



Master of Hotel Management (MHM)

(Two -Year, Semester Based, Full Time Program)

PROGRAM CURRICULUM

Vision of IMS Unison University

To be an eminent university shaping the future by nurturing knowledge and empowering minds.

Mission of IMS Unison University

To provide quality higher education through a multi-disciplinary approach and promote research and innovation in all spheres of its activities and to serve the society.

Vision of School of Hospitality Management

The School of Hotel Management aspires to be eminent center for hospitality education in a nurturing environment, outfitting hotel management professionals for a competitive world.

Mission of School of Hospitality Management

To become a premier provider of hospitality education by leveraging a cutting-edge curriculum that promotes accountability, and creativity. To develop a sense of ethics, research, and technology in the area of hospitality that contributes to society, along with personal and professional excellence.

Rationale for the Program:

The philosophy of the Master of Hotel Management- program of School of Hospitality Management, IMS Unison University is to offer an extensive curriculum to provide the global hospitality sector with graduates who possess appropriate attributes and attitudes for a wide range of positions in the hospitality industry.

- The program will have focus on a contemporary technological approach to hotel operations coupled with a strong foundation in management concepts.
- To provide an avenue for a graduate from any discipline to have career gateway to hospitality and hotel industry.
- The industry only requires certain knowledge, skill set and attitude that can be developed through this program in any graduate.

The Post Graduate Degree in Hotel Management seeks to bridge the gap by providing the hotel/hospitality business with competent candidates who can meet the difficulties given by the ever-changing hotel and hospitality industry landscape.

Program Educational Objectives (PEO)

The educational objectives of the MHM program are:

PEO1. Graduates will be well-prepared professionals, able to collaborate as well as lead, with many different types of people, solve problems quickly and concentrate on details, have initiative and self-discipline, effective communication skills, and the ability to organize and direct the work of others.

PEO2. To educate students with the knowledge and skills necessary to be competent business professionals in the hospitality industry and competitive in the job market, with special emphasis on multicultural understanding and practice in a global industry.

PEO3. Upon graduation, the graduate will be able to assume employment in the hospitality industry in management or operations or as a leader or owner for a lodging establishment, events and meeting management, restaurant, food service, sales, or related business field.

Program Outcomes (PO)

The following are the expected outcomes of hospitality post graduates: -

Program Outcome (PO)		Attribute	Competency
PO1	Knowledge	Hotel and Hospitality Knowledge	To give a clear awareness of the hotel industry's major functional areas and work procedures.
PO2	Attitude	Hospitality and Society	Showcase the capability to detect and exploit potential for new venture development and innovations in the hotel industry.
PO3	Skill	Individual and Teamwork	Involvement and collaboration enhance team cohesion.
PO4	Skill	Design and Development of solutions	Showcase employable and entrepreneurial by exhibiting real life experience, professional involvement, and analytical ability
PO5	Attitude	Lifelong learning	Exemplify persistent learning potential such as self-motivated learning, disciplined reflection, and pedagogical knowledge.

MAPPING OF PEO WITH PO

	Program Educational Objective	Program outcome(s)
PEO1	Graduates will be well-prepared professionals, able to collaborate as well as lead, with many different types of people, solve problems quickly and concentrate on details, have initiative and self-discipline, effective communication skills, and the ability to organize and direct the work of others.	PO1, PO3, PO4
PEO2	To educate students with the knowledge and skills necessary to be competent business professionals in the hospitality industry and competitive in the job market, with special emphasis on multicultural understanding and practice in a global industry.	PO1, PO2
PEO3	Upon graduation, the graduate will be able to assume employment in the hospitality industry in management or operations or as a leader or owner for a lodging establishment, events and meeting management, restaurant, food service, sales, or related business field.	PO2, PO5

CURRICULUM MAP-MHM

COURSE CODE		PO-1	PO-2	PO-3	PO-4	PO-5
1.	MHM 501	#		#	#	#
2.	MHM 501P	#		#	#	#
3.	MHM 502	#	#	#	#	#
4.	MHM 502P	#		#	#	#
5.	MHM 503	#		#	#	#
6.	MHM 503P	#		#	#	#
7.	MHM 504	#		#	#	#
8.	MHM 504P	#		#	#	#
9.	MHM 507	#	#	#	#	#
10.	MHM 507P	#		#	#	#
11.	MHM 508	#		#	#	#
12.	MHM 508P	#	#	#	#	#
13.	MHM 509	#		#	#	#
14.	MHM 509P	#		#	#	#
15.	MHM 510	#		#	#	#
16.	MHM 510P	#		#	#	#
17.	MHM 603	#		#	#	#

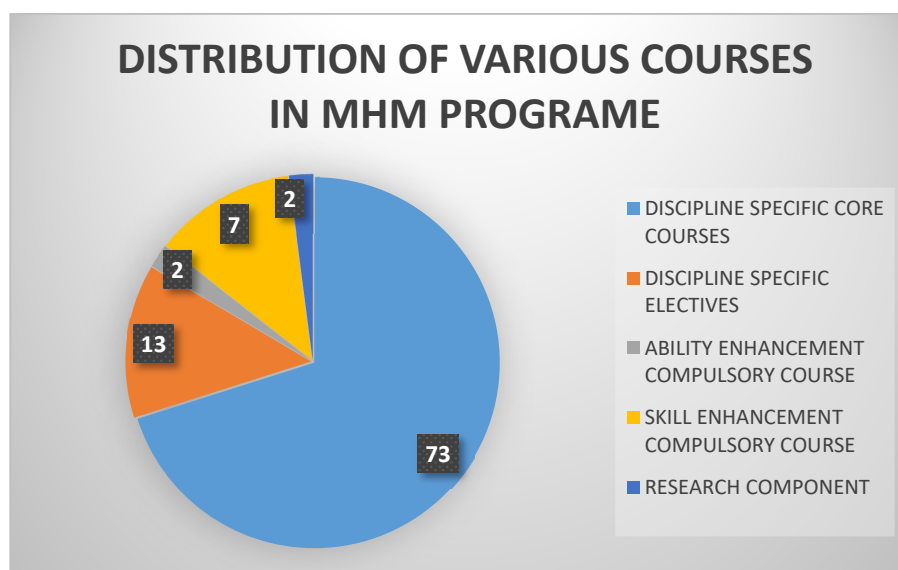
18.	MHM 601S	#	#	#	#	#
DISCIPLINE SPECIFIC ELECTIVE						
19.	MHM 602	#	#		#	#
20.	MHM 602P		#	#	#	#
ABILITY ENHANCEMENT COMPULSORY COURSE						
21.	MHM 505	#	#		#	#
SKILL ENHANCEMENT COMPULSORY COURSE						
22.	MHM 511	#	#	#	#	#
23.	MHM 512	#	#	#	#	#
24.	MHM 607P	#	#	#	#	#
25.	MHM 608P	#	#	#	#	#
MULTI DISCIPLINARY COURSE						
26.	MHM 506	#	#	#	#	#
27.	MHM 604		#	#	#	
28.	MHM 605	#	#	#		
29.	MHM 606	#		#	#	#
RESEARCH COMPONENT						
30.	MHM 609	#	#	#		#

PROGRAM CURRICULUM AS PER NEW CBCS SYSTEM

	MAXIMUM CREDIT ON OFFER IN MHM PROGRAM	107
	MINIMUM CREDIT REQUIREMENT FOR AWARD OF MHM	107
	NUMBER OF COURSES OFFERED	30
	STRUCTURE OF CREDIT REQUIREMENT	
1.	Discipline Specific Core Course	68
2.	Discipline Specific Elective	6
3.	Ability Enhancement Compulsory Course	2
4.	Skill Enhancement Compulsory Course	9
5.	Multi Disciplinary Course	15
6.	Research Component	7

CREDIT DISTRIBUTION

DISCIPLINE SPECIFIC CORE COURSE			CREDITS	
1.	MHM 501	Food Production Operation-I (Theory and Practical)	4+2=6	68
2.	MHM 502	Food and Beverage Service Operation-I (Theory and Practical)	4+2=6	
3.	MHM 503	Front Office Operation – I (Theory and Practical)	4+1=5	
4.	MHM 504	Accommodation Operation-I (Theory and Practical)	4+1=5	
5.	MHM 507	Food Production Operation-II (Theory and Practical)	4+2=6	
6.	MHM 508	Food and Beverage Service Operation-II (Theory and Practical)	4+2=6	
7.	MHM 509	Front Office Operation – II (Theory and Practical)	4+1=5	
8.	MHM 510	Accommodation Operation-II (Theory and Practical)	4+1=5	
9.	MHM 601S	Industry Internship	20	
10.	MHM 603	Facility Planning	4	
DISCIPLINE SPECIFIC ELECTIVE				
1.	MHM 602	Professional Elective- A/B/C/D (Theory and Practical)	4+2=6	6
ABILITY ENHANCEMENT COMPULSORY COURSE				
1.	MHM 505	Healthy Living and Fitness	2	2
SKILL ENHANCEMENT COMPULSORY COURSE				
1.	MHM 511	Accounting Skills for Managers	2	9
2.	MHM 512	Research Methods for Hospitality Personnel	3	
3.	MHM 607P	Seminar Presentation	2	
4.	MHM 608P	Personality Development Practical	2	
MULTI DISCIPLINARY COURSE				
1.	MHM 506	Introduction to Management	3	15
2.	MHM 604	Human Resource Management / Organizational Behavior	4	
3.	MHM 605	Entrepreneurship Development	4	
4.	MHM 606	Hospitality Marketing / Hospitality Consumer Behavior	4	
RESEARCH COMPONENT				
1.	MHM 609	Project Report	7	7
		TOTAL CREDITS		107



Semester I

Sr. No	Course Code	Course Category	Course Name	Periods			Credits
				L	T	P	
1	MHM 501	Foundation Course	Food Production Operation-I	4	0	0	4
2	MHM 501P	Foundation Course	Food Production Operation -I (Practical)	0	0	4	2
3	MHM 502	Foundation Course	Food & Beverage Service Operation-I	4	0	0	4
4	MHM 502P	Foundation Course	Food & Beverage Service Operation-I (Practical)	0	0	4	2
5	MHM 503	Foundation Course	Front Office Operation - I	4	0	0	4
6	MHM 503P	Foundation Course	Front Office Operation -I (Practical)	0	0	2	1
7	MHM 504	Foundation Course	Accommodation Operation-I	4	0	0	4
8	MHM 504P	Foundation Course	Accommodation Operation -I (Practical)	0	0	2	1
9	MHM 505	Ability Enhancement	Healthy Living and Fitness	2	0	0	2

10	MHM 506	Multi Disciplinary	Introduction to Management	3	0	0	3
			Total Credits				27
			Total Contact Hours	21	0	12	33

Semester II

Sr. No	Course Code	Course Category	Course Name	Periods			Credits
				L	T	P	
1	MHM 507	Foundation Course	Food Production Operation-II	4	0	0	4
2	MHM 507P	Foundation Course	Food Production Operation -II (Practical)	0	0	4	2
3	MHM 508	Foundation Course6	Food and Beverage Service Operation-II	4	0	0	4
4	MHM 508P	Foundation Course	Food and Beverage Service Operation -II (Practical)	0	0	4	2
5	MHM 509	Foundation Course	Front Office Operation -II	4	0	0	4
6	MHM 509P	Foundation Course	Front Office Operation -II (Practical)	0	0	2	1
7	MHM 510	Foundation Course	Accommodation Operation-II	4	0	0	4
8	MHM 510P	Foundation Course	Accommodation Operation -II (Practical)	0	0	2	1
9	MHM 511	Skill Enhancement	Accounting Skills for Managers	2	0	0	2
10	MHM 512	Skill Enhancement	Research Methods for Hospitality Personnel	3	0	0	3
			Total Credits				27
			Total Contact Hours	21	0	12	33

Semester III**Industrial Training – Practical Module only**

S. No	Course Code	Course Name	Periods			Credits
			L	T	P	
1	MHM 601	Industry Internship	-	-	-	20
Total Credits						20
Total Contact Hours in industry						40

Semester IV

Sr. No	Course Code	Course Category	Course Name	Periods			Credits
				L	T	P	
1	MHM 602A	Discipline Elective	Advance Food Production	4	0	0	4
	MHM 602B		Advance Food & Beverage Service Operation				
	MHM 602C		Front Office Management				
	MHM 602D		Accommodation Operation Management				
2	MHM 602A (P)	Discipline Elective	Advance Food Production (Practical)	0	0	4	2
	MHM 602B (P)		Advance Food & Beverage Service Operation (Practical)				
	MHM 602C (P)		Front Office Management (Practical)				
	MHM 602D (P)		Accommodation Operation Management (Practical)				
3	MHM 603	Core Course	Facility Planning	4	0	0	4
4A	MHM 604A	Multi Disciplinary	Human Resource Management	4	0	0	4
4B	MHM 604B	Multi Disciplinary	Organizational Behaviour				
5	MHM 605	Multi Disciplinary	Entrepreneurship Development	4	0	0	4
6A	MHM 606A	Multi Disciplinary	Hospitality Marketing	4	0	0	4

6B	MHM 606B	Multi Disciplinary	Hospitality Consumer Behaviour				
7	MHM 607P	Skill Enhancement	Seminar Presentation	0	0	4	2
8	MHM 608P	Skill Enhancement	Personality Development (Practical)	0	0	4	2
9	MHM 609	Research Component	Project Report*	-	-	-	7
				Total Credits			33
				Total Contact Hours			32
				20	0	12	
1 Hour on Project Guidance				1			1
Total Contact Hours							33

TOTAL CREDITS: 107

NOTE:

Specialization offered through Professional Elective choices in:

- Advance Food Production
- Advance Food & Beverage Service Operation
- Front Office Management
- Accommodation Operation Management

Choices between Multi Disciplinary Electives

- Human Resource Management MHM 604A or Organizational Behaviour MHM 604B
- Hospitality Marketing MHM 606A or Hospitality Consumer Behaviour MHM 606B

PROGRAM SYLLABI
SEMESTER - I

Course: FOOD PRODUCTION OPERATION - I			Semester: I
Course Code: MHM 501	L T P	4 0 0	Credits: 4

