

**PERIYAR UNIVERSITY
SALEM - 636011**



**PERIYAR INSTITUTE OF DISTANCE EDUCATION
(PRIDE)**

B.Sc HOTEL MANAGEMENT AND TOURISM

REGULATION AND SYLLABUS

(Effective from the academic year 2007 -2008 and thereafter)

PERIYAR UNIVERSITY , SALEM-II
PERIYAR INSTITUTE OF DISTANCE EDUCATION
(PRIDE)

REGULATIONS

1. CONDITION FOR ADMISSION:

A candidate who has passed higher secondary examination conducted by the Government of Tamil Nadu or any other examination accepted by the syndicate as equivalent thereto subject to such condition as may be prescribed thereto, are permitted to appear and qualify for the Bsc degree examination of this university after a course of study of three academic years.

2. DURATION OF THE COURSE:

The course for the degree of bachelor of Hotel Management and Tourism shall consist of three academic years

3.COURSE OF STUDY:

The course of study shall comprise instruction in the following subjects according to the syllabus and books prescribed from time to time.

I - YEAR

S.no	Paper code	Subject	Marks
1.		Hotel French	75
2.		Communicative English	75
3.		Room Division Management - I	75
4.		Food & Beverage Operation - I	75
5.		Computer Application Hospitality industry- I	75
6.		Basic culinary art & Techniques- I	75
7.		Practical – II Basic culinary art & Techniques -I	50
8.		Practical – II Room Division Management - I	50
		Practical – III Food & Beverage operation-I	50

IInd year

S.no	Paper code	Subject	Marks
1.		Principles of Tourism	75
2.		Hotel Accountancy	75
3.		Basic culinary arts & Techniques- II	75
4.		Food & Beverage Operation - II	75
5.		Room Division Management – II	75
6.		Computer Application Hospitality industry- II	75
7.		Practical IV Basic culinary art & Techniques -II	50
8.		Practical – V Food & Beverage Operation - II	50
9.		Practical – III Computer Application Hospitality industry	50

III- YEAR

S.no	Paper code	Subject	Marks
1.		Food chemistry & quality control	75
2.		Advance culinary art & Techniques	75
3.		Food and Beverage Management	75
4.		Travel and Tourism Management	75
5.		Human Resource Management	75
6.		Hotel and Business Law	75
7.		Personality Development	75
8.		Entrepreneurship Development	75

4. EXAMINATION

The theory and practical shall be three hour duration to each paper at the end of the year. The candidate failing in any subjects will be permitted to appear for each failed subjects in the subsequent examinations.

5.(A) QUESTION PAPER PATTERN FOR THEORY

Time : 3 hrs

Max.Marks – 75

Part – A 10X 2 = 20

(Answer all the Questions)

Two Questions from each unit

Part – B (5 X 4 = 20)

(Answer all the Questions)

One Question from each unit with internal choice

Part – C - 5 X 7 = 35

(Answer all the Question)

One Question from each unit with internal choice

5.(b) QUESTION PAPER PATTERN FOR PRACTICAL

PRACTICAL I

Time 3 hrs

Marks = 50

Record	10 Marks
Dress Code	5 Marks
Indent Writing and Plan Of Work	10 Marks
Practical (preparation of Dishes ,Presentation & Viva Voice I	25 Marks

PRACTICAL II

Time 2 hrs

Marks = 50

Record	10 Marks
Dress Code	5 Marks
Written Procedure	10 Marks
Practical	25 Marks

PRACTICAL III

Time 2 hrs

Marks = 50

Record	10 Marks
Dress Code	5 Marks
Written Procedure	10 Marks
Practical	25 Marks

PRACTICAL IV

Time 3 hrs

Marks = 50

Record	10 Marks
Dress Code	5 Marks
Indent Writing and Plan Of Work	10 Marks
Practical (preparation of Dishes ,Presentation & Viva Voice I	25 Marks

PRACTICAL V

Time 2 hrs

Marks = 50

Record	10 Marks
Dress Code	5 Marks
Written Procedure	10 Marks
Practical	25 Marks

PRACTICAL VI

Time 2 hrs

Marks = 50

Record	10 Marks
Written Procedure	20 Marks
Practical	20 Marks

6.SCHEME OF EXAMINATIONS

The Scheme of Examinations for different years shall be as follows

S.no	Subject code	Scheme of Examination	Duration	Marks
		FIRST YEAR		
1		Paper I – Hotel French	3	75
2		Paper II – Communicative English	3	75
3		Paper III – Room Division Management I	3	75
4		Paper IV- Food and Beverage Operation I	3	75
5		Paper V – Computer Application in Hospitality industry I	3	75
6		Paper VI – Basic culinary Arts and Technique – I	3	75
7		Practical I – Basic culinary Arts and Technique – I	2	50
8		Practical II – Room Division Management I	2	50
9		Practical III – Food and Beverage Operation I	2	50
		SECOND YEAR		
10		Paper VII – Principles of Tourism	3	75
11		Paper VIII – Hotel Accountancy	3	75
12		Paper IX - Basic culinary Arts and Technique – II	3	75
13		Paper X – Room division Management II	3	75
14		Paper XI – Computer Application in Hospitality Industry II	3	75
15		Paper XII – Food & Beverage Operation II	3	75
16		Practical IV – Basic Culinary Arts & Technique II	2	50
17		Practical V – Food and Beverage Operation II	2	50
18		Practical VI – Computer Application in Hospitality Industry	2	50
		THIRD YEAR		
19		Paper XIII – Food Chemistry & Quality Control	3	75
20		Paper XIV – Advance Culinary Arts and Techniques	3	75
21		Paper XV – Food and Beverage Management	3	75
22		Paper XVI – Travel & Tourism Management	3	75
23		Paper XVII – Human Resource Management	3	75
24		Paper XVIII – Hotel & Business Law	3	75
25		Paper XIX – Personality Development	3	75
26		Paper XX – Entrepreneurship Development	3	75
		Total Marks ---1800		

7. PASSING MINIMUM

The candidate shall be declared to have passed the examination if the candidate secures not less than 40% in the university examination in each Theory and Practical papers

8. CLASSIFICATION OF SUCCESSFUL CANDIDATES

Candidates who secures not less than 60% of the aggregate marks in the whole examination shall be declared to have passed the examination in first class.

All other successful candidate shall be declared to have passed in the second class .Candidate who obtain 75% of the marks in the aggregate marks in the whole examinations shall be declared to have passed the examination in first class with Distinction provided they pass all the examination prescribed for the course at the first appearance.

Candidate who pass all the examination prescribed for the course in the first instance and within a period of three academic years, from the year of admission to the course , only are eligible for the university ranking .

