Business Games.</p>		
<p>REQUIREMENTS: Regular attendance and active participation during the course of the semester: Books and literature Surveys, Long essays and assignments; seminar presentations etc.</p>		
<p>EVALUATION: The performance of the students will be evaluated on the basic of class participation; house tests; regularity and assignment carrying 20 percent of the credit and the rest though Terminal Examination (3 hours duration).</p>		
<p>MODE OF PAPER SETTING: There will be nine questions in all. The candidate has to attempt five questions. Question No. 1, of 16 marks (4 short-answer type questions of 4 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 16 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.</p>		
UNIT- I	<p>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 it's job description, Beverage equipment's and service knowledge; beverage equipment and glassware, service equipment's used in bar</p>	CO 1
UNIT- II	<p>Fermented Alcoholic Beverages: Wine: introduction, Wine's 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.</p>	CO 2
UNIT-III	<p>Distilled Alcoholic Beverages (sprits): History of sprits: basic introduction to distillation process. Whiskey: Introduction, manufacturing process and classification. Brief introduction to Rum, Gin, Vodka and Brandy.</p>	CO 3
UNIT- IV	<p>Beverage control meaning, process and techniques: various liquor licenses required in India. Introduction to Cocktails, Brief history of</p>	CO4

	development: Parts of cocktails. Brief introduction to Mocktails and tobacco.	
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Suggested Readings:

1. Cotas Katsigris, Mary Porter, Chris Thomas, The Bar and Beverage books, John, Willy and Sons, USA. • Graham Brown, Karon Hepner, The Waiters Handbooks, Hospitality Press, Australia.
2. Russell.S, Frank Corsar, The Bartender's Guide to Cocktails, Hospitality Press, Australia.
3. S.N Bagchi and Anita Sharma, Food and Beverage Service, Aman Publication, New Delhi.
4. Sudhir Andrew, Food and Beverage Manual Tata Mc. Hills. New Delhi
5. Brain Verghese, Professional Food AndVeverage Service Management. Macmillan India, Ltd.
6. Vijay Dhawan, Food and Beverage Service, Frank Brothers and Company, New Delhi.
7. B. Verjpef, The Complete Encyclopaedia of Beer, Rebo Publishers. • David Burrougtd And Norman Bezzant, Wine Regions of The World, Butterworth Heinemann, Oxford U.

Mapping

CO- PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	2
CO2	3	3	3	3	3	3	3	2
CO3	3	3	3	3	3	3	3	2
CO4	3	3	3	3	3	3	3	2
	3	3	3	3	3	3	3	2

CO- PSO

	PSO1	PSO2	PSO3	PSO 4	PSO 5

Co 1	3	3	3	3	3
Co 2	3	3	3	3	3
Co 3	3	3	3	3	3
Co 4	3	3	3	3	3
	3	3	3	3	3

CO –PO- PSO

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
Co 1	3	3	3	3	3	3	3	2	3	3	3	3	3
Co 2	3	3	3	3	3	3	3	2	3	3	3	3	3
Co 3	3	3	3	3	3	3	3	2	3	3	3	3	3
Co 4	3	3	3	3	3	3	3	2	3	3	3	3	3
	3	3	3	3	3	3	3	2	3	3	3	3	3

CC-MHMCT-6 TRAINING REPORT & VIVA VOCE

Credits –12
External Marks -300
Total Marks-300

SEMESTER IV

<p>DSE- MHMCT-12 RESEARCH METHODOLOGY</p>
<p>Credits –06 External Marks -80 Internal Marks -20 TotalMarks-100</p>
<p>COURSE OBJECTIVES:</p> <ul style="list-style-type: none">- Co 1: To enable the participants in conducting research work and formulating research synopsis and report.- Co 2: To familiarize with various research designs and data collection methods.- Co 3: Develop understanding on sampling techniques.- Co 4: To impart knowledge for enabling students to develop data analytics skills and

<p>meaningful interpretation to the data sets so as to solve the business/Research problem.</p>		
<p>APPROACHES: Lectures, Group Discussions, Presentations, Practical, case studies, Business Games.</p> <p>REQUIREMENTS: Regular attendance and active participation during the course of the semester: Books and literature Surveys, Long essays and assignments; seminar presentations etc.</p> <p>EVALUATION: The performance of the students will be evaluated on the basic of class participation; house tests; regularity and assignment carrying 20 percent of the credit and the rest though Terminal Examination (3 hours duration).</p> <p>MODE OF PAPER SETTING: There will be nine questions in all. The candidate has to attempt five questions. Question No. 1, of 16 marks (4 short-answer type questions of 4 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 16 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.</p>		
UNIT-I	INTRODUCTION: Definition, Objectives and Nature of Research, Types of research, characteristics of good research, The Research Process; Identification and Definition of Research problem, Review of literature, Hypothesis Formulation; Developing Research Proposal; Ethical issues in Research. Problems encountered by the Researcher	CO 1
UNIT-II	RESEARCH DESIGN AND DATA COLLECTION: Types of Research Design, Sources of data : Secondary and Primary Data, Primary Data Collection Instruments: Questionnaire method, Observation Methods, Scaling Techniques, and Attitude Measurement, properties of different scales	CO 2
UNIT-III	SAMPLING: Defining the Universe and Sampling Unit; Sampling Frame; Probability and Non probability, Sampling Methods; Sample Size Determination, Data Collection Methods	CO 3
UNIT-IV	DATA ANALYSIS: Interpretation and Report Preparation, graphical presentation of data, descriptive techniques, understanding Normal Distribution, Hypothesis Testing; Analysis of Variance; t-test, Advanced Data Analysis Techniques- Factor Analysis, correlation, linear regression Qualitative Analysis: case method, observation, Delphi Report Preparation and Presentation	CO 4