OBJECTIVE	This course introduces kitchen with all the basic requirements to work in a professional kitchen the basic preparations like soups, stocks and sauces which form the basis of culinary procedures.		
LEARNING OUTCOME	Upon completing this course, students will be able to: <ol style="list-style-type: none"> 1. Discuss the origin of food and the objectives behind cooking of food.. 2. Identify areas in professional kitchen with understanding of layout, organization of kitchen department and Kitchen equipment and fuels used in kitchen 3. Discuss method of cooking and preparations. 4. Explain the principles of baking and usage of common ingredients in bakery. 		
COURSE DETAILS	Module No.	Topic	Hours
	1	Introduction to the art of cookery: <ul style="list-style-type: none"> • Culinary history. • Origins of modern cookery. • Aims and objectives of cooking food, Importance of cooking food, with reference to the catering industry. Principles of a balanced and a healthy diet 	08
	2	Kitchen Hygiene and professionalism: <ul style="list-style-type: none"> • Personal hygiene, their importance • Levels of skill, Attitude towards work 	08
	3	Kitchen Organization: <ul style="list-style-type: none"> • Modern kitchen Brigade • Kitchen layout, Hierarchy and function, • Duties and responsibilities of Executive Chef, Sous chef and Chef de partie • Different sections of kitchen and their responsibility Co-ordination with other departments 	11
	4	Equipment, Tools and Fuels: <ul style="list-style-type: none"> • Classification of different equipment's • Uses, maintenance, criteria for selection of equipment's • Various fuels used, Advantages and disadvantages of each 	10
	5	Methods of cooking and Preparations: <ul style="list-style-type: none"> • Transfer of heat 	12

		<ul style="list-style-type: none"> • Classification of cooking methods-boiling, poaching, steaming, stewing, braising, blanching, Frying, sautéing, roasting, grilling, broiling, baking. • Basic rules with examples • Advanced methods-micro-wave, infra-red, induction, paper bag etc. • Mise-en-place of all the basic preparations, cuts of vegetables, mire poix, bouquet garni, • Various textures, consistencies 	
	6	Basic Bakery: <ul style="list-style-type: none"> • Introduction, Principle of baking, uses of different types of oven • Difference between Bakery, patisserie and confectionary. Examples • Ingredients used, and role of each ingredients in baking 	11
		Total Hours	60
TEXT BOOK	<ul style="list-style-type: none"> • Krishna Arora, Theory of Cookery, Frank Brothers • Parvinder S Bali, Food Production Operations, Oxford University Press • Philip E. Thangam, Modern Cookery , Orient Longman 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Kinton and Cesarani, Practical Cookery, Hodder Education • Kauffman and Cracknell, Practical Professional Cookery, Cengage Learning EMEA • Wayne Gislen, Professional Cooking, Publisher Le Cordon Bleu • Andrew Hale Feinstein and John M. Stefanelli, Purchasing Selection and Procurement for the Hospitality Industry, Wiley 		

Course: FOOD PRODUCTION OPERATION - I (PRACTICAL)			Semester: I
Course Code: MHM 501 P	L T P	0 0 4	Credits: 2

OBJECTIVE	This course enables students to familiarize with kitchen and prepare very basic items used in different cuisines.		
LEARNING OUTCOME	Upon completing this course, students will be able to: <ol style="list-style-type: none"> 1. To identify various areas in professional kitchen with understanding layout and organization of kitchen department 2. To understand the usage of various kitchen equipment(s) and fuel(s). 3. To identify the most common and basic ingredients used in the kitchen 		
COURSE DETAILS	Module No.	Topic	Hours
		<ul style="list-style-type: none"> • Familiarization and Understanding the usage of equipment and tools • Proper usage of a kitchen knife and hand tools • Familiarization, identification of commonly used raw material: For commodities listed in theory. • Basic hygiene practices to be observed in the kitchen • First aid for cuts & burns • Safety practices to be observed in the kitchen • Demonstration of cooking methods – two items of preparation of each method: • Boiling: Potato and Rice • Poaching: Fish and Egg • Steaming: Rice, Pudding • Blanching: Vegetable • Stewing: Mutton and Vegetable stew • Frying: Fritters, Patties • Sautéing: Vegetable • Roasting: Potato and Vegetable roast • Grilling: Grilled Vegetable and Fish • Braising: Chicken • Broiling: Breads, Spices • Baking: Potato and vegetable • Micro waving: Rice and Vegetable • Basic cuts of vegetables, Julienne, Jardinière, Brunoises, Dices, Macedoine, Payssane, Mire poix etc. • Packaging methods • Sous-vide cooking technique 	
Total Hours			60

Course: FOOD AND BEVERAGE SERVICE OPERATION - I			Semester: I
Course Code: MHM 502	L T P	4 0 0	Credits: 4

OBJECTIVE	This course gives an overview of Food & beverage industry with familiarization in conjunction with various outlets along with insights on non-alcoholic.s		
LEARNING OUTCOME	Upon completing this course, students will be able to: <ol style="list-style-type: none"> 1. Classify Food & Beverage Industry and Identify various outlets and ancillary section. 2. Explain the basic requirement of being a good professional and the organizational structure of food and beverage department in a star hotel. 3. List various activities performed for the restaurant readiness for operations and will have knowledge of food and beverage service methods. 4. Identify various banquet set-ups and gueridon trolleys & may classify nonalcoholic beverages 		
COURSE DETAILS	Module No.	Topic	Hours
	1	Food and Beverage Service Industry: <ol style="list-style-type: none"> A. Introduction to Food & Beverage Industry B. Classification and description of Catering Establishments C. Familiarization of Food & Beverage Outlets and Ancillary Sections 	11
	2	Staffing, Intra - and Inter-Departmental Relationship: <ol style="list-style-type: none"> A. Hierarchy of F&B Department of Hotel B. Job description/ Job Specifications of F&B staff C. Attributes and Etiquettes of F&B staff D. French terms related to F&B staff E. Modern Staffing in various hotel F. Coordination of F&B dept. within and with other departments. 	11
	3	Preparation and Service Styles: <ol style="list-style-type: none"> A. Mise-en-scene and Mise-en-place. B. Classification of Services methods: Table Service, Assisted Service, Self Service, Single Point Service, Specialized/In Situ Service 	12
	4	Banquet & Gueridon Service: <ol style="list-style-type: none"> A. Banquet <ul style="list-style-type: none"> • Introduction, Types, Booking Procedure, Seating Arrangements • Toasting Procedure • Outdoor Catering Management • Events (Autonomous entity) B. Gueridon Service 	12

		<ul style="list-style-type: none"> History, Types, Staffing, Equipments and Ingredients Used, Ingredients Used. 	
	5	Non-Alcoholic Beverages Classification (Nourishing, Stimulating and Refreshing Beverages) <ul style="list-style-type: none"> i. Tea and Coffee ii. Milk Based Drinks - Drinking Chocolate, Malted Beverages, Milk shake (Origin, Manufacturing Process, Types, Brands) iii. Aerated Drinks, Squashes, Juices (Types, Brands) iv. Water – Types, Brands v. Millet based beverages 	14
		Total Hours	60
TEXT BOOK	<ul style="list-style-type: none"> R. Singaravelavan, Food and Beverage Service, Oxford University Press Anita Sharma, Bagchi, Textbook on Food and Beverage Service, Aman Publications Dennis R. Lillicrap. and John A. Cousins, Food and Beverage Service, Publisher: ELBS 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> John Fuller, Modern Restaurant Service, Hutchinson P. Dias, The Steward, Orient Longman Limited G. Brown, K. Heppner and A. Deegan, Introduction Food and Beverage Service, Longman Sudhir Andrews, Food and Beverage Services: A Training Manual, McGraw Hill Education 		

Course: FOOD AND BEVERAGE SERVICE OPERATION – I (PRACTICAL)			Semester: I
Course Code: MHM 502 P	L T P	0 0 4	Credits: 2

OBJECTIVE	This course introduces student to comprehend the various equipments and tools frequently used in food and beverage industry along with developing service skills & techniques of non-alcoholic beverages.		
LEARNING OUTCOME	Upon completing this course, students will be able to: <ol style="list-style-type: none"> 1. Differentiate the various types of restaurants. 2. Apply the knowledge of basic requirement of being a good professional and the organizational structure of food and beverage department in a star hotel. 3. Identify various tools and equipment's used in restaurant & may demonstrate making of Tea, Coffee and mocktail. 		
COURSE DETAILS	Module No.	Topic	Hours
		Understanding Food Service Outlets and Ancillary F&B Service Areas Understanding Personal Hygiene & Food Service Hygiene Familiarization of F&B Service Equipment, Care and Maintenance Cleaning and Polishing of EPNS items by <ul style="list-style-type: none"> • Plate Powder method • Polivit method • Silver Dip method • Burnishing method Practicing Briefing and De-Briefing Practicing Mise-en-Scene and Mise-en-Place Activities Rules for Laying a Basic Cover Basic Technical Skills <ul style="list-style-type: none"> • Handling Service Gear • Carrying a Tray / Salver • Carrying Plates, Glassware and Other Equipments • Laying a Tablecloth • Changing a Tablecloth during service • Placing meal plates & Clearing soiled plates • Sideboard Organization • Service of Water • Using Service Plate & Crumbing Down • Napkin Folds (10 folds) • Changing dirty ashtray • Cleaning & polishing glassware Tea/Coffee/Cocoa/Malted Beverages – Preparation & Service Juices/Soft Drinks/Tonic Water/Water– Service:	

		Preparation of Homemade beverages (Ginger ale, Kava, Lemonade, ginger tonic, smoothies, milkshakes, iced – coffee, lemon iced tea) Gueridon Service Practicing Flambé dishes, Carving, Salad making etc.	
		Total Hours	60

Course: FRONT OFFICE OPERATION - I			Semester: I
Course Code: MHM 503	L T P	4 0 0	Credits: 4

OBJECTIVE	The objective of this course is that the student would be having a basic idea about the tasks performed in front office department.		
LEARNING OUTCOME	Upon completing this course, students will be able to: <ol style="list-style-type: none"> 1. Explain fundamental concepts of Tourism and Hospitality with their historical and current trends and identify hotels by classification criteria and international standards. 2. Identify staff organization in Front office department and understanding the layout, various equipments, in the department. 3. Recognize different types of room, their layouts, room tariffs, the basis of charging, and fixation of room tariff. 		
COURSE DETAILS	Module No.	Topic	Hours
	1	Introduction to Hospitality and Tourism: <ul style="list-style-type: none"> • Tourism industry- origin, importance, growth, allied sectors, types, motivation of tourism • Hospitality industry- origin, growth, scope, distribution channels 	05
	2	Classification of Hotels: <ul style="list-style-type: none"> • Need for classification • Classification of Hotels and other lodging • Hotel organization chart • Major hotels chains operating in India 	05
	3	Introduction and Organization Structure of Front Office: <ul style="list-style-type: none"> • Front office, functions and importance • Function areas and sections • Layout of front office • Front office hierarchy • Duties and responsibilities • Personality traits 	10
	4	Types of Rooms, Hotel Entrance, Lobby and Front Office: <ul style="list-style-type: none"> • Types of rooms • Lobby • Counters and desks in the lobby • Front office equipment and furniture. 	08

	5	Guest Cycle and Guest Services: <ul style="list-style-type: none"> • Introduction to guest cycle • Pre arrival, Arrival, Stay, Departure and Post Departure • Message and Mail Handling • Key control • Guest Services- Paging, Safety deposit locker, left luggage, Room change, Wake-up call • Guest complaints- types and handling 	12
	6	Tariff Structure: <ul style="list-style-type: none"> • Introduction • Room rate designation • Meal plans • Room tariff • Room tariff fixation 	10
	7	Reservations: <ul style="list-style-type: none"> • Introduction and importance • Modes • Channels and sources (FITs, Travel Agents, Airlines, GITs) • Types of reservations (Tentative, confirmed, guaranteed etc.) • Systems (non-automatic, semi-automatic and fully automatic) • Cancellation, Amendments and overbooking • Airline, Train and Cruise reservation • Forms and format used in airlines and trains • Mediums of reservation available with hotel • Group booking procedures • Demand and supply management in booking • Procedures for cruise booking systems • Meals and reservation procedures in railway reservation • Terminologies used in railway, airline and cruise reservations • Terms and conditions of reservation procedures for any transportation • Codes of various sea ports, railway stations, airports around the world • Significations of IATA, IRCTC, AAI, DGCA, ICAO, FAA 	10
		Total Hours	60
TEXT BOOK	<ul style="list-style-type: none"> • Sudhir Andrews, Hotel Front Office Training Manual, McGraw Hill Education • Jatashankar R. Tiwari, Hotel Front Office: Operations and Management, Oxford Publication 		

	<ul style="list-style-type: none"> • L. Michael Kasavana & Richard M. Brooks, Managing Front Office Operations, Educational Institute of AH&LA • S.K Bhatnagar, Front Office Management, Frank Brothers
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Ahmed Ismail, Front Office Operations and Management, Delmar Cenage Learning • L. Michael Kasavana & J. John Cahill, Managing Computers in Hospitality Industry, Educational Institute of AH&LA • Colin Dix & Chris Baird, Front Office Operations, Longman • James A. Bardi, John Wiley and Sons, Hotel Front Office Management

Course: FRONT OFFICE OPERATION – I (PRACTICAL)			Semester: I
Course Code: MHM 503 P	L T P	0 0 2	Credits: 1

OBJECTIVE	This course gives students basic idea of basic tasks followed in the front office department of a hotel and role play would give a clarity to the students		
LEARNING OUTCOME	Upon completing this course, students will be able to: <ol style="list-style-type: none"> 1. Be able to identify the role of front office in smooth running of a hotel, various equipment used, procedures like welcoming of guests, handling luggage, mail and message handling, paging of guest inside the hotel. 2. Will understand reservation, telephonic handling- phraseology and situation handling. 3. Be able to do role plays of front office personnel. 		
COURSE DETAILS	Module No.	Topic	Hours
		COURSE DETAILS Introduction of India as a tourist destination, states, union territories and capitals, Uttarakhand- its potential in tourism, tourist spots World countries, capital and currencies, International airlines and international airports in India, Introduction of front office equipment, furniture and layout, Role play, Welcoming of guest, Handling of guest luggage, formats	
		Total Hours	30

Course: ACCOMMODATION OPERATION - I			Semester: I
Course Code: MHM 504	L T P	4 0 0	Credits: 4