9. MAXIMUM DURATION FOR THE COMPLETION OF U.G PROGRAMME

The maximum duration for the completion of the U.G programme shall not exceed three years.

10.COMMENCEMENT OF THIS REGULATION

These regulation shall take effect from the academic year 2007-2008 i-e , for the students who are to be admitted to the first year of the course during the academic year 2007-08 and there after.

11. TRANSITORY PROVISION

Candidate who were admitted to the U.G course of study before 2007-08 shall be permitted to appear for the examination under those regulation for a period of three years i-e, upto and inclusive of the examination of April/May 2010. Thereafter, they will be permitted to appear for the examination only under the regulation then in force.

FIRST YEAR
PAPER- I
HOSPITALITY FRENCH

UNIT – I

Introduction to the languages . The letter of alphabet and their pronunciation . Different accents used in written French , Self – introduction Name , Age , Nationality , profession , etc.. – Presenting and introducing another person – Greeting – How to reply to greetings.

UNIT – II

Countries and their nationalities – Fruits , Vegetables , Meat , Egg , Fish,Etc., Utensils used in Kitchen and Restaurant – Personnel's in Hotel , Restaurant and Kitchen (Specialisation from English to French term)

UNIT – III

Members of the family – Numerical from to 1 to 100 – the time of the day

UNIT – IV

Conversation related to Restaurant , Front desk – Dialogue between Receptionist and guest – Dialogue between waiter and guest.

UNIT – V

Menu items in French term for Breakfast , Lunch and Dinner – Compilation of French menu for Breakfast , Lunch and Dinner.

Culinary terms in French – French to English – English to French .

REFERENCE BOOKS

1. Rajeswari Chandrasekhar , Rekha Hangal , Chitra Krishnana – A Votre Service 1 – General Book Deport 1691, Delhi
2. S.Bhattacharaya – French for Hotel Management and Tourism – Frank Bros and Co . Publishers limited.

PAPER – II

COMMUNICATIVE ENGLISH

UNIT – I

COMMUNICATION

Barriers of communication, overcoming the barriers, listening barriers, guidelines for effective listening

UNIT – II

EFFECTIVE SPEAKING

English for Restaurant & Hotel, Polite and effective enquires and responses / Addressing a group /Essential equalities of a good speaker. Delivering the speech / pronunciation, importance of speech in hotels.

UNIT – III

USING THE TELEPHONE

The nature of telephone activity in the hotel industry / The need for developing telephone skills - Developing telephone skills.

UNIT –I V

JOB SEARCH

Planning the search for career employment / preparing a resume / applying / the job. Interview Guidelines for interview performance

UNIT – V

REPORT WRITING

Definition -Types of reports , their purposes , planning the report , writing the report /specific report , writing tasks relevant to hotels such as (a) Improvement proposal (rearrangements ,expansion ,refreshing etc., (b) Disputes , brawls mishaps(e) complaints.

REFERENCE BOOKS

- 1.Rajendrapal & Korlahalli J.S – Essentials of Business Correspondence – Sultan Chand and Sons.
- 2.Ramesh M.S. and pattan shetty – Effective Business – English Correspondance – Rc Publications
- 3.Monipally and Bahl – Basic Business Correspondance.

PAPER III

ROOM DIVISION MANAGEMENT – I

UNIT – I FRONT OFFICE OPERATION

Introduction to the Hotel Industry – Historical background of hospitality industry
– Introduction and growth of Hotel Industry in India – Opportunity in the Hotel industry
Classification of Hotels based on – Location & size – Length of guest stay – Facilities they offer (star classification) – other types of Accommodation – Atrium concept – Apartment hotel – All Suite hotel – Heritage hotels – Limited service and full service properties – Time Share – Condominium hotels
Types of operation – owned – operated – company owned
Organization structure of Medium and large hotels

UNIT – II

Introduction to front office – Importance of Front office – Layout of front office – Different equipment used in Front office – Hierarchy of Front office Staff of medium and large hotel – Duties and responsibilities of front office personnel - Ideal qualities and attributes with emphasis on Personal grooming
Types of Rooms – Single ,double , twin suite – pent house – cabana – studio – duplex cottage – Inter Connecting – Adjacent – Efficiency room.
Tariff – Definition – types
Food plans – types of plans – continental , European American , Modified American , Bermuda plan.

UNIT – III

Reservation – Importance of Reservation – Reservation enquiry – Sources of Resercation – Corporate clients – group travellers , pleasure travelers / FIT's current guest , travel agent . Mode of Reservation – letter , fax , E-mail , Telephone , In person .

Types of Reservation – Guaranteed Reservation , Travel Agent Voucher , Pre payment of Credit Card Reservation – Confirmation – Amendment and Cancellation
Force casting Room availability – Overbooking - potential reservation problems-
Glossary terms in relation to reservation.

UNIT IV ACCOMMODATION OPERATION

Role of House Keeping in Hospitality Industries Layout and Organization
structure of House Keeping department- duties and responsibilities of House Keeping
department staff.

Cleaning equipment – selection – use – care and storage of equipment .

Cleaning agents – select – selection – use – care and storage

Maids service Room – Layout and essential features . Types of keys – keycontrol
Organizing Maid 's trolley

UNIT – V

Cleaning procedure and Frequency Schedule and Record
Daily Cleaning of Rooms – check out rooms –occupied rooms – vacant rooms –
Frequency service- Public area cleaning – schedule and records – pool area , office area
Lobby , Lounge Food and Beverage Outlet ,shopping arcade- health club – Escalators
Bed making – standard suppliers provided on the guest rooms , VIPS , VVIPS – suppliers
on request – special services lost and found procedure and records.

REFERENCE BOOKS

1. Paul B whitw and Helen Beckley – Hotel Reception – Arnold Heinman
Publication
2. Dr.Jagmohan Negi – Grading and classification of Hotel , Tourism and restaurant
. Principles practice – Kanishka Publishers
3. Sudhir Andrews – Hote; Keepinh training manual – TMH publications
4. Magaret Lennox – Hotel . Hostel and Hospital House Keeping . ELBS Publication

PAPER IV

FOOD AND BEVERAGE OPERATION – I

UNIT I

Introduction to the hotel and catering industry . Introduction to the hotel and growth of hotel industry in India . Role of Catering establishment in the Travel /tourism industry.

Types of F & B operation (Classification) Commercial Residential / Non – residential .

Welfare : Industrial / Institutional / transport (Air , Road , Rail , Sea) Structure of Catering Industry (a brief description of each type and career opportunity (there in)

UNIT : II

Departmental Organisation and staffing – organization of the F&B dept of a hotel – principle staff of various types of F&B operations – Duties and responsibilities of F& B Staff – Attributes of good waiter – Inter – Departmental Relationships (with in F& B and With other department)

UNIT – III

Types of F & B Outlets - Speciality restaurant , coffee shop , Banquets , oom service , cafeteria , grill room , discotheques , night clubs , bar , outdoor catering .
Ancillary department – food pickup areas – stores linen room – kitchen stewarding .