SUGGESTED TEXT BOOKS

- Donald, R. Cooper and Parmela, S. Schindler. Business Research Methods. Tata McGraw Hill.
- Kothari C.R. Research Methodology Methods and Techniques. New Age Publisher

SUGGESTED REFERENCE BOOKS

- Research Methods for Business students by Saunders, (Pearson Education)
- Research Methodology by Panneer Selvam , (Prentice Hall of India)
- Research Method for Behaviourial Sciences by Gravetter (Cengage Learning)

MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE**CC- MHM&CT 5 A**

Mapping: CO-PO								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8
Co 1	2	3	3	3	3	3	2	2
Co 2	1	1	2	1	1	3	3	1
Co 3	1	1	2	2	2	3	2	1
Co 4	3	3	3	3	3	3	3	3
	1.75	2	2.5	2.25	2.25	3	2.5	1.75

MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PSO					
	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	3	2	3	1	1
Co 2	1	1	2	1	1
Co 3	2	1	2	1	1
Co 4	2	1	2	1	3
	2.25	1.25	2.25	1	1.5

MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
Co 1	2	3	3	3	3	3	2	2	3	2	3	1	1
Co 2	1	1	2	1	1	3	3	1	1	1	2	1	1
Co 3	1	1	2	2	2	3	2	1	2	1	2	1	1
Co 4	3	3	3	3	3	3	3	3	2	1	2	1	3
	1.75	2	2.5	2.25	2.25	3	2.5	1.75	2.25	1.25	2.25	1	1.5

DSE- MHMCT-13 DECISION SCIENCE IN HOTELS

Credits –06
External Marks -80
Internal Marks -20
Total Marks-100

COURSE OBJECTIVES:

- Co 1 Omit theoretical foundation of Probability theory & explain decision making
 Co2 Show quantitative techniques of programming technique in decision making.
 Co3 Understand decision theories.

Co 4 Show network analysis		
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 20 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 16 marks (4 short-answer type questions of 4 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 16 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	Probability Meaning. Approaches of Probability Theory, Addition and Multiplication Theorems, Conditional Probability, Bayes Rule, Probability Distributions Binominal Poisson. Normal Distribution. Application of Probability Theory in Hotel Business Decision Making Linear Programming - Meaning. Assumptions of Linear Programming, Formulation of Linear	CO 1
UNIT- II	Programming Model. Solution of Linear Programming Problem with the help of Graphical and Simplex Method, Concept of Duality, Shadow Prices Sensitivity Analysis. Role LP in Economic Decision-Making Transportation Problems, Initial Basic Feasible Solution, Test for Optimality Assignment Problems, Travelling Salesman Model	CO 2
UNIT-III	Decision Theory-Decision under Certainty, Uncertainty and Risk, Decision Tree Analysis, Game Theory Pure and Mixed Strategies, Principle of Dominance, Solution of Game Theory, Problems with the help of Graphical, Algebraic and Simplex Methods.	CO 3
UNIT- IV	Network Analysis Meaning of Networking, Network Analysis with help of PERT and CPM Models Resource Planning and Meaning of crashing, Queuing Theory Meaning, Concepts and assumptions of queuing models, M/M/LIFE Simulation Modelling.	CO4

Suggested Readings:

1. Render B. Stair RM. Hanna M.E and Badri T. N. (2016), Quantitative Analysis for Management. 12/e. Pearson Education.
2. Black K. (2016), Business Statistics: For Contemporary Decision Making, 9/e, Wiley-India.
3. Sharma, J.K. (2016). Operations Research: Theory and Applications, 6/e, Macmillan, India 2. Taha. H. (2013), Operations Research: An Introduction, 9/e, Pearson Education.
4. Levin R. and Rubin D.S. (2017), Statistics for Management. 8/e. Pearson Education 4. Kapoor V.K. (2014). Operations Research: Techniques for Management, 9/e. Sultan Chand & Sons, New Delhi

Mapping

CO- PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	3	3	3	3	2	2	2
CO2	2	3	3	3	3	2	2	2
CO3	3	3	3	3	3	2	2	2
CO4	3	3	3	3	3	2	2	2
	2.5	3	3	3	3	2	2	2

CO- PSO

	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	3	2	2	3	3
Co 2	3	2	2	3	3
Co 3	3	2	2	3	3
Co 4	3	2	2	3	3
	3	2	2	3	3

CO –PO- PSO

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
Co 1	2	3	3	3	3	2	2	2	3	2	2	3	3
Co 2	2	3	3	3	3	2	2	2	3	2	2	3	3
Co 3	3	3	3	3	3	2	2	2	3	2	2	3	3
Co 4	3	3	3	3	3	2	2	2	3	2	2	3	3
	2.5	3	3	3	3	2	2	2	3	2	2	3	3

OPTIONAL SPECIALIZATION

EVENT MANAGEMENT

CC-MHMCT-7 A, B, C

CC-MHMCT-7A EVENT PRODUCTION & LOGISTICS PLANNING

Credits –06
External Marks -80
Internal Marks -20
Total Marks-100

COURSE OBJECTIVES:

- Co 1 Outline entertainment & décor related requirement for event
- Co 2 Discover audio-visual and lightning system in production
- Co 3 Identify special effect, staging & tenting requirement
- Co 4 Prepare for various logistics for events.