OBJECTIVE	The course familiarizes students with operations of Housekeeping department, it's various controls and personnel along with its relationship with other departments.		
LEARNING OUTCOME	Upon completing this course, students will be able to: <ol style="list-style-type: none"> 1. Describes the importance, layout, functions of housekeeping department and its role in the Hotel, Hostel and Hospital. 2. Explain the organizational framework and important role of key personnel in housekeeping department 3. Recollect characteristics, use and care of various cleaning agents and equipment's for various surfaces 4. Identify the various types of guestroom layouts, guest supplies and amenities, Routine service with guest rooms fittings and controlling the pest. 		
COURSE DETAILS	Module No.	Topic	Hours
	1	Housekeeping as a department: Relevance in the hotel, hostel and hospital, Inter departmental co-operation & co-ordination of Housekeeping., Different sections of Housekeeping departments, Importance and role of housekeeping Functions of Housekeeping department: House Keeping Terminology Areas of cleaning., Briefing, Debriefing, Gate Pass, Forms & Formats used in Housekeeping., House Keeping Control Desk Operations, Services and facilities offered.	08
	2	Organization structure of housekeeping department: Organization Structure of Housekeeping Department, Hierarchy of Small hotels, Medium hotels and large hotels., Duties & responsibilities of Executive Housekeeper and housekeeping staff, Attributes and qualities of HK staff	08
	3	Cleaning equipments: Introduction to cleaning equipments, Types of cleaning equipments, care and maintenance., Uses and precautions Cleaning agents: Selection of cleaning agents, Types of cleaning agents, some common cleaning agents, Storage and issuing of cleaning agents	08
	4	Hotel guest rooms: Hotel guestrooms types, Layout and design, Features and facilities, Room status Guest room supplies and amenities:	08

		Supplies and amenities, Types and uses, Placement of supplies, Standard operating procedure	
	5	Ergonomics: Ergonomics in a hotel. Proper use of equipment as per the workforce. Work postures and use of machines in housekeeping (Vacuum cleaner, Squeeze, Steam press, Calendaring machine and Floor polishers). Diverse work environment procedures for housekeeping procedures. Occupational health safety and hazard for housekeeping workforce in a hotel as per ergonomics.	08
	6	Routine services: Cleaning of Occupied Room., Cleaning of Vacant Room., Evening service/Turndown Service, Routine cleaning Guest room fixtures and fittings: Introduction to furniture, fixtures, shape, design (Bed, mattress, bedding and soft furnishing), maintenance and care, selection of fixtures, fittings & furniture	10
	7	Pest control: Pest: types, controlling techniques, pest found in hotels, hostel and hospital., Pest introduction Pest controlling techniques: Integrated pest management., Waste disposal-controlling techniques, Fumigation, Pest remedies	10
		Total Hours	60
TEXT BOOK	<ul style="list-style-type: none"> Joan Branson and Margaret Lennox, Hotel, Hostel and Hospital Housekeeping, Hodder Education Sudhir Andrews, Hotel Housekeeping: A Training Manual, McGraw Hill Education G. Raghubalan and S. Raghubalan, Hotel Housekeeping Operations and Management, Oxford University Press 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> U. Jones, Hodder Arnold H&S, Catering: Housekeeping and Front Office, M. Schneider, G. Tucker, M. Scoviak, The Professional Housekeeper, Wiley Publications Sudhir Andrews, Textbook of Hotel Housekeeping Management and Operations, McGraw Hill Education 		

Course: ACCOMMODATION OPERATION - I (PRACTICAL)			Semester: I
Course Code: MHM 504 P	L T P	0 0 2	Credits: 1

OBJECTIVE	This course help students understand personnel hygiene and grooming standards followed in housekeeping department along with the layout structure of housekeeping.		
LEARNING OUTCOME	Upon completing this course, students will be able to: <ol style="list-style-type: none"> 1. Recognize the importance of hygiene and Demonstrate basic cleaning skills for guestroom and public areas . 2. Identification of different manual, mechanical equipment and usage of different types of cleaning agents. 3. Practice filling of different forms & format and guest complains & request at the control desk. 		
COURSE DETAILS	Module No	Topic	Hours
		Demonstration of Cleaning Equipment: Demonstration of cleaning equipment's, Care and maintenance instruction, how to use and where to use., Precautions Dusting and cleaning of guest rooms: Dusting of the all furniture and fixtures, vacuuming the whole guestroom., cleaning of flooring using proper cleaning equipment, Standard operating procedure Housekeeping Control Desk operations: Housekeeping control desk, Specimen copies of forms and format used in HK control desk., Situation Handling at HK control desk, functions at control desk Outdoor or Public area cleaning: Public areas in hotels, Standard operating procedure, Equipments and material required, Precautions Brassware and silverware cleaning: Briefing about brasso and Silvo, Standard operating procedure, Equipments and material required, Precautions Demonstration of Cleaning Agents: Demonstration of cleaning agents, Care and usage instructions, where to use and how, Precautions Bed-making procedure in housekeeping suite room: Standard operating procedure, Material required, Turn down service, precautions Set-up of Housemaid trolley: Housemaid trolley components, supplies and amenities, Positioning of housemaid trolley, Thumb rules for set up.	

		Gardening procedures, use of pesticides and water, method of growing perennial shrubs and bulbs.	
		Scrubbing and buffing of floors: Scrubbing and buffing features, Uses instructions, care and maintenance, Precautions	
		Total Hours	30

Course: HEALTHY LIVING AND FITNESS			Semester: I
Course Code: MHM 505	L T P	2 0 0	Credits: 2

OBJECTIVE	Prepare graduates to imbibe principles of wellness, health, fitness and nutrition and their importance for hospitality professionals		
LEARNING OUTCOME	Upon completing this course, students will be able to: <ol style="list-style-type: none"> 1. Understand principles of hood health 2. Demonstrate understanding of self-responsibility for personal health and wellness. 3. Understand implications of lifestyle diseases, addictions and their prevention. 4. To think and act ethically in the context of health, nutrition and wellness. 		
COURSE DETAILS	Module No.	Topic	Hours
	1	Human body: <ul style="list-style-type: none"> • Cellular and complex multicellular organisms • Levels of organization in body. Cells, tissues, organs, and organ systems. • Awareness of important body organs, their location and broad function • Various organ systems in human body and their functions 	04
	2	Health and Diet: <ul style="list-style-type: none"> • Concept of good health • Definition of Breakfast and its importance • Concept and goals of a “Balanced Diet” • Concept of Nutrition and various macro and micronutrients in diet (Protein, fats, carbohydrates, vitamins, and mineral) • Importance of fibres in diet • Procedure of CPR 	05
	3	Lifestyle diseases: <ul style="list-style-type: none"> • Introduction on Lifestyle diseases • Disease ensuing because of lifestyle e.g diabetes heart diseases etc • Harmful effect of junk/processed foods • Dangers of obesity 	05
	4	Exercise: <ul style="list-style-type: none"> • Exercise, types, and their benefits • Benefits of yoga asanas for prevention of diseases 	05

	5	Addictions: <ul style="list-style-type: none"> • Definition of addictions, various types of addictions • Treatments for various types of addictions 	05
	6	Importance of mental health: <ul style="list-style-type: none"> • Concept of stress, types of stress • Stress management- managing stress better • Relaxation: Stress Management Techniques • Anxiety and Depression: Causes and treatments 	06
		Total Hours	30
TEXT BOOK	<ul style="list-style-type: none"> • C. Corbin, G. Welk, W. Corbin, K. Welk, Corbin's Concepts of Fitness And Wellness: A Comprehensive Lifestyle Approach, McGraw Hill Education • K. Puri, S. Chandra., Health and Physical Education, Surjeet Publications • J. Williams W.B.Saunders, The Principles of Physical Education, Company, Philadelphia 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • B.C.Rai, Health Education and Hygiene, Prakashan Kendra, Lucknow • Norman Bezzant, Help! First Aid for everyday emergencies, Jaico Publishing House • Les Snowdan and Maggie Humphrey, Fitness walking, Mainstream Publishing • W. Cunningham, T. Cooper, E. Gorham and M. Hepworth, Environmental Encyclopedia, Jaico Publishing House 		

Course: INTRODUCTION TO MANAGEMENT			Semester: I
Course Code: MHM 506	L T P	3 0 0	Credits: 3

OBJECTIVE	This course will help the students to understand the concept of Management and application of managerial control.		
LEARNING OUTCOME	Upon completing this course, students will be able to: <ol style="list-style-type: none"> 1. Understand managerial functions in a hotel 2. Discuss various process of management 3. Practice the process of managerial control in a hotel 4. Comprehend the importance of motivation 		
COURSE DETAILS	Module No.	Topic	Hours
	1	Nature & Functions: <ul style="list-style-type: none"> • Importance of Management • Definition of Management • Management Functions • Role of a Manager • Management Skills 	06
	2	Development of Management Thought: <ul style="list-style-type: none"> • Early Classical Approaches • Neo Classical Approaches • Modern Approaches 	06
	3	Planning & Decision Making: <ul style="list-style-type: none"> • Nature & Importance of Planning • Types of Plans • Meaning of Decision • Types of Decisions • Steps in Rational Decision making 	06
	4	Organizing: <ul style="list-style-type: none"> • Concept, nature, significance of organizing • Formal and informal organization • Organization chart of a 5-star hotel • Types of Organization • Functional, Line and staff relationship • Delegation and Authority • Centralization and Decentralization 	06

	5	Staffing: <ul style="list-style-type: none"> Recruitment Internal Sources External sources Steps in the process of selection, Recruitment Vs Selection. Training methods On the job Training Off the job Training Job Shadowing Case Studies Peer to peer training 	07
	6	Directing: <ul style="list-style-type: none"> Meaning, Nature, Significance and Characteristics Chain of command, authority – responsibility-accountability relationship Elements of Direction – supervision, communication, training and development, leadership, motivation. Leadership-Meaning and Importance-Theories and Styles Communication -Meaning and Significance-Types of Communication-Communication Process -Barriers to Communication Supervision -Meaning, Nature and Significance of Supervision. 	07
	7	Managerial Control: <ul style="list-style-type: none"> Meaning of Managerial Control Steps in Control Process Need for Control System Benefits of Control Control Techniques 	07
		Total Hours	45
TEXT BOOK	<ul style="list-style-type: none"> Koontz, H., & Weihrich, H, Essentials of Management, McGraw Hill P.S. Rao, Principles of Management, Himalayan Publishing House LM Prasad, Principles and practice of Management, Sultan Chand & Sons 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> RS Gupta, BD Sharma & SK Gupta, Principles & Practices of Management, Kalyani Publishers P. Iyer, The Habit of Winning, Penguin India VSP Rao & VH Krishna, Management: Text and Cases, Excel Books S. Robbins, D. DeCenzo, S. Bhattacharyya and M. Aggarwal, Essentials of Management, Pearson India 		

SEMESTER – II

Course: FOOD PRODUCTION OPERATION - II			Semester: II
Course Code: MHM 507	L T P	4 0 0	Credits: 4

OBJECTIVE	This course gives an insight into the basic processes used in cooking with egg, meat and fish cookery. Understanding vegetable cookery and Indian regional cuisine.		
LEARNING OUTCOME	Upon completing this course, students will be able to: <ol style="list-style-type: none"> 1. Explain about stocks, soups, and sauces 2. Discuss the importance of egg, fish, and seafood cookery. 3. Understand the concepts of Indian cookery. 4. Discuss different methods associated with bread making 		
COURSE DETAILS	Module No.	Topic	Hours
	1	Stocks, Soups and Sauces: <ul style="list-style-type: none"> • Stocks: Definition, principles of stock making, types, preparation uses, Care & Precaution • Soups: Definitions, Classification on soups. Cold and international soups. Examples: Consommé- preparation and precautions. • Sauces: Definition, Use and importance of sauces. Mother sauces- Recipes, Derivative sauces. 	12
	2	Egg cookery: <ul style="list-style-type: none"> • Structure of egg, types, cooking methods, uses in cookery • Selection, purchasing and storing of eggs • Classical Egg preparations 	12
	3	Fish cookery: <ul style="list-style-type: none"> • Introduction to fish Cookery- Classification of fish with examples, Standard purchase specification • Different cuts of fish • Purchasing and storing fish. • Classical Fish preparations. 	12

	4	Indian Regional Cuisine: <ul style="list-style-type: none"> Brief Study of Regional Cuisine- South Indian, Goa, Hyderabad, Bengal, Gujrat, Rajasthan, Awadh, Punjab, Kashmir & Uttarakhand Dry & Wet masalas Understanding Concept of Tandoor Types of Marinades Used for Tandoor Cooking. Basic Indian Curries and Gravies: Introduction, Gravies and Curries, Regional Gravies, Gravy Preparations. 	12
	5	Bakery Science: Bread Making: <ul style="list-style-type: none"> Identification and handling of raw materials -Wheat & wheat flour, sugar, fat, yeast, water, salt, milk etc. Principles of bread making Method of bread making: (i) Straight dough method, (ii) Sponge and dough method, (iii) Salt delayed method, (iv) Flying ferment method. Bread faults and remedies, Bread diseases, Bread varieties 	12
		Total Hours	60
TEXT BOOK	<ul style="list-style-type: none"> Krishna Arora, Theory of Cookery, Frank Brothers Parvinder S Bali, Food Production Operations, Oxford University Press Philip E. Thangam, Modern Cookery, Orient Longman 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> Kinton and Cesarani, Practical Cookery, Hodder Education Kauffman and Cracknell, Practical Professional 3rd Ed. Cookery, Cengage Learning EMEA Wayne Gislen, Professional Cooking, Publisher Le Cordon Bleu Andrew Hale Feinstein and John M. Stefanelli, Purchasing Selection and Procurement for the Hospitality Industry, Wiley 		

Course: FOOD PRODUCTION OPERATION - II (PRACTICAL)			Semester: II
Course Code: MHM 507 P	L T P	0 0 4	Credits: 2