F&B Service Equipments : -

Classification of equipments , familiarization of equipment – criteria for selection and requirement – Grocery tableware (silver/Stainless) – glassware – Linen including Furnishing – other Equipments – care & maintenance of equipment including silver cleaning .

Unit – IV

Meals and menu planning-0 Origin of the menu and menu planning - objectives , Basic types of menu – general menu planning - consideration and constraints – Designing the menu – sequences of courses and planning menu – French classical menu and table d’hote ((Indian /Continental) Types of Meals – Indian b/f , English b/f, American

(b/f),continental b/f- Brunch – Elvenses – Afternoon - high tea- Evening tea – Dinner – Supper .

UNIT – V

Dining Service : method and procedure Mise – en –scence and Mise –en-place(including arrangement of side board laying tables for different meals and menu including laying , relaying tables cloths and folding serviettes – Restaurant reservation system – receiving the guest methods of service – French /family / - English /silver – buffet – banquet – room service – trolley.

Non – alcoholic beverages : Tea , types of Tea ,Coffee , Types of Coffee , Brauds , juices , soft drinks , mineral & Tonic water .

Simple control System – Necessity and functions of a control system – F&B control cycle – Making bills – Theft control procedure – Record keeping .

REFERENCE BOOKS

1.Dennis R.Lilli, John A Cousins – Food and Beverage Service – ELBS Edition

2.Sudhir Andrews – Food And Beverage Training Manual – TMH publication.

PAPER – V

COMPUTER APPLICATION IN HOSPITALITY INDUSTRY - I

UNIT – I

Introduction to computer – types of computer (Digital /analog/hybrid) – Evolution & Generation of Computers – Input /output devices-Central Processing unit – Memory – etc- Devices – keyboard – printer – types of printer – monitor – ports – number system – binary – decimal – octal numbers – Number conversion –Arithmetic operation using binary numbers

UNIT – II

Difference between Hardware & Software – Application (high level /language/utility) – compiler & interpreter – components of a computer – network (LAN/MAN/WAN)- Linking (Timesharing /Ring /Bus/star)

UNIT – III

Importance of Ms-Dos – Exploring MS – Dos – File name- Directory display – global file name – creating dir(md/cd/rd)-copy (within the directory)- floppy to HDD and Hard disk to Disk Copy – copy more than one files into one file –erase /del file –rename /path/ram/utilities/directory printing.

UNIT – IV

Introduction to MS Windows 2000 /xp – windows Graphical user interface (GUI) – multitasking using start menu , using win explorer – adding & removing program – starting & quitting program – managing files & folders – customizing the desktop via control panel – customizing screen display – setting date & time – adjusting the mouse – quitting windows Recycle bin .

Unit – V

Ms-Word – starting word – parts of word windows –creating –editign and saving a word document – previewing and printing a documents – creating tables and working with graphics.

REFERENCE BOOKS

- 1.Computer and Commonsense
- 2.Understanding Ms DOS and Work book on ws4 by K.S. Nagarajan
- 3.Software for office automation /P.C.KKarthigeyan

PAPER – VI

BASIC CULINARY ART AND TECHNIQUES-I

Unit – I

Introduction to Culinary Art :

Level of Skills and Experience – attitude and behaviour in the Kitchen – personal hygiene – uniform – safety procedure in handling of equipment – culinary history – Modern cookery – Hierarchy and kitchen staffing – classical brigade – staffing in various category of hotels – Role of Executive chef – co-operation with other departments .

Basic Menu planning – definition – types of menu – menu planning principles – kitchen equipment – classification – uses - safety procedure in handling equipments- Fuels used – various fuels used – advantages – disadvantages of each fuel used in Food Production

UNIT – II

Aims and object of cooking food various techniques used in preparation of ingredients – characteristic of raw materials – salt – liquid – sweetenings- fats and oils – Raising agents – Flavouring and seasoning- Egg

TEXTURE – Definition – Factors contribute to the concept of texture

Method of cooking – Dry heat , moist heat , oil as Medium – with examples – Microwave - - principles of each methods of cooking – Care and precaution to be taken with each method – selection of food for each type of cooking

Unit –III

Vegetables – Introduction – classification – pigment and colour changes – Effect of heat on vegetables – cuts of vegetables – fruits – classification uses of fruits in cookery – **salad** – definition – Composition – types of salad – salad dressing – types and uses – **Stock** – definition – preparation of stock – receipes – storage of stock – uses of stock – care and precaution in stock making-**Soups** – definition – classification with examples – accompaniments for soups – **Sauces** – definition – classification – receipes for mother sauces – derivatives

Unit – IV

Selection – Classification – cuts and uses of : - Fish , Meat (Lamb, Veal ,Porc,Beef) – Poultry .

Basic Commodities – Rice – cereal , pulses – Introduction – classification – variety of rice and other cereals – nutritive value .

Milk – Introduction – processing –pasteurization – homogenization – types of Milk – Nutritive value cream – types – uses .

Cheese – Processing of cheese – classification – cooking of cheese – uses of cheese – Fundamentals of Indian Food – different spices and Condiments used in Indian Cookery – Different Gravies used in Indian Cookery .Basic Masalas – Wet Masalas – dry masalas – composition of different masalas.

Unit – V

Bakery – Introduction – Layout of Bakery –Bakery Equipment – Identification and handling of Raw materials – Flour – Types of Flour – uses of flour shortenings – meaning – role of shortenings Types of shortening – Advantages and disadvantages using different shortenings

Simple Breads – principles of Bread making – simple yeast bread Role of each Ingredient in bread making – baking temp- and it's importance – Types of dough – Reason for false yeast dough

Pastries – Production – types of pastries – common problem with pastries – variations – cakes – cake production – different method – role of each ingredient in cake production – Types of cakes – common problem with cake production

Cookies – overview of production – types of cookies – common problem – with cookies general terms related to bakery.