APPROACHES:

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

REQUIREMENTS:

<p>Regular attendance and active participation during the course of the semester: Books and literature Surveys, Long essays and assignments; seminar presentations etc.</p> <p>EVALUATION: The performance of the students will be evaluated on the basic of class participation; house tests; regularity and assignment carrying 20 percent of the credit and the rest though Terminal Examination (3 hours duration).</p> <p>MODE OF PAPER SETTING: There will be nine questions in all. The candidate has to attempt five questions. Question No. 1, of 16 marks (4 short-answer type questions of 4 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 16 marks. The question No. 1 shall be covering all the four Units of the syllabus.</p> <p>These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.</p>		
UNIT- I	<p>Entertainment & Decor</p> <p>Defining Entertainment: forms, reasons & content of entertainments; Staging entrainment; Working with performers</p> <p>Décor: Design theory – its elements, principles, categories of Décor; Setup consideration for Décor</p>	CO 1
UNIT- II	<p>Audio – Visual & Lightning systems</p> <p>Audio System -Acoustic theory and its relationship to the event space, uses of an audio system, main audio system groups and their components, Signal path & equipment location in the Event Space, Pre event sound check & system operations during event, risk & safety</p> <p>Visual presentation – purpose, visual sources, signal processing, projection equipment's, display equipment's, Multimedia presentation, visual equipment's setup & operations during event, risk & safety</p> <p>Lighting – Objective of event lightning, quality, lightning instruments, Event lightning Design, lightning concept, setup & operations; risk & safety</p>	CO 2
UNIT-III	<p>Special Effects, Staging & tenting</p> <p>Special effect – types of special effects</p> <p>Staging – the language of stage, types & construction of stages, placement, stage draping, stage sets, risk & safety</p> <p>Tenting – types, various accessories of tents, setup considerations, new tent technology.</p>	CO 3
UNIT- IV	<p>Miscellaneous technical resources and logistics & operations</p> <p>Miscellaneous - Electric power, Rigging and trussing & other temporary structure.</p> <p>Logistics – setup & teardown</p>	CO4

Suggested Readings:

1. Doug Matthews (2008), Special Event Production, Elsevier Inc.
2. Lynn V. and Brenda R., Event Management, Pearson Publication, New Delhi
3. 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.
4. S.N. Bagchi and Anita Sharma Food and Beverage Service, Aman Publication New Delhi.
5. Lawson, F.R. Congress, Conventions and Conference: facility Supply and demand International Journal of Tourism management, September, 18-8-1980.
6. Goldblatt, JJ Special Events: Art and Science of Celebration New York, Van Nostrand Reinhold, 1990.
7. Torkildsen G Organisation of major events. In G Torkildsen, Leisure and Recreation Management, 4th Eds. London New York E & FN Spon: Routledge 1999,
8. Watt, DC Event Management in Leisure and Tourism Harlow, Essex: Addison Wesley Longman Ltd., 1998.
9. Wilkinson, DG the Event Management and Marketing Institute. Ontario; the Event Management and Marketing Institute. 1998
10. Lawson, F.R., Congress, Conventions and Conference Facility supply and Demand, International Journal of Tourism Management, September, 188,1980.

Mapping

CO- PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	3	3	3	3	3	3	2
CO2	2	3	3	3	3	3	3	2
CO3	3	3	3	3	3	3	3	2
CO4	3	3	3	3	3	3	3	2
	2.5	3	3	3	3	3	3	2

CO- PSO

	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	3	3	3	3	3
Co 2	3	3	3	3	3
Co 3	3	3	3	3	3

Co 4	3	3	3	3	3
	3	3	3	3	3

CO –PO- PSO

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
Co 1	2	3	3	3	3	3	3	2	3	3	3	3	3
Co 2	2	3	3	3	3	3	3	2	3	3	3	3	3
Co 3	3	3	3	3	3	3	3	2	3	3	3	3	3
Co 4	3	3	3	3	3	3	3	2	3	3	3	3	3
	2.5	3	3	3	3	3	3	2	3	3	3	3	3

CC-MHMCT-7 B MICE EVENTS PLANNING & MANAGEMENT

Credits –06
External Marks -80
Internal Marks -20
Total Marks-100

COURSE OBJECTIVES:

- Co 1 Explain basics of MICE
- Co 2 Tell marketing & Promotion of MICE
- Co 3 Discover planning, organizing & operation of MICE
- Co 4 Prepare a Risk Management for MICE

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 20 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 16 marks (4 short-answer type questions of 4 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 16 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 MICE: Evolution of MICE in India, Components of MICE, Economical and Social significance of MICE, Elements of MICE –Lodging, Food & Beverage, Transportation (Different types of transportation modalities), Attractions & Entertainment. Introduction to professional meeting planning: Definition, types and roles-associate, corporate, independent, TA’s and TO’s, Convention visitor Bureaus functions, structure and funding sources. Meetings, workshops, seminars and conferences; understanding trade fairs and exhibitions; Role of Hotels in MICE, major players of MICE	CO 1
UNIT- II	Marketing & Promotion of MICE: Definition of conference, the components of the conference market. The nature of MICE markets and demand for conference facilities, Segmentation, Targeting and Positioning Techniques, Marketing channels, Process of MICE Marketing, The MICE Marketing mix, Sponsorship, Image/Branding, Advertising, Publicity, SWOT Analysis, DMOs and DMCs- their role and support in India.	CO 2
UNIT- III	Planning, Organizing, Operations and Logistics: Develop a mission, Creating Meeting objectives, preparing an event proposal, Needs Analysis, Site Selection, Budgetary Concerns-Establish Goals, identify expenses, Identify Revenue sources & Cost control, planning tools, protocols, Dress codes, Staging, Staffing, Pre-and Post Meeting Management, Registration, Onsite Registration, Evaluation, Logistics planning for MICE, Introduction to Conference facilities in India, Role and functions of ICPB and ICCA. Planning MEEC: Linkages with tourism; travel agency and hotel operations for business travelers.	CO 3
UNIT- IV	Risk Management for MICE: Types of Risk-Legal Risk, Operational Risk, Financial Risk and HRM Risk, Technology-Related Risk, Safety and security Risk, Process of Risk Management, Incident Reporting, Standards of Risk Management.	CO4