OBJECTIVE	This course gives an insight into egg preparations, fish and meat cookery and vegetable preparations with Indian dishes.		
LEARNING OUTCOME	Upon completing this course, students will be able to: <ol style="list-style-type: none"> 1. To demonstrate egg cookery. 2. Practice vegetable cuts and cooking vegetables. 3. Practice various Indian regional dishes. 		
COURSE DETAILS	Module No.	Topic	Hours
		<ul style="list-style-type: none"> • Egg cookery including 5 classical preparations • Continental & English breakfast: Hash Brown, Baked and Glazed Vegetables, egg to order (Boiled, Poached, Scrambled etc.), Toasts, Porridge, Cereal flakes • Breakfast Rolls: Muffins, Croissant roll, 2Buns, 2 Breads, Brioche, Bread sticks • Tea/ Coffee • Indian breakfast: Poori Bhaji with Raita and pickle, Stuffed parathas with curd/ chutney and pickle, Poha and Upma, • Basic stock preparations: White and Brown • Basic Mother sauces preparations and 2 commonly used derivatives. • Preparation of basic continental cookery-stews, soups, and basic fish preparations. • Preparation of basic gravies • Preparation of Regional Cuisine- South Indian, Goa, Hyderabad, Bengal, Gujrat, Rajasthan, Awadh, Punjab, Kashmir & Uttarakhand. • Soups preparations varieties: 3 Consommé, 2 Crème, 2 Puree, 1 Broth, 1 Bouillon, 3 International soups, 1 cold soup • Indian soups and shorbas (Murg Shorba, Yakhni Shorba, Papad Mangodi ki Raab, Mulligatwany, Dal Shorba, Palak Shorba, Rasam) 	
		Total Hours	60

Course: FOOD AND BEVERAGE SERVICE OPERATIONS - II			Semester: II
Course Code: MHM 508	L T P	4 0 0	Credits: 4

OBJECTIVE	This course emphasizes on the meal and menu planning with the art of preparing different menus for each meal period along with building up the foundation knowledge of tobacco and alcoholic beverages.		
LEARNING OUTCOME	Upon completing this course, students will be able to: <ol style="list-style-type: none"> 1. Gain knowledge of various types of meal served in a day and compile menus. 2. Understand various type of menu, their features, advantages, and limitations 3. Understand a wide range of points influencing the menu planning process and may learn about Cigars. 4. Compile the sequence of French classical menu & may classify alcoholic beverages. 		
COURSE DETAILS	Module No.	Topic	Hours
	1	Meals: A. Introduction and Importance of meal B. Types of Meals: <ul style="list-style-type: none"> • Early Morning Tea, Breakfast (English, American, Continental, Indian), Elevenses, Brunch, Lunch, Afternoon/High Tea, Dinner, Supper 	10
	2	Menu & Menu Planning: A. Menu – Concept, History, Classification B. Menu Planning Consideration and Constraints C. Menu Terms and Designs D. French Classical Menu - 11 & 17 course E. Italian Classical Menu	10
	3	Sales Control System: A. Order Taking Methods: Triplicate System, Duplicate System, Service with Order, Computerized System B. Circumstantial KOTs C. Billing Methods D. Cash Handling Equipment	10
	4	Tobacco: A. Introduction, Curing Process B. Cigar - Parts, Structure, Colors, Shapes & Sizes, Storage, Brands. C. Cigarettes - Structure, Brands D. Health hazards	10

	5	Bar Operations: A. Introduction, B. Types of bar C. Bar Design <ul style="list-style-type: none"> • Front Bar • Back Bar • Under Bar D. Bar Frauds	10
	6	Alcoholic Beverages: A. Introduction and Classification with Examples B. Method of Preparing Alcohol C. Fermentation Process D. Distillation Process E. Proof Systems – US/British/Gay-Lussac	10
		Total Hours	60
TEXT BOOK	<ul style="list-style-type: none"> • R. Singaravelavan, Food and Beverage Service, Oxford University Press • Textbook on Food and Beverage Service, nita Sharma, Bagchi, Aman Publications • Dennis R. Lillicrap. and John A. Cousins, Food and Beverage Service, Publisher: ELBS 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • John Fuller, Modern Restaurant Service, Hutchinson • P. Dias, The Steward, Orient Longman Limited • G. Brown, K. Heppner and A. Deegan, Introduction Food and Beverage Service, Longman • Sudhir Andrews, Food and Beverage Services: A Training Manual, McGraw Hill Education 		

Course: FOOD AND BEVERAGE SERVICE OPERATIONS – II (PRACTICAL)			Semester: II
Course Code: MHM 508 P	L T P	0 0 4	Credits: 2

OBJECTIVE	This course focuses on providing skills of table layouts for different meals including different course of French classical menu.		
LEARNING OUTCOME	Upon completing this course, students will be able to: <ol style="list-style-type: none"> 1. Prepare restaurant for service of various types of meals 2. Practice the service procedure of a meal. 3. Demonstrate the table/trolley layout, service of tobacco & may demonstrate situation handling. 		
COURSE DETAILS	Module No.	Topic	Hours
		Table Lay-Up & Service <ul style="list-style-type: none"> • A La Carte Cover • Table d' Hote Cover • English Breakfast Cover • American Breakfast Cover • Continental Breakfast Cover • Indian Breakfast Cover • Afternoon Tea Cover • High Tea Cover Menu Card designing and planning activity with price Procedure for Service of a Meal <ul style="list-style-type: none"> • Taking Guest Reservations • Receiving & Seating of Guests • Order taking & Recording • Order processing (passing orders to the kitchen) • Sequence of service • Presentation & Encashing the Bill • Presenting & collecting Guest comment cards ,Seeing off the Guests Social Skills <ul style="list-style-type: none"> • Handling Guest Complaints • Telephone manners • Dining & Service etiquettes French Classical Menu <ul style="list-style-type: none"> • Writing a Menu in French & its Equivalent in English 	

		<ul style="list-style-type: none"> • Practicing the cover setup Service of Tobacco <ul style="list-style-type: none"> • Cigarettes and Cigars - Lighting and Service Bar Operation Procedure <ul style="list-style-type: none"> • Bar License • Opening and Closing Duties • Responsible Service • Bar Equipments 	
		Total Hours	60

Course: FRONT OFFICE OPERATION - II			Semester: II
Course Code: MHM 509	L T P	4 0 0	Credits: 4

OBJECTIVE	This course gives knowledge on Check-in process, operations of bell desk, accounting and night auditing along with focus on safety and security systems used in the hotels.		
LEARNING OUTCOME	Upon completing this course, students will be able to: <ol style="list-style-type: none"> 1. Discuss the registration process, bell desk operation, accounting and night auditing. 2. Define the role of hotel staff in an emergency situation ensuring the safety and security of guests. 3. Understand the role of the front office in selling and upselling the hotel rooms. 4. Identify sales and marketing of hospitality products and selling techniques, Role of front office in profit maximization. Preparing and objectives of budgetary control. 		
COURSE DETAILS	Module No.	Topic	Hours
	1	Registration: <ul style="list-style-type: none"> • Preregistration • Registration-process, records, formats, Form C • Check-in procedures 	07
	2	Bell Desk Operation: <ul style="list-style-type: none"> • Functions • Luggage handling procedures and records 	07
	3	Cash & Accounts: <ul style="list-style-type: none"> • Introduction to cash • Functions of cash sections • Departure procedure • Various modes of payment by the guest • Potential Check-out problems and solution 	07
	4	Front Office Accounting: <ul style="list-style-type: none"> • Introduction- types of accounts, vouchers, folios, ledger • Front Office accounting cycle 	07
	5	The Night Audit: <ul style="list-style-type: none"> • Importance & functions of night audit • Night audit process • Operating modes: non automated, semi-automated, automated • The night audit reports –generations & utility 	08

	6	Front office Guest Security & Safety: <ul style="list-style-type: none"> • Introduction to security systems • Types of security • Key control • Fire safety, accidents, lost & found • Handling emergency situations (Terrorist activities, bomb threat, robbery, theft, drunk guests) 	08
	7	Room Selling Techniques: <ul style="list-style-type: none"> • Introduction • Types of room selling techniques • Front Office selling tips • Discounts fixation 	08
	8	Hospitality Marketing: <ul style="list-style-type: none"> • Introduction to marketing- market mix, market segmentation • Sales and Marketing of hospitality products • Role of Front Office in profit maximization • Budget- types, budgetary control 	08
		Total Hours	60
TEXT BOOK	<ul style="list-style-type: none"> • Sudhir Andrews, Hotel Front Office Training Manual, McGraw Hill Education • Jatashankar R. Tiwari, Hotel Front Office: Operations and Management, Oxford Publication • L. Michael Kasavana & Richard M. Brooks, Managing Front Office Operations, Educational Institute of AH&LA • S.K Bhatnagar, Front Office Management, Frank Brothers 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Ahmed Ismail, Front Office Operations and Management, Delmar Cenage Learning • L. Michael Kasavana & J. John Cahill, Managing Computers in Hospitality Industry, Educational Institute of AH&LA • Colin Dix & Chris Baird, Front Office Operations, Longman • James A. Bardi, Hotel Front Office Management, John Wiley and Sons 		

Course: FRONT OFFICE OPERATION - II (PRACTICAL)			Semester: II
Course Code: MHM 509 P	L T P	0 0 2	Credits: 1

OBJECTIVE	This course will offer skills to students on guest handling and hands on practise on PMS.		
LEARNING OUTCOME	Upon completing this course, students will be able to: <ol style="list-style-type: none"> 1. Register a guest while checking them-in inside the hotel. 2. Open a guest account and posting of bills. 3. Check out and bill settlement. 		
COURSE DETAILS	Module No.	Topic	Hours
		<ul style="list-style-type: none"> • Develop an understanding of requirements of guests with children, business executives, single lady travellers, differently abled guests, old ages • Pre-registration • Registration • Room Assignment and room key issue • Check-in • Show around of guest room facilities and amenities • Capturing guest preferences and delight bank • Room changes • Upselling • Bill settlement/Check-out 	
		Total Hours	30

Course: ACCOMMODATION OPERATION - II			Semester: II
Course Code: MHM 510	L T P	4 0 0	Credits: 4

OBJECTIVE	This course gives knowledge on the functioning of the housekeeping department along with the usage cleaning equipment and agents.		
LEARNING OUTCOME	Upon completing this course, students will be able to: <ol style="list-style-type: none"> 1. Concept of budget and budgetary control. 2. Explain Housekeeping Department routine cleaning Operational Procedures. 3. Identifying the linen & laundry operations, planning, layout, flow process, stain removal techniques and handling guest laundry. 4. Describe the many steps used by the hospitality industry to protect the safety of both guests and employees. 		
COURSE DETAILS	Module No.	Topic	Hours
	1	Budgeting for housekeeping expenses: types of budget, housekeeping expenses, budget planning process, income statement of the room divisions, controlling expenses, inventory control and stock-taking, purchasing system	08
	2	Ergonomics in housekeeping: Meaning and significance of ergonomics, Comprehend the risk factor analysis, Work simplification and application of ergonomics in operation Interior decoration: importance, definition and types, classification, principles of design: harmony, rhythm, balance, proportion, and emphasis, elements of design	08
	3	Care and cleaning of metals: Brass, Copper, Silver, EPNS, Bronze, Gun Metals, Chromium pewter, Stainless steel, iron, classification of glasses, Types of plastic, ceramics, wooden.Contract and outsourcing: Contract services in housekeeping, Hiring contract providers, Pricing of contracts, Merits and demerits of outsourcing	08
	4	Laundry operations: Importance, Layout and planning, The Laundry Process, Dry Cleaning Operations, On Premises Laundry v/s Contract Services for Laundry	09
	5	Stain Removal: Classification of stains, General Procedure for stain Removal, Principles of Stain Removal, Identification of stains, Stain removal agents Uniform design and discard management: Layout of uniform room, Types of Linen, Sizes, Linen Exchange Procedure, Selection of Linen, Storage Facilities and Conditions, Discard Management Uniform Designing: Importance, Types and Characteristics	09

	6	Linen and uniform room: Discard Management, Uniform Designing, Importance and Types, Characteristics, Selection and Par Stock, Layout of uniform room, issuing and exchange of uniforms Linen exchange and storage: Types of Linen, Size, Linen Exchange Procedure, Selection of Linen, Storage Facilities and Conditions, Par Stock - Factors affecting Par Stock, Layout of linen room	09
	7	Safety awareness: Concept and Importance, Safety: Accidents and Fires (Cause, Procedure, Accident report form), Security: Security of Guest/ Employee, Theft: Employee, guest, external persons First Aid: Concept and Emergency Procedures (Heart Attack, Fits, Burns, Fainting, Fractures, Scalds, Artificial respiration)	09
		Total Hours	60
TEXT BOOK	<ul style="list-style-type: none"> Joan Branson and Margaret Lennox, Hotel, Hostel and Hospital Housekeeping, Hodder Education Sudhir Andrews, Hotel Housekeeping: A Training Manual, McGraw Hill Education G. Raghubalan and S. Raghubalan, Hotel Housekeeping Operations and Management, Oxford University Press 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> U. Jones, Hodder Arnold H&S, Catering: Housekeeping and Front Office, M. Schneider, G. Tucker, M. Scoviak, The Professional Housekeeper, Wiley Publications Sudhir Andrews, Textbook of Hotel Housekeeping Management and Operations, McGraw Hill Education 		

Course: ACCOMMODATION OPERATION - II (PRACTICAL)			Semester: II
Course Code: MHM 510 P	L T P	0 0 2	Credits: 1

OBJECTIVE	This course will impart skill to students on functioning of control desk, usage of different types of equipments, cleaning agents and their use on different surface.		
LEARNING OUTCOME	Upon completing this course, students will be able to: <ol style="list-style-type: none"> 1. Recognize team cleaning & Managerial skills to any given area with the help of a checklist. 2. Understand the types of Laundry, linen hire equipment, practice laundry process and remove different stains from the fabric appropriately 3. Demonstrate basic first aid procedure & various hygiene related steps taken care in hospitals. 		
COURSE DETAILS	Module No.	Topic	Hours
		Team cleaning : allocation of tasks, preparation of room assignment sheet, standard operating procedure, types of team cleaning Preparation of budget : types of budget, budget planning process, anticipation of expenses, losses, income and profits Interior design in hotels : theme design, design trends, elements of design Ergonomics in housekeeping : ergonomics techniques, ergonomics use at workplace, risk factors analysis, application of ergonomics practices in operation Layout of Laundry and Linen room : Draw some layouts of linen room, layout of laundry section with placing of washer, drier, tumbler & other accessories, Outline work flow process, Positioning of equipment for smooth operation Forms & Formats used in Laundry : Fill up of laundry list, Linen exchange form, Linen discard record, Demonstration of laundry equipment Stain Removal : Material and equipment, Standard operating procedure, precautions, Material safety and data sheet Establishing Par Level for Linen, Equipment : How to establish par stock, Demonstration of forms and formats used for inventory, Demo of different types of stains found on linen, Practical work for stain removal First aid and role play : Precautions, Standard operating procedure, Role play on first aid Customer care/situation handling : Standard operating procedure, Role play on situation handling or customer handling, Professional tips	
		Total Hours	30