REFERENCE BOOKS

1.Krishna Arora – theory of catering – Frank Bros and Publication Limited

Thangam Philip – Modern Cookery for teaching and trade – volume I – Macmillan Publication

R.Kinton , Cesarani -Theory of catering – Elbs Publication

PRACTICALS
PRACTICAL –I
BASIC CULINARY ART & TECHNIQUES – I

Introduction to Cookery

Demonstration and simple application by students

1. Identification of vegetables , cuts of vegetables , methods of cooking vegetables
2. Preparation of Stock white ,brown , fish stock ,etc..
3. Preparation of Sauces
4. Preparation of Soups
5. Preparation of Egg Dishes
6. Identification & Preparation of Fish
7. Identification & Preparation of poultry
8. Identification & Preparation of Meat
9. Preparation of Varieties of Rice, Cereals, and Pulses

Practical classes in-rotate simple menus both indian and continental comprising of the following dishes

Soups , Fish ,Entrees ,Potatoes , Vegetables ,Salads,Indian Rice Dishes , Indian Breads ,Meat and Chicken Dishes ,vegetables preparation

- Bakery and Patisserie : Preparation of Simple , enriched bread ,receipes
- Preparation of varieties of pastries
- Preparation of simple cookies
- Preparation of cold and hot puddings
- Preparation of Simple Indian Sweets

PRACTICAL – II
ROOM DIVISION MANAGEMENT – I

Front Office Operation

1. Students must be aware of uses of all stationeries in front office
2. Forecasting of rooms
3. Taking reservation , cancellation amendment ,processing reservation
4. Registering and receiving FIT ,Groups , Crew , VIPs ,through Role play
5. Extempore for polite speaking
6. Improving the conversational skill and mannerism
7. Etiquette ,Body Language , Grooming, and Greeting
8. Situation handling (overbooking , room change , Turn away)

ACCOMMODATION OPERATION

1. To familiarize the students with actual working procedure
2. To know to handle all type of cleaning equipment and materials correctly
3. To help to prepare work procedure and job procedure
4. To be familiar with cleaning of various surfaces
5. Identification of Tools and Cleaning agents
6. Cleaning procedure for guest rooms , bathrooms , ...
7. Cleaning Carpet, floor, Walls , and ceilings
8. Polishing of various surfaces,metals
9. Bed Making Procedure
10. Preparation of Occupancy report and cheque list
11. Public are cleaning – lobby – corrider – Restaurant – etc...

PRATICAL – III
FOOD AND BEVERAGE OPERATION – I

Objective : to familiarize and handle various service equipment in Restaurant and to develop skill for the service of Food

1. Familiarization and handling of Equipment
2. Methods of cleaning and up keep of Silver Polishing method
3. Arrangement Of side board
4. Laying and re-laying of table cloth
5. Laying of table for various meals and menus
6. Mise – en- scene , Mise – en – place
7. Differenet type of Napkin Folding
8. Receiving the guest procedure
9. Taking Orders
10. Silver service and clearance course by course
11. Service of non – alcholoic beverages
12. Presenting and settling bills(*cash and credit*)
13. Arrangement and carry of Room Service Tray
14. Frilling.

SECOND YEAR

PAPER – VII

PRINCIPLES OF TOURISM

Unit – I

Introduction – Tourism origin and development – various kinds of tourism – basic components and elements of tourism – Recreational – Rest – Motivation – Health – Family Professional – Tourism.

Unit – II

Tourism Product

Historical development and geographical features of India – Indian Culture – Religion – Ritual – Brief and practices – cultural Tourism – Fair , Festival , Handicrafts , Dance , Music – Regional language – population .

Tourism Development

Objectives – Benefits – Effect – Farm Tourism, Rural Tourism, Urban Tourism , Major Attraction – special features – social Environment effect of tourism.

Unit – III

Travel Agent & Tour Operation

Introduction – Travel Agent – Transport Tour Operator Sources of Transportation – Air – Road –Sea . Travel agent – organizational structure – role – approval from department of tourism – travel document – Formalities – World travel laws – tour operations – itinerary computerized reservation system.

Unit – IV

Tourism management – introduction – importance of decision making and management – types – quantitative decision making tools .Types of organization and management – levels of management and organizational chart.

Unit – V

Foreign Collaboration in Hotel and Tourism Industry

International Cooperation and Collaboration – Lease and Agreement , Franchise management - contract and chain operation.

REFERECE BOOKS

Jagmohan Negi , International Travel & Tourism Travel Sultan

Publish and Chanol Publication

Jagmohan Negi , Travel & Tourism Management Himalaya

Publications

S.K.Bhatia – Tourism Management.

PAPER – VIII

HOTEL ACCOUNTANCY

UNIT – I

Accounting – definition of accounting and book keeping – concept and conventions – preparation of trading , profit and loss account and balance sheet(simple problems only)

UNIT – II

Costing – type of cost – Break even point (BEP) – PV-ratio – Margins of safety and decision making

UNIT – III

Financial statement analysis – fun flow and cash statement (problems)

UNIT – IV

Budget and budgetary controls and principles – Methods, types of budget (problems).

UNIT – V

Food and beverage account- cost concept – Nature of food and beverage business- Receipte costing – Menu costing and cost sheet . classification of department based on Revenue , sales , Record and control of revenue producing department- uniform system of accounting –operation ratio .

Room occupancy percentage – Bed occupancy percentage – Double occupancy percentage – percentage of food and beverage sales – Room sales percentage – seat turn over and average spending power(ASP) – Average rate per Guest

REFERENCE BOOKS

- 1.R.L.Gupta – Advanced Accounting
- 2.R.K.Sharma – Management Accounting – Sultan and son's Publication
- 3.Ramachandran and srinivasan – Management Accounting

Note: Questions in theory & problems carry 30 % and 70 % marks respectively.

PAPER – IX

BASIC CULINARY ART AND TECHNIQUE –II

Unit – I

Introduction to regional cooking
Factors affecting eating habits
Heritage of Indian Cuisine
Differentiation of Regional Cuisine

Unit – II Cooking from different states Under

Geographic location
Historical background
Availability of raw material
Equipment and Fuel
Staple diet
Speciality cuisine
Food prepared for festival and occasions
Indian breads , Indian snacks and Indian Sweets

States to be covered

Kashmir
Punjab
Uttar Pradesh
Rajasthan
Gujarat
Madhyapradesh
Maharastra
Goa
Kerala
Tamil Nadu
Karnataka
Andhra Pradesh

Unit – III Quality Food Production

Equipment used classification , list of manufacturers – care and maintenance –
Modern development in equipment manufacture.

Menu Planning – Basic principles – special emphasis of quantity food preparation
– planning menu's for various categories such as school college students Industrial
workers , Hospital ,Canteens ,out-door parties , Theme dinners, Transport, mobile
catering.

Unit – IV Identing – costing – purchasing Principles of indenting

Quantities and portions for bulk production
Food costing
Food cost control
Importance and relevance of food costing
Purchasing system
Purchasing specification
Storage

Unit – V Quantity Food Production – volume feeding

Types of institutional catering – Menu planning for institutional catering – scope and growth
Industrial catering – types – purchasing techniques
Hospital catering – diet menus – importance of hygiene
Off-premises catering – hiring of equipment ,menu planning – Theme parties – concept of central production unit .