Suggested Readings:

1. Fenich, George G, Meetings, Expositions, Events, and Conventions, India: Pearson Education Inc
2. Lynn V. and Brenda R., Event Management, Pearson Publication, New Delhi
3. 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.
4. S.N. Bagchi and Anita Sharma Food and Beverage Service, Aman Publication New Delhi.
5. Lawson, F.R. Congress, Conventions and Conference: facility Supply and demand International Journal of Tourism management, September, 18-8-1980.
6. Goldblatt, JJ Special Events: Art and Science of Celebration New York, Van Nostrand Reinhold, 1990.
7. Torkildsen G Organisation of major events. In G Torkildsen, Leisure and Recreation Management, 4th Eds. London New York E & FN Spon: Routledge 1999,
8. Watt, DC Event Management in Leisure and Tourism Harlow, Essex: Addison Wesley Longman Ltd., 1998.
9. Wilkinson, DG the Event Management and Marketing Institute. Ontario; the Event Management and Marketing Institute. 1998
10. Lawson, F.R., Congress, Conventions and Conference Facility supply and Demand, International Journal of Tourism Management, September, 188,1980.

Mapping

CO- PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	3	3	3	3	3	3	2
CO2	2	3	3	3	3	3	3	2
CO3	3	3	3	3	3	3	3	2
CO4	3	3	3	3	3	3	3	2
	2.5	3	3	3	3	3	3	2

CO- PSO

	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	3	3	3	3	3
Co 2	3	3	3	3	3
Co 3	3	3	3	3	3
Co 4	3	3	3	3	3

	3	3	3	3	3
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CO –PO- PSO

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
Co 1	2	3	3	3	3	3	3	2	3	3	3	3	3
Co 2	2	3	3	3	3	3	3	2	3	3	3	3	3
Co 3	3	3	3	3	3	3	3	2	3	3	3	3	3
Co 4	3	3	3	3	3	3	3	2	3	3	3	3	3
	2.5	3	3	3	3	3	3	2	3	3	3	3	3

CC-MHMCT-7 C SPECIALIZED EVENTS IN HOTELS**Credits –06****External Marks -80****Internal Marks -20****Total Marks-100****COURSE OBJECTIVES:**

Co 1 Explain Special Events & Design wedding events

Co 2 Understanding various corporate events

Co 3 Prepare thematic events

Co 4 Planning exhibition & trade fairs

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 20 percent of the credit and the rest though Terminal Examination (3 hours duration).

MODE OF PAPER SETTING:		
<p>There will be nine questions in all. The candidate has to attempt five questions. Question No. 1, of 16 marks (4 short-answer type questions of 4 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 16 marks. The question No. 1 shall be covering all the four Units of the syllabus.</p> <p>These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.</p>		
UNIT- I	<p>Introduction to Special Events</p> <p>Wedding events – Introduction to Wedding Planning and Special Events, Types of Special Events/Wedding, arranging a Special Event, arranging a Wedding, Budgeting & Planning, Venue, Wedding Themes, Catering, The Wedding Dress, Flowers, Transport, Invitation, Photographer, Weddings Hire and Entertainment. Overview of Indian Weddings Management: understanding India and its weddings system. Destination Wedding.</p>	CO 1
UNIT- II	<p>Corporate Events - Business meetings, Product Launch, Annual meetings, Non-profit Events, Gala's night, fundraisers event, key elements of conference management, Types of conference, Conference Planning checklist, Session Planning and Timing, Type of Presentation, Role of delegates/audience, Policies related to conference, Promotion of Conference, Documentation and administration related to organization of Conference.</p>	CO 2
UNIT-III	<p>Theme parties: meaning, types, various considerations while organizing theme parties.</p> <p>Birthday parties - Planning & Management</p> <p>Thematic events: Dessert festival, Cattle fair, food festivals, Mango festival, Craft Fair etc.</p>	CO 3
UNIT- IV	<p>Introduction to Exhibitions and Trade Fairs, Scope of exhibition and trade fair, Types of exhibitions and fairs, element of exhibition planning, duties and responsibilities of key trade fair and exhibition personnel, Players of exhibition, Exhibition fees, Shipping methods and Marketing and promotional plan for exhibitions.</p>	CO4

Suggested Readings:

1. Doug Matthews (2008), Special Event Production, Elsevier Inc.
2. Lynn V. and Brenda R., Event Management, Pearson Publication, New Delhi
3. Van der Wagen, L. & Carlos, B.R. (2005). Event management for tourism cultural.
4. Business and Sporting Events, Upper Saddle River, N.I. Pearson, Prentice Hall.
5. S.N. Bagchi and Anita Sharma Food and Beverage Service, Aman Publication New Delhi.