Course: ACCOUNTING SKILLS FOR MANAGERS			Semester: II
Course Code: MHM 511	L T P	2 0 0	Credits: 2

OBJECTIVE	The objective of the course is to introduce students to the fundamental accounting, bookkeeping process, financial statements, accounting regulations and international financial reporting standards.		
LEARNING OUTCOME	Upon completing this course, students will be able to: <ol style="list-style-type: none"> 1. Explain the basic terminology, need and purpose of accounting for hospitality industry 2. Discuss specific accounting terminology in interpretation of accounting data connected with specific needs of management in the hospitality industry companies 3. Discuss the principles of the balance equation when recording data in the general ledger. 4. List the process of preparing financial statements. 		
COURSE DETAILS	Module No.	Topic	Hours
	1	Accounting: <ul style="list-style-type: none"> • Business Transaction and Basic Terminology • Need to Study Accounting, Accounting functions • Purpose of Accounting Records • Accounting Principles – Concepts and Conventions 	06
	2	Account Records: <ul style="list-style-type: none"> • Principles of Double Entry System, • Concept of Journal Entries, Ledger, Subsidiary • Books – Cash, Sales & Purchase books • Bank Reconciliation statement. 	06
	3	Internal Control, Audit and Statutory Audit: <ul style="list-style-type: none"> • Definition and objectives of Internal Control • Characteristics of Internal Control • Implementation and Review of Internal Control • An introduction to Internal and Statutory Audit • Distinction between Internal Audit and Statutory Audit 	06
	4	Departmental Accounting <ul style="list-style-type: none"> • An introduction to departmental accounting • Allocation and apportionment of expenses • Advantages of allocation, Drawbacks of allocation 	06

	5	Budget <ul style="list-style-type: none"> • Preparation of Budget • Financial Statements • Balance Sheet Analysis • Preparation of Profit and Loss account for a restaurant or hotel 	06
		Total Hours	30
TEXT BOOK	<ul style="list-style-type: none"> • S.P. Jain and K.L. Narang, Hotel Accountancy and Finance, Kalyani Publisher • Earnest B. Horwath and Luis Toth, Hotel Accounting, Wiley and Sons • A. Reddy, Fundamentals of Accounting, Himalaya Publishing House 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Ozi A.D' Cunha and Gleeson O. D' Cunha, Hotel Accounting and Financial Control, Dicky's Enterprise, Kandivali, Mumbai • E. Moncarz, Accounting for Hospitality Industry, Prentice Hall • Jerry J Weygandt, Hospitality Financial Accounting, Wiley and Sons • Bhattacharya, Essentials of Financial Accounting, Prentice Hall India 		

Course: RESEARCH METHODS FOR HOSPITALITY PERSONNEL			Semester: II
Course Code: MHM 512	L T P	3 0 0	Credits: 3

OBJECTIVE	To give a basic knowledge about the research methods to the students and enabling students to do a market research by using research methodology.		
LEARNING OUTCOME	Upon completing this course, students will be able to: <ol style="list-style-type: none"> 1. Demonstrate knowledge of research processes. 2. Describe sampling methods, measurement scales, techniques, and appropriate uses. 3. Process the data and integrate the information to design an appropriate study for the dissertation. 4. Present the research topic. 		
COURSE DETAILS	Module No.	Topic	Hours
	1	Research –Meaning, Importance & Research Design <ul style="list-style-type: none"> • Introduction • Meaning and Importance • The basis of classification of various types of research design. 	08
	2	Data Collection <ul style="list-style-type: none"> • Types of Data • Secondary data, Sources • Primary data, Sources • Sampling, Importance, Basic concepts • Questionnaire, Format and Administration, Steps involved in developing a Questionnaire • Interviews 	09
	3	Data Processing <ul style="list-style-type: none"> • Quality research, Introduction, Difference between Quality and Quantity research • Editing of Data, Coding of Data, Data Classification, Graphical Presentation of Data • Report writing steps involved, layout of report • Oral Presentation 	10
	4	Data Analyzing & Drafting of Conclusions and Recommendations. <ul style="list-style-type: none"> • Meaning and scope of data analysis • Methods of Data analysis. • Generating Findings. 	10

		<ul style="list-style-type: none"> Drafting of conclusions and recommendations. 	
	5	Methodology of presentation of research project <ul style="list-style-type: none"> Meaning of presentation Presentation as tool Techniques of presentation of research project How to deal with queries/questionnaire during presentation 	08
		Total Hours	45
TEXT BOOK	<ul style="list-style-type: none"> Alan Bryman and Emma Bell, Business Research Methods, Oxford University Press. Croxton, Applied General Statistics, Pitman Publishing C.R. Kothari and Gaurav Garg, Research Methodology, New Age International Publishers 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> Judith Bell, How to Complete your research Project Successfully, UBS Publisher James M. Paynter, How to research and write a thesis in Hospitality & Tourism, Wiley & Sons, USA Levin, Richard, Quantitative Approaches to Management, McGraw Hill Inc., US 		

SEMESTER – III
NOTE ON INDUSTRY INTERNSHIP

Duration of Exposure: 15 weeks=14 weeks industry + 1 week report and presentation making

- **Industrial Training will require an input of minimum 84 working days** (14 weeks x 06 days = 84 days). Students who are unable to complete a minimum of 63 days (75% attendance) of industrial training would be disallowed from appearing in the term end examinations. Such students will be treated as ‘absent’ in industrial training.
- The training in third semester **necessarily needs to be in a hotel, equivalent to four stars or above and approved by Dean -School of Hospitality Management.**
- **No student shall join industrial training with any hotel, without obtaining “No Objection Certificate”** from the University/ school.
- **Students are mandated to complete the training** from the same hotel for which the NOC has been issued by the T & P Department of the school/ university.
- **For students arranging their industrial training on their own**, prior written approval needs to be taken from the Training & Placement officer/ coordinator and a “No Objection Certificate” needs to be obtained from university/ school.
- **Leave Formalities:** The leaves shall be applicable as per the policy of the hotel and university/ school will not have any intervention on the matters of leave.

Credit assigned and Contact hours.

Recommended training durations in various areas: - Housekeeping: 3-4 weeks, Front Office: 3-4 weeks, Food and Beverage Service: 3-4 weeks, Food Production: 3-4 weeks, and Floating weeks: other areas or in the areas of interest may be availed, **Total weeks: 14 weeks**. The units imparting specialization training shall conduct formal induction sessions and emphasis on personality skills while acquainting the learners with skills of trade. It may please be noted that for this semester **the number of credits assigned is 20**. Being practically oriented the number of hours input per week is calculated to 40 hours per week.

Evaluation of Industrial training:

Student must submit the following on completion of industrial training to the faculty/ training & placement officer/coordinator at School of Hospitality Management:

1. Logbook (Filled)
 2. A copy of the training certificate.
 3. A Training Report
- The student shall prepare and **submit Logbook, Training report** on their industrial exposure: Food Production Operation, Food and Beverage Service Operation, Front Office, and housekeeping operations in the hospitality unit.
 - The viva will be conducted by an external examiner based on the experiential learning in operation areas of the hospitality unit. The 60% weightage will be given to Logbook & Training and 40% weightage on viva voce.
 - All trainees must ensure that the logbooks and appraisals are signed by the departmental/ sectional heads as soon as training in a particular department or section is completed.

- Trainees are also advised to make a Training report covering all the sections on completion of training in that respective department.

Guidelines for making training reports.

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

- a) The typing should be done on both sides of the paper (instead of single side printing)
- b) The font size should be 12 with Times New Roman font.
- c) The Training Report may be typed in 1.5-line spacing.
- d) The paper should be A-4 size.
- e) A copy meant for the purpose of evaluation may be bound in paper and submitted to the approved authority.
- f) The training report should preferably not less than 20 pages.

Course: INDUSTRY INTERNSHIP			Semester: III
Course Code: MHM 601	L T P	0 0 0	Credits: 20

OBJECTIVE	The objective of doing the Industrial Training in hotel / Hospitality Operations is to learn and observe through experiential engagement by the student.		
LEARNING OUTCOME	Upon completing this course, students will be able to: <ol style="list-style-type: none"> 1. Have experience of the actual working environment and gain practical knowledge and skills, which in turn will motivate, develop, and build their confidence. 2. Acquire knowledge of various sections of Food and Beverage production and service departments of the hotel/hospitality unit. 3. Acquire knowledge of various sections of Room Division department of the hotel/hospitality unit. 		
COURSE DETAILS	Module No.	Topic	Hours
	1	WHAT TO OBSERVE- FOOD PRODUCTION: <ul style="list-style-type: none"> • Area and Layout of the Kitchen • Study of Standard Recipes • Indenting, Receiving and Storing • Preparing of batters, marinades, and seasonings • All cuts of meat and butchery items (Mutton, poultry, beef, fish etc.) • Daily procedure of handover from shift to shift • Recipes and methods of preparation of all sauces • Quantities of preparation, weekly preparations, and time scheduling • Stock preparation and cooking time involved. • Cutting of all garnishes • Temperatures and proper usage of all equipment • Plate presentations for all room service and a la cart orders • Cleaning and proper upkeep of hot range • Cleanliness and proper upkeep of the kitchen area and all equipment • Yield of fresh juice from sweet lime / oranges • Storage of different mise-en-place – (Raw, Semi-Processed) • Bulk preparations • Finishing of buffet dishes 	140

	2	WHAT TO OBSERVE -FOOD AND BEVERAGE SERVICE: Banquets <ul style="list-style-type: none"> • What is banquetting – the need to have banquet facilities, scope purpose, menus, and price? • structures • Types of banquet layouts • Types of banquet equipment, furniture, and fixtures • Types of menus and promotional material maintained. • Types of functions and services • To study staffing i.e., number of service personnel required for various functions. • Safety practices built into departmental working. • Cost control by reducing breakage, spoilage, and pilferage. • To study different promotional ideas carried out to maximize business. • The types of chafing dish used- their different makes sizes. • Par stock maintained (glasses, cutlery, crockery etc.) • Storeroom – stacking and functioning. Restaurants <ul style="list-style-type: none"> • Taking orders, placing orders, service, and clearing • Taking handover form the previous shift. • Laying covers, preparation of mise-en-place and arrangement and setting up of station • Par stocks were maintained at each side station. • Functions performed while holding a station. • Method and procedure of taking a guest order. • Service of wines, champagnes and especially food items • Service equipment used and its maintenance. • Coordination with housekeeping for soil linen exchange • Physical inventory monthly of crockery, cutlery, linen etc. • Equipment, furniture, and fixtures used in the restaurant and their use and maintenance. • Method of folding napkins • Note proprietary sauces, cutlery, crockery, and the timely pickup. Bar <ul style="list-style-type: none"> • Bar setup, Mise-en-place preparation, Storage facilities inside the bar, Decorative arrangement to liquor bottles 	140
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		<ul style="list-style-type: none"> • Types of glasses used in bar service and types of drinks served in each glass. • Liaison with f and b controls for daily inventory • Spoilage and breakage procedures • Handling of empty bottles • Requisitioning procedures • Recipes of different cocktails and mixed drinks • Provisions of different types of garnishes with different drinks • Dry days and handling of customers during the same • Handling of complimentary drinks • Bar cleaning and closing • Guest relations and managing of drunk guests. • Inter bar transfer and service accessories maintained, and preparation of the same before the bar opens. • Types of garnishes and service accessories maintained, and preparation of the same before the • To know the different brands of imported and local alcoholic and non-alcoholic beverages • Bar salesmanship • KOT/BOT control • Coordination with kitchen for warm snacks • Using of draught beer machine • Innovative drink made by the bar tender. <p>Room Service/In room Dinning.</p> <ul style="list-style-type: none"> • Identifying Room Service Equipment • Importance of Menu Knowledge for Order-taking (RSOT functions/procedures) • Food Pickup Procedure • Room service Layout Knowledge • Laying of trays for various orders • Pantry Elevator Operations • Clearance Procedure in Dishwashing area • Room service Inventories and store requisitions • Floor Plan of the guest floors • Serving Food and Beverages • Recipes of at least 10 fast-moving dishes. • Mise-en-place for: A la Carte Kitchen and Banquet Kitchen 	
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	3	WHAT TO OBSERVE- IN ACCOMMODATION OPERATIONS <ul style="list-style-type: none"> • Number of rooms cleaned in a shift. • Time taken in making bed. • Thoroughly observe the cleaning equipment and detergents / any other cleaning supplies used. • Observe all guest supplies kept in guestroom bathroom. Understand the procedure for • Procurement and replenishment of guest supplies. • Study the systematic approach in cleaning a room and bathroom and the various checks made of • all guest facilities e.g., telephone, channel music, A/C, T.V.etc • Study the Housekeeping cart and all items stocked in it. Note your ideas on its usefulness and efficiency • Observe how woodwork and brass work is kept spotlessly clean and polished. • Observe procedure for handling soiled linen and Procurement of fresh linen. • Observe the procedure for Freshen up and turn down service. • Observe room layout, color themes and furnishings used in various categories and types. • Carpet brushing and vacuum cleaning procedure. • Windowpanes and glass cleaning procedure and frequency • Observe maintenance of cleaning procedure and frequency. • Understand policy and procedure for day-to-day cleaning. • Observe methods of stain removal. • Understand the room attendant's checklist and other formats used. • Observe handling of guest laundry and other services (like shoeshine etc.) The Control Desk <ul style="list-style-type: none"> • Maintenance of Logbook • Understand the functions in different shifts. • Observe the coordination with other departments. • Observe the area and span of control. • Observe the handling of work during peak hours. • Observe the formats used by department and study various records maintained. Public Area	140
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		<ul style="list-style-type: none"> • Observe the duty and staff allocation, scheduling of work and daily briefing. • What to look for while inspecting and checking Public Area? • Importance of Banquets function prospectus • Observes tasks carried out by the carpet crew, window cleaners and polishers. • Note Maintenance Order procedure. • Study the fire prevention and safety systems built into the department. • Observe coordination with Lobby Manager, Security, and other departments. • Observe the pest control procedure and its frequency. • Study the equipment and operating supplies used the procedure for its procurement. • Observe Policy and procedures followed for various cleaning. 	
	4	WHAT TO OBSERVE-IN FRONT OFFICE: <ul style="list-style-type: none"> • Greeting, meeting, and escorting the guest • Location and role of status board, different types of statuses maintained. • Special rates and discounts applicable to groups, business houses, airlines, VIP's etc. • Identification of kind, mode, and type of reservation • Filing systems and follow-up on reservations • Types of plans and packages on offer • Forms and formats used in the department. • Procedure of making a reservation. • Group reservations, discounts, and correspondence • Size, situations and general color schemes of rooms and suites • Discounts available to travel agents, tour operators, FHRAI members etc • Co-ordination of reception with lobby, front office cash, information, room service, housekeeping and telephones • Bell Desk / Concierge Functions: luggage handling during check-in and check-out, left. • luggage procedures, wake-up call procedure, scanty baggage procedure, handling of group • Baggage, maintenance of records, Errands made, briefings etc. • Layout of Room • Cleaning Equipment and Usage 	140
		Total Hours	560