REFERENCE BOOKS

V.C.Crusius – Quantitative food management – surjeet publications
Indersingh Ikolra & pradeep das gupta – cooking with Indian masters – Allied publishers
Vimala patel – festival cook book – india book house Mumbai

PAPER –X

ROOM DIVISION MANAGEMENT – II

Unit – I Front office operation

Registration : Receiving the guest – salesmanship , pre- registration – Registration of guest – (FIT , Group – crew – VIPS ,VVIPS)
Rooming a guest (with Reservation . walk in)
Room Racks (Manual ,Computerised)
Registration Record : Registration card , Arrival Departure register . keycard or Welcome card , vip and vvip list ,Amentiv voucher , discrepancy report , Log book , expected departure list – Glossary terms in relation to registration .

Unit – II Communication within Front office

Handling mail – Handling messages – telephone services – equipment in use (PBX,PABX,EPABX).Types of calls – telephone manners – fax procedure – E.mail – Identifying complaint – Handling complaint – key and key control
Bell desk – layout – job description of bell captain – bell boys – functions of bell desk – errand card – wake up call procedure – procedure for left luggage – scanty baggage – safe deposit facilities

Unit – III

Guest accounting system – flow of guest accounting process – Document generated of Various operation modes :- Non automated accounting – Job Description of front office cashier – Records and ledgers maintained by cashier – visitors tabular ledger – Guest weekly bill – allowance voucher, foreign currency – Credit card charge slip ,telephone voucher , cashiers report , petty cash voucher, Float – cashier summary sheet – Departure procedure – Mode of settling bills .
Night auditing – functions – job description of night auditor – Cross checking – guest credit monitoring – night audit process – verifying no show & cancellations – preparing night audit report – forecasting room availability – forecasting data's – walk- in percentage – percentage of over stay – percentage of under stay – formula for forecasting Budget for operation - forecasting room revenue – estimating expenses – refining budget plans.

Unit – IV Accommodation operation

Hotel linen – classification of linen – their sizes, selection criteria for Linen items
Linen Room – Activities of Linen room – location – equipment and layout of Linen room – purchase of linen – linen hire – quality and quantity – storage of inspection – issuing of Linen – procedure & Records – Stock taking procedure and records – Recycling of Linen – Marking & Monogramming

Sewing room – activities and equipments – Duties & Responsibilities of Linen Room Staffs

Uniform room – purpose of uniform – issuing procedure

Laundry – types of laundry – duties and responsibilities of Laundry staffs– Laundry Equipments – Flow Process of Industrial Laundry – Role of Laundry agent – Guest Laundry & Valet Service.

Unit - V:

Stain Removal – Definition – classification – general rules for stain removal

Pest control – prevention and control of pest – area of infestation – responsibility of house keeping in pest control

Flower arrangement – importance of flower arrangement - Equipment and material used

Safety & security – safety awareness and accident preventions – Fire Safety and Fire fighting Equipment

First -aid Treatment- Crime Prevention – Dealing with Emergency Situation

REFERENCE BOOKS

MaRGARET Lennox & Joan .C. Branson – Hotel Hostel and Hospital house keeping – ELBS

Medelin Schnelder & Georgetra – the professions house keeper .

Bhatnagar – Front office management – frame bros & Co .Ltd

Micheal L.Kasarana – Managing Frpnt office operation – AHMA

PAPER – XI

COMPUTER APPLICATION IN HOSPITALITY INDUSTRY - II

Unit – I

Ms-Excel – Introduction – starting Excel – parts of Excel – windows , working with spread sheet – working with formulas – functions graphs and charts.

Ms-Powerpoint – creating slides – slide shows presentation transition and effects – inserting pictures and slides – import and export using excel and templates

Unit – II

Ms Access – Database objects – parts of Access Window - Creating a new database – using queries to calculate values and summarizing the data .

Unit – III

Visual basic – introduction to development environment Forms and common intrinsic controls – properties – event and methods – input box and message box – data type – variable – constants –operator –arrays – procedures – programs and functions – flow control with conditional statement and looping control . creating a data base in VB , MDI forms , using Data Control

Unit – IV

Internet and Email – Introduction , browsers , WWW .Internet Explorer , Search engine , Web Server – offline Browsing Creating Mail Id , Sending Mails ,Receiving Mails HTTP.

Unit – V

Application of billing machine and computer in hotel . Introduction to billing machine – usage – advantage – disadvantage- pre-setting of billing machine – programming – stock entry – report taking – software used in Hotels. – FIEDELIO – CATERPILLAR- POINTOFSALE – ON DOS AND WINDOWS related to user and Supervisor of hotels.

References

- 1.Computer and Commonsense
- 2.Understanding Ms DOS and Work book on ws4 by K.S. Nagarajan
- 3.Software for office automation /P.C.KKarthigeyan
4. Steve Brown – VB in Record time , BPB publications
- 5.Mc Bride , Pk (1998) Programing in VB
- 6.VB in 21 Days .. BPB Publication
- 7.Alexis leon and Mathew leon (2000) , Introduction to computers with Ms office 2000 , Tata McGraw Hill Publishing company Ltd , New delhi.

PAPER – XII

FOOD AND BEVERAGE OPERATION – II

Unit – I

Introduction to Beverage - Classification of Alcoholic beverages – Introduction to wines – major grape varieties of red and white , wine makers calendar and viticulture – production of wine – classification of Wine – wine label reading –introduction to sparkling wine – production of sparkling wine – champagne with it's styles . Introduction to Fortified wines – meaning of port – Sherry – Medera – Malage – Marsala - Production and service of beer , whisky , Rum brandy , Gin , Vodka and Liqueur

Unit – II

Compiling of French Classical menu with wine , Wine and food combination meaning of Cock tail and Mock tail - Equipment and glass ware for making cocktails .Examples of Cocktails .

Bar operation : Types of Bar , Bar Pars , Bar Equipment – Bar layout – Bar Control system – Reords used in Bar ,Staffing – Bar inventory control

Unit – III

Introduction – objective of good layout of a restaurant – location – decision prior to planning , steps in Planning , Location , Space and allocation ,Staffing Type of Seating – Table Arrangement .

Restaurant costing – performance – measure, salesmix cover turn over – average check – seat Trunover – Average sales per cover .

Unit – IV

Function catering – Introduction - Types of Banquets – Organization of Banquet Departmental – duties and responsibilities of Banquet departmental – Duties and Responsibilities of Banquet staff – Banquet booking procedure – Table plans and Arrangements Mise – en – Place- service

Buffet : Introduction – factors to plan buffet - Time requirement – factors to plan buffet – Area Requirement , No .of persons , planning and organizing - Sequence of food - Types of Buffet- Equipment required – Check List- Supervision.