6. Lawson, F.R. Congress, Conventions and Conference: facility Supply and demand International Journal of Tourism management, September, 18-8-1980.
7. Goldblatt, JJ Special Events: Art and Science of Celebration New York, Van Nostrand Reinhold, 1990.
8. Torkildsen G Organisation of major events. In G Torkildsen, Leisure and Recreation Management, 4th Eds. London New York E & FN Spon: Routledge 1999,
9. Watt, DC Event Management in Leisure and Tourism Harlow, Essex: Addison Wesley Longman Ltd ., 1998.
10. Wilkinson, DG the Event Management and Marketing Institute. Ontario; the Event Management and Marketing Institute. 1998
11. Lawson, F.R., Congress, Conventions and Conference Facility supply and Demand, international Journal of Tourism Management, September, 188,1980.

Mapping

CO- PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	3	3	3	3	3	3	2
CO2	2	3	3	3	3	3	3	2
CO3	3	3	3	3	3	3	3	2
CO4	3	3	3	3	3	3	3	2
	2.5	3	3	3	3	3	3	2

CO- PSO

	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	3	3	3	3	3
Co 2	3	3	3	3	3
Co 3	3	3	3	3	3
Co 4	3	3	3	3	3
	3	3	3	3	3

CO –PO- PSO

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5

Co 1	2	3	3	3	3	3	3	2	3	3	3	3	3
Co 2	2	3	3	3	3	3	3	2	3	3	3	3	3
Co 3	3	3	3	3	3	3	3	2	3	3	3	3	3
Co 4	3	3	3	3	3	3	3	2	3	3	3	3	3
	2.5	3	3	3	3	3	3	2	3	3	3	3	3

OPTIONAL SPECIALIZATION

HOTEL MARKETING

CC-MHMCT-7 D, E, F

CC--MHMCT-7 D HOTEL MARKETING RESEARCH**Credits –06****External Marks -80****Internal Marks -20****TotalMarks-100****COURSE OBJECTIVES:**

- Co 1: Analyze the roles, the functions, ethics and scope of marketing research
- Co 2: Examine the research Process at planning stage.
- Co 3: construct questionnaire and identify various statistical tools for analysis of data.
- Co 4: Applying research technique at different areas of marketing.

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 20 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 16 marks (4 short-answer type questions of 4 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 16 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	MARKETING RESEARCH DYNAMICS- Introduction, Meaning of Research, Research Characteristics, Various Types of Research , Marketing Research and its Management, Nature and Scope of Marketing Research , Marketing Research versus Market Research, Ethics in marketing research, Marketing Research in the 21st Century (Indian Scenario),	CO 1
UNIT-II	PLANNING THE RESEARCH PROCESS: Introduction, Research Process: An Overview, Formulation of a Problem, Research Methods, Research Design: Introduction, Meaning of Research Design, Types of Research Design, Descriptive Research, Causal Research Design, Research Design and Marketing Decision Process, Choosing a Good Research Design, Data collection Sources and Methods: Introduction, Meaning, Advantages and Drawbacks of primary and secondary data.	CO 2
UNIT-III	QUESTIONNAIRE DESIGN, SAMPLING AND ANALYSIS: Designing a Questionnaire: Introduction, Questionnaire Design, Sampling Theory-Design, size and Techniques: Introduction, Meaning of Sampling, Importance of Sampling in Marketing Research, Sampling Techniques, Data Analysis: Introduction, Statistics in Data Analysis, Different data analysis techniques : Measures of Central Tendency, Descriptive Statistics, Univariate Analysis, Bivariate Analysis, Correlation analysis, analysis of variance etc., Data Interpretation and Report Writing Writing a Market Research Report, Structure of the Report, Components of a Report, Style and Layout of a Report,	CO 3
UNIT-IV	APPLICATIONS OF MARKETING RESEARCH : Product Research: Research in new product development, product life cycle research, Sales control Research: Sales Forecasting, Sales Analysis, Advertising Research, Motivational Research.	CO 4

SUGGESTED TEXT BOOKS

- Marketing Research Principles, Applications and cases by Dr. D.D. Sharma, Sultan Chand & Sons
- Marketing Research Concepts, Practices, and Cases by Sunanda Easwaran & Sharmila J. Singh, Oxford University Press

SUGGESTED REFERENCE BOOKS

- Marketing Research an Applied Orientation by Naresh K. Malhotra, Prentice Hall of India Pvt Ltd
- Marketing Research an Applied Orientation by Naresh K. Malhotra & Satyabhushan Dash, Perason Publications
- Marketing Research Kit For Dummies by Michael R. Hyman & Jeremy J. Sierra Published by Wiley Publishing, Inc.

**MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE (CC- MHM&CT5
(A)**

Mapping: CO-PO								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8
Co 1	2	2	2	1	2	3	3	2
Co 2	1	1	2	2	1	3	3	1
Co 3	2	1	2	1	1	3	3	1
Co 4	1	1	1	3	2	3	2	1
	1.5	1.25	1.75	1.75	1.5	3	2.75	1.25

MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PSO					
	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	3	2	3	3	3
Co 2	2	2	2	2	2
Co 3	1	1	1	2	1
Co 4	1	1	1	1	1
	1.75	1.5	1.75	2	1.75

MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
Co 1	2	2	2	1	2	3	3	2	3	2	3	3	3
Co 2	1	1	2	2	1	3	3	1	2	2	2	2	2
Co 3	2	1	2	1	1	3	3	1	1	1	1	2	1
Co 4	1	1	1	3	2	3	2	1	1	1	1	1	1

4													
	1.5	1.25	1.75	1.75	1.5	3	2.75	1.25	1.75	1.5	1.75	2	1.75

CC- MHMCT-7 E SALES MANAGEMENT IN HOTELS

Credits –06
External Marks -80
Internal Marks -20
TotalMarks-100

COURSE OBJECTIVES:

- Co 1: Describe the nature and importance of sales management and its process
- Co 2: Identify the skills of a successful sales person and learn the selling process
- Co 3: Analyzing the sales information to forecast the market demand
- Co 4: Learn the strategies to manage the sales team

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 20 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 16 marks (4 short-answer type questions of 4 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 16 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 SALES MANAGEMENT Introduction, nature, role and importance Personal selling, Types of selling Difference between selling and marketing Sales Management Process Emerging trends in sales management	CO 1
UNIT-II	SELLING SKILLS AND SELLING TECHNIQUES Selling skills Selling and Buying styles The Selling process Theories of Selling	CO 2
UNIT-III	MANAGING SALES INFORMATION SALES ORGANISATION Forecasting Market demand Sales Organisation Organisational principles Organisational Design Management of Sales Territory Management of Sales Quota	CO 3
UNIT-IV	SALES FORCE MANAGEMENT Job Analysis, Recruitment and Selection Training the Sales Force Compensation and Motivation of Sales Force Monitoring and Performance Evaluation Sales Control	CO 4

SUGGESTED TEXT BOOKS

- Sales and Distribution Management by Tapan K. Panda & Sunil Sahadev, Oxford University Press
- Sales Management shaping future sales leaders by John F. Tanner JR., Earl D. Honeycutt JR. & Robert C. Erffmeyer, Perason Eduation

SUGGESTED REFERENCE BOOKS

- Anderson, R. Professional Sales Management. Englewood Cliff, New Jersey, Prentice Hall Inc.

- Anderson, R. Professional Personal Selling. Englewood Cliff, New Jersey, Prentice Hall Inc.
- Buskirk, R H and Stanton, W J. Management of Sales Force. Homewood Illonois, Richard D Irwin

**MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE (CC- MHM&CT5
(A)**

Mapping: CO-PO								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8
Co 1	2	2	1	1	1	1	2	1
Co 2	2	3	1	1	2	1	1	1
Co 3	2	2	2	2	2	3	1	1
Co 4	2	3	3	3	3	2	3	1
	2	2.5	1.75	1.75	2	1.75	1.75	1

MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PSO					
	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	2	1	2	2	1
Co 2	2	1	1	1	1
Co 3	2	2	2	1	1
Co 4	3	1	1	1	1
	2.75	1.25	1.5	1.25	1

MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
Co 1	2	2	1	1	1	1	2	1	2	1	2	2	1
Co 2	2	3	1	1	2	1	1	1	2	1	1	1	1
Co 3	2	2	2	2	2	3	1	1	2	2	2	1	1
Co 4	2	3	3	3	3	2	3	1	3	1	1	1	1

	2	2.5	1.75	1.75	2	1.75	1.75	1	2.75	1.25	1.5	1.25	1
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CC-MHMCT-7 F DIGITAL AND SOCIAL MEDIA MARKETING

Credits –06

External Marks -80

Internal Marks -20

Total Marks-100

COURSE OBJECTIVES:

- Co 1 Explain the importance of digital marketing
- Co 2 Learn the key elements of a digital marketing strategy
- Co 3 Examine various measurement metrics.
- Co 4 Understand various payment gateways

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 20 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 16 marks (4 short-answer type questions of 4 marks each) shall be compulsory. The

<p>candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 16 marks. The question No. 1 shall be covering all the four Units of the syllabus.</p> <p>These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.</p>		
UNIT- I	Introduction to Digital Marketing (DM) - Overview of Digital marketing; Meaning, Definition, Origin and Need of Digital marketing in Hotel Industry, History of DM, Traditional Vs. Digital Marketing, Concept and approaches to DM, Advantage and Disadvantage. Scope of DM in Hotel Industry, Future of digital marketing in Indian Hotel Industry and outside India. Examples of good practices in DM in Hospitality Industry.	CO 1
UNIT- II	Modes of Digital Marketing- Mobile marketing; Overview of the B2B and B2C Mobile Market. Email Marketing- Need for Emails, Types of Emails, and options in Email advertising. Social media marketing and other forms of digital Marketing. Overview of various tools of digital marketing	CO 2
UNIT- III	Measurement Metrics- Digital Marketing Media, Budget Allocation, ROI for Digital Marketing, Analytics and Key Performance Indicators (KPI); Attribution Models and Frameworks; Digital Marketing in Governance. Emerging Technologies for Digital Marketing. Leading and Managing Digital Marketing teams	CO 3
UNIT- IV	Payment Gateways and Security System- Electronic Payment System; Electronic cash; Smart cards; Risk and Electronic payment system; Types of Transaction security- Security risk of ECommerce; Types and sources of threats; Protecting e-business assets and intellectual property; firewalls; client server network security.	CO4

Suggested Readings:

1. Chaffey. D., E-Business and E-Commerce Management: Strategy, Implementation and Practice, Pearson Education India.
2. Kotler, P. Kartajaya, H and Setiawan, I., Marketing 4.0: Moving from Traditional to 12 Digital, Wiley.
3. Tapp, A., & Whitten, I., & Housden, M; Principles of Direct, Database and Digital Marketing, Pearson.
4. Tasner, M; Marketing in the Moment: The Digital Marketing Guide to Generating More Sales and Reaching Your Customers First, Pearson Education.
5. "Basics of Digital Marketing" MOOC on SWAYAM Portal of UGC, https://swayam.gov.in/nd2_cec20_mg15/preview

6. “Digital Marketing” MOOC on SWAYAM Portal of UGC,
https://swayam.gov.in/nd2_cec20_mg29/preview

Mapping

CO- PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	3	3	3	3	3	3	2
CO2	2	3	3	3	3	3	3	2
CO3	3	3	3	3	3	3	3	2
CO4	3	3	3	3	3	3	3	2
	2.5	3	3	3	3	3	3	2