SEMESTER IV

Course: ADVANCE FOOD PRODUCTION			Semester: IV
Course Code: MHM 602A	L T P	4 0 0	Credits: 4

OBJECTIVE	At the end of the course the students will be able to understand the core culinary activities of a hotel kitchen including Larder, Molecular gastronomy and international cuisine.		
LEARNING OUTCOME	Upon completing this course, students will be able to: <ol style="list-style-type: none"> 1. Discuss the concepts of international cuisine. 2. Understand the functioning of larder and charcuterie section. 3. Understand the modern cuisine of molecular gastronomy. 4. Overview production management and quality control aspect of kitchen along with brief study of food related prevailing laws. 		
COURSE DETAILS	Module No.	Topic	Hours
	1	Introduction to International cuisine: <ul style="list-style-type: none"> • French cuisine- Historical Background, Regions &Regional Cooking Styles, Staple food with regional Influences • Italian cuisine -Historical Background, Regions &Regional Cooking Styles, Staple food with regional Influences • Chinese cuisine- Historical Background, Regions &Regional Cooking Styles, Staple food with regional Influences. 	15
	2	Larder & Charcuterie: <ul style="list-style-type: none"> • Definition of larder • Equipment found in larder. • Functions of the larder • Hierarchy of larder Introduction to charcuterie: <ul style="list-style-type: none"> • Sausages Types & Varieties Casings – Types & Varieties Ham, Gammon, Bacon • Forcemeats Types of forcemeats, Preparation of forcemeats Uses of forcemeats. • Galantine, ballotines, pate, Terrine, mousse, mousseline 	15
	3	Introduction to Molecular Gastronomy: <ul style="list-style-type: none"> • Learning Fusion of Food Science and Culinary Arts • Understanding Ingredient and Use: Soy Protein, Xanthan Gum, Gellan Gum, Liquid Nitrogen, Cold Ice, Calcium (Lactate, Alginate), Agar–Agar, Locust Bean Gum, Maltodextrin (Tapioca)Etc. 	15

		The art of 7: Gelification, Specification, Emulsification, Siphon Whipping, Suspension, Powderizing, And Instant Freezing (N2)	
	4	Production Management: <ul style="list-style-type: none"> • Kitchen Organization. • Allocation of Work - Job Description, • Duty Rosters • Production Planning • Production Scheduling • Production Quality & Quantity Control • Forecasting & Budgeting • Yield Management • Food Quality Laws 	15
		Total Hours	60
TEXT BOOK	<ul style="list-style-type: none"> • Krishna Arora, Theory of Cookery, Frank Brothers • Parvinder S Bali, Food Production Operations, Oxford University Press • Philip E. Thangam, Modern Cookery, Orient Longman 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Kinton and Cesarani, Practical Cookery, Hodder Education • Kauffman and Cracknell, Practical Professional Cookery, Cengage Learning EMEA • Wayne Gislen, Professional Cooking, Publisher Le Cordon Bleu • Andrew Hale Feinstein and John M. Stefanelli, Purchasing Selection and Procurement for the Hospitality Industry, Wiley 		

Course: ADVANCE FOOD PRODUCTION (PRACTICAL)			Semester: II
Course Code: MHM 602A(P)	L T P	0 0 4	Credits: 2

OBJECTIVE	This course gives students basic idea of how to develop various skills related to international cuisine with an overview of Charcuterie and molecular Preparations.		
LEARNING OUTCOME	Upon completing this course, students will be able to: <ol style="list-style-type: none"> 1. Demonstrate an ability to prepare basic international dishes as per standardized recipe and portion size. 2. Display the ability to prepare different preparations from the charcuterie . 3. Comprehends Practical knowledge about gastro molecular cuisine and its different ways of application 		
COURSE DETAILS	Module No.	Topic	Hours
		<ul style="list-style-type: none"> • One menu with 3-5 dishes of international cuisines. • Charcuterie preparations including Galantine, ballotines, pate, Terrine, mousse, mousseline. • Comprehensive preparation on Gelification, Specification, Emulsification, and Siphon Whipping • Food preparation and plating as per International standards. 	
		Total Hours	60

Course: ADVANCE FOOD AND BEVERAGE SERVICE OPERATION			Semester: IV
Course Code: MHM 602B	L T P	4 0 0	Credits: 4

OBJECTIVE	The students undertaking this course should be able to comprehend alcoholic beverages including wine and its classification, Aperitifs and its types, liqueurs, beer and other fermented beverages.		
LEARNING OUTCOME	Upon completing this course, students will be able to: <ol style="list-style-type: none"> 1. Explain various types of fermented beverages in detail. 2. Explain various types of distilled beverages in detail. 3. Explain different types of distilled beverages in detail. 4. Explain the concept of beverage operations and management. 		
COURSE DETAILS	Module No.	Topic	Hours
	1	Wines: <ol style="list-style-type: none"> A. Definition & History B. Vine – Family, Grape Composition, Vine Disease C. Factors affecting quality – Soil, Climate, Viticulture, Vinification, Storing etc D. Table/Still/Natural, Sparkling, Fortified, Aromatized/ Vermouths Apertifs/Vermouths E. Wine service temperatures F. Wine Faults G. Glassware types, Other Equipments and Tools associated to wine H. Food and Wine Harmony 	18
	2	Beer and Other Fermented Beverages: <ol style="list-style-type: none"> A. Beer <ul style="list-style-type: none"> • Introduction to Beer • Production of Beer • Types of Beer • Beer Faults • Service of Beer • Beer brands B. Other Fermented Beverages - Cider, Sake, Toddy, Perry etc 	10
	3	Spirits: <ol style="list-style-type: none"> A. Introduction, Manufacturing Process, Types, Brands <ul style="list-style-type: none"> • Whisky • Rum • Gin • Brandy • Vodka 	18

		<ul style="list-style-type: none"> • Tequilla B. Brief Introduction of other Spirits <ul style="list-style-type: none"> • Absinthe • Ouzo • Slivovitz • Akvavit • Feni • Arrack • Schnapps etc.. 	
	4	Liqueurs: A. Definition & History B. Production of Liqueurs C. Broad Categories of Liqueurs (Herb, Citrus, Fruit/Egg, Bean & Kernel) D. Popular Liqueurs (Name, colour, predominant flavour & country of origin)	07
	5	Cocktails and Mocktails: A. Introduction & History B. Types & preparation C. Classical Cocktail, Recipes and Garnishes D. Innovative Cocktails & Mocktails E. Costing F. Cocktail Bar, Equipment, Garnishes, Decorative Accessories G. Interaction with Guest, Suggestive Selling. <ul style="list-style-type: none"> • Various records maintained in the bar • License required for bar Operation 	07
		Total Hours	60
TEXT BOOK	<ul style="list-style-type: none"> • R. Singaravelavan, Food and Beverage Service, Oxford University Press • Anita Sharma, Textbook on Food and Beverage Service, Bagchi, Aman Publications • Dennis R. Lillicrap. and John A. Cousins, Food and Beverage Service, Publisher: ELBS 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • John Fuller, Modern Restaurant Service, Hutchinson • P. Dias, The Steward, Orient Longman Limited • G. Brown, K. Heppner and A. Deegan, Introduction Food and Beverage Service, Longman • Sudhir Andrews, Food and Beverage Services: A Training Manual, McGraw Hill Education 		

Course: ADVANCE FOOD AND BEVERAGE SERVICE OPERATION (PRACTICAL)			Semester: IV
Course Code: MHM 602B (P)	L T P	0 0 4	Credits: 2

OBJECTIVE	This course focuses on providing skills for service of alcoholic beverages along with various meals served and the art of preparing different menus for each meal period.		
LEARNING OUTCOME	Upon completing this course, students will be able to: <ol style="list-style-type: none"> 1. Demonstrate the service style of different types of fermented beverages. 2. Demonstrate the service style of different types of spirits and liqueurs. 3. Demonstrate flambé dishes, cocktails, and mocktail preparation. 		
COURSE DETAILS	Module No.	Topic	Hours
		Service of Wines: <ul style="list-style-type: none"> • Organizing Mise-en-place • Taking an Order & Service of –Sparkling, Aromatized, Fortified, Still Wines • How to Open a Wine Bottle (Different Types of Cork Screws) • How to Open a Sparkling Wine - Pouring into Glass • Order of Service (Starting with Wine Approval from Host, Wrapping Bottle with Napkin Etc.) • Use of Different Glasses, Holding & Carrying Glasses Service of Beer and Other Fermented Beverages: <ul style="list-style-type: none"> • Organizing Mise-en-place • Taking an Order & Service of Beer, Sake and Other Fermented & Brewed Beverages. Service of Spirits and Liqueurs: <ul style="list-style-type: none"> • Organizing Mise-en-place • Different Service Styles of Whisky /Vodka /Rum /Gin /Brandy /Tequila • Varieties of Mixers used • Service style of different liqueurs Cocktail & Mocktails Preparation: <ul style="list-style-type: none"> • Organizing Mise-en-place • Preparation of Classic/Innovative Cocktails and Service • Preparation of Mocktails and Service Gueridon Service: <ul style="list-style-type: none"> • Practicing Flambé dishes 	

		<ul style="list-style-type: none"> • Practicing - Carving, Salad making etc. • Practicing Trolley service – Beverages, Starters, High-tea, Desserts etc. 	
		Total Hours	60

Course: FRONT OFFICE MANAGEMENT			Semester: IV
Course Code: MHM 602C	L T P	4 0 0	Credits: 4

OBJECTIVE	This course gives idea of role of front office in revenue generation, importance of travel formalities and regulations in hospitality, about revenue management and staffing required for duty		
LEARNING OUTCOME	Upon completing this course, students will be able to: <ol style="list-style-type: none"> 1. Describe various concepts involved in forecasting and yield management to achieve profit maximization. 2. Discuss the various travel formalities required. . 3. Acquiring knowledge of staffing requirements, challenges, and recruiting. 4. Explain how to exercise credit control measures to ensure healthy cash flow. 		
COURSE DETAILS	Module No.	Topic	Hours
	1	Forecasting Room Availability: <ul style="list-style-type: none"> • Concept of Forecasting • Uses of Forecasting • Forecasting Techniques • Forecasting data • Forecasting Formula 	12
	2	Travel Formalities & Regulations: <ul style="list-style-type: none"> • Passports: Functions, Types, Issuing Authority, Procedure for obtaining passport etc. • Visas: Functions, Types, Issuing Authority, Procedure for obtaining visa. Other travel legislations 	12
	3	Yield Management: <ul style="list-style-type: none"> • Concept & Importance • Applicability to room Division • Capacity management • Discount allocation • Duration control • Revenue Management Formulas and Calculation, Elements & Uses. 	12
	4	Staffing Challenges, Recruitments & Training: <ul style="list-style-type: none"> • Managing Hospitality, promoting in-house sales, it is going to happen • Handling Emergencies, Managing Guest Safety & security • Gearing for Interviews, • The role of Supervisor and Managers Responsibilities. 	12

	5	Forms, Formats and reports generated in Front Office	12
		Total Hours	60
TEXT BOOK	<ul style="list-style-type: none"> • Sudhir Andrews, Hotel Front Office Training Manual, McGraw Hill Education • Jatashankar R. Tiwari, Hotel Front Office: Operations and Management, Oxford Publication • L. Michael Kasavana & Richard M. Brooks, Managing Front Office Operations, Educational Institute of AH&LA • S.K Bhatnagar, Front Office Management, Frank Brothers 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Ahmed Ismail, Front Office Operations and Management, Delmar Cenage Learning • L. Michael Kasavana & J. John Cahill, Managing Computers in Hospitality Industry, Educational Institute of AH&LA • Colin Dix & Chris Baird, Front Office Operations, Longman • James A. Bardi, Hotel Front Office Management, John Wiley and Sons 		

Course: FRONT OFFICE MANAGEMENT (PRACTICAL)			Semester: IV
Course Code: MHM 602C(P)	L T P	0 0 4	Credits: 2

OBJECTIVE	This course gives students basic idea of how to use internet for different modules, reservation and registration methods, cashiering and night auditing.		
LEARNING OUTCOME	Upon completing this course, students will be able to: <ol style="list-style-type: none"> 1. Do hands on practices of Front Office procedures on PMS. 2. Discuss different role plays and situation handling. 3. Practice of Forms and formats used in front office. 		
COURSE DETAILS	Module No.	Topic	Hours
		<ul style="list-style-type: none"> • Welcoming of Guest • Power-point Presentation by student on Latest Technology and Trends in Hotel Industry • Role play • Power-point presentation by student on Latest Trends /Practices/ Technology followed in Front office. • Glossary • Calculation & Usage of Yield Management • F.O - software practical applications Reservation, Registration, assigning room, No Show, Cashiering. 	
		Total Hours	60

Course: ACCOMMODATION OPERATION MANAGEMENT			Semester: IV
Course Code: MHM 602D	L T P	4 0 0	Credits: 4