Unit – V

Gueridon service – Gueridon lay up – Method of serving dish at the table
Flambé Service – Introduction – Dishes served by the Flambe Service – Carving at the table – Foods used – Carving dishes served by carving services
Service of special dishes – cover – Acompaniment

REFERENCE BOOKS

1. Andrew Durken & John Cousins – the Beverages Book – Hodder & Stoughten
2. Lillicap – food and Beverage service (ELBS)
3. Costas Katsigrus , Mary Porten – chris Thomsonn – the bar – beverage book – John Vileys sons time.

PRACTICAL IV
BASIC CULINARY ART AND TECHNIQUES - II

Objective :

The Objective is to train the student in producing food in large quantities in a set time and adopting recipe to quantity food production . Dishes should represent all parts of India with emphasis on dishes of region/state.

PRACTICAL V
FOOD AND BEVERAGE OPERATION

Writing menu in French with wine accompanying taking orders – Presentation of posture
wine list – writing orders – Identification of glassware and Bar Equipments

Service of Wine - Red - Champagne & Rose - Presentation in Basket.

Wine label reading

Opening of bottle using cork screw

Decanting

Serving

Taking order for other Alcoholic Beverages

Service of Spirits , Servicing Neat, On the Rocks, Long drink

Taking order for cocktails , preparation and service of cocktails

Service of Apertiff , Liqueur and Beer.

PRACTICAL VI
COMPUTER APPLICATION IN HOSPITALITY INDUSTRY

MS.DOS

Working on Internal and External Command – Director - : Creation / Change /Rename & Rename – Copy within Direct / Hard disk to floppy / - Floppy to hard disk – deleting

WINDOWS

Introduction – Start menu /programs /control panel/types of files – opening and closing of windows shutdown /reboot/logoff/ window explorer /my computer /calculator /cut/copy /paste.

MS.WORD

1. Create a document , save it and edit the document as follows
2. Find , Replace options
3. Cut , copy ,paste option
4. Undo , Redo option
5. Change character size using the font dialog box
6. Formatting paragraphs and line spacing using bullet and numbering in paragraph
7. Using tab settings , enhancing the document
8. (Leader , Footer , page setup , Border , opening and closing tool bar , print , preview)

M.S.EXCEL

1. Create a Work Sheet .Moving /Copy inserting and deleting rows and columns (Usage of cut ,paste command ,copying a range of data , copying a single cell ,filling up a cell undo command inserting a row , column – deleting row and column)
2. Formatting a Work Sheet
3. Creating Chart – using chart Wizard (5steps)
4. Changing the chart type (pie,bar,line)
5. Inserting titles for the Axis X,Y
6. Changing Colours , Printing Chart
7. Using date time and Math Functions
8. Entering Current Due
9. Using Data Arithmetic (adding and Subtracting dates)
- 10.Data Functions(Day , Month , Year)
- 11.Using Time Functions (Hour , Minute,Second)
- 12.Mathematic Functions- Sum , Count , Average
- 13.Max-Min

POWER POINT

1. Creating a presentation using content Wizard
2. Different Views in Power Point Presentation
3. Setting Animation Effect
4. Grouping
5. Ungrouping
6. Crapping power point objects
7. Printing a presentation /Improving
8. Exporting Files – Creating an Organization Chart in Power Point.

THIRD YEAR
PAPER XIII
FOOD CHEMISTRY AND QUALITY CONTROL

Unit – I

Definition of Food , Nutrition and nutrients - Classification and functions of food groups
– Meaning and Importance of Balanced meal planning – points to be considered for meal planning in different age and groups
Cereals – Nutritional composition – gelatinization and retrogradation of Starch

Unit – II

Pulses – Nutritional composition – Antinutritional factor – Germination and malting
Fruits and vegetables and malting
Nutritional composition – pigments and flavour – components and its changes during cooking – Browning reaction.

UNIT – III

Milk – Nutritional composition – coagulation of milk protein
Egg – nutritional composition – coagulation and foam formation
Fleshy foods – Nutritional composition - post mortem changes and tenderness of meat

Unit – IV

Nuts and oil seeds – nutritional composition – extraction of oil – hydrogenation – Rancidity of oil and its prevention
Spices and condiments – Nutritional Composition – Flavouring extract and medicinal value
Beverages – Classification and Nutritional composition

Unit – V

Quality attributes of food – method of evaluation of food quality attributes - Common adulterants and test to detect adulterant – Government and trade standard for food quality

REFERENCES:

Srilakshmi , B. Food service New Age International (p) Its Publishers , Third Edition 2005

Manay Sakunthala N. and ShadaksharaSwamy – Food Facts and Principles – New Age International (p) Ltd Publishers , Reprint 2005

Swaminathan . M – Food Science chemistry and Experimental Foods – Ganesh & co , Madras Reprint 1979.

PAPER XIV
ADVANCE CULINARY ART & TECHNIQUES

UNIT : LARDER LAYOUT

Introduction to Larder work – Equipment found in larder – layout of typical larder and various sections

Larder control

Essentials of Larder Control – Importance of Larder Control – Devising Larder Control – Liaising with other departments – yield testing – Larder terms

Larder Organization

Function of Larder – Hierarchy of larder chef – Sections of larder – Duties and responsibilities of Larder chef.

Appetizer and Garnishes

Classification of Appetizer – Importance of garnish – Explanation of different garnishes.

Sandwiches : Parts of Sandwiches – types of Bread – Types of Filling - Classification spreads and garnishes – Types of sandwiches – Making of sandwiches – Storing of sandwiches.

UNIT – II CHARCUTERIE – SAUSAGES

Introduction to charcuterie – Sausages type and varieties – Filling - types & varieties

Charcuterie – Force meat

Types of force meat – preparation of force meat – uses of force meat – methods of curing

Charcuterie – Ham, Bacon & Gammon

Cuts of Ham, Bacon, Gammon – difference between Ham, Bacon, Gammon

Processing of ham and Bacon – Green Bacon

Charcuterie – Galantine, pate, mousse, mousseline

Making of Galantine – Ballontine – types of pate – making of pate - Commercial pate and pate maison – Truffles – types of mousse – preparation of mousseline – difference between mousse and mousseline

Charcuterie , Aspic ,gelee ,chaud froid ,non-edible display

Meaning of chaud froid – making of chaudfroid and precaution – Types of chaud froid – uses of chaudfroid – Definition of aspic and gelec – Differentiation between aspic and gelee – Preparation of Aspic and Gelee , Uses of Aspic and Gelee.Non redible display – ice carving – tallow structure – fruit and vegetable display – salt dough – pastillage – jelly logo – thermocol work – uses of wine and herbs in cooking.