CO- PSO

	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	3	3	3	3	3
Co 2	3	3	3	3	3
Co 3	3	3	3	3	3
Co 4	3	3	3	3	3
	3	3	3	3	3

CO –PO- PSO

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
Co 1	2	3	3	3	3	3	3	2	3	3	3	3	3
Co 2	2	3	3	3	3	3	3	2	3	3	3	3	3
Co 3	3	3	3	3	3	3	3	2	3	3	3	3	3
Co 4	3	3	3	3	3	3	3	2	3	3	3	3	3
	2.5	3	3	3	3	3	3	2	3	3	3	3	3

OPTIONAL SPECIALIZATION

HUMAN RESOURCE

CC-MHMCT-7 G, H, I

CC-MHMCT-7 G STRATEGIC HRM		Credits –06
		External Marks -80
		Internal Marks -20
		TotalMarks-100
COURSE OBJECTIVES:		
<ul style="list-style-type: none"> - Co 1: Examining significance of strategic human resource management. - Co 2: Understanding the ways of implementation of SHRM. - Co 3: Examining various strategies in relation to human resources. - Co 4: Understanding strategic knowledge management and its dimensions. 		
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 20 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 16 marks (4 short-answer type questions of 4 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 16 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	Strategic human resource management: Concept, impact of	CO 1

	globalisation on HRM, changing nature of workforce; Development of Strategic Human Resource Management, Models of Strategic Human Resource Management, Development of HR strategies, challenges in Strategic Human Resource Management, advantages of Strategic Human Resource Management, impact of HRM. Global human resource management.	
UNIT-II	Strategic HR Implementation in hotels: Staffing; training & development; Impacts of strategic human resource management on performance, process of strategic human resource management; Compensation, employee separation. Human side of mergers & acquisitions; Model of merger & acquisitions.	CO 2
UNIT-III	HR Strategy: Components of strategic HRM; organizational HR strategies; Functional human resource strategies; improving business performance through strategic HRM; Employee engagement; Ways of achieving employee engagement, drivers of employee engagement.	CO 3
UNIT-IV	Strategic knowledge management: Building knowledge management into strategic framework; knowledge sharing as a core competency; Human resource dimensions to knowledge management; strategic approach to industrial relations; outsourcing & its HR implications, Human resource outsourcing.	CO 4

SUGGESTED TEXT BOOKS

- Aswthppa, Human Resurce Management. TMH. ND
- Cases & Games. Himalaya Publishing House.
- Casio Wayne F. Managing Human Resource. MGH. ND

SUGGESTED REFERENCE BOOKS

- Dressler, Gary Human Resource Management. Pearson Education Asia, ND
- John, Human Resource Management Irwin/MGH
- Mondy R. W., Noe R.M Premeaux S and Mondy J.B., Human resource Management, PHI.
- Malay, B., Human Resource Management in Hospitality Management, Oxford Publications.
- Ramaswamy E Managing Human Resources Oxford University Prss, ND
- Rao, VSP, Human Resource Management –Text &Cas. s. Exeel Book, ND
- Sharma, E., Strategic Human Resource Management and Development, Pearson
- SubbaRao, Essentials of Human Resource Management & industrial relations Text.

MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE

Mapping: CO-PO								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8
Co 1	2	2	2	2	1	2	2	1
Co 2	3	3	2	2	2	2	2	1
Co 3	2	2	2	2	2	2	2	1
Co 4	2	2	2	2	1	2	2	1
	2	2	2	2	1.5	2	2	1

MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PSO					
	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	2	1	2	2	1
Co 2	2	1	2	2	1
Co 3	2	1	2	2	1
Co 4	2	1	2	2	1
	2	1	2	2	1

MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
Co 1	2	2	2	2	1	2	2	1	2	1	2	2	1
Co 2	3	3	2	2	2	2	2	1	2	1	2	2	1
Co 3	2	2	2	2	2	2	2	1	2	1	2	2	1
Co 4	2	2	2	2	1	2	2	1	2	1	2	2	1
	2	2	2	2	1.5	2	2	1	2	1	2	2	1

CC-MHMCT-7 H TRAINING & DEVELOPMENTS IN HOTELS		Credits –06
		External Marks -80
		Internal Marks -20
		TotalMarks-100
COURSE OBJECTIVES:		
<ul style="list-style-type: none"> - Co 1: Examining significance of training and development. - Co 2: Understanding the need, design and implementation of training in hotels. - Co 3: Learning and evaluating training in hotel industry. - Co 4: Understanding management development, contemporary issues and trends. 		
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 20 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 16 marks (4 short-answer type questions of 4 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 16 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	Training & Development: Scope, objectives, beneficiaries, forces	CO 1

	influencing working and learning, training practices in hotels. Strategic training and development process: organizational factors influencing training, training needs in different strategies, models of organizing training department, outsourcing training.	
UNIT-II	Training Needs Assessment: Importance, scope, methods and techniques of training need assessment, training need assessment: organizational and operational analysis. Training Design and implementation: Factors affecting training design, budgeting for training, design theory, outcomes of design, considerations in designing effective training programs, training implementation.	CO 2
UNIT-III	Learning: Learning theories, learning process, feedback, methods of training and trainer's style, types of training, training do's and don'ts for trainers. Training Evaluation: Factors influencing transfer of learning, reasons for evaluating training, evaluation process, evaluation techniques, models of training evaluation, training audit.	CO 3
UNIT-IV	Management Development: Need, importance, training for executive level management, approaches, development planning process, strategies for providing development in hotels. Contemporary Issues in Training and Development: issues relating to training in hotels, E-Learning and use of technology in training, problems & future trends in training.	CO 4