OBJECTIVE	This course gives the idea of planning & organising the housekeeping department, concept of contract services and budgetary control.		
LEARNING OUTCOME	Upon completing this course, students will be able to: <ol style="list-style-type: none"> 1. Understands managing staff & plan their work schedule with staff job allocation. 2. Analyse & study the planning trends in housekeeping. 3. Determine the importance, function of ecotels & Process of renovation & its practical implication. 4. Analyse operational challenges and planning of opening a new property. 		
COURSE DETAILS	Module No.	Topic	Hours
	1	Managing Housekeeping Personnel: <ul style="list-style-type: none"> • Introduction • Determining Staff Strength • Recruitment, Selection, Hiring • Scheduling • Performance Appraisal • Time & Motion Studies , Job Analysis • Employee Welfare & Discipline Planning Housekeeping Operations: <ul style="list-style-type: none"> • Introduction • The Planning Process (Division of Work Document, Area Inventory List, Frequency Schedules, Performance Standards, Productivity Standards, Equipment & Operating, Work Schedules) 	14
	2	Planning Trends in Housekeeping: <ul style="list-style-type: none"> • Planning Guest Rooms , Bathrooms , Suites & Lounges • Planning for the Provision of Leisure facilities for the Guest • Boutique Hotel Concept • Special Provision for Physically Challenges Guest 	10
	3	Hotel Renovation: <ul style="list-style-type: none"> • Introduction • Reasons to Renovate • Types of Renovation • Subsidiary Processes in Renovation (Refurbishing, Redecoration) 	08

	4	Ecotels: <ul style="list-style-type: none"> • Introduction • Choosing an Eco- friendly Site • Hotel Design & Construction • Energy Conservation , Water Conservation , Waste Management • Environment friendly Housekeeping 	08
	5	New Property Operations: <ul style="list-style-type: none"> • Introduction • Starting Up Housekeeping (Housekeeper in a New Property , Materials , Procedures) • Division of work (Area responsibility Plan , Organizing New Workforce) • Staffing Considerations (Orientation & Training , Scheduling of New Employees) 	10
	6	Changing Trends in Housekeeping: <ul style="list-style-type: none"> • Introduction • Trends (Women's only Floors, Design Trends, Amenity Trends) • Eco-friendly Amenities, Products & Processes (Toiletries, Energy-conserving products, Ozone Treatment) • New Scientific Techniques (Work Studies) • IT in the Housekeeping Department 	10
		Total Hours	60
TEXT BOOK	<ul style="list-style-type: none"> • Joan Branson and Margaret Lennox, Hotel, Hostel and Hospital Housekeeping, Hodder Education • Sudhir Andrews, Hotel Housekeeping: A Training Manual, McGraw Hill Education • G. Raghubalan and S. Raghubalan, Hotel Housekeeping Operations and Management, Oxford University Press 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • U. Jones, Catering: Housekeeping and Front Office, Hodder Arnold H&S • M. Schneider, G. Tucker, The Professional Housekeeper, M. Scoviak, Wiley Publications • Sudhir Andrews, Textbook of Hotel Housekeeping Management and Operations, McGraw Hill Education 		

Course: ACCOMMODATION OPERATION MANAGEMENT (PRACTICAL)			Semester: IV
Course Code: MHM 602D(P)	L T P	0 0 4	Credits: 2

OBJECTIVE	This course gives students basic idea of preparing duty roaster and calculate the frequency schedule and time-motion study with understanding the concept of planning for guestroom, bathroom & lounge.		
LEARNING OUTCOME	Upon completing this course, students will be able to: <ol style="list-style-type: none"> 1. Describe the role of Inventory control & the concept and planning process of housekeeping operation appropriately . 2. Demonstrate the concept of Planning & Layout of guest rooms, preparing stock register and process of issuing supplies record as the standard operating procedures 3. Evaluates the work done at housekeeping department technically and crucial role played by a housekeeping supervisor. 		
COURSE DETAILS	Module No.	Topic	Hours
		<ol style="list-style-type: none"> 1. Inventory Control 2. Preparing Duty Roaster 3. Calculation of Frequency Schedule 4. Calculation of Time & Motion Study 5. Calculation of Staff required 6. Planning & Layout of guest rooms & lounges 7. Preparation of Stock register 8. Procedure & process of issuing different Housekeeping Supplies 9. Revision of first year practical syllabus: <ul style="list-style-type: none"> • Theme base bed making • Handling Emergency situation. (Fire, Bomb Threat, Terrorist Attack.) • Interior Decoration. • Handling Cleaning Chemicals • Identification of Different types of fabrics used in hotels 	
		Total Hours	60
TEXT BOOK	<ul style="list-style-type: none"> • G.Raghubalan & Smritee Raghubalan, Hotel Housekeeping Operations And Management, Oxford University Press 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Sudhir Andrews, Hotel Housekeeping: A Training Manual, Mcgraw Hill Education. • Malini Singh, Hotel Housekeeping, Mcgraw Hill Education • Sudhir Andrews, Hotel Housekeeping Management & Operations, Mcgraw Hill Education. 		

Course: FACILITY PLANNING			Semester: IV
Course Code: MHM 603	L T P	4 0 0	Credits: 4

OBJECTIVE	The Students studying this course should have basic knowledge of Operational areas of hotels and allied industry and its importance. They must understand the importance proper facility planning and management in Hospitality sector		
LEARNING OUTCOME	<p>The teachers delivering lectures in this course should understand that students have A basic knowledge of Facility planning and optimizing use of resources. The students undertaking this course should be able to understand following:</p> <ol style="list-style-type: none"> 1. Role of Facility Planning in lay outing and designing of a hotel. 2. Importance of Engineering and Maintenance and obtaining basic knowledge of project management. 3. Importance of car parking and calculation of car parking area. 4. Role in Energy conservation, Firefighting and concept of green building. 		
COURSE DETAILS	Module No.	Topic	Hours
	1	HOTEL DESIGN: <ul style="list-style-type: none"> • Design Consideration • Attractive Appearance • Efficient Plan • Good Location • Suitable material • Good workmanship • Sound financing • Competent Management 	12
	2	STORES –LAYOUT AND DESIGN: <ul style="list-style-type: none"> • Stores layout and planning (dry, cold and bar) • Various equipment of the store • Workflow in stores 	12
	3	CAR PARKING: <ul style="list-style-type: none"> • Calculating of Car park area for different types of Hotel. 	10
	4	PROJECT MANAGEMENT: <ul style="list-style-type: none"> • Introduction to Network analysis • Basic rules and procedure for network analysis • C.P.M and PERT • Comparison of CPM & PERT • Classroom exercises • Network crashing determining crash cost, normal cost 	14

	5	ENGINEERING & MAINTENANCE: <ul style="list-style-type: none"> • Role & Importance of maintenance • Types of Maintenance- preventive maintenance, corrective maintenance, emergency maintenance, scheduled maintenance, condition-based maintenance, contract maintenance, hotel engineering contract • Basics of HVAC system • Firefighting –fire prevention and firefighting system, classes of fire. Fire extinguishers – portable and stationary. Fire Safety and alarm systems. • Energy conservation – Necessity, energy conservation Program in hotels, Energy conservation in different areas of hotel, energy wastage in hotel, energy management • Concept of Green Buildings and Green Hotels 	12
		Total Hours	60
TEXT BOOK	<ul style="list-style-type: none"> • Rosemary Hurst, Service and Maintenance for Hotels and Residential Establishments, Heinemann • Richard Muther, Systematic Layout Planning, CBI Publishing Co Inc., U.S • N. Saytanarayan & Latika Raman, Management Operations & Research, Himalaya Publishing House 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Frank. D. Borsenik, John Wiley and Sons, The Management of Maintenance and Engineering systems in Hospitality Industry • R. Frank D. Borsenik, Maintenance and Engineering for Lodging and Food Service Facilities, Educational Institute of the American Hotel & Motel Association • Michael. H. Redlin and David. M., Managing Hospitality Engineering System, Stipanuk, Educational Inst of the Amer Hotel • David M. Stipanuk, Hospitality Facilities Management and Design, Amer Hotel & Motel Assn 		

Course: HUMAN RESOURCE MANAGEMENT			Semester: IV
Course Code: MHM 604A	L T P	4 0 0	Credits: 4

OBJECTIVE	This course reveals how Human Resource Management works in hotel through various training and recruitment practices adopted by Human resource department in the hotel. it elaborates on the employee's motivational & different theories that have been applied in this field.		
LEARNING OUTCOME	A student who successfully completes the course will be able to understand: <ol style="list-style-type: none"> 1. Understand the concept and importance of Human resource management. 2. Classify various recruitment policies, methods, and types. 3. Explain theories applied in Human resource management. 4. Explain PFA and organizational culture. 		
COURSE DETAILS	Module No.	Topic	Hours
	1	Introduction to Human Resource Management <ul style="list-style-type: none"> • Introduction, Definition & Concept. • Growth Drivers in India, Importance of HRM • Hospitality Industry Characteristics, Human Resource Roles, HR Challenges. • Manpower Planning, Process, Managing Workers 	08
	2	Recruitments, Learning & Development, Performance Appraisal <ul style="list-style-type: none"> • Recruitments, Introduction, Concept, Sources, what to look for in prospective candidates, • Recruitments Policy and Techniques. Learning & Development, Introduction, Concept, Functions, Training Cycle, Evaluation, Methods, Organizational Culture & Training. • Performance Appraisal -Introduction, Purpose, Process, Challenges, Underlying Theories, Balance Score Card, • The 360 Degree Feedback System, Managing Employee Performance 	12
	3	Employee Motivation, Compensation & Benefit Management: <ul style="list-style-type: none"> • Employee Motivation, Concept, Various Motivation Theories (Maslow's Theory, Herzberg's Theory, Adam's Equity Theory, B.F Skinners Reinforcement Theory) • Motivating Employees & Measurement. • Compensation & Benefits: Policy, Components, Determinants, Theories, • Employee Compensation Practices in India. 	12

	4	Job Satisfaction, Organizational Culture, Disciplinary Action <ul style="list-style-type: none"> • Introduction, • Theories of Motivation. • Correlates of Job Satisfaction, Importance of Job Satisfaction, Measuring Job Satisfaction. • Organizational Culture: Introduction, Observational Aspects, Functions, Cultural Models, Positive or Negative Organizational Cultures, Managing and Changing Organizational Cultures. • Disciplinary Action: Introduction, Principles of Natural Justice, Counseling, Disciplinary Guidelines, Disciplinary Process, Charge Sheet 	10
	5	Performance Management Strategies <ul style="list-style-type: none"> • Difference between Performance Management and Performance Appraisal. • Purpose and Objectives of Performance Management, • Benefits of Performance Management, • Process, Methods of Assessment, • Problems with PMS and Performance Related Pay. • Ways of Rewarding Employees, • 360 Degree • Feedback 	09
	6	Human Aspect of Strategies Implementation: <ul style="list-style-type: none"> • Organization Culture, • Culture and Leadership, • Human Side of Merger and Acquisition, • Organizational Power and Politics. 	09
		Total Hours	60
TEXT BOOK	<ul style="list-style-type: none"> • Dr. Jagmohan Negi, Human Resource Development and Management in the Hotel Industry, Frank Brothers • S.C. Bagri, SK Gupta, Human Resource Development Practice in Travel and Tourism Sectors, Centre for Mountain Tourism & Hospitality Studies, HNB Garhwal University • Malay Biswas, Human Resource Management in Hospitality, Oxford University Press 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Edwin B. Flippo, Principles of Personnel Management, McGraw-Hill Inc. • C.B. Mamoria, Personnel Management, Himalaya Publishing House • Susan, David and Rama Shankar, Human Resource Management, Wiley 		

Course: ORGANIZATIONAL BEHAVIOUR			Semester: IV
Course Code: MHM 604B	L T P	4 0 0	Credits: 4

OBJECTIVE	To familiarize the students with the behavioral aspects of organization, and organizational and individual variants that influence organization's effectiveness.		
LEARNING OUTCOME	A student who successfully completes the course will be able to understand: <ol style="list-style-type: none"> 1. To familiarize with the behavioral aspects of organization 2. Understand organizational and individual variants that influence organization's effectiveness. 3. Comprehend organisational power and concept of conflict management 		
COURSE DETAILS	Module No.	Topic	Hours
	1	Introduction: Organizational Behavior: Concept, significance and scope, Contributory disciplines, Levels of studying OB, OB Models.	12
	2	The Individual: Learning: principles and theories, Attitude: concept, components and types, cognitive dissonance, Personality: concept, determinants, dimensions, trait and type theories of personality, Perception: concept, process, perceptual errors, application in management, Motivation: content and process theories, Monetary and non-monetary motivation.	12
	3	The Group Group: definition and classification of group, Stages of group development, Group decision making, Group dynamics, Work team, Leadership: definition, styles and theories of leadership.	12
	4	Organizational Power and Politics and Conflict Management: Organizational power: concept, sources, tactics, contingency approaches to power, Organizational Politics: definition, determinants, impression management, Organizational conflict: concept, sources, types, classification of conflict: intra-individual and inter-personal, Inter-group, process and resolution of conflict.	12
	5	The Organization System Organizational change: nature and forces of change, Resistance to change: nature, reasons, overcoming resistance to change, Change process, Organizational development: concept, process and interventions. Organizational culture: concept, functions, creating and sustaining organizational culture.	12
		Total Hours	60

TEXT BOOK	<ul style="list-style-type: none"> • Robbins, S. P., Judge, Timothy A, Vohra, N., Organizational Behavior, Pearson Education • Luthans, Organizational Behavior, McGraw Hill Education
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Newstorm, and Davis, Organizational Behavior, McGraw Hill • Hersey, Blanchard and Johnson, Management of Organizational Behavior, Pearson Education

Course: ENTREPRENEURSHIP DEVELOPMENT			Semester: IV
Course Code: MHM 605	L T P	4 0 0	Credits: 4