Unit – III Bakery and Confectionary

Layout and Equipment of five star kitchens Bakery

Yeast dough product – different methods

Rich dough – straight dough – Modified straight dough – sponge method – Rolled in yeast product

Kind of yeast dough product

Crisp crusted bread – white pan bread, white bread

Softroll – English muffins , sour dough , white bread , pumper nickel ,

Sweet- rich dough – Baba Savarine ,Brioche

Rolled in dough – Danish pasty , Croissant – fault in bread making poor volume , too much volume , poor shape , Burstcrust too dense , crumby , Streaked Crumbs , crumbly ,Too dark crust , too pale crust , too thick crust , Blister on Crust , Poor flavour – Rectification and Prevention

Cakes : different methods – creaming method , Flour batter method – sponge method , Chiffon method – Faults in cake making – Rectification – Prevention

Icing – Varieties of Icing – Uses of Icing – Difference between Icing and Topping – Receipes

FrozenDesserts : - Types and Classification - - Ice creams – Definition

Methods of preparation – Additives and preservatives used in Ice cream manufacture

Meringue – Making of meringue – cooking meringue – types of meringue – uses of meringue

Chocolate Work – Types of chocolate – tempering of chocolate – Decorative work and display work and display pieces – Marzipan , sheets , Cut out method , pastillage , shavings

Unit – IV Kitchen Management

Layout of kitchen – factors that affect kitchen – design , principles – kitchen layout and design – placement of equipment – flow of work – space allocation – kitchen equipment (manufacture and selection) Budgeting of Kitchen Equipment.

PRODUCTION MANAGEMENT

Kitchen organisation – Allocation of Work (job Satisfaction) – Production planning – production scheduling – production quality and quantity control – forecasting and budgeting.

Unit – V

International cooking : different nation and their popular dishes . Study on the following cuisines with importance given to choice of ingredients , Menu , specific method of cooking and accompaniment – Types of Equipment – Methods of Preparation – French – sauces and garnishes – Italian – Pasta and Varieties - Mexican and Spanish Chinese – Regions and variations- Oriental - Thai and English cuisines.

PAPER XV

FOOD AND BEVERAGE MANAGEMENT

UNIT – I

Introducing to cost control :- objective and advantage of cost control –purchasing control – Aims of purchasing policy job description of purchase manager – personnel – Food quality factors of different commodities – definition of yield – test to arrive at standard yield – Definition of Standard purchase specification – Advantages of Standard yield and standard purchasing specification – Purchasing procedure – Different methods of purchasing – purchasing by contact – Periodical purchasing – Centralized purchasing – methods of purchasing in hotels – Purchase order forms – Ordering cost – carrying cost – Economic quantity – purchasing problems – sources of supply.

UNIT – II RECEIVING, STORING AND ISSUING CONTROL

Aims of receiving – job Description of receiving clerk personnel – Equipment required for receiving .

Document by the supplier – Delivery notes including format – Bills / Invoices – credit notes – statement

Records maintained in the receiving department – goods received book – daily receiving report – meat tags – receiving procedure – Blind receiving – Storing control – Aim of store control – job description of food store room clerk – conditions of facilities and equipment – location of storage facilities – security – stock control – Two types of food received – direct stores (perishables/Non perishables) – Stock records maintained – Bin card – stock record cards / Books

Issuing control – Requisition – transfer notes – perpetual inventory – stock taking – pricing of commodities

Stock taking – comparison of actual physical inventory and book value.

UNIT – III PRODUCTION CONTROL AND BEVERAGE CONTROL

Aim of production and forecasting

Fixing of standard – definition of standard quantity – standard purchase specification – Definition and objectives – standard portion size – various equipment used

Menu merchandising – Menu control – Menu structure – Menu planning-Types of menu – pricing of menus – Menu as marketing level – Menu Layout – Constraints of Menu planning – Duties of chef de cuisine – Records maintained by chef – Issue analysis sheet – Hygiene and cleanliness –sanitary requirement – garbage disposal.

Beverage control – purchasing – receiving – storing – Issuing – production control – standard recipe – standard portion size – bar frauds – books maintained during Beverage control

UNIT – IV SALES CONTROL BUDGETORY LABOUR COST CONTROL

Sales control – determining sales price – calculation of selling price – Factors to be considered while fixing selling price – Matching the cost sales – billing procedure – cash and credit sales – Cashier sales summary sheets – Budgetory control – Definition of budget – and budgetary control- Objectives – Frame work – key factors – Type of budgets – Master budget – Budgetary control – Labour control – Staffing – payroll – overtime .

UNIT – V ADVERTISING, PROMOTING, MERCHANDIZING, FOOD AND BEVERAGE

Guest handling – special occasions – advertising – promoting – merchandising & food and beverage – Overview identifying the media – layout and design of advertisement – highlighting the message – Target audience – Food and wine display – promoting room service – Telephone selling – persuasive and suggesting selling .Guest handling –

Identifying guest needs – Maintaining guest history card and records – effective public relationships – Effective social skills – personalization .

Special occasions – Types of special occasions – creativity and innovation – special menu – Planning and coordinating the activities

REFERENCE BOOKS

Food service organization – Marian C. Spears Allene . G. Vaden

Food and Beverage Service – Dennis . R. Lilly Carp John . A. Cousins

Modern Restaurant Service – A manual for students & Practitioners – John Fuller

Food and beverage operational – Marian .C.Spears & Allen G.VAde

Restaurant Management : Nancy Scanlon

The Theory of catering Ronald Kinots Victor Cesserani

The Beverages ; Andrew Durken & John Cousins

PAPER: XVI

TRAVEL AND TOURISM MANAGEMENT

Unit-I: TOURISM PLANNING AND DEVELOPMENT

Tourism Planning, Steps in planning, Destination planning, Improper tourism planning, Tourism policy formation, National action plan, Tourism policy of India, Role of international organization in planning, Agencies in tourism planning.

Unit-II: MARKETING FOR TOURISM

Introduction, Marketing for tourism, Marketing Management, Marketing Mix, The future of tourism, Marketing organization, Types of Marketing, Merits and Demerits of marketing, Marketing cycle.

Unit-III

Tourism in state and its policies, a core study and subsidy of state and central Government, New schemes in tourism, Special tourism area.

Unit-IV TOURISM ORGANIZATION:

TAAI, FHRAI, IATO, ASTA, WATA, PATA, IUOTO, ICCA, IATO, UFTAA.

Unit-V: ADVERTISING AND SALES

Advertising and Advertisement, Advertising and Publicity, Objectives of Advertisement, Advertisement in Tourism Promotion, Sales definition, Aims of sales supports techniques, sales forecasting.