SUGGESTED TEXT BOOKS

- Aswthppa, Human Resurce Management. TMH. ND
- Cases & Games. Himalaya Publishing House.
- Dressler, Gary Human Resource Management. Pearson Education Asia, ND

SUGGESTED REFERENCE BOOKS

- Malay, B., Human Resource Management in Hospitality Management, Oxford Publications.
- Rao, VSP, Human Resource Management –Text &Cas. s. Excel Book, ND
- Raymond, A. Noe (2010), Employee training and development, Tata McGraw Hill Pulications.
- Sahu R.K., (2010), Training for development, Excel Books, New Delhi
- Sharma, E., Strategic Human Resource Management and Development, Pearson
- SubbaRao, Essentials of Human Resource Management & industrial relations Text.

MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE

Mapping: CO-PO								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8
Co 1	1	2	2	1	1	1	2	1
Co 2	2	2	2	1	1	1	2	1
Co 3	2	2	2	1	1	1	2	1
Co 4	2	2	2	1	1	1	2	1
	1.75	2	2	1	1	1	2	1

MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PSO					
	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	2	2	2	1	1
Co 2	2	2	2	1	1
Co 3	2	2	2	1	1
Co 4	2	2	2	1	1
	2	2	2	1	1

MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
Co 1	1	2	2	1	1	1	2	1	2	2	2	1	1
Co 2	2	2	2	1	1	1	2	1	2	2	2	1	1
Co 3	2	2	2	1	1	1	2	1	2	2	2	1	1
Co 4	2	2	2	1	1	1	2	1	2	2	2	1	1
	1.75	2	2	1	1	1	2	1	2	2	2	1	1

CC-MHMCT-7 I EMPLOYEE MOTIVATION AND WELFARE IN HOTELS		
Credits –06		
External Marks -80		
Internal Marks -20		
TotalMarks-100		
COURSE OBJECTIVES:		
<ul style="list-style-type: none"> - Co 1: Examining significance of employee motivation in hotels. - Co 2: Understanding the job evaluation, appraisal, employee compensation and benefits. - Co 3: Examining measures of employee welfare and social security in hotel industry. - Co 4: Understanding concerns related to employee safety and health. 		
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 20 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 16 marks (4 short-answer type questions of 4 marks each) shall be compulsory. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 16 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	Employee Motivation: Job design, work scheduling, nature of motivation, motivational theories, process theories of motivation, morale and productivity, job evaluation.	CO 1

UNIT-II	Job Evaluation: concept, essentials for the success of job evaluation. Performance Appraisal: process, methods and feedback system. Compensation Administration: Objectives, components, factors influencing compensation levels. Employee Benefits: Organizational incentive plans, fringe benefits and its various types.	CO 2
UNIT-III	Employee Welfare: Importance, agencies for welfare work, types of welfare activities, statutory provisions. Social Security: Introduction, types, social security in India, The Workmen's Compensation Act.	CO 3
UNIT-IV	Employee Safety: Need for safety, safety programme, supervisor's role, and major accidents in hotels. Employee Health: problems and related remedies, preventive measures, benefits and compensation, Legislation related to health and safety in India.	CO 4

SUGGESTED TEXT BOOKS

- Aswthppa, Human Resurce Management. TMH. ND
- Cases & Games. Himalaya Publishing House.
- Casio Wayne F. Managing Human Resource. MGH. ND

SUGGESTED REFERENCE BOOKS

- Dressler, Gary Human Resource Management. Pearson ducation Asia, ND
- John, Human Resource Management Irwin/MGH
- Mondy R. W., Noe R.M Premeaux S and Mondy J.B., Human resource Management, PHI.
- Malay, B., Human Resource Management in Hospitality Management, Oxford Publications.
- Ramaswamy E Managing Human Resources Oxford University Prss, ND
- Rao, VSP, Human Resource Management –Text &Cas. s. Exeel Book, ND
- SubbaRao, Essentials of Human Resource Management & industrial relations Text,

MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE

Mapping: CO-PO								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8

Co 1	2	2	2	2	1	2	2	1
Co 2	3	3	2	2	2	2	2	1
Co 3	2	2	2	2	2	2	2	1
Co 4	2	2	2	2	1	2	2	1
	2	2	2	2	1.5	2	2	1

MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PSO					
	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	2	1	2	2	1
Co 2	2	1	2	2	1
Co 3	2	1	2	2	1
Co 4	2	1	2	2	1
	2	1	2	2	1

MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
Co 1	2	2	2	2	1	2	2	1	2	1	2	2	1
Co 2	3	3	2	2	2	2	2	1	2	1	2	2	1
Co 3	2	2	2	2	2	2	2	1	2	1	2	2	1
Co 4	2	2	2	2	1	2	2	1	2	1	2	2	1
	2	2	2	2	1.5	2	2	1	2	1	2	2	1

CC-MHMCT-8	DISSERTATION IN THE AREA OF SPECIALIZATION IN SEMESTER IVTH & VIVA VOCE	CREDITS - 12 MAXIMUM MARKS - 300
<p>Dissertation</p> <p>The dissertation should be from the specialization opted by the student. It can be quantitative or qualitative.</p> <p><u>FORMAT OF DISSERTATION CHAPTERS</u></p> <ol style="list-style-type: none"> 1. INTRODUCTION 2. REVIEW OF LITTERATURE 3. RESEARCH MEDHODOLOGY 4. DATA ANALYSIS & INTERERETATION 5. CONCLUSION 		