OBJECTIVE	This course will help student develop and systematically apply an entrepreneurial way of thinking that will allow them to identify, understand and create business opportunities that may be commercialized successfully in hospitality related field.		
LEARNING OUTCOME	A student who successfully completes the course will be able to understand: <ol style="list-style-type: none"> 1. Be able to understand entrepreneurial traits. 2. Be able to understand the Source of venture funding. 3. Understand the process of selecting and screening business ideas. 4. Be able to write a business plan. 		
COURSE DETAILS	Module No.	Topic	Hours
	1	Entrepreneurship -Enterprise: Conceptual issues, Need <ul style="list-style-type: none"> • Entrepreneurship vs. Management. • Roles and functions of entrepreneurship in relation to the enterprise and in relation to the economy. • Entrepreneurship as an interactive process between the individual and the environment. (The teachers should emphasize to students the desirability as well as feasibility of a career in Entrepreneurship in the Indian scenario.)	08
	2	Entrepreneur competencies <ul style="list-style-type: none"> • Entrepreneur motivation, performance and rewards. (The teachers may make use of Entrepreneurship Development Institute of India's Inventory of Entrepreneur Competencies and National Institute of Entrepreneurship and Small Business Developments training kit for arousing Entrepreneur motivation and capacity and capability building).	08
	3	Sources of business ideas & conceptualization of Idea <ul style="list-style-type: none"> • Opportunity scouting and idea generation: role of creativity and innovation and business research. • Entrepreneur opportunities in contemporary business environment, for example opportunities in Hotel or Restaurant, understanding process and procedures of – Govt. agencies, franchising agencies, business process outsourcing. (The students be advised to visit various product/service franchises, BPO concerns, Government Agencies and meet up/down links in the Hospitality segment.) <ul style="list-style-type: none"> • Understanding Market, analyzing market viz- a- viz project concept. 	08

	4	The process of setting up a small business- <ul style="list-style-type: none"> Preliminary screening, aspects of the detailed study of the feasibility of the business idea and financing/non-financing support agencies, familiarize themselves with the policies/programs and procedures and the available Government and Bank schemes. Preparation of Project Report and Report on Experiential Learning of successful and unsuccessful entrepreneurs. Processing project report through various channels(Govt. agencies/Private agencies)- Application, Licenses, Registration, Permits, Approvals etc. 	09
	5	Sources of venture funding: <ul style="list-style-type: none"> Capital, fixed capital, working capital 	09
	6	Management roles and functions in a small business. <ul style="list-style-type: none"> Designing and re-designing a Hospitality business process, location, layout, operations planning and control. Basic awareness on the issues of quality, productivity and environment. Managing business growth 	09
	7	Issues in small business marketing. <ul style="list-style-type: none"> The concept and application of product life cycle Advertising and publicity, sales and distribution management. The idea of Hotel, small business, consortium marketing etc. competitive bidding/tender marketing, negotiating with principal customers. Marketing Assistance, Subsidies and other Fiscal and Monetary Incentives. National, State level and Grass-root level financial and non-financial institutions in support of small business development 	09
		Total Hours	60
TEXT BOOK	<ul style="list-style-type: none"> Brandt and Steven, The 10 Commandments for Building a Growth Company, Archipelago Pub. Bhide and Amar, The Origin and Evolution of New Business, Oxford University Press USA Dollinger, Entrepreneurship: Strategies and Resources, Pearson Education Desai, Management of a Small-Scale Industry, Himalaya Publishing House 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> Chandra and Biswas, Entrepreneurship Development, Tee Dee Publications VG Patel, The Seven Business Crises and How to Beat Them, Tata McGraw Hill JC Verma and Guralp Singh, Small Business and Industry: A Handbook for Entrepreneurs, Sage Publications Vesper and Karl, New Venture Strategies, Pearson 		

Course: HOSPITALITY MARKETING			Semester: IV
Course Code: MHM 606A	L T P	4 0 0	Credits: 4

OBJECTIVE	The students undertaking this course should be able to understand the Role and importance of sales and marketing in Hotel Operations. The students will also get the basic knowledge of changing market dynamics and consumer behavior.		
LEARNING OUTCOME	A student who successfully completes the course will be able to understand: <ol style="list-style-type: none"> 1. Understand the marketing concepts in Hospitality sector. 2. Have awareness towards changing trends of hospitality market. 3. Analyze various marketing strategies for hospitality industry 4. Make plans for utilization of marketing tools. 		
COURSE DETAILS	Module No.	Topic	Hours
	1	Introduction to Hospitality Marketing <ol style="list-style-type: none"> A. Meaning, Definition and Concept of Marketing B. Nature and Scope C. Features/ Characteristics D. Marketing Management <ol style="list-style-type: none"> i. Definition ii. Philosophies and pillars of Marketing management E. Introduction to 7 P's of Marketing mix F. Factors effecting business environment G. Changing trends of market globally in hospitality industry. 	10
	2	Consumer Behaviour <ol style="list-style-type: none"> A. Concept of Consumer Behaviour B. Consumer Behaviour model C. Consumer decision making process D. Factors affecting Consumer Behaviour <ol style="list-style-type: none"> i. Cultural ii. Social iii. Personal iv. Psychological 	10
	3	Market Segmentation <ol style="list-style-type: none"> A. Definition & Need for Market Segmentation B. Basis for Segmentation – <ol style="list-style-type: none"> i. Geographic ii. Demographic iii. Behavioral iv. Psychographics 	10

	4	Hospitality Product <ul style="list-style-type: none"> • Definition • Levels of Product, Hospitality products • Branding, Types of branding • New Product Development, Product Life Cycle • Product Differentiation 	10
	5	Distribution <ul style="list-style-type: none"> • Definition and Importance of Distribution system • Channel levels of Distributions • Intermediaries for Hospitality Industry • Travel Agents and Tour Wholesalers <ol style="list-style-type: none"> Hotel Representatives National/ Regional/ Local/ Tourist agencies CRS/INTERNET based Reservation Systems • Modern methods of Distribution <ol style="list-style-type: none"> Franchising Alliances etc. • Location of services 	10
	6	Promotion <ul style="list-style-type: none"> • Definition and characteristics of promotion tools • M's of Advertising • Various Sales promotion tools used in hotels & their application • Publicity and Public relation - Tools and opportunities in the Hotel Industry • Principles of Personal Selling. • Direct Marketing, Telemarketing and internet 	10
		Total Hours	60
TEXT BOOK	<ul style="list-style-type: none"> • Philip Kotler, Bowen and Makens, Marketing for Hospitality and Tourism, Pearson • S.M.Jha, Hotel Marketing, Himalaya Publishing House • Neil Wearne, Hospitality Marketing, Routledge 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Valerie, Jo Baiter and Gremler, Services Marketing, McGraw - Hill Education • Dr. J. Negi, Marketing & Sales Strategies for Hotels and Travel Trade, S Chand & Co. • VS Ramakumari, Namakumari, Marketing Management, Sage Publications India Pvt. Ltd. 		

Course: HOSPITALITY CONSUMER BEHAVIOUR			Semester: IV
Course Code: MHM 606B	L T P	4 0 0	Credits: 4

OBJECTIVE	To familiarize the students with issues in and dimensions of consumer behavior.		
LEARNING OUTCOME	A student who successfully completes the course will be able to understand: <ol style="list-style-type: none"> 1. Understand the different models of consumer behavior. 2. Develop consumer insights relating to different products. 3. Identify different factors that influence consumer behavior. 4. Evaluate the different marketing strategies that least to consumer adoption 		
COURSE DETAILS	Module No.	Topic	Hours
	1	Introduction: Nature, scope consumer behavior, Role of consumer behavior, Determinants of consumer behavior, Market Segmentation and Positioning.	12
	2	Consumer Buying Process: Types of consumer buying behavior: extensive problem solving, limited problem solving, routine problem solving and dissonance reduce behavior, Consumer decision making process: Pre purchase, purchase and post purchase behavior, Model of consumer and Organizational buying behavior.	12
	3	Internal Determinants of Buying Behavior: Consumer Motivation and involvement, Personality and Self-Concept, Consumer perception, Consumer attitude, Learning and memory.	12
	4	External Determinants of Buying Behavior: Reference groups and group dynamics, Family as Consuming unit, Social and cultural environment of consumer: Social class and Social stratification, Cultural, Sub-Cultural and Cross Cultural influences. Social class and Social stratification.	12
	5	Innovation Diffusion and Consumer Adoption Process: Diffusion of innovation and consumer adoption process. Consumer satisfaction, Consumer Loyalty, Opinion leadership, Complaint behavior.	12
		Total Hours	60
TEXT BOOK	<ul style="list-style-type: none"> • Ramesh Kumar, Leon and Kanuk, Consumer Behavior, Pearson • David and Albert, Consumer Behavior, McGraw Hill Education 		

REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Engel, Blackwell, and Miniard, Consumer Behavior, South Western Publications • Hawkins, Best and Coney, Consumer Behavior: Implications for Marketing Strategy, McGraw Hill USA • Hoyer, MacInnis and Pieters, Consumer Behavior, South Western College Publishing • William, Consumer Behavior, John Wiley & Sons • Assael, Consumer Behavior and Marketing Action, Kent Publishing Company
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Course: SEMINAR PRESENTATION			Semester: IV
Course Code: MHM 607P	L T P	0 0 4	Credits: 2

OBJECTIVE	To inculcate, self-learning and communication skills. It will help to develop competencies in information retrieval, identify reliable sources, organize the information and communicate it effectively to peers using available information technology tools		
LEARNING OUTCOME	A student who successfully completes the course will be able to understand: <ol style="list-style-type: none"> 1. Deal with public speaking anxiety and think more positively about public speaking 2. Consider ways of grabbing the listener's attention, holding their interest, and concluding strongly 3. Deliver an enthusiastic and well-practised presentation 		
COURSE DETAILS	Module No.	Topic	Hours
	1	The students are expected to prepare and conduct presentation on allotted topic from core or ancillary subjects which they have studied during the semester.	
		Total Hours	60

Course: PERSONALITY DEVELOPMENT (PRACTICAL)			Semester: IV
Course Code: MHM 608P	L T P	0 0 4	Credits: 2

OBJECTIVE	This course will prepare the learner for industry through training on personality development practice sessions		
LEARNING OUTCOME	A student who successfully completes the course will be able to understand: <ol style="list-style-type: none"> 1. Develop/ his/her personality for hospitality industry. 2. Enhance the personal grooming, interpersonal skills, communication skills and presentation skills. 3. Have awareness about the hospitality companies profile. 		
COURSE DETAILS	Module No.	Topic	Hours
	1	<p>The student is required to maintain a file to document Practical. Every week one current affair issue is to be discussed and recorded in the student files.</p> <ol style="list-style-type: none"> 1. Personality Enrichment Practical: Practice training on Grooming, Personal hygiene, Social and Business and Dining Etiquettes, Body language use and misuse, Art of good conversation, Art of intelligent listening. 2. Personality Development Strategies: Practice training in Communication Skills, Presentation Skills, Public Speaking, Extempore Speaking, importance and art of ‘Small Talk’ before serious business. 3. Practice training Interpersonal Skills: Dealing with seniors, colleagues, juniors, customers, suppliers, contract workers, owners etc at work place through role plays. 4. Telephone conversation: Practicing the voice modulation, tone, do’s & don’ts, manners and accent and mock telephonic interviews 5. Preparing and practice for interviews: -Self planning, writing winning resume, knowledge of company profiles, academics and professional knowledge review, update on current affairs and possible questions 6. Mock interview practice to terrain for facing the interview panel through Time – keeping, grooming, dress code, document portfolio, frequently asked questions and their appropriate answers, self – introduction, panel addressing, and mental frame – work during interviews 7. Presentation skills, seminar skills role – plays Participating in a debate, group Discussion and Case study Analysis. 8. Electronic Communication Techniques: practice sessions on writing E mail, Fax letters, etc. 	

		<p>9. Practice of Travel & Hospitality Etiquettes phrases: Bus, Train, Flight, and Hotel Manners</p> <p>10. Making short presentations on current hospitality topics using trade magazines & journals as resources to be followed by a Q & A session.</p> <p>11. Information on personalities in Hospitality and other services business to be collected and discussed.</p> <p>12. Hospitality company profile / History culture to be collected and discussed.</p> <p>13. Application of stress management techniques like Yoga could be incorporated on a weekly basis.</p>	
		Total Hours	60

Course: PROJECT REPORT			Semester: IV
Course Code: MHM 609	L T P	0 0 0	Credits: 7

OBJECTIVE	Project work is aimed at sharpening the research skills, develop a practical Understanding of the Hospitality system, attain some field experience etc		
LEARNING OUTCOME	A student who successfully completes the course will be able to understand: <ol style="list-style-type: none"> 1. Develop understanding of research methodology. 2. Identify the research techniques to learn about various hospitality issues, 3. Discuss and explain the research outcome. 		
COURSE DETAILS	Module No.	Topic	Hours
	1	<p>Keeping in view the diverse nature of tourism & hospitality industry & its long- term implications on the economy, society, culture & environment, It is mandatory to do some project work so as to sharpen the research skills, develop a practical understanding of the Hospitality system, attain some field experience etc. Students are required to prepare a project on a topic of their choice approved from Faculty from Institute/Head of Department (F.O/ F&Bs/ F.P/ A.Op) Computer Typed {Times New Roman} compiled & Hard bound copy (Two print Copies) and One soft copy in C.D.</p> <p>The Project should include:-</p> <ul style="list-style-type: none"> • The First page should include Name of the Institute / University, Project undertaken, Roll Number & Name. Certificate by Candidate of genuine work. Acknowledgement, Certificate of approval, Introduction to the topic, • Problem Definition <ul style="list-style-type: none"> - Need of study - Problem Definition - Research objective - List of Information • Research Methodology <ul style="list-style-type: none"> - Research design - Source of data - Instrumentation of data collection - Sampling Design • Analysis, Findings & Interpretation. • Suggestions & Recommendations. • Conclusion or Salient Findings • Limitation 	

		<ul style="list-style-type: none"> • Bibliography • Annexure <p>Selecting a topic:- Selecting a topic is the first issue. About the only thing you will be sure of should be that do you want to write on a subject that directly relates to Hotels or is associated with tourism. A lot of thinking & creativity is required at planning stage.</p> <p>Sample themes of Research are:- Accommodation Management- “Technology in Hotel Accommodation Services: - A case study of Hotel- ABC.” Various topics can be selected suggested themes are-</p> <ul style="list-style-type: none"> - Surveying of Guest Behavior - Surveying of Environment Conservation - Surveying of Negative impacts of System 	
		Contact Hours:	60