REFERENCE BOOKS

Tourism development principles & practices , A.K. Bhatia Sterling publications , pvt ltd , New Delhi.

Tourism marketing , S.M. JHA ,Himalaya Publishing house, New Delhi

An Introduction as Travel and Tourism , PRAN Nath SETH , Sterling publishers pve ltd , New Delhi.

PAPER XVII
HUMAN RESORUCE MANAGEMENT

UNIT – I

Evolution of personnel management – Role – organizational set up of personnel department – Difference between personnel management and Human resources management – Importances of H.R.M in Indian organization.

UNIT – II

Manpower planning – job analysis – man power forecasting – Recruitment , selection , Training and development – induction – placement .

UNIT – III

Wages and salary administration – factors of wages and salary job evaluation and its techniques .

UNIT – IV

INDUSTRIAL RELATION

Collective bargaining – workers participation in management

UNIT – V

Labour Welfare Measures

Voluntary and statutory Measures – Accidents and Safety – Voluntary Retrenchment Scheme (V.R.S) – Retention Strategy .

REFERENCE BOOKS

J.JAYASANKAR – Human Resource Management – Margham publication

G.K.BASOTIA & KAUSHAL KUMAR – Human Resource Management – ABD publications.

PAPER – XVIII
HOTEL & BUSINESS LAW

UNIT – I LEGISLATION OF CATERING INDUSTRY

Introduction – Salient features of catering establishment act , 1958 – Interval for rest – payment of wages act – Applicable to catering establishment – Notice of discharge or Dismissal – Penalties – Grant of registration certification – Procedure of death of a holder of the registration certificate changes of the festival specified display of statement by the catering establishment maintenance of registers and records – Medical examination of persons prior to employment –Medical examination of employees – scale of dress to be supplied to the employees , servers . Cleaners. Kitchen staff. Fire Extinguishers and first aid boxes – Lien of Inn Keeper – Features of Tamil Nadu Tax on Luxury Act , 1981.

UNIT – II LAW RELATING TO HOTEL GUEST RELATIONSHIP
HOTEL AND LODGING RATE CONTROL

Definition – fair rate – Hotel and lodging house – Manager of a hotel – owner of a lodging house – paying guest – premises – Tenant – Tenement – appointment of controller – Fixation of fair rate – Refusal of accommodation – Eviction of guest from hotel room – duties – rights and responsibilities of Inn Keeper towards guest – Inn keeper lien.

Hotel And Restaurant Licenses

Licenses – permits – procedure for obtaming – renewing licenses – suspension and termination – Licenses required to open and operate Hotel and Restaurant

Unit – iii Food – Legislation the Prevention of Food Adulteration Act , 1954

Definition – Adulterant – adulterated food – public analyst – central food Laboratory – The central committee for Food Lab – The central committee for food Standards – Food Inspector – their powers and duties – procedure to be followed by food inspector – Report to public analyst - Notification of Food Poisoning

Consumer protection act , 1986

Consumer protection council – consumer dispute redress agencies – Appeal and jurisdiction of state and national Commission

Unit – IV Factories Act, 1948

Definition – factory – manufacturing process Adult, Adolescent ,child , young person
calendar year , week , provisions regarding health , safety and welfare – Non Fringe
benefits – pensions- Provident Fund

Unit – V Contract of Insurance

Nature of contract of insurance – principles of contract of insurance – Double insurance –
subrogation and contribution General Insurance practices.

REFERENCES BOOKS

E.Dharmaraj – Food and Hotel Legislation and polices – New Age International
Publishers

P.L.Malik – The industrial Law – Eastern Book & Co, Lacknow

B.K.Chakraborti – labour laws of India , International Law book center , Clacutta

Dr.A.N. Sharma – Aspect of Labour Welfare and Social Security – Himalaya publishing
house Mumbai .

PAPER – XIX

ENTREPRENEURSHIP DEVELOPMENT

UNIT I ENTREPRENEURSHIP

Introduction to entrepreneur , Entrepreneurship and Enterprise – Importance and relevance of the entrepreneur – Factors influencing Entrepreneurship – Pros and Cons of being an entrepreneur – women entrepreneurs , problems of promotion

UNIT – II TYPES AND TRAITS OF ENTREPRENEUER

Types of entrepreneur – characteristics of a successful entrepreneur – competency requirement for entrepreneurs – Awareness of self competanct and its development , To understand what constitutes a business opportunity , scanning the environment for opportunities , Evaluation of alternatives and selection based on professional competencies

UNIT – III STARTING A SMALL BUSINESS

In Overvies of the steps involved in starting , in a business unit – (location , cleanness and permits . Analysis of the market for the proposed project . To understand the importance of financial , technical and social feasibility of the project .

UNIT – IV PREPARING THE BUSINESS PLAN (BP)

Meaning of BP , Importance of Business Plan , Preparation of Business Plan , Typical BP- format – Financial aspects of the BP – Marketing aspects of the BP – Human Resources aspects of the BP – Technical Aspects of the BP – social Aspects of the BP- Preparation of BP – common pitfalls to be avoided in Preparation of BP .

UNIT – V INDUSTRIAL ASSISTANCE TO SMALL – SCALE ENTERPRISES.

Financial assistance through SFCs, SIDBI , Commercial banks , KSIDC , KSSIC , IFCL – NABRD - Non financial assistance from DIC , SISI , EDI , SIDO , AWAKE ,TCO,TECKSOK,KVIC . Financial incentives for SSPs and tax concessions – Assistance for obtaining and technical assistance – Industrial estates – Role and Types

REFERENCE BOOKS

VASANTH DESAI – Organisation and management o f small industries – hph

Saravanavel .p – entre preneurship development – margam publication

Tandian B.B. Environment & Entpreuners

PAPER –XX
PERSONALITY DEVELOPMENT

UNIT – I

Personality development – meaning – importance – need for developing personality

UNIT – II

Etiquette and manners – importance individual and group behaviour – Attitudes –
Dynamic role play – Case study.

UNIT – III

Biographical and auto biographical . p.d. models (mahatma gandhbi , Mother terasa ,nelson mandla , abdul kalam)

UNIT – IV

Leadership and interpersonal skill Leadership styles and situations – Concept and
practice of transactional analysis for interpersonal relations

UNIT – V

Communication skills : verbal – Non – verbal – writing skills – speaking in groups –
public speaking – practice session in drafting – Dumb charades and public speaking

RERERENCE BOOKS

ORGANISATIONAL BEHAVIOUR - Khaktia Schand

Organizational behaviour – nirmal singh

Seven habits of highly effective people – Stephen covey

You can win – shiv khera

Wings of fire – Abdul Kalam .